

# Media Kit 2026



Design  
Perspectives

[www.design-perspectives.de](http://www.design-perspectives.de)

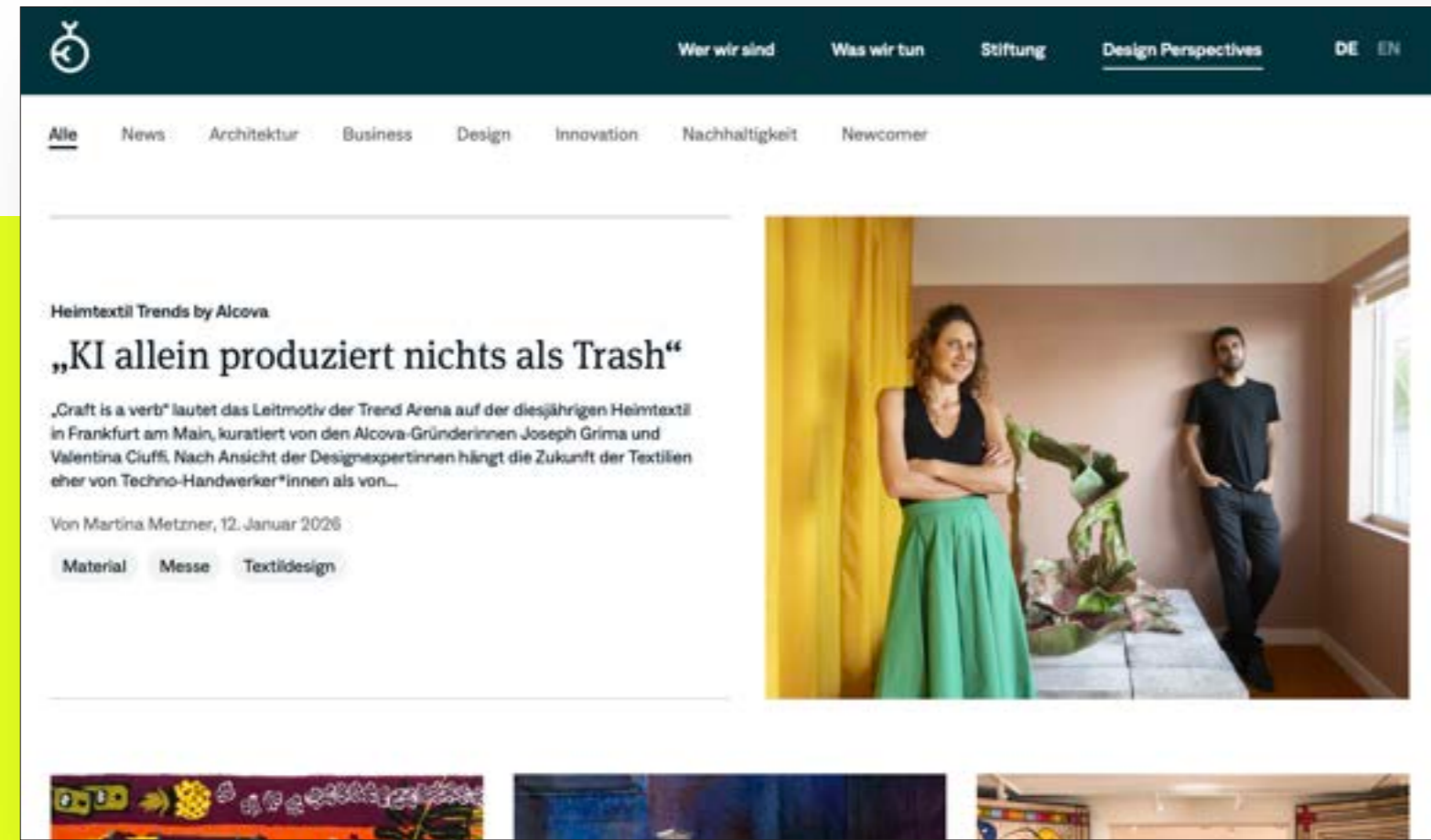
# Design Perspectives

## The Magazine of the German Design Council

There is still plenty of room for new ideas and approaches.

**Design Perspectives** explores the driving forces behind design and demonstrates how they are put into practice. Subjects covered include circular design, service design, and the impact of artificial intelligence and digitalisation on the daily work of designers.

The magazine also showcases the work of up-and-coming design studios and shares success stories about the importance of design in business. It also explores materials and processes that pave the way for new design and production methods.



# Our Readers – Your Target Audience

**Design Perspectives** is aimed at decision-makers and designers who utilise and think about design strategically.

The magazine also appeals to C-suite design executives and business leaders, for whom design is a vital part of innovation, branding and value creation.

At the same time, **Design Perspectives** also addresses design enthusiasts, as well as designers from all disciplines and experts in brand management and marketing. The magazine is also aimed at those working at the intersection of design, technology and management.



Graduates, students and universities will also find relevant content that contextualises current design developments and opens up perspectives for professional practice.

Design Perspectives also proactively reaches out to companies in the creative industries and members of the **German Design Council** who recognise the transformative power of design in business and society.

## Reach

Ø 132.000

Visitors per year

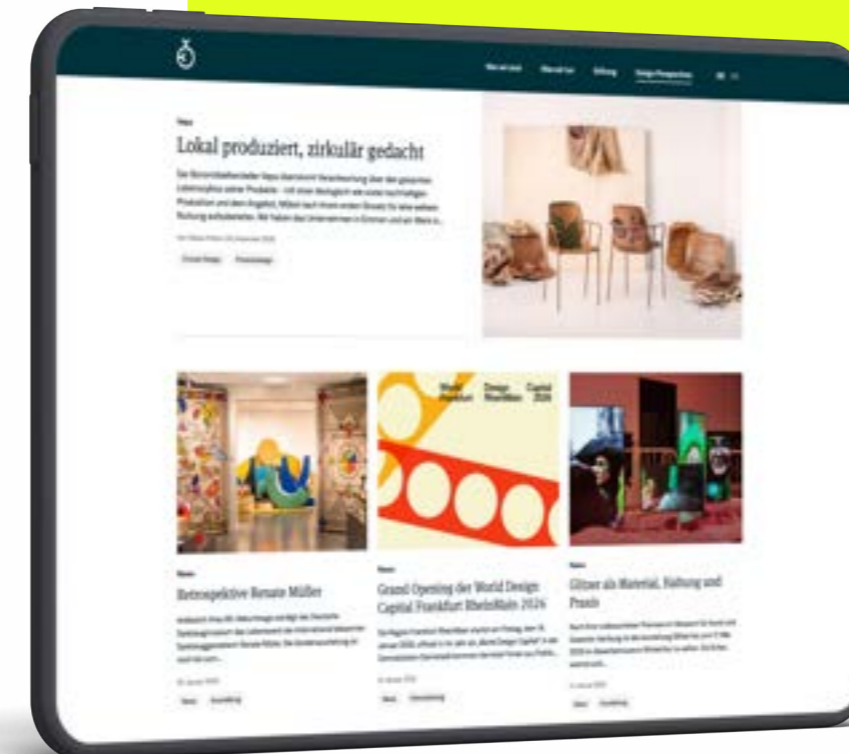
# Your Target Audience

We translate your communication goals into tailor-made formats, ranging from eye-catching event announcements and banners to advertorials and cross-media storytelling solutions. Our community and editorial expertise ensures a wide reach and relevance.

## Media Partnership

As a media partner of **Design Perspectives**, you have the opportunity to promote your events, topics or content within our dedicated community, reaching both German and English-speaking audiences. Our editorial services offer high-quality content, custom formats and strategic placement.

**Interested?** We are eager to explore opportunities to align your communication objectives with our editorial expertise to generate significant impact.



**Magazin**  
**Newsletter**  
**Podcast**  
**Social Media**

## Editorial Formats in Our Online Magazine

### Sponsored News

A news article with featured images and a link to your website. We provide a professional English translation.

#### Publication

**Website:** [www.design-perspectives.de](http://www.design-perspectives.de)  
(in the 'News' section for a period of 6 weeks)

**Newsletter:** Sponsored news linked to the news item.

#### Technical Information

min. 600 – max. 1,200 characters  
(including headings and spaces)

**Header image** including copyright information  
(Seitenverhältnis 16:9, mind. 2.500 × 1.406 px, RGB, max. 1 MB)

**Newsletter-Visual** including copyright information  
(Aspect ratio 3:2, min. size 450 × 300 px, RGB, maximum 1 MB)

**Featured images** including copyright information  
At least one featured image  
(min. image width 2,500 px, RGB, max. 1 MB)

#### Pricing

500,00 EUR\*

**Including a listing of your event in our design calendar:** 600,00 EUR\*

### Advertorial Provided by You

You must submit a feature article for approval by our editorial team. It can contain links to a maximum of two external websites. We provide a professional English translation.

#### Format

Interviews, portraits (of people or companies), events, studies, etc...

#### Publication

**Website:** [www.design-perspectives.de](http://www.design-perspectives.de)  
**Newsletter:** Publication linked to the article

#### Technical Information

min. 3.500 – max. 8.000 characters  
(including teaser, headings and spaces)

**Header image** including copyright information  
(min. image width 2,500 px, RGB, max. 1 MB)

**Newsletter-Visual** including copyright information  
(Aspect ratio 3:2, min. size 450 × 300 px, RGB, maximum 1 MB)

**Featured images** including copyright information  
At least 2 featured images  
(min. image width 2,500 px, RGB, max. 1 MB)

#### Pricing

Custom quote available on request\*

### Advertorial With Editorial Support

Our editorial team either produces a feature article or commissions a journalist to do so. We provide a professional English translation.

#### Publication

**Website:** [www.design-perspectives.de](http://www.design-perspectives.de)  
**Newsletter:** Publication linked to the article

#### Pricing

Custom quote available on request\*

# Design Events

## Your Events in Our Calendar

Add your event to our 'Design Dates' calendar to reach a professional, design-focused audience. We promote your conference, trade fair or talk by listing it in the calendar and adding a direct link to your website, either on its own or in conjunction with a sponsored news item.

### Basic Entry

Link to your own website

### Pricing

250,00 EUR\*

### Image Format

16:9 (min. 1920 × 1080 px)

JPG, PNG, WebP

RGB

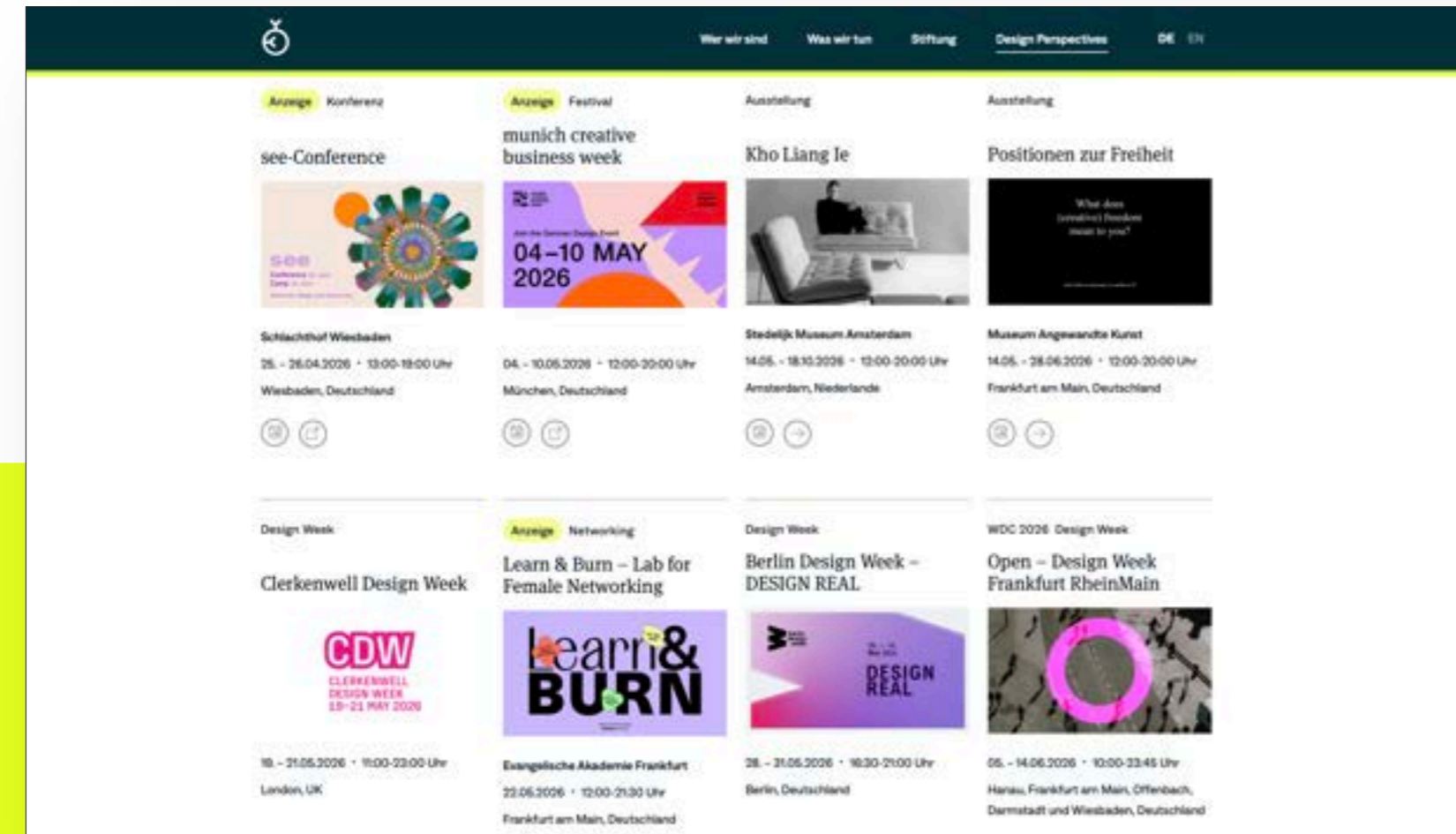
max. 1 MB

### Listing in Combination With Sponsored News

### Pricing

600,00 EUR\*

Event listing and link to sponsored news.



\*plus VAT

# Design Perspectives Newsletter

Discover how design can open up new possibilities with our Design Perspectives newsletter. Each month, you will receive the latest articles, interviews and news from our magazine straight to your inbox. We'll ensure you're always kept up to date with the topics and events shaping the world of design. Our editorial team has carefully curated a selection just for you.

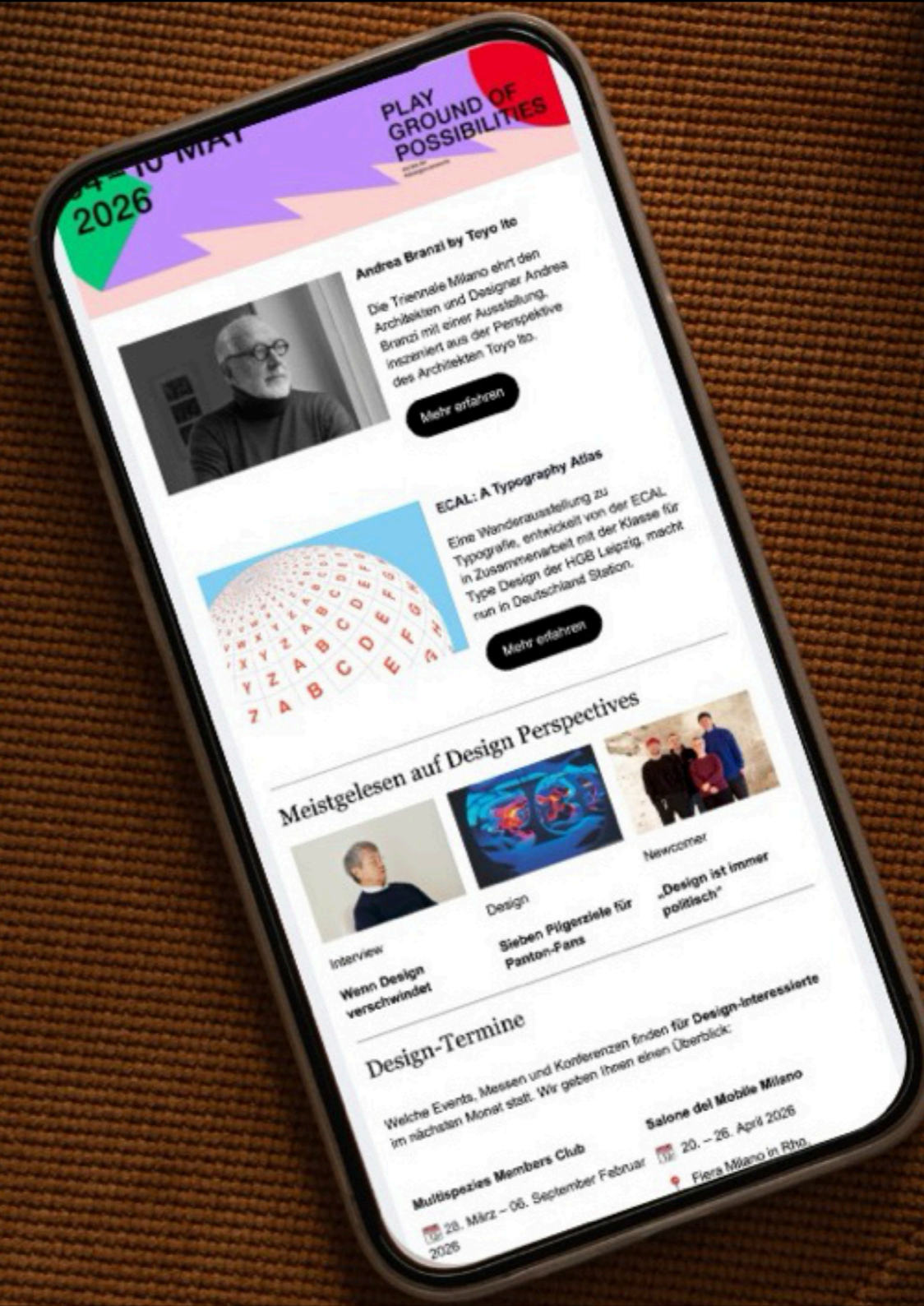
## Reach

Ø 3.297 Recipients

Ø 29,4 % Open-rate \*

Ø 11,2 % Click-rate

\* The stated rates do not include automatic openings triggered by machines.



# Newsletter Deadlines 2026

## Publication Dates

- 27. January
- 24. February
- 24. March
- 28. April
- 26. May
- 30. June
- 28. July
- 25. August
- 15. September
- 06. October
- 03. November
- 08. December

## Submission Deadline

- 21. January
- 18. February
- 18. March
- 22. April
- 20. May
- 24. June
- 22. July
- 19. August
- 09. September
- 30. September
- 28. October
- 02. December



# Editorial Formats in Our Newsletter

<b>Banner Advertisement</b>	<b>Image Format</b> 2:1 (min. 600 × 300 px) JPG, RGB, GIF, WebP RGB max. 1MB	<b>Pricing</b> 600,00 EUR*
<b>Sponsored News</b>	<b>Image Format</b> 3:2 (min. 450 × 300 px) JPG, PNG, GIF, WebP RGB max. 1 MB	<b>Pricing</b> 500,00 EUR*
<b>Sponsored News</b>	<b>Image Format</b> 1 × 3:2 (min. 450 × 300 px) 1 × 16:9 (min. 1920 × 1080 px) JPG, PNG, GIF, WebP RGB max. 1 MB	<b>Pricing</b> 600,00 EUR*

\*plus VAT



Newsletter 3/2026

Anzeige



## News

**Mia Seeger Preis**

Die Mia Seeger Stiftung schreibt erneut ihren Nachwuchspreis für Soziales Design aus. Einreichungen sind bis zum 24. April 2026 möglich.

[Mehr erfahren](#)

**Whispering Things**

Die erste große Retrospektive von Hella Jongerius im Vitra Design Museum fragt, wie Design Wertschätzung und Achtsamkeit statt Konsum fördern kann.

[Mehr erfahren](#)

## Design-Termine

Welche Events, Messen und Konferenzen finden für **Design-Interessierte** im nächsten Monat statt. Wir geben Ihnen einen Überblick:

<b>Multispezies Members Club</b>	<b>Salone del Mobile Milano</b>
28. März – 06. September Februar 2026	20. – 26. April 2026
Museum Giersch der Goethe-Universität, Frankfurt am Main, Deutschland	Fiera Milano in Rho, Mailand, Italien

# Design Perspectives Podcast



How can design be used as a catalyst for transformation and business success? We'll discuss this topic with leading figures from the worlds of design, brand management and architecture. They share their insights on how transformation, sustainability and business success can go hand in hand within a company. An interesting, informative and inspiring format.

## Target Audience

We welcome professionals and managers from the fields of design, brand management and architecture, as well as professors, students and graduates from design colleges, journalists, influencers and design enthusiasts.

## Frequency & Reach

1 Episode / Month

## Downloads & Streams

Around 20,000 downloads and streams per year across 12 episodes – that equates to an average 1,600 views per episode and places the podcast in the upper tier of comparable niche formats.

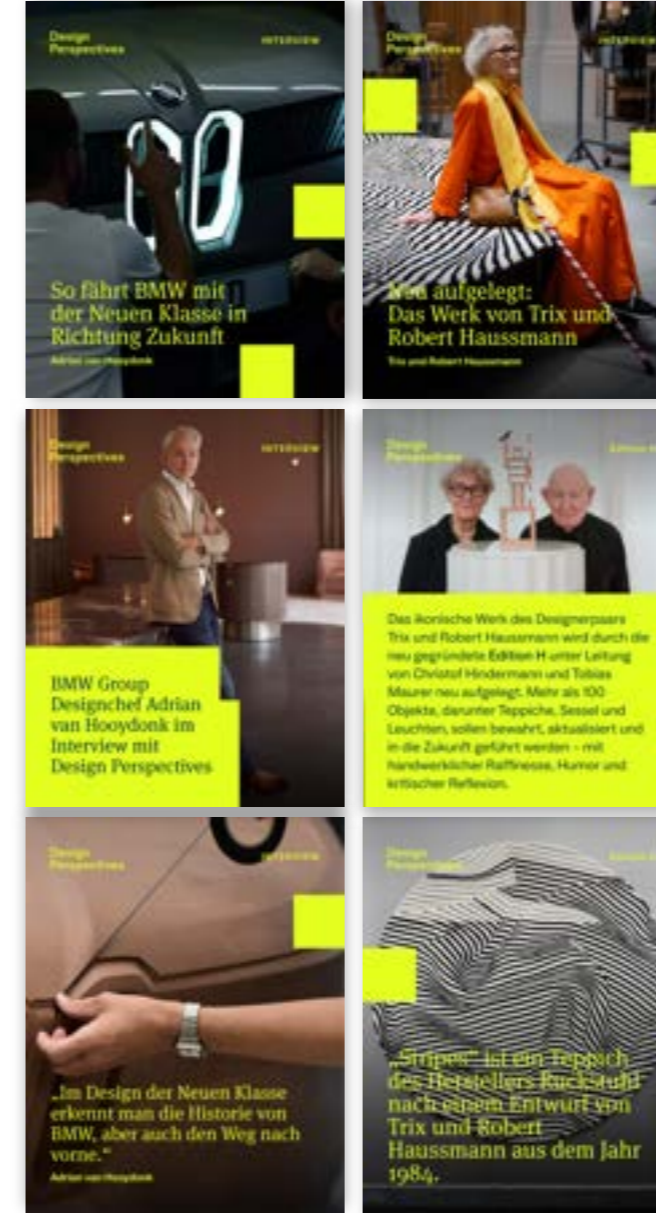
## Podcast Sponsoring

Your company will sponsor the episode and be featured as part of the content (e.g. as an interviewee). This is subject to individual enquiry and agreement on the content.

Format	Placement	Duration	Pricing
Mid-Roll (delivered)	In the Episode	Max. 45 Sec.	500,00 EUR*
Post-Roll (delivered)	Episode ending	Max. 30 Sec.	400,00 EUR*
Mid + Post Roll	Combination	Max. 75 Sec.	800,00 EUR*

\*plus VAT

# Design Perspectives Social Media



Design Perspectives also offers selected partners the opportunity to promote their content in a targeted manner on social media. On Instagram and LinkedIn, we extend our editorial content into visually striking formats. Multi-page posts and curated visuals convey the essence of an article and make even complex content easy to grasp. Events and partner initiatives can also be showcased within the editorial context of our social media channels.

## Publication

On the Instagram profile of the **German Design Council Foundation** as well as on the LinkedIn channel of **German Design Council**.

## Pricing

Single Post (Instagram or LinkedIn)	750,00 EUR*
Editorially Curated Carousel Post	
Combi (Instagram & LinkedIn)	1.200,00 EUR*
Editorially Curated Carousel Post	
Starter Pack / Partner Pack	1.800,00 – 2.500,00 EUR*
2 Posts (Instagram & LinkedIn / or 2 Dates)	
Event Promotion (Editorial Post)	1.200,00 EUR*

\*plus VAT

# Contact

## **Rat für Formgebung Medien GmbH**

Friedrich-Ebert-Anlage 49

60327 Frankfurt a. M.

069 - 24 74 48 600

[www.design-perspectives.de](http://www.design-perspectives.de)

## **Managing Director**

Lutz Dietzold

## **Head of Communications and Marketing**

Thomas Reisch

## **Editor-in-Chief**

### **Design Perspectives**

Katharina de Silva

069 - 24 74 48 626

[katharina.desilva@gdc.de](mailto:katharina.desilva@gdc.de)

## **Media Partnerships**

Mariama Keshmiry

069 - 24 74 48 679

[mariama.keshmiry@gdc.de](mailto:mariama.keshmiry@gdc.de)