

Smart Homes. Living, designed.

Germany's magazine for intelligent living since 2004. Smart Homes connects architecture, design and technology for homeowners, builders, renovators and planners who invest in the quality of their homes.



75–80k

TOTAL REACH PER ISSUE,
PRINT AND DIGITAL

6x

ISSUES PER YEAR,
BIMONTHLY

24th

YEAR OF PUBLICATION,
FIRST ISSUE 2004

€ 8

COVER PRICE

Distribution

Print

- Newsstand sales via German press wholesale: newsagents, railway station and airport bookshops
- Subscriptions
- Germany, Austria and Switzerland

Digital

- ePaper
- Readly, iKiosk, Read-it and further digital newsstands
- Onboard libraries, e.g. on TGV INOUI trains
- PopupMags, our own magazine app

Reach figures: publisher's data incl. print, ePaper and digital channels. Smart Homes is not IVW-audited.

Readers

Male readers in core target group	70 %
Read several issues per year	75 %
Average reader age	56
Reading time per issue	37+ min

Above-average share of homeowners, builders and renovators with four- to five-figure budgets for building technology and smart home systems. Professionals include architects, planners, electrical contractors and executives. Secondary interests: e-mobility, solar, design and hi-fi.

Print and online, from one editorial team

Editorial features and product reviews in Smart Homes are also published on **plugged.de**, the digital home of Smart Homes, Electric Drive and New Work: **121,800 unique users** and **307,400 page impressions** per month, plus a monthly Smart Homes newsletter. Every print story gets a second life online, where readers research before they buy.

Six issues, six stages.

1/27 ON SALE 02.01. Lighting	2/27 ON SALE 06.03. Security	3/27 ON SALE 01.05. Door communication	4/27 ON SALE 03.07. Energy	5/27 ON SALE 04.09. Audio, video, multiroom	6/27 ON SALE 06.11. IoT and Matter · Winter Gadget Guide
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Ad material deadlines and editorial deadlines per issue: see the German media kit or ask us.

Display advertising

FORMAT	NET PRICE
1/1 page	€ 8,590
2/1 double page	€ 16,990
1/2 page	€ 4,990
1/3 page	€ 3,890
Inside front cover (U2)	€ 11,590
Back cover (U4)	€ 12,590
U2 + page 3	€ 18,990

Volume discount: 3 ads -5 %, 6 ads -10 %, 12 ads -15 %.
Agency commission 15 %.

Digital

Native article on plugged.de	€ 2,900
Newsletter ad (monthly Smart Homes newsletter)	€ 700
Newsletter integration (teaser + article)	€ 2,500
Dedicated newsletter	€ 3,000

All prices net plus VAT, valid from 1 January 2027.
Terms: pluggedmedia.de/agb

Advertorials and sponsoring

FORMAT	NET PRICE
2/1 advertorial	€ 17,890
1/1 advertorial	€ 8,990
1/2 advertorial	€ 4,990
Bundle: 1/2 page print, ePaper and web	from € 5,990
Section sponsoring / Guide, 2 issues	€ 9,900
Guide, full year (6 issues)	€ 22,900
Reader study sponsoring	from € 9,990

Exclusive study

Every year we survey our readers: one of the few independent long-term studies on homeowners and renovators in German-speaking countries.

87 % consider cross-brand interoperability important or decisive for purchase. **82 %** use, plan or are interested in energy self-sufficiency.

Source: Die Zukunft des Wohnens 2026

Contact

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