

# FORMFAKTOR

Design platform for the  
German-speaking areas



# About

FORMFAKTOR is an Austrian design magazine founded in 2018 by Markus Schraml, journalist with 20 years of professional experience as TV editor, cameraman and print journalist. FORMFAKTOR is an independent digital design platform that is not financed by any big company, publishing giant, political group or investor with it's own agenda. The result is an editorial content, which is determined purely by journalistic duty of care and completely free choice of subject. With its mix of design, innovation, architecture and mobility, FORMFAKTOR picks up on the most burning questions of our time.



# Facts



Unique Visitors: 23.576 per  
Month (as of April 2022)

Visits: 42.555 per Month (as of  
April 2022)



Readership by occupation:  
Design professionals from  
agencies, press departments,  
companies, decision-makers of  
high quality design stores, design  
institutions, universities,  
architectural practices, design  
studios and in design interested  
audiences in general.



TOP readers by countries:  
Germany, Austria,  
Switzerland, Italy, France, USA,  
China



# Rates

Featured Box AD  
EUR 790,- per month

Sidebar AD, 1st position  
EUR 690,- per month

Sidebar AD, 2nd position  
EUR 590,- per month

Sidebar AD, 3rd position  
EUR 490,- per month

Sponsored Content  
(max. 2000 characters incl. spaces, max. 5 photos)  
EUR 1.490,- per month

Advertorial  
(max. 2.500 characters incl. spaces, max. 5 photos)  
EUR 1.490,- per month

Promotion  
(max. 2000 characters incl. spaces, max. 3 photos)  
EUR 990,- per month

All ads are on shared positions.  
All prices excl. 20 % VAT.



# Contact

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