

# FORMFAKTOR

## Media Data 2025

[form-faktor.at](https://form-faktor.at)

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2025

# ABOUT

FORMFAKTOR is a design platform for German-speaking markets based in Austria. It was founded in 2018.

FORMFAKTOR is independent and not financed by any big company, publishing giant or investor with its 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 pressing questions of our time. FORMFAKTOR offers special forms of advertising, which are an elegant and efficient way to enter new markets like the DACH region.



# FACTS

Unique Visitors:  
12.097 per month  
(as of Oct. 2024)

Visits:  
108.873 per month  
(as of Oct. 2024)

*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, USA, Switzerland, France, Italy, China

# RATES

Featured Box AD  
EUR 250,- per month

Sidebar AD, 1st position  
EUR 220,- per month

Sidebar AD, 2nd position  
EUR 200,- per month

Sidebar AD, 3rd position  
EUR 190,- per month

All ads are on shared  
positions.

*Advertorial*  
(max. 2.500 characters incl. spaces, max. 5  
photos)

EUR 790,- for 6 month

The article is written and designed by an  
FORMFAKTOR-editor in close consultation with  
the customer.

*Promotion*

(max. 2000 characters incl. spaces, max. 3  
photos)

EUR 690,- for 6 month

The article is provided by the customer in such a way  
that it can be posted in the form supplied.

All prices excl. 20 % VAT.

# CONTACT

For bespoke ways of advertising please contact:  
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