

bwd

MEDIA INFORMATION 2026

No. 60, valid from 01/01/2026



www.boden-wand-decke.de

TARGET GROUP.

CHANNELS.

THEME PLAN.

PRICE LIST.

WEBSITE.

NEWSLETTER.

SOCIAL MEDIA

VIDEO.

CONTACT PERSONS.

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OUR TARGET GROUP

WE ARE
FLOOR!

**bwd – THE FLOORING MAGAZINE
FOR CRAFT AND TRADE**

OUR READERS



Main Target Group

Flooring, parquet and screed
layers



Additional Readers

Affiliated specialist retail and
-wholesale,
interior decorators and painters

OUR CHANNELS



PRINT

bwd – THE FLOORING MAGAZINE FOR CRAFT AND TRADE

'bwd' is published with a circulation of 8,125 copies (Annual average IVW July 1, 2024 to June 30, 2025), of which 2,125 copies are subscriptions and 1,963 ePapers. This makes 'bwd' the most subscribed trade magazin of the flooring industry in the region of Germany, Austria, Switzerland.

The editorial focus is on useful technical articles on flooring technology. Product presentations from the world of floor coverings guarantee a transparent market overview month after month. Current reports from the lively trade, commerce and industry round off the editorial spectrum of 'bwd'. 'bwd' is the official publication of the Austrian Federal Guild of Floor Layers.

Our previous special issue 'highlights' will appear again in 2026 as a special section in 'bwd' (issue 5/May) with its own cover page and layout.

DIGITAL

WEBSITE boden-wand-decke.de

As an online portal for the flooring industry, boden-wand-decke.de complements our range of information and offers IVW-checked quality reach for banner and native formats.

NEWSLETTER bwd report and bwd Profi-Tipp

Every 14 days, usually on Wednesdays, the newsletters 'bwd report' currently reaching 6.801 and 'bwd Profi Tipp' currently reaching 5.278 (as per June 2025) subscribers.



Newsletter at a glance



PRINT.

bwd AT A GLANCE

WE ARE FLOOR!



ONE OF THE MOST IMPORTANT TRADE MAGAZINES OF THE FLOORING TRADE

CIRCULATION



Real circulation (IVW-verified):
8,125 copies
(Annual average 1 July 2024 to 30 June 2025)

FREQUENCY OF PUBLICATION



10 issues per year
(monthly, double issue 1-2/January-February and 6-7/June-July)

IVW AUDIT



bwd is subject to the IVW audit every year. This verifies whether the circulations reported by us have been sent correctly. After a successful check the figures may be published and the IVW logo may be used as a quality label.

This means for your media activities: Valid reporting of print and actually distributed circulation and thus planning reliability!

Information about IVW.

Circulation and distribution analysis.

CLEAR READER GUIDANCE MODERN LAYOUT



OUR CREDO: CREATING BENEFITS!

- 'bwd' stands for "flooring technology competence"
- 'bwd' provides concrete work and decision-making aids
- 'bwd' evaluates trends and developments and provides orientation for the reader
- 'bwd' secures knowledge advantage in competition

OUR CONTENT

- Industry/trade: News, company portraits, interviews, surveys, trade fair and trend reports
- Flooring technology: technical articles, damage case analyses, user studies, step-by-step instructions
- Product news and reference objects: From the world of flooring
- Austria Forum: The flooring scene in the neighbouring country



Issue	Dates	Topics	Trade fairs / Exhibitions
1/2 January/ February  heimtextil	PD: 10/02/2026 APD: 16/01/2026 ED: 09/01/2026	First impressions of heimtextil New products from heimtextil and DOMOTEX Textile floor coverings	heimtextil Frankfurt am Main, 13. to 16. January 2026 DOMOTEX Hanover, 19. to 22. January 2026
3 March  heimtextil	PD: 03/03/2026 APD: 06/02/2026 ED: 30/01/2026	DOMOTEX follow-up report New products from heimtextil and DOMOTEX Design floor coverings and accessories	digitalBAU Cologne, 24. to 26. March 2026
4 April	PD: 01/04/2026 APD: 06/03/2026 ED: 27/02/2026	Flooring for commercial properties Tools & machinery: everything you need for laying floor coverings & parquet Coverings for outdoor areas	
5 May	PD: 06/05/2026 APD: 10/04/2026 ED: 03/04/2026	Healthy floor coverings, installation systems, oils, sealants, waxes Preliminary report on the Flanders Flooring Days Durable and decorative floor coatings	 highlights-special section in bwd 05/2026 Booking deadline: 27. March 2026
6/7 June/July 	PD: 05/06/2026 APD: 08/05/2026 ED: 30/04/2026	Preliminary report on EPF Flooring materials Workwear and protective clothing	Flanders Flooring Days B-Kortrijk, 18 to 21 May 2026 EPF Feuchtwangen, 24. to 26. June 2026

Issue	Dates	Topics	Trade fairs / Exhibitions
8 August 	PD: 04/08/2026 APD: 10/07/2026 ED: 03/07/2026	Follow-up report on EPF and Flanders Flooring Days Modular flooring concepts	
9 September	PD: 01/09/2026 APD: 07/08/2026 ED: 31/07/2026	Finishing and transition: Skirting boards, profiles and stair edge systems	
10 October	PD: 06/10/2026 APD: 11/09/2026 ED: 04/09/2026	Surface finishing: designing and maintaining floors Comfortable, quiet flooring – floor coverings and underlay	
11 November	PD: 03/11/2026 APD: 09/10/2026 ED: 02/10/2026	Save time on the construction site Parquet flooring: nature you can touch	
12 December BAU	PD: 08/12/2026 APD: 13/11/2026 ED: 06/11/2026	Preview BAU New products at BAU Installation materials, floor coverings and skirting boards for bathrooms and wet rooms	

PD = Publication date, APD = Advertising/printing documents deadline, ED = Editorial deadline
The editorial department reserves the right to make changes regarding the topics.

1 Advertisement prices and formats (All prices specified are subject to statutory VAT.)

Format	Print space formats width x height in mm	Basic prices b/w	Prices 4-coloured
1/1 page	185 x 266	€ 3,295.–	€ 5,185.–
2/3 page	185 x 176 or 122 x 266	€ 2,230.–	€ 3,520.–
1/2 page	185 x 131 or 90 x 266	€ 1,730.–	€ 2,690.–
1/3 page	185 x 86 or 59 x 266	€ 1,190.–	€ 1,850.–
1/4 page	185 x 63 or 90 x 131 or 43 x 266	€ 905.–	€ 1,520.–
1/8 page	185 x 29 or 90 x 63 or 43 x 131	€ 435.–	€ 760.–
1/16 page	90 x 29	€ 255.–	€ 420.–
Cover	195 x 203		€ 5,800.–
2nd cover page	185 x 266	€ 3,665.–	€ 5,555.–
3rd cover page	185 x 266	€ 3,665.–	€ 5,555.–
4th cover page	185 x 266	€ 3,665.–	€ 5,555.–

Cut-in ad: millimetre price 1 column

(59 mm wide) € 4.85

Bleed formats and graphic illustrations

Our

general terms and conditions apply.

2 Surcharges:

Placement	Binding placement regulations:	respectively 10 % of ad rate
Colour	Per standard colour (PSO Coated v3) see price list. Special colours, which cannot be obtained from PSO Coated v3:	40 % of ad rate
Format	Advertisements across the gutter:	10 % of ad rate

3 Discounts:

For purchase within one year of insertion
(starting from the appearance of the first advertisement)

Frequency discount	Volume discount
appearance 3 times 5 %	1 page 5 %
appearance 6 times 10 %	3 pages 10 %
appearance 8 times 15 %	6 pages 15 %
appearance 10 times 20 %	10 pages 20 %

No discount on loose inserts, postcards, glued inserts, technical
supplementary costs as well as job and occasional advertisements.

4 Categories:

See price list job an occasional advertisements page 12

5 Special advertising:

bound inserts	
2 pages (1 sheet)	€ 4,495.–
4 pages (2 sheet)	€ 7,145.–
Uncut format	216 x 307 mm
Trim size	210 x 297 mm
Delivery quantity	on request
(discount: 1 sheet = 1/1 advertisement page)	

6 Contact:

Loose inserts
max. size 205 x 294 mm*

Weight	Price
up to 30 g	€ 2,585.–
Delivery quantity	on request
Glued inserts	€ 2,585.–

Head of Media Sales:

Thomas Pohl (responsible)
Telephone +49 8247 354-185
thomas.pohl@holzmann-medien.de

Deputy Head of Media Sales

and your main contact:

Barbara Danielkewitz
Telephone +49 8247 354-232
barbara.danielkewitz@holzmann-medien.de

Media Administration:

Carolin Ruf
Telephone +49 8247 354-133
disposition@holzmann-medien.de

*Please be sure to observe the specified format. Deviations,
especially protruding formats, cause additional postal costs
which we will charge you.
Prices including postage

IMPORTANT

Binding bleed for bound inserts:

Bleed on the top 5 mm
Left, right and bottom: every 3 mm

Advertisement prices and formats for classified ads (All prices specified are subject to statutory VAT.)

Categories	Format	Width x Height in mm	Price print + online b/w	Price print + online 4-c
Job offers, representations	1/1	185 x 255	€ 715.–	€ 1,010.–
	1/2	185 x 125	€ 385.–	€ 550.–
	1/4	90 x 125	€ 230.–	€ 320.–
Job applications	1/2	185 x 125	€ 230.–	€ 320.–
	1/4	90 x 125	€ 140.–	€ 230.–
	1/8	90 x 60	€ 120.–	€ 200.–
Purchases, sales, business connections	1/1	185 x 255	€ 715.–	€ 1,010.–
	1/2	185 x 125	€ 385.–	€ 550.–
	1/4	90 x 125	€ 230.–	€ 320.–

Ciper: € 5,- (Germany), € 10,- (foreign countries)

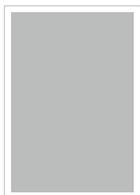
Discounts: none

Artwork: Advertisements are typeset by the publisher according to the text template or can be supplied as a finished print file. Proofs can be produced on request.

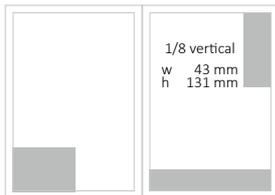
Contact: Barbara Danielkewitz
Telephone +49 8247 354-232
barbara.danielkewitz@holzmann-medien.de

Advertisement formats

Within print space

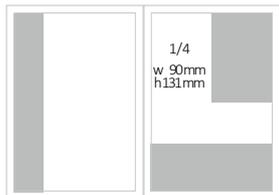


1/1 page
Width 185 mm
Height 266 mm



1/8 page
Width 90 mm
Height 63 mm

1/8 p. horizontal
Width 185 mm
Height 29 mm



1/4 p. vertical
Width 43 mm
Height 266 mm

1/4 p. horizontal
Width 185 mm
Height 63 mm



1/3 p. horizontal
Width 185 mm
Height 86 mm

1/3 p. vertical
Width 59 mm
Height 266 mm



1/2 p. horizontal
Width 185 mm
Height 131 mm

1/2 p. vertical
Width 90 mm
Height 266 mm



2/3 p. horizontal
Width 185 mm
Height 176 mm

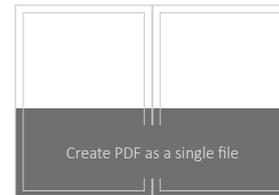
2/3 p. vertical
Width 122 mm
Height 266 mm

With bleed

The specified formats are final formats. Advertisements in bleed require an additional bleed of 5 mm each head and foot trim and 3 mm on the outer sides.



1/1 page
Width 210 mm
Height 297 mm



2x 1/2 page above the gutter with bleed
420 mm wide, 152 mm high + 3 mm bleed all around, NO bleed in the gutter



1/4 p. horizontal
Width 210 mm
Height 83 mm

1/4 p. vertical
Width 54 mm
Height 297 mm



1/3 p. horizontal
Width 210 mm
Height 112 mm

1/3 p. vertical
Width 70 mm
Height 297 mm



1/2 p. horizontal
Width 210 mm
Height 152 mm

1/2 p. vertical
Width 102 mm
Height 297 mm



2/3 p. horizontal
Width 210 mm
Height 197 mm

2/3 p. vertical
Width 132 mm
Height 297 mm

Please note that – due to the adhesive binding – an additional 3 mm per page is not ideally legible in the gutter next to the trimming (gutter bleed) of 3 mm per page for text and images across the gutter.

Year:	72nd year 2026	Data transmission:	Via email to disposition@holzmann-medien.de
Publishing House:	Holzmann Medien GmbH & Co. KG Gewerbstraße 2 86825 Bad Wörishofen Telephone +49 8247 354-01 Fax +49 8247 354-170 www.holzmann-medien.de www.boden-wand-decke.de	Data formats:	high resolution, printable PDF file, press proof or proof (colour binding)
Managing Publisher	Alexander Holzmann	File resolution:	300 dpi (CMYK)
Head of Media Sales:	Thomas Pohl (in charge) Telephone +49 8247 354-185 thomas.pohl@holzmann-medien.de	Colours:	Printing colours (CMYK) according PSO Coated v3
Editor in chief:	Stefan Heinze (in charge) Telephone +49 8247 354-215 stefan.heinze@holzmann-medien.de Further contacts see page 38.	Data archiving:	Print documents/media will not be stored for longer than 1 year after the last insertion by the publisher.
Terms of payment and bank details:	Within 14 days of date of invoice without deduction VAT ID no. DE 129 204 092 Sparkasse Schwaben- Bodensee IBAN: DE50 7315 0000 0000 1017 09, BIC: BYLADEM1MLM	Warranty:	In case of incomplete or faulty data/printing documents a complaint cannot be accepted. The format of the advertisement document must correspond to that of the advertisement.
Magazin format:	DIN A4 – 210 mm wide x 297 mm high	Contact media administration:	Carolin Ruf Telephone +49 8247 354-133 disposition@holzmann-medien.de
Advertising space:	185 mm wide x 266 mm high	<div data-bbox="1027 602 1517 757" style="background-color: #cccccc; padding: 10px;"> <p>IMPORTANT – WEBSHOP/EPAPER</p> <p>As we also publish issues of bwd in our webshop and distribute them as ePapers, we need the PDF files of bound inserts and supplements to the e-mail address of the media administration department.</p> </div>	
Print and binding process:	Sheet offset, paper inner section		
Paper inner part:	100 gr/m ² (picture printing paper)	Delivery adress for loose and bound inserts:	Holzmann Druck Gewerbstraße 2 86825 Bad Wörishofen
Paper cover:	150 gr/m ² (picture printing paper)	Delivery note:	Key word bwd Ausgabe xx/2026

highlights

SPECIAL SECTION IN THE MAGAZINE



Closing date: 27/03/2026
Date of publication: 06/05/2026

SPECIAL SECTION IN 'bwd' (TOTAL CIRCULATION)

As an integrated special section in the May issue of 'boden wand decke', 'highlights' offers manufacturers an attractive platform to present their new products and their advantages.

Format in the magazine:

Own front page and specially laid-out pages in bwd 5/May 2026 identical to the former independent magazine

Circulation bwd 2026:

8,125 copies (Thereof 1,963 ePapers)

Prices:

1 page	€ 1,300,-
double page	€ 2,260,-

(not eligible for discount or agency commission, plus VAT)

Circulation control:



Circulation analysis:

Copies per issue as an annual average
(January 1, 2024 to June 30, 2025)

Print run	6,200		thereof foreign countries	thereof ePaper
Total circulation	8,125		1,639	1,963
Paid circulation	3,627		1,498	1,233
- Copies subscribed	2,125		1,211	4
	thereof	1,065 Member copies 14 Multiple copies	1,058 0	0 0
- Other sales	1,502		287	1,229
- single-copy sale	0		0	0
Free copies	4,498		141	730
	thereof	25 laid out 0 display locations	0 0	
Remaining, file and archived copies	38			

Geographical distribution analysis:

Economic region	Proportion of total circulation	
	%	Copies
National	76.55 %	6,220
Abroad	20.17 %	1,639
Not clearly categorisable	3.28 %	266
Total circulation	100.00 %	8,125

Distribution according to the Nielsen regions/Federal states:

Nielsen region I		
Schleswig-Holstein	1.62 %	101
Hamburg	0.82 %	51
Lower Saxony	4.73 %	294
Bremen	0.51 %	32
Nielsen region II		
North Rhine-Westphalia	13.86 %	862
Nielsen region IIIa		
Hesse	9.36 %	582
Rhineland-Palatinate	3.89 %	242
Saarland	0.76 %	47
Nielsen region IIIb		
Baden-Wuerttemberg	15.96 %	993
Nielsen region IV		
Bavaria	31.80 %	1,978
Nielsen region V		
Berlin	1.41 %	88
Nielsen region VI		
Brandenburg	1.54 %	96
Mecklenburg-West Pomerania	0.58 %	36
Saxony-Anhalt	2.11 %	131
Nielsen region VII		
Saxony	7.44 %	463
Thuringia	3.61 %	224
Total circulation national	100.00 %	6,220

Distribution abroad:

Europe	99.88 %	1,637
German-speaking countries	94.94 %	1,556
thereof Austria	84.20 %	1,380
thereof Switzerland	10.74 %	176
EU countries (excluding Germany/Austria)	3.11 %	51
EU countries (other countries)	1.83 %	30
Non-European countries	0.12 %	2
Total circulation abroad	100.00 %	1,639

1.1 Branches of trade/industrial sectors/types of companies:

WZ 2008 Code	Recipient groups (according to classification of industrial sectors 2008)	Proportion of the total circulation			
		in total		National Copies	Abroad Copies
		%	Copies		
	Producing industry				
13-15	Production of textiles	1.59 %	129	101	28
16	Production of wood products (carpenters)	1.32 %	107	77	30
19-22	Chemical industry	2.47 %	201	162	39
10-12/17-18/23-33	Other commercial producers	1.11 %	91	69	22
	Building industry				
43298	Roller shutters/blinds manufacture	0.05 %	4	2	2
43331/43334	Parquet and floor laying	59.37 %	4,824	3,691	1,133
43332	Tiling and paving work	0.36 %	29	21	8
43333	Screed laying	6.73 %	547	525	22
43336	Interior decoration	4.87 %	396	345	51
41-43	Others structural engineering, civil engineering and finishing trades	2.97 %	241	193	48
	Commercial trade				
46	Wholesale trade	5.17 %	420	342	78
47	Retail trade	2.07 %	168	144	24
	Other recipient groups				
49-82/90-93/95-98	Service industry	3.26 %	265	222	43
85	Education and teaching	1.90 %	154	114	40
94/99	Special interest groups	1.17 %	95	73	22
38/84/86-88	Public authorities/facilities	0.04 %	3	3	0
	No information	2.29 %	186	137	49
	Not clearly allocable	3.26 %	265		
	Total circulation	100.00 %	8,125		

1.2 Size of the business entity: not ascertained

2.2 Socio-demographics: not ascertained

2.1 Job characteristics: not ascertained

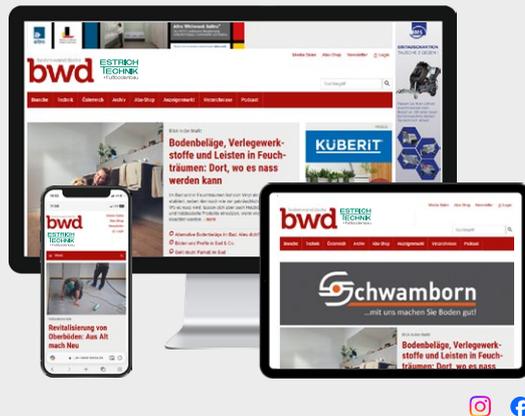
2.3 Decision areas or purchasing intentions: not ascertained



DIGITAL.

boden-wand-decke.de

AT A GLANCE



DAILY NEWS FROM THE FLOORING SCENE

REGULAR TECHNICAL ARTICLES, VIDEOS AND PICTURE GALLERIES



Online reach

18,058 Visits
37,557 PageImpressions
(Monthly average January
to July 2025, IVW-audited)



Mobile reach

5,880 Visits
12,530 PageImpressions
(Monthly average January
to July 2025, IVW-audited)

CAMPAIGN PLANNING

Click here for the virtual 'bwd' digital portfolio with lots of best practice examples.
Of course with latest figures.

['bwd+ET' digital portfolio.](#)

[Technical Specs.](#)

[General terms and conditions.](#)

DISPLAY ADVERTISING



XXL ADVERTISING SPACE

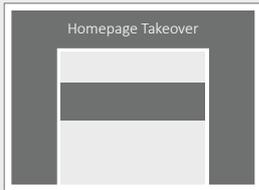
DYNAMIC SITEBAR

CPM € 180.–

The Dynamic Sitebar takes the right-hand skyscraper position and always remains visible. When the user scrolls, the Dynamic Sitebar remains in place (sticky).

The ad format adapts to the respective screen size and thus is responsive.

Delivery: Desktop

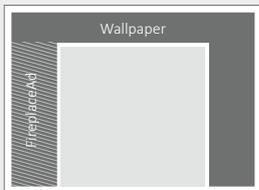


HOMEPAGE TAKEOVER

CPM € 240.–

The most possible advertising space. Eye-catching combination of fireplaceAd and billboard.

Delivery: Desktop



WALLPAPER

CPM € 155.–

Combination of superbanner and skyscraper. The wallpaper frames the website on the top and right side.

Delivery: Desktop

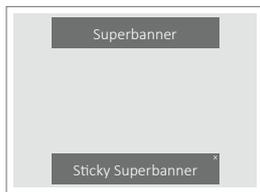
FIREPLACEAD

CPM € 210.–

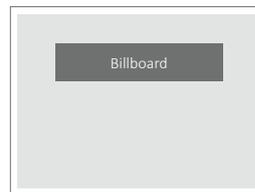
Combination of two skyscrapers and one superbanner. The fireplaceAd frames the website on three sides. When scrolling, the skyscrapers on the left and right run along.

Delivery: Desktop

Strong performance and branding formats. Played out in the field of high-quality content.



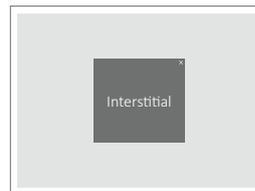
Superbanner (728 x 90 pixel) **CPM € 95.–**
Sticky Superbanner (728 x 90 pixel) **CPM € 115.–**
 Eye-catching advertising format with screen-filling presence, top or bottom. It's immediately visible and offers a wide design scope.
 Delivery: Desktop, Tablet



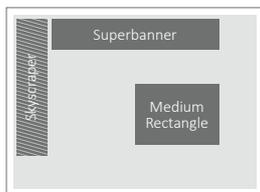
Billboard (940 x 250 pixel) **CPM € 180.–**
 Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.
 Delivery: Desktop



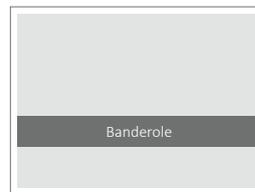
Skyscraper (160 x 600 pixel) **CPM € 105.–**
 Placement on the right or left side of the screen; remains visible when scrolling.
 Delivery: Desktop



Interstitial (300-550 x 250-400 pixel) **CPM € 140.–**
 Fade-in takes place directly above the content when accessing the website.
 Delivery: Desktop, Tablet



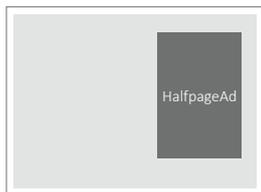
TandemAd **CPM € 150.–**
 Simultaneous playout of two classic advertising formats within the same page impression.
 Delivery: upon request



BanderoleAd (770 x 250 pixel) **CPM € 145.–**
 The format is placed above the content like a stripe. Best suitable for concise advertising messages.
 Delivery: Desktop

AdBundle **CPM € 160.–**
 (Joint) delivery of three different classic advertising formats.
 Delivery: upon request

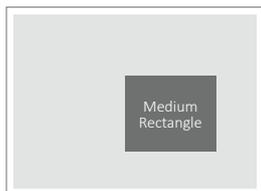
One format — all devices! Whether desktop, tablet or smartphone.



HalfpageAd (300 x 600 pixel) **CPM € 130.–**

Through the integration in the content area of the site this advertising format catches the user's attention.

Placement: Desktop, Tablet, Mobile



Medium Rectangle (300 x 250 pixel) **CPM € 115.–**

Striking placement in the content of the website.

Placement: Desktop, Tablet, Mobile



VideoAd (300 x 250 pixel) **CPM € 1,680.–**

Eye-catching format through audiovisual presentation of content. Placement in the content of the website.

Placement: Desktop, Tablet, Mobile

'bwd' very targeted.

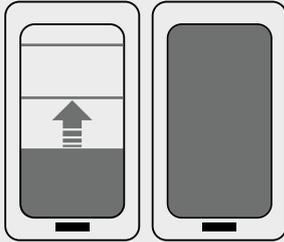
CPM markups: € 10.– for targeting | € 10.– for frequency capping

Exclusive display of your advertising message. Book by the day or the week — please contact us!

Choose your desired format for the exclusive addressing of our users in an exclusive period.



MOBILE ADVERTISING



MAXIMUM ATTENTION EVEN...

MOBILE INTERSCROLLER

CPM € 180.–

(300 x 600 pixel)

- Particularly eye-catching format.
- Advertising media is located behind the content and is displayed when scrolling.
- Not only communicates an advertising message, but also guarantees high brand awareness.
- Ensures the user's full attention for a few seconds.
- Placement: Mobile



MOBILE INTERSTITIAL

CPM € 145.–

(300 x 250-300 pixel)

- The pop-up appears directly above the content when the website is accessed and can be closed by the user.
- Placement: Mobile

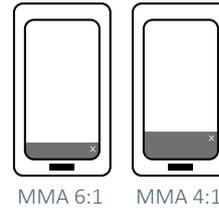
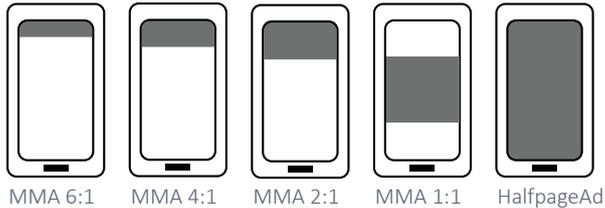
Target mobile users for your device optimized campaign.

Mobile MMA Banner

		CPM
MMA 6:1:	300-320 x 50 pixel	€ 95.-
MMA 4:1:	300-320 x 75 pixel	€ 100.-
MMA 2:1:	300-320 x 150 pixel	€ 110.-
MMA 1:1:	300-320 x 250 pixel (medium rectangle)	€ 115.-
HalfpageAd:	300 x 600 pixel	€ 130.-

Mobile MMA Banner sticky

		CPM
MMA 6:1 sticky:	300-320 x 50 pixel	€ 100.-
MMA 4:1 sticky:	300-320 x 75 pixel	€ 105.-



Know what matters.

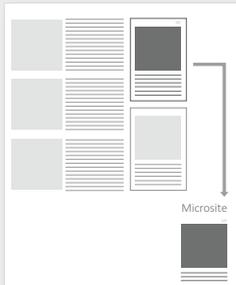
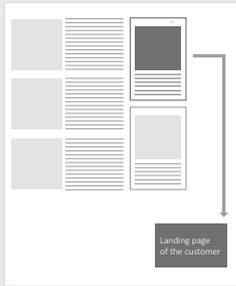
The monthly IVW MEW statement transparently documents our device access.

An average of 33,36 %* of page impressions for boden-wand.decke.de took place on mobile

* (IVW Online January to July 2025)



NATIVE



CONTENT IS KING, BUT CONTENT PLUS CONTEXT IS KING KONG. (LUIS DI COMO)

NATIVEAD OUT

- Image-text display that is designed in the look & feel of an editorial post and is marked as an advertisement.
- NativeAd Out links to an external landing page.
- Placement: in content or sidebar
- Duration: min. 4 weeks
- Reporting: end of runtime (adImpressions and clicks)
- **Example**

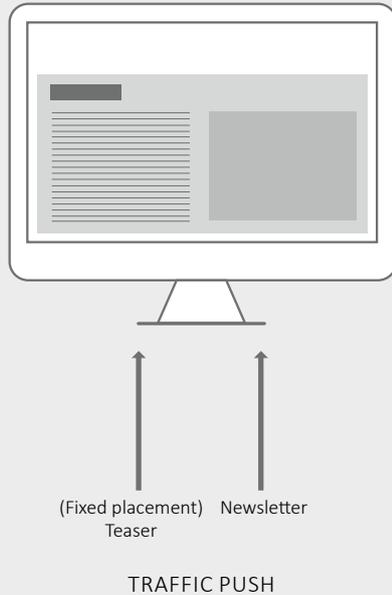
Price: from € 850.–

NATIVEAD IN

- Image-text display that is designed in the look & feel of an editorial post and is marked as an advertisement.
- NativeAd In links to a microsite (one-pager) where you can embed text, images, videos and links.
- Placement: in content or sidebar
- Duration: min. 4 weeks
- Reporting: end of runtime (adImpressions and clicks)
- **Example**

Price: from € 1,500.–

NATIVE



ADVERTORIAL

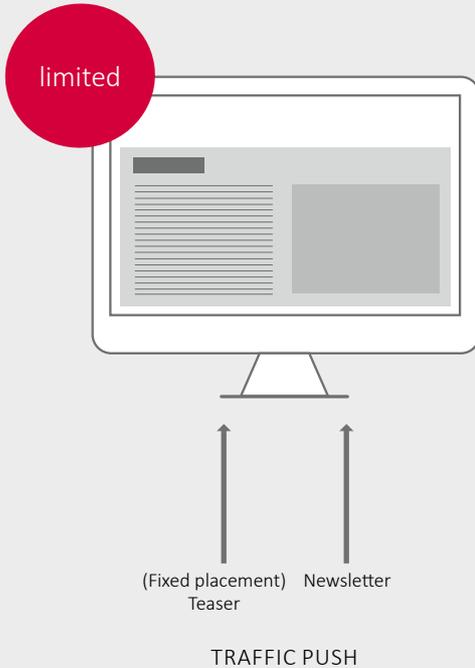
We build an exclusive microsite for you, which is kept in the look & feel of the website. The microsite is designed to your liking — you can integrate a wide range of information and content such as images, files, videos and links.

Duration: at least 4 weeks
Traffic Push: (Fixed placement) Teasers, Newsletter Ads
Reporting: after end of runtime (adImpressions, dwell time and click values
 of all clickable elements)

Price: from € 2,090.–

[Example 1](#) | [Example 2](#)

LEADS



WHITEPAPER

We build an exclusive microsite (content page) for the whitepaper. Analog to the advertorial, you can include content such as images, files, videos, links and, of course, the whitepaper. We will provide you all collected leads.

- Placement: on www.boden-wand-decke.de
- Runtime: flexible, depending on budget and/or number of leads to be reached.
- Traffic push: (fixed placement) teaser, newsletter ads
- Content Creation: Our expert editors will create the content for your whitepaper. Price on request.

[Example 1](#) | [Example 2](#)

PRICE:

Lead package	You receive	Price
Basic package	up to 40 leads	€ 4,490.-
Premium package	up to 20 leads	€ 5,490.-

Basic lead | CPL € 50.-*

- E-Mail address

Premium lead | CPL € 150.-*

- E-Mail address
- First and last name
- company name
- company address

*Not eligible for discounts or agency commissions,

NEWSLETTER AT A GLANCE

NUMBERS, DATA, FACTS



Subscribers

6.801 (bwd report)
5.278 (bwd Profi-Tipp)
(as of July 2025)



Sending frequency

every 14-day
(usually on Wednesday)



Reporting

automated
after seven days

opening rate
19,90 %
(Ø 01-07/2025)

bwdreport
Aktuelles aus der Fußbodenbranche

bwd report

Who? What? Why? bwd's industry newsletter provides information about people and companies from the flooring scene and picks up on trends and market developments in top topics.

opening rate
20,01 %
(Ø 01-07/2025)

bwd **PROFI
TIPP**
ESTRICHTECHNIK
& FUSSBODENBAU

bwd Profi-Tipp

The practical newsletter for floor-laying craftsmen with application tips, damage analyses and case studies.

NEWSLETTER DATES



Month	Name	Date
January	bwd report	07/01/2026
January	bwd report	21/01/2026
February	bwd report	04/02/2026
February	bwd report	18/02/2026
March	bwd report	04/03/2026
March	bwd report	18/03/2026
April	bwd report	01/04/2026
April	bwd Profi-Tipp	08/04/2026
April	bwd report	15/04/2026
April	bwd Profi-Tipp	22/04/2026
May	bwd report	29/04/2026
May	bwd Profi-Tipp	06/05/2026
May	bwd report	13/05/2026
May	bwd Profi-Tipp	20/05/2026
May	bwd report	27/05/2026
June	bwd Profi-Tipp	03/06/2026
June	bwd report	10/06/2026
June	bwd Profi-Tipp	17/06/2026
June	bwd report	24/06/2026
July	bwd Profi-Tipp	01/07/2026
July	bwd report	08/07/2026
July	bwd Profi-Tipp	15/07/2026

Month	Name	Date
July	bwd report	22/07/2026
July	bwd Profi-Tipp	29/07/2026
August	bwd report	05/08/2026
August	bwd Profi-Tipp	12/08/2026
August	bwd report	19/08/2026
August	bwd Profi-Tipp	26/08/2026
September	bwd report	02/09/2026
September	bwd Profi-Tipp	09/09/2026
September	bwd report	16/09/2026
September	bwd Profi-Tipp	23/09/2026
October	bwd report	30/09/2026
October	bwd Profi-Tipp	07/10/2026
October	bwd report	14/10/2026
October	bwd Profi-Tipp	21/10/2026
October	bwd report	28/10/2026
November	bwd Profi-Tipp	04/11/2026
November	bwd report	11/11/2026
November	bwd Profi-Tipp	18/11/2026
November	bwd report	25/11/2026
December	bwd Profi-Tipp	02/12/2026
December	bwd report	09/12/2026
December	bwd Profi-Tipp	16/12/2026

Data delivery:

At least five working days before publication to admanagement@holzmann-medien.de

Closer to the customer. Land your message directly in your target group's mailbox!



ContentAd (600 x 403 pixel)

€ 290.–

Image-text ad designed in the look and feel of an editorial article and marked as ad.

In addition, you have 50 characters for the headline and 350 characters of body text to communicate your advertising message.

With this format, you receive three external links in the headline, logo and body text.



FullAd (468 x 60 pixels)

€ 250.–

Image ad placed between editorial articles. The FullAd links to an external landing page (e.g. company website).



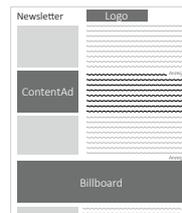
Billboard (600 x 240 pixel)

€ 380.–

Large and prominent format with plenty of space for design and information, placed between high-quality content.

Brand awareness guaranteed!

It links to an external landing page (e.g. corporate website).



Newsletter exclusive sponsoring

€ 850.–

Exclusive sponsoring of a newsletter. In addition to including your company logo in the header, there are two advertising formats that will be placed in the editorial newsletter.

You can choose between ContentAd, FullAd and Billboard.

Prices for top 1 positions

Advertising format	Price
ContentAd	€ 350.–
Billboard	€ 460.–
FullAd	€ 300.–

CTR-Star.

The most popular and successful form of advertising for our advertisers is the ContentAd.



STANDALONE



DROP YOUR MESSAGE EXCLUSIVELY DIRECTLY INTO THE MAILBOX OF YOUR TARGET GROUP!

OUR CONTACTS — YOUR CONTENT!

Your benefit:

- Attention in the target group that is relevant to you
- No scattering losses
- Contact quality: qualified traffic for your website / offer
- Prominent and exclusive presentation without competitors
- Increased adoption through co-branding with our media brand
- Full transparency and measurability through our reporting
- More than 6,000 high-quality contacts, direct target group access
- Individual sending date

Price per release:

- € 1,210.–
- [Example 1](#) | [Example 2](#)

Performance miracle.

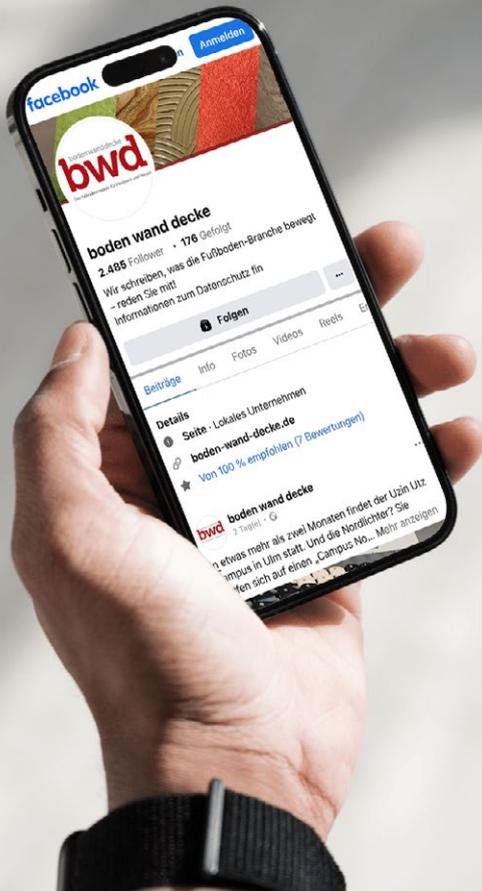
The most successful form of advertising in the field of Newsletter Advertising.



SOCIAL MEDIA .



SOCIAL MEDIA



THE FOLLOWING CHANNEL IS AVAILABLE TO YOU FOR A SOCIAL CAMPAIGN



FACEBOOK

2.485 Follower
(As of July 2025)

WE FOCUS ON ORGANIC

Your posts will be authentically integrated into our organic feed – unlike temporary ads with purchased target groups. With organic posts, we are dependent on the algorithm of the respective platform – which is why only one thing counts: good content.

You can choose from the following formats (minimum purchase of 3 posts):

- Facebook post + story: CPM €120.-



No brilliant content ideas? No problem!

On request, we are happy to assist you in creating your social media posts.





VIDEO.

VIDEO



REACH YOUR TARGET AUDIENCE WITH A POWERFUL VIDEO MESSAGE.

WHY VIDEO WITH BWD?



Extensive know-how

Benefit from the industry knowledge of our video team and the journalistic expertise of our editorial teams, who know your target groups inside out .



Everything from a single source

As a high-reach media group, we offer conception, production and placement for your video project.



Individual videos

Whether it's a trade fair stand presentation, image video or webinar – we have the right format for you to professionally showcase your company, brand and products.

VIDEO PRODUCTION

Not possible?- Not possible!- Our video team will create a customized video for your company.

Video formats:

- Product videos
- Interviews
- Image videos
- On-site reports
- Assembly videos
- VideoAd
- Training videos
- Recruiting videos
- Social media reels
- Aerial shots (drone)
- and much more

The video production includes:

- Concept
- Video shoot
- Editing and post-production
- Publication of the video on your desired website

VIDEO



Fair Talk | Example 1.

Fair Talk | Example 2.

VIDEO PRODUCTION | EXAMPLES

Trade fair talk

Exclusive video of the customer's booth

- 1 hour shooting at the customer's booth
- Incl. recording, editing, music and animation
- Transfer of rights of use to the customer
- This video will be part of the fair trade video
- Logo in the opening and closing credits of the trade fair video (all sponsors)

Incl. Traffic Push: € 2,980.-*

Product presentation / on-site report

- 1/2 shooting day at the customer's location
- Incl. recording, editing, music and animation
- Transfer of rights of use to the customer
- Length: approx. 3-5 min. (customizable)

Incl. Traffic Push: € 5,340.-*

Image or event video

- 1 day of shooting at the customer's location
- Incl. recording, editing, music and animation
- Transfer of rights of use to the customer
- Length: approx. 5 min. (customizable)

Incl. Traffic Push: € 8,440.-*

*possibly plus travel expenses



YOUR COMPETENT PARTNER FOR BUSINESS AND TRADE MEDIA



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