

WE ARE
SCREED!



www.estrichtechnik.de
→ www.boden-wand-decke.de

TITLE PORTRAIT.

PRICE LIST.

SCHEDULE.

WEBSITE.

NEWSLETTER.

AUDIO.

VIDEO.

CONTACT PERSONS.

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- 1 Titel: 'EstrichTechnik & Fussbodenbau'
- 2 Short characteristics: Since 1984, 'EstrichTechnik & Fussbodenbau' has been a media pioneer and opinion leader in the industry. The trade journal informs every two months about the latest developments in screeds, industrial flooring and decorative floor coatings. Regular case studies give decision-makers orientation and security.
- 3 Target group: Screed and industrial flooring installation companies (core competence). Companies that lay screeds, industrial floors based on cement, calcium sulphate, magnesia, asphalt and synthetic resin or are specialised in renovating such floors. Companies that carry out sealing, coating and other synthetic resin work. Tangential laying companies, newly established companies, experts, industry, trade, service providers, schools, guilds, trade groups and associations- all of them always related to the screed industry. The readership also includes planners and architects.
- 4 Frequency of publication: bimonthly in the middle of the month
- 5 Magazine format: DIN A4
- 6 Year: 40th year 2024
- 7 Membership/ Participation: IVW

- 8 Publisher: Holzmann Medien GmbH & Co. KG
Postfach 13 42, 86816 Bad Wörishofen
Gewerbestraße 2, 86825 Bad Wörishofen
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www.holzmann-medien.de
www.estrichtechnik.de → www.boden-wand-decke.de
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- 11 Editorial office: Stefan Heinze (responsible)
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stefan.heinze@holzmann-medien.de
- 12 www.estrichtechnik.de → www.boden-wand-decke.de

Our

general terms and conditions apply

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 2c/3c	Prices 4c
1/1	185 x 260	€ 1,480.–	€ 2,105.–	€ 2,715.–
1/2	185 x 130 or 90 x 260	€ 815.–	€ 1,310.–	€ 1,800.–
1/3	185 x 86 or 65 x 260	€ 555.–	€ 835.–	€ 1,150.–
1/4	185 x 65 or 90 x 130 or 43 x 260	€ 415.–	€ 640.–	€ 875.–
1/8	185 x 36 or 90 x 65 or 43 x 130	€ 220.–	€ 315.–	€ 405.–
2nd cover page	210 x 297			€ 2,820.–
4th cover page	210 x 297			€ 2,820.–

Formats and graphic illustration see page 6.

2 Surcharges:

Placement Binding placement regulations: respectively 10 % of basic price

Colours See price list
Printing colours (CMYK) according PSO Coated v3.

Format Bleeding advertisements 10 % of basic price

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

Frequency discount	
appearance 3 times	5 %
appearance 6 times	10 %
appearance 9 times	15 %
appearance 12 times	20 %

No discount on cover flaps, bleed and placement surcharges, loose inserts, stickers, technical supplementary costs, entry in the directory BDV and classified ads.

4 Special advertising:

bound inserts	
2 pages (1 sheet)	€ 1,365.-
4 pages (2 sheets)	€ 2,715.-
Uncut format	216 x 307 mm
Trim size	210 x 297 mm
Delivery quantity	2,100 copies

Loose inserts, max. size 205 x 294 mm

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

Weight	Price
up to 25 g	€ 895.-
per further 25 g additional	€ 230.-

Delivery quantity: 2,100 copies

Cover flap

Advertising space front: 150 mm wide x 229 mm high

Back: 150 mm wide x 297 mm high

Price € 2,960.- incl. printing

5 Contact:

Michaela Sammer
Phone +49 8247 354-219
michaela.sammer@holzmann-medien.de

6 Delivery address:

IBK
c/o Herr Traebing
Otto-Hahn-Straße 25
34523 Lohfelden

Please list on the delivery note: Customer name, EstrichTechnik issue no.

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

Categories	Formats	Width x Height in mm	Price b/w	Price 4c
Job offers, representations (Offers/applications, job applications, purchases, sales, business connections)	1/1 page	185 x 243	€ 600.–	€ 845.–
	1/2 page	185 x 126	€ 330.–	€ 530.–
	1/4 page	90 x 126	€ 170.–	€ 275.–
	1/8 page	90 x 65	€ 100.–	€ 140.–

BODEN DAS VERZEICHNIS				
Adress directory	Company name, street, P. O. Box, postal code, location, country, phone, fax, email, website			€ 96.– per year
Corporate logo	next to address			€ 27.– per year
Product group and brand directory	Company name, brand			€ 60.– per year
Entry expert list	Name, qualification, complete address			€ 96.– per year

The entry in BODEN DAS VERZEICHNIS is renewed for one year at a time if not cancelled by the publication of the second issue of a year.

The prices for BODEN DAS VERZEICHNIS are neither discountable nor commissionable.

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: Michaela Sammer
Phone +49 8247 354-219
michaela.sammer@holzmann-medien.de

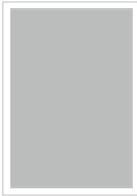
Terms of payment
and bank details:

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

Advertisement formats

Within print space



1/1 page
Width 185mm
Height 260mm



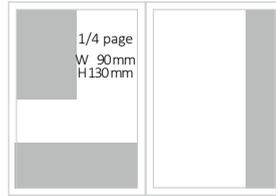
1/2 p. horizontal
Width 185mm
Height 130mm

1/2 p. vertical
Width 90mm
Height 260mm



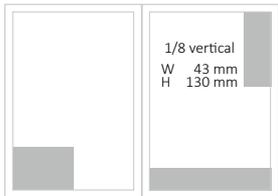
1/3 p. horizontal
Width 185mm
Height 86mm

1/3 p. vertical
Width 65mm
Height 260mm



1/4 p. horizontal
Width 185mm
Height 65mm

1/4 p. vertical
Width 43mm
Height 260mm



1/8 page
Width 90mm
Height 65mm

1/8 p. horizontal
Width 185mm
Height 36mm

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 210mm
Height 297mm



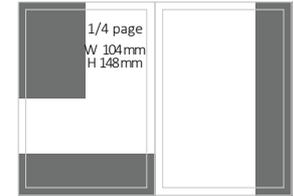
1/2 p. horizontal
Width 210mm
Height 148mm

1/2 p. vertical
Width 101mm
Height 297mm



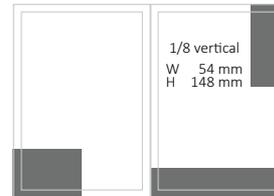
1/3 p. horizontal
Width 210mm
Height 107mm

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



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

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



1/8 page
Width 101mm
Height 90mm

1/8 p. horizontal
Width 210mm
Height 57mm



2 x 1/2 p. across the gutter
Width 420mm
Height 148mm

Issue no/	Edition	Month	Due dates
239	I/2024	Jan./Feb.	AD: 22/01/2024 ED: 15/01/2024 DP: 14/02/2024
240	II/2024	March/April	AD: 20/03/2024 ED: 13/03/2024 DP: 16/04/2024
241	III/2024	May/June	AD: 16/05/2024 ED: 08/05/2024 DP: 12/06/2024
242	IV/2024	July/August	AD: 22/07/2024 ED: 15/07/2024 DP: 14/08/2024
243	V/2024	Sept./Oct.	AD: 19/09/2024 ED: 12/09/2024 DP: 15/10/2024
244	VI/2024	Nov./Dec.	AD: 20/11/2024 ED: 13/11/2024 DP: 13/12/2024

AD = Advertising deadline, ED = Editorial deadline, DP = Date of publication

We regularly report on this in 'EstrichTechnik & Fussbodenbau':

All conventional screeds (flowing screeds), such as cement screeds, mastic asphalt screeds, calcium sulphate screeds, magnesia screeds, lightweight screeds; rapid screeds and accelerated screeds; design and visible screeds; filling compounds; screed additives; renovation systems; coatings, impregnations, sealers; industrial floors; dry and levelling fillings; insulating materials; screed machines, flowing screed machines/pumps, fully automatic screed systems, mobile logistics systems, compressed air conveyors; measuring equipment, material testing machines; machines and tools for floor treatment such as smoothing, grinding, shot-blasting and milling machines, strippers, hoovers, construction dryers, compulsory mixers; tools and screed accessories; workwear; protective gear

1 Circulation control:



2 Circulation analysis:

Copies per issue as an annual average
(July 1, 2022 to June 30, 2023)

Print run	2,075		thereof abroad
Total circulation:	2,048		273
Paid circulation:	996		224
- Copied subscribed	919		208
	thereof	108 Member copies	108
		31 Multiple copies	0
- Other sales	76		16
- single-copy sale	1		
Free copies	1,052		49
	thereof	31 laid out	0
		1 display location	0
Remaining, file and archived copies:	27		

3 Geographical distribution analysis:

Economic region	Proportion of total circulation	
	%	Copies
National	86.67%	1,775
Abroad	13.33%	273
Total circulation	100.00%	2,048

3.1 Distribution according to the Nielsen regions/Federal states:

Nielsen region I		
Schleswig-Holstein	1.29 %	23
Hamburg	0.77 %	14
Lower Saxony	5.31 %	94
Bremen	0.37 %	7
Nielsen region II		
North Rhine-Westphalia	18.16 %	322
Nielsen region IIIa		
Hesse	6.75 %	120
Rhineland-Palatinate	7.16 %	127
Saarland	1.04 %	18
Nielsen region IIIb		
Baden-Wuerttemberg	17.89 %	318
Nielsen region IV		
Bavaria	28.97 %	514
Nielsen region V		
Berlin	1.76 %	31
Nielsen region VI		
Brandenburg	1.80 %	32
Mecklenburg-West Pomerania	0.48 %	9
Saxony-Anhalt	1.15 %	20
Nielsen region VII		
Saxony	4.52 %	80
Thuringia	2.58 %	46
Total circulation national	100.00 %	1,775

Distribution abroad:

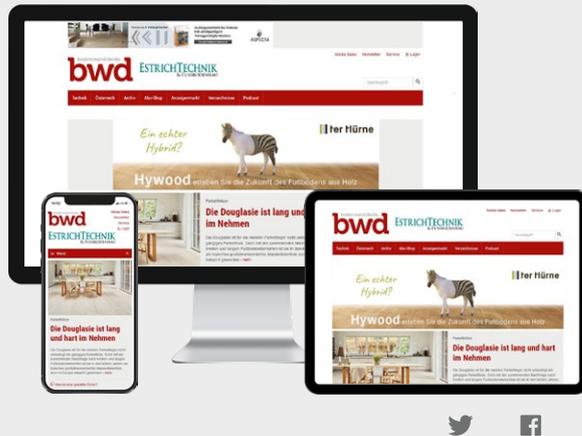
Europe	100.00 %	273
German-speaking countries	93.14 %	254
thereof Austria	79.69 %	217
thereof Switzerland	13.08 %	36
	0.37 %	1
EU countries (excluding Germany/Austria)	4.24 %	12
EU countries (other countries)	2.62 %	7
Non-European countries	0.00 %	0
Total circulation abroad	100.00 %	273



DIGITAL.

boden-wand-decke.de

IN BRIEF



DAILY NEWS FROM THE FLOORING SCENE

REGULAR TECHNICAL ARTICLES, VIDEOS AND PICTURE GALLERIES



Online reach
13,927 Visits
25,259 PageImpressions
(IVW 07/2023)



Mobile reach
4,667 Visits
8,198 PageImpressions
(IVW 07/2023)

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.](#)

ADVERTISING SPACE XXL



FOR EVEN MORE ATTENTION

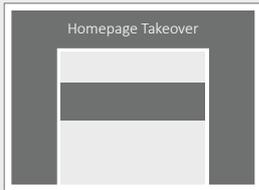
DYNAMIC SITEBAR

CPM € 170.–

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

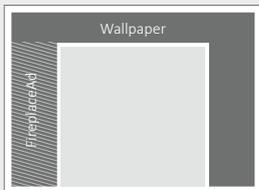


HOMEPAGE TAKEOVER

CPM € 190.–

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

Delivery: Desktop



WALLPAPER

CPM € 145.–

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

Delivery: Desktop

FIREPLACEAD

CPM € 180.–

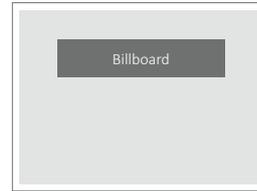
Combination of two skyscrapers and one superbanner. The fireplaceAd frames the website on three sides. When scrolling, the skyscrapers on the left and right run along.

Delivery: Desktop

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



Superbanner (728 x 90 pixel) **CPM € 90.–**
Sticky Superbanner (728 x 90 pixel) **CPM € 110.–**
 Eye-catching advertising format with screen-filling presence, top or bottom. It's immediately visible and offers a wide design scope.
 Delivery: Desktop, Tablet



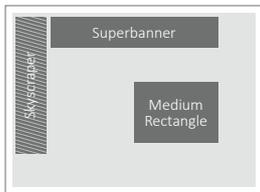
Billboard (940 x 250 pixel) **CPM € 170.–**
 Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.
 Delivery: Desktop



Skyscraper (160 x 600 pixel) **CPM € 100.–**
 Placement on the right or left side of the screen; remains visible when scrolling.
 Delivery: Desktop

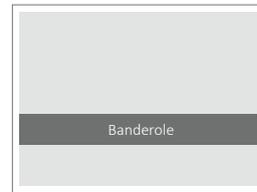


Interstitial (300-550 x 250-400 pixel) **CPM € 130.–**
 Fade-in takes place directly above the content when accessing the website.
 Delivery: Desktop, Tablet



TandemAd **CPM € 140.–**
 Simultaneous playout of two classic advertising formats within the same page impression.
 Delivery: upon request

AdBundle **CPM € 150.–**
 (Joint) delivery of three different classic advertising formats.
 Delivery: upon request



BanderoleAd (770 x 250 pixel) **CPM € 135.–**
 The format is placed above the content like a stripe. Best suitable for concise advertising messages.
 Delivery: Desktop

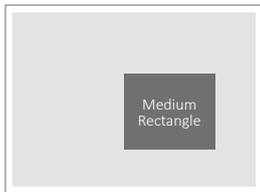
One format — all devices! Whether desktop, tablet or smartphone.



HalfpageAd (300 x 600 pixel) **CPM € 120.–**

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 € 110.–**

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+ET' very targeted.

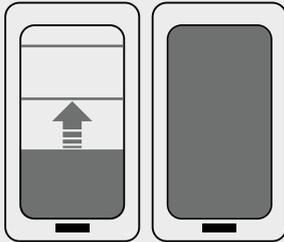
CPM markups: € 10.– for targeting | € 10.– for frequency capping

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.



MAXIMUM ATTENTION



EVEN ON THE SMALLEST SCREENS

MOBILE INTERSCROLLER

CPM € 170.–

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.

Placement: Mobile



MOBILE INTERSTITIAL

CPM € 135.–

The format is placed above the content and is closable by the user.

Placement: Mobile

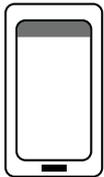
Target mobile users for your device optimized campaign.

Mobile MMA Banner

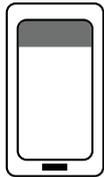
		CPM
MMA 6:1:	300-320 x 50 pixel	€ 90.–
MMA 4:1:	300-320 x 75 pixel	€ 95.–
MMA 2:1:	300-320 x 150 pixel	€ 105.–
MMA 1:1:	300-320 x 250 pixel (medium rectangle)	€ 110.–
HalfpageAd:	300 x 600 pixel	€ 120.–

Mobile MMA Banner sticky

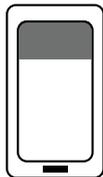
		CPM
MMA 6:1 sticky:	300-320 x 50 pixel	€ 95.–
MMA 4:1 sticky:	300-320 x 75 pixel	€ 100.–



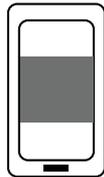
MMA 6:1



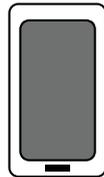
MMA 4:1



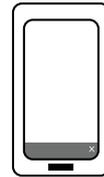
MMA 2:1



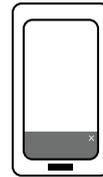
MMA 1:1



HalfpageAd



MMA 6:1



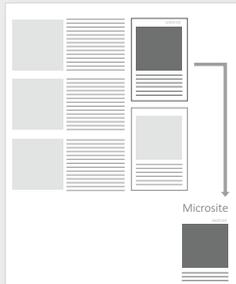
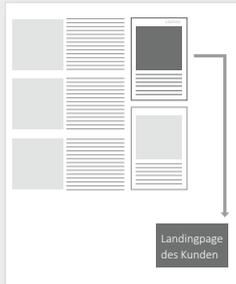
MMA 4:1

Knowing what matters.

The monthly IVW MEW statement transparently documents our device access.



CONTENT MARKETING



**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**

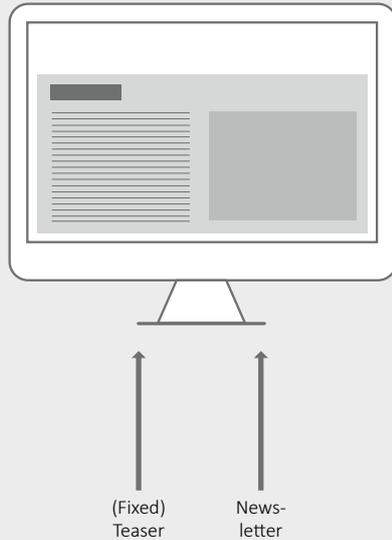
Price: € 850.–

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: € 1,500.–

CONTENT MARKETING



TRAFFIC PUSH

ADVERTORIAL

We build an exclusive microsite (= content page) 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.

The microsite is available on the selected website for a period of at least 4 weeks.

- Reporting: after end of runtime (adImpressions, dwell time and click values of all clickable elements)

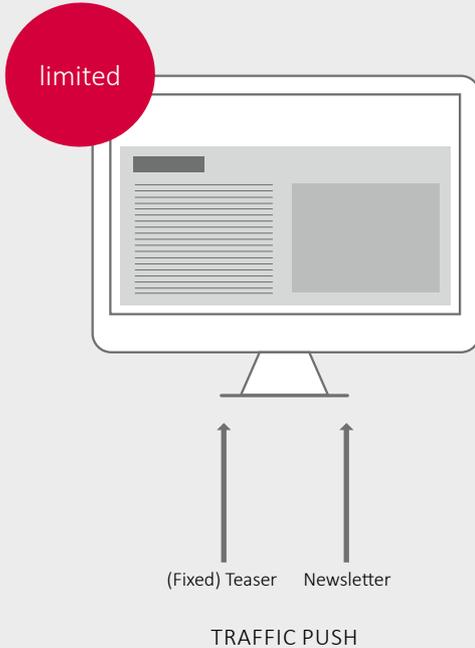
[Example 1](#) | [Example 2](#) | [Example 3](#)

Price: € 2,090.–



LEADS.

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 your desired website or in your desired channel

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 20 leads	€ 2,990,-

Basic lead |

CPL € 50,-

- E-Mail address

LEADS



SUCCESSFULLY MASTERING THE FUTURE

CO-BRANDING-WEBINAR

OUR SERVICES

- Editorial workshop: Selection of topics and speakers as well as the scheduling together with the customer.
- Production and supervision of the live webinars
- Logo integration and customer reference at the beginning and end of each session
- Incl. traffic push to generate participants
- Participant management
- GDPR-compliant leads
- The webinar will be available for download on our webinar website

[Example 1](#) | [Example 2](#) | [Example 3](#)

[Best practice video](#)

PRICE:

Lead package	You receive	Price
Basic package	up to 20 leads	€ 4,950.-

Basic lead |
CPL € 50.-

- E-Mail address

LEADS

CRAFT
SPECIAL



Advent calendar 2022.

GET VALUABLE B2B LEADS AT CHRISTMAS TIME.

ADVENT CALENDAR

- Promotion period: 01. – 24.12.2024
- Integration: www.deutsche-handwerks-zeitung.de and www.handwerk-magazin.de
- Traffic Push: Display/Mobile, Newsletter, Social Media, Print

Sponsoring	Price
1 advent calendar door	€ 1,550.-
2 advent calendar doors	€ 2,500.-
4 advent calendar doors	€ 4,400.-
3 advent calendar doors + 24th of december	€ 5,250.-

SPONSORING PARTNER IN 2 STEPS

1. selection of your desired day(s).
2. provision of one or more prizes per day.

YOUR BENEFIT

- GDPR-compliant leads.
- Promotion of your door on the websites www.deutsche-handwerks-zeitung.de and www.handwerk-magazin.de, in the Newsletter [handwerk magazin-Unternehmertipp](#) and in the DHZ Newsletter.
- Placement of your company logo in the advent calendar

Factsheet.



NEWSLETTER.

NEWSLETTER bwd report IN BRIEF

NUMBERS, DATA, FACTS



Subscribers

6,090
(as of 07/08/2023)



Sending frequency

14-day
(usually on Wednesday)



Reporting

automated
after seven days



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.



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	10/01/2024
January	bwd Profi-Tipp	17/01/2024
January	bwd report	24/01/2024
January	bwd Profi-Tipp	31/01/2024
February	bwd report	07/02/2024
February	bwd Profi-Tipp	14/02/2024
February	bwd report	21/02/2024
February	bwd Profi-Tipp	28/02/2024
March	bwd report	06/03/2024
March	bwd Profi-Tipp	13/03/2024
March	bwd report	20/03/2024
March	bwd Profi-Tipp	27/03/2024
April	bwd report	03/04/2024
April	bwd Profi-Tipp	10/04/2024
April	bwd report	17/04/2024
April	bwd Profi-Tipp	24/04/2024
May	bwd report	02/05/2024
May	bwd Profi-Tipp	08/05/2024
May	bwd report	15/05/2024
May	bwd Profi-Tipp	22/05/2024
May	bwd report	29/05/2024
June	bwd Profi-Tipp	05/06/2024
June	bwd report	12/06/2024
June	bwd Profi-Tipp	19/06/2024
June	bwd report	26/06/2024

Month	Name	Date
July	bwd Profi-Tipp	03/07/2024
July	bwd report	10/07/2024
July	bwd Profi-Tipp	17/07/2024
July	bwd report	24/07/2024
July	bwd Profi-Tipp	31/07/2024
August	bwd report	07/08/2024
August	bwd Profi-Tipp	14/08/2024
August	bwd report	21/08/2024
August	bwd Profi-Tipp	28/08/2024
September	bwd report	04/09/2024
September	bwd Profi-Tipp	11/09/2024
September	bwd report	18/09/2024
September	bwd Profi-Tipp	25/09/2024
October	bwd report	02/10/2024
October	bwd Profi-Tipp	09/10/2024
October	bwd report	16/10/2024
October	bwd Profi-Tipp	23/10/2024
October	bwd report	30/10/2024
November	bwd Profi-Tipp	06/11/2024
November	bwd report	13/11/2024
November	bwd Profi-Tipp	20/11/2024
November	bwd report	27/11/2024
December	bwd Profi-Tipp	04/12/2024
December	bwd report	11/12/2024
December	bwd Profi-Tipp	18/12/2024

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



ContentAd

€ 280.–

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)

€ 240.–

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



Billboard (600 x 240 pixel)

€ 370.–

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

€ 840.–

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.

TOP 1 Ranking.

For an extra charge of € 50.–

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**

Performance miracle.

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





AUDIO.

PODCAST



listen now.

bwd Talk – THE PODCAST FROM 'BWD' FOR FLOOR PROFESSIONALS

Frequency: quarterly

Length of episode: 15 – 20 minutes

Description:

Conversations with people from the flooring industry.

Available at following streaming platforms:

Apple Podcasts | Spotify | Deezer | Amazon Music | Google Podcasts | Podimo

PODCAST ADVERTISING

Sponsorship (customer name + claim at the beginning of the podcast): € 530.-

Mid-roll spot up to 15 seconds: € 550.-

Sponsorship + mid-roll + Sponsoring reference in the shownotes: € 890.-

Co-branded podcast: Price on request

Corporate podcasts: Price on request

Podcast Advertising.

We are happy to respond to your individual wishes.
Just give us a call or send us an e-mail.





VIDEO.

VIDEO



REACH YOUR TARGET AUDIENCE WITH A POWERFUL VIDEO MESSAGE.

VIDEO PRODUCTION

Not possible? – We make it possible!

Our video team creates an individual video clip for your company.

Video formats:

- Product videos
- Interviews
- Imagevideos
- On-site reports
- Assembly videos
- VideoAd

Video production includes:

- Concept
- Video shoot
- Editing and post-production
- Publication of the video on a Holzmann Medien website of your choice

TRAFFIC PUSH

- Publication of the video on the website in the "Videos and image galleries" section
- Publication and promotion of the video on our digital channels (online, newsletter and social media)
- Runtime: 4 weeks

Social Media? - Of course!

We create your video in portrait format or provide you with social media optimized videos.



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)

Production costs: € 1,860.-*
Traffic Push: on request

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)

Production costs: € 3,500.-*
Traffic Push: on request

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)

Production costs: € 6,600.-*
Traffic Push: on request

* plus travel expenses



YOUR COMPETENT PARTNER FOR BUSINESS AND TRADE MEDIA



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