



WE ARE
SCREED!

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

AUDIENCE.

CHANNELS.

SCHEDULE.

PRICE LIST.

WEBSITE.

NEWSLETTER.

SOCIAL MEDIA.

MOVING IMAGES.

CONTACT PERSON.

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OUR TARGET GROUP

WE ARE
SCREED!

ESTRICHTECHNIK & FUSSBODENBAU
OPINION LEADER IN THE INDUSTRY

OUR READERS



Main audience

Screed and industrial flooring
installation companies

More readers

Experts, industry, trade, service
providers, schools, guilds, professional
groups and associations, planners and
architects

OUR CHANNELS



PRINT

EstrichTechnik & Fußbodenbau

'EstrichTechnik & Fussbodenbau' has been a media pioneer and opinion leader in the industry since 1984. Every two months, the trade journal provides information on the latest developments in screeds, industrial flooring and decorative floor coatings. Regular case studies provide decision-makers with guidance and certainty.

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.

ESTRICHTECHNIK AT A GLANCE

WE ARE
SCREED!

**MEDIA PIONEER AND OPINION LEADER
IN THE INDUSTRY SINCE 1984**

CIRCULATION



Actual circulation (IVW-audited):
2,071 copies
(Annual average from 1 July 2024 to 30 June 2025)

FREQUENCY OF PUBLICATION



6 issues per year
(Double issues 1-2/January-February, 3-4/March-April,
5-6/May-June, 7-8/July-August, 9-10/September-October
and 11-12/November-December).

IVW AUDIT



'EstrichTechnik' 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



Issue No/	Edition	Month	Dates		
251	I/2026	January/February	PD: 17/02/2026 APD: 23/01/2026 ED: 16/01/2026		
252	II/2026	March/April	PD: 16/04/2026 APD: 20/03/2026 ED: 13/03/2026		
253	III/2026	May/June	PD: 15/06/2026 APD: 19/05/2026 ED: 12/05/2026	Preview edition EPF Feuchtwangen, 24 to 26 June 2026	
254	IV/2026	July/August	PD: 18/08/2026 APD: 24/07/2026 ED: 17/07/2026	EPF review report	
255	V/2026	September/October	PD: 20/10/2026 APD: 25/09/2026 ED: 18/09/2026		
256	VI/2026	November/December	PD: 15/12/2026 APD: 20/11/2026 ED: 13/11/2026		

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

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 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 2-colour/3-colour	Prices 4-colour
1/1	185 x 260	€ 1,550.–	€ 2,200.–	€ 2,840.–
1/2	185 x 130 or 90 x 260	€ 850.–	€ 1,370.–	€ 1,885.–
1/3	185 x 86 or 65 x 260	€ 580.–	€ 870.–	€ 1,205.–
1/4	185 x 65 or 90 x 130 or 43 x 260	€ 435.–	€ 670.–	€ 920.–
1/8	185 x 36 or 90 x 65 or 43 x 130	€ 230.–	€ 330.–	€ 425.–
Cover flap	Front page: 150 x 229 Back page: 150 x 297			€ 3,100.–
2nd cover page	210 x 297 (Additional 3 mm bleed all around)			€ 2,950.–
4th cover page	210 x 297 (Additional 3 mm bleed all around)			€ 2,950.–

Formats and graphic illustration see page 10.

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

Categories	Formats	Width x Height in mm	Price print + online b/w	Price print + online 4-colour
Job offers, representations (Offers/applications, job applications, purchases, sales, business connections)	1/1 page	185 x 243	€ 625.–	€ 885.–
	1/2 page	185 x 126	€ 345.–	€ 555.–
	1/4 page	90 x 126	€ 180.–	€ 290.–
	1/8 page	90 x 65	€ 110.–	€ 150.–

BODEN DAS VERZEICHNIS		Price per year
Address directory	Company name, street, P. O. Box, postal code, location, country, phone, fax, email, website	€ 102.–
Corporate logo	Next to address	€ 30.–
Product group and brand directory	Company name, brand	€ 66.–
Entry expert list	Name, qualification, complete address	€ 102.–

Ciper: € 5.– (Germany), € 10.– (foreign countries)
 Discounts: None
 Printing material: 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.

Please note our

[General terms and conditions.](#)

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.

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

For 3 ads	5 %
For 6 ads	10 %
For 9 ads	15 %
For 12 ads	20 %

No discount on title flaps, trimming and placement surcharges,
inserts, glued inserts, additional technical costs, entries in BDV
and classified ads.

4 Categories:

See price lists Job and classified advertisements Page 8

5 Special types of
advertising:

Bound inserts	
2 pages (1 sheet)	€ 1,425.–
4 pages (2 sheets)	€ 2,840.–
Uncut format	216 x 306 mm
Trim size	210 x 297 mm
Required batch	Upon request
(Discount: 1 sheet = 1/1 advertisement page)	

6 Contact:

Inserts

Loose, max. size 205 mm x 294 mm*

Weight	Price %
Up to 25 g	€ 940.–
Each additional 25 g	€ 240.–
Required batch:	Upon request

Glued inserts

Price per 1,000 items plus ePaper flat rate € 180.–

Head of Media Sales:

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

Deputy Head of Media Sales:

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

Media Administrator:

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

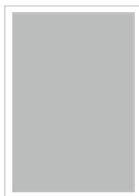
*Please be sure to observe the specified format. Deviations,
in particular overlapping formats will result in additional postal
costs, which we will invoice.

IMPORTANT

Binding bleed for bound inserts:
Bleed on the top 6 mm
Left, right and bottom: every 3 mm

Advertisement formats

In type area



1/1 page
Width 185mm
Height 260mm



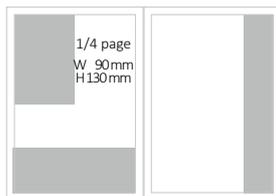
1/2 p. horizontal
Width 185mm
Height 130mm

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



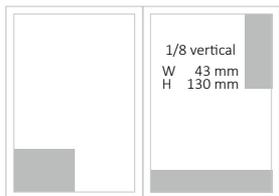
1/3 p. horizontal
Width 185mm
Height 86mm

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 (plus 3 mm bleed all round for each size)

The formats specified are final formats. Advertisements in the bleed area require an additional bleed allowance of 3 mm all around.



1/1 page
Width 210mm
Height 297mm



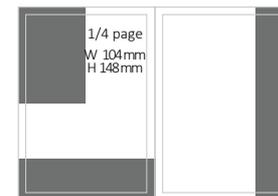
1/2 p. horizontal
Width 210mm
Height 148mm

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



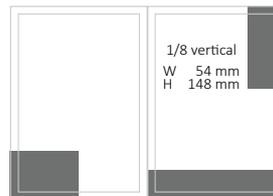
1/3 p. horizontal
Width 210mm
Height 107mm

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



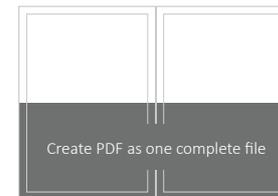
1/4 p. horizontal
Width 210mm
Height 83mm

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



1/8 page
Width 101mm
Height 90mm

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



2x 1/2 page above the gutter with bleed
420 mm wide, 148 mm high + 3 mm bleed all around, NO bleed in the gutter

Create PDF as one complete file

Year: 42nd volume 2026

Publisher: Holzmann Medien GmbH & Co. KG
Gewerbestraße 2
86825 Bad Wörishofen
Germany
Telephone +49 8247 354-01
Fax +49 8247 354-170
www.holzmann-medien.de
www.estrichtechnik.de → www.boden-wand-decke.de

Managing Publisher: Alexander Holzmann

Head of Media Sales: Thomas Pohl (in charge)
Telephone +49 8247 354-185
thomas.pohl@holzmann-medien.de

Editor in chief: Stefan Heinze (in charge)
Telephone +49 8247 354-215
stefan.heinze@holzmann-medien.de
For further contacts, see page 33.

Terms of payment and bank details: Within 14 days from the invoice date without deduction
VAT number DE 129 204 092
Sparkasse Schwaben-Bodensee
IBAN: DE50 7315 0000 0000 1017 09
BIC: BYLADEM1MLM

Magazine format: DIN A4 – 210 mm wide x 297 mm high

Type area: 185 mm wide x 260 mm high

Print and binding method: Sheet fed offset printing, adhesive binding

Paper inner part: 100 gr/m² (picture printing paper)

Paper cover: 150 gr/m² (picture printing paper)

Data transmission: By eMail to disposition@holzmann-medien.de

Data formats: High-resolution, printable PDF file, press proof or proof (colour binding).

File resolution: 300 dpi (CMYK)
Printing colours (CMYK) according to PSO Coated v3.

Data archiving: Print documents/media are not archived for more than 1 year after kept by the publisher for the last insertion.

Warranty: In case of incomplete or incorrect data/printing material a complaint cannot be accepted. The format of the advertisement document must be the same as the advertisement.

Contact
Media Administration: Carolin Ruf
Telephone +49 8247 354-133
disposition@holzmann-medien.de

IMPORTANT - WEBSHOP/EPAPER

As we also publish issues of EstrichTechnik 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.**

Inserts are integrated into the ePaper 1:1 at the same place where they are included in the magazine. Supplements are placed at the end of the ePaper with a cover page listing all companies with inserts.

Delivery address for inserts and bound inserts: Industrie-Buchbinderei Kassel
c/o Mr Timo Träbing
Otto-Hahn-Straße 25
34253 Lohfelden, Germany

Delivery note: Password EstrichTechnik No. xxx/2026

Circulation monitoring: 

Circulation analysis: Copies per issue as an annual average
(July 1, 2024 to June 30, 2025)

			thereof foreign countries	thereof ePapers
Print run:	2,025			
Total circulation:	2,071		246	67
Paid circulation:	909		203	1
Copies subscribed:	840	thereof	188	1
		103 Member copies	103	
		34 Multiple copies	0	
Other sales:	69		15	0
Single-copy sale:	0			
Free copies:	1,162	thereof	43	66
		38 laid out	0	
		0 display locations	0	
Remaining, file and archived copies:	21			

Distribution according to the Nielsen regions/Federal states:

Nielsen region I		
Schleswig-Holstein	1.50 %	27
Hamburg	0.78 %	14
Lower Saxony	4.95 %	89
Bremen	0.33 %	6
Nielsen region II		
North Rhine-Westphalia	17.63 %	317
Nielsen region IIIa		
Hessen	6.12 %	110
Rhineland-Palatinate	7.79 %	140
Saarland	0.83 %	15
Nielsen region IIIb		
Baden-Wuerttemberg	17.58 %	316
Nielsen region IV		
Bavaria	29.76 %	535
Nielsen region V		
Berlin	1.95 %	35
Nielsen region VI		
Brandenburg	1.72 %	31
Mecklenburg-West Pomerania	0.33 %	6
Saxony-Anhalt	1.39 %	25
Nielsen region VII		
Saxony	4.34 %	78
Thuringia	3.00 %	54
Total circulation national	100.00 %	1,798

Distribution abroad:

Europe	100.00 %	246
German-speaking countries	93.32 %	230
thereof Austria	80.63 %	199
thereof Switzerland	12.28 %	30
thereof Liechtenstein	0.41 %	1
EU countries (without D/A)	3.82 %	9
EU countries (other countries)	2.86 %	7
Total circulation abroad	100.00 %	246

Geographical distribution analysis:

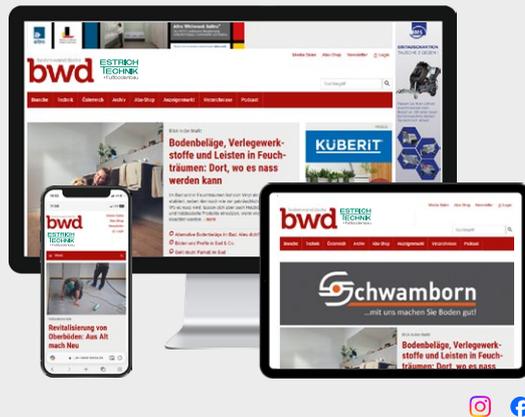
Economic region	Proportion of the total circulation	
	%	Copies
National	86.82	1,798
Abroad	11.88	246
Not clearly allocable	1.30	27
Total circulation	100.00	2,071



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

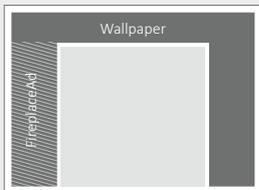


HOMEPAGE TAKEOVER

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.–

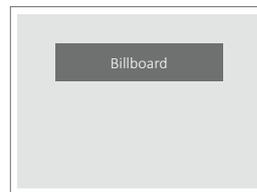
Combination of two skyscrapers and one superbanner. The fireplaceAd frames the website on three sides. When scrolling, the skyscrapers on the left and right run along.

Delivery: Desktop

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



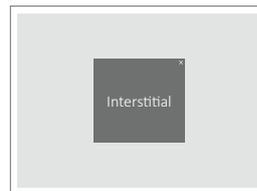
Superbanner (728 x 90 pixel) **CPM € 95.–**
Sticky Superbanner (728 x 90 pixel) **CPM € 115.–**
 Eye-catching advertising format with screen-filling presence, top or bottom. It's immediately visible and offers a wide design scope.
 Delivery: Desktop, Tablet



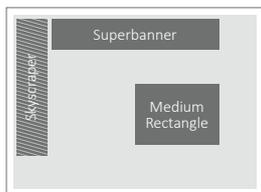
Billboard (940 x 250 pixel) **CPM € 180.–**
 Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.
 Delivery: Desktop



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

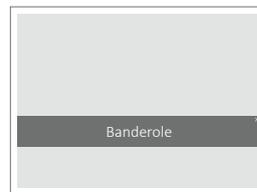


Interstitial (300-550 x 250-400 pixel) **CPM € 140.–**
 Fade-in takes place directly above the content when accessing the website.
 Delivery: Desktop, Tablet



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

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

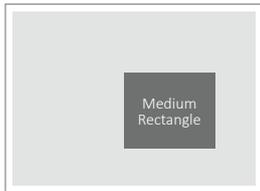
One format — all devices! Whether desktop, tablet or smartphone.



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+ET' very targeted.

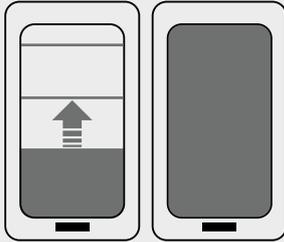
CPM markups: € 10.– for targeting | € 10.– for frequency capping

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.



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**

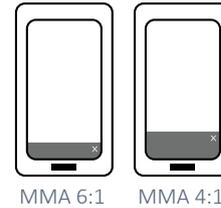
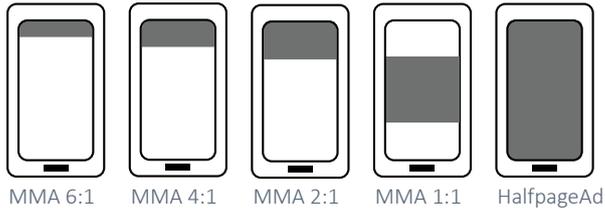
Target mobile users for your device optimized campaign.

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.

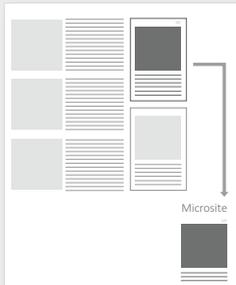
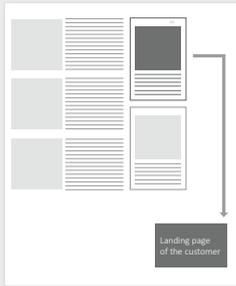
The monthly IVW MEW statement transparently documents our device access.

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**

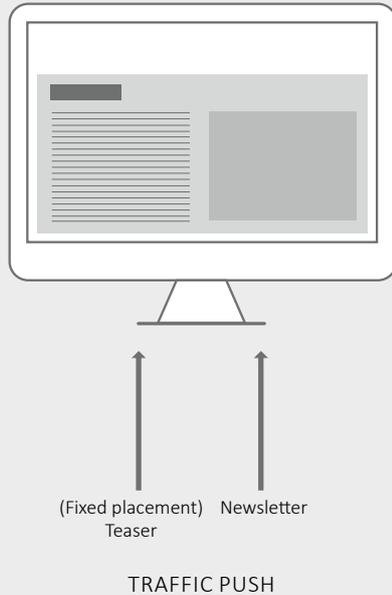
Price: from € 850.–

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

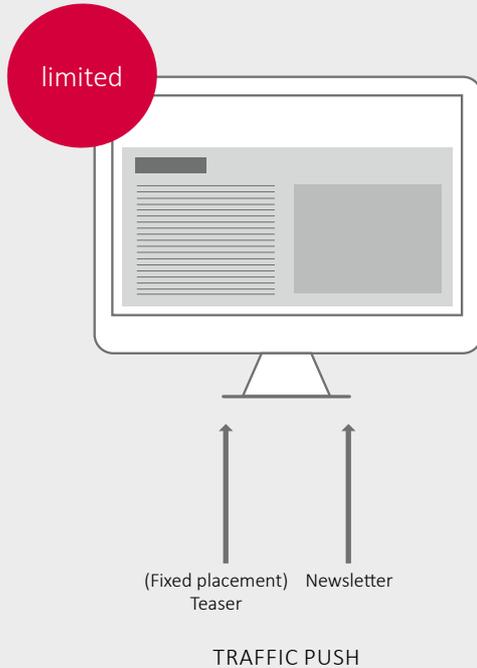
We build an exclusive microsite for you, which is kept in the look & feel of the website. The microsite is designed to your liking — you can integrate a wide range of information and content such as images, files, videos and links.

- 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

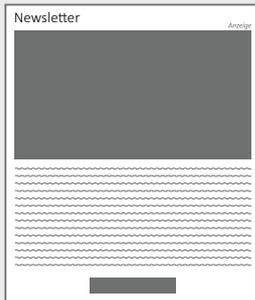
Advertising format	Price
ContentAd	€ 350.–
Billboard	€ 460.–
FullAd	€ 300.–

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.

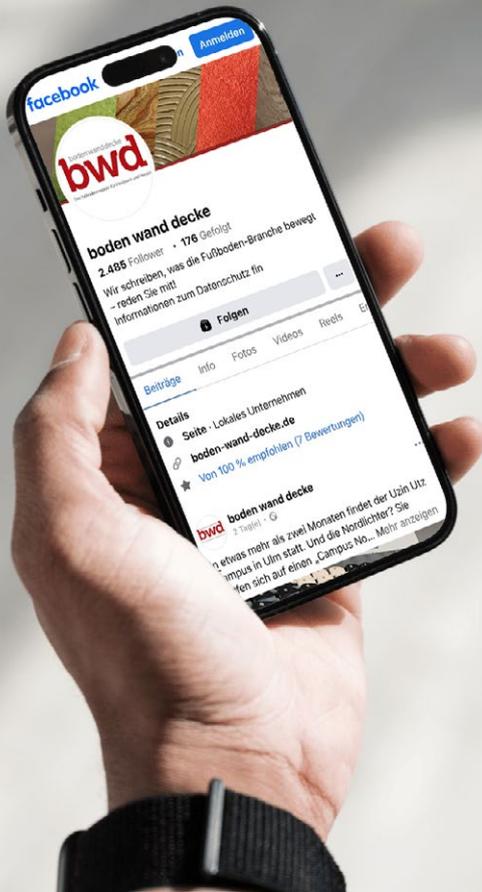
The most successful form of advertising in the field of Newsletter Advertising.





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 ESTRICHTECHNIK?



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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Our

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