



## MEDIA-INFORMATION 2022

No. 47, valid from 01/01/2022



Total circulation:

50,507  
copies (IVW-cert.)

[www.si-shk.de](http://www.si-shk.de)

TARGET GROUP.

CHANNELS.

THEME PLAN.

PRICE LIST.

WEBSITE.

NEWSLETTER.

CONTACT PERSONS.

# OUR TARGET GROUP

WE ARE  
HVAC!



Alexander Stamos, CEO of Stamos GmbH,  
Grevenbroich and winner of the 'SI' marketing award 2020

## SI – THE PRACTICE-ORIENTED MAGAZINE FOR HVAC COMPANIES

### OUR READERS



Main target audiences  
sanitation system contractors,  
heating engineers, air  
conditioning technicians



Other readers  
planners and architects,  
wholesaler

### STRONG INDUSTRIAL SECTOR: THE HVAC CRAFT IN GERMANY

48,214  
companies



382,000  
employees



49.96 billion  
euro  
revenue



Source: ZVSHK, prediction 2020

# OUR CHANNELS



## PRINT

### Si – THE TRADE MAGAZINE FOR HVAC ENTREPRENEURS

'Si' is published 10 issues per year and has a wide circulation of 50,507 copies (IVW-tested, annual average July 1, 2020 to June 30, 2021). So 'Si' is by far the highest circulation German-language trade journal for HVAC companies.

Our special issues take up the topics of the industry and offer manufacturers a perfectly fitting environment for your targeted and long-term presence.



## DIGITAL

### WEBSITE [si-shk.de](http://si-shk.de)

[si-shk.de](http://si-shk.de) supplements our range of information as an online portal for HVAC entrepreneurs updated daily and offers IVW-tested quality coverage for banner and native formats.

### NEWSLETTER Si aktuell

Twice a week, the newsletter 'Si aktuell' reaches more than 11,000 subscribers.



## AWARDS

### BEST OF SHK AWARD

The Best of SHK Award in the field of handicrafts (formerly known as Marketingpreis für das deutsche SHK-Handwerk) will be honoring HVAC companies that stand out due to special marketing measures, exceptional customer orientation or deserved corporate management. The winners will be selected by an independent expert jury. The prize will be awarded for the 25th time in 2022.

In addition, the Best of HVAC Award in the areas of industry and trade honors the best concepts in different categories based on a reader's choice.



PRINT.

# SI AT A GLANCE

WE ARE  
HVAC!



BY FAR THE HIGHEST CIRCULATION GERMAN-LANGUAGE  
TRADE JOURNAL FOR HVAC ENTREPRENEURS

## CIRCULATION



Distributed circulation (IVW-checked):

50,507 copies

(Annual average July 1, 2020 to June 30, 2021)

circulation and distribution analysis

## FREQUENCY OF PUBLICATION



10x per year

(monthly, two double numbers)

Issue	Dates*	Sanitation	Heating	Ventilation & Air conditioning	Installation & ICA	Office & Building sites
<b>01/02-2022</b> <b>January/ February</b>	<b>DP: 04/02</b> <b>AD: 11/01</b> <b>ED: 11/01</b>	Drinking water hygiene in bathrooms and kitchens: hot water preparations, small storage tanks, instantaneous waterheaters, sensor-controlled fittings, automatic flush valves, etc.	Heating pumps, hot water, buffer tanks, safety fittings/ systems, pressure maintenance, expansion systems, hydraulic separators, mobile heating appliances/heat plants, etc.	Air distribution systems: Ventilation pipes/ducts, air diffusers/outlets, actuators, onsulation, mufflers, etc.	Pumps, measurement and control technology, smart metering, water/heat meters, filter/softening/decalcification systems, home water stations, etc.	Marketing, customer acquisition, digitisation, social media, etc.  Metering, testing, analysis and locating equipment
<b>03-2022</b> <b>March</b>	<b>DP: 01/03</b> <b>AD: 02/02</b> <b>ED: 02/02</b>	Bathroom furnishings, washbasins, fittings: Washing areas, designer fittings, intelligent/contactless fittings, accessories, design elements, digital bathroom, lighting fixtures, materials/raw materials	Heat pumps: New systems, design criteria, choice of system (brine-water, water, air), etc.	Decentralised ventilation systems, small ventilation units, ventilators, pipe-, duct-, roofventilation, air curtain construction, blowing convectors, air heater	Pipe and joining technology, fittings, drinking water hygiene, leak detection, pipe insulation, fire prevention, pipe penetration, assembly and fastening systems	IT tools, software solutions and hardware for planning, office and building site  Utility vehicles, car equipment, trailers, etc.
<b>04-2022</b> <b>April</b>	<b>DP: 19/04</b> <b>AD: 21/03</b> <b>ED: 21/03</b>	Showers: Shower fittings, shower basins/trays, shower channels/areas, shower cubicles, floor/ wall drains, shower cubicle, walk-in-showers, accessibility, partitions wall, etc.	Biomass heating technology: Heating with pellets, firewood, wood chips, storage systems, chimney and exhaust gas systems, filtering systems, etc.	Central, controlled living space air condition, air diffuser systems	House and building automation, building control systems,hydraulic balancing, control, safety and shut-off fittings, thermostatic valves, power units	Tools, ladders, lifting platforms, workshops and storage  Summer working clothes, safety at work
<b>Trade fair issue</b> <b>Review</b>	<b>IFH/Intherm</b> <b>Light+Building</b>					
<b>05-2022</b> <b>May</b>	<b>DP: 27/05</b> <b>AD: 29/04</b> <b>ED: 29/04</b>	Sanitary equipment in the commercial and public sectors, legionella protection, contactless fittings, automatic flush technology, short store, boiler	Cogeneration of heat and power, combined heat and power plant, fuel cell heating, innovative heating technology, power-to-heat	Central air-condition appliance, RTL-constructions, energetic inspection of air-conditions, heat recovery, dumper-/ cooling register, filter technology, de-/ humidification systems	Surface heating and cooling systems: Flooring, walls, ceilings, thermal activation, hydraulic constructions etc.	Business organisation, further education, employee management and motivation  Metering, testing and location equipment
<b>Review</b>	<b>IFH/Intherm</b>					

with Si-special issue: 'Best of SHK Award 2022'

Issue	Dates*	Sanitation	Heating	Ventilation & Air conditioning	Installation & ICA	Office & Building sites
<b>06-2022</b> <b>June</b>	<b>DP: 17/06</b> <b>AD: 18/05</b> <b>ED: 18/05</b>	Lavatories: Toilets, shower toilets, urinals, bidets, fittings, flush technology/actuators, dividing walls, etc.	Solar thermal and photovoltaic: Collectors, modules, mounting systems, heating/ electricity storage units, inverters, etc.	Fire prevention and smoke extraction: Fire protection valves/dampers, flue gas fans, etc.	Pump technology: drinking water, heating, pressure rise, lifting system, foul water, pool, filter-/ softening-/ decalcification systems, house water stations, drinking water hygiene, etc.	Vehicle fleet, fleet management, tool-/ operating found administration, anti-theft protection
<b>Review</b>	<b>Intersolar</b>					Tools, ladders, lifting platforms, workshops and storage
<b>with 'Si SHK-APPS'</b>						
<b>07/08-2022</b> <b>July/August</b>	<b>DP: 21/07</b> <b>AD: 24/06</b> <b>ED: 24/06</b>	Front wall installation, modular construction systems, cladding systems/renovation boards, etc.	Reconstruction: heating water/plant protection, hydraulic adjustment, pumps, mobile heating systems, MSR-technology, energy management	Cooling with heat pumps	Building- and roof draining: rainwater and grey water usage, waste water drainage/ canalisation, non-return flaps, pumping stations, water treatment, fat separator, etc.	IT tools, software solutions and hardware for planning, office and building site
<b>Review</b>	<b>IFAT</b>					Marketing, digitisation, customer acquisition, social media, etc.
<b>with 'Si SHK-DESIGN'</b>						
<b>09-2022</b> <b>September</b>	<b>DP: 01/09</b> <b>AD: 04/08</b> <b>ED: 04/08</b>	Small bathrooms, guest-bathrooms/toilets and kitchen: bathroom furniture, washbasins, sinks, showering and bathing, mountings, drinking water hygiene, warm-/ hot water preparation, lifting constructions, etc.	Heating with wood – firewood, pellets, wood chips: Boilers, stoves, storage and materials handling, filtering systems, chimney- and exhaust technology etc.	Central, controlled living space air-conditioning, air distribution systems	Fire and noise protection: Pipe insulation, fire/smoke detection systems, partitioning, stop collars, sprinkler/ extinguishing systems, etc.	Winter work clothing, working safety /-protection
<b>Trade fair issue</b>	<b>SHK</b>					Business organisation, further education, employee management, /-motivation

Issue	Dates*	Sanitation	Heating	Ventilation & Air conditioning	Installation & ICA	Office & Building sites
<b>10-2022</b> <b>October</b>	<b>DP: 04/10</b> <b>AD: 06/09</b> <b>ED: 06/09</b>	Wellness and health in the bathroom: Whirlpools, saunas, steam baths, infrared cubicles, digital bathroom, lighting design, etc.	Heat pumps: system expansion, -recovery, -integration, combination with PV and electricity store, etc.	Air conditioning technology: VRF systems, split/multisplit devices, air conditioning units, RTL-Systems, etc.	Radiators, bathroom/designer radiators, convectors heaters, radiator fittings, thermostatic valves, smart regulation	Tools, ladders, lifting platforms, workshops and storage  Metering, testing, analysis and locating equipment
<b>Trade fair issue</b>	<b>Chillventa</b>					
<b>11-2022</b> <b>November</b>	<b>ET: 10/11</b> <b>RS: 13/10</b> <b>AS: 13/10</b>	Barrier-free bathroom designs, multi-generational bathrooms, gerontological technology, smart bathroom, drinking water hygiene	Hall heating: Radiant ceiling panels, light and dark radiators, warm air heating, air curtain systems, etc.	Surface-mounted/flush-mounted ventilators, individual/small room fans, wall/ceiling extractors, etc.	Intelligent control, smart home, control of heating areas (radiators, panel heating/cooling, etc.), hydraulic adjustment, metering, testing and analysis equipment, water-/heat counter	<b>Review IAA:</b> commercial vehicle, vehicle furniture, trailer, etc.  IT tools, software solutions and hardware for planning, office and building site
<b>Trade fair issue</b>	<b>GET Nord</b>					
<b>Review</b>	<b>Chillventa</b>					
<b>with 'SI SHK-HIGHLIGHTS'</b>						
<b>12-2022</b> <b>December</b>	<b>ET: 08/12</b> <b>RS: 11/11</b> <b>AS: 11/11</b>	Bathing: Bathtubs/whirlpool tubs, bathtub fittings/drains	Gas, liquefied gas and oil heating technology: Condensing technology, burners, hybrid / composite systems, heating pumps, heating water, gas/oil installation, tank/storage equipment, exhaust pipes, etc.	Energy-efficient renovation of ventilation systems: Inspections, system maintenance, cleaning, etc.	Drinking water heating: Drinking water hygiene, boilers, fresh water stations, heat pump hot water systems, drinking water treatment, etc.	Marketing, customer acquisition, digitisation, social media, etc.  Work safety/protection, working clothes
<b>Review</b>	<b>GET Nord</b>					

\* DP = Date of publication AD = Advertising deadline ED = Editorial deadline. The editorial department reserves the right to change the topics for reasons of current relevance.



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

Format	Print space formats width x height in mm	Basic prices b/w	Prices 2-coloured	Prices 3-coloured	Prices 4-coloured
1/1 page	185 x 264	7,000.– €	7,380.– €	7,760.– €	8,140.– €
3/4 page	136 x 264 or 185 x 197	5,290.– €	5,670.– €	6,050.– €	6,430.– €
2/3 page	120 x 264 or 185 x 175	4,710.– €	5,090.– €	5,470.– €	5,850.– €
Junior page	135 x 190	4,000.– €	4,380.– €	4,760.– €	5,140.– €
1/2 page	90 x 264 or 185 x 130	3,580.– €	3,910.– €	4,240.– €	4,570.– €
1/3 page	58 x 264 or 185 x 88	2,415.– €	2,745.– €	3,075.– €	3,405.– €
1/4 page	90 x 130 or 43 x 264 or 185 x 63	1,840.– €	2,090.– €	2,340.– €	2,590.– €
1/8 page	90 x 63 or 43 x 130 or 185 x 30	930.– €	1,120.– €	1,310.– €	1,500.– €
Title page	175 x 158 (Type area without bleed allowance, not discountable)				10,920.– €
2. Back cover	185 x 264				8,840.– €
3. Back cover	185 x 264				8,840.– €
4. Back cover	185 x 264				9,540.– €

Millimeter price, 1 column (43 mm wide)

7.80 €

Entries sources of supply „Who offers what?“

Millimeter price, 1 column (43 mm wide) per section and issue

Duration 12 months

2.80 €

Duration 6 months

3.90 €

Bleed formats and graphical representation see page 11

## 2 Surcharges:

## Placement

Binding placement regulations: in each case 10 % of basic price

## Format

A bleed surcharge of 10 % is added for advertisements above the type area sw base price charged. Formats other than the standard also 10 % surcharge (not discountable).

## 3 Discounts:

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

Malstaffel		volume discount	
Appearing 3 times	3 %	1 pages	3 %
Appearing 6 times	5 %	3 pages	5 %
Appearing 12 times	10 %	6 pages	10 %
Appearing 24 times	15 %	12 pages	15 %

No discount on loose inserts, postcards, glued inserts and technical supplementary costs.

## 4 Rubrics:

„Who offers what?“ Per mm (43 mm wide)  
per category and issue

Duration 12 months	2.80 €
Duration 6 months	3.90 €

Job and opportunity advertisements on request

## 5 Special types of advertising:

Bound insert	
2-sided (1 sheet)	8,835.- €
Untrimmed format	216 x 306 mm
Beschnittenes Format	210 x 297 mm
4-sided (2 sheets)	10,950.- €
Required delivery quantity	51,000 copies
(Discount: 1 sheet = 1/1 advertisement page)	

Inserts (loosely inserted, maximum size 200 mm width x 287 mm high, can be processed by machine)  
Prices include postage and shipping costs

Weight	Price
up to 25 g	9,565.- €

Inserts with a higher weight / larger format on request, likewise inserts that cannot be processed by machine.

Inserts are discounted according to the frequency discount.

## Affixed advertising material

Postcard only in connection with a carrier advertisement  
in the format of at least 1/2 page,  
not discountable

2,350.- €

For bound or loose inserts and glued-on advertising media, the publisher requires a binding sample by the advertising deadline, or if necessary a dummy sample with size and weight specifications.

## Advertising management:

Christine Keller  
Telephone +49 8247 354-159  
christine.keller@holzmann-medien.de

## Media sales:

Grit Albacete-Lopez  
Telephone +49 8247 354-214  
grit.albacete-lopez@holzmann-medien.de

## Raphaella Lombardini

Telephone +49 8247 354-150  
raphaella.lombardini@holzmann-medien.de

## Media administration:

Annabell Janzen  
Telephone +49 8247 354-134  
disposition@holzmann-medien.de

## 6 Contact:

## Advertisement formats

in the print space



**1/1 page**  
Width 185 mm  
Height 264 mm

**Junior page**  
Width 135 mm  
Height 190 mm



**1/2 p. horizontal**  
Width 184 mm  
Height 130 mm

**1/2 p. vertical**  
Width 90 mm  
Height 264 mm



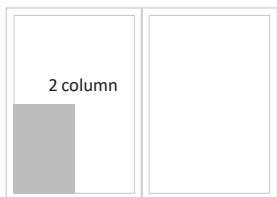
**1/3 p. horizontal**  
Width 185 mm  
Height 88 mm

**1/3 p. vertical**  
Width 58 mm  
Height 264 mm



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

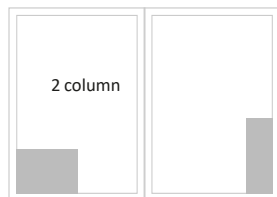
**1/4 p. vertical**  
Width 43 mm  
Height 264 mm



**2 column**

**1/4 page**  
Width 90 mm  
Height 130 mm

**1/8 p. horizontal**  
Width 185 mm  
Height 30 mm



**1/8 page**  
Width 90 mm  
Height 63 mm

**1/8 p. vertical**  
Width 43 mm  
Height 130 mm

Bleed



**1/1 page**  
Width 210 mm  
Height 297 mm

**Junior page**  
Width 148 mm  
Height 208 mm



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

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



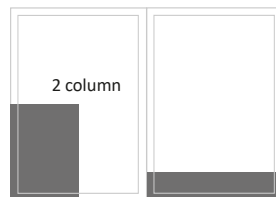
**1/3 p. horizontal**  
Width 210 mm  
Height 106 mm

**1/3 p. vertical**  
Width 69 mm  
Height 297 mm



**1/4 p. horizontal**  
Width 210 mm  
Height 81 mm

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



**2 column**

**1/4 page**  
Width 101 mm  
Height 148 mm

**1/8 page**  
Width 210 mm  
Height 48 mm

Bleed advertisement formats:  
all formats plus 3 mm trim  
allowance on all sides.  
Please ensure that sufficient  
space is provided between the  
text and the edge of the  
advertisement for bleed ads  
(at least 3 mm).

## 1 Circulation control:



## 2 Circulation analysis:

Copies per issue as an annual average  
(1 July 2020 to 30 June 2021)

Print run	50,779	of which abroad	
Total circulation:	50,507		325
Paid circulation:	5,951		31
Copies subscribed:	420		30
	thereof	0 Member copies	0
		2 Multiple copies	0
Other sales:	5,530		1
Single-copy sales:	1		
Free copies:	44,556		294
	thereof	0 laid out	0
		0 display location	0
Remaining, file and archived copies:	272		

## 3 Geographical Distribution Analysis:

Economic region	Proportion of the total circulation	
	%	Copies
National	99.36	50,182
Abroad	0.64	325
Total circulation	100.00	50,507

## 3.1 Distribution According to the Nielsen regions/Federal states:

<b>Nielsen region I</b>		
Schleswig-Holstein	3.25 %	1,631
Hamburg	1.30 %	652
Lower Saxony	7.31 %	3,668
Bremen	0.42 %	211
<b>Nielsen region II</b>		
North Rhine-Westphalia	17.02 %	8,541
<b>Nielsen region IIIa</b>		
Hesse	7.11 %	3,568
Rhineland-Palatinate	5.22 %	2,620
Saarland	1.41 %	708
<b>Nielsen region IIIb</b>		
Baden-Wuerttemberg	14.58 %	7,317
<b>Nielsen region IV</b>		
Bavaria	22.66 %	11,371
<b>Nielsen region V</b>		
Berlin	1.99 %	999
<b>Nielsen region VI</b>		
Brandenburg	3.09 %	1,551
Mecklenburg-West Pomerania	0.34 %	171
Saxony-Anhalt	2.84 %	1,425
<b>Nielsen region VII</b>		
Saxony	6.38 %	3,202
Thuringia	4.00 %	2,007
<b>Other</b>	1.08 %	540
<b>Total circulation national</b>	<b>100.00 %</b>	<b>50,182</b>

**Brief version of the survey method**

1. method: Distribution analysis through file evaluation - total survey
2. Population: tvA 50.507 = 100 %, not recorded in the study  
236 = 0.47 %
3. sample: total survey
4. Target person of the investigation: not applicable
5. Period of investigation: August 2021
6. Carrying out the investigation: publisher

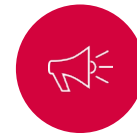
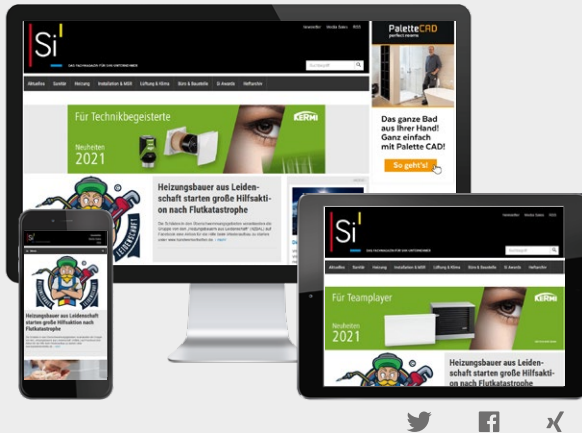


DIGITAL.

# si-shk.de AT A GLANCE

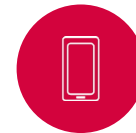
## DAILY NEWS FROM THE HVAC INDUSTRY JOURNALISTICALLY PREPARED BY PROFESSIONALS

INFO ON TRENDS, TECHNOLOGY AND CORPORATE GOVERNANCE



### Online reach

58,665 Visits  
98,404 PageImpressions  
(monthly average January to July  
2021, IVW-checked)



### Of which mobile reach

11,300 Visits  
19,265 PageImpressions  
(monthly average January to July  
2021, IVW-checked)

## CAMPAIGN PLANNING

You will find a lot of best practice examples and the current ranges  
in the ,Si' digital portfolio.

'Si' Digital Portfolio.

Specs.

ADVERTISING SPACE XXL for even more attention



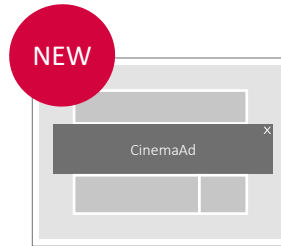
### DYNAMIC SITEBAR

**CPM 150.– €**

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 advertising format adapts to the respective screen size and thus dynamically uses the maximum available space on the right-hand side of the website.

**Delivery: Desktop**

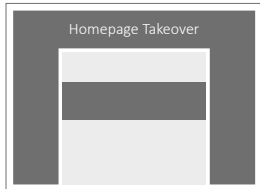


### CINEMAAD

**CPM 170.– €**

Fold-out ad that retracts to billboard width when close button is clicked. The complete advertising message is visible at all times.

**Delivery: Desktop**

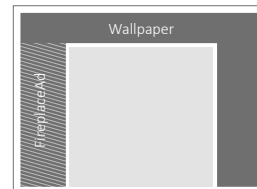


### HOMEPAGE TAKEOVER

**CPM 170.– €**

Getting more advertising space is impossible. Attention-grabbing combination of FireplaceAd and Billboard.

**Delivery: Desktop**



### WALLPAPER

**CPM 135.– €**

Combination of Superbanner and Skyscraper. The wallpaper frames the website at the top and right-hand side.

**Delivery: Desktop**

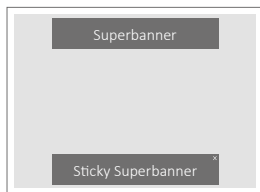
### FIREPLACEAD

**CPM 160.– €**

Combination of two Skyscrapers and the Superbanner. The FireplaceAd frames the website on three sides. When scrolling, the Skyscrapers on the left and right are sticky.

**Delivery: Desktop**

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



**Superbanner** (728 x 90 pixels)

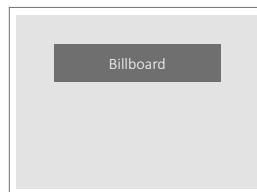
**CPM € 80.–**

**Sticky Superbanner** (728 x 90 pixels)

**CPM € 100.–**

Attention-grabbing advertising format with full-surface presence, top or bottom. Use in the immediately visible area with great creative scope for design.

**Delivery:** Desktop, Tablet

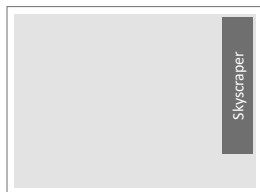


**Billboard** (940 x 250 pixels)

**CPM € 150.–**

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 |**

**Wide Skyscraper** (120-160 x 600 pixels)

**CPM € 90.–**

Placed at the right or left side of the screen; remains in the user's field of view while scrolling.

**Delivery:** Desktop

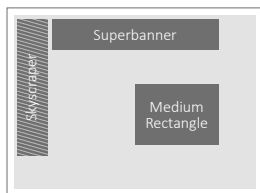


**Overlay** (300-550 x 250-400 pixels)

**CPM € 120.–**

Fade-in takes place directly above the content when the website is called up.

**Delivery:** Desktop, Tablet



**TandemAd**

**CPM € 130.–**

Simultaneous playback of two classic advertising formats within the same page impression.

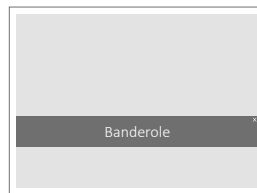
**Delivery:** upon request

**AdBundle**

**CPM € 135.–**

(Joint) delivery of three different classic advertising media.

**Delivery:** upon request



**BanderoleAd** (770 x 250 pixels)

**CPM € 125.–**

The advertising material lies in the directly visible area like a strip across the website. Best suited for concise advertising messages.

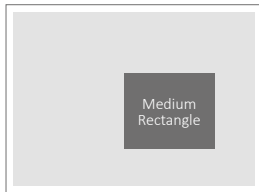
**Delivery:** Desktop



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



**HalfpageAd** (300 x 600 Pixel) **CPM 110.– €**  
The integration in the content area of the site ensures that the user's attention is drawn to this striking advertising format.



**Medium Rectangle** (300 x 250 Pixel) **CPM 100.– €**  
Prominent placement in the content of the website, centrally and in the user's field of vision.



**VideoAd** **ab 3,500.– €**

We adapt and integrate your video to the look & feel of the website.

To make users aware of the VideoAd, we place a teaser box on the start page and the subpages of the website. For the teaser, you have 120 characters of text and an image available.

You choose how long you want to run the campaign.

### 'Si' Branding Day.

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.

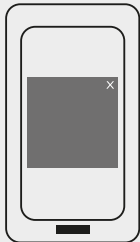
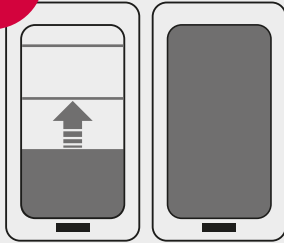
### 'Si' very targeted.

CPM-markups: 10.– € for targetting |  
10.– € for frequency capping



# MAXIMUM ATTENTION

NEW



## EVEN ON THE SMALLEST SCREENS

### MOBILE INTERSCROLLER

CPM € 150.–

- Particularly attention-grabbing advertising format.
- Advertising material lies behind the content and is displayed by scrolling through the view port, while being completely exposed.
- Does not only communicate an advertising message, but guarantees also a high brand awareness.
- Ensures full user attention for a few seconds.
- **Delivery:** Mobile

### MOBILE OVERLAY

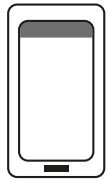
CPM € 120.–

- When the website is called up, the ad fades in, directly over the content and is closed by the user.
- **Delivery:** Mobile

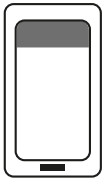
Target mobile users for your device optimized campaign.

#### Mobile MMA Banner

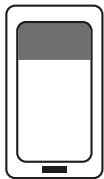
		CPM
MMA 6:1:	300-320 x 50 pixels	€ 80.–
MMA 4:1:	300-320 x 75 pixels	€ 85.–
MMA 2:1:	300-320 x 150 pixels	€ 95.–
MMA 1:1:	300 x 250 pixels (Medium Rectangle)	€ 100.–
HalfpageAd:	300 x 600 pixels	€ 110.–



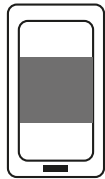
MMA 6:1



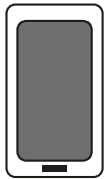
MMA 4:1



MMA 2:1



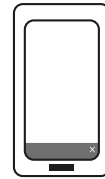
MMA 1:1



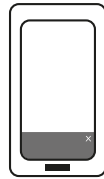
HalfpageAd

#### Mobile MMA Banner sticky

		CPM
MMA 6:1 sticky:	300-320 x 50 pixels	€ 85.–
MMA 4:1 sticky:	300-320 x 75 pixels	€ 90.–



MMA 6:1



MMA 4:1

#### Know, what matters.

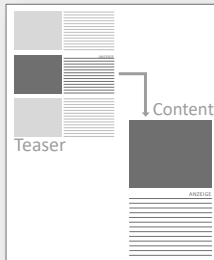
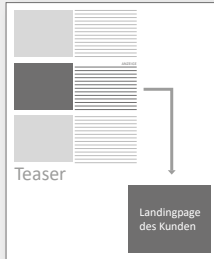
The monthly IVW MEW statement transparently documents our device access.

An average of 19,6 %\* of page impressions for [www.si-shk.de](http://www.si-shk.de) took place on mobile.

\* (IVW Online January to July 2020)



# 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: from € 1,935.–**

## 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)

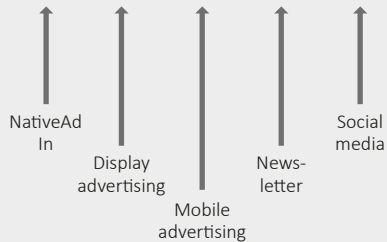
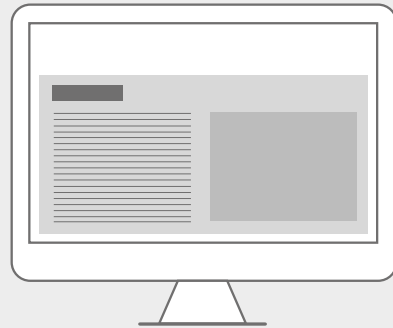
**Price: from € 2,950.–**

### Extend Reach | Crafts XXL.

- on the B2B skilled crafts portals of the individual specialist titles
- across the entire crafts channel



# 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**

The advertorial is flanked by numerous traffic push measures to redirect our users to the microsite.

The following traffic push elements can be included:

- Fixed NativeAd In (ROS)
- Display advertising
- Mobile advertising
- Content ads in the newsletter

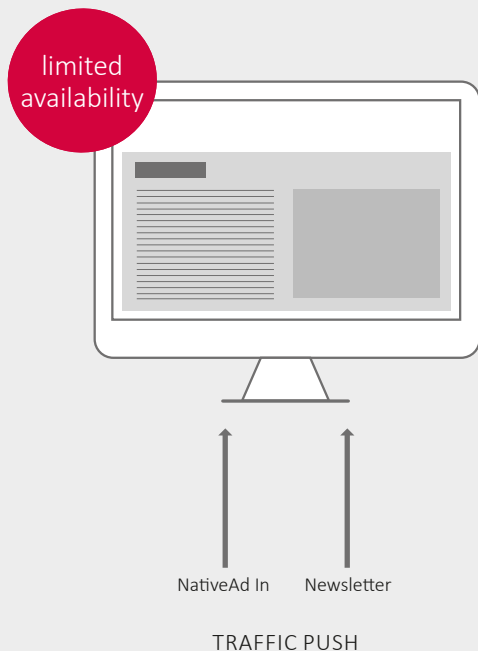
**Price: from € 5,600.–**

### Extend reach | Handwerk XXL.

- on the B2B skilled crafts portals of the individual specialist title
- across the entire crafts channel



# LEADS



## WHITEPAPER

For the whitepaper we build an exclusive microsite (content page). Similar to the advertorial, you can insert content such as images, files, videos, links and of course the whitepage. The collected leads are passed on to you.

Duration: flexible, depending on the budget and/or number of leads, that are to be achieved.

Set up microsite: € 1,450.–\*

Traffic push included: NativeAd In, Newsletter Ads

Upon request: Reach extension on the comprehensive B2B trade portals  
Deutsche Handwerks Zeitung and handwerk magazin

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

## THE FOLLOWING LEAD MODELS ARE AVAILABLE:

### Basic Lead | CPL € 50.00\*

The following data  
will be requested:

- E-mail address

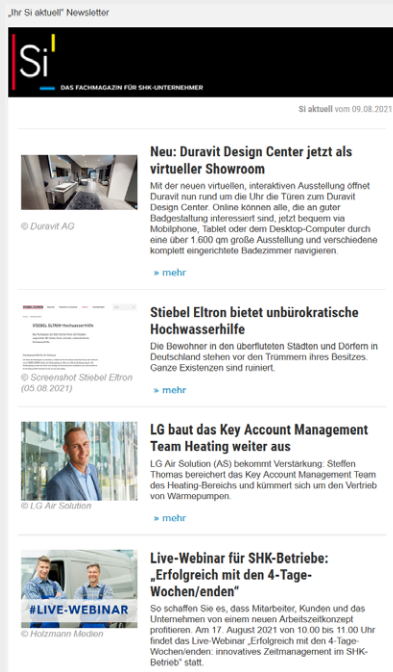
### Premium Lead | CPL € 100.00\*

The following data  
can be queried:

- E-mail address
- First and last name
- Company address
- Phone
- Company name
- Position in the company
- Industry

\*not eligible for discount or AE

# NEWSLETTER Si aktuell AT A GLANCE



## NUMBERS, DATA, FACTS



Subscribers ↗

**11,335** (08/2021)

11,006 (08/2020)



Sending frequency

**2x per week**

(usually Mondays and Thursdays)



Open rate

**22.9 %**

(Average January to July 2021)



Reporting

**automated**

after seven days



Newsletter Ads ↗

**151 ads** (01-06/2021)

106 ads (01-06/2020)

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



### ContentAd

Price 770.– €

Image-text display that is designed in the look & feel of an editorial article and marked as an advertisement. In addition, 50 characters for the headline and 350 characters of continuous text are available to optimally communicate your advertising message.

In this format, you get three external links — these are installed in the headline, logo and body text.



### FullAd (468 x 60 pixels)

Price 745.– €

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

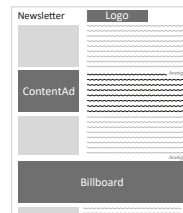


### Billboard (600 x240 pixels)

Price 820.– €

Large and prominent format with plenty of space for design and information, which is placed between high-quality content / articles. Brand awareness guaranteed!

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



### Newsletter exclusive sponsoring

Price 2,450.– €

As an exclusive sponsor, secure a newsletter for your advertising. In addition to the installation of your company logo in the header, two advertising formats are available within the content, which are placed in the editorial newsletter. Choose the formats — ContentAd, FullAd, and the billboard are available.

## TOP 1 Ranking.

For an extra charge of € 50.–

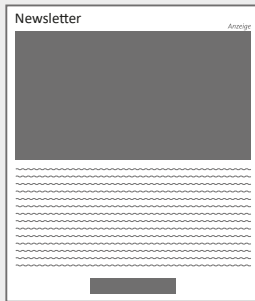
## CTR-Star.

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
- about 11.000 high-quality receivers
- individual sending date

Price per release: 3,650.– €

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

### Performance miracle.

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





AUDIO.

# RADIO

NEW



listen now.



## Handwerker Radio – THE FIRST WEB RADIO FOR CRAFTSMEN

Advertising and content formats	spot length	description	price
Classic radio spot	15-30 seconds	Classic spot campaign to advertise special promotions. Spot is part of the commercial break.	15.20 € per spot
Single spot	15-30 seconds	Spot isn't part of the commercial break. The timeslot is only available once an hour.	22.80 € per spot
Pre-stream spot	15-30 seconds	Plays immediately before the start of the audio stream.	4,950.00 € per month
Tandem spot	spot 15-30 seconds + reminder 5-10 seconds	Consists of two spots, that are interrupted by another spot, but are almost played in sequence (part of the commercial break).	22.80 € per spot
Cover spot	15-30 seconds	This spot convinces with it's special placement at the beginning or at the end of a commercial break and thus achieves special attention.	18.20 € per spot
Infomercial	max. 90 seconds	Editorially designed spots that are placed in the current program. The editorial look gives the advertiser a high level of credibility.	750.00 € (incl. 10 repetitions)
Interview	max. 3 minutes	Practical topics from the respective business model, related to craft. At the beginning there is a clear labeling as advertising.	900.00 € per interview (incl. 10 repetitions)
Advertising banner (234 px x 60 px)		Fixed advertising banner on <a href="http://www.handwerker-radio.de">www.handwerker-radio.de</a>	445.00 € per month

Individual formats and packages on request.

### Good to know.

You don't have a produced radio spot? No problem!  
We are happy to produce the spot for you.

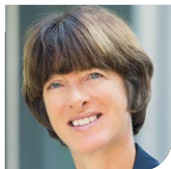




## YOUR COMPETENT PARTNER FOR BUSINESS AND TRADE MEDIA



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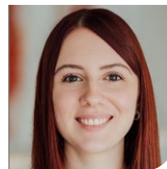
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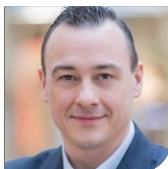
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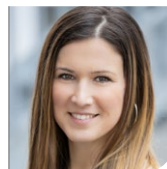
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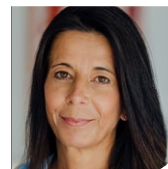
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Our

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