

rationell reinigen

MEDIA-INFORMATION 2025

No. 56, valid from 01/01/2025



The voice of
the Industry

www.rationell-reinigen.de

TARGET GROUP.

CHANNELS.

TOPICS | DATES.

PRICELISTS.

SPECIAL PUBLICATIONS.

WEBSITE.

NEWSLETTER.

AUDIO.

CONTACT.

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THE VOICE OF THE INDUSTRY WITH 22,800 COPIES

(thereof approx. 2,800 e-paper)

**rationell
reinigen**
GEBÄUEDIENTSTE

**rationell
reinigen**
ÖSTERREICH

**rationell
reinigen**
SCHWEIZ

'rationell reinigen – Gebäudedienste' is also published in Austria and Switzerland.
For readers in these countries, the magazine is supplemented by a regional section.
If you advertise in the German edition, your ad will be present in all three countries!
Separate price lists apply to the regional sections, which you can find [here](#).

STRONG INDUSTRY

The building cleaning trade is the craft with the highest number of employees in Germany.

Circulation: ~ 19,000 copies (inclusive e-paper)

With almost



700,000
employees

With almost



30,000
companies

And almost



26.3 billion
Euro
turnover

source: BIV

'rationell reinigen' is the trade journal of the Federal trade Guild Association of the cleaning industry (BIV).

Circulation: ~ 3,300 copies (inclusive e-paper)

Approximately



63,000
employees

In round



13,900
companies

Generate approx.



2.3 billion
Euro
turnover

source: WKO | Branchenradar

Circulation: ~ 500 copies (inclusive e-paper)

Approximately



75,000
employees

In round



4,800
companies

Generate approx.



3.9 billion
Euro
turnover

source: Allpura

OUR TARGET GROUP



Peter Engelbrecht
General Managing Director
Dorfner Gruppe

rationell reinigen – GEBÄUDEDIENSTE THE VOICE OF THE INDUSTRY

OUR READERS



Main target group

Building cleaning service providers in G/A/S

► 50 % of the circulation



Further readers

Public and private clients
self-cleaners

► 43 % of the circulation

Suppliers | Trade

► 5 % of the circulation

Recipient analysis

OUR CHANNELS

PRINT

rationell reinigen – THE TRADE JOURNAL FOR THE BUILDING CLEANING INDUSTRY

'rationell reinigen - Gebäudedienste' is published in the 76. year with 12 issues. The distributed circulation is 22,857 copies (thereof 2,585 e-paper), the sold print run amounts 5,541 copies. The circulation is checked by the IVW.

'rationell reinigen' is an indispensable companion for entrepreneurs and managers in the building cleaning trade, from clients and self-cleaners as well as the suppliers.

With our special publications we offer a custom-fit environment for a targeted or long-term presence.

DIGITAL

WEBSITE rationell-reinigen.de

rationell-reinigen.de complements our information offer as an online portal for the building cleaning industry up to date and offers IVW-tested quality range for banner and native formats.

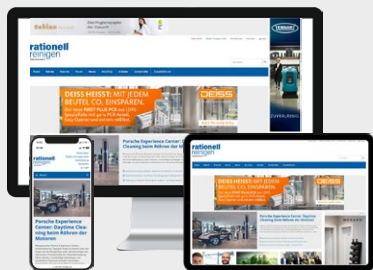
rationell-reinigen-NEWSLETTER

The 'rationell-reinigen-Newsletter' informs about 7,500 subscribers every week.

SOCIAL MEDIA

LINKEDIN, XING AND FACEBOOK

'rationell reinigen' is available on the common social media platforms with its own presence and always provides up-to-date information about the company via these channels done in the industry.





PRINT.

rationell reinigen AT A GLANCE



BY FAR THE MOST WIDELY CIRCULATED GERMAN LANGUAGE-
TRADE MAGAZINE FOR THE BUILDING CLEANING SECTOR

CIRCULATION



Total circulation (IVW-approved):

22,857 copies

(Average 01/07/2023 to 30/06/2024)

thereof 2,585 e-paper

From 2025 print run approx. 20,000 copies + e-paper approx. 2,800 copies =
distributed circulation 2025 approx. 22,800 copies

Circulation and distribution analysis

PUBLISHED



Monthly (12 Issues)

PROFESSIONAL COMPETENCE MODERN LAYOUT



OUR CREDO: QUALITY JOURNALISM

- 'rationell reinigen' is a constant source of inspiration for our customers due to our journalistic and professional competence. Up-to-date, useful and practice-oriented reporting in unique information density and variety of topics are guaranteed.
- 'rationell reinigen' reports independently, neutrally and critically.
- 'rationell reinigen' is the indispensable medium for all actors in the field of professional building cleaning/building services and provides comprehensive information on all important topics from the industry for the industry.

OUR CONTENT: AS DIVERSE AS THE INDUSTRY

- Sections: Forum, Main Topic, In Practice, Operations, Industry, Products
- Topics: news, industry trends, cleaning technologies/systems, object equipment, industrial safety, digitalization and robotics, cleaning 4.0, software/quality management, law, damage claims
- Formats: user reports/reports, technical articles, interviews, trade fair reports, Product and service pages



[request a sample booklet](#)

Issue	Dates	Main topics	Trade Fairs /Exhibitions (information without warranty)
1 January	ED: 02/12/2024 AD: 10/12/2024 DP: 10/01/2025	Autonomous cleaning technology Robotic Cleaning Environment Sustainability Cleaning of pools / wellness facilities Maintenance cleaning Vehicle fleet Report Zukunftsforum Gebäudedienste 2024 part II	BAU, Munich 13 to 17/01/2025
2 February	ED: 10/01/2025 AD: 24/01/2025 DP: 14/02/2025	Machines/Equipment: purchase, leasing, rental? Ergonomics in building cleaning Cleaning in the intralogistics environment Software Digitization Green and outdoor areas Issue before Logimat	
3 March	ED: 13/02/2025 AD: 21/02/2025 DP: 14/03/2025	Cleaning Disinfection in the healthcare / care facilities Cleanroom cleaning Glass/Facade/Solar cleaning Height access Washroom hygiene and equipment Vehicle fleet Issue before Altenpflege	Logimat, Stuttgart 11 to 13/03/2025 Lounges, Karlsruhe 25 to 27/03/2025

ED = Editorial deadline AD = Advertising deadline/Date for artwork DP = Date of publication

The editors reserve the right to change topics.

Issue	Dates	Main topics	Trade Fairs /Exhibitions (information without warranty)
4 April	ED: 10/03/2025 AD: 21/03/2025 DP: 11/04/2025	Industrial cleaning Cleaning textiles (materials, washing, preparing) Cleaning with UV light, steam, ozone etc. Waste reduction/-management Hygiene in the food environment	Altenpflege , Nuremberg 08 to 10/04/2025
5 May	ED: 07/04/2025 AD: 17/04/2025 DP: 13/05/2025	Cleaning Environment Sustainability Infrastructural Facility Management Software Digitization Work wear Protective gear Shoes Vehicle fleet Issue before Pulire + report Logimat	Intersolar Europe , Munich 07 to 09/05/2025 ISSA PULIRE , Mailand 27 to 29/05/2025
6 June	ED: 05/05/2025 AD: 15/05/2025 DP: 06/06/2025	Autonomous cleaning technology Robotic Basic cleaning Coating Alternative concepts Hygiene in educational institutions (schools etc.) High pressure cleaning Maintenance of outdoor facilities/green spaces Height access Issue before Demopark	Demopark , Eisenach 22 to 24/06/2025 Automatica , Munich 24 to 27/06/2025

ED = Editorial deadline AD = Advertising deadline/Date for artwork DP = Date of publication

The editors reserve the right to change topics.

Regular Sections:

Main Topic, Forum, In Practice, Damage assessment, Operations (Management/Finance/Law/Equipment), Industry news, Products, Services.

For further topic suggestions please contact editor-in-chief Günter Herkommer at +49 8247 354-263, guenter.herkommer@holzmann-medien.de.

Issue	Dates	Main topics	Trade Fairs /Exhibitions (information without warranty)
7 July	ED: 05/06/2025 AD: 17/06/2025 DP: 10/07/2025	Cleaning Disinfection in the healthcare / care facilities Cleaning of leisure facilities Daytime Cleaning Hygiene and sanitary papers Dispensing systems Vehicle fleet	
8 August	ED: 10/07/2025 AD: 22/07/2025 DP: 12/08/2025	Industrial cleaning (machinery and equipment) Glass/Facade cleaning Height access Maintenance cleaning Security services Report Demopark 31th Industry Survey "Facility Services in Germany" (turnover, employment, activities)	
9 September	ED: 07/08/2025 AD: 18/08/2025 DP: 09/09/2025	Cleaning Environment Sustainability Flooring: cleaning/maintenance/renovation Software Digitization Cleaning in the transportation sector Autonomous cleaning technology Robotic Maintenance of grey spaces Winter services Vehicle fleet Preview Issue before CMS Berlin 2025 with rationell reinigen – Trade Fair Planner	CMS Berlin Cleaning.Management.Services. 23 to 26/09/2025

ED = Editorial deadline AD = Advertising deadline/Date for artwork DP = Date of publication

The editors reserve the right to change topics.

Issue	Dates	Main topics	Trade Fairs /Exhibitions (information without warranty)
10 October	ED: 04/09/2025 AD: 17/09/2025 DP: 17/10/2025	Cleaning of event venues Battery-powered equipment and machines Cleaning textiles (materials, washing, preparing) Textile flooring Dirt trapping mats Work wear Protective gear Skin protection First impressions of CMS Berlin Issue before A+A	inter airport , Munich 07 to 09/10/2025
11 November	ED: 10/10/2025 AD: 22/10/2025 DP: 12/11/2025	Cleaning in the hospitality industry Cleaning in shopping malls Using pads, brushes, rollers Dosing systems Vehicle fleet Trade fair report CMS Berlin, part I	A+A , Dusseldorf 04 to 07/11/2025
12 December	ED: 07/11/2025 AD: 18/11/2025 DP: 09/12/2025	Hygiene in the food environment Washroom hygiene and equipment Innovative cleaning systems /-concepts Flooring: cleaning/maintenance/renovation Digital Tools Trade fair report CMS Berlin, part II	

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

Format	Print space formats width x height in mm	Prices 4-coloured	Format	Bleed formats width x height in mm + 3 mm trimming	Prices 4-coloured
1/1 page	185 x 266	€ 6,410.–	1/1 page	210 x 297	€ 6,410.–
Junior page	137 x 180	€ 3,345.–	Junior page	148 x 200	€ 3,580.–
1/2 page	185 x 131 or 90 x 266	€ 3,230.–	1/2 page	210 x 145 or 102 x 297	€ 3,230.–
1/3 page	185 x 86 or 58 x 266	€ 2,370.–	1/3 page	210 x 106 or 70 x 297	€ 2,525.–
1/4 page	185 x 63 or 90 x 131 or 43 x 266	€ 1,855.–	1/4 page	210 x 82 or 55 x 297	€ 1,970.–
1/8 page	185 x 29 or 90 x 63 or 43 x 131	€ 935.–	1/8 page	only in print space format possible	
1/16 page	90 x 29	€ 625.–	1/16 page	only in print space format possible	
Front cover page + front cover page declaration	only with bleed possible → 185 x 86 (placed in the inner part)		Front cover page + front cover page declaration	210 x 193 only in print space format possible	€ 8,350.–
2nd, 3rd, 4th cover	only in bleed format possible		2nd, 3rd, 4th cover	210 x 297	€ 6,860.–

Text part ads – millimeter price 4-coloured (43 mm wide) € 8.90

Supplier directory – millimeter price b/w (43 mm wide) € 2.35

Supplier directory – millimeter price colour (43 mm wide) € 3.10

Event planner (training, seminars, workshops, in-house exhibitions, conventions, meetings, etc.)

Print entry per event and issue € 25.–

Online entry per event /month € 25.–

Print + online per event and issue € 40.–

Logo per issue € 100.–

rationell reinigen

 is available as an App, too. – Advertisements from
 ¼ page will be linked with your website!

 Minimum term 6 months (without discount), minimum height 20 mm.
 Annual subscription (12 issues) 10 % discount. Included in the price: Special entry in the
 supplier database linked with company address, profile, logo, Internet address, indication of
 a max. of 15 search items (value € 300 per year)

Section formats and graphic illustration see page 15

Price list for classified advertisements see page 16

Surcharges:

Placement Binding placement regulations: respectively 10 % of the advertising price (possible from 1/4 page ad)

Format Formats deviating from the standard: 10 % of the advertising price

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

frequency discount			volume discount	
Appearing	3 times	5 %	1 page	5 %
Appearing	6 times	10 %	3 pages	10 %
Appearing	12 times	15 %	6 pages	15 %
Appearing	24 times	20 %	12 pages	20 %

No discount title pages, loose inserts, postcards, glued inserts and technical supplementary costs, employment and classified advertisements.

Categories: See price list classified advertisements no. 54/G, page 16.

Special types of advertising:

Bound inserts

2 pages (1 sheet)	€ 4,610.-
4 pages (2 sheet), folded	€ 6,920.-
Uncut format	216 x 305 mm
(incl. 5 mm head trim, 3mm bleed each on left, right and bottom)	
Trim size	210 x 297 mm
Required batch	20,100 copies
(discount: 1 Bound insert, 2, 4 pages = 1/1 advertisement page)	

IMPORTANT – WEBSHOP/EPAPER

Since we also publish issues of rationell reinigen in our webshop and distribute them as ePaper we require the PDF files of bound inserts and supplements to disposition@holzmann-medien.de.

Loose inserts (no discount)

up to 25 g, max. size of 205 mm x 294 mm, machine processing

20,000 copies | total circulation (incl. abroad) € 4,100.-

+ ePaper flat rate € 330.-

(Insertion of supplements in ePaper is only possible in the total circulation.)

16,550 copies | only German circulation € 3,570.-

Total inserts up to 35 g € 5,400.-

Glued inserts, samples, booklets, etc. upon request

Contact:

Consultation, booking:

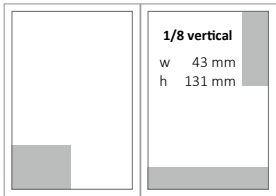
Gerti Strobel, Advertising Manager
Telephone +49 8247 354-163
gerti.strobel@holzmann-medien.de

Miriam Hofmiller, Media Sales
Telephone +49 8247 354-264
miriam.hofmiller@holzmann-medien.de

Data delivery, invoices, supporting documents:

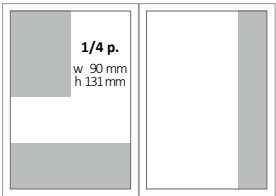
Andrea Ries, Media Disposition
Telephone +49 8247 354-257
disposition@holzmann-medien.de

Advertisement formats



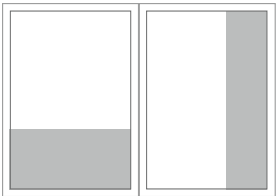
1/8 page
Width 90mm
Height 63mm

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



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

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



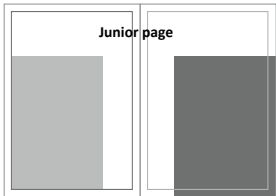
1/3 p. horizontal
Width 185mm
Height 86mm

1/3 p. vertical
Width 58mm
Height 266mm



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

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



in the print space
Width: 137mm
Height 180mm

Bleed*
Width 148mm
Height 200mm



1/4 p. horizontal
bleed*
Width 210mm
Height 82mm

1/4 p. vertical
bleed*
Width 55mm
Height 297mm



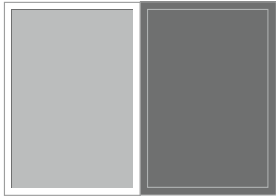
1/3 p. horizontal
bleed*
Width 210mm
Height 106mm

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



1/2 p. horizontal
bleed*
Width 210mm
Height 145mm

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



1/1 page in the
print space
Width 185mm
Height 266mm

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

The formats specified are final formats. Bleed advertisements require an additional trimming of 3 mm per page.

Please note:

- A margin of at least 5 mm to the edge of the page must be maintained for bleed advertisements with texts/images.
- An additional 3 mm per page is not ideally legible- due to the adhesive binding- in the gutter next to the trimming (gutter bleed) of 3 mm each for text and images across the gutter.



2 x 1/2 page across gutter
per width 210mm
height 145mm
+3 mm trimming right, left and below

Advertisement prices and formats for classified advertisements

(All prices specified are subject to statutory sales tax.)

Format	Print space formats width x height in mm	Job offers + other classified advertisements only combination print + online possible		Jobs Wanted Print + online	
		s/w	2 colors (black + 1 additional colour)	4 colors	b/w
1/1 page	185 x 255	€ 2,020.–	€ 2,250.–	€ 2,695.–	€ 1,415.–
160 mm/4 columns	185 x 160	€ 1,536.–	€ 2,016.–	€ 2,528.–	€ 1,088.–
1/2 page	185 x 125 or 90 x 255	€ 1,010.–	€ 1,235.–	€ 1,685.–	€ 710.–
1/4 page	90 x 125	€ 515.–	€ 675.–	€ 865.–	€ 360.–
110 mm/2 columns	90 x 110	€ 528.–	€ 693.–	€ 869.–	€ 374.–
100 mm/2 columns	90 x 100	€ 480.–	€ 630.–	€ 790.–	€ 340.–
90 mm/2 columns	90 x 90	€ 432.–	€ 567.–	€ 711.–	€ 306.–
80 mm/2 columns	90 x 80	€ 384.–	€ 504.–	€ 632.–	€ 272.–
1/8 page	90 x 60	€ 270.–	€ 375.–	€ 470.–	€ 190.–
50 mm/2 columns	90 x 50	€ 240.–	€ 315.–	€ 395.–	€ 170.–
40 mm/2 columns	90 x 40	€ 192.–	no colour possible		€ 136.–
1/16 page (Minimum size)	90 x 29	€ 150.–	no colour possible		€ 105.–

Individual size billing according to millimeter price only 2 columns (90 mm width) + 4 columns (185 mm width) possible					
Millimeter price, 2 columns	90 mm width	€ 4.80	€ 6.30	€ 7.90	€ 3.40
Millimeter price, 4 columns	185 mm width	€ 9.60	€ 12.60	€ 15.80	€ 6.80

**Box number
ad rate:**

€ 18.–

Discounts:

no discount possible

Print data::
Font size at least 7 point

PDF file with 300 dpi resolution
(Please with frame or colours font
all around)
Setting according to text template
possible.

**Consulting/
Booking:**
Andrea Ries

Telephone +49 8247 354-257
disposition@holzmann-medien.de
Please enter in the subject:
rationell reinigen

Classified advertisements.

are published online approx. one week
before the printed issue comes out at www.rationell-reinigen.de and will be online for
approx. 4 weeks.

[www.rationell-reinigen.de/stellen-/
anzeigenmarkt](http://www.rationell-reinigen.de/stellen-/anzeigenmarkt)



Year:	76th volume 2025	Magazine format:	DIN A4 210 mm wide x 297 mm high
Organ:	Journal of the Federal Trade Guild Association of the cleaning industry.	Print space:	185 mm width x 266 mm height
Publishing house:	Holzmann Medien GmbH & Co. KG P.O. Box 13 42 86816 Bad Wörishofen Germany Gewerbestraße 2 86825 Bad Wörishofen Germany Telephone +49 8247 354-01 Fax +49 8247 354-170 www.holzmann-medien.de www.rationell-reinigen.de	Print and binding process:	inner section: sheet offset, paper: 90 g/m², image print cover: sheet offset, paper 170 g/m², image print adhesive binding
Publisher:	Alexander Holzmann	Data transmission:	by e-mail if necessary with download link to: disposition@holzmann-medien.de (regarding: rationell reinigen)
Advertisements:	Gerti Strobel (responsible) Telephone +49 8247 354-163 gerti.strobel@holzmann-medien.de	Printing profile:	Fogra 51 (PSO Coated v3 ECI)
Editorial Department:	Günter Herkommer (Editor in Chief) responsible in accordance with the press law Telephone +49 8247 354-263 guenter.herkommer@holzmann-medien.de For further contacts see page 44.	Data formats:	pressure optimised PDF/X-1a:2001 File resolution 300 dpi Embed all fonts, create black texts in 100 % black.
Issue prices:	Annual subscription national print € 161.86 (incl. VAT and postage) Annual subscription national digital € 159.99 (incl. VAT) Annual subscription national Kombi (print + digital) € 177.85 (incl. VAT and postage) Retail price € 16.99 (incl. VAT and postage)	Colours:	Printing inks (CMYK) according to PSO Coated v3 Special colours must be created in the colours of the Euroscale.
Contact reader service:	Telephone +49 8247 354-246 leserservice@holzmann-medien.de	Data archiving:	Printing material/media is not stored by the publishing house for more than one year after the last placement.
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: DES0 7315 0000 0000 1017 09, BIC: BYLADEM1MLM	Warranty:	Complaints can not be accepted for incompletely or inaccurately provided data/printing material.
		Media-Disposition:	Andrea Ries Telephone +49 8247 354-257 disposition@holzmann-medien.de
		Delivery address for loose inserts and bound inserts:	Holzmann Druck, Warenannahme Gewerbestraße 2, 86825 Bad Wörishofen password rationell reinigen, no. .../2025
		Support documents:	Required information: Number of transport units, journal title, Issue-No. A sample must be visibly attached to each package item. IMPORTANT - WEBSHOP/EPAPER: Since we also publish issues of rationell reinigen in our webshop and distribute them as ePaper we require the PDF files of bound inserts and supplements to disposition@holzmann-medien.de .

1 Circulation control:



2 Circulation analysis:

Copies per issue as an annual average
(01. January till 30. June 2024)

Print run*	20,392			thereof abroad	thereof e-paper
Total circulation*:	22,857			4,399	2,585
Paid circulation:	5,541			1,794	462
Copies subscribed:	4,076			1,222	62
	thereof	1,320	Member copies	905	6
		98	Multiple copies	3	0
Other sales:	1,464			572	400
Single-copy sale:	1			0	0
Free copies:	17,316			2,605	2,123
	thereof	116	laid display locations		
		1			
Remaining, file and archived copies:	120				

3 Geographical distribution analysis:

Economic region	Proportion of the total circulation	
	%	Copies
National	80.42	18,381
Abroad	19.25	4,399
Not clearly assignable	0.34	77
Total circulation	100.00	22,857

*From 2025 print run approx. 20,000 copies + e-paper approx. 2,800 copies
= distributed circulation 2025 approx. 22,800 copies

3.1 Distribution according to the Nielsen regions/Federal states:

Nielsen-Gebiet I		
Schleswig-Holstein	3.73 %	686
Hamburg	1.80 %	331
Niedersachsen	8.87 %	1,630
Bremen	0.72 %	132
Nielsen-Gebiet II		
Nordrhein-Westfalen	20.32 %	3,735
Nielsen-Gebiet IIIa		
Hessen	8.41 %	1,546
Rheinland-Pfalz	4.34 %	798
Saarland	1.10 %	202
Nielsen-Gebiet IIIb		
Baden-Württemberg	14.05 %	2,583
Nielsen-Gebiet IV		
Bayern	19.06 %	3,503
Nielsen-Gebiet V		
Berlin	3.51 %	645
Nielsen-Gebiet VI		
Brandenburg	2.92 %	537
Mecklenburg-Vorpommern	1.15 %	211
Sachsen-Anhalt	2.36 %	434
Nielsen-Gebiet VII		
Sachsen	4.67 %	858
Thüringen	2.99 %	550
Total circulation national	100.00 %	18,381

Distribution abroad:

Europe	100.00 %	4,399
German-speaking countries	98.20 %	4,320
Liechtenstein	0.02 %	1
Austria	82.06 %	3,610
Switzerland	16.12 %	709
EU countries (without Germany/Austria)	1.80 %	79
Total circulation abroad	100.00 %	4,399

Summary of the survey method: Dissemination analysis by file evaluation- total
survey; population tvA 22,857 = 100 %; period of the study: July 2024;
Execution: Publisher.

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

WZ 2008 Code	Recipient groups (according to classification of the industrial sectors 2008)	Proportion of the total circulation			
		in total		National	Abroad
		%	Copies	Copies	Copies
38/58-63/74-82/ 81100/8121/8122/ 8129/90-93/ 95-98/9601	Building cleaning service providers Commercial cleaning companies, providers of infrastructural services such as the handling of waste and recycling, catering, facade cleaning, maintenance of green areas and winter services, janitor services, industrial cleaning, security services, carpet cleaning, facility management etc.	49.96 %	11,419	8,972	2,447
10-33/35/41-43	Clients (potential) of building cleaning service providers and persons in charge of own cleaning staff Industry (production of food products and beverages, metal construction and mechanical engineering, automobile industry, etc.) power industry	42.81 %	9,785	7,996	1,798
		24.59 %	5,621	4,261	1,360
55-56/9604	Hotels, industrial kitchens, amusement parks, adventure and thermal spas	3.21 %	734	697	37
64-65/47	Financial services/insurance companies; retail trade, shopping centres	0.47 %	107	102	5
49-53/68/69-73/ 84/843/85/94/99	Public authorities: Acquisition and contracting offices of the federal government, states and communes, airports, convention and trade fair companies, Deutsche Bahn (German railways), universities, technical colleges, school authorities, real estate and housing, professional associations	5.71 %	1,305	963	342
8610/87	Clinics/hospitals, nursing and special-care homes, retirement homes/assisted living establishments	8.83 %	2,018	1,973	45
45/46/46442/ 47788	Suppliers Production and wholesale/ trade in/of cleaning requirements (machinery, cleaning and care products, tools)	5.35 %	1,223	1,094	129
	Not specified	1.88 %	430		
	Total circulation	100.00 %	22,857		

1.2 Size of the business entity: not ascertained

2.1 Job characteristics: not ascertained

2.2 Socio-demographics: not ascertained

2.3 Decision areas or purchasing intentions: not ascertained

THE INDUSTRY PORTRAIT

reinigung kompakt



Booking till:
Data delivery:
Date of publication:

17/07/2025
28/07/2025
18/09/2025

PUBLISHED EVERY TWO YEARS

THE PORTRAIT OF THE INDUSTRY 'reinigung kompakt'

Manufacturers of cleaning machines, cobots and robots, cleaning chemicals, equipment, consumables, suppliers of digitization and quality assurance systems, as well as building cleaning service providers and organizations, present themselves in this well-established publication and put their companies in the focus of the readers.

- Circulation Print:** 11,000 copies
- Digital:**
- two years as an e-paper on www.rationell-reinigen.de
 - App in the stores
- Distribution:**
- Sent to subscribers of 'rationell reinigen' in Germany, Austria and Switzerland.
 - Without wastage directly to building cleaning service providers and persons in charge of acquisition and assignment.
 - Presentation on CMS Berlin 2025

Presence in the guide + e-paper + app:

- 1 page company portrait € 2,200.–
 - 1 page company portrait + 1/1 page advertisement or 1 full-page image € 4,200.–
 - 2 page company portrait € 4,200.–
 - Advertisement on the 2nd, 3rd or 4th cover page € 3,500.–
- + VAT.

You supply texts and images, we build your portrait according to our layout and send it to you for approval. You will receive details on texts, images, etc. with the order confirmation.

Go here for the 2023 edition.

THE DIRECTORY FOR OUR READERS



Handy format:
DIN A5 high

Sample pages from 2023

Advertising deadline: 08/08/2025
Date of publication: 09/09/2025

rationell-reinigen-TRADE FAIR PLANNER TO CMS BERLIN

- 20,000 copies circulation
- Sent as an supplement to the September-Issue of **rationell reinigen**
- Distributed on the fair in Berlin
- e-paper on rationell-reinigen.de ► special publications
- Free of charge App in Apple Store and Google Play Store

THE PLATFORM TO GENERATE INTEREST IN YOUR EXHIBITS.

Send a text with max. 800 characters and two photos (300 dpi, to choose from) on your exhibits for the editorial trade fair preview (free of charge) **by 30/07/2025** directly to the editorial office: karin.endhart@holzmann-medien.de

Book your company logo in the particular hall plan for € 330.-

Invite with an advert to visit your booth!

Formats		Prices 4c
Titel page, cover page		€ 4,700.–
Back cover		€ 3,500.–
Inside front + inside back cover		€ 3,850.–
1/1 page	148 mm wide, 210 mm high	€ 3,200.–
1/2 page horizontal	130 mm wide, 92 mm high	€ 1,650.–
1/2 page vertical	62 mm wide, 189 mm high	€ 1,650.–
1/4 page	62 mm wide, 92 mm high	€ 885.–
1/8 page	62 mm wide, 45 mm high	€ 465.–
Logo in hall plan		330 €
		+ VAT.

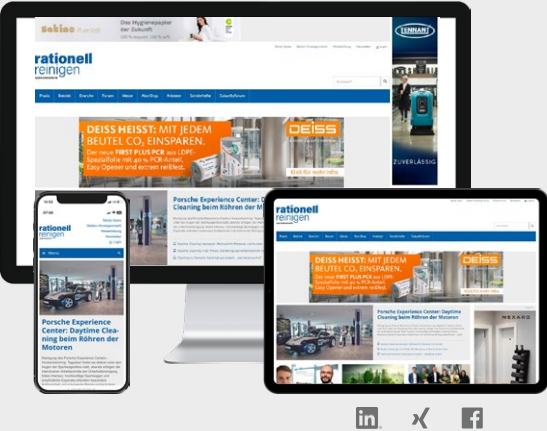
Go here for the 2023 edition.



DIGITALLY.

rationell-reinigen.de

AT A GLANCE



DAILY NEWS FROM THE BUILDING SERVICES SECTOR BUILDING SERVICES – JOURNALISTICALLY PREPARED

INFO ON TRENDS, TECHNOLOGY AND CORPORATE GOVERNANCE



Online reach
30,009 visits
75,175 page impressions
(monthly average September 2023
till August 2024, IVW checked)



Of wich mobile reach
9,696 visits
24,031 page impressions
(monthly average September 2023
till August 2024, IVW checked)

CAMPAIGN PLANNING

Best practice examples and the current coverage can be found here:

'rationell reinigen' digital portfolio.

specs.

DISPLAY ADVERTISING

Display formats

ADVERTISING SPACE XXL

DYNAMIC SITEBAR

CPM € 170.–

The dynamic sitebar runs on the right skyscraper space and stays visible. When scrolling, the dynamic sitebar stays in place automatically (sticky).

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

Placement: Desktop

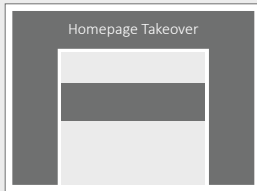


HOMEPAGE TAKEOVER

CPM € 190.–

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

Placement: Desktop

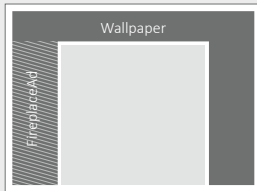


WALLPAPER

CPM € 145.–

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

Placement: Desktop



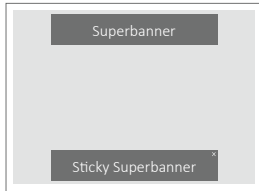
FIREPLACEAD

CPM € 180.–

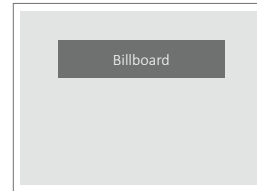
Combination of two skyscrapers and one superbanner. The fireplaceAd frames the website on three sides. When scrolling, the skyscrapers on the left and right run along.

Placement: Desktop

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



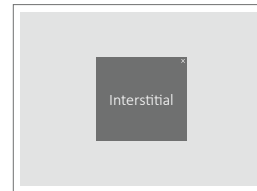
Superbanner (728 x 90 pixels) **CPM € 90.–**
Sticky Superbanner (728 x 90 pixels) **CPM € 110.–**
 Attention-grabbing advertising format with full-surface presence, top or bottom. Use in the immediately visible area with great creative scope for design.
Placement: Desktop, Tablet



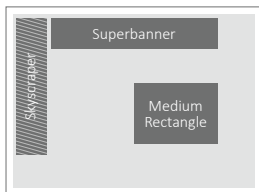
Billboard (940 x 250 pixels) **CPM € 170.–**
 Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.
Placement: Desktop



Skyscraper (160 x 600 pixels) **CPM € 100.–**
 Placed at the right or left side of the screen; remains in the user's field of view while scrolling.
Placement: Desktop

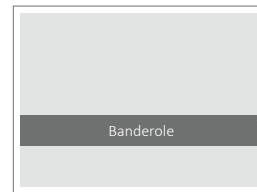


Interstitial (300-550 x 250-400 pixels) **CPM € 130.–**
 Fade-in takes place directly above the content when the website is called up.
Placement: Desktop, Tablet



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

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



BanderoleAd (770 x 250 pixels) **CPM € 135.–**
 The advertising material lies in the directly visible area like a strip across the website. Best suited for concise advertising messages.
Placement: Desktop

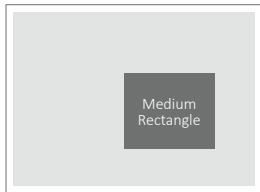
One format — all devices! Whether desktop, tablet or smartphone.



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

The integration in the content area of the site ensures that the user's attention is drawn to this striking advertising format.

Placement: Cross Device



Medium Rectangle (300 x 250 pixels) **CPM € 110.–**

Prominent placement in the content of the website, centrally and in the user's field of vision.

Placement: Cross Device



VideoAd (300 x 250 pixels) from **€ 3,890.–**

Eye-catching format through audiovisual presentation of content.

Placement: sidebar or content.

Delivery: Cross Device

CPM = Cost per Mile

'rationell reinigen' — very targeted.

CPM markups:

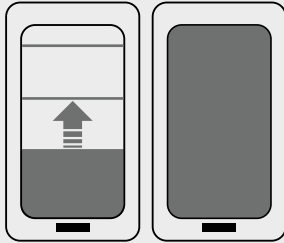
€ 10.– for targeting | € 10.– for frequency capping

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

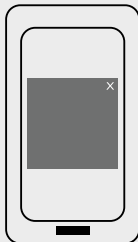


MAXIMUM ATTENTION – EVEN ON THE SMALLEST SCREENS

MOBILE INTERSCROLLER

CPM € 170.–

- 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.
- Placement: Mobile



MOBILE INTERSTITIAL

(300 x 250-300 pixels)

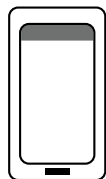
CPM € 135.–

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

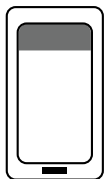
Target mobile users for your device optimized campaign.

Mobile MMA Banner

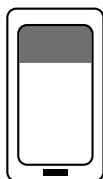
		CPM
MMA 6:1:	300-320 x 50 pixels	€ 90.–
MMA 4:1:	300-320 x 75 pixels	€ 95.–
MMA 2:1:	300-320 x 150 pixels	€ 105.–
MMA 1:1:	300-320 x 250 pixels (Medium Rectangle)	€ 110.–
HalfpageAd:	300 x 600 pixels	€ 120.–



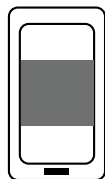
MMA 6:1



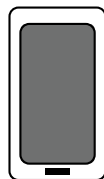
MMA 4:1



MMA 2:1



MMA 1:1



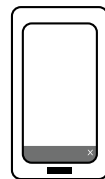
HalfpageAd

Mobile MMA Banner sticky

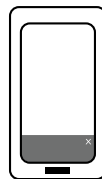
		CPM
MMA 6:1 sticky:	300-320 x 50 pixels	€ 95.–
MMA 4:1 sticky:	300-320 x 75 pixels	€ 100.–

Mobile Banner (have also a look at page 27)

		CPM
Mobile Interstitial	300 x 250-300 Pixel	€ 135.–
Mobile Interscroller	300 x 600 Pixel	€ 170.–



MMA 6:1



MMA 4:1

Know what matters.

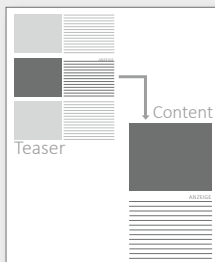
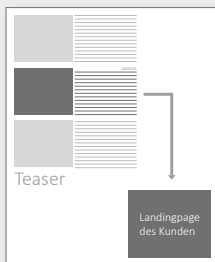
The monthly IVW MEW statement transparently documents our device access.

An average of 38.3 %* of page impressions for .de took place on mobile

*IVW Online September 2021 till August 2022 (Basic Visits)



CONTENT MARKETING



OFFER WITH YOUR CONTENT ADDED VALUE FOR OUR READERS

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 € 2,155.–

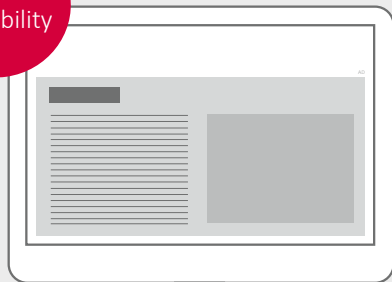
NATIVEAD IN

- 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 € 3,305.–

CONTENT MARKETING

limited
availability



(Fixed)
Teaser

News-
letter

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.

Runtime: 4 weeks

Traffic Push: (fixed) Teaser, Newsletter Ads

Premium

Traffic Push: optionally bookable for € 1,490

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

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

Price: from € 6,825.–

OUR DIGITAL PLATFORMS FOR SUPPLIERS



DIGITAL TOOLS – SHOW YOUR FEATURE!

Digitalisation in the cleaning industry has already taken hold in many areas and changed processes, but there is still great potential.

With DIGITAL TOOLS, 'rationell reinigen' offers orientation and an overview of digital tools that are relevant to the industry.

Present your apps and digital features on rationell-reinigen.de. In addition, we offer the "DIGITAL TOOL OF THE WEEK" in the [rationell-reinigen-Newsletter](#) and a NativeAd In on rationell-reinigen.de.

CHOOSE NOW YOUR SUITABLE (DIGITAL) COMMUNICATION PACKAGE

Starter € 1,075.–

- Online-Entry for 12 months

Example

Classic € 1,490.–

- Online-Entry for 12 months
- 'DIGITAL TOOL OF THE WEEK'
= ContentAd in the [rationell-reinigen-Newsletter](#) (value € 530.–)

Example

Premium € 1,990.–

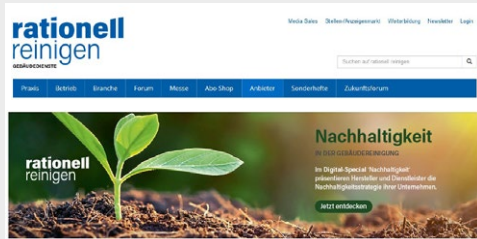
- Online-Entry for 12 months
- 'DIGITAL TOOL OF THE WEEK'
= ContentAd in the [rationell-reinigen-Newsletter](#) (value € 530.–)
- 'NativeAd In' – on the Website (value € 3,305.–)

We will present your feature to our users for four weeks on rationell-reinigen.de.

Example

Not eligible for discount and AE

OUR DIGITAL PLATFORMS FOR SUPPLIERS



YOUR SUSTAINABILITY STRATEGY AT rationell-reinigen.de

In commercial cleaning, sustainability means using all the people, components, processes and products involved in the process as efficiently and resource-efficiently as possible. For more and more companies, sustainability is now an elementary component of their corporate strategy.

At www.rationell-reinigen.de under "Suppliers" we offer to present your company's sustainability strategy in detail.

CHOOSE NOW YOUR SUITABLE (DIGITAL) COMMUNICATION PACKAGE

Starter **€ 1,075.-**

- Online-Entry for 12 months

Example

Classic **€ 1,490.-**

- Online-Entry for 12 months
- ContentAd in the rationell-reinigen-Newsletter (value € 530.-)

Example

Premium **€ 1,990.-**

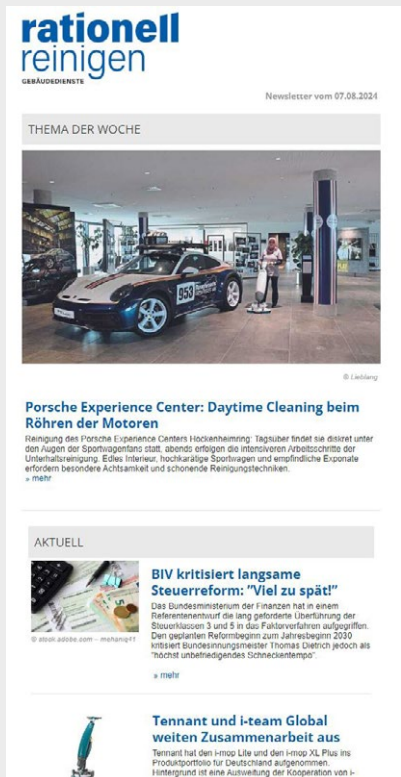
- Online-Entry for 12 months
- ContentAd in the rationell-reinigen-Newsletter (value € 530.-)
- 'NativeAd In' – on the Website (value € 3,305.-)

(We present your sustainability concept for four weeks prominent on rationell-reinigen.de and link to your Online-Entry.)

Example

Not eligible for discount and AE

rationell-reinigen-NEWSLETTER AT A GLANCE



NUMBERS, DATA, FACTS



Subscribers ↗

7,484 (11/09/2024)



Sending frequency

weekly
(as a rule on Wednesday)



Open rate

approx. 26 %



Reporting

automated
after seven days



Newsletter Ads

approx. 5 adverts
by delivery

Read current Newsletter.



NEWSLETTER SCHEDULE

Issue	Date of publication	Issue	Date of publication
No. 1 *TOP-clicked	03/01/2025	No. 29	09/07/2025
No. 2	08/01/2025	No. 30	16/07/2025
No. 3	15/01/2025	No. 31	23/07/2025
No. 4	22/01/2025	No. 32 TOP-clicked	01/08/2025
No. 5	29/01/2025	No. 33	06/08/2025
No. 6 TOP-clicked	03/02/2025	No. 34	13/08/2025
No. 7	12/02/2025	No. 35	20/08/2025
No. 8	19/02/2025	No. 36	27/08/2025
No. 9	26/02/2025	No. 37 TOP-clicked	01/09/2025
No. 10 TOP-clicked	03/03/2025	No. 38	03/09/2025
No. 11	12/03/2025	No. 39	10/09/2025
No. 12	19/03/2025	No. 40	17/09/2025
No. 13	26/03/2025	No. 41	22/09/2025
No. 14 TOP-clicked	01/04/2025	No. 42 (PIA_Winner)	30/09/2025
No. 15	09/04/2025	No. 43 TOP-clicked	02/10/2025
No. 16	16/04/2025	No. 44	08/10/2025
No. 17	23/04/2025	No. 45	15/10/2025
No. 18	30/04/2025	No. 46	22/10/2025
No. 19 TOP-clicked	05/05/2025	No. 47	29/10/2025
No. 20	07/05/2025	No. 48 TOP-clicked	03/11/2025
No. 21	14/05/2025	No. 49	12/11/2025
No. 22	21/05/2025	No. 50	19/11/2025
No. 23	28/05/2025	No. 51	26/11/2025
No. 24 TOP-clicked	02/06/2025	No. 52 TOP-clicked	01/12/2025
No. 25	11/06/2025	No. 53	10/12/2025
No. 26	18/06/2025	No. 54	17/12/2025
No. 27	25/06/2025	No. 55 **TOP 2024	30/12/2025
No. 28 TOP-clicked	01/07/2025		

TOP-clicked = most-read arcitcels *in 2024, of the previous month or **in 2025.
Dates subject to change. | Data delivery at leas 3 working days before publication date.

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



ContentAd

Price € 530.–

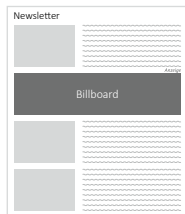
Image-text display that is designed in the look & feel of an editorial article and marked as an advertisement. In addition, 50 characters for the headline and 350 characters of continuous text are available to optimally communicate your advertising message. In this format, you get three external links — these are installed in the headline, logo and body text.



FullAd (468 x 60 pixels)

Price € 470.–

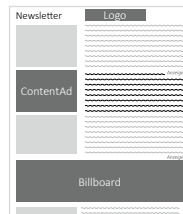
Image display placed between editorial posts. The FullAd links to an external landing page (e.g. company website).



Billboard (600 x 240 pixels)

Price € 650.–

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 exclusiv sponsoring

Price € 1,975.–

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.

limited available

Example

TOP 1 placement in the 'rationell-reinigen-Newsletter'.

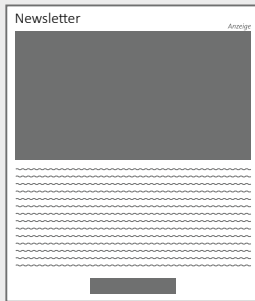
For a surcharge of € 50.– if available.

CTR-Star.

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



STANDALONE NEWSLETTER



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

OUR CONTACTS + YOUR CONTENT = OPTIMAL USE

The StandAlone Newsletter is built by us in the look & feel of the regular newsletter. Besides 1,500 characters of text, you can insert two images, call-to-action buttons and external links.

- 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
- Approx. 7,500 high-quality contacts (status 09/2024), direct target group access
- individual sending date

Price per mailing:

- € 4,650.-
- **Example**

Performance miracle.

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





VIDEO.

VIDEO



More about video production.

REACH YOUR TARGET GROUP WITH A MEANINGFUL VIDEO MESSAGE.

WHY VIDEO WITH HOLZMANN MEDIEN?



Extensive expertise

Benefit from the in-depth industry knowledge of our video team, who know exactly what message works and how a story needs to be told for the respective target group.



Everything from a single source

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



Customised 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

It won't work is not an option! Our video team will create a customised video for your company.

Video formats:

- Product videos
- Interview
- Image videos
- On-site reports
- VideoAd
- Trade fair talk

The video production includes:

- Concept
- Video shoot
- Editing and post-production
- Publication of the video on rationell-reinigen.de

TRAFFIC PUSH

- 1 Newsletter ContentAd in the **rationell-reinigen-Newsletter**
- TeaserBox in the Sidebar (4 weeks, max. 4 videos in rotation)
- placement in the youtube-channel of **rationell reinigen**

VIDEO



Further video formats.

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: € 4,780.-*

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: € 6,420.-*

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: € 9,250.-*

* plus travel expenses



AUDIO.

PODCAST



Listen now

REINGEHÖRT – THE PODCAST FOR CLEANING & HYGIENE

Frequency: monthly | wherever there are podcasts

Length of episode: approx. 30 minutes

Description:

In this podcast you can listen to exciting interviews with experts from the cleaning industry.

PODCAST ADVERTISING

Sponsorship (customer name + claim at the beginning of the podcast): € 500.–

Mid-roll spot up to 15 seconds: € 600.–

Sponsorship + mid-roll + sponsoring reference in the shownotes: € 900.–

Co-branded podcast: Price on request

Corporate podcasts: Price on request

Podcast Advertising.

We are happy to respond to your individual wishes.
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HANDWERKER RADIO



THE SOUND FOR MAKERS

Handwerker Radio is the first and only Internet radio station for the entire german craft sector! From trainees to supervisors, we entertain the entire skilled trades sector with news, interviews and specialist information from the individual trades and an exclusive music mix.

Formats	Length	Description	Price
Classic spot	15-30 sec.	Part of the commercial break	7.60 € per spot
Single spot	15-30 sec.	not part of the advertising block, only one customer per hour	11.40 € per spot
Infomercial	max. 90 sec.	Editorially designed spots that are placed in the current program	1,490.- € (incl. 20 repetitions)
Interview	max. 3 min.	Practical topics from the trade, labeled as an advertising feature at the beginning of the interview	1,990.- € (incl. 20 repetitions)
Weather sponsorship	max. 7 sec.	Mention of the customer and their claim. The sponsorship reference is placed at the beginning of a program or broadcast segment.	4,950.- € for 2 months
Content sponsorship	max. 7 sec.	Mention of the client and their claim. The sponsorship reference is placed at the end of the content.	990.- € (incl. 20 repetitions in one week)

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RADIO

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General terms and conditions.