

rationell reinigen

MEDIA-INFORMATION 2026

No. 57, valid from 01/01/2026



The voice of
the Industry

www.rationell-reinigen.de

TARGET GROUP.

CHANNELS.

TOPICS | DATES.

PRICELISTS.

SPECIAL PUBLICATIONS.

WEBSITE.

NEWSLETTER.

VIDEO. | AUDIO.

CONTACT.

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THE VOICE OF THE INDUSTRY WITH 22,500 COPIES

(thereof approx. 3,000 e-paper)

**rationell
reinigen**
GEBÄUEDEDIENSTE

**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: ~ 18,800 copies* (inclusive e-paper)

With almost



660,000
employees

With almost



35,000
companies

And almost



27.0 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



15,000
companies

Generate approx.



2.3 billion
Euro
turnover

source: WKO | Branchenradar

Circulation: ~ 400 copies* (inclusive e-paper)

Approximately



80,000
employees

In round



5,100
companies

Generate approx.



4.4 billion
Euro
turnover

source: Allpura

*planned circulation 2026

OUR TARGET GROUP



Marc-A. Eickholz
Managing Director
Niederberger Gruppe

rationell reinigen – GEBÄUDEDIENSTE THE VOICE OF THE INDUSTRY

OUR READERS



Main target group

Building cleaning service providers in G/A/S ▶ 52 % of the circulation



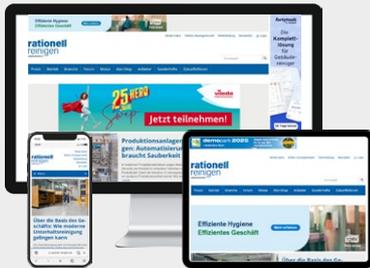
Further readers

Public and private clients
self-cleaners ▶ 42 % of the circulation

Suppliers | Trade ▶ 6 % 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 77. year with 12 issues. The distributed circulation is 22,670 copies (thereof 2,622 e-paper), the sold print run amounts 5,317 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 7,600 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):

22,670 copies
thereof 2,622 e-paper
(Average 01/01/ to 30/06/2025)

From 2026 print run approx. 19,500 copies + e-paper approx. 3,000 copies =
distributed circulation 2026 approx. 22,500 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 <small>(information without warranty)</small> |
|----------------------|--|---|---|
| 1 January | ED: 24/11/2025 AD: 10/12/2025 DP: 13/01/2026 | Autonomous cleaning technology Robotic Cleaning Environment Sustainability Cleaning of pools / wellness facilities Maintenance cleaning Vehicle fleet | |
| 2 February | ED: 05/01/2026 AD: 16/01/2026 DP: 06/02/2026 | Machines/Equipment: purchase, leasing, rental Ergonomics in building cleaning Quality management / Certifications Catering services | Intergastra , Stuttgart 07 to 11/02/2026 |
| 3 March | ED: 02/02/2026 AD: 17/02/2026 DP: 10/03/2026 | Industrial cleaning Cleaning in the intralogistics environment Cleanroom cleaning Cleaning textiles (materials, washing, preparing) Vehicle fleet | Internorga , Hamburg 13 to 17/03/2026 Logimat , Stuttgart 24 to 26/03/2026 Lounges , Karlsruhe 24 to 26/03/2026 |

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

The editors reserve the right to change topics.

Information on our special publications can be found from page 20.

| Issue | Dates | Main topics | Trade Fairs /Exhibitions <small>(information without warranty)</small> |
|-------------------|--|---|--|
| 4 April | ED: 25/02/2026 AD: 11/03/2026 DP: 02/04/2026 | <p>Cleaning Disinfection in the healthcare / care facilities Washroom hygiene and equipment Autonomous cleaning technology Robotic Green and outdoor areas High pressure cleaning Glass/Facade/Solar cleaning Height access</p> <p>Preview Issue before INTERCLEAN Amsterdam</p> <p>The English-language GLOBAL CLEANING Product Guide will also be published to INTERCLEAN! For details see page 20.</p> <p>Issue before Altenpflege and IFAT</p> | <p>INTERCLEAN, Amsterdam 14 to 17/04/2026</p> <p>Altenpflege, Essen 21 to 23/04/2026</p> |
| 5 May | ED: 02/04/2026 AD: 20/04/2026 DP: 12/05/2026 | <p>Cleaning Environment Sustainability Software Digitization Technically Facility Management Work wear Vehicle fleet</p> <p>First impressions of INTERCLEAN Amsterdam</p> | <p>IFAT, Munich 04 to 07/05/2026</p> <p>Pflege Plus, Stuttgart 05 to 07/05/2026</p> |
| 6 June | ED: 30/04/2026 AD: 18/05/2026 DP: 10/06/2026 | <p>Basic cleaning Coating Alternative concepts Hygiene in educational institutions (schools etc.) Waste separation and disposal Cleaning of leisure facilities</p> <p>Trade fair report INTERCLEAN Amsterdam, part I</p> | <p>Intersolar, Munich 23 to 25/06/2026</p> |

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 <small>(information without warranty)</small> |
|-----------------------|--|--|---|
| 7 July | ED: 02/06/2026 AD: 17/06/2026 DP: 08/07/2026 | Cleaning Disinfection in the healthcare / care facilities Daytime Cleaning Hygiene and sanitary papers Dispensing systems Vehicle fleet Trade fair report INTERCLEAN Amsterdam, part II | |
| 8 August | ED: 03/07/2026 AD: 21/07/2026 DP: 11/08/2026 | Industrial cleaning (machinery and equipment) Maintenance cleaning Security services Glass/Facade cleaning Height access 32nd Industry Survey "Facility Services in Germany" (turnover, employment, activities) | |
| 9 September | ED: 03/08/2026 AD: 18/08/2026 DP: 08/09/2026 | Cleaning Environment Sustainability Flooring: cleaning/maintenance/renovation Software Quality management Maintenance of grey spaces Winter services Vehicle fleet Issue before Clean Pro Expo and GaLaBau 2026 | Clean Pro Expo , Friedrichshafen 15 to 17/09/2026 GaLaBau , Nuremberg 15 to 18/09/2026 |

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| Issue | Dates | Main topics | Trade Fairs /Exhibitions <small>(information without warranty)</small> |
|-----------------------|--|---|--|
| 10 October | ED: 03/09/2026 AD: 18/09/2026 DP: 09/10/2026 | Autonomous cleaning technology Robotic Cleaning textiles (materials, washing, preparing) Cleaning in the hospitality industry Daytime Cleaning Occupational safety | Arbeitsschutz Aktuell , Stuttgart 20 to 22/10/2026 |
| 11 November | ED: 02/10/2026 AD: 20/10/2026 DP: 10/11/2026 | Cleaning of event venues Using pads, brushes, rollers Battery-powered equipment and machines Dosing systems Vehicle fleet Report Clean Pro Expo and GaLaBau Preview Issue before Zukunftsforum Gebäudedienste 2026 |  Zukunftsforum Gebäudedienste 2026 Potsdam, 11 to 12/11/2026 |
| 12 December | ED: 02/11/2026 AD: 18/11/2026 DP: 09/12/2026 | Hygiene in the food environment Washroom hygiene and equipment Skin protection Flooring: cleaning/maintenance/renovation Digital Tools Report Zukunftsforum Gebäudedienste 2026 part I | |

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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 | € 6,540 | 1/1 page | 210 x 297 | € 6,540 |
| Junior page | 137 x 180 | € 3,420 | Junior page | 148 x 200 | € 3,650 |
| 1/2 page | 185 x 131 or 90 x 266 | € 3,300 | 1/2 page | 210 x 145 or 102 x 297 | € 3,300 |
| 1/3 page | 185 x 86 or 58 x 266 | € 2,420 | 1/3 page | 210 x 106 or 70 x 297 | € 2,575 |
| 1/4 page | 185 x 63 or 90 x 131 or 43 x 266 | € 1,890 | 1/4 page | 210 x 82 or 55 x 297 | € 2,010 |
| 1/8 page | 185 x 29 or 90 x 63 or 43 x 131 | € 955 | 1/8 page | only in print space format possible | |
| 1/16 page | 90 x 29 | € 640 | 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 | € 8,550 |
| 2nd, 3rd, 4th cover | only in bleed format possible | | 2nd, 3rd, 4th cover | 210 x 297 | € 6,990 |

Text part ads – millimeter price 4-coloured (43 mm wide) € 9.10

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. 57/G, page 16.

Special types of advertising:

Bound inserts

| | |
|--|---------------|
| 2 pages (1 sheet) | € 4,700 |
| 4 pages (2 sheet), folded | € 7,060 |
| 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 | 20,000 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

19,500 copies | total circulation (incl. abroad) € 4,100

+ ePaper flat rate € 350

(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, Head of Media Sales

Telephone +49 8247 354-163

gerti.strobel@holzmann-medien.de

Miriam Hofmiller, Senior Media Sales Manager

Telephone +49 8247 354-264

miriam.hofmiller@holzmann-medien.de

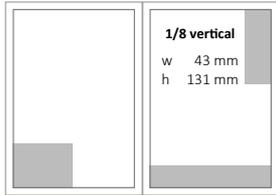
Data delivery, invoices, supporting documents:

Andrea Ries, Media Disposition

Telephone +49 8247 354-257

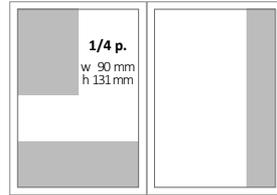
disposition@holzmann-medien.de

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



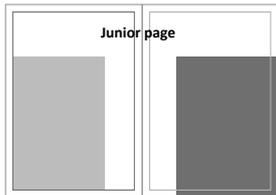
1/3 p. horizontal
Width 185mm
Height 86mm

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



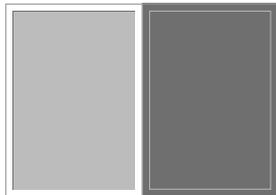
1/3 p. horizontal
bleed*
Width 210mm
Height 106mm

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 210 mm
height 145 mm
+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 | € 2,060 | € 2,295 | € 2,750 | € 1,442 |
| 160 mm/4 columns | 185 x 160 | € 1,568 | € 2,048 | € 2,592 | € 1,120 |
| 1/2 page | 185 x 125 or 90 x 255 | € 1,030 | € 1,260 | € 1,720 | € 721 |
| 1/4 page | 90 x 125 | € 525 | € 690 | € 885 | € 370 |
| 110 mm/2 columns | 90 x 110 | € 539 | € 704 | € 891 | € 385 |
| 100 mm/2 columns | 90 x 100 | € 490 | € 640 | € 810 | € 350 |
| 90 mm/2 columns | 90 x 90 | € 441 | € 576 | € 729 | € 315 |
| 80 mm/2 columns | 90 x 80 | € 392 | € 512 | € 648 | € 280 |
| 1/8 page | 90 x 60 | € 275 | € 385 | € 480 | € 195 |
| 50 mm/2 columns | 90 x 50 | € 245 | € 320 | € 405 | € 175 |
| 40 mm/2 columns | 90 x 40 | € 196 | no colour possible | | € 140 |
| 1/16 page (Minimum size) | 90 x 29 | € 155 | no colour possible | | € 110 |

| 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 | € 4.90 | € 6.40 | € 8.10 | € 3.50 |
| Millimeter price, 4 columns | 185 mm width | € 9.80 | € 12.80 | € 16.20 | € 7.00 |

Box number ad rate:

Forwarding of correspondence by post: box number fee 28 €

Forwarding of correspondence by email: box number fee 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



| | | | |
|------------------------------------|---|---|--|
| Year: | 77th volume 2026 | 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/m ² , image print cover: sheet offset, paper 170 g/m ² , 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) |
| Head of Media Sales: | 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 45. | Data formats: | pressure optimised PDF/X4 File resolution 300 dpi Embed all fonts, create black texts in 100 % black. |
| Issue prices: | Annual subscription national print € 165.99 (incl. VAT and postage) Annual subscription national digital € 164.99 (incl. VAT) Annual subscription national Kombi (print + digital) € 184.59 (incl. VAT and postage) Retail price € 17.99 (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. .../2026 |
| | | 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 to 30. June 2025)

| | Print run* | | | thereof abroad | thereof e-paper |
|---|------------|-------|---------------------------|-------------------|--------------------|
| Total circulation*: | 20,139 | | | | |
| | 22,670 | | | 4,854 | 2,622 |
| Paid circulation: | 5,317 | | | 1,840 | 482 |
| Copies subscribed: | 3,856 | | | 1,211 | 90 |
| | thereof | 1,339 | Member copies | 936 | 6 |
| | | 92 | Multiple copies | 3 | 0 |
| Other sales: | 1,460 | | | 629 | 392 |
| Single-copy sale: | 1 | | | 0 | 0 |
| Free copies: | 17,353 | | | 3,014 | 2,140 |
| | thereof | 162 | laid display locations | | |
| | | 1 | | | |
| Remaining, file and archived copies: | 91 | | | | |

3 Geographical distribution analysis:

| Economic region | Proportion of the total circulation | |
|------------------------|--|--------|
| | % | Copies |
| National | 78.36 | 17,765 |
| Abroad | 21.41 | 4,854 |
| Not clearly assignable | 0.22 | 51 |
| Total circulation | 100.00 | 22,670 |

*From 2026 print run approx. 19,500 copies + e-paper approx. 3,000 copies
= distributed circulation 2026 approx. 22,500 copies

3.1 Distribution according to the Nielsen regions/Federal states:

| | | |
|-----------------------------------|-----------------|---------------|
| Nielsen-Gebiet I | | |
| Schleswig-Holstein | 3.92 % | 696 |
| Hamburg | 1.79 % | 318 |
| Niedersachsen | 9.17 % | 1,629 |
| Bremen | 0.70 % | 124 |
| Nielsen-Gebiet II | | |
| Nordrhein-Westfalen | 21.10 % | 3,748 |
| Nielsen-Gebiet IIIa | | |
| Hessen | 8.04 % | 1,428 |
| Rheinland-Pfalz | 4.49 % | 798 |
| Saarland | 1.17 % | 208 |
| Nielsen-Gebiet IIIb | | |
| Baden-Württemberg | 13.36 % | 2,373 |
| Nielsen-Gebiet IV | | |
| Bayern | 18.51 % | 3,288 |
| Nielsen-Gebiet V | | |
| Berlin | 3.07 % | 545 |
| Nielsen-Gebiet VI | | |
| Brandenburg | 3.03 % | 538 |
| Mecklenburg-Vorpommern | 1.17 % | 208 |
| Sachsen-Anhalt | 2.35 % | 417 |
| Nielsen-Gebiet VII | | |
| Sachsen | 4.62 % | 821 |
| Thüringen | 3.51 % | 624 |
| Total circulation national | 100.00 % | 17,765 |

Distribution abroad:

| | | |
|--|-----------------|--------------|
| Europe | 100.00 % | 4,854 |
| German-speaking countries | 99.32 % | 4,821 |
| Liechtenstein | 0.02 % | 1 |
| Austria | 90.48 % | 4,392 |
| Switzerland | 8.82 % | 428 |
| EU countries (without Germany/Austria) | 0.68 % | 33 |
| Total circulation abroad | 100.00 % | 4,854 |

Summary of the survey method: Dissemination analysis by file evaluation- total survey; population tvA 22,670 = 100 %; period of the study: July 2025; 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 Copies | Abroad 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. | 51.64 % | 11,707 | 8,082 | 3,625 |
| 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 | 41.59 % | 9,428 | 8,295 | 1,133 |
| | | 23.85 % | 5,407 | 4,692 | 715 |
| 55-56/9604 | Hotels, industrial kitchens, amusement parks, adventure and thermal spas | 2.98 % | 675 | 657 | 18 |
| 64-65/47 | Financial services/insurance companies; retail trade, shopping centres | 0.46 % | 104 | 98 | 6 |
| 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 | 5.96 % | 1,351 | 961 | 390 |
| 8610/87 | Clinics/hospitals, nursing and special-care homes, retirement homes/assisted living establishments | 8.34 % | 1,891 | 1,887 | 4 |
| 45/46/46442/ 47788 | Suppliers Production and wholesale/ trade in/of cleaning requirements (machinery, cleaning and care products, tools) | 5.72 % | 1,297 | 1,220 | 77 |
| | Not specified | 1.05 % | 238 | | |
| | Total circulation | 100.00 % | 22,670 | | |

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

TRADE FAIR PREVIEW

PRODUCT GUIDE GLOBAL CLEANING (engl.) to

■ 5.000 printed copies

- ▶ presented/distributed at our stand at INTERCLEAN

■ Digital Issue:

- ▶ available for download at INTERCLEAN
- ▶ ePaper on www.rationell-reinigen.de with traffic push on our digital channels
- ▶ App in the stores
- ▶ mailing to interested parties

THE PLATFORM TO GENERATE INTEREST IN YOUR EXHIBITS.

Send a text in **English and German** 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 25/02/2026** directly to the editorial office: karin.endhart@holzmann-medien.de

▶ Invite with an advert to visit your booth!

| Formats | Prices 4c |
|----------------------------------|----------------------------------|
| Titel page, cover page | € 3,800 |
| Back cover | € 3,200 |
| Inside front + inside back cover | € 2,850 |
| 1/1 page | 148 mm wide, 210 mm high € 2,500 |
| 1/2 page horizontal | 130 mm wide, 92 mm high € 1,300 |
| 1/2 page vertical | 62 mm wide, 189 mm high € 1,300 |
| 1/4 page | 62 mm wide, 92 mm high € 670 |
| 1/8 page (Logo + booth/hall) | 62 mm wide, 45 mm high € 390 |

+ VAT.

back to content | 20



Handy format:
DIN A5 high

Advertising deadline: 13/03/2026
Date of publication digital: 27/03/2026
Date of publication print: 14/04/2026

PRESENT THE SUSTAINABILITY STRATEGY OF YOUR COMPANY



Go here for the 2024 issue.

Booking till: 18/09/2026
Data delivery: 25/09/2026
Date of publication: 30/10/2026

... IN THE GUIDE Sustainability compact!

Sustainability in building cleaning requires all processes to be planned and designed efficiently and environmentally friendly right from the start, in order to minimise environmental impact and to further increase the quality of the cleaning.

- ▶ We offer companies who provides machines and equipment for energy-saving work, the water conservation, environmentally compatible cleaning chemicals, dispensing systems, consumables, waste management systems and digital tools, the opportunity to present their concepts and solutions.
- ▶ The guide also offers a platform for cleaning service providers who want to demonstrate their sustainability strategy to clients.

Circulation Print: 11,000 copies

- Digital:**
- 2 years as a ePaper 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 the congress **Zukunftsforum Gebäudedienste 2026**

Presence in the guide + ePaper + app:

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

* Online presence | "Sustainability" providers

€ 1,100

Term: 12 months on rationell-reinigen.de
 + 1 ContentAd in an available [rationell-reinigen](http://rationell-reinigen.de)-Newsletter (value € 550).

*Only bookable in combination with a company portrait.
 + VAT.

Click here for the online overview.

Zukunftsforum Gebäudedienste 2026

THE INDUSTRY GATHERING
FOR BUILDING CLEANING
SERVICE PROVIDERS

Please find more information on:
www.zukunftsforum-gebaeuedienste.de



SAVE THE DATE ...

POTSDAM
11./12. NOVEMBER 2026

ORDER YOUR TICKETS NOW
SAVE THE EARLY BIRD DISCOUNT!
www.zukunftsforum-gebaeuedienste.de

We will inform you about sponsoring possibilities in spring 2026.

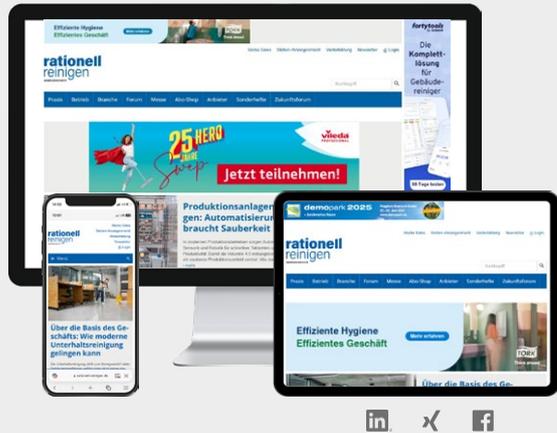
Contact:

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



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
approx. 30,000 visits
approx. 77,000 page impressions
(monthly average August 2024 to July 2025,
IVW checked)



Of wich mobile reach
approx. 9,600 mobile visits
approx. 25,000 mobile page impressions
(monthly average August 2024 to July 2025,
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 € 180

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 € 240

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

Placement: Desktop

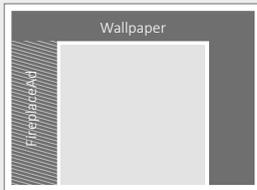


WALLPAPER

CPM € 155

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

Placement: Desktop



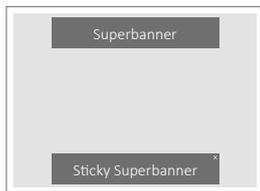
FIREPLACEAD

CPM € 210

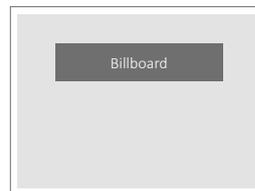
Combination of two skyscrapers and one superbanner. The fireplaceAd frames the website on three sides. When scrolling, the skyscrapers on the left and right run along.

Placement: Desktop

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



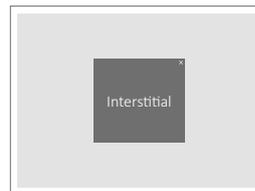
Superbanner (728 x 90 pixels) **CPM € 115**
Sticky Superbanner (728 x 90 pixels) **CPM € 115**
 Attention-grabbing advertising format with full-surface presence, top or bottom. Use in the immediately visible area with great creative scope for design.
Placement: Desktop, Tablet



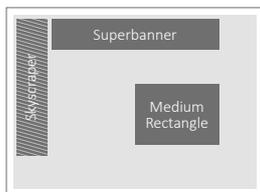
Billboard (940 x 250 pixels) **CPM € 180**
 Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.
Placement: Desktop



Skyscraper (160 x 600 pixels) **CPM € 105**
 Placed at the right or left side of the screen; remains in the user's field of view while scrolling.
Placement: Desktop

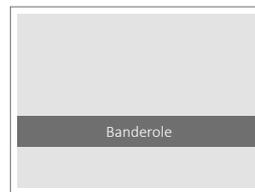


Interstitial (300-550 x 250-400 pixels) **CPM € 140**
 Fade-in takes place directly above the content when the website is called up.
Placement: Desktop, Tablet



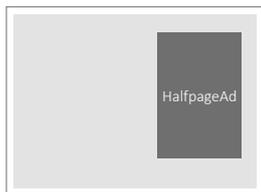
TandemAd **CPM € 150**
 Simultaneous playout of two classic advertising formats within the same page impression.
Placement: upon request

AdBundle **CPM € 160**
 (Joint) delivery of three different classic advertising media.
Placement: upon request



BanderoleAd (770 x 250 pixels) **CPM € 145**
 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 € 130**

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 € 115**

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

Placement: **Cross Device**

CPM = Cost per Mile



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

Eye-catching format through audiovisual presentation of content.
Placement: sidebar or content.

Delivery: **Cross Device**

'rationell reinigen' — very targeted.

CPM markups:

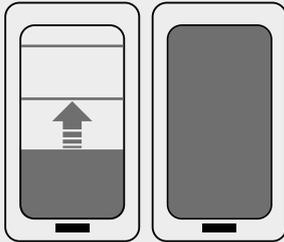
€ 10 for targeting | € 10 for frequency capping

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 € 180

- 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 € 145

- 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

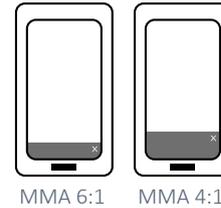
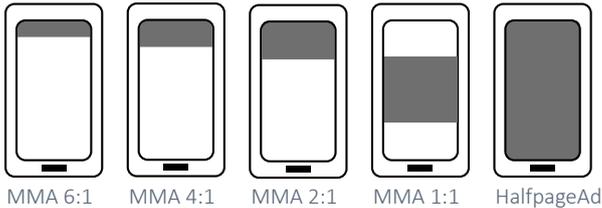
| | | CPM |
|-------------|--|--------------|
| MMA 6:1: | 300-320 x 50 pixels | € 95 |
| MMA 4:1: | 300-320 x 75 pixels | € 100 |
| MMA 2:1: | 300-320 x 150 pixels | € 110 |
| MMA 1:1: | 300-320 x 250 pixels (Medium Rectangle) | € 115 |
| HalfpageAd: | 300 x 600 pixels | € 130 |

Mobile MMA Banner sticky

| | | CPM |
|-----------------|---------------------|--------------|
| MMA 6:1 sticky: | 300-320 x 50 pixels | € 100 |
| 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 | € 145 |
| Mobile Interscroller | 300 x 600 Pixel | € 180 |



Know what matters.

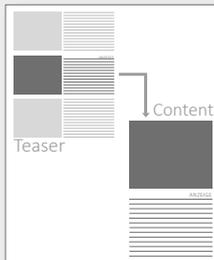
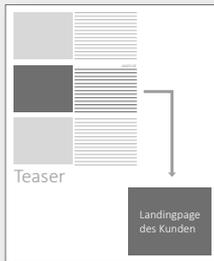
The monthly IVW MEW statement transparently documents our device access.

An average of 33 %* of page impressions for .de took place on mobile

*IVW Online August 2024 to July 2025 (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**

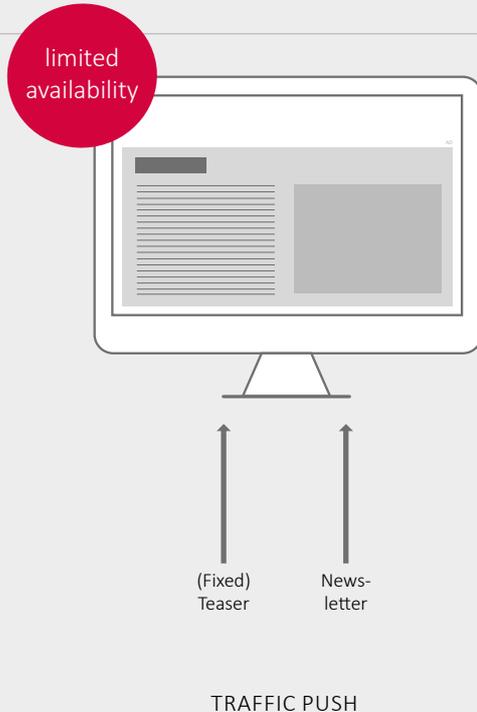
Price: from € 2,155

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



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 € 1,100

- Online-Entry for 12 months

Example

Classic € 1,535

- Online-Entry for 12 months
- 'DIGITAL TOOL OF THE WEEK'
= ContentAd in the rationell-reinigen-Newsletter (value € 550)

Example

Premium € 2,035

- Online-Entry for 12 months
- 'DIGITAL TOOL OF THE WEEK'
= ContentAd in the rationell-reinigen-Newsletter (value € 550)
- '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
€ 1,100

- Online-Entry for 12 months

Example

Classic
€ 1,535

- Online-Entry for 12 months
- ContentAd in the rationell-reinigen-Newsletter (value € 550)

Example

Premium
€ 2,035

- Online-Entry for 12 months
- ContentAd in the rationell-reinigen-Newsletter (value € 550)
- '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 ↗

approx. 7,600
(August 2025)



Sending frequency

weekly
(as a rule on Wednesday)



Open rate

approx. 27 %



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 | 05/01/2026 | No. 28 | 08/07/2026 |
| No. 2 | 14/01/2026 | No. 29 | 15/07/2026 |
| No. 3 | 21/01/2026 | No. 30 | 22/07/2026 |
| No. 4 | 28/01/2026 | No. 31 | 29/07/2026 |
| No. 5 TOP-clicked | 02/02/2026 | No. 32 TOP-clicked | 03/08/2026 |
| No. 6 | 11/02/2026 | No. 33 | 05/08/2026 |
| No. 7 | 18/02/2026 | No. 34 | 12/08/2026 |
| No. 8 | 25/02/2026 | No. 35 | 19/08/2026 |
| No. 9 TOP-clicked | 02/03/2026 | No. 36 | 26/08/2026 |
| No. 10 | 11/03/2026 | No. 37 TOP-clicked | 01/09/2026 |
| No. 11 | 18/03/2026 | No. 38 | 09/09/2026 |
| No. 12 | 25/03/2026 | No. 39 | 16/09/2026 |
| No. 13 TOP-clicked | 01/04/2026 | No. 40 | 23/09/2026 |
| No. 14 | 08/04/2026 | No. 41 | 30/09/2026 |
| No. 15 | 13/04/2026 | No. 42 TOP-clicked | 02/10/2026 |
| No. 16 | 22/04/2026 | No. 43 | 07/10/2026 |
| No. 17 | 29/04/2026 | No. 44 | 14/10/2026 |
| No. 18 TOP-clicked | 04/05/2026 | No. 45 | 21/10/2026 |
| No. 19 | 06/05/2026 | No. 46 | 28/10/2026 |
| No. 20 | 13/05/2026 | No. 47 TOP-clicked | 02/11/2026 |
| No. 21 | 20/05/2026 | No. 48 | 09/11/2026 |
| No. 22 | 27/05/2026 | No. 49 | 18/11/2026 |
| No. 23 TOP-clicked | 01/06/2026 | No. 50 | 25/11/2026 |
| No. 24 | 10/06/2026 | No. 51 TOP-clicked | 01/12/2026 |
| No. 25 | 17/06/2026 | No. 52 | 09/12/2026 |
| No. 26 | 24/06/2026 | No. 53 | 16/12/2026 |
| No. 27 TOP-clicked | 01/07/2026 | No. 54 **TOP 2026 | 30/12/2026 |

TOP-clicked = most-read arcitcels of the previous month or ** of the year.
 Dates subject to change. | Data delivery at leas 4 working days before publication date.

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



ContentAd

Price € 550

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 € 490

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



Billboard (600 x 240 pixels)

Price € 680

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 € 2,250

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'.

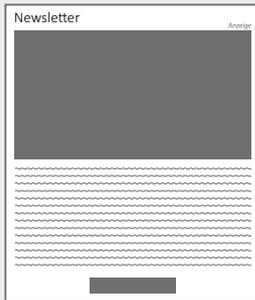
For a surcharge of € 60 if available.

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. 7,600 high-quality contacts (status 08/2025), direct target group access
- individual sending date

Price per mailing:

- **€ 4,825** (non-discountable, limited availability)
- **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
- Interviews
- Image videos
- On-site reports
- Trade fair talks
- Video ads
- Training videos
- Recruiting videos
- Social Media reels
- Aerial shots (drone)

The video production includes:

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

VIDEO



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 Premium: € 4,935*

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 Premium: € 6,575*

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 Premium: € 9,675*

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**

* plus travel expenses

Further video formats.



AUDIO.

PODCAST



Listen now

REINGEHÖRT – THE PODCAST FOR CLEANING & HYGIENE

Frequency: monthly and upon request
wherever there are podcasts

Length of episode: approx. 30 minutes

What it's about:

Aimed specifically at professionals in the building cleaning industry: REINgehört provides in-depth industry knowledge, real-world inspiration and interviews with experts in a compact, relevant format, straight from everyday working life.

| Podcast | Host-Read-Ad in a row* | Host-Read-Ad in 4 rows |
|------------|------------------------|------------------------|
| REINgehört | € 600 | € 1,800 |

*Pre-, mid- or post-roll placement; combination of two placements per episode, e.g. pre- and mid-roll: € 1,200

Premium Sponsored Podcast

Price: from € 3,900

Podcast with you as a partner on your topics.

Premium Sponsored Video-Podcast

Price: from € 5,900

Do you want to express yourself not only with your voice, but also present your podcast topic in a visually appealing way?

Then our premium sponsored video podcast is just the thing for you.

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 | € 8.90 per spot |
| Single spot | 15–30 sec. | not part of the advertising block, only one customer per hour | € 13.50 per spot |
| Pre-Stream Spot | 15–20 sec. | Immediate delivery before the start of the audio stream. | € 4,950 for one month |
| 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) |

[Listen now](#)



YOUR COMPETENT PARTNER FOR BUSINESS AND TRADE MEDIA



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The following apply

[General terms and conditions](#)