

# R+W Textilservice

MEDIA-INFORMATION 2025

No. 52, valid from 1.1.2025



The magazine  
for the textile  
care branch



[www.rw-textilservice.de](http://www.rw-textilservice.de)

AUDIENCE.

CHANNELS.

THEME PLAN.

PRICE LIST.

WEBSITE.

NEWSLETTER.

SOCIAL MEDIA.

MOVING IMAGE.

CONTACT PERSONS.

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# OUR TARGET GROUP



## R+WTextilservice – THE MAGAZINE FOR THE TEXTILE CARE INDUSTRY

### OUR READERS



#### Main audience

Entrepreneurs, specialists and managers from all sectors of the textile care industry: laundry services, textile cleaning, textile leasing companies



#### More readers

Laundries in lodging and gastronomy, clinics/hospitals and care facilities

Machine manufacturers  
Accessories industry

Analysis and recipient structure

# OUR CHANNELS



## PRINT

### R+WTextilservice – THE MAGAZINE FOR THE TEXTILE CARE INDUSTRY

'R+WTextilservice' appears in the 124th year with 11 issues annually and a circulation of 5,945 copies (4,646 print and 1,481 digital copies). 1,332 copies are subscribed (IVW 1/2024). R+WTextilservice is the most-subscribed magazine in the German-speaking textile care industry.

'textilpflege kompakt': Every two years (new edition in September 2025), an industry portrait will be published. Manufacturers, service providers and special interest groups present themselves and put their activities into the focus of their clients.

The annual e-paper 'laundry equipment' offers the supplier industry the opportunity to present its products for industrial laundries and in-house laundries in healthcare and care facilities as well as hotels. For details see page 16

## DIGITALLY

### WEBSITE [rw-textilservice.de](http://rw-textilservice.de)

[rw-textilservice.de](http://rw-textilservice.de) complements the information offer on a daily basis and offers IVW-tested quality coverage for banner and native formats.

### NEWSLETTER R+WTextilservice aktuell

Every 14 days, between the publication of the print-issues, the newsletter provides 2,031 subscribers (August 2024) with additional information.

### SOCIAL MEDIA

FACEBOOK, Instagram, LINKEDIN

R+WTextilservice has activity on social media.

## AWARD

### 'RWIn' – THE AWARD FOR THE TEXTILE CARE INDUSTRY

The price paying tribute to the best textile cleaning, laundry and textile leasing companies, has been awarded for 14 years.



PRINT.

# R+WTextilservice AT A GLANCE



## THE MOST SUBSCRIBED MAGAZINE FOR THE GERMAN-SPEAKING TEXTILE CARE INDUSTRY

### EDITION



Print Run (IVW-proofed)  
4,500 print and  
980 digital copies (e-paper) +  
Circulation (IVW-proofed)  
5,449 copies  
(Annual average January – June 2024)

### FREQUENCY OF APPEARANCE



11 x annually  
(monthly, summer issue July/August)

### ORGANIZATION

Austrian Federal Guild of Fashion and Clothing Technology – Professional field textile cleaners, washers and dyers

# CLEAR READER GUIDANCE MODERN LAYOUT



## OUR CREDO: TRUE – CLEAR – INDEPENDENT – TRUSTWORTHY

- 'R+WTextilservice' provides companies and managers from all sectors of the textile care industry-laundry services, textile cleaning, textile leasing companies and OPLs – with all professional information required for their every day work: Well groundes and laid out, clearly structured and always with the necessary practical orientation.
- 'R+WTextilservice' is independent, critical and remains neutral
- 'R+WTextilservice' is an indispensable managerial instrument that reports on the latest developments, new products and technical processes and business management.

## OUR CONTENT

- Our resorts: branch, textile cleaning, laundry, textile leasing, case of damage, main topics, practical experience, service, special part for Austria
- Topics: news, developement, technical processes, business management, new products, scheduled time
- Our formats: success stories and best practice cases, interviews, reports of fairs, products and services.



extract



Issue	Due dates	Topics	Trade fairs / Exhibitions
<b>1</b> January	<b>DP: 06/12/2024</b> <b>AD: 11/12/2024</b> <b>ED: 09/01/2025</b>	Leasing-appropriate table linen, bed linen and towels: processing and products Detergents and dosing systems Software solutions (ERP), point of sale and accounting systems	<b>Heimtextil</b> – Frankfurt/Main 14/1 to 17/1/2025
<b>2</b> February	<b>DP: 08/01/2025</b> <b>AD: 15/01/2025</b> <b>ED: 04/02/2025</b>	Leasing-appropriate workwear for hotels, gastronomy and craft, personal protective equipment (PPE) Processing and products: mattresses, carpets, leather, pads and slats Identification and labeling systems <b>Preview Internorga and IHM</b>	<b>TecStyle Visions (TV)</b> – Stuttgart 13/2 to 15/2/2025
<b>3</b> March	<b>DP: 05/02/2025</b> <b>AD: 12/02/2025</b> <b>ED: 04/03/2025</b>	Suitable for industry textile finishing: coating, embroidery, emblems, fabrics, yarns and accessories Washing and dry cleaning machinery, dryers, machinery for washing mops Internal logistics: Sorting, transport, packaging, textile dispensing units <b>Preview Altenpflege</b>	<b>IHM</b> – Munich 12/3 to 16/3/2025 <b>Internorga</b> – Hamburg 14/3 to 18/3/2025
<b>4</b> April	<b>DP: 07/03/2025</b> <b>AD: 14/03/2025</b> <b>ED: 03/04/2025</b>	„Textile hygiene and textiles in geriatric and patient care facilities“: suitable for industry textiles, bedding, and workwear for health & care Ironing and finishing technology Save energy: efficient machines and renewable energy sources, steam generation	<b>Altenpflege</b> – Nuremberg 8/4 to 10/4/2025
<b>5</b> May	<b>DP: 02/04/2025</b> <b>AD: 09/04/2025</b> <b>ED: 02/05/2025</b>	Robotics and automation in the laundry, artificial intelligence (AI) Detergents, cleaning agents, solvents and spotting agents Operational logistics: vehicle fleet, data management Circular economy: sustainable workwear, re- and upcycling of textiles	<b>med+Logistica</b> – Leipzig 6/5 to 7/5/2025
<b>laundry equipment</b>	<b>May 2025</b> <b>AD: 14/03/2025</b>	Details see page 26	
<b>6</b> June	<b>DP: 06/05/2025</b> <b>AD: 13/05/2025</b> <b>ED: 03/06/2025</b>	Digital process optimization: RFID, software, apps, point of sale and accounting systems Clean room: reusable clothing, textile managing Wash and dry hygienically: chemistry and machine technology	



Issue	Due dates	Topics	Trade fairs / Exhibitions
<b>7/8</b> July/August	<b>DP: 18/06/2025</b> <b>AD: 25/06/2025</b> <b>ED: 15/07/2025</b>	Workwear and personal protective equipment (PPE): use of materials suitable for industrial laundering Steam and energy generations, heat and wastewater recovery, exhaust air Carpet and upholstered furniture cleaning	
<b>9</b> September	<b>DP: 06/08/2025</b> <b>AD: 13/08/2025</b> <b>ED: 02/09/2025</b>	Textile hygiene, textiles, workwear in the hotel and gastronomy sector Solvents, additives and stain removers materials, dosing systems Sorting and textiles dispensing units, packaging systems, laundry container	
<b>textilpflege kompakt</b>	<b>September 2025</b> <b>AD: 30/06/2025</b>	Details see page 15	
<b>10</b> October	<b>DP: 09/09/2025</b> <b>AD: 16/09/2025</b> <b>ED: 07/10/2025</b>	Textile leasing: flat linen and workwear Machine technology: efficiency washing machinery, robotics and automation Energy and environmental technology: Sustainable washing and cleaning processes	
<b>11</b> November	<b>DP: 08/10/2025</b> <b>AD: 15/10/2025</b> <b>ED: 04/11/2025</b>	Sustainable textile production along the supply chain, seals and standards Reusable products for care homes and clinics, surgical gowns Financing machine technology: buying, renting or leasing? New or used?	
<b>12</b> December	<b>DP: 12/11/2025</b> <b>AD: 19/11/2025</b> <b>ED: 09/12/2025</b>	Object textiles: bed and table linen, mattresses Workwear and personal protective equipment (PPE): equipping, care, impregnation/ re-impregnation Ironing and finishing technology	

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

Subject to change without prior notice

### Regular editorial topics:

Company reports – Conference reports – Developments in research and industry – Laws and regulations – Management – Marketing and communication – Latest damage claims/complaints – Operational management

If you have additional suggestions for topics, please contact the editorial department of 'R+WTextilservice', Peter Schmid, Telephone +49 8247 354-261, [peter.schmid@holzmann-medien.de](mailto:peter.schmid@holzmann-medien.de)

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

Format	Print space formats width x height in mm	Basic prices b/w	Prices 2-coloured	Prices 3-coloured	Prices 4-coloured
1/1 page	185 x 260	2,970.– €	3,525.– €	4,080.– €	4,635.– €
3/4 page	185 x 192 or 137 x 260	2,380.– €	2,810.– €	3,240.– €	3,670.– €
1/2 page	185 x 128 or 90 x 260	1,590.– €	1,875.– €	2,160.– €	2,445.– €
1/3 page	185 x 83 or 59 x 260	1,090.– €	1,285.– €	1,480.– €	1,675.– €
1/4 page	185 x 62 or 90 x 128 or 43 x 260	820.– €	965.– €	1,110.– €	1,255.– €
1/8 page	185 x 30 or 90 x 62 or 43 x 128	440.– €	515.– €	590.– €	665.– €
Title page + title page statement in the inner section	196 x 190 (additional 3 mm bleed at foot and right-hand site) 185 x 83				4,765.– €
Junior page	139 x 175	1,675.– €	1,960.– €	2,245.– €	2,530.– €
Titel inside "Textilleasing"	172 x 210				3,430.– €

Cut-in ad- millimetre price 1 column (43 mm wide) € 4,00/colour surcharge per colour 25 % of the b/w price

Source of supply reference – millimetre price 1 column (58 mm wide) € 2,00

Source of supply reference – millimetre price 1 column 4-coloured (58 mm wide) € 2,50

(Minimum height 20 mm, minimum term 6 months, we grant a 10 % discount for an annual subscription,

A source of supply reference includes a special entry in the supplier database at [www.rw-textilservice.de](http://www.rw-textilservice.de) for the period of the subscription),

The following apply

Gerneral terms and conditions.

Bleed formats and graphic illustration see page 13

2 Surcharges:	(no discount possible)		
Placement	Binding placement regulations: in each case 10 % of basic price		
Colour	Per normal colour (Euroscale) see price list.		
Format	Advertisements across the gutter	10 % of the basic price	
	Bleed advertisements	10 % of the basic price	

3 Discounts:	for purchase within one year of insertion (starting from the appearance of the first advertisement)		
	frequency discount	volume discount	
	for 3 ads	5 %	1 page 5 %
	for 6 ads	10 %	3 pages 10 %
	for 9 ads	15 %	6 pages 15 %
	for 12 ads	20 %	10 pages 20 %

No discount on colour, bleed, placement surcharges, title pages, loose inserts, postcards, glued inserts and technical supplementary costs

4 Categories:	See price list employment and classified advertisements p. 13
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5 Special types of advertising:	Bound inserts	
	2 pages (1 sheet)	€ 3,255.–
	Uncut format	216 x 303 mm
	Trim size	210 x 297 mm
	Required batch	4,000 copies
	(discount: 1 sheet = 1/1 advertisement page)	

### 6 Webshop/ePaper:

Inserts		
loose, max. size 205 mm x 294 mm		
Prices per 1,000 items		
Weight	Price %	Total price
up to 25 g	€ 300.–	€ 1,500.–
up to 35 g	€ 386.–	€ 1,930.–

Prices plus postage, not discountable

Required batch: 4,000 copies

Glued inserts upon request

Since we also publish issues of R+WTextilservice in our webshop and distribute them as ePaper, we need PDF files of bound inserts and supplements on disposition@holzmann-medien.de.

The integration of bound inserts in the ePaper is done 1:1 at the same place where they are integrated in the magazine. Inserts are placed at the end of the ePaper with a front page on which all companies with insert placements are noted.

### Please provide a pdf file for inclusion/as an attachment in the digital edition

### 7 Contact:

Advertising manager:  
Claudia Baur-Kaltenmaier  
Phone +49 8247 354-162  
claudia.baur-kaltenmaier@holzmann-medien.de

Media-Disposition:  
Carolin Ruf  
Phone +49 8247 354-133  
disposition@holzmann-medien.de

### 8 Payment-

terms and

Bank details:

Within 14 days of date of invoice without deduction  
VAT ID no. DE 129 204 092

Holzmann Medien GmbH & Co. KG  
Sparkasse Schwaben- Bodensee  
IBAN: DE50 7315 0000 0000 1017 09, BIC: BYLADEM1MLM

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

Format	Width x height in mm	Job offers/ other classified advertisements print + online black/white	Job offers/ other classified advertisements print + online coloured	Jobs wanted print + online black/white	Jobs wanted print + online coloured
1/32	90 x 15	€ 90.00	€ 112.50	€ 45.00	€ 56.25
1/16	90 x 30	€ 176.00	€ 220.00	€ 88.00	€ 110.00
1/8	90 x 60	€ 350.00	€ 437.50	€ 175.00	€ 218.75
1/4 vertical 1/4 horizontal	90 x 123 185 x 60	€ 684.00	€ 855.00	€ 342.00	€ 427.50
1/2 vertical 1/2 horizontal	90 x 250 185 x 123	€ 1,340.00	€ 1,675.00	€ 670.00	€ 837.50
1/1	185 x 250	€ 2,620.00	€ 3,275.00	€ 1,310.00	€ 1,637.50
mm price minimum height 15 mm	90 mm width	€ 5.90	€ 6.90	€ 3.50	€ 4.50

**Box number fee: € 6.00**

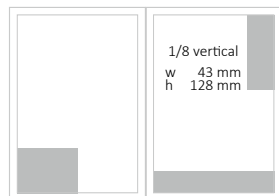
Discount: from 1/16 page according to scale of discount price list 51. The discount is credited at the end of the calendar year against the total turnover of the calendar year.

Print templates: Advertisements are placed according to the text template or can be supplied as a finished print file. Proofs are created on request.

Contact: Claudia Baur-Kaltenmaier  
Telephone +49 8247 354-162  
claudia.baur-kaltenmaier@holzmann-medien.de

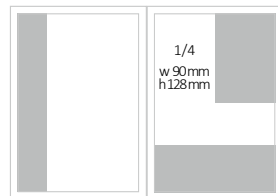
### Advertisement formats

#### Within print space



1/8 page  
Width 90mm  
Height 62mm

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



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

1/4 p. horizontal  
Width 185mm  
Height 62mm



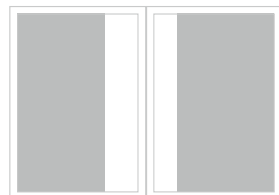
1/3 p. horizontal  
Width 185mm  
Height 83mm

1/3 p. vertical  
Width 59mm  
Height 260mm



1/2 p. horizontal  
Width 185mm  
Height 128mm

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



2/3 p. vertical  
Width 122mm  
Height 260mm

3/4 p. vertical  
Width 134mm  
Height 260mm



1/1 page  
Width 185mm  
Height 260mm

Junior page  
Width 139mm  
Height 175mm

#### With bleed



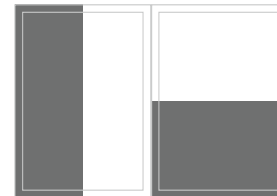
1/4 p. vertical  
Width 56mm  
Height 297mm

1/4 p. horizontal  
Width 210mm  
Height 80mm



1/3 p. vertical  
Width 72mm  
Height 297mm

1/3 p. horizontal  
Width 210mm  
Height 108mm



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

1/2 p. horizontal  
Width 210mm  
Height 146mm



2 x 1/2 page across the gutter\*

Width 210mm  
Height 146mm



1/1 page  
Width 210mm  
Height 297mm

Junior page  
Width 149mm  
Height 199mm

Trim allowances are already included in the specified bleed formats:  
head trimming 3 mm,  
foot trimming 3 mm,  
respectively 3 mm edge trimming.  
Bleed allowance with calculation

\*Please note that - due to the adhesive binding- an additional 3 mm per page is not ideally legible in the gutter next to the trimming (gutter bleed) of 3 mm per page for text and images across the gutter.

Year:	124th year 2025	Data formats:	closed documents: printable PDF-file (1.4 standard) file resolution: 300 dpi (CMYK) all used fonts need to be embedded
Publishing house:	Holzmann Medien GmbH & Co. KG P.O. Box 13 42 Gewerbestraße 2 86825 Bad Wörishofen, Germany Telephone +49 8247 354-01 Fax +49 8247 354-170 www.holzmann-medien.de www.rw-textilservice.de anzrwt@holzmann-medien.de	Colours:	Euroscale (CMYK), ISO coated v3 colour sequence black/cyan/magenta/yellow <b>special colours have to be produced in Euroscale</b>
Publisher:	Alexander Holzmann	Proof:	Caution regrding colour advertisement: No consistent colour reproduction can be guaranteed without supplying a proof with a media wedge (colour bar).
Advertising managemen:	Claudia Baur-Kaltenmaier (responsible) Telephone +49 8247 354-162 claudia.baur-kaltenmaier@holzmann-medien.de	Data archiving:	Printing material/media is not stored by the publishing house for more than one year after the last placement.
Editorial department:	Peter Schmid (Editor in Chief) Telephone +49 8247 354-261 peter.schmid@holzmann-medien.de  For further contacts, see page 42	Warranty:	Liability cannot be assumed for incompletely or inaccurately provided data/printing material. In this case please send new files. Please note that- due to the adhesive binding- an additional 3 mm per page is not ideally legible in the gutter next to the trimming (gutter bleed) of 3 mm per page for text and images across the gatter.
Magazine format:	210 mm wide x 297 mm high, DIN A4	Contact media-disposition:	Carolyn Ruf Telephone +49 8247 354-133 disposition@holzmann-medien.de
uncut:	216 mm wide x 303 mm high respectively 3 mm edge trimming respectively 3 mm head and foot trimming	Delivery address for loose inserts and bound inserts:	Holzmann Druck, Kennwort R+WTextilservice Nr. .../2025, Gewerbestraße 2, 86825 Bad Wörishofen, Germany
Print space:	185 mm wide x 260 mm high 4 columns each 43 mm wide 3 columns each 58 mm wide		
Print and binding process:	sheet offset, paper inner section: 90 g/m <sup>2</sup> , image print Cover: 150 g/m <sup>2</sup> image print, adhesive binding, Euroscale PSO Coated v3		
Data transmission:	by e-mail or with download-link to: disposition@holzmann-medien.de		

# TEXTILPFLEGE KOMPAKT



Advertising deadline:

30th of June 2025

Brief outline:

In September 2025, the 9th edition of textilpflege kompakt will appear.

It presents in great detail manufacturers, dealers, service providers and much more in edited form.

Readership:

laundries, textile leasing companies, drycleaning companies in Germany and Austria

Issue format:

210 mm wide x 210 mm high

Prices:

1 page portrait 1,640.– €

2 pages portrait 3,280.–€

(without discount, agency-comission)

Early bird 10 % until 31th of March 2025

Issue 2023 for download.



# laundry equipment

New edition  
will appear in  
May 2025



Booking deadline:

14th march 2025

## BRIEF CHARACTERISTICS

„laundry equipment“ offers the supply industry the possibility to introduce their products to industrial laundries and inhouse-laundries in health & care facilities and hotels.

„laundry equipment“ will appear as an e-paper for download free of charge.

## HOW WILL „LAUNDRY EQUIPMENT“ BE DISTRIBUTED?

**Print-advertisements with link for download + as a pdf-supplement in the digital edition of the following magazines:**

- R+WTextilservice: decision makers in laundries, textile leasing companies and dry cleaning companies
- Hotel + Technik: decision makers in lodging
- Health & Care Management: decision makers in clinics/hospitals, care facilities

**Advertisements in the newsletter of:**

- R+WTextilservice: 2,031 subscribers (as of August 2024)
- Hotel + Technik: 1,922 subscribers (as of August 2024)
- Health & Care Management: 6,871 subscribers (as of August 2024)

**Digital advertising formats on the websites:**

- [www.rw-textilservice.de](http://www.rw-textilservice.de): 10,358 visits, 22,316 pageimpressions (as of IVW online 7/2024)
- [www.top-hotel.de](http://www.top-hotel.de): 129,117 visits, 331,284 pageimpressions (as of IVW online 7/2024)
- [www.hcm-magazin.de](http://www.hcm-magazin.de): 24,026 visits, 45,982 pageimpressions (as of IVW online 7/2024)

**Distribution with posts on social media channels** of R+WTextilservice, Hotel + Technik and Health & Care Management

Print-advertisements with download link, advertisements digital with link to the e-paper

**Go here for download the edition 2024.**

# laundry equipment



## PRESENTATION OPTIONS

### PRODUCT PRESENTATION FOUR-SIDED

Headline:	40 characters
Opening credits:	200 characters
Flowing text:	5,060 characters
Caption:	100 characters per picture
Pictures:	max. 8 pictures
Contact details:	company name, address, phone, mail, web

€ 1,750.- + VAT

### PRODUCT PRESENTATION TWO-SIDED

Headline:	40 characters
Opening credits:	200 characters
Flowing text:	2,540 characters
Caption:	100 characters per picture
Pictures:	max 4 pictures
Contact details:	company name, address, phone, mail, web

€ 950.- + VAT

1 Circulation control:



2 Circulation analysis:

Copies per issue as an annual average  
(January 1 to bis June 30, 2024)

<b>Print run:</b>	4,500			of which abroad	of which ePaper
<b>Total circulation:</b>	5,449			649	980
<b>Paid circulation:</b>	1,819			586	395
Copies subscribed:	1,353		thereof	518	0
		431	Members copies	427	0
		5	Multiple copies	0	0
Other sales:	466			68	395
Single-copy sale:	0			0	0
<b>Free copies:</b>	3,630		thereof	63	585
		71	laid out	0	
		1	display location	0	
Remaining, file and archived copies:	31				

Geographical distribution analysis

Economic region	Proportion of the total circulation	
	%	copies
National (Print + ePaper)	85.19%	4,642
Abroad (Print)	11.91%	649
not assignable	2.90%	158
Total circulation	100.00%	5,449*

Distribution according to the Nielsen regions/Federal states

<b>Nielsen region I</b>		
Schleswig-Holstein	4.07%	189
Hamburg	1.53%	71
Lower Saxony	9.09%	422
Bremen	0.65%	30
<b>Nielsen-Gebiet II</b>		
North Rhine-Westphalia	17.77%	825
<b>Nielsen-Gebiet IIIa</b>		
Hessen	8.92%	414
Rhineland-Palatinate	4.31%	200
Saarland	0.88%	41
<b>Nielsen-Gebiet IIIb</b>		
Baden-Wuerttemberg	14.30%	664
<b>Nielsen-Gebiet IV</b>		
Bavaria	22.92%	1,063
<b>Nielsen-Gebiet V</b>		
Berlin	1.98%	92
<b>Nielsen-Gebiet VI</b>		
Brandenburg	2.11%	98
Mecklenburg-West Pomerania	1.08%	50
Saxony-Anhalt	2.67%	124
<b>Nielsen-Gebiet VII</b>		
Saxony	4.67%	217
Thuringia	3.05%	142
<b>Total circulation national</b>	<b>100.00%</b>	<b>4,642</b>

Distribution abroad

<b>Europa</b>	100.00%	649
German-speaking countries	88.13%	572
thereof Austria	78.74%	511
thereof Switzerland	9.24%	60
thereof Liechtenstein	0.15%	1
EU countries (without D/A)	11.40%	74
Central/Eastern European countries	0.47%	3
<b>Total circulation abroad</b>	<b>100.00%</b>	<b>649</b>

\* From 2025 print run 4,000 copies + approx. 1,300 ePaper copies

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

WZ 2008 Code	Recipient groups (according to classification of industrial sectors 2008)	Proportion of the total circulation				
		in total	%	copies	National copies	Abroad copies
10-33	<b>Industry</b> (producing industry)		9.67 %	527	459	68
35/41-43	<b>Energy industry/civil engineering, structural engineering and finishing trades</b>		1.16 %	63	33	30
46 47	<b>Commercial trade</b> Wholesale trade Retail trade		2.60 %	141	127	14
49-53 64-65 69-73 95210/95220/95230/95250/95290/95291 58-63/74-82/90-93/97-98	<b>Service industry (excluding cleaning)</b> Transportation Financial and insurance services Consultation/Planning/Advertising Consumer goods repair Others service providers		3.54 %	193	177	16
96010 96011 96012	<b>Textile care branch</b> Laundry service Dry cleaning Pressing and ironing		54.79 %	2.986	2.579	407
55-56 8610 87 9602 81100/8121/8122/8129	<b>Laundries in:</b> Lodging and gastronomy Clinics/Hospitals Care facilities (excluding recreation and holiday homes) Hair and cosmetic salons General commercial cleaning (incl. rooms and inventory)		22.04 %	1,201	1,131	70
84 85 94/99	<b>Other recipient groups</b> Public authorities Education and teaching Special interest groups		1.38 %	75	66	9
	No informations		0.76 %	42	7	35
	not assignable		4.06 %	221		
	<b>Total circulation</b>		<b>100.00 %</b>	<b>5,449</b>	<b>4,579</b>	<b>649</b>

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

# **BRIEF SUMMARY OF THE DATA COLLECTION METHOD USED FOR THE RECIPIENT STRUCTURE ANALYSIS** (AMF- Advertisements-Marketing Trade Journals- procedure 2)

## **1. Survey methods**

Distribution analysis by the evaluation of data- total collection

## **2. Description of the recipient group at the time of data collection:**

### **2.1 Quality of the file:**

The addresses of all recipients are stored in the recipient file. Based on the postal information available, the files can be sorted by postal code or by national recipients or recipients abroad.

**2.2 Total number of recipients in the file:** 17,562

**2.3 Total number of alternating recipients:** 16,107 (Change after every third issue)

### **2.4 Structure of the recipient group of a current average issue according to the type of distribution:**

- paid circulation		1,819
thereof: copies subscribed	1,353	
single-copy sales	-	
other sales	466	
- free copies		3,630
thereof: regular free copies	141	
variable free copies	3,281	
advertising copies	208	
total circulation		5,449
- thereof national	4,642	
- thereof abroad	649	
- without assignment	158	

## **3. Description of the survey:**

### **3.1 Population (proportion analysed):**

population	5,449	100.00 %
thereof not ascertained	377	6.92 %
- single-copy sales	-	
- ePaper	158	
- advertising copies	208	
- supplied by bookselling trade	11	
The survey represents of the population (total circulation)	5,072	93,08 %

**3.2 Date of the file evaluation:** 09/08/2024

### **3.3 Description of the database:**

The evaluation is based on the basic overall file. The proportions determined for the distribution regions were projected for the actual distribution on an annual average in accordance with AMF no. 17.

**3.4 Target person of the survey:** does not apply

**3.5 Definition of the reader:** does not apply

**3.6 Period of the survey:** August 2024

**3.7 Implementation of the survey:** Publishing house

**This survey meets the requirements of the ZAW framework for advertising media analysis in the current version regarding structure, implementation and reporting.**

# **BRIEF SUMMARY OF THE DATA COLLECTION METHOD USED FOR THE RECIPIENT STRUCTURE ANALYSIS** (AMF- Advertisements-Marketing Trade Journals- procedure 3-E)

## **1. Survey methods**

Recipient structure analysis by the evaluation of data- total collection

## **2. Description of the recipient group at the time of data collection:**

### **2.1 Quality of the file:**

The addresses of all recipients are stored in the recipient file. The file can be sorted by postal code or by national recipients and recipients abroad based on the available postal information. The file also contains: industry classification, company size class, position and function.

**2.2 Total number of recipients in the file:** 17,562

**2.3 Total number of alternating recipients:** 16,107

### **2.4 Structure of the recipient group of a current average issue according to the type of distribution:**

- paid circulation		1,819
thereof: copies subscribed	1,353	
single-copy sales	-	
other sales	466	
- free copies		3,630
thereof: regular free copies	141	
variable free copies	3,281	
advertising copies	208	
total circulation		5,449
- thereof national	4,642	
- thereof abroad	649	
- without assignment	458	

## **3. Description of the survey:**

### **3.1 Population (proportion analysed):**

population	5,449	100.00 %
thereof not ascertained	377	6.92 %
- single-copy sales	-	
- ePaper	158	
- advertising copies	208	
- supplied by bookselling trade	11	
The survey represents of the population (total circulation)	5,072	93,08 %

**3.2 Date of the file evaluation:** 09/08/2024

### **3.3 Description of the database:**

The following were used to allocate class sizes for industry and trade to the recipient addresses:

- qualification of addresses by the publisher	
- address and telephone books, written information sent to the publisher, trade fair catalogues, Internet research	
utilisation of industry characteristics	16,070 cases = 91.5 %
no information in the file	1,492 cases = 8.5 %
utilisation of trade class size	17,562 cases = 100.0 %
no information in the file	824 cases = 4.7 %
utilisation of position and function	16,738 cases = 95.3 %
No information in the file	17,562 cases = 100.0 %
	9,026 cases = 54.4 %
	8,536 cases = 48.6 %
	17,562 cases = 100.0 %

**3.4 Target person of the survey:** does not apply

**3.5 Definition of the reader:** does not apply

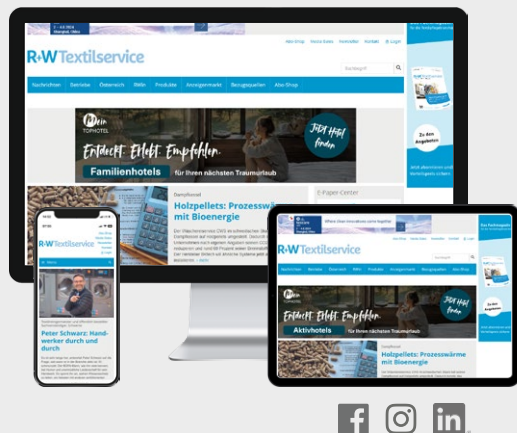
**3.6 Period of the survey:** August 2024

**3.7 Implementation of the survey:** Publishing house



DIGITALLY.

# rw-textilservice.de AT A GLANCE



## DAILY NEWS OF THE TEXTILE CARE INDUSTRY

LATEST INFORMATION OF THE INDUSTRY AND ASSOCIATIONS,  
PRACTICAL TIPS, CLASSIFIED ADVERTISEMENTS  
AS WELL AS AN EXTENSIVE ARCHIVE.



### Online reach

10,846 Visits  
22,613 Pageimpressions  
(IVW 07/2024)



### Of which mobile reach

4,838 Visits  
11,969 Pageimpressions  
(IVW 07/2024)

## CAMPAIGN PLANNING

Lots of best practice examples and the current reach figures can be found  
in the 'R+WTextilservice' digital portfolio.

'R+WTextilservice' Digital Portfolio.



# 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

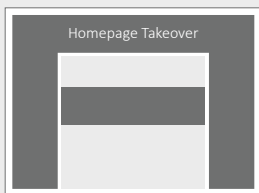


#### HOMEPAGE TAKEOVER

**CPM € 190.–**

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

Placement: Desktop

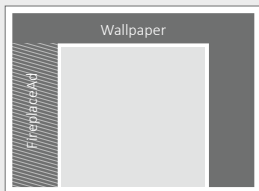


#### WALLPAPER

**CPM € 145.–**

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

Placement: Desktop



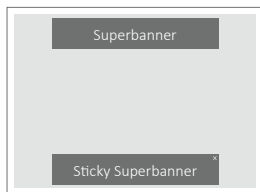
#### FIREPLACEAD

**CPM € 180.–**

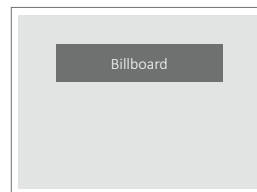
Combination of two skyscrapers and one superbanner. The fireplaceAd frames the website on three sides. When scrolling, the skyscrapers on the left and right run along.

Placement: Desktop

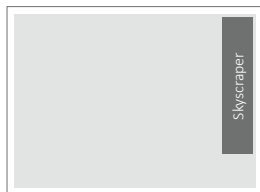
Strong performance and branding formats. Played out in the field of high-quality content.



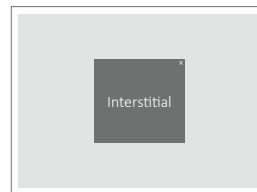
**Superbanner** (728 x 90 pixels) **CPM € 90.–**  
**Sticky Superbanner** (728 x 90 pixels) **CPM € 110.–**  
 Attention-grabbing advertising format with full-surface presence, top or bottom. Use in the immediately visible area with great creative scope for design.  
**Delivery:** Desktop, Tablet



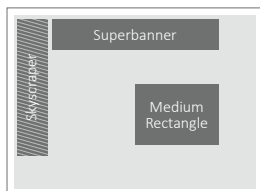
**Billboard** (940 x 250 pixels) **CPM € 170.–**  
 Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.  
**Delivery:** Desktop



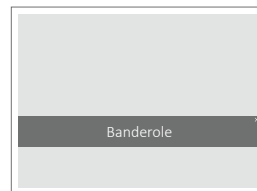
**Skyscraper |**  
**Wide Skyscraper** (120-160 x 600 pixels) **CPM € 100.–**  
 Placed at the right or left side of the screen; remains in the user's field of view while scrolling.  
**Delivery:** Desktop



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

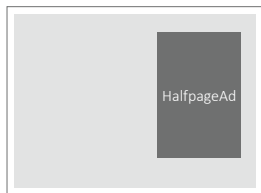


**TandemAd** **CPM € 140.–**  
 Simultaneous playback of two classic advertising formats within the same page impression.  
**Delivery:** upon request  
**AdBundle** **CPM € 150.–**  
 (Joint) delivery of three different classic advertising media.  
**Delivery:** upon request



**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.  
**Delivery:** Desktop

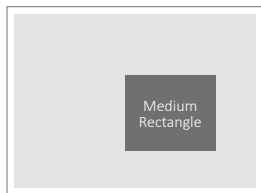
One format — all devices! Whether desktop, tablet or smartphone.



**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.

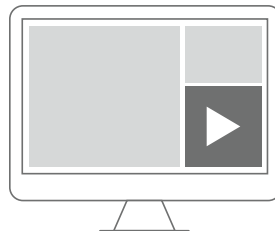
Delivery: Desktop, Tablet, Mobile



**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.

Delivery: Desktop, Tablet, Mobile



**VideoAd** (300 x 250 pixels) **4 weeks € 840.–**

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

Delivery: Desktop, Tablet, Mobile

### 'R+WTextilservice' — very targeted.

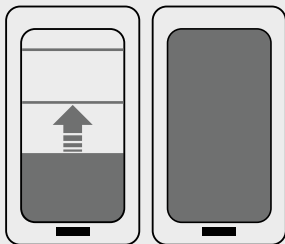
CPM markups: € 10.– for targeting | € 10.– for frequency capping

Exclusive display of your advertising message. Book by the day or the week — please contact us!

Choose your desired format for the exclusive addressing of our users in an exclusive period.



# MAXIMUM ATTENTION



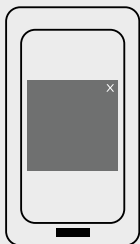
## EVEN ON THE SMALLEST SCREENS

### MOBILE INTERSCROLLER

(300 x 600 pixels)

**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.
- **Delivery: 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.
- **Delivery: Mobile**

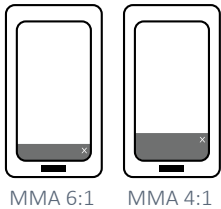
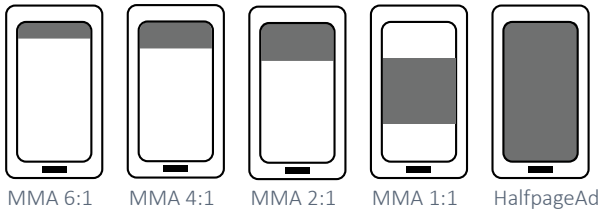
Target mobile users for your device optimized campaign.

Mobile MMA Banner

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.–

Mobile MMA Banner sticky

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



Knowing what matters.

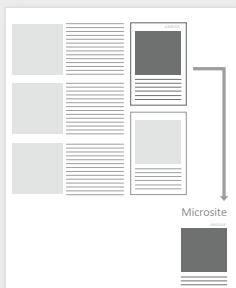
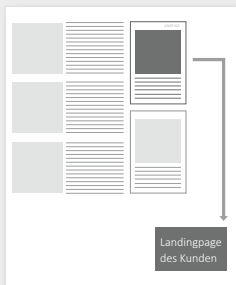
The monthly IVW MEW statement transparently documents our device access.

An average of 43 %\* of our readers/users utilize [www.rw-textilservice.de](http://www.rw-textilservice.de) mobile

\*(IVW Online January to June 2024 (basis pageimpressions))



# NATIVE



## CONTENT IS KING, BUT CONTENT PLUS CONTEXT IS KING KONG. (LUIS DI COMO)

### NATIVEAD OUT

Image-text ad, designed with the look and feel of an editorial feature and marked as ad.

The NativeAd Out links to an external landing page.

Placement: in the content or sidebar

Runtime: at least 4 weeks

Reporting: after end of runtime (ad impressions and clicks)

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

**Price: from € 490.–**

### NATIVEAD IN

Image-text ad designed in the look and feel of an editorial article and marked as an ad. The NativeAd In links to a microsite (one-pager) where you can embed text, images, videos and links.

Placement: in the content or in the sidebar

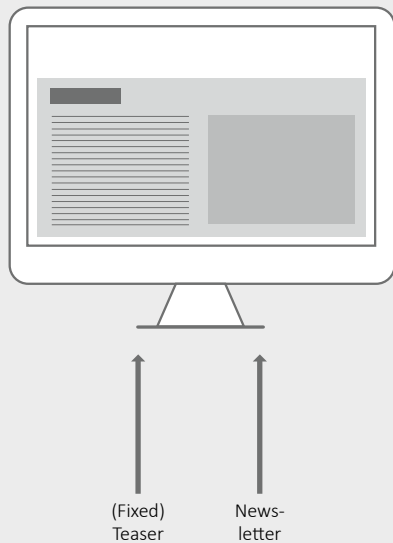
Runtime: at least 4 weeks

Reporting: after end of runtime (ad impressions and clicks)

[Example](#)

**Price: from € 690.–**

# NATIVE



TRAFFIC PUSH

## ADVERTORIAL

We build an exclusive microsite in the look and feel of the websites.  
The microsite will be designed according to your wishes- you can integrate information and content such as images, files, videos and links.

Runtime: at least 4 weeks

Traffic Push: (Fixed) Teaser, Newsletter Ads

Premium

Traffic Push: Optional for 1,490.00 €

Reporting: after end of runtime

(ad impressions, dwell time and click values of all clickable elements)

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

**Price: from € 850.–**



# LEADS



## WHITEPAPER

We build an exclusive microsite (content page) for the whitepaper. Analog to the advertorial, you can include content such as images, files, videos, links and, of course, the whitepaper. We will provide you all collected leads.

- Placement: on your desired website or in your desired channel
- Runtime: flexible, depending on budget and/or number of leads to be reached.
- Traffic push: (fixed placement) teaser, newsletter ads

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

Content Creation: Our expert editors will create the content for your whitepaper. Price on request.

## PRICE:

Lead packages	You receive	Price
Basic package	up to 40 Leads	3,990.00 €
Premium package	up to 20 Leads	4,990.00 €

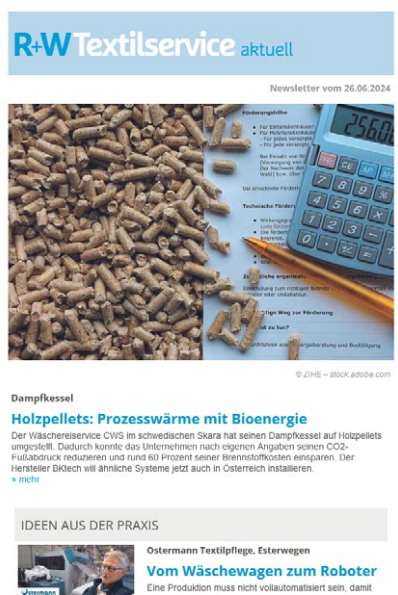
### Basic lead | CPL 50.00 €\* • E-Mail address

### Premium lead | CPL 150.00 €\* • E-Mail address • First and last name • Company name • Company address

\*not eligible for discount and AE

# R+WTextilservice aktuell

## AT A GLANCE



### NUMBERS, DATA, FACTS



Subscribers ↗  
**2,031** (08/2023)



Sending frequency  
**14 daily**



Opening rate  
**23.98 %** (2024)

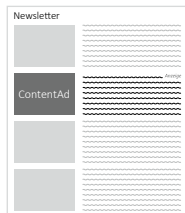


Reporting  
**automatically**  
after 7 days

No.	Publishing dates:
1	08/01/2025
2	22/01/2025
3	05/02/2025
4	19/02/2025
5	05/03/2025
6	19/03/2025
7	02/04/2025
8	16/04/2025
9	30/04/2025
10	14/05/2025
11	28/05/2025
12	11/06/2025
13	25/06/2025

No.	Publishing dates:
14	09/07/2025
15	23/07/2025
16	06/08/2025
17	20/08/2025
18	03/09/2025
19	24/09/2025
20	08/10/2025
21	22/10/2025
22	05/11/2025
23	19/11/2025
24	03/12/2025
25	17/12/2025

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



### ContentAd

**Price € 230.–**

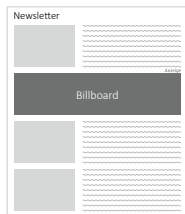
Image-text display that is designed in the look & feel of an editorial article and marked as an advertisement. In addition, 50 characters for the headline and 350 characters of continuous text are available to optimally communicate your advertising message. In this format, you get three external links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



### FullAd (468 x 60 Pixel)

**Price € 190.–**

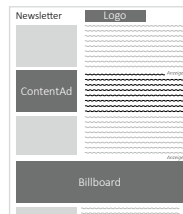
Image display placed between editorial posts. The FullAd links to an external landing page (e.g. company website).



### Billboard (600 x 240 Pixel)

**Price € 290.–**

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 Exklusiv Sponsoring

**Price € 690.–**

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.

Examples.

### TOP 1 Ranking.

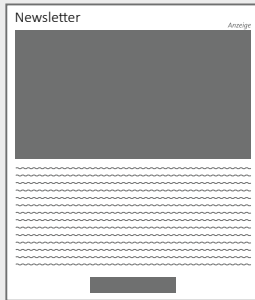
For an extra charge of € 50.–

### CTR-Star.

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



# STANDALONE



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

### OUR CONTACTS — YOUR CONTENT!

Your benefits:

- Attention in a 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 with our reporting
- High-quality contacts, direct access to target group
- individual sending date

Price per release:

- € 990.–
- **Example**

### Performance miracle.

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



A black and white photograph of a person's hands holding a smartphone. The phone is held in a way that the screen is visible. Above the phone, several circular icons are floating, representing social media interactions. These icons include hearts and thumbs-up symbols. The background is dark and out of focus, with some light bokeh. The overall mood is modern and digital.

## SOCIAL MEDIA.

# SOCIAL MEDIA



## THE FOLLOWING BRAND IS AVAILABLE FOR A FOR A SOCIAL CAMPAIGN

R-WTextilservice

### WE FOCUS ON ORGANIC

Your posts are authentically integrated into our organic feed- in contrast to temporary adverts with purchased target groups. Organic posts make us dependent on the algorithm of the respective platform- which is why only one currency counts: good content.

Depending on the brand and campaign objective, you can choose from different platforms and formats:

- Instagram post + story: CPM 150,- €
- Instagram Reel: CPM 150,- €
- Facebook post + story: CPM 150,- €
- LinkedIn and Xing: on request



**No brilliant content idea?  
No problem!**

We will be happy to support you in creating your social media posts on request.





VIDEO .



# VIDEO



## REACH YOUR TARGET AUDIENCE WITH A POWERFUL VIDEO MESSAGE.

### VIDEO PRODUCTION

Not possible? – We make it possible!

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

#### Video formats:

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

#### Video production includes:

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

### TRAFFIC PUSH

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

### Social Media? - Of course!

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



# VIDEO



**More about video production.**

**Infolyer**

## REACH YOUR TARGET GROUP WITH A MEANINGFUL VIDEO MESSAGE.

### WHY VIDEO WITH HOLZMANN MEDIEN?



#### Extensive expertise

Benefit from the industry knowledge of our video team and the journalistic expertise of our editorial teams, who know your target groups inside out.



#### Everything from a single source

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



#### 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
- Assembly videos
- VideoAd
- Training videos
- Recruitment videos
- Social media reels
- Aerial photography (drone)
- and much more on request

#### The video production includes:

- concept
- Video shoot
- Edition and post-production
- Publication of the video on your desired website

# VIDEO



## Other video formats

### VIDEO PRODUCTION | EXAMPLES

#### Trade fair talk

Exclusive video of the customer's booth (approx. 5 minutes)

- 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 (5-8 minutes)
- Logo in the opening and closing credits of the trade fair video (all sponsors)

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

#### Product presentation / on-site report

- 1/2 shooting day at the customer's location
- Incl. recording, editing, music and animation
- Transfer of rights of use to the customer
- Length: approx. 3-5 min. (customizable)

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

#### Image or event video

- 1 day of shooting at the customer's location
- Incl. recording, editing, music and animation
- Transfer of rights of use to the customer
- Length: approx. 5 min. (customizable)

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

# GOOD TO KNOW

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## CPM ADDITIONAL SERVICES

- Targeting: 10.00 €
- Frequency Capping: 10.00 €

---

## ACCOUNTING

Ad impressions are charged with CPM (thousand-contact price) or fixed prices. Please enquire availability before placing an order.

---

## PERFORMANCE REVIEW

After campaign end, we will provide you with reporting and invoice. Campaign reporting consists of ad impressions and clicks.

---

## TECHNICAL SPECIFICATIONS

**Specs.**



## YOUR COMPETENT PARTNER WHEN IT COMES TO BUSINESS AND TRADE MEDIA



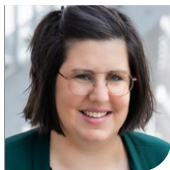
## Contacts

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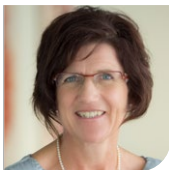
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