



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 125th year with 11 issues annually and a circulation of 5,360 copies (4.000 print and 1.360 digital copies). 1,265 copies are subscribed (IWW 2/2025). R+WTextilservice is the most-subscribed magazine in the German-speaking textile care industry.

'textilpflege kompakt': Every two years (new edition in September 2027), 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 IWW-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 2,182 subscribers (June 2025) 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 15 years.



PRINT.

# R+WTextilservice AT A GLANCE



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

### EDITION



Print Run (IVW-proofed)  
4,250 print and  
1,403 digital copies (e-paper) +  
Circulation (IVW-proofed)  
5.605 copies  
(Annual average July 2024–June 2025)

### 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 grounded 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, development, 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: 03/12/2025</b> <b>AD: 10/12/2025</b> <b>ED: 05/01/2026</b>	ERP software, app solutions, POS and billing systems Detergent management and dosing systems – sustainable concepts Textile leasing: Smart textiles	<b>Heimtextil</b> – Frankfurt/Main 13/1 to 16/1/2026
<b>2</b> February	<b>DP: 08.01/2026</b> <b>AD: 14/01/2026</b> <b>ED: 03/02/2026</b>	Sorting, transport, and textile dispensing systems, packaging, laundry containers Operational logistics: identification and labeling systems, data management, fleet Leasable workwear for hotels and gastronomy as well as trades, PPE <b>Preview of Internorga und IHM</b>	
<b>3</b> March	<b>DP: 02/02/2026</b> <b>AD: 11/02/2026</b> <b>ED: 03/03/2026</b>	Washing systems, robotics and automation, use of AI Dust control mats, carpets, towel rolls Textile finishing: embroidery, coating, emblems, fabrics, yarns, and accessories (zippers, snap fasteners) specifically for industrial laundry <b>Preview of Techtextil/Texprocess</b>	<b>IHM</b> – Munich 4/3 to 8/3/2026 <b>Internorga</b> – Hamburg 13/3 to 17/3/2026
<b>4</b> April	<b>DP: 02/03/2026</b> <b>AD: 11/03/2026</b> <b>ED: 01/04/2026</b>	Washing and cleaning machines, mop washing machines, dryers Energy and resource efficiency, steam generation, alternative energy sources Special feature: "Textile hygiene in elderly and healthcare" Industrial laundry-compatible reusable textiles, bedding, and workwear for health & care <b>Preview of Altenpflege and Interclean</b>	<b>Altenpflege</b> – Essen 21/4 to 23/4/2026 <b>Techtextil/Texprocess</b> – Frankfurt/Main 21/4 to 24/4/2026 <b>Interclean</b> – Amsterdam 14/4 to 17/4/2026
<b>5</b> May	<b>DP: 02/04/2026</b> <b>AD: 15/04/2026</b> <b>ED: 05/05/2026</b>	Hygiene in washing and cleaning: sustainability and efficiency Sustainable institutional textiles: flat linen, table linen, and bed linen Circular economy: sustainable workwear, textile recycling and upcycling	
<b>laundry equipment</b>	<b>May 2026</b> <b>AD: 25/03/2026</b>	Details see page 26	
<b>6</b> June	<b>DP: 04/05/2026</b> <b>AD: 13/05/2026</b> <b>ED: 02/06/2026</b>	Process optimization through RFID, labeling, scanners Finishing: mangling, ironing, and folding technology Reusable clothing, textile management	

Issue	Due dates	Topics	Trade fairs / Exhibitions
<b>7/8</b> July/August	<b>DP: 15/06/2026</b> <b>AD: 24/06/2026</b> <b>ED: 14/07/2026</b>	POS systems, software, apps, web applications Steam and energy generation, heat and wastewater recovery, exhaust air Institutional textiles: bed linen, table linen, terry towels, dust control mats	
<b>9</b> September	<b>DP: 27/07/2026</b> <b>AD: 12/08/2026</b> <b>ED: 01/09/2026</b>	Detergents, cleaning and solvent agents, dosing technology Logistics: sorting, transport and dispensing systems, packaging, laundry containers Textile hygiene, textiles and workwear for HORECA	<b>CLEAN PRO EXPO</b> – Friedrichshafen 15/9 to 17/9/2026
<b>10</b> October	<b>DP: 07/09/2026</b> <b>AD: 23/09/2026</b> <b>ED: 13/10/2026</b>	Smart Laundry: Process optimization, efficiency and automation, AI Energy and environmental technology – Sustainable washing and cleaning processes Circular economy and sustainability labels: Flat linen and workwear <b>Preview of ExpoDetergo</b>	<b>Arbeitschutz aktuell</b> – Stuttgart 20/10 to 22/10/2026 <b>ExpoDetergo</b> – I-Mailand 23/10 to 26/10/2026
<b>11</b> November	<b>DP: 05/10/2026</b> <b>AD: 14/10/2026</b> <b>ED: 05/11/2026</b>	Financing of machinery and textiles: buy, rent or lease? New or used? Equipment for textile cleaning: machines, accessories, and more Reusable products for care homes and clinics, surgical clothing	
<b>12</b> December	<b>DP: 02/11/2026</b> <b>AD: 11/11/2026</b> <b>ED: 01/12/2026</b>	Ironing and finishing technology Occupational safety and ergonomic machine design Workwear and PPE: Use of industrial laundry-compatible materials <b>First impressions from ExpoDetergo</b>	

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

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	3,030.– €	3,585.– €	4,140.– €	4,695.– €
3/4 page	185 x 192 or 137 x 260	2,430.– €	2,860.– €	3,290.– €	3,720.– €
1/2 page	185 x 128 or 90 x 260	1,620.– €	1,905.– €	2,190.– €	2,475.– €
1/3 page	185 x 83 or 59 x 260	1,110.– €	1,305.– €	1,500.– €	1,695.– €
1/4 page	185 x 62 or 90 x 128 or 43 x 260	835.– €	980.– €	1,125.– €	1,270.– €
1/8 page	185 x 30 or 90 x 62 or 43 x 128	450.– €	525.– €	600.– €	675.– €
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				4,860.– €
Junior page	139 x 175	1,710.– €	1,995.– €	2,280.– €	2,565.– €

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),

Bleed formats and graphic illustration see page 13

The following apply

General terms and conditions.

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			
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		3,800 copies	
	(discount: 1 sheet = 1/1 advertisement page)			

	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: 3,800 copies		
	Glued inserts		upon request
6 Webshop/ePaper:	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 <a href="mailto:disposition@holzmann-medien.de">disposition@holzmann-medien.de</a> . 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.		
	<b>Please provide a pdf file for inclusion/as an attachment in the digital edition</b>		
7 Contact:	Advertising manager: Claudia Baur-Kaltenmaier Phone +49 8247 354-162 <a href="mailto:claudia.baur-kaltenmaier@holzmann-medien.de">claudia.baur-kaltenmaier@holzmann-medien.de</a>		
	Media-Disposition: Annerose Kelleter Phone +49 8247 354-136 <a href="mailto:disposition@holzmann-medien.de">disposition@holzmann-medien.de</a>		

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 53. 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

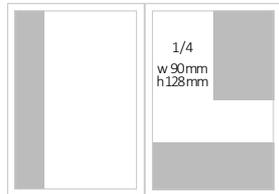
Advertisement formats

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



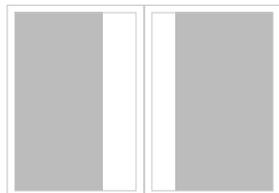
1/3 p. horizontal  
Width 185mm  
Height 83mm

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

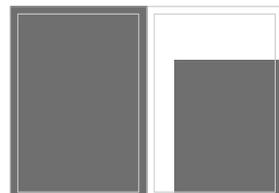


1/2 p. vertical  
Width 101mm  
Height 297mm

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:	125th year 2026	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 regarding colour advertisement: No consistent colour reproduction can be guaranteed without supplying a proof with a media wedge (colour bar).
Advertising management:	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:	Elena Schönhaar (Editor in Chief) Telephone +49 8247 354-261 elena.schoenhaar@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 gutter.
Magazine format:	210 mm wide x 297 mm high, DIN A4	Contact media-disposition:	Annerose Kelleter Telephone +49 8247 354-136 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. .../2026, 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



textilpflege kompakt will appear again in 2027

textilpflege kompakt will appear again in 2027

Issue 2025 for download.

- Brief outline:** In September 2027, the 10th 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 page portrait 2,280.– €  
(including agency-comission)

Advertising deadline: 30th of June 2025

# laundry equipment

New edition  
will appear in  
May 2026



Booking deadline:

25th march 2026

## 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
- TopHotel/Hotel + Technik: decision makers in lodging

**Advertisements in the newsletter of:**

- Advertisements in the newsletter of R+WTextilservice, TopHotel/Hotel+Technik and Health & Care Management

**Digital advertising formats on the websites:**

- [www.rw-textilservice.de](http://www.rw-textilservice.de)
- [www.top-hotel.de](http://www.top-hotel.de)
- [www.hcm-magazin.de](http://www.hcm-magazin.de)

**Distribution with posts on social media channels** of R+WTextilservice, TopHotel/Hotel + Technik

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

**Go here for download the edition 2025.**

# 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  
(July 1, 2024 to bis June 30, 2025)

<b>Print run:</b>	4,250			of which abroad	of which ePaper
<b>Total circulation:</b>	5,605			682	1,403
<b>Paid circulation:</b>	1,222			630	872
Copies subscribed:	1,283		thereof	502	2
		417	Members copies	414	0
		5	Multiple copies	0	0
Other sales:	939			128	870
Single-copy sale:	0			0	0
<b>Free copies:</b>	3,383		thereof	52	531
		77	laid out	0	
		1	display location	0	
Remaining, file and archived copies:	48				

**Distribution according to the Nielsen regions/Federal states**

<b>Nielsen region I</b>		
Schleswig-Holstein	4.24%	202
Hamburg	1.47%	70
Lower Saxony	9.38%	447
Bremen	0.61%	29
<b>Nielsen-Gebiet II</b>		
North Rhine-Westphalia	17.00%	810
<b>Nielsen-Gebiet IIIa</b>		
Hessen	8.67%	413
Rhineland-Palatinate	4.60%	219
Saarland	0.90%	43
<b>Nielsen-Gebiet IIIb</b>		
Baden-Wuerttemberg	15.43%	735
<b>Nielsen-Gebiet IV</b>		
Bavaria	22.46%	1,070
<b>Nielsen-Gebiet V</b>		
Berlin	1.95%	93
<b>Nielsen-Gebiet VI</b>		
Brandenburg	1.99%	95
Mecklenburg-West Pomerania	0.99%	47
Saxony-Anhalt	2.48%	118
<b>Nielsen-Gebiet VII</b>		
Saxony	4.55%	217
Thuringia	3.28%	156
<b>Total circulation national</b>	<b>100.00%</b>	<b>4,764</b>

**Distribution abroad**

<b>Europa</b>	100.00%	682
German-speaking countries	88.27%	602
thereof Austria	76.69%	523
thereof Switzerland	11.29%	77
thereof Liechtenstein	0.29%	2
EU countries (without D/A)	11.14%	76
Central/Eastern European countries	0.59%	4
<b>Total circulation abroad</b>	<b>100.00%</b>	<b>682</b>

**Geographical distribution analysis**

Economic region	Proportion of the total circulation	
	%	copies
National (Print + ePaper)	85.00%	4,764
Abroad (Print)	12.17%	682
not assignable	2.84%	159
Total circulation	100.00%	5,605*

\* From 2026 print run 3,800 copies + approx. 1,500 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)		10.44 %	585	502	83
35/41-43	<b>Energy industry/civil engineering, structural engineering and finishing trades</b>		1.14 %	64	42	22
46 47	<b>Commercial trade</b> Wholesale trade Retail trade		2.60 %	146	126	20
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		4.27 %	239	228	11
96010 96011 96012	<b>Textile care branch</b> Laundry service Dry cleaning Pressing and ironing		57.21 %	3,207	2,763	444
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)		18.31 %	1,026	954	72
84 85 94/99	<b>Other recipient groups</b> Public authorities Education and teaching Special interest groups		1.79 %	100	90	10
	No informations		1.28 %	71	51	20
	not assignable		2.96 %	166		
	<b>Total circulation</b>		<b>100.00 %</b>	<b>5,605</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



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  
8,242 Visits  
16,367 Pageimpressions  
(IVW 06/2025)



Of which mobile reach  
3,258 Visits  
6,647 PageImpressions  
(IVW 06/2025)

## 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 € 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

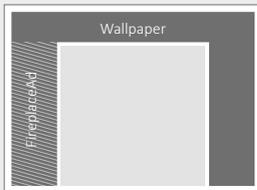


#### HOMEPAGE TAKEOVER

**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.

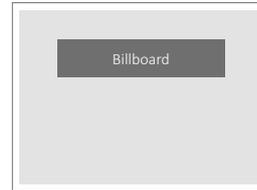
Placement: Desktop

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.

Delivery: Desktop, Tablet



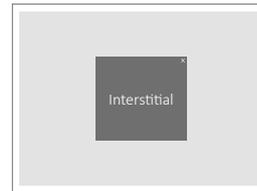
**Billboard** (940 x 250 pixels) **CPM € 180.–**  
 Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.

Delivery: Desktop



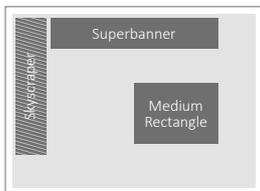
**Skyscraper |**  
**Wide Skyscraper** (120-160 x 600 pixels) **CPM € 105.–**  
 Placed at the right or left side of the screen; remains in the user's field of view while scrolling.

Delivery: Desktop



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

Delivery: Desktop, Tablet



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

Delivery: upon request

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

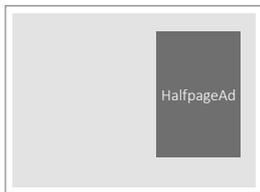
Delivery: upon request



**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.

Delivery: Desktop

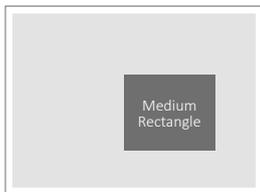
One format — all devices! Whether desktop, tablet or smartphone.



**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.

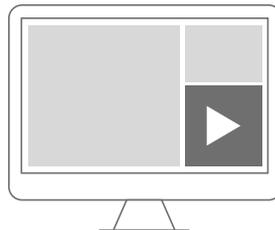
Delivery: Desktop, Tablet, Mobile



**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.

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.**

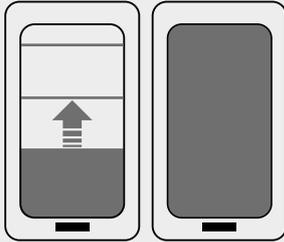
CPM markups: € 10.– for targeting | € 10.– for frequency capping

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

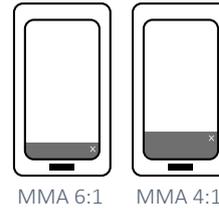
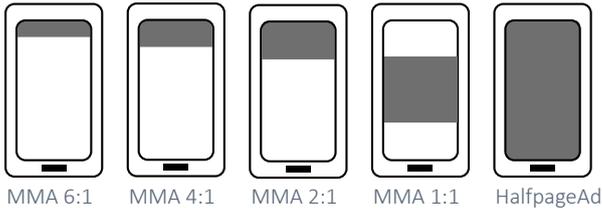
Target mobile users for your device optimized campaign.

**Mobile MMA Banner**

		<b>CPM</b>
MMA 6:1:	300-320 x 50 pixels	<b>€ 95.–</b>
MMA 4:1:	300-320 x 75 pixels	<b>€ 100.–</b>
MMA 2:1:	300-320 x 150 pixels	<b>€ 110.–</b>
MMA 1:1:	300-320 x 250 pixels (Medium Rectangle)	<b>€ 130.–</b>
HalfpageAd:	300 x 600 pixels	<b>€ 130.–</b>

**Mobile MMA Banner sticky**

		<b>CPM</b>
MMA 6:1 sticky:	300-320 x 50 pixels	<b>€ 100.–</b>
MMA 4:1 sticky:	300-320 x 75 pixels	<b>€ 100.–</b>



**Knowing what matters.**

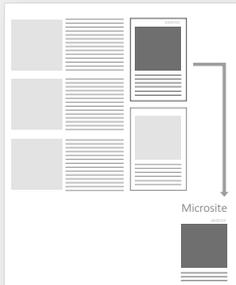
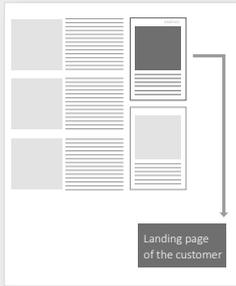
The monthly IVW MEW statement transparently documents our device access.

An average of 41 %\* of our readers/users utilize [www.rw-textilservice.de](http://www.rw-textilservice.de) mobile

\* (IVW Online January to June 2025 (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

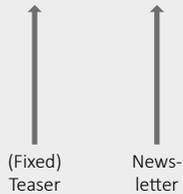
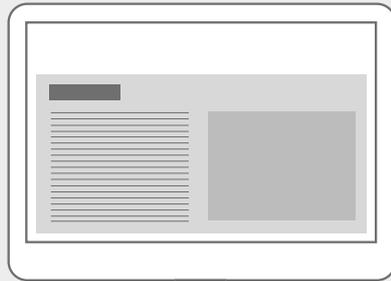
Runtime: at least 4 weeks

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 €

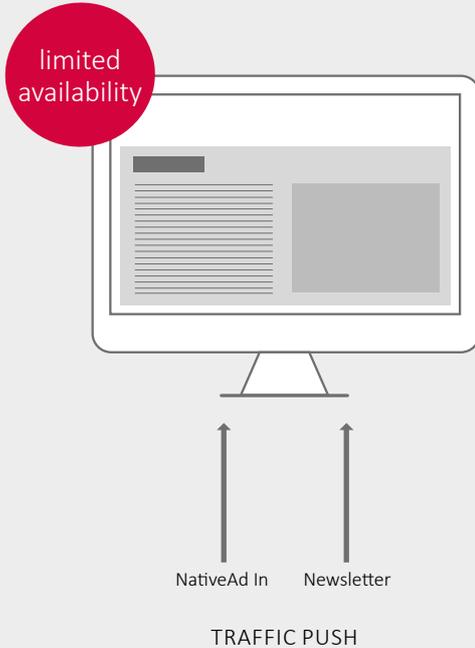
Reporting: after end of runtime

(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	4,990.00 €
Premium package	up to 20 Leads	5,990.00 €

**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

**2,202** (2025)



Sending frequency

**14 daily**



Opening rate

**26.99 %** (2025)



Reporting

**automatically**  
after 7 days

## EDITIONS

Nr.	Termine
1	07/01/2026
2	21/01/2026
3	04/02/2026
4	18/02/2026
5	04/03/2026
6	18/03/2026
7	01/04/2026
8	15/04/2026
9	29/04/2026
10	13/05/2026
11	27/05/2026
12	10/06/2026
13	24/06/2026
14	08/07/2026

Nr.	Termine
15	22/07/2026
16	05/08/2026
17	19/08/2026
18	02/09/2026
19	16/09/2026
20	30/09/2026 ExpoDetergo-Special
21	07/10/2026 ExpoDetergo-Special
22	14/10/2026 ExpoDetergo-Special
23	21/10/2026 ExpoDetergo-Special
24	04/11/2026
25	18/11/2026
26	02/12/2026
27	16/12/2026

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



**ContentAd**

**Price € 250.–**

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 € 200.–**

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



**Billboard (600 x 240 Pixel)**

**Price € 300.–**

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 € 750.–**

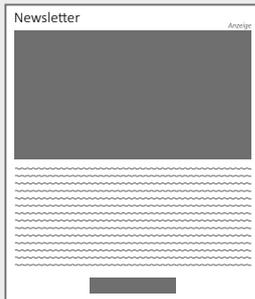
As an exclusive sponsor, secure a newsletter for your advertising. In addition to the installation of your company logo in the header, two advertising formats are available within the content, which are placed in the editorial newsletter. Choose the formats — ContentAd, FullAd, and the billboard are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

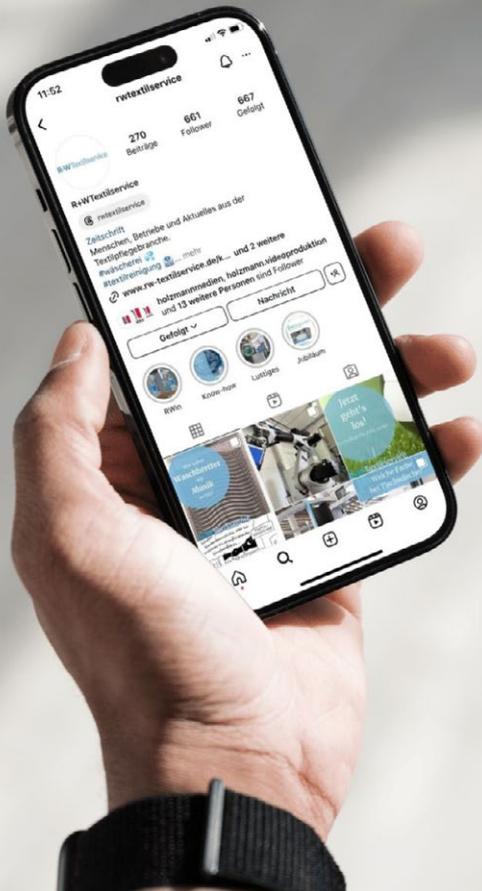
The most successful form of advertising in the field of Newsletter Advertising.



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 representing social media actions like 'likes' (thumbs up) and 'hearts' are floating in the air, creating a sense of digital activity. The background is dark and out of focus, with some light bokeh.

## 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 €

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## ACCOUNTING

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

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## 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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The following apply

General terms and conditions