

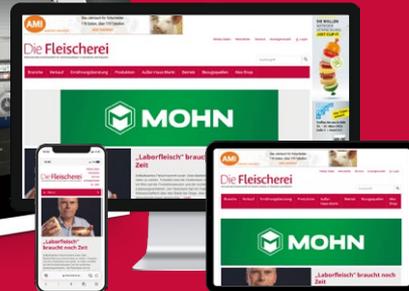
Die Fleischerei

MEDIA-RATE 2026

Nr. 58 valid Jan. 1st, 2026



For meat
processors in trade
and industry



www.fleischerei.de

TARGET GROUP.

CHANNELS.

THEME PLAN.

PRICE LIST.

WEBSITE.

NEWSLETTER.

MOVING IMAGE.

AUDIO.

CONTACT PERSONS.

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PRINT

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DIGITAL

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MOVING IMAGE

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AUDIO

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OUR TARGET GROUP



Die Fleischerei – MAGAZINE FOR MEAT PROCESSORS IN TRADE AND INDUSTRY

OUR READERS



Owner and
Managing Director of
butcher stores



Managers and
decision makers in the
meat processors industry



and their
supplier company

OUR CHANNELS



PRINT

RELEVANT CONTENT – PURSUED WITH THE HIGHEST INTEREST

'Die Fleischerei' is published 4 times a year and offers craft and industrial meat processors all the information they need for their daily work.

DIGITAL

WEBSITE [fleischerei.de](https://www.fleischerei.de)

[fleischerei.de](https://www.fleischerei.de) supplements our information offer as online portal daily updated and offers IVW-tested quality range for banner and native formats.

NEWSLETTER Die Fleischerei aktuell

The newsletter 'Die Fleischerei aktuell' is sent out on a weekly basis, always on Wednesdays almost 2,535 subscribers.





PRINT.

Die Fleischerei

AT A GLANCE



INTERNATIONAL MAGAZINE FOR MEAT PROCESSORS IN TRADE AND INDUSTRY

CIRCULATION



Distributed circulation (IVW-tested):

5,992 copies
(IVW Q2/2025)

FREQUENCY OF PUBLICATION



4 x per year
(quarterly)

CLEAR READER LEADING MODERN LAYOUT



OUR CREDO

- 'Die Fleischerei' offers specialized information with strong practical relevance
- 'Die Fleischerei' is independent and objective
- 'Die Fleischerei' informs about trends, market chances and industry development
- 'Die Fleischerei' ensures the knowledge advantage in competition

OUR CONTENT

- Categories: Meat processing craft | technology | branch | operation and management
- Topics: Current industry developments | technical innovations and solutions in the machinery and supply industry | marketing | sales promotion | party service, catering and snack business | science for the practitioner | advice on nutrition | commercial and refrigerated vehicles | food and meat hygiene law | labour law | tax law
- Our types of writing: User reports, interviews, trade fair reports, product innovations, service pages, technical articles



Issue	Due dates	Main topics	Other topics	Trade fairs/Exhibitions
1 March	DP: 03/03/2026 AD: 11/02/2026 ED: 15/01/2026	Processing machines for filling, portioning and clipping Packaging and packaging material Universal finishing equipment Starter, mould and protective cultures Artificial and natural casings	Preliminary report interpack 2026 Asparagus season Nutrition counselling Sauces and mustard	IHM Internationale Handwerksmesse, 4/3 tp 8/3/2026, Munich INTERNORGA, 13/3 to 17/3/2026, Hamburg interpack 2026, 7/5 to 13/5/2026, Düsseldorf
2 June	DP: 02/06/2026 AD: 08/05/2026 ED: 14/04/2026	Cleaning, disinfection and hygiene, pest control Equipment for smoking and roasting Shop and counter fitting, lighting systems Ideas for the barbecue season 2026 Refrigerated vehicles and fleet Catering & party service	Follow-up report interpack 2026 Antipasti Sales advice Market opportunities	
3 September	DP: 02/09/2026 AD: 13/08/2026 ED: 13/07/2026	Packaging technology Labelling and printing Cutter technology Knives, special machinery knives, grinding machines Light meals, snacks and convenience products Hygiene solutions	Delicacies Additional product range Nutrition counselling	

DP = Date of publication AD = Advertising deadline + Ad material ED = Editorial deadline

Issue	Due dates	Main topics	Other topics	Trade fairs/Exhibitions
Special issue Süffa 2026 	DP: 29/10/2026 AD: 09/10/2026 ED: 28/08/2026	SÜFFA 2026: Butchers' Fair Product highlights Competitions Event supporting programme	Industry development Market trends	SÜFFA, 7/11 to 9/11/2026, Stuttgart
4 December	DP: 02/12/2026 AD: 12/11/2026 ED: 15/10/2026	Mincing and mixing Cutting machinery and bone saws, frozen meat slices Washers for containers, aprons and boots Promotion and advertising material for specialised shops Software for meat processors	All about the cheese Nutrition counselling Regional specialities	Internationale Grüne Woche, January 2027, Berlin

DP = Date of publication AD = Advertising deadline + Ad material ED = Editorial deadline

Main regular editorial topics:

Current industrial development | technical innovations and solutions in the machinery and supply industry | marketing for retail butcher shops | sales promotion campaigns | party catering and snack business | recipes for the hot and cold food counter | snack and convenience products | sciences for the practitioner | reports on trade fairs | advice on nutrition | commercial and refrigeration vehicles | law pertaining to food products and meat hygiene | labour law | tax law

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

Format	Print space formats width x height in mm	Bleed formats width x height in mm + 3 mm trim on all sides	Prices 4-coloured
1/1 page	184 x 265	210 x 297	€ 6,040.-
Junior page	137 x 180	149 x 199	€ 3,660.-
1/2 page	90 x 265 or 184 x 130	102 x 297 or 210 x 149	€ 3,660.-
1/3 page	60 x 265 or 184 x 88	72 x 297 or 210 x 109	€ 2,680.-
1/4 page	90 x 130 or 43 x 265 oder 184 x 65	54 x 297 or 210 x 85	€ 2,210.-
1/8 page	90 x 65 or 43 x 130 oder 184 x 30	210 x 50	€ 1.105.-
Special placements			
Frontcover page		150 x 205	€ 6,750.-
Frontcover inside page	184 x 265	210 x 297	€ 6,645.-
Backcover inside page	184 x 265	210 x 297	€ 6,645.-
Backcover page	184 x 265 (Please note: Adress label top right)	210 x 297	€ 6,645.-

Coloured

Cut-in ad/mm	(40 mm wide)	19.75 €
Millimeter price single column	(43 mm wide)	8.05 €

Section formats and graphic illustration see page 15

Our

general terms and conditions apply.

2 Surcharges:

Placement	Binding placement regulations: in each case 10 % of basic price		
Format	Bleed advertisements	up to 1/1 pages	€ 280.–
		up to 1/2 pages	€ 210.–

3 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	3 %
Appearing	6 times	10 %	3 pages	5 %
Appearing	8 times	15 %	5 pages	10 %

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

4 Special types of advertising:

Bound inserts	
2 pages (1 sheet)	€ 4,220.–
4 pages (2 sheets)	€ 5,220.–
Uncut format	216 x 315 mm
(6 mm head trimming, 12 mm foot trimming, 3 mm edge trimming, 3 mm gutter bleed)	
Trim size	210 x 297 mm
Required batch	5,000 copies
(discount: 1 sheet = 1/1 advertisement page)	

5 Contact:

Inserts (loosely enclosed)

Maximum size 205 mm x 294 mm, to be processed by machine
Prices per 1,000 pcs, incl. postage and shipping costs

Please be sure to observe the specified maximum format!
Deviations, especially overlapping formats, will result in additional postage costs, which we will have to pass on to you.

Weight	Price %
up to 25 g	€ 335.–
up to 30 g	€ 340.–
up to 40 g	€ 360.–
up to 50 g	€ 380.–
per additional 10 g	€ 20.–
Glued advertising material	on request

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

Norbert Schöne
Telephone +49 8247 354-196
norbert.schoene@holzmann-medien.de

6 Payment terms and bank details:

Within 14 days of date of invoice without deduction;
VAT ID no. DE 129 204 092
Sparkasse Schwaben-Bodensee
IBAN: DE50 7315 0000 0000 1017 09, BIC: BYLADEM1MLM

Advertisement prices and formats for classified ads (all prices specified are subject to effective statutory VAT)

Advertising categories	Format	Width x height in mm	Prices print + online 4-coloured
Job offers	1/1	184 x 257	1,660.– €
	1/2	184 x 122 90 x 257	830.– €
	1/4	90 x 122	470.– €
Job requests	1/2	184 x 122 90 x 257	450.– €
	1/4	90 x 122	300.– €
	1/8	90 x 57	225.– €
Purchase, sales, business relations	1/1	184 x 257	1,620.– €
	1/2	184 x 122	810.– €
	1/4	90 x 122	455.– €

Dealer listing advertisement	Column	Coloured
Millimeter price single column	(50 mm wide)	6.20 €

▶ Your address is also published in our Dealer listing on www.fleischerei.de

(Dealer listing can only be booked for the duration of 12 months; no scale discount)

Code: 15,- € (national), 20,- € (international)
 Discounts: none
 Print material: Advertisements are set in the publishing house according to the text template or can be delivered as a finished print file. Proofs are produced on request
 Contact: Norbert Schöne
 Telephone +49 8247 354-196
norbert.schoene@holzmann-medien.de

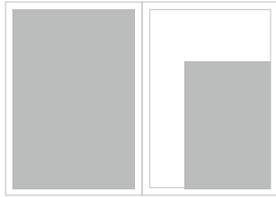
Classified advertisements.

are published about one week before the print edition appears for approx. 4 weeks online at www.fleischerei.de



Advertisement formats

in the print space



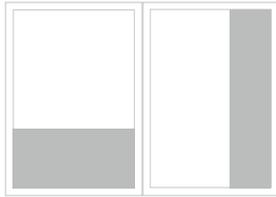
1/1 page
Width 184mm
Height 265mm

Junior page
Width 137mm
Height 180mm



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

1/2 p. vertical
Width 90mm
Height 265mm



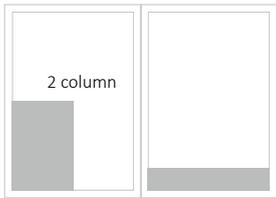
1/3 p. horizontal
Width 184mm
Height 88mm

1/3 p. vertical
Width 60mm
Height 265mm



1/4 p. horizontal
Width 184mm
Height 65mm

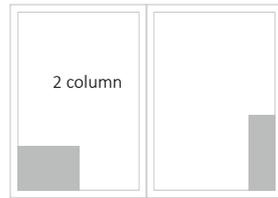
1/4 p. vertical
Width 43mm
Height 265mm



2 column

1/4 page
Width 90mm
Height 130mm

1/8 p. horizontal
Width 184mm
Height 30mm

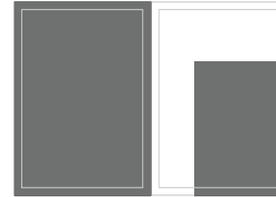


2 column

1/8 page
Width 90mm
Height 65mm

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

Bleed



1/1 page
Width 210mm
Height 297mm

Junior page
Width 149mm
Height 199mm



1/2 p. horizontal
Width 210mm
Height 149mm

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



1/3 p. horizontal
Width 210mm
Height 109mm

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



1/4 p. horizontal
Width 210mm
Height 85mm

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



2 column

1/4 page
Width 101mm
Height 147mm

1/8 page
Width 210mm
Height 50mm

Bleed advertisement formats:
all formats plus 3 mm trim
allowance on all sides.
Please ensure that sufficient
space is provided between
the text and the edge of
the advertisement for bleed ads
(at least 5 mm).

1 Magazine format:	210 mm wide x 297 mm high, DIN A4	7 Data archiving:	Printing material/media is not stored by the publishing house for more than one year after the last placement.
Advertising space:	184 mm wide x 265 mm high	8 Warranty:	Complaints can not be accepted for incomplete or inaccurate data/printing material.
Editorial space:	174 mm wide x 241 mm high 4 columns each 40 mm wide/3 columns each 55 mm wide	9 Contact:	Order placement in advance to Holzmann Medien Advertisement department 'Die Fleischerei' Gewerbestraße 2 86825 Bad Wörishofen, Germany Telephone +49 8247 354-134 Fax +49 8247 354-4134 disposition@holzmann-medien.de
2 Print and binding process:	sheet offset, paper inner section: 90 g/m ² , image print matt, cover: 150 g/m ² , image print glossy, adhesive binding, DIN ISO 12647-2, colour sequence black/cyan/magenta/yellow. Please send us your documents for printing in digital form.	Delivery address for loose inserts and bound inserts:	Industrie-Buchbinderei Kassel Password: Die Fleischerei no.../2026 c/o Herr Thorsten Siemon Otto-Hahn-Straße 25 34253 Lohfelden
3 Data transmission:	Via email to disposition@holzmann-medien.de. Data storage medium: CD-ROM, DVD.		
4 Data formats:	high resolution, printable PDF file, press proof or proof (colour-consistent) File resolution: 300 dpi (CMYK)		
5 Colours:	Printing inks (CMYK) according to PSO Coated v3 (FOGRA 51)		
6 Proof:	Caution regarding colour advertisements: No consistent colour reproduction can be guaranteed without supplying a proof.		

SPECIAL ISSUE SÜFFA



SPECIAL ISSUE SÜFFA 2026

– GERMAN LANGUAGE –



- Print run: 5,000 copies
- Magazine format: 210 x 297 mm
- Target group: Managers of retail butcher shops
- Distribution: Catchment area of Messe Stuttgart: Baden-Württemberg, Bavaria, southern Hessen, Rhineland-Palatinate, Saarland, Alsace, Lake Contance district (Austria, Switzerland) + exhibition distribution
- Date of publication: 29/10/2026
- Advertising deadline: 09/10/2026
- Editorial deadline: 28/08/2026
- Price list:

Format	Print space formats (width x height in mm)*	Prices 4-coloured
1/1 page	184 x 265	€ 4,400.-
1/2 page	90 x 265 184 x 130	€ 2,750.-
1/3 page	60 x 265 184 x 88	€ 2,215.-
1/4 page	90 x 130 43 x 265 184 x 65	€ 1,860.-
1/8 page	90 x 65 184 x 30	€ 965.-
Front cover page	150 x 205	€ 5,300.-
2./4. Cover page	184 x 265	€ 4,950.-
Inserts up to 25 g	Max. 205 x 294	€ 2,058.-

All prices specified are subject to statutory VAT. *Bleed space formats see page 15

1 Circulation control:



2 Circulation analysis:

Copies per issue as an annual average
(1 July 2024 to 30 June 2025)

Print run	5,300		thereof abroad	thereof ePaper
Total circulation:	6,237		275	974
Paid circulation:	1,521		246	549
Copies subscribed:	945	thereof	142	5
		297 Member copies	18	0
		0 Multiple copies	0	0
Other sales: single-copy sale:	576 0		104 0	544 0
Free copies:	4,716	thereof	29	425
		72 laid out	0	
		1 display location	0	
Remaining, file and archived copies:	37			

Geographical distribution analysis

Economic region	Proportion of the total circulation	
	%	Copies
National	95.09	5,931
Abroad	4.41	275
Not clearly assignable (ePaper)	0.50	31
Total circulation	100.00	6,237*

* Print run 2026 = 5,000 copies + approx. 1,000 e-paper copies

Distribution according to the Nielsen regions/Federal states

Nielsen region I		
Schleswig-Holstein	2.01%	119
Hamburg	0.57%	34
Lower Saxony	6.10%	362
Bremen	0.22%	13
Nielsen region II		
North Rhine-Westphalia	12.07%	716
Nielsen region IIIa		
Hesse	9.07%	538
Rhineland-Palatinate	5.40%	320
Saarland	1.01%	60
Nielsen region IIIb		
Baden-Wuerttemberg	18.82%	1,116
Nielsen region IV		
Bavaria	27.33%	1,621
Nielsen region V		
Berlin	0.59%	35
Nielsen region VI		
Brandenburg	1.92%	114
Mecklenburg-West Pomerania	0.84%	50
Saxony-Anhalt	1.87%	111
Nielsen region VII		
Saxony	6.63%	393
Thuringia	5.55%	329
Total circulation national	100.00%	5,931

Distribution abroad

Europe	95.63 %		263	191
Austria/Switzerland/South Tyrol		69.45 %		70
EU countries (without Germany/Austria)		25.45 %		2
Middle and Eastern European countries inkl. CIS		0.73 %		
America	2.18 %		6	
Asia	1.45 %		4	
Australia and Oceania	0.74 %		2	
Total circulation abroad	100.00 %		275	

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	
		%	Copies
	Industry (producing industry)		
101/10110/10120/10130	Slaughtering and meat processing	7.22%	450
10131	Meat products industry	1.11%	69
10132	Butcher's shop. meat market and horse meat market	67.05%	4,182
10840	Production of condiments and sauces	0.16%	10
10-33	Other commercial producers	3.58%	223
	Commercial trade		
46179/46320	Wholesale trade in meat and meat products	0.83%	52
46110/4614/46694	Wholesale trade in techn. Butcher supplies	0.56%	35
46	Other wholesale trade	0.30%	19
47220	Retail trade in meat and meat products	10.48%	654
47	Other retail trade	0.24%	15
	Other recipient groups		
49-82/90-93/95-98	Service industry	2.05%	128
84	Public authorities	0.29%	18
85	Education and teaching	1.99%	124
94/99	Special interest groups	1.22%	76
01-09/35-45/86-88	Other information	0.17%	10
	No information	0.79%	50
	Not clearly assignable	1.96%	121
	Total circulation	100.00	6,237

1.2 Size of the business entity: not ascertained

2.1 Job characteristics: not ascertained

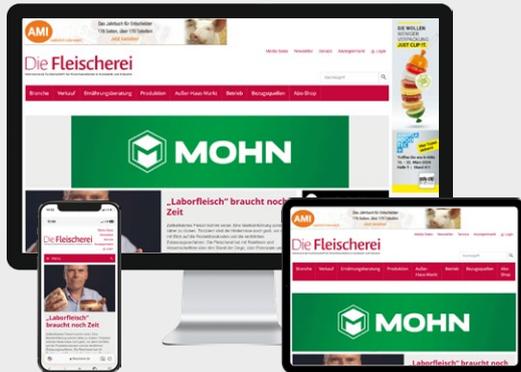
2.2 Socio-demographics: not ascertained

2.3 Decision areas or purchasing intentions: not ascertained



DIGITAL.

fleischerei.de AT A GLANCE



EXCLUSIVE AND DAILY UPDATED BRANCH NEWS FROM
TRADE, INDUSTRY AND COMMERCE



Online reach
9,620 visits
14,966 page impressions
(IVW 07/2025)



Of which mobile reach
3,419 visits
4,784 page impressions
(IVW 07/2025)

CAMPAIGN PLANNING

Lots of best practice examples and the current reach figures can be found in the 'Die Fleischerei' digital portfolio.

'Die Fleischerei' digital portfolio.

ADVERTISING SPACE XXL – for even more attention



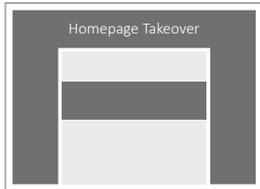
DYNAMIC SITEBAR

CPM € 180.–

The Dynamic Sitebar takes the right-hand skyscraper position and always remains visible. When the user scrolls, the Dynamic Sitebar remains in place (sticky).

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

Delivery: Desktop

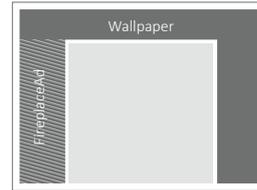


HOMEPAGE TAKEOVER

CPM € 240.–

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

Delivery: Desktop



WALLPAPER

CPM € 155.–

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

Delivery: Desktop

FIREPLACEAD

CPM € 210.–

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

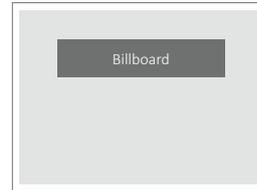
Delivery: Desktop

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



Superbanner (728 x 90 pixels) **CPM € 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



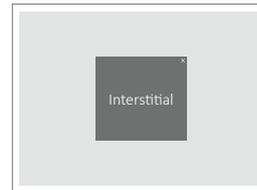
Billboard (940 x 250 pixels) **CPM € 180.–**
Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.

Delivery: Desktop



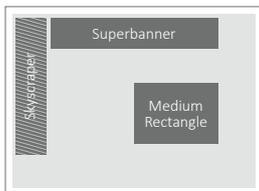
Skyscraper |
Wide Skyscraper (120-160 x 600 pixels) **CPM € 105.–**
Placed at the right or left side of the screen; remains in the user's field of view while scrolling.

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

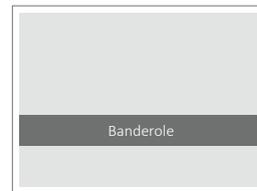


TandemAd **CPM € 150.–**
Simultaneous playout of two classic advertising formats within the same page impression.

Delivery: upon request

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

Delivery: upon request



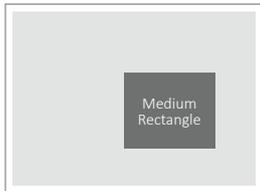
BanderoleAd (770 x 250 pixels) **CPM € 145.–**
The advertising material lies in the directly visible area like a strip across the website. Best suited for concise advertising messages.

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.



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.



VideoAd **p. M. € 1,680.–**

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

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

'Die Fleischerei' very targeted.

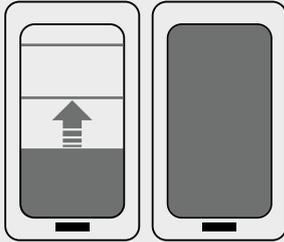
CPM markups: € 10.– for targeting | € 10.– for frequency capping

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

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

CPM € 145.–

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

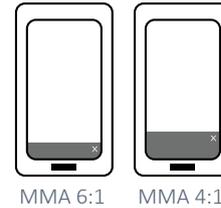
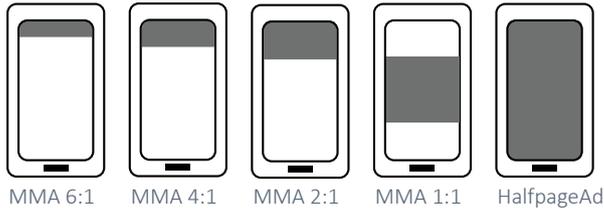
Target mobile users for your device optimized campaign.

Mobile MMA Banner

		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 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.–



Know what matters.

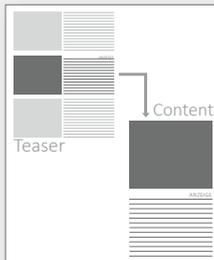
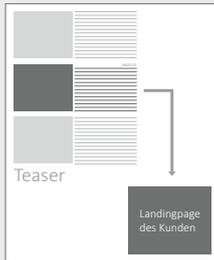
The monthly IVW MEW statement transparently documents our device access.

An average of around 50 %* of page impressions for www.fleischerei.de took place on mobile

* IVW 07/2024



CONTENT MARKETING



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

NATIVEAD OUT

- Image-text display that is designed in the look & feel of an editorial post and is marked as an advertisement.
- NativeAD Out links to an external landing page.
- Placement: in content or sidebar
- Duration: min. 4 weeks
- Reporting: end of runtime (AdImpressions and clicks)
- **Example**

Price: from € 1,450.–

NATIVEAD IN

- Image-text display that is designed in the look & feel of an editorial post and is marked as an advertisement.
- NativeAD In links to a microsite (one-pager) where you can embed text, images, videos and links.
- Placement: in content or sidebar
- Duration: min. 4 weeks
- Reporting: end of runtime (AdImpressions and clicks)

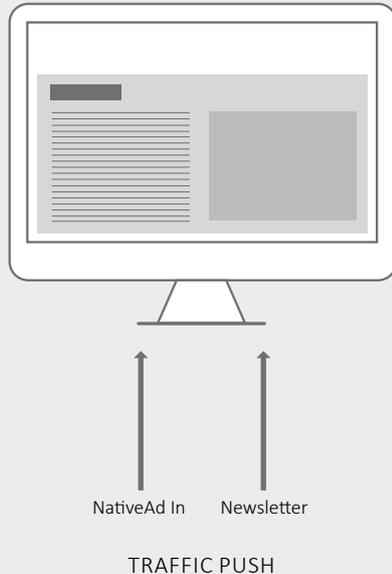
Price: from € 1,900.–

Extend Reach | Crafts XXL.

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



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.

The microsite is available on the selected website for a period of at least 4 weeks.

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

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

The following traffic push elements can be included:

- Fixed NativeAD In (ROS)
- Content ads in the newsletter

Price: € 2,150.–

Extend reach | Crafts XXL.

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



Die Fleischerei aktuell AT A GLANCE



NUMBERS, DATA, FACTS



Subscribers

2,535

(own counting 07/08/2025)



Sending frequency

Weekly

(usually on Wednesday)



Reporting

automated

after seven days

NEWSLETTER DATES



NEWSLETTER

Issue	Date
1	07/01/2026
2	14/01/2026
3	21/01/2026
4	28/01/2026
5	04/02/2026
6	11/02/2026
7	18/02/2026
8	25/02/2026
9	04/03/2026
10	11/03/2026
11	18/03/2026
12	25/03/2026
13	01/04/2026
14	08/04/2026
15	15/04/2026
16	22/04/2026
17	29/04/2026
18	06/05/2026
19	13/05/2026
20	21/05/2026
21	27/05/2026
22	03/06/2026
23	10/06/2026
24	17/06/2026
25	24/06/2026

Issue	Date
26	01/07/2026
27	08/07/2026
28	15/07/2026
29	22/07/2026
30	29/07/2026
31	05/08/2026
32	12/08/2026
33	19/08/2026
34	26/08/2026
35	02/09/2026
36	10/09/2026
37	16/09/2026
38	23/09/2026
39	30/09/2026
40	07/10/2026
41	14/10/2026
42	21/10/2026
43	28/10/2026
44	04/11/2026
45	11/11/2026
46	18/11/2026
47	25/11/2026
48	02/12/2026
49	09/12/2026
50	16/12/2026

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



ContentAd

€ 240.–

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)

€ 210.–

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



Billboard (600 x 240 pixels)

€ 340.–

Large and prominent format with plenty of space for design and information, which is placed between high-quality content / articles. Brand awareness guaranteed! It links to an external landing page (e.g. company website).



Newsletter exclusive sponsoring

€ 790.–

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

TOP 1 Ranking.

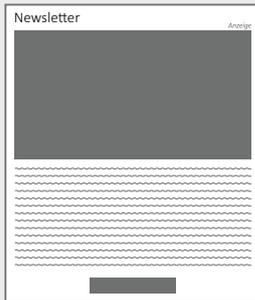
For an extra charge of € 50.–

CTR-Star.

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



STANDALONE



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

OUR CONTACTS — YOUR CONTENT!

Your benefit:

- Attention in the target group that is relevant to you
- No scattering losses
- Contact quality: qualified traffic for your website / offer
- Prominent and exclusive presentation without competitors
- Increased adoption through co-branding with our media brand
- Full transparency and measurability through our reporting
- individual sending date

Price per release:

- € 1,200.–
- [Example 1](#) | [Example 2](#)

Performance miracle.

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



GOOD TO KNOW



DISCOUNTS

- from € 10,000 — 5 %
- from € 20,000 — 10 %
- from € 30,000 — 15 %
- from € 40,000 — 20 %

Discounts apply to display and mobile advertising

CPM MARKUPS

- Targeting: € 10.–
- Frequency Capping: € 10.–

BILLING MODE

AdImpressions (ad overlays) are calculated by CPM (cost per mille) or packages. Please ask for the current availability before placing the order.

MONITORING OF SUCCESS

At the end of the campaign, the invoice is issued and you receive an evaluation (reporting). The statistics contain the AdImpressions and AdClicks for your campaign.

TECHNICAL SPECIFICATIONS

Specs.



MOVING IMAGE.

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



More 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

Cost: from 1,860.– €*

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)

Cost: from 3,500.– €*

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)

Cost: from 6,600.– €*

* plus travel expenses



AUDIO.

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.	Immediately before the audio stream starts	€ 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
WHEN IT COMES TO BUSINESS AND TRADE MEDIA



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Our

general terms and conditions apply