

**MEDIA INFORMATION 2026**  
No. 74, valid from 1/1/2026



511,539  
copies sold  
(IVW 2/2025)

[www.deutsche-handwerks-zeitung.de](http://www.deutsche-handwerks-zeitung.de)

AUDIENCE.

CHANNELS.

THEME PLAN.

PRICE LIST.

WEBSITE.

NEWSLETTER.

MOTION PICTURE.

AUDIO.

CONTACT PERSONS.

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# OUR TARGET GROUP

WE ARE  
CRAFTS



DHZ – GERMANY'S LARGEST BUSINESS NEWSPAPER  
FOR THE SME CRAFTS SECTOR.

## OUR READERS



### Main audience

Self-employed entrepreneurs  
from the SME crafts sector



### More readers

Executives and decision makers

in Baden-Wuerttemberg, Bavaria, Hesse, Saxony (Chemnitz and Dresden), Saxony-Anhalt (Halle) and Thuringia (Erfurt, Gera, Suhl) in about 500,000 craft businesses in Germany.

## STRONG INDUSTRY: THE CRAFTS IN GERMANY

**1,038,315**  
craftsmen



**5.219** million  
jobs



**743.91** billion  
euros  
turnover

**18.95** billion  
euros  
investments



Source: Bavarian Crafts Day, April 2025

# OUR CHANNELS

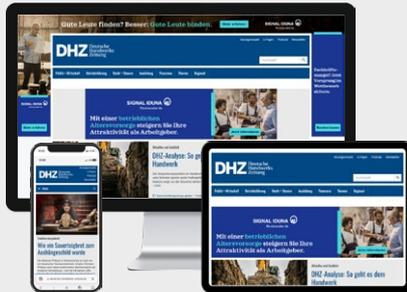


## PRINT

FOR INNOVATIVE COMPANY MANAGERS AND CRAFTSMEN.

'DHZ' – every two weeks with 511,539 units sold (IVW 2/2025). This makes it a must-read in the crafts sector and Germany's largest handcraft newspaper.

The emphasis of the topics in the 'DHZ' lies on utility value information for readers and entrepreneurs. Further editorial activities include the exclusive quarterly conjuncture analysis for the 'DHZ' for the skilled trades, focal points on business management and technological areas, and supplements on special topics of practical relevance.



## DIGITALLY

WEBSITE [deutsche-handwerks-zeitung.de](https://www.deutsche-handwerks-zeitung.de)

The platform provides up-to-date news from business and politics — supragregional and regional and offers IVW-tested quality coverage for banners and native formats.

DHZ NEWSLETTER

On weekdays (Mon. to Fri.), the DHZ newsletter reaches around 30,000 subscribers.

SOCIAL MEDIA

Our social media channels provide our followers with the latest specialist information from the skilled trades sector. Social media is a central component of our communication and is an ideal addition to your media planning.

Our social media channels:

- Facebook
- Instagram



PRINT.

# Deutsche Handwerks Zeitung AT A GLANCE



WE ARE  
CRAFTS

## GERMANY'S LARGEST BUSINESS NEWSPAPER FOR THE SME CRAFTS SECTOR

EDITION



Editions sold  
511,539 copies  
(IVW 2/2025)

FREQUENCY OF  
APPEARANCE



21 x annually  
(biweekly,  
three double numbers)

ADVERTISE  
REGIONALLY



You can advertise in 23  
individual issues of 'DHZ'  
without scatter loss.

WE ARE REALLY GOOD



The 'DHZ' is the largest publication in the economic sector of small and medium-sized craft businesses in the Federal Republic of Germany and at the same time the official communication organ of 23 chambers of trade as well as the Baden-Wuerttembergischer Handwerks-tag e. V. and the International Trade Fair in Munich.

POWERFUL DUO



AWA self-employed combination: 'handwerk magazin' and 'Deutsche Handwerks Zeitung' reach 643,000 readers per issue nationwide (AWA 2025).

Circulation and distribution analysis.

# CLEAR READING GUIDE MODERN LAYOUT



## OUR MAXIME: QUALITY JOURNALISM AND MARKET LEADERSHIP

- Entrepreneurs in the German states of Bavaria, Baden-Wuerttemberg, Hesse, Saxony, Thuringia and Saxony-Anhalt will find competent and detailed articles on topics such as tax and law, digitization, business administration, corporate management, mobility, finance, technology and health.
- Complete overview of topics from page 8



## OUR CONTENT

- The 'Deutsche Handwerks Zeitung' (DHZ) is the largest publication in the commercial sector of handicrafts in Germany.
- As the official communication organ of 23 chambers of trade and the Baden-Wuerttembergischer Handwerkstag, the DHZ informs about 500,000 skilled trade companies and small and medium-sized enterprises about current economic, financial and socio-political developments.

Extract

No.	Release date	Ad deadline	Topics	DHZ Newsletter
<b>1-2</b>	<b>23/01/2026</b>	<b>13/01/2026</b>	Commercial construction and logistics (conveying, storage, lifting)	07/01 Outlook 2026 14/01 Tax tips 21/01 Commercial construction and logistics
<b>3</b>	<b>06/02/2026</b>	<b>27/01/2026</b>	Personnel Development programs	28/01 Workwear and occupational safety 04/02 Personnel 11/02 Development programs
<b>4</b>	<b>20/02/2026</b>	<b>10/02/2026</b>	Future of the Crafts 2026   IHM 2026 Mobility Digitalization in crafts	18/02 Digitization in crafts 25/02 Future of the Crafts
<b>5</b>	<b>06/03/2026</b>	<b>24/02/2026</b>	Future of the Crafts 2026   IHM 2026 Building and renovation Finances	04/03 Future of the Crafts   IHM 2026 11/03 Mobility 18/03 Building and renovation
<b>6</b>	<b>27/03/2026</b>	<b>17/03/2026</b>	Future of the Crafts 2026   IHM 2026 Workwear and occupational safety Mobility	25/03 Finances 01/04 Workwear and occupational safety 08/04 Mobility
<b>7</b>	<b>24/04/2026</b>	<b>14/04/2026</b>	Insurances Tech: Tools and equipment	15/04 Capital investment 22/04 Tech: Tools and equipment 29/04 Insurances
<b>8</b>	<b>08/05/2026</b>	<b>27/04/2026</b>	Mobility Digitization in crafts Electronics feature 'Watts Up' (in DHZ and handwerk magazin)	06/05 Labor law 13/05 Mobility 20/05 Digitization in crafts
<b>9</b>	<b>22/05/2026</b>	<b>11/05/2026</b>	Finances Hall and commercial construction FIFA World Championship 2026	27/05 Finances 03/06 Hall and commercial construction 10/06 Operations and management
<b>10</b>	<b>12/06/2026</b>	<b>01/06/2026</b>	Workwear and occupational safety AI and robotics in skilled trades	17/06 Workwear and occupational safety 24/06 AI and robotics in skilled trades
<b>11</b>	<b>26/06/2026</b>	<b>16/06/2026</b>	Healthcare and ergonomics Founding / Succession	01/07 Healthcare and ergonomics 08/07 Founding / Succession

No.	Release date	Ad deadline	Topics	DHZ Newsletter
<b>12</b>	<b>10/07/2026</b>	<b>30/06/2026</b>	Skilled workers with training and further education Digitization in crafts	15/07 Skilled workers with training and further education 22/07 Digitization in crafts
<b>13-14</b>	<b>24/07/2026</b>	<b>14/07/2026</b>	Bikes for the skilled trades Finances	29/07 Bikes for the skilled trades 05/08 Finances
<b>15-16</b>	<b>07/08/2026</b>	<b>28/07/2026</b>	Building and renovation Insurances	12/08 Building and renovation 19/08 Insurances 26/08 Workwear and occupational safety
<b>17</b>	<b>11/09/2026</b>	<b>01/09/2026</b>	Mobility (IAA) Workwear and occupational safety	02/09 Tax tips 09/09 Mobility 16/09 Workwear and occupational safety
<b>18</b>	<b>25/09/2026</b>	<b>15/09/2026</b>	Finances AI and robotics in skilled trades	23/09 Finances 30/09 AI and robotics in skilled trades
<b>19</b>	<b>09/10/2026</b>	<b>29/09/2026</b>	Logistics (conveying, storage, lifting) Recruitment and retention (incentives) Special supplement 'Workwear and occupational safety on the occasion of the Arbeitsschutz Aktuell 2026 (together with handwerk magazin)	07/10 Personnel 14/10 Logistics 21/10 Workwear and occupational safety
<b>20</b>	<b>23/10/2026</b>	<b>13/10/2026</b>	Founding / Succession Healthcare and ergonomics <i>Special supplement 'WattsUp' for the electrical trade (in DHZ and handwerk magazin)</i>	28/10 Founding / Succession 04/11 Health
<b>21</b>	<b>06/11/2026</b>	<b>27/10/2026</b>	Digitization in crafts Tech: Tools and equipment Special supplement 'Mobility for the skilled trades' (together with handwerk magazin)	11/11 Digitization in crafts 18/11 Tech: Tools and equipment
<b>22</b>	<b>20/11/2026</b>	<b>10/11/2026</b>	Workwear and occupational safety Insurances	25/11 Workwear and occupational safety 02/12 Insurances
<b>23</b>	<b>04/12/2026</b>	<b>24/11/2026</b>	Finances / Capital investment Hall and commercial construction	09/12 Finances / Capital investment 16/12 Hall and commercial construction
<b>24</b>	<b>18/12/2026</b>	<b>08/12/2026</b>	Outlook on mobility 2027	23/12 Outlook 2027

\*PLEASE NOTE: Earlier advertising deadlines apply for inserts, see page 10.

Mobility / fleet and IT / digitization in each issue (alternating)

– Subject to change –

# SPECIAL SUPPLEMENTS



Circulation: approx. 575,000 copies  
Distribution: nationwide

You will reach 643,000 readers\*  
in the investment-rich SME trade sector



\*AWA 2025: Overlap-free coverage of 'Deutsche Handwerks Zeitung' and 'handwerk magazin'

IN THE COMBINATION OF HANDWERK MAGAZIN AND  
DEUTSCHE HANDWERKS ZEITUNG

## WORKWEAR AND OCCUPATIONAL SAFETY ON THE OCCATION OF THE ARBEITSSCHUTZ

AKTUELL 2026

handwerk magazin 10/2026

Deutsche Handwerks Zeitung 19/2026

Advertising deadline: August 4, 2026

## MOBILITY FOR THE SKILLED TRADES

handwerk magazin 11/2026

Deutsche Handwerks Zeitung 21/2026

Advertising deadline: September 4, 2026

Newsletter date and runtimes for Medium Rectangle on request.

Package Print/Display/Newsletter	Premium	Business		
Ads	1/1	1/2	1/3	1/4
Medium Rectangle	✓			
Newsletter	✓	✓	✓	✓
Price	€ 23,950.–	€ 12,300.–	€ 8,620.–	€ 6,200.–

All prices plus statutory VAT.

**Exclusively placed ads**

Format	Type area formats width x height in mm	Prices multicolor
1/1 page	320 x 472 (2,832 text millimeters)	€ 67,864.16
Magazine format	212 x 280	€ 37,161.60
Minimum volume 857 text millimeters	maximum 212 x 214 or 158 x 285 oder otherwise possible after consultation	€ 27,424.00

**Stripe and corner field ads in the text part:**

mm prices*		multicolor
858 to 1,150 text millimeters	strips = 143 to 191 mm or corner field 4-column up to 287 mm high	€ 33.18
1,151 to 1,439 text millimeters	strips = 192 to 239 mm	€ 27.46
from 1,440 text millimeters	strips from 240 mm height	€ 23.97

\*The conversion factor 1.1666 only serves to determine the quantity discount.

Specifications	1-column	2-columns	3-columns	4-columns	5-columns	6-columns
6 columns of text, each 50 mm wide	50 mm	104 mm	158 mm	212 mm	265 mm	320 mm

Page volume: 2,832 text millimeters

Standard formats (exclusively placed ads)



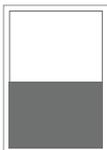
1/1 page  
width 320mm  
height 472mm

multicolor € 67,864.16



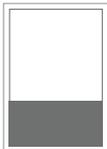
2/1 page panorama  
width 669mm  
height 472mm

multicolor € 145,423.20



width 320mm  
height 240mm

multicolor € 34,516.80



width 320mm  
height 160mm

multicolor € 31,852.80

**Deutsche Handwerks Zeitung**

513,256\* copies distr. (IVW 2/25)

+ handwerk magazin

68,233\*\* copies distr. (IVW 2/25)

= Entrepreneurial combo

Distribution in total:

581,489 copies

10 % Entrepreneurial combo discount  
for ads from the same campaign in the  
same period

Special formats (exclusively placed ads)



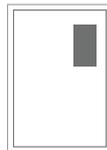
Magazine format approx. DIN A4  
width 212mm  
height 280mm

multicolor € 37,161.60



Double magazine  
width 453mm  
height 280mm

multicolor € 69,199.20



Text part ad\* (surrounded by text on three sides), column  
width 50 mm (only 1-column possible)

After consultation with the publisher

mm price multicolor € 58.06

width 50mm

max height 100mm

multicolor € 5,806.00

\*not alone on one page



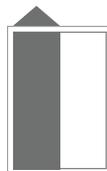
Frontpage

Title header ad

width 50mm

height 55mm

flat rate  
multicolor € 7,135.00



Flying Page

4x

width 150mm

height 472mm

multicolor € 145,423.20

\*thereof 4,669 e-papers | \*\*thereof 9,380 e-papers | All prices plus statutory VAT.

Ad transfer to digital e-paper app output is free of charge.

**Ads in the ad section**

Type area and print format width x height	Column width mm	Column count	Ad section mm price multicolor
320x472 mm	42	7	€ 20.54

Category ads: Commercial classified ads, occasional advertisements, job advertisements, education advertisements, acquaintances, tourism advertisements, etc.  
Prices per millimeter (only complete edition) **€ 13.58 colored**

Number and delivery fee: € 10.–

Partial assignments: possible in 23 regional issues, see page 14

Newspaper advertisement additional 4 weeks online at [www.dhz-anzeigenmarkt.de](http://www.dhz-anzeigenmarkt.de)  
Surcharge: € 36.20

**The internet marketplace of Germany's largest crafts newspaper is always available.**

With your online ad, you can meet a lot of interested parties from the crafts sector and medium-sized companies. And without risk (no automatic renewal).

Frequency: 21 times a year (including 3 double issues)  
Ad deadline: 10 days before publication, see schedule of publication on pages 8 + 9  
Terms of payment and bank details: Within 14 days from the invoice date without deduction  
VAT No. DE 129 204 092

Sparkasse Schwaben-Bodensee  
IBAN: DE50 7315 0000 0000 1017 09, BIC: BYLADEM1MLM

Discounts: for purchase within one insertion year

Quantity discounts		Quantity scale C	
for 3 ads	5 %	1,000 mm lines	3 %
for 6 ads	10 %	3,000 mm lines	5 %
for 12 ads	15 %	5,000 mm lines	10 %
for 21 ads	20 %	10,000 mm lines	15 %
		20,000 mm lines	20 %

Supplement prices are not discountable.  
Surcharges for color and placement are discounted.

Placement surcharges: For binding placement requirements 10 %

**Planning tip!**  
**Combo offer for entrepreneurs:**

Deutsche Handwerks Zeitung' and 'handwerk magazin' with an additional 10 % off for ads from the same campaign in the same time period

All prices plus statutory VAT.

7 ad columns each 42 mm wide	1	2	3	4	5	6	7
	42 mm	88 mm	134.5 mm	181 mm	227.5 mm	273.5 mm	320 mm

Page volume: 3,304 text millimeters

**Print runs and millimeter prices of regional editions (advertising section)**

Baden-Wuerttemberg	copies	multicolor
Freiburg	16,400	€ 4.10
Karlsruhe	20,700	€ 4.10
Constance	13,500	€ 3.59
Mannheim	13,700	€ 4.10
Heilbronn	12,100	€ 3.59
Reutlingen	12,900	€ 3.59
Stuttgart	28,800	€ 4.10
Ulm	20,000	€ 4.10
<b>Baden-Wuerttemberg Combo</b>	<b>138,100</b>	<b>€ 14.39</b>

Bavaria	copies	multicolor
Middle Franconia/Nuremberg	22,700	€ 4.10
Lower Bavaria/Passau and Upper Palatinate/Regensburg	43,100	€ 4.55
Upper Bavaria/Munich	76,300	€ 5.74
Upper Franconia/Bayreuth	17,000	€ 4.10
Swabia/Augsburg	29,200	€ 4.10
Lower Franconia/Wuerzburg	19,600	€ 4.10
<b>Bavaria Combo</b>	<b>207,900</b>	<b>€ 15.40</b>

Hesse	copies	multicolor
Rhine-Main (Frankfurt and Darmstadt)	33,800	€ 4.55
Kassel (with Fulda)	18,000	€ 4.10
Wiesbaden	26,600	€ 4.10
<b>Hesse Combo</b>	<b>78,400</b>	<b>€ 9.90</b>

Saxony, Saxony-Anhalt, Thuringia	copies	multicolor
Chemnitz	21,100	€ 4.10
Dresden	21,700	€ 4.10
Erfurt	14,000	€ 4.10
East Thuringia/Gera	9,000	€ 3.59
Halle	13,500	€ 3.59
South Thuringia/Suhl	6,700	€ 3.59
<b>Saxony, Saxony-Anhalt, Thuringia Combo</b>	<b>86,000</b>	<b>€ 12.90</b>

**Special prices for other combinations**

Saxony (Chemnitz/Dresden)	42,800	€ 6.93
Thuringia (Erfurt/Gera/Suhl)	29,700	€ 6.93

**Type area:**

472 mm high / 320 mm wide

Display section: 7 columns, each 42 mm wide (= 3,304 mm)

**Bookings of several regional editions (does not apply to combination prices):**

2 regional editions less 5 %,

3 regional editions less 10 %,

4 regional editions less 15 %,

5 regional editions less 20 % on the millimeter prices of the booked regional editions for advertisements (without text changes).

If there are more than 5 regional editions (without text change), the millimeter price of the total edition applies.

**Several regional editions with text change upon request (exchange costs).**

**All prices plus statutory VAT.**

Discounts:	for purchase within one insertion year	Quantity discounts	Quantity scale C		
		for 3 ads	5 %	1,000 mm lines	3 %
		for 6 ads	10 %	3,000 mm lines	5 %
		for 12 ads	15 %	5,000 mm lines	10 %
		for 21 ads	20 %	10,000 mm lines	15 %
				20,000 mm lines	20 %

Supplement prices are not discountable.  
Surcharges for color and placement are discounted.

Placement is based on the regional classification. In case of overbooking and corresponding capacity utilization, regional ads can also be placed on other pages (alternate pages). This is at the publisher's discretion.

Special / individual placements such as corner field advertisements / alternating pages are only possible upon request. A placement surcharge of 15 % will be charged.

**Inserts:** see page 15

**Printing details:** see page 16

<p>Inserts:</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Total or partial occupancy weight</td> <td style="width: 40%; text-align: right;">Price %</td> </tr> <tr> <td>up to 10 g</td> <td style="text-align: right;">€ 195.–</td> </tr> <tr> <td>up to 20 g</td> <td style="text-align: right;">€ 200.–</td> </tr> <tr> <td>up to 30 g</td> <td style="text-align: right;">€ 210.–</td> </tr> </table> <p>Heavier inserts upon request Enclosed items from 3 mm thickness cause additional postage costs. Supplement prices are not discountable. All prices plus statutory VAT.</p>	Total or partial occupancy weight	Price %	up to 10 g	€ 195.–	up to 20 g	€ 200.–	up to 30 g	€ 210.–	<p>Delivery address:</p> <p>Presse-Druck- und Verlags-GmbH Augsburg, password DHZ no. ..., Curt-Frenzel-Str. 2 86167 Augsburg, Germany</p> <p>Pages:</p> <p>The non-folded, straight-edged pages should feature a height of 10 to 12 cm, for a good grip by hand. Preliminary sorting, because of pages that are too thin, should not be necessary. Individual pages may not be tied up or packaged. The maximum pallet height is 130 cm including the pallet.</p> <p>Exclusion of competition/ sole allocation:</p> <p>not possible</p> <p>Types of folding styles:</p> <p>Multipage inserts can only be processed as cross folds, letter folds or half folds. Z-fold ( \/\ ) and gate fold ( \~/ ), as well as circle, oval or similar kinds of special folds, cannot be processed. Multipage inserts with formats larger than DIN A5 must be folded on the long side.</p> <p>Inserts with further glued inserts or product samples:</p> <p>Post cards are generally to be glued to the inside of inserts, in line with the fold, at the top or bottom of the insert. An arrangement with the publisher is necessary for all inserts with products glued on the outside of the samples, more specifically, with stuck-on product samples.</p> <p>Terms and conditions:</p> <p>For the processing of orders, the price list no. 74 and the terms and conditions of the publisher shall apply.</p>				
Total or partial occupancy weight	Price %												
up to 10 g	€ 195.–												
up to 20 g	€ 200.–												
up to 30 g	€ 210.–												
<p>Format:</p> <p>Maximum 230 x 330 mm / minimum 148 x 105 mm, larger formats possible with appropriate folding</p>	<p>Types of folding styles:</p> <p>Multipage inserts can only be processed as cross folds, letter folds or half folds. Z-fold ( \/\ ) and gate fold ( \~/ ), as well as circle, oval or similar kinds of special folds, cannot be processed. Multipage inserts with formats larger than DIN A5 must be folded on the long side.</p>												
<p>Samples:</p> <p>The insert order becomes binding for the publisher only after presentation of an original insert sample (5-fold) and its technical processing check.</p>	<p>Types of folding styles:</p> <p>Multipage inserts can only be processed as cross folds, letter folds or half folds. Z-fold ( \/\ ) and gate fold ( \~/ ), as well as circle, oval or similar kinds of special folds, cannot be processed. Multipage inserts with formats larger than DIN A5 must be folded on the long side.</p>												
<p>Editions:</p> <p>Total circulation: 510,000 copies Requirements for regional editions: see page 14*  *Ask the publisher for the latest numbers.</p>	<p>Inserts with further glued inserts or product samples:</p> <p>Post cards are generally to be glued to the inside of inserts, in line with the fold, at the top or bottom of the insert. An arrangement with the publisher is necessary for all inserts with products glued on the outside of the samples, more specifically, with stuck-on product samples.</p>												
<p>Booking options:</p> <p>Only complete regional issues can be booked – partial booking of a regional issue is not possible.</p>	<p>Terms and conditions:</p> <p>For the processing of orders, the price list no. 74 and the terms and conditions of the publisher shall apply.</p>												
<p>Industry inserts:</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 60%;">Construction/expansion</td> <td style="width: 40%; text-align: right;">approx. 225,000 copies</td> </tr> <tr> <td>Metal</td> <td style="text-align: right;">approx. 30,000 copies</td> </tr> <tr> <td>Wood</td> <td style="text-align: right;">approx. 85,000 copies</td> </tr> <tr> <td>Vehicles</td> <td style="text-align: right;">approx. 35,000 copies</td> </tr> <tr> <td>PHAC</td> <td style="text-align: right;">approx. 30,000 copies</td> </tr> <tr> <td>Electro</td> <td style="text-align: right;">approx. 35,000 copies</td> </tr> </table> <p>Minimum circulation: 30,000 copies – other sectors and combination with 'handwerk magazin' upon request</p>	Construction/expansion	approx. 225,000 copies	Metal	approx. 30,000 copies	Wood	approx. 85,000 copies	Vehicles	approx. 35,000 copies	PHAC	approx. 30,000 copies	Electro	approx. 35,000 copies	<p>Terms and conditions:</p> <p>For the processing of orders, the price list no. 74 and the terms and conditions of the publisher shall apply.</p>
Construction/expansion	approx. 225,000 copies												
Metal	approx. 30,000 copies												
Wood	approx. 85,000 copies												
Vehicles	approx. 35,000 copies												
PHAC	approx. 30,000 copies												
Electro	approx. 35,000 copies												
<p>Final date for inserts:</p> <p>14 days before final date of advertisements</p>	<p>Terms and conditions:</p> <p>For the processing of orders, the price list no. 74 and the terms and conditions of the publisher shall apply.</p>												
<p>Delivery date:</p> <p>on final date of advertisements, but not before</p>	<p>Terms and conditions:</p> <p>For the processing of orders, the price list no. 74 and the terms and conditions of the publisher shall apply.</p>												
<p>Delivery slip:</p> <p>The supplier is obliged to submit a delivery slip.</p>	<p>Terms and conditions:</p> <p>For the processing of orders, the price list no. 74 and the terms and conditions of the publisher shall apply.</p>												

**Please be sure to observe the maximum format specified.  
Deviations, especially overlapping formats cause additional postal costs, which we will charge additionally.**

**Frontpage postcard** from € 195.00 %  
(plus additional postage fees)

Print:	Rotary offset printing according to DIN ISO 12647-3:2013
Tonal range:	3- 97 % (printing tonal range)
Max. total ink application:	240 %
Print increase at 40 % halftone value:	26.1 % according to DIN ISO 12647-3
Bleed:	Not possible
Raster:	48 l/cm
Start full tone:	At 92 % according to DIN ISO 12647-3
Stroke weights:	Negative lines min. 0.1 Positive lines min. 0.1 Raster lines min. 0.5 mm
Paper:	42.5 g/m <sup>2</sup> standard newsprint
Print order:	Cyan, Magenta, Yellow, Black
Printing documents in digital form:	Via e-mail, possibly with a download link sent to disposition@holzmann-medien.de, reference proofs are not created. Spot colors can be obtained from the corresponding C/M/Y/K values.
Files:	print-optimized PDF file, (version 1.4) proof (color binding) with media wedge
File resolution:	300 dpi bitmaps / stroke 1,270 dpi

Attention with color  
displays:

For technical reasons, additional colors are printed from the process colors cyan, magenta, yellow and black and may therefore differ from the color fan. Process-related color variations do not entitle to compensation. When creating artwork with HKS-Z colors, the correct spelling (e.g. HKS05 or HKS13) and the CMYK values defined for it in the color fan created by Pressedruck Augsburg must be observed. Decisive for the quality of the print reproduction is compliance with DIN ISO 12647-3 in conjunction with **"WAN-IFRANewspaper 26v5"** when converting from RGB to CMYK. Information on the standard as well as the color profile for download can be found at [www.wan-ifra.org](http://www.wan-ifra.org). No binding color reproduction can be guaranteed without delivery of a proof on paper corresponding to the object (newsprint). Control proofs are not created. Complaints due to incorrect data / documents cannot be accepted by the publisher. Order with copy of advertisement in advance to  
Holzmann Medien,  
Media Sales & Services DHZ,  
Gewerbestr. 2, 86825 Bad Woerishofen, Germany.

Detailed information on print documents is available by calling  
+49 8247 354-178

Data delivery:

[disposition@holzmann-medien.de](mailto:disposition@holzmann-medien.de)

As of 9/2025

Circulation monitoring: 

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

				thereof e-papers
<b>Print run</b>	510,093			
<b>Total circulation:</b>	511,665			2,267
<b>Paid circulation:</b>	510,034			2,213
Copies subscribed:		505,047		2,204
			thereof 504,838 member copies	2,203
Other sales:		4,987		9
Single-copy sale:		0		0
<b>Free copies:</b>	1,631			54
<b>Remaining, file and archived copies:</b>	695			

**Geographical distribution analysis**

Economic region	Proportion of the total circulation	
	%	Copies
National	99.97	511,531
Abroad	0.03	134
<b>Total circulation</b>	<b>100.00</b>	<b>511,665</b>

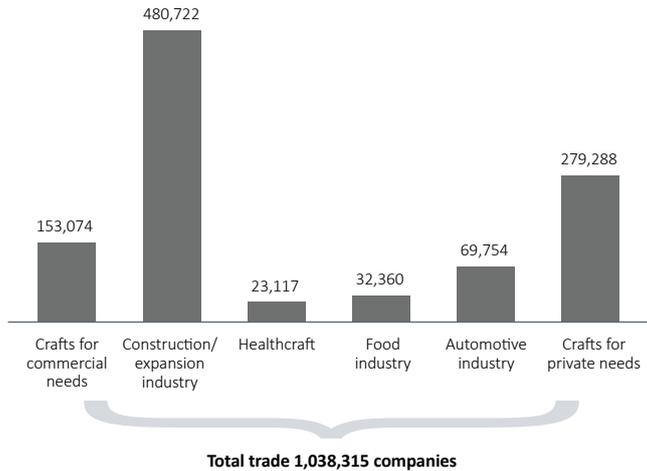
**Distribution according to the Nielsen regions / Federal states**

<b>Nielsen region I</b>		
Schleswig-Holstein	0.01%	51
Hamburg	0.02%	102
Lower Saxony	0.05%	256
Bremen	0.00%	0
<b>Nielsen region II</b>		
North Rhine-Westphalia	0.10%	512
<b>Nielsen region IIIa</b>		
Hesse	15.36%	78,571
Rhineland-Palatinate	0.04%	205
Saarland	0.00%	0
<b>Nielsen region IIIb</b>		
Baden-Wuerttemberg	26.71%	136,630
<b>Nielsen region IV</b>		
Bavaria	40.74%	208,398
<b>Nielsen region V</b>		
Berlin	0.06%	307
<b>Nielsen region VI</b>		
Brandenburg	0.04%	205
Mecklenburg-West Pomerania	0.01%	51
Saxony-Anhalt	2.57%	13,146
<b>Nielsen region VII</b>		
Saxony	8.25%	42,201
Thuringia	6.04%	30,896
<b>Total circulation national</b>	<b>100.00%</b>	<b>511,531</b>

Analysis of recipient structure according to industry/economic sectors/types of companies:

WZ 2008 Code	Recipient groups according to classification of industrial sectors	Proportion of the total circulation	
		%	Copies
	<b>Commercial production</b>		
10-12	Production of food and animal feedstuffs/drink/tobacco products	5.11%	26,139
13-15	Production of textiles, clothing, leather, leather goods and shoes	2.95%	15,090
16	Production of wood, wicker, basket and cork goods (excl. furniture)	4.92%	25,167
17-18	Production of paper, cardboard and goods made of that material, printed matter	0.28%	1,432
19-22	Coke and mineral oil processing/production of chemical, pharmaceutical products, rubber and plastic goods	0.21%	1,074
23	Production of glass and glass products, ceramics, treatment of stone and earth	1.24%	6,343
24-25	Production and machining of metal/fabrication of metal products	5.09%	26,037
26-27	Production of data processing devices, electronic and optical products, electrical equipment	2.43%	12,430
28	Mechanical engineering	0.94%	4,808
29-30	Manufacture of motor vehicles and spares/miscellaneous vehicle construction	0.76%	3,888
31	Manufacture of furniture	0.30%	1,535
32-33	Manufacture of miscellaneous goods/repair and installation of machinery and equipment	3.44%	17,597
	<b>Building industry</b>		
41	Building construction	11.86%	60,668
42	Civil engineering	1.07%	5,473
43	Preparatory construction work, building technical installations and other commercial fitting and decorating work	29.38%	150,288
	<b>Business trade</b>		
45	Trade in vehicles; maintenance and repair of vehicles	5.48%	28,032
46	Wholesale trade	0.16%	818
47	Retail trade	0,68%	3,478
	<b>Service industries</b>		
62-63	Providers of information technology services/information services	0.02%	102
64-66	Financial services/insurance industry/associated activities	0.05%	256
69-73	Consultation/planning/advertising	0.13%	665
811/812/960	Cleaning industry	6.60%	33,761
9602	Hair and cosmetic salons	11.30%	57,803
49-53/55-61/68/74-80/82/ 90-93/95/97-98	Other service industries	4.56%	23,326
	<b>Public facilities</b>		
38	Collection, treatment and removal of waste	0.02%	102
84	Public authorities	0.15%	767
85	Education and teaching	0.09%	462
94/99	Special interest groups	0.39%	1,995
	No information	0.39%	1,995
	Abroad (not ascertained)	100.00	511,531
	<b>Total circulation</b>		<b>511,665</b>

**Number of businesses by trade group**



Source: Bavarian Crafts Day/April 2025

**Online reach deutsche-handwerks-zeitung.de**



Sources: Visits and Page impressions – IVW 7/2025 |  
Online unique users – etracker 8/2025

Performance data: 1,038,315 companies of all sizes  
 Investment potential: around € 18.95 billion annually  
 Annual turnover: € 743.91 billion  
 Jobs: 5,219,400  
 Training rate: 8.4 % (= proportion of trainees among all employees with social insurance)

Boost for medium-sized businesses: non-overlapping print coverage  
 'Deutsche Handwerks Zeitung' and 'handwerk magazin':  
 643,000 readers per issue according to AWA 2025\*

\* (Allensbacher Werbeträgeranalyse)



DIGITALLY.

# OUR BRANDS IN THE handwerks-channel



[Click here for the current reach figures](#)

## THE NETWORK WITH THE B2B DECISION MAKERS IN THE SME CRAFTS SECTOR.

### DIGITAL REACH



#### Online reach

636,636 visits  
1,232,081 page impressions  
(IVW 07/2025)



#### Newsletter

93,552 subscribers  
(own count,  
as of 07/08/2025)



#### Social Media

100,760 subscribers,  
followers  
(as of 07/2025)

### OUR TARGET GROUPS



Self-employed entrepreneurs  
from SMEs and trades



Managers  
and decision makers



Screed and  
industrial floor industry



HVK industry



Glass, window, facade,  
metal industry



Meat  
sector



Sun protection and  
gates industry



Cleaning  
industry



Flooring  
sector

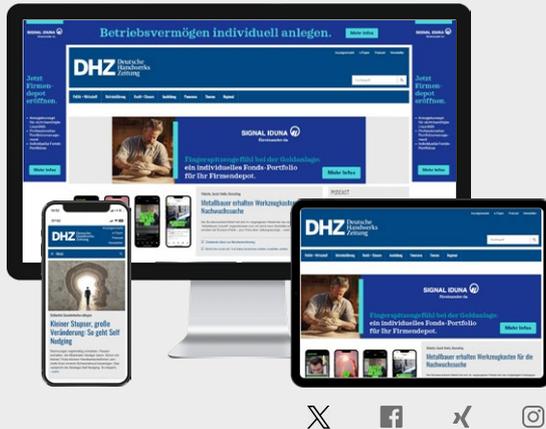


Textile care  
sector



Electrical  
trade

# deutsche-handwerks-zeitung.de AT A GLANCE



## DAILY NEWS FROM BUSINESS AND POLITICS FOR ENTREPRENEURS FROM THE CRAFTS SECTOR



### Online reach

404,312 visits  
693,571 page impressions  
(IVW 07/2025)



### Of which mobile reach

154,309 visits  
205,443 page impressions  
(IVW 07/2025)

## CAMPAIGN PLANNING

Click here for the virtual DHZ Digital Portfolio and of course a lot of best practice examples.

[DHZ Digital Portfolio](#)

# DISPLAY ADVERTISING



## ADVERTISING SPACE XXL

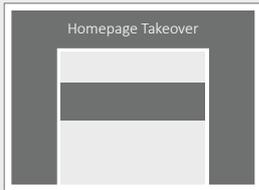
### DYNAMIC SITEBAR

**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

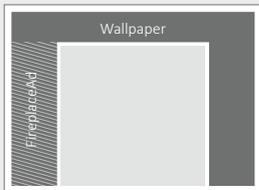


### HOMEPAGE TAKEOVER

**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

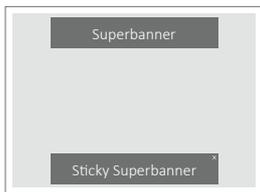
### FIREPLACEAD

**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

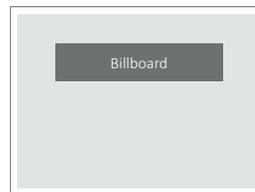
Strong performance and branding formats. Played out in the field of high-quality content.



**Superbanner |**  
**Sticky Superbanner** (728 x 90 pixels) **CPM each € 115.–**

Attention-grabbing advertising format with full-surface presence, top or bottom. Use in the immediately visible area with great creative scope for design.

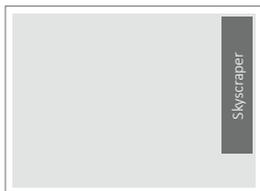
**Delivery:** Desktop, tablet



**Billboard** (940 x 250 pixels) **CPM € 180.–**

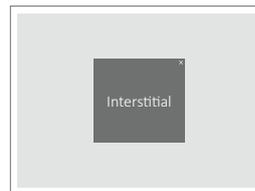
Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.

**Delivery:** Desktop



**Skyscraper |** (160 x 600 pixels) **CPM € 105.–**

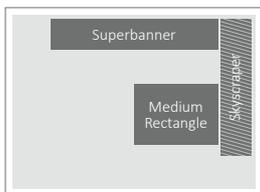
Placed at the right or left side of the screen; remains in the user's field of view while scrolling.



**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.–**

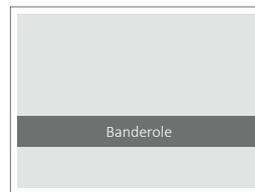
Simultaneous playback of two classic advertising formats within the same page impression.

**Delivery:** upon request

**AdBundle** **CPM € 160.–**

(Joint) delivery of three different classic advertising media.

**Delivery:** upon request

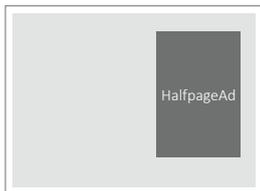


**BanderoleAd** (770 x 250 pixels) **CPM € 145.–**

The advertising material lies in the directly visible area like a strip across the website. Best suited for concise advertising messages.

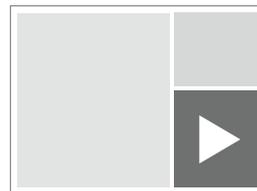
**Delivery:** Desktop

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

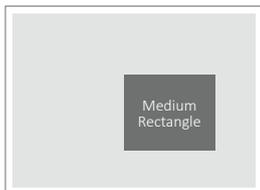
Delivery: Desktop, tablet, mobile

**VideoAd****€ 5,410.–**

Eye-catching format thanks to placement as a medium rectangle or teaser box in the native sidebar.

Redirection to a customized landing page with video.

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

**DHZ very specifically.**

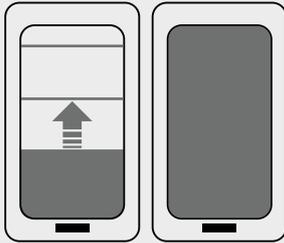
CPM markups: € 10.– for targeting | € 10.– for frequency capping

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

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



# MOBILE ADVERTISING



## 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**

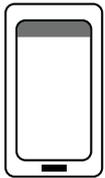
Target mobile users for your device optimized campaign.

**Mobile MMA Banner**

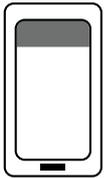
		<b>CPM</b>
MMA 6:1:	300-320 x 50 pixels	<b>€ 95.–</b>
MMA 4:1:	300-320 x 75 pixels	<b>€ 100.–</b>
MMA 2:1:	300-320 x 150 pixels	<b>€ 110.–</b>
MMA 1:1:	300 x 250 pixels (Medium Rectangle)	<b>€ 115.–</b>
HalfpageAd:	300 x 600 pixels	<b>€ 130.–</b>

**Mobile MMA Banner sticky**

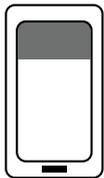
		<b>CPM</b>
MMA 6:1 sticky:	300-320 x 50 pixels	<b>€ 100.–</b>
MMA 4:1 sticky:	300-320 x 75 pixels	<b>€ 105.–</b>



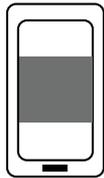
MMA 6:1



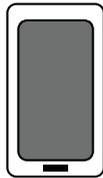
MMA 4:1



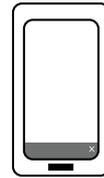
MMA 2:1



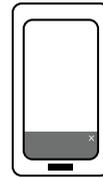
MMA 1:1



HalfpageAd

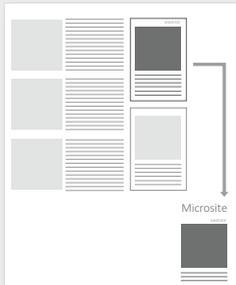
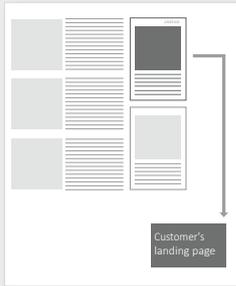


MMA 6:1



MMA 4:1

# CONTENT MARKETING



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

## NATIVEAD OUT

- Image-text ad 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 1](#) | [Example 2](#)

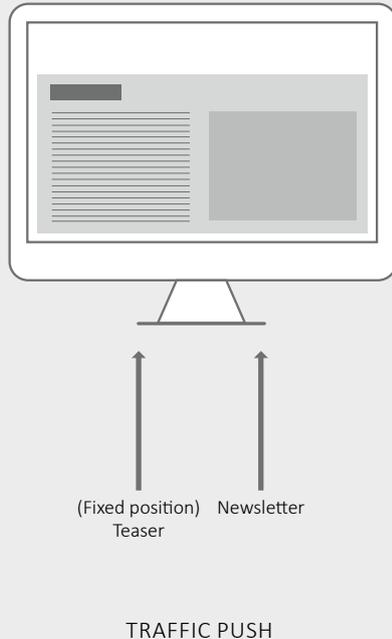
**Price: from € 4,050.–**

## NATIVEAD IN

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

**Price: from € 6,050.–**

# 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.

Traffic push elements:

- (Fixed position) teaser
- Content ads in the newsletter

Premium – Traffic push:

- Optionally available for € 1,590.–

**Price: from € 15,750.–**  
plus costs for traffic push and technical set-up

### Extend reach | Crafts XXL.

- on the B2B trade portals of the individual trade titles
- across the entire handwerks-channel



# DHZ-NEWSLETTER AT A GLANCE



## NUMBERS, DATA, FACTS



Subscribers

**29,062** (own count,  
as of 07/08/2025)



Sending frequency

**workdays**  
(Mon. to Fri.)



Reporting

**automated**  
after seven days

**Newsletter topics.**

The topics can be found from page 8.



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

Name: DHZ-Newsletter  
 Brief description: The weekly DHZ newsletter offers recipients tax tips, changes in the law, industry reports from the trade and current information from the fields of business management, commercial vehicles, training, marketing, digitization and finance.

Target group: Self-employed entrepreneurs from medium-sized skilled crafts & trade companies

Frequency: Monday to Friday | Focus topic every Wednesday

Subscribers: 29,062 (own count, as of 07/08/2025)

The main topics can be found starting on page 8.

The digital marketing network handwerks-channel bundles 11 craft websites and 13 newsletters.



**ContentAd**  
**€ 970.– per broadcast**

Image-text ad that is designed in the look & feel of an editorial article and marked as an advertisement. You have 50 characters for the headline and 350 characters of continuous text at your disposal to optimally communicate your advertising message. This format provides three external links: headline, logo, and body text.



**Billboard (600 x 240 pixels)**  
**€ 1,060.– per broadcast**

Large and prominent format with plenty of space for design and information, which is placed between high-quality content / articles. Brand awareness guaranteed! The billboard is exclusive, i.e. it appears only once in the newsletter and links to an external landing page (e.g. your company website).



**FullAd (468 x 60 pixels)**  
**€ 880.– per broadcast**

Image ad, which is placed between the editorial contributions. The FullAD links to an external landing page (for example, your company website).



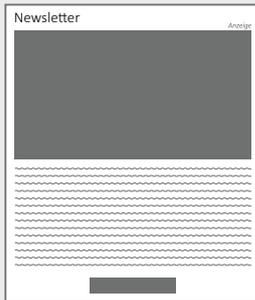
**Newsletter Exclusive Sponsoring**  
**€ 1,195.– per broadcast (not available on Wednesdays)**

"One day – One client!" 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. Attention: not available on Wednesdays!

**CTR-Star.**  
 The most popular and successful form of advertising for our advertisers is the ContentAd  
 TOP 1 placement: 10 % surcharge



# STANDALONE



## PLACE YOUR MESSAGE EXCLUSIVELY DIRECTLY INTO THE INBOX OF YOUR TARGET GROUP!

### OUR CONTACTS – YOUR CONTENT!

The StandAlone newsletter is designed by us with the look and feel of the regular newsletter. Your advertising message is the sole focus. In addition to 1,500 characters of text, you can insert two images, call-to-action buttons and external links.

Your benefit:

- Attention in the target group relevant to you
- No wastage
- Contact quality: Qualified traffic for your website / offer
- Prominent and exclusive representation without competitors
- Higher acceptance through co-branding with our media brand
- Full transparency and measurability through our reporting
- 25,000 high-quality contacts, direct target group access
- Individual shipping date

Price per mailing: € 9,990.–

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

### Performance Miracle.

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 valid for 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.



SOCIAL MEDIA.

# SOCIAL MEDIA



## WE PUT OUR MONEY ON ORGANIC

Your posts will be authentically integrated into our organic feed – in contrast to temporary ads with purchased target groups. Through organic posts, we are dependent on the algorithm of the respective platform – that's why only one currency counts: good content.

Depending on the brand and campaign objective, you have a variety of platforms and formats to choose from:

- 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!**

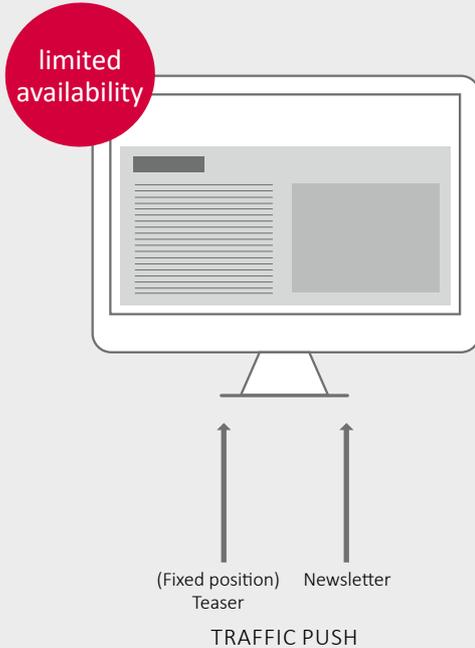
If you wish, we will be happy to help you create your social media posts.





LEADS.

# LEADS



## WHITEPAPER

For the whitepaper we build an exclusive microsite (content page). Similar to the advertorial, you can insert content such as images, files, videos, links and of course the whitepage. The collected leads are passed on to you.

- Display: on your desired website or in your desired channel
- Duration: flexible, depending on the budget and/or number of leads, that are to be achieved.
- Traffic push included: (fixed position) teaser, newsletter ads
- Content creation: Our specialist editorial team creates the content for your whitepaper. Price upon request.

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

## PRICE:

Lead packages	You will receive	Price
Basic package	up to 40 leads	€ 4,990.-
Premium package	up to 20 leads	€ 5,990.-

### Basic Lead | CPL € 50.-\*

- E-mail address

### Premium Lead | CPL € 150.-\*

- E-mail address
- First and last name
- Company name
- Company address

\*not discountable, not eligible for AC.



MOTION PICTURE.

# VIDEO



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

### WHY VIDEO WITH HOLZMANN MEDIEN?



#### Extensive industry knowledge

Our video team and editorial staff know your target groups—and deliver content with journalistic expertise.



#### Everything from a single source

As a media group with extensive reach, we will make your project a big hit with concept, production, and placement.



#### Customized videos

Whether it's a trade fair booth, image video, or webinar—we'll showcase your company professionally.

### VIDEO PRODUCTION

Not possible? – We make it possible! Our video team will create a customized video for your company.

#### Video formats:

- Product videos
- Interviews
- Image videos
- On-site reports
- Assembly videos
- VideoAd
- Training videos
- Recruiting videos
- Social media reels
- Aerial photography (drone)
- and much more

#### Video production includes:

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

Find out more about video production.

Info brochure.

# VIDEO



More video formats

## VIDEOPRODUCTION | EXAMPLES

### Trade fair talk

Exklusive video of the customer's booth

- 1 hour shooting at the customer's booth
- Incl. recording, editing, music and animation
- Transfer of rights of use to the customer

Costs: starting at € 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)

Costs: starting at € 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. 3–5 min. (customizable)

Costs: starting at € 6,600.-\*

Plus traffic push in each case

\* plus travel and accomodation if applicable



AUDIO.

# PODCAST

CRAFTS



Listen now.

## DHZ Wochenrückblick – NEWS FOR THE CRAFT INDUSTRY

Frequency: weekly | wherever podcasts are available

Length of episode: approx. 3:00 minutes

### What it's about:

Compact information for decision-makers in the skilled trades. Every Friday, the most important industry news for business owners—up-to-date, relevant, and right on the pulse of the target group.

## PODCAST ADVERTISING

Host-Read-Ad

€ 600.– per episode  
€ 1,800.– for 4 episodes

Placement: Pre-, mid-, or post-roll

Combination of two placements per episode, e.g., pre-roll and mid-roll € 1,200.–

### Premium Sponsored Podcast

from € 3,900.–

Podcast with you as a partner on topics of your choice in consultation with our editorial team, including traffic push

### Premium Sponsored Video Podcast

from € 5,900.–

If you want to express yourself not only with your voice but also want to present your podcast topic in a visually appealing way, then our Premium Sponsored Video Podcast is just the thing for you.

## Podcast Advertising.

We are happy to respond to your individual wishes.  
Just give us a call or send us an e-mail.



# HANDWERKER RADIO



## THE SOUND FOR DOERS

Handwerker Radio is the first and only internet radio station for the entire German skilled trades sector! From apprentices to foremen, we entertain the entire skilled trades community with news, interviews and technical information from the individual trades, as well as an exclusive music mix.

Formats	Length	Description	Price
<b>Classic spot</b>	15-30 sec.	Part of the advertising block	€ 8.90 per spot
<b>Single spot</b>	15-30 sec.	Not part of the advertising block, only one customer per hour	€ 13.50 per spot
<b>Pre-stream spot</b>	15-20 sec.	Delivery immediately before the start of the audio stream	€ 4,950.– for one month
<b>Interview</b>	max. 3 min.	Practical topics from the trade, marked as advertising at the beginning of the Interview	€ 1,990.– (incl. 20 repetitions)
<b>Weather sponsorship</b>	max. 7 sec.	Mention of the client and their slogan. The sponsorship notice is placed at the beginning of a program or series of programs.	€ 4,950.– for 2 months
<b>Content sponsorship</b>	max. 7 sec.	Mention of the client and their slogan. The sponsorship notice is placed at the end of the content.	€ 990.– (incl. 20 repetitions in one week)

[Listen now](#)

# HANDWERKER RADIO



## THE HANDERKER RADIO SPECIAL THEME DAY

**26/02/2026** – Building and renovation

**23/04/2026** – Finances and insurances

**18/06/2026** – Digitization

**24/09/2026** – Mobility

**29/10/2026** – Building and renovation

**10/12/2026** – Finances and insurances

### Exclusive sponsorship package

- 2 exklusive interviews
- 75 promotional announcements, 25 seconds each
- 150 single spots
- Homepage teaser and microsite on [www.handwerker-radio.de](http://www.handwerker-radio.de)
- Content ad in the Handwerker Radio newsletter
- Social media posts and reels

Price: € 4,900.–



## YOUR COMPETENT PARTNER FOR BUSINESS AND TRADE MEDIA



## SALES CREW



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**Regional marketing**

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