

# handwerk. magazin

MEDIA INFORMATION 2026

No. 38, valid from 1/1/2026



Highest reach + lowest CPM!

(Monthly magazines for self-employed people in LAE 2025)



[www.handwerk-magazin.de](http://www.handwerk-magazin.de)

TARGET GROUP.

CHANNELS.

THEME PLAN.

PRICE LIST.

WEBSITE.

NEWSLETTER.

MOTION PICTURE.

AUDIO.

CONTACT PERSONS.

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# OUR TARGET GROUP

WE ARE  
CRAFTS



handwerk magazin – INDISPENSABLE FOR DECISION MAKERS!

## OUR READERS



### Main audience

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



### More readers

Innovative company managers who want to  
get more out of their business and successful  
tradesmen and masters as well as the master  
students who are about to start their own  
business or take over an established company

## STRONG INDUSTRY: THE CRAFTS IN GERMANY

**1,038,315**  
craftsmen



**5.219** million  
jobs



**743.91** billion  
euros  
turnover

**18.65** billion  
euros  
investments



Source: Bavarian Crafts Day, April 2025

# OUR CHANNELS



## PRINT

handwerk magazin – INDISPESABLE FOR DECISION MAKERS!

'handwerk magazin' is the only nationwide cross-industry business magazine for entrepreneurs from the skilled crafts sector.

With a widespread circulation of 68,233 copies – thereof 9,380 e-papers (IVW 2/2025), it is considered a mandatory monthly reading for innovative company managers who want to make more of their business.

The core target group also includes master craftsmen and master students who are about to start their own business or take over an established company.

The special issue 'Gründer' (Founders) also serves as a competent guide here.

# OUR CHANNELS



## DIGITALLY

### WEBSITE [handwerk-magazin.de](http://handwerk-magazin.de)

handwerk-magazin.de is the utility portal for skilled crafts entrepreneurs and SMEs. As an online portal, it complements the information offer on a daily basis and offers IVW-tested quality coverage for banner and native formats.

### NEWSLETTER

The three newsletters 'unternehmertipp' (weekly), 'unternehmertipp spezial' (weekly) and 'Steuern&Recht' (monthly) provide readers with additional information, including economic tips and solutions.

### SOCIAL MEDIA

Our social media channels provide our followers with the latest trade information in the skilled crafts 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

## AWARDS – EVENTS – SEMINARS – WEBINARS

### INDUSTRY GATHERINGS FOR DOERS

Our events will bring together the experts, professionals and those who want to become the same — whether virtually, in a fireside chat between representatives of associations, chambers of skilled crafts and training institutions, or at a broadly accessible meeting.



DENKWERKSTATT





PRINT.

'handwerk magazin' ranks first among the group of the self-employed in monthly titles at the LAE 2025.

Self-employed (min. 6 employees)  
reach monthly title (LAE 2025)

	Reach	
	Readers in %	Readers in thou.
<b>Basis</b>	100.0	560
<b>handwerk magazin</b>	<b>14.5</b>	<b>81</b>
Markt und Mittelstand	9.9	56
Manager Magazin	7.6	42
Capital	7.0	39

Sole decision-makers: finance  
(LAE 2025)

	Reach	
	Readers in %	Readers in thou.
<b>Basis</b>	100.0	933
<b>handwerk magazin</b>	<b>7.5</b>	<b>70</b>
Manager Magazin	7.4	69
Capital	7.3	68
Markt und Mittelstand	5.6	52

Sole decision-makers: sustainability  
(LAE 2025)

	Reach	
	Readers in %	Readers in thou.
<b>Basis</b>	100.0	289
<b>handwerk magazin</b>	<b>13.2</b>	<b>38</b>
Manager Magazin	7.9	23
Capital	5.7	16
Markt und Mittelstand	4.8	14

Sole decision-makers of the fleet:  
transporters (LAE 2025)

	Reach	
	Readers in %	Readers in thou.
<b>Basis</b>	100.0	302
<b>handwerk magazin</b>	<b>18.6</b>	<b>56</b>
Capital	8.9	27
Markt und Mittelstand	8.6	26
Manager Magazin	8.1	25

Sole decision-makers: car fleet  
(LAE 2025)

	Reach	
	Readers in %	Readers in thou.
<b>Basis</b>	100.0	713
<b>handwerk magazin</b>	<b>8.6</b>	<b>61</b>
Markt und Mittelstand	7.7	55
Capital	6.4	45
Manager Magazin	6.3	45

Sole decision-makers: ITC (LAE 2025)

	Reach	
	Readers in %	Readers in thou.
<b>Basis</b>	100.0	1,014
Capital	7.2	73
<b>handwerk magazin</b>	<b>6.7</b>	<b>67</b>
Manager Magazin	7.4	75
Markt und Mittelstand	5.7	58

The brand 'handwerk magazin' offers its advertising customers an outstanding cross-media access to the exclusive target group of SME skilled crafts entrepreneurs. Information regarding our online offers can be found from page 21.

# handwerk magazin AT A GLANCE

WE ARE  
CRAFTS



handwerk magazin – THE NUMBER 1 FOR THE SELF-EMPLOYED (MONTHLY MAGAZINES IN THE LAE 2025\*)

\*Reader analysis decision-makers

EDITION



Edition reach  
68,233 copies, thereof 9,380 e-papers  
(IVW 2/2025)

FREQUENCY OF APPEARANCE



11 x annually  
(monthly, one double number)

Circulation and distribution analysis

WE ARE REALLY GOOD



The 'handwerk magazin' ranks 1st in the group of the self-employed in the LAE (reader analysis for decision makers) in the monthly titles in 2025.

# CLEAR READER GUIDANCE MODERN LAYOUT



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

- 'handwerk magazin' is the only nationwide cross-industry business magazine for entrepreneurs from the skilled crafts sector.
- The layout is structured, modern and easy to read.
- Each item is designed to provide maximum utility plus reading pleasure.

## OUR CONTENT

- Reports focus on the entrepreneurs with their values, successes and strategies.
- We provide important information, analyses, services, success stories and best practice cases on key business areas of action.
- Our resorts: market and opportunities, operations and management, finance, insurance, tax and legal
- Some of our topics: fleet management, IT and telecommunications equipment, digitization, procurement and financing of machinery, insurance, retirement provision, workwear, and much more. (complete overview of topics can be found from page 10)



Extract

Issue	Dates	Editorial topics 2026	Topics newsletter SPECIAL 2026	Dates
<b>1-2/2026</b>	RD 22/01/2026 AD 12/12/2025 CD 07/01/2026	<b>Finances   Insurances   Mobility   Digitization</b> Hall and commercial construction	Hall and commercial construction Workwear and occupational safety Taxes & Law  Digitization Insurances Mobility Taxes & Law	15/01/2026 22/01/2026 29/01/2026  05/02/2026 12/02/2026 19/02/2026 26/02/2026
<b>3/2026</b>	RD 03/03/2026 AD 02/02/2026 CD 11/02/2026	<b>Finances   Insurances   Mobility   Digitization</b> Personnel / skilled workers Tech: Tools and equipment	Personnel / skilled workers Finances Tech: Tools and equipment Taxes & Law	05/03/2026 12/03/2026 19/03/2026 26/03/2026
<b>4/2026</b>	RD 01/04/2026 AD 02/03/2026 CD 11/03/2026	<b>Finances   Insurances   Mobility   Digitization</b> Workwear and occupational safety	Workwear and occupational safety Digitization Insurances Mobility Taxes & Law	02/04/2026 09/04/2026 16/04/2026 23/04/2026 30/04/2026
<b>5/2026</b>	RD 05/05/2026 AD 30/03/2026 CD 13/04/2026	<b>Finances   Insurances   Mobility   Digitization</b> AI and robotics in skilled crafts  <i>Special supplement 'WattsUp' for the electrical trade (with DHZ)*</i>	Finances Workwear and occupational safety AI and robotics in the skilled crafts Taxes & Law	07/05/2026 13/05/2026 (Wed) 21/05/2026 28/05/2026
<b>Gründer</b> (Special issue)	RD 13/05/2026 AD 20/04/2026 CD 27/04/2026	Funding and financing for founders, risk protection, digitization, mobility and fleet		
<b>6/2026</b>	RD 02/06/2026 AD 04/05/2026 CD 11/05/2026	<b>Finances   Insurances   Mobility   Digitization</b> Workwear and occupational safety Bikes for the skilled trades (Eurobike)	Founder Workwear and occupational safety Bikes for the skilled trades(Eurobike) Taxes & Law	03/06/2026 (Wed) 11/06/2026 18/06/2026 25/06/2026

RD: Release date\* AD: Advertising deadline CD: Copy date \*Latest publication date – parts of the print run may reach the reader a few days earlier!

PLEASE NOTE: Earlier advertising deadlines apply for inserts, see page 17.

Issue	Dates	Editorial topics 2026	Topics newsletter SPECIAL 2026	Dates
<b>7/2026</b>	RD 01/07/2026 AD 01/06/2026 CD 11/06/2026	<b>Finances   Insurances   Mobility   Digitization</b> Human resources: Solutions for the shortage of skilled workers	Digitization Workwear and occupational safety Mobility Solutions for the shortage of skilled workers Taxes & Law	02/07/2026 09/07/2026 16/07/2026 23/07/2026 30/07/2026
<b>8/2026</b>	RD 04/08/2026 AD 06/07/2026 CD 15/07/2026	<b>Finances   Insurances   Mobility   Digitization</b> Succession	Succession Finances Workwear and occupational safety Taxes & Law	06/08/2026 13/08/2026 20/08/2026 27/08/2026
<b>9/2026</b>	RD 01/09/2026 AD 03/08/2026 CD 10/08/2026	<b>Finances   Insurances   Mobility   Digitization</b> Building and renovation IAA Transportation	Digitization IAA Transportation Workwear and occupational safety Taxes & Law	03/09/2026 10/09/2026 17/09/2026 24/09/2026
<b>10/2026</b>	RD 01/10/2026 AD 07/09/2026 CD 14/09/2026	<b>Finances   Insurances   Mobility   Digitization</b> AI and robotics in the skilled trades <i>Special Supplement 'Workwear and occupational safety on the occasion of the Arbeitsschutz Aktuell 2026' (with DHZ)*</i>	Finances AI and robotics in the skilled trades Workwear and occupational safety Mobility Taxes & Law	01/10/2026 08/10/2026 15/10/2026 22/10/2026 29/10/2026
<b>11/2026</b>	RD 03/11/2026 AD 05/10/2026 CD 14/10/2026	<b>Finances   Insurances   Mobility   Digitization</b> Tech: Tools and equipment Workwear and occupational safety  <i>Special insert 'Mobility for the skilled trades' (with DHZ)*</i> <i>Special supplement 'WattsUp' for the electrical trade (with DHZ)*</i>	Insurances Workwear and occupational safety Tech: Tools and equipment Taxes & Law	05/11/2026 12/11/2026 19/11/2026 26/11/2026
<b>12/2026</b>	RD 01/12/2026 AD 02/11/2026 CD 12/11/2026	<b>Finances   Insurances   Mobility   Digitization</b> Succession	Succession Taxes & Law Outlook 2027	03/12/2026 10/12/2026 17/12/2026

RD: Release date\* AD: Advertising deadline CD: Copy date \*Latest publication date – parts of the print run may reach the reader a few days earlier!  
PLEASE NOTE: Earlier advertising deadlines apply for inserts, see page 17.

Ad prices and formats (The applicable statutory VAT rate must be added to all prices.)

Size in page sections	Type area formats width x height in mm	Prices color and black/white	Bleed format width x height in mm <small>Bleed on all sides 3 mm each</small>
2/1		€ 39,880.–	420 x 280 Bleed only on the outer sides!
1/1	180 x 240	€ 19,990.–	210 x 280
1/2 landscape 1/2 portrait	180 x 120 90 x 240	€ 10,050.–	210 x 135 103 x 280
1/3 portrait, 1-col. 1/3 landscape	56 x 240 180 x 80	€ 6,670.–	73 x 280 210 x 105
1/4 landscape 1/4 portrait	180 x 60 90 x 120	€ 5,030.–	Placement only with other ads
1/6 portrait, 1-col.	56 x 120	€ 3,390.–	
Classifieds	Millimeter price b/w color	€ 16.60 € 20.90	
Grip corner title page (top right)	l/w 58 mm	€ 6,460.00	
2nd and 4th cover page (4 colors)		€ 22,050.00	

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

### 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.

Our

general terms and conditions apply

### Discounts:

#### Volume discounts

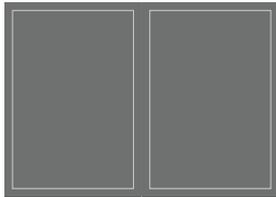
from 3 pages	5 %
from 6 pages	10 %
from 9 pages	15 %
from 12 pages	20 %

#### Staggered repeat discounts

3 x 5 %
6 x 10 %
9 x 15 %
12 x 20 %

- Placement surcharge: 10 % (discountable)
- Special placements: 50 % (e.g. next to Editorial)
- Printing over gutter, bleed and type area overruns are not charged.
- Please add special colors in Euroscale.
- Special formats: see page 13
- Prices for special issues page 16+17

## Ad formats with standalone placement



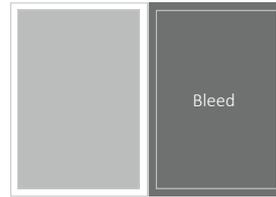
2/1 page – in the bleed  
width 420mm  
height 280mm  
(Bleed only on the outer sides)



1/2 page portrait width 90mm height 240mm  
1/2 page portrait\* width 103mm height 280mm



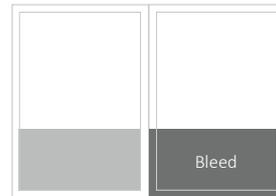
1/3 page portrait width 56mm height 240mm  
1/3 page portrait\* width 73mm height 280mm



1/1 page width 180mm height 240mm  
1/1 page\* width 210mm height 280mm



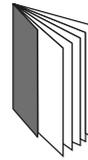
1/2 p. landscape width 180mm height 120mm  
1/2 p. landscape\* width 210mm height 135mm



1/3 page portrait width 180mm height 80mm  
1/3 page portrait\* width 210mm height 105mm

\* Trimming allowance on all sides, an additional 3 mm on each side.

## Special forms of advertising

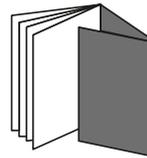


### Flying Page

1/2 cover page flap (printable on both sides)

Ad space: Front: 140 mm x 210 mm  
Back: 140 mm x 280 mm

Price € 33,830.–



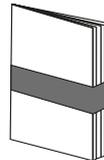
### Gatefolder Back

4th cover page plus 1/1 fold-out page (front and back + 3rd cover page)

Ad space: 4th and 3rd cover page: 205 x 280 mm  
Flap per area: 195 x 280 mm

Price: € 65,800.–

Gatefolder Front: upon request



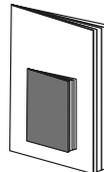
### Banderole

Paper tape (printed on both sides) around the magazine; sealed on the back of the magazine with an adhesive dot

Ad space: 420 x 100 mm

Delivery: 480 x 100 mm

Price: € 49,950.–



### Booklet

As an insert on the front page, this special form of advertising serves as your "own magazine on the magazine" filled with your content in the look and feel of handwerk magazin

Price: upon request

	Inserts	Supplements	Fixed inserts
<b>Definition</b>	Inserts are loosely added, ready to process printed materials.	Supplements are printed materials that are firmly integrated into the magazine. They must be provided by the customer ready for processing.	Fixed inserts are affixed to a basic ad so that they can be easily peeled off. The following are eligible for processing: (a) postcards or other rectangular, unfolded printed materials. (b) Envelopes with contents (flap closed, maximum weight 20 g). Other designs are only possible by special agreement.
<b>Occupancy options</b>	Total circulation Total subscription circulation Industry inserts on request. Exclusion of competition and exclusive use cannot be granted for inserts.	Only the total print run can be assigned.	Basic advertisement in the complete edition 1/1 page, calculation according to price list no. 37
<b>Formats</b>	Minimum format 105 x 148 mm (DIN A6) Maximum format 200 x 270 mm  Multi-page inserts lie with the closed side facing the gutter of the magazine.  Please be sure to observe the maximum format specified. Deviations, especially overlapping formats cause additional postal costs, which we will charge additionally.	Bleed allowance: 3 mm on each side Untrimmed size 216 x 286 mm Trimmed size 210 x 280 mm Delivery is required in untrimmed size and folded.	Minimum format 60 x 100 mm Maximum format 148 x 210 mm
<b>Paperweight</b>	two-sided inserts min. 115 g/m <sup>2</sup> four-sided inserts min. 90 g/m <sup>2</sup> more extensive inserts min. 60 g/m <sup>2</sup>	min. 115 g/m <sup>2</sup>	–
<b>Prices</b>	For each thousand started, not rebatable. <b>up to 10 g individual weight € 230 / 1,000</b> <b>up to 20 g individual weight € 240 / 1,000</b> <b>up to 30 g individual weight € 250 / 1,000</b>  Heavier inserts upon request	For each thousand started, not rebatable. <b>2-page supplement € 230 / 1,000</b> <b>4-page supplement € 250 / 1,000</b>  Heavier supplements upon request	For each thousand started, not rebatable. <b>up to 20 g individual weight € 99 / 1,000</b> Prices may increase if the quality of the adhesive makes processing difficult and additional costs are incurred. Posting costs are also incurred for enclosed items from 3 mm thick.
<b>Please note</b>	When placing an order, it is necessary to present a sample (5 times to the publisher's address). Only after its approval does the order become binding for the publisher. Inserts, supplements and fixed inserts must be delivered free of charge in handy quantities, perfectly packaged and machine-processable (e.g. no leporello fold) no later than 3 weeks before the first day of sale. Delivery to: Vogel-Druck, keyword hm/no. ...., Leibnizstr. 5, 97204 Hoechberg, Germany. Information on the number of transport units, magazine titles and the issue number are required. A sample should be visibly attached to each packaging unit. In the event of processing difficulties, the completion of the edition takes priority. Collaborative advertising only after consultation!		

Year:	40th volume 2026	Magazine format:	210 mm wide x 280 mm high (plus 3 mm bleed on all sides)
Publisher:	Holzmann Medien GmbH & Co. KG Gewerbestraße 2 86825 Bad Woerishofen Germany Phone +49 8247 354-126 Fax +49 8247 354-4126 www.holzmann-medien.de www.handwerk-magazin.de/mediaservice	Printing method:	Inner part: roller offset printing Cover: sheet-fed offset printing
Editor:	Alexander Holzmann	Binding method:	Perfect binding
Advertising management:	Eva-Maria Hammer (responsible) Phone +49 8247 354-177 eva-maria.hammer@holzmann-medien.de	Paper quality:	<b>Inner part:</b> 70 g/m <sup>2</sup> , almost wood-free, white matt, picture printing paper (LWC) <b>Cover:</b> 150g/m <sup>2</sup> , wood-free, glossy white picture printing paper
Editorial:	Patrick Neumann (Editor in Chief) Phone +49 89 898261-11 patrick.neumann@handwerk-magazin.de For further contacts, see page 48	Profile:	Cover: PSO coated v3 Inner Part: PSO LWC Improved (eci)
Terms of payment and bank details:	Within 14 days from the invoice date without deduction VAT number DE 129 204 092 Sparkasse Schwaben-Bodensee IBAN: DE50 7315 0000 0000 1017 09 BIC: BYLADEM1MLM	Data formats:	Closed documents: printer-optimized PDF file (1.4-Standard) File resolution: 300 dpi Embed all fonts used.
		Colors:	Euroscale (CMYK) <b>Special colors must be created in the colors of the Euroscale.</b>
		Color order:	K – C – M – Y
		Point gains:	40 % field (colors)      13 % – 16 % 80 % field                    10 % – 12 %
		Full-tone density:	K-Black      = 1.80                    C-Cyan      = 1.50 M-Magenta = 1.50                    Y-Yellow    = 1.40
		Data transmission	via email, possibly with a download link disposition@holzmann-medien.de
		Proof:	Attention with color displays: No binding color reproduction can be guaranteed without delivery of a proof.
		Data archiving:	Print documents/media will not be retained by the publisher for more than 1 year after the last activation.
		Warranty:	In the event of incomplete or incorrect data/printed documents, a complaint cannot be accepted. The format of the ad document must match the format of the ad.
		Contact media disposition:	Brigitte Dilba Phone +49 8247 354-178 disposition@holzmann-medien.de

# SPECIAL



Release date: 13/05/2026  
Ad deadline: 20/04/2026  
Print data: 27/04/2026

## SPECIAL ISSUE Gründer

- Special issue for a successful **business start-up**
- Run: 40,000 copies

Price list:

Format	Coloring	Price
1/1 page	bw/4c	€ 15,670.00
2/3 page	bw/4c	€ 10,410.00
1/2 page	bw/4c	€ 7,890.00
1/3 page	bw/4c	€ 5,160.00
1/4 page	bw/4c	€ 4,000.00
1/6 page	bw/4c	€ 2,640.00

2nd and 4th cover page + 10 %

### Planning tip.

If you also subscribe to handwerk magazin 08/2026 or 12/2026 with the special section on succession, you will receive a 20% discount.



# SPECIAL SUPPLEMENTS



Circulation: approx. 570,000 copies  
Distribution: nationwide

You will reach 643,000 readers\* nationwide  
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 runtime for Medium Rectangle upon request.

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

All prices plus statutory VAT.

1 Circulation monitoring: 

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

Print run	59,250		thereof e-papers
Total circulation:	68,845		9,734
Paid circulation:	20,867		6,440
Copies subscribed:	7,832		639
	thereof	2,260	member copies
		31	multiple copies
Other sales:	13,033		5,801
Single copy sales:	2		0
Returns:	0		
Free copies:	47,978		3,294
	thereof	136	laid out
		1	display location
Remaining, file and archive copies:	139		

### Geographical distribution analysis

Economic region	Proportion of the total circulation	
	%	Copies
National	99.56%	68,541
Abroad	0.05%	37
Unevaluable	0.39%	267
<b>Total circulation</b>	<b>100.00%</b>	<b>68,845</b>

### Distribution according to the Nielsen regions/Federal states:

<b>Nielsen region I</b>		
Schleswig-Holstein	2.94%	2,015
Hamburg	1.41%	966
Lower Saxony	15.74%	10,788
Bremen	0.59%	404
<b>Nielsen region II</b>		
North Rhine-Westphalia	19.33%	13,249
<b>Nielsen region IIIa</b>		
Hesse	6.96%	4,770
Rhineland-Palatinate	3.64%	2,495
Saarland	1.55%	1,062
<b>Nielsen region IIIb</b>		
Baden-Wuerttemberg	15.29%	10,480
<b>Nielsen region IV</b>		
Bavaria	19.63%	13,455
<b>Nielsen region V</b>		
Berlin	1.38%	946
<b>Nielsen region VI</b>		
Brandenburg	1.77%	1,214
Mecklenburg-West Pomerania	0.84%	576
Saxony-Anhalt	1.79%	1,227
<b>Nielsen region VII</b>		
Saxony	4.22%	2,893
Thuringia	2.92%	2,001
<b>Total circulation national</b>	<b>100.00%</b>	<b>68,541</b>

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

Dept./Group/Class	Recipient groups according to classification of the industrial sector	Total circulation %	Copies
	<b>Commercial production</b>		
10-12	Production of food and animal feedstuffs/drink/tobacco products	1.50%	1,033
13-15	Production of textiles, clothing, leather, leather goods and shoes	0.71%	489
16	Production of wood, wicker, basket and cork goods (excl. furniture)	5.35%	3,683
17-18	Production of paper, cardboard and goods made of that material, printed matter	0.14%	96
19-22	Coke and mineral oil processing/production of chemical, pharmaceutical products, rubber and plastic goods	0.41%	282
23	Production of glass and glass products, ceramics, treatment of stone and earth	1.36%	936
24-25	Production and machining of metal/fabrication of metal products	8.28%	5,700
26-27	Production of data processing devices, electronic and optical products, electrical equipment	3.36%	2,313
28	Mechanical engineering	3.45%	2,375
29-30	Manufacture of motor vehicles and spares/miscellaneous vehicle construction	0.98%	675
31	Manufacture of furniture	2.02%	1,391
32-33	Manufacture of miscellaneous goods/repair and installation of machinery and equipment	1.81%	1,246
	<b>Building industry</b>		
41	Building construction	16.63%	11,449
42	Civil engineering	2.84%	1,955
43	Preparatory construction work, building technical installations and other commercial fitting and decorating work	28.67%	19,738
	<b>Business trade</b>		
45	Trade in vehicles; maintenance and repair of vehicles	7.13%	4,909
46	Wholesale trade	2.21%	1,521
47	Retail trade	1.06%	730
	<b>Service industries</b>		
62-63	Providers of information technology services/information services	0.03%	21
64-66	Financial services/insurance industry/associated activities	0.08%	55
69-73	Consultation/planning/advertising	1.33%	916
811/812/960	Cleaning industry	3.05%	2,096
9602	Hair and cosmetic salons	0.28%	193
49-53/55-61/68/74-80/82/90-93/95/97-98	Other service industries	4.37%	3,009
	<b>Public facilities</b>		
84	Public authorities	0.07%	49
85	Education and teaching	0.56%	386
94/99	Special interest groups	1.26%	868
	No information	0.42%	291
	Abroad (not ascertained)	99.36%	68,405
	Unevaluable	0.05%	37
		0.59%	403
	<b>Total circulation</b>		<b>68,845</b>



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  
1,151,111 page impressions  
(IVW 07/2025)



Newsletter

93,440 subscribers  
(own count,  
as of 04/07/2025)



Social media

100,386 subscribers/  
followers  
(as of 06/2025)

### OUR TARGET GROUPS



Self-employed entrepreneurs  
from SMEs and trades



Cleaning  
industry



Screed and  
industrial floor industry



Managers and decision  
makers



Glass, window, facade,  
metal industries



HVK industry



Sun protection and gates  
industries



Meat sector



Flooring  
industry

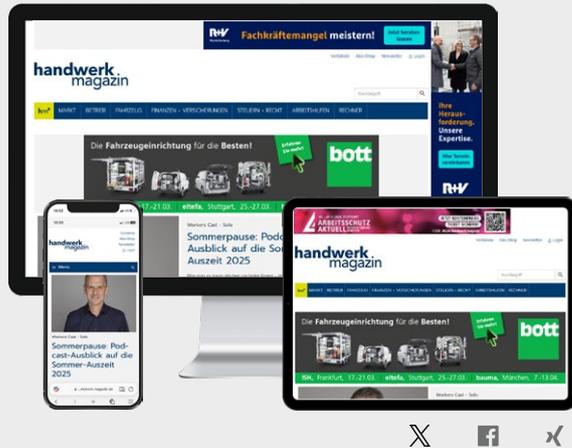


Textile care  
sector



Electrical  
trade

# handwerk-magazin.de AT A GLANCE



## THE USER VALUE PORTAL FOR SKILLED CRAFTS ENTREPRENEURS AND SMES



Online reach  
88,660 visits,  
149,974 page impressions  
(IVW 07/2025)



Of which mobile reach  
29,732 visits,  
41,046 page impressions  
(IVW 07/2025)

## CAMPAIGN PLANNING

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

'handwerk magazin' 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

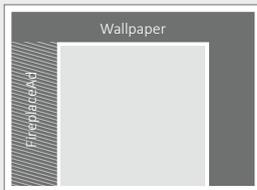


### HOMEPAGE TAKEOVER

**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.–**

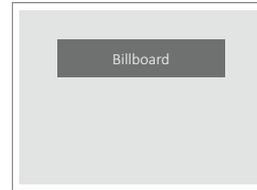
Combination of two Skyscrapers and the Superbanner. The FireplaceAd frames the website on three sides. When scrolling, the Skyscrapers on the left and right are sticky.

**Delivery:** Desktop

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



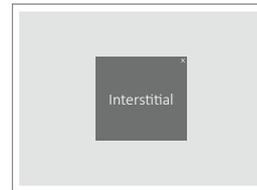
**Superbanner |**  
**Sticky Superbanner** (728 x 90 pixels) **CPM each € 115.–**  
 Attention-grabbing advertising format with full-surface presence, top or bottom. Use in the immediately visible area with great creative scope for design.  
 Delivery: Desktop, tablet



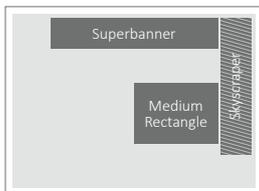
**Billboard** (940 x 250 pixels) **CPM € 180.–**  
 Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.  
 Delivery: Desktop



**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.

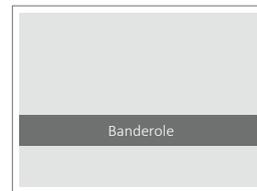


**Interstitial** (300-550 x 250-400 pixels) **CPM € 140.–**  
 Fade-in takes place directly above the content when the website is called up.  
 Delivery: Desktop, tablet



**TandemAd** **CPM € 150.–**  
 Simultaneous 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



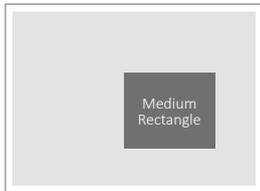
**VideoAd**

**€ 3,890.–**

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

### handwerk magazin – very targeted.

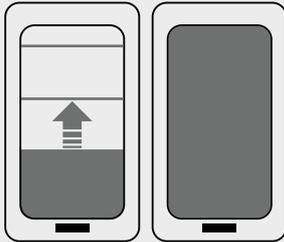
CPM markups: € 10.– for targeting | € 10.– for frequency capping

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

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



# MOBILE ADVERTISING



## 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**

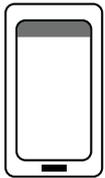
Target mobile users for your device optimized campaign.

**Mobile MMA Banner**

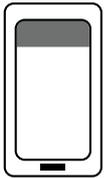
		<b>CPM</b>
MMA 6:1:	300-320 x 50 pixels	<b>€ 95.–</b>
MMA 4:1:	300-320 x 75 pixels	<b>€ 100.–</b>
MMA 2:1:	300-320 x 150 pixels	<b>€ 110.–</b>
MMA 1:1:	300 x 250 pixels (Medium Rectangle)	<b>€ 115.–</b>
HalfpageAd:	300 x 600 pixels	<b>€ 130.–</b>

**Mobile MMA Banner sticky**

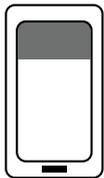
		<b>CPM</b>
MMA 6:1 sticky:	300-320 x 50 pixels	<b>€ 100.–</b>
MMA 4:1 sticky:	300-320 x 75 pixels	<b>€ 105.–</b>



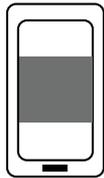
MMA 6:1



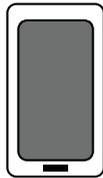
MMA 4:1



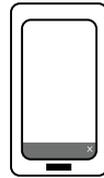
MMA 2:1



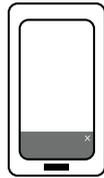
MMA 1:1



HalfpageAd

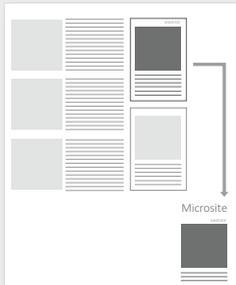
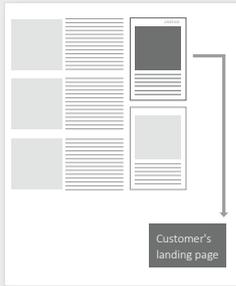


MMA 6:1



MMA 4:1

# CONTENT MARKETING



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

## NATIVEAD OUT

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

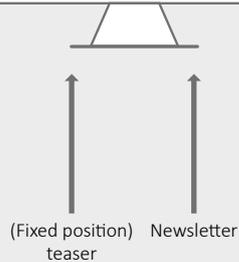
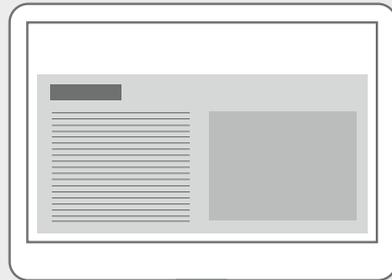
**Price: from € 2,900.–**

## NATIVEAD IN

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

**Price: from € 4,400.–**

# CONTENT MARKETING



TRAFFIC PUSH

## 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.

Duration: 4 weeks

Traffic Push: (Fixed position) teaser, newsletter ads

Premium

Traffic Push: optionally available for € 1,590.–

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

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

Price: € 10,490.–

### Extend reach | Crafts XXL.

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



# Unternehmertipp AT A GLANCE



## NUMBERS, DATA, FACTS



Subscribers

**14,180** (07/2025)



Sending frequency

**weekly**  
(usually on Tuesdays)



Reporting

**automated**  
after seven days

# Unternehmertipp SPEZIAL AT A GLANCE



## NUMBERS, DATA, FACTS



Subscribers

**14,180** (07/2025)



Sending frequency

**weekly**  
(usually on Thursdays)



Reporting

**automated**  
after seven days

**Newsletter topics.**

The topics can be found from page 10.



# Steuern & Recht AT A GLANCE



## NUMBERS, DATA, FACTS



Subscribers

**6,452** (07/2025)



Sending frequency

**monthly**



Reporting

**automated**  
after seven days

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



### ContentAd

**Unternehmertipp**

**1 x € 790.–**

**Spezial**

**1 x € 910.–**

**Steuern & Recht**

**1 x € 470.–**

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)

**Unternehmertipp**

**1 x € 730.–**

**Spezial**

**1 x € 850.–**

**Steuern & Recht**

**1 x € 470.–**

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



### Billboard (600 x 240 pixels)

**Unternehmertipp**

**1 x € 880.–**

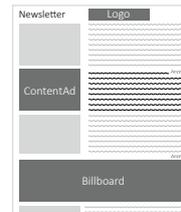
**Spezial**

**1 x € 960.–**

**Steuern & Recht**

**1 x € 580.–**

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

**Unternehmertipp**

**1 x € 2,235.–**

**Spezial**

**1 x € 2,415.–**

**Steuern & Recht**

**1 x € 740.–**

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.

Package pricing upon request!

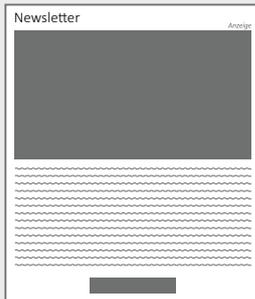
### CTR-Star.

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

TOP 1 placement: € 50.– surcharge



# STANDALONE



## DROP YOUR MESSAGE EXCLUSIVELY DIRECTLY INTO THE MAILBOX 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 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
- High-quality contacts, direct target group access
- Individual sending date

Preis per release:

- unternemertipp € 4,345.–  
(14,180 recipients, as of 04/07/2025, own count)
- Steuern&Recht € 1,560.–  
(6,452 recipients, as of 04/07/2025, own count)
- [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 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.

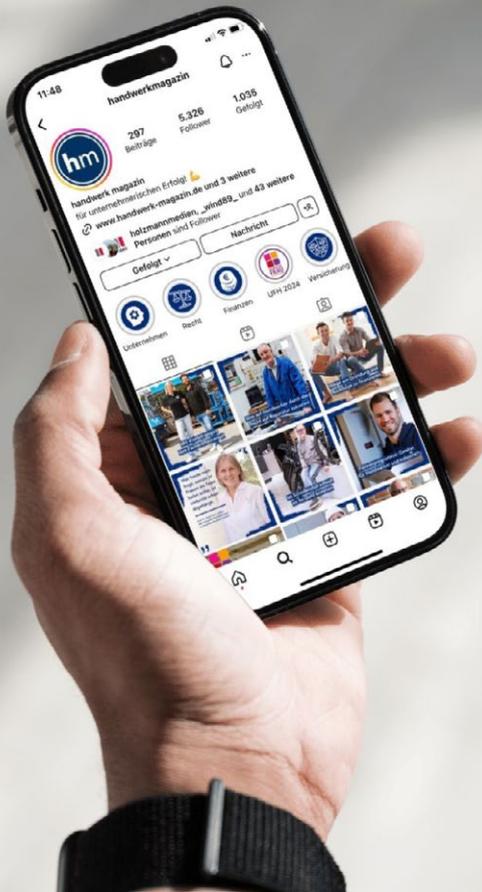
## TECHNICAL SPECIFICATIONS

Specs.



# SOCIAL MEDIA.

# SOCIAL MEDIA



## handwerk magazin IS AVAILABLE TO YOU TO SUPPORT YOUR SOCIAL MEDIA CAMPAIGN

handwerk  
magazin

### 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.

# WEBINARS



CRAFTS

It's worth taking a look

## SUCCESSFULLY MASTER THE FUTURE

### WEBINAR CO-BRANDING

#### OUR SERVICES

- Editorial workshop: Selection of topics and speakers as well as scheduling together with the customer.
- Production and support of live webinars
- Logo integration and mention at the beginning and end of each session
- Incl. pushing traffic to generate participants
- Participant management
- Provision of GDPR-compliant leads
- The webinar will be available for download on our webinar website afterwards.

Example

[Best practice video](#)

#### PRICE:

Lead packages	You will receive	Price
Basic package	up to 40 leads	€ 6,950.–
Premium package	up to 20 leads	€ 7,950.–

Basic Lead |  
CPL € 50.–\*

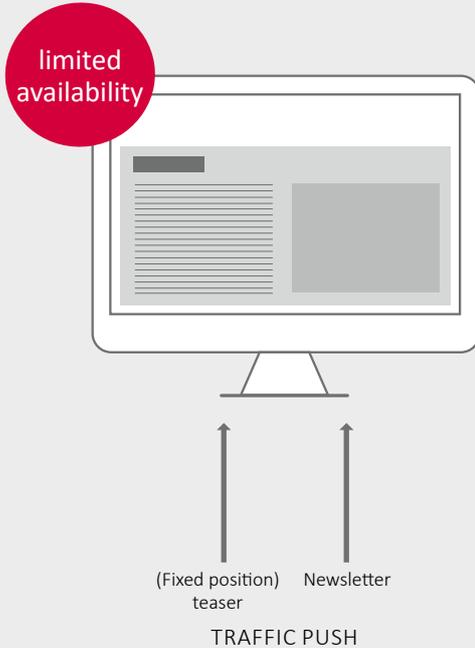
- E-mail address

Premium Lead |  
CPL € 150.–\*

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

\*not discountable, not eligible for AC

# 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 whitepaper. 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: (fixed position) teaser, newsletter ads
- Content creation: Our specialist editorial team creates the content for your whitepaper. Price upon request.

### Example

## PRICE:

Lead packages	You will receive	Price
Basic package	up to 40 leads	€ 4,490.-
Premium package	up to 20 leads	€ 5,490.-

### 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.

# MOTION PICTURE



Find out more about video production.

Info brochure.

## 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

# MOTION PICTURE



More video formats

## VIDEO PRODUCTION | 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 travel and accomodation if applicable.



AUDIO.

# 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)

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# 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
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- 150 single spots
- Homepage teaser and microsite on [www.handwerker-radio.de](http://www.handwerker-radio.de)
- Content ad in the Handwerker Radio newsletter
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