



## MEDIA-INFORMATION 2025

no. 50, valid from 01/01/2025



total circulation:  
51,002  
copies (IVW-cert.)

[www.si-shk.de](http://www.si-shk.de)

TARGET GROUP.

CHANNELS.

THEME PLAN.

PRICE LIST.

NEWSLETTER.

WEBSITE.

CONTACT PERSONS.

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# OUR TARGET GROUP

WE ARE  
HVAC!

## SI – THE FACULTY MEDIA FOR HVAC COMPANIES

### OUR READERS



main target audiences  
entrepreneurs HVAC:  
sanitation system contractors,  
heating engineers,  
air conditioning technicians



other readers  
planners and architects,  
wholesaler

### STRONG INDUSTRIAL SECTOR: THE HVAC CRAFT IN GERMANY

48,700  
companies



> 391,900  
employees



63.0 billion  
euro  
revenue



source: ZVSHK, prediction 2023

Joachim Scheel,  
Scheel-Haustechnik GmbH & Co. KG

# OUR CHANNELS

WE ARE  
HVAC!



## PRINT

### SI - THE TRADE JOURNAL FOR HVAC-ENTREPRENEURS

'Si' is published 10 issues per year and has a wide circulation of 51,002 copies (IVW-cert., annual average July 1, 2023 to June 30, 2024). So 'Si' is by far the highest circulation german-language trade journal for HVAC companies.

Our special issues take up the topics of the industry and offer manufacturers a perfectly fitting environment for their targeted and long-term presence.

## DIGITAL

### WEBSITE [si-shk.de](https://si-shk.de)

[si-shk.de](https://si-shk.de) supplements our range of information as an online portal for HVAC entrepreneurs updated daily and offers IVW-certified quality coverage for banner, video and native formats.

### NEWSLETTER Si aktuell

Twice a week, the newsletter 'Si aktuell' reaches more than 13,000 subscribers.

In addition, the 'Si SHK-WOCHENSCHAU' bundles the most important news of the week every saturday. The 'Si Schwerpunkt' newsletters, especially for special topics or events complete the range of information.

Video and audio complete our offering.

## AWARDS

### BEST OF SHK AWARD

The 'Best of SHK Award' in the field of handcrafts (formerly known as 'Marketingpreis für das deutsche SHK-Handwerk') is honoring HVAC companies that stand out due to special marketing measures, exceptional customer orientation or deserved corporate management. The winners are selected by an independent expert jury. The prize celebrated its 25th anniversary in 2022.

In addition, the Best of HVAC Award in the areas of industry and trade honors the best concepts in different categories based on a reader's choice.



PRINT.

# Si AT A GLANCE



BY FAR THE HIGHEST CIRCULATION GERMAN-LANGUAGE  
TRADE JOURNAL FOR HVAC ENTREPRENEURS

## CIRCULATION



distributed circulation (IVW-certified):

51,002 copies  
(annual average July 1, 2023 to June 30, 2024)

'Si' reaches all trade businesses in the HVAC sector, regardless of their  
association or guild affiliation.

## FREQUENCY



10 x per year  
(monthly, two double numbers)

# WHAT WE CARE ABOUT



## EIN STARKES TEAM FÜR EINE STARKE 'Si'

Der hohe Anspruch unserer Leser an professionellen Content – sowohl online wie auch im Print – ist der Maßstab unserer redaktionellen Arbeit. Als Chefredakteur verantwortet Maximilian Döller mit seiner über 25-jährigen journalistischen Erfahrung die inhaltliche Qualität von Zeitschrift, Newsletter, Homepage und Social-Media-Aktivitäten. Unterstützt wird Maximilian Döller dabei von einem kompetenten und engagierten Team. Marcus Lauster nennt sich als stellvertretender Chefredakteur vorrangig den Themen Bautechnik, Lüftung und Klimatechnik, Energie und Automation an. Redakteur Alexander Pomikl widmet sich Schwerpunktthemen des Bauwerks Sanitär sowie den Themenfeldern rund um Bauphysik und Bautechnik. Claudia Heger konzentriert sich im Heizungsbereich auf die Bereiche erneuerbare Energien und Installationstechnik. Und Jörn Fokke auf die Fragen im SHK-Handwerk und die Brandschutzthematik richtet Redakteurin Stefanie Schweggenkötter. Schließlich koordiniert Sabine Schneider als Cheffe vom Dienst die Akzente zwischen Redaktion, Produktion sowie Anzeigenabteilung und ist verantwortlich dafür, dass jede Ausgabe des 'Si'-Fachmagazins unserem Qualitätsanspruch entsprechend produziert wird.



## OUR CREDO: QUALITY JOURNALISM

- industry experts provide information on technology and corporate management as well as on political and social framework conditions.
- 'Si' is wide-reaching, neutral and critical
- 'Si' creates market transparency and offers added value for more business success
- The regular exchange with an independent 'Si' advisory board enriches the work of the editorial team. This intensive communication with the HVAC companies guarantees constant proximity to market developments and ensures that the industry content published on all 'Si' channels is highly relevant.

## OUR CONTENT

- schedules: sanitation- heating- ventilation & air conditioning- installation & ICA in alternation with building automation & electrics- news- office & building sites
- topics: industry changes, market conditions, innovations, products, systems, standards, dates
- our forms: project and user reports, technical articles, interviews, special topics, trade fair reports, product and service pages
- special issues: Si SHK-NACHHALTIGKEIT, Si SHK-APPS, Si SHK-SERVICES, Si SHK-HIGHLIGHTS
- special parts: Si SHK-DESIGN, digitization and software

to the reading sample.

issue	sanitation	heating	ventilation & air conditioning	installation & ICA   building automation & electrics	office & building sites
<b>01/02-2025</b>  <b>DP: 11/02</b> <b>AD/ED: 15/01</b>	drinking water hygiene in bathrooms and kitchens: hot water preparations, small storage tanks, instantaneous waterheaters, sensor-controlled fittings, automatic flush valves, etc.	heating pumps, heating water, safety fittings/systems, pressure maintenance, expansion systems, hydraulic separators, buffer tanks, mobile heating appliances/heat plants etc.	air distribution systems: insulation pipes/ducts, air diffusers/outlets, actuators, insulation, mufflers etc.	pump technology, pressure boosting, lifting systems, filter/softening/decalcification systems, home water stations, smart metering, water/heat meters, MSR-technic etc.	metering, testing, analysis and locating equipment
<b>03-2025</b>  <b>DP: 11/03</b> <b>AD/ED: 12/02</b>	<b>trade fair issue</b> <b>ISH</b> <b>ISH</b>	bathroom furnishings, washbasins, fittings: washing areas, designer fittings, intelligent/contactless fittings, accessories, design elements, digital bathroom, lighting fixtures, materials/raw materials	heat pumps: new systems, design criteria, choice of system (brine-water, water, air) etc.	central, controlled living space air condition, air diffuser systems	house and building automation, building control systems, hydraulic balancing, control, safety and shut-off fittings, thermostatic valves, power units
<b>04-2025</b>  <b>DP: 24/04</b> <b>AD/ED: 26/03</b>	<b>review</b> <b>ISH</b> <b>ISH</b>	showers: shower fittings, shower basins/trays, shower channels/areas, floor/wall drains, shower cubicle, walk-in-showers, accessibility, partition wall etc.	biomass heating technology: Heating with pellets, firewood, wood chips, storage systems, chimney and exhaust gas systems, filtering systems etc.	central air-condition appliances, RLT-constructions, energetic inspection of air-conditions, heat recovery, dumper-/ cooling register, filter technology, de-/humidification systems	pipe and joining technology, fittings, drinking water hygiene, leak detection, pipe insulation, fire prevention, pipe penetration, assembly and fastening systems
with 'Si' special part 'Best of SHK Award 2025'					

DP = date of publication AD = advertising deadline ED = editorial deadline. The editorial department reserves the right to change the topics for reasons of current relevance.



issue	sanitation	heating	ventilation & air conditioning	installation & ICA   building automation & electrics	office & building sites
<b>05-2025</b> <b>DP:</b> 20/05 <b>AD/ED:</b> 22/04 <b>review</b> <b>ISH</b> <b>ISH</b>	sanitary equipment in the commercial and public sectors, front wall installation, contactless fittings, legionella protection, automatic flush technology, short store, boiler	cogeneration of heat and power, combined heat and power plant, fuel cell heating, innovative heating technology, energy source hydrogen, power-to-heat, heating networks	decentralised ventilation systems, small ventilation units, pipe-, duct-, roofventilation, air curtain construction, blowing convectors, air heater	surface heating and cooling systems: flooring, walls, ceilings, thermal activation, hydraulic constructions, control system etc.	vehicle fleet, fleet management, tool-/operating found administration, anti-theft protection
<b>06-2025</b> <b>DP:</b> 18/06 <b>AD/ED:</b> 20/05 <b>trade fair issue</b> <b>FeuerTrutz</b> <b>review</b> <b>The Smarter E Europe</b> <b>THEsmarter EUROPE</b>	lavatories: toilets, shower toilets, urinals, bidets, fittings, flush technology/actuators, partitions wall etc.	solar thermal: collectors, swimming pool absorbers, mounting systems, heating storage units etc.	fire prevention and smoke extraction: fire protection valves/dampers/barriers, flue gas ventilation etc.	photovoltaic and energy management: modules, mounting systems, electricity storage units, electric immersion heater, inverters, charging station, wallbox etc.	working clothes, safety at work, assistance system
<b>AD: 29/04</b>	<b>with special issue 'Si SHK-NACHHALTIGKEIT'</b>				
<b>07/08-2025</b> <b>DP:</b> 23/07 <b>AD/ED:</b> 26/06 <b>review</b> <b>FeuerTrutz</b> <b>FeuerTrutz</b>	front wall installation, modular construction systems, cladding systems, renovation boards etc.	reconstruction: heating water/ plant protection, hydraulic adjustment, pumps, heating stations, heat exchangers, expansion systems, mobile heating systems, MSR-technology, energy management	cooling with heat pumps, air curtain construction etc.	fire and noise protection: pipe insulation, fire/smoke detection systems, partitioning, stop collars, sprinkler/ extinguishing systems etc	digitalization and software
<b>AD: 08/05</b>	<b>with special issue 'Si SHK-APPS'</b>				

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issue	sanitation	heating	ventilation & air conditioning	installation & ICA   building automation & electrics	office & building sites
<b>09-2025</b>  <b>DP: 03/09</b> <b>AD/ED: 06/08</b>	small bathrooms, guest-bathrooms/toilets and kitchens: bathroom furniture, washbasins, sinks, showering and bathing, fittings, drinking water hygiene, warm-/hot water preparation, lifting system etc.	heating with wood – firewood, pellets, wood chips: boilers, stoves, storage and materials handling, filtering systems, chimney- and exhaust technology etc.	air conditioning technology: VRF systems, split/multisplit devices, air conditioning units, RLT-Systems etc.	building- and roof draining: waste water drainage/ canalisation, rainwater and grey water usage, non-return flaps, lifting system, pumping stations, water treatment, fat separator etc.	tools, machines, ladders, lifting platforms, workshops and storages
<b>AD: 30/07</b>	<b>with special issue 'Si SHK-DESIGN'</b>				
<b>10-2025</b>  <b>DP: 10/10</b> <b>AD/ED: 12/09</b>	wellness and health in the bathroom: whirlpools, saunas, steam baths, infrared cubicles, digital bathrooms, lighting design etc.	heat pumps: system expansion, -recovery, -integration, combination with PV and electricity store etc.	central, controlled living space air-conditioning, air distribution systems	radiators, bathroom/designer radiators, convectors heaters, thermostatic valves, smart regulation, radiator fittings, hydraulic adjustment, metering, testing and control equipment	commercial vehicle, vehicle furniture, trailer etc.
<b>AD: 01/08</b>	<b>with special issue 'Si SHK-SERVICES'</b>				

DP = date of publication AD = advertising deadline ED = editorial deadline. The editorial department reserves the right to change the topics for reasons of current relevance.

issue	sanitation	heating	ventilation & air conditioning	installation & ICA   building automation & electrics	office & building sites
<b>11-2025</b>  <b>DP: 12/11</b> <b>AD/ED: 16/10</b>	barrier-free bathroom designs, multi-generational bathrooms, front wall installation, smart bathroom, fittings, scalding protection, drinking water hygiene	hall heating: Radiant ceiling panels, light and dark radiators, warm air heating etc.  gas, liquefied gas, hydrogen and oil heating technology: hybrid/composite systems, heating water, exhaust pipes etc.	surface-mounted/flush-mounted ventilations, decentralised ventilation, individual/small room fans, wall/ceiling extractors etc.	intelligent control, smart home, control of heating areas (radiators, panel heating/cooling etc.), infrared heating, electric heating etc.	digitalization and software  metering, testing, analysis and locating equipment
<b>AD: 25/09</b>	with special issue 'Si SHK-HIGHLIGHTS'				
<b>AD: 16/10</b>	with 'Si' special part digitization and software				
<b>12-2025</b>  <b>DP: 10/12</b> <b>AD/ED: 13/11</b>	bathing: bathtubs/whirlpool tubs, bathtub fittings/drains	district and local heating, large heat pumps, heating networks, transfer stations, mobile heating centres etc.	energy-efficient renovation of ventilation systems: inspections, system maintenance, cleaning etc.	drinking water heating: fresh water stations, domestic hot water heat pumps, hot water storage tanks, drinking water hygiene, filter/softening/descaling systems, water/heat meters etc.	working clothes, safety at work, assistance system

DP = date of publication AD = advertising deadline ED = editorial deadline. The editorial department reserves the right to change the topics for reasons of current relevance.

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

formats	print space formats width x height in mm	bleed formats width x height in mm	4-colour prices
1/1 page	185 x 264	210 x 297	8,890.– €
junior page	135 x 190	148 x 208	5,610.– €
1/2 page	90 x 264 or 185 x 130	210 x 148 or 101 x 297	4,985.– €
1/3 page	58 x 264 or 185 x 88	210 x 106 or 69 x 297	3,710.– €
1/4 page	90 x 130 or 43 x 264 or 185 x 63	210 x 81 or 54 x 297 or 101 x 148	2,820.– €
1/8 page	90 x 63 or 43 x 130 or 185 x 30	210 x 48	1,630.– €
cover page	175 x 158 (type area without bleed allowance, not discountable)		11,950.– €
2. cover page	185 x 264	210 x 297	9,665.– €
3. cover page	185 x 264	210 x 297	9,665.– €
4. cover page	185 x 264	210 x 297	10,440.– €

millimeter price, 1 column (43 mm wide) 9.– €

our

general terms and conditions apply.

## advertisement formats

in the print space



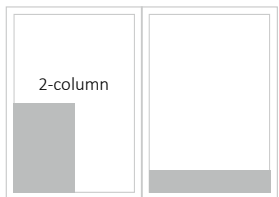
1/1 page  
width 185mm  
height 264mm

junior page  
width 135mm  
height 190mm



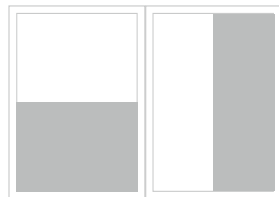
1/3 p. horizontal  
width 185mm  
height 88mm

1/3 p. vertical  
width 58mm  
height 264mm



2-column  
width 90mm  
height 130mm

1/8 p. horizontal  
width 185mm  
height 30mm



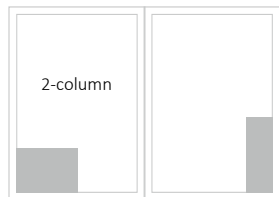
1/2 p. horizontal  
width 185mm  
height 130mm

1/2 p. vertical  
width 90mm  
height 264mm



1/4 page quer  
width 185mm  
height 63mm

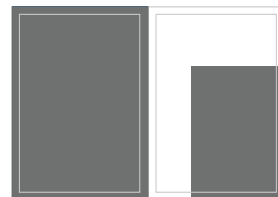
1/4 p. vertical  
width 43mm  
height 264mm



1/8 page  
width 90mm  
height 63mm

1/8 p. vertical  
width 43mm  
height 130mm

bleed



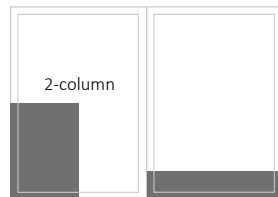
1/1 page  
width 210mm  
height 297mm

junior page  
width 148mm  
height 208mm



1/3 p. horizontal  
width 210mm  
height 106mm

1/3 p. vertical  
width 69mm  
height 297mm



2-column  
width 101mm  
height 148mm

1/8 page  
width 210mm  
height 48mm



1/2 p. horizontal  
width 210mm  
height 148mm

1/2 p. vertical  
width 101mm  
height 297mm



1/4 p. horizontal  
width 210mm  
height 81mm

1/4 p. vertical  
width 54mm  
height 297mm

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

Special sizes on request.

2 surcharges:  
placement

binding placement regulations: in each case 10 % of basic price

## format

A bleed surcharge of 10 % is added for advertisements above the type area sw base price charged. Formats other than the standard also 10 % surcharge (not discountable).

## 3 discounts:

for purchase within one year of insertion  
(starting from the appearance of the first advertisement)

piece scale		quantity scale	
appearing 3 times	3 %	1 page	3 %
appearing 5 times	5 %	3 page	5 %
appearing 10 times	10 %	5 page	10 %
appearing 20 times	15 %	10 page	15 %

No discount on front pages, affixed advertising material and additional technical costs.

## 4 ressorts:

'Wer bietet was?' per mm (43 mm wide)

per ressort and issue

duration 12 months 2.80 €

duration 6 months 3.90 €

job and opportunity advertisements on request

5 special types of  
advertising:

bound insert

2-sided (1 sheet) 9,630.-€

untrimmed format 216 x 306 mm

cropped format 210 x 297 mm

4-sided (2 sheets) 11,900.-€

required delivery quantity 40,500 copies

(discount: 1 sheet = 1/1 advertisement page)

For bound inserts and supplements, please also provide us a print PDF for integration into the ePaper circulation.

inserts (loosely inserted, maximum size 200 mm width x 287 mm high, can be processed by machine) prices include postage and shipping costs

weight	price
up to 25 g	10,360.- €

Inserts with a higher weight / larger format on request, likewise inserts that cannot be processed by machine.

Inserts are discounted according to the frequency discount.

affixed advertising material

postcard only in connection with a carrier advertisement in the format of at least 1/2 page,

not discountable 2,550.- €

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

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Annabell Janzen

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**content:** THE OVERVIEW FOR DIGITAL INDUSTRY TOOLS  
Numerous apps and digital tools such as software solutions and web applications make day-to-day work in the HVAC trade easier, from planning, installation and maintenance to office organisation. The special issue of 'Si' - already in its ninth edition in 2025 - helps HVAC tradespeople to quickly gain an overview of important digital applications and download them directly to their smartphones or tablets via iOS or Android.

THE NEW SPECIAL ISSUE FOR A SUSTAINABLE INDUSTRY  
It offers an ideal platform for the presentation of your innovative products and technologies in portraits with powerful words and images. Among other things, it focuses on energy-efficient systems in the HVAC sector, innovative technologies, the integration of renewable energies, sustainable building concepts, water conservation and resource-saving solutions.

THE OVERVIEW FOR SERVICES AND SUPPORT REFERENCES  
More time for the core business: From planning and installation support to after-sales support-service offers and services from manufacturers, wholesalers, associations and organisations are becoming increasingly important for HVAC contractors and are becoming an important decision-making criterion.

THE OPTIMAL PLATFORM FOR YOUR TOP REFERENCES  
The special issue offers manufacturers the opportunity to present their reference projects in comprehensive portraits as examples of best practice. In addition, new products and their advantages in practical use can also be presented.

'Si SHK-DESIGN' offers manufacturers an attractive platform to comprehensively present the design thinking behind their products in detailed portraits. Supported by large-format photos, it is possible to visualise how design and function interact in SHK products from all areas. Information on design principles, materials and the brains behind the design round off the portraits.

Digitalisation is changing everyday practice throughout the construction industry. Not only are changes in work processes on the horizon for trade contractors, but they also need to be prepared to adapt to the future in terms of software technology. The Si Spezial devotes extensive space to these topics and presents the latest developments and trends in specialist articles, references and interviews.

**format:** DIN A5  
**DP:** 24/07/2025  
**AD:** 08/05/2025  
**price:** 1,040.- €  
(1 page-portfolio)

DIN A4  
19/06/2025  
29/04/2025  
3,260.- €  
(1-page-portfolio)

DIN A5  
09/10/2025  
01/08/2025  
1,040.- €  
(1 page-portfolio)

DIN A4  
13/11/2025  
25/09/2025  
3,260.- €  
(1-page-portfolio)

DIN A4  
03/09/2025  
30/07/2025  
3,260.- €  
(1-page-portfolio)

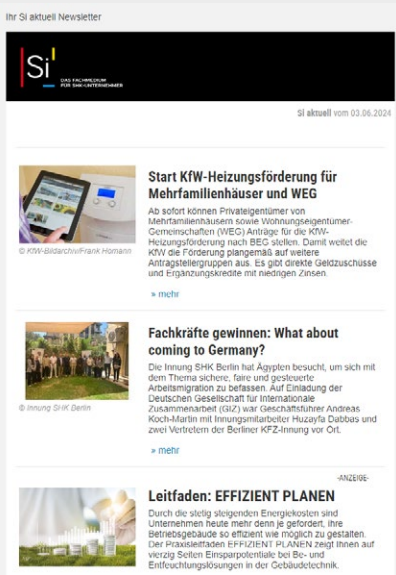
DIN A4  
12/11/2025  
16/10/2025  
see price list



DIGITAL.



# NEWSLETTER Si aktuell AT A GLANCE



## NUMBERS, DATA, FACTS



subscribers ↗

**13,420** (08/2024)  
12,087 (08/2023)



sending frequency

**2x per week**  
+ Si SHK-WOCHENSCHAU (saturdays)  
+ Si Schwerpunkt (see page 28)



open rate

**18.9 %**  
(average 1st half-year of 2024)



reporting

**automated**  
after seven days



newsletter ads

**153 ads** (1st half-year of 2024)



# NEWSLETTER DATES

dispatch dates 'Si aktuell' usually Mondays and Thursdays  
(deviating dispatch dates during holiday weeks)

dispatch dates 'Si SHK-WOCHENSCHAU' usually Saturdays

dispatch dates 'Si Schwerpunkt'

topic	date
trade fair preview BAU	11/01/2025
trade fair preview ISH	02/03/2025
trade fair preview ISH	09/03/2025
trade fair preview ISH	15/03/2025
heating with wood   trade fair preview World of Fireplaces	21/04/2025
trade fair preview The Smarter E Europe	04/05/2025
fire protection   trade fair preview Feuertrutz	22/06/2025
vehicle fleet and vehicle equipment	07/09/2025
Tag des Bades	14/09/2025
workwear and occupational safety   trade fair preview A+A	02/11/2025
digitalisation and software	16/11/2025
district heating, local heating, large heat pump	23/11/2025

**Places are limited, so book your preferred date quickly.**

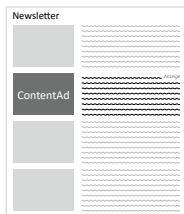
**ContentAd****Price 890.– €**

Image-text ad designed in the look and feel of an editorial article and marked as ad.

In addition, you have 50 characters for the headline and 350 characters of body text to communicate your advertising message.

With this format, you receive three external links in the headline, logo and body text.

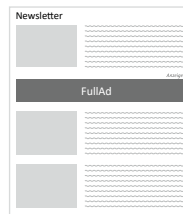
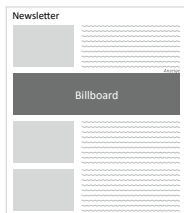
**FullAd****Price 860.– €**

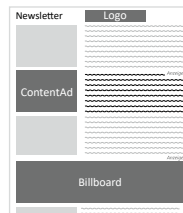
Image ad placed between editorial articles. The FullAd links to an external landing page (e.g. company website).

**Billboard****Price 940.– €**

Large and prominent format with plenty of space for design and information, placed between high-quality content.

Brand awareness guaranteed!

It links to an external landing page (e.g. corporate website).

**Newsletter Exclusive Sponsorship****Price 2,900.– €**

Exclusive sponsoring of a newsletter. In addition to including your company logo in the header, there are two advertising formats that will be placed in the editorial newsletter.

You can choose between ContentAd, FullAd and Billboard.

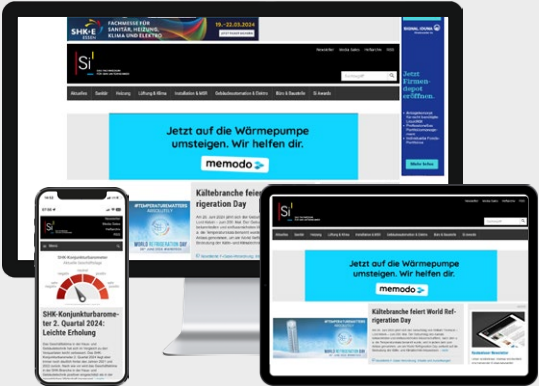
example

**StandAlone Newsletter****Price 4,160.– €**

The StandAlone Newsletter is built in the look & feel of the regular newsletter. Your advertising message is the focus. In addition to 1,500 characters of text, you can insert two images, call-to-action buttons and external links.

example 1 | example 2

# si-shk.de AT A GLANCE



## DAILY NEWS FROM THE HVAC INDUSTRY JOURNALISTICALLY PREPARED BY PROFESSIONALS

INFO ON TRENDS, TECHNOLOGY AND CORPORATE GOVERNANCE



online reach  
69,638 visits  
140,543 pageimpressions  
(monthly average  
January 1, 2024 to June 30, 2024,  
IVW-certified)



of which mobile reach  
17,359 visits  
51,156 pageimpressions  
(monthly average  
January 1, 2024 to June 30, 2024,  
IVW-certified)

## CAMPAIGN PLANNING

You will find a lot of best practice examples and the current ranges in the 'Si' digital portfolio.

'Si' digital portfolio.

Specs.

# DISPLAY | MOBILE ADVERTISING



## ADVERTISING SPACE XXL

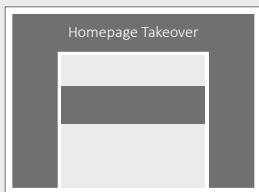
### DYNAMIC SITEBAR

**CPM 170.– €**

The dynamic sitebar runs on the right skyscraper space and stays visible. When scrolling, the dynamic sitebar stays in place automatically (sticky).

The ad format adapts to the respective screen size and thus is responsive.

**Placement:** Desktop

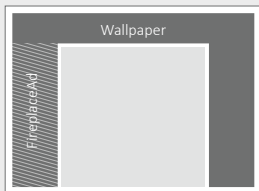


### HOMEPAGE TAKEOVER

**CPM 190.– €**

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

**Placement:** Desktop



### WALLPAPER

**CPM 145.– €**

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

**Placement:** Desktop

### FIREPLACEAD

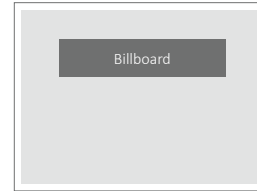
**CPM 180.– €**

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

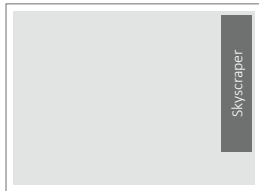
**Placement:** Desktop



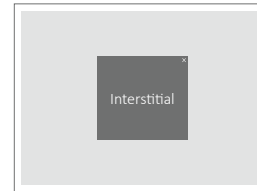
**Superbanner |**  
**Sticky Superbanner** (728 x 90 pixel) **CPM 90.– €**  
**CPM 110.– €**  
Eye-catching advertising format with screen-filling presence, top or bottom. It's immediately visible and offers a wide design scope.  
**Placement:** Desktop, Tablet



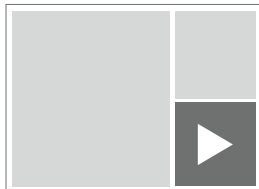
**Billboard** (940 x 250 pixel) **CPM 170.– €**  
Large format, positioned between navigation and content with plenty of space for design and information - a prominent stage for your advertising message.  
**Placement:** Desktop



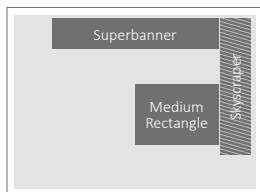
**Skyscraper** (160 x 600 pixel) **CPM 100.– €**  
Placement on the right or left side of the screen; remains visible when scrolling.  
**Placement:** Desktop



**Interstitial** (300-550 x 250-400 pixel) **CPM 130.– €**  
Displayed directly above the content when accessing the website.  
**Placement:** Desktop, Tablet



**VideoAd** **Price: from 3,990.– €**  
Eye-catching format through placement as a teaser box in the native sidebar. Redirection to a landing page with video.  
**Placement:** Desktop, Tablet, Mobile

**TandemAd****CPM 140.– €**

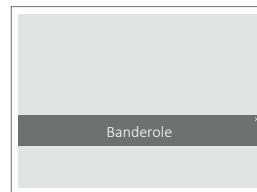
Simultaneous display of two classic advertising formats within the same page impression.

Placement: on request

**AdBundle****CPM 150.– €**

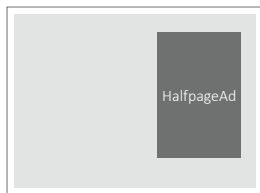
(Joint) delivery of three different classic classic formats.

Placement: on request

**BanderoleAd (770 x 250 pixel)****CPM 135.– €**

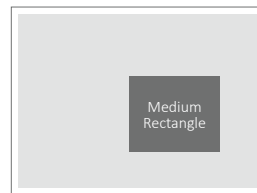
The format is placed above the content like a stripe. Best suitable for concise advertising messages.

Placement: Desktop

**HalfpageAd (300 x 600 pixel)****CPM 120.– €**

Through the integration in the content area of the site this advertising format catches users attention.

Placement: Desktop, Tablet, Mobile

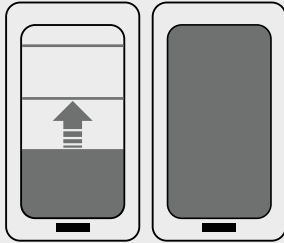
**Medium Rectangle (300 x 250 pixel)****CPM 110.– €**

Striking placement in the content of the website.

Placement: Desktop, Tablet, Mobile

# DISPLAY | MOBILE ADVERTISING

## MOBILE FORMATS



### MAXIMUM ATTENTION EVEN ON SMALLEST SCREENS

#### MOBILE INTERSCROLLER

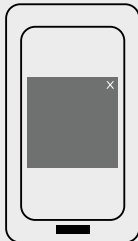
**CPM 170.– €**

Particularly eye-catching format.

Advertising media is located behind the content and is displayed when scrolling.

Not only communicates an advertising message, but also guarantees high brand awareness.

Placement: Mobile



#### MOBILE INTERSTITIAL

**CPM 135.– €**

The format is placed above the content and is closable by the user.

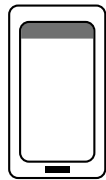
Placement: Mobile



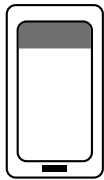
Reach mobile users for your device optimized campaign.

**Mobile MMA Banner**

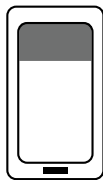
		CPM
MMA 6:1:	300-320 x 50 pixel	90.– €
MMA 4:1:	300-320 x 75 pixel	95.– €
MMA 2:1:	300-320 x 150 pixel	105.– €
MMA 1:1:	300 x 250 pixel (medium rectangle)	110.– €
HalfpageAd:	300 x 600 pixel	120.– €



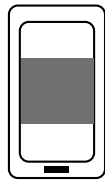
MMA 6:1



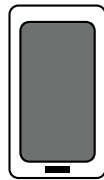
MMA 4:1



MMA 2:1



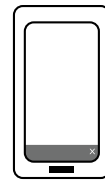
MMA 1:1



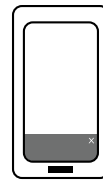
HalfpageAd

**Mobile MMA Banner sticky**

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



MMA 6:1



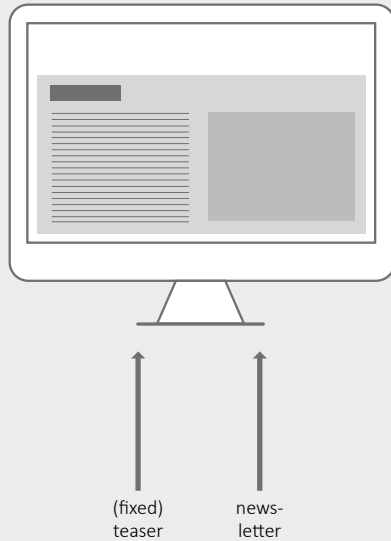
MMA 4:1

**Know what matters.**

The monthly IVW MEW statement transparently documents our device access.



# CONTENT MARKETING



TRAFFIC PUSH

## ADVERTORIAL

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

Runtime:	at least 4 weeks
Traffic Push:	(Fixed) Teaser, Newsletter Ads
Premium Traffic Push:	Optional for 1,490.00 €
Reporting:	after end of runtime (ad impressions, dwell time and click values of all clickable elements)

example

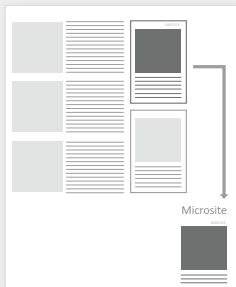
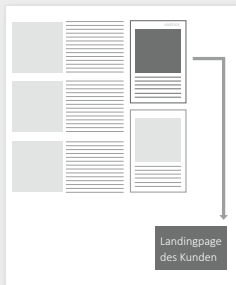
**price: from 6,325.-€**

### range extension | crafts XXL.

- on the comprehensive B2B trade portals Deutsche Handwerks Zeitung and handwerk magazin
- throughout the crafts-channel



# CONTENT MARKETING



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

## NATIVEAD OUT

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

The NativeAd Out links to an external landing page.

Placement: in the content or sidebar

Runtime: at least 4 weeks

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

example

**price: from 2,580.– €**

## NATIVEAD IN

Image-text ad designed in the look and feel of an editorial article and marked as an ad.

The NativeAd In links to a microsite (one-pager) where you can embed text, images, videos and links.

Placement: in the content or in the sidebar

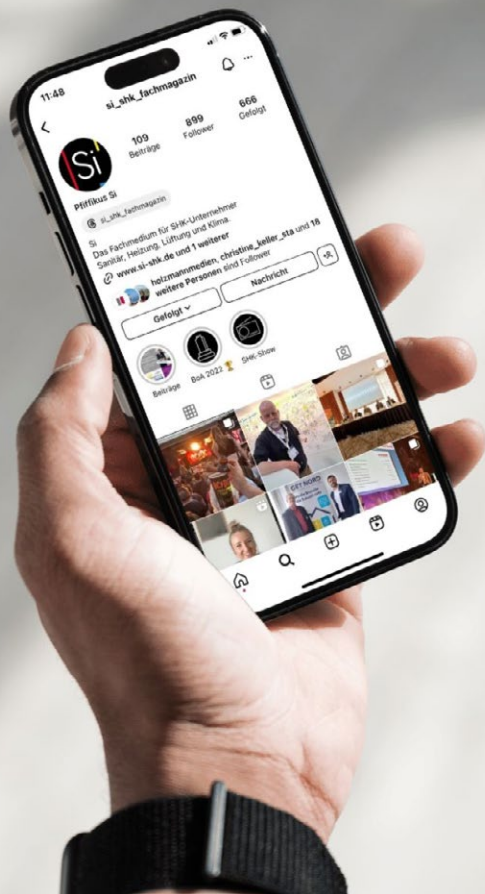
Runtime: at least 4 weeks

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

example

**price: from 3,650.– €**

# SOCIAL MEDIA



## SPONSORED POSTS

Our social media channels provide our followers with up-to-date specialist information from the HVAC industry.

The right platform for every purpose:

- facebook
- instagram
- youtube
- linkedin
- XING
- threads

## WE FOCUS ON ORGANIC

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

Examples:

- post + story on instagram + facebook: total price 980.- €
- post + story on facebook: total price 830.- €
- reel on instagram: 320.- € (incl. creation based on the documents you provide)
- other channels and formats on request

# LEADS



## WHITEPAPER

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

- Placement: on your desired website or in your desired channel
- Runtime: flexible, depending on budget and number of leads to be reached.
- Traffic push: (fixed placement) teaser, newsletter ads
- Content Creation: our expert editors will create the content for your whitepaper. Price on request.

example

## PRICE:

lead packages	you receive	price
basic package	up to 40 leads	3,990.– €
premium package	up to 20 Leads	6,990.– €

**basic lead |**  
**CPL 50.– €\***

- e-mail address

**premium lead |**  
**CPL 150.– €\***

- e-mail address
- first and last name
- company name
- company address

\*not eligible for discount and AE



## YOUR COMPETENT PARTNER FOR BUSINESS AND SPECIALISED MEDIA



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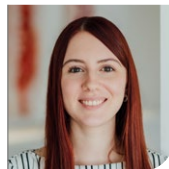
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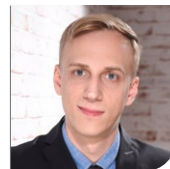
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