



MEDIA-INFORMATION 2026

no. 51, valid from 01/01/2026



total circulation:
51,523
copies (IVW-cert.)

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!

Foto: HWK NRW/Lita Kripping



Lukas Kopp,
Dietenmeier + Harsch
Haustechnik GmbH

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

48,050

companies



391,843

employees



61.3

revenue

billion
euro



source: ZVSHK, prediction 2024

OUR CHANNELS

WE ARE
HVAC!



PRINT

SI - THE TRADE JOURNAL FOR HVAC-ENTREPRENEURS

'Si' is published 9 issues per year and has a wide circulation of 51,523 copies (IVW-cert., annual average July 1, 2024 to June 30, 2025). 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

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 14,500 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):

51,523 copies
(annual average July 1, 2024 to June 30, 2025)

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

FREQUENCY



9 x per year + special issues
(monthly, two double numbers)

WHAT WE CARE ABOUT



EIN STARKES TEAM FÜR EINE STARKE 'Si'

Der hohe Anspruch unserer Leser an professionellsten Content – sowohl online wie auch im Print – ist der Maßstab unserer redaktionellen Arbeit. Als Chefredakteur verantwortet Maerten Döller mit seiner über 25-jährigen journalistischen Erfahrung die inhaltliche Qualität von Zeitschriften, Newslettern und Social-Media-Auftritten. Unterstützt wird Maerten Döller dabei von einem kompetenten und engagierten Team. Marcus Lauer nennt sich als die Chefredakteur vorrangig den Themen Bautechnik, Lüftung- und Klimatechnik, Energie und Automation an. Redakteur Alexander Promni widmet sich Schwerpunktthemen dem Bereich Sanitär sowie dem Themenfeldern rund um Bauen und Bautechnik. Redakteurin Claudia Hilger konzentriert sich im Heizungsbereich auf die Bereiche erneuerbare Energien und Installationstechnik. Und ihren Fokus auf die Frauen im SHK-Handwerk und die Branchenschnittstelle richtet Redakteurin Stefanie Schwegler. Schließlich koordiniert Sabina Schneider als Cheffe vom Dienst die Akteure 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-APPS, Si SHK-SERVICES, Si SHK-HIGHLIGHTS, Si SHK & E
- 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	
01/02-2026 DP: 10/02 AD/ED: 14/01	<p>Decentralized hot water preparation in bathroom and kitchen: small storage tanks, instantaneous water heaters, sensor-controlled fittings, automatic flushing, etc.</p> <p>Seamless bathroom: wall cladding, renovation systems, renovation panels, etc.</p>	<p>Heating pumps, circulation pumps, heating water, safety fittings/systems, pressure maintenance, expansion systems, hydraulic switches, buffer storage tanks, mobile heating devices/centers, etc.</p>	<p>Air distribution systems: Ventilation pipes/ducts, Air vents/outlets, Actuators, air filters, Pipe/duct insulation, Silencers, etc.</p>	<p>Pump technology, pressureboosting, lifting systems, filter systems, domestic water stations, smart metering, water/heat meters, measurement and control technology, etc.</p>	<p>Measuring, testing, analysis, and location devices</p>	
03-2026 DP: 11/03 AD/ED: 12/02	<p>trade fair issue SHK+E, digitalBAU</p>  <p>SHK+E ESSEN <small>Experten für Sanitär, Heizung, Kfz und Elektro</small></p>	<p>Showers: Accessibility, shower trays/shower areas, shower channels, fittings, floor/wall drains, shower cubicles/shower walls, etc.</p>	<p>Heat pumps: new systems, design criteria, system selection (brine, water, air), etc.</p>	<p>Decentralized ventilation systems, small ventilation units, duct/channel and roof ventilation</p>	<p>Pipe and connection technology, pre-wall installation, drinking water hygiene, pipe insulation, fire protection, pipe penetration, pipe fastening and mounting systems</p>	<p>digitalization and software</p>
04-2026 DP: 09/04 AD/ED: 11/03	<p>trade fair issue IFH/Intherm</p>  <p>review SHK+E, Light+Building</p>	<p>Bathroom furniture, washbasins, and fittings: wash area, smart/sensor-controlled fittings, accessories, digital bathroom, lighting design</p>	<p>Biomass: Heating with pellets, logs, wood chips, storage systems, chimney and exhaust systems, filter technology, etc.</p>	<p>Centralized, controlled residential ventilation and air distribution systems</p>	<p>Surface heating and cooling systems: floor, wall, ceiling, component activation, system hydraulics, control, etc.</p>	<p>tools, machines, ladders, workshops and storages</p>

with 'Si' special part 'Best of SHK Award 2026'

issue	sanitation	heating	ventilation & air conditioning	installation & ICA building automation & electrics	office & building sites	
05-2026 DP: 21/05 AD/ED: 22/04	review IFH/Intherm, Light+Building, digitalBAU	Sanitary equipment in commercial and public areas, touch-free fittings, legionella protection, automatic flushing, small storage tanks, instantaneous water heaters	Solar thermal energy and heat storage, combined heat and power generation, combined heat and power plants, fuel cell heating devices, innovative heating technologies, hydrogen as an energy source, power-to-heat, heating networks	Central ventilation and air conditioning units, HVAC systems, energy inspection of air conditioning systems, heat recovery, heating/cooling registers, filter technology, humidification/dehumidification systems	Home and building automation, building management systems, hydraulic balancing, control, safety, and shut-off valves, thermostatic valves, actuators	working clothes, safety at work, assistance system
with special issue 'Best of SHK Award 2026 manufacturers and retailers'						
06/07-2026 DP: 26/06 AD/ED: 29/05	review IFAT	Lavatorie: toilet, shower toilet, urinal, bidet, flushing technology/WC modules, flush plates/WC controls, etc.	Renovation: Heating water/ system protection, hydraulic regulation, pumps, expansion systems, mobile heating devices, MSR technology, energy management	Cooling with heat pumps, fan coil units, air curtain systems, etc.	Building and roof drainage: Wastewater/sewer pipes, rainwater and gray water utilization, backflow valves, lifting systems, pumping stations, water treatment, grease separators, etc.	Vehicle fleet, fleet management, mobile heating/cooling units, tool/operating equipment management, theft protection
AD: 05/05	with special issue 'Si SHK-APPS'					

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
08/09-2026 review The Smarter E Europe, Feuertrutz DP: 12/08 AD/ED: 16/07	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.	Fire protection and smoke extraction: fire protection valves, dampers, fire barriers, smoke extraction fans etc.	Photovoltaics: modules, battery storage, electric heating elements, inverters etc. Fire protection: fire barriers, sleeves, pre-wall installations etc.	digitalization and software tools, machines, ladders, lifting platforms, workshops and storages
AD: 09/07	with special part 'Si SHK-DESIGN'				
Special issue	Special issue 'Si SHK & E': Networking and interfaces in building technology, cross-trade collaboration, smart solutions, digital concepts, and sector coupling				
DP: 18/09 AD/ED: 24/08	More information on page 15				
10-2026 trade fair issue Chillventa DP: 07/10 AD/ED: 10/09 CHILLVENTA	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.	VRF systems, split/multi-split units, room climate control units, air handling units, retrofitting, heat recovery, air filters, ventilation systems, inspection/cleaning/ maintenance, etc.	radiators, bathroom/designer radiators, convectors heaters, thermostatic valves, smart regulation, radiator fittings, hydraulic adjustment, metering, testing and control equipment	Review of IAA Transportation: Commercial vehicles, vehicle equipment, trailers, etc.
AD: 10/08	with special issue 'Si SHK-SERVICES'				

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
11-2026 DP: 13/11 AD/ED: 19/10 trade fair issue GET Nord review Chillventa CHILLVENTA	barrier-free bathroom designs, multi-generational bathrooms, smart bathroom, fittings, scalding protection, Legionella protection	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.	Centralized, controlled residential ventilation and air distribution systems	Fire and sound insulation: Pipe insulation, fire/smoke detection systems, pre-wall installation, fire barriers, collars, sprinkler/extinguishing systems, etc.	digitalization and software metering, testing, analysis and locating equipment
AD: 23/09	with special issue 'Si SHK-HIGHLIGHTS'				
	with 'Si' special part digitization and software				
12-2026 DP: 15/12 AD/ED: 13/11 review GET Nord GET Nord	bathing: bathtubs/whirlpool tubs, bathtub fittings/drains	district and local heating, large heat pumps, heating networks, transfer stations, mobile heating centres etc.	Surface-mounted/flush-mounted fans, decentralized ventilation, individual/small room fans, wall/ceiling fans, etc.	drinking water heating: fresh water stations, domestic hot water heat pumps, hot water storage tanks, drinking water hygiene, filter/softening/descaling systems,	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	€ 9,100
junior page	135 x 190	148 x 208	€ 5,740
1/2 page	90 x 264 or 185 x 130	210 x 148 or 101 x 297	€ 5,100
1/3 page	58 x 264 or 185 x 88	210 x 106 or 69 x 297	€ 3,795
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	€ 2,885
1/8 page	90 x 63 or 43 x 130 or 185 x 30	210 x 48	€ 1,665
cover page	175 x 158 (type area without bleed allowance, not discountable)		€ 12,225
2. cover page	185 x 264	210 x 297	€ 9,896
3. cover page	185 x 264	210 x 297	€ 9,896
4. cover page	185 x 264	210 x 297	€ 9,896

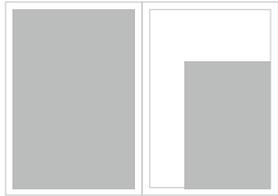
millimeter price, 1 column (43 mm wide) € 9.25

our

general terms and conditions apply.

advertisement formats

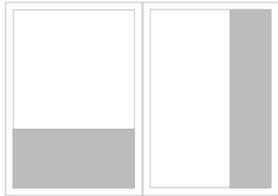
in the print space



1/1 page width 185mm height 264mm	junior page width 135mm height 190mm
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1/2 p. horizontal width 185mm height 130mm	1/2 p. vertical width 90mm height 264mm
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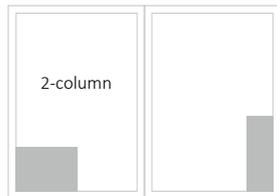
1/3 p. horizontal width 185mm height 88mm	1/3 p. vertical width 58mm height 264mm
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1/4 page quer width 185 mm height 63 mm	1/4 p. vertical width 43mm height 264mm
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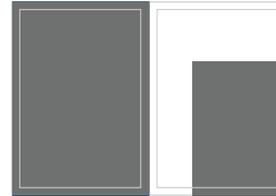


1/4 page width 90mm height 130mm	1/8 p. horizontal width 185mm height 30mm
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1/8 page width 90mm height 63mm	1/8 p. vertical width 43mm height 130mm
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bleed



1/1 page width 210mm height 297mm	junior page width 148mm height 208mm
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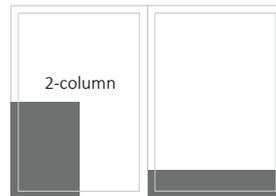
1/2 p. horizontal width 210mm height 148mm	1/2 p. vertical width 101mm height 297mm
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1/3 p. horizontal width 210mm height 106mm	1/3 p. vertical width 69mm height 297mm
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1/4 p. horizontal width 210mm height 81mm	1/4 p. vertical width 54mm height 297mm
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1/4 page width 101mm height 148mm	1/8 page width 210mm height 48mm
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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 9 times	10 %	5 page	10 %
appearing 18 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) € 9,825.-

untrimmed format 216 x 306 mm

cropped format 210 x 297 mm

4-sided (2 sheets) € 12,135.-

required delivery quantity 38,000 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	€ 10,565.-

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

€ 2,600.-

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.

6 contacts:

advertising management:

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christine.keller@holzmann-medien.de

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Campaign Operation & Media Services

Annabell Janzen

Telephone +49 8247 354-134

disposition@holzmann-medien.de

SPECIAL ISSUES



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.

DIN A5

DP 25/06/2026
AD 05/05/2026

€ 1,060.-
(1 page-portfolio)



NETWORKING AND INTERFACES OF BUILDING TECHNOLOGY

In modern building technology, cross-disciplinary work is becoming increasingly important. This is precisely where the new special issue of 'Si' comes in, produced in cooperation with the 'watts up' editorial team: in exclusive technical articles and interviews, it provides an up-to-date snapshot of the industry and highlights smart solutions and networked digital concepts.

DIN A4

DP 18/09/2026
AD 24/08/2026

see price list



THE OVERVIEW FOR SERVICES AND SUPPORT

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.

DIN A5

DP 06/10/2026
AD 10/08/2026

€ 1,060.-
(1 page-portfolio)



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.

DIN A4

DP 12/11/2026
AD 23/09/2026

€ 3,325.-
(1-page-portfolio)

SPECIAL PARTS



'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.

DIN A4

DP 12/08/2026
AD 09/07/2026

€ 3,325.-
(1-page-portfolio)



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.

DIN A4

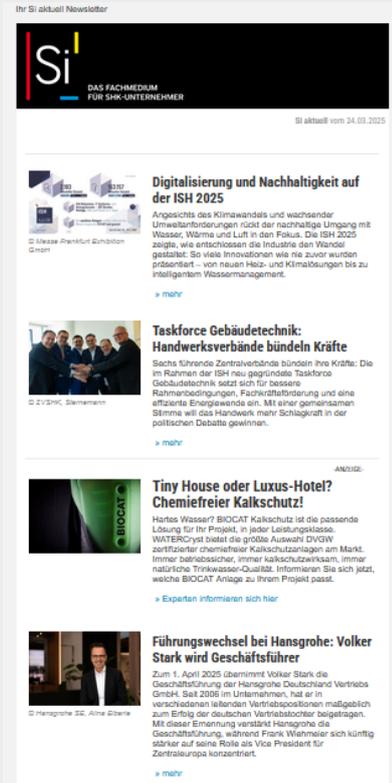
DP 13/11/2026
AD 19/10/2026

see price list



DIGITAL.

NEWSLETTER Si aktuell AT A GLANCE



NUMBERS, DATA, FACTS



subscribers ↗

14.578 (08/2025)



sending frequency

2x per week

+ Si SHK-WOCHENSCHAU (saturdays)
+ Si Schwerpunkt (see page 28)



open rate

19.1 %

(average 1st half-year of 2025)



reporting

automated
after seven days



newsletter ads

151 ads (1st half-year of 2025)

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 Webuild	22/02/2026
trade fair preview Light + Building: home and building automation, smart home	01/03/2026
trade fair preview SHK+E Essen	15/03/2026
trade fair preview digitalBAU	22/03/2026
trade fair preview IFH/Intherm	12/04/2026
trade fair preview IFAT	26/04/2026
trade fair preview The smarter E Europe	20/06/2026
trade fair preview Feuertrutz	21/06/2026
Tag des Bades	12/09/2026
trade fair preview IAA Transportation	13/09/2026
trade fair preview Chillventa	11/10/2026
trade fair preview GET Nord	15/11/2026
digitalisation and software	22/11/2026
district heating, local heating, large heat pump	13/12/2026

Places are limited, so book your preferred date quickly.

**ContentAd****Price 920.– €**

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 (468 x 60 Pixel)****Price 920.– €**

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

**Billboard (600 x 240 Pixel)****Price 920.– €**

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 Exklusive Sponsorship****Price 2,960.– €**

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 4,250.– €**

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

59,270 visits
131,062 pageimpressions
(monthly average
January 1, 2025 to June 30, 2025,
IVW-certified)



of which mobile reach

11,882 visits
23,754 pageimpressions
(monthly average
January 1, 2025 to June 30, 2025,
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

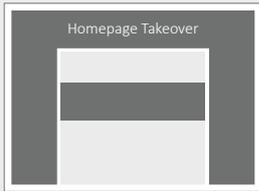
DYNAMIC SITEBAR

CPM € 180.–

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

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

Placement: Desktop

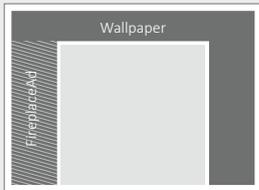


HOMEPAGE TAKEOVER

CPM € 240.–

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

Placement: Desktop



WALLPAPER

CPM € 155.–

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

Placement: Desktop

FIREPLACEAD

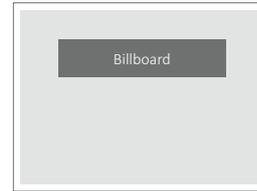
CPM € 210.–

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

Placement: Desktop



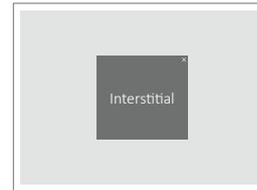
Superbanner (728 x 90 pixel) **CPM € 115.–**
Sticky Superbanner (728 x 90 pixel) **CPM € 115.–**
 Eye-catching advertising format with screen-filling presence, top or bottom. It's immediately visible and offers a wide design scope.
Placement: Desktop, Tablet



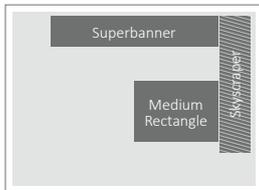
Billboard (940 x 250 pixel) **CPM € 180.–**
 Large format, positioned between navigation and content with plenty of space for design and information- a prominent stage for your advertising message.
Placement: Desktop



Skyscraper (160 x 600 pixel) **CPM € 105.–**
 Placement on the right or left side of the screen; remains visible when scrolling.
Placement: Desktop

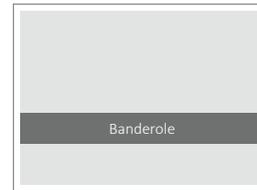


Interstitial (300-550 x 250-400 pixel) **CPM € 140.–**
 Displayed directly above the content when accessing the website.
Placement: Desktop, Tablet



TandemAd **CPM € 150.–**
 Simultaneous display of two classic advertising formats within the same page impression.
Placement: on request

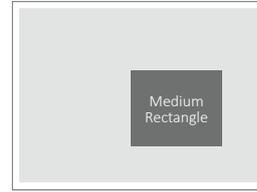
AdBundle **CPM € 160.–**
 (Joint) delivery of three different classic classic formats.
Placement: on request



BanderoleAd (770 x 250 pixel) **CPM € 145.–**
 The format is placed above the content like a stripe. Best suitable for concise advertising messages.
Placement: Desktop



HalfpageAd (300 x 600 pixel) **CPM € 130.–**
Through the integration in the content area of the site this advertising format catches users attention.
Placement: Desktop, Tablet , Mobile



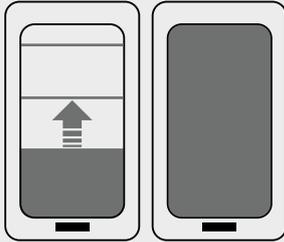
Medium Rectangle (300 x 250 pixel) **CPM € 115.–**
Striking placement in the content of the website.
Placement: Desktop, Tablet , Mobile



VideoAd (300 x 250 pixel) **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

DISPLAY | MOBILE ADVERTISING

MOBILE FORMATS



MAXIMUM ATTENTION EVEN ON SMALLEST SCREENS

MOBILE INTERSCROLLER

CPM € 180.–

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 € 145.–

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

Placement: Mobile

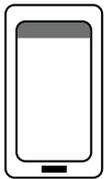
Reach mobile users for your device optimized campaign.

Mobile MMA Banner

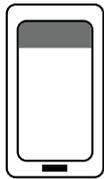
MMA 6:1:	300-320 x 50 pixel	CPM € 95.-
MMA 4:1:	300-320 x 75 pixel	€100.-
MMA 2:1:	300-320 x 150 pixel	€ 110.-
MMA 1:1:	300 x 250 pixel (medium rectangle)	€ 115.-
HalfpageAd:	300 x 600 pixel	€ 130.-

Mobile MMA Banner sticky

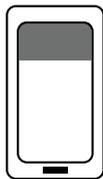
MMA 6:1 sticky:	300-320 x 50 pixel	CPM € 100.-
MMA 4:1 sticky:	300-320 x 75 pixel	€ 100.-



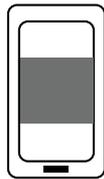
MMA 6:1



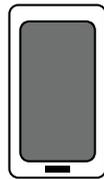
MMA 4:1



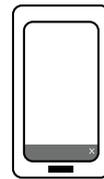
MMA 2:1



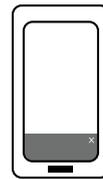
MMA 1:1



HalfpageAd



MMA 6:1



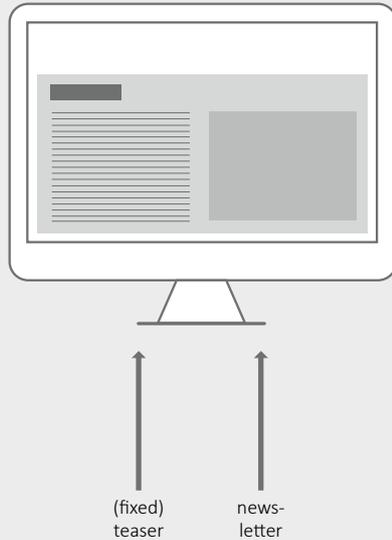
MMA 4:1

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, 3 Newsletter Ads, Social Media Posts

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

example

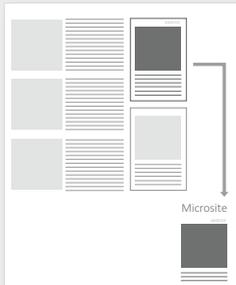
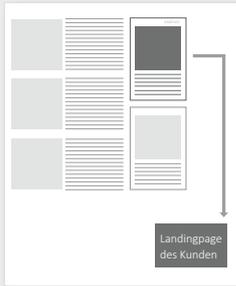
price: from € 6,325.-

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

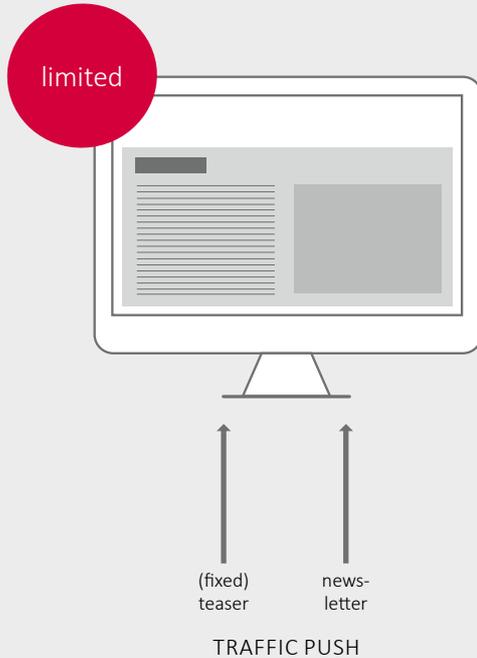
WE FOCUS ON ORGANIC

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	€ 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 eligible for discount and AE



YOUR COMPETENT PARTNER FOR
BUSINESS AND SPECIALISED MEDIA



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