bwd

MEDIA INFORMATION 2027

No. 61, valid from 01/01/2027



TARGET GROUP.
CHANNELS.
THEME PLAN.
PRICE LIST.
WEBSITE.
NEWSLETTER.
SOCIAL MEDIA.
VIDEO.
CONTACT PERSONS.

HOLZMANN . MEDIEN

PRINT. DIGITAL. LEADS. VIDEO.

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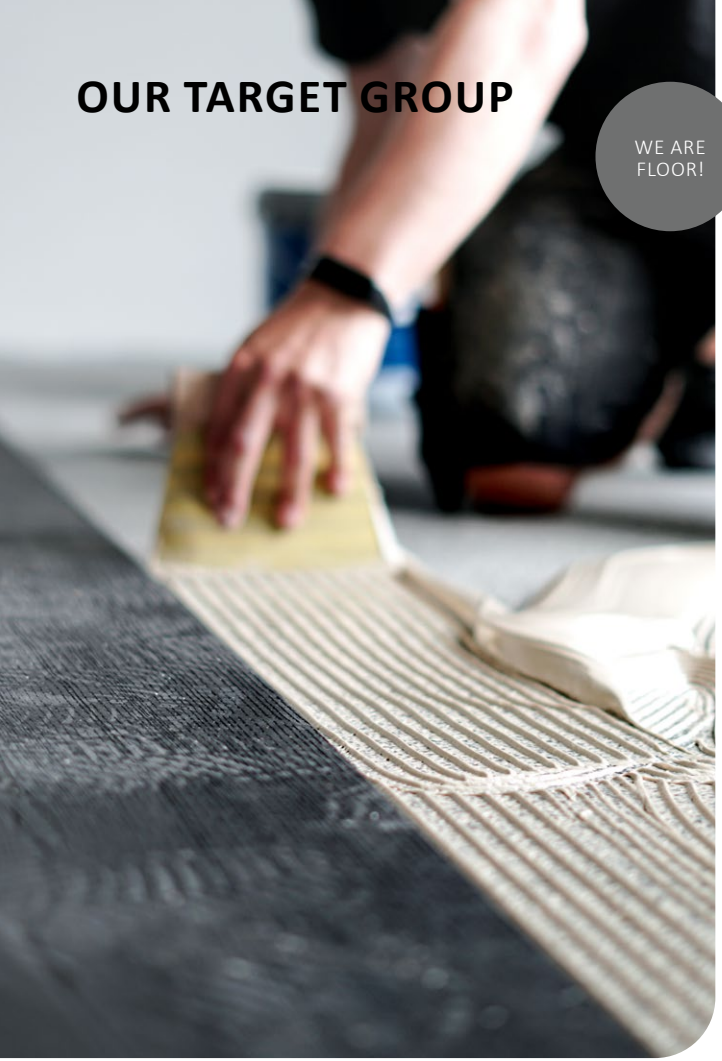
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OUR TARGET GROUP



WE ARE FLOOR!

bwd – THE FLOORING MAGAZINE FOR CRAFT AND TRADE

OUR READERS

Main Target Group

Flooring, parquet and screed layers

Additional Readers

Affiliated specialist retail and -wholesale,

interior decorators and painters

OUR CHANNELS



PRINT

bwd – THE FLOORING MAGAZINE FOR CRAFT AND TRADE

'bwd' is published with a circulation of 9,406 copies (Annual average IVW July 1, 2025 to June 30, 2026), of which 2,130 copies are subscritions (Total Sales: 3,449 copies) and 3,493 ePapers. This makes 'bwd' the most subscribed trade magazin of the flooring industry in the region of Germany, Austria, Switzerland.

The editorial focus is on useful technical articles on flooring technology.
Product presentations from the world of floor coverings guarantee a transparent market overview month after month. Current reports from the lively trade, commerce and industry round off the editorial spectrum of 'bwd'. 'bwd' is the official publication of the Austrian Federal Guild of Floor Layers.

Our previous special issue 'highlights' will appear again in 2027 as a special section in 'bwd' (issue 5/May) with its own cover page and layout.

DIGITAL



WEBSITE boden-wand-decke.de

As an online portal for the flooring industry, boden-wand-decke.de complements our range of information and offers IVW-checked quality reach for banner and native formats.

NEWSLETTER bwd report and bwd Profi-Tipp

Every 14 days, usually on Wednesdays, the newsletters 'bwd report' currently reaching 6,593 and 'bwd Profi Tipp' currently reaching 4,807 (as per July 2026) subscribers.

Newsletter at a glance.



PRINT.

bwd AT A GLANCE

WE ARE FLOOR!



ONE OF THE MOST IMPORTANT TRADE MAGAZINES OF THE FLOORING TRADE

CIRCULATION

Real circulation (IVW-verified):

9,406 copies
(Annual average 1 July 2025 to 30 June 2026)

FREQUENCY OF PUBLICATION

10 issues per year
(monthly, double issue 1-2/January-February and 6-7/June-July)

IVW AUDIT

bwd is subject to the IVW audit every year. This verifies whether the circulations reported by us have been sent correctly. After a successful check the figures may be published and the IVW logo may be used as a quality label.

This means for your media activities: Valid reporting of print and actually distributed circulation and thus planning reliability!

Information about IVW.

Circulation and distribution analysis.

CLEAR READER GUIDANCE
MODERN LAYOUT



OUR CREDO: CREATING BENEFITS!

- 'bwd' stands for "flooring technology competence"
- 'bwd' provides concrete work and decision-making aids
- 'bwd' evaluates trends and developments and provides orientation for the reader
- 'bwd' secures knowledge advantage in competition



OUR CONTENT

- Industry/trade: News, company portraits, interviews, surveys, trade fair and trend reports
- Flooring technology: technical articles, damage case analyses, user studies, step-by-step instructions
- Product news and reference objects: From the world of flooring
- Austria Forum: The flooring scene in the neighbouring country

Issue	Dates	Topics/Fair editions	Trade fairs / Exhibitions
1 **January** **BAU**	**PD: 07/01/2027** **APD: 04/12/2026** **ED: 27/11/2026**	**Trade Show Edition: BAU Munich** A Preview of Exhibitors and their Highlights **Modular Flooring Concepts: Textile, Linoleum, Luxury Vinyl Tile**	**BAU** Munich, 11 to 15 January 2027 **heimtextil** Frankfurt/Main, 12 to 15 January 2027
2 **February** **BAU**	**PD: 16/02/2027** **APD: 22/01/2027** **ED: 15/01/2027**	**Fair review: BAU Munich** A look back at everything you need to know, new products, and innovations **Working clothes**	
3 **March**	**PD: 09/03/2027** **APD: 12/02/2027** **ED: 05/02/2027**	**Designer Flooring and Accessories** **Textile Floor Coverings**	
4 **April**	**PD: 09/04/2027** **APD: 12/03/2027** **ED: 05/03/2027**	**Surface Finishing: Designing and Maintaining Floors** **Comfortable, Quiet Footwear – Flooring and Underlayment**	**CASA** Salzburg, 28 to 30 April 2027
5 **May**	**PD: 04/05/2027** **APD: 09/04/2027** **ED: 02/04/2027**	**Healthy flooring materials, installation systems, oils, sealants, waxes** **Durable and decorative floor finishes**	**interzum** Cologne, 11 to 14 May 2027  Special 'highlights' Section in the Magazine Booking deadline: 25/03/2027

PD = Publication date, APD = Advertising/printing documents deadline, ED = Editorial deadline
The editorial department reserves the right to make changes regarding the topics.

Issue	Dates	Topics/Fair editions	Trade fairs / Exhibitions
6/7 June/July	PD: 04/06/2027 APD: 07/05/2027 ED: 30/04/2027	Commercial flooring Tools & Machinery: Everything you need for installing flooring and hardwood Utility Vehicles	
8 August	PD: 03/08/2027 APD: 09/07/2027 ED: 02/07/2027	Finishing and Transition: Thresholds, Profiles and Stair Edge Systems	
9 September	PD: 07/09/2027 APD: 13/08/2027 ED: 06/08/2027	Flooring in the Healthcare System Modular Flooring Solutions: Tiles and Slabs	
10 October	PD: 05/10/2027 APD: 10/09/2027 ED: 03/09/2027	Installation Materials, Floor Coverings and Moldings for Bathrooms and Wet Areas Software Solutions for Floor Installers	
11/12 November/ December	PD: 10/11/2027 APD: 15/10/2027 ED: 08/10/2027	Wood Flooring: Parquet, Plank Flooring and More Save Time on the Construction Site	**Branchentag Holz** Cologne, 9 to 10 November 2027

PD = Publication date, APD = Advertising/printing documents deadline, ED = Editorial deadline

The editorial department reserves the right to make changes regarding the topics.

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

Format	Print space formats width x height in mm	Basic prices b/w	Prices 4-coloured
1/1 page	185 x 266	€ 3,360.–	€ 5,290.–
2/3 page	185 x 176 or 122 x 266	€ 2,275.–	€ 3,590.–
1/2 page	185 x 131 or 90 x 266	€ 1,765.–	€ 2,745.–
1/3 page	185 x 86 or 59 x 266	€ 1,215.–	€ 1,890.–
1/4 page	185 x 63 or 90 x 131 or 43 x 266	€ 925.–	€ 1,550.–
1/8 page	185 x 29 or 90 x 63 or 43 x 131	€ 445.–	€ 775.–
1/16 page	90 x 29	€ 260.–	€ 430.–
Cover	195 x 203		€ 5,920.–
2nd cover page	185 x 266	€ 3,740.–	€ 5,670.–
3rd cover page	185 x 266	€ 3,740.–	€ 5,670.–
4th cover page	185 x 266	€ 3,740.–	€ 5,670.–

Text ad: millimetre price 1 column b/w (59 mm wide) € 4.95

Bleed formats and graphic illustrations see page 13

Our
general terms and conditions apply.

2 Surcharges:

Placement	Binding placement regulations:	respectively 10 % of ad rate
Colour	Per standard colour (PSO Coated v3) see price list. Special colours, which cannot be obtained from PSO Coated v3:	40 % of ad rate
Format	Advertisements across the gutter:	10 % of ad rate

3 Discounts:

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

Frequency discount			Volume discount	
appearance	3 times	5 %	1 page	5 %
appearance	6 times	10 %	3 pages	10 %
appearance	8 times	15 %	6 pages	15 %
appearance	10 times	20 %	10 pages	20 %

No discount on loose inserts, postcards, glued inserts, technical supplementary costs as well as job and occasional advertisements.

4 Categories: See price list job an occasional advertisements page 12

5 Special advertising:

bound inserts

2 pages (1 sheet)	€ 4,585.–
4 pages (2 sheet)	€ 7,290.–
Uncut format	216 × 307 mm
Trim size	210 × 297 mm
Delivery quantity	on request

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

IMPORTANT

Binding bleed for bound inserts:

Bleed on the top	5 mm
Left, right and bottom:	every 3 mm

Loose inserts
max. size 200 × 294 mm*

Weight	Price
up to 30 g	€ 2,640.–
Delivery quantity	on request
Glued inserts	€ 2,640.–

6 Contact:

Head of Media Sales:
Thomas Pohl (responsible)
Telephone +49 8247 354-185
thomas.pohl@holzmann-medien.de

Media Sales Managerin and
your main contact:
Miriam Greißl
Telephone +49 8247 354-232
miriam.greissl@holzmann-medien.de

Junior Media Sales Managerin:
Lea-Sophie Kleber
Telephone +49 8247 354-132
lea-sophie.kleber@holzmann-medien.de

Head of Campaign Operation & Media Services:
Carolin Ruf
Telephone +49 8247 354-133
coms@holzmann-medien.de

*Please be sure to observe the specified format. Deviations, especially protruding formats, cause additional postal costs which we will charge you.
Prices including postage.

Advertisement prices and formats for classified ads (All prices specified are subject to statutory VAT.)

Categories	Format	Width x Height in mm	Price print + online b/w	Price print + online 4-c
Job offers, representations	1/1 1/2 1/4	185 x 255 185 x 125 90 x 125	€ 730.– € 395.– € 235.–	€ 1,030.– € 560.– € 330.–
Job applications	1/2 1/4 1/8	185 x 125 90 x 125 90 x 60	€ 235.– € 145.– € 125.–	€ 330.– € 235.– € 205.–
Purchases, sales, business connections	1/1 1/2 1/4	185 x 255 185 x 125 90 x 125	€ 730.– € 395.– € 235.–	€ 1,030.– € 560.– € 330.–

Ciper: € 5,- (Germany), € 10,- (foreign countries)

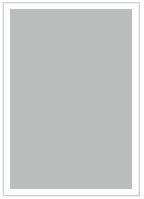
Discounts: none

Artwork: Advertisements are typeset by the publisher according to the text template or can be supplied as a finished print file. Proofs can be produced on request.

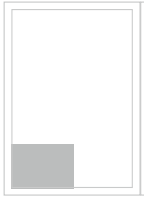
Contact: Miriam Greißl
Telephone +49 8247 354-232
miriam.greissl@holzmann-medien.de

Advertisement formats

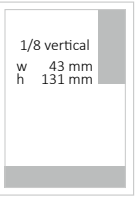
Within print space



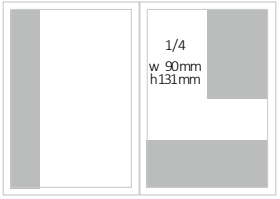
1/1 page
Width 185 mm
Height 266 mm



1/8 page
Width 90 mm
Height 63 mm



1/8 p. horizontal
Width 185 mm
Height 29 mm



1/4 p. vertical
Width 43 mm
Height 266 mm

1/4 p. horizontal
Width 185 mm
Height 63 mm



1/3 p. horizontal
Width 185 mm
Height 86 mm

1/3 p. vertical
Width 59 mm
Height 266 mm



1/2 p. horizontal
Width 185 mm
Height 131 mm

1/2 p. vertical
Width 90 mm
Height 266 mm

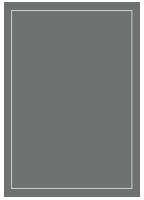


2/3 p. horizontal
Width 185 mm
Height 176 mm

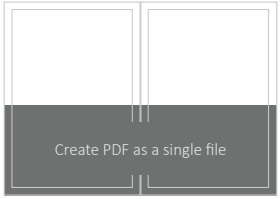
2/3 p. vertical
Width 122 mm
Height 266 mm

The specified formats are final formats. Advertisements in bleed require an additional bleed of 5 mm each head and foot trim and 3 mm on the outer sides.

With bleed



1/1 page
Width 210 mm
Height 297 mm



2x 1/2 page above the gutter with bleed
420 mm wide, 152 mm high + 3 mm
bleed all around, NO bleed in the gutter



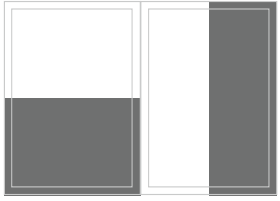
1/4 p. horizontal
Width 210 mm
Height 83 mm

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



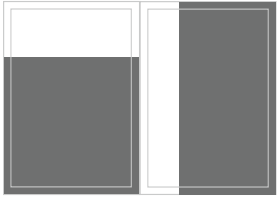
1/3 p. horizontal
Width 210 mm
Height 112 mm

1/3 p. vertical
Width 70 mm
Height 297 mm



1/2 p. horizontal
Width 210 mm
Height 152 mm

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



2/3 p. horizontal
Width 210 mm
Height 197 mm

2/3 p. vertical
Width 132 mm
Height 297 mm

Please note that – due to the adhesive binding – an additional 3 mm per page is not ideally legible in the gutter next to the trimming (gutter bleed) of 3 mm per page for text and images across the gutter.

Year:	73rd year 2027
Publishing House:	Holzmann Medien GmbH & Co. KG Gewerbestraße 2 86825 Bad Wörishofen Telephone +49 8247 354-01 Fax +49 8247 354-170 www.holzmann-medien.de www.boden-wand-decke.de
Managing Publisher	Alexander Holzmann
Head of Media Sales:	Thomas Pohl (in charge) Telephone +49 8247 354-185 thomas.pohl@holzmann-medien.de
Interim Editorial chief:	Steffen Guthardt (in charge) Telephone + 49 8247 354-137 steffen.guthardt@holzmann-medien.de Further contacts see page 38.
Terms of payment and bank details:	Within 14 days of date of invoice without deduction VAT ID no. DE 129 204 092 Sparkasse Schwaben- Bodensee IBAN: DE50 7315 0000 0000 1017 09, BIC: BYLADEM1MLM
Magazin format:	DIN A4 – 210 mm wide x 297 mm high
Advertising space:	185 mm wide x 266 mm high
Print and binding process:	Sheet offset, paper inner section
Paper inner part:	100 gr/m² (picture printing paper)
Paper cover:	150 gr/m² (picture printing paper)

Data transmission:	Via email to coms@holzmann-medien.de
Data formats:	high resolution, printable PDF file, press proof or proof (colour binding)
File resolution:	300 dpi (CMYK)
Colours:	Printing colours (CMYK) according PSO Coated v3
Data archiving:	Print documents/media will not be stored for longer than 1 year after the last insertion by the publisher.
Warranty:	In case of incomplete or faulty data/printing documents a complaint cannot be accepted. The format of the advertisement document must correspond to that of the advertisement.
Contact:	Head of Campaign Operation & Media Services Carolin Ruf Telephone +49 8247 354-133 coms@holzmann-medien.de

IMPORTANT – WEBSHOP/EPAPER

As we also publish issues of bwd in our webshop and distribute them as ePapers, we need the PDF files of bound inserts and supplements **to the e-mail address: coms@holzmann-medien.de.**

Inserts are integrated into the ePaper 1:1 at the same place where they are included in the magazine. Supplements are placed at the end of the ePaper with a cover page listing all companies with inserts.

Delivery adress for loose and bound inserts:	Holzmann Druck Gewerbestraße 2 86825 Bad Wörishofen
Delivery note:	Key word bwd Ausgabe xx/2027

highlights
SPECIAL SECTION IN THE MAGAZINE



Closing date: 25/03/2027
Date of publication: 04/05/2027

SPECIAL SECTION IN 'bwd' (TOTAL CIRCULATION)

As an integrated special section in the May issue of 'boden wand decke', 'highlights' offers manufacturers an attractive platform to present their new products and their advantages.

Format in the magazine:	Own front page and specially laid-out pages in bwd 5/May 2027 identical to the former independent magazine
Circulation bwd 2026:	9,406 copies (Thereof 3,493 ePapers) (IVW average from July 1, 2025, to June 30, 2026)
Prices:	1 page € 1,300,- double page € 2,260,- (not eligible for discount or agency commission, plus VAT)

Circulation control: IVW

Circulation alalysis: Copies per issue as an annual average
(January 1, 2025 to June 30, 2026)

			thereof foreign countries	thereof ePaper
Print run	5,950			
Total circulation	9,406		1,765	3,493
Paid circulation	3,449		1,569	1,108
- Copies subscribed	2,130		1,306	12
	thereof	1.174 Member copies	1,168	0
		9 Multiple copies	0	0
- Other sales	1,319		263	1,096
- single-copy sale	0		0	0
Free copies	5,957		196	2,385
	thereof			
		16 laid out	0	
		1 display locations	0	
Remaining, file and archived copies	37			

Geographical distribution analysis:

	Proportion of total circulation	
Economic region	%	Copies
National	64.84 %	6,099
Abroad	18.76 %	1,765
Not clearly categorisable	16.39 %	1,542
Total circulation	100.00 %	9,406

Distribution according to the Nielsen regions/Federal states:

Nielsen region I		
Schleswig-Holstein	1.75 %	107
Hamburg	0.84 %	51
Lower Saxony	4.61 %	281
Bremen	0.46 %	28
Nielsen region II		
North Rhine-Westphalia	14.07 %	858
Nielsen region IIIa		
Hesse	9.23 %	563
Rhineland-Palatinate	3.90 %	238
Saarland	0.79 %	48
Nielsen region IIIb		
Baden-Wuerttemberg	16.49 %	1,006
Nielsen region IV		
Bavaria	31.28 %	1,908
Nielsen region V		
Berlin	1.38 %	84
Nielsen region VI		
Brandenburg	1.56 %	95
Mecklenburg-West Pomerania	0.67 %	41
Saxony-Anhalt	1.90 %	116
Nielsen region VII		
Saxony	7.36 %	449
Thuringia	3.71 %	226
Total circulation national	**100.00 %**	**6,099**

Distribution abroad:

Europe	99.89 %	1,763
German-speaking countries	95.02 %	1,677
thereof Austria	85.10 %	1,502
thereof Switzerland	9.92 %	175
EU countries (excluding Germany/Austria)	3.40 %	60
EU countries (other countries)	1.47 %	26
Non-European countries	0.11 %	2
Total circulation abroad	**100.00 %**	**1,765**

1.1 Branches of trade/industrial sectors/types of companies:

WZ 2008 Code	Recipient groups (according to classification of industrial sectors 2008)	Proportion of the total circulation			
		in total		National	Abroad
		%	Copies	Copies	Copies
	Producing industry				
13-15	Production of textiles	1.46 %	137	112	25
16	Production of wood products (carpenters)	1.49 %	140	111	29
19-22	Chemical industry	3.08 %	290	256	34
10-12/17-18/23-33	Other commercial producers	1.67 %	157	138	19
	Building industry				
43298	Roller shutters/blinds manufacture	0.10 %	9	7	2
43331/43334	Parquet and floor laying	52.43 %	4,932	3,627	1,305
43332	Tiling and paving work	0.33 %	31	22	9
43333	Screed laying	6.25 %	588	568	20
43336	Interior decoration	5.17 %	486	441	45
41-43	Others structural engineering. civil engineering and finishing trades	3.83 %	360	321	39
	Commercial trade				
46	Wholesale trade	5.90 %	555	479	76
47	Retail trade	1.89 %	178	157	21
	Other recipient groups				
49-82/90-93/95-98	Service industry	3.33 %	313	281	32
85	Education and teaching	1.62 %	152	112	40
94/99	Special interest groups	0.95 %	89	67	22
38/84/86-88	Public authorities/facilities	0.12 %	11	11	0
	No information	1.76 %	166	119	47
	Not clearly allocable	8.63 %	812		
	Total circulation	**100.00 %**	**9,406**		

1.2 Size of the business entity: not ascertained

2.1 Job characteristics: not ascertained

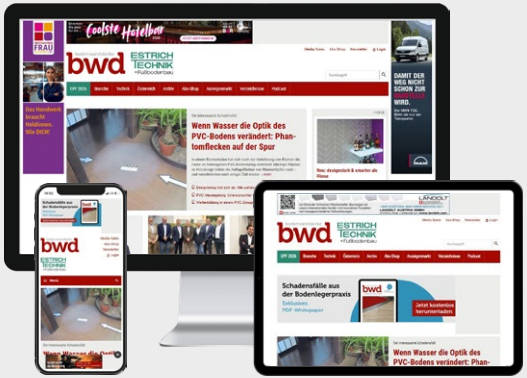
2.2 Socio-demographics: not ascertained

2.3 Decision areas or purchasing intentions: not ascertained



DIGITAL.

boden-wand-decke.de
AT A GLANCE



DAILY NEWS FROM THE FLOORING SCENE

REGULAR TECHNICAL ARTICLES, VIDEOS AND PICTURE GALLERIES

Online reach

11,014 Visits
32,043 PageImpressions
(Monthly average January
to June 2026, IVW-audited)

Mobile reach

4,174 Visits
9,763 PageImpressions
(Monthly average January to
June 2026, IVW-audited)

CAMPAIGN PLANNING

Click here for the virtual 'bwd' digital portfolio with lots of best practice examples.
Of course with latest figures.

'bwd+ET' digital portfolio.

Technical Specs.

General terms and conditions.

DISPLAY ADVERTISING

XXL ADVERTISING SPACE



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).

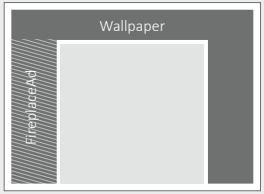
The ad format adapts to the respective screen size and thus is responsive.
Delivery: Desktop



HOMEPAGE TAKEOVER

CPM € 240.–

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



WALLPAPER

CPM € 155.–

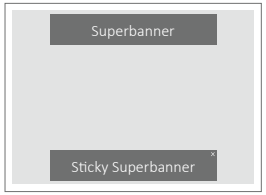
Combination of superbanner and skyscraper.
The wallpaper frames the website on the top and right side
Delivery: Desktop

FIREPLACEAD

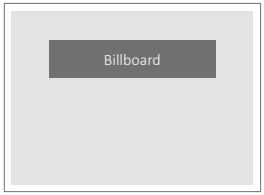
CPM € 210.–

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.
Delivery: Desktop

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



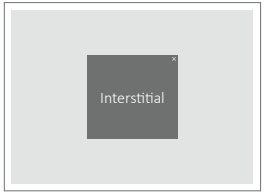
Superbanner (728 x 90 pixel) **CPM € 95.–**
Sticky Superbanner (728 x 90 pixel) **CPM € 115.–**
Eye-catching advertising format with screen-filling presence, top or bottom. It's immediately visible and offers a wide design scope.
Delivery: Desktop, Tablet



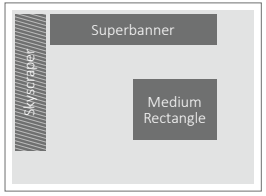
Billboard (940 x 250 pixel) **CPM € 180.–**
Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.
Delivery: Desktop



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



Interstitial (300-550 x 250-400 pixel) **CPM € 140.–**
Fade-in takes place directly above the content when accessing the website.
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 formats.
Delivery: upon request

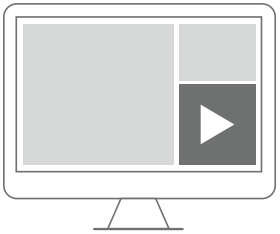


BanderoleAd (770 x 250 pixel) **CPM € 145.–**
The format is placed above the content like a stripe. Best suitable for concise advertising messages.
Delivery: Desktop

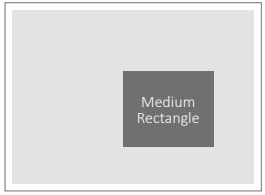
One format — all devices! Whether desktop, tablet or smartphone.



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



VideoAd (300 x 250 pixel) **CPM € 1,680.–**
Eye-catching format through audiovisual presentation of content. Placement in the content of the website.
Placement: Desktop, Tablet, Mobile



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

'bwd' very targeted.

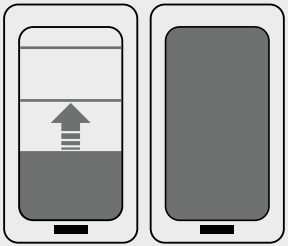
CPM markups: € 10.– for targeting | € 10.– for frequency capping

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

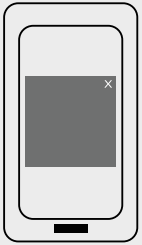
MAXIMUM ATTENTION EVEN…



MOBILE INTERSCROLLER **CPM € 180.–**

(300 x 600 pixel)

- 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.
- Ensures the user's full attention for a few seconds.
- Placement: Mobile



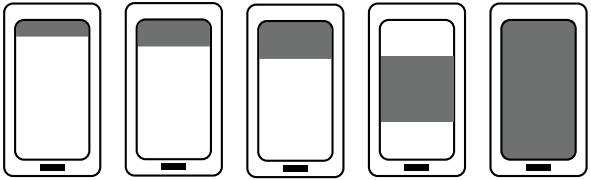
MOBILE INTERSTITIAL **CPM € 145.–**

(300 x 250-300 pixel)

- The pop-up appears directly above the content when the website is accessed and can be closed by the user.
- Placement: Mobile

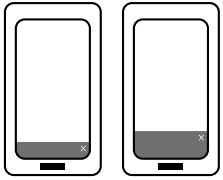
Target mobile users for your device optimized campaign.

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



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	**€ 100.–**
MMA 4:1 sticky:	300-320 x 75 pixel	**€ 105.–**



MMA 6:1 MMA 4:1

Know what matters.

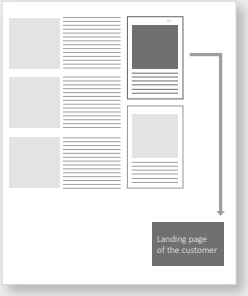
The monthly IVW MEW statement transparently documents our device access.

An average of 30.47 %* of page impressions for boden-wand.decke.de took place on mobile

* (IVW Online January to June 2026)

NATIVE

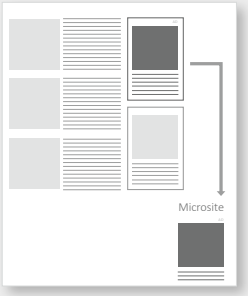
CONTENT IS KING,
BUT CONTENT PLUS CONTEXT IS KING KONG. (LUIS DI COMO)



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)

Price: from € 850.–

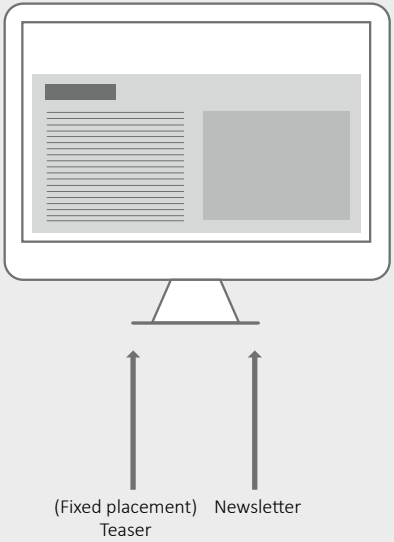


NATIVEAD IN

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

Price: from € 1,500.–

NATIVE



TRAFFIC PUSH

ADVERTORIAL

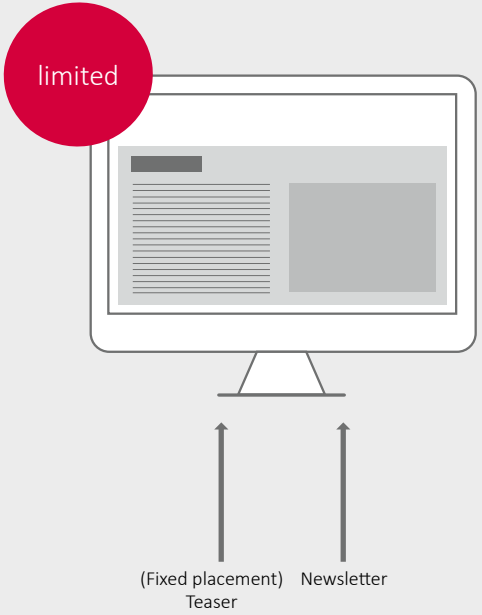
We build an exclusive microsite for you, which is kept in the look & feel of the website. The microsite is designed to your liking — you can integrate a wide range of information and content such as images, files, videos and links.

Duration:	at least 4 weeks
Traffic Push:	(Fixed placement) Teasers, Newsletter Ads
Reporting:	after end of runtime (adImpressions, dwell time and click values of all clickable elements)

Price: from € 2,090.–

Example

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 www.boden-wand-decke.de
Runtime:	flexible, depending on budget and/or 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.

PRICE:

Lead package	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 discounts or agency commissions,

NEWSLETTER AT A GLANCE

NUMBERS, DATA, FACTS

Subscribers

6,593 (bwd report)
4,807 (bwd Profi-Tipp)
(as of July 2026)

Sending frequency

every 14-day
(usually on Wednesday)

Reporting

automated
after seven days

opening rate
20.8 %
(Ø 01-07/2026)

bwd report

Aktuelles aus der Fußbodenbranche

bwd report

Who? What? Why? bwd's industry newsletter provides information about people and companies from the flooring scene and picks up on trends and market developments in top topics.

opening rate
20.8 %
(Ø 01-07/2026)

bwd PROFI TIPP
ESTRICHTECHNIK & FUSSBODENBAU

bwd Profi-Tipp

The practical newsletter for floor-laying craftsmen with application tips, damage analyses and case studies.

NEWSLETTER DATES



Month	Name	Date
January	bwd report	06/01/2027
January	bwd Profi-Tipp	13/01/2027
January	bwd report	20/01/2027
February	bwd report	03/02/2027
February	bwd Profi-Tipp	10/02/2027
February	bwd report	17/02/2027
March	bwd report	03/03/2027
March	bwd Profi-Tipp	10/03/2027
March	bwd report	17/03/2027
March	bwd report	30/03/2027
April	bwd report	07/04/2027
April	bwd Profi-Tipp	14/04/2027
April	bwd report	21/04/2027
May	bwd report	05/05/2027
May	bwd Profi-Tipp	12/05/2027
May	bwd report	19/05/2027
June	bwd report	02/06/2027
June	bwd Profi-Tipp	09/06/2027
June	bwd report	16/06/2027
June	bwd report	30/06/2027

Month	Name	Date
July	bwd report	07/07/2027
July	bwd Profi-Tipp	14/07/2027
July	bwd report	21/07/2027
August	bwd report	04/08/2027
August	bwd Profi-Tipp	11/08/2027
August	bwd report	18/08/2027
September	bwd report	01/09/2027
September	bwd Profi-Tipp	08/09/2027
September	bwd report	15/09/2027
September	bwd report	29/09/2027
October	bwd report	06/10/2027
October	bwd Profi-Tipp	13/10/2027
October	bwd report	20/10/2027
November	bwd report	03/11/2027
November	bwd Profi-Tipp	10/11/2027
November	bwd report	17/11/2027
December	bwd report	01/12/2027
December	bwd Profi-Tipp	08/12/2027
December	bwd report	15/12/2027

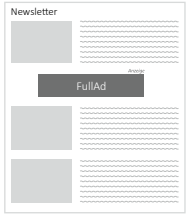
Data delivery:
At least five working days before publication to admanagement@holzmann-medien.de

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



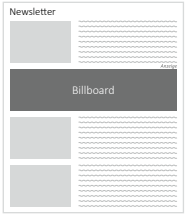
ContentAd (600 x 403 pixel) **€ 290.–**

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.



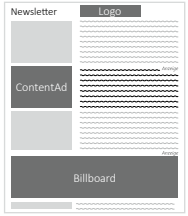
FullAd (468 x 60 pixels) **€ 250.–**

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



Billboard (600 x 240 pixel) **€ 380.–**

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 sponsoring **€ 850.–**

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.

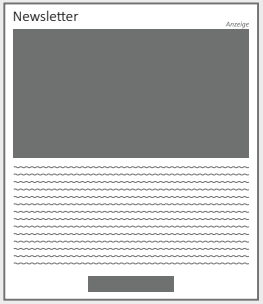
Prices for top 1 positions

Advertising format	Price
ContentAd	€ 350.–
Billboard	€ 460.–
FullAd	€ 300.–

CTR-Star.

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

STANDALONE



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

OUR CONTACTS — YOUR CONTENT!

Your benefit:

- Attention in the target group that is relevant to you
- No scattering losses
- Contact quality: qualified traffic for your website / offer
- Prominent and exclusive presentation without competitors
- Increased adoption through co-branding with our media brand
- Full transparency and measurability through our reporting
- More tham 6,000 high-quality contacts, direct target group access
- Individual sending date

Price per release:

- € 1,210.–
- Example 1 | Example 2

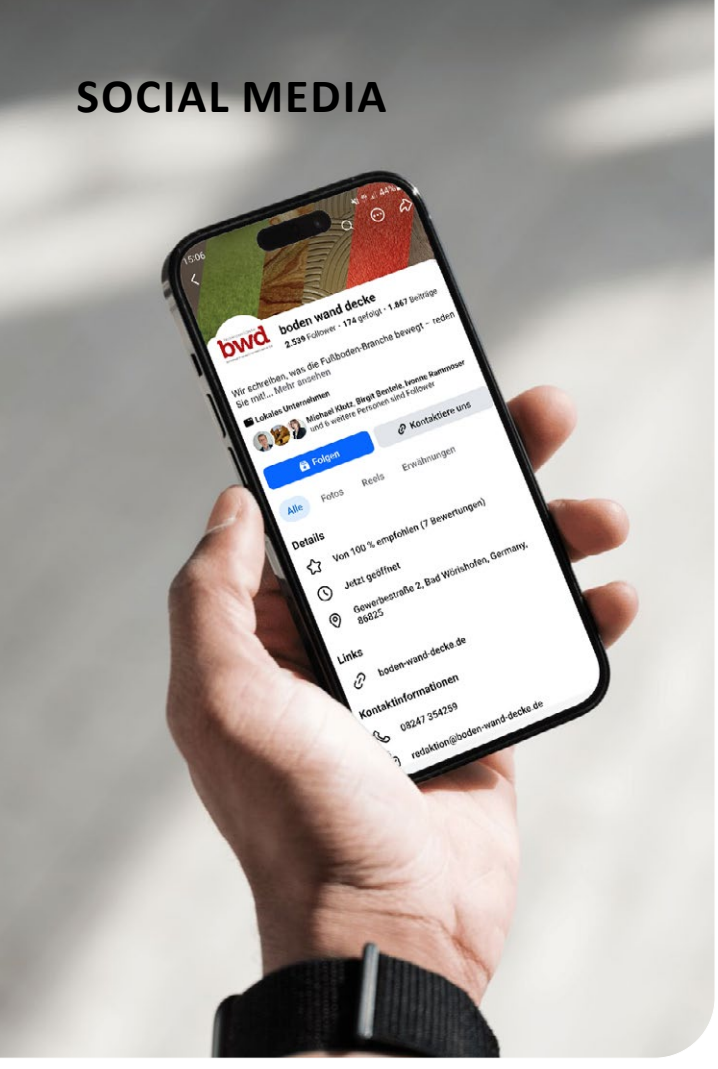
Performance miracle.

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



SOCIAL MEDIA.

SOCIAL MEDIA



THE FOLLOWING CHANNEL IS AVAILABLE TO YOU FOR A SOCIAL CAMPAIGN

FACEBOOK

2,540 Follower
(As of August 2026)

WE FOCUS ON ORGANIC

Your posts will be authentically integrated into our organic feed – unlike temporary ads with purchased target groups. With organic posts, we are dependent on the algorithm of the respective platform – which is why only one thing counts: good content.

You can choose from the following formats (minimum purchase of 3 posts):

- Facebook post + story: CPM € 120.–

No brilliant content ideas?
No problem!

On request, we are happy to assist you in creating your social media posts.



VIDEO.

VIDEO





REACH YOUR TARGET AUDIENCE WITH A POWERFUL VIDEO MESSAGE.

WHY VIDEO WITH BWD?

Extensive know-how

Benefit from the industry knowledge of our video team and the journalistic expertise of our editorial teams, who know your target groups inside out .

Everything from a single source

As a high-reach media group, we offer conception, production and placement for your video project.

Individual videos

Whether it's a trade fair stand presentation, image video or webinar – we have the right format for you to professionally showcase your company, brand and products.

VIDEO PRODUCTION

Not possible?- Not 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 shots (drone)
- and much more

The video production includes:

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

VIDEO





Fair Talk | Example 1.

Fair Talk | Example 2.

VIDEO PRODUCTION | EXAMPLES

Trade fair talk

Exclusive 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
- This video will be part of the fair trade video
- Logo in the opening and closing credits of the trade fair video (all sponsors)

Incl. Traffic Push: € 2,980.–*

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)

Incl. Traffic Push: € 5,340.–*

Image or event video

- 1 day of shooting at the customer's location
- Incl. recording, editing, music and animation
- Transfer of rights of use to the customer
- Length: approx. 5 min. (customizable)

Incl. Traffic Push: € 8,440.–*

*possibly plus travel expenses



YOUR COMPETENT PARTNER FOR BUSINESS AND TRADE MEDIA

HOLZMANN . MEDIEN

DHZ Deutsche Handwerks Zeitung

handwerk magazin

Si

GFF

sicht & sonnenschutz

boden wand decke bwd

ESTRICH TECHNIK +Fußbodenbau

watts up community

rationell reinigen

R+W Textilservice

handwerks-channel

FREIZEIT . VERLAG

Tophotel

Mein TOPHOTEL

HOTEL+ TECHNIK

HANDWERKER RADIO

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