ESTRICH TECHNIK +Fußbodenbau

# MEDIA INFORMATION 2027

No. 31, valid from 01/01/2027





AUDIENCE.

CHANNELS.

SCHEDULE.

PRICE LIST.

WEBSITE.

NEWSLETTER.

SOCIAL MEDIA.

MOVING IMAGES.

CONTACT PERSON.

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# OUR TARGET GROUP



WE ARE SCREED!

## ESTRICHTECHNIK & FUSSBODENBAU
## OPINION LEADER IN THE INDUSTRY

OUR READERS

### Main audience

Screed and industrial flooring installation companies

### More readers

Experts, industry, trade, service providers, schools, guilds, professional groups and associations, planners and architects

# OUR CHANNELS




## PRINT

### EstrichTechnik & Fußbodenbau

'EstrichTechnik & Fussbodenbau' has been a media pioneer and opinion leader in the industry since 1984. Every two months, the trade journal provides information on the latest developments in screeds, industrial flooring and decorative floor coatings. Regular case studies provide decision-makers with guidance and certainty.




## 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.

# ESTRICHTECHNIK AT A GLANCE

WE ARE SCREED!




## MEDIA PIONEER AND OPINION LEADER IN THE INDUSTRY SINCE 1984

### CIRCULATION

Actual circulation (IVW-audited):

2,123 copies
(Annual average from 1 July 2025 to 30 June 2026)

### FREQUENCY OF PUBLICATION

6 issues per year
(Double issues 1-2/January-February, 3-4/March-April, 5-6/May-June, 7-8/July-August, 9-10/September-October and 11-12/November-December).

### IVW AUDIT

'EstrichTechnik' 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.

| Issue No. | Edition | Month | Dates |
|---|---|---|---|
| 257 | I/2027 | January/February | PD: 23/02/2027<br>**APD: 29/01/2027**<br>ED: 22/01/2027 |
| 258 | II/2027 | March/April | PD: 16/04/2027<br>**APD: 19/03/2027**<br>ED: 12/03/2027 |
| 259 | III/2027 | May/June | PD: 18/06/2027<br>**APD: 21/05/2027**<br>ED: 14/05/2027 |
| 260 | IV/2027 | July/August | PD: 17/08/2027<br>**APD: 23/07/2027**<br>ED: 16/07/2027 |
| 261 | V/2027 | September/October | PD: 19/10/2027<br>**APD: 24/09/2027**<br>ED: 17/09/2027 |
| 262 | VI/2027 | November/December | PD: 14/12/2027<br>**APD: 19/11/2027**<br>ED: 12/11/2027 |

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

**We regularly report on this in 'EstrichTechnik & Fussbodenbau':**

All conventional screeds (flowing screeds), such as cement screeds, mastic asphalt screeds, calcium sulphate screeds, magnesia screeds, lightweight screeds; rapid screeds and accelerated screeds; design and visible screeds; filling compounds; screed additives; renovation systems; coatings, impregnations, sealers; industrial floors; dry and levelling fillings; insulating materials; screed machines, flowing screed machines/pumps, fully automatic screed systems, mobile logistics systems, compressed air conveyors; measuring equipment, material testing machines; machines and tools for floor treatment such as smoothing, grinding, shot-blasting and milling machines, strippers, hoovers, construction dryers, compulsory mixers; tools and screed accessories; workwear; protective gear

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 2-colour/3-colour | Prices 4-colour |
|---|---|---|---|---|
| 1/1 | 185 x 260 | € 1,580.– | € 2,245.– | € 2,900.– |
| 1/2 | 185 x 130 or 90 x 260 | € 870.– | € 1,400.– | € 1,925.– |
| 1/3 | 185 x 86 or 65 x 260 | € 595.– | € 890.– | € 1,230.– |
| 1/4 | 185 x 65 or 90 x 130 or 43 x 260 | € 445.– | € 685.– | € 940.– |
| 1/8 | 185 x 36 or 90 x 65 or 43 x 130 | € 235.– | € 340.– | € 435.– |
| Cover flap | Front page: 150 x 229<br>Back page: 150 x 297 | | | € 3,165.– |
| 2nd cover page | 210 x 297 (Additional 3 mm bleed all around) | | | € 3,010.– |
| 4th cover page | 210 x 297 (Additional 3 mm bleed all around) | | | € 3,010.– |

Formats and graphic illustration see page 10.

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

| Categories | Formats | Width x Height in mm | Price print + online b/w | Price print + online 4-colour |
|---|---|---|---|---|
| Job offers, representations (Offers/applications, job applications, purchases, sales, business connections) | 1/1 page | 185 x 243 | € 640.– | € 905.– |
| | 1/2 page | 185 x 126 | € 355.– | € 570.– |
| | 1/4 page | 90 x 126 | € 185.– | € 300.– |
| | 1/8 page | 90 x 65 | € 115.– | € 155.– |

| BODEN DAS VERZEICHNIS | | Price per year |
|---|---|---|
| Address directory | Company name, street, P. O. Box, postal code, location, country, phone, fax, email, website | € 107.– |
| Corporate logo | Next to address | € 32.– |
| Product group and brand directory | Company name, brand | € 71.– |
| Entry expert list | Name, qualification, complete address | € 107.– |

The entry in BODEN DAS VERZEICHNIS is renewed for one year at a time if not cancelled by the publication of the second issue of a year.
The prices for BODEN DAS VERZEICHNIS are neither discountable nor commissionable.

Ciper: € 5.– (Germany), € 10.– (foreign countries)

Discounts: None

Printing material: 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.

Please note our General terms and conditions.

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 | |
|---|---|
| For 3 ads | 5 % |
| For 6 ads | 10 % |
| For 9 ads | 15 % |
| For 12 ads | 20 % |

No discount on title flaps, trimming and placement surcharges, inserts, glued inserts, additional technical costs, entries in BDV and classified ads.

4 Categories: See price lists Job and classified advertisements Page 8

5 Special types of advertising:

Bound inserts

| | |
|---|---|
| 2 pages (1 sheet) | € 1,455.– |
| 4 pages (2 sheets) | € 2,900.– |
| Uncut format | 216 x 306 mm |
| Trim size | 210 x 297 mm |
| Required batch | Upon request |

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

**IMPORTANT**

Binding bleed for bound inserts:

| | |
|---|---|
| Bleed on the top | 6 mm |
| Left, right and bottom: | every 3 mm |

Inserts
Loose, max. size 200 mm x 294 mm*

| Weight | Price ‰ |
|---|---|
| Up to 25 g | € 960.– |
| Each additional 25 g | € 245.– |
| Required batch: | Upon request |

6 Contact:

Head of Media Sales:
Thomas Pohl (in charge)
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

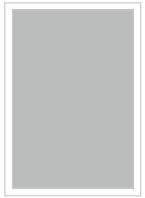
Junior Media Sales Managerin:
Lea-Sophie Kleber
Telephone +49 8247 354-132
lea-sophie.kleber@holzmann-medien.de

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 formats

### In type area



1/1 page
Width 185 mm
Height 260 mm



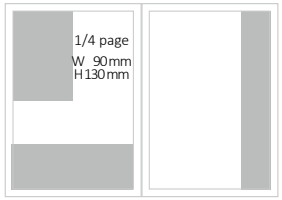
1/2 p. horizontal
Width 185 mm
Height 130 mm

1/2 p. vertical
Width 90 mm
Height 260 mm



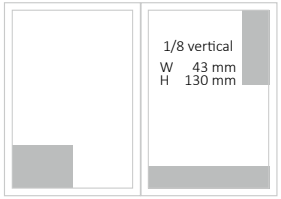
1/3 p. horizontal
Width 185 mm
Height 86 mm

1/3 p. vertical
Width 65 mm
Height 260 mm




1/4 p. horizontal
Width 185 mm
Height 65 mm

1/4 p. vertical
Width 43 mm
Height 260 mm

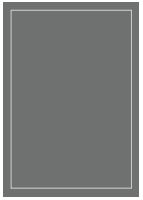



1/8 page
Width 90 mm
Height 65 mm

1/8 p. horizontal
Width 185 mm
Height 36 mm

### With bleed (plus 3 mm bleed all round for each size)

The formats specified are final formats. Advertisements in the bleed area require an additional bleed allowance of 3 mm all around.



1/1 page
Width 210 mm
Height 297 mm



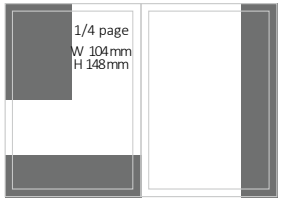
1/2 p. horizontal
Width 210 mm
Height 148 mm

1/2 p. vertical
Width 101 mm
Height 297 mm



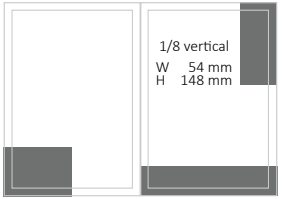
1/3 p. horizontal
Width 210 mm
Height 107 mm

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



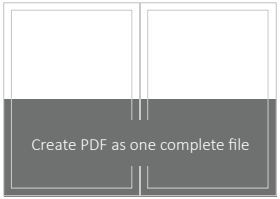

1/4 p. horizontal
Width 210 mm
Height 83 mm

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




1/8 page
Width 101 mm
Height 90 mm

1/8 p. horizontal
Width 210 mm
Height 57 mm




2x 1/2 page above the gutter with bleed 420 mm wide, 148 mm high + 3 mm bleed all around, NO bleed in the gutter

| | |
|---|---|
| Year: | 43rd volume 2027 |
| Publisher: | Holzmann Medien GmbH & Co. KG<br>Gewerbestraße 2<br>86825 Bad Wörishofen<br>Germany<br>Telephone +49 8247 354-01<br>Fax +49 8247 354-170<br>www.holzmann-medien.de<br>www.estrichtechnik.de → www.boden-wand-decke.de |
| Managing Publisher: | Alexander Holzmann |
| Head of Media Sales: | Thomas Pohl (in charge)<br>Telephone +49 8247 354-185<br>thomas.pohl@holzmann-medien.de |
| Interim Editorial chief: | Steffen Guthardt (in charge)<br>Telephone + 49 8247 354-137<br>steffen.guthardt@holzmann-medien.de |
| | For further contacts, see page 33. |
| Terms of payment and bank details: | Within 14 days from the invoice date without deduction<br>VAT number DE 129 204 092<br>Sparkasse Schwaben-Bodensee<br>IBAN: DE50 7315 0000 0000 1017 09<br>BIC: BYLADEM1MLM |
| Magazine format: | DIN A4 – 210 mm wide x 297 mm high |
| Type area: | 185 mm wide x 260 mm high |
| Print and binding method: | Sheet fed offset printing, adhesive binding |
| Paper inner part: | 100 gr/m² (picture printing paper) |
| Paper cover: | 150 gr/m² (picture printing paper) |

| | |
|---|---|
| Data transmission: | By eMail to coms@holzmann-medien.de |
| Data formats: | High-resolution, printable PDF file, press proof or proof (colour binding). |
| File resolution: | 300 dpi (CMYK)<br>Printing colours (CMYK) according to PSO Coated v3. |
| Data archiving: | Print documents/media are not archived for more than 1 year after kept by the publisher for the last insertion. |
| Warranty: | In case of incomplete or incorrect data/printing material a complaint cannot be accepted. The format of the advertisement document must be the same as the advertisement. |
| Contact : | Head of Campaign Operation & Media Services<br>Carolin Ruf<br>Telephone +49 8247 354-133<br>coms@holzmann-medien.de |

**IMPORTANT - WEBSHOP/EPAPER**

As we also publish issues of EstrichTechnik 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 address for inserts and bound inserts: | Industrie-Buchbinderei Kassel<br>c/o Mr Timo Träbing<br>Otto-Hahn-Straße 25<br>34253 Lohfelden, Germany |
| Delivery note: | Password EstrichTechnik Ausgabe xxx/2027 |

Circulation monitoring: 

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

| | | | thereof foreign countries | thereof ePapers |
|---|---|---|---|---|
| **Print run:** | 2,000 | | | |
| **Total circulation:** | 2,123 | | 243 | 159 |
| **Paid circulation:** | 844 | | 194 | 0 |
| Copies subscribed: | 774 | thereof | 180 | 0 |
| | | 102 Member copies | 102 | |
| | | 32 Multiple copies | 0 | |
| Other sales: | 70 | | 14 | 0 |
| Single-copy sale: | 0 | | | |
| **Free copies:** | 1,279 | thereof | 49 | 159 |
| | | 19 laid out | 0 | |
| | | 0 display locations | | |
| **Remaining, file and archived copies:** | 36 | | 0 | |

**Geographical distribution analysis:**

| | Proportion of the total circulation | |
|---|---|---|
| Economic region | % | Copies |
| National | 86.81 | 1,843 |
| Abroad | 11.45 | 243 |
| Not clearly allocable | 1.74 | 37 |
| Total circulation | 100.00 | 2,123 |

**Distribution according to the Nielsen regions/Federdal states:**

| | | |
|---|---|---|
| **Nielsen region I** | | |
| Schleswig-Holstein | 1.57 % | 29 |
| Hamburg | 0.81 % | 15 |
| Lower Saxony | 5.26 % | 97 |
| Bremen | 0.38 % | 7 |
| **Nielsen region II** | | |
| North Rhine-Westphalia | 18.12 % | 334 |
| **Nielsen region IIIa** | | |
| Hessen | 6.24 % | 115 |
| Rhineland-Palatinate | 7.81 % | 144 |
| Saarland | 0.81 % | 15 |
| **Nielsen region IIIb** | | |
| Baden-Wuerttemberg | 17.04 % | 314 |
| **Nielsen region IV** | | |
| Bavaria | 29.19 % | 538 |
| **Nielsen region V** | | |
| Berlin | 2.01 % | 37 |
| **Nielsen region VI** | | |
| Brandenburg | 1.74 % | 32 |
| Mecklenburg-West Pomerania | 0.33 % | 6 |
| Saxony-Anhalt | 1.41 % | 26 |
| **Nielsen region VII** | | |
| Saxony | 4.18 % | 77 |
| Thuringia | 3.09 % | 57 |
| **Total circulation national** | **100.00 %** | **1,843** |

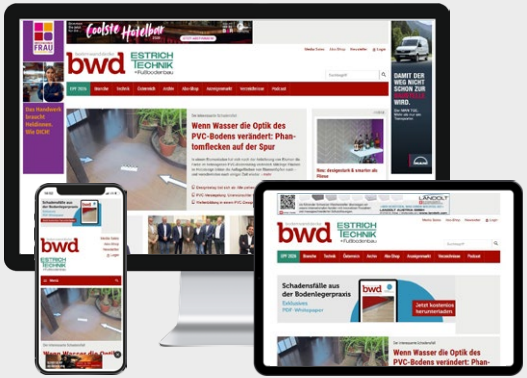
**Distribution abroad:**

| | | |
|---|---|---|
| **Europe** | 100.00 % | 243 |
| **German-speaking countries** | 94.65 % | 230 |
| thereof Austria | 83.54 % | 203 |
| thereof Switzerland | 10.70 % | 26 |
| thereof Liechtenstein | 0.41 % | 1 |
| EU countries (without D/A) | 3.29 % | 8 |
| EU countries (other countries) | 2.06 % | 5 |
| **Total circulation abroad** | **100.00 %** | **243** |



# DIGITAL.

# boden-wand-decke.de
# AT A GLANCE




boden wand decke bwd + ESTRICH TECHNIK +Fußbodenbau

## 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).

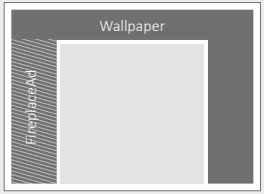
The ad format adapts to the respective screen size and thus is responsive.
Delivery: Desktop




### HOMEPAGE TAKEOVER

**CPM € 240.–**

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




### WALLPAPER

**CPM € 155.–**

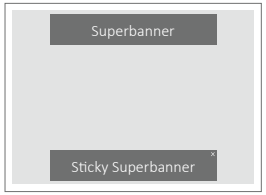
Combination of superbanner and skyscraper.
The wallpaper frames the website on the top and right side
Delivery: Desktop

### FIREPLACEAD

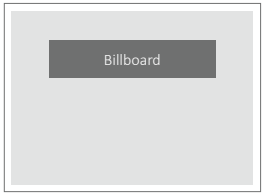
**CPM € 210.–**

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.



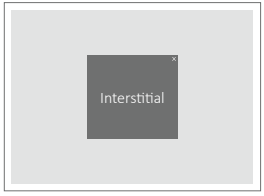

**Superbanner** (728 x 90 pixel) **CPM € 95.–**
**Sticky Superbanner** (728 x 90 pixel) **CPM € 115.–**
Eye-catching advertising format with screen-filling presence, top or bottom. It's immediately visible and offers a wide design scope.
Delivery: Desktop, Tablet



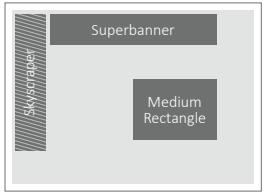

**Billboard** (940 x 250 pixel) **CPM € 180.–**
Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.
Delivery: Desktop




**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

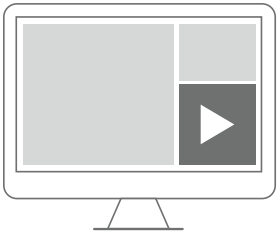



**BanderoleAd** (770 x 250 pixel) **CPM € 145.–**
The format is placed above the content like a stripe. Best suitable for concise advertising messages.
Delivery: Desktop

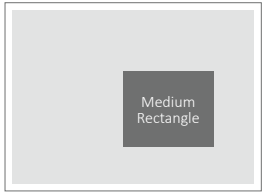
One format — all devices! Whether desktop, tablet or smartphone.




**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+ET' very targeted.**

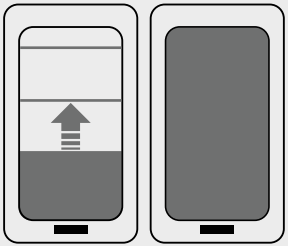
CPM markups: € 10.– for targeting | € 10.– for frequency capping

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

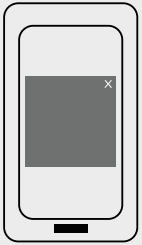
## MAXIMUM ATTENTION EVEN…



### 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



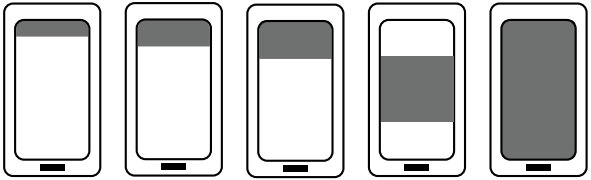
### MOBILE INTERSTITIAL **CPM € 145.–**

(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

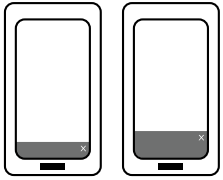
Target mobile users for your device optimized campaign.

| **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.**

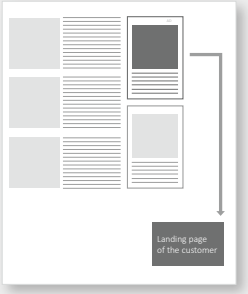
The monthly IVW MEW statement transparently documents our device access.

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

* (IVW Online January to June 2026)

# NATIVE

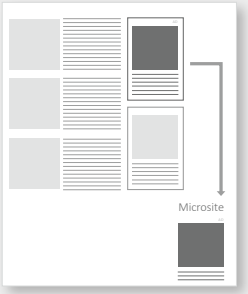
**CONTENT IS KING,
BUT CONTENT PLUS CONTEXT IS KING KONG.** (LUIS DI COMO)




## 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.–**

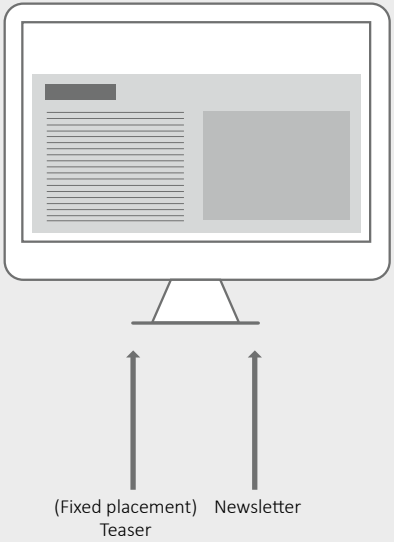



## NATIVEAD IN

- 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

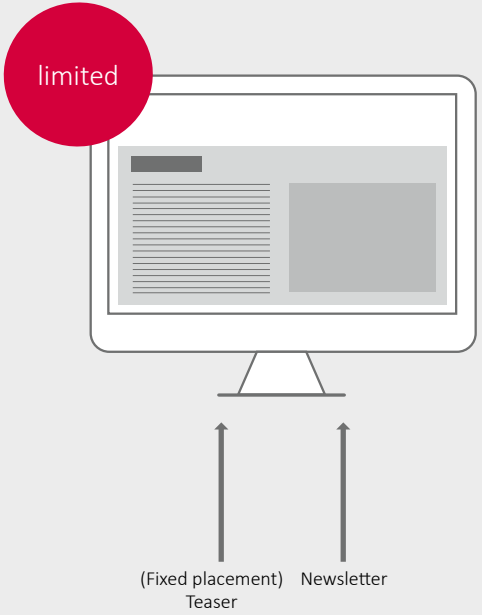
We build an exclusive microsite for you, which is kept in the look & feel of the website. The microsite is designed to your liking — you can integrate a wide range of information and content such as images, files, videos and links.

| | |
|---|---|
| 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




TRAFFIC PUSH

## 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 |

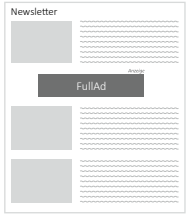
**Data delivery:**
**At least five working days before publication to admanagement@holzmann-medien.de**

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



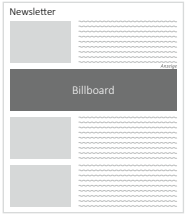

**ContentAd (600 x 403 pixel)** **€ 290.–**

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.



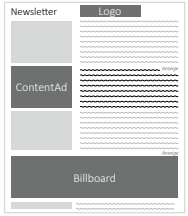

**FullAd (468 x 60 pixels)** **€ 250.–**

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.

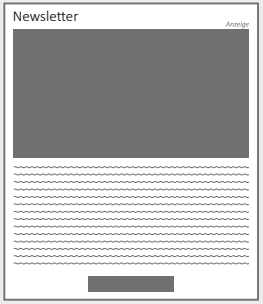
**Prices for top 1 positions**

| 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

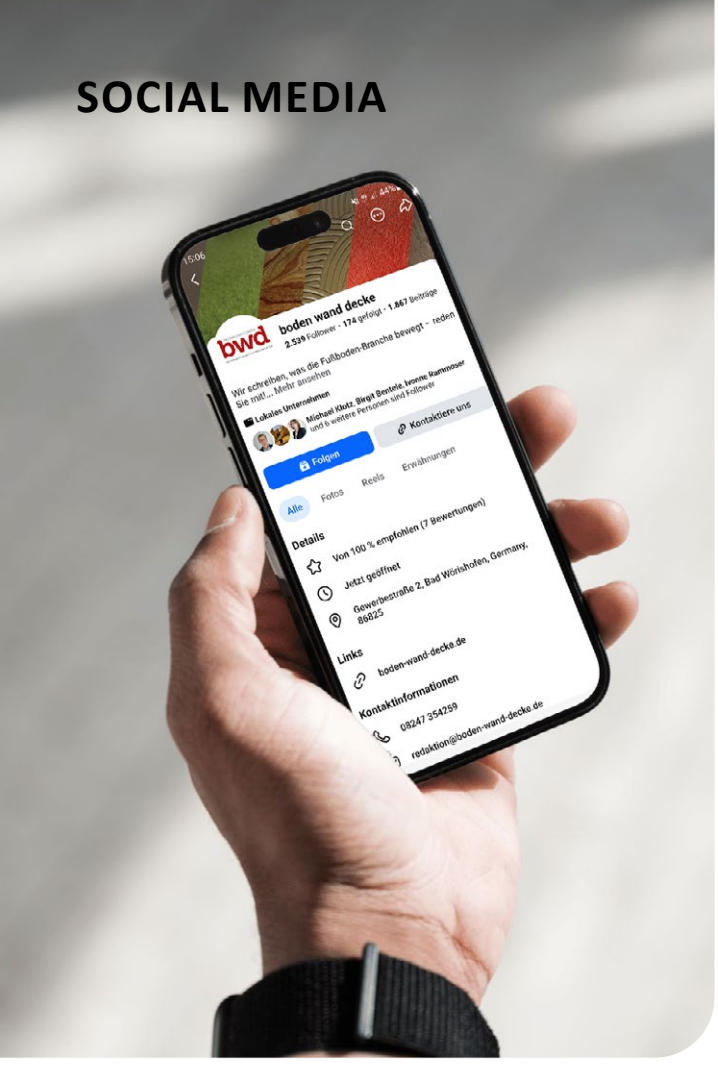
**Performance miracle.**

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 ESTRICHTECHNIK?

**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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