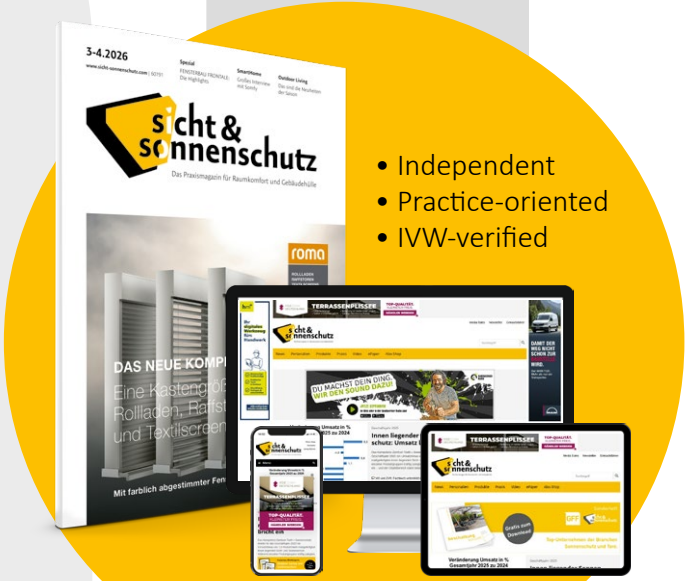
sicht & sonnenschutz
Das Praxismagazin für Raumkomfort und Gebäudehülle

MEDIA INFORMATION 2027

No. 25, valid from 1/1/2027



- Independent
- Practice-oriented
- IVW-verified

www.sicht-sonnenschutz.com

AUDIENCE.
CHANNELS.
THEME PLAN.
PRICE LIST.
WEBSITE.
NEWSLETTER.
SOCIAL MEDIA.
MOVING IMAGES.
AUDIO.
CONTACT PERSONS.

HOLZMANN. MEDIEN

PRINT. DIGITAL. AUDIO. EVENTS.

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OUR TARGET GROUP

sicht & sonnenschutz – THE SPECIAL MAGAZINE FOR ROOM COMFORT AND BUILDING ENVELOPE

OUR READERS

More readers

Planners and architects,
authorised experts and manufacturers

OUR CHANNELS



PRINT

sicht & sonnenschutz – THE SPECIAL MAGAZINE FOR ROOM COMFORT AND BUILDING ENVELOPE

For over 20 years, **sicht & sonnenschutz** has been one of Germany's leading trade magazines for its core target groups: roller shutter and sun protection mechatronics engineers, interior designers and door/metal fabricators. It is published six times a 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).

Our special publications design+building for the premium target group architects, glas kompakt | beschattung kompakt as an industry reference book and R+T markets as an international special publication offers manufacturers and service providers a tailor-made environment for a targeted, long-term and thus sustainable presence.



DIGITAL

WEBSITE SICHT-SONNENSCHUTZ.COM

sicht-sonnenschutz.com is an online portal for opinion leaders, decision makers and professionals in the industry. It complements our information offering on a daily basis and offers IVW-tested quality range for banner and native formats.

NEWSLETTER sicht & sonnenschutz aktuell

sicht & sonnenschutz currently reaches over 2,900 subscribers from the core target groups on a weekly basis, usually on Wednesdays. Special editions are published for trade fairs and three times a year on specific topics. Standalone newsletters are also sent out.

AWARD

FENSTERBAUER DES JAHRES

Every two years we honour with this award the FENSTEBRAUER DES JAHRES as the main prize winner and also particularly innovative companies in the categories product development/manufacturing as well as sustainability and energy efficiency. The next award ceremony will take place in 2028.

PUR UTILITY VALUE



OUR PRACTICE SECTIONS SAVE TIME, MONEY AND TROUBLE IN DAILY WORK

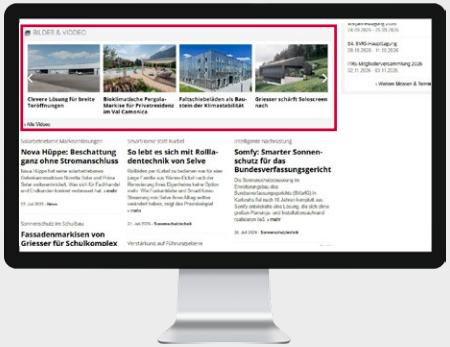
Practice-oriented communication to the market is the key business of our editorial team. Our practice sections make a valuable contribution to the reporting

- Practical tip – step-by-step instructions for assembly
- Careers in crafts – between office and construction site
- Flash interview – statements from players in the industry
- In case of damage – recognise and avoid errors
- Focus on opinion – market assessment with experts
- Special – the title theme of the magazine on top topics
- Market report – Compact overviews of products

Our readers appreciate what we have to offer, more utility value is not possible!

ATTENTION:
CAMERA IS ON

VIDEO PRODUCTION







THE BRANCH IN MOVING IMAGES

In times of digitalisation, the production of videos has been an integral part of the **sicht & sonnenschutz** brand wreath for years- with exclusivity on the market.

Whether interviews with important players in the industry, trade fair talks, product presentations, on-site reports image or event videos: We provide our readers with virtual top information all around the branch.

Find out about your options on pages 38/39.

Example.



PRINT.

sicht & sonnenschutz AT A GLANCE



JOURNALISTICALLY HIGH-QUALITY CONTENT FROM THE PRACTICE FOR THE PRACTICE

EDITION

Real circulation (IVW-tested):

8,269 copies
(Annual average 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

'sicht & sonnenschutz' is the independent and only pure sun protection trade magazine in the German-speaking region with IVW circulation verification.

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

Information about IVW.

CLEAR READER GUIDANCE
MODERN LAYOUT





OUR CREDO: QUALITY JOURNALISM

- Thanks to an enormously high proportion of research carried out by our editorial team, our readers receive high-quality and practice-oriented content for the daily work.
- In addition to the research and specialist articles, our practice sections such as the Praxistipp (step-by-step instructions in the assembly section) or the design tip are top information sources.
- **sicht & sonnenschutz** uses all the styles of a modern trade magazine and offers as an opinion platform orientation and utility.
- **sicht & sonnenschutz** reports from the industry for the industry, sets topics and questiones and discusses current developments.

OUR CONTENT

- Magazine sections: In focus (object of the month, news, flash interview) – Special – Outdoor – Indoor – SmartHome – Gate technology – Business – Service (product preview)
- Topics: Industry news, market conditions, novelties, products, innovations, standards, dates
- Our forms: Object and user reports, specialist articles, interviews, trade fair reports, product and service pages, practice sections, surveys, market reports and much more.

Issue	Dates	Main topic/Fair issues	Topics/Categories	Trade fairs/Exhibitions
1/2 **January/ February** R+T Weltleitmesse für Rolladen, Tore und Sonnenschutz	**PD: 09/02/2027** **APD: 15/01/2027** **ED: 08/01/2027**	**Fair Edition: R+T Stuttgart** Every three years, exhibitors at the airport exhibition center showcase the latest technology in roller shutters, sun protection, and gates. We look ahead to the world's leading trade show in Stuttgart this February. What innovations will be on display, and where is the technology headed? What highlights await visitors? **Market Report: Insect Screens** In this market report, we present available solutions for insect screens. In addition to product details, we include images of the products and discuss their unique features.	**Category products:*** Interior shading, roller shutter boxes, tools for interior designers **Category Practical tip:** Step-by-step instructions for a successful execution	**BAU** Munich, 11 to 15 January 2027 **heimtextil** Frankfurt/Main, 12 to 15 January 2027 **Perimeter Protection** Nuremberg, 19 to 21 January 2027 **R+T** Stuttgart, 15 to 19 February 2027
3/4 **March/April** R+T Weltleitmesse für Rolladen, Tore und Sonnenschutz **BAU**	**PD: 01/04/2027** **APD: 05/03/2027** **ED: 26/02/2027**	**Fair review: BAU Munich and R+T Stuttgart** We look back at the two trade shows held in January and February. What were the main focuses of the exhibitors' new products? How many visitors made their way to Munich and Stuttgart? Which exhibitors can celebrate winning the prestigious R+T Innovation Award, which is always presented shortly before the start of the fair in Stuttgart? **Outdoor Living** Where is the trend toward outdoor living headed? We showcase what selected suppliers have recently launched or are set to launch. Another focus: How is demand evolving? We check in with market researchers and industry companies.	**Category products:*** Building management systems, markisolettes, daylight technology, drive, control and radio systems **Category practical tip:** Step-by-step instructions for a successful execution	**IHM** Munich, 10 to 14 March 2027

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

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

***The category products is not thematic focal point. Only products can be presented here!**

Issue	Dates	Main topic/Fair issues	Topics/Categories	Trade fairs/Exhibitions
5/6 **May/June**	**PD: 26/05/2027** **APD: 30/04/2027** **ED: 23/04/2027**	**Rollershutters/Venetian Blinds/Zip Screens** Exterior sun protection addresses the need to structurally protect buildings against overheating. Whether in new construction or renovation projects, summer heat protection is just as much a given in modern residential or commercial buildings as contemporary fire safety and sustainability. We showcase the products for the new season and highlight the options available for powering the drives with solar energy. Electricity is generated on-site using photovoltaics and stored locally. **Market Report Outdoor Living** We provide our readers with an overview of products from numerous manufacturers of patio and louvered roofs, awnings, and outdoor living accessories.	**Category products:*** Smart metering, home automation, external sun protection, roller blinds **Category Practical tip:** Step-by-step instructions for a successful execution	**ift-Brandschutzforum** Rosenheim, 9 to 10 June 2027
7/8 **July/August**	**PD: 27/07/2027** **APD: 02/07/2027** **ED: 25/06/2027**	**SmartHome** In smart buildings, modern industry solutions have long been used to control not only roller shutters and sunshades, but also skylights, lighting, programmable outlets, and garage doors. Sensors measure wind, temperature, rain, and the sun's position. Our article shows how specialized companies can install these solutions for their customers, what scenarios are possible, and which parameters end customers can adjust as needed.	**Category products:*** Insect screens, awnings, machines for roller shutter production **Category Practical tip:** Step-by-step instructions for a successful execution	

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

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

***The category products is not thematic focal point. Only products can be presented here!**

Issue	Dates	Main topic/Fair issues	Topics/Categories	Trade fairs/Exhibitions
glas kompakt beschattung kompakt	**PD: 21/09/2027** **APD: 30/07/2027**	**The reference guide for the entire industry – innovative companies introduce themselves!**	Further information on page 18	**Magazine displays at heimtextil 2028+2029, FENSTERBAU FRONTALE 2028, glasstec 2028 and BAU 2029.** (Further displays possible)
9/10 **September/ October**	**PD: 21/09/2027** **APD: 27/08/2027** **ED: 20/08/2027**	**Sun Protection on Facades** The future belongs to summer heat protection: The scorching summer of 2026, with temperatures reaching 40 degrees Celsius in Central Europe, has made it clear that sun protection on facades has become a must. We showcase the patterns and colors available in textile sun protection and highlight the latest innovations for mounting these systems in external thermal insulation composite systems. **Market Report: Doors and Door Technology** In this market report, we present the offerings of innovative manufacturers. In addition to product details on doors, the overview includes technical data on operators and control systems.	**Category Products:*** Panel curtains, roller shutters, sun tents **Category practical tip:** Step-by-step instructions for a successful execution	**R+T Turkey** TR-Istanbul, 16 to 18 September 2027 **Rosenheimer Fenstertage** Rosenheim, October 2027

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

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

***The category products is not thematic focal point. Only products can be presented here!**

Issue	Dates	Main topic/Fair issues	Topics/Categories	Trade fairs/Exhibitions
11/12 **November/ December** heimtextil	**PD: 24/11/2027** **APD: 29/10/2027** **ED: 22/10/2027**	**Fair edition: heimtextil** In our preview of the trade show in Frankfurt am Main, we highlight which exhibitors will be on site and showcase their latest innovations in interior sun protection, textile sun protection, and insect screens. What do the patterns and colors for the new season look like? What does the fair's supporting program entail, and what highlights are in store for interior designers? **Interior Sun Protection** Roller shades, pleated shades, and interior venetian blinds are indispensable in both new and existing buildings. Manufacturers have developed electronic control options that allow for integration into centralized systems. However, decentralized operation is also possible. In an overview, we show what the products from selected manufacturers look like and what special features set them apart.	**Category products:*** Gates, drive, control and radio technology, folding and sliding shutters **Category practical tip:** Step-by-step instructions for a successful execution	**APAExpo by R+T** E-Valencia, November 2027 **MADE EXPO** I-Milan, 17 to 20 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.

***The category Innovations is not a thematic focal point. Only products can be presented here!**

Permanent editorial focus:

News, sun protection technology, textile sun protection, daylight technology, external and internal sun protection, awning technology, roller shutters, drive, control and radio technology, folding and sliding shutters, insect screens, gates/gate technology, energy-efficient construction, products and literature.

Service formats:

Special, flash interview, opinion focus, practical tips, careers in the crafts, market reports and damage claims.

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

Format	Print space formats width x height in mm	Basic prices b/w	Prices 2-coloured	Prices 3-coloured	Prices 4-coloured
2/1 page	380 x 245	5,160.00 €	6,060.00 €	6,960.00 €	7,860.00 €
1/1 page	172 x 245	2,700.00 €	3,200.00 €	3,700.00 €	4,200.00 €
2/3 page	172 x 164 or 113 x 245	1,685.00 €	2,035.00 €	2,385.00 €	2,735.00 €
1/2 page	172 x 127 or 83 x 245	1,385.00 €	1,635.00 €	1,885.00 €	2,135.00 €
1/3 page	172 x 88 or 54 x 245	935.00 €	1,105.00 €	1,275.00 €	1,445.00 €
1/4 page	172 x 66 or 83 x 127 or 39 x 245	705.00 €	835.00 €	965.00 €	1,095.00 €
1/8 page	172 x 33 or 83 x 66 or 39 x 127	365.00 €	430.00 €	495.00 €	560.00 €
Title page + 1/3 page 4-colour horizontal as a title page statement	194 x 185 (Additional 3 mm bleed all around) 210 x 108 (Additional 3 mm bleed all around)	3,115.00 €	3,615.00 €	4,115.00 €	4,615.00 €
2nd/4th cover page	210 x 297 (Additional 3 mm bleed all around)	2,975.00 €	3,475.00 €	3,975.00 €	4,475.00 €

Text advertisements:	**Millimetre price** 1 column (54 mm wide, b/w, prize in colour on request)	€ 3.80
Classified advertisements:	**Job offers/other classified advertisements (publication in print + online)**	
	2-column (83 mm wide, at least 20 mm high)	€ 3.90
	4-column (172 mm wide, at least 20 mm high)	€ 7.80
	Job searches	
	2-column (83 mm wide, at least 20 mm high)	€ 2.70
	4-column (172 mm wide, at least 20 mm high)	€ 5.40
Box number:		€ 17.00

▶ Your classified advertisement is also published on www.sicht-sonnenschutz.com.

Bleed formats and graphic illustration see page 16

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	
For 2 ads	5 %	1 page	5 %
For 4 ads	10 %	3 pages	10 %
For 6 ads	15 %	6 pages	15 %

No discount on loose inserts, postcards, glued inserts and technical supplementary costs, job and classified advertisements.
5 % combination discount by booking our magazine GFF parallel.

4 Categories: See price list page 14

5 Special types of advertising:

Bound inserts

2 pages (1 sheet)	€ 2,725.00
4 pages (2 sheets)	€ 3,830.00
6 pages (3 sheets)	€ 4,585.00
8 pages (4 sheets)	€ 5,365.00
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*
Price per 1,000 items plus ePaper flatrate € 180.–

Weight	Price ‰
Up to 30 g	€ 245.00
Up to 40 g	€ 270.00
Up to 50 g	€ 305.00
Each additional 10 g	€ 20.00
Required batch:	Upon request

Glued inserts
Price per 1,000 items plus ePaper flatrate € 180.00

Advertising material	Price ‰
Postcards	€ 270.00
Glued inserts up to 25 g	€ 330.00
Required batch:	Upon request

6 Contact:

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

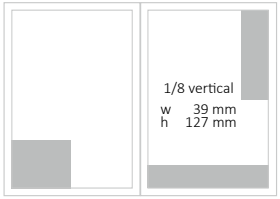
Junior Media Sales Managerin:
Lea-Sophie Kleber
Telephone +49 8247 354-132
lea-sophie.kleber@holzmann-medien.de

Senior Managerin Campaign Operation & Media Services:
Sabrina Bader
Telephone +49 8247 354-192
coms@holzmann-medien.de

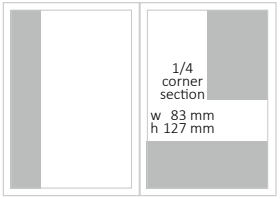
*Please be sure to observe the specified format. Deviations, in particular overlapping formats will result in additional postal costs, which we will invoice.

Advertisement formats

In type area



1/8 p. horizontal
Width 172 mm
Height 33 mm



1/4 p. vertical
Width 39 mm
Height 245 mm

1/4 p. horizontal
Width 172 mm
Height 66 mm



1/3 p. horizontal
Width 172 mm
Height 88 mm

1/3 p. vertical
Width 54 mm
Height 245 mm



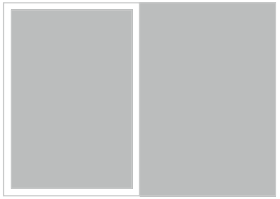
1/2 p. horizontal
Width 172 mm
Height 127 mm

1/2 p. vertical
Width 83 mm
Height 245 mm



2/3 p. horizontal
Width 172 mm
Height 164 mm

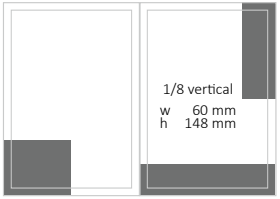
2/3 p. vertical
Width 113 mm
Height 245 mm



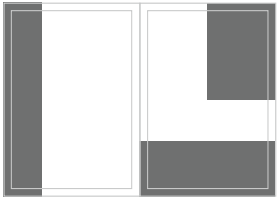
1/1 page
within type area
Width 179 mm
Height 270 mm

1/1 page
with bleed
Width 210 mm
Height 297 mm

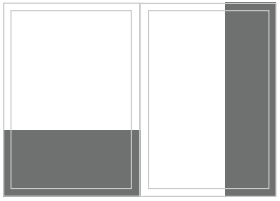
With bleed (plus 3 mm bleed all round for each size)



1/8 p. horizontal
Width 210 mm
Height 53 mm



1/4 p. horizontal
Width 210 mm
Height 86 mm



1/3 p. horizontal
Width 210 mm
Height 108 mm

1/3 p. vertical
Width 74 mm
Height 297 mm



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

1/2 p. vertical
Widht 104 mm
Height 297 mm



2/3 p. horizontal
Width 210 mm
Height 185 mm

2/3 p. vertical
Width 134 mm
Height 297 mm



2/1 p. across the gutter with bleed
420 mm wide, 297 mm high
+ 3 mm bleed all around
NO bleed in the gutter

Year:	25th volume 2027
Publisher:	Holzmann Medien GmbH & Co. KG Gewerbestraße 2 86825 Bad Wörishofen Germany Telephone +49 8247 354-01 Telefax +49 8247 354-170 www.holzmann-medien.de www.sicht-sonnenschutz.com
Managing Publisher:	Alexander Holzmann
Head of Media Sales:	Thomas Pohl (in charge) Telephone +49 8247 354-185 thomas.pohl@holzmann-medien.de
Editor in chief:	Holger Dirks (in charge) Telephone +49 8247 354-229 holger.dirks@holzmann-medien.de
	For further contacts, see page 45.
Terms of payment and bank details:	Within 14 days from the invoice date without deduction VAT number DE 129 204 092 Sparkasse Schwaben-Bodensee IBAN: DE50 7315 0000 0000 1017 09 BIC: BYLADEM1MLM
Magazine format:	DIN A4 – 210 mm wide x 297 mm high
Type area:	172 mm wide x 245 mm high 4 columns of 39 mm width 3 columns each 54 mm wide
Print and binding method:	Sheet fed offset printing, adhesive binding
Paper inner part:	90 gr/m² (picture printing paper)
Paper cover:	200 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) 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:	Senior Managerin Campaign Operation & Media Services Sabrina Bader Telephone +49 8247 354-192 coms@holzmann-medien.de

IMPORTANT – WEBSHOP/EPAPER

As we also publish issues of sicht & sonnenschutz in our webshop and distribute them as ePapers, we need the PDF files of bound inserts and supplements **to the e-mail adress: 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-in inserts:	Industrie-Buchbinderei Kassel c/o Mr Timo Träbing Otto-Hahn-Straße 25 34253 Lohfelden, Germany
Delivery note:	Password siso No. xxx/2027

SPECIAL PUBLICATION GLAS KOMPAKT





BESCHATTUNG KOMPAKT | GLAS KOMPAKT (EDITION 2027)

Brief description:	'beschattung kompakt|glas kompakt' offers you as a special publication of **sicht & sonnenschutz** and GFF the opportunity to present your company to the industry. Duration: Two years!
Distribution:	5.000 recipients of **sicht & sonnenschutz** incl. subscribers, 8.000 recipients of GFF incl. subscribers, 3,000 architects, a total of 1,700 trade visitors to the most important industry trade fairs 2027 to 2029 as well as 300 copies of Holzmann Medien.
Form of advertising:	Company portraits (one and two-page). Two-page portraits can also be combined with advertisement.
Format:	210 x 210 mm
Circulation:	18,000 copies
Distribution:	Print edition: By separate mail directly to recipients Online: E-paper at www.sicht-sonnenschutz.com and www.gff-magazin.de
Dates:	Booking deadline: 30/07/2027 Publication date: 21/09/2027
Prices:	One-page portrait: 2.000,- € Two-page portrait: 4.000,- € 1 page portrait + 1 page advertisement: 4.000,- € Prices do not include the currently valid statutory value added tax
Early bird promotion:	**10 % discount until 01/03/2027!**
Colors:	Are printed according to PSO Coated v3.

Curious? Click in:

Information flyer.

ePaper.

Circulation monitoring: IVW

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

Print run	6,500		thereof foreign countries	thereof ePapers
Total circulation	8,269		559	1,818
Paid circulation	243		66	0
- Copies subscribed	201		52	0
	thereof	0 Member copies 0 Multiple copies		
- Other sales	42		14	0
- Single-copy sale	0		0	
Free copies	8,026		493	1,818
	thereof	109 laid out 1 display location	13 0	
Remaining, file and archived copies	49			

Geographical distribution analysis:

	Proportion of the total circulation	
Economic region	%	Copies
National	73.98	6,117
Abroad	6.76	559
Not clearly allocable	19.26	1,593
Total circulation	100.00	8,269

Distribution according to the Nielsen regions/Federal states:

Nielsen region I		
Schleswig-Holstein	2.47 %	151
Hamburg	0.93 %	57
Lower Saxony	7.57 %	463
Bremen	0.52 %	32
Nielsen region II		
North Rhine-Westphalia	14.47 %	885
Nielsen region IIIa		
Hesse	9.83 %	601
Rhineland-Palatinate	4.53 %	277
Saarland	1.03 %	63
Nielsen region IIIb		
Baden-Wuerttemberg	17.03 %	1,042
Nielsen region IV		
Bavaria	25.29 %	1,547
Nielsen region V		
Berlin	1.10 %	67
Nielsen region VI		
Brandenburg	2.52 %	154
Mecklenburg-West Pomerania	0.92 %	56
Saxony-Anhalt	3.09 %	189
Nielsen region VII		
Saxony	5.36 %	328
Thuringia	3.35 %	205
Total circulation national	**100.00 %**	**6,117**

Distribution abroad:

Europe	100.00 %	559
German-speaking countries	94.27 %	527
thereof Austria	51.52 %	288
thereof Switzerland	42.75 %	239
EU countries (without Germany/Austria)	4.83 %	27
EU countries (others)	0.90 %	5
Total circulation abroad	**100.00 %**	**559**

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 %	Copies
	Processors		
43298	Roller shutters and sun protection mechatronic technicians	32.74 %	2,707
43336	Interior decoration	19.06 %	1,576
251/25621	Metal construction/doorway construction	27.40 %	2,266
	Commercial trade		
4613/4673/46733/46734/ 46735/4674	Structural elements/building materials/hardware trade/window construction	0.92 %	76
	Construction (planning)		
711/7111/71113/71122	Architecture and planning offices	0.41%	34
43999	Lighting and facade planers	0.19 %	16
35	Producing industry	0.99 %	82
10/11/13-15/17/20/22-32	other civil engineering, structural engineering and finishing trades (interdisci-	3.40 %	281
41-43	plinary)		
	Other recipient groups		
85/91010/94	Education and teaching/special interest groups/libraries and archives	0.37 %	31
	Subscribers (without sector definition)	0.30 %	25
	Not clearly allocable	14.21 %	1,175
	Total circulation	**100.00 %**	**8,269**

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.

sicht-sonnenschutz.com
AT A GLANCE



DAILY NEWS FROM THE SUN PROTECTION AND GATES BRANCH

COMPREHENSIVELY

Researched top subjects, daily industry news, the topics of the current print edition and a multimedia gallery with picture series, exclusively filmed interviews and videos of the most important industry events.

Online reach

6,570 Visits
21,289 PageImpressions
(Monthly average January to June 2026, IVW tested)

Of which mobile

2,911 Visits
6,474 PageImpressions
(Monthly average January to June 2026, IVW tested)

CAMPAIGN PLANNING

Lots of best practice examples and the current reach figures can be found in the **sicht & sonnenschutz** digital portfolio.

'sicht & sonnenschutz' digital portfolio.

Technical specs.

General terms and conditions.

DISPLAY ADVERTISING

XXL ADVERTISING SPACE



DYNAMIC SITEBAR **CPM 180.– €**

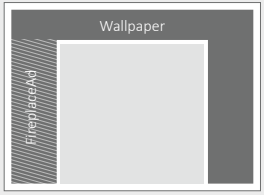
The Dynamic Sitebar takes the right-hand skyscraper position and always remains visible. When the user scrolls, the Dynamic Sitebar remains in place (sticky).

The advertising format adapts to the respective screen size and thus dynamically uses the maximum available space on the right-hand side of the website.
Delivery: Desktop



HOMEPAGE TAKEOVER **CPM 240.– €**

Getting more advertising space is impossible. Attention-grabbing combination of FireplaceAd and Billboard.
Delivery: Desktop



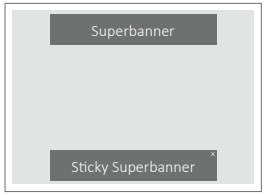
CPM 155.– €

Combination of Superbanner and Skyscraper. The wallpaper frames the website at the top and right-hand side.
Delivery: Desktop

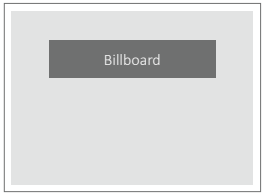
FIREPLACEAD **CPM 210.– €**

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

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



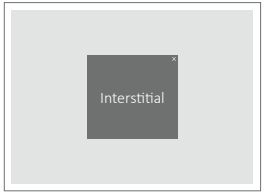
Superbanner (728 x 90 pixels) **CPM 95.– €**
Sticky Superbanner (728 x 90 pixels) **CPM 115.– €**
Attention-grabbing advertising format with full-surface presence, top or bottom. Use in the immediately visible area with great creative scope for design.
Delivery: Desktop, Tablet



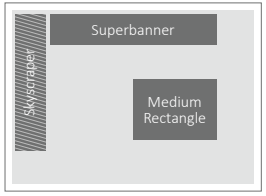
Billboard (940 x 250 pixels) **CPM 180.– €**
Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.
Delivery: Desktop



Skyscraper (120 x 600 pixels) **CPM 105.– €**
Wide Skyscraper (160 x 600 pixels) **CPM 105.– €**
Placed at the right or left side of the screen; remains in the user's field of view while scrolling.
Delivery: Desktop



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



TandemAd **CPM 150.– €**
Simultaneous playout of two classic advertising formats within the same page impression.
Delivery: upon request

AdBundle **CPM 160.– €**
(Joint) delivery of three different classic advertising media.
Delivery: upon request

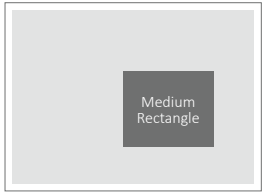


BanderoleAd (770 x 250 pixels) **CPM 145.– €**
The advertising material lies in the directly visible area like a strip across the website. Best suited for concise advertising messages.
Delivery: Desktop

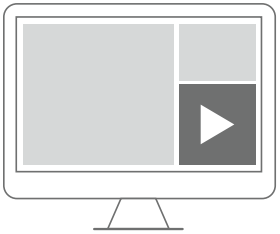
One format — all devices! Whether desktop, tablet or smartphone.



HalfpageAd (300 x 600 pixels) **CPM 130.– €**
The integration in the content area of the site ensures that the user's attention is drawn to this striking advertising format.



Medium Rectangle (300 x 250 pixels) **CPM 115.– €**
Prominent placement in the content of the website, centrally and in the user's field of vision.



VideoAd **from 630.– €**
We adapt and integrate your video to the look & feel of the website.

To make users aware of the VideoAD, we place a teaser box on the start page and the subpages of the website. For the teaser, you have 120 characters of text and an image available.

You choose how long you want to run the campaign.

'sicht & sonnenschutz' Branding Day.

Exclusive display of your advertising message. Daily and weekly booking possible – please contact us!

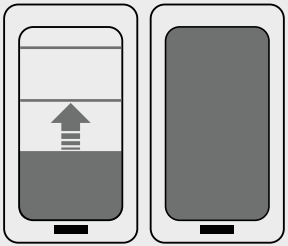
Choose your desired format for the exclusive addressing of our users in an exclusive period

'sicht & sonnenschutz' very targeted.

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

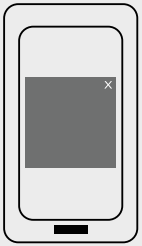
MOBILE ADVERTISING

MAXIMUM ATTENTION
EVEN ON THE SMALLEST SCREENS



MOBILE INTERSCROLLER (300 x 600 pixels) **CPM 180.– €**

- Particularly attention-grabbing advertising format.
- Advertising material lies behind the content and is displayed by scrolling through the view port, while being completely exposed.
- Does not only communicate an advertising message, but guarantees also a high brand awareness.
- Ensures full user attention for a few seconds.
- Delivery: Mobile

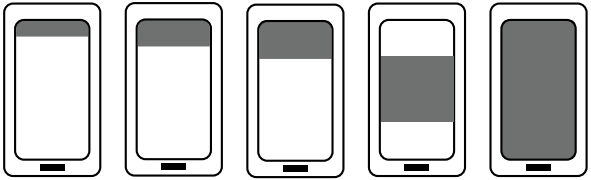


MOBILE INTERSTITIAL (300 X 250-300 pixels) **CPM 145.– €**

- When the website is called up, the ad fades in, directly over the content and is closed by the user.
- Delivery: Mobile

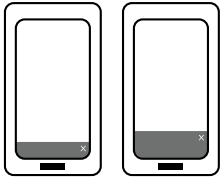
Target mobile users for your device optimized campaign.

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



MMA 6:1 MMA 4:1 MMA 2:1 MMA 1:1

Mobile MMA Banner sticky		**CPM**
MMA 6:1 sticky:	300-320 x 50 pixels	**100.– €**
MMA 4:1 sticky:	300-320 x 75 pixels	**105.– €**



MMA 6:1

Know what matters.

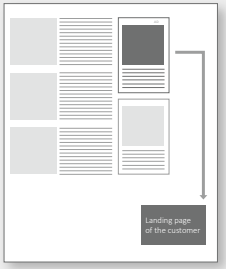
The monthly IVW MEW statement transparently documents our device access.

An average of 30,41%* of page impressions for sicht-sonnenschutz.com took place on mobile

* IVW Online January to June 2026

NATIVE

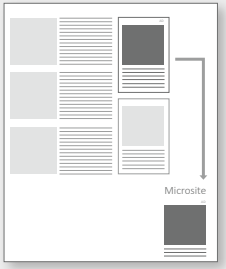
CONTENT IS KING,
BUT CONTENT PLUS CONTEXT IS KING KONG. (LUIS DI COMO)



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 450.– €



NATIVEAD IN

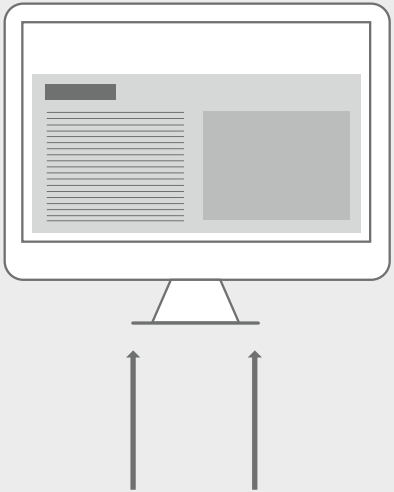
- Image-text display that is designed in the look & feel of an editorial post and is marked as an advertisement.
- NativeAD In links to a microsite (one-pager) where you can embed text, images, videos and links.
- Placement: in content or sidebar
- Duration: min. 4 weeks
- Reporting: end of runtime (AdImpressions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

Price: from 700.– €

Extend Reach | Crafts XXL.

- on the B2B skilled crafts portals of Deutsche Handwerks Zeitung and handwerk magazin
- across the entire crafts channel

NATIVE



TRAFFIC PUSH

ADVERTORIAL

We build an exclusive microsite that has the look and feel of the websites. The microsite will be designed according to your wishes- you can integrate a lot of information and content like images, files, videos and links.

Duration:	Minimum 4 weeks
Traffic push:	(Fixed placement) teaser, newsletter ads
Reporting:	After end of runtime (AdImpressions, dwell time and click values of all clickable elements)

Costs: from 900.– €

Example

Extend reach | Crafts XXL.

- on the B2B skilled crafts portals of Deutsche Handwerks Zeitung and handwerk magazin
- across the entire crafts channel

LEADS



WHITEPAPER

We build an exclusive microsite (content page) for the whitepaper. Similar to the advertorial, you can insert content such as images, files, videos, links and, of course, the whitepaper. The collected leads are passed on to you.

Distribution:	On www.sicht-sonnenschutz.com
Duration:	Flexible, depending on the budget and the number of leads to be reached.
Traffic push included:	(Permanently placed) teaser, newsletter ads
Content creation:	Our specialist editorial team creates the content for your whitepaper. Price on request.

PRICE:

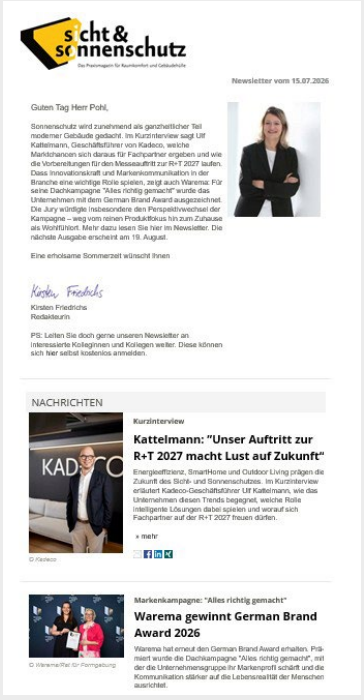
Lead packages	You will receive	Price
Basic package	Up to 40 leads	4,490.– €
Premium package	Up to 20 leads	5,490.– €

Basic-Lead | CPL € 50.–*

Premium-Lead | CPL € 150.–*

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

NEWSLETTER
sicht & sonnenschutz aktuell
AT A GLANCE



sicht & sonnenschutz

Newsletter vom 15.07.2026

Guten Tag Herr Pohl,

Sonnenschutz wird zunehmend als ganzheitlicher Teil moderner Gebäude gedacht. Im Kurzinterview sagt Ulf Kattelmann, Geschäftsführer von Kadeco, welche Marktchancen sich daraus für Fachpartner ergeben und wie die Vorbereitungen für den Messeauftritt zur R+T 2027 laufen. Dass Innovationskraft und Markenkommunikation in der Branche eine wichtige Rolle spielen, zeigt auch Warema: Für seine Dachkampagne "Alles richtig gemacht" wurde das Unternehmen mit dem German Brand Award ausgezeichnet. Die Jury würdigte insbesondere den Perspektivwechsel der Kampagne – weg vom reinen Produktfokus hin zum Zuhause als Wohlfühlort. Mehr dazu lesen Sie hier im Newsletter. Die nächste Ausgabe erscheint am 19. August.

Eine erholsame Sommerzeit wünscht Ihnen

Kirsten Friedrichs

Kirsten Friedrichs
Redakteurin

PS: Leiten Sie doch gerne unseren Newsletter an interessierte Kolleginnen und Kollegen weiter. Diese können sich hier selbst kostenlos anmelden.

NACHRICHTEN

Kurzinterview

Kattelmann: "Unser Auftritt zur R+T 2027 macht Lust auf Zukunft"

Energieeffizienz, SmartHome und Outdoor Living prägen die Zukunft des Sicht- und Sonnenschutzes. Im Kurzinterview erläutert Kadeco-Geschäftsführer Ulf Kattelmann, wie das Unternehmen diesen Trends begegnet, welche Rolle intelligente Lösungen dabei spielen und worauf sich Fachpartner auf der R+T 2027 freuen dürfen.

» mehr

© Kadeco

Markenkampagne: "Alles richtig gemacht"

Warema gewinnt German Brand Award 2026

Warema hat erneut den German Brand Award erhalten. Prämiert wurde die Dachkampagne "Alles richtig gemacht", mit der die Unternehmensgruppe ihr Markenprofil schärft und die Kommunikation stärker auf die Lebenswirklichkeit der Menschen ausrichtet.

© Warema/Rat für Formgebung

Subscribers

2,942 (08/2026)

Sending frequency

weekly
(Usually Wednesday)

Open rate

24.22 % (Ø 01-07/2026)

Reporting

automated
after seven days

Issue	Edition	Publication
January	**sicht & sonnenschutz aktuell Fair edition BAU**	**06/01/2027**
January	sicht & sonnenschutz aktuell	13/01/2027
January	sicht & sonnenschutz aktuell	20/01/2027
January	**sicht & sonnenschutz aktuell Fair review BAU**	**27/01/2027**
February	sicht & sonnenschutz aktuell	03/02/2027
February	**sicht & sonnenschutz aktuell Fair edition R+T**	**10/02/2027**
February	sicht & sonnenschutz aktuell	17/02/2027
February	sicht & sonnenschutz aktuell	24/02/2027
March	**sicht & sonnenschutz aktuell Fair review R+T**	**03/03/2027**
March	sicht & sonnenschutz aktuell	10/03/2027
March	**Topic newsletter: Summer Heat Protection**	**17/03/2027**
March	sicht & sonnenschutz aktuell	24/03/2027
March	sicht & sonnenschutz aktuell	31/03/2027
April	sicht & sonnenschutz aktuell	07/04/2027
April	sicht & sonnenschutz aktuell	14/04/2027
April	sicht & sonnenschutz aktuell	21/04/2027
April	sicht & sonnenschutz aktuell	28/04/2027
May	sicht & sonnenschutz aktuell	05/05/2027
May	sicht & sonnenschutz aktuell	12/05/2027
May	sicht & sonnenschutz aktuell	19/05/2027
May	sicht & sonnenschutz aktuell	26/05/2027
June	sicht & sonnenschutz aktuell	02/06/2027
June	**Topic newsletter: Roller Shutters/Venetian Blinds/Zip Screens**	**09/06/2027**

Issue	Edition	Publication
June	sicht & sonnenschutz aktuell	16/06/2027
June	sicht & sonnenschutz aktuell	23/06/2027
June	sicht & sonnenschutz aktuell	30/06/2027
July	sicht & sonnenschutz aktuell	07/07/2027
July	sicht & sonnenschutz aktuell	14/07/2027
August	sicht & sonnenschutz aktuell	18/08/2027
August	sicht & sonnenschutz aktuell	25/08/2027
September	sicht & sonnenschutz aktuell	01/09/2027
September	**Topic newsletter: SmartHome**	**08/09/2027**
September	sicht & sonnenschutz aktuell	15/09/2027
September	sicht & sonnenschutz aktuell	22/09/2027
September	sicht & sonnenschutz aktuell	29/09/2027
October	sicht & sonnenschutz aktuell	06/10/2027
October	sicht & sonnenschutz aktuell	13/10/2027
October	sicht & sonnenschutz aktuell	20/10/2027
October	sicht & sonnenschutz aktuell	27/10/2027
November	sicht & sonnenschutz aktuell	03/11/2027
November	sicht & sonnenschutz aktuell	10/11/2027
November	sicht & sonnenschutz aktuell	17/11/2027
November	sicht & sonnenschutz aktuell	24/11/2027
December	sicht & sonnenschutz aktuell	01/12/2027
December	sicht & sonnenschutz aktuell	08/12/2027
December	sicht & sonnenschutz aktuell	15/12/2027

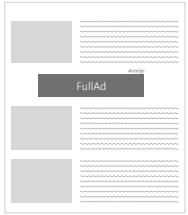
Data delivery:
At least five working days before publication to admanagement@holzmann-medien.de

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



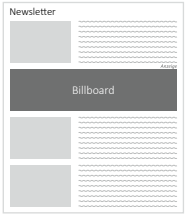
ContentAd **Standard Newsletter: Price 240.– €**
Topic Newsletter: Price 300.– €

Image-text display that is designed in the look & feel of an editorial article and marked as an advertisement.
In addition, 50 characters for the headline and 350 characters of continuous text are available to optimally communicate your advertising message.
In this format, you get three external links — these are installed in the headline, logo and body text.



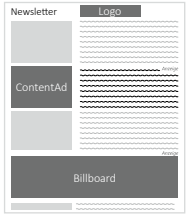
FullAd **Standard Newsletter: Price 220.– €**
(468 x 60 Pixel) **Topic Newsletter: Price 270.– €**

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



Billboard **Standard Newsletter: Price 270.– €**
(600 x 240 Pixel) **Topic Newsletter: Price 340.– €**

Large and prominent format with plenty of space for design and information, which is placed between high-quality content / articles. Brand awareness guaranteed!
It links to an external landing page
(e.g. company website).



Newsletter exclusive sponsoring **Price 570.– €**

As an exclusive sponsor, secure a newsletter for your advertising. In addition to the installation of your company logo in the header, two advertising formats are available within the content, which are placed in the editorial newsletter. Choose the formats — ContentAd, FullAd, and the billboard are available.

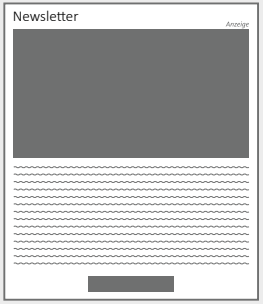
Prices for top 1 positions

Advertising format	Standard Newsletter	Thematic Newsletter
ContentAd	€ 290.–	€ 360.–
Billboard	€ 320.–	€ 410.–
FullAd	€ 260.–	€ 320.–

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
- > 3,000 high-quality contacts, direct target group access
- individual sending date

Price per release:

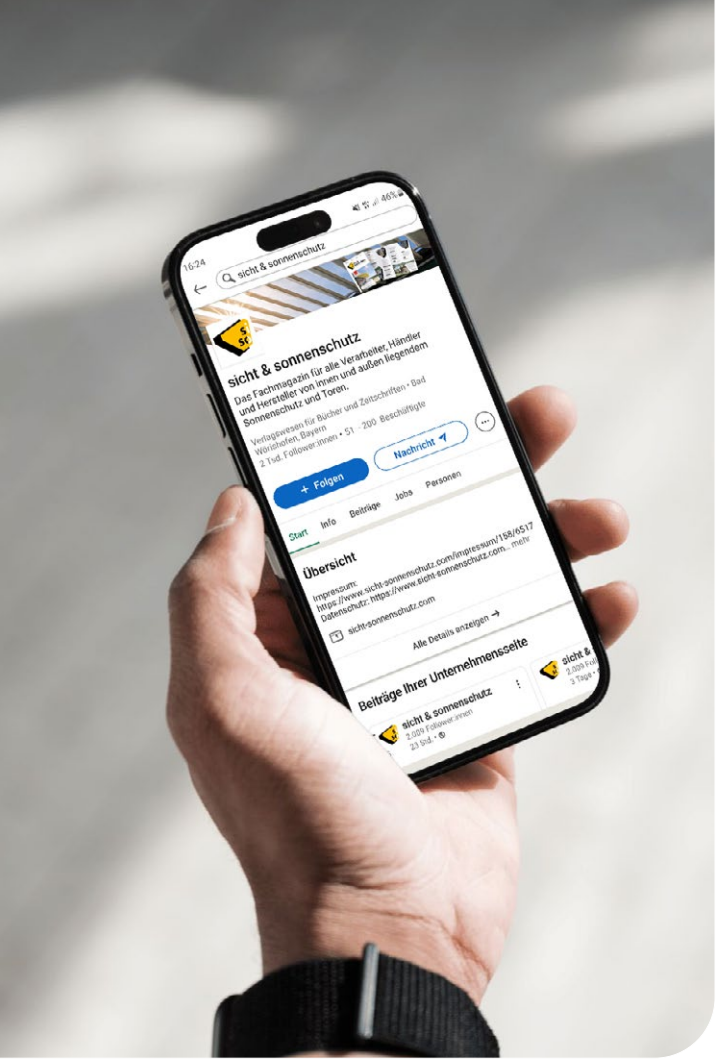
- TSP* 480.– € (*Thousand subscribers prize)
- Example

Performance miracle.

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



SOCIAL MEDIA.



THE FOLLOWING CHANNEL IS AVAILABLE TO YOU FOR A SOCIAL MEDIA CAMPAIGN

Linkedin

2.047 Follower
(Status: August 2026)

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.

This format is available (minimum purchase of 3 posts):

- LinkedIn Post + Story: CPM 120.– €

No inspiring content idea?
No problem!

On request, we will be happy to support you in creating your social media posts.



MOVING IMAGES.

VIDEO FORMATS





REACH YOUR TARGET AUDIENCE WITH A POWERFUL VIDEO MESSAGE.

WHY VIDEO WITH SICHT & SONNENSCHUTZ?

Extensive know-how

Our video team and editorial staff know your target groups—and deliver content with journalistic expertise.

Everything from a single source

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 FORMATS



Examples:

- Trade fair talk.
- Product presentation.
- On-site report.
- Event video.
- Image video.
- Information brochure.

VIDEO PRODUCTION | EXAMPLES

Trade fair talk

Exclusive video of the customer's booth

- 1 hour shooting at the customer's booth (approx. 5 minutes)
- Incl. recording, editing, music and animation
- Transfer of rights of use to the customer
- This video will be part of the fair trade video (5–8 minutes)
- Logo in the opening and closing credits of the trade fair video (all sponsors)

Incl. Traffic Push: 2,610.– €*

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: 4,650.– €*

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: 7,750.– €*

* possibly plus travel expenses



AUDIO.

PODCAST

NEW



sicht & sonnenschutz Praxistalk –
THE PODCAST FOR SUN PROTECTION PROFESSIONALS

Frequency: Twice a year
Length of the episodes: 15 – 20 minutes

Month	Topic	Publication
March	Summer Heat Protection	15/03/2027
September	Smart Home	13/09/2027

What it's About

'sicht & sonnenschutz Praxistalk' – the podcast for craftspeople and business owners in the construction sector who work with interior and exterior sun protection, smart home systems, insect screens and gates.
Starting in 2027, 'sicht & sonnenschutz Praxistalk' will provide answers twice a year to important questions from the industry, for the industry.

Available via the following streaming platforms:

Apple Podcasts | Spotify | Deezer | Amazon Music | Google Podcasts | Podimo

PODCAST ADVERTISING

Advertising format	Placement	Price per edition	Price for 2 Editions
Host-Read Ad	Pre- or Midroll	300 €*	500 €*
Host-Read Ad	Pre- and Midroll	600 €*	1,000 €*

All bookings are automatically included in the show notes; *Introductory price

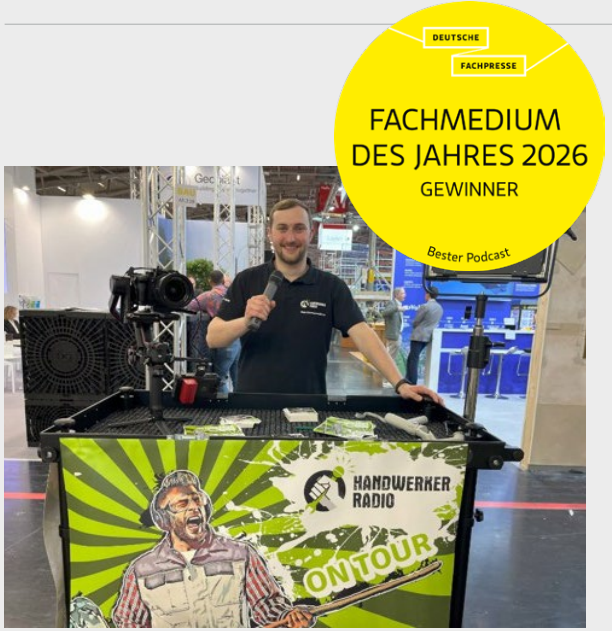
Premium Sponsored Podcast from 2,500 €*

Podcast with you as a partner on your topics in coordination with our editorial team incl. traffic push

Premium Sponsored Video Podcast from 4,000 €*

You don't just want to express yourself with your voice, but also want to present your podcast topic in a visually appealing way? Then our Premium Sponsored Video Podcast is just the thing for you

MOBILE PODCAST STUDIO



TELL YOUR STORY—RIGHT AT THE TRADE SHOW.

THE TRADE SHOW SPECIAL

With our mobile Handwerker Radio podcast studio, we deliver the perfect format right to your booth. Presenter Max will engage you in a fascinating conversation and distill your key messages and insights – while videographer Julian captures the interview in high-quality video. The result is compelling content – ideal for grabbing attention and reaching new audiences.

Mobile Podcast Studio

Interviews, including video, at various trade shows (featured in the podcast, Handwerker Radio, social media posts, newsletters, and video content optimized for social media)

Traffic Boost Package

Interested in getting more attention? Choose from a variety of Traffic Boost packages to further promote your podcast episode through newsletter ads or print ads.

Curious?

Feel free to inquire about your options
(especially regarding BAU in Munich in 2027)!

HANDWERKER RADIO



THE SOUND FOR MAKERS

Handwerker Radio is the first and only Internet radio station for the entire german craft sector! From trainees to supervisors, we entertain the entire skilled trades sector with news, interviews and specialist information from the individual trades and an exclusive music mix.

Formats	Length	Description	Price
Classic spot	15-30 sec.	Part of the commercial break	€ 9.90 per spot
Single spot	15-30 sec.	Not part of the advertising block, only one customer per hour	€ 14.90 per spot
Pre-Stream Spot	15-20 sec.	Immediately before the audio stream starts	€ 4,950 for one month
Interview	max. 3 min.	Practical topics from the trade, labeled as an advertising feature at the beginning of the interview	€ 1,990 (incl. 20 repetitions)
Weather sponsorship	max. 7 sec.	Mention of the customer and their claim. The sponsorship reference is placed at the beginning of a program or broadcast segment.	€ 4,950 for 2 months
Content sponsor-ship	max. 7 sec.	Mention of the client and their claim. The sponsorship reference is placed at the end of the content.	990.- € (incl. 20 repetitions in one week)

Listen now.



YOUR COMPETENT PARTNER FOR BUSINESS AND TRADE MEDIA

HOLZMANN . MEDIEN

DHZ Deutsche Handwerks Zeitung

handwerk magazin

Si

GFF

sicht & sonnenschutz

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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general terms and conditions apply.