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The General Business Terms and Conditions for advertisements and supplementary inserts as well as online advertisements in each current version apply, available at: www.holzmann-medien.de/agb
Brief outline: The 'Deutsche Handwerks Zeitung' (DHZ) is the largest publication in the medium-sized trade enterprises sector in the Federal Republic of Germany. As the official organ of 23 chambers of trade and the Baden-Wuerttemberg Crafts Day, the DHZ provides information to more than 480,000 craft businesses as well as small and medium-sized companies in Germany on all the latest economic, finance and social-political developments. Entrepreneurs in the federal states of Bavaria, Baden-Wuerttemberg, Hesse, Saxony, Thuringia and Saxony-Anhalt will find competent and detailed articles on topics such as taxes and law, digitization, business administration, corporate management, mobility, finance, technology and health. Correspondents in Brussels and Berlin increase editors’ radius of action. Decision-makers from politics and business regularly provide interviews and analyses. Current topics from the areas of crafts, politics and business management are dealt with in depth in editorial specials and reports. The focus of DHZ is on useful information for readers and entrepreneurs. Further editorial services are descriptive infographics and high-quality photo series, specific topics on business management and technological areas as well as editorial contributions on practical applications. The DHZ is also the official gazette of the 'Internationale Handwerkmessene' and the GHM Gesellschaft für Handwerksausstellungen und -messen mbH in Munich (international skilled trades fair and limited company).

Corporate body: official organisation of 23 chambers of trade
Publisher: The chambers of trade for Swabia, Upper Franconia, Chemnitz, Dresden, Erfurt, Heilbronn-Franconia, Halle (Saaale), Karlsruhe, Kassel, Constance, Mannheim Rhine-Neckar-Odenwald, for Munich and Upper Bavaria, for Middle Franconia, for East Thuringia, Lower Bavaria, Oberpfalz, Frankfurt-Rhine-Main, Reutlingen, Stuttgart region, South Thuringia, Ulm, Wiesbaden and for Lower Franconia.

Editorial office:
Steffen Range (editor-in-chief)
Dr. Frank Hüpers (deputy editor-in-chief, Munich)
Frank Muck (editorial management Bad Wörishofen)

Advertisements:
Eva Maria Hammer (advertisement manager)
Bettina Fischer (ad sales)
Birgit Bentele (ad sales)

Year: 72nd year 2020
Frequency of publication: twice monthly
Publishing house: Holzmann Medien GmbH & Co. KG
P.O. Box 13 42, 86816 Bad Wörishofen, Germany
Gewerbestraße 2, 86825 Bad Wörishofen, Germany
Telephone +49 8247 354-01
www.holzmann-medien.de
www.deutsche-handwerks-zeitung.de

Publication/
Editorial schedule see topics and publication schedule 2020 (pages 10 and 11)

Purchase price:
Annual subscription national € 55.90 (incl. VAT and postage)
Annual subscription abroad € 69.10 (incl. VAT and postage)
Retail price € 2.90 (incl. VAT + postage)

Circulation analysis 2018 = 22 issues
Overall size: 392 pages = 100.00 %
Editorial section 271.83 pages = 69.34 %
Adverti...
Advertisements placed separately

<table>
<thead>
<tr>
<th>Format</th>
<th>Print space formats width x height in mm</th>
<th>Prices multi-coloured</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>320 x 472 (2,832 text millimetres)</td>
<td>€ 60,529.28</td>
</tr>
<tr>
<td>Magazine format</td>
<td>212 x 280</td>
<td>€ 31,684.80</td>
</tr>
<tr>
<td>Minimum volume 857 text millimetres</td>
<td>maximum 212 x 214 or 158 x 285 or other sizes by prior arrangement</td>
<td>€ 24,107.41</td>
</tr>
</tbody>
</table>

Strip and corner advertisements in the textual part:

<table>
<thead>
<tr>
<th>mm prices*</th>
<th>multi-coloured</th>
</tr>
</thead>
<tbody>
<tr>
<td>858 to 1,150 text millimetres</td>
<td>Strips = 143 to 191 mm or corner space 4-columned up to 287 mm high</td>
</tr>
<tr>
<td>1,151 to 1,439 text millimetres</td>
<td>Strips = 192 to 239 mm</td>
</tr>
<tr>
<td>from 1,440 text millimetres</td>
<td>Strips of 240 mm height and above</td>
</tr>
</tbody>
</table>

*The conversion factor 1,16666 serves only to determine quantity discount

Technical data

<table>
<thead>
<tr>
<th>Technical data</th>
<th>1-columned</th>
<th>2-columned</th>
<th>3-columned</th>
<th>4-columned</th>
<th>5-columned</th>
<th>6-columned</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 text columns each 50 mm wide</td>
<td>50 mm</td>
<td>104 mm</td>
<td>158 mm</td>
<td>212 mm</td>
<td>265 mm</td>
<td>320 mm</td>
</tr>
</tbody>
</table>

Page volume: 2,832 text millimetres

Taking over of advertisements to the digital e-paper app follows free of charge. Enrichment, specials and PromotionAd – upon request.
Standard formats (advertisements placed separately)

- **1/1 page**
  - Width: 320 mm
  - Height: 472 mm
  - Multi-coloured
  - Price: € 60,529.28

- **2/1 page panorama**
  - Width: 669 mm
  - Height: 472 mm
  - Multi-coloured
  - Price: € 129,705.60

- **Width 320 mm**
  - Height: 240 mm
  - Multi-coloured
  - Price: € 30,782.20

- **Width 320 mm**
  - Height: 160 mm
  - Multi-coloured
  - Price: € 27,158.40

Special formats (advertisements placed separately)

- **Magazine format approx. DIN A4**
  - Width: 212 mm
  - Height: 280 mm
  - Multi-coloured
  - Price: € 31,684.80

- **Double magazine format**
  - Width: 453 mm
  - Height: 280 mm
  - Multi-coloured
  - Price: € 61,261.20

- **Advertisement text part* (surrounded by text on three sides), column width 50 mm (only available as 1-column)**
  - By arrangement with the publishing house
  - Price/mm
    - bw: € 46.69
    - Multi-coloured: € 54.45
  - Width: 50 mm
  - Max. height: 100 mm
  - Multi-coloured
  - Price: € 5,445.00

- **Title page top line advertisement**
  - Width: 50 mm
  - Height: 55 mm
  - Multi-coloured
  - Flat rate
  - Price: € 6,995.00

- **Flying Page**
  - 4x
  - Width: 150 mm
  - Height: 472 mm
  - Multi-coloured
  - Price: € 129,705.60

10% self-employed combi discount for advertisements from the same campaign in the same time period.

Deutsche Handwerks Zeitung

489,704 copies distributed (IVW 2/19)
+ handwerk magazin
79,590 copies distributed (IVW 2/19)
= self-employed combination issue
Distribution in total: 569,294 copies

All prices are subject to the statutory VAT.

Taking over of advertisements to the digital e-paper app follows free of charge.
Advertisements in the advertisement section

<table>
<thead>
<tr>
<th>Print space and print format width x height</th>
<th>Column width in mm</th>
<th>Number of columns</th>
<th>Classified section mm price s/w</th>
<th>mm price multi-coloured</th>
</tr>
</thead>
<tbody>
<tr>
<td>320 x 472 mm</td>
<td>42</td>
<td>7</td>
<td>€ 11.87</td>
<td>€ 18.32</td>
</tr>
</tbody>
</table>

Classified advertisements: prices per millimetre (only total edition)
- **Commercial classified advertisements**
  - Advertising, tenders, real estate through brokers, distributor advertisements, orders, business contacts, sales etc.
  - € 8.95 b/w
  - € 13.25 4c

- **Occasional advertisements** (no commission or discount)
  - Sales, purchase offers, real estate (private)
  - € 5.98 b/w
  - € 7.50 4c

- **Job advertisements**
  - Job offers (non commercial)
  - Jobs wanted

- **Marriage/relationships**
- **Training advertisements**
- **Tourism advertisements**

Number and delivery charge:
- € 4.95

Supplementary charge:
- For binding placement conditions 10 %

Part placements:
- Possible in 23 regional issues, see page 7

Frequency of publication: 22 times per year (including 2 double issues)

Advertising deadline: 10 days prior to publication, see publication schedule page 10 + 11

Payment terms and bank details:
- Within 14 days of invoice without deduction
  - VAT No. DE 129 204 092
  - Sparkasse Memmingen
  - IBAN: DE50 7315 0000 0000 1017 09, BIC: BYLADEM1MLM

Discounts: for purchase within one year of insertion

<table>
<thead>
<tr>
<th>Frequency discount</th>
<th>Volume discount C</th>
</tr>
</thead>
<tbody>
<tr>
<td>for 3 ads</td>
<td>5 %</td>
</tr>
<tr>
<td>for 6 ads</td>
<td>10 %</td>
</tr>
<tr>
<td>for 12 ads</td>
<td>15 %</td>
</tr>
<tr>
<td>for 22 ads</td>
<td>20 %</td>
</tr>
<tr>
<td>for 40 ads</td>
<td>25 %</td>
</tr>
<tr>
<td>for 60 ads</td>
<td>30 %</td>
</tr>
</tbody>
</table>

There are no discounts for inserts. Discounts on surcharges for colour and placing apply.

Tip for scheduling! Self-employed combi

'Deutsche Handwerks Zeitung' and 'handwerk magazin' an additional 10 % discount for advertisements from the same campaign in the same time period.

Newspaper ad additionally 4 weeks online on www.dhz-anzeigenmarkt.de

Surcharge: € 9.95

The internet marketplace of Germany's largest crafts newspaper is accessible 24/7.

With your online advertisement you will reach a lot of interested people from the craft trades and medium-sized businesses. And that without risk (no automatic renewal).

<table>
<thead>
<tr>
<th>7 advertisement columns each 42 mm wide</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>42 mm</td>
<td>88 mm</td>
<td>134.5 mm</td>
<td>181 mm</td>
<td>227.5 mm</td>
<td>273.5 mm</td>
<td>320 mm</td>
</tr>
</tbody>
</table>

Page volume: 3,304 text millimetres

All prices are subject to the statutory VAT.
Print run and millimetre price for regional issues (advertisement section)

<table>
<thead>
<tr>
<th>Region</th>
<th>Copies</th>
<th>b/w multi-coloured</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Baden-Wuerttemberg</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freiburg</td>
<td>15,500</td>
<td>€ 2.34  € 4.10</td>
</tr>
<tr>
<td>Karlsruhe</td>
<td>19,700</td>
<td>€ 2.34  € 4.10</td>
</tr>
<tr>
<td>Constance</td>
<td>12,300</td>
<td>€ 2.05  € 3.59</td>
</tr>
<tr>
<td>Mannheim</td>
<td>12,700</td>
<td>€ 2.05  € 3.59</td>
</tr>
<tr>
<td>Mannheim</td>
<td>12,700</td>
<td>€ 2.05  € 3.59</td>
</tr>
<tr>
<td>Mannheim</td>
<td>12,100</td>
<td>€ 2.05  € 3.59</td>
</tr>
<tr>
<td>Reutlingen</td>
<td>12,500</td>
<td>€ 2.05  € 3.59</td>
</tr>
<tr>
<td>Stuttgart</td>
<td>23,500</td>
<td>€ 2.34  € 4.10</td>
</tr>
<tr>
<td>Ulm</td>
<td>18,900</td>
<td>€ 2.34  € 4.10</td>
</tr>
<tr>
<td><strong>Baden-Wuerttemberg combination</strong></td>
<td>127,200</td>
<td>€ 8.22 € 14.39</td>
</tr>
<tr>
<td><strong>Bavaria</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middle Franconia/Nuremberg</td>
<td>21,700</td>
<td>€ 2.34  € 4.10</td>
</tr>
<tr>
<td>Lower Bavaria/Passau and Oberpfalz/Regensburg</td>
<td>39,000</td>
<td>€ 2.60 € 4.55</td>
</tr>
<tr>
<td>Upper Bavaria/Munich</td>
<td>76,200</td>
<td>€ 3.28  € 5.74</td>
</tr>
<tr>
<td>Upper Franconia/Bayreuth</td>
<td>15,700</td>
<td>€ 2.34  € 4.10</td>
</tr>
<tr>
<td>Swabia/Augsburg</td>
<td>29,300</td>
<td>€ 2.34  € 4.10</td>
</tr>
<tr>
<td>Lower Franconia/Würzburg</td>
<td>18,900</td>
<td>€ 2.34  € 4.10</td>
</tr>
<tr>
<td><strong>Bavaria combination</strong></td>
<td>200,800</td>
<td>€ 8.80 € 15.40</td>
</tr>
<tr>
<td><strong>Hesse</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rhine-Main (Frankfurt and Darmstadt)</td>
<td>31,500</td>
<td>€ 2.60 € 4.55</td>
</tr>
<tr>
<td>Kassel</td>
<td>16,700</td>
<td>€ 2.34  € 4.10</td>
</tr>
<tr>
<td>Wiesbaden</td>
<td>26,100</td>
<td>€ 2.34  € 4.10</td>
</tr>
<tr>
<td><strong>Hesse combination</strong></td>
<td>74,300</td>
<td>€ 6.15  € 10.76</td>
</tr>
<tr>
<td><strong>Saxony, Saxony-Anhalt, Thuringia</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chemnitz</td>
<td>22,500</td>
<td>€ 2.34  € 4.10</td>
</tr>
<tr>
<td>Dresden</td>
<td>21,800</td>
<td>€ 2.34  € 4.10</td>
</tr>
<tr>
<td>Erfurt</td>
<td>14,500</td>
<td>€ 2.34  € 4.10</td>
</tr>
<tr>
<td>East Thuringia/Gera</td>
<td>9,500</td>
<td>€ 2.05  € 3.59</td>
</tr>
<tr>
<td>Halle</td>
<td>15,000</td>
<td>€ 2.34  € 4.10</td>
</tr>
<tr>
<td>South Thuringia/Suhl</td>
<td>6,900</td>
<td>€ 2.05  € 3.59</td>
</tr>
<tr>
<td><strong>Saxony, Saxony-Anhalt, Thuringia combination</strong></td>
<td>90,200</td>
<td>€ 7.37 € 12.90</td>
</tr>
<tr>
<td><strong>Special prices for combinations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saxony (Chemnitz/Dresden)</td>
<td>44,300</td>
<td>€ 3.96  € 6.93</td>
</tr>
<tr>
<td>Thuringia (Erfurt/Gera/Suhl)</td>
<td>30,900</td>
<td>€ 3.96  € 6.93</td>
</tr>
</tbody>
</table>

Print space:
472 mm high / 320 mm wide
Classified section: 7 columns, each 42 mm wide (= 3,304 mm)

Placement in several regional issues (does not apply to combination prices):
- 2 regional issues less 5 %
- 3 regional issues less 10 %
- 4 regional issues less 15 %
- 5 regional issues less 20 % on the millimetre price of the respective regional issues for advertisements (without changes to the text).
Placements in more than 5 regional issues (without changes to the text) attract a millimetre price for the total edition.

Several regional issues with text changes on request (switching costs).

All prices are subject to the satutory sales tax.

Discounts:
- for purchase within one year of insertion
- for 3 ads 5 %
- for 6 ads 10 %
- for 12 ads 15 %
- for 22 ads 20 %

For insertions:
- see page 8

Printing details: see page 9

New! Regional job advertisements (non-commercial) in up to 5 regional editions:
Price per millimetre b/w: € 2.00; colour: € 2.50
From 6 regional editions, the cross-regional prices apply.
## Catalogue inserts/AdSpecials

**Price list no. 68, valid from 01/01/2020**

### Inserts:

<table>
<thead>
<tr>
<th>Weight</th>
<th>Price ‰</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 10 g</td>
<td>€ 192.00</td>
</tr>
<tr>
<td>up to 20 g</td>
<td>€ 197.00</td>
</tr>
<tr>
<td>up to 30 g</td>
<td>€ 210.00</td>
</tr>
</tbody>
</table>

Heavier inserts by arrangement

Inserted objects of more than 3 mm thick incur additional postage costs.

Insert rates not eligible for discounts.

All prices are subject to the statutory sales tax.

### Format:

- Maximum 230 x 330 mm/minimum 148 x 105 mm
- Larger formats are possible with appropriate folding

### Sample:

- The insert order only binding after submission of the original insert sample (5 copies) and their technical assessment for production

### Print run:

- Total number of issues: 490,000 copies
- Print run of the regional issues: see page 7*

*Inquire at the publishing house for the current print run

### Placement options:

- Placement is only in the complete regional issue – part placements in a regional issue are not possible

### Branch inserts:

- Construction/Interior fitting: approx. 227,000 copies
- Metalworking: approx. 33,000 copies
- Wood processing: approx. 86,000 copies
- Automotive: approx. 35,000 copies
- HVAC: approx. 31,000 copies
- Electrical: approx. 34,000 copies

- Minimum print run: 30,000 copies – other sectors and combinations with 'handwerk magazin' upon request

### Exclusion of competition/sole allocation:

- Not possible

### Types of folding styles:

- Multipage inserts can only be processed as cross folds, letter folds or half folds.
- Z-fold (\_\_\_) and gate fold (\_\_/), as well as circle, oval or similar kinds of special folds, cannot be processed.
- Multipage inserts with formats larger than DIN A5 must be folded on the long side.

### Insert rates:

- The completion of the print run takes precedence over the insert should processing difficulties occur.
- Payment conditions inserts/AdSpecials: Payment in advance

### Delivery address:

Presse-Druck- und Verlags-GmbH Augsburg, password DHZ Nr. ..., Curt-Frenzel-Str. 2, 86167 Augsburg, Germany

### Pages:

- The non-folded, straight-edged pages should feature a height of 10 to 12 cm, for a good grip by hand. Preliminary sorting, because of pages that are too thin, should not be necessary.
- Individual pages may not be tied up or packaged.
- The maximum pallet height is 130 cm including the pallet.

### Business terms and conditions:

- Price list no. 68 and the business terms and conditions apply to the processing of orders.

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**Title page postcard**

From € 192.00 ‰
Procedure for the delivery of production print master

Print: rotation offset print according to DIN ISO 12647-3:2013

Scale of tonal value: 3.97 % (printed tonal area)
Max. colour coverage: 240 %
Pressure increase
40 % raster tonal value: 26.1 % in accordance with DIN ISO 12647-3
Section size: not possible
Raster: 48 l/cm
Start of full tone: at 92 % in accordance with DIN ISO 12647-3
Application thickness: negative lines min. 0.1
positive lines min. 0.1
lines within the raster min. 0.5 mm
Paper: 52 g, machine finished, newsprint paper, bright white
Order of printing: cyan, magenta, yellow, black
Print copy material in digital form: send via email, if appl. with a download link, to disposition@holzmann-medien.de,
Reference copy proofs are not created.
Files: print optimised PDF file (version 1.4)
proof (reproducible in colour) mith a media wedge
File resolution: 300 dpi bitmaps/stroke 1,270 dpi

Status 8/2019

Caution with colour advertisements:
For technical reasons additional colours are produced for printing from the colour range of cyan, magenta, yellow and black and consequently may differ from the colour guide. Variations in colour due to the process are not a cause for claims for compensation. It is necessary to ensure that the production of printed matter in the HKS-Z colour range is spelt correctly (e.g. HKS05 or HKS13) and conforms to the CMYK values defined in the colour guide provided by the Pressedruck Augsburg. Compliance with DIN ISO 12647-3 in conjunction with the QUIZ colour guide "WAN-IFRANewspaper 26v5" is imperative for the quality of the print reproduction in the conversion of RGB into CMYK.
Information on the norm as well as the colour guide is available for download under www.wan-ifa.org. No reliably consistent colour reproduction on paper commensurate with the purpose is able to be guaranteed without delivery of the proofs. Reference copy proofs are not created. Claims based on incorrect data/material are not accepted by the publishing house.
Advanced placement of advertisement copy to Holzmann Medien,
Media Sales & Services DHZ,
Gewerbestraße 2, 86825 Bad Wörishofen, Germany.
Comprehensive information on the print copy material is available in digital form in the Internet under www.deutsche-handwerks-zeitung.de/druckdaten or tel. + 49 8247 354-178.
<table>
<thead>
<tr>
<th>No.</th>
<th>Date of publication</th>
<th>Advertising deadline</th>
<th>Topics</th>
<th>DHZ-Newsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td>17/01/2020</td>
<td>07/01/2020</td>
<td>Trade shows 2020 Education and training</td>
<td>Trade shows (22/01) Education and training (29/01)</td>
</tr>
<tr>
<td>3</td>
<td>31/01/2020</td>
<td>21/01/2020</td>
<td>Halls and commercial construction Health and prevention Digital cash registers</td>
<td>Transporters (05/02) Health and prevention (12/02)</td>
</tr>
<tr>
<td>4</td>
<td>14/02/2020</td>
<td>04/02/2020</td>
<td>SME financing/funding Energy</td>
<td>SME financing/funding (19/02) Energy (26/02)</td>
</tr>
<tr>
<td>5</td>
<td>28/02/2020</td>
<td>18/02/2020</td>
<td>IHM preview Fleet management Conveying, storing &amp; lifting</td>
<td>IHM preview (04/03) Fleet management (11/03) Receivables management (18/03)</td>
</tr>
<tr>
<td>6</td>
<td>13/03/2020</td>
<td>03/03/2020</td>
<td>IHM main issue Tools Business locations</td>
<td>Tools/tech for craftsmen (25/03) Holidays (01/04)</td>
</tr>
<tr>
<td>7</td>
<td>03/04/2020</td>
<td>24/03/2020</td>
<td>IHM report Digitization Workwear and safety at work</td>
<td>Digitization (08/04) Workwear and safety at work (15/04)</td>
</tr>
<tr>
<td>8</td>
<td>24/04/2020</td>
<td>14/04/2020</td>
<td>Occupational pension provision and occupational health insurance Halls and scaffolding construction</td>
<td>Insurances (22/04) Halls and scaffolding construction (29/04)</td>
</tr>
<tr>
<td>9</td>
<td>08/05/2020</td>
<td>27/04/2020</td>
<td>Investment and pensions Recruitment Special issue e-mobility (together with handwerk magazin)</td>
<td>Health and prevention (06/05) Recruitment (13/05) E-mobility (20/05)</td>
</tr>
<tr>
<td>10</td>
<td>22/05/2020</td>
<td>12/05/2020</td>
<td>Building and renovation Insurances Special issue health (together with handwerk magazin)</td>
<td>Building and renovation (27/05) Insurances (03/06)</td>
</tr>
<tr>
<td>11</td>
<td>05/06/2020</td>
<td>25/05/2020</td>
<td>SME financing/funding Executive office/office tools Special issue smart home (together with handwerk magazin)</td>
<td>SME financing/funding (10/06) Software for craftsmen (17/06) Smart home (24/06)</td>
</tr>
<tr>
<td>Week</td>
<td>Start Date</td>
<td>End Date</td>
<td>Topic 1</td>
<td>Topic 2</td>
</tr>
<tr>
<td>------</td>
<td>------------</td>
<td>----------</td>
<td>---------</td>
<td>---------</td>
</tr>
</tbody>
</table>
| 12   | 26/06/2020 | 16/06/2020 | Digitization: AI for crafts | Digitization (01/07)  
Workwear and safety at work (08/07)  
Health and prevention (15/07) |
| 13   | 10/07/2020 | 30/06/2020 | Vehicle equipment | Vehicle equipment (22/07)  
Holidays (29/07) |
| 14   | 24/07/2020 | 14/07/2020 | Green craft: cargo bicycles | Mobility/fleet (05/08)  
Workwear (12/08) |
| 15 -16 | 07/08/2020 | 28/07/2020 | Pensions for craftsmen entrepreneurs | Pension for craftsmen entrepreneurs (19/08) |
| 17   | 11/09/2020 | 01/09/2020 | IAA commercial vehicles with e-transporters | Commercial vehicles/e-mobility (26/08)  
Safety at work (02/09)  
Foundation/succession (09/09)  
Crafts and digitization (16/09) |
| 18   | 25/09/2020 | 15/09/2020 | SME financing/funding | Commercial vehicles + pickup + SUV (23/09)  
SME financing/funding (30/09)  
Workwear (07/10) |
| 19   | 09/10/2020 | 29/09/2020 | BIM | BIM (14/10)  
Conveying, storing & lifting (21/10) |
| 20   | 23/10/2020 | 13/10/2020 | Energy  
Insurances | Energy (28/10)  
Insurances (04/11) |
| 21   | 06/11/2020 | 27/10/2020 | Education and training  
Investment and pensions | Workwear and safety at work (11/11)  
Investment and pensions (18/11) |
| 22   | 20/11/2020 | 10/11/2020 | Halls and commercial construction  
Digitization | Halls and commercial construction (25/11)  
Digitization (02/12) |
| 23   | 04/12/2020 | 24/11/2020 | Health and prevention  
Cleaning and hygiene | Industrial cleaning (09/12) |
| 24   | 18/12/2020 | 08/12/2020 | Vehicle news 2021  
Foundation/succession | Foundation/succession (16/12) |

Mobility/vehicle fleet and IT/ digitization in every issue (alternating)  
Ask for our online topic specials.
Circulation monitoring:

Circulation analysis: Copies per issue as an annual average (July 1, 2018 to June 30, 2019)

<table>
<thead>
<tr>
<th>Print run</th>
<th>489,579</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total circulation:</td>
<td>488,254</td>
</tr>
<tr>
<td>Paid circulation:</td>
<td>486,317</td>
</tr>
<tr>
<td>thereof member copies:</td>
<td>479,779</td>
</tr>
<tr>
<td>Copies subscribed:</td>
<td>480,490</td>
</tr>
<tr>
<td>Other sales:</td>
<td>5,823</td>
</tr>
<tr>
<td>Single-copy sale:</td>
<td>4</td>
</tr>
<tr>
<td>Free copies:</td>
<td>1,937</td>
</tr>
<tr>
<td>Remaining, file and archived copies:</td>
<td>1,325</td>
</tr>
</tbody>
</table>

Geographical distribution analysis:

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Proportion of the total circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>99.97</td>
</tr>
<tr>
<td>Abroad</td>
<td>0.03</td>
</tr>
<tr>
<td>Total circulation</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Distribution according to the Nielsen regions/Federal states:

<table>
<thead>
<tr>
<th>Nielsen region I</th>
<th>Proportion of the total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schleswig-Holstein</td>
<td>0.01</td>
<td>49</td>
</tr>
<tr>
<td>Hamburg</td>
<td>0.03</td>
<td>146</td>
</tr>
<tr>
<td>Lower Saxony</td>
<td>0.04</td>
<td>195</td>
</tr>
<tr>
<td>Bremen</td>
<td>0.00</td>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nielsen region II</th>
<th>Proportion of the total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Rhine-Westphalia</td>
<td>0.11</td>
<td>537</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nielsen region IIIa</th>
<th>Proportion of the total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hesse</td>
<td>15.03</td>
<td>73,364</td>
</tr>
<tr>
<td>Rhineland-Palatinate</td>
<td>0.04</td>
<td>195</td>
</tr>
<tr>
<td>Saarland</td>
<td>0.00</td>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nielsen region IIIb</th>
<th>Proportion of the total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baden-Wuerttemberg</td>
<td>25.72</td>
<td>125,543</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nielsen region IV</th>
<th>Proportion of the total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bavaria</td>
<td>40.63</td>
<td>198,321</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nielsen region V</th>
<th>Proportion of the total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berlin</td>
<td>0.05</td>
<td>244</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nielsen region VI</th>
<th>Proportion of the total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brandenburg</td>
<td>0.03</td>
<td>146</td>
</tr>
<tr>
<td>Mecklenburg-West Pomerania</td>
<td>0.02</td>
<td>99</td>
</tr>
<tr>
<td>Saxony-Anhalt</td>
<td>3.05</td>
<td>14,887</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Nielsen region VII</th>
<th>Proportion of the total circulation</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saxony</td>
<td>9.00</td>
<td>43,930</td>
</tr>
<tr>
<td>Thuringia</td>
<td>6.24</td>
<td>30,458</td>
</tr>
<tr>
<td>Total circulation national</td>
<td>100.00</td>
<td>488,114</td>
</tr>
</tbody>
</table>
### Analysis of recipient structure according to industry/economic sectors/types of companies:

<table>
<thead>
<tr>
<th>WZ 2008 Code</th>
<th>Recipient groups according to classification of industrial sectors</th>
<th>Proportion of the total circulation %</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-12</td>
<td>Commercial production</td>
<td>5.14</td>
<td>25,089</td>
</tr>
<tr>
<td>13-15</td>
<td>Production of food and animal feedstuffs/drink/tobacco products</td>
<td>2.76</td>
<td>13,472</td>
</tr>
<tr>
<td>16</td>
<td>Production of textile, clothing, leather, leather goods and shoes</td>
<td>4.61</td>
<td>22,502</td>
</tr>
<tr>
<td>17-18</td>
<td>Production of paper, cardboard and goods made of that material, printed matter</td>
<td>0.28</td>
<td>1,367</td>
</tr>
<tr>
<td>19-22</td>
<td>Coke and mineral oil processing/production of chemical, pharmaceutical products, rubber and plastic goods</td>
<td>0.19</td>
<td>927</td>
</tr>
<tr>
<td>23</td>
<td>Production of glass and glass products, ceramics, treatment of stone and earth</td>
<td>1.28</td>
<td>6,248</td>
</tr>
<tr>
<td>24-25</td>
<td>Production and machining of metal/fabrication of metal products</td>
<td>4.90</td>
<td>23,918</td>
</tr>
<tr>
<td>26-27</td>
<td>Production of data processing devices, electronic and optical products, electrical equipment</td>
<td>2.36</td>
<td>11,519</td>
</tr>
<tr>
<td>28</td>
<td>Mechanical engineering</td>
<td>0.78</td>
<td>3,807</td>
</tr>
<tr>
<td>29-30</td>
<td>Manufacture of motor vehicles and spares/miscellaneous vehicle construction</td>
<td>0.77</td>
<td>3,758</td>
</tr>
<tr>
<td>31</td>
<td>Manufacture of furniture</td>
<td>0.63</td>
<td>3,075</td>
</tr>
<tr>
<td>32-33</td>
<td>Manufacture of miscellaneous goods/repair and installation of machinery and equipment</td>
<td>3.47</td>
<td>16,938</td>
</tr>
<tr>
<td>41</td>
<td>Building industry</td>
<td>11.27</td>
<td>55,010</td>
</tr>
<tr>
<td>42</td>
<td>Building construction</td>
<td>1.03</td>
<td>5,028</td>
</tr>
<tr>
<td>43</td>
<td>Preparatory construction work, building technical installations and other commercial fitting and decorating work</td>
<td>30.93</td>
<td>150,974</td>
</tr>
<tr>
<td>45</td>
<td>Business trade</td>
<td>5.92</td>
<td>28,896</td>
</tr>
<tr>
<td>46</td>
<td>Trade in vehicles; maintenance and repair of vehicles</td>
<td>0.15</td>
<td>732</td>
</tr>
<tr>
<td>47</td>
<td>Wholesale trade</td>
<td>0.77</td>
<td>3,758</td>
</tr>
<tr>
<td>62-63</td>
<td>Service industries</td>
<td>0.01</td>
<td>49</td>
</tr>
<tr>
<td>64-66</td>
<td>Providers of information technology services/information services</td>
<td>0.07</td>
<td>342</td>
</tr>
<tr>
<td>69-73</td>
<td>Financial services/insurance industry/associated activities</td>
<td>0.12</td>
<td>586</td>
</tr>
<tr>
<td>811/812/960</td>
<td>Consultation/planning/advertising</td>
<td>5.24</td>
<td>25,577</td>
</tr>
<tr>
<td>9602</td>
<td>Cleaning industry</td>
<td>11.55</td>
<td>56,377</td>
</tr>
<tr>
<td>49-53/55-61/68/74-80/82/90-93/95/97-98</td>
<td>Hair and cosmetic salons/Other service industries</td>
<td>4.40</td>
<td>21,477</td>
</tr>
<tr>
<td>38</td>
<td>Public facilities</td>
<td>0.02</td>
<td>98</td>
</tr>
<tr>
<td>84</td>
<td>Collection, treatment and removal of waste</td>
<td>0.18</td>
<td>879</td>
</tr>
<tr>
<td>85</td>
<td>Public authorities</td>
<td>0.13</td>
<td>635</td>
</tr>
<tr>
<td>94/99</td>
<td>Education and teaching</td>
<td>0.57</td>
<td>2,782</td>
</tr>
<tr>
<td></td>
<td>Special interest groups</td>
<td>0.47</td>
<td>2,294</td>
</tr>
<tr>
<td></td>
<td>No information</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Abroad (not ascertained)</td>
<td>100.00</td>
<td>488,114</td>
</tr>
<tr>
<td></td>
<td>Total circulation</td>
<td></td>
<td>488,254</td>
</tr>
</tbody>
</table>

The platform www.deutsche-handwerks-zeitung.de offers national and regional up-to-date news from business and politics as well as industry news and practical information for small and medium-sized businesses, for example from the fields of law and taxation, business management, digitization, commercial vehicles, training and marketing.

The website is complemented by the advertising marketplace, the weekday DHZ newsletter, a topic focus newsletter (Wednesdays), the DHZ app and social media channels.

Target group: Self-employed companies from the medium-sized company trade sector

Data access control:

Online reach:
Visits: 1,046,071 (IVW 07/2019)
PageImpressions: 1,393,650 (IVW 07/2019)

Mobile reach:
Visits: 503,019 (IVW 07/2019)
PageImpressions: 624,822 (IVW 07/2019)

Online Unique User: 740,000 (AGOF daily digital facts July 2019)

Publishing house: Holzmann Medien GmbH & Co. KG
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P.O. Box 13 42, 86816 Bad Wörishofen, Germany
Telephone +49 8247 354-147
www.deutsche-handwerks-zeitung.de
www.holzmann-medien.de/media-sales/digital/deutsche-handwerks-zeitung/

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Data delivery:
Telephone +49 8247 354-223
admanagement@holzmann-medien.de
**Website**

**Types of advertising | Prices**

<table>
<thead>
<tr>
<th>Type</th>
<th>RoS</th>
<th>RoC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superbanner</td>
<td>Sticky Superbanner</td>
<td>(728 x 90 pixels)</td>
</tr>
<tr>
<td>XXL Superbanner</td>
<td>(728 x 250 pixels)</td>
<td>€ 85.–</td>
</tr>
<tr>
<td>Attention-grabbing advertising format with full-surface presence, above or below. Delivery: desktop and tablet.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skyscraper</td>
<td></td>
<td>(160 x 600 pixels)</td>
</tr>
<tr>
<td>XXL Skyscraper</td>
<td>(300 x 600 pixels)</td>
<td>€ 95.–</td>
</tr>
<tr>
<td>Placed on the right or left of the screen; sticky (stays visible when scrolling). Delivery: desktop</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Homepage Takeover</td>
<td></td>
<td>€ 170.–</td>
</tr>
<tr>
<td>Attention-grabbing combination of the FireplaceAd and Billboard. Delivery: desktop</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TandemAd</td>
<td></td>
<td>€ 130.–</td>
</tr>
<tr>
<td>Simultaneous delivery of two classic advertising formats within the same page impression.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AdBundle</td>
<td></td>
<td>€ 135.–</td>
</tr>
<tr>
<td>(Simultaneous) Delivery of three different classic advertising formats. Delivery: upon request</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Billboard</td>
<td></td>
<td>(940 x 250 pixels)</td>
</tr>
<tr>
<td>Large format, positioned between navigation and content with plenty of space for design and information; a prominent stage for your advertising message. Delivery: desktop</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overlay</td>
<td></td>
<td>(300-550 x 250-400 pixels)</td>
</tr>
<tr>
<td>This format pops up over the content when the website is pulled up. Delivery: desktop, tablet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BanderoleAd</td>
<td></td>
<td>(770 x 250 pixels)</td>
</tr>
<tr>
<td>The ad lies in the directly visible area like a strip across the entire website. Ideally suited for concise advertising messages. Delivery: desktop</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wallpaper</td>
<td></td>
<td>(728 x 90 + 160 x 600 pixels)</td>
</tr>
<tr>
<td>Superbanner and Skyscraper combined. The wallpaper wraps around the top and right of the website. Delivery: desktop</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

RoS = Run of Site | RoC = Run of Channel (handwerks-channel)
### Types of Advertising | Prices

### HalfpageAd
- **Dimensions:** 300 x 600 pixels
- **Run of Site (RoS):** €110.–
- **Run of Channel (RoC):** €80.–
- *Through the integration in the content area of the site, the view falls on this striking advertising format.*
- **Delivery:** cross-device (on all end devices)

### Medium Rectangle
- **Dimensions:** 300 x 250 pixels
- **Run of Site (RoS):** €100.–
- **Run of Channel (RoC):** €70.–
- *Prominent placement in the content of the website, centrally and in the field of vision.*
- **Delivery:** cross-device (on all end devices)

### Rectangle
- **Dimensions:** 300 x 100 pixels
- **Run of Site (RoS):** €45.–
- **Run of Channel (RoC):** €35.–
- *Placement in the content area of the website.*
- **Delivery:** cross-device (on all end devices)

### Mobile MMA Banner
- **MMA 6:1:** 300-320 x 50 pixels
  - **Run of Site (RoS):** €80.–
  - **Run of Channel (RoC):** €50.–
- **MMA 4:1:** 300-320 x 75 pixels
  - **Run of Site (RoS):** €85.–
  - **Run of Channel (RoC):** €55.–
- **MMA 2:1:** 300-320 x 150 pixels
  - **Run of Site (RoS):** €95.–
  - **Run of Channel (RoC):** €65.–
- **MMA 1:1:** 300 x 250 pixels (Medium Rectangle)
  - **Run of Site (RoS):** €100.–
  - **Run of Channel (RoC):** €70.–
- **HalfpageAd:** 300 x 600 pixels
  - **Run of Site (RoS):** €110.–
  - **Run of Channel (RoC):** €80.–

### Mobile MMA Banner sticky
- **MMA 6:1 sticky:** 300-320 x 50 pixels
  - **Run of Site (RoS):** €85.–
  - **Run of Channel (RoC):** €55.–
- **MMA 4:1 sticky:** 300-320 x 75 pixels
  - **Run of Site (RoS):** €90.–
  - **Run of Channel (RoC):** €60.–

### Mobile Overlay
- **Dimensions:** 300 x 250-300 pixels
- **Run of Site (RoS):** €120.–
- **Run of Channel (RoC):** €90.–
- *The display takes place directly over the content when the website is accessed and is closed by the user.*

### Targeting
The advertising medium can be automated and targeted according to various parameters, e.g. by federal state, postal code or category.

### Frequency Capping
You determine the optimal amount of contact according to your objectives. By limiting the number of advertising media contacts, you individually control the optimal delivery quantity for your campaign.

---

**Billing mode:**
AdImpressions (advertising material displays) are calculated at CPT (cost per thousand).

Example: CPT €80.– and 10,000 AdImpressions = €800.–
Holzmann Medien creates the invoice based on the billing figures of the Adtion Adserver.
Here you will get an overview of our numerous possibilities in the field of Native Advertising. All formats are displayed ROS and on all devices (desktop, tablet, mobile).

**Advertorial**

We build an exclusive microsite (= content page) for you, which is kept in the look & feel of the website. The microsite is designed according to your wishes: you can integrate numerous information and contents such as images, files, videos and links.

The microsite will be available on the selected website for at least 4 weeks.

The advertorial is flanked by numerous traffic push measures to direct our users to the microsite.

The following traffic push elements may be included:
- permanently installed TeaserBox (ROS)
- display advertising
- mobile advertising
- content ads in the newsletter
- social media posts

Price: from € 14,990.– plus creation costs plus traffic push

**White Paper**

For the white paper, we build an exclusive microsite (content page). Here you can insert images, files, videos, links and of course the white paper. The collected leads will be passed on to you.

The running time is at least 4 weeks.

The following traffic push elements can lead to the white paper:
- permanently installed TeaserBox (ROS)
- content ads in the newsletter

Price: from € 12,700.–
Native Ad Out
Image-text advertisement, which is designed in the look & feel of an editorial article and marked as an advertisement. It is placed either within the content or in the sidebar.
The NativeAd Out links to an external landing page (e.g. your company website).
Price: € 2,500.– (4 weeks)

Native Ad In
Image-text advertisement, which is designed in the look & feel of an editorial article and marked as an advertisement. It is placed either within the content or in the sidebar.
The NativeAd In links to a microsite (content page) where you can embed texts, images, videos and links.
Price: € 4,500.– (4 weeks)

VideoAd
Your video will be adapted and integrated by us to the look & feel of the website.
To make users aware of the VideoAd, we place a teaser box on the homepage and the subpages of the website. The teaser box contains 120 characters of text and an image.
You choose the duration of the campaign.
Price: upon request

Audio
Talk to us about advertising opportunities in the audio sector!

Social
We offer advertising opportunities in our social media channels.
We would be happy to advise you on your individual concept.
Name: DHZ-Newsletter

Brief outline: The DHZ newsletter, which is sent every working day, offers recipients tips on taxes, legal changes, sector reports from the trades and current information from the fields of business management, commercial vehicles, training, marketing, digitization and finance.

Target group: Self-employed entrepreneurs in small and medium-sized craft trades.

Frequency of publication: Monday to Friday | focus topic every Wednesday

Subscribers: 17,442 (own count, as of 08/08/2019)

The main topics can be found on pages 10 and 11.

The digital marketing network handwerks-channel bundles 11 craft websites and 13 newsletters.

ContentAd
1x € 790.– | per week € 2,700.–
Image-text advertisement, which is designed in the look & feel of an editorial article and marked as an advertisement. You have 50 characters for the headline and 350 characters for continuous text at your disposal to communicate your advertising message optimally.
With this format, you receive three external links: Headline, logo and continuous text.

Billboard (600 x 240 pixels)
1x € 850.– | per week € 2,900.–
Large and prominent format with plenty of space for design and information, placed between high-quality content/contributions. Brand awareness guaranteed!
The billboard is exclusive, i.e. can only be found once in the newsletter and links to an external landing page (e.g. your company website).

FullAd (468 x 60 pixels)
1x € 710.– | per week € 1,950.–
Image ad placed between editorial articles. The FullAd links to an external landing page (e.g. your company website).

Medium Rectangle (300 x 250 pixels)
1x € 750.– | per week € 2,400.–
Image advertisement that is placed in the editorial area of the newsletter and links to an external landing page (e.g. your company website). Only one Medium Rectangle is placed per newsletter.

Newsletter Exklusiv Sponsoring
1x € 2,450.–
Secure a newsletter for your advertising as an exclusive sponsor. In addition to the integration of your company logo in the header, two advertising formats are available within the content, which are placed in the editorial newsletter. You choose the formats: ContentAd, FullAd and the billboard are available.
Your contact

Regions

Bavaria, Berlin, Eastern states of Germany

- Holzmann Medien GmbH & Co. KG
  Gewerbestr. 2
  86825 Bad Wörishofen
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