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## TRADE JOURNAL

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<td>14 f.</td>
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</tbody>
</table>

## WEBSITE

| Portrait | Page 17 |
| Prices and types of advertising | Page 18 |
| Formats and technical specifications | Page 19 |
| Native/Audio/Social | Page 20 |

## NEWSLETTER

| Portrait, prices, types of advertising, formats and technical specifications | Page 22 |

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The General Terms and Conditions for advertisements and supplementary inserts as well as online advertisements in the respectively current version apply, available at: [www.holzmann-medien.de/agb](http://www.holzmann-medien.de/agb)

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The award for the textile cleaning, laundry or textile service of the year.
'R+WTextilservice' provides companies and managers from all sectors of the textile care industry - laundry services, textile cleaning, textile leasing companies and OPLs - with all professional information required for their everyday work: Well grounded and laid out, clearly structured and always with the necessary practical orientation. The benefit to the readers determines the editorial content. Therefore, 'R+WTextilservice' is an indispensable managerial instrument that reports on the latest developments, new products and technical processes in the machinery and supplier industry as well as the textile sector and also liaises closely with research institutes and associations. Business-management topics support the proprietors and managers in investment and financing decisions as well as in the optimisation of operational processes and the strategic direction of the company. A section on latest news and developments complements the editorial spectrum of 'R+WTextilservice'.

Entrepreneurs, specialists and managers from all sectors of the textile care industry: Textile cleaning and laundry services as well as textile leasing companies, machine manufacturers and the accessories industry. You can find further information in our recipient structure analysis on page 11.

Monthly

119th year 2020

Annual subscription national € 96.90 (incl. VAT and postage)
Annual subscription abroad € 116.90 (incl. VAT and postage)
Retail price € 9.30 plus shipping and handling

Austrian Federal Guild of Fashion and Clothing Technology-
Professional field textile cleaners, washers and dyers

IVW

Claudia Baur-Kaltenmaier (in charge)
Telephone +49 8247 354-162
claudia.baur-kaltenmaier@holzmann-medien.de

Tanja Bürgle (in charge)
Telephone +49 8247 354-261
tanja.buergle@holzmann-medien.de

Not ascertained
### Advertisement prices and formats

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

<table>
<thead>
<tr>
<th>Format</th>
<th>Print space formats width x height in mm</th>
<th>Basic prices b/w</th>
<th>Prices 2-coloured</th>
<th>Prices 3-coloured</th>
<th>Prices 4-coloured</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>185 x 260</td>
<td>€ 2,715.-</td>
<td>€ 3,270.-</td>
<td>€ 3,825.-</td>
<td>€ 4,380.-</td>
</tr>
<tr>
<td>3/4 page</td>
<td>185 x 192 or 137 x 260</td>
<td>€ 2,180.-</td>
<td>€ 2,610.-</td>
<td>€ 3,040.-</td>
<td>€ 3,470.-</td>
</tr>
<tr>
<td>2/3 page</td>
<td>185 x 166 or 122 x 260</td>
<td>€ 1,930.-</td>
<td>€ 2,310.-</td>
<td>€ 2,690.-</td>
<td>€ 3,070.-</td>
</tr>
<tr>
<td>1/2 page</td>
<td>185 x 128 or 90 x 260</td>
<td>€ 1,450.-</td>
<td>€ 1,735.-</td>
<td>€ 2,020.-</td>
<td>€ 2,305.-</td>
</tr>
<tr>
<td>1/3 page</td>
<td>185 x 83 or 59 x 260</td>
<td>€ 995.-</td>
<td>€ 1,190.-</td>
<td>€ 1,385.-</td>
<td>€ 1,580.-</td>
</tr>
<tr>
<td>1/4 page</td>
<td>185 x 62 or 90 x 128 or 43 x 260</td>
<td>€ 750.-</td>
<td>€ 895.-</td>
<td>€ 1,040.-</td>
<td>€ 1,185.-</td>
</tr>
<tr>
<td>1/8 page</td>
<td>185 x 30 or 90 x 62 or 43 x 128</td>
<td>€ 400.-</td>
<td>€ 475.-</td>
<td>€ 550.-</td>
<td>€ 625.-</td>
</tr>
<tr>
<td>Title page +</td>
<td>196 x 190 (additional 3 mm bleed at foot and right-hand site)</td>
<td></td>
<td></td>
<td></td>
<td>€ 4,450.-</td>
</tr>
<tr>
<td>title page statement in the inner section</td>
<td>185 x 83</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Junior page</td>
<td>139 x 175</td>
<td>€ 1,530.-</td>
<td>€ 1,815.-</td>
<td>€ 2,100.-</td>
<td>€ 2,385.-</td>
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<tr>
<td>Title inside “Textilleasing”</td>
<td>172 x 210</td>
<td></td>
<td></td>
<td></td>
<td>€ 3,200.-</td>
</tr>
<tr>
<td>Cut-in ad - millimetre price 1 column</td>
<td>(43 mm wide)</td>
<td>€ 4.00/colour surcharge per colour 25 % of the b/w price</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Source of supply reference – millimetre price 1 column</td>
<td>(58 mm wide)</td>
<td>€ 1.90</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Source of supply reference – millimetre price 1 column 4-coloured</td>
<td>(58 mm wide)</td>
<td>€ 2.40</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Minimum height 20 mm, minimum term 6 months, we grant a 10 % discount for an annual subscription. A source of supply reference includes a special entry in the supplier database at www.rw-textilservice.de for the period of the subscription.)

Bleed formats and graphic illustration see page 6
2 Surcharges: (no discount possible)
   Placement Binding placement regulations: in each case 10 % of basic price
   Colour Per normal colour (Euroscale) see price list. Special colours that
       cannot be obtained from the Euroscale, 30 % surcharge on the
       colour surcharge.
   Format Advertisements across the gutter 10 % of the basic price
       Bleed advertisements 10 % of the basic price
3 Discounts: for purchase within one year of insertion
   (starting from the appearance of the first advertisement)
   frequency discount volume discount
   for 3 ads 5 % 1 page 5 %
   for 6 ads 10 % 3 pages 10 %
   for 9 ads 15 % 6 pages 15 %
   for 12 ads 20 % 10 pages 20 %
   No discount on colour, bleed, placement surcharges, title pages,
   loose inserts, postcards, glued inserts and technical supplementary
   costs
4 Categories: See price list employment and classified advertisements p. 13
5 Special types of advertising:
   Bound inserts
   2 pages (1 sheet) € 3,100.–
   Uncut format 216 x 303 mm
   Trim size 210 x 297 mm
   Required batch 5,050 copies
   (discount: 1 sheet = 1/1 advertisement page)
Inserts
   loose, max. size 205 mm x 294 mm
   Prices per 1,000 items
   Weight Price % Total price
   up to 25 g € 290.– € 1,450.–
   up to 35 g € 375.– € 1,875.–
   Prices plus postage, not discountable
   Required batch: 5,050 copies
6 Contact:
   Claudia Baur-Kaltenmaier
   Telephone +49 8247 354-162
7 Payment-
   terms and
   Bank details:
   Within 14 days of date of invoice without deduction
   VAT ID no. DE 129 204 092
   Sparkasse Memmingen
   IBAN: DE50 7315 0000 0000 1017 09, BIC: BYLADEM1MLM
Advertisement formats

Within print space

With bleed

Trim allowances are already included in the specified bleed formats:
- head trimming 3 mm,
- foot trimming 3 mm,
- respectively 3 mm edge trimming.

Bleed allowance with calculation

*Please note that due to the adhesive binding an additional 3 mm per page is not ideally legible in the gutter next to the trimming (gutter bleed) of 3 mm per page for text and images across the gutter.
| 1 Magazine format: | 210 mm wide x 297 mm high, DIN A4  
uncut: 216 mm wide x 303 mm high  
respectively 3 mm edge trimming  
respectively 3 mm head and foot trimming |
|------------------|----------------------------------|
| Print space:     | 185 mm wide x 260 mm high  
4 columns each 43 mm wide  
3 columns each 58 mm wide |
| 2 Print and binding process: | sheet offset, paper inner section: 90 g/m², image print,  
Cover: 150 g/m² image print, adhesive binding, Eurosclae DIN ISO 12647-2 |
| 3 Data transmission: | by e-mail or with download-link to claudia.baur-kaltenmaier@holzmann-medien.de |
| 4 Data formats: | closed documents:  
printable PDF-file (1.4 standard)  
file resolution: 300 dpi (CMYK)  
all used fonts need to be embedded |
| 5 Colours: | Eurosclae (CMYK), ISO coated v2 (ECI)  
colour sequence black/cyan/magenta/yellow  
special colours have to be produced in Eurosclae |
| 6 Proof: | Caution regarding colour advertisements: No consistent colour reproduction can be guaranteed without supplying a proof with a media wedge (colour bar). |
| 7 Data archiving: | Printing material/media is not stored by the publishing house for more than one year after the last placement. |
| 8 Warranty: | Liability cannot be assumed for incompletely or inaccurately provided data/printing material. In this case please send new files.  
Please note that – due to the adhesive binding – an additional 3 mm per page is not ideally legible in the gutter next to the trimming (gutter bleed) of 3 mm per page for text and images across the gutter. |
<p>| 9 Contact: | Order placement in advance to Holzmann Medien Advertisement department R+WTextilservice Gewerbestraße 2 86825 Bad Wörishofen, Germany Telephone +49 8247 354-162 Fax +49 8247 354-4162 |
| Delivery address for loose inserts and bound inserts: | Holzmann Druck, password R+WTextilservice no. ....../2020, Gewerbestraße 2, 86825 Bad Wörishofen, Germany |</p>
<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Main topics</th>
<th>Trade fairs/Exhibitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>January</td>
<td>Identification and labeling systems, laundry 4.0</td>
<td>Heimtextil – Frankfurt/Main</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Point of sale and accounting systems, software solutions</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Table linen, bed linen and towels</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Preview &quot;Heimtextil&quot;</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>February</td>
<td>Detergents and dosing systems</td>
<td>TV TecStyle Visions – Stuttgart</td>
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<tr>
<td></td>
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<td>Mattresses, textiles towel dispensers, cleaning textiles for leasing</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Workwear and PPE, corporate identity</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>March</td>
<td>Ironing and finishing technology</td>
<td>IHM – München</td>
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<td></td>
<td>Economy and ecology, heat and wastewater recovery, steam and energy</td>
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<td></td>
<td>generation</td>
<td>Internorga – Hamburg</td>
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<td>Special section: Textile hygiene and textiles in geriatric and patient care</td>
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<td></td>
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<td>facilities</td>
<td>Altenpflege – Hannover</td>
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<td>Preview &quot;Altenpflege&quot;</td>
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<td>4</td>
<td>April</td>
<td>Mechanical engineering: Washing and dry cleaning machinery, dryers,</td>
<td>IFAT – München</td>
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<tr>
<td></td>
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<td>machinery for washing mops</td>
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<td>Sorting and textiles dispensing units, packaging systems, laundry container</td>
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<td>Workwear and PPE, textiles finishing</td>
<td>Interclean – Amsterdam</td>
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<td>Preview &quot;Interclean&quot;</td>
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<td>Report TV TecStyle Visions</td>
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<td>5</td>
<td>May</td>
<td>Solvents, additives and stain removers materials</td>
<td>TExcare International – Frankfurt</td>
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<td>Operational logistics, transport and fleet management, data management</td>
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<td>Industrial washable textiles, bedding, workwear for health &amp; care</td>
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<td>Report &quot;Altenpflege&quot;</td>
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<tr>
<td>6</td>
<td>June</td>
<td>Efficiency and automation: Washing and finishing technologies</td>
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<td></td>
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<td>Economy and ecology, steam and energy generation</td>
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<td>Sustainability: Textiles and workwear, fabrics</td>
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<td>Preview &quot;Texcare“/fair planner</td>
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<td>Date</td>
<td>ED</td>
<td>AD</td>
<td>DP</td>
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</tr>
<tr>
<td>7/8</td>
<td>13/07/2020</td>
<td>20/07/2020</td>
<td>04/08/20</td>
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<td>9</td>
<td>06/08/2020</td>
<td>12/08/2020</td>
<td>01/09/20</td>
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<td>10</td>
<td>16/09/2020</td>
<td>23/09/2020</td>
<td>09/10/20</td>
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<tr>
<td>11</td>
<td>14/10/2020</td>
<td>21/10/2020</td>
<td>06/11/20</td>
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<tr>
<td>12</td>
<td>12/11/2020</td>
<td>18/11/2020</td>
<td>07/12/20</td>
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</tbody>
</table>

* ED = Editorial deadline  AD = Advertising deadline  DP = Date of publication

**Regular editorial topics:**

- Company reports – Conference reports – Developments in research and industry – Laws and regulations – Management – Marketing and communication –
- Latest damage claims/complaints – Operational management

If you have additional suggestions for topics, please contact the editorial department of 'R+WTextilservice', Tanja Bürgle, Telephone +49 8247 354-261, tanja.buergle@holzmann-medien.de
1 Circulation control:

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

<table>
<thead>
<tr>
<th>Print run</th>
<th>5,000</th>
<th>of which abroad</th>
</tr>
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<tbody>
<tr>
<td>Total circulation</td>
<td>4,801</td>
<td>704</td>
</tr>
<tr>
<td>Paid circulation:</td>
<td>1,838</td>
<td>593</td>
</tr>
<tr>
<td>Copies subscribed:</td>
<td>1,823</td>
<td>591</td>
</tr>
<tr>
<td>thereof</td>
<td>437 Members copies</td>
<td>435</td>
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<tr>
<td>80 Multiple copies</td>
<td>26</td>
<td></td>
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<tr>
<td>Other sales:</td>
<td>15</td>
<td>2</td>
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<tr>
<td>Single-copy sale:</td>
<td>2,963</td>
<td>111</td>
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<tr>
<td>thereof</td>
<td>96 laid out</td>
<td>0</td>
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<tr>
<td>1 display location</td>
<td>0</td>
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</tr>
<tr>
<td>Remaining, file and archived copies:</td>
<td>199</td>
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3 Geographical distribution analysis:

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Proportion of the total circulation %</th>
<th>Copies</th>
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</thead>
<tbody>
<tr>
<td>National</td>
<td>85.34</td>
<td>4,097</td>
</tr>
<tr>
<td>Abroad</td>
<td>14.66</td>
<td>704</td>
</tr>
<tr>
<td>Total circulation</td>
<td>100.00</td>
<td>4,801</td>
</tr>
</tbody>
</table>

3.1 Distribution according to the Nielsen regions/Federal states:

<table>
<thead>
<tr>
<th>Nielsen region I</th>
<th>Schleswig-Holstein</th>
<th>3.64 %</th>
<th>149</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hamburg</td>
<td>1.58 %</td>
<td>65</td>
<td></td>
</tr>
<tr>
<td>Lower Saxony</td>
<td>8.58 %</td>
<td>352</td>
<td>25</td>
</tr>
<tr>
<td>Bremen</td>
<td>0.62 %</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Nielsen region II</td>
<td>North Rhine-Westphalia</td>
<td>18.48 %</td>
<td>757</td>
</tr>
<tr>
<td>Nielsen region IIIa</td>
<td>Hesse</td>
<td>8.77 %</td>
<td>359</td>
</tr>
<tr>
<td>Rhineland-Palatinate</td>
<td>4.47 %</td>
<td>183</td>
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</tr>
<tr>
<td>Saarland</td>
<td>0.85 %</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>Nielsen region IIIb</td>
<td>Baden-Wuerttemberg</td>
<td>14.56 %</td>
<td>597</td>
</tr>
<tr>
<td>Nielsen region IV</td>
<td>Bavaria</td>
<td>23.12 %</td>
<td>947</td>
</tr>
<tr>
<td>Nielsen region V</td>
<td>Berlin</td>
<td>2.53 %</td>
<td>104</td>
</tr>
<tr>
<td>Nielsen region VI</td>
<td>Brandenburg</td>
<td>2.18 %</td>
<td>89</td>
</tr>
<tr>
<td>Mecklenburg-West Pomerania</td>
<td>1.14 %</td>
<td>47</td>
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</tr>
<tr>
<td>Saxony-Anhalt</td>
<td>2.28 %</td>
<td>93</td>
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<tr>
<td>Nielsen region VII</td>
<td>Saxony</td>
<td>4.74 %</td>
<td>194</td>
</tr>
<tr>
<td>Thuringia</td>
<td>2.46 %</td>
<td>101</td>
<td></td>
</tr>
<tr>
<td>Total circulation national</td>
<td>100.00 %</td>
<td>4,097</td>
<td></td>
</tr>
</tbody>
</table>

Distribution abroad:

<table>
<thead>
<tr>
<th>Region</th>
<th>Proportion of the total circulation %</th>
<th>Copies</th>
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</thead>
<tbody>
<tr>
<td>Europa</td>
<td>99.71 %</td>
<td>702</td>
</tr>
<tr>
<td>German-speaking countries</td>
<td>91.05 %</td>
<td>641</td>
</tr>
<tr>
<td>thereof Austria</td>
<td>69.66 %</td>
<td>490</td>
</tr>
<tr>
<td>thereof Switzerland</td>
<td>21.25 %</td>
<td>150</td>
</tr>
<tr>
<td>thereof Liechtenstein</td>
<td>0.14 %</td>
<td>1</td>
</tr>
<tr>
<td>EU countries (without D/A)</td>
<td>8.09 %</td>
<td>57</td>
</tr>
<tr>
<td>Central/Eastern European countries</td>
<td>0.57 %</td>
<td>4</td>
</tr>
<tr>
<td>Non-European Countries</td>
<td>0.29 %</td>
<td>2</td>
</tr>
<tr>
<td>Total circulation abroad</td>
<td>100.00 %</td>
<td>704</td>
</tr>
</tbody>
</table>
### 1.1 Branches of trade/industrial sectors/types of companies:

<table>
<thead>
<tr>
<th>WZ 2008 Code</th>
<th>Recipient groups (according to classification of industrial sectors 2008)</th>
<th>Proportion of the total circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>in total</td>
</tr>
<tr>
<td>10-33</td>
<td><strong>Industry</strong> (producing industry)</td>
<td>7.70 %</td>
</tr>
<tr>
<td>35/41-43</td>
<td><strong>Energy industry/civil engineering, structural engineering and finishing trades</strong></td>
<td>0.64 %</td>
</tr>
<tr>
<td>46</td>
<td><strong>Commercial trade</strong></td>
<td>1.11 %</td>
</tr>
<tr>
<td>47</td>
<td><strong>Service industry (excluding cleaning)</strong></td>
<td>4.07 %</td>
</tr>
<tr>
<td>49-53</td>
<td><strong>Textil care branch</strong></td>
<td>67.66 %</td>
</tr>
<tr>
<td>64-65</td>
<td><strong>Laundries in:</strong></td>
<td>15.02 %</td>
</tr>
<tr>
<td>69-73</td>
<td>Lodging and gastronomy Clincis/Hospitals Care facilities (excluding recreation and holiday homes) Hair and cosmetic salons General commercial cleaning (incl. rooms and inventory)</td>
<td>15.02 %</td>
</tr>
<tr>
<td>95210/95220/95230/95250/95290/95291 58-63/74-82/90-93/97-98</td>
<td>58-63/74-82/90-93/97-98</td>
<td>15.02 %</td>
</tr>
<tr>
<td>96010</td>
<td><strong>Other recipient groups</strong></td>
<td>1.77 %</td>
</tr>
<tr>
<td>96011</td>
<td>Public authorities Education and teaching Special interest groups Trade in vehicles; maintenance and repair of vehicles</td>
<td>1.77 %</td>
</tr>
<tr>
<td>96012</td>
<td></td>
<td>2.03 %</td>
</tr>
<tr>
<td>96010</td>
<td></td>
<td>100.00 %</td>
</tr>
</tbody>
</table>

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
Brief summary of the data collection method used for the recipient structure analysis (AMF - Advertisements-Marketing Trade Journals - procedure 3-E)

1. Survey methods
Recipient structure analysis by the evaluation of data- total collection

2. Description of the recipient group at the time of data collection:

2.1 Quality of the file:
The addresses of all recipients are stored in the recipient file. The file can be sorted by postal code or by national recipients and recipients abroad based on the available postal information. The file also contains: industry classification, company size class, position and function.

2.2 Total number of recipients in the file: 33,703

2.3 Total number of alternating recipients: 24,499

2.4 Structure of the recipient group of a current average issue according to the type of distribution:
- paid circulation 1,838
  thereof: copies subscribed 1,823
  single-copy sales -
  other sales 15
- free copies 2,963
  thereof: regular free copies 169
  variable free copies 2,581
  advertising copies 213

total circulation 4,801
- thereof national 4,097
- thereof abroad 704

3. Description of the survey:

3.1 Population (proportion analysed):
population 4,801 100.00 %
thereof not ascertained 290 6.04 %
- single-copy sales -
- advertising copies 213
- supplied by the bookselling trade 77

The survey represents 4,511 93.96 % of the population (total circulation)

3.2 Date of the file evaluation: 25/07/2019

3.3 Description of the database:
The following were used to allocate class sizes for industry and trade to the recipient addresses:
- qualification of addresses by the publisher
- address and telephone books, written information sent to the publisher,
- trade fair catalogues, Internet research
utilisation of industry characteristics 32,254 cases = 95.7 %
other information in the file 1,449 cases = 4.3 %
33,703 cases = 100.0 % utilisation of trade class size 1,803 cases = 5.3 %
other information in the file 31,900 cases = 94.7 %
33,703 cases = 100.0 % utilisation of position and function 1,225 cases = 3.6 %
No information in the file 32,478 cases = 96.4 %
33,703 cases = 100.0 %

3.4 Target person of the survey: does not apply
3.5 Definition of the reader: does not apply
3.6 Period of the survey: July 2019
3.7 Implementation of the survey: Publishing house

Brief summary of the data collection method used for the recipient structure analysis (AMF - Advertisements-Marketing Trade Journals - procedure 2)

1. Survey methods
Distribution analysis by the evaluation of data- total collection

2. Description of the recipient group at the time of data collection:

2.1 Quality of the file:
The addresses of all recipients are stored in the recipient file. Based on the postal information available, the files can be sorted by postal code or by national recipients or recipients abroad.

2.2 Total number of recipients in the file: 33,703

2.3 Total number of alternating recipients: 24,499

2.4 Structure of the recipient group of a current average issue according to the type of distribution:
- paid circulation 1,838
  thereof: copies subscribed 1,823
  single-copy sales -
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  variable free copies 2,581
  advertising copies 213

total circulation 4,801
- thereof national 4,097
- thereof abroad 704

3. Description of the survey:

3.1 Population (proportion analysed):
population 4,801 100.00 %
thereof not ascertained 290 6.04 %
- single-copy sales -
- advertising copies 213
- supplied by the bookselling trade 77

The survey represents 4,511 93.96 % of the population (total circulation)

3.2 Date of the file evaluation: 25/07/2019

3.3 Description of the database:
The evaluation is based on the basic overall file. The proportions determined for the distribution regions were projected for the actual distribution on an annual average in accordance with AMF no. 17.

3.4 Target person of the survey: does not apply
3.5 Definition of the reader: does not apply
3.6 Period of the survey: July 2019
3.7 Implementation of the survey: Publishing house

This survey meets the requirements of the ZAW framework for advertising media analysis in the current version regarding structure, implementation and reporting.
Advertisement prices and formats for classified advertisements (All prices specified are subject to statutory VAT.)

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x height in mm</th>
<th>Job offers/other classified advertisements print + online</th>
<th>Jobs wanted print + online</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/32</td>
<td>90 x 15</td>
<td>€ 90.00</td>
<td>€ 45.00</td>
</tr>
<tr>
<td>1/16</td>
<td>90 x 30</td>
<td>€ 176.00</td>
<td>€ 88.00</td>
</tr>
<tr>
<td>1/8</td>
<td>90 x 60</td>
<td>€ 350.00</td>
<td>€ 175.00</td>
</tr>
<tr>
<td>1/4 vertical 1/4 horizontal</td>
<td>90 x 123 185 x 60</td>
<td>€ 684.00</td>
<td>€ 342.00</td>
</tr>
<tr>
<td>1/2 vertical 1/2 horizontal</td>
<td>90 x 250 185 x 123</td>
<td>€ 1,340.00</td>
<td>€ 670.00</td>
</tr>
<tr>
<td>1/1</td>
<td>185 x 250</td>
<td>€ 2,620.00</td>
<td>€ 1,310.00</td>
</tr>
<tr>
<td>mm price minimum height 15 mm</td>
<td>90 mm width</td>
<td>€ 5.90</td>
<td>€ 3.50</td>
</tr>
</tbody>
</table>

**Box number fee:** € 5.50

**Colour surcharge:** per additional colour 25 % of the b/w price, minimum colour surcharge € 75.- per visible colour.

**Discount:** from 1/16 page according to scale of discount price list 47. The discount is credited at the end of the calendar year against the total turnover of the calendar year.

**Print templates:** Advertisements are placed according to the text template or can be supplied as a finished print file.

Proofs are created on request.

**Contact:** Claudia Baur-Kaltenmaier
Telephone +49 8247 354-162
claudia.baur-kaltenmaier@holzmann-medien.de
High degree of affinities
On average, readers have been reading *R+WTextilservice* for over **14 years**. The surveyed readers of *R+WTextilservice* peruse the journal an average of **2.6 times**. They spend **40 minutes** reading an issue.

Proficient communicators
On average *R+WTextilservice* is read by **3.5 people**. **75 %** archive the entire magazine, **49 %** put it into circulation.

---

**I have been reading R+WTextilservice for...**

- 1-5 years: 24%
- 6-10 years: 20%
- 11 years and longer: 55%
- no information: 1%

**Contact with the journal**

- 1 time: 27%
- 2 times: 18%
- 3 times: 40%
- 4 times or more: 15%

**Reading time**

- less than 1/2 hour: 54%
- 1/2 to 1 hour: 29%
- 1 to 1 1/2 hours: 10%
- 1 1/2 to 2 hours: 6%
- 2 hours or longer: 1%

---

**Journal retention**

- Journal is archived: 59%
- Individual articles are circulated/archived: 35%
- Journal is put into circulation: 49%
- Journal is put into waste: 44%

**Additional readers**

- 1-2 additional readers: 32%
- 3-4 additional readers: 29%
- 5 or more additional readers: 15%
- no additional readers: 24%

---

Source: Reader analysis 2018
Basis: 176 subscribers in Germany
### Journal acceptance/Information demand

#### Evaluation of the categories*

- Practice: 88%
- Laundry: 83%
- Main topics: 83%
- Branch: 80%
- The damage claim: 80%
- Textile cleaning: 74%
- Service/Events: 69%
- In the middle: 58%
- Textile leasing: 56%

#### Evaluation of the editorial content**

- Understandable: 98%
- Clearly arranged: 96%
- Informative: 96%
- Competent: 94%
- Up-to-date: 92%
- Practical orientation: 91%
- Well investigated: 91%
- Short and precise: 89%

### Functional position of the surveyed readers

- Executive board/owner/director: 74%
- Executive employee: 21%
- Other employee: 2%
- Craftsman: 1%
- Family member: 1%
- Other position: 1%

### Relevance of R+W Textilservice for the surveyed readers**

- R+W Textilservice is the most important trade journal in the textile care sector: 71%
- I can recommend R+W Textilservice: 96%

### About the survey:

Telephone interviews with 176 subscribers.
Sampling analog to the subscriber files according to professions.

Implementation of the survey:
teleResearch GmbH, Ludwigshafen
March/April 2018

---

Source: Reader analysis 2018
Basis: 176 subscribers in Germany

* like very much/like  ** Level 1+2 on a scale of 5
CROSSMEDIA = BEST POSSIBLE RANGE

WITH CROSSMEDIA YOU CAN OPTIMALLY REACH THE MARKET PARTICIPANTS OF THE TEXTILE CARE INDUSTRY.

PRINT + ONLINE + SOCIALMEDIA = BEST POSSIBLE RANGE
1 Website: www.rw-textilservice.de

2 Brief outline: rw-textilservice.de is the website of the trade journal 'R+WTextilservice'. Textile cleaning, laundry services, textile leasing companies and OPLs as well as manufacturers and suppliers can, in addition to the latest information in the industry and associations, find practical tips and answers to every day questions. An integrated search function enables users to obtain information on products and manufacturers quickly and selectively. In the sources of supply, companies present their products and services. The online service is completed by classified advertisements as well as an extensive archive of issues.

3 Target group: Entrepreneurs, specialists and managers from all sectors of the textile care industry.

4 Publishing house: Holzmann Medien GmbH & Co. KG
Gewerbestraße 2, 86825 Bad Wörishofen, Germany
P.O. Box 1342 86816, 86816 Bad Wörishofen, Germany
Telephone +49 8247 354-162
Fax +49 8247 354-4162
anzrwt@holzmann-medien.de
www.holzmann-medien.de
www.rw-textilservice.de

Contact
Editorial staff: Tanja Bürgle (responsible)
Telephone +49 8247 354-261
tanja.buergle@holzmann-medien.de

Online ads: Claudia Baur-Kaltenmaier (responsible)
Telephone +49 8247 354-162
claudia.baur-kaltenmaier@holzmann-medien.de

Data delivery: admanagement@holzmann-medien.de

Access control:
Usage data:
Online reach:
Visits: 9,999 (IVW 05 | 2019)
Page impressions: 16,391 (IVW 05 | 2019)
of which
mobile reach:
Visits: 4,216 (IVW 05 | 2019)
Page impressions: 5,759 (IVW 05 | 2019)

Price list for sources* available online at:
www.rw-textilservice.de/Bezugsquellen
<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>CPM</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superbanner</td>
<td>728 x 90 pixels</td>
<td>€ 80</td>
<td>Attention-grabbing advertising format with full-surface presence, at the top or bottom. Displayed in instantly visible areas with ample creative scope. Displayed on desktop and tablet.</td>
</tr>
<tr>
<td>Sticky Superbanner</td>
<td>(728 x 90 pixels)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>XXL Superbanner</td>
<td>728 x 250 pixels</td>
<td>€ 85</td>
<td></td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
<td>€ 90</td>
<td>Placed on the right or left edge of the screen; remains in the user’s field of vision when scrolling.</td>
</tr>
<tr>
<td>XXL Skyscraper</td>
<td>300 x 600 pixels</td>
<td>€ 95</td>
<td>Oversized Skyscraper variant. Displayed on desktop.</td>
</tr>
<tr>
<td>Billboard</td>
<td>(940 x 250 pixels)</td>
<td>€ 150</td>
<td>Large format, positioned between navigation and content with plenty of space for design and information; a prominent stage for your advertising message. Displayed on desktop.</td>
</tr>
<tr>
<td>Overlay</td>
<td>(300–550 x 250–400 pixels)</td>
<td>€ 120</td>
<td>The ad is displayed directly above the content when the website is accessed. Displayed on desktop and tablet.</td>
</tr>
<tr>
<td>BanderoleAd</td>
<td>770 x 250 pixels</td>
<td>€ 125</td>
<td>The advertising material lies in the directly visible area like a strip over the website. Ideally suited for concise advertising messages. Displayed on desktop.</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>(728 x 90 + 160 x 600 pixels)</td>
<td>€ 135</td>
<td>Combination of Superbanner and Skyscraper. The wallpaper frames the website top and right. Displayed on desktop.</td>
</tr>
<tr>
<td>FireplaceAd</td>
<td>(Joint) delivery of three different classic advertising media.</td>
<td>€ 160</td>
<td>The combination of two Skyscrapers and the Superbanner frames the website on three sides. Displayed on desktop.</td>
</tr>
</tbody>
</table>

### Pricing
- **Superbanner:** € 80
- **XXL Superbanner:** € 85
- **Skyscraper:** € 90
- **XXL Skyscraper:** € 95
- **Billboard:** € 150
- **Overlay:** € 120
- **BanderoleAd:** € 125
- **Wallpaper:** € 135
- **FireplaceAd:** € 160
HalfpageAd (300 x 600 pixels)  
CPM € 110  
Through the integration in the content area of the site, the user’s eye is drawn to this striking advertising format.  
Cross-device delivery (on all devices)

Medium Rectangle (300 x 250 pixels)  
CPM € 100  
High-profile placement in the content of the website, centrally and in the user’s field of vision.  
Cross-device delivery (on all devices)

Rectangle (300 x 100 pixels)  
CPM € 45  
Placement in the content area of the website.  
Cross-device delivery (on all devices)

Mobile MMA Banner   
CPM  
MMA 6:1: 300–320 x 50 pixels € 80  
MMA 4:1: 300–320 x 75 pixels € 85  
MMA 2:1: 300–320 x 150 pixels € 95  
MMA 1:1: 300 x 250 pixels (Medium Rectangle) € 100  
HalfpageAd: 300 x 600 pixels € 110

Mobile MMA Banner sticky   
CPM  
MMA 6:1 sticky: 300–320 x 50 pixels € 85  
MMA 4:1 sticky: 300–320 x 75 pixels € 90

Mobile Overlay (300 x 250–300 pixels)  
CPM € 120  
The ad is displayed directly above 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 contacts according to your objectives. By limiting the number of advertising media contacts, you can individually control the optimal delivery quantity for your campaign.

Billing mode:  
AdImpressions (advertising material displays) are calculated at CPM (thousand contact price).  
Example: CPM € 80 and 10,000 AdImpressions = € 800.  
Holzmann Medien creates the invoice based on the billing figures calculated by the Adition Adserver.
Below you will find an overview of our numerous possibilities in the field of Native Advertising. All formats are displayed in ROS and on all devices (desktop, tablet, mobile).

Prices upon request.

**Advertorial**

We build an exclusive microsite (= content page) for you that has the look and feel of the website. The microsite will be designed according to your wishes: you can integrate numerous information and content such as images, files, videos and links.

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

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

The following traffic push elements can be included:

- Permanently installed TeaserBox (ROS)
- Display advertising
- Mobile advertising
- Content ads in our newsletter
- Social media posts

**Whitepaper**

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

The duration is at least 4 weeks.

The following traffic push elements can lead to the whitepaper:

- Permanently installed TeaserBox (ROS)
- Content ads in our newsletter
Native Ad In
Image & text ad that is designed in the look & feel of an editorial article and marked as an ad. The placement takes place either within the content or in the sidebar.
Die Native Ad In links to a microsite (content page) where you can embed texts, images, videos and links.

Native Ad Out
Image & text ad that is designed in the look & feel of an editorial article and marked as an ad. The placement takes place either within the content or in the sidebar.
Die Native Ad Out links to an external landing page (e.g. company website).

Video Ad
Your video will be adapted and integrated by us to the look & feel of the website.
To make users aware of the Video Ad, 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.

Audio
Talk to us about advertising opportunities with audio!

Social
We offer advertising opportunities in our social media channels.
We would be happy to advise you on your individual concept.
**Name:** 'R+WTextilservice aktuell'

**Frequency of publication:** monthly

**Brief outline:** This innovative newsletter reports on the latest developments and trends between the printed issues. Categories are:
- Topthema
- Meine Branche
- Der aktuelle Schadensfall
- Aus der Forschung
- Die Redaktion empfiehlt
- Betriebspraxis
- Anzeigenmarkt

**Target group:** This newsletter reaches subscribers, who are interested in the news and products of the textile care industry.

**Reach:** 1,489 subscribers (July 2019)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Date of publication</th>
<th>Data delivery: <a href="mailto:admanagement@holzmann-medien.de">admanagement@holzmann-medien.de</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 1</td>
<td>15/01/2020</td>
<td>10/01/2020</td>
</tr>
<tr>
<td>No. 2</td>
<td>13/02/2020</td>
<td>10/02/2020</td>
</tr>
<tr>
<td>No. 3</td>
<td>12/03/2020</td>
<td>09/03/2020</td>
</tr>
<tr>
<td>No. 4</td>
<td>15/04/2020</td>
<td>09/04/2020</td>
</tr>
<tr>
<td>No. 5</td>
<td>13/05/2020</td>
<td>08/05/2020</td>
</tr>
<tr>
<td>No. 6</td>
<td>04/06/2020</td>
<td>29/05/2020</td>
</tr>
<tr>
<td></td>
<td>17/06/2020</td>
<td>15/06/2020</td>
</tr>
<tr>
<td>No. 7</td>
<td>14/07/2020</td>
<td>09/07/2020</td>
</tr>
<tr>
<td>No. 8</td>
<td>12/08/2020</td>
<td>07/08/2020</td>
</tr>
<tr>
<td>No. 9</td>
<td>16/09/2020</td>
<td>11/09/2020</td>
</tr>
<tr>
<td>No. 10</td>
<td>14/10/2020</td>
<td>09/10/2020</td>
</tr>
<tr>
<td>No. 11</td>
<td>12/11/2020</td>
<td>09/11/2020</td>
</tr>
<tr>
<td>No. 12</td>
<td>16/12/2020</td>
<td>11/12/2020</td>
</tr>
</tbody>
</table>
### ContentAd
- **Price**: €180
- Description: Image & text advertisement designed in the look & feel of an editorial article and marked as an advertisement. 50 characters available for the headline and 350 for the body to communicate your advertising message optimally. With this format, you will receive three external links: We incorporate these in the headline, in the logo and in the body text.

### Billboard (600 x 240 pixels)
- **Price**: €230
- Description: 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. company website).

### FullAd (468 x 60 pixels)
- **Price**: €150
- Description: Image ad placed between editorial articles. The FullAd links to an external landing page (e.g. company website).

### Exclusive Newsletter Sponsoring
- **Price**: €520
- Description: 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.

### StandAlone Newsletter
- **Price**: €850
- Description: The StandAlone Newsletter is built in the look & feel of the regular newsletter. Your advertising message is the sole focus. In addition to 1,500 characters of text, you can insert two images, call-to-action buttons and external links. The StandAlone Newsletter is particularly suitable for advertising messages that cannot be explained with 350 characters. The mailing date is agreed individually.
Your contact persons

Advertisement Manager:
Claudia Baur-Kaltenmaier
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Fax +49 8247 354-4162
claudia.baur-kaltenmaier
@holzmann-medien.de

Media administration:
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Telephone +49 8247 354-257
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