<table>
<thead>
<tr>
<th>TRADE JOURNAL</th>
<th>THE MEDIA BRAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  Title portrait</td>
<td></td>
</tr>
<tr>
<td>P Price list</td>
<td></td>
</tr>
<tr>
<td>F Formats and technical specifications</td>
<td></td>
</tr>
<tr>
<td>T Schedule of dates and topics</td>
<td></td>
</tr>
<tr>
<td>2  Circulation and distribution analysis</td>
<td></td>
</tr>
<tr>
<td>3-E Recipient structure analysis</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reader analysis</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WEBSITE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Crossmedia</td>
<td>page 18</td>
</tr>
<tr>
<td>Portrait</td>
<td>Usage data</td>
</tr>
<tr>
<td>Types of advertising</td>
<td>Pricing</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NATIVE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Types of advertising</td>
<td>Pricing</td>
</tr>
<tr>
<td>page 22 f.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NEWSLETTER</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Portrait</td>
<td>Dates</td>
</tr>
<tr>
<td>Types of advertising</td>
<td>Pricing</td>
</tr>
<tr>
<td>page 24</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPECIAL PUBLICATIONS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>design+building</td>
<td>page 26</td>
</tr>
<tr>
<td>R+T markets</td>
<td>page 27</td>
</tr>
</tbody>
</table>

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](http://www.holzmann-medien.de/agb)
1 Title: 'sicht+sonnenschutz'

2 Brief outline: 'sicht+sonnenschutz' is the trade journal for all processors, traders and manufacturers of interior and exterior sun protection and doorway installations. 'sicht+sonnenschutz' is considered a trade publication of the processing trade through to assembly but also as an information medium for affiliated occupational groups such as (specialist) planners, architects and technical experts. This journal portrays industry events and outlines current developments from manufacturers and in particular technical innovations. 'sicht+sonnenschutz' uses all types of articles a modern trade journal has to offer and provides orientation and user value as an opinion platform. 'sicht+sonnenschutz' reports from the industry for the industry, raises topics and questions and discusses current developments.

3 Target group: See recipient structure analysis page 13

4 Frequency of publication: Monthly (dual issue no. 2-3/February-March, 7-8/July-August and 11-12/November-December) in the middle of the month

5 Issue format: DIN A4

6 Year: 18th year 2020

7 Purchase price:
   - Annual subscription national: 106.90 € (incl. VAT and postage)
   - Annual subscription abroad: 118.90 € (incl. VAT and postage)
   - Retail price: 12.90 € (incl. VAT and postage)

8 Organ: –

9 Membership/Participation: IVW

10 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
   Fax +49 8247 354-170
   www.holzmann-medien.de
   www.sicht-sonnenschutz.com | anzsiso@holzmann-medien.de

11 Publisher: Alexander Holzmann

12 Advertisements:
   - Thomas Pohl (in charge)
     Telephone +49 8247 354-185
     thomas.pohl@holzmann-medien.de
   - Florian Faab (Media Sales)
     Telephone +49 8247 354-125
     florian.faab@holzmann-medien.de
   - Sabrina Bader (Media Administration)
     Telephone +49 8247 354-192
     disposition@holzmann-medien.de

13 Editorial department:
   - Reinhold Kober (in charge)
     Telephone +49 8247 354-231
     reindhold.kober@holzmann-medien.de
   - Kirsten Friedrichs
     Telephone +49 151 26680822
     kirsten.friedrichs@holzmann-medien.de
   - Regine Krüger
     info@redaktionsraum.net
   - Andrea Mateja
     Telephone +49 69 27272257
     andrea.mateja@holzmann-medien.de
   - Matthias Metzger
     Telephone +49 8247 354-107
     matthias.metzger@holzmann-medien.de

14 Circulation analysis 2018 = 10 issues
   Overall size: 784 pages = 100.0 %
   - Editorial section: 611 pages = 77.9 %
   - Advertisement section: 173 pages = 22.1 %
   - thereof: employment and classified advertisements: 2 pages = 1.2 %
   - publisher advertisements: 32 pages = 18.5 %
   - bound inserts: 8 pages = 4.6 %
   - loose inserts: 4 items

15 Content analysis of the editorial section: not ascertained
1 Advertisement prices and formats (All prices specified are subject to the 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>2/1 page</td>
<td>380 x 245</td>
<td>€ 4,535.–</td>
<td>€ 5,435.–</td>
<td>€ 6,335.–</td>
<td>€ 7,235.–</td>
</tr>
<tr>
<td>1/1 page</td>
<td>172 x 245</td>
<td>€ 2,370.–</td>
<td>€ 2,870.–</td>
<td>€ 3,370.–</td>
<td>€ 3,870.–</td>
</tr>
<tr>
<td>2/3 page</td>
<td>172 x 164 or 113 x 245</td>
<td>€ 1,475.–</td>
<td>€ 1,825.–</td>
<td>€ 2,175.–</td>
<td>€ 2,525.–</td>
</tr>
<tr>
<td>1/2 page</td>
<td>172 x 127 or 83 x 245</td>
<td>€ 1,210.–</td>
<td>€ 1,460.–</td>
<td>€ 1,710.–</td>
<td>€ 1,960.–</td>
</tr>
<tr>
<td>1/3 page</td>
<td>172 x 88 or 54 x 245</td>
<td>€ 810.–</td>
<td>€ 980.–</td>
<td>€ 1,150.–</td>
<td>€ 1,320.–</td>
</tr>
<tr>
<td>1/4 page</td>
<td>172 x 66 or 83 x 127 or 39 x 245</td>
<td>€ 615.–</td>
<td>€ 745.–</td>
<td>€ 875.–</td>
<td>€ 1,005.–</td>
</tr>
<tr>
<td>1/8 page</td>
<td>172 x 33 or 83 x 66 or 39 x 127</td>
<td>€ 315.–</td>
<td>€ 380.–</td>
<td>€ 445.–</td>
<td>€ 510.–</td>
</tr>
<tr>
<td>Title page + 1/3 page</td>
<td>210 x 174 (+ 3 mm trimming on the left, right and at the bottom)</td>
<td>€ 2,735.–</td>
<td>€ 3,235.–</td>
<td>€ 3,735.–</td>
<td>€ 4,235.–</td>
</tr>
<tr>
<td></td>
<td>210 x 108 (+ 3 mm trimming on the left, right and at the bottom)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2nd cover page</td>
<td>210 x 297 (plus trimming, see page 6)</td>
<td>€ 2,610.–</td>
<td>€ 3,110.–</td>
<td>€ 3,610.–</td>
<td>€ 4,110.–</td>
</tr>
<tr>
<td>4nd cover page</td>
<td>210 x 297 (plus trimming, see page 6)</td>
<td>€ 2,610.–</td>
<td>€ 3,110.–</td>
<td>€ 3,610.–</td>
<td>€ 4,110.–</td>
</tr>
</tbody>
</table>

Text advertisements: **Millimetre price** 1 column (54 mm wide, b/w, prize in colour on request) € 3.25

Business directory advertisements: 40 x 40 mm, 4-coloured (period 1 year = 10 issues) € 685.00
40 x 80 mm, 4-coloured (period 1 year = 10 issues) € 1,260.00

Classified advertisements: **Job offers/other classified advertisements (publication in print + online)**

- 2-column (83 mm wide, at least 20 mm high) € 3.30
- 4-column (172 mm wide, at least 20 mm high) € 6.60

**Jobs wanted**

- 2-column (83 mm wide, at least 20 mm high) € 2.30
- 4-column (172 mm wide, at least 20 mm high) € 4.60

Box number: € 15.00

---

---
2 Surcharges:
- **Placement**
  - Binding placement regulations: respectively 10 % of ad rate
- **Colour**
  - Per standard colour (DIN ISO 12647-2) see price list.
  - Special colours, which cannot be obtained from DIN ISO 12647-2: 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)

<table>
<thead>
<tr>
<th>frequency discount</th>
<th>volume discount</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 8 ads</td>
<td>15 %</td>
</tr>
<tr>
<td>for 9 ads</td>
<td>20 %</td>
</tr>
</tbody>
</table>

No discount on loose inserts, postcards, glued inserts and technical supplementary costs, business directory entries, job and classified advertisements.

5 % combination discount by booking our magazine GFF parallel.

4 Categories:
- See price list page 4

5 Special types of advertising:
- **Bound inserts**
  - 2 page (1 sheet) € 2,390.–
  - 4 pages (2 sheets) € 3,360.–
  - 6 pages (3 sheets) € 4,030.–
  - 8 pages (4 sheets) € 4,710.–
- **Uncut format**
  - 216 x 306 mm
- **Trim size**
  - 210 x 297 mm
- **Required batch**
  - 10,100 copies

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

6 Contact:
- Thomas Pohl (in charge)
  - Telephone +49 8247 354-185
- Florian Faab (Media Sales)
  - Telephone +49 8247 354-125
- Sabrina Bader (Media Administration)
  - Telephone +49 8247 354-192

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

1/8 page
Width 83mm
Height 66mm

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

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

1/3 p. vertical
Width 39mm
Height 245mm

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

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

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

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

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

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

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

1/4 p. vertical
Width 60mm
Height 297mm

1/8 vertical
Width 39mm
Height 127mm

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

1/8 p. with bleed
Width 104mm
Height 148mm

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

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

2/3 p. vertical
Width 54mm
Height 245mm

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

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

2/1 page across the gutter
within type area
each 255mm high, 194mm wide
+ 3 mm trimming (gutter bleed) across the gutter

2/1 page across the gutter with bleed
each 306mm high, 216mm wide
+ 3 mm trimming (gutter bleed) across the gutter

Bleed advertisement formats: 6 mm additional trimming at the head, 3 mm on the left, right and bottom respectively. Special formats on request. Allow for overlapping for advertisements across the gutter. Important for advertisements with bleed: place texts or frames minimum 5 mm away from edge!
1 Magazine format: 210 mm wide x 297 mm high, DIN A4
uncut: 216 mm wide x 306 mm high
respectively 3 mm edge and foot trimming, 6 mm head trimming
Print space: 172 mm wide x 245 mm high
4 columns each 39 mm wide
3 columns each 54 mm wide
2 Print and binding process: Sheet offset, paper inner section: 100 g/m², image print,
Cover: 200 g/m² image print, adhesive binding, DIN ISO 12647-2,
colour sequence black/cyan/magenta/yellow.
Please send us your documents for printing in digital form.
3 Data transmission: Via e-mail stating the magazine and issue number if applicable
with download link to disposition@holzmann-medien.de
4 Data formats: High resolution, printable PDF file (1.4 Standard)
Press proof or proof (colour consistent)
File resolution: 300 dpi (CMYK)
5 Colours: Printing inks (CMYK) according to PSO Coated v3 Special colours
are available according to agreement.
6 Proof: Caution regarding colour advertisements: No consistent colour
reproduction can be guaranteed without supplying of a proof
with media wedge (colour bar).
7 Data archiving: Printing material/media is not stored by the publisher for more
than one year after the last placement.
8 Warranty: Complaints cannot be accepted for incompletely or inaccurately
provided data/printing material.
9 Contact: Placement of orders in advance to Holzmann Medien GmbH & Co. KG
Advertisement department sicht+sonnenschutz
Gewerbestraße 2
86825 Bad Wörishofen, Germany
Telephone +49 8247 354-185
Fax +49 8247 354-4185
Delivery address for loose inserts and bound inserts:
Industrie-Buchbinderei Kassel
Keyword siso no. .../2020
c/o Mr. Timo Träbing
Otto-Hahn-Straße 25
34253 Lohfelden, Germany
Please send by booking a loose or bound insert three preliminary binding samples to
the aforementioned publisher address, for the attention of Ms. Sabrina Bader.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Main topics</th>
<th>Topics/Categories</th>
<th>Trade Fairs/Exhibitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>January</td>
<td><strong>Interior Design and Sun Protection</strong></td>
<td>Category products:* Textile sun shades, roller shutter casings, tools for interior decorators</td>
<td>heimtextil Frankfurt/Main, 7 to 10/01/2020</td>
</tr>
<tr>
<td></td>
<td>PD: 03/01/2020 FDA: 03/12/2020 ED: 29/11/2020</td>
<td>Interior textiles have to be beautiful, outside technology has to work. Should this equation for shading have ever been valid, a new dawn has broken. We reveal how quality companies are adapting to this.</td>
<td>Category tips: Step-by-step instructions for successful execution</td>
<td>Perimeter Protection Nuremberg, 14 to 16/01/2020 POLYCLOSE B-Gent, 15 to 17/01/2020</td>
</tr>
<tr>
<td>2/3</td>
<td>February/March</td>
<td><strong>Awnings</strong></td>
<td>Category products:* Building control systems, markisolettes, natural lighting technology, drive, control and radio systems</td>
<td>digitalBAU Cologne, 11 to 13/02/2020</td>
</tr>
<tr>
<td></td>
<td>PD: 21/02/2020 FDA: 31/01/2020 ED: 24/01/2020</td>
<td>What have we not seen in recent years in terms of terrace shading; modular systems, lighting technology, cubic forms. We ask R+S experts which trends will be decisive in 2020.</td>
<td>Category tips: Step-by-step instructions for successful execution</td>
<td>R+T Asia, CN-Shanghai, 24 to 26/02/2020 IHM Munich, 11 to 15/03/2020</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Trade Fair Review: heimtextil</td>
<td>FENSTERBAU FRONTAL+ HOLZ-HANDWERK Nuremberg, 18 to 21/03/2020</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Trade Fair Issue: FENSTERBAU FRONTAL+</td>
<td>Market Report: Insect protection</td>
</tr>
<tr>
<td>Week</td>
<td>Date</td>
<td>Category products:</td>
<td>Category tips:</td>
<td></td>
</tr>
<tr>
<td>------</td>
<td>------</td>
<td>---------------------</td>
<td>----------------</td>
<td></td>
</tr>
</tbody>
</table>
| April | 4    | Gates/Fence Technology/Access Control  
Perimeter Protection is an increasingly important term not only because of the trade fair of the same name. We ask the VdS for current developments and product ideas for professionals.  
**Category products:**  
Smart metering, house automation, exterior sun shades, blinds  
**Category tips:**  
Step-by-step instructions for successful execution | PD: 17/04/2020  
FDA: 27/03/2020  
ED: 20/03/2020 |
| May   | 5    | Outdoor Living  
Pergola, patio roofs and other shading elements create a southern lifestyle on the veranda; we reveal the trends of this summer.  
**Category products:**  
Insect protection, awnings, machinery for the production of roller shutters  
**Category tips:**  
Step-by-step instructions for successful execution | PD: 22/05/2020  
FDA: 30/04/2020  
ED: 24/04/2020  
Rosenheimer Tür- und Tortage  
Münster, 28 to 29/05/2020 |
| June  | 6    | Roller Shutters and Roller Shutter Boxes  
This is how you let the burglar starve on the outstretched bar: What role security plays in hangings and what modern solutions have in store.  
**Category products:**  
Panel curtains, shutters, suntents  
**Category tips:**  
Step-by-step instructions for successful execution | PD: 19/06/2020  
FDA: 29/05/2020  
ED: 22/05/2020  
R+T South America  
BR-São Paulo, 03 to 06/06/2020 |
| July/August | 7/8 | SmartHome  
Solar shading drives intelligent homes: We ask drive manufacturers about new products and specialist tradesmen about their customers' preferences.  
**Category products:**  
Doorways, drive, control and radio technology, folding and sliding shutters  
**Category tips:**  
Step-by-step instructions for successful execution | PD: 17/07/2020  
FDA: 26/06/2020  
ED: 19/06/2020 |
<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Main topics</th>
<th>Topics/Categories</th>
<th>Trade Fairs/Exhibitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>September</td>
<td>In-Facade Venetian Blinds and Sun Protection</td>
<td>Category products:* Panel curtains, foils, Skylight shades</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PD: 18/09/20</td>
<td>Homogeneous building views are in demand with architects; we illuminate</td>
<td>Category tips: Step-by-step instructions for successful execution</td>
<td></td>
</tr>
<tr>
<td></td>
<td>FDA: 28/08/20</td>
<td>different slat geometries and present considerations for directing</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ED: 21/08/20</td>
<td>daylight into the building. Add on: Textile screens and zip systems</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PD: 18/09/20</td>
<td>International Special Publication</td>
<td>For more information see page 27</td>
<td>Targeted distribution to visitors at the R+T 2021</td>
</tr>
<tr>
<td></td>
<td>AD: 14/08/20</td>
<td>for the R+T 2021</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PD: 25/09/20</td>
<td>Special Publication for Architects</td>
<td>For more information see page 26</td>
<td>Magazine display at the glasstec 2020, heimtextil 2021, R+T 2021 and FENSTERBAU FRONTALE 2022 (futher displays possible)</td>
</tr>
<tr>
<td></td>
<td>AD: 07/08/20</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>October</td>
<td>Sun Protection Installation</td>
<td>Category products:* Façade solutions, slat systems, PV/solar</td>
<td>Rosenheimer Fenstertage</td>
</tr>
<tr>
<td></td>
<td>PD: 23/10/20</td>
<td>Success on track: Modularity is a trump card in the installation of curtain</td>
<td>Category tips: Step-by-step instructions for successful execution</td>
<td>Rosenheim, 08 to 09/10/20</td>
</tr>
<tr>
<td></td>
<td>FDA: 02/10/20</td>
<td>solutions; we look at flexible click systems and get tips for installation</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ED: 25/09/20</td>
<td>for you from construction site professionals.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11/12</td>
<td>November/December</td>
<td>Second Escape Route</td>
<td>Category products:* Roller shutter casings, conservatory sun protection, slat technology</td>
<td>EQUIPBAIE-MÉTALEXPO</td>
</tr>
<tr>
<td></td>
<td>PD: 20/11/20</td>
<td>This is about door openers in a double sense; in an emergency, every</td>
<td>Category tips: Step-by-step instructions for successful execution</td>
<td>F-Paris, 17 to 20/11/20</td>
</tr>
<tr>
<td></td>
<td>FDA: 30/10/20</td>
<td>second counts when it comes to opening an access. But those who can provide</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ED: 23/10/20</td>
<td>shade for such elements are often only in the draw for such building</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>projects.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
January 2021

Textile Sun Protection
From yarn to blackout or roller blind fabric; sicht+sonnenschutz traces the connections in the supply chain and clarifies relevant product requirements.

Category products:
Textile sun shades, roller shutter casings, tools for interior decorators

Category tips:
Step-by-step instructions for successful execution

BAU
Munich, 11 to 16/01/2021
heimtextil
Frankfurt/Main, 12 to 15/01/2021

The Category products is not thematic focal point. Only products can be presented here!
1 Circulation monitoring:

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>10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total circulation</td>
<td>9,798</td>
</tr>
<tr>
<td>of which abroad</td>
<td>510</td>
</tr>
<tr>
<td>Paid circulation</td>
<td>341</td>
</tr>
<tr>
<td>thereof</td>
<td>88</td>
</tr>
<tr>
<td>Copies subscribed</td>
<td>337</td>
</tr>
<tr>
<td>thereof</td>
<td>87</td>
</tr>
<tr>
<td>Other sales</td>
<td>4</td>
</tr>
<tr>
<td>Single-copy sale</td>
<td>1</td>
</tr>
<tr>
<td>Free copies</td>
<td>9,457</td>
</tr>
<tr>
<td>thereof</td>
<td>422</td>
</tr>
<tr>
<td>thereof</td>
<td>4</td>
</tr>
<tr>
<td>1 display location</td>
<td>0</td>
</tr>
<tr>
<td>Remaining, file and archived copies:</td>
<td>202</td>
</tr>
</tbody>
</table>

3 Geographical distribution analysis:

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Proportion of the total circulation %</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>94.79</td>
<td>9,288</td>
</tr>
<tr>
<td>Abroad</td>
<td>5.21</td>
<td>510</td>
</tr>
<tr>
<td>Total circulation</td>
<td>100.00</td>
<td>9,798</td>
</tr>
</tbody>
</table>

3.1 Distribution according to the Nielsen regions/Federal states:

<table>
<thead>
<tr>
<th>Nielsen region</th>
<th>Proportion of the total circulation %</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nielsen region I</td>
<td>2.58 %</td>
<td>240</td>
</tr>
<tr>
<td>Schleswig-Holstein</td>
<td>1.27 %</td>
<td>118</td>
</tr>
<tr>
<td>Hamburg</td>
<td>7.96 %</td>
<td>739</td>
</tr>
<tr>
<td>Lower Saxony</td>
<td>0.59 %</td>
<td>55</td>
</tr>
<tr>
<td>Bremen</td>
<td>16.08 %</td>
<td>1,494</td>
</tr>
<tr>
<td>Nielsen region II</td>
<td>10.05 %</td>
<td>933</td>
</tr>
<tr>
<td>North Rhine-Westphalia</td>
<td>4.42 %</td>
<td>411</td>
</tr>
<tr>
<td>Hesse</td>
<td>0.92 %</td>
<td>85</td>
</tr>
<tr>
<td>Nielsen region IIIa</td>
<td>16.76 %</td>
<td>1,557</td>
</tr>
<tr>
<td>Rhineland-Palatinate</td>
<td>10.05 %</td>
<td>933</td>
</tr>
<tr>
<td>Saarland</td>
<td>4.42 %</td>
<td>411</td>
</tr>
<tr>
<td>Nielsen region IIIb</td>
<td>0.92 %</td>
<td>85</td>
</tr>
<tr>
<td>Baden-Wurttemberg</td>
<td>10.05 %</td>
<td>933</td>
</tr>
<tr>
<td>Nielsen region IV</td>
<td>22.76 %</td>
<td>2,114</td>
</tr>
<tr>
<td>Bavaria</td>
<td>16.08 %</td>
<td>1,494</td>
</tr>
<tr>
<td>Nielsen region V</td>
<td>2.12 %</td>
<td>197</td>
</tr>
<tr>
<td>Berlin</td>
<td>16.08 %</td>
<td>1,494</td>
</tr>
<tr>
<td>Nielsen region VI</td>
<td>2.37 %</td>
<td>220</td>
</tr>
<tr>
<td>Brandenburg</td>
<td>1.17 %</td>
<td>109</td>
</tr>
<tr>
<td>Mecklenburg-West Pomerania</td>
<td>3.05 %</td>
<td>283</td>
</tr>
<tr>
<td>Saxony-Anhalt</td>
<td>4.51 %</td>
<td>419</td>
</tr>
<tr>
<td>Saxony</td>
<td>3.39 %</td>
<td>314</td>
</tr>
<tr>
<td>Thuringia</td>
<td>4.51 %</td>
<td>419</td>
</tr>
<tr>
<td>Total circulation national</td>
<td>100.00 %</td>
<td>9,288</td>
</tr>
</tbody>
</table>

Distribution abroad:

<table>
<thead>
<tr>
<th>Economic region</th>
<th>Proportion of the total circulation %</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>99.31 %</td>
<td>506</td>
</tr>
<tr>
<td>German-speaking countries</td>
<td></td>
<td></td>
</tr>
<tr>
<td>thereof Austria</td>
<td>92.99 %</td>
<td>474</td>
</tr>
<tr>
<td>thereof Switzerland</td>
<td>43.00 %</td>
<td>219</td>
</tr>
<tr>
<td>thereof Swissotel</td>
<td>49.99 %</td>
<td>255</td>
</tr>
<tr>
<td>EU countries (without Germany/Austria)</td>
<td>4.55 %</td>
<td>23</td>
</tr>
<tr>
<td>EU countries (others)</td>
<td>1.77 %</td>
<td>9</td>
</tr>
<tr>
<td>Non-european countries</td>
<td>0.69 %</td>
<td>4</td>
</tr>
<tr>
<td>Total circulation abroad</td>
<td>100.00 %</td>
<td>510</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 in total</th>
<th>Copies</th>
<th>National copies</th>
<th>Abroad copies</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>43298</td>
<td>Processors</td>
<td>24.71 %</td>
<td>2,421</td>
<td>2,177</td>
<td>244</td>
</tr>
<tr>
<td></td>
<td>Roller shutters and sun protection mechatronic technicians</td>
<td>25.70 %</td>
<td>2,518</td>
<td>2,448</td>
<td>70</td>
</tr>
<tr>
<td></td>
<td>Interior decoration</td>
<td>25.99 %</td>
<td>2,547</td>
<td>2,438</td>
<td>109</td>
</tr>
<tr>
<td>43336/251/25621</td>
<td>Metal construction/doorway construction</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4613/4673/46734/46735/4674</td>
<td>Commercial trade Structural elements/building materials/hardware trade/window construction</td>
<td>6.99 %</td>
<td>685</td>
<td>683</td>
<td>2</td>
</tr>
<tr>
<td>711/7111/71113/71122/43999</td>
<td>Construction (planning) Architecture and planning offices</td>
<td>8.91 %</td>
<td>873</td>
<td>866</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Lighting and facade planers</td>
<td>3.04 %</td>
<td>298</td>
<td>294</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Building and energy consultants</td>
<td>0.75 %</td>
<td>73</td>
<td>73</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Producing industry</td>
<td>1.13 %</td>
<td>111</td>
<td>105</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>other civil engineering, structural engineering and finishing trades (interdisciplinary)</td>
<td>2.23 %</td>
<td>218</td>
<td>160</td>
<td>58</td>
</tr>
<tr>
<td>85/91010/94</td>
<td>Other recipient groups</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Education and teaching/special interest groups/libraries and archives</td>
<td>0.25 %</td>
<td>24</td>
<td>24</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Subscribers (without sector definition)</td>
<td>0.30 %</td>
<td>30</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td><strong>Total circulation</strong></td>
<td><strong>100.00 %</strong></td>
<td><strong>9,798</strong></td>
<td><strong>9,288</strong></td>
<td><strong>510</strong></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 the 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: 42,349

2.3 Total number of alternating recipients: 35,663 (change after every third issue)

2.4 Structure of the recipient group of a current average issue according to the type of distribution:
- paid circulation: 341
  - thereof: copies subscribed: 337
  - single-copy sales: -
  - other sales: 4
  - thereof: regular free copies: 2,195
  - variable free copies: 7,135
  - advertising copies: 127
  total circulation: 9,798
  - thereof national: 9,288
  - thereof abroad: 510

3. Description of the survey:

3.1 Population (proportion analysed):
population: 9,798 100.00 %
  - thereof not ascertained: 136 1.39 %
    - single-copy sales: -
    - advertising copies: 127
    - supplied by the bookselling trade: 9

The survey represents:
the population (total circulation): 9,662 98.61 %

3.2 Date of the file evaluation: 31/07/2019

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: 41,889 cases = 98.9 %
no information in the file: 460 cases = 1.1 %
utilisation of trade class size: 42,349 cases = 100.0 %
no information in the file: 30,803 cases = 72.7 %
utilisation of position and function: 1,462 cases = 3.5 %
no information in the file: 40,887 cases = 96.5 %
42,349 cases = 100.0 %

3.4 Zielperson der Untersuchung: does not apply
3.5 Definition des Lesers: does not apply
3.6 Zeitraum der Untersuchung: July 2019
3.7 Durchführung der Untersuchung: Publishing house

This survey meets the requirements of the ZAW framework for advertising media analysis in the current version regarding structure, implementation and reporting.
**High degree of affinities**

On average, the questioned readers have been reading *sicht+sonnenschutz* for narrow 5 years. The questioned readers of *sicht+sonnenschutz* peruse the journal an average of 1.8 times. They spend 29 minutes reading an issue. 55% of the questioned readers have read all of the last 10 issues.

<table>
<thead>
<tr>
<th>I have been reading <em>sicht+sonnenschutz</em> for ...</th>
<th>1-5 years</th>
<th>71%</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-10 years</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>11 years and longer</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Not specified</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Issues read</th>
<th>1-3 issues</th>
<th>14%</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-6 issues</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>7-9 issues</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>10 issues</td>
<td>55%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reading time</th>
<th>Up to 1 hour</th>
<th>92%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Over 1 to 1.5 hours</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>Over 1.5 hours or longer</td>
<td>4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contact with the journal</th>
<th>1 time</th>
<th>47%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2 times</td>
<td>38%</td>
</tr>
<tr>
<td></td>
<td>3 times</td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>4 times or more</td>
<td>6%</td>
</tr>
</tbody>
</table>
Use of the journal

On average, *sicht+sonnenschutz* is read by another **1.4 people** as per statement of the questioned readers.

- **45 %** of the questioned readers archive the entire magazine, respectively distribute/archive individual articles, **39 %** put it into circulation.
- **31 %** of the questioned readers read at least half of the journal.

### Journal retention

- Journal is archived: **29 %**
- Individual articles are circulated/archived: **19 %**
- Journal is put into circulation: **39 %**
- Journal is discarded: **58 %**

### Additional readers

- 1-2 additional readers: **41 %**
- 3-4 additional readers: **18 %**
- 5 or more additional readers: **3 %**
- No additional readers: **38 %**

### Use of the journal

- I read nearly every article: **4 %**
- I read about half of the articles: **27 %**
- I read less than half of the articles: **33 %**
- I read only a few pages: **36 %**

### Relevance of advertisements in *sicht+sonnenschutz*

- Very important/important: **33 %**
- Less important: **54 %**
- Completely unimportant: **13 %**

Source: Reader analysis 2018
Basis: 175 readers in Germany
# Magazine acceptance/topic interest

<table>
<thead>
<tr>
<th>Evaluation of rubrics*/articles**</th>
<th>Evaluation of the editorial content***</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Rubric: Praxistipp</strong></td>
<td><strong>Understandable</strong></td>
</tr>
<tr>
<td>Technical contributions</td>
<td><strong>Competent</strong></td>
</tr>
<tr>
<td>Articles about cases of damage</td>
<td><strong>Informative</strong></td>
</tr>
<tr>
<td>Utility texts about connection and installation</td>
<td><strong>Believable and objective</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Clearly arranged</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Related to practise and useful</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Actually</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Provides problem solvings</strong></td>
</tr>
</tbody>
</table>

- Categories "using very willingly"/"using willingly" on a 4 point scale
- Categories "very interesting"/"rather interesting" on a 4 point scale

## Relevance of strategies****

<table>
<thead>
<tr>
<th>Rights</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>sight+sonnenschutz reports from the perspective of the processors/sun protection manufactors/asmblers</td>
<td>85 %</td>
</tr>
<tr>
<td>sight+sonnenschutz researches very often on site</td>
<td>68 %</td>
</tr>
<tr>
<td>sight+sonnenschutz speaks with the participants of the branch, e.g. in interviews</td>
<td>68 %</td>
</tr>
<tr>
<td>sight+sonnenschutz opposes controversial opinions</td>
<td>68 %</td>
</tr>
</tbody>
</table>

****Categories "very important"/"rather important" on a 4 point scale

## Readers analysis

- Telephone interviews with 175 readers
- Main unit: pool of recipients of the magazine sight+sonnenschutz
- Quota sampling analogue to the recipients file according to occupational groups and recipients type (subscription vs. in rotation)
- Implementation of the survey: teleResearch GmbH, Institut für Marktforschung in Ludwigshafen

Source: Reader analysis 2018
Basis: 175 readers in Germany
Managerial data

**Sector**
- Roller shutters/sun protection/assembler: 21%
- Interior design: 25%
- Metal/doorway construction: 20%
- Industry: 6%
- Specialised trade: 5%
- Architect/planer/energy consult/other: 22%
- Not specified: 1%

**Business size**
- 1-5 employees: 64%
- 6-10 employees: 13%
- 11-20 employees: 12%
- 21-50 employees: 4%
- 51 or more employees: 5%
- Not specified: 2%

**Function/Position of the interviewed person**
- Board member/owner/general manager: 72%
- Business management employee: 16%
- Master craftsman: 2%
- Family member assistance: 4%
- Other employee: 6%

**Decision-making authority**
- I decide alone: 53%
- I decide with others: 37%
- I prepare decisions: 2%
- I advise, give suggestions: 4%
- I’m not involved in decision: 1%
- Not specified: 3%

Source: Reader analysis 2018
Basis: 175 readers in Germany
CROSSMEDIA = BEST POSSIBLE COVERAGE

WITH CROSSMEDIA YOU REACH THE MARKET RECIPIENTS IN THE SUN PROTECTION AND GATEWAY INDUSTRY OPTIMALLY
1 Web address: www.sicht-sonnenschutz.com

2 Brief outline: Exclusively researched main topics, up-to-date industry news from the sun protection and door divisions, the topics in the latest print issue and a multimedia-based gallery with a series of pictures, exclusively filmed interviews and videos regarding the most important industry dates - makes up the website of the 'sicht+sonnenschutz' trade journal (responsive). In addition to this, there are, among other things, the latest graphics, the person of the month, classified/job advertisements, purchasing guide and an extensive issue archive.

3 Target group: Opinion formers, decision makers and specialists in the sun protection and doorway industry

4 Publishing house: Holzmann Medien GmbH & Co. KG
Gewerbestraße 42, 86816 Bad Wörishofen, Germany
P.O. Box 13 42, 86816 Bad Wörishofen, Germany
Telephone +49 8247 354-01
Fax +49 8247 354-170
info@holzmann-medien.de
www.holzmann-medien.de
www.sicht-sonnenschutz.com

Contact
Editorial staff: Reinhold Kober (in charge), Telephone +49 8247 354-231
reinhold.kober@holzmann-medien.de
Kirsten Friedrichs, Telephone +49 151 26680822
kirsten.friedrichs@holzmann-medien.de
Regine Krüger
info@redaktionsraum.net
Andrea Mateja, Telephone +49 69 27272257
andrea.mateja@holzmann-medien.de
Matthias Metzger, Telephone +49 8247 354-107
matthias.metzger@holzmann-medien.de

Contact persons
Online advertising: Thomas Pohl (in charge), Telephone +49 8247 354-185
thomas.pohl@holzmann-medien.de
Florian Faab, Telephone +49 8247 354-125
florian.faab@holzmann-medien.de
Sabrina Bader, Telephone +49 8247 354-192
disposition@holzmann-medien.de

Data delivery:
Access control:
Usage data:
Online reach:
Visits: 7,115 (IVW Ø 03–06 | 2019)
PageImpressions: 12,920 (IVW Ø 03–06 | 2019)
of which
Mobile reach:
Visits: 2,327 (IVW Ø 03–06 | 2019)
PageImpressions: 3,631 (IVW Ø 03–06 | 2019)

Price lists Shopping Guide and Advertising market downloadable at:
<table>
<thead>
<tr>
<th>Type</th>
<th>Dimensions</th>
<th>CPM</th>
<th>Description</th>
<th>Displayed On</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superbanner</td>
<td>(728 x 90 pixels)</td>
<td>CPM € 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.</td>
<td>Desktop and tablet</td>
</tr>
<tr>
<td>Sticky Superbanner</td>
<td>(728 x 90 pixels)</td>
<td>CPM € 80</td>
<td></td>
<td></td>
</tr>
<tr>
<td>XXL Superbanner</td>
<td>(728 x 250 pixels)</td>
<td>CPM € 85</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skyscraper</td>
<td>(160 x 600 pixels)</td>
<td>CPM € 90</td>
<td>Placed on the right or left edge of the screen; remains in the user’s field of vision when scrolling.</td>
<td>Desktop</td>
</tr>
<tr>
<td>XXL Skyscraper</td>
<td>(300 x 600 pixels)</td>
<td>CPM € 95</td>
<td>Oversized Skyscraper variant.</td>
<td>Desktop</td>
</tr>
<tr>
<td>Homepage Takeover</td>
<td></td>
<td>CPM € 170</td>
<td>Attention-grabbing combination of FireplaceAd and Billboard.</td>
<td>Desktop</td>
</tr>
<tr>
<td>TandemAd</td>
<td></td>
<td>CPM € 130</td>
<td>Simultaneous display of two classic advertising formats within the same page impression.</td>
<td>Upon Request</td>
</tr>
<tr>
<td>AdBundle</td>
<td></td>
<td>CPM € 135</td>
<td>(Joint) delivery of three different classic advertising media.</td>
<td>Upon Request</td>
</tr>
<tr>
<td>Billboard</td>
<td>(940 x 250 pixels)</td>
<td>CPM € 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.</td>
<td>Desktop</td>
</tr>
<tr>
<td>Overlay</td>
<td>(300–550 x 250–400 pixels)</td>
<td>CPM € 120</td>
<td>The ad is displayed directly above the content when the website is accessed.</td>
<td>Desktop and tablet</td>
</tr>
<tr>
<td>BanderoleAd</td>
<td>(770 x 250 pixels)</td>
<td>CPM € 125</td>
<td>The advertising material lies in the directly visible area like a strip over the website. Ideally suited for concise advertising messages.</td>
<td>Desktop</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>(728 x 90 + 160 x 600 pixels)</td>
<td>CPM € 135</td>
<td>Combination of Superbanner and Skyscraper. The wallpaper frames the website top and right.</td>
<td>Desktop</td>
</tr>
<tr>
<td>FireplaceAd</td>
<td></td>
<td>CPM € 160</td>
<td>The combination of two Skyscrapers and the Superbanner frames the website on three sides.</td>
<td>Desktop</td>
</tr>
</tbody>
</table>
Website
Types of advertising | Pricing

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 CPM € 5
The advertising medium can be automated and targeted according to various parameters, e.g. by federal state, postal code or category.

Frequency Capping CPM € 5
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.

File format: Specifications online at www.holzmann-medien.de/specs
Delivery address: admanagement@holzmann-medien.de
Delivery deadline: At least three work days prior to the start of the campaign
Performance review: After the campaign ends via reporting. The statistics include the campaign’s ad impressions and clicks.
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 channel.
We would be happy to advise you on your individual concept.
Name: sicht+sonnenschutz aktuell
Frequency of publication: Monthly, always on Wednesday
Brief outline: Exclusively researched news and personal details, step-by-step instructions on sun protection and door technology (sicht+sonnenschutz-Praxistipp) and the building of the month – that’s the monthly publication of the sicht+sonnenschutz aktuell newsletter. It also includes filmed interviews with industry giants as well as exclusive videos of the most important trade fairs. An overview of the trade fairs and conventions completes the spectrum of this newsletter.
Target group: The newsletter reaches subscribers, who are interested in the latest happenings in the industry.
Reach: 924 subscribers (Own counting, August 2019)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Date of publication</th>
<th>Data delivery: admangement @holzmann-medien.de</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nr. 1</td>
<td>22/01/2020</td>
<td>17/01/2020</td>
</tr>
<tr>
<td>Nr. 2</td>
<td>26/02/2020</td>
<td>21/02/2020</td>
</tr>
<tr>
<td>Nr. 3</td>
<td>25/03/2020</td>
<td>20/03/2020</td>
</tr>
<tr>
<td>Nr. 4</td>
<td>22/04/2020</td>
<td>17/04/2020</td>
</tr>
<tr>
<td>Nr. 5</td>
<td>27/05/2020</td>
<td>22/05/2020</td>
</tr>
<tr>
<td>Nr. 6</td>
<td>24/06/2020</td>
<td>19/06/2020</td>
</tr>
<tr>
<td>Nr. 7</td>
<td>22/07/2020</td>
<td>17/07/2020</td>
</tr>
<tr>
<td>Nr. 8</td>
<td>26/08/2020</td>
<td>21/08/2020</td>
</tr>
<tr>
<td>Nr. 9</td>
<td>23/09/2020</td>
<td>18/09/2020</td>
</tr>
<tr>
<td>Nr. 10</td>
<td>28/10/2020</td>
<td>23/10/2020</td>
</tr>
<tr>
<td>Nr. 11</td>
<td>25/11/2020</td>
<td>20/11/2020</td>
</tr>
<tr>
<td>Nr. 12</td>
<td>16/12/2020</td>
<td>11/12/2020</td>
</tr>
</tbody>
</table>
**ContentAd**

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.

**Price € 180**

---

**Billboard (600 x 240 pixels)**

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).

**Price € 210**

---

**FullAd (468 x 60 pixels)**

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

**Price € 160**

---

**Exclusive Newsletter Sponsoring**

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.

**Price € 500**

---

**StandAlone Newsletter**

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.

**Price € 850**
The special publication for architects

**Edition 2020**

**Brief outline:** As a special publication of GFF and sicht+sonnenschutz, 'design+building' offers you the opportunity to present your top references to the premium target group of architects.

**Recipients:**
- 1,970 Subscribers of GFF and sicht+sonnenschutz
- 4,300 Architects
- 3,000 Interior architects
- 230 Facade planners
- 200 Building and energy consultants
- 300 Holzmann media
- 1,000 Trade fair copies

**Advertising form:** Object report or alternatively a service portrait of your company (exclusive double page spread)

**Format:** 250 mm x 353 mm

**Circulation:** 11,000 copies

**Distribution:**
- Print edition: Directly to the recipients/trade fairs

**Dates:**
- Closing Date 07/08/2020
- Publication Date 25/09/2020

**Price:** 2,500,— € plus VAT per double page (no discounts or agency commission)

**Colours:** Printed according to DIN ISO 12647-2.

Ask for our detailed information flyer!
The international special publication to R+T 2021 in Stuttgart

Brief outline: 'R+T markets' is the exclusive international publication of leading European specialist publishers, which we will published to the R+T 2021 by responsibility of 'sicht+sonnenschutz' and together with our cooperation partner Messe Stuttgart.

The objective of 'R+T markets' is, in addition to Germany, to present a compact overview of the important international sun protection markets as well as putting trends and products into the focus. Partners additional to the fair are the involved specialist publishers.

'R+T markets' is addressed to a top-class international audience and appears cross-media in print and online (ePaper).

Facts and figures:
- Publication date:  18/09/2020
- Closing of booking/Printing material:  14/08/2020
- Language:  English
- Circulation:  5,000 copies
- Format:  DIN A4
- Scope:  52 pages

Distribution:
- Print edition (5,000 copies)
  - 200 Copies on the pre-press conference for R+T 2021
  - 4,300 Visitors of R+T 2021
  - 360 Specimen copies (20 per advertising partner)
  - 140 Copies Holzmann Media

Online edition
- Distribution of an ePaper several times via the newsletter sicht+sonnenschutz aktuell (over 1,000 recipients, rising trend) as well as the trade fair newsletter R+T News (approx. 7,000 recipients).
- Various postings on Facebook and tweets on Twitter
- Prominent integration incl. linking on the websites of sicht+sonnenschutz and R+T Stuttgart.

Advertisements:
- Format:  1/1 pages only
- Availability:  16 places inside as well as cover page 2 and 4
- Conditions:  Inner part € 1.300,00
  - Cover page € 1.600,00

All prices plus VAT (no discounts or agency commission)

Due to the limited ad space, the principle applies: first come, first serve!

Your contact persons:
- Thomas Pohl (in charge)
  Telephone +49 8247 354-185,
thomas.pohl@holzmann-medien.de
- Florian Faab
  Telephone +49 8247 354-125,
florian.faab@holzmann-medien.de