





Media Information 2018

No. 28, valid from 01/01/2018



- 1 Title: 'HOTEL+TECHNIK'
- 2 Brief outline: Thanks to its unique approach to technical content, 'HOTEL+TECHNIK' is a visionary guide providing reports, market overviews and survey reports for the entire hotel industry. As an experienced, sophisticated and high-circulation trade journal, 'HOTEL+TECHNIK' is an indispensable foundation for investment decisions in the technology, hotel construction, planning and management sectors. The journal reaches its target audience without wasted coverage by consistently focussing on technical content. The powerful brand of 'HOTEL+TECHNIK' creates varied platforms for manufacturing industries to get together with the hotel industry.
- 3 Target group: The principal target audience is hotel operators and decision-makers in owner-operated companies as well as managers, directors and decision-makers in chains and corporations. 'HOTEL+TECHNIK' is also able to reach hotel planners, architects and interior designers, as well as investors.
- 4 Frequency of publication: 8 issues annually
1 special edition 'Spezial Marktübersichten'
1 special publication 'hotelprojekte'
1 special edition 'PROFIKÜCHE der Zukunft'
- 5 Issue format: A4
- 6 Volume: 29th volume 2018
- 7 Issue : Annual subscription national € 89.90 (incl. VAT and postage)
Annual subscription abroad € 100.30 (incl. VAT and postage)
Single copy price € 12.50 (incl. VAT plus postage)
- 8 Corporate body: -
- 9 Membership/participation: IVW (Information community for the assessment of the circulation of media)
- 10 Publisher: AT-Fachverlag GmbH
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- 14 Circulation Analysis 2016 = 6 issues
- | | | | |
|-----------------------|-----------------------------------|----------|----------|
| Overall size: | 506 pages | = | 100.0 % |
| Editorial section | 400 pages | = | 79.1 % |
| Advertisement section | 106 pages | = | 20.9 % |
| thereof: | Job and classified advertisements | 0 pages | = 0.0 % |
| | Publisher advertisements | 16 pages | = 15.1 % |
| | Bound-in inserts | 2 pages | = 1.9 % |
| | Loose inserts | 3 items | |
- 15 Content analysis of the editorial section: not ascertained

Issue	Dates*	Hotel technology + architecture	Hotel design + interior equipment	Hotel operation	Ongoing topics
<p>1 February</p>	<p>DP: 28/02/2018 CD: 01/02/2018</p> <p>INTERGASTRA</p>  <p>SHK ESSEN</p>	<p>Fair special: Trends and product innovations by Intergastra and Internorga</p> <p>with special edition 'Spezial Marktübersichten'</p>	<p>Sanitary special: Design and technic for the bathroom</p> <p>Floor trends with market overview of carpet squares</p>	<p>Cleaning machines and clening agents</p> 	<p>Human resources management, New product from the sectors 'hotel technology + architecture', 'hotel design + interior equipment', 'hotel operation', Car pool, Facility management, Insurance, Financing, Purchasing, Pricing, Sales and marketing strategies, Collaborations, Certifications</p>
<p>2 April</p>	<p>DP: 13/04/2018 CD: 15/03/2018</p> <p>light+building</p>	<p>Trends by light+building: Lighting and building automation</p>	<p>Interior special: Full-service providers and desigs trends</p> <p>Outdoor design with market overview of sunshades</p>	<p>Hotel linen and textile care: washing, drying, pressing</p>	

Issue	Dates*	Hotel technology + architecture	Hotel design + interior equipment	Hotel operation	Ongoing topics
3 May	DP: 23/05/2018 CD: 23/04/2018	Heating and ventilation systems with market overview of decentralized ventilation systems Locking- and access systems	Windows, doors and textiles	Multimedia: TV applications and displays Special catering equipment: Ordering and cash systems, coffee machines, tabletop	
June	DP: 06/06/2018 CD: 25/04/2018	Special publication 	Reference projects in XXL format		
4 July	DP: 04/07/2018 CD: 07/06/2018	Fire safety Kitchen equipment	Wellness special: Pool, sauna, exercise equipment with market overview of outdoor pool	Sustainability and energy-saving strategies Drinking water hygiene, water treatment	
5 August	DP: 10/08/2018 CD: 16/07/2018	Special: Restoration and refurbishment	Sanitary equipment Bath accessories with market overview of hand dryers	Purchasing management Work clothing	Human resources management, New product from the sectors 'hotel technology + architecture', 'hotel design + interior equipment', 'hotel operation', Car pool, Facility management, Insurance, Financing, Purchasing, Pricing, Sales and marketing strategies, Collaborations, Certifications

Issue	Dates*	Hotel technology + architecture	Hotel design + interior equipment	Hotel operation	Ongoing topics
6 September	DP: 21/09/2018 CD: 27/08/2018	Combined heat and power unit (CHP)	Furnishing public and half-public spaces: Lobby, restaurant, conference, sanitary	Digital applications and software Cleaning machines and cleaning agents Market overview of coffee machines	Human resources management, New product from the sectors 'hotel technology + architecture', 'hotel design + interior equipment', 'hotel operation', Car pool, Facility management, Insurance, Financing, Purchasing, Pricing, Sales and marketing strategies, Collaborations, Certifications
		with special issue PROFIKÜCHE <i>der Zukunft</i>	Kitchen equipment and stylish atmosphere for health care and hotel industry		
7 November	DP: 02/11/2018 CD: 05/10/2018	Heating and ventilation systems Locking- and access systems	Hotel room furnishing, equipment and accessory	Hotel linen and textile care: washing, drying, pressing Market overview of shuttle cars	
8 Dezember	DP: 14/12/2018 CD: 19/11/2018	Innovation issue 360°: This year's new products from every sector, trends for the future			

*DP = Date of publication, CD = closing date. The editorial department reserves the right to change the topics for reasons of current relevance.

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

Format	Print space formats width x height in mm	Basic prices b/w	Prices 2-coloured	Prices 3-coloured	Prices 4-coloured
1/1 page	185 x 264	€ 6,410.-	€ 6,870.-	€ 7,330.-	€ 7,790.-
3/4 page	136 x 264 or 185 x 197	€ 4,830.-	€ 5,290.-	€ 5,750.-	€ 6,210.-
2/3 page	120 x 264 or 185 x 175	€ 4,300.-	€ 4,760.-	€ 5,220.-	€ 5,680.-
Junior page	135 x 190	€ 3,640.-	€ 4,100.-	€ 4,560.-	€ 5,020.-
1/2 page	90 x 264 or 185 x 130	€ 3,245.-	€ 3,705.-	€ 4,165.-	€ 4,625.-
1/3 page	58 x 264 or 185 x 88	€ 2,175.-	€ 2,545.-	€ 2,915.-	€ 3,285.-
1/4 page	90 x 130 or 43 x 264 or 185 x 63	€ 1,635.-	€ 2,005.-	€ 2,375.-	€ 2,745.-
1/8 page	90 x 63 or 43 x 130 or 185 x 30	€ 820.-	€ 1,005.-	€ 1,190.-	€ 1,375.-
2nd cover page	185 x 264				€ 8,360.-
3rd cover page	185 x 264				€ 8,360.-
4th cover page	185 x 264				€ 8,990.-

Millimetre price 1 column (43 mm wide) € 6.85

Entries supplier directory „Wer bietet was?“

Millimetre price 1 column (43 mm wide) € 4.90

2 Surcharges:

Placement Binding placement regulations: 10 % of basic price respectively

Colour Per standard colour (Euroscale) see price list.
 Surcharges for special colours per colour € 880,-
 irrespective of format (not discountable)

Format For advertisements on type area a bleed surcharge of 10 % on b/w basic price will be charged. Likewise a 10 % surcharge (non-discountable) on non-standard formats.

3 Discounts:

For purchase within one year of insertion (starting from the appearance of the first advertisement)

Frequency discount		Quantity scale	
2nd appearance	3 %	1 page	3 %
4th appearance	5 %	2 pages	5 %
6th appearance	10 %	4 pages	10 %
8th appearance	15 %	6 pages	15 %

No discount on stick-on advertising and additional technical charges.

4 Categories: „Wer bietet was?“ per mm (43 mm wide) € 4.90

Job advertisements € 3.85
 Classified advertisements € 1.95
 Purchases/sales € 3.85

per mm respectively, 1 column (43 mm wide)
 Job advertisements and occasional advertisements are not eligible for discounts.

5 Special types of advertising:

Bound-in inserts
 double-sided (1 sheet) € 7,000.-
 untrimmed format 216 x 306 mm
 trimmed format 210 x 297 mm

4 sides (2 sheets) € 8,800.-
 Required batch size 21,500 copies
 (Discount: 1 sheet = 1/1 advertisement page)

Inserts

(loose, maximum page size A4, machine-processed)

Prices incl. postage and shipping costs

Weight	Price
up to 25 g	€ 6,360.-

Inserts with greater weight upon request, likewise inserts that cannot be machine-processed.

Discounts are applied to inserts in accordance with the frequency scale.

Stick-on advertising

Postcards only in conjunction with a formatted carrier advertisement of at least 1/2 page, non-discountable € 1,890.-

For bound-in inserts, loose inserts and stick-on advertisements, the publisher requires an authentic sample before the closing date, if necessary a dummy with size and weight specifications.

6 Contact:

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7 Payment terms and bank details:

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1 Circulation monitoring:

2 Circulation analysis: Copies per issue as an annual average
 (July 1, 2016 to June 30, 2017)

Print run	21,292		thereof abroad	
Total circulation:	20,791		269	
Paid circulation:	2,585		60	
Copies subscribed:	535		60	
	thereof	0 member copies	0	
Other sales:	2,050			
Single-copy sale:	0			
Free copies:	18,206		209	
	thereof	817 laid out	0	
		3 display locations	0	
Remaining, file and archived copies:	501			

3 Geographical distribution analysis:

Economic region	Proportion of the total circulation	
	%	Copies
National	98.71	20,522
Abroad	1.29	269
Total circulation	100.00	20,791

3.1 Distribution according to the Nielsen regions:

Nielsen region I		
Schleswig-Holstein	3.30 %	677
Hamburg	1.34 %	275
Lower Saxony	8.27 %	1,697
Bremen	0.33 %	68
Nielsen region II		
Northrhine-Westphalia	15.26 %	3,132
Nielsen region IIIa		
Hesse	7.28 %	1,494
Rhineland-Palatinate	7.01 %	1,439
Saarland	0.92 %	189
Nielsen region IIIb		
Baden-Wuerttemberg	21.67 %	4,447
Nielsen region IV		
Bavaria	19.84 %	4,072
Nielsen region V		
Berlin	2.71 %	556
Nielsen region VI		
Brandenburg	1.76 %	361
Mecklenburg-West Pomerania	0.64 %	131
Saxony-Anhalt	1.53 %	314
Nielsen region VII		
Saxony	3.19 %	655
Thuringia	2.37 %	486
Other	2.58 %	529
Total circulation national	100.00 %	20,522

Brief summary of the data collection method

- Method: Distribution analysis through data evaluation - total survey
- Population: Total circulation 20,791 = 100 %, not recorded in the survey 235 = 1.13 %
- Random sampling: Total survey
- Target person of the survey: Does not apply
- Period of the survey: August 2017
- Implementation of the survey: Publisher

The detailed survey method can be found at www.hotelundtechnik.de/erhebungsmethode.

1.1 Industry/economic sectors/types of companies

WZ 2008 Code	Recipient groups (classification of the industrial sectors)	Proportion of the total circulation	
		%	Copies
55.1 / 55.2 / 55.9	Hotels, B&Bs, inns	75.0	15,586
71.11	Architectural firms	5.3	1,109
71.11.2	Interior design firms	5.0	1,045
71.12.1 / 71.12.2 / 71.12.9	Engineering firms, specialist planners, hotel internal planning firms, project developer	6.3	1,312
55.10.1 / 68.32	Group administration	2.9	598
64.2 / 64.3 / 64.9	Investors	1.0	205
70	Financial consultants	0.6	124
	Associations, schools, public facilities	0.4	85
	Others	2.8	591
	Without allocation	0.7	136
	Total circulation	100.0	20,791

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