

Media Information 2019

No. 30, valid from 01/01/2019



373.000 readers
according to AWA 2018

Number 1 monthly
magazine in the LAE 2018
in coverage for a
self-employed

Online | Mobile advertise-
ment starting from
page 13

BUSINESS MAGAZINE

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WEBSITE

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NEWSLETTER

| | | |
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CONTACT PERSONS

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The General Business Terms and Conditions for advertisements and supplementary inserts, as well as online advertisements in each current version apply, available at: www.holzmann-medien.de/agbb

THE MEDIA BRAND



The journal/
online platform:

'handwerk magazin' is the only across-industries business magazine appearing nationally for businesses in the skilled trade sector. It provides important information, analyses, services, examples of past successes and best-practice cases for the central business areas of activities. The layout is structured with a modern appearance and it is easy to read. Attractive pictures involve the readers in the articles and create an emotional bond. Clearly structured user-friendly sections help the reader to obtain the facts effectively. Every article aims to be an enjoyable read while delivering maximum benefit to the user. Every article is linked to www.handwerk-magazin.de. As a service portal, the website www.handwerk-magazin.de offers comprehensive help with work, calculation tools and check lists for small and mid-sized businesses. The interplay of print and online assists the entrepreneur to manage his business even more successfully. Reporting is true to the fact, clear, independent and reliable. This makes 'handwerk magazin' the first stop for skilled crafts and trade businesses.

The topics:

'handwerk magazin' is the business magazine for skilled crafts and trade entrepreneurs that make things happen. Coverage of articles centers on business values, successes, strategies of the entrepreneurs. It provides all essential information from the areas of "market and opportunities", "operation and management", "finance and insurance" and "taxation and law" for managing a business successfully. That includes new developments in labour and tax law over classic and alternative methods of company financing to marketing or innovation management. A central focus is the management of investments of larger amounts requiring a high level of reliability in decision-making: Vehicle fleet management, IT and telecommunications equipment, digitization and the acquisition and financing of machinery. Reporting on insurance and retirement provisions for business entrepreneurs, as well as private financial investments are widely covered.

The readers/the users: 'handwerk magazin' is considered required reading for company managers wanting to make the most out of their business. The target group comprises successful skilled trade companies and master craftsmen, as well as those still in training shortly before starting their own business or taking over an established one. These entrepreneurs operate with an expansive and innovative strategy in their markets.

Frequency of publication: monthly
 Magazine format: 210 mm wide x 280 mm high
 Year: 33rd year 2019
 Purchase price: Annual subscription national € 104.90 (incl. VAT and postage)
 Annual subscription abroad € 119.30 (incl. VAT and postage)
 Retail price € 8.90 (incl. VAT and postage)
 Digital app edition (annual subscription) € 89.99 (incl. VAT)
 Print+digital combi subscription national € 115.50 (incl. VAT + postage)
 Print run: 79,140 copies countrywide (IVW 2/2018)
 Publishing house: Holzmann Medien GmbH & Co. KG
 P.O. Box 1342, 86816 Bad Wörishofen, Germany
 Gewerbestraße 2, 86825 Bad Wörishofen, Germany
 Telephone +49 8247 354-126
 Fax +49 8247 354-4126
www.holzmann-medien.de
www.handwerk-magazin.de/mediaservice
anzdzhm@holzmann-medien.de
 Payment terms and bank details: Within 14 days of date of invoice without deduction;
 VAT No. DE 129 204 092
 Sparkasse Memmingen
 IBAN: DE50 7315 0000 0000 1017 09, BIC: BYLADEM1MLM

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

| Size in page sections | Print space formats width x height in mm | Prices coloured and b/w | Formats in the section size width x height in mm |
|-------------------------------------|------------------------------------------|-------------------------|-----------------------------------------------------------|
| | | | Bleed difference: plus 3 mm bleed allowance on all sides. |
| 1/1 | 180 x 240 | € 17,460.- | 210 x 280 |
| 2/3 vertical | 120 x 240 | € 11,640.- | 133 x 280 |
| 1/2 horizontal | 180 x 120 | € 8,730.- | 210 x 135 |
| 1/2 vertical | 90 x 240 | | 103 x 280 |
| 1/3 vertical, single column | 56 x 240 | € 5,820.- | 73 x 280 |
| 1/3 horizontal | 180 x 80 | | 210 x 105 |
| 1/4 horizontal | 180 x 60 | € 4,365.- | Placement together with other advertisements |
| 1/4 vertical | 90 x 120 | | |
| 1/6 vertical, single column | 56 x 120 | € 2,910.- | |
| Classified advertisements | Millimere price b/w in colour | € 14.40 | € 18.20 |
| Grip corner title page (top right) | Length 58 mm | € 5,950.00 | |
| 2nd and 4th cover page (4-coloured) | | € 19,210.00 | |

Discounts:

| Quantity discounts | frequency schedule |
|--------------------|--------------------|
| from 3 ads 5 % | 3 x 5 % |
| from 6 ads 10 % | 6 x 10 % |
| from 9 ads 15 % | 9 x 15 % |
| from 12 ads 20 % | 12 x 20 % |

- Placement surcharge: 10 % (discount)
- Special placements: 50 % (e.g. next to editorial)
- Printing across the binding, bleed and print space overlap are not included.
- All special colours are to be in the Euroscale format.
- Special formats on request
- Price list for special issues page 5

Taking over of advertisements to the digital E-Paper app follows free of charge.
Enrichments per advertisement: € 490.-. Integration of AdSpecials – upon request.

Scheduling tip!

Freelance-combi issues: [Deutsche Handwerks Zeitung and handwerk magazin](#)
Additional 10 % for advertisements from the same campaign in the same time period

Medium-sized company combination: [handwerk magazin and Der Handel](#)
Additional 3 % for advertisements from the same campaign in the same time period



Das Wirtschaftsmagazin für
den erfolgreichen Unternehmensstart

Special issue I Gründer

Special issue for a successful
business start up

Print run: 40,000 copies

Date of publication: 15/05/2019
Advertising deadline: 17/04/2019
Print data: 25/04/2019

Price list Gründer

| | | |
|-----|-------|------------|
| 1/1 | bw/4c | € 13,340.- |
| 2/3 | bw/4c | € 9,900.- |
| 1/2 | bw/4c | € 6,670.- |
| 1/3 | bw/4c | € 4,450.- |
| 1/4 | bw/4c | € 3,335.- |
| 1/6 | bw/4c | € 2,225.- |



Das Wirtschaftsmagazin für
die erfolgreiche Betriebsnachfolge

Special issue II Nachfolger

Special issue for a successful
company succession

Print run: 50,000 copies

Date of publication: 13/11/2019
Advertising deadline: 17/10/2019
Print data: 24/10/2019

Price list Nachfolger

| | | |
|-----|-------|------------|
| 1/1 | bw/4c | € 14,840.- |
| 2/3 | bw/4c | € 9,900.- |
| 1/2 | bw/4c | € 7,420.- |
| 1/3 | bw/4c | € 4,950.- |
| 1/4 | bw/4c | € 3,710.- |
| 1/6 | bw/4c | € 2,475.- |

2nd and 4th
cover page + 10 %

Scheduling tip:

A 20 % discount is granted when
booking both special issues!

Alternative:
Discount with
'handwerk magazin'

See 'handwerk magazin'
for formats and pricing

| | Inserts | Bound-in inserts | Affixed insertion |
|-------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Definition | Inserts are loosely enclosed, finished printed matter. | Bound-in inserts are printed matter/leaflets that are securely attached to the magazine. These are to be provided by the principal as a finished item. | Affixed items are to be attached in such a manner to the associated advertisement that they can be removed effortlessly. The following material is considered suitable: a) Postcards or other oblong, unfolded printed matter. b) Envelopes with content (loosely closed, max. weight 20 g). Other versions are only acceptable by prior arrangement. |
| Placement allocation options | Total print run Total subscription run Sector inserts on request. Exclusion of competitors and exclusive insertion rights are not granted. | It is only possible to use the total print run. | The basic advertisement in the total print run 1/1 page, calculated as per price list no. 30 |
| Formats | Minimum format 105 x 148 mm (DIN A6) Maximum 200 x 270 mm Multi-page supplements are positioned with the closed side facing toward the spine of the magazine. | Bleed section specifications: 3 mm on each side uncut format 216 x 286 mm cut format 210 x 280 mm Delivery is required in the uncut format and folded. | Minimum format 60 x 100 mm Maximum 148 x 210 mm |
| Paper weight | Two-page inserts min. 115 g/m ² Four-page inserts min. 90 g/m ² More extensive inserts min. 60 g/m ² | min. 115 g/m ² | - |
| Prices | Every thousand started, not discountable. Up to 10 g individual weight € 225.- per thou. Up to 20 g individual weight € 235.- per thou. Up to 30 g individual weight € 245.- per thou. Heavier supplements available upon request. | Every thousand started, not discountable. 2 pages bound-in inserts € 225.- per thou. 4 pages bound-in inserts € 245.- per thou. More comprehensive supplementary booklets available upon request. | Every thousand started, not discountable. Up to 20 g individual weight € 99.- per thou. The prices may increase should the nature of the item affixed creates more work or additional costs. Additional postage is charged for items affixed having a thickness of 3 mm or more. |
| Directions | It is necessary to submit a sample (in 5 fold to the publisher address) on placing the order. The order is only binding after approval is given by the publishing house. Inserts, affixed insertions and bound-in inserts need to be delivered in convenient sizes, well-packed and suitable for machine processing (e.g. no fanfolds) at least 3 weeks prior to the first available day of sale. Delivery to: Vogel-Druck, keyword hm/No., Leibnizstr. 5, 97204 Höchberg, Germany. Details on the number of items transported, journal title and the issue No. are required. A sample must be visibly attached to each package item. The completion of the print run takes precedence over the insert should processing difficulties occur. Joint advertising only by arrangement! | | |

Taking over of AdSpecials to the digital E-Paper app editions upon request.

| | |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Issue format: | 210 mm wide x 280 mm high (plus 3 mm margins on all pages) |
| Print process: | cover: sheet-fed offset printing inner part: reel-fed offset printing |
| Binding methods: | adhesive bond |
| Paper quality: | Inner part: 70 g/m ² , almost wood-free, white matte, image quality paper (LWC) Envelope: 150g/m ² , wood-free, white glossy, image quality paper |
| Colours: | Euro-scale (CMYK) Special colours must be created in the colours of the euro-scale. |
| Colour order | K – C – M – Y |
| Dot gain: | 40 % field (coloured) 13 % – 16 % 80 % field 10 % – 12 % |
| Full tone density: | K-black = 1.80 C-cyan = 1.50 M-magenta = 1.50 Y-yellow = 1.40 |
| Data transfer | via email to anzdzhm@holzmann-medien.de, with download link |
| Data formats: | closed documents: PDF documents (1.4 standard) for optimal printing Data resolution: 300 dpi All used fonts are embedded |
| Data archiving: | maximum 1 year |

Profile

Cover: ISO coated v2 (eci)
Inner part: PSO LWC Improved (eci)

Information:

No reliably consistent colour reproduction on paper commensurate with the purpose is able to be guaranteed without delivery of the proofs.

Claims based on incorrect data/material are not accepted by the publisher. Reference copy proofs are not created.

In the event of corrections or incorrectly printed details, please send the files again.

The format of the advertisement document must correspond to the advertisement.

Due to the adhesive bond, advertisements, placed on the band, are poorly visible on both sides, up to 5 mm on the band. This must be taken into account when designing the printed documents.

The U2 and U3 cover pasting is 7 mm.

Send proofs to:
Holzmann Medien GmbH & Co. KG
Ad scheduling hm
Gewerbstraße 2
86825 Bad Wörishofen, Germany

For inquiries:
Tel.+49(0)8247 354 194

| Issue | Date of publication | Advertising deadline | Final date for production print master | Editorial topics Print | Online: Newsletter unternehmertipp-spezial and Recht&Steuern |
|--------------------------------------------|---------------------|----------------------|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1/2019 | 21/12/2018 | 27/11/2018 | 05/12/2018 | 2019 trade fairs, car trends for 2019, social media | Trade fairs: 10/01/2019 Utility vehicles + pick-up + SUV: 17/01/2019 Occupational safety + health + workwear: 24/01/2019 Legal affairs & taxes: 31/01/2019 |
| 2/2019 | 01/02/2019 | 09/01/2019 | 16/01/2019 | Digital services (finances, assets, insurance), healthcare + prevention | Mobile business + payment systems: 07/02/2019 Financial investments: 14/02/2019 Holiday + travel insurance: 21/02/2019 Legal affairs & taxes: 28/02/2019 |
| 3/2019 | 01/03/2019 | 05/02/2019 | 12/02/2019 | Workwear, industry software, commercial construction, infrastructure, mobility, IHM 2019 | Commercial construction: 07/03/2019 IT + digitization: 14/03/2019 Occupational safety + health + workwear: 21/03/2019 Legal affairs & taxes: 28/03/2019 |
| 4/2019 | 01/04/2019 | 07/03/2019 | 13/03/2019 | Vehicle fleet/alternative fuels, occupational pension (bAV) and occupational health insurance (bKV) for staff retention, 3-D printers, tax portals (cloud) Special supplement BAU (with 'Deutsche Handwerks Zeitung') | Electric mobility: 04/04/2019 Construction 2019: 11/04/2019 Occupational safety + health + workwear: 18/04/2019 Legal affairs & taxes: 30/04/2019 |
| 5/2019 | 02/05/2019 | 03/04/2019 | 10/04/2019 | Financing for medium sized companies/subsidies, energy, European elections | Financing for medium sized companies + subsidies: 02/05/2019 BAUMA: 09/05/2019 Energy: 23/05/2019 Legal affairs & taxes: 29/05/2019 |
| SI Gründer I Starting a business | 15/05/2019 | 17/04/2019 | 25/04/2019 | Start-up funds/financing, risc coverage, digitization, vehicle fleet | Founders: 16/05/2019 |
| 6/2019 | 03/06/2019 | 07/05/2019 | 14/05/2019 | Workwear, manager policies, franchise Special supplement Handwerk Digital (with 'Deutsche Handwerks Zeitung') | Handwerk Digital: 06/06/2019 Transporters + GPS: 13/06/2019 Occupational safety + health + workwear: 19/06/2019 Legal affairs & taxes: 27/06/2019 |

| | | | | | |
|------------------------------------|------------|------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7/2019 | 01/07/2019 | 05/06/2019 | 13/06/2019 | Vehicle fittings, logistics and courier services, new working models (career + family), banking partners for medium sized companies | Work 4.0: 04/07/2019 Claims management: 11/07/2019 Transporters + fittings: 18/07/2019 Legal affairs & taxes: 25/07/2019 |
| 8/2019 | 01/08/2019 | 08/07/2019 | 16/07/2019 | Design + function in the executive office, business software, BIM, further education | IT + digitization: 01/08/2019 Training and further education: 08/08/2019 Office equipment/furnishings: 14/08/2019 Legal affairs & taxes: 29/08/2019 |
| 9/2019 | 02/09/2019 | 06/08/2019 | 13/08/2019 | IAA trends, company insurance, smart home (IFA) | Car trends at IAA: 05/09/2019 IT + digitization (focus on smart home): 12/09/2019 Factory insurance: 19/09/2019 Legal affairs & taxes: 26/09/2019 |
| 10/2019 | 01/10/2019 | 05/09/2019 | 12/09/2019 | Alternative financing + subsidies, vehicle fleet management/fuel cards | Fleet management + fuel cards: 02/10/2019 Financing for medium sized companies + subsidies: 10/10/2019 Occupational safety + health + workwear: 17/10/2019 Legal affairs & taxes: 31/10/2019 |
| 11/2019 | 02/11/2019 | 08/10/2019 | 15/10/2019 | Money + assets with funds overview, real estate Special supplement Workwear + occupational safety for A+A (with 'Deutsche Handwerks Zeitung') Special supplement Handwerk Digital (with 'Deutsche Handwerks Zeitung') | Handwerk Digital: 07/11/2019 Finance + assets: 21/11/2019 Occupational safety + health + workwear: 14/11/2019 Legal affairs & taxes: 28/11/2019 |
| SI Gründer II Successor | 13/11/2019 | 17/10/2019 | 24/10/2019 | Subsidies for successors/financing, digitization, vehicle fleet, commercial insurance | Financing + subsidies (Successor): 27/11/2019 |
| 12/2019 | 02/12/2019 | 06/11/2019 | 14/11/2019 | Healthcare + Prevention, tool trends + machines Special supplement FASCINATION Watches + Cars | FASCINATION: Beautiful watches + classic cars: 05/12/2019 Occupational safety + health + workwear: 12/12/2019 Outlook for 2020: 19/12/2019 Legal affairs & taxes: 18/12/2019 |
| 1/2020 | 20/12/2019 | 27/11/2019 | 04/12/2019 | Car innovations for 2020, trade fairs 2020 | |

- Subject to change -

Main regular editorial topics: Trends, market, business operations (with car and digitization), finance, taxation + law, private

Circulation monitoring:



Circulation analysis: Copies per issue as an annual average
(July 1, 2017 to June 30, 2018)

| | | | |
|--------------------------------------|--------|-----------------------|-------|
| Print run | 81,883 | | |
| Total circulation: | 79,037 | | |
| Paid circulation: | 23,476 | | |
| Copies subscribed: | 16,981 | thereof member copies | 6,717 |
| | | multiple copies | 169 |
| Other sales: | 6,377 | | |
| Single-copy sale: | 118 | | |
| Free copies: | 55,561 | thereof laid out: | 518 |
| | | display locations: | 4 |
| Remaining, file and archived copies: | 1,076 | | |

Geographical distribution analysis:

| Economic region | Proportion of the total circulation | |
|-------------------|-------------------------------------|--------|
| | % | Copies |
| National | 99.96 | 79,008 |
| Abroad | 0.04 | 29 |
| Total circulation | 100.00 | 79,037 |

Distribution according to the Nielsen regions/
Federal states:

Proportion of the total circulation
% Copies

| | | |
|-----------------------------------|---------------|---------------|
| Nielsen region I | | |
| Schleswig-Holstein | 3.17 | 2,505 |
| Hamburg | 1.05 | 830 |
| Lower Saxony | 8.69 | 6,866 |
| Bremen | 0.55 | 434 |
| Nielsen region II | | |
| Northrhine-Westphalia | 18.49 | 14,609 |
| Nielsen region IIIa | | |
| Hesse | 6.03 | 4,764 |
| Rhineland-Palatinate | 3.86 | 3,050 |
| Saarland | 2.14 | 1,691 |
| Nielsen region IIIb | | |
| Baden-Wuerttemberg | 14.65 | 11,574 |
| Nielsen region IV | | |
| Bavaria | 25.83 | 20,407 |
| Nielsen region V | | |
| Berlin | 1.72 | 1,359 |
| Nielsen region VI | | |
| Brandenburg | 1.94 | 1,533 |
| Mecklenburg-West Pomerania | 0.90 | 711 |
| Saxony-Anhalt | 2.40 | 1,896 |
| Nielsen region VII | | |
| Saxony | 5.49 | 4,338 |
| Thuringia | 3.09 | 2,441 |
| Total circulation national | 100.00 | 79,008 |

Analysis of recipient structure according to industry/economic sectors/types of companies:

| Dept./Group/Class | Recipient groups according to classification of the industrial sector | Proportion of the total circulation | % | copies |
|-------------------|-----------------------------------------------------------------------|-------------------------------------|--------|--------|
| | Commercial Production | | | |
| 15,16 | Food industry | | 1.26 | 996 |
| 17,18,19 | Textiles and clothing industry | | 0.55 | 435 |
| 20 | Wood industry | | 5.95 | 4,701 |
| 21,22 | Paper and publishing industry | | 0.11 | 87 |
| 23,24,25 | Chemical industry | | 0.19 | 150 |
| 14,26 | Mining and quarrying | | 0.99 | 782 |
| 27,28 | Metalworking and metal processing/Mechanics | | 6.33 | 5,001 |
| 29 | Mechanical engineering | | 2.50 | 1,975 |
| 30,31,32 | Electrical engineering/Electronics/Communications engineering | | 2.68 | 2,117 |
| 33 | Medical, measurement, control and regulation technologies | | 1.42 | 1,122 |
| 34 | Vehicle construction | | 0.73 | 577 |
| 36 | Furniture, jewellery and toy manufacture | | 3.22 | 2,544 |
| | Building industry | | | |
| 451-452 | Main construction trade | | 9.02 | 7,127 |
| 453-454 | Building installation and fishing trade | | 34.93 | 27,597 |
| | Business trade | | | |
| 50 | Automobile trade and repair | | 6.73 | 5,317 |
| 51 | Wholesale trade and commission trade | | 7.98 | 6,305 |
| 521-526 | Retail trade | | 0.92 | 727 |
| | Commercial services | | | |
| 65,66,67 | Credit and insurance industry | | 0.09 | 71 |
| 72 | Data processing | | 0.13 | 103 |
| 741-746 | Advisory/planning/advertising | | 1.42 | 1,122 |
| 747, 9301 | Industrial cleaning | | 3.64 | 2,876 |
| 9302 | Hairdressing industry | | 0.80 | 632 |
| 748, 9303 | Other service industries | | 4.81 | 3,800 |
| | Public facilities | | | |
| 75 | Regional authorities | | 0.01 | 8 |
| 80 | Education and instruction | | 0.55 | 435 |
| 90 | Sewage and refuse disposal | | 0.01 | 8 |
| 91 | Special interest groups | | 0.91 | 718 |
| 85, 92 | Other public facilities | | 0.07 | 55 |
| | Other information | | 0.11 | 87 |
| | No information | | 1.94 | 1,533 |
| | | | 100.00 | 79,008 |
| | Abroad (not ascertained) | | | 29 |
| | Total circulation | | | 79,037 |

Source: Classification of economic sectors by the Federal Office of Statistics, Wiesbaden.

'handwerk magazin' came first place of monthly magazines in the group of independents in the LAE 2018.

The brand 'handwerk magazin' (trade magazine) provides client-advertisers excellent access to medium-sized handicraft businesses, which are an exclusive target group. Information of our online offers can be found on page 13 onwards.

Scheduling tip LAE: Medium-sized company combination!

Simultaneous bookings of 'handwerk magazin' and 'Der Handel' (same campaign, same time period) are granted an additional 3 % discount on the LAE medium-sized company combination.

Scheduling tip AWA: Freelance-combi issues!

Simultaneous bookings of 'handwerk magazin' and 'Deutsche Handwerks Zeitung' (same campaign, same time period) are granted an additional 10 % combination discount.

Self-employed (at least 6 employees) scope monthly titles, LAE 2018

| | Reach | |
|-------------------------|--------------|----------------------|
| | Readers in % | Readers in thousands |
| Basis | 100.0 | 567 |
| handwerk magazin | 19.1 | 108 |
| Markt und Mittelstand | 11.9 | 67 |
| Manager Magazin | 8.8 | 50 |
| Der Handel | 7.8 | 44 |
| Capital | 7.8 | 44 |
| Creditreform | 5.2 | 29 |
| Brand eins | 3.7 | 21 |
| Impulse | 2.9 | 17 |
| Cicero | 2.4 | 14 |

Sole decision-makers: finance (LAE 2018)

| | Reach | |
|-------------------------|--------------|-----------------|
| | Readers in % | Readers in thou |
| Basis | 100.0 | 1,018 |
| handwerk magazin | 10.1 | 103 |
| Capital | 10.0 | 101 |
| Manager Magazin | 8.8 | 89 |
| Markt und Mittelstand | 7.9 | 81 |
| Creditreform | 6.9 | 70 |
| Brand eins | 4.5 | 46 |
| Der Handel | 4.2 | 43 |
| Cicero | 3.7 | 38 |
| Impulse | 3.4 | 35 |

Sole decision-makers of the fleet: transporters (LAE 2018)

| | Reach | |
|-------------------------|--------------|-----------------|
| | Readers in % | Readers in thou |
| Basis | 100.0 | 395 |
| handwerk magazin | 21.6 | 85 |
| Markt und Mittelstand | 12.5 | 49 |
| Manager Magazin | 8.9 | 35 |
| Der Handel | 8.0 | 32 |
| Capital | 7.7 | 30 |
| Creditreform | 5.2 | 21 |
| Brand eins | 4.0 | 16 |
| Impulse | 3.5 | 14 |
| Cicero | 3.2 | 13 |

Sole decision-makers: ITC (LAE 2018)

| | Reach | |
|-------------------------|--------------|-----------------|
| | Readers in % | Readers in thou |
| Basis | 100.0 | 1,231 |
| Manager Magazin | 8.7 | 107 |
| handwerk magazin | 8.5 | 105 |
| Capital | 8.2 | 101 |
| Markt und Mittelstand | 7.3 | 90 |
| Creditreform | 5.6 | 70 |
| Brand eins | 5.5 | 67 |
| Cicero | 4.5 | 56 |
| Der Handel | 4.4 | 54 |
| Impulse | 3.8 | 47 |

Sole decision-makers: car fleet (LAE 2018)

| | Reach | |
|-------------------------|--------------|-----------------|
| | Readers in % | Readers in thou |
| Basis | 100.0 | 862 |
| handwerk magazin | 11.8 | 102 |
| Manager Magazin | 8.7 | 75 |
| Capital | 8.1 | 70 |
| Markt und Mittelstand | 7.5 | 65 |
| Creditreform | 5.1 | 44 |
| Cicero | 4.3 | 37 |
| Impulse | 4.1 | 36 |
| Brand eins | 4.1 | 36 |
| Der Handel | 4.0 | 34 |

Web address: www.handwerk-magazin.de

Brief outline: www.handwerk-magazin.de is the high-value utility portal for trade entrepreneurs and SME. The portal offers a solution for every challenge which the contractor is confronted with today or will be confronted with in the future. It provides journalistic articles in conjunction with solutions to practical issues. The latest reports or articles provide checklists, form submissions, interactive calculators and tests.

This is supplemented by an informative newsletter and the mobile format of the handwerk magazin app.

Target group: Self-employed businessmen with medium-sized companies in the



trade sector

Data access control:

IVW: Verified usage data
 AGOF: Data on scope and structure

Your campaign's online scope



Source: Visits and page impressions – IVW August 2018 |
 Online unique user – AGOF digital facts July 2018

Publishing house:

Holzmann Medien GmbH & Co. KG
 P.O. Box 13 42, 86816 Bad Wörishofen, Germany
 Gewerbestraße 2, 86835 Bad Wörishofen, Germany
 Telephone +49 8247 354-147
 Fax +49 8247 354-4147
www.handwerk-magazin.de
www.holzmann-medien.de/media-sales/digital/handwerk-magazin/

Contact persons

Sales:

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 Telephone + 49 8247 354-147, rebecca.koch@holzmann-medien.de

Elena Burkart
 Telephone + 49 8247 354-225, elena.burkart@holzmann-medien.de

Eva Maria Hammer
 Telephone + 49 8247 354-177, eva-maria.hammer@holzmann-medien.de

Sandra Lazzari
 Telephone + 49 8247 354-202, sandra.lazzari@holzmann-medien.de

Campaign management:

Telephone + 49 8247 354-223, admanagement@holzmann-medien.de



Display formats and prices (Information in CPM Cost per Mille)

| Type of advertising | Dimension | Run of Site | Run of Network |
|------------------------------|--------------------------|-------------|----------------|
| Superbanner** | 728 x 90 pixels | € 80.00 | € 60.00 |
| Sticky Superbanner** | 728 x 90 pixels | € 80.00 | € 60.00 |
| XXL Superbanner** | 728 x 250 pixels max. | € 85.00 | € 65.00 |
| Skyscraper Wide Skyscraper | 120-160 x 600 pixels | € 90.00 | € 70.00 |
| XXL Skyscraper | 420 x 600 pixels max. | € 95.00 | € 75.00 |
| Medium Rectangle* | 300 x 250 pixels | € 100.00 | € 80.00 |
| HalfpageAd* | 300 x 600 pixels | € 110.00 | € 90.00 |
| Overlay | 300-400 x 300-500 pixels | € 120.00 | € 100.00 |
| BanderoleAd | 770 x 250 pixels | € 125.00 | € 105.00 |
| TandemAd | see individual formats | € 130.00 | € 110.00 |
| AdBundle | see individual formats | € 135.00 | € 115.00 |
| Wallpaper | see individual formats | € 135.00 | € 115.00 |
| Billboard | 940 x 250 pixels | € 150.00 | € 130.00 |
| FireplaceAd | see individual formats | € 155.00 | € 135.00 |

*cross devices: on all end devices **devices: desktop und tablet

Targeting: € 5/CPM

Frequency capping: € 5/CPM

Content formats

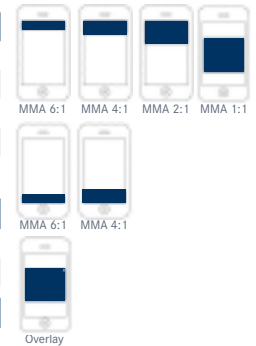
| Type of advertising | Price |
|-------------------------|--------------|
| Advertorial/White paper | upon request |
| Moving images/VideoAd | upon request |
| Topic sponsoring | upon request |
| TextAd | upon request |

Mobile formats and prices (Information in CPM Cost per Mille)

| Integrated banner | Dimension | CPM |
|--------------------------|------------------|---------|
| MMA 6:1 | 300 x 50 pixels | € 50.00 |
| MMA 4:1 | 300 x 75 pixels | € 55.00 |
| MMA 2:1 | 300 x 150 pixels | € 65.00 |
| MMA 1:1 Medium rectangle | 300 x 250 pixels | € 80.00 |
| Mobile HalfpageAd | 300 x 600 pixels | € 90.00 |

| Sticky banner | Dimension | CPM |
|---------------|-----------------|---------|
| MMA 6:1 | 300 x 50 pixels | € 55.00 |
| MMA 4:1 | 300 x 75 pixels | € 60.00 |

| Mobile overlay | Dimension | CPM |
|----------------|------------------|----------|
| Overlay | 300 x 400 pixels | € 100.00 |



Please enquire about availability in due time before placing an order. All prices specified are subject to statutory VAT.

Discounts: upon request

Payment terms and bank details: see page 3

Technical specifications: www.holzmann-medien.de/specs

Delivery address: admanagement@holzmann-medien.de

Delivery period: approx. 3 days before the campaign launch



UNSERE CHANNELS. UNSERE ZIELGRUPPEN

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Das Netzwerk **handwerks-channel** mit den B2B-Entscheidern im Mittelstand Handwerk.

www.holzmann-medien.de/media-sales

Name: handwerk magazin-unternehmertipp
handwerk magazin-unternehmertipp spezial
handwerk magazin-recht&steuern

Web address: www.handwerk-magazin.de/newsletter

Brief outline: 'handwerk magazin's' weekly newsletter "Business tips" provides the reader with economic tips and solutions for their business whilst bringing them up-to-date with sample contracts, check lists, computers and much more.

There is also a monthly edition of the "Business tips special", which always deals with a relevant topic for business owners: from financing, equipment and software, to safety at work and health care.

'handwerk magazin's' monthly newsletter, Law & Taxation provides free legal and tax tips for handcraft businesses - exclusively for the economy magazine subscribers. It deals with the most important taxation and legal topics in a professional, practice-oriented, intelligible manner.

Target group: Freelance companies from the medium sized company trade sector.

Frequency of publication: weekly or monthly

Types of advertising and prices:

| Type of advertising | Dimension | Newsletter | Basic price/ appointment | Monthly price (4 appointments) |
|---------------------|------------------------------------------------------------|-------------------------------------------------------------------|-----------------------------|-----------------------------------|
| TextAd | 350 characters + graphics w 240 pixels x h 190 pixels max. | handwerk magazin-unternehmertipp handwerk magazin-recht&steuer | € 550.- € 400.- | € 1,650.- - |
| FullAd | 468 x 60 pixels | handwerk magazin-unternehmertipp handwerk magazin-recht&steuer | € 550.- € 400.- | € 1,650.- - |
| Medium Rectangle | 300 x 250 pixels | handwerk magazin-unternehmertipp handwerk magazin-recht&steuer | € 550.- € 400.- | € 1,650.- - |

handwerk magazin-unternehmertipp spezial € 650.- /1 appointment
Topics see page 8-9.

Technical specifications: www.holzmann-medien.de/specs

Delivery address: admanagement@holzmann-medien.de

Delivery period: approx 3 days before the campaign launch

Publishing house: Holzmann Medien GmbH & Co. KG
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Your contact

| | | | | | |
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| Regions | Bavaria, Baden-Wuerttemberg, Berlin, eastern states of Germany | Bremen, Hamburg, Münster, Lower Saxony, Osnabrück, East Westphalia, Schleswig-Holstein | North Rhine-Westphalia excl. Münster, Osnabrück and East Westphalia | Hesse, Rhineland-Palatinate, Saarland | Bavaria (category/trade) |
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All information about our print and online offers can be found at www.holzmann-medien.de/media-sales



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