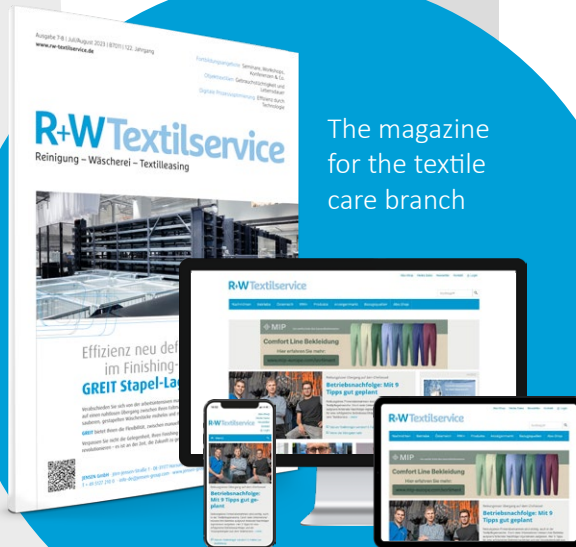


# R+W Textilservice

MEDIA-INFORMATION 2024  
No. 51, valid from 1.1.2024



The magazine  
for the textile  
care branch

[www.rw-textilservice.de](http://www.rw-textilservice.de)

AUDIENCE.

CHANNELS.

THEME PLAN.

PRICE LIST

WEBSITE.

NEWSLETTER.

CONTACT PERSONS

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# OUR TARGET GROUP



## R+WTextilservice – THE MAGAZINE FOR THE TEXTILE CARE INDUSTRY

### OUR READERS



#### Main audience

Entrepreneurs, specialists and managers from all sectors of the textile care industry: laundry services, textile cleaning, textile leasing companies



#### More readers

Laundries in lodging and gastronomy, clinics/hospitals and care facilities

Machine manufacturers  
Accessories industry

Analysis and recipient structure

# OUR CHANNELS



## PRINT

### R+WTextilservice – THE MAGAZINE FOR THE TEXTILE CARE INDUSTRY

'R+WTextilservice' appears in the 123th year with 11 issues annually and a print run of 4.500 copies + 500 copies digitally. 1.390 copies are subscribed (IWW 1/2023).

R+WTextilservice is the most-subscribed magazine in the German-speaking textile care industry.

'textilpflege kompakt': Every two years (new edition in September 2025), an industry portrait will be published. Manufacturers, service providers and special interest groups present themselves and put their activities into the focus of their clients.

Fair-plan for Texcare International Frankfurt/Main: An area plan, including information on the fair themselves as well as on manufacturers, is published.

## DIGITALLY

### WEBSITE [rw-textilservice.de](http://rw-textilservice.de)

[rw-textilservice.de](http://rw-textilservice.de) complements the information offer on a daily basis and offers IWW-tested quality coverage for banner and native formats.

### NEWSLETTER R+WTextilservice aktuell

Every 14 days, between the publication of the print-issues, the newsletter provides 2.075 subscribers (September 2023) with additional information.

### SOCIAL MEDIA

FACEBOOK, Instagram, LINKEDIN

R+WTextilservice has activity on social media.



## AWARD

### 'RWIn' – THE AWARD FOR THE TEXTILE CARE INDUSTRY

The price paying tribute to the best textile cleaning, laundry and textile leasing companies, has been awarded for 14 years.



PRINT.

# R+WTextilservice AT A GLANCE



## THE MOST SUBSCRIBED MAGAZINE FOR THE GERMAN-SPEAKING TEXTILE CARE INDUSTRY

### EDITION



Print Run (IVW-proofed)  
4.500 copies +  
500 copies digitally (planned)  
Circulation (IVW-proofed)  
4.984 copies  
(Annual average January – June 2023)

### FREQUENCY OF APPEARANCE



11 x annually  
(monthly, summer issue July/August)

### ORGANIZATION

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

# CLEAR READER GUIDANCE MODERN LAYOUT



## OUR CREDO: TRUE – CLEAR – INDEPENDENT – TRUSTWORTHY

- 'R+WTextilservice' provides companies and managers from all sectors of the textile care industry-laundry services, textile cleaning, textile leasing companies and OPLs – with all professional information required for their every day work: Well grounded and laid out, clearly structured and always with the necessary practical orientation.
- 'R+WTextilservice' is independent, critical and remains neutral
- 'R+WTextilservice' is an indispensable managerial instrument that reports on the latest developments, new products and technical processes and business management.

## OUR CONTENT

- Our resorts: branch, textile cleaning, laundry, textile leasing, case of damage, main topics, practical experience, service, special part for Austria
- Topics: news, development, technical processes, business management, new products, scheduled time
- Our formats: success stories and best practice cases, interviews, reports of fairs, products and services.



extract

Ausgabe	Termine	Schwerpunkthemen	Messen/Ausstellungen
<b>1</b> January	<b>ED: 06/12/2023</b> <b>AD: 13/12/2023</b> <b>DP: 05/01/2024</b>	Laundry 4.0: Identification and labeling systems Software solutions (ERP), point of sale and accounting systems Table linen, bed linen and towels: Processing and products	<b>Heimtextil</b> – Frankfurt/Main 09. bis 12.01.2024
<b>2</b> February	<b>ED: 11/01/2024</b> <b>AD: 17/01/2024</b> <b>DP: 06/02/2024</b>	Detergents and dosing systems Processing and products: mattresses, carpets, leather, pads and slats Workwear for hotels, gastronomy and craft, PPE <b>Preview Internorga and IHM</b>	
<b>3</b> March	<b>ED: 07/02/2024</b> <b>AD: 14/02/2024</b> <b>DP: 05/03/2024</b>	Washing and dry cleaning machinery, dryers, machinery for washing mops Internal logistics: sorting, transport, packaging, textile dispensing units Textile finishing: Coating, embroidery, emblems, fabrics, yarns and accessories <b>Preview Techtexsil/Texprocess</b>	<b>IHM</b> – München 28/02 to 03/03/2024 <b>Internorga</b> – Hamburg 08. to 12/03/2024
<b>4</b> April	<b>ED: 06/03/2024</b> <b>AD: 13/03/2024</b> <b>DP: 04/04/2024</b>	Ironing and finishing technology Save energy: efficient machines and renewable energy sources, steam generation Special section: Textile hygiene and textiles in geriatric and patient care facilities Textile leasing: textiles, bedding, workwear for health & care <b>Preview Altenpflege</b>	<b>Altenpflege</b> – Essen 23. bis 25.04.2024 <b>Techttextil/Texprocess</b> – Frankfurt/Main 23. bis 26.04.2024
<b>5</b> May	<b>ED: 10/04/2024</b> <b>AD: 17/04/2024</b> <b>DP: 08/05/2024</b>	Wash and dry hygienically: chemistry and machine technology Operational logistics: fleet, data management Circular economy: sustainable workwear, re- and upcycling of textiles	<b>Interclean</b> – Amsterdam 14. bis 17.05.2024
<b>6</b> June	<b>ED: 08/05/2024</b> <b>AD: 13/05/2024</b> <b>DP: 03/06/2024</b>	Robotic and automation, KI Dry cleaning machines Clean room: reusable clothing, textile management	



Ausgabe	Termine	Schwerpunkthemen	Messen/Ausstellungen
<b>7/8</b> July/August	ED: 19/06/2024 AD: 26/06/2024 DP: 16/07/2024	Digital process optimization: RFID, software, apps, point of sale and accounting systems Steam and energy generations, heat and wastewater recovery, exhaust air Object textiles: bed and table linen, mattresses	
<b>9</b> September	ED: 07/08/2024 AD: 14/08/2024 DP: 03/09/2024	Solvents, additives and stain removers materials, dosing systems Sorting and textiles dispensing units, packaging systems, laundry container Textile hygiene, textiles, workwear in the hotel and gastronomy sector	
<b>10</b> October	ED: 18/09/2024 AD: 24/09/2024 DP: 15/10/2024	Mechanical engineering: washing machinery, robotic and automation Energy and environmental technology: sustainable washing and drycleaning processes Circular economy: bed and table linen, workwear  Preview <b>Texcare international / fair-planner</b>	
<b>11</b> November	ED: 09/10/2024 AD: 16/10/2024 DP: 05/11/2024	Machinery and textiles: Buy or lease? Ergonomics in operation Reusable products for nursing homes and clinics, surgery clothing	<b>Arbeitschutz aktuell</b> – Stuttgart 05. to 07/11/2024  <b>Texcare International</b> – Frankfurt/Main 06. to 09/11/2024
<b>12</b> December	ED: 13/11/2024 AD: 20/11/2024 DP: 10/12/2024	Finishtechnology and spare parts service Accessories for laundries and drycleaning companies Workwear and PSE: Use of fabrics for industrial leasing  <b>First impressions of Texcare International</b>	

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

Subject to change without prior notice

### Regular editorial topics:

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

If you have additional suggestions for topics, please contact the editorial department of 'R+WTextilservice', Peter Schmid, Telephone +49 8247 354-261, peter.schmid@holzmann-medien.de

1 Advertisement prices and formats (All prices specified are subject to 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 260	€ 2,910.-	€ 3,465.-	€ 4,020.-	€ 4,575.-
3/4 page	185 x 192 or 137 x 260	€ 2,335.-	€ 2,765.-	€ 3,195.-	€ 3,625.-
1/2 page	185 x 128 or 90 x 260	€ 1,560.-	€ 1,845.-	€ 2,130.-	€ 2,415.-
1/3 page	185 x 83 or 59 x 260	€ 1.065.-	€ 1,260.-	€ 1,455.-	€ 1,650.-
1/4 page	185 x 62 or 90 x 128 or 43 x 260	€ 805.-	€ 950.-	€ 1,095.-	€ 1,240.-
1/8 page	185 x 30 or 90 x 62 or 43 x 128	€ 430.-	€ 505.-	€ 580.-	€ 655.-
Title page + title page statement in the inner section	196 x 190 (additional 3 mm bleed at foot and right-hand site) 185 x 83				€ 4,675.-
Junior page	139 x 175	€ 1,640.-	€ 1,925.-	€ 2,210.-	€ 2,495.-
Titel inside "Textilleasing"	172 x 210				€ 3,360.-

Cut-in ad- millimetre price 1 column (43 mm wide) € 4.00/colour surcharge per colour 25 % of the b/w price

Source of supply reference – millimetre price 1 column (58 mm wide) € 2.00

Source of supply reference – millimetre price 1 column 4-coloured (58 mm wide) € 2.50

(Minimum height 20 mm, minimum term 6 months, we grant a 10 % discount for an annual subscription.

A source of supply reference includes a special entry in the supplier database at [www.rw-textilservice.de](http://www.rw-textilservice.de) for the period of the subscription).

The following apply

General terms and conditions.

Bleed formats and graphic illustration see page 13

2 Surcharges:	(no discount possible)			
Placement	Binding placement regulations: in each case 10 % of basic price			
Colour	Per normal colour (Euroscale) see price list. Special colours that cannot be obtained from the Euroscale, 30 % surcharge on the colour surcharge.			
Format	Advertisements across the gutter	10 % of the basic price		
	Bleed advertisements	10 % of the basic price		
3 Discounts:	for purchase within one year of insertion (starting from the appearance of the first advertisement)			
	frequency discount	volume discount		
	for 3 ads	5 %	1 page	5 %
	for 6 ads	10 %	3 pages	10 %
	for 9 ads	15 %	6 pages	15 %
	for 12 ads	20 %	10 pages	20 %
	No discount on colour, bleed, placement surcharges, title pages, loose inserts, postcards, glued inserts and technical supplementary costs			
4 Categories:	See price list employment and classified advertisements p. 13			
5 Special types of advertising:	Bound inserts			
	2 pages (1 sheet)	€ 3,255,-		
	Uncut format	216 x 303 mm		
	Trim size	210 x 297 mm		
	Required batch	4,550 copies		
	(discount: 1 sheet = 1/1 advertisement page)			

Inserts	loose, max. size 205 mm x 294 mm		
	Prices per 1,000 items		
Weight	Price %	Total price	
up to 25 g	€ 300,-	€ 1,500,-	
up to 35 g	€ 386,-	€ 1,930,-	
	Prices plus postage, not discountable		
	Required batch: 4,550 copies		
Glued inserts	upon request		
6 Webshop/ePaper:	Since we also publish issues of R+WTextilservice in our webshop and distribute them as ePaper, we need PDF files of bound inserts and supplements on disposition@holzmann-medien.de. The integration of bound inserts in the ePaper is done 1:1 at the same place where they are integrated in the magazine. Inserts are placed at the end of the ePaper with a front page on which all companies with insert placements are noted.		
	<b>Please provide a pdf file for inclusion/as an attachment in the digital edition</b>		
7 Contact:	Advertising manager: Claudia Baur-Kaltenmaier Phone +49 8247 354-162 claudia.baur-kaltenmaier@holzmann-medien.de		
	Media-Disposition: Carolin Ruf Phone +49 8247 354-133 disposition@holzmann-medien.de		

8 Payment-terms and Bank details:	Within 14 days of date of invoice without deduction VAT ID no. DE 129 204 092
	Holzmann Medien GmbH & Co. KG Sparkasse Schwaben- Bodensee IBAN: DE50 7315 0000 0000 1017 09, BIC: BYLADEM1MLM

Advertisement prices and formats for classified advertisements (All prices specified are subject to statutory VAT.)

Format	Width x height in mm	Job offers/ other classified advertisements print + online black/white	Job offers/ other classified advertisements print + online coloured	Jobs wanted print + online black/white	Jobs wanted print + online coloured
1/32	90 x 15	€ 90.00	€ 112.50	€ 45.00	€ 56.25
1/16	90 x 30	€ 176.00	€ 220.00	€ 88.00	€ 110.00
1/8	90 x 60	€ 350.00	€ 437.50	€ 175.00	€ 218.75
1/4 vertical 1/4 horizontal	90 x 123 185 x 60	€ 684.00	€ 855.00	€ 342.00	€ 427.50
1/2 vertical 1/2 horizontal	90 x 250 185 x 123	€ 1,340.00	€ 1,675.00	€ 670.00	€ 837.50
1/1	185 x 250	€ 2,620.00	€ 3,275.00	€ 1,310.00	€ 1,637.50
mm price minimum height 15 mm	90 mm width	€ 5.90	€ 6.90	€ 3.50	€ 4.50

**Box number fee: € 6.00**

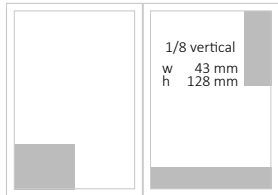
**Discount:** from 1/16 page according to scale of discount price list 51. The discount is credited at the end of the calendar year against the total turnover of the calendar year.

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

**Contact:** Claudia Baur-Kaltenmaier  
Telephone +49 8247 354-162  
claudia.baur-kaltenmaier@holzmann-medien.de

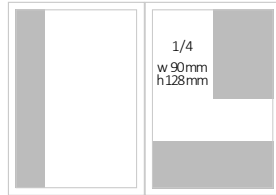
### Advertisement formats

#### Within print space



1/8 page  
Width 90mm  
Height 62mm

1/8 p. horizontal  
Width 185mm  
Height 30mm



1/4 p. vertical  
Width 43mm  
Height 260mm

1/4 p. horizontal  
Width 185mm  
Height 62mm



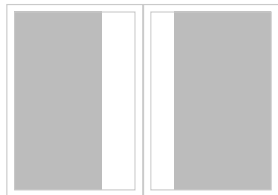
1/3 p. horizontal  
Width 185mm  
Height 83mm

1/3 p. vertical  
Width 59mm  
Height 260mm



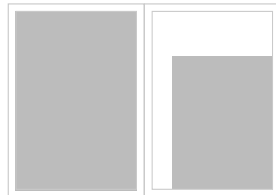
1/2 p. horizontal  
Width 185mm  
Height 128mm

1/2 p. vertical  
Width 90mm  
Height 260mm



2/3 p. vertical  
Width 122mm  
Height 260mm

3/4 p. vertical  
Width 134mm  
Height 260mm



1/1 page  
Width 185mm  
Height 260mm

Junior page  
Width 139mm  
Height 175mm

#### With bleed



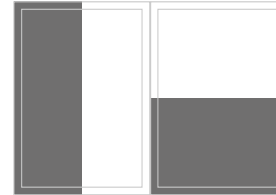
1/4 p. vertical  
Width 56mm  
Height 297mm

1/4 p. horizontal  
Width 210mm  
Height 80mm



1/3 p. vertical  
Width 72mm  
Height 297mm

1/3 p. horizontal  
Width 210mm  
Height 108mm



1/2 p. vertical  
Width 101mm  
Height 297mm

1/2 p. horizontal  
Width 210mm  
Height 146mm



2 x 1/2 page across the gutter\*  
Width 210mm  
Height 146mm



1/1 page  
Width 210mm  
Height 297mm

Junior page  
Width 149mm  
Height 199mm

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

\*Please note that - due to the adhesive binding- an additional 3 mm per page is not ideally legible in the gutter next to the trimming (gutter bleed) of 3 mm per page for text and images across the gutter.

Year:	123th year 2024	Data formats:	closed documents: printable PDF-file (1.4 standard) file resolution: 300 dpi (CMYK) all used fonts need to be embedded
Publishing house:	Holzmann Medien GmbH & Co. KG P.O. Box 13 42 Gewerbestraße 2 86825 Bad Wörishofen, Germany Telephone +49 8247 354-01 Fax +49 8247 354-170 www.holzmann-medien.de www.rw-textilservice.de anzrwt@holzmann-medien.de	Colours:	Euroscale (CMYK), ISO coated v3 colour sequence black/cyan/magenta/yellow <b>special colours have to be produced in Euroscale</b>
Publisher:	Alexander Holzmann	Proof:	Caution regarding colour advertisement: No consistent colour reproduction can be guaranteed without supplying a proof with a media wedge (colour bar).
Advertising management:	Claudia Baur-Kaltenmaier (responsible) Telephone +49 8247 354-162 claudia.baur-kaltenmaier@holzmann-medien.de	Data archiving:	Printing material/media is not stored by the publishing house for more than one year after the last placement.
Editorial department:	Peter Schmid (Editor in Chief) Telephone +49 8247 354-261 peter.schmid@holzmann-medien.de  For further contacts, see page 38	Warranty:	Liability cannot be assumed for incompletely or inaccurately provided data/printing material. In this case please send new files. Please note that- due to the adhesive binding- an additional 3 mm per page is not ideally legible in the gutter next to the trimming (gutter bleed) of 3 mm per page for text and images across the gutter.
Magazine format:	210 mm wide x 297 mm high, DIN A4	Contact media-disposition:	Carolin Ruf Telephone +49 8247 354-133 disposition@holzmann-medien.de
uncut:	216 mm wide x 303 mm high respectively 3 mm edge trimming respectively 3 mm head and foot trimming	Delivery address for loose inserts and bound inserts:	Holzmann Druck, Kennwort R+WTextilservice Nr. .../2024, Gewerbestraße 2, 86825 Bad Wörishofen, Germany
Print space:	185 mm wide x 260 mm high 4 columns each 43 mm wide 3 columns each 58 mm wide		
Print and binding process:	sheet offset, paper inner section: 90 g/m <sup>2</sup> , image print Cover: 150 g/m <sup>2</sup> image print, adhesive binding, Euroscale PSO Coated v3		
Data transmission:	by e-mail or with download-link to: disposition@holzmann-medien.de		

# TEXTILPFLEGE KOMPAKT



- Brief outline:** In September 2023, the 8th edition of textilpflege kompakt will appear. It presents in great detail manufacturers, dealers, service providers and much more in edited form.
- Readership:** laundries, textile leasing companies, drycleaning companies in Germany and Austria
- Issue format:** 210 mm wide x 210 mm high
- Prices:** 1 page portrait 1,600.– €  
2 page portrait 2,200.– €  
(agency-comission)

**textilpflege kompakt**  
will appear in 2025

Issue 2023 for download.

until 31th of March 2025

Issue 2023 for download.

Advertising deadline: 30th of June 2023

# laundry equipment



Booking deadline:

15th march 2024

## BRIEF CHARACTERISTICS

„laundry equipment“ offers the supply industry the possibility to introduce their products to industrial laundries and inhouse-laundries in health & care facilities and hotels.

„laundry equipment“ will appear as an e-paper for download free of charge.

## HOW WILL ‚LAUNDRY EQUIPMENT‘ BE DISTRIBUTED?

**Print-advertisements with link for download + as a pdf-supplement in the digital edition of the following magazines:**

- R+WTextilservice: decision makers in laundries, textile leasing companies and dry cleaning companies
- Hotel + Technik: decision makers in lodging
- Health & Care Management: decision makers in clinics/hospitals, care facilities

**Advertisements in the newsletter of:**

- R+WTextilservice: 2,080 subscribers (as of august 2023)
- Hotel + Technik: 1,618 subscribers (as of august 2023)
- Health & Care Management: 6.304 subscribers (as of august 2023)

**Digital advertising formats on the websites:**

- [www.rw-textilservice.de](http://www.rw-textilservice.de): 7,042 visits, 13.916 pageimpressions (as of IVW online 7/2023)
- [www.top-hotel.de](http://www.top-hotel.de): 113,025 visits, 192,797 pageimpressions (as of IVW online 7/2023)
- [www.hcm-magazin.de](http://www.hcm-magazin.de): 26,740 visits, 49.993 pageimpressions (as of IVW online 7/2023)

**Distribution with posts on social media channels** of R+WTextilservice, Hotel + Technik and Health & Care Management

Print-advertisements with download link, advertisements digital with link to the e-paper

**Go here for download the edition 2023.**



# laundry equipment



## PRESENTATION OPTIONS

### PRODUCT PRESENTATION FOUR-SIDED

Headline:	40 characters
Opening credits:	200 characters
Flowing text:	5,060 characters
Caption:	100 characters per picture
Pictures:	max. 8 pictures
Contact details:	company name, address, phone, mail, web

€ 1,750.- + VAT



### PRODUCT PRESENTATION TWO-SIDED

Headline:	40 characters
Opening credits:	200 characters
Flowing text:	2,540 characters
Caption:	100 characters per picture
Pictures:	max 4 pictures
Contact details:	company name, address, phone, mail, web

€ 950.- + VAT

# R+WTextilservice FAIR-PLANNER



Advertising deadline:  
Editorial deadline:

13th of september 2024  
4th of september 2024

## FAIR-PLANNER FOR TEXCARE INTERNATIONAL IN FRANKFURT/MAIN

### FACTS

- Circulation: 4.500 copies print run and 500 copies als pdf enclosed the digital edition
- Handy DIN A 5 format
- Sent as a supplement to the October-issue of R+WTextilservice
- E-paper on R+WTextilservice (at e-paper-center)
- With all information about the fair, exhibitor-list, product information

### THE PLATFORM TO GENERATE INTEREST IN YOUR EXHIBITS:

Send a text with max. 800 characters and two photos (300 dpi, to choose from) of your exhibits for the editorial trade fair preview (free of charge) by 4th of september 2024 to our editor [peter.schmid@holzmann-medien.de](mailto:peter.schmid@holzmann-medien.de)


### PRICES

Book your company logo in the particular hall plan for € 240.-, link in the e-paper included

Formats	prices 4c
Title page, cover page	€ 2.900.-
Back cover, inside front + inside back cover	€ 2.750.-
1/1 page	€ 2.600.-
1/2 page	€ 1.400.-
1/4 page	€ 700.-

+ VAT

[Go here for the order form .](#)

1 Circulation control: 

2 Circulation analysis: Copies per issue as an annual average (January 1 to bis June 30, 2023)

Print run	4,500			of which ePaper
Total circulation	4,984			509
Paid circulation:	1,467			0
Copies subscribed:	1,384			0
	thereof	424	Members copies	0
		5	Multiple copies	0
Other sales:	83			0
Single-copy sale:	0			0
Free copies:	3,517			509
	thereof	17	laid out	
		1	display location	
Remaining, file and archived copies:	25			

### 3 Geographical distribution analysis:

Economic region	Proportion of the total circulation	
	%	Exemplare
National (Print + ePaper)	83.77	4,175
Abroad (Print)	11.28	562
Abroad (ePaper)	0.58	29
not assignable	4.37	218
Total circulation	100.00	4,984*

\* From 2023 reduced print run to approx. 4,470 copies + ePaper 500 copies.  
→ Constantly distributed circulation

### 3.1 Distribution according to the Nielsen regions/Federal states:

<b>Nielsen region I</b>		
Schleswig-Holstein	3.90 %	163
Hamburg	1.46 %	61
Lower Saxony	8.86 %	370
Bremen	0.67 %	28
<b>Nielsen region II</b>		
North Rhine-Westphalia	16.98 %	709
<b>Nielsen region IIIa</b>		
Hesse	8.07 %	337
Rhineland-Palatinate	4.46 %	186
Saarland	0.91 %	38
<b>Nielsen region IIIb</b>		
Baden-Wuerttemberg	14.44 %	603
<b>Nielsen region IV</b>		
Bavaria	24.00 %	1,002
<b>Nielsen region V</b>		
Berlin	2.63 %	110
<b>Nielsen region VI</b>		
Brandenburg	2.18 %	91
Mecklenburg-West Pomerania	1.17 %	49
Saxony-Anhalt	2.66 %	111
<b>Nielsen region VII</b>		
Saxony	4.69 %	296
Thuringia	2.90 %	121
<b>Total circulation national</b>	<b>100.00 %</b>	<b>4,175</b>

### Distribution abroad:

<b>Europa</b>	100.00 %	591
German-speaking countries	91.20 %	539
thereof Austria	83.08 %	491
thereof Switzerland	7.78 %	46
thereof Liechtenstein	0.17 %	1
thereof Südtirol	0.17 %	1
EU countries (without D/A)	8.29 %	49
Central/Eastern European countries	0.51 %	3
<b>Total circulation abroad</b>	<b>100.00 %</b>	<b>591</b>

### 1.1 Branches of trade/industrial sectors/types of companies:

WZ 2008 Code	Recipient groups (according to classification of industrial sectors 2008)	Proportion of the total circulation			
		in total	%	copies	National copies
10-33	<b>Industry</b> (producing industry)	8.23 %	410	353	57
35/41-43	<b>Energy industry/civil engineering, structural engineering and finishing trades</b>	0.92 %	46	24	22
46 47	<b>Commercial trade</b> Wholesale trade Retail trade	2.03 %	101	87	14
49-53 64-65 69-73 95210/95220/95230/95250/95290/95291 58-63/74-82/90-93/97-98	<b>Service industry (excluding cleaning)</b> Transportation Financial and insurance services Consultation/Planning/Advertising Consumer goods repair Others service providers	2.91 %	145	131	14
96010 96011 96012	<b>Textile care branch</b> Laundry service Dry cleaning Pressing and ironing	58.29 %	2,905	2,517	388
55-56 8610 87 9602 81100/8121/8122/8129	<b>Laundries in:</b> Lodging and gastronomy Clinics/Hospitals Care facilities (excluding recreation and holiday homes) Hair and cosmetic salons General commercial cleaning (incl. rooms and inventory)	19.84 %	989	930	59
84 85 94/99	<b>Other recipient groups</b> Public authorities Education and teaching Special interest groups	1.38 %	69	61	8
	No informations	6.40 %	319	290	29
	<b>Total circulation</b>	<b>100.00 %</b>	<b>4,984</b>	<b>4,393</b>	<b>591</b>

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 2)

**1. Survey methods**

Distribution analysis by the evaluation of data- total collection

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

**2.1 Quality of the file:**

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

**2.2 Total number of recipients in the file:** 34,586

**2.3 Total number of alternating recipients:** 24,329

**2.4 Structure of the recipient group of a current average issue according to the type of distribution:**

- paid circulation		1,467	
thereof: copies subscribed	1,384		
single-copy sales	-		
other sales	83		
- free copies		3,517	
thereof: regular free copies	141		
variable free copies	3,162		
advertising copies	214		
total circulation			4,984
- thereof national	4,175		
- thereof abroad	591		
- without assignment	218		

**3. Description of the survey:**

**3.1 Population (proportion analysed):**

population	4,984	100.00 %	
thereof not ascertained	444	8.91 %	
- single-copy sales	-		
- ePaper	218		
- advertising copies	214		
- supplied by bookselling trade	12		
The survey represents of the population (total circulation)	4,540	91.09 %	

**3.2 Date of the file evaluation:** 05/08/2022

**3.3 Description of the database:**

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

**3.4 Target person of the survey:** does not apply

**3.5 Definition of the reader:** does not apply

**3.6 Period of the survey:** September 2023

**3.7 Implementation of the survey:** Publishing house

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

**BRIEF SUMMARY OF THE DATA COLLECTION METHOD USED FOR THE RECIPIENT STRUCTURE ANALYSIS**  
(AMF- Advertisements-Marketing Trade Journals- procedure 3-E)

**1. Survey methods**

Recipient structure analysis by the evaluation of data- total collection

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

**2.1 Quality of the file:**

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

**2.2 Total number of recipients in the file:** 34,586

**2.3 Total number of alternating recipients:** 24,329

**2.4 Structure of the recipient group of a current average issue according to the type of distribution:**

- paid circulation		1,384	1,476
thereof: copies subscribed	1,384		
single-copy sales	-		
other sales	83		
- free copies		3,517	
thereof: regular free copies	141		
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- supplied by bookselling trade	12		
The survey represents of the population (total circulation)	4,540	91.09 %	

**3.2 Date of the file evaluation:** 05/08/2022

**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	33,470 cases	=	96.0 %
no information in the file	1,387 cases	=	4.0 %
	34,857 cases	=	100.0 %
utilisation of trade class size	1,819 cases	=	5.2 %
no information in the file	33,038 cases	=	94.8 %
	34,857 cases	=	100.0 %
utilisation of position and function	1,312 cases	=	3.8 %
No information in the file	33,545 cases	=	96.2 %
	34,857 cases	=	100.0 %

**3.4 Target person of the survey:** does not apply

**3.5 Definition of the reader:** does not apply

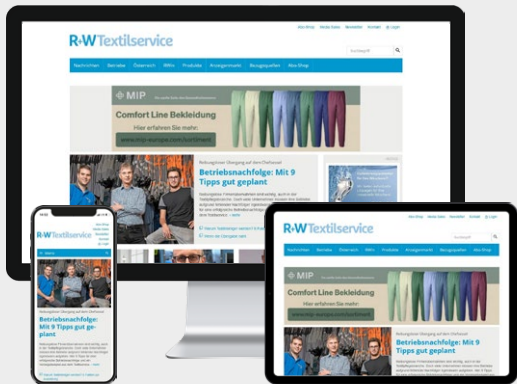
**3.6 Period of the survey:** September 2023

**3.7 Implementation of the survey:** Publishing house



DIGITALLY.

# rw-textilservice.de AT A GLANCE



## DAILY NEWS OF THE TEXTILE CARE INDUSTRY

LATEST INFORMATION OF THE INDUSTRY AND ASSOCIATIONS, PRACTICAL TIPS, CLASSIFIED ADVERTISEMENTS AS WELL AS AN EXTENSIVE ARCHIVE.



### Online reach

7,201 Visits  
14,129 PageImpressions  
(IVW 6/2023)



### Of which mobile reach

2,659 Visits  
4,857 PageImpressions  
(IVW 6/2023)

## CAMPAIGN PLANNING

Lots of best practice examples and the current reach figures can be found in the 'R+WTextilservice' digital portfolio.

'R+WTextilservice' Digital Portfolio

# DISPLAY ADVERTISING

## Display formats



### ADVERTISING SPACE XXL

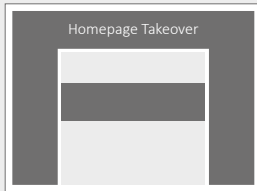
#### DYNAMIC SITEBAR

**CPM € 170.–**

The dynamic sitebar runs on the right skyscraper space and stays visible. When scrolling, the dynamic sitebar stays in place automatically (sticky).

The ad format adapts to the respective screen size and thus is responsive.

**Placement:** Desktop

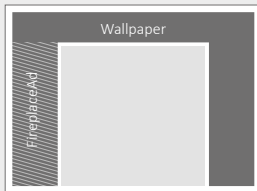


#### HOMEPAGE TAKEOVER

**CPM € 190.–**

The most possible advertising space. Eye-catching combination of fireplaceAd and billboard.

**Placement:** Desktop



#### WALLPAPER

**CPM € 145.–**

Combination of superbanner and skyscraper. The wallpaper frames the website on the top and right side.

**Placement:** Desktop

#### FIREPLACEAD

**CPM € 180.–**

Combination of two skyscrapers and one superbanner. The fireplaceAd frames the website on three sides. When scrolling, the skyscrapers on the left and right run along.

**Placement:** Desktop

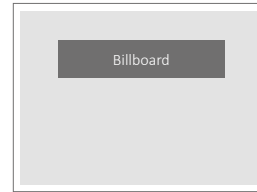


Strong performance and branding formats. Played out in the field of high-quality content.



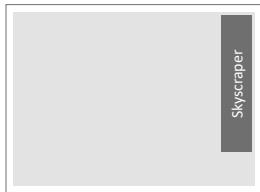
**Superbanner** (728 x 90 pixels) **CPM € 90.–**  
**Sticky Superbanner** (728 x 90 pixels) **CPM € 110.–**  
 Attention-grabbing advertising format with full-surface presence, top or bottom. Use in the immediately visible area with great creative scope for design.

**Delivery:** Desktop, Tablet



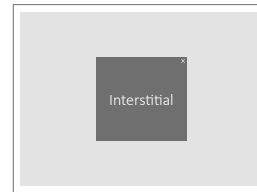
**Billboard** (940 x 250 pixels) **CPM € 170.–**  
 Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.

**Delivery:** Desktop



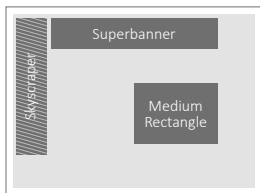
**Skyscraper |**  
**Wide Skyscraper** (120-160 x 600 pixels) **CPM € 100.–**  
 Placed at the right or left side of the screen; remains in the user's field of view while scrolling.

**Delivery:** Desktop



**Interstitial** (300-550 x 250-400 pixels) **CPM € 130.–**  
 Fade-in takes place directly above the content when the website is called up.

**Delivery:** Desktop, Tablet

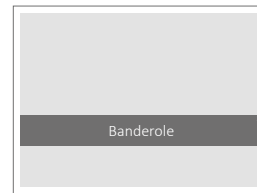


**TandemAd** **CPM € 140.–**  
 Simultaneous playout of two classic advertising formats within the same page impression.

**Delivery:** upon request

**AdBundle** **CPM € 150.–**  
 (Joint) delivery of three different classic advertising media.

**Delivery:** upon request



**BanderoleAd** (770 x 250 pixels) **CPM € 135.–**  
 The advertising material lies in the directly visible area like a strip across the website. Best suited for concise advertising messages.

**Delivery:** Desktop

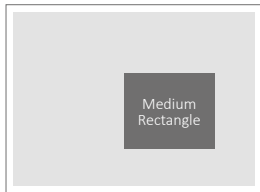
One format — all devices! Whether desktop, tablet or smartphone.



**HalfpageAd** (300 x 600 pixels) **CPM € 120.–**

The integration in the content area of the site ensures that the user's attention is drawn to this striking advertising format.

Delivery: Desktop, Tablet, Mobile



**Medium Rectangle** (300 x 250 pixels) **CPM € 110.–**

Prominent placement in the content of the website, centrally and in the user's field of vision.

Delivery: Desktop, Tablet, Mobile



**VideoAd** (300 x 250 pixels) **4 weeks € 840.–**

Eye-catching format through audiovisual presentation of content. Placement: sidebar or content.

Delivery: Desktop, Tablet, Mobile

### 'R+WTextilservice' — very targeted.

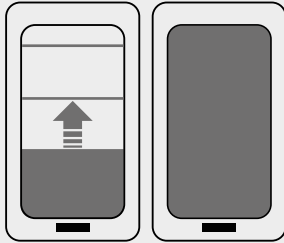
CPM markups: € 10.– for targeting | € 10.– for frequency capping

Exclusive display of your advertising message. Book by the day or the week — please contact us!

Choose your desired format for the exclusive addressing of our users in an exclusive period.



# MAXIMUM ATTENTION



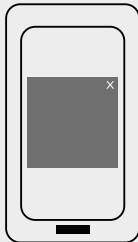
## EVEN ON THE SMALLEST SCREENS

### MOBILE INTERSCROLLER

(300 x 600 pixels)

**CPM € 170.–**

- Particularly attention-grabbing advertising format.
- Advertising material lies behind the content and is displayed by scrolling through the view port, while being completely exposed.
- Does not only communicate an advertising message, but guarantees also a high brand awareness.
- Ensures full user attention for a few seconds.
- **Delivery: Mobile**



### MOBILE INTERSTITIAL

(300 x 250-300 pixels)

**CPM € 135.–**

- When the website is called up, the ad fades in, directly over the content and is closed by the user.
- **Delivery: Mobile**

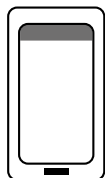
Target mobile users for your device optimized campaign.

### Mobile MMA Banner

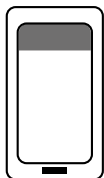
		CPM
MMA 6:1:	300-320 x 50 pixels	€ 90.–
MMA 4:1:	300-320 x 75 pixels	€ 95.–
MMA 2:1:	300-320 x 150 pixels	€ 105.–
MMA 1:1:	300-320 x 250 pixels (Medium Rectangle)	€ 110.–
HalfpageAd:	300 x 600 pixels	€ 120.–

### Mobile MMA Banner sticky

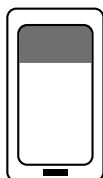
		CPM
MMA 6:1 sticky:	300-320 x 50 pixels	€ 95.–
MMA 4:1 sticky:	300-320 x 75 pixels	€ 100.–



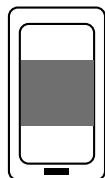
MMA 6:1



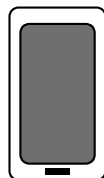
MMA 4:1



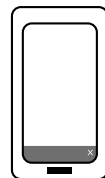
MMA 2:1



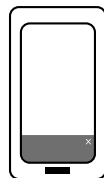
MMA 1:1



HalfpageAd



MMA 6:1



MMA 4:1

### Knowing what matters.

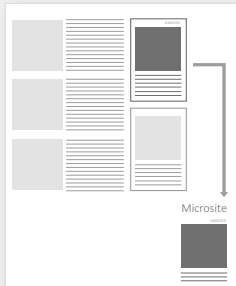
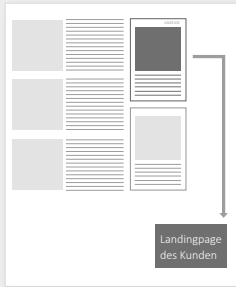
The monthly IVW MEW statement transparently documents our device access.

An average of 43 %\* of our readers/users utilize [www.rw-textilservice.de](http://www.rw-textilservice.de) mobile

\* (IVW Online January to June 2023 (basis pageimpressions))



# NATIVE



## CONTENT IS KING, BUT CONTENT PLUS CONTEXT IS KING KONG. (LUIS DI COMO)

### NATIVEAD OUT

Image-text ad, designed with the look and feel of an editorial feature and marked as ad.

The NativeAd Out links to an external landing page.

Placement: in the content or sidebar

Runtime: at least 4 weeks

Reporting: after end of runtime (ad impressions and clicks)

[Example 1](#) | [Example 2](#)

**Price: from € 490.–**

### NATIVEAD IN

Image-text ad designed in the look and feel of an editorial article and marked as an ad. The NativeAd In links to a microsite (one-pager) where you can embed text, images, videos and links.

Placement: in the content or in the sidebar

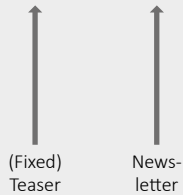
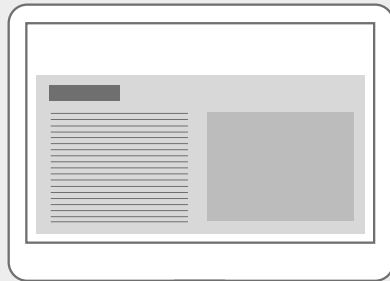
Runtime: at least 4 weeks

Reporting: after end of runtime (ad impressions and clicks)

[Example](#)

**Price: from € 690.–**

# NATIVE



TRAFFIC PUSH

## ADVERTORIAL

We build an exclusive microsite in the look and feel of the websites. The microsite will be designed according to your wishes- you can integrate information and content such as images, files, videos and links.

Runtime: at least 4 weeks

Traffic Push: (Fixed) Teaser, Newsletter Ads

Premium

Traffic Push: Optional for 1,490.00 €

Reporting: after end of runtime

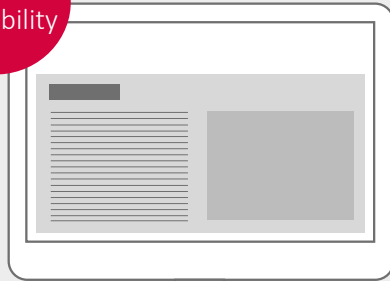
(ad impressions, dwell time and click values of all clickable elements)

[Example 1](#) | [Example 2](#) | [Example 3](#)

**Price: from € 850.–**

# LEADS

limited  
availability



TRAFFIC PUSH

## WHITEPAPER

We build an exclusive microsite (content page) for the whitepaper. Analog to the advertorial, you can include content such as images, files, videos, links and, of course, the whitepaper. We will provide you all collected leads.

Placement: on your desired website or in your desired channel

Runtime: flexible, depending on budget and/or number of leads to be reached.

Traffic push: (fixed placement) teaser, newsletter ads

[Example 1](#) | [Example 2](#)

Content Creation: Our expert editors will create the content for your whitepaper. Price on request.

## PRICE:

Lead packages	You receive	Price
Basic package	up to 40 Leads	2,990.00 €
Advanced package	up to 20 Leads	4,990.00 €
Premium package	up to 20 Leads	6,990.00 €

**Basic lead |  
CPL 50.00 €\***

- E-Mail address

**Advanced lead |  
CPL 150.00 €\***

- E-Mail address
- First and last name
- Company name
- Company address

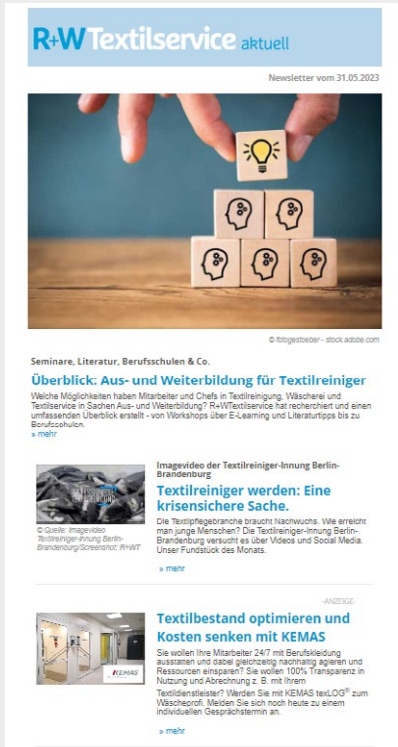
**Premium lead |  
CPL 250.00 €\***

- E-Mail address
- First and last name
- Company name
- Company address
- Position in company
- Industry sector

\*not eligible for discount and AE

# R+WTextilservice aktuell

## AT A GLANCE



### NUMBERS, DATA, FACTS



Subscribers ➔  
**2,084** (06/2023)



Sending frequency  
**14 daily**



Opening rate  
**23.98 %** (2023)



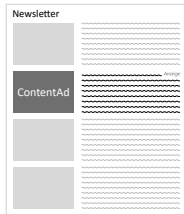
Reporting  
**automatically**  
after 7 days

Publishing dates:
10/01/2024
24/01/2024
07/02/2024
21/02/2024
06/03/2024
20/03/2024
03/04/2024
17/04/2024
02/05/2024
15/05/2024
29/05/2024
12/06/2024
26/06/2024

Publishing dates:
10/07/2024
24/07/2024
07/08/2024
21/08/2024
04/09/2024
18/09/2024
02/10/2024
16/10/2024 Texcare-special
23/10/2024 Texcare-special
30/10/2024 Texcare-special
06/11/2024 Texcare - fair starter
20/11/2024
04/12/2024
18/12/2024



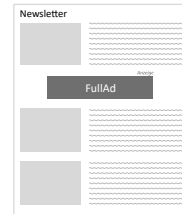
Closer to the customer. Land your message directly in your target group's mailbox!



### ContentAd

Price € 230.–

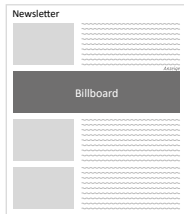
Image-text display that is designed in the look & feel of an editorial article and marked as an advertisement. In addition, 50 characters for the headline and 350 characters of continuous text are available to optimally communicate your advertising message. In this format, you get three external links — these are installed in the headline, logo and body text.



### FullAd (468 x 60 Pixel)

Price € 190.–

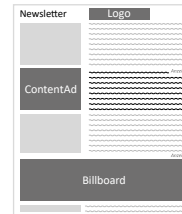
Image display placed between editorial posts. The FullAd links to an external landing page (e.g. company website).



### Billboard (600 x 240 Pixel)

Price € 290.–

Large and prominent format with plenty of space for design and information, which is placed between high-quality content / articles. Brand awareness guaranteed! It links to an external landing page (e.g. company website).



### Newsletter Exclusiv Sponsoring

Price € 690.–

As an exclusive sponsor, secure a newsletter for your advertising. In addition to the installation of your company logo in the header, two advertising formats are available within the content, which are placed in the editorial newsletter. Choose the formats — ContentAd, FullAd, and the billboard are available.

## Examples

### TOP 1 Ranking.

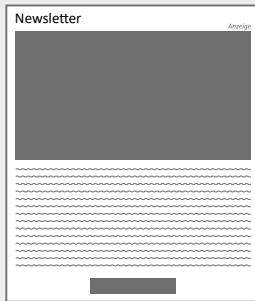
For an extra charge of € 50.–

### CTR-Star.

The most popular and successful form of advertising for our advertisers is the ContentAd.



# STANDALONE



## DROP YOUR MESSAGE EXCLUSIVELY AND DIRECTLY INTO THE MAILBOX OF YOUR TARGET GROUP!

### OUR CONTACTS — YOUR CONTENT!

Your benefits:

- Attention in a target group that is relevant to you
- No scattering losses
- Contact quality: qualified traffic for your website / offer
- Prominent and exclusive presentation without competitors
- Increased adoption through co-branding with our media brand
- Full transparency and measurability with our reporting
- High-quality contacts, direct access to target group
- individual sending date

Price per release:

- € 990,-
- **Example**

### Performance miracle.

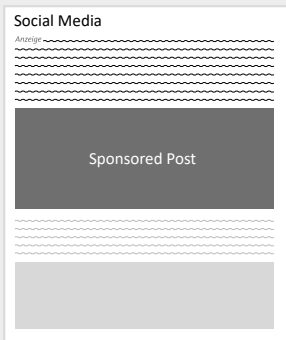
The most successful form of advertising in the field of Newsletter Advertising.



A black and white photograph of a person's hands holding a smartphone. The phone is held in a way that the screen is visible. Above the phone, several circular icons representing social media actions like 'likes' (thumbs up) and 'hearts' are floating in the air, creating a sense of digital activity. The background is blurred, showing some light spots.

# SOCIAL MEDIA.

# SOCIAL MEDIA



## SPONSORED POST

Our social media channels provide our followers with up-to-date professional information from the textile care industry.

Social media is a central component of our communication and optimally complements your media planning.

Dispatch time: always at the right time

The right platform for every purpose!

Our social media channels:

- Facebook
- Instagram
- LinkedIn

Price per post: on request

### Maximum reach? No problem!

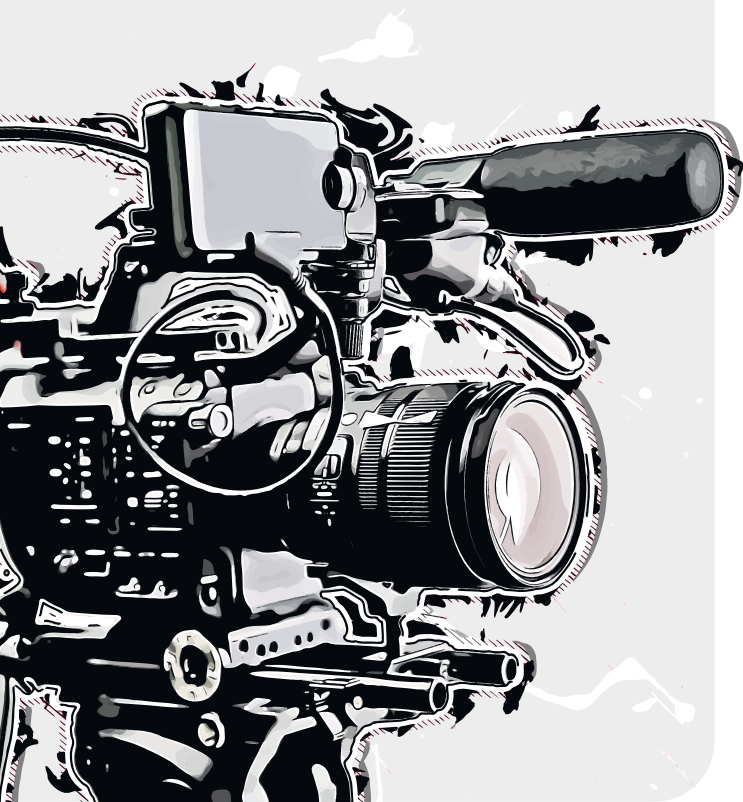
We can push your ad with additional media budget.





VIDEO .

# VIDEO



## REACH YOUR TARGET AUDIENCE WITH A POWERFUL VIDEO MESSAGE.

### VIDEO PRODUCTION

Not possible? – We make it possible!  
Our video team creates an individual video clip for your company.

#### Video formats:

- Product videos
- Interviews
- Imagevideos
- On-site reports
- Assembly videos
- VideoAd

#### Video production includes:

- Concept
- Video shoot
- Editing and post-production
- Publication of the video on a Holzmann Medien website of your choice

### TRAFFIC PUSH

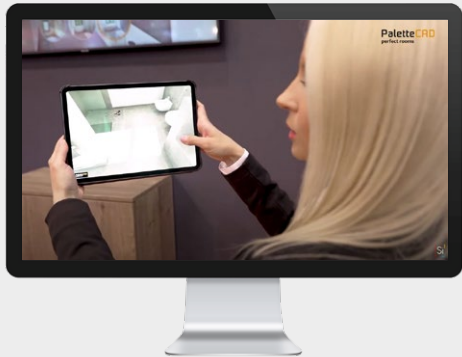
- Publication of the video on the website in the "Videos and image galleries" section
- Publication and promotion of the video on our digital channels (online, newsletter and social media)
- Runtime: 4 weeks

#### Social Media? - Of course!

We create your video in portrait format or provide you with social media optimized videos.



# VIDEO



Detailed information can be found in the flyer.

## VIDEO PRODUCTION | EXAMPLES

### Trade fair talk

Exclusive video of the customer's booth

- 1 hour shooting at the customer's booth
- Incl. recording, editing, music and animation
- Transfer of rights of use to the customer
- This video will be part of the fair trade video
- Logo in the opening and closing credits of the trade fair video (all sponsors)

Production costs: 1,860.00 €\*  
Traffic Push: on request

### Product presentation / on-site report

- 1/2 shooting day at the customer's location
- Incl. recording, editing, music and animation
- Transfer of rights of use to the customer
- Length: approx. 3-5 min. (customizable)

Production costs: 3,500.00 €\*  
Traffic Push: on request

### Image or event video

- 1 day of shooting at the customer's location
- Incl. recording, editing, music and animation
- Transfer of rights of use to the customer
- Length: approx. 5 min. (customizable)

Production costs: 6,600.00 €\*  
Traffic Push: on request

\* plus travel expenses

# GOOD TO KNOW

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## CPM ADDITIONAL SERVICES

- Targeting: 10.00 €
- Frequency Capping: 10.00 €

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## ACCOUNTING

Ad impressions are charged with CPM (thousand-contact price) or fixed prices. Please enquire availability before placing an order.

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## PERFORMANCE REVIEW

After campaign end, we will provide you with reporting and invoice. Campaign reporting consists of ad impressions and clicks.

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## TECHNICAL SPECIFICATIONS

**Specs.**





## YOUR COMPETENT PARTNER FOR BUSINESS AND TRADE MEDIA



## Contacts

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The following apply

General terms and conditions