



[www.sicht-sonnenschutz.com](http://www.sicht-sonnenschutz.com)

AUDIENCE.

CHANNELS.

THEME PLAN.

PRICE LIST.

WEBSITE.

NEWSLETTER.

MOVING IMAGES.

AWARD.

CONTACT PERSONS.

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# OUR TARGET GROUP



sicht & sonnenschutz – THE SPECIAL MAGAZINE  
FOR ROOM COMFORT AND BUILDING ENVELOPE

## OUR READERS



### Main audience

Roller shutter and sun protection  
mechatronics engineers,  
interior decorators, metal/gate  
builders, schools and associations



### More readers

Planners and architects,  
authorised experts and manufacturers



# OUR CHANNELS



## PRINT

sicht & sonnenschutz – THE SPECIAL MAGAZINE FOR ROOM COMFORT AND BUILDING ENVELOPE

**sicht & sonnenschutz** will be published from 2024 with 6 issues per year (double issues 1-2/January-February, 3-4/March-April, 5-6/May-June, 7-8/July-August, 9-10/September-October and 11-12/November-December).

Our special publications design+building for the premium target group architects, glas kompakt | beschattung kompakt as an industry reference book and R+T markets as an international special publication offers manufacturers and service providers a tailor-made environment for a targeted, long-term and thus sustainable presence.

## DIGITAL

WEBSITE SICHT-SONNENSCHUTZ.COM

**sicht-sonnenschutz.com** is an online portal for opinion leaders, decision makers and professionals in the industry. It complements our information offering on a daily basis and offers IVW-tested quality range for banner and native formats.

NEWSLETTER sicht & sonnenschutz aktuell

Twice a month, usually on Wednesdays, **sicht & sonnenschutz aktuell** currently reaches over 3,000 subscribers from the key target groups.



## AWARD

FENSTERBAUER DES JAHRES

Every two years we honour with this award the FENSTERBAUER DES JAHRES as the main prize winner and also particularly innovative companies in the categories product development/manufacturing as well as sustainability and energy efficiency. More about the award 2024 on page 39.

# PUR UTILITY VALUE



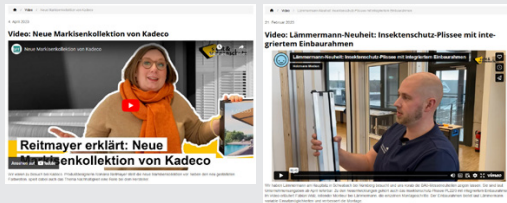
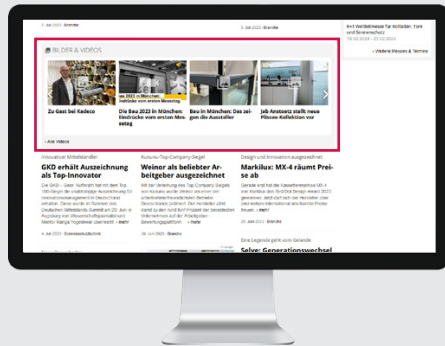
## OUR PRACTICE SECTIONS SAVE TIME, MONEY AND TROUBLE IN DAILY WORK

Practice-oriented communication to the market is the key business of our editorial team. Our practice sections make a valuable contribution to the reporting

- Practical tip – step-by-step instructions for assembly
- Design tip – for interior decorators
- My favourite tool – introduction of useful helpers
- Flash interview – statements from players in the industry
- In case of damage – recognise and avoid errors
- Focus on opinion – market assessment with experts
- Special – the title theme of the magazine on top topics

Our readers appreciate what we have to offer, more utility value is not possible!

# ATTENTION: CAMERA IS ON



## VIDEO PRODUCTION

### THE BRANCH IN MOVING IMAGES

In times of digitalisation, the production of videos has been an integral part of the **sicht & sonnenschutz** brand wreath for years- with exclusivity on the market.

Whether interviews with important players in the industry, trade fair talks, product presentations, on-site reports image or event videos: We provide our readers with virtual top information all around the branch.

Find out about your options on pages 36/37.

Example



PRINT.

# sicht & sonnenschutz AT A GLANCE



## JOURNALISTICALLY HIGH-QUALITY CONTENT FROM THE PRACTICE FOR THE PRACTICE

### EDITION



Real circulation (IVW-tested):  
8,444 copies  
(Annual average 1 January to 30 June 2023)

### FREQUENCY OF PUBLICATION



6 issues per year from 2024  
(Double issues 1-2/January-February, 3-4/March-April,  
5-6/May-June, 7-8/July-August, 9-10/September-October and  
11-12/November-December).

### IVW AUDIT



'sicht & sonnenschutz' is the independent and only pure sun protection trade magazine in the German-speaking region with IVW circulation verification.

This means for your media activities: Valid reporting of the print and actually distributed circulation and thus planning reliability!

Information about IVW.



# CLEAR READER GUIDANCE MODERN LAYOUT






## OUR CREDO: QUALITY JOURNALISM

- Thanks to an enormously high proportion of research carried out by our editorial team, our readers receive high-quality and practice-oriented content for the daily work.
- In addition to the research and specialist articles, our practice sections such as the Praxistipp (step-by-step instructions in the assembly section) or the design tip are top information sources.
- **sicht & sonnenschutz** uses all the styles of a modern trade magazine and offers as an opinion platform orientation and utility.
- **sicht & sonnenschutz** reports from the industry for the industry, sets topics and questions and discusses current developments.

## OUR CONTENT

- Magazine sections: Objekt des Monats – Nachrichten – Sonnenschutztechnik – textiler Sonnenschutz – Tageslichttechnik – außen- und innenliegender Sonnenschutz – Markisentechnik – Rollläden – Antriebs-, Steuerungs- und Funktechnik – Klapp- und Schiebeläden – Insektenschutz – Tore/Torteknik – Funktionsgläser, Energieeffizientes Bauen und Produkte
- Topics: Industry news, market conditions, novelties, products, innovations, standards, dates
- Our forms: Object and user reports, specialist articles, interviews, trade fair reports, product and service pages, practice sections, surveys, market reports and much more.



Issue	Dates	Main topic	Topics/Categories	Trade fairs/Exhibitions
<p><b>1/2</b> January/ February</p> <p>heimtextil</p>  	<p>PD: 13/02/2024 FDA: 19/01/2024 ED: 12/01/2024</p>	<p><b>Stuttgart is calling!</b> Finally - after six years, the industry is once again looking forward to Stuttgart, where R+T opens its doors from 19 to 23 February! In the January/February issue, we present which innovations and trends will be shown there, which exhibitors will be there and where they can be found. At the same time, we take a look at the exhibitor highlights of FENSTERBAU FRONTALE and show what the industry can expect in Nuremberg.</p>	<p><b>Category products:*</b> Interior shading, roller shutter boxes, tools for interior decorators</p> <p><b>Category Practical tip:</b> Step-by-step instructions for a successful execution</p> <p><b>Trade fair review:</b> heimtextil</p> <p><b>Trade fair issue:</b> R+T</p> <p><b>Trade fair issue:</b> FENSTERBAU FRONTALE</p>	<p><b>heimtextil</b> Frankfurt/Main, 9 to 12/1/2024</p> <p><b>Polyclose</b> B-Gent, 17 to 19/1/2024</p> <p><b>R+T</b> Stuttgart, 19 to 23/2/2024</p> <p><b>digitalBAU</b> Cologne, 20 to 22/2/2024</p> <p><b>IHM</b> Munich, 28/2 to 3/3/2024</p> <p><b>FENSTERBAU FRONTALE</b> Nuremberg, 19 to 22/3/2024</p>
<p><b>3/4</b> March/April</p> 	<p>PD: 05/04/2024 FDA: 08/03/2024 ED: 01/03/2024</p>	<p><b>Outdoor Living</b> While other trends come and go, the desire and associated lifestyle of „outdoor living“ remains unbrokenly current. sicht &amp; sonnenschutz presents successful examples of textile solutions as well as pergolas, patio and slatted roofs.</p>	<p><b>Category products:*</b> Building management systems, markisolettes, daylight technology, drive, control and radio systems</p> <p><b>Category Practical tip:</b> Step-by-step instructions for a successful execution</p> <p><b>Trade fair review:</b> R+T</p>	

\*The category products is not thematic focal point. Only products can be presented here!

Issue	Dates	Main topic	Topics/Categories	Trade fairs/Exhibitions
<b>5/6</b> May/June	<b>PD: 28/05/2024</b> <b>FDA: 03/05/2024</b> <b>ED: 26/04/2024</b>	<b>Roller shutters/blinds/zip screens</b> Design, function and sustainability play the central role in the choice of external shading. Roller shutters, external venetian blinds or zip screens? And what about the 2nd escape route? Our editorial team compares the different aspects.	<b>Category products:*</b> Smart metering, home automation, external sun protection, roller blinds  <b>Category Practical tip:</b> Step-by-step instructions for a successful execution  <b>Market report:</b> Outdoor Living  <b>Market report:</b> Insect protection	<b>R+T Asia</b> CN-Shanghai, 28 to 30/5/2024  <b>Rosenheimer Tür- und Tortage</b> Rosenheim, 5 to 6/6/2024
<b>7/8</b> July/August	<b>PD: 30/07/2024</b> <b>FDA: 05/07/2024</b> <b>ED: 28/06/2024</b>	<b>SmartHome</b> The smart home ensures safe and comfortable living. Simple operation, energy optimisation and indoor climate are just a few aspects that need to be considered. We show what innovations and further developments are available on the market.	<b>Category products:*</b> Insect screens, awnings, machines for roller shutter production  <b>Category Practical tip:</b> Step-by-step instructions for a successful execution	

PD = Publication date FDA = Advertising/printing documents deadline ED = Editorial deadline

The editorial department reserves the right to make changes regarding the topics.

\*The category products is not thematic focal point. Only products can be presented here!

Issue	Dates	Main topic	Topics/Categories	Trade fairs/Exhibitions
design+building	PD: 17/09/2024 FDA: 09/08/2024	<b>Special publication for architects</b>	Further information on page 18	<b>Magazine displays at glasstec 2024, heimtextil 2025 and 2026, BAU 2025 and FENSTERBAU FRONTALE 2026</b> (further displays possible)
<b>9/10</b> September/ October	PD: 24/09/2024 FDA: 30/08/2024 ED: 23/08/2024	<b>Sun protection on the façade</b> The façade, as the calling card of the house, must form a balanced whole with the sun protection that goes with it. In our autumn issue, we present implementations of particularly stylish and functional objects.	<b>Category products:*</b> Panel curtains, foils, roof window shading  <b>Category Practical tip:</b> Step-by-step instructions for a successful execution  <b>Market report:</b> Doors and gate technology	<b>Sun Shading Expo North America</b> USA-Anaheim, 24 to 26/9/2024  <b>BATIMAT + Equipbaie-Metalexpo</b> F-Paris, 30/9 to 3/10/2024  <b>Rosenheimer Fenstertage</b> Rosenheim, October 2024
<b>11/12</b> November/ December	PD: 26/11/2024 FDA: 31/10/2024 ED: 25/10/2024	<b>Interior sun protection</b> Pleated blinds, roller blinds, venetian blinds or panel tracks? Interior sun protection solutions create pleasant lighting conditions, protect against unwanted glances and, in terms of design, make a significant contribution to the overall appearance of the rooms. In the run-up to heimtextil, we take a look at what is currently in demand. But that's not all: BAU in Munich is also in the spotlight, we report on exhibitors, products, the supporting program, trends and much more.	<b>Category products:*</b> Facade solutions, lamella systems, photovoltaic/solar  <b>Category Practical tip:</b> Step-by-step instructions for a successful execution  <b>Trade fair issue:</b> heimtextil  <b>Trade fair issue:</b> BAU	

heimtextil  
**BAU**

\*The category products is not thematic focal point. Only products can be presented here!

Issue	Dates	Main topic	Topics/Categories	Trade fairs/Exhibitions
<b>1/2</b> January/ February 2025  <b>heimtextil</b>	PD: 04/02/2025 FDA: 10/01/2025 ED: 03/01/2025	<b>Innovations 2025</b> Just in time for the new year, we present the industry's new products and collections. Spring can come!	<b>Category products:*</b> Gates, drive, control and radio technology, folding and sliding shutters  <b>Category Practical tip:</b> Step-by-step instructions for a successful execution  <b>Trade fair review:</b> heimtextil	<b>BAU</b> Munich, 13 to 17/1/2025  <b>Perimeter Protection</b> Nuremberg, 14 to 16/1/2025  <b>heimtextil</b> Frankfurt/Main, 14 to 17/1/2025

PD = Publication date FDA = Advertising/printing documents deadline ED = Editorial deadline

The editorial department reserves the right to make changes regarding the topics.

\*The category products is not thematic focal point. Only products can be presented here!

**Constant editorial focus:**

News, sun protection technology, textile sun protection, daylight technology, external and internal sun protection, awning technology, roller shutters, drive, control and radio technology, folding and sliding shutters, insect screens, gates/gate technology, functional glass, energy-efficient construction, products and books.

**Service formats:**

Special, flash interview, focus on opinion, practical tip, career in the craft, the design tip, **sicht & sonnenschutz** discusses, damage case, my favourite tool.

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

Format	Print space formats width x height in mm	Basic prices b/w	Prices 2-coloured	Prices 3-coloured	Prices 4-coloured
2/1 page	380 x 245	4,765.– €	5,665.– €	6,565.– €	7,465.– €
1/1 page	172 x 245	2,490.– €	2,990.– €	3,490.– €	3,990.– €
2/3 page	172 x 164 or 113 x 245	1,550.– €	1,900.– €	2,250.– €	2,600.– €
1/2 page	172 x 127 or 83 x 245	1,275.– €	1,525.– €	1,775.– €	2,025.– €
1/3 page	172 x 88 or 54 x 245	855.– €	1,025.– €	1,195.– €	1,365.– €
1/4 page	172 x 66 or 83 x 127 or 39 x 245	650.– €	780.– €	910.– €	1,040.– €
1/8 page	172 x 33 or 83 x 66 or 39 x 127	335.– €	400.– €	465.– €	530.– €
Title page + 1/3 page 4c horizontal as a title page statement	194 x 185 (+ 3 mm trimming on the left, right and at the bottom) 210 x 108 (+ 3 mm trimming on the left, right and at the bottom)	2,875.– €	3,375.– €	3,875.– €	4,375.– €
2nd cover page	210 x 297 (plus trimming, see page 16)	2,745.– €	3,245.– €	3,745.– €	4,245.– €
4nd cover page	210 x 297 (plus trimming, see page 16)	2,745.– €	3,245.– €	3,745.– €	4,245.– €

Text advertisements:	<b>Millimetre price</b> 1 column (54 mm wide, b/w, prize in colour on request)	€ 3.45
Classified advertisements:	<b>Job offers/other classified advertisements (publication in print + online)</b>	
	2-column (83 mm wide, at least 20 mm high)	€ 3.50
	4-column (172 mm wide, at least 20 mm high)	€ 7.00
	<b>Job searches</b>	
	2-column (83 mm wide, at least 20 mm high)	€ 2.45
	4-column (172 mm wide, at least 20 mm high)	€ 4.85
Box number:		€ 16.00

▶ Your classified advertisement is also published on [www.sicht-sonnenschutz.com](http://www.sicht-sonnenschutz.com).

Please note our

**General terms and conditions.**

Bleed formats and graphic illustration see page 16

**2 Surcharges:**

Placement	Binding placement regulations:	respectively 10 % of ad rate
Colour	Per standard colour (PSO Coated v3) see price list. Special colours, which cannot be obtained from PSO Coated v3:	40 % of ad rate
Format	Advertisements across the gutter:	10 % of ad rate

**3 Discounts:**

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

frequency discount	volume discount
For 2 ads 5 %	1 page 5 %
For 4 ads 10 %	3 pages 10 %
For 6 ads 15 %	6 pages 15 %

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

5 % combination discount by booking our magazine GFF parallel.

**4 Categories:**

See price list page 14

**5 Special types of advertising:**

Bound inserts	
2 pages (1 sheet)	€ 2,510.–
4 pages (2 sheets)	€ 3,530.–
6 pages (3 sheets)	€ 4,235.–
8 pages (4 sheets)	€ 4,950.–
Uncut format	216 x 306 mm
Trim size	210 x 297 mm
Required batch	Upon request
(Discount: 1 sheet = 1/1 advertisement page)	

**6 Contact:**
**Inserts**

Loose, max. size 205 mm x 294 mm\*

Price per 1,000 items plus ePaper flatrate € 180.–

Weight	Price %
Up to 30 g	€ 220.–
Up to 40 g	€ 245.–
Up to 50 g	€ 275.–
Each additional 10 g	€ 20.–

Required batch: Upon request

**Glued inserts**

Price per 1,000 items plus ePaper flatrate € 180.–

Advertising material	Price %
Postcards	€ 245.–
Glued inserts up to 25 g	€ 300.–

Required batch: Upon request

**Advertising Manager:**

Thomas Pohl (in charge)

Telephone +49 8247 354-185

thomas.pohl@holzmann-medien.de

**Team Manager Media Sales:**

Barbara Danielkewitz

Telephone +49 8247 354-232

barbara.danielkewitz@holzmann-medien.de

**Media Administration:**

Sabrina Bader

Telephone +49 8247 354-192

disposition@holzmann-medien.de

**IMPORTANT**

Binding bleed for bound inserts:

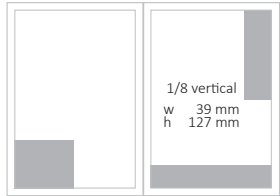
Bleed on the top 6 mm

Left, right and bottom: every 3 mm

\*Please be sure to observe the specified format. Deviations, in particular overlapping formats will result in additional postal costs, which we will invoice.

Advertisement formats

Within type area



1/8 page  
Width 83mm  
Height 66mm

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



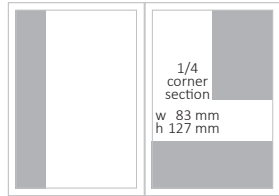
1/3 p. horizontal  
Width 172mm  
Height 88mm

1/3 p. vertical  
Width 54mm  
Height 245mm



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

2/3 p. vertical  
Width 113mm  
Height 245mm



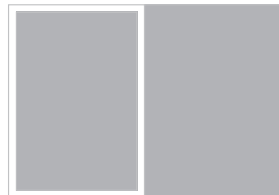
1/4 p. vertical  
Width 39mm  
Height 245mm

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



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

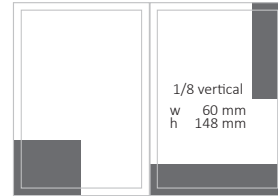
1/2 p. vertical  
Width 83mm  
Height 245mm



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

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

With bleed



1/8 page  
Width 104mm  
Height 86mm

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



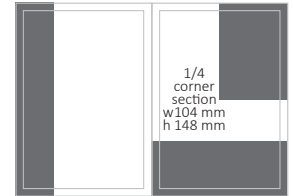
1/3 p. horizontal  
Width 210mm  
Height 108mm

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



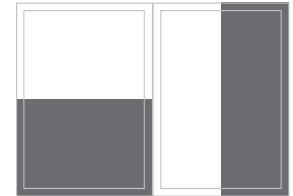
2/3 p. horizontal  
Width 210mm  
Height 185mm

2/3 p. vertical  
Width 134mm  
Height 297mm



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

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



1/2 p. horizontal  
Width 210mm  
Height 148mm

1/2 p. vertical  
Width 104mm  
Height 297mm



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



Year:	22nd volume 2024	Data transmission:	By eMail to disposition@holzmann-medien.de
Publisher:	Holzmann Medien GmbH & Co. KG Gewerbestraße 2 86825 Bad Wörishofen Germany Telephone +49 8247 354-01 Telefax +49 8247 354-170 www.holzmann-medien.de www.sicht-sonnenschutz.com	Data formats:	High-resolution, printable PDF file, press proof or proof (colour binding).
Managing Publisher:	Alexander Holzmann	File resolution:	300 dpi (CMYK)
Advertising Manager:	Thomas Pohl (in charge) Telephone +49 8247 354-185 thomas.pohl@holzmann-medien.de	Colours:	Printing colours (CMYK) according to PSO Coated V3.
Editorial:	Holger Dirks (Editor in Chief) Telephone +49 8247 354-229 holger.dirks@holzmann-medien.de For further contacts, see page 41.	Data archiving:	Print documents/media are not archived for more than 1 year after kept by the publisher for the last insertion.
Terms of payment and bank details:	Within 14 days from the invoice date without deduction VAT number DE 129 204 092 Sparkasse Schwaben-Bodensee IBAN: DE50 7315 0000 0000 1017 09 BIC: BYLADEM1MLM	Warranty:	In case of incomplete or incorrect data/printing material a complaint cannot be accepted. The format of the advertisement document must be the same as the advertisement.
Magazine format:	DIN A4 – 210 mm wide x 297 mm high	Contact	Sabrina Bader
Type area:	172 mm wide x 245 mm high 4 columns of 39 mm width 3 columns each 54 mm wide	Media disposition:	Telephone +49 8247 354-192 disposition@holzmann-medien.de
Print and binding method:	Sheet fed offset printing, adhesive binding	<div style="background-color: #cccccc; padding: 10px; border-radius: 10px;"> <p><b>IMPORTANT – WEBSHOP/EPAPER</b></p> <p>As we also publish issues of <b>sicht &amp; sonnenschutz</b> in our webshop and distribute them as ePapers, we need the PDF files of bound inserts and supplements <b>to the e-mail address of the media disposition.</b></p> </div>	
Paper inner part:	90 gr/m <sup>2</sup> (picture printing paper), cover: 200 gr/m <sup>2</sup> (picture printing paper).		
		Delivery address for inserts and bound-in inserts:	Industrie-Buchbinderei Kassel c/o Mr Timo Träbing Otto-Hahn-Straße 25 34253 Lohfelden, Germany
		Delivery note:	Password siso No. xxx/2024

# SPECIAL PUBLICATION FOR ARCHITECTS



Sample pages for  
object report or  
portfolio  
presentation



## DESIGN+BUILDING (EDITION 2024)

- Brief description:** As a special publication of GFF and sicht & sonnenschutz, 'design+building' offers you the opportunity to present your top references to the premium target group of architects.
- Distribution:** 950 subscribers of GFF and sicht & sonnenschutz, 4,480 architects, 2,990 interior designers, 1,080 façade planners and building and energy consultants, 1,500 copies at the most important trade fairs 2024 to 2026 and 300 copies of Holzmann Medien
- Advertising format:** Object report or alternatively portfolio presentation of your company (Only double pages bookable)
- Format:** 250 mm wide x 353 mm high
- Circulation:** 11,300 copies
- Distribution:** Print edition: Directly to recipients/trade fairs  
Online: E-paper at [www.gff-magazin.de](http://www.gff-magazin.de) and [www.sicht-sonnenschutz.com](http://www.sicht-sonnenschutz.com)
- Dates:** Booking deadline 09 August 2024  
Date of publication 17 September 2024
- Price:** 2,500.- € net per double page  
(No discount or agency commission possible)
- The price does not include the currently valid statutory value added tax
- Colours:** These are printed according to PSO Coated v3.

Curious? Click in:

Information flyer

ePaper

1 Circulation monitoring: 

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

Print run:	7,300			thereof ePapers
Total circulation:	8,444			1,188
Paid circulation:	273			0
Copies subscribed:	228			0
	thereof	0	Member copies	0
		0	Multiple copies	0
Other sales:	45			0
Single-copy sale:	0			0
Free copies	8,171			1,188
	thereof	120	laid out	
		1	display location	
Remaining, file and archived copies:	44			

3 Geographical distribution analysis:

Economic region	Proportion of the total circulation	
	%	Copies
National	81.79	6,906
Abroad	6.85	572
Not clearly allocable	11.44	966
Total circulation	100.00	8,444

3.1 Distribution according to the Nielsen regions/Federal states:

<b>Nielsen region I</b>		
Schleswig-Holstein	2.37 %	164
Hamburg	1.04 %	72
Lower Saxony	7.27 %	502
Bremen	0.55 %	38
<b>Nielsen region II</b>		
North Rhine-Westphalia	14.52 %	1,003
<b>Nielsen region IIIa</b>		
Hesse	10.87 %	751
Rhineland-Palatinate	4.53 %	313
Saarland	1.06 %	73
<b>Nielsen region IIIb</b>		
Baden-Wuerttemberg	17.03 %	1,176
<b>Nielsen region IV</b>		
Bavaria	24.72 %	1,707
<b>Nielsen region V</b>		
Berlin	1.23 %	85
<b>Nielsen region VI</b>		
Brandenburg	2.23 %	154
Mecklenburg-West Pomerania	0.83 %	57
Saxony-Anhalt	2.81 %	194
<b>Nielsen region VII</b>		
Saxony	5.55 %	383
Thuringia	3.39 %	234
<b>Total circulation national</b>	<b>100.00 %</b>	<b>6,906</b>

Distribution abroad:

<b>Europe</b>		
German-speaking countries	99.83 %	571
thereof Austria	94.23 %	539
thereof Switzerland	52.45 %	300
	41.78 %	239
EU countries (without Germany/Austria)	4.72 %	27
EU countries (others)	0.88 %	5
<b>Non-european countries</b>	0.17 %	1
<b>Total circulation abroad</b>	<b>100.00 %</b>	<b>572</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
43298	<b>Processors</b> Roller shutters and sun protection mechatronic technicians	32.06 %	2,707
43336	Interior decoration	30.51 %	2,576
251/25621	Metal construction/doorway construction	20.86 %	1,761
4613/4673/46733/46734/ 46735/4674	<b>Commercial trade</b> Structural elements/building materials/hardware trade/window construction	0.23 %	19
711/7111/71113/71122	<b>Construction (planning)</b> Architecture and planning offices	0.21 %	18
43999	Lighting and facade planers	0.04 %	3
35	Producing industry	0.63 %	53
10/11/13-15/17/20/22-32 41-43	other civil engineering, structural engineering and finishing trades (interdisciplinary)	2.85 %	241
85/91010/94	<b>Other recipient groups</b> Education and teaching/special interest groups/libraries and archives	0.27 %	23
	Subscribers (without sector definition)	0.40 %	34
	Not clearly allocable	11.94 %	1,009
	<b>Total circulation</b>	<b>100.00 %</b>	<b>8,444</b>

1.2 Size of the business entity: not ascertained

2.1 Job characteristics: not ascertained

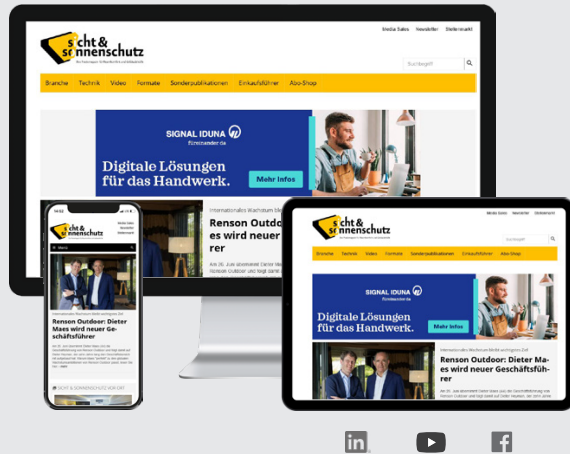
2.2 Socio-demographics: not ascertained

2.3 Decision areas or purchasing intentions: not ascertained



DIGITAL.

# sicht-sonnenschutz.com AT A GLANCE



## DAILY NEWS FROM THE SUN PROTECTION AND GATES BRANCH

### COMPREHENSIVELY

researched top subjects, daily industry news, the topics of the current print edition and a multimedia gallery with picture series, exclusively filmed interviews and videos of the most important industry events.



#### Online reach

6,456 Visits  
12,379 PageImpressions  
(Monthly average January  
to June 2023, IVW tested)



#### Of which mobile

1,849 Visits  
3,014 PageImpressions  
(Monthly average January  
to June 2023, IVW tested)

### CAMPAIGN PLANNING

Lots of best practice examples and the current reach figures can be found in the **sicht & sonnenschutz** digital portfolio.

'sicht & sonnenschutz' digital portfolio

Technical specs

General terms and conditions

# DISPLAY ADVERTISING



## XXL ADVERTISING SPACE

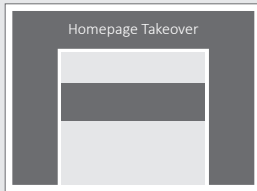
### DYNAMIC SITEBAR

**CPM 170.– €**

The Dynamic Sitebar takes the right-hand skyscraper position and always remains visible. When the user scrolls, the Dynamic Sitebar remains in place (sticky).

The advertising format adapts to the respective screen size and thus dynamically uses the maximum available space on the right-hand side of the website.

**Delivery:** Desktop

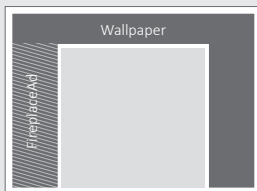


### HOMEPAGE TAKEOVER

**CPM 190.– €**

Getting more advertising space is impossible. Attention-grabbing combination of FireplaceAd and Billboard.

**Delivery:** Desktop



### WALLPAPER

**CPM 145.– €**

Combination of Superbanner and Skyscraper. The wallpaper frames the website at the top and right-hand side.

**Delivery:** Desktop

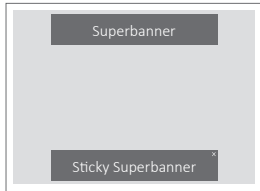
### FIREPLACEAD

**CPM 180.– €**

Combination of two Skyscrapers and the Superbanner. The FireplaceAd frames the website on three sides. When scrolling, the Skyscrapers on the left and right are sticky.

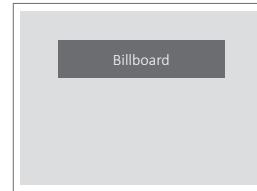
**Delivery:** Desktop

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



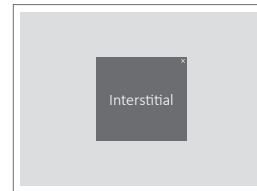
**Billboard** (940 x 250 pixels) **CPM 170.– €**  
 Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.

**Delivery:** Desktop



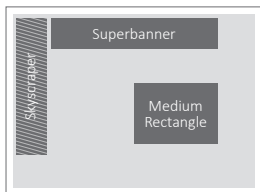
**Skyscraper** (120 x 600 pixels) **CPM 100.– €**  
**Wide Skyscraper** (160 x 600 pixels) **CPM 100.– €**  
 Placed at the right or left side of the screen; remains in the user's field of view while scrolling.

**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

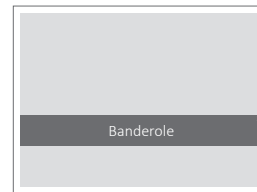


**TandemAd** **CPM 140.– €**  
 Simultaneous payout of two classic advertising formats within the same page impression.

**Delivery:** upon request

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

**Delivery:** upon request

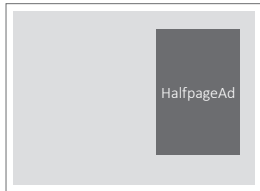


**BanderoleAd** (770 x 250 pixels) **CPM 135.– €**  
 The advertising material lies in the directly visible area like a strip across the website. Best suited for concise advertising messages.

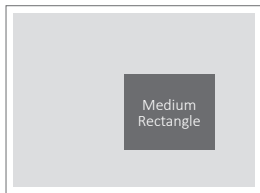
**Delivery:** Desktop



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.



**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.



**VideoAd** **from 630.– €**  
 We adapt and integrate your video to the look & feel of the website.

To make users aware of the VideoAD, we place a teaser box on the start page and the subpages of the website. For the teaser, you have 120 characters of text and an image available.

You choose how long you want to run the campaign.

### 'sicht & sonnenschutz' Branding Day.

Exclusive display of your advertising message. Daily and weekly booking possible – please contact us!

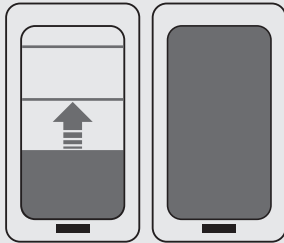
Choose your desired format for the exclusive addressing of our users in an exclusive period

### 'sicht & sonnenschutz' very targeted.

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



# MOBILE ADVERTISING

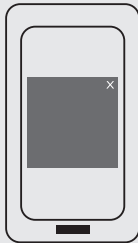


## MAXIMUM ATTENTION EVEN ON THE SMALLEST SCREENS

### MOBILE INTERSCROLLER

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

CPM 135.– €

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

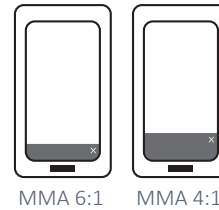
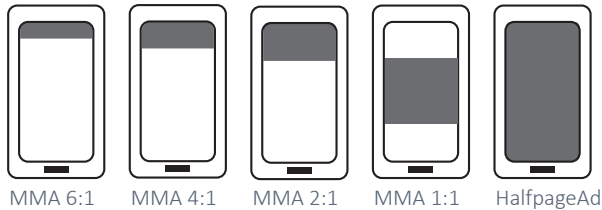
Target mobile users for your device optimized campaign.

**Mobile MMA Banner**

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

**Mobile MMA Banner sticky**

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



**Know what matters.**

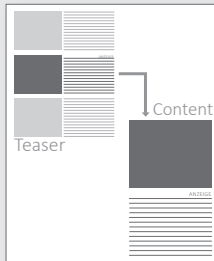
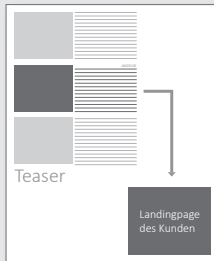
The monthly IVW MEW statement transparently documents our device access.

An average of 28,64 %\* of page impressions for sicht-sonnenschutz.com took place on mobile

\* (IVW Online January to June 2023)



# NATIVE



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

### NATIVEAD OUT

- Image-text display that is designed in the look & feel of an editorial post and is marked as an advertisement.
- NativeAD Out links to an external landing page.
- Placement: in content or sidebar
- Duration: min. 4 weeks
- Reporting: end of runtime (AdImpressions and clicks)

**Price: from 450.– €**

### NATIVEAD IN

- Image-text display that is designed in the look & feel of an editorial post and is marked as an advertisement.
- NativeAD In links to a microsite (one-pager) where you can embed text, images, videos and links.
- Placement: in content or sidebar
- Duration: min. 4 weeks
- Reporting: end of runtime (AdImpressions and clicks)

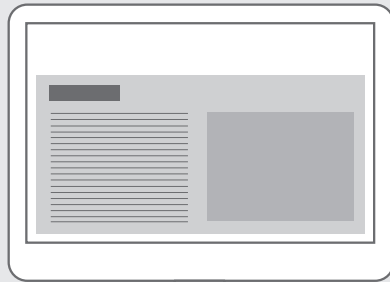
**Price: from 700.– €**

### Extend Reach | Crafts XXL.

- on the B2B skilled crafts portals of the individual specialist titles
- across the entire crafts channel



# NATIVE



(Fixed placement) Newsletter  
Teaser

TRAFFIC PUSH

## ADVERTORIAL

We build an exclusive microsite that has the look and feel of the websites. The microsite will be designed according to your wishes- you can integrate a lot of information and content like images, files, videos and links.

Duration: Minimum 4 weeks

Traffic push: (Fixed placement) teaser, newsletter ads

Reporting: After end of runtime (AdImpressions, dwell time and click values of all clickable elements)

**Costs: from 830.– €**

Beispiel

### Extend reach | Crafts XXL.

- on the B2B skilled crafts portals of the individual specialist titles
- across the entire crafts channel



# LEADS

limited  
availability



TRAFFIC PUSH

## WHITEPAPER

For the whitepaper we build an exclusive microsite (content page). Similar to the advertorial, you can insert content such as images, files, videos, links and of course the whitepaper. The collected leads are passed on to you.

Duration: Flexible, depending on the budget and/or number of leads, that are to be achieved.

Set up microsite: € 1,990.–\*

Traffic push included: NativeAd In, Newsletter Ads

Upon request: Reach extension on the comprehensive B2B trade portals Deutsche Handwerks Zeitung and handwerk magazin

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

## PRICE:

Lead packages	You will receive	Price
Basic package	Up to 20 leads	3.990,-€
Advanced package	Up to 20 leads	4.990,-€
Premium package	Up to 20 leads	6.990,-€

### Basic-Lead | CPL € 50.00

- E-mail address

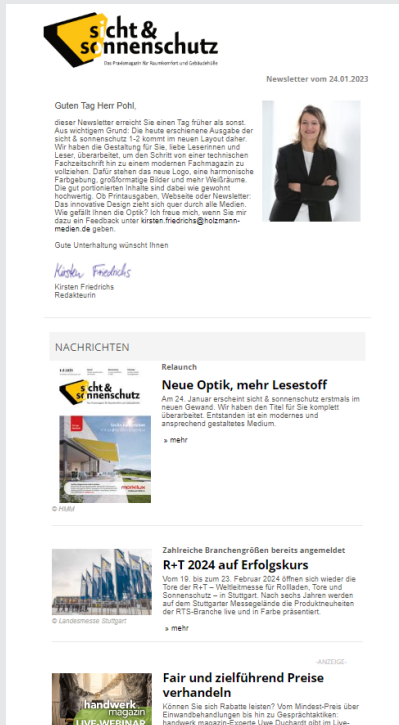
### Advanced-Lead | CPL € 150.00

- 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 the company
- Industry

# NEWSLETTER sicht & sonnenschutz aktuell AT A GLANCE



## FACTS AND FIGURES



Subscribers

**3,085** (07/2023)



Sending frequency

**weekly form 2024**  
(Usually Wednesday)



Open rate

**16,3 %** (Ø 01-07/2023)



Reporting

**automated**  
after seven days

Issue	Edition	Publication
January	sicht & sonnenschutz aktuell	03/01/2024
January	sicht & sonnenschutz aktuell	10/01/2024
January	sicht & sonnenschutz aktuell	17/01/2024
January	sicht & sonnenschutz aktuell	24/01/2024
January	sicht & sonnenschutz aktuell	31/01/2024
<b>February</b>	<b>sicht &amp; sonnenschutz aktuell Trade Fair preview R+T</b>	<b>07/02/2024</b>
February	sicht & sonnenschutz aktuell	14/02/2024
February	sicht & sonnenschutz aktuell	21/02/2024
February	sicht & sonnenschutz aktuell	28/02/2024
<b>March</b>	<b>sicht &amp; sonnenschutz aktuell Trade Fair review R+T</b>	<b>06/03/2024</b>
March	sicht & sonnenschutz aktuell	13/03/2024
March	sicht & sonnenschutz aktuell	20/03/2024
<b>March</b>	<b>Topic newsletter Outdoor Living</b>	<b>27/03/2024</b>
April	sicht & sonnenschutz aktuell	03/04/2024
April	sicht & sonnenschutz aktuell	10/04/2024
April	sicht & sonnenschutz aktuell	17/04/2024
April	sicht & sonnenschutz aktuell	24/04/2024
May	sicht & sonnenschutz aktuell	02/05/2024
May	sicht & sonnenschutz aktuell	08/05/2024
May	sicht & sonnenschutz aktuell	15/05/2024
May	sicht & sonnenschutz aktuell	22/05/2024
May	sicht & sonnenschutz aktuell	29/05/2024
June	sicht & sonnenschutz aktuell	05/06/2024
June	sicht & sonnenschutz aktuell	12/06/2024

Issue	Edition	Publication
June	sicht & sonnenschutz aktuell	19/06/2024
June	sicht & sonnenschutz aktuell	26/06/2024
July	sicht & sonnenschutz aktuell	17/07/2024
July	sicht & sonnenschutz aktuell	24/07/2024
August	sicht & sonnenschutz aktuell	07/08/2024
August	sicht & sonnenschutz aktuell	14/08/2024
August	sicht & sonnenschutz aktuell	21/08/2024
August	sicht & sonnenschutz aktuell	28/08/2024
September	sicht & sonnenschutz aktuell	04/09/2024
September	sicht & sonnenschutz aktuell	11/09/2024
<b>September</b>	<b>Topic newsletter Interior sun shading</b>	<b>18/09/2024</b>
September	sicht & sonnenschutz aktuell	25/09/2024
October	sicht & sonnenschutz aktuell	02/10/2024
October	sicht & sonnenschutz aktuell	09/10/2024
October	sicht & sonnenschutz aktuell	16/10/2024
October	sicht & sonnenschutz aktuell	23/10/2024
October	sicht & sonnenschutz aktuell	30/10/2024
November	sicht & sonnenschutz aktuell	06/11/2024
November	sicht & sonnenschutz aktuell	13/11/2024
November	sicht & sonnenschutz aktuell	20/11/2024
November	sicht & sonnenschutz aktuell	27/11/2024
December	sicht & sonnenschutz aktuell	04/12/2024
December	sicht & sonnenschutz aktuell	11/12/2024
December	sicht & sonnenschutz aktuell	18/12/2024

Data delivery:

At least five working days before publication to [admanagement@holzmann-medien.de](mailto:admanagement@holzmann-medien.de)



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



**ContentAd**

**Standard Newsletter: Price 200.– €**  
**Topic Newsletter: Price 260.– €**

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)**

**Standard Newsletter: Price 180.– €**  
**Topic Newsletter: Price 230.– €**

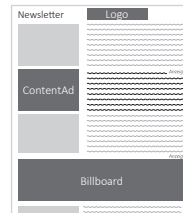
Image display placed between editorial posts. The FullAd links to an external landing page (e.g. company website).



**Billboard**  
**(600 x 240 Pixel)**

**Standard Newsletter: Price 230.– €**  
**Topic Newsletter: Price 300.– €**

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 exclusive sponsoring** **Price 500.– €**

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.

**TOP 1 Placement in**  
**sicht & sonnenschutz aktuell.**

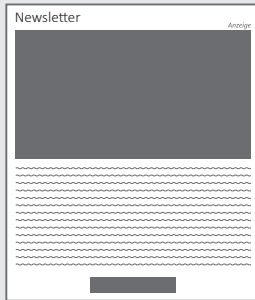
Against a surcharge of € 50.– no problem.

**CTR-Star.**

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



# STANDALONE



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

### OUR CONTACTS — YOUR CONTENT!

Your benefit:

- Attention in the 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 through our reporting
- > 3,000 high-quality contacts, direct target group access
- individual sending date

Price per release:

- TSP\* 480.– € (\*Thousand subscribers prize)
- [Example 1](#) | [Example 2](#)

### Performance miracle.

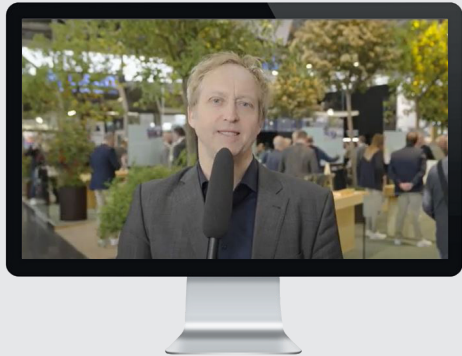
The most successful form of advertising in the field of Newsletter Advertising.





MOVING IMAGES.

# 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



On-site report | Example.

## VIDEO PRODUCTION | EXAMPLES

### Trade fair talk

Exclusive video of the customer's booth

- 1 hour shooting at the customer's booth (approx. 5 minutes)
- Incl. recording, editing, music and animation
- Transfer of rights of use to the customer
- This video will be part of the fair trade video (5-8 minutes)
- Logo in the opening and closing credits of the trade fair video (all sponsors)

Incl. Traffic Push Basic: 2,890.– €\*  
Incl. Traffic Push Premium: 3,000.– €\*

### 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)

Incl. Traffic Push Basic: 4,530.– €\*  
Incl. Traffic Push Premium: 4,640.– €\*

### 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)

Incl. Traffic Push Basic: 7,630.– €\*  
Incl. Traffic Push Premium: 7,740.– €\*

\* plus travel expenses



AWARD.

# FENSTERBAUER DES JAHRES



FENSTERBAUER  
DES JAHRES 2024

INNOVATIONSPREIS

## DER INNOVATIONSPREIS FÜR HANDWERKLICHE FENSTERBAUBETRIEBE

In the window market, craftsman window manufacturers have to hold their own against large industrial suppliers. Whether innovative ideas around the product or their efforts for more sustainability and energy efficiency in their business: The TSG mbH - Die Marke Tischler Schreiner, Holzmann Medien GmbH & Co. KG and EURO Baubeschlag-Handel (EBH) AG would like to reward particularly imaginative companies with the „FENSTERBAUER DES JAHRES“ - the innovation award for craftsman window construction companies.

In addition to the „FENSTERBAUER DES JAHRES 2024“ award for the most creative and innovative entrepreneur, two further prizes will be awarded for outstanding achievements in the areas of product development/manufacturing as well as sustainability and energy efficiency.

The award ceremony will take place on 21 March 2024 at 4.30 pm in the Forum in Hall 2 at the FENSTERBAU FRONTALE 2024 in Nuremberg.

Initiatoren:





## YOUR COMPETENT PARTNER FOR BUSINESS AND TRADE MEDIA





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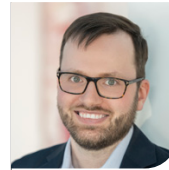
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Our

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