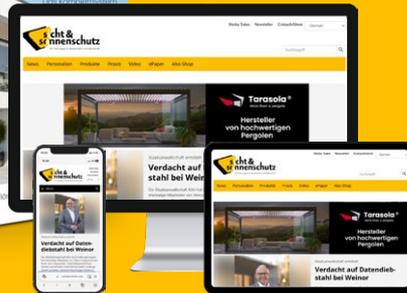




- Independent
- Practice-oriented
- IVW-verified



www.sicht-sonnenschutz.com

AUDIENCE.

CHANNELS.

THEME PLAN.

PRICE LIST.

WEBSITE.

NEWSLETTER.

SOCIAL MEDIA.

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

For over 20 years, **sicht & sonnenschutz** has been one of Germany's leading trade magazines for its core target groups: roller shutter and sun protection mechatronics engineers, interior designers and door/metal fabricators. It is published six times a 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.

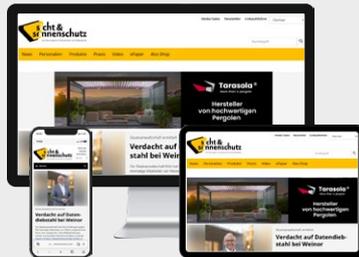
DIGITAL

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

sicht & sonnenschutz currently reaches over 3,200 subscribers from the core target groups on a weekly basis, usually on Wednesdays. Special editions are published for trade fairs and three times a year on specific topics. Standalone newsletters are also sent out.



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. The next award ceremony will take place in 2026. More about the award 2026 on page 42.



PUR UTILITY VALUE



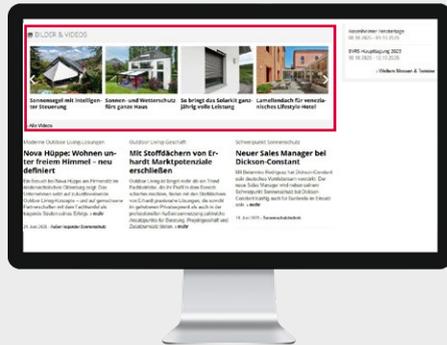
OUR PRACTICE SECTIONS SAVE TIME, MONEY AND TROUBLE IN DAILY WORK

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
- Careers in crafts – between office and construction site
- 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
- Market report – Compact overviews of products

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 39/40.

Example





PRINT.

sicht & sonnenschutz AT A GLANCE



JOURNALISTICALLY HIGH-QUALITY CONTENT FROM THE PRACTICE FOR THE PRACTICE

EDITION



Real circulation (IVW-tested):
8,339 copies
(Annual average 1 July 2024 to 30 June 2025)

FREQUENCY OF PUBLICATION



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).

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: In focus (object of the month, news, flash interview) – Special – Outdoor – Indoor – SmartHome – Gate technology – Business – Service (product preview)
- 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/Fair issues	Topics/Categories	Trade fairs/Exhibitions
1/2 January/ February	PD: 03/02/2026 APD: 09/01/2026 ED: 02/01/2026	Fair review: heimtextil We look back at the first trade fair highlight of the year. What new products did the exhibitors showcase, and what did the supporting program offer? Remediation and retrofitting In this issue's special focus, we address the question of what is needed for safer and more durable installation. We present products and explain the manufacturers' recommendations for practitioners on site at the building site.	Category products:* Interior shading, roller shutter boxes, tools for interior designers Category Practical tip: Step-by-step instructions for a successful execution Market report: Insect screens	heimtextil Frankfurt/Main, 13 to 16 January 2026 Polyclose B-Gent, 14 to 16 January 2026 Swissbau CH-Basel, 20 to 23 January 2026 OUTDOOR AMBIENTE LIVING Stuttgart, 7 to 11 February 2026
3/4 March/April	PD: 03/03/2026 APD: 06/02/2026 ED: 30/01/2026	Fair issue: FENSTERBAU FRONTALE Preview of the world's leading trade fair for windows, doors, and facades in Nuremberg. Which exhibitors will be there with which new developments, and what does the supporting program have to offer? Outdoor Living Spring is here, so it's time to take a look at the latest innovations in patio and louvre roofs as well as textile sun protection.	Category products:* Building management systems, markisolettes, daylight technology, drive, control and radio systems Category practical tip: Step-by-step instructions for a successful execution	IHM Munich, 4 to 8 March 2026 digitalBAU Cologne, 24 to 26 March 2026 FENSTERBAU FRONTALE Nuremberg, 24 to 27 March 2026



PD = Publication date

APD = 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/Fair issues	Topics/Categories	Trade fairs/Exhibitions
5/6 May/June	PD: 27/05/2026 APD: 30/04/2026 ED: 24/04/2026	Fair review: FENSTERBAU FRONTALE A look back at the trade fair and its highlights in the areas of sun protection, automation, and conservatories. Roller shutters/venetian blinds/zip screens External sun protection in new buildings and renovations has become increasingly important. We present selected solutions and further developments.	Category products:* Smart metering, home automation, external sun protection, roller blinds Category Practical tip: Step-by-step instructions for a successful execution Market report: Outdoor Living	R+T Asia CN-Shanghai, 27 to 29 May 2026 Rosenheimer Tür- und Tortage Münster, 10 to 11 June 2026
FENSTERBAU FRONTALE				
7/8 July/August	PD: 28/07/2026 APD: 03/07/2026 ED: 26/06/2026	SmartHome The smart building is the focus of this issue. In the special section, we look at innovations in hardware and software, as well as training courses for specialist companies.	Category products:* Insect screens, awnings, machines for roller shutter production Category Practical tip: Step-by-step instructions for a successful execution	

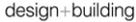
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Issue	Dates	Main topic/Fair issues	Topics/Categories	Trade fairs/Exhibitions
	PD: 08/09/2026 APD: 07/08/2026	International special publication to R+T 2027	Further information on page 19	Presentation at the pre-press conference for the trade fair in September 2026 and targeted distribution to trade visitors at R+T 2027.
	PD: 22/09/2026 APD: 31/07/2026	Special publication for architects	Further information on page 18	Magazine displays at glasstec 2026, heimtextil 2027 and 2028, BAU 2027, R+T 2027 and FENSTERBAU FRONTALE 2028 (further displays possible)
9/10 September/ October	PD: 29/09/2026 APD: 04/09/2026 ED: 28/08/2026	Sun protection on the façade Dynamic sun protection on the facade protects buildings from overheating in summer. We present products and show aesthetic solutions.	Category Products:* Panel curtains, roller shutters, sun tents Category practical tip: Step-by-step instructions for a successful execution Market report: Gates and gate technology	BATIMAT + Equipbaie-Metalexpo F-Paris, 28 September to 1 October 2026 Rosenheimer Fenstertage Rosenheim, October 2026

PD = Publication date

APD = 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/Fair issues	Topics/Categories	Trade fairs/Exhibitions
11/12 November/ December	PD: 24/11/2026 APD: 30/10/2026 ED: 23/10/2026	Fair issue: heimtexitl und BAU We look ahead to the two trade fairs in Frankfurt and Munich. What can visitors expect, and which exhibitors will be there? What are the supporting programs for the trade fairs? Interior sun protection Which designs are currently trending, and what innovations are available for new construction and retrofitting?	Category products:* Gates, drive, control and radio technology, folding and sliding shutters Category practical tip: Step-by-step instructions for a successful execution	Sun Shading Expo North America USA-Orlando, 3 to 5 November 2026

1/2
January/
February 2027



BAU
heimtextil

PD: 09/02/2027
APD: 08/01/2027
ED: 02/01/2027

Fair issue: BAU
 Review of the trade fair at the Munich Exhibition Center. What was new in the field of roller shutters, sun protection, and conservatories?

Fair issue: R+T
 We look ahead to the world's leading trade fair in Stuttgart in February. What innovations will be on display there, and where is technological development headed? What highlights will visitors be offered?

Category Products:*
 Facade solutions, slat systems, PV/solar

Category practical tip:
 Step-by-step instructions for a successful execution

BAU
 Munich, 11 to 15 January 2027
Perimeter Protection
 Nürnberg, 19 to 21 January 2027
heimtextil
 Frankfurt/Main, January 2027

PD = Publication date

APD = Advertising/printing documents deadline

ED = Editorial deadline

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

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

Permanent 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, energy-efficient construction, products and literature.

Service formats:

Special, flash interview, opinion focus, practical tips, careers in the crafts, market reports and damage claims.

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	5,010.00 €	5,910.00 €	6,810.00 €	7,710.00 €
1/1 page	172 x 245	2,620.00 €	3,120.00 €	3,620.00 €	4,120.00 €
2/3 page	172 x 164 or 113 x 245	1,635.00 €	1,985.00 €	2,335.00 €	2,685.00 €
1/2 page	172 x 127 or 83 x 245	1,345.00 €	1,595.00 €	1,845.00 €	2,095.00 €
1/3 page	172 x 88 or 54 x 245	905.00 €	1,075.00 €	1,245.00 €	1,415.00 €
1/4 page	172 x 66 or 83 x 127 or 39 x 245	685.00 €	815.00 €	945.00 €	1,075.00 €
1/8 page	172 x 33 or 83 x 66 or 39 x 127	355.00 €	420.00 €	485.00 €	550.00 €
Title page + 1/3 page 4-colour horizontal as a title page statement	194 x 185 (Additional 3 mm bleed all around) 210 x 108 (Additional 3 mm bleed all around)	3,025.00 €	3,525.00 €	4,025.00 €	4,525.00 €
2nd/4th cover page	210 x 297 (Additional 3 mm bleed all around)	2,885.00 €	3,385.00 €	3,885.00 €	4,385.00 €

Text advertisements:	Millimetre price 1 column (54 mm wide, b/w, prize in colour on request)	€ 3.70
Classified advertisements:	Job offers/other classified advertisements (publication in print + online)	
	2-column (83 mm wide, at least 20 mm high)	€ 3.75
	4-column (172 mm wide, at least 20 mm high)	€ 7.50
	Job searches	
	2-column (83 mm wide, at least 20 mm high)	€ 2.60
	4-column (172 mm wide, at least 20 mm high)	€ 5.20
Box number:		€ 16.50

▶ Your classified advertisement is also published on 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)	€ 2,645.00
4 pages (2 sheets)	€ 3,715.00
6 pages (3 sheets)	€ 4,450.00
8 pages (4 sheets)	€ 5,205.00
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	€ 235.00
Up to 40 g	€ 260.00
Up to 50 g	€ 295.00
Each additional 10 g	€ 20.00

Required batch: Upon request

Glued inserts

Price per 1,000 items plus ePaper flatrate € 180.00

Advertising material	Price %
Postcards	€ 260.00
Glued inserts up to 25 g	€ 320.00

Required batch: Upon request

Head of Media Sales:

Thomas Pohl (in charge)
Telephone +49 8247 354-185
thomas.pohl@holzmann-medien.de

Deputy Head of Media Sales:

Barbara Danielkewitz
Telephone +49 8247 354-232
barbara.danielkewitz@holzmann-medien.de

Media Administrator:

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

In type area



1/8 page
Width 83mm
Height 66mm

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



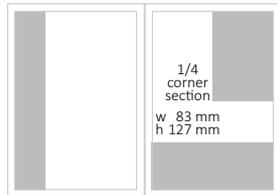
1/3 p. horizontal
Width 172mm
Height 88mm

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



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

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



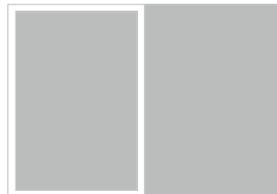
1/4 p. vertical
Width 39mm
Height 245mm

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



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

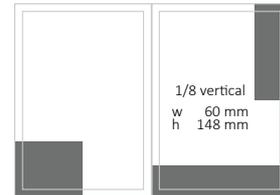
1/2 p. vertical
Width 83mm
Height 245mm



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

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

With bleed (plus 3 mm bleed all round for each size)



1/8 page
Width 104mm
Height 86mm

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



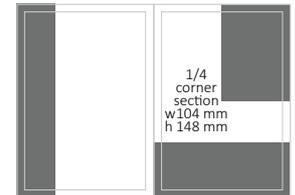
1/3 p. horizontal
Width 210mm
Height 108mm

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



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

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



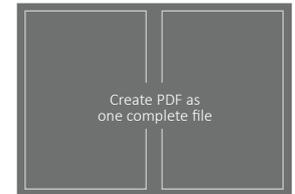
1/4 p. vertical
Width 60mm
Height 297mm

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
420 mm wide, 297 mm high
+ 3 mm bleed all around
NO bleed in the gutter

Create PDF as
one complete file

Year:	24th volume 2026	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) Printing colours (CMYK) according to PSO Coated V3.
Head of Media Sales:	Thomas Pohl (in charge) Telephone +49 8247 354-185 thomas.pohl@holzmann-medien.de	Data archiving:	Print documents/media are not archived for more than 1 year after kept by the publisher for the last insertion.
Editor in chief:	Holger Dirks (in charge) Telephone +49 8247 354-229 holger.dirks@holzmann-medien.de For further contacts, see page 44.	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.
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	Contact	Sabrina Bader Telephone +49 8247 354-192 disposition@holzmann-medien.de
Magazine format:	DIN A4 – 210 mm wide x 297 mm high	Media disposition:	
Type area:	172 mm wide x 245 mm high 4 columns of 39 mm width 3 columns each 54 mm wide		
Print and binding method:	Sheet fed offset printing, adhesive binding		
Paper inner part:	90 gr/m ² (picture printing paper)		
Paper cover:	200 gr/m ² (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 sis0 No. xxx/2026

IMPORTANT – WEBSHOP/EPAPER

As we also publish issues of **sicht & sonnenschutz** in our webshop and distribute them as ePapers, we need the PDF files of bound inserts and supplements **to the e-mail address of the media disposition.**

Inserts are integrated into the ePaper 1:1 at the same place where they are included in the magazine. Supplements are placed at the end of the ePaper with a cover page listing all companies with inserts.

SPECIAL PUBLICATION FOR ARCHITECTS



Sample pages for
object report or
portfolio
presentation



DESIGN+BUILDING (EDITION 2026)

- 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:** 1,150 subscribers of GFF and sicht & sonnenschutz, 4,280 architects, 2,990 interior designers, 1,080 façade planners and building and energy consultants, 1,500 copies at the most important trade fairs 2026 to 2028 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 and www.sicht-sonnenschutz.com
- Dates:** Booking deadline 31 July 2026
Date of publication 22 September 2026
- 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

DIE INTERNATIONALE SONDERPUBLIKATION



R+T MARKETS

Brief description: 'R+T markets' is the exclusive international publication of leading European specialist publishers, which we edit by the lead management of **sicht & sonnenschutz** together with our cooperation partner Messe Stuttgart at R+T 2027.

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

R+T markets is aimed at a top-class international audience and appears cross-media in print and online (ePaper).

Facts and figures:

Date of publication:	04/09/2026
Closing date/	
Printing material:	07/08/2026
Language:	English
Print run:	5,000 copies
Format:	DIN A4
Scope:	52 pages

Distribution:

- Print edition (5,000 copies)
- 200 copies at the pre-press conference for R+T 2027
- 4,300 visitors of R+T 2027
- 360 specimen copies (20 per advertising partner)
- 140 copies Holzmann Medien

Online edition

- Distribution of an ePaper several times via the newsletter **sicht & sonnenschutz aktuell** (over 3,000 recipients, and rising) and the trade fair newsletter R+T News (approx. 39,000 recipients).
- Various releases on Facebook, Twitter and LinkedIn.
- Prominent integration incl. linking on the websites of **sicht & sonnenschutz** and the R+T Stuttgart.

Anzeigen

Format:	1/1 pages only
Availability:	16 places inside and also cover page 2 and 4
Conditions:	Inner part: € 1,500.-
	Cover page: € 1,800.-

For bookings from Germany: All prices plus statutory VAT. In general, prices are not subject to discounts or agency fees.

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

Circulation monitoring: 

Circulation analysis: Copies per issue as an annual average
(1 July 2024 to 30 June 2025)

		thereof foreign countries	thereof ePapers
Print run	7,150		
Total circulation	8,339	554	1,233
Paid circulation	261	72	0
- Copies subscribed	211	54	0
	thereof	0 Member copies	
		0 Multiple copies	
- Other sales	50	18	0
- Single-copy sale	0		
Free copies	8,078	482	1,233
	thereof	151 laid out	0
		1 display location	0
Remaining, file and archived copies	44		

Distribution according to the Nielsen regions/Federal states:

Nielsen region I		
Schleswig-Holstein	2.36 %	161
Hamburg	0.95 %	65
Lower Saxony	7.54 %	514
Bremen	0.50 %	34
Nielsen region II		
North Rhine-Westphalia	14.28 %	974
Nielsen region IIIa		
Hesse	11.77 %	803
Rhineland-Palatinate	4.47 %	305
Saarland	1.03 %	70
Nielsen region IIIb		
Baden-Wuerttemberg	16.98 %	1,158
Nielsen region IV		
Bavaria	23.52 %	1,604
Nielsen region V		
Berlin	1.11 %	76
Nielsen region VI		
Brandenburg	2.32 %	158
Mecklenburg-West Pomerania	0.91 %	62
Saxony-Anhalt	3.18 %	217
Nielsen region VII		
Saxony	5.51 %	376
Thuringia	3.57 %	243
Total circulation national	100.00 %	6,820

Geographical distribution analysis:

Economic region	Proportion of the total circulation	
	%	Copies
National	81.78	6,820
Abroad	6.64	554
Not clearly allocable	11.57	965
Total circulation	100.00	8,339

Distribution abroad:

Europe	100.00 %	554
German-speaking countries	94.05 %	521
thereof Austria	52.35 %	290
thereof Switzerland	41.70 %	231
EU countries (without Germany/Austria)	5.05 %	28
EU countries (others)	0.90 %	5
Total circulation abroad	100.00 %	554

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
	Processors		
43298	Roller shutters and sun protection mechatronic technicians	31.38 %	2,617
43336	Interior decoration	25.59 %	2,134
251/25621	Metal construction/doorway construction	27.95 %	2,331
	Commercial trade		
4613/4673/46733/46734/ 46735/4674	Structural elements/building materials/hardware trade/window construction	0.74 %	62
	Construction (planning)		
711/7111/71113/71122	Architecture and planning offices	0.37 %	31
43999	Lighting and facade planers	0.18 %	15
35	Producing industry	1.36 %	113
10/11/13-15/17/20/22-32 41-43	other civil engineering, structural engineering and finishing trades (interdisciplinary)	3.03 %	253
	Other recipient groups		
85/91010/94	Education and teaching/special interest groups/libraries and archives	0.36 %	30
	Subscribers (without sector definition)	0.49 %	40
	Not clearly allocable	8.55 %	713
	Total circulation	100.00 %	8,339

1.2 Size of the business entity: not ascertained

2.1 Job characteristics: not ascertained

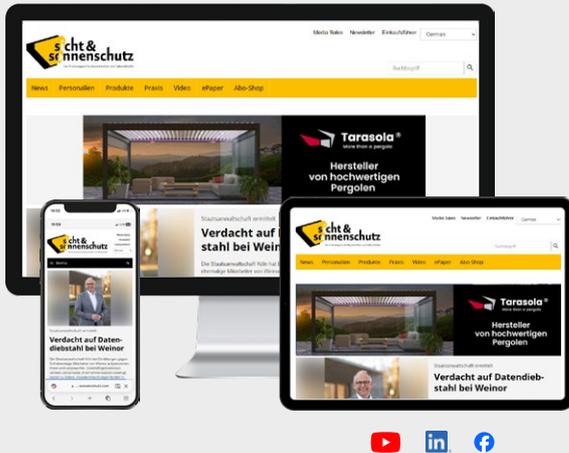
2.2 Socio-demographics: not ascertained

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

9,987 Visits
22,107 PageImpressions
(Monthly average January
to June 2025, IVW tested)



Of which mobile

3,384 Visits
7,877 PageImpressions
(Monthly average January
to June 2025, 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 180.– €

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

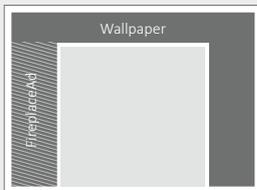


HOMEPAGE TAKEOVER

CPM 240.– €

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

Delivery: Desktop



WALLPAPER

CPM 155.– €

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

Delivery: Desktop

FIREPLACEAD

CPM 210.– €

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.

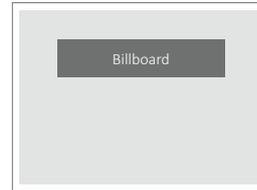
Delivery: Desktop

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



Superbanner (728 x 90 pixels) **CPM 95.– €**
Sticky Superbanner (728 x 90 pixels) **CPM 115.– €**
 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



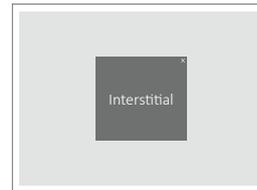
Billboard (940 x 250 pixels) **CPM 180.– €**
 Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.

Delivery: Desktop



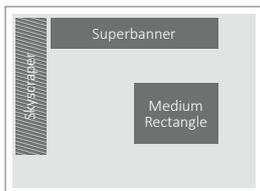
Skyscraper (120 x 600 pixels) **CPM 105.– €**
Wide Skyscraper (160 x 600 pixels) **CPM 105.– €**
 Placed at the right or left side of the screen; remains in the user's field of view while scrolling.

Delivery: Desktop



Interstitial (300-550 x 250-400 pixels) **CPM 140.– €**
 Fade-in takes place directly above the content when the website is called up.

Delivery: Desktop, Tablet

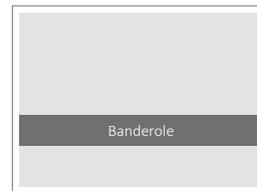


TandemAd **CPM 150.– €**
 Simultaneous playout of two classic advertising formats within the same page impression.

Delivery: upon request

AdBundle **CPM 160.– €**
 (Joint) delivery of three different classic advertising media.

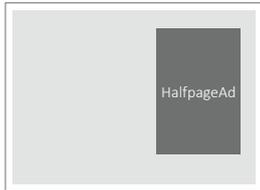
Delivery: upon request



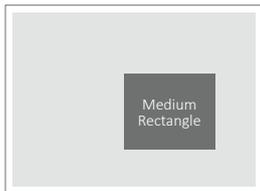
BanderoleAd (770 x 250 pixels) **CPM 145.– €**
 The advertising material lies in the directly visible area like a strip across the website. Best suited for concise advertising messages.

Delivery: Desktop

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



HalfpageAd (300 x 600 pixels) **CPM 130.– €**
 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 115.– €**
 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!

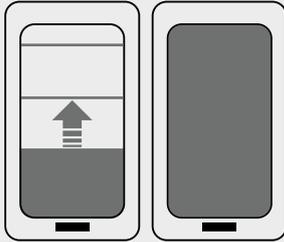
Choose your desired format for the exclusive addressing of our users in an exclusive period

'sicht & sonnenschutz' very targeted.

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



MOBILE ADVERTISING



MAXIMUM ATTENTION EVEN ON THE SMALLEST SCREENS

MOBILE INTERSCROLLER (300 x 600 pixels)

CPM 180.– €

- 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 145.– €

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

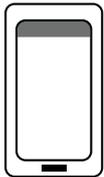
Target mobile users for your device optimized campaign.

Mobile MMA Banner

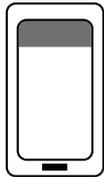
		CPM
MMA 6:1:	300-320 x 50 pixels	95.– €
MMA 4:1:	300-320 x 75 pixels	100.– €
MMA 2:1:	300-320 x 150 pixels	110.– €
MMA 1:1:	300 x 250 pixels (Medium Rectangle)	115.– €
HalfpageAd:	300 x 600 pixels	130.– €

Mobile MMA Banner sticky

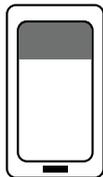
		CPM
MMA 6:1 sticky:	300-320 x 50 pixels	100.– €
MMA 4:1 sticky:	300-320 x 75 pixels	105.– €



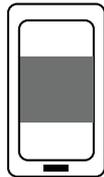
MMA 6:1



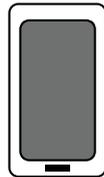
MMA 4:1



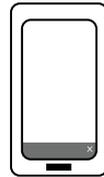
MMA 2:1



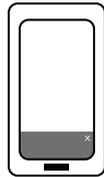
MMA 1:1



HalfpageAd



MMA 6:1



MMA 4:1

Know what matters.

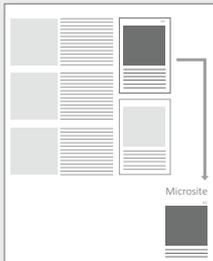
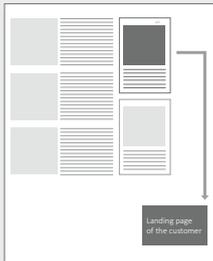
The monthly IVW MEW statement transparently documents our device access.

An average of 35,63 %* of page impressions for sicht-sonnenschutz.com took place on mobile

* (IVW Online January to June 2025)



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)

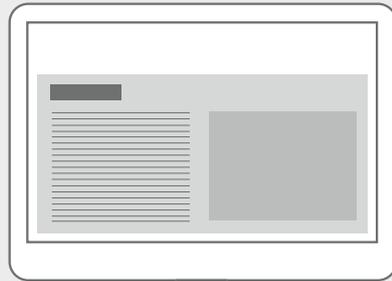
Price: from 700.– €

Extend Reach | Crafts XXL.

- on the B2B skilled crafts portals of Deutsche Handwerks Zeitung and handwerk magazin
- 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 900.– €

Beispiel

Extend reach | Crafts XXL.

- on the B2B skilled crafts portals of Deutsche Handwerks Zeitung and handwerk magazin
- across the entire crafts channel



LEADS



WHITEPAPER

We build an exclusive microsite (content page) for the whitepaper. 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.

Distribution: On www.sicht-sonnenschutz.com

Duration: Flexible, depending on the budget and the number of leads to be reached.

Traffic push included: (Permanently placed) teaser, newsletter ads

Content creation: Our specialist editorial team creates the content for your whitepaper. Price on request.

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

PRICE:

Lead packages	You will receive	Price
Basic package	Up to 40 leads	4,490.– €
Premium package	Up to 20 leads	5,490.– €

Basic-Lead | CPL € 50.–*

- E-mail address

Premium-Lead | CPL € 150.–*

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

*Not eligible for discount or agency commission

NEWSLETTER sicht & sonnenschutz aktuell AT A GLANCE



FACTS AND FIGURES



Subscribers

3,190 (07/2025)



Sending frequency

weekly
(Usually Wednesday)



Open rate

21,83 % (Ø 01-07/2025)



Reporting

automated
after seven days

Issue	Edition	Publication
January	sicht & sonnenschutz aktuell	07/01/2026
January	sicht & sonnenschutz aktuell	14/01/2026
January	sicht & sonnenschutz aktuell	21/01/2026
January	sicht & sonnenschutz aktuell	28/01/2026
January	sicht & sonnenschutz aktuell	04/02/2026
February	sicht & sonnenschutz aktuell	11/02/2026
February	sicht & sonnenschutz aktuell	18/02/2026
February	sicht & sonnenschutz aktuell	25/02/2026
March	sicht & sonnenschutz aktuell	04/03/2026
March	sicht & sonnenschutz aktuell	11/03/2026
March	sicht & sonnenschutz aktuell	18/03/2026
March	sicht & sonnenschutz aktuell	25/03/2026
April	sicht & sonnenschutz aktuell	01/04/2026
April	sicht & sonnenschutz aktuell	08/04/2026
April	Topic-Newsletter Summer Heat Protection	15/04/2026
April	sicht & sonnenschutz aktuell	22/04/2026
April	sicht & sonnenschutz aktuell	29/04/2026
May	sicht & sonnenschutz aktuell	06/05/2026
May	sicht & sonnenschutz aktuell	13/05/2026
May	sicht & sonnenschutz aktuell	20/05/2026
May	sicht & sonnenschutz aktuell	27/05/2026
June	sicht & sonnenschutz aktuell	03/06/2026
June	sicht & sonnenschutz aktuell	10/06/2026

Issue	Edition	Publication
June	sicht & sonnenschutz aktuell	17/06/2026
June	Topic-Newsletter SmartHome	24/06/2026
July	sicht & sonnenschutz aktuell	01/07/2026
July	sicht & sonnenschutz aktuell	08/07/2026
July	sicht & sonnenschutz aktuell	15/07/2026
August	sicht & sonnenschutz aktuell	19/08/2026
August	sicht & sonnenschutz aktuell	26/08/2026
September	sicht & sonnenschutz aktuell	02/09/2026
September	sicht & sonnenschutz aktuell	09/09/2026
September	sicht & sonnenschutz aktuell	16/09/2026
September	sicht & sonnenschutz aktuell	23/09/2026
September	Topic-Newsletter Winter Garden	30/09/2026
October	sicht & sonnenschutz aktuell	07/10/2026
October	sicht & sonnenschutz aktuell	14/10/2026
October	sicht & sonnenschutz aktuell	21/10/2026
October	sicht & sonnenschutz aktuell	28/10/2026
November	sicht & sonnenschutz aktuell	04/11/2026
November	sicht & sonnenschutz aktuell	11/11/2026
November	sicht & sonnenschutz aktuell	18/11/2026
November	sicht & sonnenschutz aktuell	25/11/2026
December	sicht & sonnenschutz aktuell	02/12/2026
December	sicht & sonnenschutz aktuell	09/12/2026
December	sicht & sonnenschutz aktuell	16/12/2026

Data delivery:

At least five working days before publication to admanagement@holzmann-medien.de

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



ContentAd

Standard Newsletter: Price 240.– €
Topic Newsletter: Price 300.– €

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 220.– €
Topic Newsletter: Price 270.– €

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 270.– €
Topic Newsletter: Price 340.– €

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 570.– €

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.

Prices for top 1 positions

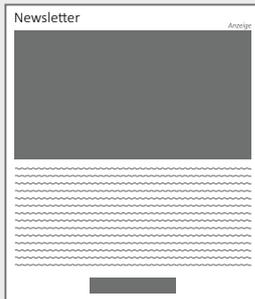
Advertising format	Standard Newsletter	Thematic Newsletter
ContentAd	€ 290.–	€ 360.–
Billboard	€ 320.–	€ 410.–
FullAd	€ 260.–	€ 320.–

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.

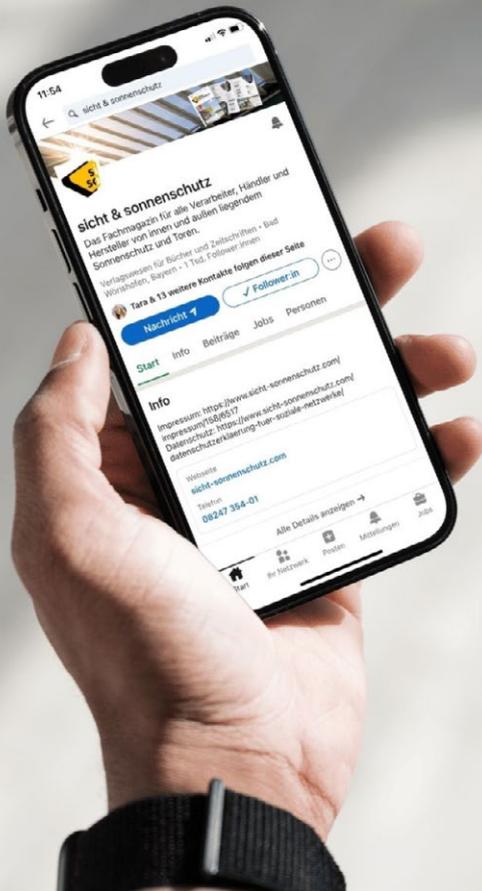
The most successful form of advertising in the field of Newsletter Advertising.



A black and white photograph of a hand holding a smartphone. Above the phone, several glowing icons representing social media interactions, such as hearts and thumbs-up, are floating in the air, creating a bokeh effect. The background is dark and out of focus.

SOCIAL MEDIA.

SOCIAL MEDIA



THE FOLLOWING CHANNEL IS AVAILABLE TO YOU FOR A SOCIAL MEDIA CAMPAIGN



LinkedIn

1.454 Follower
(Status: July 2025)

WE FOCUS ON ORGANIC

Your posts are authentically integrated into our organic feed- in contrast to temporary adverts with purchased target groups. Organic posts make us dependent on the algorithm of the respective platform- which is why only one currency counts: good content.

This format is available (minimum purchase of 3 posts):

- LinkedIn Post + Story: CPM 120.– €



No inspiring content idea?
No problem!

On request, we will be happy to support you in creating your social media posts.





MOVING IMAGES.

VIDEO FORMATS



REACH YOUR TARGET AUDIENCE WITH A POWERFUL VIDEO MESSAGE.

WHY VIDEO WITH SICHT & SONNENSCHUTZ?



Extensive know-how

Our video team and editorial staff know your target groups—and deliver content with journalistic expertise.



Everything from a single source

As a high-reach media group, we offer conception, production and placement for your video project.



Individual videos

Whether it's a trade fair stand presentation, image video or webinar – we have the right format for you to professionally showcase your company, brand and products.

VIDEO PRODUCTION

Not possible? - Not possible! - Our video team will create a customized video for your company.

Video formats:

- Product videos
- Interviews
- Image videos
- On-site reports
- Assembly videos
- VideoAd
- Training videos
- Recruiting videos
- Social media reels
- Aerial shots (drone)
- and much more

The video production includes:

- Concept
- Video shoot
- Editing and post-production
- Publication of the video on your desired website

VIDEO FORMATS



Examples:

Trade fair talk.

Product presentation.

On-site report.

Event video.

Image video.

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: 2,980.– €*

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: 4,650.– €*

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: 7,750.– €*

* possibly plus travel expenses



AWARD.

FENSTERBAUER DES JAHRES



FENSTERBAUER DES JAHRES 2026

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 2026“ 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 26 March 2026 at 4.30 pm in the Forum at the FENSTERBAU FRONTALE 2026 in Nuremberg.

Initiators:





YOUR COMPETENT PARTNER FOR BUSINESS AND TRADE MEDIA



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Our
general terms and conditions apply