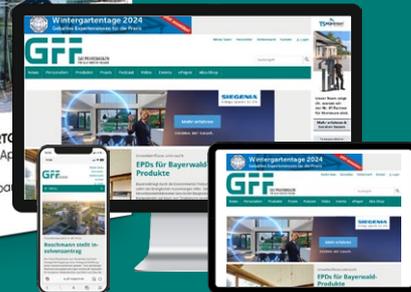


MEDIA-INFORMATION 2026

No. 30, valid from 1/1/2026



GFF – your advertising
in the best hands!



www.gff-magazin.de

AUDIENCE.

CHANNELS.

THEME PLAN.

PRICE LIST.

WEBSITE.

NEWSLETTER.

SOCIAL MEDIA.

MOVING IMAGES.

AUDIO.

AWARD.

CONTACT PERSONS.

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OUR TARGET GROUP



GFF – THE PRACTICE MAGAZINE FOR GLASS WINDOWS FACADES

OUR READERS



Main audience

Glaziers, window and door manufacturers, assembly companies, carpenters, facade- and metalworkers, specialized trade, schools and associations



More readers

Planners and architects, manufacturers

POWERFUL NETWORK – POWERFUL PARTNERS

GFF is the official organ of the following associations:



Fachverband Glas Fenster Fassade Baden-Württemberg
www.gff-fachverband.de



Glaser-Innung Niedersachsen
www.glaser-niedersachsen.de

Landesinnungsverband des Glaserhandwerks Thüringen
www.khs-mittelthueringen.de

OUR CHANNELS



PRINT

GFF - THE PRACTICE MAGAZINE FOR PRODUCTION AND ASSEMBLY

GFF has been one of the leading German trade magazines for the core target groups of glass, windows, façades and metal for almost 30 years. It is published with 11 issues per year (double issue 7-8/July-August) and is the official organ of the Fachverband Glas Fenster Fassade Baden-Württemberg, the Glaser-Innung Niedersachsen and the Landesinnungsverband des Glaserhandwerks Thüringen.

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

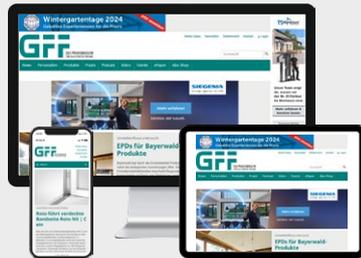
DIGITAL

WEBSITE GFF-MAGAZIN.DE

gff-magazin.de 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 GFF REPORT

GFF Report currently reaches over 5,000 subscribers from the core target groups on a weekly basis, usually on Wednesdays. Special editions are published for trade fairs and four times a year on specific topics. Standalone newsletters are also sent out.



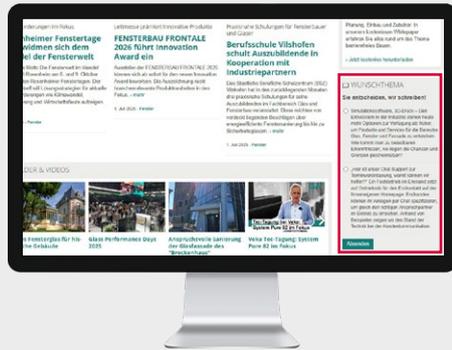
CONGRESS/AWARD

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 43.



READERS' PREFERRED TOPIC



OUR READERS DECIDE – WE REPORT

ACTIVE INVOLVEMENT OF OUR READERS IN THE GFF REPORTING

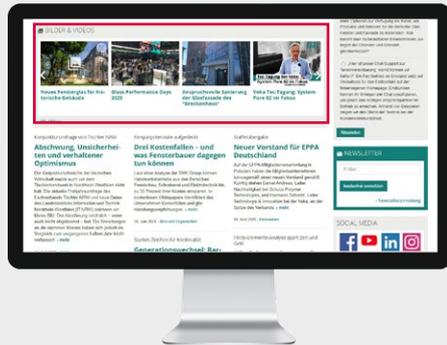
Practice-oriented communication to the market is the key business of our editorial team. Readers' preferred topic is an instrument that enjoys exclusive status in the industry and has been established for years with good participation.

Every month we offer a choice of three topics on our website [gff-magazin.de](https://www.gff-magazin.de). Our readers can vote on them by click voting. The topic with the most votes is subsequently taken up editorially in the **GFF** print edition, supplemented by a pro/contra from well-known experts.

With the readers' preferred topic we actively involve our readers in the reporting and deal with exactly those topics which the branch is interested by. There's no more bond possible between the readers and the magazine!



ATTENTION: CAMERA IS ON



VIDEO PRODUCTION

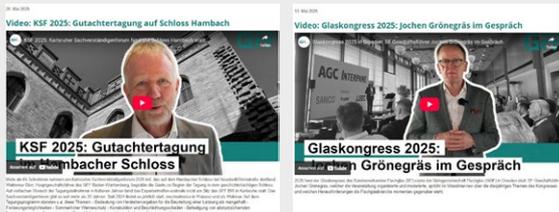
THE BRANCH IN MOVING PICTURES

In times of digitalisation, the production of videos has been an integral part of the **GFF** brand wreath for years.

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 about your options on pages 38/39!

Example





PRINT.

GFF AT A GLANCE



JOURNALISTICALLY HIGH-QUALITY CONTENT FROM THE PRACTICE FOR THE PRACTICE

EDITION



Real circulation (IVW-verified):
8,065 copies
(Annual average 1 July 2024 to 30 June 2025)

FREQUENCY OF PUBLICATION



11 issues per year
(Monthly, double number 7-8/July-August)

IVW AUDIT



GFF is subject to the IVW audit every year. This verifies whether the circulations reported by us have been sent correctly. After a successful check the figures may be published and the IVW logo may be used as a quality label.

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

Information about IVW.

WHAT WE CARE ABOUT



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 readers' preferred topic are top information sources.
- **GFF** uses all the styles of a modern trade magazine and offers as an opinion platform orientation and utility.
- **GFF** reports from the industry for the industry, sets topics and questions and discusses current developments.

OUR CONTENT

- Magazine sections: Personal details – News – Current events – Technical advice – Cover story – Glass – Glass art – Windows – Façades – Metal – Business – References – Innovations – Literature – Categories
- 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 topics	Topics/Categories	Trade fairs/Exhibitions
1 January	PD: 09/01/2026 APD: 05/12/2025 ED: 28/11/2025	Security technology: Fire and burglary protection In our cover story, we provide an insight into current solutions and products. Research and development are paving the way for numerous further developments in fire and burglary protection. This includes mechanical and mechatronic solutions, special glazing as well as standards and guidelines.	Category innovations:* Window ventilators, tools, safety technology, recycling, films Category practical tip: Step-by-step instructions for a successful execution Readers' preferred topic: On request	Polyclose B-Gent, 14 to 16 January 2026 Swissbau CH-Basel, 20 to 23 January 2026
2 February	PD: 10/02/2026 APD: 16/01/2026 ED: 09/01/2026	SmartHome and SmartWindow: More comfort, security and energy efficiency Connected windows think for themselves: ventilation, shading, heating – all controlled automatically and intelligently. Complemented by features such as switchable glass or sun protection films, these technologies represent the future of living, combining comfort, energy efficiency and security in one smart ecosystem. We showcase what's available on the market.	Category innovations:* Fittings, adhesives and sealants, adhesive tapes, joining technology, surface coating Category practical tip: Step-by-step instructions for a successful execution Readers' preferred topic: On request	DACH+HOLZ Cologne, 24 to 27 February 2026
3 March  	PD: 17/03/2026 APD: 20/02/2026 ED: 13/02/2026	Trade fair edition: FENSTERBAU FRONTALE and HOLZ-HANDWERK We look ahead to the trade fair duo in Nuremberg: What topics will be the focus of the two trade fairs? Which exhibitors will be there, what new products have been announced and what will the supporting programs of the two trade fairs look like? The future has begun: AI solutions in window construction We will be presenting solutions that are or will be used in practice along the entire value chain.	Category innovations:* Window profiles, lifting and sliding doors, software/IT Category practical tip: Step-by-step instructions for a successful execution Readers' preferred topic: On request	IHM Munich 4 to 8 March 2026 digitalBAU Cologne, 24 to 26 March 2026 FENSTERBAU FRONTALE Nuremberg, 24 to 27 March 2026 FENSTERBAUER DES JAHRES 26 Award Ceremony on FENSTERBAU FRONTALE 26 March 2026 Forum of the fair 
4 April	PD: 09/04/2026 APD: 13/03/2026 ED: 06/03/2026	Resilient building envelopes: Sustainable and future-oriented construction methods The hot summer of 2025 in Germany and Europe has made it clear that there is a need for action in many cases to protect buildings from overheating in the summer months. We show what solutions are available for new builds and renovations and how sustainable these products are.	Category innovations:* Ventilation systems, fastening technology, Photovoltaic/solar, sun protection, glass Category practical tip: Step-by-step instructions for a successful execution Readers' preferred topic: On request	

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

Issue	Dates	Main topics	Topics/Categories	Trade fairs/Exhibitions
5 May	PD: 13/05/2026 APD: 17/04/2026 ED: 10/04/2026	Trade fair review: FENSTERBAU FRONTALE and HOLZ-HANDWERK What were the highlights, what new products were presented, and how did visitors and exhibitors rate the two trade fairs? Our review has the answers. Ecology and economy: Circular flow in the window and door industry The EU is aiming for closed material cycles in all member states. There is still a long way to go, but the first steps need to be taken now. What approaches are there to put process steps such as reduce, reuse, repair, repurpose and recycle into practice? And what are the costs and benefits? This issue focuses on profiles and fittings, part 2 will follow in issue 10 on glazing.	Category innovations:* Window profiles, spacers, fittings, roller shutter boxes Category practical tip: Step-by-step instructions for a successful execution Readers' preferred topic: On request	
6 June	PD: 10/06/2026 APD: 15/05/2026 ED: 08/05/2026	Installation of building elements: Construction chemistry, fastening, measurement What needs to be considered in new builds and renovations in order to permanently seal windows and doors and install them in accordance with standards? What digital tools are available and how do they work?	Category innovations:* Winter garden, passive house systems, window and facade solutions Category practical tip: Step-by-step instructions for a successful execution Readers' preferred topic: On request Market report: Outdoor Living	Rosenheimer Tür- und Tortage Münster, 10 to 11 June 2026
7/8 July/August	PD: 07/07/2026 APD: 12/06/2026 ED: 05/06/2026	Construction site logistics: Process planning and cost optimization Time is money: this applies on the construction site as well as in production and logistics. What solutions are available on the market for transporting glazing, windows and doors from A to B in a cost-optimized and safe manner?	Category innovations:* Utility vehicles/vehicle bodies/vehicle interiors, cranes Category practical tip: Step-by-step instructions for a successful execution Readers' preferred topic: On request Market report: Vacuum lifters/assembly aids, IT/software, storage, tracking and transport systems for glass and windows	

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

Issue	Dates	Main topics	Topics/Categories	Trade fairs/Exhibitions
9 September	PD: 08/09/2026 APD: 14/08/2026 ED: 07/08/2026	PVC and aluminum windows: Technology, optics, color, profile combination The system houses and profile suppliers are mostly supply-oriented and thus proactively shape demand. What innovations are there for the manufacture, design and equipment of PVC, aluminum and combined building elements?	Category innovations:* Windows, doors, locking and opening solutions, home automation, security technology Category practical tip: Step-by-step instructions for a successful execution Readers' preferred topic: On request Market report: Fitting solutions for windows and doors	security Essen, 22 to 25 September 2026 BATIMAT + Equipbaie-Metalexpo F-Paris, 28 September to 1 October 2026
design+building	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)
10 October	PD: 13/10/2026 APD: 18/09/2026 ED: 11/09/2026	Trade fair edition: glasstec The range of topics covered at glasstec in Dusseldorf is traditionally very broad. We show you what innovations await visitors to the trade fair and what the supporting programme looks like. Ecology and economy: Circular flow in the flat glass industry Following on from issue 5, which focused on profiles and fittings, this is the second part of our report on the circular economy. What concepts are there for using, reusing and recycling flat glass for longer in the future?	Category innovations:* Glass art, spacers, glass tools, scanners and measuring equipment Category practical tip: Step-by-step instructions for a successful execution Readers' preferred topic: On request	Rosenheimer Fenstertage Rosenheim, October 2026 glasstec Dusseldorf, 20 to 23 October 2026
	PD: 03/11/2026 APD: 09/10/2026 ED: 02/10/2026	Barrier-free: A long-running topic in new builds and renovations Will barrier-free buildings be standard in the future, as more and more experts are now demanding in view of demographic change? What know-how has been developed to design barrier-free entrances and exits in new builds and renovations?	Category innovations:* Sealants and adhesives, special windows, fittings, connection assembly, window construction machines Category practical tip: Step-by-step instructions for a successful execution Readers' preferred topic: On request	

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

Issue	Dates	Main topics	Topics/Categories	Trade fairs/Exhibitions
<p>12 December</p> 	<p>PD: 08/12/2026 APD: 13/11/2026 ED: 06/11/2026</p>	<p>Trade fair review: glasstec A look back at the trade fair in Dusseldorf in October. We report on the innovations and further developments of the exhibitors and which topics dominated the conference that took place at the same time. The exhibits in the special area Glass Technology Live (GTL) are among others a focal point.</p> <p>Interior glass: Designing rooms Structuring rooms and making them visually appealing at the same time: What does the market offer look like and what special features need to be considered during installation?</p>	<p>Category innovations:* Point-fixing systems, fittings, partition walls, doors</p> <p>Category practical tip: Step-by-step instructions for a successful execution</p> <p>Readers' preferred topic: On request</p>	
<p>1 January 2027</p> <p>BAU</p>	<p>PD: 07/01/2027 APD: 04/12/2026 ED: 27/11/2026</p>	<p>Trade fair edition: BAU The spectrum of the trade fair is extensive. We present what exhibitors are presenting in the areas of glass, windows and façades.</p> <p>Ventilation: A healthy indoor climate During the pandemic, air quality and indoor climate were top priorities in private and public buildings. What is the situation today? What product innovations are on the market and what about preventive measures?</p>	<p>Category innovations:* Window ventilators, tools, safety technology, recycling, films</p> <p>Category practical tip: Step-by-step instructions for a successful execution</p> <p>Readers' preferred topic: On request</p>	<p>BAU Munich, 11 to 15 January 2027</p>

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

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

Permanent editorial focus:

Personal details, news, current affairs, technical advice, glass, glass art, window construction, façade technology, metal construction, business, references, innovations, literature, energy-efficient construction, fittings, research and conservatories.

Service formats:

Cover story, practical tip, designing with glass, survey, GFF discusses, market report and preferred topic (our readers vote for their favorite topic each month by clicking on www.gff-magazin.de. There are three topics to choose from. The topics with the most votes are then discussed in detail in collaboration with renowned experts).

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	384 x 255	4,350.- €	4,950.- €	5,550.- €	6,150.- €
1/1 page	179 x 270	2,465.- €	2,790.- €	3,115.- €	3,440.- €
2/3 page	179 x 165 or 117 x 270	1,650.- €	1,890.- €	2,130.- €	2,370.- €
1/2 page	179 x 128 or 87 x 255	1,240.- €	1,455.- €	1,670.- €	1,885.- €
1/3 page	179 x 85 or 56 x 255	835.- €	975.- €	1,115.- €	1,255.- €
1/4 page	179 x 64 or 40 x 255 or 87 x 128	625.- €	735.- €	845.- €	955.- €
1/8 page	179 x 32 or 40 x 128 or 87 x 64	330.- €	410.- €	490.- €	570.- €
Title page + 1/3 page 4c horizontal as a title page statement	194 x 200 (Additional 3 mm bleed all around) 210 x 102 (Additional 3 mm bleed all around)	2,765.- €	3,090.- €	3,415.- €	3,740.- €
2nd/4th cover page	210 x 297 (Additional 3 mm bleed all around)	2,675.- €	3,000.- €	3,325.- €	3,650.- €

Text advertisements:	Millimetre price 1 column (57 mm wide, b/w, prize in colour on request)	€ 3.10
Business directory advertisements:	Millimetre price 1-column (44 mm wide, at least 20 mm high, 1 year period = 11 issues)	€ 2.30
Classified advertisements:	Job offers/other classified advertisements	
	2-column (92 mm wide, at least 20 mm high)	€ 4.35
	4-column (188 mm wide, at least 20 mm high)	€ 8.70
	Jobs searches	
	2-column (92 mm wide, at least 20 mm high)	€ 3.35
	4-column (188 mm wide, at least 20 mm high)	€ 6.70
Box number:		€ 19.00

► Your classified advertisement is also published on www.gff-magazin.de.

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 3 ads	5 %	1 page	5 %
For 6 ads	10 %	3 pages	10 %
For 9 ads	15 %	6 pages	15 %
For 11 ads	20 %	11 pages	20 %

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

5 % combination discount by booking our magazine sight & sonnenschutz parallel.

4 Categories:

See price list page 14

5 Special types of advertising:

Bound inserts	
2 pages (1 sheet)	€ 2,910.–
4 pages (2 sheets)	€ 4,020.–
6 pages (3 sheets)	€ 4,770.–
8 pages (4 sheets)	€ 5,525.–
Uncut format	216 x 306 mm
Trim size	210 x 297 mm
Required batch	Upon request
(Discount: 1 sheet = 1/1 advertisement page)	

IMPORTANT

Binding bleed for bound inserts:
 Bleed on the top 6 mm
 Left, right and bottom: every 3 mm

Inserts

Loose, max. size 205 mm x 294 mm*
 Price per 1,000 items plus ePaper flat rate € 180.–

Weight	Price %
Up to 30 g	€ 265.–
Up to 40 g	€ 330.–
Up to 50 g	€ 370.–
Each additional 10 g	€ 20.–

Required batch: Upon request

Glued inserts

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

Advertising material	Price %
Postcards	€ 265.–
Glued inserts up to 25 g	€ 330.–

Required batch: Upon request

6 Contact:

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

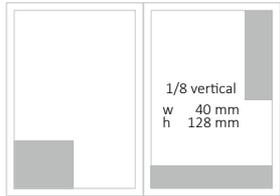
Deputy Head of Media Sales:
 Barbara Danielkewitz
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 barbara.danielkewitz@holzmann-medien.de

Media Administrator:
 Sabrina Bader
 Telephone +49 8247 354-192
 disposition@holzmann-medien.de

*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



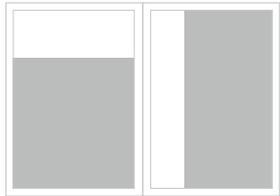
1/8 page
Width 87mm
Height 64mm

1/8 p. horizontal
Width 179mm
Height 32mm



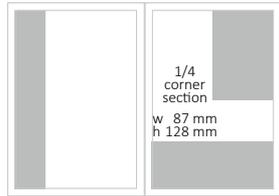
1/3 p. horizontal
Width 179mm
Height 85mm

1/3 p. vertical
Width 56mm
Height 255mm



2/3 p. horizontal
Width 179mm
Height 165mm

2/3 p. vertical
Width 117mm
Height 270mm



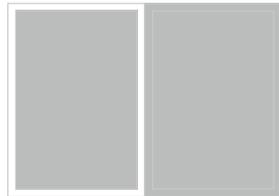
1/4 p. vertical
Width 40mm
Height 255mm

1/4 p. horizontal
Width 179mm
Height 64mm



1/2 p. horizontal
Width 179mm
Height 128mm

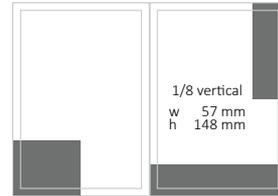
1/2 p. vertical
Width 87mm
Height 255mm



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 103mm
Height 81mm

1/8 p. horizontal
Width 210mm
Height 49mm



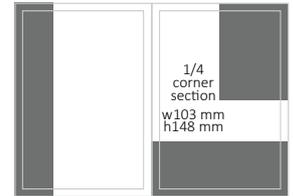
1/3 p. horizontal
Width 210mm
Height 102mm

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



2/3 p. horizontal
Width 210mm
Height 183mm

2/3 p. vertical
Width 133mm
Height 297mm



1/4 p. vertical
Width 57mm
Height 297mm

1/4 p. horizontal
Width 210mm
Height 81mm



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

1/2 p. vertical
Width 103mm
Height 297mm



2/1 pages above the gutter with bleed
420 mm wide, 297 mm high
+ 3 mm bleed all around
NO bleed in the gutter

Year: 30th volume 2026

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 holger.dirks@holzmann-medien.de

For further contacts, see page 45.

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

Magazine format: DIN A4 – 210 mm wide x 297 mm high

Type area: 179 mm wide x 270 mm high
 4 columns of 42 mm width
 3 columns each 57 mm wide

Print and binding method: Sheet fed offset printing, adhesive binding

Paper inner part: 90 gr/m² (picture printing paper)

Paper cover: 200 gr/m² (picture printing paper)

Data transmission: By eMail to disposition@holzmann-medien.de

Data formats: High-resolution, printable PDF file, press proof or proof (colour binding).

File resolution: 300 dpi (CMYK)
 Printing colours (CMYK) according to PSO Coated v3.

Data archiving: Print documents/media are not archived for more than 1 year after kept by the publisher for the last insertion.

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.

Contact
 Media Administration: Sabrina Bader
 Telephone +49 8247 354-192
 disposition@holzmann-medien.de

IMPORTANT - WEBSHOP/EPAPER

As we also publish issues of GFF 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 administration department.**

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.

Delivery address for inserts and bound inserts: Industrie-Buchbinderei Kassel
 c/o Mr Timo Träbing
 Otto-Hahn-Straße 25
 34253 Lohfelden, Germany

Delivery note: Password GFF No. xxx/2026

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

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:	8,065	625	968
Paid circulation:	980	98	110
Copies subscribed:	953	thereof	
	213 Member copies	93	103
	10 Multiple copies	0	90
Other sales:	27	5	7
Single-copy sale:	0	0	0
Free copies:	7,085	thereof	
	105 laid out	527	858
	2 display locations	0	
Remaining, file and archived copies:	53		

Distribution according to the Nielsen regions/Federal states

Nielsen region I		
Schleswig-Holstein	3.80 %	277
Hamburg	1.00 %	73
Lower Saxony	8.81 %	643
Bremen	0.40 %	29
Nielsen region II		
North Rhine-Westphalia	18.08 %	1,319
Nielsen region IIIa		
Hesse	5.92 %	432
Rhineland-Palatinate	5.76 %	420
Saarland	0.81 %	59
Nielsen region IIIb		
Baden-Wuerttemberg	17.72 %	1,293
Nielsen region IV		
Bavaria	18.62 %	1,358
Nielsen region V		
Berlin	2.04 %	149
Nielsen region VI		
Brandenburg	3.11 %	227
Mecklenburg-West Pomerania	1.15 %	84
Saxony-Anhalt	3.11 %	227
Nielsen region VII		
Saxony	6.07 %	442
Thuringia	3.60 %	263
Total circulation national	100.00 %	7,295

Geographical distribution analysis

Economic region	Proportion of the total circulation	
	%	Copies
National	90.45	7,295
Abroad	7.75	625
Not clearly allocable	1.80	145
Total circulation	100.00	8,065

Distribution abroad

Europe	99.84 %	624
German-speaking countries	93.12 %	582
thereof Austria	55.20 %	345
thereof Switzerland	37.92 %	237
EU countries (without Germany/Austria)	5.44 %	34
EU countries (others)	0.80 %	5
Middle and Eastern European countries	0.48 %	3
Non-European countries	0.16 %	1
Total circulation abroad	100.00 %	625

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

WZ 2008 Code	Recipient groups (according to classification of the industrial sectors 2008)	Proportion of the total circulation	
		%	Copies
23190	Glass Manufacture, finishing and processing of other glass	0.60 %	48
231/23110/23120/23130/23140	Manufacture of glass, glassware, flat glass, hollow glass, and glass fibres	5.32 %	429
43342	Glass industry	24.34 %	1,963
46132/46735/47592	Glass trade	1.86 %	150
28	Mechanical engineering (machinery manufacture)	0.19 %	15
16232/4332/43320	Windows Window and door construction/assembly firms	29.67 %	2,393
25620/25623/257/25720/2573	Manufacture of fittings	0.08 %	6
22210	Manufacture of profiles	0.15 %	12
16231/31099	Joiners/carpenters	7.51 %	606
4613/4673/46733/46734/4674	Structural elements/building materials/metal fittings trade	1.92 %	155
28	Mechanical engineering (machinery manufacture)	0.18 %	15
43298	Installation of roller shutters and blinds (sun protection systems)	2.41 %	194
25621	Facade Structural-facings sector/metal construction/production of profiles	10.91 %	880
43999	Construction (planning) Lighting and facade planers	1.03 %	83
71113/71122	Building planers and structural engineers	0.21 %	17
711/7111	Architects	1.62 %	131
35	Energy consultants	1.09 %	88
41-43	Other civil engineering, structural engineering and finishing trades (interdisciplinary)	4.50 %	363
85/91010/94	Other recipient groups Education and teaching/special interest groups/libraries and archives	3.34 %	269
	Subscribers (without sector definition)	0.73 %	59
	Not clearly allocable	2.34 %	189
	Total circulation	100.00 %	8,065

1.2 Size of the business entity: not ascertained

2.1 Job characteristics: not ascertained

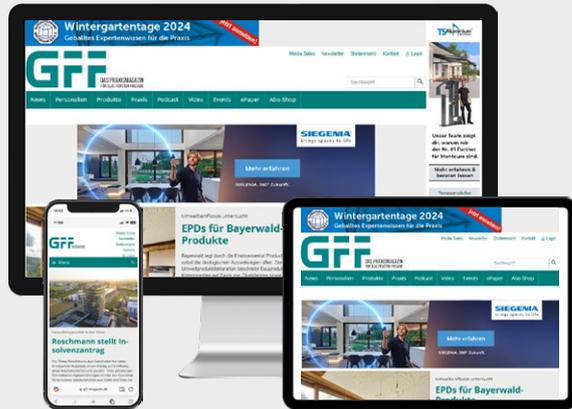
2.2 Socio-demographics: not ascertained

2.3 Decision areas or purchasing intentions: not ascertained



DIGITAL.

gff-magazin.de AT A GLANCE



THE INFORMATION PORTAL FOR THE INDUSTRY JOURNALISTICALLY PREPARED BY EXPERTS

COMPREHENSIVELY

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



Online reach

18,578 visits
37,181 page impressions
(Monthly average January to June 2025, IVW tested)



Of which mobile

5,755 visits
10,658 page impressions
(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 **GFF** digital portfolio.

[GFF 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

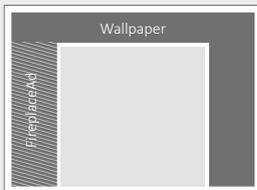


HOMEPAGE TAKEOVER

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

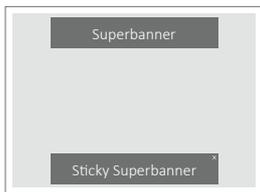
FIREPLACEAD

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.

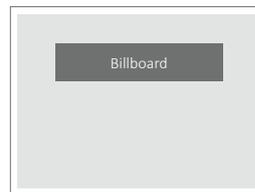
Delivery: Desktop

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



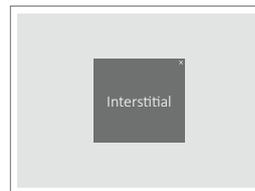
Billboard (940 x 250 pixels) **CPM 180.– €**
 Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.

Delivery: Desktop



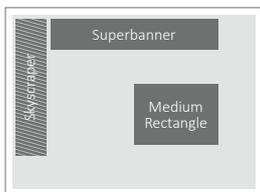
Skyscraper (120 x 600 pixels) **CPM 105.– €**
Wide Skyscraper (160 x 600 pixels) **CPM 105.– €**
 Placed at the right or left side of the screen; remains in the user's field of view while scrolling.

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

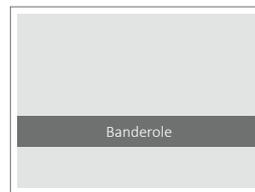


TandemAd **CPM 150.– €**
 Simultaneous playout of two classic advertising formats within the same page impression.

Delivery: upon request

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

Delivery: upon request



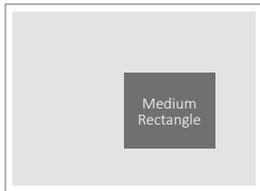
BanderoleAd (770 x 250 pixels) **CPM 145.– €**
 The advertising material lies in the directly visible area like a strip across the website. Best suited for concise advertising messages.

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 1,050.– €**
 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.

GFF Branding Day.

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

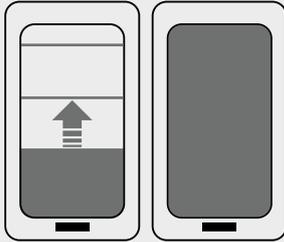
Choose your desired format for the exclusive addressing of our users in an exclusive period

GFF 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**

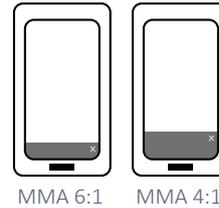
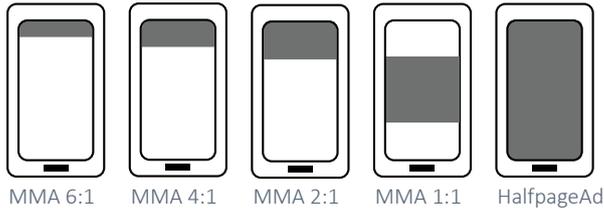
Target mobile users for your device optimized campaign.

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.– €



Know what matters.

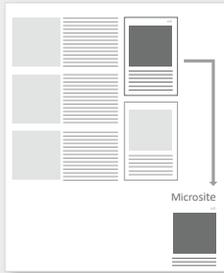
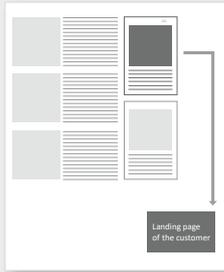
The monthly IVW MEW statement transparently documents our device access.

An average of 28,67 %* of page impressions for gff-magazin.de 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 800.– €

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)

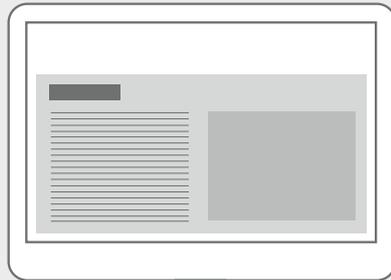
Price: from 1,250.– €

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) Teaser
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 1,590.– €

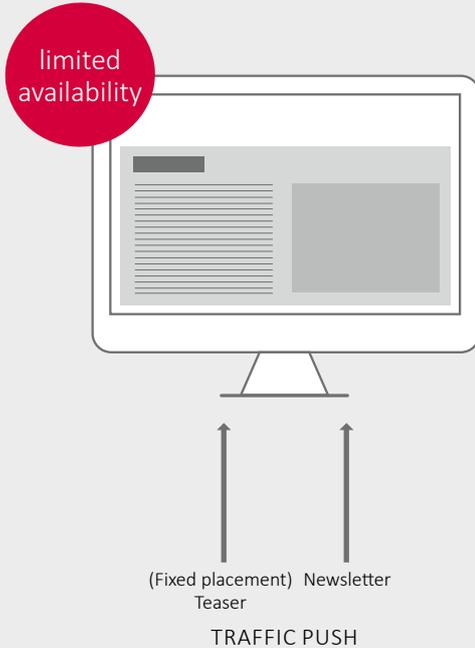
Example

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.gff-magazin.de

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

Traffic push: (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 GFF REPORT AT A GLANCE

FACTS AND FIGURES



Subscribers 

5,213 (07/2025)



Sending frequency

weekly
(Usually Wednesday)



Opening rate

27.53 % (Ø 01-07/2025)



Reporting

automated
after seven days

Month	Edition	Publication
January	GFF Report magazine preview	07/01/2026
January	GFF Report	14/01/2026
January	GFF Report	21/01/2026
January	GFF Report	28/01/2026
February	GFF Report magazine preview	04/02/2026
February	GFF Report	11/02/2026
February	GFF Report	18/02/2026
February	GFF Report	25/02/2026
March	Topic-Newsletter Renovation	04/03/2026
March	GFF Report magazine preview	11/03/2026
March	GFF Report Fair edition FENSTERBAU FRONTALE	18/03/2026
March	GFF Report	25/03/2026
April	GFF Report magazine preview	01/04/2026
April	GFF Report Fair review FENSTERBAU FRONTALE	08/04/2026
April	GFF Report	15/04/2026
April	GFF Report	22/04/2026
April	GFF Report	29/04/2026
May	GFF Report magazine preview	06/05/2026
May	GFF Report	13/05/2026
May	GFF Report	20/05/2026
May	GFF Report	27/05/2026
June	GFF Report magazine preview	03/06/2026
June	Topic-Newsletter Assembly	10/06/2026

Month	Edition	Publication
June	GFF Report	17/06/2026
June	GFF Report	24/06/2026
July	GFF Report magazine preview	01/07/2026
July	GFF Report	08/07/2026
July	GFF Report	15/07/2026
August	GFF Report	19/08/2026
August	GFF Report	26/08/2026
September	GFF Report magazine preview	02/09/2026
September	Topic-Newsletter Digitalisation/AI	09/09/2026
September	GFF Report	16/09/2026
September	GFF Report	23/09/2026
September	GFF Report	30/09/2026
October	GFF Report magazine preview	07/10/2026
October	GFF Report Fair edition glasstec	14/10/2026
October	GFF Report	21/10/2026
October	GFF Report magazine preview	28/10/2026
November	GFF Report Fair review glasstec	04/11/2026
November	GFF Report	11/11/2026
November	GFF Report	18/11/2026
November	GFF Report	25/11/2026
Dezember	GFF Report magazine preview	02/12/2026
December	Topic-Newsletter Barrier-free	09/12/2026
December	GFF Report	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 380.– €
Topic Newsletter: Price 480.– €

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 330.– €
Topic Newsletter: Price 410.– €

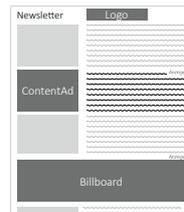
Image display placed between editorial posts. The FullAd links to an external landing page (e.g. company website).



Billboard (600 x 240 Pixel)

Standard Newsletter: Price 440.– €
Topic Newsletter: Price 550.– €

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 1,220.– €

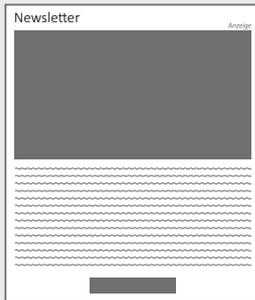
As an exclusive sponsor, secure a newsletter for your advertising. In addition to the installation of your company logo in the header, two advertising formats are available within the content, which are placed in the editorial newsletter. Choose the formats — ContentAd, FullAd, and the billboard are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

Prices for top 1 positions

Advertising format	Standard Newsletter	Thematic Newsletter
ContentAd	€ 460.–	€ 580.–
Billboard	€ 530.–	€ 660.–
FullAd	€ 400.–	€ 490.–

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
- > 5,000 high-quality contacts, direct target group access
- individual sending date

Price per release:

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

Performance miracle.

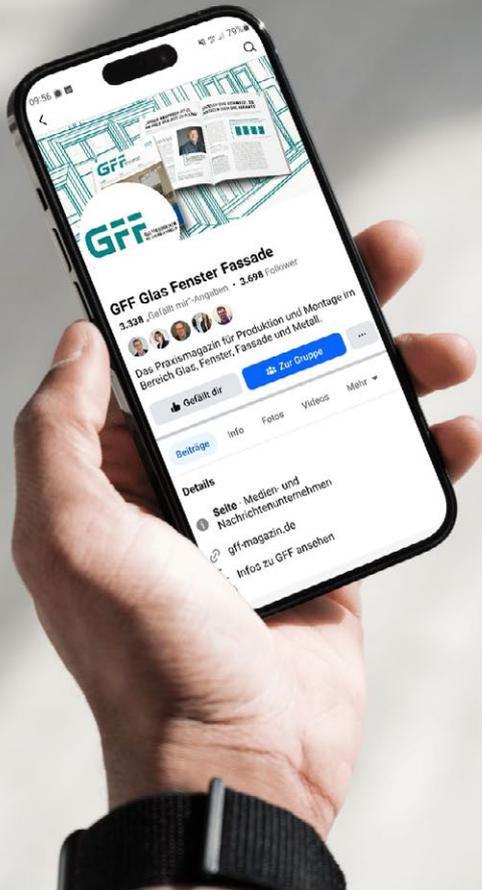
The most successful form of advertising in the field of Newsletter Advertising.



A black and white photograph of a person's hands holding a smartphone. The phone is held in the lower right quadrant, with the person's fingers touching the screen. Above the phone, several glowing, semi-transparent icons are scattered, including thumbs-up symbols and heart symbols, representing social media engagement. The background is dark and out of focus, with some light bokeh effects.

SOCIAL MEDIA.

SOCIAL MEDIA



THE FOLLOWING CHANNELS ARE AVAILABLE TO YOU FOR A SOCIAL MEDIA CAMPAIGN



FACEBOOK

3.698 Follower
(Status: July 2025)



LinkedIn

2.944 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.

You can choose from the following formats (minimum purchase of 3 posts):

- Facebook Post + Story: CPM: TKP 120.– €
- LinkedIn Post + Story: CPM: TKP 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



REACH YOUR TARGET AUDIENCE WITH A POWERFUL VIDEO MESSAGE.

WHY VIDEO WITH GFF?



Extensive know-how

Benefit from the industry knowledge of our video team and the journalistic expertise of our editorial teams, who know your target groups inside out .



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



Example:

Trade fair talk

Imagevideo

Product presentation

Event video

On-site report

VIDEO PRODUCTION | EXAMPLES

Trade fair talk

Exclusive video of the customer's booth (approx. 5 minutes)

- 1 hour shooting at the customer's booth
- Incl. recording, editing, music and animation
- Transfer of rights of use to the customer
- This video will be part of the fair trade video (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: 5,420.– €*

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: 8,520.– €*

* possibly plus travel expenses



AUDIO.

PODCAST



Listen now

GFF PraxiTalk – THE PODCAST FOR GLASS, WINDOW AND FAÇADE PROFESSIONALS

Frequency: 4x pro year

Length of the episodes: 15 – 20 minutes

Month	Topic	Publication
March	SmartHome: Networking windows and doors with SmartHome systems	30/03/2026
June	AI in the craft sector: Process optimisation and maintaining competitiveness	29/06/2026
September	Ventilation: Fresh air supply and heat recovery	28/09/2026
December	Sustainability: Building components + Recycling	07/12/2026

What it's about

'GFF PraxiTalk' – the podcast for craftsmen and entrepreneurs who deal with glass, window construction, facades and building envelopes in the construction sector. 'GFF PraxiTalk' answers important questions from the industry for the industry together with experts 4 times a year.

Available via the following streaming platforms:

Apple Podcasts | Spotify | Deezer | Amazon Music | Google Podcasts | Podimo

PODCAST ADVERTISING

Advertising format	Placement	Price per edition	Price for 4 Editions
Host-Read Ad	Pre- or Midroll	600.– €	1,800.– €
Host-Read Ad	Pre- and Midroll	1,200.– €	3,600.– €

All bookings are automatically included in the show notes.

Premium Sponsored Podcast from 3,500.– €

Podcast with you as a partner on your topics in coordination with our editorial team incl. traffic push

Premium Sponsored Video-Podcast from 5,500.– €

You don't just want to express yourself with your voice, but also want to present your podcast topic in a visually appealing way? Then our Premium Sponsored Video Podcast is just the thing for you



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:





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