

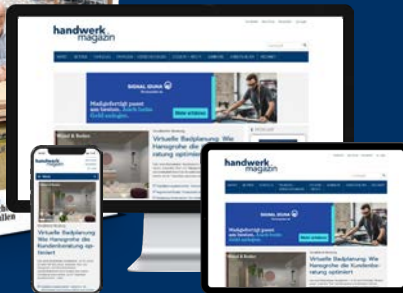
handwerk. magazin

MEDIA INFORMATION 2024

No. 35, valid from 1/1/2024



The number 1
for the self-
employed
(monthly magazines
in the LAE 2023)



www.handwerk-magazin.de

AUDIENCE.

CHANNELS.

THEME PLAN.

PRICE LIST.

WEBSITE.

NEWSLETTER.

MOTION PICTURE.

AUDIO.

CONTACT PERSONS

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OUR TARGET GROUP

WE ARE
CRAFTS



handwerk magazin – INDISPENSABLE FOR DECISION MAKERS!

OUR READERS



Main audience

Self-employed entrepreneurs
from medium-sized skilled crafts
& trade companies



More readers

Innovative company managers who want to
get more out of their business and successful
tradesmen and masters as well as the master
students who are about to start their own
business or take over an established company

STRONG INDUSTRY: THE CRAFTS IN GERMANY

1,032,374
craftsmen



5.261 million
jobs



724.7 billion
euros
turnover

18.50 billion
euros
investments



Source: Bavarian Crafts Day, May 2023

OUR CHANNELS



PRINT

handwerk magazin – INDISPENSABLE FOR DECISION MAKERS!

'handwerk magazin' is the only nationwide cross-industry business magazine for entrepreneurs from the skilled crafts sector. With a widespread circulation of 70,100 copies – thereof 3,283 e-papers – (IVW 2/2023), it is considered a mandatory monthly reading for innovative company managers who want to make more of their business. The core target group also includes master craftsmen and master students who are about to start their own business or take over an established company.

The two magazines 'Gründer' and 'Nachfolger' also act as competent advisors here.

DIGITALLY

WEBSITE handwerk-magazin.de

handwerk-magazin.de is the utility portal for skilled crafts entrepreneurs and SMEs. As an online portal, it complements the information offer on a daily basis and offers IVW-tested quality coverage for banner and native formats.

NEWSLETTER

The three newsletters 'unternehmertipp' (weekly), 'unternehmertipp spezial' (weekly) and 'Steuern&Recht' (monthly) provide readers with additional information, including economic tips and solutions.

AWARDS – EVENTS – SEMINARS – WEBINARS

INDUSTRY GATHERINGS FOR DOERS

Our events will bring together the experts, professionals and those who want to become the same — whether virtually, in a fireside chat between representatives of associations, chambers of skilled crafts and training institutions, or at a broadly accessible meeting.



DENKWERKSTATT





PRINT.

'handwerk magazin' ranks first among the group of the self-employed in monthly titles at the LAE 2023.

The brand 'handwerk magazin' offers its advertising customers an outstanding cross-media access to the exclusive target group of SME skilled crafts entrepreneurs. Information regarding our online offers can be found from page 21.

Self-employed (min. 6 employees)
reach monthly title (LAE 2023)

	Reach	
	Readers in %	Readers in thou.
Basis	100.0	552
handwerk magazin	15.7	87
Markt und Mittelstand	7.8	43
Manager Magazin	3.9	22
Capital	3.7	20
Brand eins	1.9	10

Sole decision-makers: finance (LAE 2023)

	Reach	
	Readers in %	Readers in thou.
Basis	100.0	1,011
handwerk magazin	9.2	93
Capital	5.3	54
Manager Magazin	5.3	53
Markt und Mittelstand	5.1	52
Brand eins	2.6	27

Sole decision-makers: sustainability
(LAE 2023)

	Reach	
	Readers in %	Readers in thou.
Basis	100.0	337
handwerk magazin	12.2	41
Manager Magazin	7.9	27
Markt und Mittelstand	4.3	14
Capital	3.2	11
Brand eins	2.8	10

Sole decision-makers of the fleet:
transporters (LAE 2023)

	Reach	
	Readers in %	Readers in thou.
Basis	100.0	320
handwerk magazin	17.5	56
Markt und Mittelstand	7.0	22
Manager Magazin	4.7	15
Capital	3.1	10
Brand eins	1.9	6

Sole decision-makers: car fleet
(LAE 2023)

	Reach	
	Readers in %	Readers in thou.
Basis	100.0	800
handwerk magazin	9.8	78
Manager Magazin	5.9	47
Markt und Mittelstand	5.7	45
Capital	3.4	27
Brand eins	2.2	18

Sole decision-makers: ITC (LAE 2023)

	Reach	
	Readers in %	Readers in thou.
Basis	100.0	1,081
handwerk magazin	6.6	72
Manager Magazin	6.1	66
Capital	4.4	47
Markt und Mittelstand	4.1	45
Brand eins	2.6	28

Planning tip AWA: Entrepreneurial combo!

If you book handwerk magazin and Deutsche Handwerks Zeitung (same campaign, same period) at the same time, there is an additional 10 % combination discount.

Request further evaluations from AWA and LAE! Phone +49 8247 354-177

handwerk magazin AT A GLANCE

WE ARE
CRAFTS



handwerk magazin – THE NUMBER 1 FOR THE SELF-EMPLOYED (MONTHLY MAGAZINES IN THE LAE 2023*)

*reader analysis decision-makers

EDITION



Edition reach
70,100 copies, thereof 3,283 e-papers
(IVW 2/2023)

FREQUENCY OF APPEARANCE



11 x annually
(monthly, one double number)

Circulation and distribution analysis

WE ARE REALLY GOOD



The 'handwerk magazin' ranks 1st in the group of the self-employed in the LAE (reader analysis for decision makers) in the monthly titles in 2023.

CLEAR READER GUIDANCE MODERN LAYOUT



OUR CREDO: TRUE – CLEAR – INDEPENDENT – TRUSTWORTHY

- 'handwerk magazin' is the only nationwide cross-industry business magazine for entrepreneurs from the skilled crafts sector.
- The layout is structured, modern and easy to read.
- Each item is designed to provide maximum utility plus reading pleasure.

OUR CONTENT

- Reports focus on the entrepreneurs with their values, successes and strategies.
- We provide important information, analyses, services, success stories and best practice cases on key business areas of action.
- Our resorts: market and opportunities, operations and management, finance, insurance, tax and legal
- Some of our topics: fleet management, IT and telecommunications equipment, digitization, procurement and financing of machinery, insurance, retirement provision, workwear, and much more. (complete overview of topics can be found from page 10)



Extract

Issue	Dates	Editorial topics 2024	Topics newsletter SPECIAL 2024	Dates
1-2/2024	RD 25/01/2024	Finances Insurances Mobility Digitization New work	Mobility	04/01/2024
	AD 15/12/2023		Finances	11/01/2024
	CD 08/01/2024		Workwear and occupational safety	18/01/2024
			Taxes & Law	25/01/2024
			Digitization	01/02/2024
			Insurances	08/02/2024
			Mobility	15/02/2024
			New work	22/02/2024
			Taxes & Law	29/02/2024
3/2024	RD 05/03/2024	Finances Insurances Mobility Digitization Smart building and energy management Hall and commercial construction	Hall and commercial construction	07/03/2024
	AD 05/02/2024		Finances	14/03/2024
	CD 12/02/2024		Smart building and energy management	21/03/2024
			Taxes & Law	28/03/2024
4/2024	RD 02/04/2024	Finances Insurances Mobility Digitization Workwear and occupational safety Machines and tools	Workwear and occupational safety	04/04/2024
	AD 05/03/2024		Machines and tools	11/04/2024
	CD 11/03/2024		Digitization	18/04/2024
			Taxes & Law	25/04/2024
5/2024	RD 02/05/2024	Finances Insurances Mobility Digitization Purchasing and procurement	Mobility	02/05/2024
	AD 27/03/2024		Purchasing and Procurement	08/05/2024
	CD 08/04/2024		Finances	16/05/2024
			Founders	23/05/2024
			Taxes & Law	29/05/2024
Gründer (Special issue)	RD 15/05/2024	Funding and financing for founders, risk protection, digitization, mobility and fleet		
	AD 09/04/2024			
	CD 23/04/2024			
6/2024	RD 04/06/2024	Finances Insurances Mobility Digitization Workwear and occupational safety	Insurances	06/06/2024
	AD 07/05/2024		Workwear and occupational safety	13/06/2024
	CD 13/05/2024		Mobility	20/06/2024
			Taxes & Law	27/06/2024

RD: Release date* AD: Advertising deadline CD: Copy date

*Latest publication date – parts of the print run may reach the reader a few days earlier!

Issue	Dates	Editorial topics 2024	Topics newsletter SPEZIAL 2024	Topics
7/2024	RD 02/07/2024 AD 03/06/2024 CD 10/06/2024	Finances Insurances Mobility Digitization Succession	Digitization Building and renovation Workwear and occupational safety Taxes & Law	04/07/2024 11/07/2024 18/07/2024 25/07/2024
8/2024	RD 01/08/2024 AD 01/07/2024 CD 11/07/2024	Finances Insurances Mobility Digitization New work	New work Mobility Digitization Workwear and occupational safety Taxes & Law	01/08/2024 08/08/2024 14/08/2024 22/08/2024 29/08/2024
9/2024	RD 03/09/2024 AD 02/08/2024 CD 08/08/2024	Finances Insurances Mobility Digitization E-bikes in the skilled crafts sector Building and renovation Special supplement "Sustainability in the Skilled Crafts Sector" (with DHZ)	Succession Mobility (IAA Transportation) Workwear and occupational safety Taxes & Law	05/09/2024 12/09/2024 19/09/2024 26/09/2024
10/2024	RD 01/10/2024 AD 02/09/2024 CD 09/09/2024	Finances Insurances Mobility Digitization Machines and tools Workwear and occupational safety Special supplement "New Mobility" (with DHZ)	Finances Machines and tools Workwear and occupational safety Mobility Taxes & Law	02/10/2024 10/10/2024 17/10/2024 24/10/2024 31/10/2024
11/2024	RD 05/11/2024 AD 01/10/2024 CD 11/10/2024	Finances Insurances Mobility Digitization Smart building and energy management Special supplement "Workwear and Occupational Safety" (with DHZ)	Insurances Workwear and occupational safety Smart building and energy management Taxes & Law	07/11/2024 14/11/2024 21/11/2024 28/11/2024
Nachfolger (Special supplement)	RD 03/12/2024 AD 02/10/2024 CD 10/10/2024	Subsidies and financing for successors, risk protection, digitization, mobility and fleet		
12/2024	RD 03/12/2024 AD 05/11/2024 CD 11/11/2024	Finances Insurances Mobility Digitization Purchasing and procurement Special supplement "Nachfolger"	Workwear and occupational Safety Taxes & Law Outlook 2025	05/12/2024 12/12/2024 19/12/2024

RD: Release date* AD: Advertising deadline CD: Copy date

*Latest publication date – parts of the print run may reach the reader a few days earlier!

Ad prices and formats (The applicable statutory VAT rate must be added to all prices.)

Size in page sections	Type area formats width x height in mm	Prices color and black/white	Bleed format width x height in mm <small>Bleed on all sides 3 mm each</small>
2/1		€ 38,900.–	420 x 280 Bleed only on the outer sides!
1/1	180 x 240	€ 19,500.–	210 x 280
1/2 landscape 1/2 portrait	180 x 120 90 x 240	€ 9,800.–	210 x 135 103 x 280
1/3 portrait, 1-col. 1/3 landscape	56 x 240 180 x 80	€ 6,500.–	73 x 280 210 x 105
1/4 landscape 1/4 portrait	180 x 60 90 x 120	€ 4,900.–	Placement only with other ads
1/6 portrait, 1-col.	56 x 120	€ 3,300.–	
Classifieds	Millimeter price b/w color	€ 16.20 € 20.40	
Grip corner title page (top right)	l/w 58 mm	€ 6,300.00	
2nd and 4th cover page (4 colors)		€ 21,500.00	

Ad transfer to digital e-paper app output is free of charge.

PLANNING TIP!

Combo offer for entrepreneurs: Deutsche Handwerks Zeitung and handwerk magazin with an additional 10 % off for ads from the same campaign in the same time period.

Our

general terms and conditions apply.

Discounts:

Volume discounts

from 3 pages	5 %
from 6 pages	10 %
from 9 pages	15 %
from 12 pages	20 %

Staggered repeat discounts

3 x 5 %
6 x 10 %
9 x 15 %
12 x 20 %

- Placement surcharge: 10 % (discountable)
- Special placements: 50 % (e.g. next to Editorial)
- Printing over gutter, bleed and type area overruns are not charged.
- Please add special colors in Euroscale.
- Special formats: see page 13
- Prices for special issues page 16+17

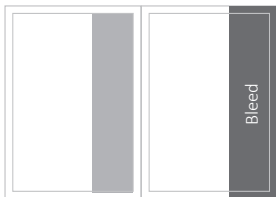
Ad formats with standalone placement



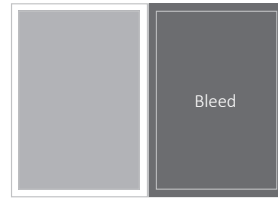
2/1 page – in the bleed
width 420mm
height 280mm
(Bleed only on the outer sides)



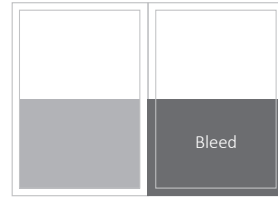
1/2 page portrait 1/2 page portrait*
width 90mm width 103mm
height 240mm height 280mm



1/3 page portrait 1/3 page portrait*
width 56mm width 73mm
height 240mm height 280mm



1/1 page 1/1 page*
width 180mm width 210mm
height 240mm height 280mm



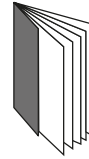
1/2 p. landscape 1/2 p. landscape*
width 180mm width 210mm
height 120mm height 135mm



1/3 p. landscape 1/3 p. landscape*
width 180mm width 210mm
height 80mm height 105mm

* Trimming allowance on all sides, an additional 3 mm on each side.

Special forms of advertising

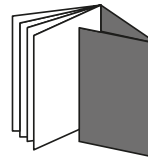


Flying Page

1/2 cover page flap (printable on both sides)

Ad space: Front: 140 mm x 210 mm
Back: 140 mm x 280 mm

Price € 33,000.–



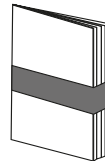
Gatefolder Back

4th cover page plus 1/1 fold-out page (front and back + 3rd cover page)

Ad space: 4th and 3rd cover page: 205 x 280mm
Flap per area: 195 x 280 mm

Price: € 64,200.–

Gatefolder Front: upon request



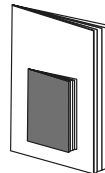
Banderole

Paper tape (printed on both sides) around the magazine; sealed on the back of the magazine with an adhesive dot

Ad space: 420 x 100 mm

Delivery: 480 x 100 mm

Price: € 48,700.–



Booklet

As an insert on the front page, this special form of advertising serves as your "own magazine on the magazine" filled with your content in the look and feel of handwerk magazin

Price: upon request

	Inserts	Supplements	Fixed inserts
Definition	Inserts are loosely added, ready to process printed materials.	Supplements are printed materials that are firmly integrated into the magazine. They must be provided by the customer ready for processing.	Fixed inserts are affixed to a basic ad so that they can be easily peeled off. The following are eligible for processing: (a) postcards or other rectangular, unfolded printed materials. (b) Envelopes with contents (flap closed, maximum weight 20 g). Other designs are only possible by special agreement.
Occupancy options	Total circulation Total subscription circulation Industry inserts on request. Exclusion of competition and exclusive use cannot be granted for inserts.	Only the total print run can be assigned.	Basic advertisement in the complete edition 1/1 page, calculation according to price list no. 33
Formats	Minimum format 105 x 148 mm (DIN A6) Maximum format 200 x 270 mm Multi-page inserts lie with the closed side facing the gutter of the magazine. Please be sure to observe the maximum format specified. Deviations, especially overlapping formats cause additional postal costs, which we will charge additionally.	Bleed allowance: 3 mm on each side Untrimmed size 216 x 286 mm Trimmed size 210 x 280 mm Delivery is required in untrimmed size and folded.	Minimum format 60 x 100 mm Maximum format 148 x 210 mm
Paperweight	two-sided inserts min. 115 g/m ² four-sided inserts min. 90 g/m ² more extensive inserts min. 60 g/m ²	min. 115 g/m ²	–
Prices	For each thousand started, not rebatable. up to 10 g individual weight € 230 / 1,000 up to 20 g individual weight € 240 / 1,000 up to 30 g individual weight € 250 / 1,000 Heavier inserts upon request	For each thousand started, not rebatable. 2-page supplement € 230 / 1,000 4-page supplement € 250 / 1,000 Heavier supplements upon request	For each thousand started, not rebatable. up to 20 g individual weight € 99 / 1,000 Prices may increase if the quality of the adhesive makes processing difficult and additional costs are incurred. Posting costs are also incurred for enclosed items from 3 mm thick.
Please note	When placing an order, it is necessary to present a sample (5 times to the publisher's address). Only after its approval does the order become binding for the publisher. Inserts, supplements and fixed inserts must be delivered free of charge in handy quantities, perfectly packaged and machine-processable (e.g. no leporello fold) no later than 3 weeks before the first day of sale. Delivery to: Vogel-Druck, keyword hm/no., Leibnizstr. 5, 97204 Hoechberg, Germany. Information on the number of transport units, magazine titles and the issue number are required. A sample should be visibly attached to each packaging unit. In the event of processing difficulties, the completion of the edition takes priority. Collaborative advertising only after consultation!		

Year:	38th volume 2024	Magazine format:	210 mm wide x 280 mm high (plus 3 mm bleed on all sides)
Publisher:	Holzmann Medien GmbH & Co. KG Gewerbestraße 2 86825 Bad Woerishofen Germany Phone +49 8247 354-126 Fax +49 8247 354-4126 www.holzmann-medien.de www.handwerk-magazin.de/mediaservice	Printing method:	Inner part: roller offset printing Cover: sheet-fed offset printing
Editor:	Alexander Holzmann	Binding method:	Perfect binding
Advertising management:	Eva-Maria Hammer (responsible) Phone +49 8247 354-177 eva-maria.hammer@holzmann-medien.de	Paper quality:	Inner part: 70 g/m ² , almost wood-free, white matt, picture printing paper (LWC) Cover: 150g/m ² , wood-free, glossy white picture printing paper
Editorial:	Patrick Neumann (Editor in Chief) Phone +49 89 898261-11 patrick.neumann@handwerk-magazin.de For further contacts, see page 46	Profile:	Cover: PSO coated v3 Inner Part: PSO LWC Improved (eci)
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	Data formats:	Closed documents: printer-optimized PDF file (1.4-Standard) File resolution: 300 dpi Embed all fonts used.
		Colors:	Euroscale (CMYK) Special colors must be created in the colors of the Euroscale.
		Color order:	K – C – M – Y
		Point gains:	40 % field (colors) 13 % – 16 % 80 % field 10 % – 12 %
		Full-tone density:	K-Black = 1.80 C-Cyan = 1.50 M-Magenta = 1.50 Y-Yellow = 1.40
		Data transmission	via email, possibly with a download link disposition@holzmann-medien.de
		Proof:	Attention with color displays: No binding color reproduction can be guaranteed without delivery of a proof.
		Data archiving:	Print documents/media will not be retained by the publisher for more than 1 year after the last activation.
		Warranty:	In the event of incomplete or incorrect data/printed documents, a complaint cannot be accepted. The format of the ad document must match the format of the ad.
		Contact media disposition:	Brigitte Dilba Phone +49 8247 354-178 disposition@holzmann-medien.de

SPECIALS



Release date: 15/05/2024
 Ad deadline: 09/04/2024
 Print data: 23/04/2024

SPECIAL ISSUE Gründer

- Special issue for a successful **business start-up**
- Run: 40,000 copies
- Price list:

Format	Coloring	Price
1/1 page	bw/4c	€ 14,900.–
2/3 page	bw/4c	€ 9,900.–
1/2 page	bw/4c	€ 7,500.–
1/3 page	bw/4c	€ 4,900.–
1/4 page	bw/4c	€ 3,800.–
1/6 page	bw/4c	€ 2,500.–

2nd and
 4th
 cover page
 + 10 %



Release date: 03/12/2024
 Ad deadline: 02/10/2024
 Print data: 10/10/2024

SPECIAL SUPPLEMENT Nachfolger

- Special issue for a successful **company succession**
- Run: 67,000 copies (supplement in handwerk magazin no. 12/2024)
- Price list:

Format	Coloring	Price
1/1 page	bw/4c	€ 16,600.–
2/3 page	bw/4c	€ 11,000.–
1/2 page	bw/4c	€ 8,300.–
1/3 page	bw/4c	€ 5,600.–
1/4 page	bw/4c	€ 4,200.–
1/6 page	bw/4c	€ 2,700.–

2nd and
 4th
 cover page
 + 10 %

Attention: Different formats! Please ask the publisher for dimensions.

Planning tip.

Book both special issues and get a 20 % discount!
 Alternative: discount with handwerk magazin
 For formats and print data see handwerk magazin.



SPECIAL SUPPLEMENTS



Circulation: approx. 575,000 copies
Distribution: nationwide

You will reach 663,000 readers* nationwide
in the investment-rich SME trade sector



*AWA 2023: Overlap-free coverage of 'Deutsche Handwerks Zeitung' and 'handwerk magazin'

IN THE COMBINATION OF HANDWERK MAGAZIN AND
DEUTSCHE HANDWERKS ZEITUNG



NEW SUSTAINABILITY AS A SUCCESS FACTOR IN THE SKILLED CRAFTS SECTOR

handwerk magazin 9/2024
Deutsche Handwerkszeitung 17/2024
Advertising deadline: July 5, 2024

NEW MOBILITY

handwerk magazin 10/2024
Deutsche Handwerks Zeitung 19/2024
Advertising deadline: September 2, 2024

WORKWEAR AND OCCUPATIONAL SAFETY

handwerk magazin 11/2024
Deutsche Handwerks Zeitung 22/2024
Advertising deadline: September 6, 2024

Newsletter date and runtime for Medium Rectangle upon request.

Package Print/Display/Newsletter	Premium	Business		
Ads	1/1	1/2	1/3	1/4
Medium rectangle	✓			
Newsletter	✓	✓	✓	✓
Price	€ 22,800.–	€ 11,700.–	€ 8,200.–	€ 5,900.–

All prices plus statutory VAT.

1 Circulation monitoring: 

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

Print run	67,000		thereof e-papers
Total circulation:	69,919		3,107
Paid circulation:	16,485		656
Copies subscribed:	9,056		485
	thereof	2,448	member copies
		52	multiple copies
Other sales:	7,428		170
Single copy sales:	1		1
Returns:	0		0
Free copies:	53,434		2,451
	thereof	209	laid out
		2	display locations
Remaining, file and archive copies:	188		

3 Geographical distribution analysis:

Economic region	Proportion of the total circulation	
	%	Copies
National	99.72	69,724
Abroad	0.04	31
Unevaluable	0.23	164
Total circulation	100.00	69,919

3.1 Distribution according to the Nielsen regions/Federal states:

Nielsen region I		
Schleswig-Holstein	3.11 %	2,171
Hamburg	1.59 %	1,106
Lower Saxony	13.70 %	9,552
Bremen	0.69 %	481
Nielsen region II		
North Rhine-Westphalia	19.33 %	13,479
Nielsen region IIIa		
Hesse	12.39 %	8,637
Rhineland-Palatinate	3.64 %	2,536
Saarland	2.04 %	1,420
Nielsen region IIIb		
Baden-Wuerttemberg	14.24 %	9,931
Nielsen region IV		
Bavaria	16.36 %	11,409
Nielsen region V		
Berlin	1.68 %	1,174
Nielsen region VI		
Brandenburg	1.70 %	1,182
Mecklenburg-West Pomerania	0.96 %	667
Saxony-Anhalt	1.82 %	1,270
Nielsen region VII		
Saxony	3.82 %	2,666
Thuringia	2.93 %	2,043
Total circulation national	100.00 %	69,724

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

Dept./Group/Class	Recipient groups according to classification of the industrial sector	Total circulation %	Copies
	Commercial production		
10-12	Production of food and animal feedstuffs/drink/tobacco products	1.24 %	858
13-15	Production of textiles, clothing, leather, leather goods and shoes	0.68 %	469
16	Production of wood, wicker, basket and cork goods (excl. furniture)	4.29 %	2,977
17-18	Production of paper, cardboard and goods made of that material, printed matter	0.11 %	73
19-22	Coke and mineral oil processing/production of chemical, pharmaceutical products, rubber and plastic goods	0.32 %	219
23	Production of glass and glass products, ceramics, treatment of stone and earth	1.51 %	1,045
24-25	Production and machining of metal/fabrication of metal products	7.19 %	4,985
26-27	Production of data processing devices, electronic and optical products, electrical equipment	2.98 %	2,069
28	Mechanical engineering	2.95 %	2,044
29-30	Manufacture of motor vehicles and spares/miscellaneous vehicle construction	0.91 %	628
31	Manufacture of furniture	1.77 %	1,225
32-33	Manufacture of miscellaneous goods/repair and installation of machinery and equipment	1.46 %	1,013
	Building industry		
41	Building construction	15.94 %	11,053
42	Civil engineering	2.63 %	1,821
43	Preparatory construction work, building technical installations and other commercial fitting and decorating work	35.01 %	24,272
	Business trade		
45	Trade in vehicles; maintenance and repair of vehicles	6.73 %	4,666
46	Wholesale trade	2.12 %	1,468
47	Retail trade	1.00 %	691
	Service industries		
62-63	Providers of information technology services/information services	0.02 %	11
64-66	Financial services/insurance industry/associated activities	0.07 %	48
69-73	Consultation/planning/advertising	1.25 %	870
811/812/960	Cleaning industry	2.80 %	1,938
9602	Hair and cosmetic salons	0.48 %	333
49-53/55-61/68/74-80/82/90-93/95/97-98	Other service industries	4.53 %	3,141
	Public facilities		
84	Public authorities	0.06 %	45
85	Education and teaching	0.49 %	339
94/99	Special interest groups	0.87 %	600
	No information	0.62 %	430
	Abroad (not ascertained)	100.00 %	69,331
	Unevaluable		31
			557
	Total circulation		69,919



DIGITALLY.

OUR BRANDS IN THE handwerks-channel



[Click here for the current reach figures](#)

THE NETWORK WITH THE B2B DECISION-MAKERS IN THE SME CRAFTS SECTOR.

REACH DIGITAL



Online reach

698,424 visits
1,164,934 page impressions
(IVW 07/2023)



Newsletter

86,638 subscribers
(own count,
as of 07/08/2023)



Social media

103,666 subscribers/
followers
(as of 07/2023)

OUR TARGET GROUPS



Self-employed entrepreneurs
from SMEs and trades



Managers and decision
makers



Screed and
industrial floor industry



HVK industry



Glass, window, facade,
metal industries



Meat sector



Sun protection and gates
industries



Natural stone
sector



Flooring
industry

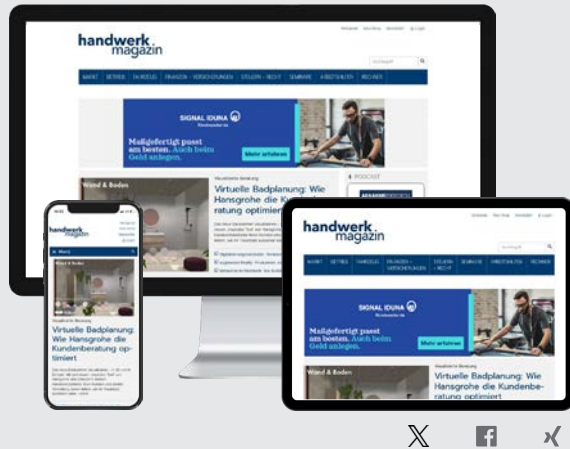


Textile care
sector

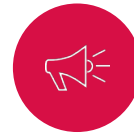


Cleaning
industry

handwerk-magazin.de AT A GLANCE



THE USER VALUE PORTAL FOR SKILLED CRAFTS ENTREPRENEURS AND SMES



Online reach
121,239 visits,
179,676 page impressions
(IVW 07/2023)



Of which mobile reach
45,881 visits,
55,002 page impressions
(IVW 07/2023)

CAMPAIGN PLANNING

Lots of best practice examples and the current reach figures can be found in the 'handwerk magazin' digital portfolio.

'handwerk magazin' digital portfolio

DISPLAY ADVERTISING



ADVERTISING SPACE XXL

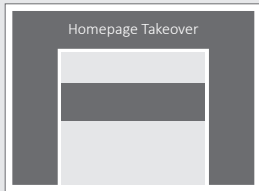
DYNAMIC SITEBAR

CPM € 170.–

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

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

Delivery: Desktop

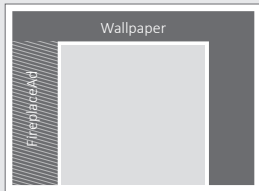


HOMEPAGE TAKEOVER

CPM € 190.–

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

Delivery: Desktop



WALLPAPER

CPM € 145.–

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

Delivery: Desktop

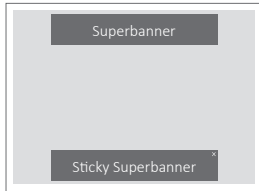
FIREPLACEAD

CPM € 180.–

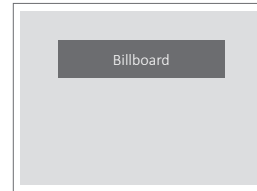
Combination of two Skyscrapers and the Superbanner. The FireplaceAd frames the website on three sides. When scrolling, the Skyscrapers on the left and right are sticky.

Delivery: Desktop

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



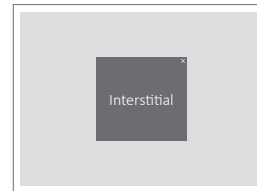
Superbanner | CPM each € 90.–
Sticky Superbanner (728 x 90 pixels) CPM each € 110.–
 Attention-grabbing advertising format with full-surface presence, top or bottom. Use in the immediately visible area with great creative scope for design.
 Delivery: Desktop, tablet



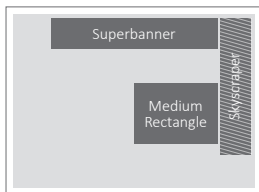
Billboard (940 x 250 pixels) CPM € 170.–
 Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.
 Delivery: Desktop



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

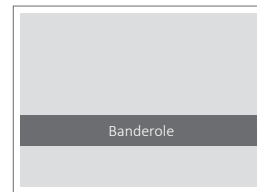


Interstitial (300-550 x 250-400 pixels) CPM € 130.–
 Fade-in takes place directly above the content when the website is called up.
 Delivery: Desktop, tablet



TandemAd CPM € 140.–
 Simultaneous playout of two classic advertising formats within the same page impression.
 Delivery: upon request

AdBundle CPM € 150.–
 (Joint) delivery of three different classic advertising media.
 Delivery: upon request



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

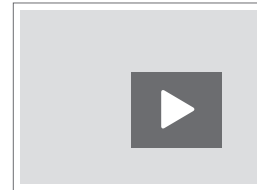
One format – all devices! Whether desktop, tablet or smartphone.



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

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

Delivery: Desktop, tablet, mobile

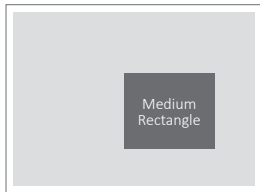


VideoAd (300 x 250 pixels) **€ 3,890.–**

Attention-grabbing format through audiovisual presentation of content. Placement: in the content on the medium rectangle space.

Duration: 4 weeks

Delivery: Desktop, tablet, mobile



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

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

Delivery: Desktop, tablet, mobile

handwerk magazin – very targeted.

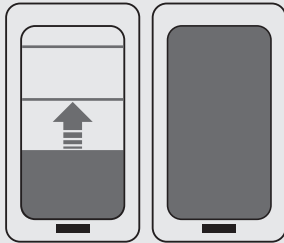
CPM markups: € 10.– for targeting | € 10.– for frequency capping

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

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



MOBILE ADVERTISING

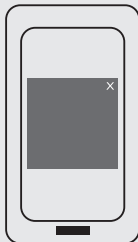


EVEN ON THE SMALLEST SCREENS

MOBILE INTERSCROLLER

CPM € 170.–

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



MOBILE INTERSTITIAL

CPM € 135.–

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

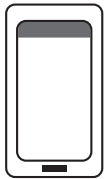
Target mobile users for your device optimized campaign.

Mobile MMA Banner

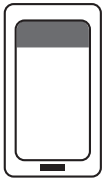
		CPM
MMA 6:1:	300-320 x 50 pixels	€ 90.–
MMA 4:1:	300-320 x 75 pixels	€ 95.–
MMA 2:1:	300-320 x 150 pixels	€ 105.–
MMA 1:1:	300 x 250 pixels (Medium Rectangle)	€ 110.–
HalfpageAd:	300 x 600 pixels	€ 120.–

Mobile MMA Banner sticky

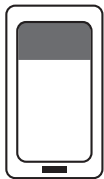
		CPM
MMA 6:1 sticky:	300-320 x 50 pixels	€ 95.–
MMA 4:1 sticky:	300-320 x 75 pixels	€ 100.–



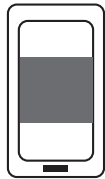
MMA 6:1



MMA 4:1



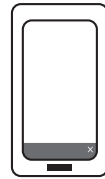
MMA 2:1



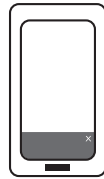
MMA 1:1



HalfpageAd

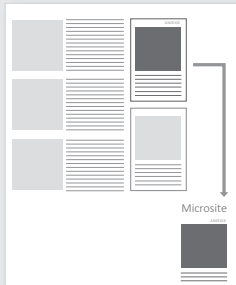
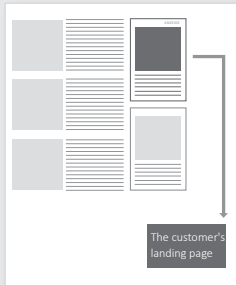


MMA 6:1



MMA 4:1

CONTENT MARKETING



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

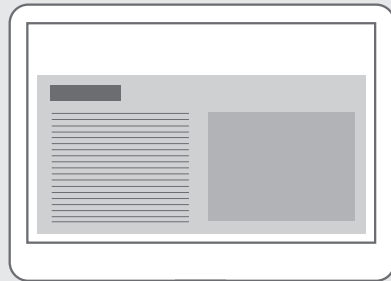
Price: from € 2,900.–

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)
- [Example](#)

Price: from € 4,400.–

CONTENT MARKETING



(Fixed position) teaser
Newsletter teaser

TRAFFIC PUSH

ADVERTORIAL

We build an exclusive microsite (= content page) for you, which is kept in the look & feel of the website. The microsite is designed to your liking – you can integrate a wide range of information and content such as images, files, videos and links.

Duration: 4 weeks

Traffic Push: (Fixed position) teaser, newsletter ads

Premium

Traffic Push: optionally available for € 1,490.–

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

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

Price: € 10,490.–

Extend reach | Crafts XXL.

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



Unternehmertipp AT A GLANCE



NUMBERS, DATA, FACTS



Subscribers

13,119 (08/2023)



Sending frequency

weekly
(usually on Tuesdays)



Reporting

automated
after seven days

Unternehmertipp SPEZIAL AT A GLANCE



NUMBERS, DATA, FACTS



Subscribers

13,119 (08/2023)



Sending frequency

weekly
(usually on Thursdays)



Reporting

automated
after seven days

Newsletter topics.

The topics can be found from page 10.



Steuern & Recht AT A GLANCE



NUMBERS, DATA, FACTS



Subscribers

6,710 (08/2023)



Sending frequency

monthly



Reporting

automated
after seven days

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



ContentAd

Unternehmertipp

1 x € 770.–

Spezial

1 x € 880.–

Steuern & Recht

1 x € 450.–

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 pixels)

Unternehmertipp

1 x € 710.–

Spezial

1 x € 820.–

Steuern & Recht

1 x € 450.–

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



Billboard (600 x 240 pixels)

Unternehmertipp

1 x € 850.–

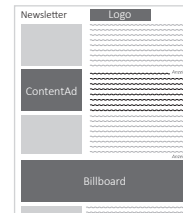
Spezial

1 x € 930.–

Steuern & Recht

1 x € 560.–

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

Unternehmertipp

1 x € 2,175.–

Spezial

1 x € 2,345.–

Steuern & Recht

1 x € 720.–

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.

Package pricing upon request!

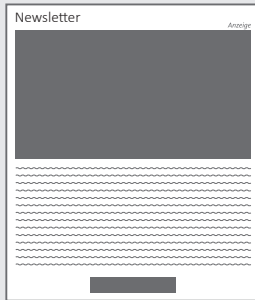
CTR-Star.

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

TOP 1 placement: € 50.00 surcharge



STANDALONE



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

OUR CONTACTS – YOUR CONTENT!

The StandAlone newsletter is designed by us with the look and feel of the regular newsletter. Your advertising message is the sole focus. In addition to 1,500 characters of text, you can insert two images, call-to-action buttons and external links.

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
- High-quality contacts, direct target group access
- Individual sending date

Preis per release:

- unternemertipp € 4,345.–
(13,119 recipients, as of 07/08/2023, own count)
- Steuern&Recht € 1,560.–
(6,710 recipients, as of 07/08/2023, own count)
- [Example 1](#) | [Example 2](#)

Performance miracle.

The most successful form of advertising in the field of newsletter advertising.



GOOD TO KNOW

A grayscale photograph of a hand holding a pen, checking off a list of items on a document. The list consists of five square checkboxes. The top two are checked with a checkmark, the third is being checked by the pen, and the bottom two are empty. The background is a light, textured surface.

DISCOUNTS

- from € 10,000 – 5 %
- from € 20,000 – 10 %
- from € 30,000 – 15 %
- from € 40,000 – 20 %

Discounts valid for display and mobile advertising

CPM MARKUPS

- Targeting: € 10.–
- Frequency capping: € 10.–

BILLING MODE

AdImpressions (ad overlays) are calculated by CPM (cost per mille) or packages. Please ask for the current availability before placing the order.

MONITORING OF SUCCESS

At the end of the campaign, the invoice is issued and you receive an evaluation (reporting). The statistics contain the AdImpressions and AdClicks for your campaign.

TECHNICAL SPECIFICATIONS

Specs.



LEADS.

WEBINARS



CRAFTS

It's worth taking a look

SUCCESSFULLY MASTER THE FUTURE

WEBINAR CO-BRANDING

OUR SERVICES

- Editorial workshop: Selection of topics and speakers as well as scheduling together with the customer.
- Production and support of live webinars
- Logo integration and mention at the beginning and end of each session
- Incl. pushing traffic to generate participants
- Participant management
- Provision of GDPR-compliant leads
- The webinar will be available for download on our webinar website afterwards.

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

[Best practice video](#)

PRICE:

Lead packages	You will receive	Price
Basic package	up to 40 leads	€ 5,950.–
Advanced package	up to 20 leads	€ 6,950.–
Premium package	up to 20 leads	€ 8,950.–

Basic Lead | CPL € 50.–

- E-mail address

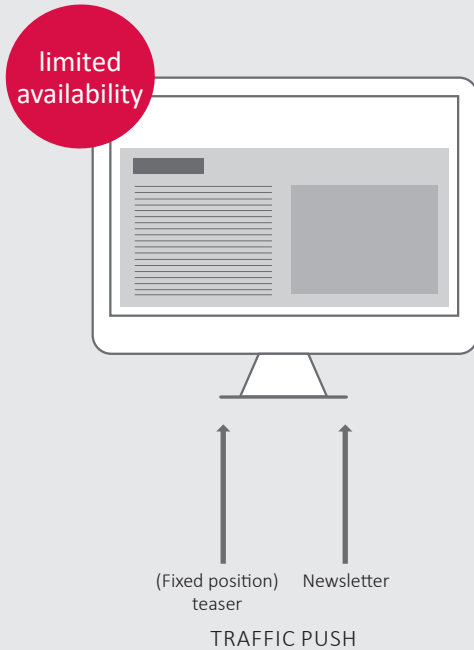
Advanced Lead | CPL € 150.–

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

Premium Lead | CPL € 250.–

- E-mail address
- First and last name
- Company name
- Company address
- Position in the company
- Industry

LEADS



WHITEPAPER

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

- Display: on your desired website or in your desired channel
- Duration: flexible, depending on the budget and/or number of leads, that are to be achieved.
- Traffic push: (fixed position) teaser, newsletter ads
- Content creation: Our specialist editorial team creates the content for your whitepaper. Price upon request.

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

PRICE:

Lead packages	You will receive	Price
Basic package	up to 40 leads	€ 3,990.-
Advanced package	up to 20 leads	€ 4,990.-
Premium package	up to 20 leads	€ 6,990.-

Basic Lead | CPL € 50.-

- E-mail address

Advanced Lead | CPL € 150.-

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

Premium-Lead | CPL € 250.-

- E-mail address
- First and last name
- Company name
- Company address
- Position in the company
- Industry

LEADS

CRAFT
SPECIAL



Advent calendar 2022

GET VALUABLE B2B LEADS AT CHRISTMAS TIME.

ADVENT CALENDAR

- Promotion period: 01. – 24/12/2024
- Integration: www.deutsche-handwerks-zeitung.de and www.handwerk-magazin.de
- Traffic Push: Display/Mobile, Newsletter, Social Media, Print

Sponsoring	Price
1 advent calendar door	€ 1,550.–
2 advent calendar doors	€ 2,500.–
4 advent calendar doors	€ 4,400.–
3 advent calendar doors + 4th of December	€ 5,250.–

SPONSORING PARTNER IN 2 STEPS

1. selection of your desired day(s).
2. provision of one or more prizes per day.

YOUR BENEFIT

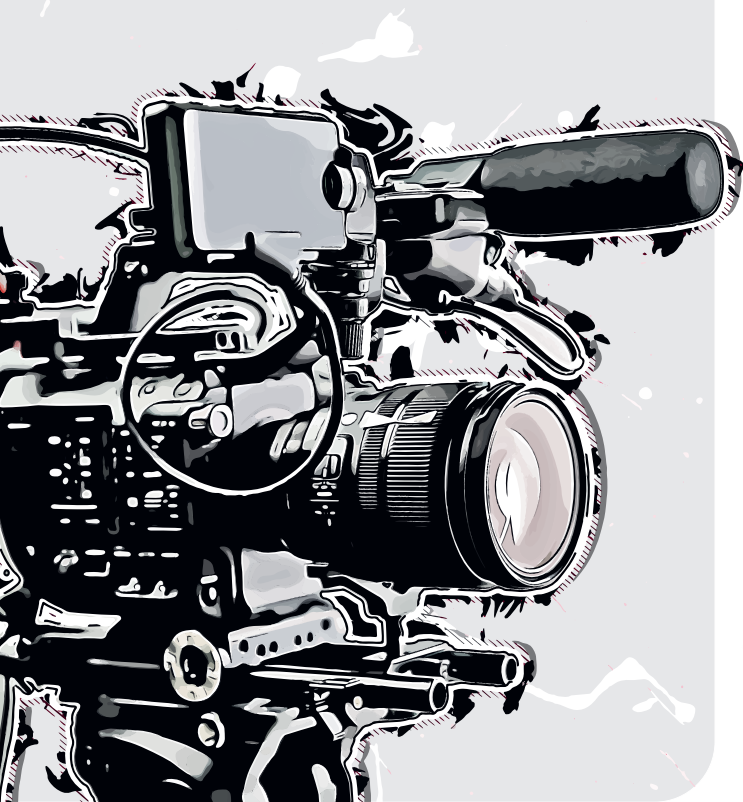
- GDPR-compliant leads.
- Promotion of your door on the websites www.deutsche-handwerks-zeitung.de and www.handwerk-magazin.de, in the Newsletter [handwerk magazin-Unternehmertipp](#) and in the DHZ Newsletter.
- Placement of your company logo in the advent calendar.

Factsheet



MOTION PICTURE.

VIDEO



REACH YOUR TARGET AUDIENCE WITH A POWERFUL VIDEO MESSAGE.

VIDEO PRODUCTION

Not possible? – We make it possible! – Our video team will create a customized video for your company, which will be available for unrestricted use.

Video formats:

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

Video production includes:

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

TRAFFIC PUSH

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

Social Media? – Of course!

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



VIDEO



Trade fair talk

Trade fair review

Interview

VIDEO PRODUCTION | EXAMPLES

Trade fair talk

Exklusive video of the customer's booth

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

Production costs: € 1,860.-*
Traffic Push: upon request

Product presentation / on-site report

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

Production costs: € 3,500.-*
Traffic Push: upon request

Image or event video

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

Production costs: € 6,600.-*
Traffic Push: upon request

* plus travel expenses



AUDIO.

PODCAST

CRAFTS



Listen now .

ABNAHMEPROTOKOLL – THE PODCAST FROM HANDWERK MAGAZIN

PODCAST SPONSORSHIP

Frequency: monthly

Length of episode: approx. 10:00 minutes

Description:

An article from current magazine issue is examined in more detail together with the respective author:

- Which trends are highlighted in the article?
- Which opportunities and challenges does the text say the skilled trades must face?
- What are the small but important details that can decide about success?

Available on the following streaming platforms:

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

PODCAST ADVERTISING

Sponsorship (customer name + claim at the beginning of the podcast): € 930.–

Mid-roll spot up to 15 seconds: € 980.–

Sponsorship + mid-roll + sponsorship reference in the shownotes: € 1,570.–

Podcast Advertising.

We are happy to respond to your individual wishes.
Just give us a call or send us an e-mail





YOUR COMPETENT PARTNER FOR BUSINESS AND TRADE MEDIA



CONTACTS

Regions

Bavaria, Baden-
Wuerttemberg, Berlin,
new federal states

Bremen, Hamburg, Münster,
Lower Saxony, Osnabrück,
East Westphalia, Schleswig-
Holstein

North Rhine-Westphalia
without Münster, Osnabrück
and East Westphalia

Hesse, Rhineland-Palatinate,
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