

AND ACTION!

B2B Video Production

Concept.
Production.
Placement.



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Why Video?



Don't just talk about your products and company values—show them.

Videos tailored to your target audience convey not only information but also emotion. This makes them not only more entertaining but also more memorable.

Videos capture your audience's attention and keep it. They build trust, strengthen your brand image, and increase your reach.

This means tremendous added value for you through the potential to enter new markets and boost revenue.

With us, you get everything from a single source.

Benefit from the in-depth industry knowledge of our in-house video team and the journalistic expertise of our editorial departments, who know not only our audiences but yours as well.

As a high-reach and broadly positioned media group, we support your video project from concept and production all the way to placement.

Whether it's a trade fair booth presentation, an image video, or a webinar – we offer the right format to professionally showcase your company, brand, and products with high-quality video content.



More information
can be found in our
Media Sales

Why Holzmänn Medien?

Trade Fair Talk

General Information

Impress not only your booth visitors on-site but also expand your reach beyond that.

Showcase your company and product innovations in the „Trade Fair Talk“ and excite your target audience.

You will receive:

- Exclusive video of your trade fair booth (Length: approx. 5 min.)
- 1 hour of filming at your booth
- Including recording, editing, music, voice-over, and animation
- Transfer of usage rights to you*

Price: from € 1,860

The video will only be published once you have approved it.

Normal operations at your trade fair booth can continue as usual during filming. The Trade Fair Talk filming process shows you exactly how this works.

* Our usage rights do not include content changes or edits to the video by the client, but only the distribution of the video in the version created by us and approved by you.



Example
Trade Fair Talk

During a one-hour video shoot at your trade fair booth, normal booth operations must of course be able to continue without disruption.

- 1** Before filming, we conduct a briefing session.
- 2** At the agreed time, you'll meet our film crew, who will first assess the acoustics and lighting conditions at your chosen location.
- 3** We wire the individuals who will be speaking in the video..
- 4** Together, we record the interview segments for the Trade Fair Talk. We're happy to repeat scenes with you until everything fits. This part is usually completed within 20–30 minutes.
- 5** Our film crew then independently captures detail shots at the location—without interfering with your regular booth operations.

You also have the option to record the Trade Fair Talk before the trade fair begins.



Trade Fair Talk

Filming Process

Product Presentation / On-Site Report

Showcase your product's benefits and features in short, engaging videos.

Want your target audience to get a more complete picture of your business? In an on-site report, we guide viewers through your company, workshop, or facility—offering a behind-the-scenes look.

You will receive:

- A product presentation tailored to your individual needs
- Half a day of filming at your location
- Including filming, editing, music, and animation
- Transfer of usage rights to you*
- Length: approx. 3-5 minutes (adjustable upon request)

Price: from **€ 3,500**

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Image or event video

Create awareness for your brand with an image or event video.

Tell your story and capture your events on film.

You will receive:

- A company or event video tailored to your individual needs
- 1 full day of filming at your location
- Including filming, editing, music, and animation
- Transfer of usage rights to you*
- Length: approx. 5 minutes (adjustable upon request)

Price: from **€ 6,600**

* Our usage rights do not include content changes or edits to the video by the client, but only the distribution of the video in the version created by us and approved by you.



Production process

- 1 Concept Development:** Before filming begins, we'll need a concept. Together with you, we'll plan what content you want to convey and what goals you aim to achieve with the video.
- 2 Filming Day:** On the day of the shoot, we'll capture all the scenes needed for your video. Will you be in front of the camera yourself? Don't worry—everyone we've worked with has felt comfortable on set.
- 3 Post-Production:** We'll edit your video, add music, refine the sound design, and include text and logo animations
- 4 Final Delivery:** You'll receive the finished video in the agreed format, ready for use.



Traffic Push

Every video is accompanied by a comprehensive Traffic Push to ensure optimal visibility on our website. All Traffic Push elements tease the video and link directly to it.

You can choose between the following packages:

Traffic Push Basic

- Newsletter ContentAd
- Video teaser embedded in content (4 weeks)
- Placement in the video section of the website
- Social media post

Traffic Push Premium

- Newsletter ContentAd
- Teaser box in the site sidebar (4 weeks)
- Placement in the video section of the website
- Social media post

Social Media? Absolutely!

We're happy to produce your video in vertical format or provide social media-optimized versions.

Our Brands

Holzmann Medien offers a broad portfolio of brands across various industries. Video production is available for all brands below.

DHZ Deutsche
Handwerks
Zeitung

handwerk.
magazin

Si

GFF

**sicht &
sonnenschutz**

bodenwanddecke
bwd

ESTRICHTECHNIK
& FUSSBODENBAU

watts-up
community

rationell
reinigen

R:W Textilservice

Die Fleischerei

Tophotel

Mein
TOPHOTEL

HANDWERKER
RADIO

We're happy to advise you!

Not sure which video format best suits your goals?
Let's talk it through together!

Your contact for questions about video production:



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