

# bwd

## MEDIA INFORMATION 2024

No. 58, valid from 01/01/2024



[www.boden-wand-decke.de](http://www.boden-wand-decke.de)

TARGET GROUP.

CHANNELS.

THEME PLAN.

PRICE LIST.

WEBSITE.

NEWSLETTER.

AUDIO.

VIDEO.

CONTACT PERSONS.

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# OUR TARGET GROUP

WE ARE  
FLOOR!

**bwd – THE FLOORING MAGAZINE  
FOR CRAFT AND TRADE**

## OUR READERS



### Main Target Group

Flooring, parquet and screed  
layers



### Additional Readers

Affiliated specialist retail and  
-wholesale,  
interior decorators and painters



# OUR CHANNELS



## PRINT

### bwd – THE FLOORING MAGAZINE FOR CRAFT AND TRADE

'bwd' is published with a circulation of 7,200 copies (Q2/2023: Circulation 7,131 copies, of which 2,284 copies are subscriptions and 821 ePapers). This makes 'bwd' the most subscribed trade magazin of the flooring industry in the region of Germany, Austria, Switzerland.

The editorial focus is on useful technical articles on flooring technology. Product presentations from the world of floor coverings guarantee a transparent market overview month after month. Current reports from the lively trade, commerce and industry round off the editorial spectrum of 'bwd'. 'bwd' is the official publication of the Austrian Federal Guild of Floor Layers.

Our special issue 'highlights' offers manufacturers the opportunity to present their products and references in their own and detailed way.

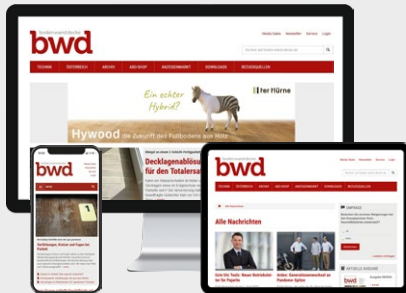
## DIGITAL

### WEBSITE [boden-wand-decke.de](http://boden-wand-decke.de)

As an online portal for the flooring industry, [boden-wand-decke.de](http://boden-wand-decke.de) complements our range of information and offers IVW-checked quality reach for banner and native formats.

### NEWSLETTER bwd report and bwd Profi-Tipp

Every 14 days, usually on Wednesdays, the newsletters 'bwd report' and 'bwd Profi Tipp' reach 6,090 (as per 07/08/2023) subscribers.





PRINT.

# bwd IN BRIEF

WE ARE  
FLOOR!



ONE OF THE MOST IMPORTANT TRADE MAGAZINES  
OF THE FLOORING TRADE

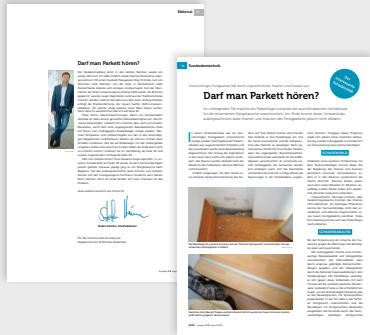
CIRCULATION



6,400 copies + ePaper 800 copies  
→ constant distributed circulation

Circulation and distribution analysis

# CLEAR READER GUIDANCE MODERN LAYOUT



## OUR CREDO: CREATING BENEFITS!

- 'bwd' stands for "flooring technology competence"
- 'bwd' provides concrete work and decision-making aids
- 'bwd' evaluates trends and developments and provides orientation for the reader
- 'bwd' secures knowledge advantage in competition

## OUR CONTENT

- Industry/trade: News, company portraits, interviews, surveys, trade fair and trend reports
- Flooring technology: technical articles, damage case analyses, user studies, step-by-step instructions
- Product news and reference objects: From the world of flooring
- Austria Forum: The flooring scene in the neighbouring country



Issue	Due date	Main topics	Tradefairs/Exhibitions
<b>1/2</b> January/ February	DP: 07/02/2024 AD: 16/01/2024 ED: 15/12/2023	Report trade fair Domotex Laying within the same product range	<b>Heimtextil</b> – International trade fair for home and contract textiles Frankfurt, 09 to 12/01/2024 <b>DOMOTEX</b> – The world of flooring Hanover, 11 to 14/01/2024 <b>SWISS BAU</b> – The leading trade fair for the construction and real estate industry in Switzerland Basel, 16 to 19/01/2024
<b>3</b> March	DP: 05/03/2024 AD: 12/02/2024 ED: 05/02/2024	Presentation of new products Domotex Design floorings and fittings	
<b>4</b> April	DP: 02/04/2024 AD: 07/03/2024 ED: 29/02/2024	Surface treatment of floors	
<b>5</b> May	DP: 02/05/2024 AD: 09/04/2024 ED: 02/04/2024	Big anniversary edition - 70 years of bwd	

**70** YEARS



Issue	Due date	Main topics	Tradefairs/Exhibitions
<b>highlights</b> 9th edition	DP: 03/05/2024 AD: 15/03/2024	<b>Special edition highlights</b>  For further information please click <a href="#">here</a> .	
<b>6/7</b> June/July	DP: 04/06/2024 AD: 07/05/2024 ED: 30/04/2024	<b>Installation materials, floor coverings and skirting boards in bathrooms and wet rooms</b>	
<b>8</b> August	DP: 01/08/2024 AD: 10/07/2024 ED: 03/07/2024	<b>Floor coverings in the object</b>	
<b>9</b> September	DP: 03/09/2024 AD: 09/08/2024 ED: 02/08/2024	<b>For edging and transition – Skirting boards, profiles and stair nosing systems</b>	
<b>10</b> October	DP: 01/10/2024 AD: 09/09/2024 ED: 02/09/2024	<b>Modular floor coverings</b>	<b>Orgatec</b> – New visions of work Cologne, 22 to 25/10/2024

Issue	Due date	Main topics	Tradefairs/Exhibitions
<b>11</b> November	DP: 05/11/2024 AD: 11/10/2024 ED: 04/10/2024	Saving time at construction site	
<b>12</b> December	DP: 17/12/2024 AD: 25/11/2024 ED: 18/11/2024	Preview Bau 2025  Sustainable floor coverings, environmentally friendly installation materials	

DP = Date of publication, AD = Advertising deadline, ED = Editorial deadline

The editors reserve the right to change topics.

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

Format	Print space formats width x height in mm	Basic prices b/w	Prices 4-coloured
1/1 page	185 x 266	€ 3,095.-	€ 4,985.-
2/3 page	185 x 176 or 122 x 266	€ 2,095.-	€ 3,385.-
1/2 page	185 x 131 or 90 x 266	€ 1,625.-	€ 2,585.-
1/3 page	185 x 86 or 59 x 266	€ 1,120.-	€ 1,780.-
1/4 page	185 x 63 or 90 x 131 or 43 x 266	€ 845.-	€ 1,460.-
1/8 page	185 x 29 or 90 x 63 or 43 x 131	€ 405.-	€ 730.-
1/16 page	90 x 29	€ 235.-	
Cover	195 x 203		€ 5,575.-
2nd cover page	185 x 266	€ 3,450.-	€ 5,340.-
3rd cover page	185 x 266	€ 3,450.-	€ 5,340.-
4th cover page	185 x 266	€ 3,450.-	€ 5,340.-

Cut-in ad: millimetre price 1 column

(59 mm wide) € 4.85

Bleed formats and graphic illustrations

Our

general terms and conditions apply.

2 Surcharges:

Placement	Binding placement regulations: respectively 10 % of basic price
Colour	Per normal colour (printing colours (CMYK) according PSO Coated v3) see price list.
Format	Bleeding advertisements 10 % of basic price

3 Discounts:

For purchase within one year of insertion (starting from the appearance of the first advertisement)			
Frequency discount		Volume discount	
appearance 3 times	5 %	1 page	5 %
appearance 6 times	10 %	3 pages	10 %
appearance 11 times	15 %	6 pages	15 %
appearance 22 times	20 %	11 pages	20 %

No discount on colour, bleed, placement surcharges, cover pages, loose inserts, postcards, stickers, technical supplementary costs as well as employment and classified advertisements.

4 Categories:

See price list employment and classified advertisements page 13

5 Special advertising:

bound inserts	
2 pages (1 sheet)	€ 4,320.–
4 pages (2 sheet)	€ 6,870.–
Uncut format	216 x 307 mm
Trim size	210 x 297 mm
Delivery quantity	6,450 copies
(discount: 1 sheet = 1/1 advertisement page)	

Loose inserts

max. size 205 x 294 mm

Please be sure to observe the specified format. Deviations, especially protruding formats, cause additional postal costs which we will charge you.

Prices including postage

Weight	Price
up to 15 g	€ 2,052.–
up to 25 g	€ 2,484.–
Stickers	on request

6 Contact:

Michaela Sammer  
Phone +49 8247 354-219  
michaela.sammer@holzmann-medien.de

Advertisement prices and formats for classified ads (All prices specified are subject to statutory VAT.)

Categories	Format	Width x Height in mm	Price print + online b/w	Price print + online 4-c
Job offers, representations	1/1	185 x 255	€ 675.–	€ 970.–
	1/2	185 x 125	€ 365.–	€ 530.–
	1/4	90 x 125	€ 215.–	€ 305.–
Job applications	1/2	185 x 125	€ 215.–	€ 305.–
	1/4	90 x 125	€ 130.–	€ 220.–
	1/8	90 x 60	€ 110.–	€ 190.–
Purchases, sales, business connections	1/1	185 x 255	€ 675.–	€ 970.–
	1/2	185 x 125	€ 365.–	€ 530.–
	1/4	90 x 125	€ 215.–	€ 305.–

Ciper: € 5,- (Germany), € 10,- (foreign countries)

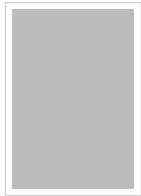
Discounts: none

Artwork: Advertisements are typeset by the publisher according to the text template or can be supplied as a finished print file. Proofs can be produced on request.

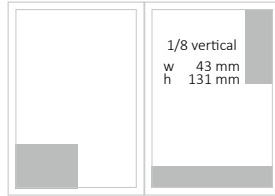
Contact: Michaela Sammer  
Phone +49 8247 354-219  
michaela.sammer@holzmann-medien.de

Advertisement formats

Within print space

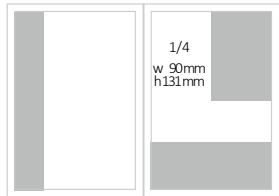


1/1 page  
Width 185 mm  
Height 266 mm



1/8 page  
Width 90 mm  
Height 63 mm

1/8 p. horizontal  
Width 185 mm  
Height 29 mm



1/4 p. vertical  
Width 43 mm  
Height 266 mm

1/4 p. horizontal  
Width 185 mm  
Height 63 mm



1/3 p. horizontal  
Width 185 mm  
Height 86 mm

1/3 p. vertical  
Width 59 mm  
Height 266 mm



1/2 p. horizontal  
Width 185 mm  
Height 131 mm

1/2 p. vertical  
Width 90 mm  
Height 266 mm

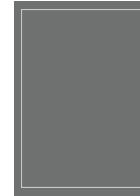


2/3 p. horizontal  
Width 185 mm  
Height 176 mm

2/3 p. vertical  
Width 122 mm  
Height 266 mm

With bleed

**The specified formats are final formats.** Advertisements in bleed require an additional bleed of 5 mm each head and foot trim and 3 mm on the outer sides.



1/1 page  
Width 210 mm  
Height 297 mm



2 x 1/2 p. across the gutter  
Width 420 mm  
Height 152 mm



1/4 p. horizontal  
Width 210 mm  
Height 83 mm

1/4 p. vertical  
Width 54 mm  
Height 297 mm



1/3 p. horizontal  
Width 210 mm  
Height 112 mm

1/3 p. vertical  
Width 70 mm  
Height 297 mm



1/2 p. horizontal  
Width 210 mm  
Height 152 mm

1/2 p. vertical  
Width 102 mm  
Height 297 mm



2/3 p. horizontal  
Width 210 mm  
Height 197 mm

2/3 p. vertical  
Width 132 mm  
Height 297 mm

Year:	70th year 2024	Magazin format:	DIN A4 – 210 mm wide x 297 mm high
Publishing House:	Holzmann Medien GmbH & Co. KG Gewerbstraße 2 86825 Bad Wörishofen Phone +49 8247 354-01 Fax +49 8247 354-170 www.holzmann-medien.de www.boden-wand-decke.de	Advertising space:	185 mm wide x 266 mm high
Managing Publisher:	Alexander Holzmann	Print and binding process:	Sheet offset, paper inner section: 100 g/m <sup>2</sup> , image print matt, cover: 150 g/m <sup>2</sup> , image print glossy, adhesive binding. Please send us your documents for printing in digital form.
Advertising Manager:	Michaela Sammer (responsible) Phone + 49 8247 354-219 michaela.sammer@holzmann-medien.de	Data transmission:	Via email to disposition@holzmann-medien.de
Editorial office:	Stefan Heinze (chief editor) Phone +49 8247 354-215 stefan.heinze@holzmann-medien.de Further contacts see page 43.	Data formats:	high resolution, printable PDF file, press proof or proof (colour binding)
Terms of payment and bank details:	Within 14 days of date of invoice without deduction VAT ID no. DE 129 204 092 Sparkasse Schwaben-Bodensee IBAN: DE50 7315 0000 0000 1017 09, BIC: BYLADEM1MLM	File resolution:	300 dpi (CMYK)
		Colours:	Printing colours (CMYK) according PSO Coated v3
		Data archiving:	Print documents/media will not be stored for longer than 1 year after the last insertion by the publisher.
		Warranty:	In case of incomplete or faulty data/printing documents a complaint cannot be accepted. The format of the advertisement document must correspond to that of the advertisement.
		Contact media administration:	Susanne Fleschutz Phone +49 8247 354-235 disposition@holzmann-medien.de
		Webshop/ePaper:	Since we also publish issues of bwd in our webshop and distribute them as ePaper, we need PDF files of bound inserts and supplements on disposition@holzmann-medien.de. The integration of bound inserts in the ePaper is done 1:1 at the same place where they are integrated in the magazine. Inserts are placed at the end of the ePaper with a front page on which all companies with insert placements are noted.
		Delivery adress for loose and bound inserts:	Holzmann Druck Gewerbstraße 2 86825 Bad Wörishofen
		Delivery note:	Kennwort bwd Ausgabe xx/2024

# highlights



Closing date: 15/03/2024  
Date of publication: 03/05/2024

The special issue of 'bwd' is published as a single issue and is particularly eye-catching and offers manufacturers the opportunity to present their new products and their advantages.

Format: DIN A4

Circulation: 10,000 copies

Recipients: 6,750 floor and parquet layers  
2,000 interior decorators  
1,000 flooring and wood trade  
200 Hammer and TTL stores  
50 specimen copies/archive

Dispatch: Single issue

Prices: 1 page € 1,210,-  
double page € 2,195,-  
(not eligible for discount or AE, plus VAT)

Colours: Printing colours (CMYK) according to PSO Coated v3.



1 Circulation control:



2 Circulation analysis:

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

<b>Print run</b>	6,400		thereof ePaper
<b>Total circulation</b>	7,158		837
<b>Paid circulation</b>	2,563		0
- Copies subscribed	2,276		0
	thereof	1,056 Member copies 29 Multiple copies	0
- Other sales	287		0
- single-copy sale	0		0
<b>Free copies</b>	4,595		837
	thereof	59 laid out 1 display location	
<b>Remaining, file and archived copies</b>	79		

3 Geographical distribution analysis:

Economic region	Proportion of total circulation	
	%	Copies
National	74.88 %	5,360
Abroad	20.86 %	1,493
Not clearly categorisable	4.26 %	305
Total circulation	100.00 %	7,158

3.1 Distribution according to the Nielsen regions/Federal states:

<b>Nielsen region I</b>		
Schleswig-Holstein	1.60 %	86
Hamburg	0.91 %	49
Lower Saxony	5.04 %	270
Bremen	0.47 %	25
<b>Nielsen region II</b>		
North Rhine-Westphalia	13.71 %	735
<b>Nielsen region IIIa</b>		
Hesse	9.66 %	518
Rhineland-Palatinate	3.81 %	204
Saarland	0.78 %	42
<b>Nielsen region IIIb</b>		
Baden-Wuerttemberg	15.00 %	804
<b>Nielsen region IV</b>		
Bavaria	31.88 %	1,709
<b>Nielsen region V</b>		
Berlin	1.51 %	81
<b>Nielsen region VI</b>		
Brandenburg	1.72 %	92
Mecklenburg-West Pomerania	0.69 %	37
Saxony-Anhalt	1.72 %	92
<b>Nielsen region VII</b>		
Saxony	7.43 %	398
Thuringia	4.07 %	218
<b>Total circulation national</b>	<b>100.00 %</b>	<b>5,360</b>

Distribution abroad:

<b>Europe</b>	99.96 %	1,492
German-speaking countries	96.44 %	1,440
thereof Austria	87.26 %	1,303
thereof Switzerland	9.18 %	137
EU countries (excluding Germany/Austria)	2.34 %	35
EU countries (other countries)	1.18 %	17
<b>Non-European countries</b>	0.04 %	1
<b>Total circulation abroad</b>	<b>100.00 %</b>	<b>1,493</b>

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

WZ 2008 Code	Recipient groups (according to classification of industrial sectors 2008)	Proportion of the total circulation			
		in total		National Copies	Abroad Copies
		%	Copies		
	<b>Producing industry</b>				
13-15	Production of textiles	1.40 %	100	82	18
16	Production of wood products (carpenters)	0.63 %	45	26	19
19-22	Chemical industry	1.75 %	125	99	26
10-12/17-18/23-33	Other commercial producers	0.91 %	65	50	15
	<b>Building industry</b>				
43298	Roller shutters/blinds manufacture	0.02 %	2	1	1
43331/43334	Parquet and floor laying	59.36 %	4,249	3,259	990
43332	Tiling and paving work	0.25 %	18	12	6
43333	Screed laying	6.63 %	475	466	9
43336	Interior decoration	4.61 %	330	300	30
41-43	Others structural engineering, civil engineering and finishing trades	1.89 %	135	76	59
	<b>Commercial trade</b>				
46	Wholesale trade	4.80 %	344	300	44
47	Retail trade	2.35 %	168	145	23
	<b>Other recipient groups</b>				
49-82/90-93/95-98	Service industry	3.58 %	256	202	54
85	Education and teaching	2.64 %	189	151	38
94/99	Special interest groups	1.66 %	119	97	22
38/84/86-88	Public authorities/facilities	0.13 %	9	9	0
	no information	7.39 %	529	444	85
	<b>Total circulation</b>	<b>100.00 %</b>	<b>7,158</b>	<b>5,719</b>	<b>1,439</b>

1.2 Size of the business entity: not ascertained

2.2 Socio-demographics: not ascertained

2.1 Job characteristics: not ascertained

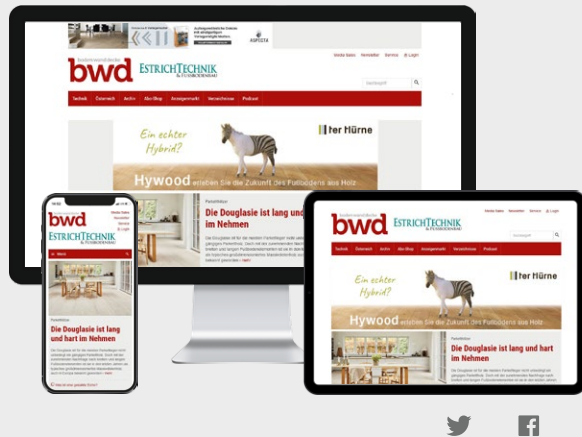
2.3 Decision areas or purchasing intentions: not ascertained



DIGITAL.

# boden-wand-decke.de

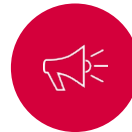
## IN BRIEF



boden.wand.decke + **ESTRICHTECHNIK**  
& FUSSBODENBAU

### DAILY NEWS FROM THE FLOORING SCENE

REGULAR TECHNICAL ARTICLES, VIDEOS AND PICTURE GALLERIES



Online reach  
13,927 Visits  
25,259 PageImpressions  
(IVW 07/2023)



Mobile reach  
4,667 Visits  
8,198 PageImpressions  
(IVW 07/2023)

### CAMPAIGN PLANNING

Click here for the virtual 'bwd' digital portfolio with lots of best practice examples.  
Of course with latest figures.

'bwd+ET' digital portfolio.

# ADVERTISING SPACE XXL



## FOR EVEN MORE ATTENTION

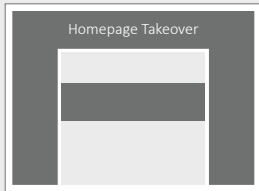
### DYNAMIC SITEBAR

**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 ad format adapts to the respective screen size and thus is responsive.

Delivery: Desktop

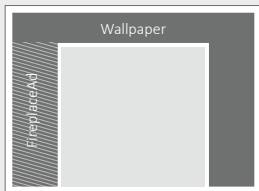


### HOMEPAGE TAKEOVER

**CPM € 190.–**

The most possible advertising space. Eye-catching combination of fireplaceAd and billboard.

Delivery: Desktop



### WALLPAPER

**CPM € 145.–**

Combination of superbanner and skyscraper. The wallpaper frames the website on the top and right side.

Delivery: Desktop

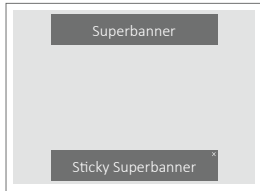
### FIREPLACEAD

**CPM € 180.–**

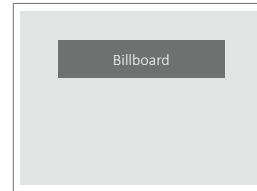
Combination of two skyscrapers and one superbanner. The fireplaceAd frames the website on three sides. When scrolling, the skyscrapers on the left and right run along.

Delivery: Desktop

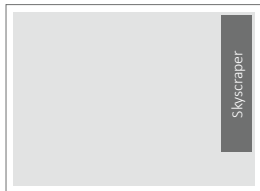
Strong performance and branding formats. Played out in the field of high-quality content.



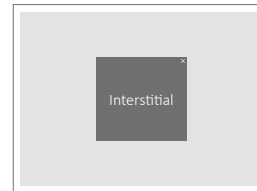
**Superbanner** (728 x 90 pixel) **CPM € 90.–**  
**Sticky Superbanner** (728 x 90 pixel) **CPM € 110.–**  
 Eye-catching advertising format with screen-filling presence, top or bottom. It's immediately visible and offers a wide design scope.  
 Delivery: Desktop, Tablet



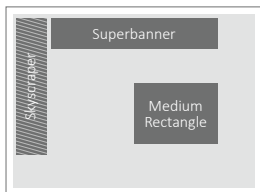
**Billboard** (940 x 250 pixel) **CPM € 170.–**  
 Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.  
 Delivery: Desktop



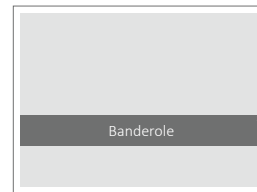
**Skyscraper** (160 x 600 pixel) **CPM € 100.–**  
 Placement on the right or left side of the screen; remains visible when scrolling.  
 Delivery: Desktop



**Interstitial** (300-550 x 250-400 pixel) **CPM € 130.–**  
 Fade-in takes place directly above the content when accessing the website.  
 Delivery: Desktop, Tablet



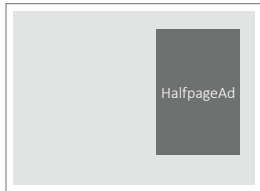
**TandemAd** **CPM € 140.–**  
 Simultaneous playout of two classic advertising formats within the same page impression.  
 Delivery: upon request



**BanderoleAd** (770 x 250 pixel) **CPM € 135.–**  
 The format is placed above the content like a stripe. Best suitable for concise advertising messages.  
 Delivery: Desktop

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

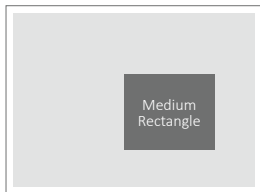
One format — all devices! Whether desktop, tablet or smartphone.



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

Through the integration in the content area of the site this advertising format catches the user's attention.

Placement: Desktop, Tablet, Mobile



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

Striking placement in the content of the website.

Placement: Desktop, Tablet, Mobile



**VideoAd** (300 x 250 pixel) **CPM € 1,680.–**

Eye-catching format through audiovisual presentation of content. Placement in the content of the website.

Placement: Desktop, Tablet, Mobile

### 'bwd+ET' very targeted.

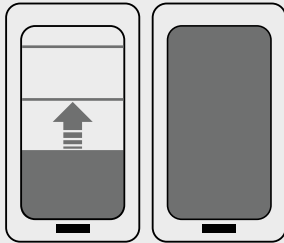
CPM markups: € 10.– for targeting | € 10.– for frequency capping

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.



# MAXIMUM ATTENTION



## EVEN ON THE SMALLEST SCREENS

### MOBILE INTERSCROLLER

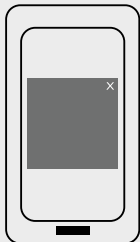
**CPM € 170.–**

Particularly eye-catching format.

Advertising media is located behind the content and is displayed when scrolling.

Not only communicates an advertising message, but also guarantees high brand awareness.

Placement: Mobile



### MOBILE INTERSTITIAL

**CPM € 135.–**

The format is placed above the content and is closable by the user.

Placement: Mobile



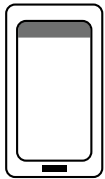
Target mobile users for your device optimized campaign.

**Mobile MMA Banner**

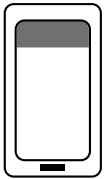
		<b>CPM</b>
MMA 6:1:	300-320 x 50 pixel	<b>€ 90.–</b>
MMA 4:1:	300-320 x 75 pixel	<b>€ 95.–</b>
MMA 2:1:	300-320 x 150 pixel	<b>€ 105.–</b>
MMA 1:1:	300-320 x 250 pixel (medium rectangle)	<b>€ 110.–</b>
HalfpageAd:	300 x 600 pixel	<b>€ 120.–</b>

**Mobile MMA Banner sticky**

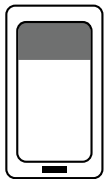
		<b>CPM</b>
MMA 6:1 sticky:	300-320 x 50 pixel	<b>€ 95.–</b>
MMA 4:1 sticky:	300-320 x 75 pixel	<b>€ 100.–</b>



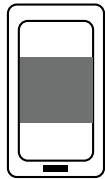
MMA 6:1



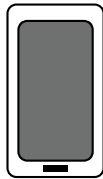
MMA 4:1



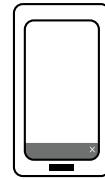
MMA 2:1



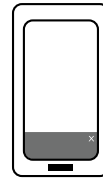
MMA 1:1



HalfpageAd



MMA 6:1



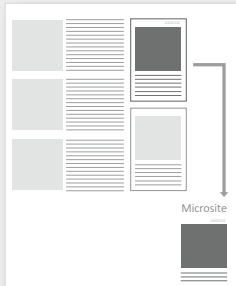
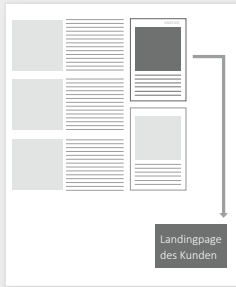
MMA 4:1

**Knowing what matters.**

The monthly IVW MEW statement transparently documents our device access.



# 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**

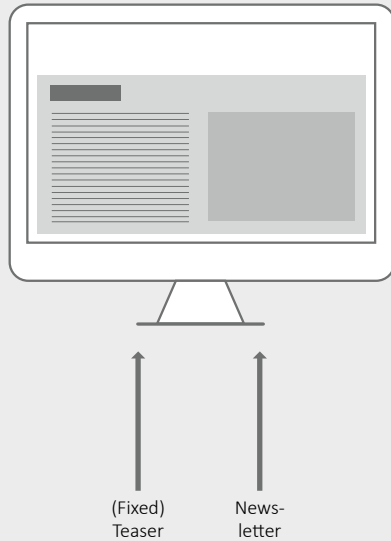
**Price: € 850.–**

## 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: € 1,500.–**

# CONTENT MARKETING



## 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.

The microsite is available on the selected website for a period of at least 4 weeks.

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

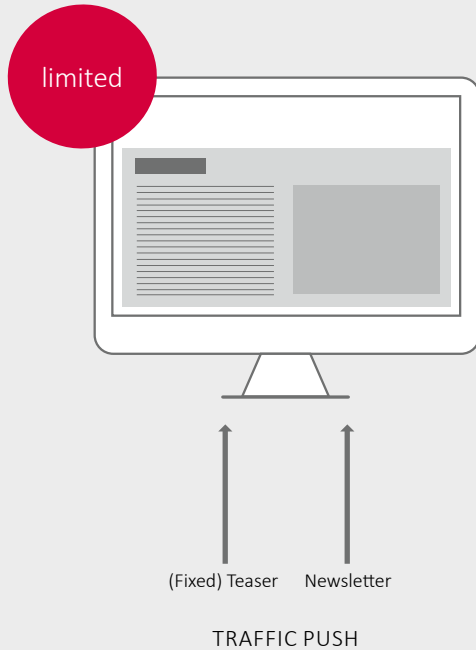
[Example 1](#) | [Example 2](#) | [Example 3](#)

**Price: € 2,090.–**



LEADS.

# LEADS



## WHITEPAPER

We build an exclusive microsite (content page) for the whitepaper. Analog to the advertorial, you can include content such as images, files, videos, links and, of course, the whitepaper. We will provide you all collected leads.

Placement: on your desired website or in your desired channel

Runtime: flexible, depending on budget and/or number of leads to be reached.

Traffic push: (fixed placement) teaser, newsletter ads

Content Creation: Our expert editors will create the content for your whitepaper. Price on request.

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

## PRICE:

Lead package	You receive	Price
Basic package	up to 20 leads	€ 2,990,-

### Basic lead |

CPL € 50,-

- E-Mail address

# LEADS



## SUCCESSFULLY MASTERING THE FUTURE

### CO-BRANDING-WEBINAR

#### OUR SERVICES

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

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

[Best practice video](#)

#### PRICE:

Lead package	You receive	Price
Basic package	up to 20 leads	€ 4,950.-

Basic lead |  
CPL € 50.-

- E-Mail address

# 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](http://www.deutsche-handwerks-zeitung.de) and [www.handwerk-magazin.de](http://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 + 24th 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](http://www.deutsche-handwerks-zeitung.de) and [www.handwerk-magazin.de](http://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.



NEWSLETTER.



# NEWSLETTER bwd report IN BRIEF

## NUMBERS, DATA, FACTS



Subscribers

**6,090**  
(as of 07/08/2023)



Sending frequency

**14-day**  
(usually on Wednesday)



Reporting

**automated**  
after seven days



## bwd report

Who? What? Why? bwd's industry newsletter provides information about people and companies from the flooring scene and picks up on trends and market developments in top topics.



## bwd Profi-Tipp

The practical newsletter for floor-laying craftsmen with application tips, damage analyses and case studies.

# NEWSLETTER DATES



Month	Name	Date
January	bwd report	10/01/2024
January	bwd Profi-Tipp	17/01/2024
January	bwd report	24/01/2024
January	bwd Profi-Tipp	31/01/2024
February	bwd report	07/02/2024
February	bwd Profi-Tipp	14/02/2024
February	bwd report	21/02/2024
February	bwd Profi-Tipp	28/02/2024
March	bwd report	06/03/2024
March	bwd Profi-Tipp	13/03/2024
March	bwd report	20/03/2024
March	bwd Profi-Tipp	27/03/2024
April	bwd report	03/04/2024
April	bwd Profi-Tipp	10/04/2024
April	bwd report	17/04/2024
April	bwd Profi-Tipp	24/04/2024
May	bwd report	02/05/2024
May	bwd Profi-Tipp	08/05/2024
May	bwd report	15/05/2024
May	bwd Profi-Tipp	22/05/2024
May	bwd report	29/05/2024
June	bwd Profi-Tipp	05/06/2024
June	bwd report	12/06/2024
June	bwd Profi-Tipp	19/06/2024
June	bwd report	26/06/2024

Month	Name	Date
July	bwd Profi-Tipp	03/07/2024
July	bwd report	10/07/2024
July	bwd Profi-Tipp	17/07/2024
July	bwd report	24/07/2024
July	bwd Profi-Tipp	31/07/2024
August	bwd report	07/08/2024
August	bwd Profi-Tipp	14/08/2024
August	bwd report	21/08/2024
August	bwd Profi-Tipp	28/08/2024
September	bwd report	04/09/2024
September	bwd Profi-Tipp	11/09/2024
September	bwd report	18/09/2024
September	bwd Profi-Tipp	25/09/2024
October	bwd report	02/10/2024
October	bwd Profi-Tipp	09/10/2024
October	bwd report	16/10/2024
October	bwd Profi-Tipp	23/10/2024
October	bwd report	30/10/2024
November	bwd Profi-Tipp	06/11/2024
November	bwd report	13/11/2024
November	bwd Profi-Tipp	20/11/2024
November	bwd report	27/11/2024
December	bwd Profi-Tipp	04/12/2024
December	bwd report	11/12/2024
December	bwd Profi-Tipp	18/12/2024

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



**ContentAd** € 280.–

Image-text ad designed in the look and feel of an editorial article and marked as ad. In addition, you have 50 characters for the headline and 350 characters of body text to communicate your advertising message. With this format, you receive three external links in the headline, logo and body text.



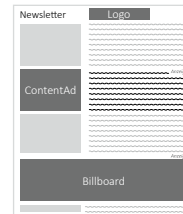
**FullAd (468 x 60 pixels)** € 240.–

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



**Billboard (600 x 240 pixel)** € 370.–

Large and prominent format with plenty of space for design and information, placed between high-quality content. Brand awareness guaranteed! It links to an external landing page (e.g. corporate website).



**Newsletter exclusive sponsoring** € 840.–

Exclusive sponsoring of a newsletter. In addition to including your company logo in the header, there are two advertising formats that will be placed in the editorial newsletter. You can choose between ContentAd, FullAd and Billboard.

**TOP 1 Ranking.**

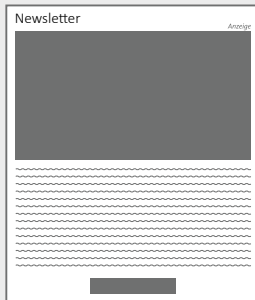
For an extra charge of € 50.–

**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
- More than 6,000 high-quality contacts, direct target group access
- Individual sending date

#### Price per release:

- € 1,210.–
- **Example**

### Performance miracle.

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





AUDIO.

# PODCAST



listen now.

bwd Talk – THE PODCAST FROM 'BWD' FOR FLOOR PROFESSIONALS

Frequency: quarterly

Length of episode: 15 – 20 minutes

### Description:

Conversations with people from the flooring industry.

### Available at following streaming platforms:

Apple Podcasts | Spotify | Deezer | Amazon Music | Google Podcasts | Audio Now

### PODCAST ADVERTISING

Sponsorship (customer name + claim at the beginning of the podcast): € 530.-

Mid-roll spot up to 15 seconds: € 550.-

Sponsorship + mid-roll + Sponsoring reference in the shownotes: € 890.-

Co-branded podcast: Price on request

Corporate podcasts: Price on request

### Podcast Advertising.

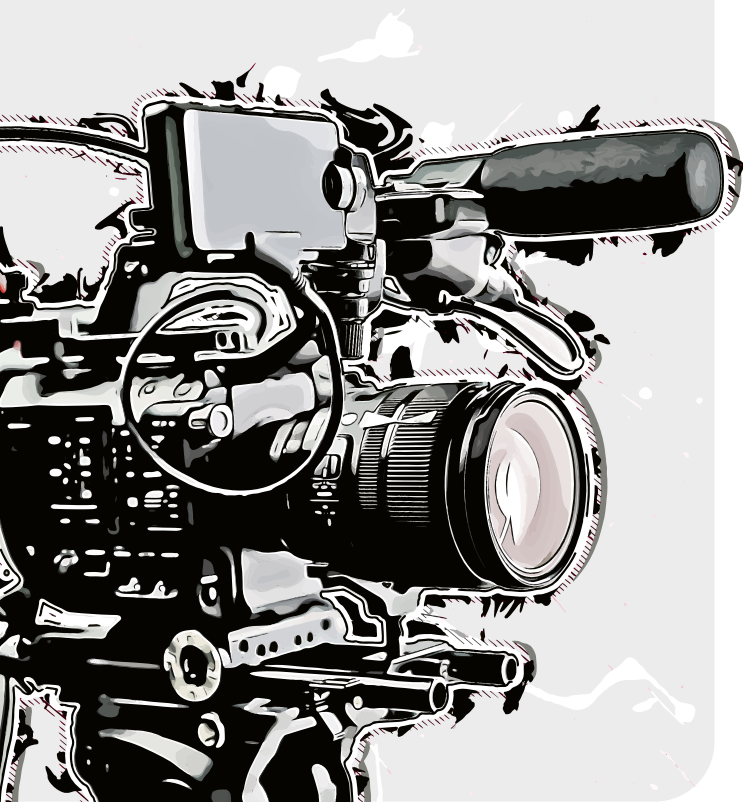
We are happy to respond to your individual wishes.  
Just give us a call or send us an e-mail.





VIDEO.

# VIDEO



## REACH YOUR TARGET AUDIENCE WITH A POWERFUL VIDEO MESSAGE.

### VIDEO PRODUCTION

Not possible? – We make it possible!

Our video team creates an individual video clip for your company.

#### Video formats:

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

#### Video production includes:

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

### TRAFFIC PUSH

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

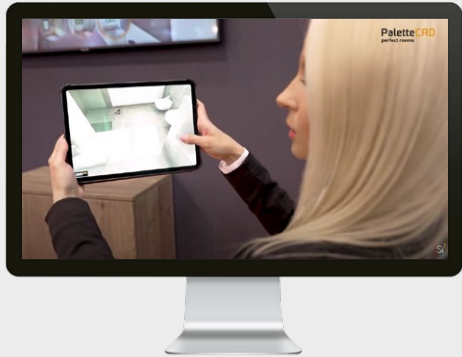
### Social Media? - Of course!

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





# VIDEO



Fair Talk | Example 1.

Fair Talk | Example 2.

## VIDEO PRODUCTION | EXAMPLES

### Trade fair talk

Exclusive 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
- This video will be part of the fair trade video
- Logo in the opening and closing credits of the trade fair video (all sponsors)

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

\* plus travel expenses



## YOUR COMPETENT PARTNER FOR BUSINESS AND TRADE MEDIA



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Our

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