

rationell reinigen

MEDIA-INFORMATION 2024

No. 55, valid from 01/01/2024



www.rationell-reinigen.de

TARGET GROUP.

CHANNELS.

TOPICS | DATES.

PRICELISTS.

SPECIAL PUBLICATIONS.

WEBSITE.

NEWSLETTER.

AUDIO.

CONTACT.

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THE VOICE OF THE INDUSTRY WITH 22,500 COPIES

(thereof approx. 2,000 e-paper)



**rationell
reinigen**
GEBÄUEDIENSTE

**rationell
reinigen**
ÖSTERREICH

**rationell
reinigen**
SCHWEIZ

'rationell reinigen – Gebäudedienste' is also published in Austria and Switzerland. For readers in these countries, the magazine is supplemented by a regional section. **If you advertise in the German edition, your ad will be present in all three countries!** Separate price lists apply to the regional sections, which you can find [here](#).

STRONG INDUSTRY

The building cleaning trade is the craft with the highest number of employees in Germany.

Circulation: ~ 18,950 copies (inclusive e-paper)

With almost



645,000
employees

With almost



30,000
companies

And almost



23.6 billion
Euro
turnover

source: BIV

'rationell reinigen' is the trade journal of the Federal trade Guild Association of the cleaning industry (BIV).

Circulation: ~ 3,100 copies (inclusive e-paper)

Approximately



63,000
employees

In round



13,800
companies

Generate approx.



2.3 billion
Euro
turnover

source: WKO | Branchenradar

Circulation: ~ 500 copies (inclusive e-paper)

Approximately



75,000
employees

In round



4,200
companies

Generate approx.



2.6 billion
Euro
turnover

source: Allpura

OUR TARGET GROUP



Tanja Cujic-Koch
Managing Director Cujic Gebäudedienste

rationell reinigen – GEBÄUDEDIENSTE THE VOICE OF THE INDUSTRY

OUR READERS



Main target group

Building cleaning service providers in G/A/S

▶ 48.7 % of the circulation



Further readers

Public and private clients
self-cleaners

▶ 43.4 % of the circulation

Suppliers | Trade

▶ 5.4 % of the circulation

Recipient analysis

OUR CHANNELS



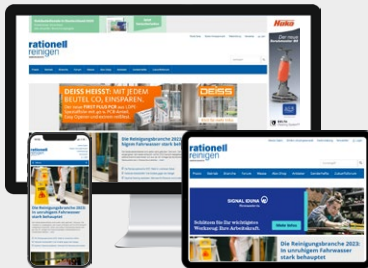
PRINT

rationell reinigen – THE TRADE JOURNAL FOR THE BUILDING CLEANING INDUSTRY

'rationell reinigen- Gebäudedienste' is published in the 75. year with 12 issues. The distributed circulation is 22,991 copies (thereof 2,552 e-paper), the sold print run amounts 5,675 copies.

'rationell reinigen' is an indispensable companion for entrepreneurs and managers in the building cleaning trade, from clients and self-cleaners as well as the suppliers.

With our special publications we offer a custom-fit environment for a targeted or long-term presence.



DIGITAL

WEBSITE rationell-reinigen.de

rationell-reinigen.de complements our information offer as an online portal for the building cleaning industry up to date and offers IVW-tested quality range for banner and native formats.

rationell-reinigen-NEWSLETTER

The 'rationell-reinigen-Newsletter' informs about 6,600 subscribers every week.

SOCIAL MEDIA

LINKEDIN, XING, X OR FACEBOOK

'rationell reinigen' is available on the common social media platforms with its own presence and always provides up-to-date information about the company via these channels done in the industry.





PRINT.

rationell reinigen AT A GLANCE



BY FAR THE MOST WIDELY CIRCULATED GERMAN LANGUAGE-
TRADE MAGAZINE FOR THE BUILDING SERVICES SECTOR

CIRCULATION



Total circulation (IVW-tested):

22,991 copies
(Average 01/01/ to 30/06/2023)
thereof 2,552 e-paper

From 2024 print run approx. 20,050 copies + e-paper approx. 2,500 copies =
distributed circulation 2024 approx. 22,550 copies

Circulation and distribution analysis

PUBLISHED



Monthly (12 Issues)

PROFESSIONAL COMPETENCE MODERN LAYOUT

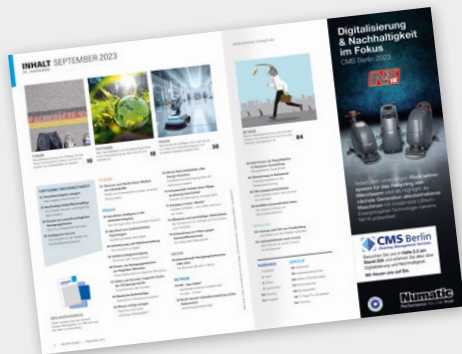


OUR CREDO: QUALITY JOURNALISM

- 'rationell reinigen' is a constant source of inspiration for our customers due to our journalistic and professional competence. Up-to-date, useful and practice-oriented reporting in unique information density and variety of topics are guaranteed.
- 'rationell reinigen' reports independently, neutrally and critically.
- 'rationell reinigen' is the indispensable medium for all actors in the field of professional building cleaning/building services and provides comprehensive information on all important topics from the industry for the industry.

OUR CONTENT: AS DIVERSE AS THE INDUSTRY

- Sections: Forum, Main Topic, In Practice, Operations, Industry, Products
- Topics: news, industry trends, cleaning technologies/systems, object equipment, industrial safety, digitalization and robotics, cleaning 4.0, software/quality management, law, damage claims
- Formats: user reports/reports, technical articles, interviews, trade fair reports, Product and service pages



extract

Issue	Dates	Main topics	Trade Fairs /Exhibitions (Dates Status August 2023)
1 January	ED: 01/12/2023 AD: 12/12/2023 DP: 11/01/2024	Autonomous cleaning technology Robotic Cleaning Environment Sustainability Cleaning of pools / wellness facilities Maintenance cleaning Vehicle fleet	
2 February	ED: 10/01/2024 AD: 23/01/2024 DP: 13/02/2024	Machines/Equipment: purchase, leasing, rental? Ergonomics in building cleaning Quality management Certifications Catering Hand- and skin protection	Intergastra , Stuttgart 03 to 07/02/2024
3 March	ED: 09/02/2024 AD: 21/02/2024 DP: 13/03/2024	Cleaning Disinfection in the healthcare / care facilities Cleaning textiles (materials, washing, preparing) Cleaning in the intralogistics environment Glass/Facade/Solar cleaning Height access Vehicle fleet Issue before Altenpflege	Logimat , Stuttgart 19 to 21/03/2024 Internorga , Hamburg 08 to 12/03/2024

ED = Editorial deadline AD = Advertising deadline/Date for artwork DP = Date of publication

The editors reserve the right to change topics.

Issue	Dates	Main topics	Trade Fairs /Exhibitions (Dates Status August 2023)
4 April	ED: 19/03/2024 AD: 26/03/2024 DP: 18/04/2024	Industrial cleaning Washroom hygiene and equipment Maintenance of outdoor facilities/green spaces Municipal cleaning Work wear Shoes Software Digitization	Altenpflege , Essen 23 to 25/04/2024 Lounges , Karlsruhe 23/ to 25/04/2024
		Issue before IFAT Trade fair issue to INTERCLEAN Amsterdam with Preview	
5 May	ED: 11/04/2024 AD: 22/04/2024 DP: 15/05/2024	Cleaning Environment Sustainability Autonomous cleaning technology Robotic Cleaning of event venues Infrastructural FM Building technology Vehicle fleet	INTERCLEAN , Amsterdam 14 to 17/05/2024 Pflege Plus , Stuttgart 14 to 16/05/2024 IFAT , Munich 13 to 17/05/2024
		The new English GLOBAL CLEANING Product Guide will also be published to INTERCLEAN! For details see page 20.	
6 June	ED: 08/05/2024 AD: 21/05/2024 DP: 11/06/2024	Basic cleaning Coating Alternative concepts Hygiene in schools, kindergartens etc Waste sorting and disposal Machine technology Cleaning of leisure facilities	Intersolar , Munich 19 to 21/06/2024
		First impressions of INTERCLEAN Amsterdam	

ED = Editorial deadline AD = Advertising deadline/Date for artwork DP = Date of publication

The editors reserve the right to change topics.

Regular Sections:

Main Topic, Forum, In Practice, Damage assessment, Operations (Management/Finance/Law/Equipment), Industry news, Products, Services.


For further topic suggestions please contact editor-in-chief Günter Herkommer at +49 8247 354-263, guenter.herkommer@holzmann-medien.de.

Issue	Dates	Main topics	Trade Fairs /Exhibitions (Dates Status August 2023)
7 July 	ED: 10/06/2024 AD: 19/06/2024 DP: 10/07/2024	Cleaning Disinfection in the healthcare / care facilities Daytime Cleaning Occupational safety PSA Hygiene and sanitary papers Dispensing systems Vehicle fleet Anniversary edition 75 years rationell reinigen Trade fair report INTERCLEAN Amsterdam, part I	
8 August	ED: 12/07/2024 AD: 23/07/2024 DP: 13/08/2024	Industrial cleaning (machinery and equipment) Security services Glass/Facade cleaning Height access Maintenance of outdoor facilities/green spaces Municipal cleaning Maintenance cleaning Issue before GaLaBau Trade fair report INTERCLEAN Amsterdam, part II 30th Industry Survey "Facility Services in Germany" (turnover, employment, activities)	
9 September	ED: 12/08/2024 AD: 21/08/2024 DP: 11/09/2024	Cleaning Environment Sustainability Cleaning on demand Software Quality management Cleanroom cleaning Vehicle fleet	GaLaBau , Nuremberg 11 to 14/09/2023 Cleanzone , Frankfurt/Main 25 to 26/09/2024

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The editors reserve the right to change topics.

Information on our special publications can be found from page 20.

Issue	Dates	Main topics	Trade Fairs /Exhibitions (Dates Status August 2023)
10 October	ED: 11/09/2024 AD: 23/09/2024 DP: 15/10/2024	Flooring: cleaning/maintenance/renovation Intelligent cleaning equipment Robotic Cleaning textiles (materials, washing, preparing) Cleaning in the transportation sector Winter services Work wear Shoes	
		Issue to Zukunftsforum Gebäudedienste 2024	
11 November	ED: 11/10/2024 AD: 21/10/2024 DP: 12/11/2024	Cleaning in shopping malls Cleaning of event venues Using pads, brushes, rollers Battery-powered equipment and machines Vehicle fleet	 Zukunftsforum Gebäudedienste 2024 Weimar, 05 to 06/11/2024
		Report GaLaBau	Arbeitsschutz Aktuell , Stuttgart 05 to 07/11/2024
12 December	ED: 11/11/2024 AD: 19/11/2024 DP: 10/12/2024	Hygiene in the food environment Washroom hygiene and equipment Skin protection Dosing systems Flooring: cleaning/maintenance/renovation Digital Tools	
		Report Zukunftsforum Gebäudedienste 2024	

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For further topic suggestions please contact editor-in-chief Günter Herkommer at +49 8247 354-263, guenter.herkommer@holzmann-medien.de.

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

Format	Print space formats width x height in mm	Prices 4-coloured	Format	Bleed formats width x height in mm + 3 mm trimming	Prices 4-coloured
1/1 page	185 x 266	€ 6,250.–	1/1 page	210 x 297	€ 6,250.–
Junior page	137 x 180	€ 3,265.–	Junior page	148 x 200	€ 3,495.–
1/2 page	185 x 131 or 90 x 266	€ 3,150.–	1/2 page	210 x 145 or 102 x 297	€ 3,150.–
1/3 page	185 x 86 or 58 x 266	€ 2,310.–	1/3 page	210 x 106 or 70 x 297	€ 2,460.–
1/4 page	185 x 63 or 90 x 131 or 43 x 266	€ 1,810.–	1/4 page	210 x 82 or 55 x 297	€ 1,920.–
1/8 page	185 x 29 or 90 x 63 or 43 x 131	€ 910.–	1/8 page	only in print space format possible	
1/16 page	90 x 29	€ 610.–	1/16 page	only in print space format possible	
Front cover page + front cover page declaration	only with bleed possible → 185 x 86 (placed in the inner part)			210 x 193 only in print space format possible	€ 8,100.–
2nd, 3rd, 4th cover	only in bleed format possible			210 x 297	€ 6,690.–

Text part ads – millimeter price 4-coloured (43 mm wide) € 8.50

Supplier directory – millimeter price b/w (43 mm wide) € 2.30

Supplier directory – millimeter price colour (43 mm wide) € 3.00

Event planner (training, seminars, workshops, in-house exhibitions, conventions, meetings, etc.)

Print entry per event and issue € 25.–

Online entry per event /month € 25.–

Print + online per event and issue € 40.–

Logo per issue € 100.–

rationell reinigen

is available as an App, too. – Advertisements from ¼ page will be linked with your website!

▶ Minimum term 6 months (without discount), minimum height 20 mm.
Annual subscription (12 issues) 10 % discount. Included in the price: Special entry in the supplier database linked with company address, profile, logo, Internet address, indication of a max. of 15 search items (value € 300 per year)

Section formats and graphic illustration see page 15

Price list for classified advertisements see page 16

Surcharges:
Placement

Binding placement regulations: respectively 10 % of the advertising price (possible from 1/4 page ad)

Format

Formats deviating from the standard: 10 % of the advertising price

Discounts:

For purchase within one year of insertion (starting from the appearance of the first advertisement)

		frequency discount		volume discount	
Appearing	3 times	5 %	1 page	5 %	
Appearing	6 times	10 %	3 pages	10 %	
Appearing	12 times	15 %	6 pages	15 %	
Appearing	24 times	20 %	12 pages	20 %	

No discount title pages, loose inserts, postcards, glued inserts and technical supplementary costs, employment and classified advertisements.

Categories: See price list classified advertisements no. 54/G, page 16.

Special types of advertising:

Bound inserts

2 pages (1 sheet)	€ 4,500.-
4 pages (2 sheet), folded	€ 6,750.-
Uncut format	216 x 305 mm
(incl. 5 mm head trim, 3mm bleed each on left, right and bottom)	
Trim size	210 x 297 mm
Required batch	20,500 copies
(discount: 1 Bound insert, 2, 4 pages = 1/1 advertisement page)	

IMPORTANT – WEBSHOP/EPAPER

Since we also publish issues of rationell reinigen in our webshop and distribute them as ePaper we require the PDF files of bound inserts and supplements to disposition@holzmann-medien.de.

Loose inserts (no discount)

up to 25 g, max. size of 205 mm x 294 mm, machine processing

20,050 copies | total circulation (incl. abroad) € 3,990.-

+ ePaper flat rate € 300.-

(Insertion of supplements in ePaper is only possible in the total circulation.)

16,750 copies | only German circulation € 3,315.-

Total inserts up to 35 g € 5,250.-

Glued inserts, samples, booklets, etc. upon request

Contact:

Consultation, booking:

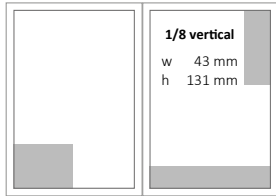
Gerti Strobel, Advertising Manager
Telephone +49 8247 354-163
gerti.strobel@holzmann-medien.de

Miriam Hofmiller, Media Sales
Telephone +49 8247 354-264
miriam.hofmiller@holzmann-medien.de

Data delivery, invoices, supporting documents:

Andrea Ries, Media Disposition
Telephone +49 8247 354-257
disposition@holzmann-medien.de

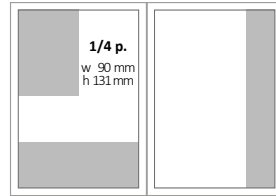
Advertisement formats



1/8 vertical

w 43 mm
h 131 mm

1/8 page	1/8 p. horizontal
Width 90mm	Width 185mm
Height 63mm	Height 29mm



1/4 p.

w 90 mm
h 131mm

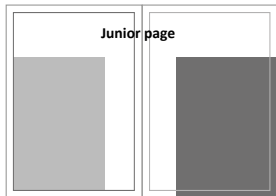
1/4 p. horizontal	1/4 p. vertical
Width 185mm	Width 43mm
Height 63mm	Height 266mm



1/3 p. horizontal	1/3 p. vertical
Width 185mm	Width 58mm
Height 86mm	Height 266mm



1/2 p. horizontal	1/2 p. vertical
Width 185mm	Width 90mm
Height 131mm	Height 266mm



Junior page

in the print space	Bleed*
Width: 137mm	Width 148mm
Height 180mm	Height 200mm



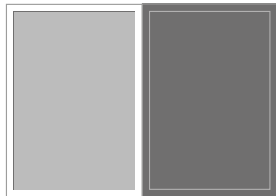
1/4 p. horizontal bleed*	1/4 p. vertical bleed*
Width 210mm	Width 55mm
Height 82mm	Height 297mm



1/3 p. horizontal bleed*	1/3 p. vertical bleed*
Width 210mm	Width 70mm
Height 106mm	Height 297mm



1/2 p. horizontal bleed*	1/2 p. vertical bleed*
Width 210mm	Width 102mm
Height 145mm	Height 297mm



1/1 page in the print space	1/1 page bleed*
Width 185mm	Width 210mm
Height 266mm	Height 297mm

The formats specified are final formats. Bleed advertisements require an additional trimming of 3 mm per page.

Please note:

- A margin of at least 5 mm to the edge of the page must be maintained for bleed advertisements with texts/images.
- An additional 3 mm per page is not ideally legible- due to the adhesive binding- in the gutter next to the trimming (gutter bleed) of 3 mm each for text and images across the gutter.



2 x 1/2 page across gutter
per width 210 mm
height 145 mm
+3 mm trimming right, left and below

Advertisement prices and formats for classified advertisements

(All prices specified are subject to statutory sales tax.)

Format	Print space formats width x height in mm	Job offers + other classified advertisements only combination print + online possible			Jobs Wanted Print + online
		s/w	2 colors (black + 1 additional colour)	4 colors	b/w
1/1 page	185 x 255	€ 1,980.–	€ 2,200.–	€ 2,640.–	€ 1,086.–
160 mm/4 columns	185 x 160	€ 1,504.–	€ 1,984.–	€ 2,496.–	€ 1,056.–
1/2 page	185 x 125 or 90 x 255	€ 990.–	€ 1,210.–	€ 1,650.–	€ 693.–
1/4 page	90 x 125	€ 505.–	€ 660.–	€ 845.–	€ 355.–
110 mm/2 columns	90 x 110	€ 517.–	€ 682.–	€ 858.–	€ 363.–
100 mm/2 columns	90 x 100	€ 470.–	€ 620.–	€ 780.–	€ 330.–
90 mm/2 columns	90 x 90	€ 423.–	€ 558.–	€ 702.–	€ 297.–
80 mm/2 columns	90 x 80	€ 376.–	€ 496.–	€ 624.–	€ 264.–
1/8 page	90 x 60	€ 265.–	€ 420.–	€ 572.–	€ 186.–
50 mm/2 columns	90 x 50	€ 235.–	€ 310.–	€ 390.–	€ 165.–
40 mm/2 columns	90 x 40	€ 188.–	no colour possible		€ 132.–
1/16 page (Minimum size)	90 x 29	€ 145.–	no colour possible		€ 100.–

Individual size billing according to millimeter price only 2 columns (90 mm width) + 4 columns (185 mm width) possible					
Millimeter price, 2 columns	90 mm width	€ 4.70	€ 6.20	€ 7.80	€ 3.30
Millimeter price, 4 columns	185 mm width	€ 9.40	€ 12.40	€ 15.60	€ 6.60

Box number ad rate:

€ 15.–

Discounts:

no discount possible

Print data::

Font size at least 7 point

PDF file with 300 dpi resolution
(Please with frame or colours font all around)
Setting according to text template possible.

**Consulting/
Booking:**

**Telephone +49 8247 354-232
(Barbara Danielkewitz |
Angela Holzwarth)**
mediasales@holzmann-medien.de
Please enter in the subject:
rationell reinigen

Disposition:

Telephone +49 8247 354-257
(Andrea Ries)
disposition@holzmann-medien.de
Please enter in the subject:
rationell reinigen

Classified advertisements.

are published online approx. one week before the printed issue comes out at www.rationell-reinigen.de and will be online for approx. 4 weeks.

www.rationell-reinigen.de/stellen-/anzeigenmarkt



Year:	75th volume 2024	Magazine format:	DIN A4 210 mm wide x 297 mm high
Organ:	Journal of the Federal Trade Guild Association of the cleaning industry.	Print space:	185 mm width x 266 mm height
Publishing house:	Holzmann Medien GmbH & Co. KG P.O. Box 13 42 86816 Bad Wörishofen Germany Gewerbestraße 2 86825 Bad Wörishofen Germany Telephone +49 8247 354-01 Fax +49 8247 354-170 www.holzmann-medien.de www.rationell-reinigen.de	Print and binding process:	inner section: sheet offset, paper: 90 g/m ² , image print cover: sheet offset, paper 170 g/m ² , image print adhesive binding
Publisher:	Alexander Holzmann	Data transmission:	by e-mail if necessary with download link to: disposition@holzmann-medien.de (regarding: rationell reinigen)
Advertisements:	Gerti Strobel (responsible) Telephone +49 8247 354-163 gerti.strobel@holzmann-medien.de	Printing profile:	PSO Coated v3
Editorial Department:	Günter Herkommer (Editor in Chief responsible in accordance with the press law) Telephone +49 8247 354-263 guenter.herkommer@holzmann-medien.de For further contacts see page 44.	Data formats:	closed documents: high resolution, printable PDF file (1.4 standard) File resolution: 300 dpi (CMYK) All used writings are embedded.
Issue prices:	Annual subscription national print € 156.90 (incl. VAT and postage) Annual subscription national digital € 149.99 (incl. VAT) Annual subscription national Kombi (print + digital) € 171.15 (incl. VAT and postage) Retail price € 16.50 (incl. VAT and postage)	Colours:	Printing inks (CMYK) according to PSO Coated v3 Special colours must be created in the colours of the Euroscale.
Contact reader service:	Telephone +49 8247 354-246 leserservice@holzmann-medien.de	Data archiving:	Printing material/media is not stored by the publishing house for more than one year after the last placement.
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 for payments in CHF: Postfinance Zürich IBAN: CH55 0900 0000 8005 4743 1, BIC: POFICHBEXXX	Warranty:	Complaints can not be accepted for incompletely or inaccurately provided data/printing material.
		Media-Disposition:	Andrea Ries Telephone +49 8247 354-257 disposition@holzmann-medien.de
		Delivery address for loose inserts and bound inserts:	Holzmann Druck, Warenannahme Gewerbestraße 2, 86825 Bad Wörishofen password rationell reinigen, no. .../2024
		Support documents:	Required information: Number of transport units, journal title, Issue-No. A sample must be visibly attached to each package item.
			IMPORTANT - WEBSHOP/EPAPER: Since we also publish issues of rationell reinigen in our webshop and distribute them as ePaper we require the PDF files of bound inserts and supplements to disposition@holzmann-medien.de .

1 Circulation control:



2 Circulation analysis:

Copies per issue as an annual average
(01. January till 30. June 2023)

Print run*	20,609		davon ePaper
Total circulation*:	22,991		2,552
Paid circulation:	5,675		421
Copies subscribed:	4,212		52
	thereof	1,346 Member copies 100 Multiple copies	7
Other sales:	1,462		369
Single-copy sale:	1		0
Free copies:	17,316		2,131
	thereof	109 laid 1 display locations	
Remaining, file and archived copies:	170		

3 Geographical distribution analysis:

Economic region	Proportion of the total circulation	
	%	Copies
National	82.45	18,955
Abroad	16.85	3,874
Not clearly assignable	0.70	162
Total circulation	100.00	22,991

*From 2024 print run approx. 20,050 copies + ePaper approx. 2,500 copies = distributed circulation 2024 approx. 22,550 copies

3.1 Distribution according to the Nielsen regions/Federal states:

Nielsen-Gebiet I		
Schleswig-Holstein	3.67 %	696
Hamburg	1.79 %	339
Niedersachsen	8.87 %	1,681
Bremen	0.76 %	144
Nielsen-Gebiet II		
Nordrhein-Westfalen	20.12 %	3,814
Nielsen-Gebiet IIIa		
Hessen	8.36 %	1,585
Rheinland-Pfalz	4.30 %	816
Saarland	1.08 %	204
Nielsen-Gebiet IIIb		
Baden-Württemberg	13.96 %	2,647
Nielsen-Gebiet IV		
Bayern	19.07 %	3,614
Nielsen-Gebiet V		
Berlin	3.21 %	609
Nielsen-Gebiet VI		
Brandenburg	2.88 %	545
Mecklenburg-Vorpommern	1.19 %	225
Sachsen-Anhalt	2.36 %	448
Nielsen-Gebiet VII		
Sachsen	4.74 %	899
Thüringen	3.63 %	689
Total circulation national	100.00 %	18,955

Distribution abroad:

Europe	100.00 %	3,874
German-speaking countries	99.15 %	3,841
Liechtenstein	0.03 %	1
Austria	79.92 %	3,096
Switzerland	19.20 %	744
EU countries (without Germany/Austria)	0.85 %	33
Total circulation abroad	100.00 %	3,874

Summary of the survey method: Dissemination analysis by file evaluation- total survey; population tvA 22,991 = 100 %; period of the study: September 2023; Execution: Publisher.

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			
		in total %	Copies	National Copies	Abroad Copies
38/58-63/74-82/ 81100/8121/8122/ 8129/90-93/ 95-98/9601	Building cleaning service providers Commercial cleaning companies, providers of infrastructural services such as the handling of waste and recycling, catering, facade cleaning, maintenance of green areas and winter services, janitor services, industrial cleaning, security services, carpet cleaning, facility management etc.	48.67 %	11,190	9,115	2,075
10-33/35/41-43	Clients (potential) of building cleaning service providers and persons in charge of own cleaning staff Industry (production of food products and beverages, metal construction and mechanical engineering, automobile industry, etc.) power industry	43.41 %	9,980	8,350	1,630
		23.98 %	5,514	4,313	1,201
55-56/9604	Hotels, industrial kitchens, amusement parks, adventure and thermal spas	3.36 %	772	756	16
64-65/47	Financial services/insurance companies; retail trade, shopping centres	0.44 %	102	92	10
49-53/68/69-73/ 84/843/85/94/99	Public authorities: Acquisition and contracting offices of the federal government, states and communes, airports, convention and trade fair companies, Deutsche Bahn (German railways), universities, technical colleges, school authorities, real estate and housing, professional associations	6.76 %	1,555	1,175	380
8610/87	Clinics/hospitals, nursing and special-care homes, retirement homes/assisted living establishments	8.87 %	2,037	2,014	23
45/46/46442/ 47788	Suppliers Production and wholesale/ trade in/of cleaning requirements (machinery, cleaning and care products, tools)	5.39 %	1,239	1,155	84
	Not specified	2.53 %	582		
	Total circulation	100.00 %	22,991		

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

TRADE FAIR PREVIEW



Handy format:
DIN A5 high

Advertising deadline: 08/04/2024
Date of publication digital: 25/04/2024
Date of publication print: 14/05/2024

NEW: PRODUCT GUIDE (english) to INTERCLEAN, Amsterdam

- **5,000 printed copies** – distributed on the INTERCLEAN
- ePaper on rationell-reinigen.de with traffic push on all our digital channels, to download at the INTERCLEAN, dispatched to interested parties
- product preview online on rationell-reinigen.de (german)

THE PLATFORM TO GENERATE INTEREST IN YOUR EXHIBITS.

Send a text with max. 800 characters and two photos (300 dpi, to choose from) on your exhibits for the editorial trade fair preview (free of charge) **by 18/03/2024** directly to the editorial office: karin.endhart@holzmann-medien.de

Invite with an advert to visit your booth!

Formats		Prices 4c
Titel page, cover page		€ 3,800.–
Back cover		€ 3,200.–
Inside front + inside back cover		€ 2,850.–
1/1 page	148 mm wide, 210 mm high	€ 2,500.–
1/2 page horizontal	130 mm wide, 92 mm high	€ 1,300.–
1/2 page vertical	62 mm wide, 189 mm high	€ 1,300.–
1/4 page	62 mm wide, 92 mm high	€ 670.–
1/8 page (Logo + booth/hall)	62 mm wide, 45 mm high	€ 390.–

+ VAT.

PRESENT THE SUSTAINABILITY STRATEGY OF YOUR COMPANY



Go here for the 2022 issue.

Booking till:
Data delivery:
Date of publication:

18/09/2024
25/09/2024
30/10/2024

... IN THE GUIDE SUSTAINABILITY COMPACT!

Sustainability in building cleaning requires all processes to be planned and designed efficiently and environmentally friendly right from the start, in order to minimise environmental impact and to further increase the quality of the cleaning.

- ▶ We offer companies who provides machines and equipment for energy-saving work, the water conservation, environmentally compatible cleaning chemicals, dispensing systems, consumables, waste management systems and digital tools, the opportunity to present their concepts and solutions.
- ▶ The guide also offers a platform for cleaning service providers who want to demonstrate their sustainability strategy to clients.

Circulation Print: 12,000 copies

Online + Mobile:

- ePaper on www.rationell-reinigen.de
- App in the stores

Distribution:

- Sent to subscribers of 'rationell reinigen' in Germany, Austria and Switzerland.
- Without wastage directly to building cleaning service providers and persons in charge of acquisition and assignment.
- Presentation on trade fairs and events.
(for example the Zukunftsforum Gebäudedienste 2024)

Presence in the guide + ePaper + app

- 1 page company portrait € 2,100.–
- 1 page company portrait + 1/1 page advertisement or 1 full-page image € 4,000.–
- 2 pages company portrait € 4,000.–
- Advertisement on the 2nd, 3rd or 4th cover page € 3,400.–

* Online presence | "Sustainability" providers

€ 990.–

Term: 12 months on rationell-reinigen.de
+ 1 ContentAd in an available [rationell-reinigen-Newsletter](http://rationell-reinigen.de) (value € 480.–).

*Only bookable in combination with a company portrait.

+ VAT.

Click here for the online overview.

Zukunftsforum Gebäudedienste 2024

THE INDUSTRY GATHERING FOR BUILDING CLEANING SERVICE PROVIDERS

More info:
www.zukunftsforum-gebaeuedienste.de



SAVE THE DATE ...

WEIMAR
05./06. NOVEMBER 2024

ORDER YOUR TICKETS NOW
SAVE THE EARLY BIRD DISCOUNT!
www.zukunftsforum-gebaeuedienste.de

We will inform you about sponsoring possibilities in spring 2024.

Contact: Gerti Strobel
Telephone +49 8247 354-163
gerti.strobel@holzmann-medien.de



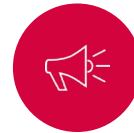
DIGITALLY.

rationell-reinigen.de AT A GLANCE



DAILY NEWS FROM THE BUILDING SERVICES SECTOR
BUILDING SERVICES – JOURNALISTICALLY PREPARED

INFO ON TRENDS, TECHNOLOGY AND CORPORATE GOVERNANCE



Online reach

24,157 visits
69,436 page impressions
(monthly average August 2022 till
July 2023, IVW checked)



Of wich mobile reach

8,932 visits
22,812 page impressions
(monthly average August 2022
till July 2023, IVW checked)

CAMPAIGN PLANNING

Best practice examples and the current coverage can be found here:

'rationell reinigen' digital portfolio.

specs.

DISPLAY ADVERTISING

Display formats



ADVERTISING SPACE XXL

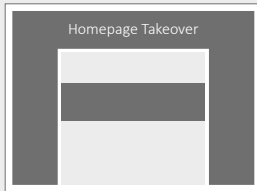
DYNAMIC SITEBAR

CPM € 170.–

The dynamic sitebar runs on the right skyscraper space and stays visible. When scrolling, the dynamic sitebar stays in place automatically (sticky).

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

Placement: Desktop

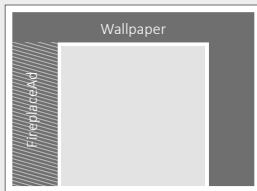


HOMEPAGE TAKEOVER

CPM € 190.–

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

Placement: Desktop



WALLPAPER

CPM € 145.–

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

Placement: Desktop

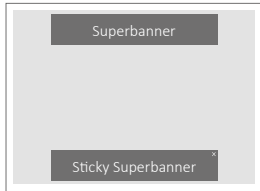
FIREPLACEAD

CPM € 180.–

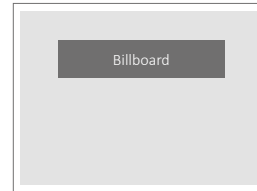
Combination of two skyscrapers and one superbanner. The fireplaceAd frames the website on three sides. When scrolling, the skyscrapers on the left and right run along.

Placement: Desktop

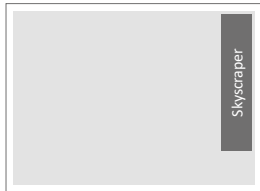
Strong performance and branding formats. Played out in the field of high-quality content.



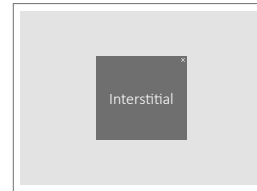
Superbanner (728 x 90 pixels) CPM € 90.–
Sticky Superbanner (728 x 90 pixels) CPM € 110.–
 Attention-grabbing advertising format with full-surface presence, top or bottom. Use in the immediately visible area with great creative scope for design.
 Placement: Desktop, Tablet



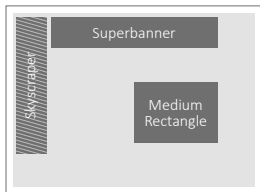
Billboard (940 x 250 pixels) CPM € 170.–
 Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.
 Placement: Desktop



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

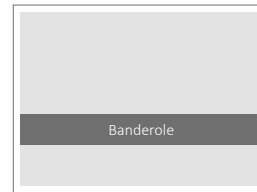


Interstitial (300-550 x 250-400 pixels) CPM € 130.–
 Fade-in takes place directly above the content when the website is called up.
 Placement: Desktop, Tablet



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

AdBundle CPM € 150.–
 (Joint) delivery of three different classic advertising media.
 Placement: 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.
 Placement: Desktop

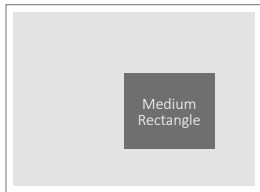
One format — all devices! Whether desktop, tablet or smartphone.



HalfpageAd (300 x 600 pixels) **CPM € 115.-**

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

Placement: Cross Device



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.

Placement: Cross Device



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

Eye-catching format through audiovisual presentation of content.
Placement: sidebar or content.

Delivery: Cross Device

CPM = Cost per Mile

'rationell reinigen' — very targeted.

CPM markups:

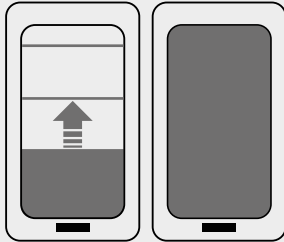
€ 10.- for targeting | € 10.- for frequency capping

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



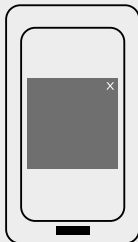
MAXIMUM ATTENTION – EVEN ON THE SMALLEST SCREENS

MOBILE INTERSCROLLER

(300 x 600 pixels)

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.
- Placement: Mobile



MOBILE INTERSTITIAL

(300 x 250-300 pixels)

CPM € 135.–

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

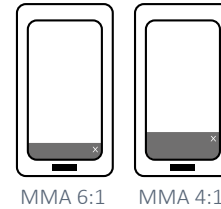
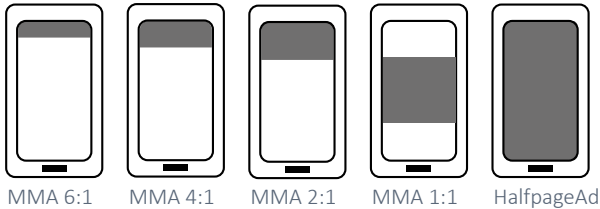
Target mobile users for your device optimized campaign.

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:	300-320 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.–



Know what matters.

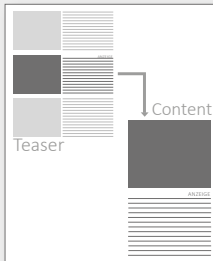
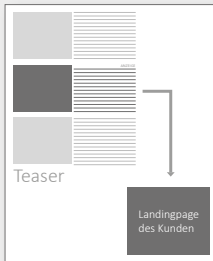
The monthly IVW MEW statement transparently documents our device access.

An average of 38.3 %* of page impressions for rationell-reinigen.de took place on mobile

*IVW Online September 2021 till August 2022 (Basic Visits)



CONTENT MARKETING



OFFER WITH YOUR CONTENT ADDED VALUE FOR OUR READERS

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: from € 2,155.–

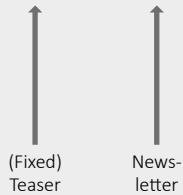
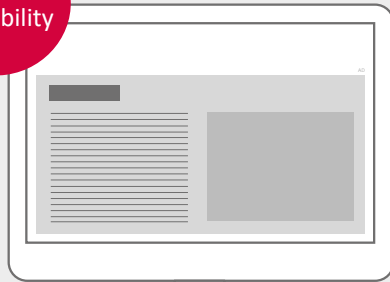
NATIVEAD IN

- 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 € 3,305.–

CONTENT MARKETING

limited
availability



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.

Runtime: 4 weeks

Traffic Push: (fixed) Teaser, Newsletter Ads

Premium

Traffic Push: optionally bookable for € 1,490

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

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

Price: from € 6,500.–

OUR DIGITAL PLATFORMS FOR SUPPLIERS



DIGITAL TOOLS – SHOW YOUR FEATURE!

Digitalisation in the cleaning industry has already taken hold in many areas and changed processes, but there is still great potential.

With DIGITAL TOOLS, 'rationell reinigen' offers orientation and an overview of digital tools that are relevant to the industry.

Present your apps and digital features on rationell-reinigen.de. In addition, we offer the "DIGITAL TOOL OF THE WEEK" in the [rationell-reinigen-Newsletter](http://rationell-reinigen.de) and a NativeAd In on rationell-reinigen.de.

CHOOSE NOW YOUR SUITABLE (DIGITAL) COMMUNICATION PACKAGE

Starter € 1,075.–

- Online-Entry for 12 months

Example

Classic € 1,450.–

- Online-Entry for 12 months
- 'DIGITAL TOOL OF THE WEEK'
= ContentAd in the [rationell-reinigen-Newsletter](http://rationell-reinigen.de) (value € 480.–)

Example

Premium € 1,990.–

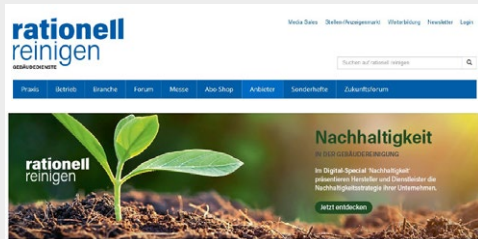
- Online-Entry for 12 months
- 'DIGITAL TOOL OF THE WEEK'
= ContentAd in the [rationell-reinigen-Newsletter](http://rationell-reinigen.de) (value € 480.–)
- 'NativeAd In' – on the Website (value € 3,305.–)

We will present your feature to our users for four weeks on rationell-reinigen.de.

Example

Not eligible for discount and AE

OUR DIGITAL PLATFORMS FOR SUPPLIERS



YOUR SUSTAINABILITY STRATEGY AT rationell-reinigen.de

In commercial cleaning, sustainability means using all the people, components, processes and products involved in the process as efficiently and resource-efficiently as possible. For more and more companies, sustainability is now an elementary component of their corporate strategy.

At www.rationell-reinigen.de under "Suppliers" we offer to present your company's sustainability strategy in detail.

CHOOSE NOW YOUR SUITABLE (DIGITAL) COMMUNICATION PACKAGE

Starter
€ 1,075.–

- Online-Entry for 12 months

Example

Classic
€ 1,450.–

- Online-Entry for 12 months
- ContentAd in the rationell-reinigen-Newsletter (value € 480.–)

Example

Premium
€ 1,990.–

- Online-Entry for 12 months
- ContentAd in the rationell-reinigen-Newsletter (value € 480.–)
- 'NativeAd In' – on the Website (value € 3,305.–)

(We present your sustainability concept for four weeks prominent on rationell-reinigen.de and link to your Online-Entry.)

Example

Not eligible for discount and AE

rationell-reinigen-NEWSLETTER AT A GLANCE



NUMBERS, DATA, FACTS



Subscribers ↗

6,612 (13/09/2023)



Sending frequency

weekly
(as a rule on Wednesday)



Open rate

approx. 24 %



Reporting

automated
after seven days



Newsletter Ads

approx. 5 adverts
by delivery

Read current Newsletter.

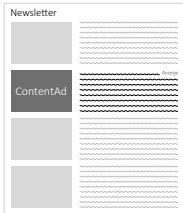
NEWSLETTER SCHEDULE



Issue	Date of publication	Issue	Date of publication
No. 1 *TOP-clicked	03/01/2024	No. 27 TOP-clicked	01/07/2024
No. 2	10/01/2024	No. 28	10/07/2024
No. 3	17/01/2024	No. 29	17/07/2024
No. 4	24/01/2024	No. 30	24/07/2024
No. 5 TOP-clicked	01/02/2024	No. 31 TOP-clicked	01/08/2024
No. 6	07/02/2024	No. 32	07/08/2024
No. 7	14/02/2024	No. 33	14/08/2024
No. 8	21/02/2024	No. 34	21/08/2024
No. 9 TOP-clicked	01/03/2024	No. 35	28/08/2024
No. 10	06/03/2024	No. 36 TOP-clicked	02/09/2024
No. 11	13/03/2024	No. 37	11/09/2024
No. 12	20/03/2024	No. 38	18/09/2024
No. 13	27/03/2024	No. 39	25/09/2024
No. 14 TOP-clicked	02/04/2024	No. 40 TOP-clicked	01/10/2024
No. 15	10/04/2024	No. 41	09/10/2024
No. 16	17/04/2024	No. 42	16/10/2024
No. 17	24/04/2024	No. 43	23/10/2024
No. 18 TOP-clicked	02/05/2024	No. 44	30/10/2024
No. 19	08/05/2024	No. 45 TOP-clicked	04/11/2024
No. 20	13/05/2024	No. 46	13/11/2024
No. 21	22/05/2024	No. 47	20/11/2024
No. 22	29/05/2024	No. 48	27/11/2024
No. 23 TOP-clicked	03/06/2024	No. 49 TOP-clicked	02/12/2024
No. 24	12/06/2024	No. 50	11/12/2024
No. 25	19/06/2024	No. 51	18/12/2024
No. 26	26/06/2024	No. 52	23/12/2024
		No. 53 **TOP 2024	30/12/2024

TOP-clicked = most-read arcitcels *in 2023, of the previous month or **in 2024.
 Dates subject to change. | Data delivery at leas 3 working days before publication date.

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



ContentAd

Price € 480.–

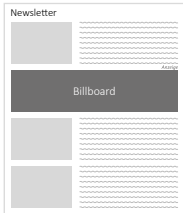
Image-text display that is designed in the look & feel of an editorial article and marked as an advertisement. In addition, 50 characters for the headline and 350 characters of continuous text are available to optimally communicate your advertising message. In this format, you get three external links — these are installed in the headline, logo and body text.



FullAd (468 x 60 pixels)

Price € 430.–

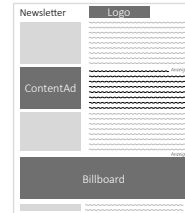
Image display placed between editorial posts. The FullAd links to an external landing page (e.g. company website).



Billboard (600 x 240 pixels)

Price € 590.–

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 exclusiv sponsoring

Price € 1,795.–

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.

limited available

Example

TOP 1 placement in the 'rationell-reinigen-Newsletter'.

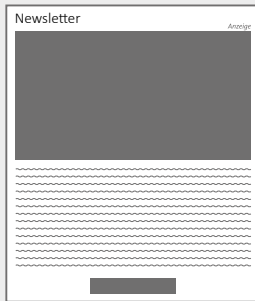
For a surcharge of € 50.– if available.

CTR-Star.

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



STANDALONE NEWSLETTER



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

OUR CONTACTS + YOUR CONTENT = OPTIMAL USE

The StandAlone Newsletter is built by us in the look & feel of the regular newsletter. Besides 1,500 characters of text, you can insert two images, call-to-action buttons and external links.

- 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
- 6,600 high-quality contacts (status 09/2023), direct target group access
- individual sending date

Price per mailing:

- € 4,230.-
- **Example**

Performance miracle.

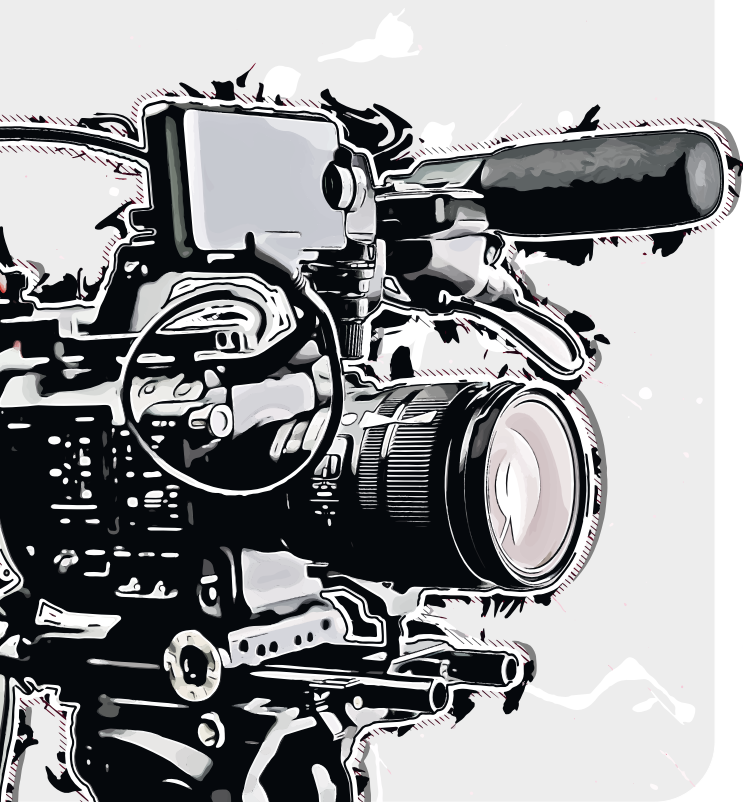
The most successful form of advertising in the field of Newsletter Advertising.





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
- Fair talk
- VideoAd

Video production includes:

- Concept
- Video shoot
- Editing and post-production
- Publication of the video on rationell-reinigen.de

TRAFFIC PUSH

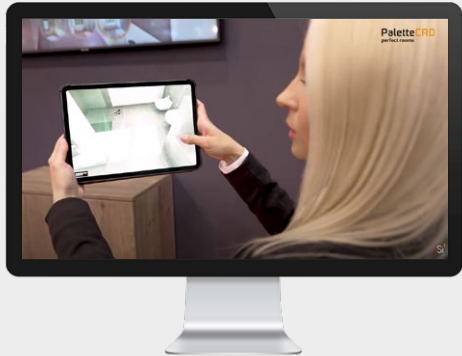
- Publication of the video on the website in the "Videos and image galleries" section
- Publication and promotion of the video on our digital channels (online, newsletter and social media)
- Runtime: 4 weeks

Social Media? - Of course!

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



VIDEO



Fair Talk | Example 1.

Info brochure.

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)

Incl. Traffic Push: € 4,420.-*

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: € 6,060.-*

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: € 9,160.-*

* plus travel expenses



AUDIO.

PODCAST



Listen now

REINGEHÖRT – THE PODCAST FOR CLEANING & HYGIENE

Frequency: weekly

Length of episode: approx. 30 minutes

Description:

In this podcast you can listen to exciting interviews with experts from the cleaning industry every Thursday.

Available at following streaming platforms:

Apple Podcasts | Spotify | Deezer | Amazon Music | Google Podcasts | Podigee | Audible | YouTube

PODCAST ADVERTISING

Sponsorship (customer name + claim at the beginning of the podcast): € 500.–

Mid-roll spot up to 15 seconds: € 600.–

Sponsorship + mid-roll + sponsoring reference in the shownotes: € 900.–

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