

# GFF

MEDIA-INFORMATION 2024  
No. 28, valid from 1/1/2024



GFF – your advertising  
in the best hands!

[www.gff-magazin.de](http://www.gff-magazin.de)

AUDIENCE.

CHANNELS.

THEME PLAN.

PRICE LIST.

WEBSITE.

NEWSLETTER.

MOVING IMAGES.

AUDIO.

AWARD.

CONTACT PERSONS.

# CONTENTS

Our target group	page 3
Our channels	page 4

## PRINT

GFF at a glance	page 8
Schedule and topics	page 10
Prices	page 14
Formats	page 16
Special publication design+building	page 18
Circulation and distribution analysis	page 19
Analysis of recipient structure	page 20

## DIGITALLY

gff-magazin.de at a glance	page 22
Display Advertising	page 23
Multiscreen	page 25
Mobile Advertising	page 26
Native	page 28
Newsletter GFF Report at a glance	page 31
Advertising opportunities in the newsletter	page 33

## MOVING IMAGES

Video	page 36
-------	---------

## AUDIO

Podcast	page 39
---------	---------

## AWARD

FENSTERBAUER DES JAHRES	page 41
-------------------------	---------

## ABOUT US

Contacts   Publisher   Terms and Conditions	page 43
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# OUR TARGET GROUP



## GFF – THE PRACTICE MAGAZINE FOR PRODUCTION AND ASSEMBLY

### OUR READERS



#### Main audience

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



#### More readers

Planners and architects, manufacturers

### POWERFUL NETWORK – POWERFUL PARTNERS

**GFF** is the official organ of the following associations:



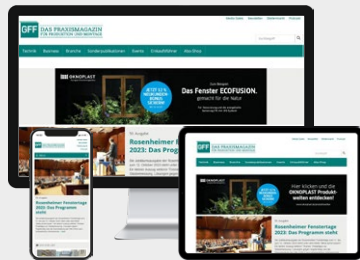
Fachverband Glas Fenster Fassade Baden-Württemberg  
[www.gff-fachverband.de](http://www.gff-fachverband.de)



Glaser-Innung Niedersachsen  
[www.glaser-niedersachsen.de](http://www.glaser-niedersachsen.de)

Landesinnungsverband des Glaserhandwerks Thüringen  
[www.khs-mittelthueringen.de](http://www.khs-mittelthueringen.de)

# OUR CHANNELS



## PRINT

GFF - THE PRACTICE MAGAZINE FOR PRODUCTION AND ASSEMBLY

**GFF** is published with 11 issues per year (double number 7-8/July-August) and is the official organ of the Fachverband Glas Fenster Fassade Baden-Württemberg, the Glaser-Innung Niedersachsen and the Landesinnungsverband des Glaserhandwerks Thüringen.

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

## DIGITAL

WEBSITE GFF-MAGAZIN.DE

**gff-magazin.de** is an online portal for opinion leaders, decision-makers and professionals in the industry. It complements our information offering on a daily basis and offers IVW-tested quality range for banner and native formats

NEWSLETTER GFF REPORT

Twice a month, usually on Wednesdays, **GFF Report** currently reaches over 3,400 subscribers from the key target groups.

## CONGRESS/AWARD

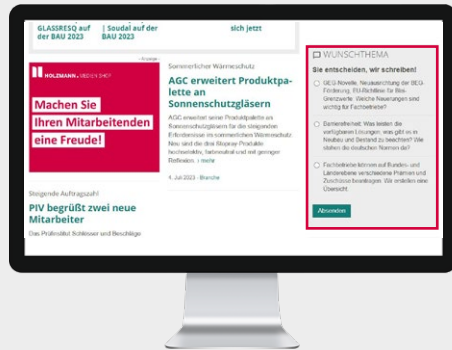
GFF PRAXISTAGE

Our biennial congress all around the building envelope serves as a meeting point for the branch to get information by top-class speakers, a panel discussion and workshops about topics, trends and products and for an exchange among colleagues.

FENSTERBAUER DES JAHRES

Every two years we honour with this award the FENSTERBAUER DES JAHRES as the main prize winner and also particularly innovative companies in the categories product development/manufacturing as well as sustainability and energy efficiency. More about the award 2024 on page 41.

# READERS' PREFERRED TOPIC



## OUR READERS DECIDE – WE REPORT

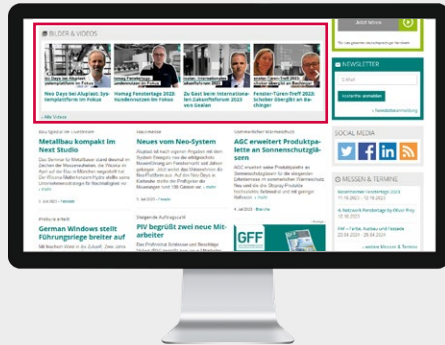
### ACTIVE INVOLVEMENT OF OUR READERS IN THE GFF REPORTING

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

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

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

# ATTENTION: CAMERA IS ON



## VIDEO PRODUCTION

### THE BRANCH IN MOVING PICTURES

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

Whether interviews with important players in the industry, trade fair talks, product presentations, on-site reports, image or event videos: We provide our readers with virtual top information all around the branch.

**Find about your options on pages 36/37!**

Example





PRINT.

# GFF AT A GLANCE



## JOURNALISTICALLY HIGH-QUALITY CONTENT FROM THE PRACTICE FOR THE PRACTICE

### EDITION



Real circulation (IVW-verified):  
8,325 copies  
(Annual average 1 January to 30 June 2023)

### FREQUENCY OF PUBLICATION



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

### IVW AUDIT



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

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

Information about IVW.



# WHAT WE CARE ABOUT






## OUR CREDO: QUALITY JOURNALISM

- Thanks to an enormously high proportion of research carried out by our editorial team, our readers receive high-quality and practice-oriented content for the daily work.
- In addition to the research and specialist articles, our practice sections such as the Praxistipp (step-by-step instructions in the assembly section) or the readers' preferred topic are top information sources.
- **GFF** uses all the styles of a modern trade magazine and offers as an opinion platform orientation and utility.
- **GFF** reports from the industry for the industry, sets topics and questions and discusses current developments.



## OUR CONTENT

- Magazine sections: Personalien – Nachrichten – Aktuelles – Technische Beratung – Glas – Glaskunst – Fenster – Fassade – Metall – Business – Referenzen – Innovationen – Literatur – Rubriken
- Topics: Industry news, market conditions, novelties, products, innovations, standards, dates
- Our forms: Object and user reports, specialist articles, interviews, trade fair reports, product and service pages, practice sections, surveys, market reports and much more



Issue	Dates	Main topics	Topics/Categories	Trade fairs/Exhibitions
<b>1</b> January	PD: 09/01/2024 FDA: 01/12/2023 ED: 24/11/2023	<b>Lift/sliding doors: Systems, fittings &amp; co.</b> The manufacturers of window profiles and fittings have successively refined the technology, colours and designs of sliding elements. The result is an increase in comfort and design. We present the state of the art.	<b>Category innovations:*</b> Window ventilators, tools, safety technology, recycling, films  <b>Category practical tip:</b> Step-by-step instructions for a successful execution  <b>Readers' preferred topic:</b> On request	<b>Polyclose</b> B-Gent, 17 to 19/1/2024
<b>2</b> February	PD: 06/02/2024 FDA: 12/01/2024 ED: 05/01/2024	<b>Assembly: Construction chemicals, fixings, frames</b> The structural connection of windows and doors is essential for the durability and uninterrupted service life of building elements. How do window manufacturers benefit from product development in the construction chemicals industry and new intermediate steps in installation (installation frame)?	<b>Category innovations:*</b> Fittings, adhesives and sealants, adhesive tapes, joining technology, surface coating  <b>Category practical tip:</b> Step-by-step instructions for a successful execution  <b>Readers' preferred topic:</b> On request  <b>Market report:</b> Window profiles + combinations	<b>R+T</b> Stuttgart, 19 to 23/2/2024 <b>digitalBAU</b> Cologne, 20 to 22/2/2024 <b>IHM</b> Munich, 28/2 to 3/3/2024
<b>3</b> March	PD: 14/03/2024 FDA: 23/02/2024 ED: 16/02/2024	<b>FENSTERBAU FRONTALE: Let's go to Nuremberg!</b> The world's leading trade fair returns to its traditional date in March. Profiles, fittings, glazing, IT and software, installation, transportation, machinery: these and other topics will be the focus of the industry show in Nuremberg. Our readers will receive our trade fair preview, including the parallel HOLZ-HANDWERK trade fair, with new products from selected exhibitors and an overview of the supporting program in the March issue.	<b>Category innovations:*</b> Window profiles, lifting and sliding doors, software/IT  <b>Category practical tip:</b> Step-by-step instructions for a successful execution  <b>Readers' preferred topic:</b> On request  <b>Fair issue:</b> FENSTERBAU FRONTALE + HOLZ-HANDWERK	<b>FENSTERBAU FRONTALE</b> Nuremberg, 19 to 22/3/2024  <b>FENSTERBAUER DES JAHRES 2024</b> Award Ceremony on FENSTERBAU FRONTALE 21/3/2024   4.30 pm   Hall 2   FORUM
 				
<b>4</b> April	PD: 16/04/2024 FDA: 22/03/2024 ED: 15/03/2024	<b>Building envelope: Windows, glass and solar shading in (climate) change</b> In future, the parameters for calculating the energy quality of a building envelope must also take into account solar gains, which increase depending on the size of the glazing. In combination with solar shading and night ventilation, a resilient building envelope is created. The CO <sub>2</sub> balance of building technology also plays a major role. What do both developments mean for the work of specialist companies and planners?	<b>Category innovations:*</b> Ventilation systems, fastening technology, Photovoltaic/solar, sun protection, glass  <b>Category practical tip:</b> Step-by-step instructions for a successful execution  <b>Readers' preferred topic:</b> On request	

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


Issue	Dates	Main topics	Topics/Categories	Trade fairs/Exhibitions
<b>5</b> May  	PD: 08/05/2024 FDA: 12/04/2024 ED: 05/03/2024	<b>Glass in the interior: Design + technology</b> Partition wall, door, living area or office: there are no limits to design with glass. We show examples of successful interior design and how they can be realized.	<b>Category innovations:*</b> Window profiles, spacers, fittings, roller shutter boxes  <b>Category practical tip:</b> Step-by-step instructions for a successful execution  <b>Readers' preferred topic:</b> On request  <b>Fair review:</b> FENSTERBAU FRONTALE + HOLZ-HANDWERK	
<b>6</b> June	PD: 11/06/2024 FDA: 17/05/2024 ED: 10/05/2024	<b>Barrier-free building: Planning, installation, accessories</b> The state building regulations handle the topic of accessibility differently, we provide an overview of the required standards. We also look at the innovations that manufacturers have developed and give recommendations for installation in new and old buildings.	<b>Category innovations:*</b> Winter garden, passive house systems, window and facade solutions  <b>Category practical tip:</b> Step-by-step instructions for a successful execution  <b>Readers' preferred topic:</b> On request  <b>Market report:</b> Outdoor Living	<b>Rosenheimer Tür- und Tortage</b> Rosenheim, 5 to 6/6/2024
<b>7/8</b> July/August	PD: 09/07/2024 FDA: 14/06/2024 ED: 07/06/2024	<b>Construction site logistics: Quo Vadis digitalization?</b> Transport frame tracking, crawler drive with remote control: digital solutions have become indispensable in construction site logistics. One trend in transport and lifting equipment is to reduce the workload of employees on site in production or on the construction site. What role does digitalization play here? We ask manufacturers and users in the industry.	<b>Category innovations:*</b> Utility vehicles/vehicle bodies/vehicle interiors, cranes  <b>Category practical tip:</b> Step-by-step instructions for a successful execution  <b>Readers' preferred topic:</b> On request  <b>Market report:</b> Vacuum lifters/assembly aids, IT/software, storage and transport systems	

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

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

Issue	Dates	Main topics	Topics/Categories	Trade fairs/Exhibitions
<b>9</b> September	PD: 10/09/2024 FDA: 16/08/2024 ED: 09/08/2024	<b>Windows and doors: Appearance, technology, color</b> Dark profile combined with color-coordinated PMMA surface, slimline views, flush/offset version, motorized lock, automatic lock, fully electronic door lock: there are numerous trends in the window and door sector. We show you the state of the art.	<b>Category innovations:*</b> Windows, doors, locking and opening solutions, home automation, security technology  <b>Category practical tip:</b> Step-by-step instructions for a successful execution  <b>Readers' preferred topic:</b> On request	<b>Security</b> Essen, 17 to 20/9/2024  <b>BATIMAT+ÉQUIPBAIE-MÉTALLEXPO</b> F-Paris, 30/9 to 3/10/2024
design+building	PD: 17/09/2024 FDA: 09/08/2024	<b>Special publication for architects</b>	Further information on page 18	<b>Magazine displays at glasstec 2024, heimtextil 2025 and 2026, BAU 2025 and FENSTERBAU FRONTALE 2026</b> (further displays possible)
<b>10</b> October	PD: 15/10/2024 FDA: 20/09/2024 ED: 13/09/2024	<b>Glass processing: machines, software, scanners</b> For glasstec in Düsseldorf with extensive coverage of exhibitors, products, supporting program and much more, we are also devoting special attention to the topic of glass processing. Due to the price increases for electricity and natural gas, energy efficiency is extremely important for plant operators. Machine manufacturers must take this into consideration. At the same time, it is important to automate the process steps in the best possible way. The components must perform their function as part of the overall system. What is important here?	<b>Category innovations:*</b> Glass art, spacers, glass tools, scanners and measuring equipment  <b>Category practical tip:</b> Step-by-step instructions for a successful execution  <b>Readers' preferred topic:</b> On request  Fair issue: glasstec	<b>Rosenheimer Fenstertage</b> Rosenheim, October 2024  <b>glasstec</b> Düsseldorf, 22 to 25/10/2024
<b>11</b> November	PD: 12/11/2024 FDA: 18/10/2024 ED: 11/10/2024	<b>Security: Fire and burglary protection</b> Research and development are paving the way for numerous further developments in fire and burglary protection. This includes mechanical and mechatronic solutions, special glazing as well as standards and guidelines. In our cover story, we give an insight into the latest solutions and products.	<b>Category innovations:*</b> Sealants and adhesives, special windows, fittings, connection assembly, window construction machines  <b>Category practical tip:</b> Step-by-step instructions for a successful execution  <b>Readers' preferred topic:</b> On request	Ettlingen, 10 to 11/11/2023

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Issue	Dates	Main topics	Topics/Categories	Trade fairs/Exhibitions
<b>12</b> <b>December</b>  	<b>PD: 03/12/2024</b> <b>FDA: 08/11/2024</b> <b>ED: 31/10/2024</b>	<b>Glass: Trends + innovations</b> Laminated safety glass, single-pane safety glass, vacuum insulating glass, sound insulation, bird protection, thermal insulation and solar control glass: the range of products offered by manufacturers is extensive. We present innovations and further developments and show what distinguishes the products. What are the advantages and disadvantages?	<b>Category innovations:*</b> Point-fixing systems, fittings, partition walls, doors  <b>Category practical tip:</b> Step-by-step instructions for a successful execution  <b>Readers' preferred topic:</b> On request  <b>Fair review:</b> glasstec	
<b>1</b> <b>January 2025</b>  <b>BAU</b>	<b>PD: 08/01/2025</b> <b>FDA: 29/11/2024</b> <b>ED: 22/11/2024</b>	<b>Fittings: Opening types and smart ventilation</b> During the Corona pandemic, it was a hotly debated topic: healthy indoor climate. The manufacturers of building elements and the hardware industry have developed a whole range of concepts and brought them to market so that people can breathe easily. Whether controlled natural ventilation or automated ventilation: both systems can be integrated into SmartHome systems.	<b>Category innovations:*</b> Window automation, ventilation systems, safety systems  <b>Category practical tip:</b> Step-by-step instructions for a successful execution  <b>Readers' preferred topic:</b> On request  <b>Fair issue:</b> BAU	<b>BAU</b> Munich, 13 to 17/1/2025

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

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

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**Constant editorial focus:**

Personal data, news, current events, technical advice, glass, glass art, window construction, facade technology, metal construction, business, references, innovations, literature, energy-efficient building, fittings, research and conservatories.

**Service formats**

Cover story, practical tip, metal construction sets a precedent, designing with glass, survey, window construction sets a precedent, GFF discusses, market report and readers' preferred topic. In addition, we regularly conduct the product check Test the Best.

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

Format	Print space formats width x height in mm	Basic prices b	Prices 2-coloured	Prices 3-coloured	Prices 4-coloured
2/1 page	384 x 255	4,135.- €	4,735.- €	5,335.- €	5,935.- €
1/1 page	179 x 270	2,340.- €	2,665.- €	2,990.- €	3,315.- €
2/3 page	118 x 270 or 179 x 165	1,565.- €	1,805.- €	2,045.- €	2,285.- €
1/2 page	179 x 128 or 88 x 255	1,175.- €	1,390.- €	1,605.- €	1,820.- €
1/3 page	179 x 85 or 57 x 255	790.- €	930.- €	1,070.- €	1,210.- €
1/4 page	179 x 64 or 88 x 128 or 42 x 255	590.- €	700.- €	810.- €	920.- €
1/8 page	179 x 32 or 88 x 64 or 42 x 128	310.- €	390.- €	470.- €	550.- €
Title page + 1/3 page 4c horizontal as a title page statement	194 x 200 (no trim) 179 x 85 (no trim)	2,630.- €	2,955.- €	3,280.- €	3,605.- €
2nd cover page	210 x 297 (plus trimming, see page 16)	2,540.- €	2,865.- €	3,190.- €	3,515.- €
4th cover page	210 x 297 (plus trimming, see page 16)	2,540.- €	2,865.- €	3,190.- €	3,515.- €

Text advertisements:	<b>Millimetre price</b> 1 column (57 mm wide, b/w, prize in colour on request)	€ 2.95
Business directory advertisements:	<b>Millimetre price</b> 1-column (44 mm wide, at least 20 mm high, 1 year period = 11 issues)	€ 2.15
Classified advertisements:	<b>Job offers/other classified advertisements</b>	
	2-column (92 mm wide, at least 20 mm high)	€ 4.10
	4-column (188 mm wide, at least 20 mm high)	€ 8.20
	<b>Jobs searches</b>	
	2-column (92 mm wide, at least 20 mm high)	€ 3.20
	4-column (188 mm wide, at least 20 mm high)	€ 6.40
Box number:		€ 18.50

► Your classified advertisement is also published on [www.gff-magazin.de](http://www.gff-magazin.de).

Please note our

[General terms and conditions](#)

Bleed formats and graphic illustration see page 16

2 Surcharges:

Placement	Binding placement regulations:	respectively 10 % of ad rate
Colour	Per standard colour (PSO Coated v3) see price list. Special colours, which cannot be obtained from PSO Coated v3:	40 % of ad rate
Format	Advertisements across the gutter:	10 % of ad rate

3 Discounts:

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

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

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

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

4 Categories:

See price list page 14

5 Special types of advertising:

Bound inserts	
2 pages (1 sheet)	€ 2,765,-
4 pages (2 sheets)	€ 3,820,-
6 pages (3 sheets)	€ 4,535,-
8 pages (4 sheets)	€ 5,255,-
Uncut format	216 x 306 mm
Trim size	210 x 297 mm
Required batch	Upon request
(Discount: 1 sheet = 1/1 advertisement page)	

**IMPORTANT**

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

Inserts

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

Weight	Price %
Up to 30 g	€ 250,-
Up to 40 g	€ 310,-
Up to 50 g	€ 350,-
Each additional 10 g	€ 20,-

Required batch: Upon request

Glued inserts

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

Advertising material	Price %
Postcards	€ 250,-
Glued inserts up to 25 g	€ 310,-

Required batch: Upon request

Advertising Manager:

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

Team Manager Media Sales:

Barbara Danielkewitz  
 Telephone +49 8247 354-232  
 barbara.danielkewitz@holzmann-medien.de

Media Administration:

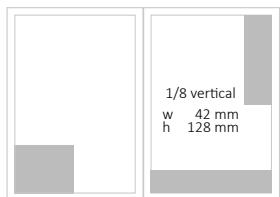
Andrea Ries  
 Telephone +49 8247 354-257  
 disposition@holzmann-medien.de

6 Contact:

\*Please be sure to observe the specified format. Deviations, in particular overlapping formats will result in additional postal costs, which we will invoice.

## Advertisement formats

Within type area



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



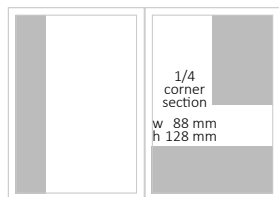
1/3 p. horizontal  
Width 179 mm  
Height 85 mm

1/3 p. vertical  
Width 57 mm  
Height 255 mm



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

2/3 p. vertical  
Width 118 mm  
Height 270 mm



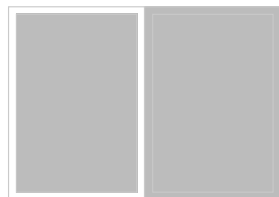
1/4 p. vertical  
Width 42 mm  
Height 255 mm

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



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

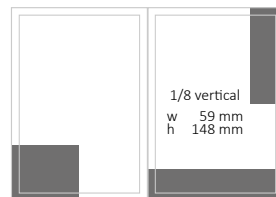
1/2 p. vertical  
Width 88 mm  
Height 255 mm



1/1 page  
within type area  
Width 179 mm  
Height 270 mm

1/1 page  
with bleed  
Width 210 mm  
Height 297 mm

With bleed



1/8 page  
Width 105 mm  
Height 81 mm

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



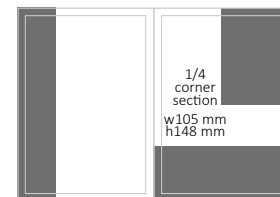
1/3 p. horizontal  
Width 210 mm  
Height 102 mm

1/3 p. vertical  
Width 75 mm  
Height 297 mm



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

2/3 p. vertical  
Width 135 mm  
Height 297 mm



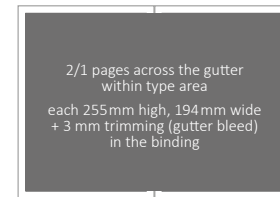
1/4 p. vertical  
Width 59 mm  
Height 297 mm

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



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

1/2 p. vertical  
Width 105 mm  
Height 297 mm



2/1 p. across gutter within type area  
each 306 mm high, 216 mm wide  
+ 3 mm trimming (gutter bleed) in  
the binding



Year:	28th volume 2024	Data transmission:	By eMail to disposition@holzmann-medien.de
Publisher:	Holzmann Medien GmbH & Co. KG Gewerbestraße 2 86825 Bad Wörishofen Germany Telephone +49 8247 354-01 Fax +49 8247 354-170 www.holzmann-medien.de www.gff-magazin.de	Data formats:	High-resolution, printable PDF file, press proof or proof (colour binding).
Managing Publisher:	Alexander Holzmann	File resolution:	300 dpi (CMYK)
Advertising Manager:	Thomas Pohl (in charge) Telephone +49 8247 354-185 thomas.pohl@holzmann-medien.de	Colours:	Printing colours (CMYK) according to PSO Coated v3.
Editorial:	Holger Dirks (Editor in Chief) Telephone +49 8247 354-229 holger.dirks@holzmann-medien.de For further contacts, see page 43.	Data archiving:	Print documents/media are not archived for more than 1 year after kept by the publisher for the last insertion.
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	Warranty:	In case of incomplete or incorrect data/printing material a complaint cannot be accepted. The format of the advertisement document must be the same as the advertisement.
Magazine format:	DIN A4 – 210 mm wide x 297 mm high	Contact	
Type area:	179 mm wide x 270 mm high 4 columns of 42 mm width 3 columns each 57 mm wide	Media Administration:	Andrea Ries Telephone +49 8247 354-257 disposition@holzmann-medien.de
Print and binding method:	Sheet fed offset printing, adhesive binding		
Paper inner part:	90 gr/m <sup>2</sup> (picture printing paper), cover: 200 gr/m <sup>2</sup> (picture printing paper).		
		Delivery address for inserts and bound inserts:	Industrie-Buchbinderei Kassel c/o Mr Timo Träbing Otto-Hahn-Straße 25 34253 Lohfelden, Germany
		Delivery note:	Password GFF No. xxx/2024

**IMPORTANT - WEBSHOP/EPAPER**

As we also publish issues of GFF in our webshop and distribute them as ePapers, we need the PDF files of bound inserts and supplements **to the e-mail address of the media administration department.**

# SPECIAL PUBLICATION FOR ARCHITECTS



Sample pages for  
object report or  
portfolio  
presentation



## DESIGN+BUILDING (EDITION 2024)

- Brief description:** As a special publication of GFF and sicht & sonnenschutz, 'design+building' offers you the opportunity to present your top references to the premium target group of architects.
- Distribution:** 950 subscribers of GFF and sicht & sonnenschutz, 4,480 architects, 2,990 interior designers, 1,080 façade planners and building and energy consultants, 1,500 copies at the most important trade fairs 2024 to 2026 and 300 copies of Holzmann Medien
- Advertising format:** Object report or alternatively portfolio presentation of your company (Only double pages bookable)
- Format:** 250 mm wide x 353 mm high
- Circulation:** 11,300 copies
- Distribution:** Print edition: Directly to recipients/trade fairs  
Online: E-paper at [www.gff-magazin.de](http://www.gff-magazin.de) and [www.sicht-sonnenschutz.com](http://www.sicht-sonnenschutz.com)
- Dates:** Booking deadline 09 August 2024  
Date of publication 17 September 2024
- Price:** 2,500.- € net per double page  
(No discount or agency commission possible)  
  
The price does not include the currently valid statutory value added tax
- Colours:** These are printed according to PSO Coated v3.

**Curious? Click in:**

Information flyer

ePaper

## 1 Circulation monitoring:

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

Print run:	7,367		thereof ePapers
Total circulation:	8,325		1,012
Paid circulation:	1,173		77
Copies subscribed:	1,141		69
	thereof	318 Member copies	64
		10 Multiple copies	
Other sales:	32		8
Single-copy sale:	0		0
Free copies:	7,152		935
	thereof	171 laid out	8
		2 display locations	8
Remaining, file and archived copies:	54		

### 3 Geographical distribution analysis:

Economic region	Proportion of the total circulation	
	%	Copies
National	86.44	7,196
Abroad	7.96	663
Not clearly allocable	5.60	466
Total circulation	100.00	8,325

### 3.1 Distribution according to the Nielsen regions/Federal states:

<b>Nielsen region I</b>		
Schleswig-Holstein	4.52 %	325
Hamburg	1.36 %	98
Lower Saxony	8.89 %	640
Bremen	0.42 %	30
<b>Nielsen region II</b>		
North Rhine-Westphalia	17.07 %	1,228
<b>Nielsen region IIIa</b>		
Hesse	6.45 %	464
Rhineland-Palatinate	6.02 %	433
Saarland	0.74 %	53
<b>Nielsen region IIIb</b>		
Baden-Wuerttemberg	19.30 %	1,389
<b>Nielsen region IV</b>		
Bavaria	16.56 %	1,192
<b>Nielsen region V</b>		
Berlin	1.99 %	143
<b>Nielsen region VI</b>		
Brandenburg	3.00 %	216
Mecklenburg-West Pomerania	1.03 %	74
Saxony-Anhalt	3.20 %	230
<b>Nielsen region VII</b>		
Saxony	6.03 %	434
Thuringia	3.43 %	247
<b>Total circulation national</b>	<b>100.00 %</b>	<b>7,196</b>

#### Distribution abroad:

<b>Europe</b>	99.55 %	660
German-speaking countries	91.56 %	607
thereof Austria	68.33 %	453
thereof Switzerland	23.23 %	154
EU countries (without Germany/Austria)	6.33 %	42
EU countries (others)	1.06 %	7
Middle and Eastern European countries	0.60 %	4
<b>Non-European countries</b>	0.45 %	3
<b>Total circulation abroad</b>	<b>100.00 %</b>	<b>663</b>

From 2023 reduced print run approx. 7.300 copies + ePaper 1.000 copies  
-> constant distributed circulation

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

WZ 2008 Code	Recipient groups (according to classification of the industrial sectors 2008)	Proportion of the total circulation	
		%	Copies
23190	<b>Glass</b> Manufacture, finishing and processing of other glass	0.60 %	50
231/23110/23120/23130/23140	Manufacture of glass, glassware, flat glass, hollow glass, and glass fibres	5.35 %	445
43342	Glass industry	20.97 %	1,746
46132/46735/47592	Glass trade	1.79 %	149
28	Mechanical engineering (machinery manufacture)	0.20 %	17
16232/4332/43320	<b>Windows</b> Window and door construction/assembly firms	26.67 %	2,220
25620/25623/257/25720/2573	Manufacture of fittings	0.07 %	6
22210	Manufacture of profiles	0.07 %	6
16231/31099	Joiners/carpenters	8.01 %	667
4613/4673/46733/46734/4674	Structural elements/building materials/metal fittings trade	1.68 %	140
28	Mechanical engineering (machinery manufacture)	0.20 %	17
43298	Installation of roller shutters and blinds (sun protection systems)	2.09 %	174
25621	<b>Facade</b> Structural-facings sector/metal construction/production of profiles	12.22 %	1,017
43999	<b>Construction (planning)</b> Lighting and facade planers	1.11 %	92
71113/71122	Building planers and structural engineers	0.19 %	16
711/7111	Architects	1.68 %	140
35	Energy consultants	1.08 %	90
41-43	Other civil engineering, structural engineering and finishing trades (interdisciplinary)	5.96 %	496
85/91010/94	<b>Other recipient groups</b> Education and teaching/special interest groups/libraries and archives	2.76 %	230
	Subscribers (without sector definition)	0.69 %	57
	Not clearly allocable	6.61 %	550
	<b>Total circulation</b>	<b>100.00 %</b>	<b>8,325</b>

1.2 Size of the business entity: not ascertained

2.1 Job characteristics: not ascertained

2.2 Socio-demographics: not ascertained

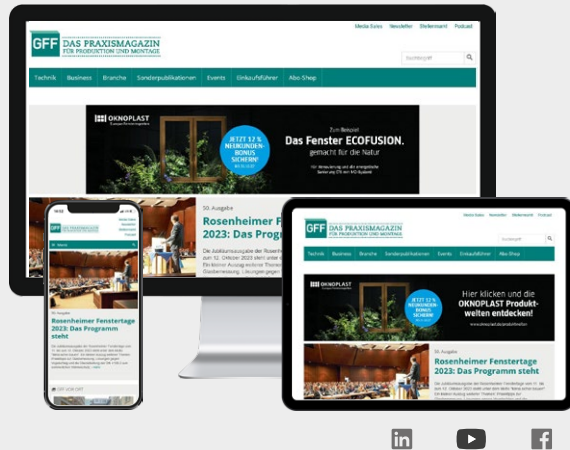
2.3 Decision areas or purchasing intentions: not ascertained



DIGITAL.

# gff-magazin.de

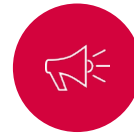
## AT A GLANCE



### THE INFORMATION PORTAL FOR THE INDUSTRY JOURNALISTICALLY PREPARED BY EXPERTS

#### COMPREHENSIVELY

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



#### Online reach

10,654 visits  
18,722 page impressions  
(Monthly average January  
to June 2023, IVW tested)



#### Of which mobile

3,072 visits  
4,665 page impressions  
(Monthly average January  
to June 2023, IVW tested)

#### CAMPAIGN PLANNING

Lots of best practice examples and the current reach figures can be found in the **GFF** digital portfolio.

[GFF digital portfolio](#)

[Technical specs](#)

[General terms and conditions](#)

# DISPLAY ADVERTISING



## XXL ADVERTISING SPACE

### DYNAMIC SITEBAR

**CPM 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

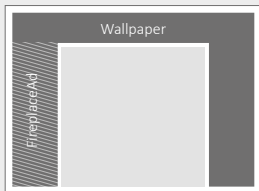


### HOMEPAGE TAKEOVER

**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

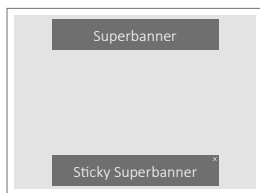
### FIREPLACEAD

**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.

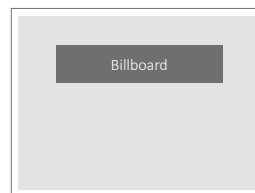
**Delivery:** Desktop

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



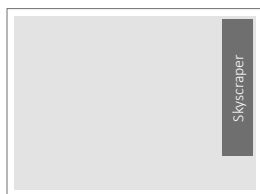
**Superbanner** (728 x 90 pixels) **CPM 90.– €**  
**Sticky Superbanner** (728 x 90 pixels) **CPM 110.– €**  
 Attention-grabbing advertising format with full-surface presence, top or bottom. Use in the immediately visible area with great creative scope for design.

**Delivery:** Desktop, Tablet



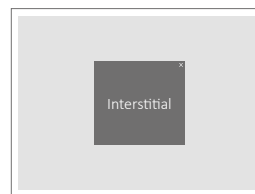
**Billboard** (940 x 250 pixels) **CPM 170.– €**  
 Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.

**Delivery:** Desktop



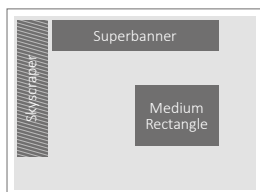
**Skyscraper** (120 x 600 pixels) **CPM 100.– €**  
**Wide Skyscraper** (160 x 600 pixels) **CPM 100.– €**  
 Placed at the right or left side of the screen; remains in the user's field of view while scrolling.

**Delivery:** Desktop



**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

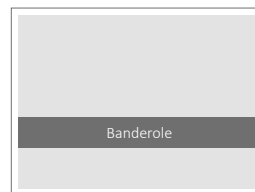


**TandemAd** **CPM 140.– €**  
 Simultaneous playout of two classic advertising formats within the same page impression.

**Delivery:** upon request

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

**Delivery:** upon request

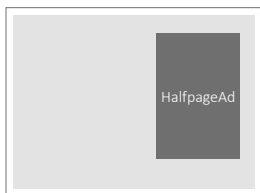


**BanderoleAd** (770 x 250 pixels) **CPM 135.– €**  
 The advertising material lies in the directly visible area like a strip across the website. Best suited for concise advertising messages.

**Delivery:** Desktop

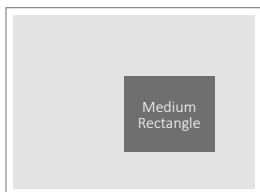


One format — all devices! Whether desktop, tablet or smartphone.



**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.



**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.



**VideoAd** **from 1,050.– €**

We adapt and integrate your video to the look & feel of the website.

To make users aware of the VideoAd, we place a teaser box on the start page and the subpages of the website. For the teaser, you have 120 characters of text and an image available.

You choose how long you want to run the campaign.

### GFF Branding Day.

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

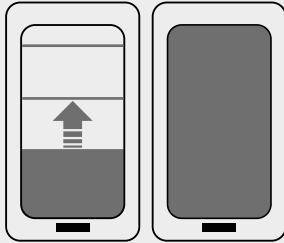
Choose your desired format for the exclusive addressing of our users in an exclusive period

### GFF very targeted.

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



# MOBILE ADVERTISING

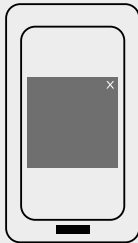


## MAXIMUM ATTENTION EVEN ON THE SMALLEST SCREENS

### MOBILE INTERSCROLLER

**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**

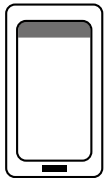
Target mobile users for your device optimized campaign.

**Mobile MMA Banner**

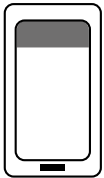
		<b>CPM</b>
MMA 6:1:	300-320 x 50 pixels	<b>90.– €</b>
MMA 4:1:	300-320 x 75 pixels	<b>95.– €</b>
MMA 2:1:	300-320 x 150 pixels	<b>105.– €</b>
MMA 1:1:	300 x 250 pixels (Medium Rectangle)	<b>110.– €</b>
HalfpageAd:	300 x 600 pixels	<b>120.– €</b>

**Mobile MMA Banner sticky**

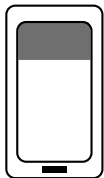
		<b>CPM</b>
MMA 6:1 sticky:	300-320 x 50 pixels	<b>95.– €</b>
MMA 4:1 sticky:	300-320 x 75 pixels	<b>100.– €</b>



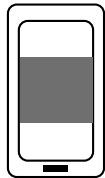
MMA 6:1



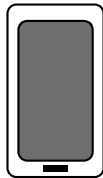
MMA 4:1



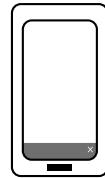
MMA 2:1



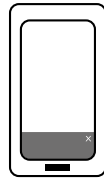
MMA 1:1



HalfpageAd



MMA 6:1



MMA 4:1

**Know what matters.**

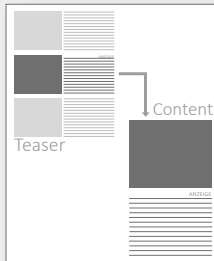
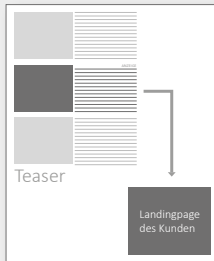
The monthly IVW MEW statement transparently documents our device access.

An average of 24,92 %\* of page impressions for gff-magazin.de took place on mobile

\* (IVW Online January to June 2023)



# NATIVE



## CONTENT IS KING, BUT CONTENT PLUS CONTEXT IS KING KONG. (LUIS DI COMO)

### NATIVEAD OUT

- Image-text display that is designed in the look & feel of an editorial post and is marked as an advertisement.
- NativeAD Out links to an external landing page.
- Placement: in content or sidebar
- Duration: min. 4 weeks
- Reporting: end of runtime (AdImpressions and clicks)

**Price: from 800.– €**

### NATIVEAD IN

- Image-text display that is designed in the look & feel of an editorial post and is marked as an advertisement.
- NativeAD In links to a microsite (one-pager) where you can embed text, images, videos and links.
- Placement: in content or sidebar
- Duration: min. 4 weeks
- Reporting: end of runtime (AdImpressions and clicks)

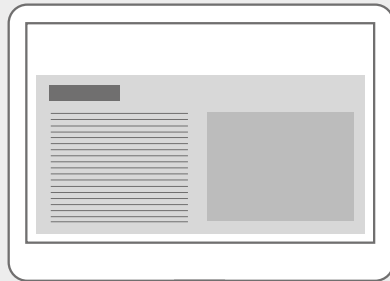
**Price: from 1,250.– €**

### Extend Reach | Crafts XXL.

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



# NATIVE



(Fixed placement) Teaser  
Newsletter Teaser

TRAFFIC PUSH

## ADVERTORIAL

We build an exclusive microsite that has the look and feel of the websites. The microsite will be designed according to your wishes- you can integrate a lot of information and content like images, files, videos and links.

Duration: Minimum 4 weeks  
Traffic push: (Fixed placement) teaser, newsletter ads  
Reporting: After end of runtime (AdImpressions, dwell time and click values of all clickable elements)

**Costs: from 1,490.– €**

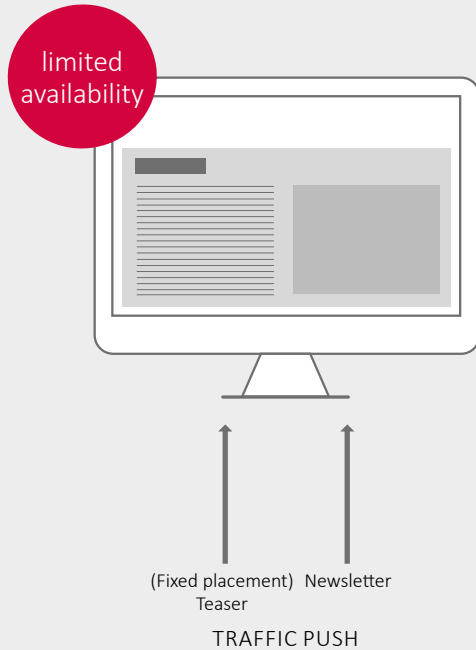
Example

### Extend reach | Crafts XXL.

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



# LEADS



## WHITEPAPER

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

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

**Traffic push:** (Fixed position) teaser, newsletter ads

**On request:** Reach extension on the comprehensive B2B trade portals Deutsche Handwerks Zeitung and handwerk magazin

**Content creation:** Our specialist editorial team creates the content for your white paper. Price on 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 € 50.00

- E-mail address

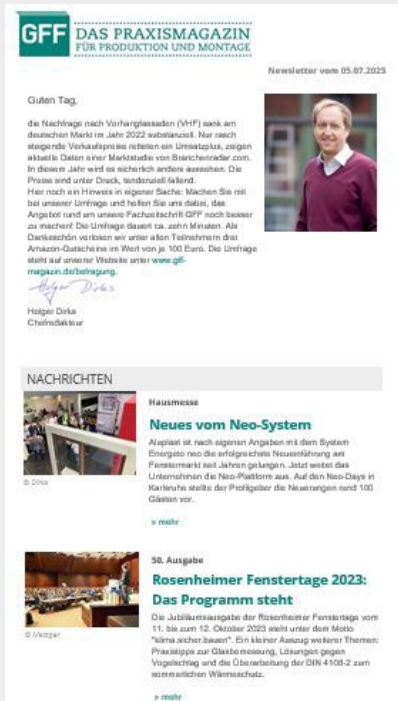
### Advanced-Lead | CPL € 150.00

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

### Premium-Lead | CPL € 250.00


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

# NEWSLETTER GFF REPORT AT A GLANCE



## FACTS AND FIGURES



Subscribers 

**3,459** (08/2022)



Sending frequency

**2x monthly**  
(Usually Wednesday)



Opening rate

**23.64 %** (Ø 01-07/2023)



Reporting

**automated**  
after seven days

# NEWSLETTER DATES



## NEWSLETTER

Month	Edition	Publication
January	GFF Report magazine preview	03/01/2024
January	GFF Report	17/01/2024
February	GFF Report magazine preview	31/01/2024
February	GFF Report	14/02/2024
March	GFF Report magazine preview	28/02/2024
<b>March</b>	<b>GFF Report Trade fair edition FENSTERBAU</b>	<b>13/03/2024</b>
<b>April</b>	<b>GFF Report Trade fair review FENSTERBAU</b>	<b>03/04/2024</b>
<b>April</b>	<b>Topic newsletter Building envelope</b>	<b>10/04/2024</b>
April	GFF Report	17/04/2024
May	GFF Report magazine preview	02/05/2024
May	GFF Report	15/05/2024
June	GFF Report magazine preview	05/06/2024
<b>June</b>	<b>Topic newsletter Barrier-free construction</b>	<b>12/06/2024</b>
June	GFF Report	19/06/2024
July	GFF Report magazine preview	03/07/2024
August	GFF Report	07/08/2024
August	GFF Report	21/08/2024
September	GFF Report magazine preview	04/09/2024
<b>September</b>	<b>Topic newsletter Window trends</b>	<b>11/09/2024</b>
September	GFF Report	18/09/2024
October	GFF Report magazine preview	02/10/2024
<b>October</b>	<b>GFF Report Trade fair edition glasstec</b>	<b>16/10/2024</b>
<b>November</b>	<b>GFF Report Trade fair review glasstec</b>	<b>30/10/2024</b>
November	GFF Report	13/11/2024
December	GFF Report magazine preview	27/11/2024
<b>December</b>	<b>Topic newsletter Glass</b>	<b>04/12/2024</b>
December	GFF Report	11/12/2024

### Data delivery:

At least five working days before publication to [admanagement@holzmann-medien.de](mailto:admanagement@holzmann-medien.de)



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



**ContentAd**

**Standard Newsletter: Price 340.– €**  
**Topic Newsletter: Price 440.– €**

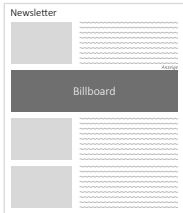
Image-text display that is designed in the look & feel of an editorial article and marked as an advertisement. In addition, 50 characters for the headline and 350 characters of continuous text are available to optimally communicate your advertising message. In this format, you get three external links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



**FullAd**  
**(468 x 60 Pixel)**

**Standard Newsletter: Price 290.– €**  
**Topic Newsletter: Price 370.– €**

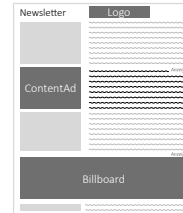
Image display placed between editorial posts. The FullAd links to an external landing page (e.g. company website).



**Billboard**  
**(600 x 240 Pixel)**

**Standard Newsletter: Price 400.– €**  
**Topic Newsletter: Price 510.– €**

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



**Newsletter exclusive sponsoring**

**Price 1,155.– €**

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.

**TOP 1 Placement in GFF Report.**

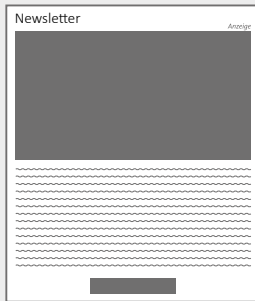
Against a surcharge of € 50.– no problem.

**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
- > 3,400 high-quality contacts, direct target group access
- individual sending date

#### Price per release:

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

### Performance miracle.

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





MOVING IMAGES.

# 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



Trade fair talk | Example

## VIDEO PRODUCTION | EXAMPLES

### Trade fair talk

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

- 1 hour shooting at the customer's booth
- Incl. recording, editing, music and animation
- Transfer of rights of use to the customer
- This video will be part of the fair trade video (5-8 minutes)
- Logo in the opening and closing credits of the trade fair video (all sponsors)

Incl. Traffic Push Basic: 3,370.– €\*

Incl. Traffic Push Premium: 3,510.– €\*

### 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 Basic: 5,010.– €\*

Incl. Traffic Push Premium: 5,150.– €\*

### 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 Basic: 8,110.– €\*

Incl. Traffic Push Premium: 8,250.– €\*

\* plus travel expenses



AUDIO.

# PODCAST



Listen now

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

Frequency: 4x pro year

Length of the episodes: 15 – 20 minutes

### What it's about

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

### Available via the following streaming platforms:

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

### PODCAST ADVERTISING

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

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

Sponsorship + mid-roll + sponsorship reference in the show notes: 900.- €

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.





AWARD.



# FENSTERBAUER DES JAHRES



FENSTERBAUER  
DES JAHRES 2024

INNOVATIONSPREIS

## DER INNOVATIONSPREIS FÜR HANDWERKLICHE FENSTERBAUBETRIEBE

In the window market, craftsman window manufacturers have to hold their own against large industrial suppliers. Whether innovative ideas around the product or their efforts for more sustainability and energy efficiency in their business: The TSG mbH - Die Marke Tischler Schreiner, Holzmann Medien GmbH & Co. KG and EURO Baubeschlag-Handel (EBH) AG would like to reward particularly imaginative companies with the „FENSTERBAUER DES JAHRES“ - the innovation award for craftsman window construction companies.

In addition to the „FENSTERBAUER DES JAHRES 2024“ award for the most creative and innovative entrepreneur, two further prizes will be awarded for outstanding achievements in the areas of product development/manufacturing as well as sustainability and energy efficiency.

The award ceremony will take place on 21 March 2024 at 4.30 pm in the Forum in Hall 2 at the FENSTERBAU FRONTALE 2024 in Nuremberg.

Initiatoren:





## IHR KOMPETENTER PARTNER IN SACHEN WIRTSCHAFTS- UND FACHMEDIEN



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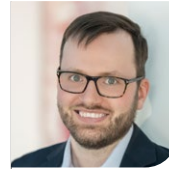
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