

MEDIA INFORMATION 2024

No. 72, valid from 1/1/2024

75 Years
DHZ
Anniversary
section in issue
21/2024



502,667
copies sold
(IVW 2/2023)

www.deutsche-handwerks-zeitung.de

AUDIENCE.

CHANNELS.

THEME PLAN.

PRICE LIST.

WEBSITE.

NEWSLETTER.

MOTION PICTURE.

AUDIO.

CONTACT PERSONS.

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OUR TARGET GROUP

WE ARE
CRAFTS



DHZ – GERMANY'S LARGEST BUSINESS NEWSPAPER FOR THE SME CRAFTS SECTOR.

OUR READERS



Main audience

Self-employed entrepreneurs from the SME crafts sector



More readers

Executives and decision makers

in Baden-Wuerttemberg, Bavaria, Hesse, Saxony (Chemnitz and Dresden), Saxony-Anhalt (Halle) and Thuringia (Erfurt, Gera, Suhl) in about 500,000 craft businesses in Germany.

STRONG INDUSTRY: THE CRAFTS IN GERMANY

1,032,374
craftsmen



5.261 million
jobs



724.7 billion
euros
turnover

18.50 billion
euros
investments



Source: Bavarian Crafts Day, May 2023

OUR CHANNELS

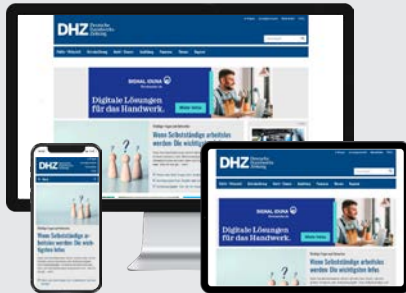


PRINT

FOR INNOVATIVE COMPANY MANAGERS AND CRAFTSMEN.

'DHZ' – every two weeks with 502,667 units sold (IVW 2/2023). This makes it a must-read in the crafts sector and Germany's largest handcraft newspaper.

The emphasis of the topics in the 'DHZ' lies on utility value information for readers and entrepreneurs. Further editorial activities include the exclusive quarterly conjuncture analysis for the 'DHZ' for the skilled trades, focal points on business management and technological areas, and supplements on special topics of practical relevance.



DIGITALLY

WEBSITE [deutsche-handwerks-zeitung.de](https://www.deutsche-handwerks-zeitung.de)

The platform provides up-to-date news from business and politics — supraregional and regional and offers IVW-tested quality coverage for banners and native formats.

DHZ NEWSLETTER

On weekdays (Mon. to Fri.), the DHZ newsletter reaches around 30,000 subscribers.



PRINT.

Deutsche Handwerks Zeitung AT A GLANCE



WE ARE
CRAFTS

GERMANY'S LARGEST BUSINESS NEWSPAPER FOR THE SME CRAFTS SECTOR

EDITION



Editions sold
502,667 copies
(IVW 2/2023)

FREQUENCY OF
APPEARANCE



21 x annually
(biweekly,
three double numbers)

ADVERTISE
REGIONALLY



You can advertise in 23
individual issues of 'DHZ'
without scatter loss.

WE ARE REALLY GOOD



The 'DHZ' is the largest publication in the economic sector of small and medium-sized craft businesses in the Federal Republic of Germany and at the same time the official communication organ of 23 chambers of trade as well as the Baden-Wuerttembergischer Handwerks-tag e. V. and the International Trade Fair in Munich.

POWERFUL DUO



AWA self-employed combination: 'handwerk magazin' and 'Deutsche Handwerks Zeitung' reach 663,000 readers per issue nationwide (AWA 2023).

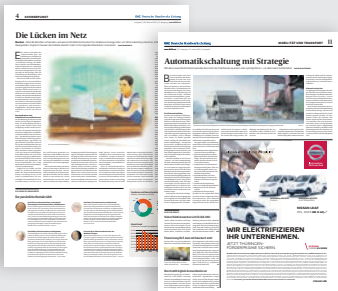
Circulation and distribution analysis

CLEAR READING GUIDE MODERN LAYOUT



OUR MAXIME: QUALITY JOURNALISM AND MARKET LEADERSHIP

- Entrepreneurs in the German states of Bavaria, Baden-Wuerttemberg, Hesse, Saxony, Thuringia and Saxony-Anhalt will find competent and detailed articles on topics such as tax and law, digitization, business administration, corporate management, mobility, finance, technology and health.
- Complete overview of topics from page 8



OUR CONTENT

- The 'Deutsche Handwerks Zeitung' (DHZ) is the largest publication in the commercial sector of handicrafts in Germany.
- As the official communication organ of 23 chambers of trade and the Baden-Wuerttembergischer Handwerkstag, the DHZ informs about 500,000 skilled trade companies and small and medium-sized enterprises about current economic, financial and socio-political developments.

Extract

SCHEDULE OF TOPICS AND PUBLICATIONS 2024

No.	Release date	Ad deadline	Topics	DHZ Newsletter
1-2	19/01/2024	09/01/2024	Hall and commercial construction	10/01 Outlook 2024 17/01 Tax tips 24/01 Hall and commercial construction
3	02/02/2024	23/01/2024	Crafts and career / New work Workwear and occupational safety	31/01 New work Education and training 07/02 Workwear and occupational safety
4	16/02/2024	06/02/2024	Future of the Crafts 2024 IHM 2024 Digitization in crafts Cars and mobility concepts	14/02 Digitization in crafts 21/02 Cars and mobility concepts
5	01/03/2024	20/02/2024	Future of the Crafts 2024 IHM 2024 Smart building and energy management Finances	28/02 IHM 2024 06/03 Smart building and energy management 13/03 Finances
6	22/03/2024	12/03/2024	Future of the Crafts 2024 IHM 2024 Building and renovation Climate protection support programs	20/03 Tax tips 27/03 Building and renovation 03/04 Climate protection support programs
7	12/04/2024	02/04/2024	Insurances Tools and equipment for skilled crafts	10/04 Insurances 17/04 Tools and equipment for skilled crafts
8	26/04/2024	16/04/2024	Workwear and occupational safety Digitization in crafts	24/04 Workwear and occupational safety
9	10/05/2024	29/04/2024	Finances Cars and mobility concepts	08/05 Digitization in crafts 15/05 Cars and mobility concepts
10	24/05/2024	13/05/2024	Commercial construction and logistics Healthcare and ergonomics	22/05 Healthcare and ergonomics 29/05 Commercial construction and logistics 05/06 Labor law
11	14/06/2024	04/06/2024	Zero-emission skilled crafts Crafts and career / New work	12/06 Zero-emission skilled crafts 19/06 New work Education and training
12	28/06/2024	18/06/2024	Workwear and occupational safety Purchasing and procurement	26/06 Purchasing and procurement 03/07 Workwear and occupational safety

No.	Release date	Ad deadline	Topics	DHZ Newsletter
13-14	12/07/2024	02/07/2024	Finances Digitization in crafts / E-invoicing from 2025	10/07 Finances 17/07 Digitization in crafts / E-invoicing from 2025 24/07 Health 31/07 Personnel
15-16	09/08/2024	30/07/2024	Hall and commercial construction Coaching for leaders in the skilled trades	07/08 Tax tips 14/08 Coaching for leaders in the skilled trades 21/08 Hall and commercial construction 28/08 Workwear and occupational safety
17	13/09/2024	03/09/2024	Founding / Succession Cars and mobility concepts (IAA) Special supplement "Sustainability as a Success Factor in the Skilled Crafts Sector" (together with handwerk magazin)	04/09 Founding / Succession 11/09 Cars and mobility concepts 18/09 Sustainability in the skilled crafts sector
18	27/09/2024	17/09/2024	Insurances Logistics (conveying, storage, lifting)	25/09 Logistics 02/10 Insurances
19	11/10/2024	30/09/2024	Workwear and occupational safety Finances Special supplement "New Mobility" (together with handwerk magazin)	09/10 Finances 16/10 Workwear and occupational safety
20	25/10/2024	15/10/2024	Tools and equipment for skilled crafts Digitization in crafts	23/10 Digitization in crafts 30/10 Tools and equipment for skilled crafts
21	08/11/2024	28/10/2024	75 Years DHZ – Special supplement Smart building and energy management Robotics in the skilled trades	06/11 Smart building and energy management 13/11 Tax tips
22	22/11/2024	12/11/2024	Hall and commercial construction Healthcare and ergonomics Special supplement "Workwear and Occupational Safety 2024" (together with handwerk magazin)	20/11 Workwear and occupational safety 27/11 Healthcare and ergonomics
23	06/12/2024	26/11/2024	E-bikes in the skilled crafts sector Finances	04/12 Finances 11/12 E-bikes for skilled crafts
24	20/12/2024	10/12/2024	Use of AI in the skilled trades Outlook on mobility 2025	18/12 Outlook 2025

SPECIAL SUPPLEMENTS



Circulation: approx. 575,000 copies
Distribution: nationwide

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



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

IN THE COMBINATION OF HANDWERK MAGAZIN AND DEUTSCHE HANDWERKS ZEITUNG



SUSTAINABILITY AS A SUCCESS FACTOR IN THE SKILLED CRAFTS SECTOR

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

NEW MOBILITY

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

WORKWEAR AND OCCUPATIONAL SAFETY

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

Newsletter date and runtimes for Medium Rectangle and Radio Spot on request.

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

All prices plus statutory VAT.

Exclusively placed ads

Format	Type area formats width x height in mm	Prices multicolor
1/1 page	320 x 472 (2.832 text millimeters)	€ 65,419.20
Magazine format	212 x 280	€ 35,638.40
Minimum volume 857 text millimeters	maximum 212 x 214 or 158 x 285 oder otherwise possible after consultation	€ 26,309.90

Stripe and corner field ads in the text part:

mm prices*		multicolor
858 to 1,150 text millimeters	strips = 143 to 191 mm or corner field 4-column up to 287 mm high	€ 31.82
1,151 to 1,439 text millimeters	strips = 192 to 239 mm	€ 26.40
from 1,440 text millimeters	strips from 240 mm height	€ 23.10

*The conversion factor 1.1666 only serves to determine the quantity discount.

Specifications	1-column	2-columns	3-columns	4-columns	5-columns	6-columns
6 columns of text, each 50 mm wide	50 mm	104 mm	158 mm	212 mm	265 mm	320 mm

Page volume: 2,832 text millimeters

Standard formats (exclusively placed ads)



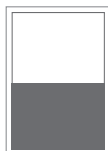
1/1 page
width 320mm
height 472mm

multicolor € 65,419.20



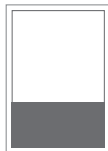
2/1 page panorama
width 669mm
height 472mm

multicolor € 140,184.00



width 320mm
height 240mm

multicolor € 33,264.00



width 320mm
height 160mm

multicolor € 30,547.20

Deutsche Handwerks Zeitung

504,616 copies distr. (IVW 2/23)

+ handwerk magazin

70,100* copies distr. (IVW 2/23)

= Entrepreneurial combo

Distribution in total:

574,716 copies

10 % Entrepreneurial combo discount
for ads from the same campaign in the
same period

Special formats (exclusively placed ads)



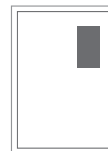
Magazine format approx. DIN A4
width 212mm
height 280mm

multicolor € 35,638.40



Double magazine
width 453mm
height 280mm

multicolor € 66,528.00



Text part ad* (surrounded by text on three sides), column
width 50 mm (only 1-column possible)

After consultation with the publisher

mm price bw € 47.86

multicolor € 55.38

width 50mm

max height 100mm

multicolor € 5,538.00

*not alone on one page



Title header ad

width 50mm

height 55mm

flat rate

multicolor € 7,135.00



Flying Page

4x

width 150mm

height 472mm

multicolor € 140,184.00

*thereof 3,283 e-papers | All prices plus statutory VAT.

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

Ads in the ad section

Type area and print format width x height	Column width mm	Column count	Ad section	
			mm price b/w	mm price multicolor
320x472 mm	42	7	€ 13.35	€ 19.80

Category ads:
Prices per millimeter
(only complete edition)

Commercial classified ads € 13.25 colored

Advertisements, tenders, real estate through brokers, dealer ads, order requests, business connections, sales etc.

Occasional advertisements
(not eligible for commission or discount)
Sales, wanted ads, real estate (private)

Job advertisements
Job offers (non-commercial)
Job searches

Marriage/acquaintances
Education advertisements
Tourism advertisements

€ 8.23 colored

Number and delivery fee:

€ 5.50

Partial assignments: possible in 23 regional issues, see page 14

Newspaper advertisement additional 4 weeks online at www.dhz-anzeigenmarkt.de

Surcharge: € 36.20

The internet marketplace of Germany's largest crafts newspaper is always available.

With your online ad, you can meet a lot of interested parties from the crafts sector and medium-sized companies. And without risk (no automatic renewal).

Frequency: 21 times a year (including 3 double issues)
Ad deadline: 10 days before publication, see schedule of publication on pages 8 + 9
Terms of payment and bank details: Within 14 days from the invoice date without deduction
VAT No. DE 129 204 092

Sparkasse Schwaben-Bodensee
IBAN: DE50 7315 0000 0000 1017 09, BIC: BYLADEM1MLM

Discounts: for purchase within one insertion year

Quantity discounts		Quantity scale C	
for 3 ads	5 %	1,000 mm lines	3 %
for 6 ads	10 %	3,000 mm lines	5 %
for 12 ads	15 %	5,000 mm lines	10 %
for 21 ads	20 %	10,000 mm lines	15 %
		20,000 mm lines	20 %

Supplement prices are not discountable.
Surcharges for color and placement are discounted.

Placement surcharges: For binding placement requirements 10 %

Planning tip!
Combo offer for entrepreneurs:

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

All prices plus statutory VAT.

7 ad columns each 42 mm wide	1	2	3	4	5	6	7
	42 mm	88 mm	134,5 mm	181 mm	227.5 mm	273.5 mm	320 mm

Page volume: 3,304 text millimeters

Print runs and millimeter prices of regional editions (advertising section)

Baden-Wuerttemberg	copies	b/w	multicolor
Freiburg	15,600	€ 2.83	€ 4.10
Karlsruhe	20,300	€ 2.83	€ 4.10
Konstanz	13,100	€ 2.49	€ 3.59
Mannheim	14,100	€ 2.49	€ 3.59
Heilbronn	11,700	€ 2.49	€ 3.59
Reutlingen	12,600	€ 2.49	€ 3.59
Stuttgart	26,700	€ 2.83	€ 4.10
Ulm	19,800	€ 2.83	€ 4.10
Baden-Wuerttemberg Combo	133,900	€ 9.94	€ 14.39

Bavaria	copies	b/w	multicolor
Middle Franconia/Nuremberg	22,700	€ 2.83	€ 4.10
Lower Bavaria/Passau and Upper Palatinate/Regensburg	41,900	€ 3.15	€ 4.55
Upper Bavaria/Munich	76,000	€ 3.97	€ 5.74
Upper Franconia/Bayreuth	16,700	€ 2.83	€ 4.10
Swabia/Augsburg	30,400	€ 2.83	€ 4.10
Lower Franconia/Wuerzburg	20,000	€ 2.83	€ 4.10
Bavaria Combo	207,700	€ 10.65	€ 15.40

Hesse	copies	b/w	multicolor
Rhine-Main (Frankfurt and Darmstadt)	33,100	€ 3.15	€ 4.55
Kassel (with Fulda)	17,900	€ 2.83	€ 4.10
Wiesbaden	27,000	€ 2.83	€ 4.10
Hesse Combo	78,000	€ 6.85	€ 9.90

Saxony, Saxony-Anhalt, Thuringia	copies	b/w	multicolor
Chemnitz	21,900	€ 2.83	€ 4.10
Dresden	21,500	€ 2.83	€ 4.10
Erfurt	14,100	€ 2.83	€ 4.10
East Thuringia/Gera	9,200	€ 2.49	€ 3.59
Halle	13,500	€ 2.83	€ 4.10
South Thuringia/Suhl	6,800	€ 2.49	€ 3.59
Saxony, Saxony-Anhalt, Thuringia Combo	87,000	€ 8.92	€ 12.90

Special prices for other combinations

Saxony (Chemnitz/Dresden)	43,400	€ 4.80	€ 6.93
Thuringia (Erfurt/Gera/Suhl)	30,100	€ 4.80	€ 6.93

Type area:

472 mm high / 320 mm wide
Display section: 7 columns, each 42 mm wide (= 3,304 mm)

Bookings of several regional editions (does not apply to combination prices):

2 regional editions less 5 %,
3 regional editions less 10 %,
4 regional editions less 15 %,
5 regional editions less 20 % on the millimeter prices of the booked regional editions for advertisements (without text changes).

If there are more than 5 regional editions (without text change), the millimeter price of the total edition applies.

Several regional editions with text change upon request (exchange costs).

All prices plus statutory VAT.

Quantity discounts	Quantity scale C
for 3 ads 5 %	1,000 mm lines 3 %
for 6 ads 10 %	3,000 mm lines 5 %
for 12 ads 15 %	5,000 mm lines 10 %
for 21 ads 20 %	10,000 mm lines 15 %
	20,000 mm lines 20 %

Supplement prices are not discountable.
Surcharges for color and placement are discounted.

Placement is based on the regional classification. In case of overbooking and corresponding capacity utilization, regional ads can also be placed on other pages (alternate pages). This is at the publisher's discretion.

Special / individual placements such as corner field advertisements / alternating pages are only possible upon request. A placement surcharge of 15 % will be charged.

Inserts: see page 15

Printing details: see page 16

New! Regional job ads (non-commercial) in up to 5 regional editions:

Millimeter price b/w: € 2.00; color: € 2.50

From 6 regional editions on, the national prices apply.

Inserts:	Total or partial occupancy weight	Price %
	up to 10 g	€ 195.–
	up to 20 g	€ 200.–
	up to 30 g	€ 210.–
	Heavier inserts upon request	
	Enclosed items from 3 mm thickness cause additional postage costs.	
	Supplement prices are not discountable.	
	All prices plus statutory VAT.	
Format:	Maximum 230 x 330 mm / minimum 148 x 105 mm, larger formats possible with appropriate folding	
Samples:	The insert order becomes binding for the publisher only after presentation of an original insert sample (5-fold) and its technical processing check.	
Editions:	Total circulation: 505,000 copies	
	Requirements for regional editions: see page 14*	
	*Ask the publisher for the latest numbers.	
Booking options:	Only complete regional issues can be booked – partial booking of a regional issue is not possible.	
Industry inserts:	Construction/expansion	approx. 225,000 copies
	Metal	approx. 30,000 copies
	Wood	approx. 85,000 copies
	Vehicles	approx. 35,000 copies
	PHAC	approx. 30,000 copies
	Electro	approx. 35,000 copies
		Minimum circulation: 30,000 copies – other sectors and combination with 'handwerk magazin' upon request
Final date for inserts:	14 days before final date of advertisements	
Delivery date:	on final date of advertisements, but not before	
Delivery slip:	The supplier is obliged to submit a delivery slip.	

Delivery address:	Presse-Druck- und Verlags-GmbH Augsburg, password DHZ no. ..., Curt-Frenzel-Str. 2 86167 Augsburg, Germany
Pages:	The non-folded, straight-edged pages should feature a height of 10 to 12 cm, for a good grip by hand. Preliminary sorting, because of pages that are too thin, should not be necessary. Individual pages may not be tied up or packaged. The maximum pallet height is 130 cm including the pallet.
Exclusion of competition/ sole allocation:	not possible
Types of folding styles:	Multipage inserts can only be processed as cross folds, letter folds or half folds. Z-fold (\/\) and gate fold (\~/), as well as circle, oval or similar kinds of special folds, cannot be processed. Multipage inserts with formats larger than DIN A5 must be folded on the long side.
Inserts with further glued inserts or product samples:	Post cards are generally to be glued to the inside of inserts, in line with the fold, at the top or bottom of the insert. An arrangement with the publisher is necessary for all inserts with products glued on the outside of the samples, more specifically, with stuck-on product samples.
Terms and conditions:	For the processing of orders, the price list no. 71 and the terms and conditions of the publisher shall apply.

**Please be sure to observe the maximum format specified.
Deviations, especially overlapping formats cause additional postal costs, which we will charge additionally.**

Frontpage postcard

from € 195.00 %
(plus additional postage fees)

Print:	Rotary offset printing according to DIN ISO 12647-3:2013
Tonal range:	3- 97 % (printing tonal range)
Max. total ink application:	240 %
Print increase at 40 % halftone value:	26.1 % according to DIN ISO 12647-3
Bleed:	Not possible
Raster:	48 l/cm
Start full tone:	At 92 % according to DIN ISO 12647-3
Stroke weights:	Negative lines min. 0.1 Positive lines min. 0.1 Raster lines min. 0.5 mm
Paper:	52 g, machine smooth, newsprint, bright white
Print order:	Cyan, Magenta, Yellow, Black
Printing documents in digital form:	Via e-mail, possibly with a download link sent to disposition@holzmann-medien.de, reference proofs are not created. Spot colors can be obtained from the corresponding C/M/Y/K values.
Files:	print-optimized PDF file, (version 1.4) proof (color binding) with media wedge
File resolution:	300 dpi bitmaps / stroke 1,270 dpi

As of 10/2023

Attention with color
displays:

For technical reasons, additional colors are printed from the process colors cyan, magenta, yellow and black and may therefore differ from the color fan. Process-related color variations do not entitle to compensation. When creating artwork with HKS-Z colors, the correct spelling (e.g. HKS05 or HKS13) and the CMYK values defined for it in the color fan created by Pressedruck Augsburg must be observed. Decisive for the quality of the print reproduction is compliance with DIN ISO 12647-3 in conjunction with **"WAN-IFRANewspaper 26v5"** when converting from RGB to CMYK. Information on the standard as well as the color profile for download can be found at www.wan-ifra.org. No binding color reproduction can be guaranteed without delivery of a proof on paper corresponding to the object (newsprint). Control proofs are not created. Complaints due to incorrect data / documents cannot be accepted by the publisher. Order with copy of advertisement in advance to Holzmann Medien, Media Sales & Services DHZ, Gewerbestr. 2, 86825 Bad Woerishofen, Germany.

Detailed information on print documents is available by calling +49 8247 354-178

Data delivery:

disposition@holzmann-medien.de

Circulation monitoring: 

Circulation analysis: Copies per issue as an annual average
(July, 1 2022 to June, 30 2023)

Print run	505,996	
Total circulation:	505,296	
Paid circulation:	503,651	
Copies subscribed:	498,607	thereof member copies: 498,192
Other sales:	5,044	
Single-copy sale:	0	
Free copies:	1,645	
Remaining, file and archived copies:	700	

Geographical distribution analysis:

Economic region	Proportion of the total circulation	
	%	Copies
National	99.97	505,152
Abroad	0.03	144
Total circulation	100.00	505,296

Distribution according to the
Nielsen regions/Federal states:

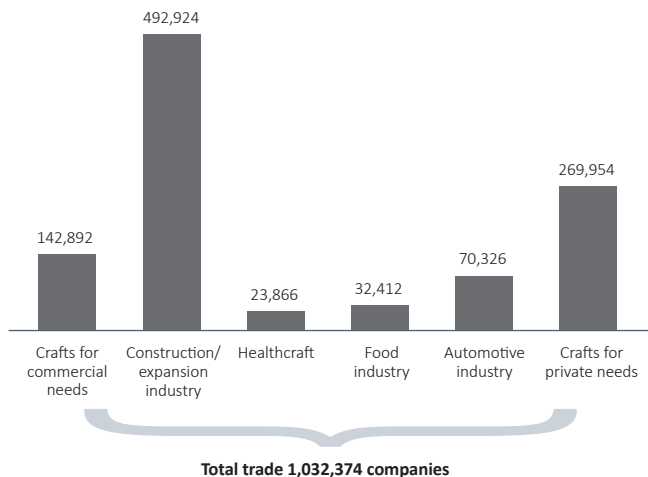
Proportion of the total circulation
% Copies

Nielsen region I		
Schleswig-Holstein	0.01	51
Hamburg	0.02	101
Lower Saxony	0.04	202
Bremen	0.00	0
Nielsen region II		
North Rhine-Westphalia	0.10	505
Nielsen region IIIa		
Hesse	15.30	77,288
Rhineland-Palatinate	0.03	152
Saarland	0.00	0
Nielsen region IIIb		
Baden-Wuerttemberg	26.24	132,552
Nielsen region IV		
Bavaria	40.90	206,607
Nielsen region V		
Berlin	0.05	253
Nielsen region VI		
Brandenburg	0.03	152
Mecklenburg-West Pomerania	0.02	101
Saxony-Anhalt	2.79	14,094
Nielsen region VII		
Saxony	8.53	43,089
Thuringia	5.94	30,005
Total circulation national	100.00	505,152

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

WZ 2008 Code	Recipient groups according to classification of industrial sectors	Proportion of the total circulation	
		%	Copies
	Commercial production		
10-12	Production of food and animal feedstuffs/drink/tobacco products	5.35	27,026
13-15	Production of textiles, clothing, leather, leather goods and shoes	2.99	15,104
16	Production of wood, wicker, basket and cork goods (excl. furniture)	5.14	25,965
17-18	Production of paper, cardboard and goods made of that material, printed matter	0.27	1,364
19-22	Coke and mineral oil processing/production of chemical, pharmaceutical products, rubber and plastic goods	0.21	1,061
23	Production of glass and glass products, ceramics, treatment of stone and earth	1.27	6,415
24-25	Production and machining of metal/fabrication of metal products	5.22	26,369
26-27	Production of data processing devices, electronic and optical products, electrical equipment	2.60	13,134
28	Mechanical engineering	0.97	4,900
29-30	Manufacture of motor vehicles and spares/miscellaneous vehicle construction	0.74	3,738
31	Manufacture of furniture	0.35	1,768
32-33	Manufacture of miscellaneous goods/repair and installation of machinery and equipment	3.47	17,529
	Building industry		
41	Building construction	11.79	59,557
42	Civil engineering	1.11	5,607
43	Preparatory construction work, building technical installations and other commercial fitting and decorating work	30.27	152,910
	Business trade		
45	Trade in vehicles; maintenance and repair of vehicles	5.58	28,187
46	Wholesale trade	0.18	909
47	Retail trade	0.72	3,637
	Service industries		
62-63	Providers of information technology services/information services	0.02	101
64-66	Financial services/insurance industry/associated activities	0.06	303
69-73	Consultation/planning/advertising	0.15	758
811/812/960	Cleaning industry	5.47	27,632
9602	Hair and cosmetic salons	10.77	54,405
49-53/55-61/68/74-80/82/ 90-93/95/97-98	Other service industries	4.19	21,166
	Public facilities		
38	Collection, treatment and removal of waste	0.02	101
84	Public authorities	0.16	808
85	Education and teaching	0.10	505
94/99	Special interest groups	0.42	2,122
	No information	0.41	2,071
	Abroad (not ascertained)	100.00	505,152
	Total circulation		505,296

Number of businesses by trade group

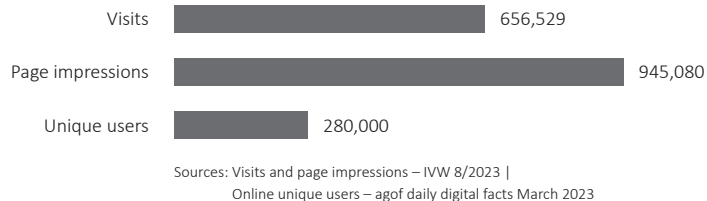


Source: Bavarian Crafts Day May 2023

Performance data: 1,032,374 companies of all sizes
 Investment potential: around € 18.5 billion annually
 Annual turnover: € 724.7 billion
 Jobs: 5,261,600
 Training rate: 8.9 % (= proportion of trainees among all employees with social insurance)
 Boost for medium-sized businesses: non-overlapping print coverage 'Deutsche Handwerks Zeitung' and 'handwerk magazin': 663,000 readers per issue according to AWA 2023*

* (Allensbacher Werbeträgeranalyse)

Online reach deutsche-handwerks-zeitung.de



Gender user share in percent



Quelle: agof daily digital facts March 2023



DIGITALLY.

OUR BRANDS IN THE handwerks-channel



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

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

DIGITAL REACH



Online reach

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



Newsletter

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



Social Media

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

OUR TARGET GROUPS



Self-employed entrepreneurs
from SMEs and trades



Managers
and decision makers



Screed and
industrial floor industry



HVK industry



Glass, window, facade,
metal industry



Meat
sector



Sun protection and
gates industry



Natural stone
sector



Flooring
sector

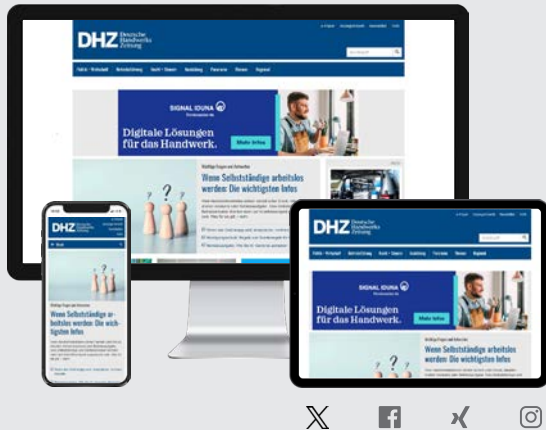


Textile care
sector

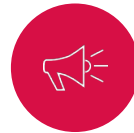


Cleaning industry

deutsche-handwerks-zeitung.de AT A GLANCE



DAILY NEWS FROM BUSINESS AND POLITICS FOR ENTREPRENEURS FROM THE CRAFTS SECTOR



Online reach
656,529 visits
945,080 page impressions
(IVW 08/2023)



Of which mobile reach
354,350 visits
417,935 page impressions
(IVW 08/2023)

CAMPAIGN PLANNING

Click here for the virtual DHZ Digital Portfolio and of course a lot of best practice examples.

[DHZ Digital Portfolio](#)

DISPLAY ADVERTISING



ADVERTISING SPACE XXL

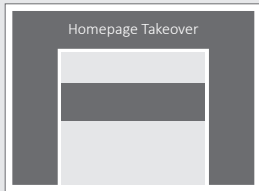
DYNAMIC SITEBAR

CPM € 170.–

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

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

Delivery: Desktop

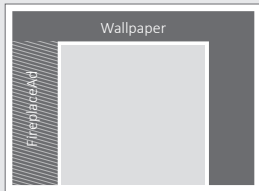


HOMEPAGE TAKEOVER

CPM € 190.–

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

Delivery: Desktop



WALLPAPER

CPM € 145.–

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

Delivery: Desktop

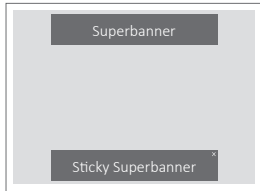
FIREPLACEAD

CPM € 180.–

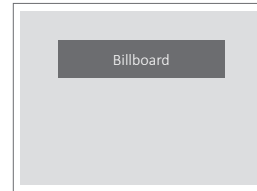
Combination of two Skyscrapers and the Superbanner. The FireplaceAd frames the website on three sides. When scrolling, the Skyscrapers on the left and right are sticky.

Delivery: Desktop

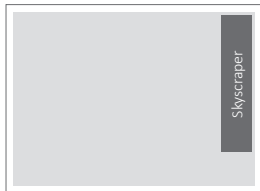
Strong performance and branding formats. Played out in the field of high-quality content.



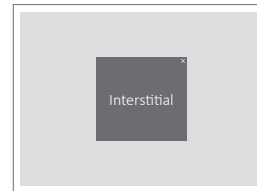
Superbanner CPM each € 90.–
Sticky Superbanner (728 x 90 pixels) CPM each € 110.–
 Attention-grabbing advertising format with full-surface presence, top or bottom. Use in the immediately visible area with great creative scope for design.
 Delivery: Desktop, tablet



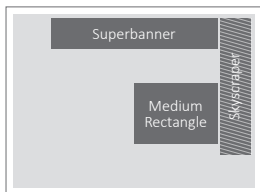
Billboard (940 x 250 pixels) CPM € 170.–
 Large format, positioned between navigation and content with plenty of space for design and information. A prominent stage for your advertising message.
 Delivery: Desktop



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

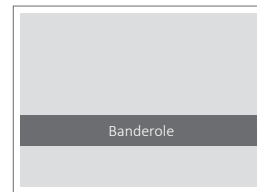


Interstitial (300-550 x 250-400 pixels) CPM € 130.–
 Fade-in takes place directly above the content when the website is called up.
 Delivery: Desktop, tablet



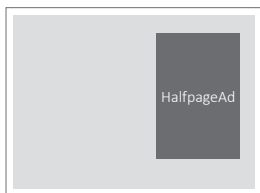
TandemAd CPM € 140.–
 Simultaneous playback of two classic advertising formats within the same page impression.
 Delivery: upon request

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



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

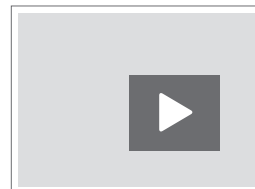
One format – all devices! Whether desktop, tablet or smartphone.



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

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

Delivery: Desktop, tablet, mobile

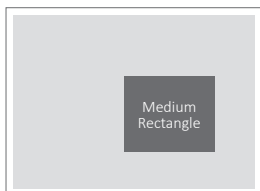


VideoAd (300 x 250 pixels) **€ 5,410.–**

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

Duration: 4 weeks

Delivery: Desktop, tablet, mobile



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

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

Delivery: Desktop, tablet, mobile

DHZ very specifically.

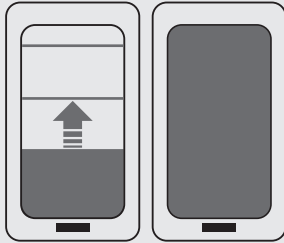
CPM markups: € 10.– for targeting | € 10.– for frequency capping

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

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



MOBILE ADVERTISING

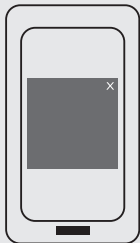


EVEN ON THE SMALLEST SCREENS

MOBILE INTERSCROLLER

CPM € 170.–

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



MOBILE INTERSTITIAL

CPM € 135.–

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

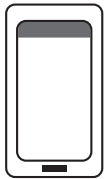
Target mobile users for your device optimized campaign.

Mobile MMA Banner

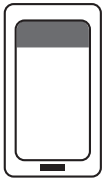
		CPM
MMA 6:1:	300-320 x 50 pixels	€ 90.–
MMA 4:1:	300-320 x 75 pixels	€ 95.–
MMA 2:1:	300-320 x 150 pixels	€ 105.–
MMA 1:1:	300 x 250 pixels (Medium Rectangle)	€ 110.–
HalfpageAd:	300 x 600 pixels	€ 120.–

Mobile MMA Banner sticky

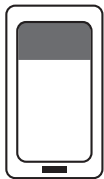
		CPM
MMA 6:1 sticky:	300-320 x 50 pixels	€ 95.–
MMA 4:1 sticky:	300-320 x 75 pixels	€ 100.–



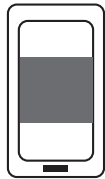
MMA 6:1



MMA 4:1



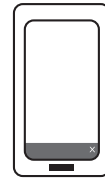
MMA 2:1



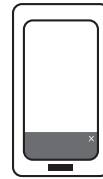
MMA 1:1



HalfpageAd

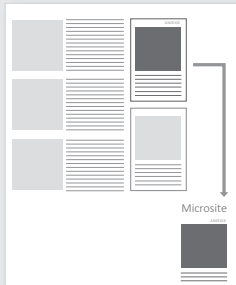
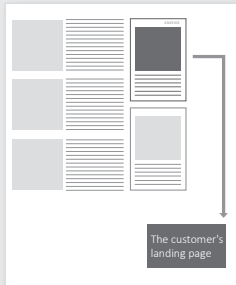


MMA 6:1



MMA 4:1

CONTENT MARKETING



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

NATIVEAD OUT

- Image-text ad that is designed in the look & feel of an editorial post and is marked as an advertisement.
- NativeAd Out links to an external landing page.
- Placement: in content or sidebar
- Duration: min. 4 weeks
- Reporting: end of runtime (AdImpressions and clicks)
- [Example 1](#) | [Example 2](#)

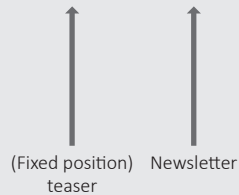
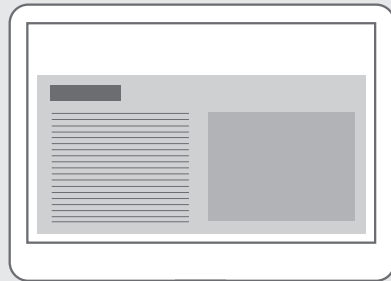
Price: from € 4,050.–

NATIVEAD IN

- Image-text ad 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 € 6,050.–

CONTENT MARKETING



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.

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

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

- **Example**

The advertorial is flanked by numerous traffic push measures to redirect our users to the microsite.

Traffic push elements:

- (Fixed position) teaser
- Content ads in the newsletter

Premium – Traffic push:

- Optionally available for € 1,490.–

Price: from € 15,750.–
plus costs for traffic push and technical set-up

Extend reach | Crafts XXL.

- on the B2B trade portals of the individual trade titles
- across the entire handwerks-channel



DHZ-NEWSLETTER AT A GLANCE



NUMBERS, DATA, FACTS



Subscribers

29,179 (own count,
as of 07/08/2023)



Sending frequency

workdays
(Mon. to Fri.)



Reporting

automated
after seven days

Newsletter topics.

The topics can be found from page 8.



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

Name: DHZ-Newsletter

Brief description: The weekly DHZ newsletter offers recipients tax tips, changes in the law, industry reports from the trade and current information from the fields of business management, commercial vehicles, training, marketing, digitization and finance.

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

Frequency: Monday to Friday | Focus topic every Wednesday

Subscribers: 29,179 (own count, as of 07/07/2023)

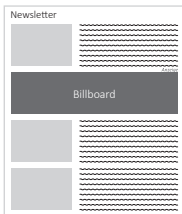
The main topics can be found starting on page 8.

The digital marketing network **handwerks-channel** bundles 11 craft websites and 13 newsletters.



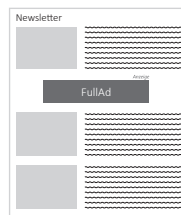
ContentAd
€ 940.– per broadcast

Image-text ad that is designed in the look & feel of an editorial article and marked as an advertisement. You have 50 characters for the headline and 350 characters of continuous text at your disposal to optimally communicate your advertising message. This format provides three external links: headline, logo, and body text.



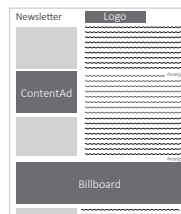
Billboard (600 x 240 pixels)
€ 1,030.– per broadcast

Large and prominent format with plenty of space for design and information, which is placed between high-quality content / articles. Brand awareness guaranteed! The billboard is exclusive, i.e. it appears only once in the newsletter and links to an external landing page (e.g. your company website).



FullAd (468 x 60 pixels)
€ 850.– per broadcast

Image ad, which is placed between the editorial contributions. The FullAD links to an external landing page (for example, your company website).



Newsletter Exclusive Sponsoring
€ 1,165.– per broadcast (not available on Wednesdays)

"One day – One client!" 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. Attention: not available on Wednesdays!

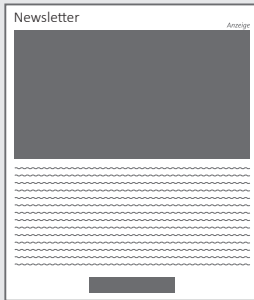
CTR-Star.

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

TOP 1 placement: € 50.00 surcharge



STANDALONE



PLACE YOUR MESSAGE EXCLUSIVELY DIRECTLY INTO THE INBOX OF YOUR TARGET GROUP!

OUR CONTACTS – YOUR CONTENT!

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

Your benefit:

- Attention in the target group relevant to you
- No wastage
- Contact quality: Qualified traffic for your website/offer
- Prominent and exclusive representation without competitors
- Higher acceptance through co-branding with our media brand
- Full transparency and measurability through our reporting
- 25,000 high-quality contacts, direct target group access
- Individual shipping date

Price per mailing: € 9,990.–

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

Performance Miracle.

Successful form of advertising in the field of newsletter advertising



GOOD TO KNOW



DISCOUNTS

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

Discounts valid for display and mobile advertising

CPM MARKUPS

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

BILLING MODE

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

MONITORING OF SUCCESS

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

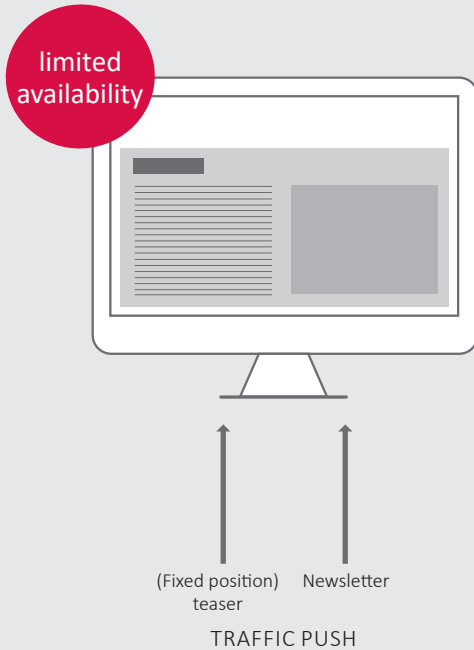
TECHNICAL SPECIFICATIONS

Specs.



LEADS.

LEADS



WHITEPAPER

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

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

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

PRICE:

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

Basic Lead | CPL € 50.–

- E-mail address

Advanced Lead | CPL € 150.–

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

Premium Lead | CPL € 250.–

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

LEADS

CRAFT
SPECIAL



Advent calendar 2022

GET VALUABLE B2B LEADS AT CHRISTMAS TIME.

ADVENT CALENDAR

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

Sponsoring	Price
1 advent calendar door	€ 1,550.–
2 advent calendar doors	€ 2,500.–
4 advent calendar doors	€ 4,400.–
3 advent calendar doors + 24th of December	€ 5,250.–

SPONSORING PARTNER IN 2 STEPS

1. Selection of your desired day(s).
2. Provision of one or more prizes per day.

YOUR BENEFIT

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

Factsheet



MOTION PICTURE.

VIDEO



REACH YOUR TARGET AUDIENCE WITH A POWERFUL VIDEO MESSAGE.

VIDEO PRODUCTION

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

Video formats:

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

Video production includes:

- Concept
- Video shoot
- Editing and post production
- Publication of the video on a 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.

Trade fair review.

Interview.

VIDEO PRODUCTION | EXAMPLES

Trade fair talk

Exklusive video of the customer's booth

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

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

Product presentation / on-site report

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

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

Image or event video

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

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

* plus travel expenses



AUDIO.

PODCAST

CRAFTS



Listen now .

DHZ Wochenrückblick – NEWS FOR THE CRAFT INDUSTRY

Frequency: weekly (Fri.)

Length of episode: approx. 3:00 minutes

Description:

The online editorial team provides business owners a quick overview of the most important news of the past seven days.

Available on the following streaming platforms:

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

PODCAST ADVERTISING

Sponsorship (customer name + claim at the beginning of the podcast): € 990.–

Mid-roll spot up to 15 seconds length: € 1,040.–

Sponsorship + mid-roll + sponsoring reference in the shownotes: € 1,660.–

Podcast Advertising.

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





YOUR COMPETENT PARTNER FOR BUSINESS AND TRADE MEDIA



CONTACTS

Regions

Bavaria, Baden-
Wuerttemberg, Berlin,
new federal states

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

North Rhine-Westphalia
without Münster, Osnabrück
and East Westphalia

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Saarland

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Fax +49 8247 354-4177
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