



Trade Magazine 3

Website 24

Newsletter 27

53,240 Readers per Copy

Content

Page

In-House Contacts

TRADE MAGAZINE

Portrait	5
Circulation and Distribution	
Analysis	6
Readership Analysis	7
Rate Card	11
Editorial Schedule	18

WEBSITE

malerblatt.de	24
malerblatt-wissen.de	25

NEWSLETTER

27

Advertising Manager

Carola Gayda
Phone +49 711 7594-432
carola.gayda@konradin.de

Account Manager

Marion Binder
Phone +49 711 7594-426
marion.binder@konradin.de

Order Management

Henrike Henke
Phone +49 711 7594-317
henrike.henke@konradin.de

Konradin Medien GmbH

Ernst-Mey-Straße 8
70771 Leinfelden-Echterdingen
Germany
Advertising fax
+49 711 7594-1432



Malerblatt

Malerblatt is a modern trade magazine offering well-researched and opinion-forming reporting that is clearly laid out and well structured. For advertisers, the clear layout provides an optimal space for advertising placement. With its multimedial offer Malerblatt meets the information requirements of the market and is available on all communication channels.

Malerblatt plus

Exclusive special publication under the umbrella brand of Malerblatt. The supplement is developed and realized for our customers in close collaboration with our editorial team. Malerblatt plus allows you to communicate with your target group at the very highest level.



Malerblatt Internet Guide

The Media Guide for painters and plasterers presents a selection of the industry's most important websites, apps and videos. The 13th edition of the Guide will be published in 2017 with fully updated contents.

As well as the printed version, the cross-media Internet Guide is available as an e-paper and an online database with optimized search functions.

NEW

Video Guide with interesting YouTube channels of the industry.



www.malerblatt.de

Like the trade magazine, the website covers the entire spectrum of industry-relevant information.



Social Media

www.facebook.com/Malerblatt
www.twitter.com/malerblatt
Editorial diary, platform for the unusual and the ideal forum for a direct exchange with Malerblatt doers and industry people.



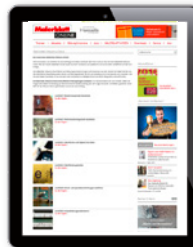
www.malerblatt-wissen.de

The knowledge database for paint and plastering crafts offers access to basic trade knowledge, background information, reference objects and extensive product worlds.



Newsletter

Malerblatt-News
Every Wednesday, the Malerblatt newsletter carries topical news to 9,800 recipients. The monthly survey is particularly popular.



Malerblatt Wissens-Check

The knowledge check allows apprentice painters to improve their knowledge and prepare for their apprenticeship theory exams. It features all the official exam questions arranged by category.

and more ...



2019 Marketing Award
Malerblatt is looking for a marketing professional and will reward the smartest marketing activities in the paint trade.

Market research
Malerpanel: Twice a year, Malerblatt conducts market surveys on trends and current topics in the industry.

Webinar
Webinars are a modern form of knowledge transfer through dialogue with potential customers.

Address rental
We offer you efficient ways of making qualified and attractive business contacts.

01 Title:	Malerblatt
02 In brief:	Malerblatt inspires and informs managers in the painting and plastering trades with examples of high-quality design and well-researched specialist and management articles together with current industry news. Malerblatt forms opinions and supports companies in the industry in making decisions in all aspects of their business. The Malerblatt product family reaches its target group across every media channel. The portfolio includes the trade magazine in both print and digital subscriptions, the malerblatt.de and malerblatt-wissen.de websites, the weekly newsletter, Wissens-Check and its social media presence.
03 Target group:	Painters, plasterers, interior decorators, building contractors, renovation companies, decorators' merchants, the supply industry, colleges, associations
04 Frequency:	12 issues per year
05 Format:	DIN A4
06 Year:	88th year 2017
07 Subscription price:	Annual subscription: Germany € 133.20 Abroad € 139.20
08 Organ:	Organ of the national guilds of Rhineland-Palatinate, Hessa, South Baden
09 Memberships:	—
10 Publishing house:	Konradin Medien GmbH
11 Publisher:	Katja Kohlhammer
12 Advertising:	Carola Gayda, Advertising Manager

13 Editorial:	Martin Mansel, Editor-in-chief Phone +49 711 7594-498 martin.mansel@konradin.de		
	Andreas Ehrfeld Phone +49 711 7594-496 andreas.ehrfeld@konradin.de		
	Susanne Sachsenmaier-Wahl Susanne Wierse Carola Neydenbock		
14 Pagination analysis 2015 = 12 issues		998 pages	= 100.0%
Circulation:			
Editorial section:		756 pages	= 75.8%
Advertising section:		242 pages	= 24.2%
of them:			
Classified ads:	4 pages		
Bound inserts:	30 pages		
Loose inserts:		22 pieces	
15 Content analysis of editorial content 2015		756 pages	= 100.0%
News		100 pages	= 13.2%
Shape & colour		83 pages	= 11.0%
Technology & materials		128 pages	= 16.9%
Dry construction & interiors		46 pages	= 6.1%
Business & market		137 pages	= 18.1%
Education & further training		68 pages	= 9.0%
Malerblatt Special		91 pages	= 12.0%
Associations, books, events		39 pages	= 5.2%
Others		64 pages	= 8.5%



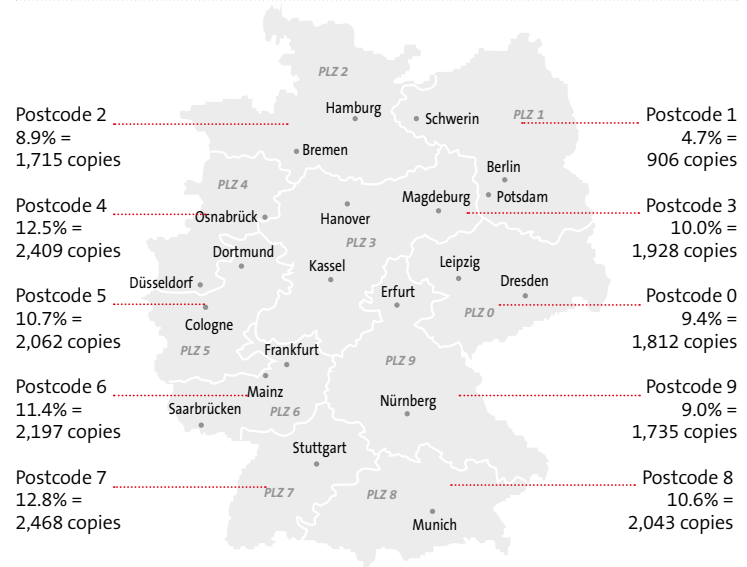
01 Audited by:

02 Circulation analysis: Average copies
(July 1, 2015 to June 30, 2016)

Print run:	19,700		
Actual circulation:	19,620	<i>of them abroad:</i>	345
Sold copies:	7,997	<i>of them abroad:</i>	272
• Subscriptions:	4,282	<i>of them for members:</i>	–
• Retail sale:	–		
• Other sales:	3,715		
Free copies:	11,623		
Residual/archive copies:	80		

03 Geographical distribution analysis:

Economic area	Share of total distributed copies %	Copies
Germany	98.2	19,275
Abroad	1.8	345
<i>comprising</i>		
Austria	21.1	73
Switzerland	29.3	101
<i>other foreign countries</i>	49.6	171
Actual circulation	100.0	19,620

3.1 Circulation by postcode regions:
Percentage of actual circulation

Summary of the survey method:

1. Method: File-based recipient-structure analysis – total circulation
2. Population: Actual circulation
3. Sample: Total circulation
4. Target persons of the study: Recipients of the magazine
5. Study period: June/July 2016
6. Survey completed by: Konradin Media Group

1.1 Industries/industrial sectors: recipient groups Acc. to classification of industrial sectors 2008	Readers per copy	
	%	Proj. ca.
Painting companies, total	70.3	37,400
without shop premises	55.6	29,580
with shop premises	14.7	7,820
Plastering companies	3.2	1,690
Building industry e.g. redevelopment, preservation of buildings	6.3	3,380
Paint supply trade incl. coatings, wall and floor coverings home fabrics, buying co-operatives	2.8	1,480
Supply industry/manufacturers	3.5	1,900
Schools, vocational schools, institutes	4.8	2,530
Federations/guilds	2.4	1,270
Others e.g. interior decorators, restoration, exhibition-stand construction, shop fitting	5.9	3,170
No information	0.8	420
	100.0	53,240

1.2 Company size:	Readers per copy	
	%	Proj. ca.
1–2 employees	14.3	7,610
3–4 employees	25.0	13,310
5–9 employees	30.9	16,460
10–19 employees	15.5	8,250
20–49 employees	9.1	4,840
50–99 employees	1.2	640
100 and more employees	4.0	2,130
	100.0	53,240

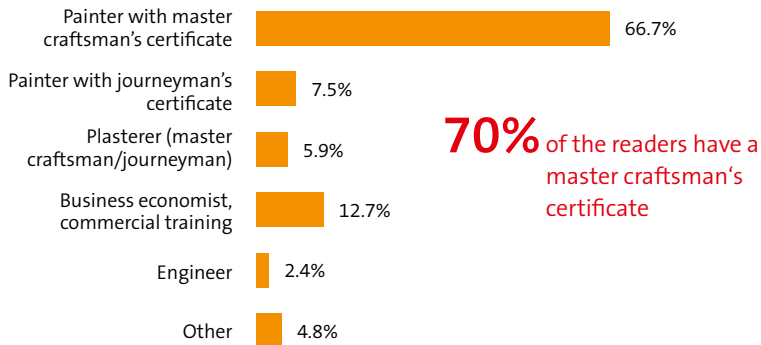
Service portfolio of the companies:

	Readers per copy	
	%	Proj. ca.
Coating, painting	95.6	50,920
Wallpapering, wall covering	89.3	47,540
Facade works	76.6	40,780
Insulating	69.0	36,760
Floor coating	72.2	38,450
Floor covering	68.3	36,340
Plaster and stucco work	57.1	30,420
Thermal insulation systems	65.9	35,070
Dry construction	58.7	31,270
Scaffolding	21.0	11,200
Decoration with home textiles, interior decorating	31.7	16,900
Corrosion protection	28.6	15,210
Concrete repair	19.4	10,350
Church painting, restoration, gilding	29.0	15,420
Roof coating	19.0	10,140
Stretched ceilings	7.5	4,010
Sun protection	6.3	3,380
Multiple answers	100.0	53,240

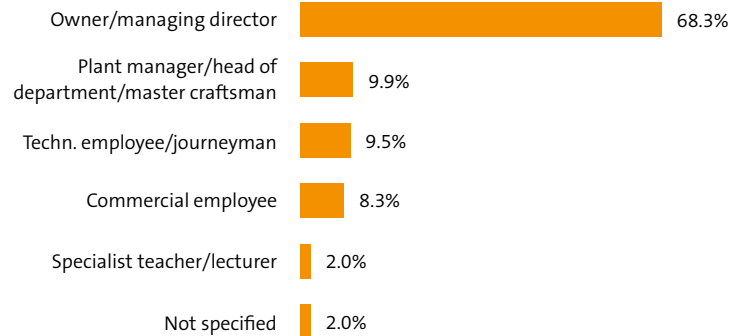
Summary of the survey method:

1. Method: Readership analysis by telephone survey – sample survey
2. Population: 19,620 = 100.0%
3. Sample: 252 net interviews
4. Target persons of the study: readers per copy (RPC)
5. Study period: July 2016
6. Survey completed by: Foerster & Thelen, Bochum

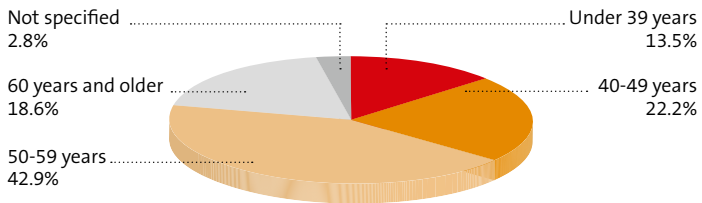
Education/training



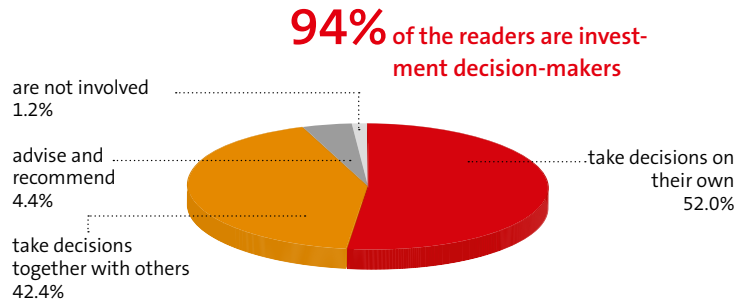
Position/function in company



Age

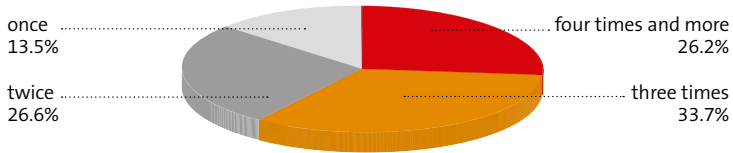


Investment decision-makers



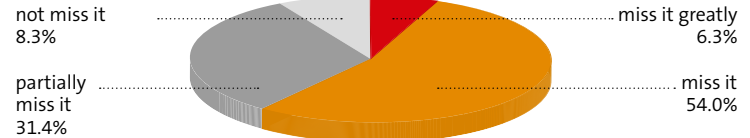
Contact with the magazine

87% of the readers pick up a copy several times



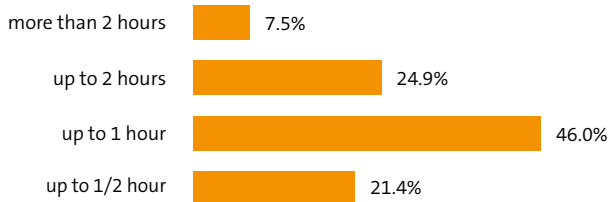
Reader loyalty

90% would miss Malerblatt



Reading duration

69 min. is the average reading time for Malerblatt



Intensive use of magazine

85% of the readers find **new products** (very) important.

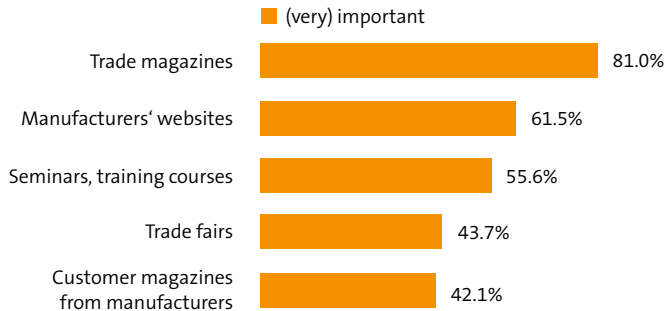
43% of the readers read one Malerblatt article **completely**.

54% of the readers **archive** the entire issue.

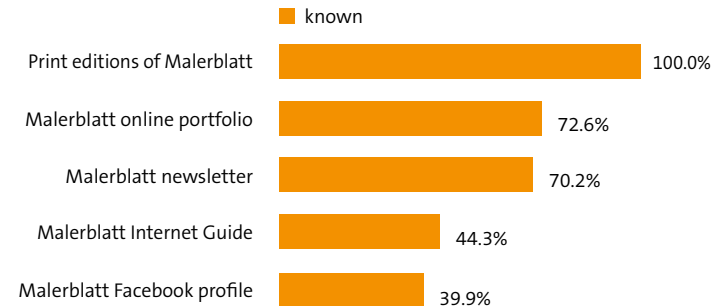
38% of the readers **pass** the issue on to others.

67% confirm that **advertisements** are part of professional information and show them new ideas/products.

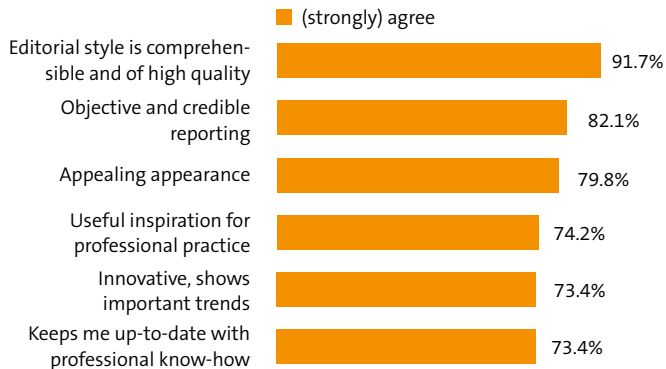
Trade magazines serve as no. 1 information source for painters



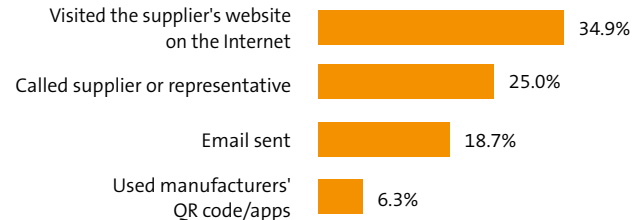
The cross-media offer is known in the market!



Malerblatt is highly esteemed by its readers



Articles/ads in Malerblatt initiate contacts!



You are welcome to request more information and data on the Malerblatt-readership analysis 2016 from: carola.gayda@konradin.de

**Magazine format:**

210 mm wide x 297 mm high, DIN A4
Untrimmed: 216 mm wide x 303 mm high

Type area:

188 mm wide x 270 mm high, 4 columns, each 44 mm wide

Printing and binding: Web offset, perfect binding

Charges: No discounts

Position:

Price for cover pages and other guaranteed positions: 20% surcharge on relevant b/w price.

Colour:

See page 11 for colour surcharges. Print colours (CMYK) in accordance with ISO 2846-1, other colours treated as spot colours. Metallic and phosphorescent colours on request.

Discount:

For orders within any 12 months (insertion year).
No discount on colour and bleed surcharges and loose inserts.
Discounts apply to bound inserts (1 insert = 1/1 advertising page).

Repeat discounts:	3 ads	6 ads	9 ads	12 ads	18 ads
	5%	10%	12.5%	15%	20%

Quantity discounts:	3 pages	6 pages	9 pages	12 pages	18 pages
	5%	10%	12.5%	15%	20%

Classified ads and special ad formats:

- Sales/job offers/miscellaneous
 - Jobs wanted
 - Buyers guide/supplier's directory
 - Special ads "product of the month"
- see page 15

Contact:

Advice, booking: see contacts on page 2

Order confirmation, invoicing, vouchers, data delivery:

Order management

Henrike Henke
Phone +49 711 7594-317
henrike.henke@konradin.de

Data delivery:

Use our ad portal at www.konradin-ad.de to submit your data online

1. PDF ads (automatic preflighting).
 2. Native file (via upload mask, please compress data)
- Enquiries: Phone +49 711 7594-718 (8:00 a.m. to 5:30 p.m.)
See page 15 for technical details.

Conditions:

Prior to digital transfer of advertising artwork, the publisher must receive the corresponding advertisement booking. The order and copy deadlines are specified in the editorial schedule. A full-size print-out is required for checking the supplied advertisement, or a contract proof or press proof in the case of a colour advertisement. Advertising must be seen as distinct from the editorial section and, as such, a booked advertising format (ad, bound insert, loose insert, etc.) may contain only the offer of one advertiser.

Payment conditions:







2% discount for direct debit, advance payment and payment within 10 days of invoice date, otherwise payment in full no later than 30 days from invoice date.
VAT no. DE 212 214 109

Bank account:

Baden-Württembergische Bank, BIC: SOLADEST600.
IBAN: DE33 6005 0101 0002 4847 96

Our **general terms and conditions** are available on the Internet at www.konradin.de. We would be happy to send you a copy on request.

Ads: Standard formats

Formats	Basic rates b/w	2c		3c		4c		Formats: width x height in mm Trim: add 3 mm to each side				
		Colour surcharge	Total rate 2c	Colour surcharge	Total rate 3c	Colour surcharge	Total rate 4c		Type area	Trimmed		
1/1 page	5,640.00	820.00	6,460.00	1,640.00	7,280.00	2,460.00	8,100.00			188 x 270	210 x 297	
2/3 page	3,760.00	820.00	4,580.00	1,640.00	5,400.00	2,460.00	6,220.00		land. 4col port. -	188 x 178 125 x 270	210 x 195 135 x 297	
1/2 page	2,820.00	820.00	3,640.00	1,640.00	4,460.00	2,460.00	5,280.00		land. 4col port. 2col	188 x 133 92 x 270	210 x 150 103 x 297	
1/3 page	1,880.00	820.00	2,700.00	1,640.00	3,520.00	2,460.00	4,340.00		land. 4col port. -	188 x 88 60 x 270	210 x 105 71 x 297	
1/4 page	1,410.00	480.00	1,890.00	960.00	2,370.00	1,440.00	2,850.00		land. 4col port. 2col port. 1col	188 x 65 92 x 133 44 x 270	210 x 82 55 x 297	
1/8 page	705.00	480.00	1,185.00	960.00	1,665.00	1,440.00	2,145.00		land. 4col land. 2col port. 1col	188 x 32 92 x 65 44 x 133	210 x 56	
1/16 page	350.00	in advertising section								land. 2col port. 1col	92 x 32 44 x 65	not possible
1/32 page	178.00	in advertising section								port. 1col	44 x 32	not possible

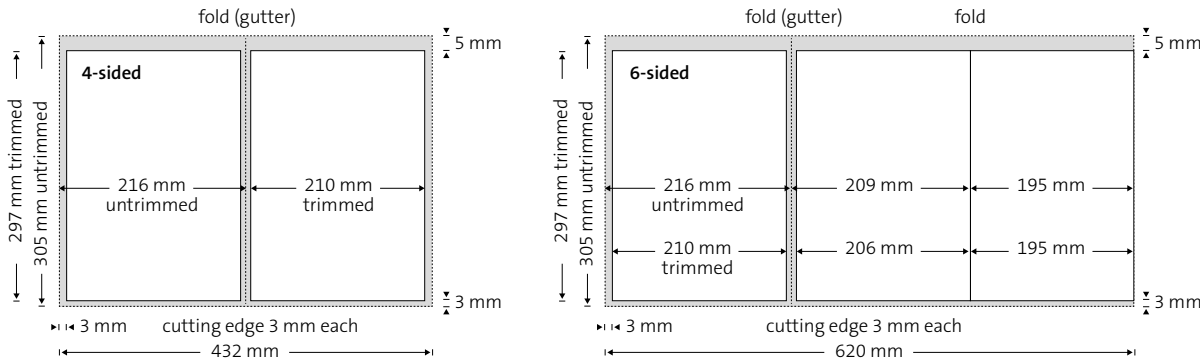
Bleed surcharge 490.00. Surcharge for each spot colour: up to ¼ page 825.00, up to 1/1 page 1,180.00. No discounts on surcharges.

Bound inserts

Prices by grammage (qualifies for discounts, 1 insert = 1/1 page of advertising)			Width x height in mm	Conditions/ technical details	Quantities/ deadlines
Quantity	80–134 gsm	135–180 gsm	untrimmed	Prior to order acceptance and confirmation, a binding sample - if necessary, a dummy sample - must be submitted with size and weight specifications. The positioning of bound inserts depends upon the technical possibilities. Bound inserts on substrates other than paper on request. Bound inserts must be delivered untrimmed and the first page is to be marked. Multi-leaf bound inserts must be delivered in folded condition and closed along the back edge, that is in the direction of insertion. Additional effort, such as folding and gluing work, will be charged for.	Quantity: 20,500 copies Delivery deadline: 7 days after advertising deadline
1 leaf = 2 pages	5,500.00	6,200.00	216 x 305		
1.5 leaves = 3 pages	8,100.00	9,300.00			
2 leaves = 4 pages	9,400.00	10,800.00	432 x 305		
2.5 leaves = 5 pages	12,100.00	13,900.00			
3 leaves = 6 pages	13,000.00	14,900.00	620 x 305		
4 leaves = 8 pages	15,700.00	18,000.00	2 x 2 leaves		

Prices for bound inserts on paper weighing less than 80 gsm or more than 180 gsm and other paginations are available on submission of a sample.

Trimming diagram:



Delivery address for bound inserts:
at advertiser's expense to:
Konradin Druck GmbH
Kohlhammerstraße 15
70771 Leinfelden-
Echterdingen, Germany

Delivery note:
For "Malerblatt",
issue (no.)
Delivery times: Mon.- Fri.
7:00 a.m to 6:00 p.m.
Euro-pallet dimensions:
80 x 120 cm
(max. height 110 cm)

Loose inserts

Prices by grammage (no discounts)		Conditions/ technical details	Delivery address	Formats/ quantities/ dates
Per 1,000 copies, incl. postage		Prior to order acceptance and confirmation, a binding sample - if necessary, a dummy sample - must be submitted with size and weight specifications. The positioning depends upon the technical possibilities. Loose inserts are inserted loosely, they must consist of one single piece. The first page should be marked. Multi-leaf loose inserts must be delivered in folded condition and closed along the back edge, that is in the direction of insertion. Additional effort, e.g. folding work, will be charged for. A free insertion note will appear in the advertising section.	At advertiser's expense to: Lettershopservice GmbH Steinbeisstraße 16 70736 Fellbach, Germany Delivery note: For "Malerblatt", issue (no.), Delivery times: Mon. - Thu. 8:00 a.m to 5:00 p.m. Fri. 8:00 a.m. to 4:00 p.m. Euro-pallet dimensions: 80 x 120 cm, (max. height 110 cm)	Format: max. 200 mm wide x 290 mm high Quantity: 20,000 copies Delivery deadl.: By the 20th of the previous month
up to 25 g	235.00			
up to 30 g	258.00			
up to 35 g	281.00			
up to 40 g	304.00			
up to 45 g	327.00			
up to 50 g	350.00			

Prices for heavier inserts and inserts on thin paper or other materials are available on submission of a sample. Prices are per thousand copies, rounded down to the nearest thousand.

Tip-ons

Price plus cost of carrier advertisement or bound insert Per thousand copies, including postage, plus gluing costs		Delivery address	
Postcard	61.00	Delivery at advertiser's expense: Konradin Druck GmbH Kohlhammerstraße 15 70771 Leinfelden- Echterdingen, Germany	
Required quantity:	20,700 copies		
Other advertising materials, e.g. booklets, CDs, samples are priced as loose inserts. Required quantity: on request	Gluing costs: On request on submission of a binding sample. Gluing requires gluing edge parallel to binding edge, a min. of 2 cm and a max. of 7 cm from the binding edge. Height may vary. Required quantity: on request	Delivery note: see top	

Classified ads, buyers' guide, product of the month

Classified ads	Basic rate no discounts	b/w	4c
Sales/job offers/miscellaneous	1 col., 44 mm wide, per mm	€ 4.20	€ 5.80
Jobs wanted	1 col., 44 mm wide, per mm	€ 2.50	€ 3.40
Box fee	incl. forwarding postage	€ 17.00	

Included in the price: publication at www.malerblatt.de.

Buyers' guide/ suppliers' directory	Basic rate no discounts	b/w	4c
	1 col., 44 mm wide, per mm	€ 2.00	€ 3.50

Freely selectable section heading, minimum run time 1 year.
Activation and termination is only possible at the start of each quarter.
Billing semi-annually, in advance.

Special ad format "Product of the month"	Basic rate no discounts	4c	
1/1 page		€ 4,400.00	

Detailed product description, presented in the "look and feel" of Malerblatt.
The high-profile position on a full page guarantees that your product will receive special attention.
Included in the price: Promotion box on www.malerblatt-wissen.de

See pages 16 and 17 for more information on special advertising formats.

Technical requirements for the delivery of data for advertisements and other advertising materials

Data formats: We recommend the delivery of PDF/X-3 data. Otherwise unseparated files in EPS or TIFF format; please avoid native files (e.g. InDesign, Quark XPress, etc.). The file must be ready to print, i.e. all the fonts used should be embedded, continuous tone images require a resolution of 300 dpi, line art a minimum resolution of 600 dpi.

Colour: Print colours (CMYK) in accordance with ISO 2846-1, spot colours available by agreement. For conversion and control of the colour space (ICC colour management), please refer to the standard ECI offset profiles (order the „ECI_Offset_2009“ package free of charge from www.eci.org). Use the „eciRGB_v2.icc“ (RGB colour space) and „ISO_coated_v2_eci.icc“ (CMYK colour space) profiles.

Proof: „Print Media Standard“ (bvdn) contract proof. Digital proof prints must contain the FOGRA Media Wedge in order to monitor colour accuracy (available from www.fogra.org, payment required). Proof prints must display an official print control strip.

Data archiving: All data will be archived, unamended repeats will therefore normally be possible. However, no data guarantee is offered.

Guarantee: If incomplete or incorrect data (text, colours, illustrations) is delivered, we accept no responsibility for the printed result. Faulty imaging due to incomplete or faulty files, incorrect settings or incomplete information will be charged for. This is also the case for additional setting or repro work as well as the production of new proofs.

High-impact positioning for your product advertising

Product of the month

Produkt des Monats | **Scene**

Alto: Herbol Druck GmbH, Marktstraße 10, 50824 Köln, Tel.: 0221 9595-0, Fax: 9595-100, www.herbol.de

Anteile

Protector Aqua kommt!

Ab sofort ist die Spezialbeschichtung auch als wasserverdünnbare Variante erhältlich.



Die wertvollste Entwicklung Herbol Protector Aqua eignet sich insbesondere für Innenflächen, besonders Innenraumumklebung wegen ihrer hervorragenden Haftung. Vorteilhaft ist auch die geringe Trockenzzeit bei passendem Ökoeffizient, die nur eine sehr dünne Anstrichschicht an einem Tag ermöglicht. Das Institut für Korrosionsschutz Deutscher Stahl bestätigt den sehr guten Korrosionsschutz in der Korrosionskategorie C3. Die Materialanforderung des Metallblechs für metallische Oberflächen legt sich verschiedene Altolen für das Fachhandwerk. Ein wichtiger Element ist die Herbol Protector Aqua, in deren Rahmen zahlreiche Großflächen in ganz Deutschland besetzt werden. Ein Tag lang ist dann durch das Herbol Entschleifgerät Öl und fast jede Menge Informationen am Best. Außerdem werden ein Kleber, Gießblech und vieles, das den Herbol Protector Tag besetzt. Eine praktische Arbeitsgrundlage mit vielen nützlichen Informationen liefert die überarbeitete Broschüre „Metallbeschichtungen“, insbesondere auch zum Thema der Umgebungsreinigung.

Die aufgeführten Ökoeffizienten des Herbol Protector Aqua sind ein Metall, das die Herbol Protector Aqua ist die neuartige Express-Metalbeschichtung mit Mehrphasen-Bodenmittel-Technologie. Die wertvollste Entwicklung eignet sich insbesondere für Innenflächen, da es besonders geruchslos ist und nur einen geringen Anteil Eisenoxid enthält. Die Beschichtung überzeugt mit wasserunlöslichen Härte und systemischer Elastizität, die herkömmlichen

Produktprofil Herbol Protector Aqua:

- wasserverdünnbare Metallbeschichtung
- Entfärbungsmittel
- hochverfügbare Beschichtung
- äußerst guter Korrosionsschutz
- großflächig, besonders im Innenbereich anwendbar

Malerblatt 5/2015 www.malerblatt.de 55

Advertising package	Price
1/1 full page Product of the Month Plus the Product of the Month promotion box at www.malerblatt-wissen.de	4,400.00*

*This is a net price for editorial services and no agency commission is offered on it!

Contents:

The **Product of the Month** page allows you to present your editorial contents with the look & feel of Malerblatt.

The **Product of the Month** page features your company address, a headline, two product photos (300 dpi) and your description of the product (max. 2,000 characters).

Send us your data—we will lay the content out for you.

Especially suitable for:

- The presentation of special or spectacular products
- The launch of new products
- The presentation of products that would benefit from an explanation

This high-profile positioning of your **Product of the Month** will allow you to make a major impact on the readers and to stand out from the other product reports in the issue.

Special advertising formats: High-impact, distinctive

Besides standard forms of advertising, Malerblatt also offers you special, high impact formats for your communications. We'd be happy to work with you to develop ideas or to implement your concept.

Title flap



The front cover title flap is the first thing readers see and guarantees that you will make the maximum impact and will really get noticed.

Size:

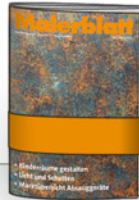
Inside of flap:

105 mm wide x 297 mm high

Ad section on cover:

100 mm wide x 297 mm high

Banderole



The banderole runs around the outside of the issue and readers will notice it intensively. Its impact can be further enhanced by some form of response medium (e.g. an entrance ticket for a show).

Size:

Max. 100 mm wide, length depends on magazine circumference, fixed with adhesive dot

Bookmarks



The bookmark is an attention-grabbing and attractive advertising format that is also very useful for the reader. It can be inserted directly beside your advertisement or your article.

Size:

70 mm wide x 150 mm high – attached to magazine by bookmark string

Tip-ons, booklets or CDs




Enhance the impact of your advertisement through tipped-on advertising materials such as a booklet, a CD or a product sample.

Available formats:

on request

Prices, availability and technical details for these special advertising formats on request.

Issue	Colour + inspiration	Technologies + materials	Drywalls + interiors	Business	Shows
1 January PD: 03.01.2017 AD: 08.12.2016	Corporate identity Brand colours Protected colours Colour systems	Color design Interior colours Wall coverings	Drywalls Design Types of constructions	Representing Corporate identity External appearance Workwear	Heimtextil Frankfurt 10.01.–13.01. DOMOTEX Hanover 14.01.–17.01. BAU Munich 16.01.–21.01.
2 February PD: 01.02.2017 AD: 09.01.2017	Historic Design Gold-plating Marbling Stencilling Painting techniques	Facade Facade cleaning Facade colours Exterior plaster	Working at heights Ladders Scaffolding Working platforms	Administration Documentation Time recording Controlling Software	
3 March PD: 02.03.2017 AD: 07.02.2017	Consumption Malls Restaurants Shops	Malerblatt Special Renovation Interior insulation Interior plaster Interior colours Masonry restoration Mould remediation		Advice Increasing the value of real estate Funding opportunities	IHM Munich 08.03.–14.03. AUSTRO-Farbe Austria, Wieselburg 16.03.–18.03. CeBIT Hanover 20.03.–24.03.
		Trends of the Heimtextil fair			

Issue	Colour + inspiration	Technologies + materials	Drywalls + interiors	Business	Shows
4 April PD: 03.04.2017 AD: 09.03.2017	Interior trends Living-space design Furniture & textiles	Concrete Repair Cleaning Coating systems	Floors Textile flooring Laminate Plastics Seamless floors Filler material Adhesives	Organising Workshop and construction site Spray booths Suction removals Painting stands	
Trends of the Domotex fair					
5 May PD: 02.05.2017 AD: 04.04.2017	Centres of power Parliaments Banks Town halls	Paint tools Brushes, rollers Tool cleaning Aids Masking Covering	Ceilings Design Systems Lighting	Measuring and testing Construction laser Substrate examination Hygrometers	
6 June PD: 01.06.2017 AD: 08.05.2017	World of work Offices Workshops Production premises	Malerblatt Special Thermal Insulation ETICS, Fastening technology Systems and materials Plaster Facade paint		Presenting Exhibition rooms Sales support Consulting instruments	
Internet Guide PD: 01.06.2017 AD: 07.04.2017		Internet Guide 2017 for painters, plasterers The Media Guide contains the most informative websites at a glance – including large App and Video-Guide. <i>See page 23 for more information.</i>			

Issue	Colour + inspiration	Technologies + materials	Drywalls + interiors	Business	Shows
7 July PD: 03.07.2017 AD: 06.06.2017	International colours Holiday colours Cruise ships Airplanes	Colour design Decorative fillers Effect coatings	Timber coating Covering coats Varnish Waxes & oils	Developing Training Coaching Planning tools	
8 August PD: 01.08.2017 AD: 07.07.2017	Structures in outdoor areas Facade trends Street furniture	Power tools Drills Milling devices Grinding tools Suction units	Technical coatings Hygiene etc. Cleaning aspects Antistatic coverings	Leadership skills Entrepreneur typology Business forms Marketing	
9 September PD: 01.09.2017 AD: 09.08.2017	Appearances Alienation effect Imitating Illusion painting	Dismantling & cleaning High-pressure cleaning Paint stripping Grinding Blasting methods	Malerblatt Special Interiors Room design Interior colours Floorings	Mobility Company cars Commercial vehicles Trailers Installations Fleet management	COMFORTEX Leipzig 02.09. – 04.09. NordBau Neumünster 13.09. – 17.09.

Issue	Colour + inspiration	Technologies + materials	Drywalls + interiors	Business	Shows
10 October PD: 02.10.2017 AD: 07.09.2017	Guidance & orientation Guidance systems Lettering	Machine technology Application Spraying methods Conveyors Mix pumps Ladders/scaffolding/ working platforms	Drywall construction Fire protection Acoustics	Protection Safety at work Seminars Work clothes	A+A Düsseldorf 17.10.–20.10.
11 November PD: 03.11.2017 AD: 09.10.2017	Bathing world Thermals Pools Water playgrounds	Facade Design Trends	Exclusivity Special wallpapers Effect colours & paints Light Creative effects	Selling Online marketing Networks	
12 December PD: 01.12.2017 AD: 08.11.2017	Structures for interiors Decorative elements Stencils Photorealism	Paints and varnishes Metallic substrates	Ecology Clay, limestone etc. Low-emission products ETICS	Malerblatt Special Software Time recording Measuring room dimensions/ photogrammetry Colour design Mobile working	

**Exclusive, editorially focused supplement
tailored specifically for you!**



Our expertise

Exploit the specialist expertise of the Malerblatt editorial team and the reach of Malerblatt for your target group communication!

Malerblatt plus is distributed along with Malerblatt (20,000 copies). Its special format 20 x 25 cm ensures that it gets noticed.

It's quite simple: You choose the desired number of pages and the date of publication and we handle the whole thing for you.

+ Cross-media package included in the price:

Malerblatt plus is also published as an e-paper at www.malerblatt-wissen.de

Duration: 1 year
Page impressions: 65,000/month

There is also a presentation and link in the Malerblatt newsletter with 9,800 recipients.



Malerblatt plus supplement print run: 20,000 copies	Price
12 pages including covers	19,000.00
16 pages including covers	22,000.00
20 pages including covers	24,000.00

Our package includes the following services:

- Project management
- Editorial
- Graphics and prepress
- Printing and distribution
- e-paper at www.malerblatt-wissen.de

Malerblatt is highly regarded by the market and will make an impact for you by delivering your content convincingly to your target group:

- Product developments
 - Future trends
 - Current projects
 - User reports
 - Company anniversaries
- and much more...

Further attractive options:

Increase the print run and use **Malerblatt plus** as a marketing tool for successful sales support. Place the digital version on your home page for added impact.

Advice, booking: see contacts on page 2.

Print



The Malerblatt Internet Guide presents a selection of our industry's leading websites, apps and videos. The 13th edition of the booklet will be appearing in 2017 with fully revised and updated contents. Besides the printed version, the Internet Guide is also available online as an e-paper and database. It is, in short, a cross-media media guide to our industry.



Additionally in the Internet Guide:

APP Guide with tips about the latest industry apps

Video Guide featuring the industry's most interesting YouTube channels.



Print run:	30,000 copies
Format:	DIN A5
Advertising deadline:	07.04.2017
Publication date:	01.06.2017
Target group:	Painters, plasterers, drywall specialists, interior fitters.
Distribution:	Insert in Malerblatt issue 6/2017 Distribution to technical and trade colleges

Online

The Internet Guide can be used interactively at www.malerblatt.de as an e-paper and as an online database with user-defined Google searches. The entries are linked to the manufacturer's websites and the online database also allows the additional placing of more detailed information (PDFs, videos, etc.). This makes the search for manufacturer, services and products even easier.



The cross-media Malerblatt Internet Guide allows you to feature your website, app and YouTube channel in just the right way.

We'd be delighted to send you more detailed information.

Contact: Carola Gayda, advertising manager
Phone +49 711 7594-432,
carola.gayda@konradin.de









The information and service portal for committed and innovative handicraft businesses is the optimal online supplement to our trade magazine. Topical reports from the industry, comprehensive search options in the article archive, market overviews as well as job offers and classified ads - a comprehensive service portfolio.

**Traffic**

(monthly average, 1st half of the year 2016, source: google analytics)

Page impressions: 38,000

Visits: 16,000

Ad format*/position on website	Size in pixels (W x H)	Price/month**
Leaderboard on all pages	 728 x 90	590.00
Leaderboard in content on all pages	 728 x 90	590.00
Skyscraper on all pages	 120 x 600	640.00
Wide skyscraper on all pages	 160 x 600	690.00
Medium rectangle on all pages	 300 x 250	830.00
Video ad on all pages	 300 x 250	980.00

*Size and position in picture is illustrative. Displayed in rotation.

**Prices include link to your website.

Data delivery: 7 days prior to dispatch date via e-mail to auftragsmanagement@konradin.de

Formats: GIF, JPG, SWF, HTML, tracking code and redirect are possible.

File size: max. 80 KB. Video formats: FLV, MPEG4.

For combined advertising offer in cooperation with www.malerblatt-wissen.de, see bottom of page 25.






Malerblatt-WISSEN is a cross-corporate knowledge database, that offers up-to-date information and fundamental knowledge on industry-relevant topics. The database is largely fed with content from the Malerblatt trade magazine, supplemented with articles by renowned authors as well as topical information from the industry. Painters find answers to the most important questions pertaining to their day-to-day business.



Traffic
(monthly average, 1st half of the year 2016, source: Google Analytics)

Page impressions: 65,000
Visits: 34,000

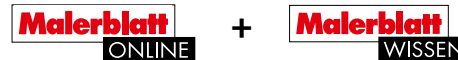
Ad format*/position MA-WISSEN	Size in pixels (W x H)	Price/month**
Leaderboard on all pages	 728 x 90	1,250.00
Skyscraper on all pages	 120 x 600	1,550.00
Wide skyscraper on all pages	 160 x 600	1,700.00

*Size and position in picture is illustrative. Displayed in rotation.

**Prices include link to your website

Data delivery: 7 days prior to dispatch date via e-mail to auftragsmanagement@konradin.de
Formats: GIF, JPG, SWF, HTML, tracking code and redirect are possible.
File size: max. 80 KB. Video formats: FLV, MPEG4.

Combined offer with 103,000 page impressions:

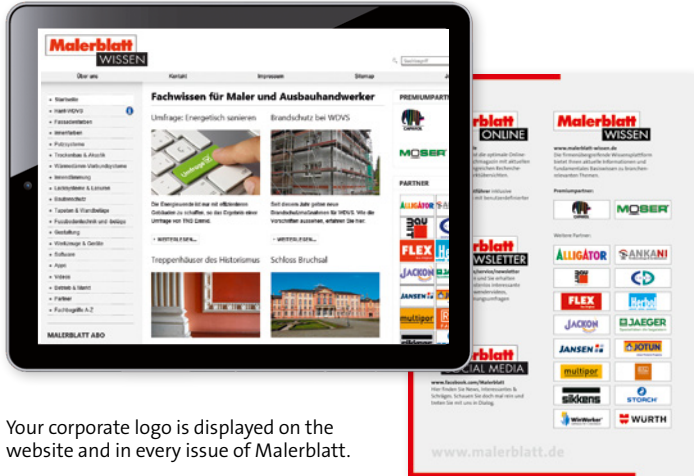


Ad format*/position on websites	Size in pixels (W x H)	Price/month**
Leaderboard	728 x 90	1,660.00
Skyscraper	120 x 600	1,970.00
Wide skyscraper	160 x 600	2,100.00



Become a knowledge sponsor!

As partner of Malerblatt-WISSEN, you contribute to the further development of the knowledge database and open up a direct communication channel to your target group.



Your corporate logo is displayed on the website and in every issue of Malerblatt.

Traffic
(monthly average, 1st half of the year 2016, source: Google Analytics)

Page impressions: 65,000
Visits: 34,000

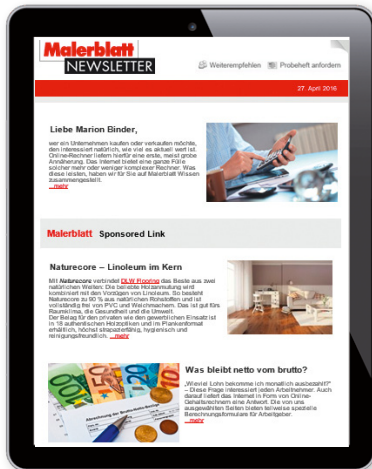
Sponsoring packages	Basic 1	Basic 2	Classic
Run time	1 year	1 year	1 year
Corporate logo on all pages	✓	✓	✓
Corporate logo on info page in magazine	✓	✓	✓
Number of main sections	1	1	1
Number of individual reports (product info/references/videos)	4	8	12
Deep links to partner website	✓	✓	✓
Slide show in report possible	✓	✓	✓
Articles as “highlights” on home page	-	-	✓
Contributions to technical terms A-Z with “sponsored link”	-	-	✓
Price (no agency fee possible)	960.00	1,900.00	2,900.00
Price per additional section	-	-	1,950.00
One-off set-up costs	100.00	100.00	490.00

Data delivery: at the latest 4 workdays prior to start of campaign via e-mail to carola.gayda@konradin.de

For information on positioning of advertising banners at malerblatt-wissen.de, see page 25.



Every Wednesday. Current industry news straight to the reader's desk – the ideal supplement to the printed magazine.



The newsletter reaches 9,800 recipients per dispatch.

Advertising format*/position in newsletter	Size in pixels (w x h)	Price per issue**
Text/image ad		Image: 200 x 150, Text: 500 characters (incl. spaces) + link 690.00
Full banner		468 x 60 540.00
Full banner wide		590 x 100 590.00

*Size and position in picture is illustrative.

**Prices include link to your website.

Your benefits:

- You reach your target group - quickly and easily.
- All advertising formats can include a link to your website.

Data delivery:

7 days prior to start of campaign via e-mail to: auftragsmanagement@konradin.de
 Advertisement in the newsletters is only available in the formats GIF, PNG and JPG (DOC additionally for text/image ad), tracking code and redirect are possible, tracking pixels are not built in. File size: max. 60 KB. With certain e-mail clients, only the first frame of the animated GIF file will be displayed.



Exclusive newsletter

Individually bookable special newsletter for the exclusive distribution of your advertising message. We handle the design for you with the look and feel of the Malerblatt newsletter. This guarantees you that the newsletter is customised to your target group. The newsletter contains links to further information on your website.

Contents:

- Lead picture
- Company logo
- Welcome speech to the readers
- 3-5 individual articles

Dispatch date: Freely selectable (except for Wednesdays, when the regular newsletter is sent)

Price: 2,500.00

Your benefits:

- You reach interested users of the industry quickly and easily.
- You achieve a maximum degree of attention because of 100% exclusivity.
- Malerblatt as sender brand has recommendation status.

Data delivery:
14 days prior to dispatch date via e-mail to carola.gayda@konradin.de

Exclusive newsletter to 9,800 recipients per dispatch.

Trade Media of the Konradin Media Group

The Konradin Media Group is one of the largest suppliers of specialist information in the German-speaking world. Its portfolio comprises some 50 specialist media, science magazines, online portals and events series.

For more information on our portfolio in the fields of architecture, building, industry, eye care, fine living and knowledge, please visit www.konradin.de

Printing:
We specialise in complex catalogue productions involving different languages or versions as well as standardised catalogues. More at: konradinheckel.de

Market research:
We offer market studies, target group surveys, advertising effectiveness research, etc. – in collaboration with professional market research companies.

Corporate publishing:
We produce corporate communication tailored to your target group, in print and online, from customer magazines to web portals. Visit konradin-relations.de for more details.



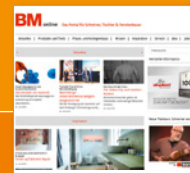
werkzeugforum.de



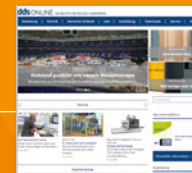
malerblatt.de



lackiererblatt.de



bm-online.de



dds-online.de



mv-verkaufen.de