



Print

Website

Newsletter

Social media

Competition

Market research



Trade-Fair Issue

Content	Page	In-house contacts
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Readership analysis	8	carola.gayda@konradin.de
Prices and formats	10	Account Manager
Special advertising formats	15	Marion Binder
Editorial schedule	18	Phone +49 711 7594-426
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WEBSITE		Order Management
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Video Rubric	25	henrike.henke@konradin.de
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Weekly Newsletter	26	Ernst-Mey-Straße 8
Exclusive Newsletter	27	70771 Leinfelden-Echterdingen
		Germany
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Malerblatt – the powerful media brand for over 90 years



Trade magazine

Modern trade magazine with well-founded, opinion-forming reporting, compelling visual language and clear magazine structure.

Networking across all communication channels.

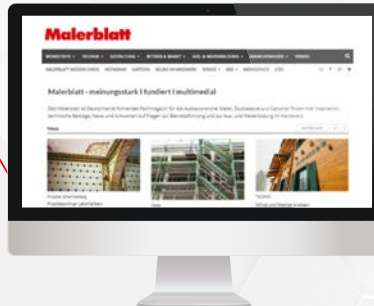
Reach:

19,670 distributed circulation

Website

Represents the entire spectrum of industry-relevant information, supplemented with current news and a wide range of services.

Reach: 154,300 PIs per month
(Ø value, 1st half of 2023)



Social media channels



Newsletter

Published weekly plus special newsletter. Featuring current industry news, product and event news.

Recipients:

15,300 interested experts

Highlights for your print/online advertising



Produkt des Monats

Prominent placement
of a product as a
one-page advertorial
see page 16

Malerblatt Wissenstipp

Two-page supplement,
editorially designed.
Practical knowledge in
compact form.
see page 17



Video Rubric

Place product and application
videos quickly and easily on
malerblatt.de.
see page 25

Online Advertorial

Placement as teaser
in the editorial section of the
malerblatt.de homepage.

Social Media

Campaigns on
Facebook and
Instagram.
see page 28

Competitor

Ideal for generating leads
and, incidentally, the fun
factor is not neglected.
see page 29



Malerblatt Branchenguide

The research tool on
malerblatt.de provides an
overview of all important
companies in the industry.
see page 24



Malerblatt – Media and more...

Market research

Market survey conducted in spring and autumn. Manufacturers can also participate with individual questions.

see page 31

Corporate media

service

Individual and exceptional solutions in the field of corporate publishing, events,

Wissens-Check

Sponsoring

Optimal preparation for professional exams. Knowledge check for professionals in the industry.

Webinars

Knowledge transfer: From organisation to implementation, everything from a single source.

Live talk

"Gunst der Stunde" - is new, 60-minute live format on current industry topics.

Expert tip

Experts explain technical questions clearly and concisely on malerblatt.de

Ortstermin


Product or project-related event with your potential customers. Available in a virtual format or on-site.








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 shapes 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 all media channels. The portfolio includes the trade magazine in both print and digital subscriptions, the malerblatt.de website, the weekly newsletter, the knowledge 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:	95 th year 2024
07 Subscription price:	Annual subscription: Germany €170.40 Abroad €177.00
08 Organ:	Organ of the national guilds of Rhineland-Palatinate, Hesse, South Baden
09 Memberships:	—
10 Publishing house:	Konradin Medien GmbH
11 Publisher:	Katja Kohlhammer

12 Advertising:	Carola Gayda, Advertising Manager
13 Editorial team:	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 Amelie Hauser Larissa Sailer
14 Pagination analysis 2022 = 12 issues	
Circulation:	888 pages = 100.0%
Editorial section:	688 pages = 77.5%
Advertising section:	200 pages = 22.5%
Thereof:	
Classified ads:	1 page
Bound inserts:	14 pages
Loose inserts:	20 pieces
15 Content analysis of editorial content 2022	688 pages = 100.0%
News	98 pages = 14.2%
Colour & inspiration	43 pages = 6.3%
Technology & materials	106 pages = 15.4%
Building envelope & interiors	109 pages = 15.8%
Business & market	98 pages = 14.2%
Education & further training	72 pages = 10.5%
Malerblatt Special	98 pages = 14.2%
Other	64 pages = 9.3%

  IVW Q1/2023

 Newsletter reporting, June 2023

 Matomo, 1st half of 2023

Magazine		Contact opportunities
Print magazine Print copy circulation 17,660 	ePaper Paid subscriptions 2,014 	Total magazine circulation per issue 19,674 (plus additional print copy readers) Thereof paid circulation 9,743
Newsletter		
Editorial newsletter Recipient addresses 15,362 	plus special newsletter and exclusive newsletter	Newsletter per issue 15,362 (4 x per month = 61,449)
Website		
www.malerblatt.de 	The latest industry reports, company directory and videos, etc. are complemen- ted by extensive research options in the topic sections.	Website per month Pls: 154,322 Users: 85,635
Social media		
www.facebook.com/malerblatt www.instagram.com/malerblatt www.youtube.com/malerblatt	Platform for exchange between the editorial team and the industry.	Facebook followers around 5,500 Instagram followers around 2,300 YouTube followers around 620

Geographical distribution:
Germany 98.4%/abroad 1.6%

For print inserts, partial allocation
by postcode area is also possible
in Germany.
Minimum print run 1,000 copies

Postcode area	Print run
0	1,390
1	903
2	1,320
3	1,512
4	1,998
5	1,512
6	1,668
7	3,961
8	1,772
9	1,338

1.1 Industries/industrial sectors: recipient groups

Painting and varnishing companies without shop premises	76.3 %
Painting and varnishing companies with shop premises	12.7 %
Plastering companies	1.7 %
Building industry (e.g. redevelopment, preservation of buildings)	0.6 %
Supply industry/manufacturers	1.2 %
Schools, vocational schools, institutes	4.6 %
Others (interior decorators, exhibition-stand construction, shopfitting...)	2.3 %
No information	0.6 %

1.2 Company size:

1–2 employees	21.4 %
3–4 employees	19.1 %
5–9 employees	22.5 %
10–19 employees	19.1 %
20–49 employees	9.2 %
50–99 employees	1.7 %
100 and more employees	2.4 %

1.3 Job characteristics: Position in company:

Owner / partner / lessee	63.6 %
Managing director / works manager	19.7 %
Foreman / head of department	6.4 %
Tradesman / craftsman / technical employee	0.6 %
Teacher / lecturer	2.9 %
Supporting family member	1.7 %
Other (office-/purchasing employee)	5.1 %

1.4 Service portfolio of the companies

Painting, varnishing	82.1 %
Wallpapering, wall covering	76.9 %
Facade work	76.9 %
Design techniques	71.7 %
Flooring	59.5 %
Dry construction	49.7 %
Plaster and stucco work	48.0 %
Thermal insulation systems	41.6 %
Insulation work	38.2 %
Corrosion protection	32.9 %
Concrete repair	29.5 %
Scaffolding	28.9 %
Church painting, restoration, gilding	27.7 %
Decoration with home textiles, interior decorating	25.4 %
Roof coating	16.8 %
Sun protection	15.6 %
Stretched ceilings	9.2 %

Summary of the survey method:

1. Method: Structural readership analysis by online survey/ sample survey
2. Population: 4,234 = 100.0%
3. Sample: 173 net interviews
4. Target persons of the study: Newsletter readers/online survey participants
5. Study period: March & April 2023
6. Survey completed by: teleResearch GmbH, Ludwigshafen

Results of the reader analysis confirm Malerblatt's leading market position



Trade magazines are one of the most important sources of information for readers of Malerblatt.

Use to support their professional decision:

85.5% print magazines

21.4% e-papers



Malerblatt is a must-read!

72.3% of readers say Malerblatt is the leading trade magazine in the industry.

86.7% of readers find that the articles provide useful information about products and suppliers.



The print editions of Malerblatt are used intensively!

87.9% mainly read the print version of Malerblatt.

59.0% read 10-12 issues out of the 12 issues per year.

65.9% would miss the Malerblatt if they could no longer receive it.



Malerblatt readers are competent decision-makers!

89.7% are in senior management positions

88.4% are directly involved in investment decisions.



The Malerblatt creates buying impulses and initiates contacts!

Use the Malerblatt - here you can meet the decision-makers precisely.



72.3% of readers confirm that they receive tips from ads for problem solutions.

78.6% find that advertisements provide useful information about products and suppliers.

74.0% have visited the advertisers' websites.

48.0% of respondents have contacted suppliers.

**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).

Frequency discounts:	3 ads	6 ads	9 ads	12 ads	18 ads
	5%	10%	12.5%	15%	20%
Volume 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/suppliers' directory
- see page 14

Contact:

Advice, booking: see contacts on page 2

Order confirmation, invoicing, receipts, data submission + technical details:

Order management

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

Data submission:

Use our ad portal at www.konradin-ad.de to submit your data online.
We prefer PDF/X4 and also accept EPS or TIFF.
Please do not send open files.
See page 14 for technical specifications.

Conditions:

Prior to digital submission of advertising artwork, the publisher must have received the corresponding advertisement booking. The advertising deadlines are specified in the editorial schedule. 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 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	6,590.00	820.00	7,410.00	1,640.00	8,230.00	2,460.00	9,050.00			188 x 270	210 x 297
2/3 page	4,400.00	820.00	5,220.00	1,640.00	6,040.00	2,460.00	6,860.00		land. 4col. port. -	188 x 178 125 x 270	210 x 195 135 x 297
1/2 page	3,290.00	820.00	4,110.00	1,640.00	4,930.00	2,460.00	5,750.00		land. 4col. port. 2col.	188 x 133 92 x 270	210 x 150 103 x 297
1/3 page	2,200.00	820.00	3,020.00	1,640.00	3,840.00	2,460.00	4,660.00		land. 4col. port. -	188 x 88 60 x 270	210 x 105 71 x 297
1/4 page	1,650.00	480.00	2,130.00	960.00	2,610.00	1,440.00	3,090.00		land. 4col. 2col. port. 1col.	188 x 65 92 x 133 44 x 270	210 x 82 55 x 297
1/8 page in advertising section	825.00	480.00	1,305.00	960.00	1,785.00	1,440.00	2,265.00		land. 4col. 2col. port. 1col.	188 x 32 92 x 65 44 x 133	210 x 56
1/16 page in advertising section	413.00	480.00	893.00	960.00	1,373.00	1,440.00	1,853.00		2col. port. 1col.	92 x 32 44 x 65	not possible
1/32 page in advertising section	207.00	480.00	687.00	960.00	1,167.00	1,440.00	1,647.00		port. 1col.	44 x 32	not possible

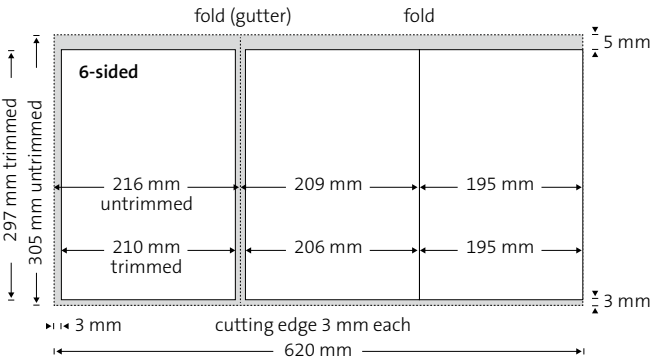
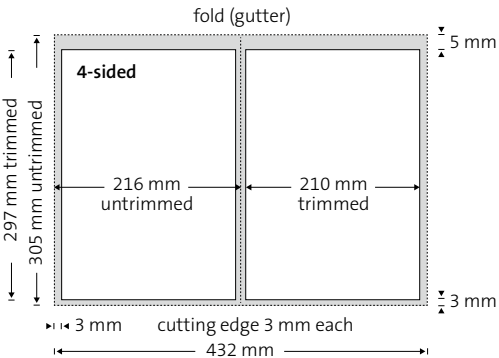
Bleed surcharge 490.00. Surcharge for each spot colour: up to 1/4 page 825.00, up to 1/1 page 1,180.00. No discounts on surcharges.

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	under 135 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 on the technical possibilities. Bound inserts from materials other than paper on request.	Quantity: 16,800 copies Delivery deadline: 7 days after advertising deadline
1 leaf = 2 pages	5,990.00	6,600.00	216 x 305		
1 leaf + flap	8,600.00	9,700.00			
Quantity	80-134 gsm	135-180 gsm	untrimmed	Bound inserts must be delivered untrimmed and the front page marked. Multi-page bound inserts must be delivered in folded condition and closed along the back edge, that is in the direction of insertion. Additional folding and gluing work will be charged for.	
2 leaves = 4 pages	9,900.00	11,200.00	432 x 305		
3 leaves = 6 pages	13,500.00	15,300.00	620 x 305		
4 leaves = 8 pages	16,200.00	18,500.00	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

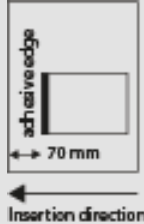
Delivery note:
For "Malerblatt",
issue (no.)
Delivery times: Mon.- Fri.
8:00 a.m. to 8:00 p.m.
Euro-pallet dimensions:
80 x 120 cm
(max. height 110 cm)

Loose inserts

Prices by grammage (no discounts)		Conditions/ technical details	Delivery address	Formats/ quantities/ deadlines
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.	At advertiser's expense to: Beck Servicepack GmbH Raiffeisenstraße 25 70794 Filderstadt, Germany Delivery note: For "Malerblatt", issue (no.), Delivery times: Mon. - Fri. 7:30 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
up to 25 g	266.00	Loose inserts are inserted loosely, they must consist of one single piece. The front page must be marked. Multi-page loose inserts must be delivered in folded condition and closed along the long side of the back edge, that is in the direction of insertion.		Quantity: 16,300 copies
up to 30 g	293.00			
up to 35 g	320.00			
up to 40 g	347.00			
up to 45 g	374.00	Additional costs such as folding will be charged separately.		Delivery deadl.: By the 20 th of the previous month
up to 50 g	401.00			
		A reference to the insert is posted free of charge in the ads section.		

Prices for heavier inserts and inserts on thin paper or other materials are available on submission of a sample. Partial inserts possible on request.

Tip-ons

Price plus cost of carrier advertisement or bound insert Per thousand copies, including postage, plus gluing costs			Delivery address	
Postcard	61.00	Gluing costs: By machine 37.00 per thousand. Machine gluing requires the gluing edge to be parallel to the binding edge, min. 10 mm and max. 70 mm from the binding edge. Height may vary. In all other cases, including angled positioning: Manual gluing 74.00 per thousand. The position of tip-ons may vary by 1-2 mm. This is due to technical reasons and cannot be excluded.	Delivery at advertiser's expense: Konradin Druck GmbH Kohlhammerstraße 15 70771 Leinfelden-Echterdingen, Germany	
Required quantity:	17,200 cop.			
Other advertising materials, e.g. booklets, CDs, samples, will be priced as loose inserts.		Gluing costs: On request on submission of a binding sample. Gluing requires the gluing edge to be parallel to the binding edge, min. 40 mm and max. 70 mm from the binding edge. Height may vary.	Delivery note: see above	
		Required quantity: on request		

Buyers' guide, classified ads, special advertising formats

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.

Classified ads	Basic rate no discounts	b/w	4c
Sales/job offers/miscellaneous	1 col., 44 mm wide, per mm	€4.30	€5.80
Jobs wanted	1 col., 44 mm wide, per mm	€2.60	€3.40
Box fee	incl. forwarding postage	€17.00	

Special prices for 1/1, 1/2 and 1/4 page on request.
The price includes publication on www.malerblatt.de.
Job offers/searches also on fachjobs24.de

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

Data formats: We recommend the delivery of PDF/X-4 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 MediaWedge 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.

Special advertising formats with a distinctive advertising effect!

Malerblatt offers eye-catching special advertising formats for your communication:

Cover flap



Is perceived first by the reader and thus achieves the highest attention.

Format:

Inside of the flap:

105 mm width x 297 mm height

Ad section on cover:

100 mm width x 297 mm height

Basic rate: 12,000.00

Banderole



To open the magazine, readers must look at the Banderole, making it a real eye-catcher.

Size:

Max. 100 mm high,
width depends on magazine
circumference,
fixed with adhesive dot

Basic rate: 10,000.00

Bookmark



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 (price on request).

Size:

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

Basic rate: 11,000.00

Tip-ons



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

**Available formats and prices
on request.**

We would be happy to develop ideas with you or implement your concept.

Produkt des Monats

Produkt des Monats

Arbeitszeiten auf der Baustelle erfassen – digital per App

Die WinWorker Software bietet Malern mit der „Mobilen Zeiterfassung“ in der WinWorker App die Möglichkeit, ihren Aufzeichnungs- und Dokumentationspflichten einfach nachzukommen. Das funktioniert rein digital und direkt auf der Baustelle.

Malern sind dazu verpflichtet, die Arbeitszeiten aller Lohnempfänger, Minijobber sowie Leih- und Zeitarbeiternehmer lückenlos zu dokumentieren – so schreibt es das Arbeitsnehmer-Einstellungsgesetz (ArbZG) und das Mindestlohngesetz (MLG) vor. Zudem hat das Bundesverfassungsgericht kürzlich in seinem Grundurteil entschieden, dass generell alle Arbeitgeber die Arbeitszeiten der Mitarbeiter aufzeichnen müssen – so, wie es der Europäische Gerichtshof bereits 2017 geklärt hatte.

Die WinWorker Software bietet Malern verschiedene Möglichkeiten zur Erfassung der Arbeits- und Pausenzeiten an, darunter eine mobile Variante, die sich seit Jahren bewährt hat: die „Mobile Zeiterfassung“. Per Smartphone bzw. Tablet schreiben Mitarbeiter ihre Zeiten sekundengenaue mit – einfach digital, ganz ohne Zeiterfassung. Das geschieht live und projektbezogen direkt auf der Baustelle. Dabei können komplexe Arbeitszeiten und -stände als reine Start-Stopp-Buchungen erfasst werden. Oder die Mischrechnung erfolgt ausschließlich auf standardisierten Vorgehensanweisungen oder Arbeitspaketen. Alle ermittelten Daten werden zum Tagesabschluss am Büro gesammelt – sicher stehen sie in der WinWorker Software zur Weiterverarbeitung zur Verfügung. Die früher nachgenutzten Nachfragen zu fehlenden oder unvollständigen Stundenbuchungen entfallen. Die optimierten Arbeitsabläufe sparen allen Mitarbeitern Zeit, sowohl im Büro als auch auf den Baustellen.

Eine detaillierte Erfassung der realen Zeiten für die Leistungsbroughtung ist besonders im Nachgang bei der Auswertung des Projektes nützlich, wenn diese Informationen schärfen die Grundlage für eine effiziente Nachkalkulation.

Die „Mobile Zeiterfassung“ ist tausendfach im deutschsprachigen Raum im Einsatz und kann auf Android- oder iOS-Mobilgeräten genutzt werden.

WinWorker Software
Emmericher Weg 12
47575 Gess
Tel.: 05923 / 42 56 - 0
www.winworker.de

12/2022 Malerblatt 25

Produkt des Monats

price

1/1 page

5,800.00

Services:

- Design in the look and feel of Malerblatt
- Placement on www.malerblatt.de/produkt-des-monats
- Link to the manufacturer's homepage

Suitable for:

- Presenting special products
- Launching new products
- Increasing the awareness of existing products

Your benefits:

- Greater exposure as a result of the special placement
- Stands out visually compared to regular product announcements
- Additional contact opportunities through online presence

Data:

- Company address
- 2 product images (300 dpi)
- Text totalling approx. 2,300 characters incl. spaces (headline, lead text, main text, info box)

Submission:

- 1 week prior to advertising deadline

Eye-catching placement of your product on one page!

Malerblatt Wissenstipp



Two-page supplement designed by the editorial team for your target group communication!

Wissenstipp

2-page supplement

Price

6,980.00

Services:

- Content creation by the editorial team and complete organisation of the printing process
- PDF download from www.malerblatt.de/wissenstipp
- Optional additional step-by-step video

Optional:

- Special print at additional cost

Suitable for:

- Presenting complex products and special processing methods

Your benefits:

- Providing practical knowledge in a compact format
- Increased attention due to stronger paper quality
- Detachable for collection, allowing a long-term presence



Data:

- Company address and company logo (600 dpi)
- 4 product images (300 dpi)
- Text of approx. 5,000 characters including spaces (headline, lead text, main text, work steps, checklist, download/links)

Submission:

- 1 week prior to advertising deadline

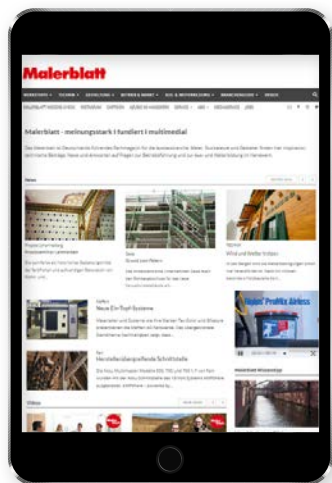
Issue	Colour & inspiration	Technologies & materials	Building envelope & interiors	Business & market	Trade fair
1 January PD: 05.01.2024 AD: 06.12.2023	Colour trends 2024 Worlds of colour Collections	Tools & auxiliaries Brushes and rollers Wallpapering tools Flooring tools Masking materials Adhesive tapes	Floor coating Design options Slip resistance Floor coatings for special requirements Substrate preparation	Employee management Performance review Further training Software Time recording	Heimtextil Frankfurt 09.01.-12.01.2024 DOMOTEX Hanover 11.01.-14.01.2024 SWISSBAU Basel, Switzerland 16.01.-19.01.2024
2 February PD: 02.02.2024 AD: 08.01.2024	Hospitality Hotels Restaurants	Damp rooms Wall coatings Bathroom flooring Bathroom refurbishment Tile renovation Grout-free bathrooms	Dry construction Drywall panels Dry-construction tools Dry-construction profiles Suspended ceilings Fire protection/acoustics	Commercial vehicles Vans Company cars Pick-ups Installations Trailers	digitalBAU Cologne 20.02.-22.02.2024 IHM Munich 28.02.-03.03.2024
3 March PD: 04.03.2024 AD: 06.02.2024	Creative techniques Special surfaces in interiors	Malerblatt Special Facade Paints, plasters, insulating materials Machinery, spraying equipment Scaffolding Facade cleaning Graffiti protection and removal Facade profiles	Flooring Wooden floors and laminate Vinyl flooring and linoleum Cork flooring and carpets Floor coating Profiles/skirting boards/bases Domotex fair trends	Access technology Ladders Scaffolds Working platforms	Internationale Eisenwarenmesse Cologne 03.03.-06.03.2024 Dach + Holz International Stuttgart 05.03.-08.03.2024

Issue	Colour & inspiration	Technologies & materials	Building envelope & interiors	Business & market	Trade fair
<div>4</div> <div>April</div> <div>PD: 04.04.2024</div> <div>AD: 06.03.2024</div> <div></div>	Trade-fair issue FAF Farbe, Ausbau & Fassade 2024				
	"Green building" Sustainable and environmentally friendly buildings	Wood coating Lacquers Varnishes Impregnations Waxes/oils Abrasives and sanding tools	Wall coverings Wallpaper collections Paintable wall coverings Digital wallpapers Adhesives & paste Wallpapering tools	Work clothing New collections Work shoes Leasing/rent	FAF Farbe, Ausbau & Fassade Cologne 23.04.-26.04.2024
			Trends from the Heimtextil trade fair		
<div>5</div> <div>May</div> <div>PD: 03.05.2024</div> <div>AD: 05.04.2024</div>	Workplaces Offices Workshops	Metal coating Corrosion protection Lacquers and primers Fire protection coatings Substrate preparation	Historic buildings Timber frame restoration Monument care Restoration Old techniques (gilding, graining, imitating)	Representation External image Attracting trainees	
<div>6</div> <div>June</div> <div>PD: 05.06.2024</div> <div>AD: 03.05.2024</div> <div></div>	Follow-up reporting FAF Farbe, Ausbau & Fassade 2024				
	Malerblatt Special That was the trade fair FAF Farbe, Ausbau & Fassade 2024:				
	Design, new collections, new products and technologies, events, presentations, paint innovations, interior trends, creative ideas, colours/colour systems, market development, software innovations, (power) tools				

Issue	Colour & inspiration	Technologies & materials	Building envelope & interiors	Business & market	Trade fair
7 July PD: 03.07.2024 AD: 06.06.2024	Wood Facade design Matte and glossy	Concrete repair Balconies Car parks Concrete facades Maintenance systems Protective coatings	Health and environment Paints and plasters from natural raw materials Solvent and biocide-free paints and plasters	Networks Cooperations Associations Guilds	
8 August PD: 05.08.2024 AD: 09.07.2024	Wallpapers Extraordinary collections	Renovation of old buildings Drying & dehumidification Restoration plaster Mould remediation Waterproofing	Interior design Interior trends Creative products Wall and floor coverings Profiles Colour concepts	Finance Insurances Funding opportunities	
9 September PD: 04.09.2024 AD: 08.08.2024	Monument protection Preserving, conserving Enhancing	Paints & plasters Interior and exterior plasters Interior and facade paints Functional paints and plasters Colour tinting machines Spraying machines	Malerblatt Special Thermal insulation Composite thermal insulation systems Interior Insulation Insulating coatings Energy optimisation	Commercial vehicles Vans Company cars Pick-ups Installations Trailers	NordBau Neumünster 04.09.-08.09.2024 IAA Transportation Hanover 17.09.-22.09.2024

Issue	Colour & inspiration	Technologies & materials	Building envelope & interiors	Business & market	Trade fair
10 October PD: 04.10.2024 AD: 06.09.2024	Regional colours Tradition and modernity	Access equipment Ladders (Mobile) scaffolds Elevating work platforms	Creative techniques Effect materials Surface structures Decorative wall, floor and ceiling design	Measuring & testing Distance meters Substrate testing Moisture meters Colour meters	
11 November PD: 04.11.2024 AD: 07.10.2024	Interior trends Interior design Textiles	Monument protection Casein Linseed oil Lime Clay	Substrate preparation Removal and stripping Priming/equalising/solidifying Filling and levelling Bonding	Protective equipment Occupational health and safety, PPE Workwear	Arbeitsschutz Aktuell Stuttgart 05.11.-07.11.2024 denkmal Leipzig 07.11.-09.11.2024
		Trade fair preview: denkmal			
12 December PD: 03.12.2024 AD: 06.11.2024	Surface design Structures Patterns Graphic elements	Power tools Grinding & removal Mixing, separating Sawing, cutting Battery technology	Malerblatt Special Interior spaces Interior paints/plasters Healthy homes Lighting Wall coverings Floorings and coatings Decorative profiles	Software Package solutions BIM	

Malerblatt Online



The latest industry news, company directory, videos, etc., are complemented by extensive research options in the topic categories.

Ad format Display ads on all pages*	Placement on desktop and tablet**	Size in pixels (w x h) Desktop and tablet	Positioning on phone display	Size in pixels (w x h) smartphone	Prices per month***
Leaderboard/ large leaderboard		728 x 90 or 970 x 90		300 x 50	920.00 1,050.00
Expandable leaderboard		728 x 90 or 728 x 300		300 x 50	1,260.00
Skyscraper/ wide Skyscraper		120 x 600 or 160 x 600 (wide)		300 x 50	920.00 1,050.00
Sticky skyscraper/ sticky wide skyscraper		120 x 600 or 160 x 600 (wide)		300 x 50	1,260.00 1,420.00
Medium rectangle		300 x 250		300 x 250	1,200.00
Video ad		300 x 250		300 x 250	1,200.00

Access numbers:

(monthly average, first half-year 2023,
source: Matomo Analytics)









Page impressions: 154,300
Visits: 85,600

Your advantages:

- Good value for money
- Flexible and easy to use
- Intensifies contacts
- Views have a long-term effect
- Measurable advertising success

**Cross-media advertising
increases success!**

We offer a powerful Malerblatt media
network. We'd be very happy to advise you.

Ad format Display ads on all pages*	Placement on desktop and tablet**	Size in pixels (w x h) Desktop and tablet	Positioning on phone display	Size in pixels (w x h) smartphone	Prices per month***
Half-page ad		300 x 600		300 x 600	1,650.00
Billboard		970 x 250		300 x 75	1,950.00
Hockeystick		728 x 90 and 160 x 600 or 970 x 90 and 120 x 600		300 x 75	1,600.00
Wallpaper with HEX code background colour		728 x 90 and 160 x 600 or 970 x 90 and 120 x 600		300 x 75	1,980.00

Displayed in rotation. *Does not apply to selected theme pages/special pages.

Size and position in picture illustrative. *Prices include link to your website.

Video ad: Video starts automatically and plays in an endless loop.

Data submission:

7 days prior to campaign start via our customer portal: kundenportal.konradin.de

File formats: GIF, JPG, HTML5 (responsive), redirect (file size max. 80KB for GIF and JPG). Please create HTTPS-compatible HTML5 and redirect files. File format for video ad: MPEG4 (file size max. 30 MB). We reserve the right to adjust the file size for video ads. Tracking code and tracking pixels are possible.

If you have any questions about the submission of advertising material,
please contact auftragsmanagement@konradin.de.

Premium partnership in the Malerblatt Branchenguide



The research tool on www.malerblatt.de provides an overview of all top companies in the industry. Increase the awareness of your business: Compared to standard entries, the **company profile** allows for a detailed presentation of your company. Enhance your profile entry additionally with information about your products and solutions. Use the **media packages** that are most suitable for you.

Company profile

Price

Profile entry

1,050.00

- Individual feature image
- Company logo (homepage, business directory, profile entry, logo page magazine)
- Contact details
- Website and email address with links
- Social media buttons with links
- Company description with company/product images
- Product group assignment (keywords)
- Published articles at a glance
- Related links

Media packages

(only bookable in combination with the company profile)

Price

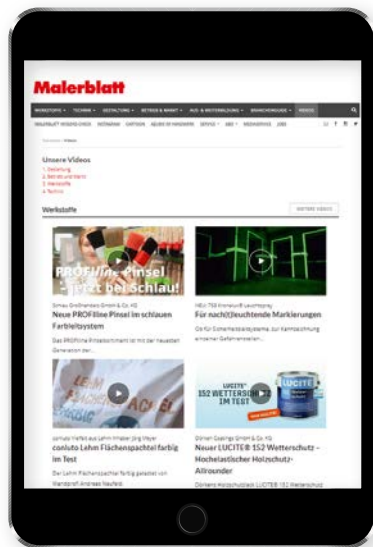
Package S:	3 media	620.00
Package M:	6 media	1,130.00
Package L:	9 media	1,630.00
Package XL:	12 media	2,090.00
Package XXL:	Unlimited amount of media	4,100.00

Media to choose from:

Individual PR announcements, videos, catalogues/brochures

Respective runtime: 12 months

Video promotion



Videos have established themselves in the industry and are used to show new products and their applications. Place your product and application videos in the Rubric Video of www.malerblatt.de and present your videos to a wide audience of industry professionals quickly and easily.

Video packages	Price
Package 1 Video placement for 12 months + Promotion in a newsletter	1,080.00
Package 2 Video placement for 12 months + Promotion in a newsletter + Medium rectangle for one month	1,680.00

Included services:

- Placement of your video in the video section on the website
- Text/image ad in the newsletter sent out to 15,300 recipients
- Medium rectangle on the website (only with package 2)

Data submission:

14 days prior to start of campaign by e-mail to: auftragsmanagement@konradin.de

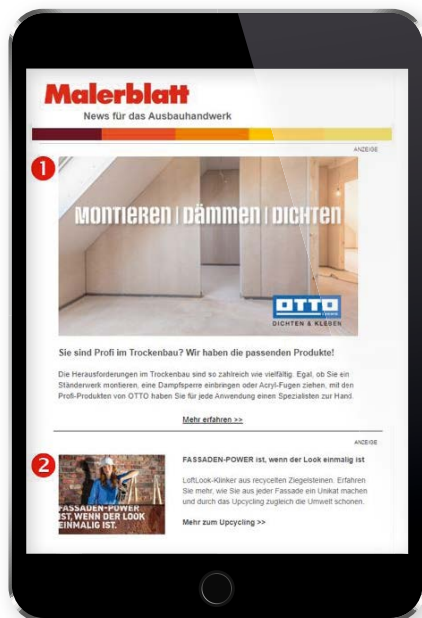
Video: MPEG 4 format, max. 30 MB, still image: JPG or PNG, 770 pixels wide,



Text: max. 300 characters (incl. spaces)

Newsletter: image 200 x 150 px, text max. 300 characters (incl. spaces)

Medium rectangle: File formats: GIF, JPG, HTML5, file size: max. 80 KB

Malerblatt Newsletter



Advertising format*/position in Newsletter	Size in pixels (w x h)	Price per issue**
1 Premium image ad		Image 550 x 330 and text 300 characters (incl. spaces)
2 Text/image ad		Image 200 x 150 and text 300 characters (incl. spaces)

*Size and position in picture illustrative.

**Prices include link to your website.

Your benefits:

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

Submission of files:

7 days prior to mailing date via our customer portal: kundenportal.konradin.de

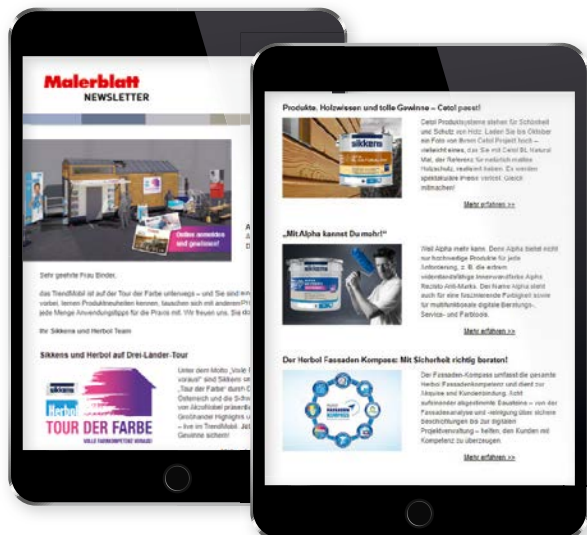
File formats: GIF, JPG (DOC additionally for text/image ad), tracking code is possible, tracking pixels are not built in (file size max. 60 KB).

With animated GIF files, the e-mail may only display the first animation frame.

The latest industry news is delivered to subscribers free of charge every **Monday**.

The newsletter reaches approx. **15,300** recipients per mailing.

Malerblatt Exclusive Newsletter



The individually bookable special newsletter gives you maximum exclusivity when communicating your advertising message. Malerblatt as sender brand enjoys an excellent reputation.

The newsletter reaches approx. 15,300 recipients per mailing.

Exclusive Newsletter	Price
<p>Selection and creation of content in consultation with the editorial team:</p> <ul style="list-style-type: none"> - Feature image - Welcoming text - Contact details - Logo - 3-5 individual articles incl. pictures - Imprint 	3,050.00

Your benefits:

- We will take care of the design for you in the look & feel of the Malerblatt Newsletter
- The contents are linked to further information on your website

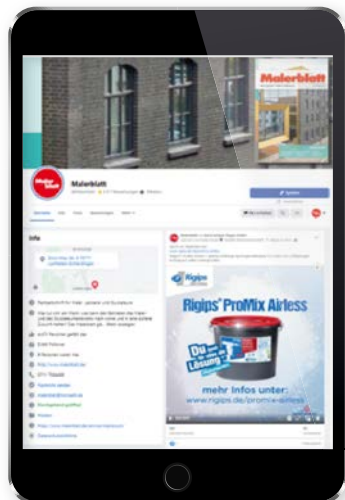
Mailing date:

Individually selectable (with the exception of Monday)

Data submission:

14 days prior to mailing date by e-mail to auftragsmanagement@konradin.de

Social Media Advertising



Gain new followers through targeted advertising in the specialist target groups of the Malerblatt social media channels: Facebook and Instagram. This will help you to reach Malerblatt followers and get additional attention for your products.

Reach:

- Facebook: approx. 5,500 followers
- Instagram: approx. 2,300 followers



Ad format on Facebook

Photo ad

Post | image and text plus link

650.00

Video ad

Post | video and text plus link

650.00

Carousel ad

Post | up to 10 images or videos and text plus link

1,200.00



Ad format on Instagram

Story ad

Post | 24 hours | image or video and text
Can also be played on Facebook

620.00

Photo ad

Post | image and text

620.00

Video ad

Post | video and text

620.00

Carousel ad

Post | up to 10 photos or videos and text

1,120.00

Additional advertising formats available on request.

Placement:

- Photo ad | video ad | carousel ad in the news feed
- Story ad in the Malerblatt stories

Data delivery:

14 days before publication date

Competition package

Become a competition sponsor!

Promote your company in a unique way and generate new address potential at the same time.
One competition is possible per month.



Competition package

Comprehensive service package
(microsite, ad, newsletter, online advertising media)

Price

5,600.00**

Contents of the package:

- Microsite on www.malerblatt.de
- 1/2-page ad in the magazine (landscape format)
- 2 text/image ads in the Malerblatt Newsletter (1st and 3rd week of the respective month)
- Pop-up ad and one additional ad format on www.malerblatt.de
- References on our social media channels
- Addresses of participants (GDPR-compliant)
- Runtime: 1 month

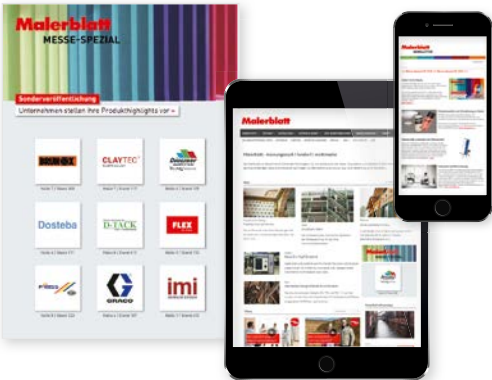
You provide the text and images, we design the different advertising forms in the same look & feel.

**Direct price without agency commission

Malerblatt special Trade-Fair Special



Benefit from the cross-media Malerblatt special offer and increase your visibility in the context of the most important industry trade fair FAF Farbe, Ausbau & Fassade from 23. – 26.04.2024 in Cologne.



17,600 copies distributed
85,600 visits per month
15,300 newsletter recipients

Special Trade-Fair package	Price
<p>Your logo in print + online</p> <p>Your company logo will be displayed:</p> <ul style="list-style-type: none">• on the logo page in Malerblatt issue 4/2024• in the logo carousel on www.malerblatt.de with a link to your website <p>Online company/product presentation</p> <p>Your presentation will be published:</p> <ul style="list-style-type: none">• on the microsite of the Malerblatt FAF Trade Special on www.malerblatt.de with a link to your website• in the Malerblatt Trade Fair Special Newsletter with a link to your feature in the Malerblatt online FAF Trade-Fair Special	1,420.00

Runtime:
6 weeks: 18.03. – 26.04.2024

Your benefits

- Presence on all advertising channels in the run-up to the fair
- Pre-information for potential visitors
- High reach

Deadlines:

- Entry deadline: 01.03.2024
- Data submission deadline: 08.03.2024

[illegible]

The survey is conducted in written form on behalf of the editorial team of Malerblatt and is carried out and evaluated in cooperation with the market research institute teleResearch GmbH.

Address your questions to the target group, anonymously and directly. Use our prepared questionnaire or submit individual closed questions.
You will receive important information such as:

- Advantages:**
- You save costs through market research in a joint project.
 - You benefit from the know-how of Konradin market research.
 - You receive the data exclusively for your company.
 - You can use the results for your advertising communication.
 - You gain a competitive edge through knowledge.

Dates: Spring and autumn 2024

Consulting, booking: See contacts on page 2

We will be happy to send you detailed information and our sample questionnaire.

Trade Media of the Konradin Media Group

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

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

Printing:
We specialise in complex catalogue productions involving multiple languages or versions as well as standardised catalogues. More at: konradindruck.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.de for more details.



malerblatt.de



lackiererblatt.de



bm-online.de



dds-online.de

