

Actual circulation  
calculated on the annual average  
(1<sup>st</sup> July 2015 – 30<sup>th</sup> June 2016)  
**19,265 copies, 15,351 of them subscribed copies!**



Edition no. Month	Main topics	Trade fairs and conferences ◆ supra-regional ◇ regional	Editorial deadline	Advertising deadline	Printing material	Publi- shing date
 <b>1</b> January	<b>Joists and sealants</b> Stylish decoration with wallpaper Scope for design in dry construction Cellar renovation Use of stretch ceilings	◆ <b>Heimtextil</b> Frankfurt/Main, 10.01. – 13.01.2017 ◆ <b>DOMOTEX</b> Hanover, 14.01. – 17.01.2017 ◆ <b>BAU</b> Munich, 16.01. – 21.01.2017	25. 11. 2016	6. 12. 2016	9. 12. 2016	4. 1. 2017
<b>2</b> February	<b>Indoor heat insulation</b> More than wallpaper: Glass fabrics Crack sanitation at façades Use of floor coverings Indoor light structures	◇ <b>Landesverbandstag LIV Niedersachsen</b> Hanover, 18.02.2017	20. 12. 2016	11. 1. 2017	16. 1. 2017	3. 2. 2017
 <b>3</b> March	<b>The ideal painter's vehicle</b> Focus: Stairway Use of IR cameras Stylish stucco works Adhesives and pastes	◇ <b>HAUS</b> Dresden, 02.03. – 05.03.2017 ◆ <b>I.H.M. Internationale Handwerksmesse</b> Munich, 08.03. – 14.03.2017 ◆ <b>HANDWERK Fachmesse für Holz, Werkzeug, Farbe &amp; Handel</b> A-Wels, 15.03. – 18.03.2017 ◆ <b>austro-farbe</b> A-Wieselburg, 16.03. – 18.03.2017	24. 1. 2017	8. 2. 2017	13. 2. 2017	3. 3. 2017
 <b>4</b> April	<b>Grinding equipment and abrasives</b> Fire protection by means of paints Care and renovation of natural stones Use of colorimeters Software for painting and varnishing businesses	◆ <b>European Coatings Show</b> Nuremberg, 04.04. – 06.04.2017	24. 2. 2017	8. 3. 2017	13. 3. 2017	3. 4. 2017
<b>5</b> May	<b>Paint brushes, rolls</b> Concrete repair Machines for plaster and mortar works Facebook & Co. Paints in humid rooms	◇ <b>Landesverbandstag LIV Südbaden</b> Radolfzell, 06.05.2017	24. 3. 2017	6. 4. 2017	11. 4. 2017	3. 5. 2017
<b>6</b> June	<b>Market survey: Work clothes</b> Graffiti removal and prevention Façade cleaning and disposal of waste water Use of renovation plasters Banks and insurance companies		25. 4. 2017	9. 5. 2017	15. 5. 2017	2. 6. 2017



Important information for painters and varnishers


Official institution



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<b>7</b> July	<b>Electric tools for painters</b> Wood preservation inside/outside Trelliswork refurbishment Colour mixing systems Old painting techniques		23. 5. 2017	6. 6. 2017	9. 6. 2017	3. 7. 2017
<b>8</b> August	<b>Ladders, scaffolds, working platforms</b> Algae, fungus, mould fungus Working with stencils Anticorrosive paint works Sections and decorative strips	<b>With information poster "Painter's and varnisher's craft at a glance"</b> 	26. 6. 2017	11. 7. 2017	14. 7. 2017	3. 8. 2017
 <b>9</b> September	<b>Market survey: Utility vehicles</b> Use of petrol cards Decoration with stylish wallpapers Working on gypsum plaster Covering / Masking	◆ <b>COMFOREX</b> Leipzig, 02.09. – 04.09.2017 ◆ <b>Nordbau</b> Neumünster, 13.09. – 17.09.2017	21. 7. 2017	3. 8. 2017	7. 8. 2017	1. 9. 2017
 <b>10</b> October	<b>Occupational safety</b> Personal protective equipment Building material with tradition: Clay Works for balcony repair Trompe d'œil	◇ <b>Landesverbandstag LIV Schleswig-Holstein</b> Schleswig, 06.10. – 07.10.2017 ◇ <b>Landesverbandstag LIV Baden-Württemberg</b> Mosbach, 14.10.2017 ◆ <b>A + A</b> Düsseldorf, 17.10. – 20.10.2017	25. 8. 2017	7. 9. 2017	12. 9. 2017	4. 10. 2017
 <b>11</b> November	<b>Compressed air, pumps, compressors</b> Walling dehumidification Heat insulation Plaster, stucco, dry construction Field of work: Church restorers	◆ <b>HEIM + HANDWERK</b> Munich, 29.11. – 03.12.2017	4. 10. 2017	17. 10. 2017	20. 10. 2017	3. 11. 2017
<b>12</b> December With Annual planner	<b>Enamelling systems and spray diffusers</b> Judgement of ground and methods of examination Parquet, cork, laminate flooring, carpet Technique of gold-plating Asbestos abatement	◆ <b>DOMOTEX 2018</b> Hanover, January	27. 10. 2017	10. 11. 2017	16. 11. 2017	4. 12. 2017

– subject to alterations –

1 Circulation control: 

2 Circulation control: Copies per edition annual average (1<sup>st</sup> July 2015 to 30<sup>th</sup> June 2016)

<b>Print figure:</b>	19,388		
<b>Actual circulation:</b>	19,265	of them abroad:	416
<b>Sold circulation:</b>	15,410	of them abroad:	42
– Subscribers' copies:	15,351	of them member copies:	14,803
– Sales per copy:	–		
– Other sales:	59		
<b>Free copies</b>	3,855		
<b>Reminder, archives and voucher copies</b>	123		

3 Geographical distribution analysis:

Economic area	Portion of actual circulation	
	%	copies
Federal Republic of Germany	97.8	18,849
Abroad	2.2	416
<b>Actual circulation</b>	<b>100.0</b>	<b>19,265</b>

Classification of the domestic circulation to Nielsen areas

Nielsen-area	%	copies
<b>Nielsen-area I</b> Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	14.8	2,785
<b>Nielsen-area II</b> Nordrhein-Westfalen	25.6	4,822
<b>Nielsen-area IIIa</b> Hessen, Rheinland-Pfalz, Saarland	17.0	3,201
<b>Nielsen-area IIIb</b> Baden-Württemberg	14.2	2,671
<b>Nielsen-area IV</b> Bayern	15.5	2,930
<b>Nielsen-area V</b> Berlin	2.1	399
<b>Nielsen-area VI</b> Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	4.2	795
<b>Nielsen-area VII</b> Sachsen, Thüringen	5.2	988
<b>Others (e.g. fairs) not analysed</b>	1.4	258
<b>Actual circulation (inland)</b>	<b>100.0</b>	<b>18,849</b>

Abstract of the survey method

- Method:** Receiver structure analysis by means of data file evaluation – Census according to IVW-EDA guidelines
- Population:** Actual domestic circulation 18,849 = 100 %, not registered in the survey: 258 = 1.4 %
- Sample:** Census
- Target subjects of the survey:** not applicable
- Period of survey:** 1<sup>st</sup> July 2015 to 30<sup>th</sup> June 2016
- Realization of the survey:** Publishing house  
The detailed survey method can be viewed under [www.sachon.de/ml-erhebungsmethode](http://www.sachon.de/ml-erhebungsmethode).

1.1 Branches/Industries/Occupational groups

Supra regional trade magazine with strong practical orientation for modern painting, varnishing and stuccoing companies. Official institution of the federal association Farbe Gestaltung Bautenschutz. **Permanent columns** reflect trends and developments from the complex practical management world, outline current news from the colour, varnishing and craftsmen sector, describe the latest developments and changes in the respective companies and products and announce relevant dates and events. In addition, there are regular reports from "Software + Co.", legal advice from practical experience as well as the presentation of famous personalities in the sector.

Department/ Group/ Class	Receiver groups (according to branch classification)	Share of actual circulation	
		%	copies
45.44.1	Painting and varnishing companies	79.8	15,379
45.41	Stuccoing, plastering and dry lining companies	2.5	475
50.20.3	Vehicle enamelling companies	4.8	932
51.53.6 / 51.44.3	Wholesale trade of paints, varnishes and wallpapers, wholesale cooperatives	1.5	287
80.22.1 / 80.22.2	Professional schools, institutes, master schools, guilds	5.8	1,107
24.30.1	Manufacturers of paint colours, varnishes and other supply industries	2.0	387
–	Other qualified branches without specification	2.1	395
–	Branch not yet surveyed/unknown according to EDA Standards	0.2	45
–	Others (e.g. fairs) not analysed	1.3	258
	<b>Actual circulation</b>	<b>100.0</b>	<b>19,265</b>

Abstract of the survey method

- Method:** Receiver structure analysis by means of data file evaluation – Census according to IVW-EDA guidelines
- Population:** Actual domestic circulation 19,265 = 100 %, not registered in the survey: 258 = 1.3%
- Sample:** Census
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- Period of survey:** 1<sup>st</sup> July 2015 to 30<sup>th</sup> June 2016
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1.2 Size of business entity  
2.1 Activity characteristics

2.2 Socio-economic group  
2.3 Decision fields and/or aims of acquisition

Characteristics were not surveyed as for the utilisation ratio of this magazine does not depend on it.

Actual circulation calculated on yearly average: **19,265** copies

Size	Printing space W x H in mm	Bleed* W x H in mm	b/w	2-c	3-c	4-c
			Prices in Euro			
Title page		160 x 185	5,550.-	6,315.-	7,080.-	7,845.-
Cover page	185 x 270	210 x 297	5,328.-	6,093.-	6,858.-	7,623.-
2/1 page	395 x 270	420 x 297	9,762.-	10,527.-	11,292.-	12,057.-
1/1 page	185 x 270	210 x 297	5,059.-	5,824.-	6,589.-	7,354.-
3/4 page high	139 x 270	150 x 297	3,999.-	4,764.-	5,529.-	6,294.-
3/4 page cross	185 x 195	210 x 211	3,999.-	4,764.-	5,529.-	6,294.-
2/3 page high	120 x 270	130 x 297	3,644.-	4,409.-	5,174.-	5,933.-
2/3 page cross	185 x 180	210 x 200	3,644.-	4,409.-	5,174.-	5,933.-
1/2 page high	90 x 270	101 x 297	2,652.-	3,417.-	4,182.-	4,947.-
1/2 page cross	185 x 127	210 x 143	2,652.-	3,417.-	4,182.-	4,947.-
1/3 page high	56 x 270	67 x 297	1,747.-	2,512.-	3,277.-	4,042.-
1/3 page cross	185 x 90	210 x 106	1,747.-	2,512.-	3,277.-	4,042.-
1/4 page high	45 x 270	57 x 297	1,384.-	1,874.-	2,364.-	2,854.-
1/4 page half measure	90 x 127	101 x 143	1,384.-	1,874.-	2,364.-	2,854.-
1/4 page cross	185 x 60	210 x 77	1,384.-	1,874.-	2,364.-	2,854.-
1/8 page high	90 x 60	101 x 77	697.-	1,187.-	1,677.-	2,167.-
1/8 page cross	185 x 30	210 x 46	697.-	1,187.-	1,677.-	2,167.-
1/16 page high	90 x 30	101 x 46	379.-	869.-	1,359.-	1,849.-
1/16 page cross	185 x 15	210 x 31	379.-	869.-	1,359.-	1,849.-

\* 3 mm per trim page

These prices apply to the colours in the European scale DIN 16539 and to red HKS 13.

All other colours cost € 1,091.-, independent from the advertisement size.

The pertaining VAT must be added to net prices quoted.

#### Copy deadline for advertising:

See publication schedule and list of feature topics

#### Classified advertising section:

Entry 41 mm width x 1 mm height € 4.-.

One line 41 mm width/3 mm height € 12.-.

Catch words and additional publication on the Internet

free of charge. At least 6 consecutive inserts per caption.

The classified trade section is divided into 4 column pages.

Link from the Internet entry to own homepage: € 15.- per month.

#### Supplement:

Max. 200 x 295 mm, upto 25 grams

Per thousand € 220.- plus postage (upon request)

Sample required!

#### Bound insert:

2-page € 4,810.-

Size untrimmed: Width 218 mm, height 312 mm

Bleed: 5 mm top, 10 mm below, 3 mm left (in back), 5 mm right

4-page € 6,870.-

Size untrimmed: Width 436 mm, height 312 mm

Bleed: 5 mm top, 10 mm below, 5 mm left, 6 mm in back, 5 mm right

Delivery: folded – Sample required

#### Schedule for discount

by frequency for multiple inserts of uniform size

3 (+)	5 %
6 (+)	10 %
12 (+)	15 %

#### Schedule for discount

by volume for single orders of at least

2 pages	5 %
3 pages	10 %
6 pages	15 %
12 pages	20 %

#### Extra charges:

10 % extra charges on black and white flat rate for bleed advertisements, 5 % on black and white flat rate for gutter bleed advertisement.

#### Payment:

2 % discount if payment made within 8 days of invoice date, in full within 30 days.

#### Bank account:

Sparkasse Memmingen – Lindau – Mindelheim

(bank code 73150000) account no. 810008201

BIC: BYLA DE M1 MLM

IBAN: DE96 7315 0000 0810 008201

#### Address for submission:

Verlag W. Sachon GmbH + Co, Schloss Mindelburg, D-87719 Mindelheim

Notation of delivery: For "DER MALER und Lackierermeister"



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- 1 Magazine size:** Width 210 mm, height 297 mm, DIN A4  
Untrimmed: Width 216 mm, height 303 mm
- Printing space:** Width 185 mm, height 270 mm  
3 columns, width 56 mm each
- 2 Printing and binding method:** Offset printing (sheet), wire stitching or adhesive binding
- 3 Data transmission:** By e-mail to [rohde@sachon.de](mailto:rohde@sachon.de)  
FTP server transmission upon request  
Please indicate magazine in the file name  
(company-magazine-issue.pdf)
- 4 Data sizes:** Please send the **printing data as a PDF file according to the following criteria:**
- The **PDF** should be print-optimized; produced from Acrobat Distiller (PDFX3: 2002, Acrobat 4/PDF1.3)
  - **Images:** CMYK colour mode (**not** RGB!), resolution half-tone images 300 dpi at least (if Bitmap/line originals 800 dpi at least), **no** (ICC) profiles stored!
  - **Fonts:** must be embedded
  - Delivery of **open data only according to prior agreement**
  - **Bleed ads: 3 mm bleed** on all four sides!
  - Text and image elements: **5 mm distance at least to margin**
- Note for design:** In order to avoid that types are represented in a pixelated way, all type lines must be in the foreground. Types that, for example, are overlaid by a shadow, may not be reproduced correctly.
- 5 Colours:** Printing inks (Euroscale CMYK) according to DIN ISO 12647-2 (PSO), special inks only according to prior agreement. (Please don't send RGB images with ICC profiles!)
- 6 Proof:** Please add a **contract proof** (according to "Medienstandard Druck/bvdm" with FOGRA-Medienkeil/[www.fogra.org](http://www.fogra.org)). Otherwise the publishing house won't assume any liability for the correctness of the ad.  
Proofs must have an official colour bar.  
Please note that print-outs made with a colour printer are not considered as a contract proof.  
Please indicate all inks to be printed (Euroscale or HKS/Pantone) in case of multicoloured ads.
- 7 Data filing:** Data are filed. Therefore unchanged repeat ads are possible, but no responsibility for the data is assumed. You will receive a proof for release upon request.
- 8 Warranty:** The publishing house doesn't assume any liability for the correctness of reproduction of ads which are not digitally delivered according to these requirements.
- 9 Contact:** Josefina Rohde  
Telephone: 00 49/82 61/9 99-3 37  
E-mail: [rohde@sachon.de](mailto:rohde@sachon.de)