

# MEDIA KIT 2022



VERLAG W. SACHON · D-87719 MINDELHEIM

member of

KRAMMER GROUP





### 1 Circulation control:

### 2 Circulation analysis:

Copies per edition annual average July 1<sup>st</sup> 2020 to June 30<sup>th</sup> 2021

**Print figure:** 16,859

<b>Actual circulation:</b>	16,850	of them abroad:	85
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<b>Solit circulation:</b>	13,046	of them abroad:	28
– Subscribers:	13,018	of them member copies:	12,561
– Other Sales:	–		
– Sales per copy:	28		

**Free copies:** 3,804

**Reminder, archives  
and voucher copies:** 116

### 3 Geographical distribution:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	99.5	16,744
Abroad	0.5	85
<b>Actual circulation</b>	<b>100.0</b>	<b>16,825</b>

### 3.1 Classification to Nielsen areas (domestic):

Nielsen area	%	Copies
<b>Nielsen area I</b> Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	14.5	2,427
<b>Nielsen area II</b> Nordrhein-Westfalen	24.7	4,132
<b>Nielsen area III a</b> Hessen, Rheinland-Pfalz, Saarland	18.3	3,061
<b>Nielsen area III b</b> Baden-Württemberg	14.4	2,407
<b>Nielsen area IV</b> Bayern	16.0	2,687
<b>Nielsen area V</b> Berlin	2.7	446
<b>Nielsen area VI</b> Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	5.7	875
<b>Nielsen area VII</b> Sachsen, Thüringen	4.2	709
<b>Others (e.g. fairs) not analysed</b>	–	–
<b>Actual circulation (domestic)</b>	<b>100.0</b>	<b>16,744</b>

### 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, 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	13,433
45.41	Stuccoing, plastering and dry lining companies	3.3	550
50.20.3	Vehicle enameling companies	4.8	816
51.53.6/51.44.3	Wholesale trade of paints, varnishes and wallpapers, wholesale cooperatives	1.5	255
80.22.1/80.22.2	Professional schools, institutes, master schools, guilds	5.7	954
24.30.1	Manufacturers of paint colours, varnishes and other supply industries	2.5	415
–	Other qualified branches without specification	2.1	345
–	Branch not yet surveyed/according to EDA Standards unknown	0.3	57
	Others (e.g. fairs) not analysed	–	–
	<b>Actual circulation</b>	<b>100.0</b>	<b>16,825</b>

1.2 Size of business entity

2.2 Socio-economic group

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

2.1 Activity characteristics

2.3 Decision fields and/or aims of acquisition

## 1. Prices and sizes:

The pertaining VAT must be added to the net prices quoted

Size	Printing space W x H in mm	Bleed* W x H in mm	Price b/w Euro	Price 4-c Euro
Title page (front cover)	156 x 183	156 x 186	5,685.–	7,980.–
Cover pages	180 x 263	210 x 297	5,458.–	7,753.–
2/1 page	390 x 263	420 x 297	9,982.–	12,277.–
1/1 page	180 x 263	210 x 297	5,184.–	7,479.–
2/3 page high	118 x 263	133 x 297	3,740.–	6,035.–
2/3 page cross	180 x 180	210 x 199		
Juniorpage	118 x 180	133 x 199	2,729.–	5,024.–
1/2 page high	87 x 263	102 x 297		
1/2 page cross	180 x 127	210 x 146		
1/3 page high	56 x 263	71 x 297	1,805.–	4,100.–
1/3 page cross	180 x 90	210 x 109		
1/4 page high	43 x 263	58 x 297	1,427.–	2,897.–
1/4 page half measure	87 x 127	102 x 146		
1/4 page cross	180 x 60	210 x 79		
1/8 page high	87 x 60	102 x 79	726.–	2,196.–
1/8 page cross	180 x 30	210 x 49		
1/16 page high	87 x 30	102 x 49	402.–	1,872.–
1/16 page cross	180 x 15	210 x 34		

\* 3 mm per trim page

Further sizes upon request

### 2. Extra charges:

per standard ink:	€ 765.-
per other colour:	€ 1,091.-
surcharge 4-colors	€ 2,295.-

#### Size:

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

### 3. Discounts:

#### 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 latest

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

### 4. Classified ads:

Job adverts:

Price per mm / 90 mm width: € 3.70

Sales adverts:

Price per mm / 90 mm width: € 5.60

Sources of supply:

Price per mm / 41 mm width: € 4.00

Catch words and additional publication on the website free of charge.

At least 6 consecutive inserts per caption.

The sources of supply are divided into 4 column pages.

Link package (website and e-magazine): € 22.- per month.

### 5. Special advertising:

#### Bound insert:

2-page € 4,810.-

Size upon request.

4-page € 6,870.-

Size upon request.

Delivers folded – sample and PDF-file required!

Advertorial: upon request.

#### Loose insert:

Format max. 295 mm high, 200 mm width,

per thousand € 220.- plus postage.

Sample and PDF-file required!

Required quantity: upon request!

Tip-ons: upon request.

### 6. Contact:

Verlag W. Sachon GmbH

Schloss Mindelburg

St. Georgenberg 17

D-87719 Mindelheim

Website: [www.maler-tv.com](http://www.maler-tv.com)

Tel.: +49 / 82 61 / 999 - 0

Fax: +49 / 82 61 / 999 - 391

E-Mail: [rohde@sachon.de](mailto:rohde@sachon.de)

### 7. Payment details:

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

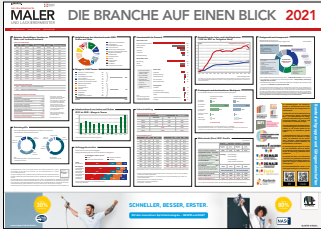
#### Bank account:

Sparkasse Schwaben-Bodensee

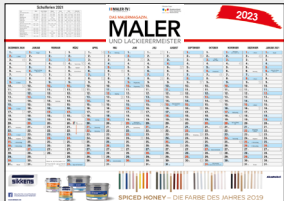
BIC: BYLADE33MLM, IBAN: DE96 7315 0000 0810 0082 01

Issue no. month	Dates		Topics	Fairs & Conferences
1 January	Editorial	24.11.2021	Flooring works	
	Advertising	09.12.2021	Stylish decoration with wallpaper	
	Printing material	13.12.2021	Design in dry construction	
	Publication	03.01.2021	Use of IR cameras	
			Covering/masking	
2 February	Editorial	22.12.2021	Protective coatings for wood	◆ CADEAUX Leipzig, 5. – 7.3.2022
	Advertising	10.01.2022	Crack sanitation at fasades	◇ HAUS Dresden, 3. – 6.3.2022
	Printing material	12.01.2022	Joints and sealants	
	Publication	01.02.2022	More then wallpaper: Glass fabrics	
			Terminal insulation	
3 March	Editorial	24.01.2022	The ideal painter's vehicle	◆ ZUKUNFT HANDWERK Munich, 9. – 11.3.2022
	Advertising	07.02.2022	Field of works: Stairwell	
	Printing material	09.02.2022	Healthy indoor climate with clay and line	
	Publication	01.03.2022	Fire protection by means of paints	
			Graffiti removal and prevention	

Issue no. month	Dates		Topics	Fairs & Conferences
4 April	Editorial	25.02.2022	Adhesives and pastes	♦ PaintExpo Internationale Leitmesse für industrielle Lackiertechnik Karlsruhe, 26. – 29.4.2022
	Advertising	10.03.2022	Lacquersystems and spray diffusers	
	Printing material	14.03.2022	Use of stretch ceilings	
	Publication	01.04.2022	Maintenance and renovation of naturel stones Machines for plaster and mortar works	
5 May	Editorial	25.03.2022	Paint brushes and rolls	
	Advertising	06.04.2022	Stucco works	
	Printing material	08.04.2022	Balcony repair	
	Publication	02.05.2022	Ladders, scaffolds, workingplatforms Drywall construction	
6 June	Editorial	27.04.2022	Market survey: Workwear	♦ Heimtextil Frankfurt/Main, 21. – 24.6.2022
	Advertising	09.05.2022	Use of renovation plasters	
	Printing material	11.05.2022	Grinding equipment and abrasives	
	Publication	01.06.2022	Use of stencils Color mixing systems	

Issue no. month	Dates		Topics	Fairs & Conferences
7 July	Editorial	25.05.2022	Algae, fungus, mould fungus	♦ DACH + HOLZ Cologne, 5. – 8.7.2022
	Advertising	07.06.2022	Coatings for special applications	♦ I.H.M. Internationale Handwerksmesse Munich, 6. – 10.7.2022
	Printing material	09.06.2022	Concrete repair	♦ Fensterbau FRONTALE + HOLZ-HANDWERK Nuremberg, 12. – 15.7.2022
	Publication	01.07.2022	Indoor light structures	
			Software/mobile working	
8 August	Editorial	28.06.2022	Wood preservation inside/outside	♦ CADEAUX Leipzig, 3. – 5.9.2022
	Advertising	08.07.2022	Compressed air, pumps, compressors	
	Printing material	11.07.2022	Autocorrosive paint works	
	Publication	01.08.2022	Coating of metallic grounds	
			Vehicle paintwork	
9 September with Information- poster	Editorial	27.07.2022	Market survey: Utility vehicles	♦ Nordbau Neumünster, 7. – 11.9.2022
	Advertising	09.08.2022	Sections and decorative strips	♦ IAA Nutzfahrzeuge Hanover, 20. – 25.9.2022
	Printing material	11.08.2022	Wallpaper application with style	
	Publication	01.09.2022	Flooring works	
			Ground judgement and methods of examination	
				



Issue no. month	Dates		Topics	Fairs & Conferences
10 October	Editorial	29.08.2022	Electric tools for painters	♦ Arbeitsschutz Aktuell Stuttgart, 18. – 22.10.2022
	Advertising	08.09.2022	Marking in streets and on roads	♦ bauma Munich, 24. – 30.10.2022
	Printing material	12.09.2022	Pigment Titanium dioxide	
	Publication	30.09.2022	Fasade cleaning and disposal of waste water	
			Occupational safety	
11 November	Editorial	27.09.2022	Color mixing systems	♦ Denkmal Leipzig, 24. – 26.11.2022
	Advertising	10.10.2022	Dehumidification of walls	
	Printing material	12.10.2022	Historic preservation	
	Publication	02.11.2022	Field of work, church restorers	
			Indoor thermal insulation	
12 December with annual planner	Editorial	28.10.2022	Basement renovation	
	Advertising	09.11.2022	Technique of gold-plating	
	Printing material	11.11.2022	Paints in humid rooms	
	Publication	01.12.2022	Trompe d'oeil	
			Asbestos abatement	

### 1 Magazine size:

Width 210 mm, height 297 mm, DIN A4  
 Untrimmed: Width 216 mm, height 303 mm  
 Printing space: Width 180 mm, height 263 mm  
 2 columns, width 72.5 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 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)
- **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

### 5 Colours:

Printing inks (Fogra 39 but without color conversion) 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). 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 (CMYK, FOGRA 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:

Mrs. Josefine Rohde  
 Tel.: +49/8261/999-337  
 rohde@sachon.de



## Information

All booked ads, bound-inserts and loose inserts appear in addition to the print edition also in digital version of the magazine.

For a small additional charge, we can include up to 3 links in the booked advertisement. We offer the following options to choose from:

- Forwarding to a landing page
- Forwarding to a company homepage
- Integration of a video
- Integration of an e-mail address
- Integration of a PDF download link

Further information and prices on request!

## Your contact:



**JOSEFINE ROHDE**

MEDIA-SERVICE

Telefon: +49 / 82 61 / 999-337

rohde@sachon.de



## +++ Frisch aufgetragen +++

### Prices and sizes:

Placement options	Size (pixel)	Price € / mailing
FullBanner Premium	468 x 60	720.–
FullBanner	468 x 60	605.–
Halfbanner	234 x 60	341.–
Button	150 x 60	248.–
Event note	200 x 80	280.–
Sponsored Post (image)	max. 300 characters (incl. link) + 1 image	740.–
Sponsored Post (image) plus video placement	max. 300 characters (incl. link) + 1 image plus publication of a video under a corresponding heading* on MALER-TV.COM	1,540.–
Stand Alone (image)	Exclusive dispatch (details upon request)	2,340.–
Stand Alone (video)	Exclusive dispatch (details upon request) plus publication of a video under a corresponding heading* on MALER-TV.COM	3,100.–

\* Heading: Reportage/Produkt/Praxis

### Mailing:

Fortnightly, Thursday

### Addresses:

approx. 17,700 Empfänger per week

### Data supply:

by e-mail 1 week before start of placement at the latest to:

Mr. Stephan Keller, Tel. +49 / 82 61 / 999 - 362, [keller@sachon.de](mailto:keller@sachon.de)

### File formats:

GIF, JPG, PNG, andere Dateiformate auf Anfrage

Other sizes upon request.

Graphics in the sizes specified above with 600 ppi

### Contact:

Mrs. Josefine Rohde, Tel. +49 / 82 61 / 999 - 337, [rohde@sachon.de](mailto:rohde@sachon.de)

### FullBanner



### FullBanner Premium



### Sponsored Post



### Event note



#### Discounts:

The following discounts are only granted on purchase within one year:

3 appearances 5 %  
6 appearances 10 %  
12 appearances 15 %

#### Banner formats:















GIF, JPG, PNG  
Other file sizes upon request.  
Graphics in the sizes specified above with 600 ppi

#### Data supply:

At least 1 week before start to:  
Mr. Stephan Keller,  
Tel. +49 / 82 61 / 999 - 362,  
keller@sachon.de

#### Contact:

Mrs. Josefine Rohde,  
Tel. +49 / 82 61 / 999 - 337,  
rohde@sachon.de

Display Ads*	Desktop & Tablet		Mobile		Prices *** in € / (4 weeks)
	Placement**	Size (pixel)	Placement**	Size (pixel)	
Introbanner		1052 x 242		288 x 131	1,300.-
Skyscraper		120 x 600		120 x 600	850.-
Superbanner		728 x 90		288 x 37	610.-
Fullbanner		468 x 60		220 x 37	540.-
Medium Rectangle		300 x 250		300 x 250	750.-
Content Ad		3.000 characters (incl. link) plus 1 image (Aspect ratio 16:9)		3.000 characters (incl. link) plus 1 image (Aspect ratio 16:9)	1,110.-
Video		640 x 360		288 x 162	1,199.-





\* Placement in rotation

\*\* Size and position in illustration exemplary







\*\*\* Prices incl. link

Video Ad	Performance	Price
Video production	Creation of an individual video contribution for your company (e.g. product video, company presentation or assembly video) + publication of the video in one of the video sections* on MALER-TV.COM	upon request

\* Sections: Reportage/Produkt/Praxis | Prices are agency ready

In-Stream Ad	Performance	Example*	Price per mailing
Programme-Sponsorship	Preliminary video in which the client appears as sponsor of the subsequent programme. Length: 7 sec.		849.– EURO
Cut in zoom	Advertisement that graphically wraps entirely around the video image. Length: 10 sec.		589.– EURO
Cut in	Banner that is graphically superimposed on the video image while the programme is running. Length: 8 sec.		499.– EURO
Cut in individuell	Individual banner that is graphically superimposed on the video image during the running programme. Length: 8 sec.		upon request

\* Example-Video: <https://bit.ly/3pyK5w1>

Format	Performance	Example	Price
Story Ad	Send your advertising message as a story post (image or video) via Instagram or Facebook story on MALER-TV. (1 story post/24h)		per channel: 399.– EURO combi: 689.– EURO
Story-Takeover	Take over the Instagram and Facebook story of MALER-TV exclusively for one day and present yourself, your products, your company or your employees. (max. 15 story posts / 24h)		per channel: 1,299.– EURO combi: 2,199.– EURO
Photo Ad	Present yourself, your brand or your product in MALER-TV's Instagram or Facebook feed. (1 image + text)		per channel: 589.– EURO combi: 899.– EURO
Carousel Ad	Present yourself, your brand or your product in one post in the Instagram or Facebook feed of MALER-TV. (max. 10 images or videos + text)		per channel: 999.– EURO combi: 1,789.– EURO
Video Ad	Present yourself, your brand or your product in MALER-TV's Instagram or Facebook feed. (1 video + text)		per channel: 589.– EURO combi: 899.– EURO
Video Ad Premium	Present yourself, your brand or your product with a video and text in MALER-TV's Instagram or Facebook feed. In addition, your video will be published on WWW.MALER-TV.COM for one week and then posted in one of the video sections* on WWW.MALER-TV.COM. (1 video + text)		per channel: 1,290.– EURO combi: 1,999.– EURO

\* Sections: Reportage/Produkt/Praxis | Prices are agency ready

# MALER-TV

No matter when and where. We are onsite – always and everywhere



MALER-TV.com is a web-based media platform for all topics concerning professional painting and varnishing. The emphasis of MALER-TV.COM is on professionally arranged video clips, news contributions and reports (e.g. exhibition reports, product presentations or company introductions)

The entire online platform of MALER-TV is mobile optimized, so that users have an optimal access to all our media contents – anytime and anywhere. No matter if on the construction site, in the office or at home.

Furthermore, all contents of MALER-TV are advertised through our social media channels and through the newsletter "Frisch aufgetragen"



[www.maler-tv.com](http://www.maler-tv.com)



[www.facebook.com/MalerTVcom](https://www.facebook.com/MalerTVcom)



[www.instagram.com/maler\\_tv\\_com](https://www.instagram.com/maler_tv_com)

## Contact:

**Josefine Rohde (Media Sales)**

**Tel. +49/8261/999-337, [rohde@sachon.de](mailto:rohde@sachon.de)**

**Josefine Schrott (Editor)**

**Tel. +49/8261/999-314, [josefine.schrott@maler-tv.com](mailto:josefine.schrott@maler-tv.com)**