

# MEDIA KIT 2023



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> 2021 to June 30<sup>th</sup> 2022

**Print figure:** 16,863

**Actual circulation:** 17,250 of them abroad: 98

**Solit circulation:** 12,728 of them abroad: 25  
 – Subscribers: 12,699 of them member copies: 12,243  
 – Other Sales: –  
 – Sales per copy: 29

**Free copies:** 4,522

**Reminder, archives  
and voucher copies:** 38

### 3 Geographical distribution:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	99.4	17,152
Abroad	0.6	98
<b>Actual circulation</b>	<b>100.0</b>	<b>17,250</b>

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

Nielsen area	%	Copies
<b>Nielsen area I</b> Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	14.4	2,469
<b>Nielsen area II</b> Nordrhein-Westfalen	23.9	4,105
<b>Nielsen area III a</b> Hessen, Rheinland-Pfalz, Saarland	18.1	3,100
<b>Nielsen area III b</b> Baden-Württemberg	16.4	2,814
<b>Nielsen area IV</b> Bayern	14.6	2,503
<b>Nielsen area V</b> Berlin	2.6	443
<b>Nielsen area VI</b> Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	5.5	946
<b>Nielsen area VII</b> Sachsen, Thüringen	4.4	760
<b>Others (e.g. fairs) not analysed</b>	0.1	12
<b>Actual circulation (domestic)</b>	<b>100.0</b>	<b>17,152</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	80.5	13,881
45.41	Stuccoing, plastering and dry lining companies	2.8	493
50.20.3	Vehicle enameling companies	4.8	825
51.53.6/51.44.3	Wholesale trade of paints, varnishes and wallpapers, wholesale cooperatives	1.5	253
80.22.1/80.22.2	Professional schools, institutes, master schools, guilds	5.5	955
24.30.1	Manufacturers of paint colours, varnishes and other supply industries	2.5	435
–	Other qualified branches without specification	2.0	337
–	Branch not yet surveyed/according to EDA Standards unknown	0.3	59
	Others (e.g. fairs) not analysed	0.1	12
	<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	6,085.–	8,380.–
Cover pages	180 x 263	210 x 297	5,845.–	8,140.–
2/1 page	390 x 263	420 x 297	10,595.–	12,890.–
1/1 page	180 x 263	210 x 297	5,560.–	7,855.–
2/3 page high	118 x 263	133 x 297	4,040.–	6,335.–
2/3 page cross	180 x 180	210 x 199		
Juniorpage	118 x 180	133 x 199	2,980.–	5,275.–
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	2,010.–	4,305.–
1/3 page cross	180 x 90	210 x 109		
1/4 page high	43 x 263	58 x 297	1,570.–	3,040.–
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	840.–	2,310.–
1/8 page cross	180 x 30	210 x 49		
1/16 page high	87 x 30	102 x 49	495.–	1,965.–
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:

Sources of supply:

1 line b/w = 3 mm high/41 mm width:	€ 9.-
1 line 4c = 3 mm high/41 mm width:	€ 12.-

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 € 5,100.-

Size upon request.

4-page € 7,300.-

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 € 230.- 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 8261 999-0

Fax: +49 8261 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	Advertising Printing material Publication	09.12.2022 14.12.2022 04.01.2023	Color trends and -desing Stylish decoration with wallpaper Floor coverings Ladder systems Stucco works	<p>◆ heimtextil Frankfurt/Main, 10. – 13.1.2023</p> <p>◆ DOMOTEX Hannover, 12. – 15.1.2023</p>
2 February	Advertising Printing material Publication	10.01.2023 13.01.2023 01.02.2023	Thermal insulation Dry construction Digitalization Basement restoration Sustainability/recycling	<p>◆ appli-tech CH-Luzern, 8. – 10.2.2023</p> <p>◇ HAUS Dresden, 2. – 5.3.2023</p>
3 March	Advertising Printing material Publication	07.02.2023 10.02.2023 01.03.2023	Electric tools for painters Working on facades Machines for plaster and mortar works Lacquersystems and spray diffusers The ideal vehicle for painters	<p>◆ I.H.M. Internationale Handwerksmesse Munich, 8. – 12.3.2023</p> <p>◆ Handwerk Fachmesse für Holz Werkzeug Farbe &amp; Handel A-Wels, 15. – 18.3.2023</p> <p>◆ EuropeanCoatings Show Nuremberg, 28. – 30.3.2023</p>

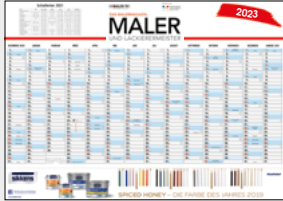
subject to alterations

Issue no. month	Dates		Topics	Fairs & Conferences
4 April	Advertising Printing material Publication	10.03.2023 15.03.2023 03.04.2023	Use of stretch ceilings Joints and sealants Ecological and healthy construction Light structures in interior spaces Protective coatings for wood	♦ BAU Munich, 17. – 22. 4. 2023
5 May	Advertising Printing material Publication	11.04.2023 14.04.2023 03.05.2023	Maintenance and renovation of natural stones Painting in humid environments Lacquers for special use Grinding equipment and abrasives Use of colorimeter	
6 June	Advertising Printing material Publication	08.05.2023 11.05.2023 01.06.2023	Maintenance of concrete Use of stencils Paint brushes and rollers Graffiti removing and -prophylaxis Maintenance of balconies	

Issue no. month	Dates		Topics	Fairs & Conferences
7 July	Advertising Printing material Publication	06.06.2023 14.06.2023 03.07.2023	Preservation of monuments Sections and decorative strips Thermal insulation Reconstruction of timber-framed houses Use of renovation plaster	♦ digital BAU Conference Munich, 4. – 6.7.2023
8 August	Advertising Printing material Publication	12.07.2023 17.07.2023 02.08.2023	Wood protection Protection against corrosion Coating of metallic grounds Ground judgement and methods of examination Dehumidification of brickwork	
9 September with Information- poster	Advertising Printing material Publication	10.08.2023 16.08.2023 01.09.2023	Utility vehicles Wallpaper collections Covering/masking Adhesives and pastes Fire protection coating	♦ NordBau Neumünster, 6. – 10.9.2023 ♦ NUFAM Karlsruhe, 21. – 24.9.2023





Issue no. month	Dates		Topics	Fairs & Conferences
10 October	Advertising Printing material Publication	08.09.2023 13.09.2023 02.10.2023	Safety at work Ladders, scaffolds, workingplatforms Algae, fungus, mould fungus Workwear Color mixing systems	♦ A+A Dusseldorf, 24. – 27.10.2023
11 November	Advertising Printing material Publication	11.10.2023 16.10.2023 02.11.2023	Floor working IR cameras Dry construction Work field staircases Compressed air, pumps, compressors	♦ HEIM + HANDWERK Munich, November 2023
12 December with annual planner	Advertising Printing material Publication	09.11.2023 14.11.2023 01.12.2023	Work field church restauration Technique of gold-plating Asbestos restoration Interior colors Illusionistic painting	

subject to alterations

### 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, Media Sales, Tel.: +49 8261 999-337, rohde@sachon.de  
 Mrs. Kyra Kutter, Chief-Editor, Tel.: +49 8261 999-315, kutter@sachon.de  
 Mrs. Tina Niethammer, Editor, Tel.: +49 8261 999-336, niethammer@sachon.de  
 Mr. Stephan Keller, Media Administration, Tel.: +49 8261 999-362, keller@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 of € 270,-, 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

## Your contact:



**JOSEFINE ROHDE**

MEDIA SALES

Telefon: +49 8261 999-337

rohde@sachon.de



## +++ Frisch aufgetragen +++

### Prices and sizes:

Placement options	Size (pixel)	Price € / mailing
FullBanner Premium	468 x 60	760.–
FullBanner	468 x 60	635.–
Event note	200 x 80	295.–
Sponsored Post (image)	max. 300 characters (incl. link) + 1 image (200x120)	780.–
Sponsored Post (image) plus video placement	max. 300 characters (incl. link) + 1 image (200x120) + publication of 1 video under an sections, * on MALER-TV.COM	1,620.–
Stand Alone (image)	Exclusive dispatch (details upon request)	2,460.–
Stand Alone (video)	Exclusive dispatch (details upon request) plus publication of a video under a corresponding heading* on MALER-TV.COM	3,255.–

\* Sections: Reportage/Produkt/Praxis

### Mailing:

Fortnightly, Thursday

### Addresses:

approx. 16,900 Empfänger per week

### Data supply:

by e-mail 1 week before start of placement at the latest to:  
Mr. Stephan Keller, Tel. +49 8261 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 8261 999-337, [rohde@sachon.de](mailto:rohde@sachon.de)

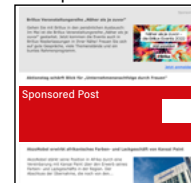
### FullBanner



### FullBanner Premium



### Sponsored Post



### Veranstaltungshinweis





## +++ Frisch aufgetragen +++

Erscheinungsweise:

January	February	March	April	May	June
19.01.2023	02.02.2023	02.03.2023	13.04.2023	11.05.2023	07.06.2023
	16.02.2023	16.03.2023	27.04.2023	25.05.2023	22.06.2023
		30.03.2023			

July	August	September	October	November	December
06.07.2023	03.08.2023	14.09.2023	12.10.2023	09.11.2023	07.12.2023
20.07.2023	17.08.2023	28.09.2023	26.10.2023	23.11.2023	21.12.2023
	31.08.2023				

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

Data supply: by e-mail 1 week before start of placement at the latest to: Mr. Stephan Keller, Tel. +49 8261 999-362, keller@sachon.de

#### 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 8261 999-362,  
[keller@sachon.de](mailto:keller@sachon.de)

#### Contact:

Mrs. Josefine Rohde,  
Tel. +49 8261 999-337,  
[rohde@sachon.de](mailto: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	1,365.-
Skyscraper		300 x 600		300 x 600	920.-
Superbanner		728 x 90		288 x 37	640.-
Fullbanner		468 x 60		220 x 37	565.-
Medium Rectangle		300 x 250		300 x 250	790.-
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)	1,165.-

\* Placement in rotation





\*\* Size and position in illustration exemplary

\*\*\* Prices incl. link

Video Ad	Leistung	Preis in EURO
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







Video Ad	Leistung	Preis in EURO
Video	Publication of your video 1 week on the MALER-TV.COM "EMPFOHLEN" and then unter one of the video sections* (video mp4-Datei + image (16:9) + text (max 300 characters incl. spaces)	1,260,-

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

In-Stream Ad	Performance	Example*	Price per mailing in EURO
Programme-Sponsorship	Preliminary video in which the client appears as sponsor of the subsequent programme. Length: 7 sec.		890.-
Cut in zoom	Advertisement that graphically wraps entirely around the video image. Length: 10 sec.		620.-
Cut in	Banner that is graphically superimposed on the video image while the programme is running. Length: 8 sec.		525.-
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>

# Social Media

Format	Performance	Example	Price in EURO
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: 420.– combi: 725.–
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: 1,365.– combi: 2,310.–
Photo Ad	Present yourself, your brand or your product in MALER-TV's Instagram or Facebook feed. (1 image + text)		per channel: 620.– combi: 945.–
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: 1,050.– combi: 1,880.–
Video Ad	Present yourself, your brand or your product in MALER-TV's Instagram or Facebook feed. (1 video + text)		per channel: 620.– combi: 945.–
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: 1,460.– combi: 2,300.–

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



# MALER-TV



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



As an exclusive media partner, MALER-TV.COM offers you the ideal communication platform for your personal advertising message – specific to your target group!

For a lively partnership, MALER-TV.COM offers you three individual partner packages aimed at a long-term and close cooperation with customers.

Partner package 1 = our "all-round carefree" package!

Partner package 2 = a strong partner for medium budgets!

Partner package 3 = the starter package for your big performance!

Interested? Then contact us:

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@sachon.de](mailto:josefine.schrott@sachon.de)