

MEDIA KIT

2026



VERLAG W. SACHON · D-87719 MINDELHEIM

member of

KRAMMER GROUP





1 Circulation control:



2 Circulation analysis:

Copies per edition annual average July 1st 2024 to June 30th 2025

Print figure: 14,726

Actual circulation: 15,978 of them abroad: 48

Solit circulation: 11,617 of them abroad: 23
 – Subscribers: 11,585 of them member copies: 11,175
 – Other Sales: –
 – Sales per copy: 32

Free copies: 4,361

Reminder, archives and voucher copies: 44

3 Geographical distribution:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	99.7	15,930
Abroad	0.3	48
Actual circulation	100.0	15,978

3.1 Classification to Nielsen areas (domestic):

Nielsen area	%	Copies
Nielsen area I Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	14.5	2,315
Nielsen area II Nordrhein-Westfalen	24.0	3,818
Nielsen area III a Hessen, Rheinland-Pfalz, Saarland	20.0	3,181
Nielsen area III b Baden-Württemberg	14.7	2,346
Nielsen area IV Bayern	13.8	2,200
Nielsen area V Berlin	2.7	426
Nielsen area VI Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	5.9	945
Nielsen area VII Sachsen, Thüringen	4.3	691
Others (e.g. fairs) not analysed	0.1	8
Actual circulation (domestic)	100.0	15,930



1.1 Branches/Industries/Occupational groups

The topics of the nationally distributed magazine MALER UND LACKIERERMEISTER is as colorful as the daily professional life of painters, varnishers, plasterers and car painters. The editorial range includes specialist articles on all industry-relevant topics, interviews with experts from trade and industry, a wide range of columns on employment and construction law, operational management, color and product innovations as well as current challenges in the industry.

Department/ Group Class	Receiver groups (according to branch classification)	Share of actual circulation	
		%	copies
45.44.1	Painting and varnishing companies	80.9	12,931
45.41	Stuccoing, plastering and dry lining companies	3.8	609
50.20.3	Vehicle enameling companies	4.8	767
51.53.6/51.44.3	Wholesale trade of paints, varnishes and wallpapers, wholesale cooperatives	2.3	366
80.22.1/80.22.2	Professional schools, institutes, master schools, guilds	4.2	677
24.30.1	Manufacturers of paint colours, varnishes and other supply industries	1.8	289
–	Other qualified branches without specification	1.7	269
–	Branch not yet surveyed/according to EDA Standards unknown	0.4	62
	Others (e.g. fairs) not analysed	0.1	8
	Actual circulation	100.0	15,978

1.2 Size of business entity

2.2 Socio-economic group

Characteristics were not surveyed as for the utilisation

2.1 Activity characteristics

2.3 Decision fields and/or aims of acquisition

ratio of this magazine does not depend on it.

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)		180 x 197	6,390.–	8,685.–
Cover pages	180 x 263	210 x 297	6,140.–	8,435.–
2/1 page	390 x 263	420 x 297	11,510.–	13,805.–
1/1 page	180 x 263	210 x 297	5,840.–	8,135.–
2/3 page high 2/3 page cross	118 x 263 180 x 180	133 x 297 210 x 199	4,240.–	6,535.–
Juniorpage 1/2 page high 1/2 page cross	118 x 180 87 x 263 180 x 127	133 x 199 102 x 297 210 x 146	3,130.–	5,425.–
1/3 page high 1/3 page cross	56 x 263 180 x 90	71 x 297 210 x 109	2,110.–	4,405.–
1/4 page high 1/4 page single-column high 1/4 page cross	43 x 263 87 x 127 180 x 60	58 x 297 102 x 146 210 x 79	1,570.–	3,040.–
1/8 page high 1/8 page cross	87 x 60 180 x 30	102 x 79 210 x 49	840.–	2,310.–
1/16 page high 1/16 page cross	87 x 30 180 x 15	102 x 49 210 x 34	495.–	1,965.–

* 3 mm per trim page

Further sizes upon request

2. Extra charges:

per standard ink: € 765.-
per other color: € 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 € 5,390.-
Size upon request.

4-page € 7,730.-

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 € 240.- plus postage.

Sample and PDF-file required!

Delivery quantity and delivery location: on request.

Tip-ons: upon request.

6. Contact:

Verlag W. Sachon GmbH
Schloss Mindelburg
St. Georgenberg 17
D-87719 Mindelheim
Website: www.maler-tv.com
Tel.: +49 8261 999-0
Mail: 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	09.12.2025	<ul style="list-style-type: none"> • Healthy Living • Interior Paints, Interior Plasters • Trends 2026 • Drywall: Tools, Fire Protection/Acoustics 	heimtextil Frankfurt am Main, 13. – 16.01.2026 Allgäuer Baufachkongress Oberstdorf, 14. – 16.01.2026 DOMOTEX Hanover, 19. – 22.01.2026
	Print data	11.12.2025		
	Publication	08.01.2026		
2 February	Advertising	09.01.2026	<ul style="list-style-type: none"> • Sustainability: Resource Efficiency, Energy-Efficient Renovation, Interior Insulation • Basement Renovation: Joints, Sealants, Mold Remediation • Tools and Aids: Covering/Masking • Wood Coatings and Abrasives 	DACH + HOLZ Cologne, 24. – 27.02.2026 Intern. Eisenwarenmesse Cologne, 03. – 06.03.2026
	Print data	13.01.2026		
	Publication	02.02.2026		
3 March	Advertising	09.02.2026	<ul style="list-style-type: none"> • Digitalization and Modern Technologies: Robotics, AI, Software • Commercial Vehicles and Vehicle Equipment • Creative Wall Design • Coatings for Special Requirements: Fire Protection, Moisture Protection 	ZUKUNFT HANDWERK Munich, 04. – 05.03.2026 I.H.M. Intern. Handwerksmesse Munich, 04. – 08.03.2026 HAUS Dresden, 05. – 08.03.2026
	Print data	11.02.2026		
	Publication	03.03.2026		
4 April	Advertising	10.03.2026	<ul style="list-style-type: none"> • Trends on the Facade • Stucco Work • Power Tools and Ergonomics: Sanders, Coating and Spraying Equipment • Paints for Special Applications 	PaintExpo Karlsruhe, 14. – 17.04.2026
	Print data	12.03.2026		
	Publication	01.04.2026		

Issue no. month	Dates		Topics	Fairs & Conferences
5 May	Advertising	09.04.2026	• Monument Protection and Restoration	
	Print data	13.04.2026	• All About Flooring: Coverings, Coatings, Adhesives, Trends and Techniques	
	Publication	04.05.2026	• Painting Tools and Accessories: Brushes, Rollers	
			• Stairwell Design	
6 June	Advertising	06.05.2026	• 75 Years of "MALER UND LACKIERERMEISTER"	Stone+tec Nuremberg, 17. – 20.06.2026
	Print data	12.05.2026	• Thermal Insulation: Exterior/Interior; Ecology and Sustainability	
	Publication	01.06.2026	• Occupational Health and Safety: Ladders, Scaffolding, Work Platforms	
			• Creative Design with Decorative Moldings, Light Structures, Stretch Ceilings	
7 July	Advertising	09.06.2026	• Sustainability: Resource Efficiency, Energy-Efficient Renovation, Sustainable Paints and Wallpapers	
	Print data	11.06.2026	• Substrate Preparation: Priming, Fillers, Aids	
	Publication	01.07.2026	• Interior Paints, Interior Plasters	
			• Concrete Repair: Facades, Balconies, Parking Structures	
8 August	Advertising	09.07.2026	• Renovation of Old Buildings	
	Print data	13.07.2026	• Historic Buildings	
	Publication	03.08.2026	• Measuring and Testing	
			• Historical Techniques: Church Painting, Gilding, Trompe-l'œil, Stenciling	

Issue no. month	Dates	Topics	Fairs & Conferences
9 September with informationposter "Die Branche auf einen Blick"	Advertising 10.08.2026 Print data 12.08.2026 Publication 01.09.2026	<ul style="list-style-type: none"> • Commercial Vehicles: Combustion, Electric & More • Wallpapers and Special Wall Coverings • Stucco Work • Mold Control and Prevention 	NordBau Neumünster, September 2026
10 October	Advertising 09.09.2026 Print data 11.09.2026 Publication 01.10.2026	<ul style="list-style-type: none"> • Occupational Safety, Climbing Technology, Workwear, PPE • Painting Tools and Accessories: Brushes, Rollers • Color Design in Sophisticated Interiors • Covering/Masking 	ARBEITSSCHUTZ AKTUELL Stuttgart, 20. – 22.10.2026
11 November	Advertising 09.10.2026 Print data 13.10.2026 Publication 02.11.2026	<ul style="list-style-type: none"> • Creative Surfaces and Techniques • Artistic Street Art • Interior Paints, Interior Plasters • Monument Preservation 	DENKMAL Leipzig, 05. – 07.11.2026 HEIM + HANDWERK Munich, November 2026
12 December with annual planner 2027	Advertising 09.11.2026 Print data 11.11.2026 Publication 01.12.2026	<ul style="list-style-type: none"> • Sustainability and Environmental Awareness: Ecological Aspects in the Painting Trade • Wet Rooms and Bathroom Design • Outlook on Color Trends 2027 	

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 color 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 Colors:

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 color bar.

Please note that print-outs made with a color printer are not considered as a contract proof.

Please indicate all inks to be printed (CMYK, FOGRA or HKS/Pantone) in case of multicolored 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:

Josefine Rohde, Media Sales, Phone: +49 8261 999-337, Mail: rohde@sachon.de
Kyra Kutter, Chief-Editor, Phone: +49 8261 999-315, Mail: kutter@sachon.de
Ursula Ostler, Media Administration, Phone: +49 8261 999-453,
Mail: ostler@sachon.de



+++ Frisch aufgetragen +++

www.maler-tv.com/newsletter

Prices and sizes:

Placement options	Size (pixel)	Price € / mailing
Fullbanner	500 x 200	670.–
Sponsored Post (image)	max. 300 characters (incl. link) + 1 image (800x480)	905.–
Sponsored Post (image) plus video placement	max. 300 characters (incl. link) + 1 image (800x480) + publication of 1 video under an sections, * on MALER-TV.COM	1,785.–
Stand Alone (image)	Exclusive dispatch (details upon request)	2,835.–
Stand Alone (video)	Exclusive dispatch (details upon request) plus publication of a video under a corresponding heading* on MALER-TV.COM	3,760.–

* Sections: Reportage/Produkt

Mailing:

Fortnightly, Thursday

Addresses:

approx. 15,970 recipients per week

Data supply:

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

Ursula Ostler, Phone: +49 8261 999-453,

Mail: ostler@sachon.de

File formats:

GIF, JPG, PNG, Graphics in the sizes specified above with 600 ppi

Contact:

Josefine Rohde, Phone: +49 8261 999-337, Mail: rohde@sachon.de

ein bunter Themen Mix erwartet Sie heute in unserem Newsletter. Wir zeigen, wie Bundesrat zum Lebensretter wurde, weshalb die Kluft zwischen Politik und Alltag die Wärmewende behindert und inselieren Respekt eine zentrale Rolle für ein zukunftsweisendes Wärmewende spielt.

Hol Spaß beim Lesen!
Ihr „Frisch aufgetragen“ Team

Fullbanner

KIP® WASHI-TEC® MULTI-TAPE™

Einfach kleben. Zweifach nutzen.

Keine Gegenmontage notwendig. Wachs- und Gipsband in einem. Mit der easytape Technologie.

Europaweite Lowergabe stützt Mittelstand

Am 7. Juli 2025 hat der Binnenmarktausschuss des Europäischen Parlaments einen Bericht zur Reform der EU-Vergaberichtlinien vorgelegt. Ziel ist es, öffentliche Aufträge nicht mehr nur nach...

Lukas Germann erhält den Peter Adam Jansen Preis 2025

Der dreißigjährige Peter Adam Jansen Preis geht an den Winter Lukas Germann aus Albstadt. Ausgezeichnet werden Persönlichkeiten, die aus ihren schweren Kriegen heraus mit bewusster Stärke...

Sponsored Post

V-Video - Das Original nur von L&L UREI

Mit dem V-Video von FRUIT erhalten Sie sich ein Qualitätsversprechen auf die Baustelle. Extrem glatte Oberfläche, leuchtet weißes Licht und gleichzeitig gering wägend. Bei dem originäres V-Video reicht es schon ein Anstrich für ein homogenes Farbbild.

ERFÜLLT versichert

Das Original von ERFÜLLT - ECT 1 tested

MALER-InfoHotline bestellen

MALER UND LACKERMEISTER

+++ KORFF informiert +++

12.02.2025

Gefehrte Damen und Herren,

Als Maler wissen Sie, wie herausfordernd der Winter für viele Ihrer Kunden war. Die gestiegenen Heizkosten führen dazu, dass viele Ihre Heizungen herunterdrehen, um Geld zu sparen – mit der Folge von Schimmelbildung und neuen Sanierungsan. Doch mit der richtigen Lösung können Maler dieses Problem ihrer Kunden nun endgültig lösen.

Mit der innovativen Lösung: Die Superwand von Korff.

Erfahren Sie in diesem Newsletter mehr über die zahlreichen Vorteile der Superwand für Sie als Maler und für Ihre Kunden – und sichern Sie sich zudem eine kostenlose Musterbox.

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:
Ursula Ostler,
Phone: +49 8261 999-453,
Mail: ostler@sachon.de

Contact:

Josefine Rohde,
Phone: +49 8261 999-337,
Mail: rohde@sachon.de

Display Ads*	Desktop & Tablet Placement**	Mobile Placement**	Size in pixel	Prices *** in € / (Month)
Introbanner			1052 x 300	1,575.-
Skyscraper (Half page ad)			300 x 600	1,060.-
Superbanner			800 x 120	740.-
Fullbanner			500 x 90	650.-
Content Ad			3.000 characters (incl. link) plus 1 image (Aspect ratio 16:9)	1,345.-
Video			640 x 360	1,450.-

* Placement in rotation

** Size and position in illustration exemplary

*** Prices incl. link