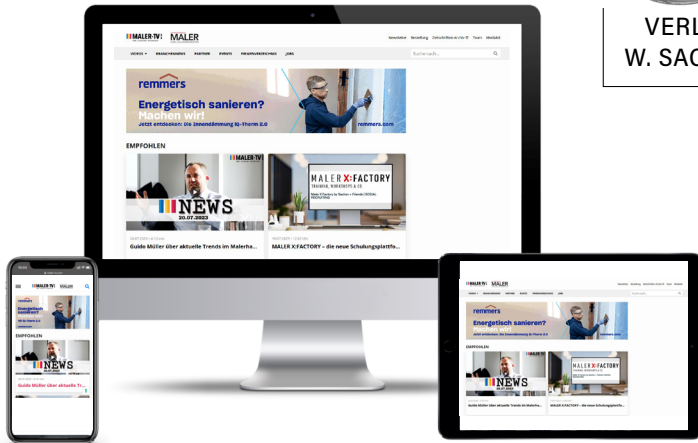


MEDIA KIT 2024

75 Years

VERLAG
W. SACHON



VERLAG W. SACHON · D-87719 MINDELHEIM

member of

KRAMMER GROUP





1 Circulation control:

2 Circulation analysis:

Copies per edition annual average July 1st 2022 to June 30th 2023

Print figure:	16,096		
Actual circulation:	16,952	of them abroad:	89
Solit circulation:	12,639	of them abroad:	25
- Subscribers:	12,609	of them member copies:	12,155
- Other Sales:	-		
- Sales per copy:	30		
Free copies:	4,313		
Reminder, archives and voucher copies:	38		

3 Geographical distribution:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	99.5	16,863
Abroad	0.5	89
Actual circulation	100.0	16,952

3.1 Classification to Nielsen areas (domestic):

Nielsen area	%	Copies
Nielsen area I Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	14.4	2,424
Nielsen area II Nordrhein-Westfalen	24.3	4,094
Nielsen area III a Hessen, Rheinland-Pfalz, Saarland	18.1	3,045
Nielsen area III b Baden-Württemberg	15.3	2,588
Nielsen area IV Bayern	14.7	2,479
Nielsen area V Berlin	2.8	471
Nielsen area VI Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	5.7	968
Nielsen area VII Sachsen, Thüringen	4.6	781
Others (e.g. fairs) not analysed	0.1	13
Actual circulation (domestic)	100.0	16,863

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	13,706
45.41	Stuccoing, plastering and dry lining companies	2.4	413
50.20.3	Vehicle enameling companies	4.8	814
51.53.6/51.44.3	Wholesale trade of paints, varnishes and wallpapers, wholesale cooperatives	1.7	283
80.22.1/80.22.2	Professional schools, institutes, master schools, guilds	5.7	976
24.30.1	Manufacturers of paint colours, varnishes and other supply industries	2.2	375
-	Other qualified branches without specification	1.8	300
-	Branch not yet surveyed/according to EDA Standards unknown	0.4	72
	Others (e.g. fairs) not analysed	0.1	13
	Actual circulation	100.0	16,952

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.

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) NEW →	180 x 197	180 x 200	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

Fax: +49 8261 999-391

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 11.12.2023 Print data 13.12.2023 Publication 05.01.2024	<ul style="list-style-type: none"> • Trends in wall design: colors, wallpapers • All about the floor: coverings, coatings, adhesives, design • Adhesives, masking 	<p>heimtextil Frankfurt/Main, 9. – 12.1.2024</p> <p>DOMOTEX Hanover, 11. – 14.1.2024</p> <p>Allgäuer Baufachkongress Oberstdorf, 17. – 19.1.2024</p>
2 February	Advertising 10.01.2024 Print data 12.01.2024 Publication 01.02.2024	<ul style="list-style-type: none"> • Energetic renovation: sustainability, thermal insulation, basement renovation, joints and sealants • Digitalization • Dry construction • Workwear: work shoes, PPE 	<p>ZUKUNFT HANDWERK Munich, 28.2. – 1.3.2024</p> <p>I.H.M. Internationale Handwerksmesse Munich, 28.2. – 3.3.2024</p>
3 March Fair preview	Advertising 08.02.2024 Print data 12.02.2024 Publication 01.03.2024	<ul style="list-style-type: none"> • Painting tools and equipment: power tools, abrasives, lacquers and sprayers, adhesives and pastes • Commercial vehicles: vehicle equipment • Climbing technology: ladders, scaffolding; work platforms 	<p>Internationale Eisenwarenmesse Cologne, 3. – 6.3.2024</p> <p>DACH + HOLZ Stuttgart, 5. – 8.3.2024</p> <p>HAUS Dresden, 7. – 10.3.2024</p>
4 April Main fair edition	Advertising 07.03.2024 Print data 11.03.2024 Publication 02.04.2024	<ul style="list-style-type: none"> • FAF special: exhibitor highlights, interviews • Healthy building • Wood protection • Creative interior design: trim strips and profiles, light structures, stretch ceilings 	<p>Paint Expo Karlsruhe, 9. – 12.4.2024</p> <p>FAF - FARBE, AUSBAU & FASSADE Cologne, 23. – 26.4.2024</p>

Wir stellen aus:



Issue no. month	Dates	Topics	Fairs & Conferences
5 May	Advertising	08.04.2024	<ul style="list-style-type: none"> • Paints for special requirements: fire protection, moisture protection • Measuring and testing equipment • Mould remediation • Stairway design
	Print data	10.04.2024	
	Publication	02.05.2024	
6 June	Advertising	03.05.2024	<ul style="list-style-type: none"> • Maintenance and renovation of natural stone • Artful StreetArt • Balcony repair • Concrete works: parking garage renovation, repair, creative design
	Print data	07.05.2024	
	Publication	03.06.2024	
7 July	Advertising	07.06.2024	<ul style="list-style-type: none"> • Conservation and renovation of monuments, renovation of timber frames • Work on the facade: restoration, design, graffiti removal and prophylaxis • All about damming • Use of renovation plaster and plastering machines
	Print data	11.06.2024	
	Publication	01.07.2024	

Stone + tec
Nuremberg, 19. – 22.6.2024



Anniversary: 75 years Verlag W. Sachon in the July issue

Issue no. month	Dates	Topics	Fairs & Conferences
8 August	Advertising 10.07.2024 Print data 12.07.2024 Publication 01.08.2024	<ul style="list-style-type: none"> • Painting tools and equipment brushes, rollers • Coating of metallic substrates: corrosion protection, treatment, test methods • Wood protection + coatings 	
9 September with informationposter "Die Branche auf einen Blick 2024"	Advertising 07.08.2024 Print data 09.08.2024 Publication 02.09.2024	<ul style="list-style-type: none"> • Vehicle painters • Commercial vehicles: combustion, electric & Co. • Wallpapers and special wall coverings • Stucco 	<p>NordBau Neumünster, 4. – 8.9.2024</p> <p>IAA TRANSPORTATION Hanover, 17. – 22.9.2024</p>
10 October	Advertising 09.09.2024 Print data 11.09.2024 Publication 01.10.2024	<ul style="list-style-type: none"> • Special "work safety": climbing technique, workwear, ergonomics • Color design in interiors • Projects from around the world 	ARBEITSSCHUTZ AKTUELL Stuttgart, 5. – 7.11.2024
11 November	Advertising 09.10.2024 Print data 11.10.2024 Publication 04.11.2024	<ul style="list-style-type: none"> • Special monument protection • Work on the floor • Sustainability • Substrate preparation: priming, fillers, auxiliary materials 	denkmal Leipzig 7. – 9.11.2024
12 December with annual planner 2025	Advertising 08.11.2024 Print data 12.11.2024 Publication 02.12.2024	<ul style="list-style-type: none"> • Historical painting techniques: church painting, gilding, illusion painting, stencils • Asbestos restoration • Interior paints, interior plasters 	

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
Tina Niethammer, Editor, Phone: +49 8261 999-336, Mail: niethammer@sachon.de
Stephan Keller, Media Administration, Phone: +49 8261 999-362, Mail: keller@sachon.de



+++ Frisch aufgetragen +++

www.maler-tv.com/newsletter

Prices and sizes:

Placement options	Size (pixel)	Price € / mailing
FullBanner	500 x 200	665,-
Sponsored Post (image)	max. 300 characters (incl. link) + 1 image (800x480)	860,-
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	1,700,-
Stand Alone (image)	Exclusive dispatch (details upon request)	2,700,-
Stand Alone (video)	Exclusive dispatch (details upon request) plus publication of a video under a corresponding heading* on MALER-TV.COM	3,580,-

* Sections: Reportage/Produkt

Mailing:

Fortnightly, Thursday

Addresses:

approx. 16,700 Empfänger per week

Data supply:

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

Stephan Keller, Phone: +49 8261 999-362, Mail: keller@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

FullBanner

MALER X-FACTORY – die neue Schulungsplattform für Maler und Lackierer
Wir geben die Gründung der innovativen Schulungsplattform „MALER X-FACTORY“ bekannt. In Zusammenarbeit mit der Agentur Hein & Kollegen präsentieren wir damit eine...




[weiterlesen!](#)

Stellenangebote

[Unternehmensnachfolger \(m/w/d\)](#)

FullBanner


Neuer Leiter Marktmanagement Putz-, Fassaden- und Bodensysteme bei Knauf
Constantin Wiegert ist seit 1. Juli 2023 Leiter des Marktmanagements Putz-, Fassaden- und Bodensysteme bei der Knauf Gips KG in Iphofen. Er berichtet in dieser Funktion an Gerhard Wellert, Vertriebsdirektor Putz-, Fassaden- und Boden...



[weiterlesen!](#)


Sponsored Post

MALER X-FACTORY – die neue Schulungsplattform für Maler und Lackierer
Wir geben die Gründung der innovativen Schulungsplattform „MALER X-FACTORY“ bekannt. In Zusammenarbeit mit der Agentur Hein & Kollegen präsentieren wir damit eine...




[weiterlesen!](#)

Sponsored Post



Update Basemat-Life®-Farbsystem erweitert
Zur Abbildung der aktuellsten Trends in der Fassadengestaltung wurde der Farbfächer um 180 neue Farböne erweitert. Die unterschiedlichsten Einrichtungs- und Farbtrends gehen auch auf die Fassade über. Die dominierenden Trends: Hygge, Boho, Metallic und Entsendigen für ein stimmiges Wohn- und Lebensgefühl.



[mehr erfahren!](#)

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:
Stephan Keller,
Phone: +49 8261 999-362,
Mail: keller@sachon.de

Contact:

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

1.1.-30.6.2023

Monthly average
Page impressions: 136,452
Visits: 20,623

Display Ads*	Desktop & Tablet Placement**	Mobile Placement**	Size in pixel	Prices *** in € / (Month)
Introbanner			1052 x 300	1,500.-
Skyscraper (half page ad)			300 x 600	1,010.-
Superbanner			800 x 120	705.-
Fullbanner			500 x 90	620.-
Medium Rectangle			300 x 250	870.-
Content Ad			3.000 characters (incl. link) plus 1 image (Aspect ratio 16:9)	1,280.-





* Placement in rotation

** Size and position in illustration exemplary







*** Prices incl. link

Video Ad	Performance	Price 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	Performance	Price in EURO
Video	Publication of your video 1 week on the MALER-TV.COM "EMPFOHLEN" and then under one of the video sections* (video mp4-Datei + image (16:9) + text (max 300 characters incl. spaces)	1,380,-

* Sections: Reportage/Produkt | 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.		980,-
Cut in zoom	Advertisement that graphically wraps entirely around the video image. Length: 10 sec.		680,-
Cut in	Banner that is graphically superimposed on the video image while the programme is running. Length: 8 sec.		580,-
Cut in individual	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 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: 462.– combi: 800.–
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: 1,500.– combi: 2,540.–
Photo Ad	Present yourself, your brand or your product in MALER-TV's Instagram or Facebook feed. (1 image + text)		per channel: 680.– combi: 1,040.–
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: 1,155.– combi: 2,065.–
Video Ad	Present yourself, your brand or your product in MALER-TV's Instagram or Facebook feed. (1 video + text)		per channel: 680.– combi: 1,040.–
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: 1,605.– combi: 2,530.–

* Sections: Reportage/Produkt | 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), Phone +49 8261 999-337, Mail: rohde@sachon.de

Dennis Pytlik (product manager), Phone +49 8261 999-314, Mail: pytlik@sachon.de



www.maler-tv.com



www.facebook.com/MalerTVcom



www.instagram.com/maler_tv_com