Price List No. 29

Media Data 2027

print & digital

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KommunalTechnik – the Medium for Municipal Practitioners

Technology, solutions, responsibility: municipalities and public service providers face a wide range of tasks in public works yards, road maintenance and parks departments, and winter service operations.Anyone who aims to act efficiently and with a view to the future needs sound information, practical guidance – and reliable partners.

KommunalTechnik provides exactly that: an editorial environment that is independent, closely connected to everyday practice, and integrates advertising into a relevant, trustworthy medium.

Short Profile

KommunalTechnik is the leading trade medium for decision-makers in public works yards, road maintenance authorities, parks and green area departments, and municipal service providers. The editorial team reports with a strong practical focus on topics such as operations management, street cleaning, winter service, green space maintenance, and municipal fleets.Surveys, reports, and interviews provide market overviews and product presentations offering clear orientation in the supplier landscape. Particularly valued: the independent technical expertise that KommunalTechnik shares with municipalities, authorities, and service providers."Trade media for municipal practitioners" is not just a claim – it's our lived practice. Editorial credibility, a strong link to day-to-day operations, and proximity to the industry form the basis of our readers' trust.

Reach

With a **bi-monthly** print magazine (circulation: **10,792 copies**, including 962 digital, IVW II/2026) and a strong **digital offering** (website, newsletter, webinars), KommunalTechnik reliably reaches key decision-makers in the municipal sector.

Newsletter: 7,882 recipients (Ø 1st half of 2026), up to 3,845 opens and 1,086 clicks per issue

Website: 9,476 page views per month, 6,218 sessions, 8,119 unique page views (Ø 1st half of 2026)

For advertisers, this means:

- **High reach** with virtually no waste coverage
- **Direct access** to decision-makers in municipalities
- **Strong interaction rates** through relevant content
- **Flexible cross-media packages** with clear target group focus

KommunalBiz – the webinar platform of KommunalTechnik With KommunalBiz, the brand family expands its portfolio to include practical online seminars. Experts present current developments, offer guidance on technology, law and organisation, and engage directly with participants.

This creates an additional, interactive access point to our community – and offers partners the opportunity to position their specialist topics in a focused and credible way.

The Magazine

KommunalTechnik is published six times a year and is specifically aimed at decision-makers in public works yards, road maintenance authorities, parks and green area departments, as well as municipal service providers.
It offers **optimum ad placements** – classic, visible and effective.

IVW-audited circulation: 10,792 copies
For more than 29 years, the leading trade medium for municipal decision-makers.

Circulation & Scope – Your Assurance Through Audited Figures

Our circulation is regularly audited by IVW (German Audit Bureau of Circulations). This provides you with the certainty that all reach figures are transparent, verifiable, and independently controlled.

IVW II/2026	Total	of which abroad	of which ePape
Circulation	10,792	79	962
Sales	1,642	79	834
Subscriptions	832	79	30
Single copies	1	0	0
Free copies	9,149	0	2
Print run	10,000		

Extent Analysis 2025	Pages	Percent
Total produced	336	100
Editorial content	270	80
Advertising	66	20

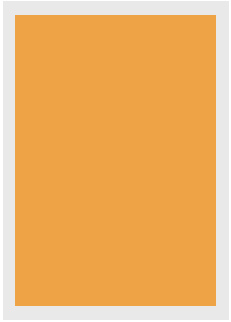
By Country*	
Austria	24
Belgium	3
Switzerland	23
Germany	9,733
Denmark	2
France	1
Hungary	2
Italy	2
Luxembourg	19
Netherlands	3
Total	**9,812**

By Postal Code Region*	
Postal Zone 0	883
Postal Zone 1	516
Postal Zone 2	765
Postal Zone 3	1,009
Postal Zone 4	587
Postal Zone 5	743
Postal Zone 6	781
Postal Zone 7	1,325
Postal Zone 8	1,477
Postal Zone 9	1,647
Abroad	79
	9,812

By Federal State*	
Abroad	79
Bavaria	2,701
Baden-Württemberg	1,643
Berlin	73
Brandenburg	308
Bremen	23
Hamburg	33
Hesse	744
Mecklenburg-Western Pomerania	208
North Rhine-Westphalia	1,118
Lower Saxony	831
Rhineland-Palatinate	441
Saxony-Anhalt	248
Saxony	587
Saarland	103
Schleswig-Holstein	306
Thuringia	366
	9,812

* Average, 1st half of 2026

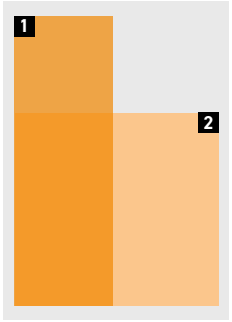
Standard Ad Formats



1/1 page 4c

€6,055

190 × 270 mm
with bleed:
210 × 297 mm

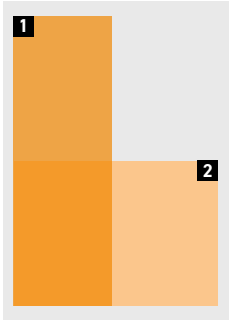


2/3 page 4c

€4,040

1 portrait
125 × 270 mm
with bleed:
135 × 297 mm

2 landscape
190 × 180 mm
with bleed:
210 × 190 mm

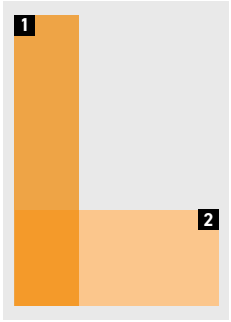


1/2 page 4c

€3,035

1 portrait
92 × 270 mm
with bleed:
102 × 297 mm

2 landscape
190 × 135 mm
with bleed:
210 × 145 mm

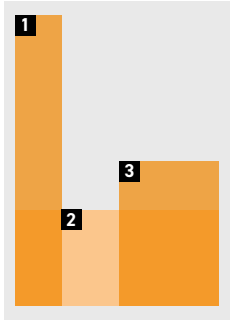


1/3 page 4c

€2,020

1 portrait
60 × 270 mm
with bleed:
70 × 297 mm

2 landscape
190 × 90 mm
with bleed:
210 × 100 mm



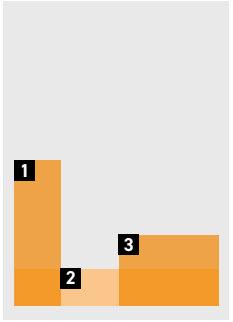
1/4 page 4c

€1,515

1 portrait
45 × 270 mm
with bleed:
55 × 297 mm

2 landscape
190 × 66 mm
with bleed:
210 × 76 mm

3 corner
92 × 135 mm



1/8 page 4c

€760

1 portrait
45 × 135 mm

2 landscape
190 × 35 mm

3 corner
92 × 66 mm

Price per mm

per 1 mm height, single-column, 45 mm wide
mono: € 4.60
4c: € 5.80

Further information on bleed, trim allowance, and the placement of text and image elements can be found under Technical Data.

Publication Dates & Topics

Issue	Deadlines		Main Topics	Market Overview	Additional Topics	Trade Fairs
1/27	**BD** **MD** **PD**	Wed, 27 Jan 2027 Wed, 3 Feb 2027 Fri, 19 Feb 2027	**Fleet / Utility Vehicles** – Alternative Fuels – Electrification – Tyres and Spare Parts – Special-Purpose Vehicles	Municipal Tractors < 80 hp	– Weed Control – Street and Road Cleaning	– URBAN TEC 2–3 Feb 2027
2/27	**BD** **MD** **PD**	Wed, 3 Mar 2027 Wed, 10 Mar 2027 Fri, 2 Apr 2027	**Urban and Roadside Trees** – Irrigation – Tree and Hedge Care – Oak Processionary Moth – Battery Technology – Training and Professional Development – Preview: FORST live & German Tree Care Conference	Municipal Tractors > 80 hp	– Municipal Pest Control – Climate-Adapted Urban Planning – Green Space Maintenance	– German Tree Care Conference 20–22 Apr 2027 – FORST live 23–25 Apr 2027 – RecyclingAKTIV & TiefbauLIVE (RATL) 3–5 Jun 2027
3/27	**BD** **MD** **PD**	Wed, 12 May 2027 Wed, 19 May 2027 Fri, 4 Jun 2027	**demopark Trade Fair** – Trade Fair Preview – Fleet – Winter Maintenance – Street and Road Cleaning – Green Space Maintenance – Alternative Drives and Battery Technology	Professional Robotic Mowers	– Playgrounds – Weed control	– demopark 20–22 Jun 2027

BD = Ad booking deadline **MD = Material deadline** **PD = Publication date**

Status: 10/2026 – Subject to change

Publication Dates & Topics

Issue	Deadlines		Main Topics	Market Overview	Additional Topics	Trade Fairs
4/27	**BD** **MD** **PD**	Wed, 25 Aug 2027 Wed, 1 Sept 2027 Fri, 17 Sept 2027	**Digitalisation in Municipal Depots** – Trade Fair Preview: KOMMUNALE – Municipal Depot Software – Digital Route Planning – Documentation	Municipal Depot Software / Winter Maintenance Apps	– Urban Cleaning: Leaf Removal – Winter Maintenance	– KOMMUNALE 20–21 Oct 2027
5/27	**BD** **MD** **PD**	Wed, 29 Sep 2027 Wed, 06 Oct 2027 Fri, 29 Oct 2027	**Winter Maintenance** – Rules and Regulations – Management – De-icing Materials – Technology for Municipal Depots and Road Maintenance Depots	Brine Spraying Equipment	– AGRITECHNICA – Street and Road Cleaning	– AGRITECHNICA 14–20 Nov 2027
6/27	**BD** **MD** **PD**	Wed, 17 Nov 2027 Wed, 24 Nov 2027 Fri, 10 Dec 2027	**Road and Path Construction** – Cold and Hot Asphalt – Paving Maintenance – Water-Bound Path Surfaces	Grader Blades and Path Maintenance Equipment	– Ditch Maintenance – Fleet / Utility Vehicles	

BD = Ad booking deadline MD = Material deadline PD = Publication date

Status: 10/2026 – Subject to change

Would you like to receive the editorial schedule by e-mail six times a year, in good time before each publication date?Just get in touch with us!

Advertising on the Cover Pages

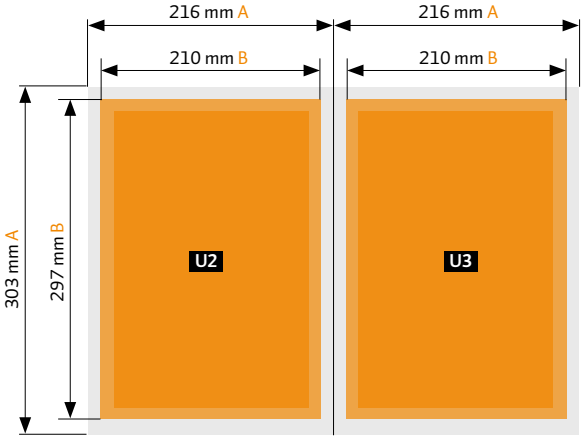
The cover pages are among the exclusive premium placements within the magazine:

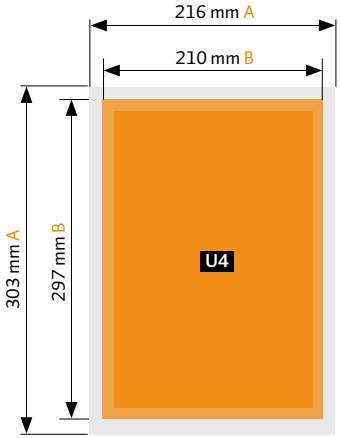
- U2 (Inside Front Cover)
- U3 (Inside Back Cover)
- U4 (Back Cover)

Benefit: Printed on heavier paper (250 g/m²), your advertisement achieves optimum visibility and impact.
Format: 1/1 page (210 × 297 mm) + 3 mm bleed on all sides

Cover Page Prices	
Inside Front Cover (U2)	€6,115
Inside Back Cover (U3)	€6,115
Back Cover (U4)	€6,115

Optional:
Personalised Cover Pages
On request, we can produce individually personalised printed ads – a highly attention-grabbing special format with maximum relevance. Price: on request.

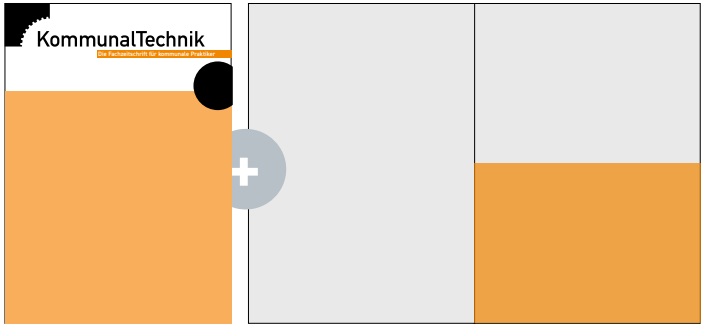


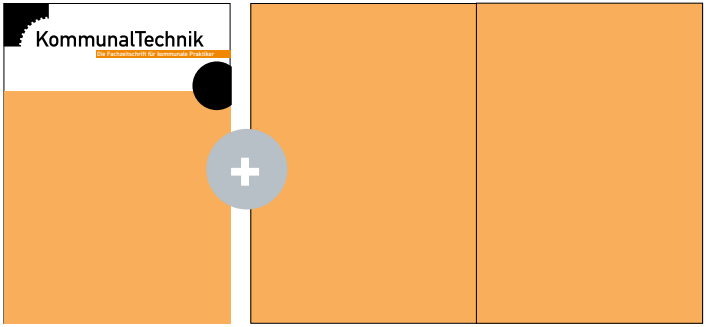


A = data format:
216 mm × 303 mm

B = final format:
210 mm × 297 mm

Safety margin:
5 mm on all sides for text and other relevant content





Cover Page Ad Package

– Action photo on the cover page (210 × 217 mm incl. bleed)
– Half-page landscape ad inside the magazine

Benefits: High visibility through the cover and an additional 1/2 page ad in the front section of KommunalTechnik.

Price – Cover Page Ad Package	
Placement image + 1/2 page:	€5,795

We are happy to provide you with a layout dummy of the cover page so you can position your placement image precisely.Just get in touch with us.

Cover Story

– Action photo on the cover page (210 × 217 mm incl. bleed)
– Plus an advertorial in the magazine (2/1 pages). You provide the content and, if desired, we typeset it in the look & feel of KommunalTechnik.
– Alternatively, you may supply a finished double-page spread.

Benefits: High visibility through front-page placement and extensive editorial-style presentation.A highly attractive price-performance ratio ensuring strong brand impact within the magazine.

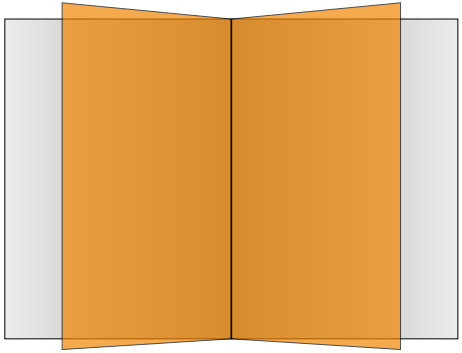
Best Price-Performance Ratio

Price – Cover Story	
Placement image + 2/1 pages	€6,985

Expert Tip

Format: 1/3 page vertical, 70 × 297 mm + bleed
Benefit: A compact, recurring format to position yourself as a professional thought leader.Present your company as a partner on equal footing, linking practical tips with your products.
Bookable as: 3× or 6× package

Price – Expert Tip	
3× placement, 4c	€5,750
6× placement, 4c	€11,500



Inserted Supplement, 4 Pages

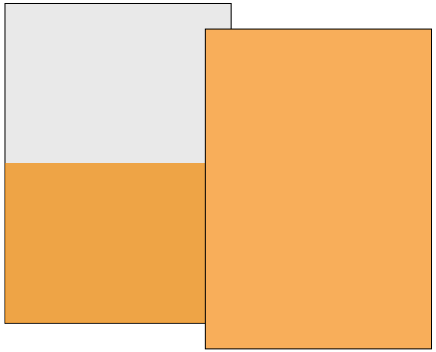
Inserted in the centre of the magazine
Format: 4 × 1/1 pages
Benefit: Placed at the heart of the issue, your content will not be overlooked – and can even be removed for further use if desired

Price – Inserted Supplement	
Inserted Supplement	From €7,505

Editorial Ad

Format: 1/3 page landscape below the editorial.A key position within the table of contents, offering high visibility and immediate attention upon first browsing.You and your product introduce the issue together.

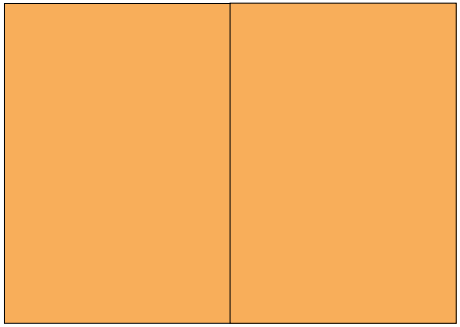
Price – Editorial Ad	
1/3 page landscape	€2,205



Advertorials

Format: 1/2 or 1/1 page
You provide the content – we take care of the layout, if you wish, professionally designed in the KommunalTechnik look & feel. Alternatively, you can supply a ready-to-print file.
Benefit: The editorial design of your content ensures high credibility.

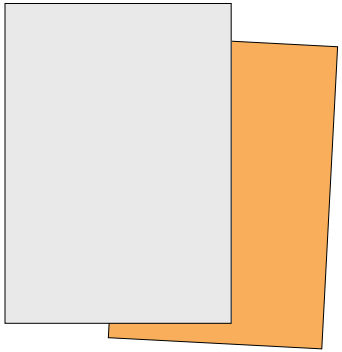
Price – Advertorials	
1/1 page	€ 6,115
1/2 page	€ 3,125



Editorial Advertorial

Format: minimum one double-page spread (2/1 pages)
Benefit: Our editorial team creates the content for you.You provide the topic – our specialist editors develop a high-quality article in the KommunalTechnik look & feel.
A complete all-round service for you.

Price – Editorial Advertorial	
2/1 pages	€ 12,900



Inserts

Maximum format: 190 × 277 mm
Minimum format: 105 × 148 mm
Benefit: An insert in KommunalTechnik is more cost-effective than a separate mailing – while offering the same visibility and direct reach to your target group. We are happy to handle printing for you – just get in touch.

Prices – Inserts (per 1,000 copies)	
up to 25 g	€ 300
up to 50 g	€ 375
up to 75 g	€ 405

Other weights on request.

KommunalNewsletter

The KommunalNewsletter is specifically targeted at decision-makers in public works yards, road maintenance authorities, parks and green area departments, and municipal service providers.It is published every two weeks and provides up-to-date specialist information, market overviews, and high-impact advertising opportunities with strong interaction rates.

Recipients: 7,882 (Ø 1st half of 2026)
Opens: up to 3,845 total per mailing
Clicks per issue: up to 1,086
Benefit: With the KommunalNewsletter, you reach your target group directly in their inbox – quickly, digitally, efficiently and with minimal waste coverage.

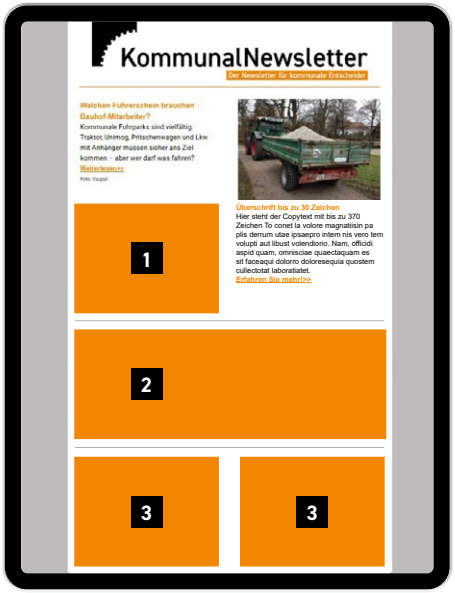
Publication Dates

Issue	Booking Deadline	Publication Date
01/27	**Wed, 06 Jan 2027**	Tue, 12 Jan 2027
02/27	**Wed, 20 Jan 2027**	Tue, 26 Jan 2027
03/27	**Wed, 03 Feb 2027**	Tue, 09 Feb 2027
04/27	**Wed, 17 Feb 2027**	Tue, 23 Feb 2027
05/27	**Wed, 03 Mar 2027**	Tue, 09 Mar 2027
06/27	**Wed, 17 Mar 2027**	Tue, 23 Mar 2027
07/27	**Wed, 31 Mar 2027**	Tue, 06 Apr 2027
08/27	**Wed, 14 Apr 2027**	Tue, 20 Apr 2027
09/27	**Wed, 28 Apr 2027**	Tue, 04 May 2027
10/27	**Wed, 12 May 2027**	Tue, 18 May 2027
11/27	**Wed, 26 May 2027**	Tue, 01 Jun 2027
12/27	**Wed, 09 Jun 2027**	Tue, 15 Jun 2027

Issue	Booking Deadline	Publication Date
13/27	**Wed, 30 Jun 2027**	Tue, 06 Jul 2027
14/27	**Wed, 14 Jul 2027**	Tue, 20 Jul 2027
15/27	**Wed, 28 Jul 2027**	Tue, 03 Aug 2027
16/27	**Wed, 11 Aug 2027**	Tue, 17 Aug 2027
17/27	**Wed, 01 Sep 2027**	Tue, 07 Sep 2027
18/27	**Wed, 15 Sep 2027**	Tue, 21 Sep 2027
19/27	**Wed, 29 Sep 2027**	Tue, 05 Oct 2027
20/27	**Wed, 13 Oct 2027**	Tue, 19 Oct 2027
21/27	**Wed, 27 Oct 2027**	Tue, 02 Nov 2027
22/27	**Wed, 10 Nov 2027**	Tue, 16 Nov 2027
23/27	**Wed, 01 Dec 2027**	Tue, 07 Dec 2027
24/27	**Wed, 15 Dec 2027**	Tue, 21 Dec 2027

Formats & Prices

1 PR Ad	**Image/Banner:** 320 × 240 px **Text:** up to 400 characters total – up to 30 characters headline – up to 370 characters body text	**€595**
2 Double Banner	640 × 240 px + URL	**€890**
3 Banner	320 × 240 px + URL	**€445**
Online Advertorial (in combination with KommunalTechnik.net)	**Teaser in the newsletter** plus **full article (Advertorial) on KommunalTechnik.net** (see page 19 for details)	**€1,080**
Stand-Alone Newsletter	You provide the content – we design and send the mailing (see page 16 for details)	**€2,950**
Pole Position Surcharge	(no discounts or commissions)	**€75**



Reach

7,882 subscribers (Ø 1st half of 202s6)
Up to 3,845 total opens per mailing
Up to 1,086 clicks per newsletter

Tips for Creating PR Ads:

1. Use a strong, eye-catching image.
2. Focus on a clear, concise message.
3. Include a clearly identifiable call to action.

Detailed technical requirements can be found in the *Technical Data* section of this media kit.

With the Stand-Alone Newsletter, you reach the KommunalTechnik community directly and exclusively. Your message takes centre stage – with no other ads, no distractions. Each mailing is sent to the recipients of the KommunalNewsletter.

We handle concept, design and distribution
We can incorporate your corporate design, ensuring that the newsletter visually aligns with your brand while performing optimally for our target audience.

Your Benefits

- **100 % exclusivity:** Your message reaches the inbox without competing content.
- **Guaranteed reach:** 7,882 subscribers in a high-investment target group.
- **Design service:** Implementation according to your corporate design.
- **High efficiency:** More cost-effective and better targeted than traditional mailings.
- The Stand-Alone Newsletter is **your direct digital connection** to decision-makers who drive investment.

Tips for Creating Stand-Alone Newsletters

1. Use strong, distinctive images.
2. Focus on a clear and concise message.
3. Include a clearly identifiable call to action.

Your Message — Sent Exclusively

Structure

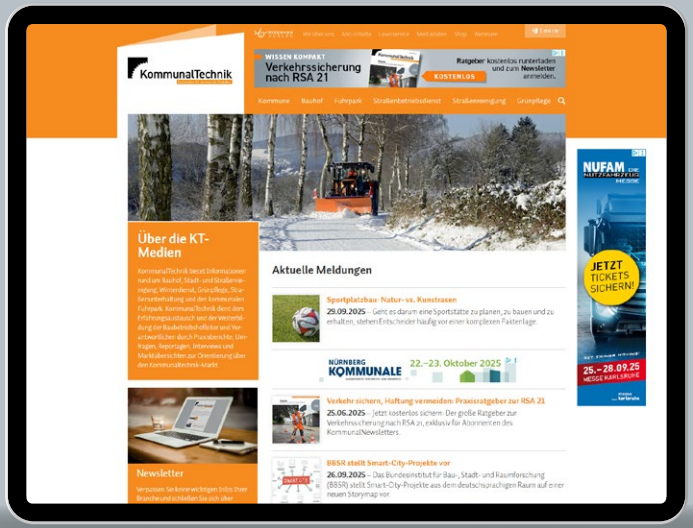
The newsletter can be composed of different content blocks. Possible layouts include:
- Text only
- Image only
- Text & image (image left or right, one image per block
- Image gallery

Technical notes
- Colour codes can be used for layout guidance (e.g. your corporate colours).
- No character limits for text.
- Optimised for both desktop and mobile devices.

Detailed technical requirements can be found in the *Technical Data* section of this media kit.

KommunalTechnik.net

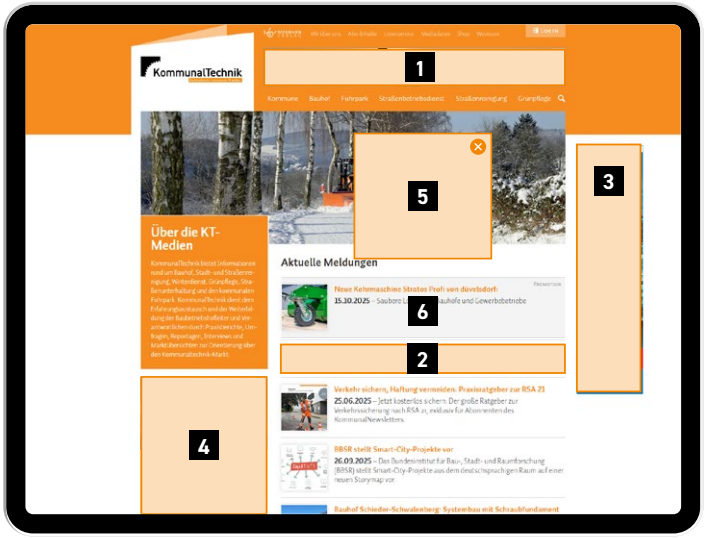
KommunalTechnik.net is the central online platform of the KommunalTechnik media brand. Public works managers, department heads, fleet managers and municipal service providers use the site to find information on trends, technology, markets and operations in the municipal sector. At its core, the website offers relevant, practice-oriented content.Your advertising is displayed in a targeted and efficient way – exactly where professional audiences are actively searching for expertise.



Highlight – 1st half of 2026: Average visit duration: 86 seconds per session. Over 3,300 downloads. Targeted reach – not a mass channel. Those who advertise here, get found here.

Formats & Prices

1 Super Banner	728 × 90 px	**€ 790**
2 Fullsize Banner	468 × 60 px	**€ 575**
3 Wide Skyscraper	160 × 600 px	**€ 790**
4 Sticky Box	400 × 600 px	**€ 1,090**
5 Site Overlay	600 × 400 px	**€ 4,990**
6 Online Advertorial (in combination with KommunalNewsletter)	**Teaser in the newsletter *plus* full article on KommunalTechnik.net** (see page 19 for details)	**€ 1,080**



Reach (Ø 1st Half of 2026)

Page Views: 9,476
Unique Page Views: 8,119
Sessions (Visits): 6,218
Average Time on Page: 86 seconds
Downloads: 3,312
Search Queries: 539

Note: User activity is only tracked after explicit consent. This ensures that your campaigns run exclusively with data from users who have actively agreed to tracking – 100% GDPR-compliant.

Detailed technical specifications can be found in the *Technical Data* section of this media kit.

Online Advertorial in Combination with KommunalNewsletter

The Online Advertorial follows an editorial format but is clearly marked as *Promotion*. Its content can be flexibly composed from different modules — text, images, galleries or video.

Placement:
The advertorial appears for **30 days** among the **Top 5 articles** on the homepage.After that, it moves further down the page but remains accessible in the archive.

Distribution:
In addition, **a teaser with link** to the advertorial is featured in one issue of the KommunalNewsletter.

Detailed technical specifications can be found in the *Technical Data* section of this media kit.

Example Teaser KommunalNewsletter

Example Teaser KommunalTechnik.net

Press Release / Product News

Press releases and product news are in good hands with **KommunalTechnik**!
On **KommunalTechnik.net**, we publish your news in the right editorial environment.

Structure
- Headline up to 50 characters
- Body text up to 1,000 characters
- Up to two product images
- Company logo
- Contact details

PR Package	Fixed rate
1 publication/year:	**€ 270**
3 publications/year:	**€ 750**
6 publications/year:	**€ 1,340**
12 publications/year:	**€ 2,145**

Event Listing

Would you like to publish your training or event dates on **KommunalTechnik.net**? No problem – just send them to us.

Structure
- Headline up to 50 characters
- Body text up to 1,000 characters
- Up to two product images
- Company logo
- Contact details

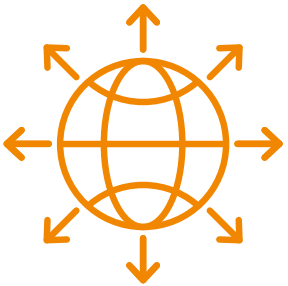
Event Package	Fixed rate
1 publication/year:	**€ 270**
3 publications/year:	**€ 750**
6 publications/year:	**€ 1,340**
12 publications/year:	**€ 2,145**

Cross-media Solutions – Your Message Across All Channels

One channel is good – but the combination is better. Our cross-media packages connect magazine, newsletter and website, ensuring multiple contact points within the municipal sector. Your message is seen more often, remembered longer, and reaches your customers exactly where they actively seek information.

This means for you

- Greater reach – in print & digital
- Stronger impact – maximised visibility
- Efficiency – book one package instead of multiple placements
- Benefit from built-in multi-booking discounts
- Targeted communication – no wasted coverage



Smart Reach Package

Perfect entry into cross-media visibility
- 1/8 page in the magazine
- Banner in the newsletter
- Fullsize banner on the website

Boost Visibility Package

Strong visibility within a relevant audience
- 1/4 page in the magazine
- PR ad in the newsletter
- Fullsize banner on the website

Performance Impact Package

Maximum performance through optimal channel mix
- 1/3 page in the magazine
- PR ad in the newsletter
- Wide skyscraper on the website

Premium Exposure Package

Maximum visibility with exclusive setup
- 1/2 page in the magazine
- PR ad in the newsletter
- Wide skyscraper on the website

Package Prices

	1 Placement	3 Placements	6 Placements
Smart Reach Package	€1,650	€4,800	€8,800
Boost Visibility Package	€2,400	€6,800	€12,400
Performance Impact Package	€3,000	€8,600	€15,500
Premium Exposure Package	€4,000	€11,900	€22,000

Reach

1 Placement	3 Placements	6 Placements
28,150	84,450	168,900

Tailored to You

Some messages need more space than a single ad can offer. Whether it's a special reprint, a KommunalTechnik special edition, a webinar, a customer magazine, or market research – our customised solutions help you position your company sustainably and with lasting impact among your customers.

Your Content – High-quality Reprints

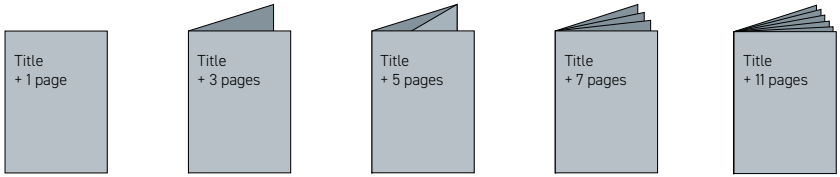
Has KommunalTechnik published an article about you that supports your marketing? Then secure your exclusive reprint!

Whether as a handout at events, as a mailing, an insert, or for display at your business – the reprint is a tangible medium that creates a lasting and credible impression.

Benefit from:

- High-quality print in the original magazine layout
- Customization options (e.g., with your logo, contact details, and ad)
- Strong impact in sales and marketing

Also available in digital format.



Copies	2 pages	4 pages	6 pages	8 pages	12 pages
500	€1,200	€1,400	€2,000	€2,500	€3,500
1,000	€1,400	€1,600	€2,400	€3,000	€4,500
2,000	€1,600	€1,800	€2,800	€3,500	€5,500
3,000	€1,800	€2,000	€3,000	€4,000	€6,500
4,000	€2,000	€2,200	€3,200	€4,500	€7,300
5,000	€2,200	€2,300	€3,400	€5,000	€8,000
10,000	€3,000	€4,000	€5,000	€7,200	€11,000

Digital Version (PDF)	
1 page	400
2 pages	800
3 pages	1,200
4 pages	1,600
5 pages	2,000
6 pages	2,400
10 pages	4,000

All rates subject to VAT.

Your content designed in KT style

KommunalTechnik Special: Your Company and Your Topics in the Spotlight – Exclusively Staged

Starting from 12 pages, we produce your individual KT Special. Whether technology, solutions, or your company – we handle editorial work, layout, and production. You decide which topics and messages take center stage.

Distribution options:
- As direct mailing by post
- As insert in the KommunalTechnik magazine
- As sales material for your own use
- As web PDF for digital use

Content & design:
- Editorial content in cooperation with your team
- Designed in KommunalTechnik style or in your own corporate design

Prices & scope: on request

Webinars: Your Expertise – Live and Interactive

Would you like to showcase your expertise and address our community directly? Then KT Webinar is the right format. We handle organization, promotion, and technology – you provide the topic and your expertise.

Services:
- Technical implementation by our team
- Promotion via KT channels (magazine, newsletter, website, social media)
- Follow-up including recording for your further use

Prices & services: on request

Customer Magazine: Showcasing Your Company

Do you want to inform your customers regularly, build emotional ties, and increase your brand value? Then let's develop your own customer magazine together. Whether print, digital, or both – we handle editorial work, design, and project management.

Your benefits:
– Added value for readers through in-depth content
– Positive image building
– Consistency in customer communication
– Support in recruiting skilled workers

Pricing:
From € 600 per page (incl. text & layout, excl. printing)
Special services (photography, illustration, etc.) upon request

Product & Image Films: Your Technology in Action

Would you like to present your company, your products or your applications effectively? We showcase your topics professionally – authentically, in a practical way and tailored to your target audience. From the initial idea to the finished film, we handle the concept, filming and production.

Your benefits:
– professional video communication
– products and applications presented in a practical way
– versatile use for the web, social media and sales
– potential to extend reach via our media channels

Price:
Customised quote on request

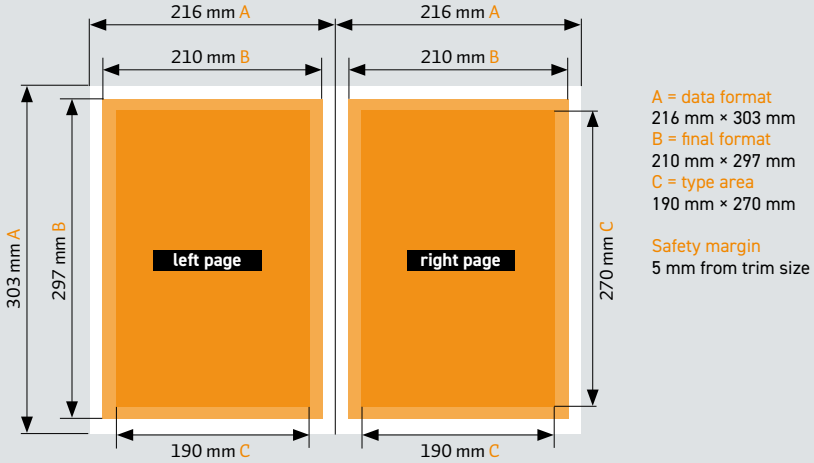
Formats

Final format
DIN A4 (210 mm wide × 297 mm high)

Type area
190 mm wide × 270 mm high
– 3 columns à 60 mm
– 4 columns à 45 mm

Print Material

– Please supply print material by e-mail as print-ready high-resolution PDF file (preferably PDF/X-1a).
– Spot colors on request and at extra cost.
– Without a binding proof we cannot guarantee correct color reproduction.
– The sender is responsible for on-time delivery of print material. If deadlines are not met or technical specifications ignored and the ad cannot be printed, the publisher accepts no liability.
– Please design your ad according to the specifications.
– Price on request.
– Maximum file size for e-mail delivery: 20 MB. Alternatively, we can provide you with an upload link upon request.



A = data format
216 mm × 303 mm
B = final format
210 mm × 297 mm
C = type area
190 mm × 270 mm

Safety margin
5 mm from trim size

Printing Process / Processing

Sheet-fed offset, perfect binding, 4c according to Euroscale (ICC profile ISO Coated v2, FOGRA39)

Bleed

– Bleed allowance: 3 mm on all sides
– Critical design elements: at least 5 mm from trim size

Deadlines

Final deadline: Submission of print material according to the current editorial and production schedule.
The client is responsible for observing deadlines. If material is not delivered on time or is missing, the order will be invoiced in full.

Delivery

- Inserts must be supplied ready for processing.
- The delivery note must state title, issue, and number of copies.
- The client is responsible for the timely and complete arrival of inserts.
- The delivery deadline corresponds to the print material deadline (see schedule) and will also be confirmed in each order confirmation.

Delivery address:
Bonifatius Druckerei,
Karl-Schurz-Straße
33100 Paderborn
Contact: Dominik Siebel

Formats & Weight

- Minimum format: DIN A6 (105 × 148 mm)
- Maximum format: 190 × 277 mm (2 cm smaller than A4)
- Weight classes: see rate card (up to 25 g, up to 50 g, up to 75 g; more on request)
- DIN A4 formats on request: processing and delivery are possible at an additional charge if laminated together with the magazine.

Processing

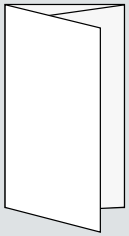
- Inserts are processed mechanically.
- Folded brochures can only be processed as cross fold, roll fold, or parallel center fold.
- Products with zig-zag fold cannot be processed mechanically.
- Inserts with 6-page gatefold can only be processed if the folded-in pages overlap by at least 2 cm.
- If an insert cannot be processed mechanically, the additional costs for manual insertion will be charged to the client.

Packaging

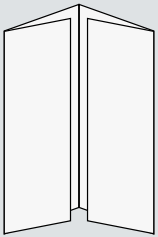
- Inserts must be delivered in packages of equal height, easy to handle.
- Mixed pallet deliveries are not permitted.

Important Notice

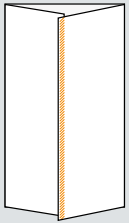
Failure to observe the specifications may result in exclusion of the insert without liability on the part of the publisher. The order will be invoiced in full.



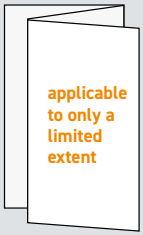
6-page roll fold



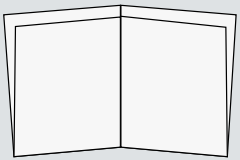
8-page gatefold



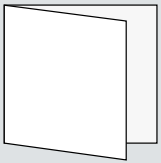
6-page gatefold
(pages must overlap min. 2 cm)



6-page zig-zag fold
(not mechanically processable)



8-page cross fold



4-page parallel center fold

General Requirements

- Image files as jpg, png, or gif
- Image files separately, not embedded in a document
- Resolution max. 100 dpi

Important Note on Links and Tracking

- Tracking codes (UTM parameters) are automatically added to each URL for distribution, e.g.:
  - https://your-site.de/product →
  - https://your-site.de/product?utm_source=mailchimp&utm_medium=email&utm_campaign=xy
- The target page **must be able to allow or ignore** these parameters. Systems that block these additional parameters may lead to inaccessible pages.
- Please check in advance whether your website or shop system URLs are compatible with such tracking parameters.
- If the desired page cannot be accessed and this is not due to hidden errors on our side but due to technical problems on your side, we accept no liability.

PR Ad

- Image/banner: 320 × 240 px (W × H)
- Headline: up to 30 characters (total)
- Body text: up to 370 characters (total)
- URL

Double Banner

- 640 × 240 px (W × H)
- URL

Banner

- 320 × 240 px (W × H)
- URL

Stand-Alone Newsletter

- The newsletter is built from different content blocks. Possible are:
  - Text only
  - Image only
  - Text & image (left or right; one image per block possible)
  - Image gallery (only even number of images)
- Image files as jpg, png, or gif
- Image files separately, not embedded in a document
- Resolution max. 100 dpi
- Max. file size per image: 150 KB
- Color codes as guideline possible (e.g. your corporate colors)
- Image across full width of the newsletter: 800–1000 px wide
- Image next to text: ideally 600 × 400 px or 400 × 600 px (automatically adjusted)
- Please provide texts as editable files (Word, Excel, RTF) or in the mockup – not embedded in images
- Links/URLs must be delivered completely with "https://"
- Mockup with text, divided into:
  - Text block content
  - Text-image block content (with image names)
  - Optional image credits
- No text length limitation
- Display optimized for desktop and mobile devices

Online Advertorial

The online advertorial consists of three parts: the teaser in KommunalNewsletter, the teaser on KommunalTechnik.net, and the actual advertorial.

Teaser in KommunalNewsletter (linking to the advertorial on KommunalTechnik.net)**:**
- Headline: up to 50 characters
- Teaser text: up to 200 characters
- Image file: 320 × 240 px
- File formats: jpg, gif, png
- File size: max. 150 KB

Teaser on KommunalTechnik.net:
- Headline: up to 55 characters
- Teaser text: up to 150 characters, SEO optimized
- The preview image is automatically generated from the first image in the text.

Advertorial on KommunalTechnik.net:
- The online advertorial is built with different content blocks. Possible are:
  - Text only
  - Text & image (left or right; one image per block possible)
  - Image gallery
  - Embedding of a YouTube video
  - Header image: 1920 × 600 px, optionally up to three images in rotation
- Images in content blocks: 600 × 400 px or 400 × 600 px
- First image identical to preview image
- Image galleries possible
- Linking to multiple URLs possible
- No character limit in the advertorial

Advertising Banners

Super Banner
- 728 × 90 px (W × H)

Fullsize Banner:
- 468 × 60 px (W × H)

Wide Skyscraper:
- 160 × 600 px (W × H)

Skyscraper:
- 120 × 600 px (W × H)

Sticky Box:
- 400 × 600 px (W × H)

General Requirements

- Files as jpg, png, or gif (no animated Flash files, HTML5 only on request)
- Max. 100 KB per banner
- Resolution: 72 dpi (web optimized)
- Target URLs must be supplied fully with "https://"

Animations (for GIF banners)

- Maximum duration per loop: 15 seconds
- Maximum 3 loops

Delivery & Deadlines

- At the latest 5 working days before campaign start to: media@beckmann-verlag.de
- No changes possible after campaign start

Duration

Banner runtime is at least 1 month (30 days), unless otherwise agreed.

Discounts

The discount scales apply per medium within the KommunalTechnik brand.
They do not apply across different media and not for inserts, surcharges, stand-alone newsletters, and specials.

By number of placements:
– 3 placements → 5 %
– 6 placements → 10 %
– 12 placements → 15 %
– 24 placements → 20 %

By pages:
– 1 page → 5 %
– 3 pages → 10 %
– 6 pages → 15 %
– 12 pages → 20 %

Cancellations & Legal Notes

Cancellation deadlines:
Cancellation free of charge is possible until the booking deadline.
Later cancellations will be charged in full.

Notes on implementation:
– All information in the media data is provided without guarantee.
– Changes remain reserved.
– The applicable VAT will be charged additionally.
– Invoices are sent automatically by e-mail.

Payment Terms

Payment within 21 days of invoice date without deduction.
Invoices are sent exclusively by e-mail to the address specified in the order.

Bank Details
Sparkasse Hannover
IBAN: DE66 2505 0180 1000 0033 41
BIC: SPKHDE2HXXX
Volksbank eG
IBAN: DE68 2519 3331 7010 6266 00
BIC: GENODEF1PAT

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