

# MEDIA KIT

# 2025



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> 2023 to June 30<sup>th</sup> 2024

<b>Print figure:</b>	14,719		
<b>Actual circulation:</b>	15,925	of them abroad:	55
<b>Solit circulation:</b>	12,361	of them abroad:	23
- Subscribers:	12,330	of them member copies:	11,881
- Other Sales:	-		
- Sales per copy:	31		
<b>Free copies:</b>	3,564		
<b>Reminder, archives and voucher copies:</b>	43		

## 3 Geographical distribution:

Economic area	Portion of actual circulation	
	%	Copies
Federal Republic of Germany	99.7	15,870
Abroad	0.3	55
<b>Actual circulation</b>	<b>100.0</b>	<b>15,925</b>

## 3.1 Classification to Nielsen areas (domestic):

Nielsen area	%	Copies
<b>Nielsen area I</b> Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	14.8	2,344
<b>Nielsen area II</b> Nordrhein-Westfalen	25.1	3,978
<b>Nielsen area III a</b> Hessen, Rheinland-Pfalz, Saarland	17.8	2,830
<b>Nielsen area III b</b> Baden-Württemberg	15.1	2,391
<b>Nielsen area IV</b> Bayern	14.2	2,249
<b>Nielsen area V</b> Berlin	2.7	427
<b>Nielsen area VI</b> Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern	6.0	963
<b>Nielsen area VII</b> Sachsen, Thüringen	4.1	652
<b>Others (e.g. fairs) not analysed</b>	0.2	36
<b>Actual circulation (domestic)</b>	<b>100.0</b>	<b>15,870</b>



## 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	82.0	13,062
45.41	Stuccoing, plastering and dry lining companies	2.3	359
50.20.3	Vehicle enameling companies	5.1	808
51.53.6/51.44.3	Wholesale trade of paints, varnishes and wallpapers, wholesale cooperatives	2.3	360
80.22.1/80.22.2	Professional schools, institutes, master schools, guilds	4.4	695
24.30.1	Manufacturers of paint colours, varnishes and other supply industries	2.0	325
-	Other qualified branches without specification	1.3	209
-	Branch not yet surveyed/according to EDA Standards unknown	0.4	71
	Others (e.g. fairs) not analysed	0.2	36
	<b>Actual circulation</b>	<b>100.0</b>	<b>15,925</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)		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](http://www.maler-tv.com)

Tel.: +49 8261 999-0

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: BYLADE M1 MLM, IBAN: DE96 7315 0000 0810 0082 01

Issue no. month	Dates	Topics	Fairs & Conferences
1 January	Advertising	06.12.2024	<b>BAU</b> Munich, 13. – 17.01.2025  <b>heimtextil</b> Frankfurt/Main, 14. – 17.01.2025  <b>DOMOTEX</b> Hanover, 16. – 19.01.2025
	Print data	10.12.2024	
	Publication	08.01.2025	
2 February	Advertising	10.01.2025	<b>Healthy Living Environment</b> <ul style="list-style-type: none"> <li>• Basement Renovation: Joints, Sealants</li> <li>• Projects Around the World</li> <li>• Everything About Flooring: Coverings, Coatings, Adhesives,</li> <li>• Trends and Techniques</li> </ul>
	Print data	14.01.2025	
	Publication	03.02.2025	
3 March	Advertising	07.02.2025	<b>Digitalization and Modern Techniques:</b> Robotics, AI (Chatbots & ChatGPT), Software  <b>HAUS</b> Dresden, 06. – 09.03.2025  <b>ZUKUNFT HANDWERK</b> Munich, 12. – 14.03.2025  <b>I.H.M. Intern. Handwerksmesse</b> Munich, 12. – 16.03.2025
	Print data	12.02.2025	
	Publication	03.03.2025	
4 April	Advertising	11.03.2025	<b>Wood Coatings</b> <ul style="list-style-type: none"> <li>• Facade Work: Cleaning, Paints/Plasters, Insulation, Graffiti Removal and Prevention</li> <li>• Occupational Safety and Protection: Ladders, Scaffolding, Work Platforms</li> <li>• Staircase Design</li> </ul>
	Print data	13.03.2025	
	Publication	02.04.2025	

Issue no. month	Dates	Topics	Fairs & Conferences
5 May	Advertising	08.04.2025	<b>Coatings for Special Requirements: Fire Protection, Moisture Protection</b> <ul style="list-style-type: none"> <li>• Artistic Street Art</li> <li>• Mold Prevention and Remediation</li> <li>• Drywall Construction</li> </ul>
	Print data	11.04.2025	
	Publication	05.05.2025	
6 June	Advertising	09.05.2025	<b>Creative Surfaces and Techniques</b> <ul style="list-style-type: none"> <li>• Thermal Insulation: Exterior/Interior Insulation; Ecology and Sustainability</li> <li>• Balcony Renovation</li> <li>• Concrete Work</li> </ul>
	Print data	14.05.2025	
	Publication	03.06.2025	
7 July	Advertising	05.06.2025	<b>All About Tools and Accessories: Covering/Masking, Surface Preparation</b> <ul style="list-style-type: none"> <li>• Coating Metallic Surfaces: Corrosion Protection, Treatment, Testing Methods, Creative Design</li> </ul>
	Print data	10.06.2025	
	Publication	01.07.2025	
8 August	Advertising	11.07.2025	<b>Monument Protection and Restoration</b> <ul style="list-style-type: none"> <li>• Wood Preservation</li> <li>• Flooring Work</li> <li>• Use of Renovation Plaster and Plastering Machines</li> </ul>
	Print data	15.07.2025	
	Publication	01.08.2025	

Issue no. month	Dates	Topics	Fairs & Conferences
<b>9</b> <b>September</b> with informationposter "Die Branche auf einen Blick"	Advertising 08.08.2025 Print data 13.08.2025 Publication 01.09.2025	<b>Commercial Vehicles: Combustion Engines, Electric &amp; More</b> <ul style="list-style-type: none"> <li>• Wallpapers and Special Wall Coverings</li> <li>• Stucco Work</li> <li>• All About Insulation</li> </ul>	<b>NordBau</b> Neumünster, September 2025 <b>IAA MOBILITY</b> Munich, 09. – 14.09.2025 <b>NUFAM Nutzfahrzeug Messe</b> Karlsruhe, 25. – 28.09.2025
<b>10</b> <b>October</b>	Advertising 09.09.2025 Print data 12.09.2025 Publication 01.10.2025	<b>Occupational Safety, Climbing Equipment, Workwear</b> <ul style="list-style-type: none"> <li>• Measuring and Testing</li> <li>• Painting Tools and Accessories: Brushes, Rollers</li> <li>• Color Design in High-Demand Spaces</li> </ul>	<b>A+A</b> Düsseldorf, 04. – 07.11.2025
<b>11</b> <b>November</b>	Advertising 10.10.2025 Print data 15.10.2025 Publication 03.11.2025	<b>Creative Design with Decorative Mouldings, Light Structures, Stretch Ceilings</b> <ul style="list-style-type: none"> <li>• Restoration and Monument Protection</li> <li>• Drywall Construction</li> <li>• Surface Preparation: Priming, Fillers, Accessories</li> </ul>	<b>HEIM + HANDWERK</b> Munich, November 2025
<b>12</b> <b>December</b> with annual planner 2026	Advertising 10.11.2025 Print data 12.11.2025 Publication 01.12.2025	<b>Sustainability and Environmental Awareness: Ecological Aspects in Painting Craft</b> <ul style="list-style-type: none"> <li>• Historical Techniques: Church Painting, Gilding, Illusion Painting, Stencils</li> <li>• Interior Paints, Interior Plasters</li> <li>• Outlook on Color Trends 2026</li> </ul>	



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



# +++ Frisch aufgetragen +++

[www.maler-tv.com/newsletter](http://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. 16,703 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](mailto: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](mailto:rohde@sachon.de)

**Antwort der Woche: Inversenwächste Kundenwünsche**  
Im letzten Newsletter wollten wir von den Lesern wissen, ob sie schon mal aufgrund unversuchter Kundenwünsche einen Auftrag abgelehnt haben. 31 % der Antworten gaben an, dass dies schon...

**Antwort der Woche**

... [weiterlesen](#)

**Fullbanner**

Anzeige

**FAF** **Brauchen Sie uns?** **ZIGZA** **KÖLN** **Julie 7** **Blind 218** **MALER**

**BO BAW stellt Hilfszeitspenden bereit**  
Wegen der Folgen des Klimawandels wird sich besonders auf beschäftigte aus, die im freien arbeiten. Unternehmen setzen sich schon jetzt auf Hilfspenden vorbereitet. Deshalb stellt die...

[Bild: urfabrik](#)

**Künstler Christian Nienhaus realisiert "größtes Bild der Welt"**

Legendäre Spitzzüge großer Fußballspieler, hochgezogen und als farbige Lauffiguren auf mehr als 13.000 m<sup>2</sup> Fläche festgehalten: Das ist die Idee des „größten Bilde der Welt“ (Weltretard)...

**Sponsored Post**

[Bild: urfabrik](#)

**Welcher Jungunternehmer/Inhaber des Lebens in die Selbstständigkeit, steht Ihnen schon vor der Gründung zur Seite - und darüber hinaus, neue Betriebe schaffen mit dem Fördergründerpaket nicht nur Sichtbarkeit nach außen, sondern gelangen mit der FitLux Akademie baugleich in die Untergarten.**

[Bild: urfabrik](#)

**MALER** UND LACKEBEREITER **MALER-TV** MIT GEBÄUDE-BAUWEISE

Sponsored

**+++ KORFF informiert +++**

21.02.2024

In der kalten Jahreszeit drücken viele Bewohner aus Küstengebieten Ihre Heizung herunter. Aber: Unversichertes Heizen beschleunigt die Schimmelbildung.

Die innovative Lösung: Die Produktreihe Superwand von KORFF.

Erfahren Sie in diesem Newsletter mehr über die zahlreichen Vorteile der Superwand für Sie als Mieter und für Ihre Kunden - und sichern Sie sich zudem ein kostenloses Heizen.

**Superwand rechnet sich 2-fach.**

#### 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

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