handwerk.com

The information portal for decision-makers in the skilled trades sector
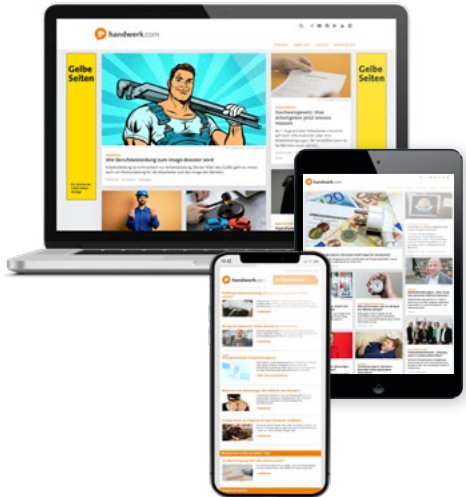
MEDIA DATA 2024
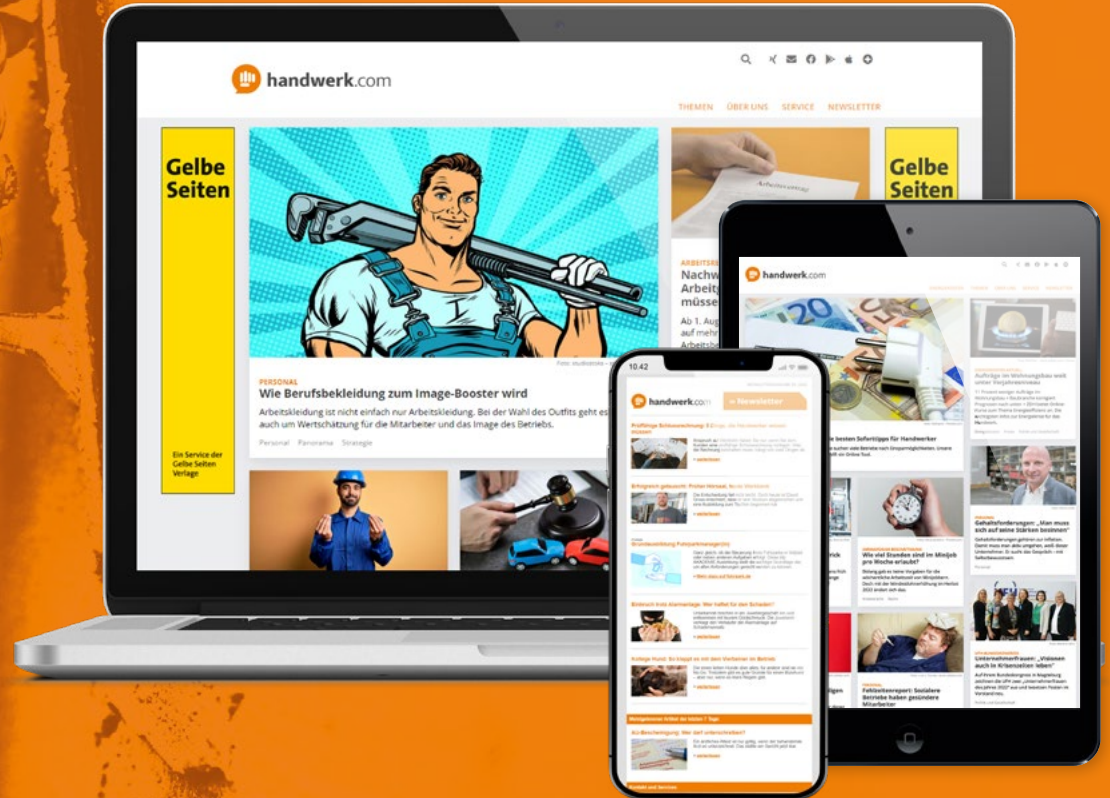
Contents
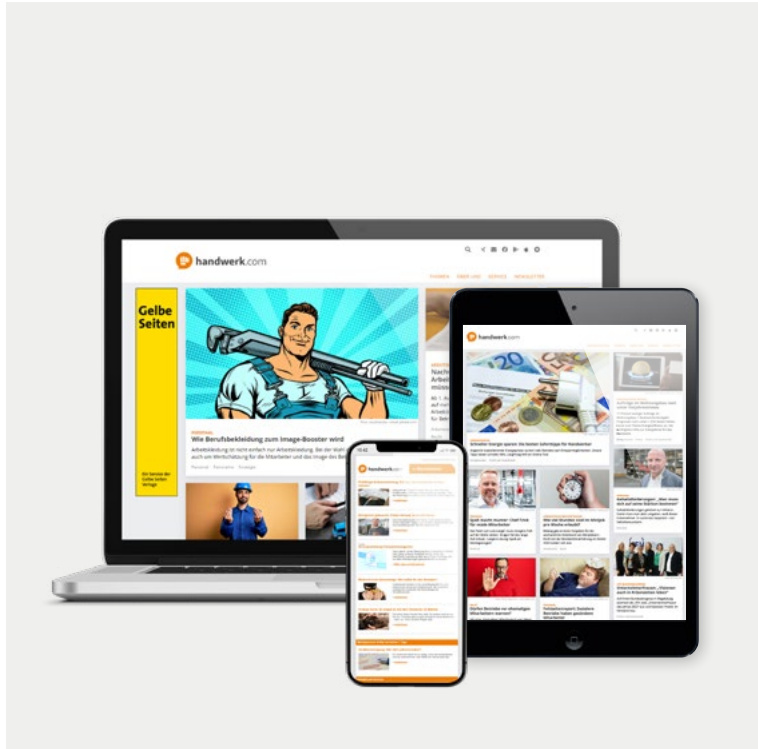
schlütersche

At a Glance
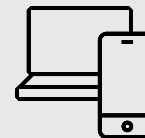
handwerk.com

ONLINE → handwerk.com

Fast, simple, reliable: handwerk.com is the news site for decision-makers in the skilled trades sector.
The latest news on business topics, business management, legislation as well as concrete tips & tricks from colleagues, checklists and guides. The articles are always comprehensible and practice-oriented. As short as possible, as long as necessary.

NEWSLETTER → handwerk.com

Here users find the latest news and practice-oriented information from all business sectors as well as tips, suggestions and advice on the topics of management and successful business leadership in the skilled trades industry.

PAGE IMPRESSIONS

Ø 198,800

Source Google Analytics,
monthly average 07/2022-06/2023

VISITS

Ø 148,100

Source Google Analytics,
monthly average 07/2022-06/2023

NEWSLETTER RECIPIENTS

~ 7,400

per mailing (as of July 2023)

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Target Groups

At handwerk.com, you can reach business owners and decision-makers throughout Germany who work in medium-sized trade firms with a key focus on construction and finishings.

From specialist companies to craft-related trades: This is where the target group looks for and finds information on business management, the latest news and legal requirements, tips & tricks, checklists and guides. Simple, to the point, quick to understand.

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handwerk.com

Digital

schlütersche

Digital

handwerk.com

PAGE IMPRESSIONS

Ø 198.800

Source Google Analytics,
monthly average 07/2022-06/2023

TOTAL USERS

Ø 122.400

Source Google Analytics,
monthly average 07/2022-06/2023

VISITS

Ø 148.100

Source Google Analytics,
monthly average 07/2022-06/2023

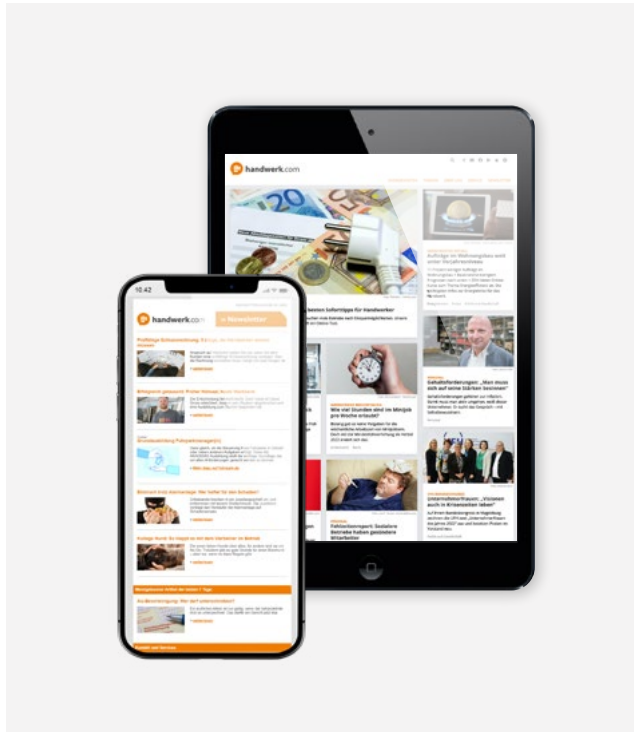### NEWSLETTER RECIPIENTS

~ 7.400

per mailing (as of July 2023)

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Newsletter

Full-size Banner

The full-size banner is placed centrally between individual news articles. If you book the premium placement, it is placed in a particularly attention-grabbing position above the first news article.
Format: 468 x 60 px

€ 990

Premium placement: € 1.450

per dispatch

Medium Rectangle

The medium rectangle is placed in a high-profile position between individual news articles in the middle of the editorial content.
Format: 300 x 250 px

€ 1.090

per dispatch

Wide Banner

The wide banner is placed centrally across the entire width of the newsletter between the individual news items.
Format: 600 x 120 px

€ 1.090

per mailing

Text Ads

Text ads are structured in the same way as our articles and marked with the word "advertisement". They include 1 image (480 x 320px), 1 headline (max. 55 characters), 1 teaser text (max. 300 characters) with a link to your chosen URL.

€ 1.090

per dispatch

Standalone Newsletter
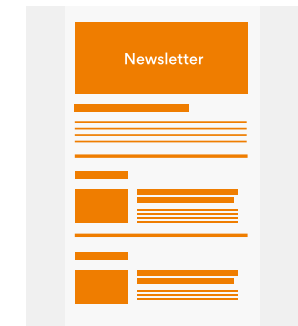
The standalone newsletter is structured to match the look and feel of the regular newsletter in terms of content, layout and design and marked with the word "advertisement". The content of the entire newsletter is provided by the customer. Incl. one correction loop.

€ 4.350

per dispatch

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Banners

For all banners!
- - - - - - - - - -
Targeting options on request

Skyscraper

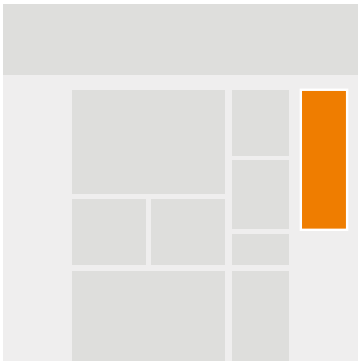Eye-catching advertisement that is displayed on the right or left side of the website. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Not displayed on mobile devices.

Sizes
Standard: 120 x 600 px
Wide: 160 x 600 px

€ 55 CPM
€ 60 CPM

Medium Rectangle
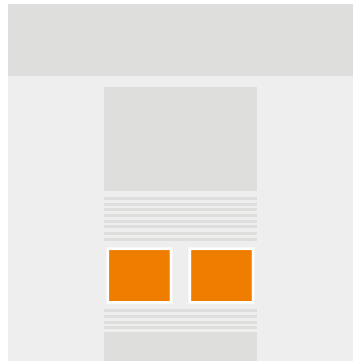
Centrally positioned advert in the middle of the editorial content. Static/animated graphics or HTML5 animations are possible. Appears on all article pages. Displayed on mobile devices.

Größen
300 x 250 px

€ 60 CPM

Native Teaser

Authentically embedded advertisement within the article design with fixed placement on the homepage and article pages. Displayed on mobile devices.

Sizes
Image format 16:9 (1075 x 605 px)
Overline max. 30 characters
Title line max. 55 characters
Teaser text max. 156 characters

€ 70 CPM

Note for all banners: in rotation with max. 5 advertisements

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Banners

handwerk.com

For all banners!
- - - - - - - - - - - - - -
Targeting options on request

Billboard

Eye-catching advertisement directly under the website navigation. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Displayed on mobile devices.
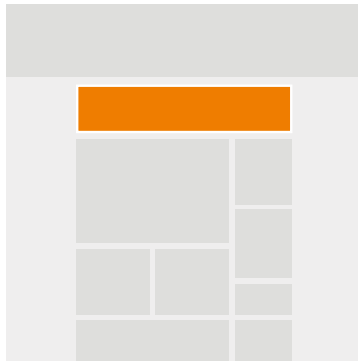
Size
1075 x 250 px
(alternatively 970 x 250 px)

€ 80 CPM

Note for all banners: in rotation with max. 5 advertisements

Wallpaper

Large advertising format, the superbanner and a skyscraper join together to create a single advertising space. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

Sizes
728 x 90 px
120 x 600 px or 160 x 600 px

€ 120 CPM

Fireplace ad

Extra-large advertising format that creates a downward-facing frame around the website content. The seamlessly connected advertising spaces give the whole page the look of the advertiser. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

Sizes
1125 x 270 px or 1125 x 90 px
120 x 600 px or 160 x 600 px

€ 120 CPM

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Retargeting

handwerk.com

Get a **better result** from your campaign with multiple approaches: extend your banner advertising with retargeting and **benefit twice!**

Here's how it works

All users who visit our website are **tagged**. If a user then visits another website from our **"Top 100 AGOF" marketing network**, we will also display **your banner there**.

We determine together in advance how many **ad impressions (insertions)** we will realise for your banner in this environment. At the end of the runtime, you will also receive a report on the **exact reach achieved by your campaign**.

Targeting options on request
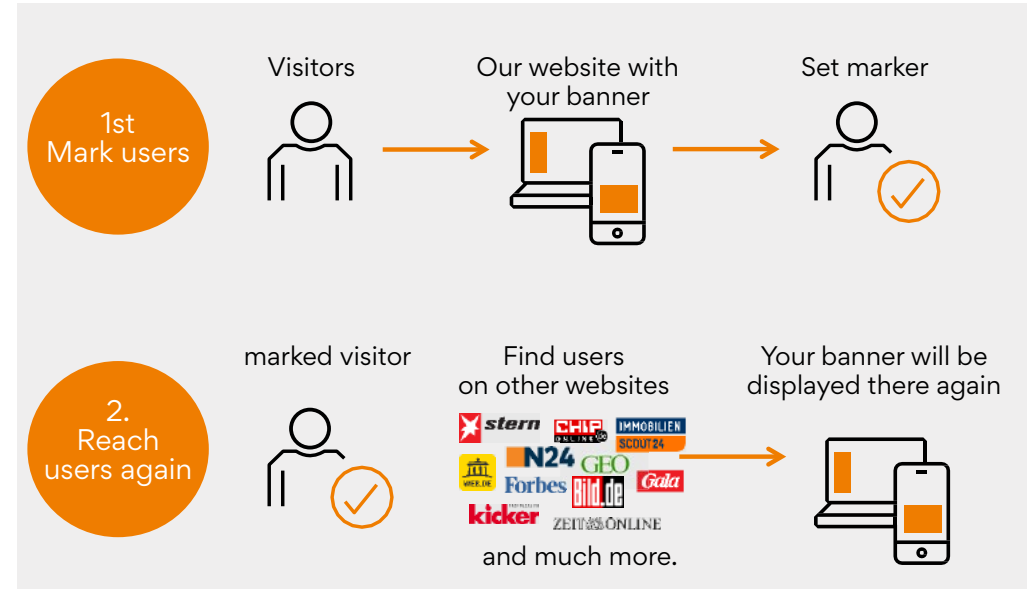
Price from € 1,000 for 50,000 ad impressions.

Availability, details and further information on request.

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Social Media Facebook

Targeted and up-to-date: Present yourself on one of the best-known and most popular social networks of your target audience.

That's how it works:

We post your article as a sponsored article on our Facebook channel. Thus, our followers will see your post in their timeline allowing you to reach your relevant target group.

Additionally, we expand your reach
and direct your post as ad to other Facebook users of your target group.

Your advantages

Your Facebook ad remains as a post in the timeline and is available in the long term.
Objectives, target group and advertising environment can be selected individually. We are happy to advise you!
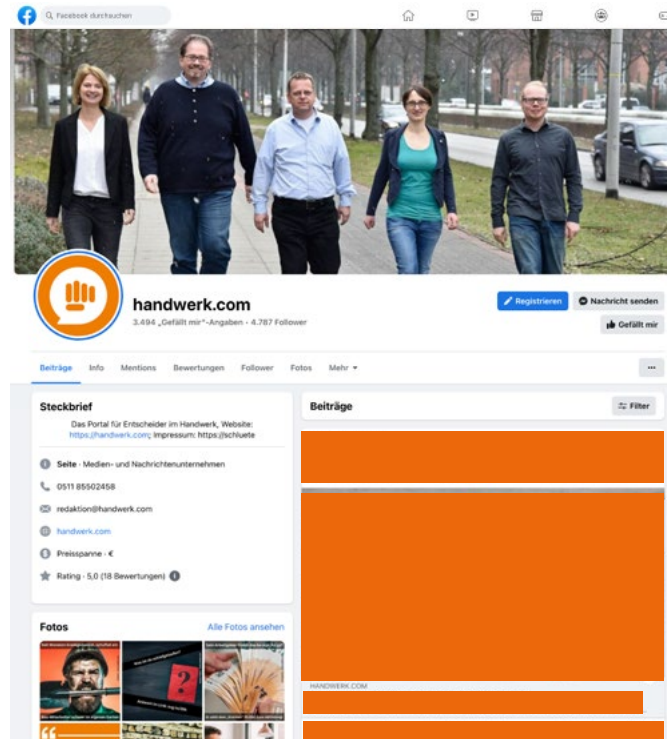
Specifications

Please provide us with the following:
image (optimal resolution **1200 x 630px**)
Posting text **up to 1,300** characters (incl. hashtags)
Optional: desired links of image
and text (persons/companies)
3-4 hashtags

Key Facts

✓ **Our brand posts your article**

✓ **Additional reach boost**

€ 650.00

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Native Advertising: Advertorials

handwerk.com

Advertorials offer plenty of **space for your promotional content** and are placed directly in the editorial environment with the look & feel of our media brand. This format is particularly suitable for drawing the attention of **your target group to your brand or product**.

Your benefit

You receive a **fixed placement on the homepage as well as a microsite in the text/image standard of** our website – incl. links to your website in the text.

This means you benefit from a **credible environment,** a **high level of attention** and **target group-specific reach for** your content. You can supply the content yourself or have it **professionally created** by our **specialist editorial team**. We also promote your advertorial in **our newsletter**.

Thinking across channels:
book a cross-media campaign with
online and print advertorial!

Advertorial basic

Microsite & native teaser in the text/image standard of

the website with fixed placement on the homepage in rotation

with max. 3 advertisements. Displayed on mobile devices.

SPECIFICATION

▶ **Your texts are used 1:1 as delivered**

▶ **You provide us with the image material**

▶ **1 correction loop incl.**

▶ **Labelled as an advertisement**

▶ **Reach boost incl.** **€ 2,090**

    1 text-image advertisement in the   Runtime 1 month

    newsletter during the runtime

▶ **Extension at a discount rate available upon consultation**

Advertorial premium

Microsite & native teaser in the text/image standard of the

website with fixed placement on the homepage in rotation

with max. 3 advertisements. Displayed on mobile devices.

SPECIFICATION

▶ **Your texts will be optimised in terms of target group**
    relevance, specialist journalism and content, or newly created.

▶ **You provide us with the image material**

▶ **1 correction loop incl.**

▶ **Labelled as an advertisement** **€ 3,590**

▶ **Reach boost incl.**   Runtime 1 month
    1 text-image advertisement in the newsletter during the runtime

▶ **Extension at a discount rate available upon consultation**

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Native Advertising: Sponsored Article

handwerk.com

Our editorial team writes about a relevant topic for you – we guarantee traffic for your article and you only pay for the readers that we actually reach! The sponsored article is an **informational text created by our editorial team** that is clearly geared towards the **needs of your target group**. The informative article is designed so that you attract **maximum attention** in the editorial environment and at the same time, are perceived as a **neutral expert**.

Your benefit

You will receive a **fully-fledged article created by our editorial team** , including a **native teaser** in the text/image standard of our website and will be named as the sponsor of the article – including a **link** to your website. The sponsored article always includes the target group-oriented and search engine-optimised **rewritten text** and is **constantly reach and SEO-optimised** during the term of four months – for the **maximum number of clicks** on your article and **long-term findability** in search engines.

You only pay for what you get: you pay a pre-determined price for each user of your article.

Sponsored Article

Findable in search engines

We are happy to prepare a reach forecast for your chosen topic in advance!

Full article incl. native teaser in the text/image standard of the website. Displayed on mobile devices.

SPECIFICATION

Editorial texts are newly created for you in a target group-relevant, search engine-optimised and specialist journalistic manner. The prerequisite is that the text is useful in terms of content and not promotional.

▶ **Marked as a sponsored article**
▶ **Reach package incl.:**
   We promote your sponsored article with targeted measures via suitable channels to achieve the maximum traffic for you and constantly optimise the content for Google, etc.
▶ **Unlimited runtime;**
   Active promotion for approx. 4 months
▶ **Reporting with the most important key indicators at the end of the campaign**

from 5 € per user (mimimum purchase: 600 pcs.; individually agreed upper limit possible)

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Lead Generation

Generate **direct contacts** who have a concrete **interest in your topic or product** on our channels.

Your benefit

We know what **really moves your target group:** we identify the appropriate **lead magnets (whitepaper or online seminar)**. You can supply the content yourself or have it created by our editorial team.

✓ You receive qualified contacts from us – with professional campaign management, targeted advertising measures and reporting.

✓ GDPR-compliant: All contacts are generated strictly according to the EU GDPR and can be used for your marketing and sales communication without risk.

✓ Further qualification measures ("lead-nurturing") can be realised individually.

Visitor   Website

Visitor registers for whitepaper

qualified lead

Visitor registers for online seminar

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Lead Generation

Further qualification of the leads possible

handwerk.com
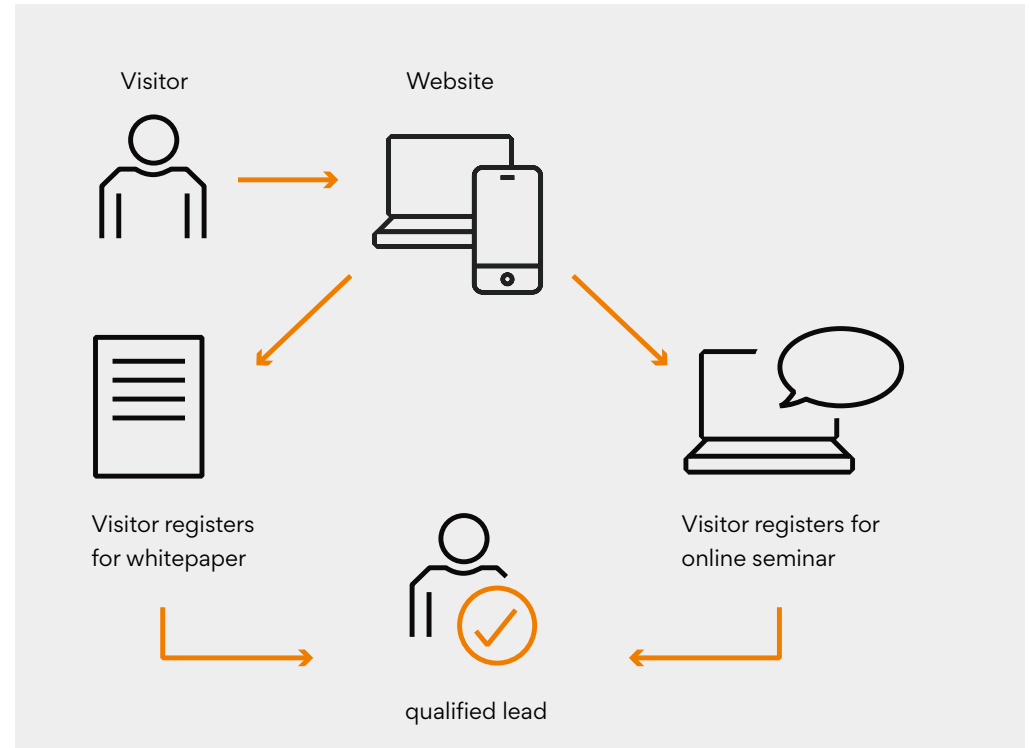
We offer three types of **lead generation**, individually adapted to **your needs.**
Benefit from a **credible environment**, a **high level of acceptance** and the **wide reach** of our marketing channels to address potential customers!

We are happy to prepare a lead forecast for you.

Lead generation with supplied finished content

▶ You supply a complete whitepaper or a recording of an online seminar.

▶ We make the content available for download on our website and mark it as an advertisement.

▶ We promote your content through our channels and generate leads for you.

▶ We provide you with the leads.

from € 2,890 plus CpL*

Runtime 4 months

Whitepaper creation with lead generation

▶ We create a whitepaper on a topic that appeals to your chosen target group.

▶ We design the whitepaper in the look & feel of our media brand without advertising messages.

▶ We make the whitepaper available for download on our website.

▶ We promote the whitepaper through our channels and generate leads for you.

▶ We provide you with the leads.

from € 4,790 plus CpL*

Runtime 4 months

Online seminar creation with lead generation

▶ We create an online seminar on a topic that appeals to your desired target group.

▶ We design the online seminar in the look & feel of our media brand without advertising messages.

▶ We make the online seminar available for download on our website.

▶ We promote the live date & recording via our channels and generate leads for you.

▶ We provide you with the leads.

from € 6,190 plus CpL*

Runtime 4 months

*Cost per Lead, individuell vereinbart

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Content Creation

Reach your target groups with value content
Our specialist editorial teams produce content that is **relevant, credible and attention-grabbing** thanks to their in-depth understanding of readers, topics and markets. With this know-how, we develop value content for you.

Print and online, text and image, individual measures and overarching campaigns: Schlütersche handles **all the agency work for** you and creates content with which you can **influence your target group's purchasing decisions**. We are happy to advise you on suitable solutions.

✓ **Whitepaper**

✓ **Newsletter article**

✓ **Article for websites**

Experienced editors and experts

Create whitepaper

Create articles for newsletters

News

Create articles for websites

High level of attention from the target group (through utility)

Price on request

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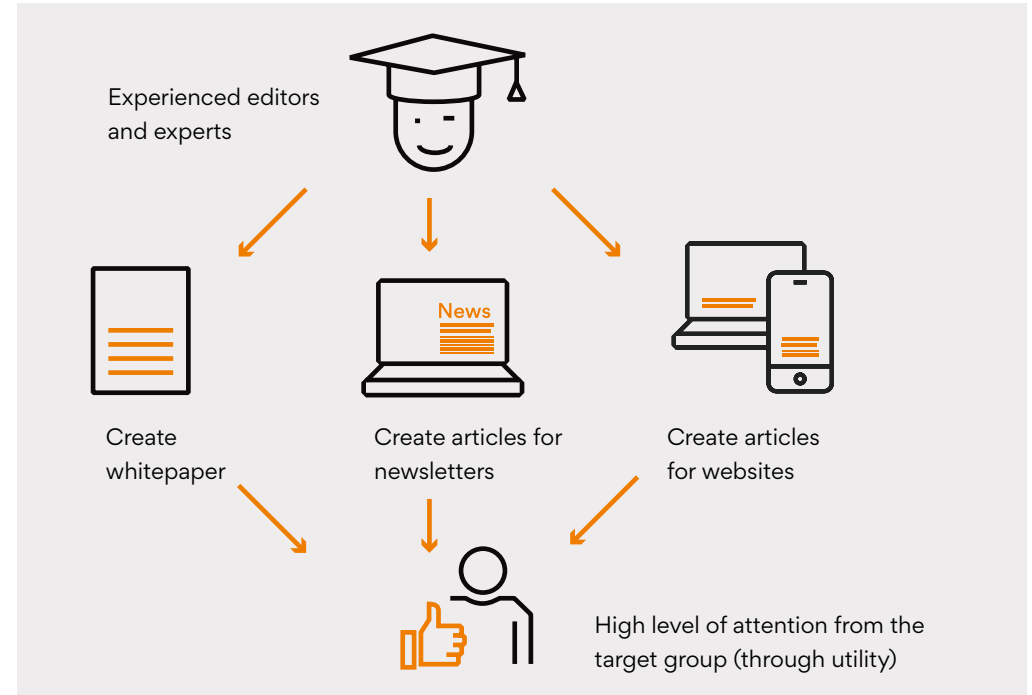
Technical Specifications and Delivery

DELIVERING YOUR WEBSITE BANNER DATA

Please send the banner as a PNG, GIF or JPG (max. 40 kB) or as a HTML5 file (max. 400 kB) at least 7 business days before the booked publication date to anzeigendaten-hwc@schluetersche.de
For HTML5 files (responsive), please deliver all banner elements in a .zip file and integrate a fallback solution for incompatible browsers.

DELIVERING YOUR NEWSLETTER TEXT AD

Please send the text as a Word file and the image as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to anzeigendaten-hwc@schluetersche.de

DELIVERING YOUR NEWSLETTER BANNER DATA

Please send the data as a PNG, GIF or JPG at least 7 business days before the booked dispatch date to anzeigendaten-hwc@schluetersche.de .
Animated GIFs are also possible, however, they may not play correctly on all devices.

DELIVERING YOUR ONLINE-ADVERTORIALS

Please send the following content at least 7 working days (Advertorial Basic), or 10 working days (Advertorial Premium) before the booked publication date to anzeigendaten-hwc@schluetersche.de:

▶ Images in 16:9 format (image file no larger than 250 KB) as JPG, GIF or PNG incl. copyright/picture credits: 1 lead image (1075 x 605 px), further article images (900 x 640 - 1920 x 1080 px): 1 for Advertorial Basic, up to 9 for Advertorial Premium

▶ Text as a Word file: overline (max. 30 characters), title (max. 55 characters), teaser (max. 111 characters), article text (max. 3000 characters), if desired captions (max. 255 characters each)

▶ Links to external sites or articles, YouTube videos or download material as required

DELIVERING YOUR STANDALONE NEWSLETTER

Please send the following content at least 10 business days before the booked dispatch date to anzeigendaten-hwc@schluetersche.de:

▶ Subject line & headline: "Customer-Name: Headline" (total max. 68 characters incl. spaces)
▶ Customer logo (min. 180 px wide) + link to customer website
▶ Header image (600 x 250 px, JPG, PNG or GIF)
▶ Monothematic: 1 long text (Word file, 1400 characters incl. spaces) + link, 1 additional image optional (600 px wide, max. 250 px high, JPG, PNG or GIF)
   or
   Polythematic: 1 lead text (Word file, max. 400 characters incl. spaces) + link, up to 3 short articles with article image (180 x 120 px, JPG, PNG or GIF), headline (55 characters incl. spaces), text (Word file, max. 300 characters incl. spaces) + link
▶ Company contact details

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Technical Specifications and Delivery

DELIVERING YOUR CONTENT FOR LEAD CAMPAIGNS

Please send the following content at least 10 business days before the agreed publication date to anzeigendaten-hwc@schluetersche.de:

▶ Whitepaper (PDF, max. 6 MB) or online seminar recording (MP4, duration approx. 1 hour)

▶ For the landing page: 1 cover image: 1075 x 605 px (16:9),Heading (approx. 60 characters including spaces), Teaser text (max. 300 characters including spaces), introductory text (800-1000 characters including spaces)

▶ Optional additional material for advertising: image/logo (180 x 120 px), headline (approx. 50 characters), teaser text (approx. 300 characters), banner in Skyscraper, Medium Rectangle and/or Billboard format.

DELIVERING YOUR RETARGETING BANNER

Please send your banner as a GIF or JPG to anzeigendaten-hwc@schluetersche.de:

▶ At least one of the following formats (when delivering a billboard, please supply an additional format.):
970 x 250 px, 728 x 90 px, 320 x 50 px, 800 x 250 px, 300 x 600 px, 320 x 480 px, 320 x 160 px, 300 x 250 px (the more formats that you provide us with, the bigger the potential reach of your retargeting campaign)

▶ Technical specifications: max. 150 KB and SSL-secure, animated advertisements must be static after 30 seconds, 3rd party (javascript or html) max. 150 KB and SSL-secure, iFrame only possible from DoubleClick

TERMS OF PAYMENT

Account details:
8 days after invoice date, 2% discount; otherwise 30 days without deduction. Direct debit possible.
VAT ID no. DE 316 433 496

Bank details:
Commerzbank Hannover
IBAN-Nr.: DE21 2504 0066 0331 8961 00
BIC: COBADEFFXXX

We have even more to offer!
Discover the Schlütersche
media group portfolio.

Portfolio

Strong brands under one roof

schlütersche
Fachmedien

Animal Health

Our media reaches the entire practice from vet to veterinary assistant: trade magazines are supplemented by online portals, e-learning offers and a job market.

2 Homepages	**2** Newsletters	**5** Magazines
Kleintierpraxis	Deutsches Tierärzteblatt	
News 4 Vets	Der praktische Tierarzt	
Tierisch dabei		

129,100 .... Impressions[1]
6,100 .... Newsletter recipients[2]
70,402 .... Readers[3]

www.vetline.de
tfa-wissen.de

Trade

With our media, we offer tradespeople valuable practical knowledge. Readers[3] and users receive the latest industry news in print and digital form for business management and investment decisions.

1 Homepages	**2** Newsletters	**2** Magazines
Genau		
Norddeutsches Handwerk		

198,800 .... Impressions[1]
8,500 ...... Newsletter recipients[2]
110,860 .... Readers[3]

www.handwerk.com

Industry

Everything for industry: whether aluminium, sheet metal or plastics – our trade media provide comprehensive information on developments and trends in magazines and online portals.

109,600 .... Impressions[1]
13,500 ..... Newsletter recipients[2]
81,607 .... Readers[3]

6 Homepages

9 Newsletters

6 Magazines

8 LinkedIn profiles

Blech	Protector
K Zeitung	Konstruktion und Entwicklung
NC Fertigung	International Aluminium Journal

www.aluminium-journal.de   www.blechonline.de
www.k-zeitung.de   www.ncfertigung.de
www.protector.de   www.konstruktion-entwicklung.de

Construction

Current insights into the construction industry, always very close to the industry: we provide decision-makers with the knowledge base for management and investment.

1 Homepages	**4** Newsletters	**4** Magazines
Asphalt & Bitumen		
Die Schweizer Baustoffindustrie		
Steinbruch und Sandgrube		
Straßen und Tiefbau		

17,930 .... Impressions[1]
8,500 .... Newsletter recipients[2]
110,860 .... Readers[3]

www.baunetzwerk.biz

Motor Vehicles and Mobility

Knowledge for all those who are mobile: this is available in our magazines amz, AutoRäderReifen and bfp. The annual bfp FORUM brings together decision-makers and experts from the industry.

3 Homepages	**3** Newsletters	**3** Magazines
amz - Die Aftermarktzeitschrift		
AutoRäderReifen-Gummibereifung		
bfp - FUHRPARK & MANAGEMENT		

194,900 .... Impressions[1]
14,400 .... Newsletter recipients[2]
65,613 .... Readers[3]

www.amz.de
www.gummibereifung.de
www.fuhrpark.de

[1] Source Google Analytics, monthly cumulative average 07/2022-06/2023   [2] Cumulated per dispatch, as of July 2023   [3] Cumulative printed copies per issue, as of June 2023

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Everything for your online presence

COCO

Coco makes digital communication simple

Your Marketing Cockpit

COCO combines relevant communication channels and functions in one marketing system. The all-in-one approach makes it possible to create content centrally and publish it with one click, adapted to the respective channel.

Be visible with your website

Maintain contacts via social media profiles

Grow with your online ads

Powered by **schlütersche** | www.coco.one

We have everything you need

Your all-inclusive experience

✓ Build your digital channels with COCO.
✓ With COCO, you communicate with your target group.
✓ With COCO, you generate reach.

| Website con-struction kit | Social media management | Google Business | Newsletters | Online ads |

We are also happy to support you with your project. Many different services are available to you for this purpose.

Visit us for more information at   **www.coco.one**

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Receive more applications in 30 days

We make it easy, time-saving and frustration-free for craft businesses to find the right applicants!

Your benefits:

TIME SAVING
Don't waste time selecting suitable channels and getting to grips with the specifics of placing job advertisements.

SIMPLE AND UNBUREAUCRATIC
Our solution works without a CV and cover letter. That is easy for you, but also for your applicants.

CUSTOMIZED
Our solution is customized and entirely oriented towards your job profile.

COST SAVING
Don't pay dearly by looking for suitable options yourself. We know what works! Our solution enables you to reach those who are actively looking for job opportunities, but also those who are willing to switch jobs though not actively looking for new ones.

Learn more at: www.schluetersche-marketing.de/bewerbersuche-im-handwerk

Start your application kick campaign:

- ✓ Flexible run time (up to 3 months) with cost certainty
- ✓ Measurability
- ✓ Individual, contact-optimized application page on your own domain
- ✓ Customized campaign for your target group
- ✓ Individual questionnaire for your applicants
- ✓ Positive image as an employer
- ✓ Legally compliant and encrypted data transfer

From €2,098.-*

plus statutory VAT

* Example for 1 month incl. applicant kick of € 1,299, campaign budget of € 500 per month plus one-time setup fee of € 299.

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handwerk.com

Contact

schlütersche

We Are Here For You!

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Alternatively, send data to
anzeigendaten-hwc@schluetersche.de.

All prices plus VAT.

Our GTC

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