



Print

Website

Newsletter

Social media

Videos

Competition

automechanika
FRANKFURT

TRADE-FAIR ISSUE

Content	Page	In-house contacts
TRADE MAGAZINE		
Media brand	3	Advertising Manager Carola Gayda Phone +49 711 7594-432 carola.gayda@konradin.de
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NEWSLETTER	21	Order Management Melanie Strauß Phone +49 711 7594-403 melanie.strauss@konradin.de
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Print

Lackierblatt, the magazine for vehicle painting, bodywork and repair is published with six issues per year. Its coverage stands for independent and critical journalism. The varied topics are presented in the form of user reports, features and interviews in a comprehensible manner and with plenty of images and opinions.

Social media channels



Newsletter

The Lackiererblatt news provide monthly up-to-date information from the industry.

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Website

www.lackiererblatt.de

The online meeting point for all those interested in vehicle painting and body repair, featuring the latest news from the industry, the company directory, many videos and services such as the knowledge check or the paint failure series.

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Social Media Advertising

Campaigns on Facebook and Instagram.

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Advent Calendar

The contests on our website offer valuable prizes from leading manufacturers in the industry.

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Video promotion

Presentation of manufacturer videos in the bimonthly video newsletter or in the monthly news plus 12 months presence on the website.

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"Wissens-Check" Sponsoring

More than 450 questions and answers from the painting industry. Suitable for brushing up on your skills or preparing for exams.



Competition

Ideal for generating leads – fun is guaranteed.

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Practice-Check

In this video section, manufacturers present their products, tools or systems in practical use and directly on site at the customer's.

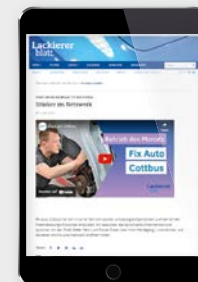
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Company of the Month

This video presentation is used by manufacturers to draw attention to a particular company.

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01 Title:	Lackiererblatt
02 In brief:	Vehicle painting and body repair are at the focus of Lackiererblatt. Richly illustrated, easy to understand and strong on options, it covers these topics through user feedback, features and interviews. In addition, Lackiererb- latt regularly addresses other topics related to vehicle repair – from vehicle electronics and industrial painting to vehicle preparation and cleaning. Current industry news and numerous detailed presentations complement the range of topics covered in every issue.
03 Target group:	Automotive paint shops, automotive repair shops, body shops with attached paint shops, car dealers and car traders.
04 Frequency:	6 issues per year
05 Format:	DIN A4
06 Year:	33 rd year 2024
07 Subscription price:	Annual subscription: Germany 112.50 € Abroad 118.80 €
08 Organ:	Organ of the German Federal Working Group of Vehicle Painters in the Federal Association for Colour, Design, Building Preservation
09 Memberships:	—

10 Publishing house:	Konradin Medien GmbH	
11 Publisher:	Katja Kohlhammer	
12 Advertising:	Carola Gayda, Advertising Manager	
13 Editorial:	Michael Rehm, Editor-in-Chief Phone +49 711 7594-532 michael.rehm@konradin.de Amelie Hauser Phone +49 711 7594-497 amelie.hauser@konradin.de	
14 Pagination analysis 2022 = 7 issues		
Circulation:	372 pages	= 100.0%
Editorial section:	296 pages	= 79.6%
Advertising section:	76 pages	= 20.4%
<i>Thereof:</i>		
Classified ads:	1 page	
Loose inserts:	9 pieces	
15 Content analysis of editorial content 2022	296 pages	= 100.0%
Industry	30 pages	= 10.1%
Design	48 pages	= 16.2%
Technology	104 pages	= 35.1%
Products	18 pages	= 6.1%
Management	41 pages	= 13.9%
Knowledge	20 pages	= 6.8%
Other	35 pages	= 11.8%



IVW Q1/2023

Newsletter reporting, June 2023

Matomo, 1st half of 2023

Magazin		Contact opportunities
Print magazine Print copy circulation 	6,067	Total magazine circulation per issue 6,067 plus print co-readers thereof paid circulation 1,578
Newsletter		
Editorial newsletter Recipient addresses 6,397 	Video newsletter, special newsletter and exclusive newsletter	Newsletter per dispatch 6,397
Website		
www.lackiererblatt.de 	Up-to-date news on the subject of vehicle painting, bodywork and repair are supplemented with extensive research options and service offers.	Website per month PIs: 48,193 Users: 24,120
Social media		
www.facebook.com/lackiererblatt www.instagram.com/lackiererblatt www.youtube.com/lackiererblatt	Platforms for exchange with the editorial team and the industry.	Facebook followers around 5,300 Instagram followers around 5,400 YouTube followers around 850

Geographical distribution:
Germany 97.2%/abroad 2.8%

For print inserts, partial allocation by postcode area is also possible in Germany.
Minimum print run: 1,000 cop.

Postcode area	Print run
0	431
1	348
2	549
3	655
4	738
5	684
6	637
7	732
8	584
9	543

1.1 Industries/industrial sectors: recipient groups

Bodywork and paint shop	61%
Exclusive paint shop	18%
Exclusive bodywork shop	2%
Independent all-round shop: bodywork, paint & mechanics	3%
Car dealership with paint shop	4%
Independent car repair shop	2%
Automotive industry	1%
Specialist shop	2%
Paint manufacturer/paint industry	1%
Vocational schools	2%
Other (e.g. association, consultant, expert)	4%

1.2 Company size:

1-9 employees	54%
10-19 employees	26%
20-49 employees	11%
50-99 employees	7%
100 and more employees	2%

1.3 Job function: position in company

Owner/co-owner/managing director	67%
Head of department/group	12%
Workshop manager	8%
Technical employee	6%
Commercial employee	4%
Other (expert, consultant, teacher/lecturer)	3%

1.4 Service portfolio:

Accident repair	77%
Smart repair	77%
Body repair, body manufacturing	76%
Vehicle preparation, finish	66%
Commercial vehicle painting	61%
Glass repair	61%
Industrial painting	55%
Custom painting	50%
Vehicle mechanics	43%
Vehicle diagnostics	40%
Vehicle lettering	39%
Sandblasting	30%
Sale of paints and varnishes, painting accessories	26%
Paint production	18%
Vehicle construction	12%
Automotive trade	11%

1.5 Involvement in investment decisions:

General workshop equipment	82%
Consumables	81%
Hardware and software	74%
Booths and machines	73%
Paint materials	73%
General plant/office equipment	73%
Body manufacturing (body-frame straightener, welding equipment etc.)	64%
Diagnostic tools	62%
Vehicle electronics	57%

Summary of the survey method:

1. Method: Reader-structure analysis by telephone survey – sample survey
2. Population: 6,050 = 100.0%
3. Sample: 141 net interviews
4. Target persons of the study: readers of Lackiererblatt
5. Study period: July 2019
6. Survey conducted by: Foerster & Thelen, Bochum

Trade magazines convince in a media comparison!

How important are the following sources of professional information to you?
Scale of 5, TOP 2 (very) important

- 77% Search engines such as Google
- 76% Trade magazines
- 57% Manufacturers' websites
- 56% Trade fairs

Trade magazines are still one of the
most important sources of information

Lackiererblatt is used intensively and recommended!

80% read all 6 issues of Lackiererblatt per year
A copy is read for 63 minutes on average
81% would miss Lackiererblatt (very much) if they could no longer receive it
86% state they can recommend the magazine (scale of 5, TOP 2)

Best editorial rating for Lackiererblatt

How much do the following descriptions apply to Lackiererblatt?
Scale of 5, TOP 2 (very) applicable

- 89% Is comprehensively arranged and clearly organised
- 86% Reports objectively and credibly
- 86% Provides competent technical articles
- 83% Contains useful tips and practical suggestions
- 59% Provides important references to further information on the Internet

Advertisements in Lackiererblatt are noticed

What do you think about the advertisements in Lackiererblatt?
Scale of 5, TOP 2 (very) applicable

- 49% I also pay attention to ads when I read Lackiererblatt.
- 69% Ads provide useful information about products or suppliers
- 59% Ads give me new ideas/products
- 76% I sometimes talk to colleagues about products or offers that I have seen in ads

Specialist ads are an important part of professional
information and are highly valued as input from the industry.



Magazine format:

210 mm wide x 297 mm high, DIN A4
 Untrimmed: 216 mm wide x 303 mm high

Type area:

188 mm wide x 270 mm high, 4 columns, each 44 mm wide

Printing and binding: Web offset, saddle stitching

Charges: No discounts

Position:

Price for cover pages and other guaranteed positions: 20% surcharge on relevant b/w price.

Colour:

See page 10 for colour surcharges. Print colours (CMYK) in accordance with ISO 2846-1, other colours treated as spot colours. Metallic and phosphorescent colours on request.

Discount:

For orders within any 12 months (insertion year).
 No discount on colour and bleed surcharges and loose inserts.
 Discounts apply to bound inserts (1 insert = 1/1 advertising page).

Frequency discounts:	3 ads	6 ads	9 ads	12 ads
	5%	10%	15%	20%
Volume discounts:	3 pages	6 pages	9 pages	12 pages
	5%	10%	15%	20%

Classified advertisement	Basic rate	b/w	4c
Sales/job offers/miscellaneous	1 col., 44 mm wide, per mm	2.30	3.50
Jobs wanted	1 col., 44 mm wide, per mm	1.50	2.00
Box number	Incl. forwarding postage	17.00	

Special prices for 1/1, 1/2 and 1/4 page on request.

Contact:

Advice, booking: see contacts on page 2

Order confirmation, invoicing, receipts, data delivery + technical details:

Order management

Melanie Strauß
 Phone +49 711 7594-403
 melanie.strauss@konradin.de

Data submission:

Use our ad portal at www.konradin-ad.de to submit your data online
 We prefer PDF/X4 and also accept EPS or TIFF.
 Please do not send open files.
 Enquiries: phone +49 711 7594-718 (8:00 a.m. to 5:30 p.m.)
 See page 13 for technical details

Conditions:

Prior to digital submission of advertising artwork, the publisher must have received the corresponding advertisement booking. The advertising deadlines are specified in the editorial schedule. Advertising must be seen as distinct from the editorial section and, as such, a booked advertising format (ad, bound insert, loose insert, etc.) may contain only the offer of one advertiser.

Payment conditions:







2% discount for direct debit, advance payment and payment within 10 days of invoice date, otherwise payment in full no later than 30 days from invoice date.
 VAT no. DE 212 214 109

Bank account:

Baden-Württembergische Bank, BIC: SOLADEST600,
 IBAN: DE33 6005 0101 0002 4847 96

Our **general terms and conditions** are available at www.konradin.de. We would be happy to send you a copy on request.

Ads: Standard formats

Formats	Basic rates b/w	2c		3c		4c		Formats, width x height in mm Trim, add 3 mm to each side			
		Colour surcharge	Total rate 2c	Colour surcharge	Total rate 3c	Colour surcharge	Total rate 4c		Type area	Trimmed	
1/1 page	3,060.00	480.00	3,540.00	960.00	4,020.00	1,440.00	4,500.00			188 x 270	210 x 297
2/3 page	1,930.00	480.00	2,410.00	960.00	2,890.00	1,440.00	3,370.00		land. 4col port. -	188 x 178 125 x 270	210 x 195 135 x 297
1/2 page	1,530.00	480.00	2,010.00	960.00	2,490.00	1,440.00	2,970.00		land. 4col port. 2col	188 x 133 92 x 270	210 x 150 103 x 297
1/3 page	1,010.00	480.00	1,490.00	960.00	1,970.00	1,440.00	2,450.00		land. 4col port. -	188 x 88 60 x 270	210 x 105 71 x 297
next to editorial	1,285.00	480.00	1,765.00	960.00	2,245.00	1,440.00	2,725.00				
1/4 page	775.00	340.00	1,115.00	680.00	1,455.00	1,020.00	1,795.00		land. 4col 2col port. 1col	188 x 65 92 x 133 44 x 270	210 x 82 55 x 297
1/8 page in advertising section	385.00	340.00	725.00	680.00	1,065.00	1,020.00	1,405.00		land. 4col 2col port. 1col	188 x 32 92 x 65 44 x 133	210 x 56
1/16 page in advertising section	205.00								2col port. 1col	92 x 32 44 x 65	not possible
1/32 page in advertising section	98.00								port. 1col	44 x 32	not possible

Bleed surcharge €260.00, Surcharge for each spot colour: up to ¼ page €600.00, up to 1/1 page €740.00, No discounts on surcharges.

Bound inserts

Prices by grammage (qualifies for discounts, 1 insert = 1/1 page of advertising)			Conditions/technical details/ delivery address	Quantities/ deadlines
Quantity	under 135 gsm	135-180 gsm	Prior to order acceptance and confirmation, a binding sample – if necessary, a dummy sample – must be submitted with size and weight specifications. The positioning of bound inserts depends upon the technical possibilities. Bound inserts from materials other than paper on request. Bound inserts must be delivered untrimmed and the front page marked. Multi-page bound inserts must be delivered in folded condition and closed along the back edge, that is in the direction of insertion. Additional folding and gluing work will be charged for.	Quantity: 6,800 copies
1 leaf = 2 pages Format on request	2,940.00	3,380.00		
Quantity	80-134 gsm	135-180 gsm	Delivery at advertiser's expense to: Konradin Druck GmbH, Kohlhammerstraße 15, 70771 Leinfelden-Echterdingen, Germany. Delivery note: see tip-ons	Delivery deadline: 7 days after advertising deadline
2 leaves = 4 pages Format on request	5,150.00	5,880.00		

Prices for bound inserts on paper weighing less than 80 gsm or more than 180 gsm and other paginations are available on submission of a sample.

Loose inserts

Prices by grammage (no discounts)		Conditions/ technical details	Delivery address	Quantities/ deadl./formats
Per 1,000 copies, incl. postage		Prior to order acceptance and confirmation, a binding sample – if necessary, a dummy sample – must be submitted with size and weight specifications. The positioning depends upon the technical possibilities. Loose inserts are inserted loosely, they must consist of one single piece. The front page must be marked. Multi-page loose inserts must be delivered in folded condition and closed along the long side of the back edge, that is in the direction of insertion. Additional costs such as folding will be charged separately. A reference to the insert is posted free of charge in the ads section.	Delivery at advertiser's expense. Beck Servicepack GmbH Raiffeisenstraße 25 70794 Filderstadt Delivery note: For “Lackierblatt”, issue (no.), Delivery times: Mon. - Fri. 7:30 a.m. to 4:00 p.m. Euro-pallet dimensions: 80 x 120 cm (max. height 110 cm)	Quantity: 6,300 copies Delivery deadline: By the 20th of the previous month. Format: max. 200 mm wide x 290 mm high
up to 25 g	272.00			
up to 30 g	299.00			
up to 35 g	326.00			
up to 40 g	353.00			
up to 45 g	380.00			

Prices for heavier inserts and inserts on thin paper or other materials are available on submission of a sample.

Prices apply per thousand copies or part thereof. Partial allocations are possible on request.

Tip-ons

Prices		
Plus cost of carrier advertisement or bound inserts		
Per thousand copies, including postage, plus gluing costs		
Postcard	61.00	Gluing costs: by machine 37.00 per thousand. Machine gluing requires the gluing edge to be parallel to the binding edge, min. 10 mm and max. 70 mm from the binding edge. Height may vary. In other cases, including angled positioning: Manual gluing 74.00 per thousand.
Required quantity:	6,900 copies	
Other advertising materials, e.g. booklets, CDs, samples are charged as loose inserts. Required quantity: on request		Gluing costs: On request on submission of a binding sample. Gluing requires a gluing edge parallel to the binding edge, a min. of 10 mm and a max. of 70 mm from the binding edge. Height may vary.

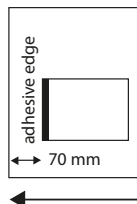
The position of tip-ons may vary by 1-2 mm. This is due to technical reasons and cannot be excluded.

Delivery address:

Delivery at advertiser's expense
 Konradin Druck GmbH
 Kohlhammerstraße 15
 70771 Leinfelden-Echterdingen, Germany

Delivery note:

For "Lackiererblatt", issue (no.)
 Delivery times: Mon.- Fri. 8:00 a.m. to 8:00 p.m.
 Euro-pallet dimensions:
 80 x 120 cm (max. height 110 cm)



Direction of insertion

Technical requirements for the delivery of data for advertisements and other advertising materials

Data formats: We recommend the delivery of PDF/X-4 data. Otherwise unseparated files in EPS or TIFF format; please avoid native data (e.g. InDesign, Quark XPress, etc.). The file must be ready to print, i.e. all the fonts used should be embedded, continuous tone images require a resolution of 300 dpi, line art a minimum resolution of 600 dpi.

Colour: Print colours (CMYK) in accordance with ISO 2846-1, spot colours available by agreement. For conversion and control of the colour space (ICC colour management), please refer to the standard ECI offset profiles (order the "ECI_Offset_2009" package free of charge from www.eci.org). Use the "eciRGB_v2.icc" (RGB colour space) and "ISO_coated_v2_eci.icc" (CMYK colour space) profiles.

Proof: "Print Media Standard" (bvdn) contract proof. Digital proof prints must contain the Fogra MediaWedge in order to monitor colour accuracy (available from www.fogra.org, payment required). Proof prints must display an official print control strip.

Data archiving: All data will be archived, unamended repeats will therefore normally be possible. However, no data guarantee is offered.

Guarantee: If incomplete or incorrect data (text, colours, illustrations) is delivered, we accept no responsibility for the printed result. Faulty imaging due to incomplete or faulty files, incorrect settings or incomplete information will be charged for. This is also the case for additional setting or repro work as well as the production of new proofs.

Issue	Topics	Trade fairs
1 January 2024 Publication date: 09.01.2024 Advertising deadline: 12.12.2023	Exemplary: Our Companies of the Month The format of the Company Portraits is a true classic. The great response to our Company of the Month video and print series confirms this. In our special edition, we present all the companies of the month from the previous year, supplemented by up-to-date information on the companies and the sponsors involved. Also in focus: <ul style="list-style-type: none">• All about paint application, spray gun cleaning, cup systems• Spatula and primary materials	Geneva International Motor Show Geneva, Switzerland 26.02.-03.03.2024 IHM Munich 28.02.-03.03.2024
2 March 2024 Publication date: 06.03.2024 Advertising deadline: 12.02.2024	Technology trends UV coatings, quick-drying clear coats, innovative painting systems, new drying methods, solutions for safer application: in the painting and bodywork sector, the wheel of innovation keeps turning. The March issue features technology trends that are presented with practical examples. In addition, we conduct interviews with industry experts. Also in focus: <ul style="list-style-type: none">• Finishing and paint defect correction• Lifting platforms	Techno-Classica Essen 03.04.-07.04.2024 PaintExpo Karlsruhe 09.04.-12.04.2024 RETRO CLASSICS Stuttgart 25.04.-28.04.2024

Issue	Topics	Trade fairs
3 May 2024 Publication date: 06.05.2024 Advertising deadline: 10.04.2024	Mega topic: colour tone Finding the right colour tone – it sounds so simple and yet it is so difficult. After all, almost everything in painting revolves around it. This special issue looks at colour tone matching, measurement and adjustment, the right light and the right equipment. Also in focus: <ul style="list-style-type: none">• Minor damage repair• Paint preparation• Outer skin repair	
4 July 2024 Publication date: 05.07.2024 Advertising deadline: 12.06.2024	Focus on sustainability Environmentally friendly products, resource-saving technologies and processes are standard in the paint and body shops. Products and solutions that combine ecology and economy are in great demand. We present examples from the most diverse areas of the paint shop business and show potential for optimisation. Also in focus: <ul style="list-style-type: none">• Classic cars• Industry software• Masking and covering	

Issue	Topics	Trade fairs
5 September 2024 Publication date: 02.09.2024 Advertising deadline: 08.08.2024	Trade-fair issue for Automechanika 2024 Every two years, Automechanika is the meeting place for everyone involved in collision repair. In 2024, the subject of "paint and body" will once again be given its own special focus. We present trade fair innovations and report on activities and attractions from the world's largest aftermarket trade fair. Also in focus: <ul style="list-style-type: none">• Trends in paint shops• Workwear/occupational health and safety• Sanding and sanding dust extraction• Caravans	Automechanika Frankfurt/Main 10.09.-14.09.2024 IAA Transportation Hannover 17.09.-22.09.2024 KLS Fachtage Wieselburg, Austria 26.09.-27.09.2024
6 November 2024 Publication date: 06.11.2024 Advertising deadline: 11.10.2024	Industrial painting: all possibilities Even though the traditional collision business is keeping the industry busy in the aftermath of the Corona crisis, it makes sense to think about second pillars. One interesting option is industrial painting. We present companies that are successful in this field and look at equipment and entry requirements. Also in focus: <ul style="list-style-type: none">• IR/UV curing• Vehicle care and cleaning• Mixing room equipment	ESSEN MOTOR SHOW Essen 30.11.-08.12.2024

Special advertising formats with a distinctive advertising effect!

Banderole



To open the magazine, readers must look at the Banderole, making it a real eye-catcher.

Size:

Max. 100 mm high,
width depends on magazine circumference,
fixed with adhesive dot

Basic rate: 5,550.00

Bookmark



The bookmark is an attention-grabbing and attractive advertising format that is also very useful for the reader. It can be inserted directly beside your advertisement or your article (price on request).

Size:

70 mm wide x 150 mm high –
attached to magazine with bookmark string

Basic rate: 6,200.00

Tip-ons, booklets or CDs



Enhance the impact of your advertisement through tipped-on advertising materials such as a booklet, a CD or a product sample.

Available formats and prices
on request.

We would be happy to develop ideas with you or implement your concept.

Print advertorial



Present your company or your products in the look & feel of Lackiererblatt. You provide text and images – we take over the design for you.

Online advertorial



Place your product information in the 'News' section of the Lackiererblatt website. In addition, a teaser of your advertorial will be displayed on the start page.

Start at any time. Once the advertorial has expired, it will still be available in the Technology section archive.













Advertising format	Price
Advertorial 1/1 page 4-colour Text: 2,000 – 3,000 characters	4,200.00
Advertorial 2/1 page 4-colour Text: 5,000 – 6,000 characters	7,560.00
Service content: <ul style="list-style-type: none"> • Creation of the advertorial by the editorial team • Placement in the specified print issue 	

Advertising format	Price
Online advertorial / runtime: 8 weeks	3,200.00
Placement: 'News' section Marked as advertisement	
Service content: <ul style="list-style-type: none"> • Placement of the advertorial on the website • Teaser on website 	

The website for painters



Online meeting place for everyone interested in vehicle painting and body repair. Includes latest industry news, company directory, lots of videos and service offers.

Ad format Display ads on all pages*	Position on desktop and tablet**	Size in pixels (w x h) Desktop and tablet	Positioning on phone display	Size in pixels (w x h) Smartphone	Prices per month***
Leaderboard/ large leaderboard		728 x 90 or 970 x 90		300 x 50	760.00 880.00
Expandable leaderboard		728 x 90 or 728 x 300		300 x 50	1,080.00
Skyscraper/ wide skyscraper		120 x 600 or 160 x 600 (wide)		300 x 50	760.00 880.00
Sticky skyscraper/ sticky wide skyscraper		120 x 600 or 160 x 600 (wide)		300 x 50	1,080.00 1,150.00
Medium rectangle		300 x 250		300 x 250	990.00
Video ad		300 x 250		300 x 250	1,090.00

Website traffic:

(monthly average, 1st half year 2023, source: Matomo Analytics)









Page impressions: 48,100
Visits: 24,100

Your benefits:

- Good value for money
- Flexible and easy to use
- Intensifies contacts
- Visual views have a long-term effect
- Measurable advertising success

Cross-media advertising increases success!

We offer you a powerful Lackiererblatt media network. We are happy to advise you in detail.

Ad format Display ads on all pages*	Position on desktop and tablet**	Size in pixels (w x h) Desktop and tablet	Positioning on phone display	Size in pixels (w x h) Smartphone	Prices per month***
Half-page ad		300 x 600		300 x 600	1,350.00
Billboard		970 x 250		300 x 75	1,530.00
Hockeystick		728 x 90 and 160 x 600 or 970 x 90 and 120 x 600		300 x 75	1,240.00
Wallpaper with HEX code background colour		728 x 90 and 160 x 600 or 970 x 90 and 120 x 600		300 x 75	1,680.00

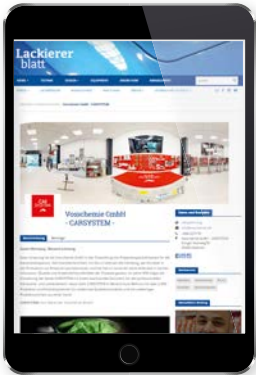
Displayed in rotation. *Does not apply to selected theme pages/special pages.
Size and position in picture illustrative. *Prices include link to your website.

Video ad: Video starts automatically and plays in an endless loop.

Data submission:

7 days prior to start of campaign via our customer portal: kundenportal.konradin.de
File formats: GIF, JPG, HTML5 (responsive), redirect. File size max. 80 KB for GIF and JPG. Please create HTTPS-compatible HTML5 and redirect files. File format for video ad: MPEG4 (file size max. 30 MB). We reserve the right to adjust the file size for video ads.
Tracking code and tracking pixels are possible.
If you have any questions about the submission of advertising material, please contact auftragsmanagement@konradin.de.

WHO IS WHO Company Directory



Present your company where your target group gets information: in the WHO IS WHO Company Directory on www.lackiererblatt.de.

Compared with the standard entry, the profile entry provides a convenient and detailed presentation of your company and products.

Online Theme Page



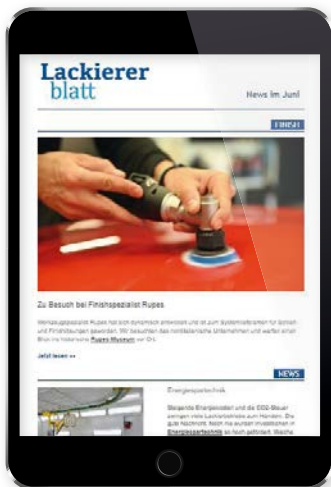
Put your company in the spotlight on www.lackiererblatt.de.

With a microsite designed just for you, you have the opportunity to present your offers in a targeted manner.

Company directory	Price
Profile entry / runtime: 12 months	760.00
Service content: <ul style="list-style-type: none">Individual feature imageCompany logo (Company Directory, profile entry)Contact detailsWebsite and e-mail address with linksSocial media buttons with linksCompany descriptionCompany/product imagesProduct group allocation (keywords)	

Advertising format	Price
Online Theme Page / runtime: 12 months	8,500.00
Service content: <ul style="list-style-type: none">Max. 10 articlesButton referring to Theme Page (slider)3 Exclusive NewslettersTeaser on websitePlacement on social media channels	

Newsletter



On the second Monday of every month, Lackiererblatt News provides the latest industry news to interested professionals. The newsletter offers additional advertising opportunities between the print editions.

Deadlines



Publication date:

08.01.
12.02.
11.03.
08.04.
13.05.
10.06.
08.07.
12.08.
09.09.
14.10.
11.11.
09.12.

Booking deadline:

02.01.
29.01.
26.02.
25.03.
29.04.
27.05.
24.06.
29.07.
26.08.
30.09.
28.10.
25.11.

Recipients: approx. 6,300 per month

Advertising format*/position in newsletter	Size in pixels (w x h)	Price per mailing**
Premium image ad 	Image 550 x 330 Text 300 characters (incl. spaces)	1,020.00
Text/image ad 	Image 200 x 150, Text 300 characters (incl. spaces)	560.00
Sponsored video also possible in the video newsletter (see page 22)	Still image max. 770 (B) Video max. 30 MB text 1,500 characters (incl. spaces)	660.00

* Size and position in picture illustrative.

**Prices include link to your website.

Data submission:

7 days before date of dispatch via our customer portal: kundenportal.konradin.de
File formats: GIF, JPG (DOC additionally for text/image ad), tracking code is possible, tracking pixels are not built in (file size max. 60 KB).

With animated GIF files, the e-mail may only display the first animation frame.

Exclusive Newsletter

Individually bookable special newsletter for the exclusive distribution of your advertising message. We take over of the design for you, using the look & feel of the Lackiererblatt newsletter.



Services	Price
Design of the contents in collaboration with the editorial team	1,520.00

Data submission:

14 days prior to dispatch date by e-mail to auftragsmanagement@konradin.de

Video promotion in the newsletter and on the website



Bi-monthly Video Newsletter

Monthly Lackiererblatt Newsletter

Fast, compact, up-to-date. Videos are booming when it comes to presenting expert information. You have created a video about one of your products or services and would like to make use of the reach of our newsletter and our website to promote it? Then take advantage of our "sponsored video" offer.

Recipients: approx. 6,300 per newsletter

Advertising format/placement	Price
Sponsored video in a Lackiererblatt newsletter plus 12 months presence on lackiererblatt.de	660.00
The following newsletters are available:	
<ul style="list-style-type: none"> • Bi-monthly Video Newsletter • Monthly Lackiererblatt newsletter 	

Video Newsletter

Mailing dates: 06.02., 02.04., 04.06., 06.08., 01.10., 03.12.

Booking deadlines: 23.01., 19.03., 22.05., 23.07., 17.09., 19.11.

Monthly Lackiererblatt newsletter

See page 21 for mailing dates and booking deadlines

Services included:

- Presentation of your video in the newsletter with still image and teaser text
- Link to your YouTube channel or your website
- Your video will also be featured in the video section of our website for 12 months

Data submission:

7 days prior to mailing date by e-mail to: auftragsmanagement@konradin.de
 File format: image/thumbnail JPG, GIF, text as Word document and link to playlist location (your website, your YouTube channel)
 Still image max. 770 px wide + text max. 1,500 characters (the first 300 characters are used for the text-image ad in the newsletter)

Company of the Month



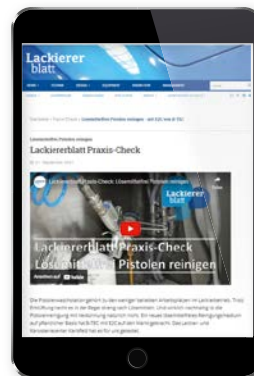
As a manufacturer, would you like to draw attention to a company that is 'special' in a very individual way? For example, because the company is innovative, creative or applies special processing methods? Then take advantage of the "Company of the Month" video offer.

Advertising format	Package price
Company of the Month	4,200.00

Services included:

- The editorial team organises the on-site appointment for the video portrait.
- Placement of the video on the start page of the website for one month.
- The video can then be downloaded from the "Company of the Month" section.
- Reference to the video with a link in the monthly newsletter
- Posts about the "Company of the Month" on social media channels.
- "Company of the Month" profile in a print edition.
- Upon request, the video (website version) can be made available to the manufacturer and the "Company of the Month".

Practice-Check



Your products, tools or systems can best be demonstrated in practical use at the customer's premises? Then the "Practice-Check video" is just the right offer for you.

Advertising format	Package price
Practice-Check	4,200.00

Services included:

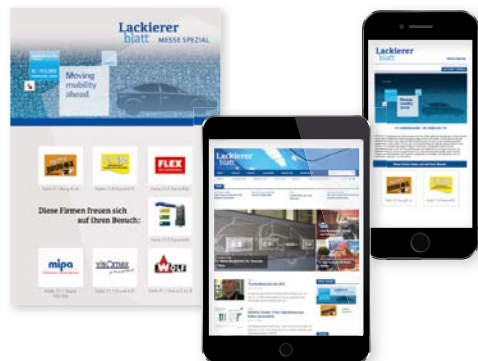
- Lackiererblatt produces the testimonial video on site.
- The video will appear on the start page of the website for two weeks.
- The video can then be viewed in the "Practice-Check" section of the website.
- The "Practice-Check" is featured in the bi-monthly video newsletter.
- Publication of the "Practice-Check" in a print edition.
- The video (website version) can be made available to the manufacturer or company on request.

Trade-Fair-Special

automechanika 10.-14.09.2024
FRANKFURT

Achieve increased attention in the environment of the most important industry trade fair.

With Lackiererblatt's cross-media trade-fair offer, you can reach your potential trade-fair visitors on all advertising channels.



Contact opportunities:

6,000 copies distributed
24,100 visits per month
6,300 newsletter recipients

Advertising format	Price
Logo presentation in print and online	720.00

Service content:

- Your company logo will appear in the September 2024 trade-fair issue.
- Display of your logo in the rotating system on www.lackiererblatt.de with a direct link to your website
6 weeks duration: 05.08. - 14.09.2024
- Your company logo will be featured in the special trade-fair newsletter
- All listings including hall/stand reference

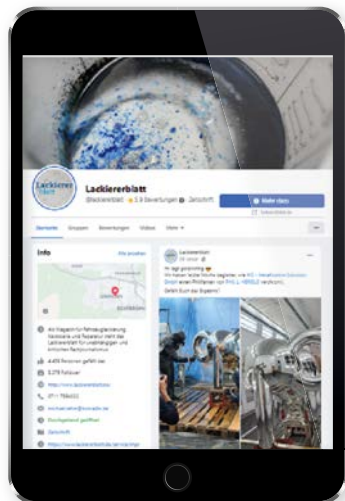
Your benefits:

- Presence on all advertising channels in the run-up to the fair

Deadlines:

- Registration deadline: 19.07.2024
- Data submission deadline: 26.07.2024

Social Media Advertising



Attract new followers with targeted advertising to the professional audiences of the Lackiererblatt social media channels: Facebook and Instagram. Reach Lackiererblatt's followers and gain additional visibility for your products.

Reach:

- Facebook: approx. 5,300 followers
- Instagram: approx. 5,400 followers



Advertising format on Facebook

Advertising format on Facebook	Prices
Photo ad Post image and text plus link	650.00
Video ad Post video and text plus link	650.00
Carousel ad Post up to 10 images or videos and text plus link	1,200.00



Advertising format on Instagram

Advertising format on Instagram	Prices
Story ad Post 24 hours image or video and text Can also be played on Facebook	650.00
Photo ad Post image and text	650.00
Video ad Post video and text	650.00
Carousel ad Post up to 10 images or videos and text	1,200.00

Additional advertising formats available on request.

Placement:

- Photo ad | video ad | carousel ad in the news feed
- Story ad in the Lackiererblatt stories

Data submission:

14 days before publication date

Competition Package



**LACKIERERBLATT
GEWINNSPIEL**

Gewinnen Sie eins von drei SprayMax Sixpack Produktsystemen!

Einfach in der Anwendung bietet das SprayMax Sixpack eine professionelle und profitable Reparaturmethode für Spot Repair mit Produkten in OEM Qualität.

Sponsored by  THE WORLD OF SPRAYPAINT

 www.lackiererblatt.de/gewinnspiel

Mitmachen und gewinnen!

Become a Competition sponsor!

Promote your company in a unique way and generate new address potential at the same time. One competition is possible per issue.

Competition Package	Price
Comprehensive service package (microsite, ad, newsletter, online advertising media)	3,500.00**

Package content:

- Microsite on www.lackiererblatt.de
- 1/2-page ad in the magazine (landscape format)
- 1 text/image ad in the monthly Lackiererblatt newsletter
- Pop-up ad and one additional ad format on www.malerblatt.de
- References on our social media channels
- Addresses of participants (GDPR-compliant)
- Runtime: 1 month

You provide the text and images, we design the different advertising forms in the same look & feel.

**Direct price without agency commission

Lackiererblatt Advent Calendar Competition



The Advent Calendar Competition on www.lackiererblatt.de is very popular with users. Take advantage of the high level of participation and draw attention to your business.

Become a sponsor of an Advent Calendar door with a prize from your company.

Advertising form	Prices
Basic sponsorship	620.00
Premium sponsorship incl. Exclusive Newsletter	900.00

Services:

- Your company logo on an Advent Calendar door
- Description of your prize including pictures on the entry page
- Your company will be mentioned when the winner is announced
- Premium sponsorship also includes an Exclusive Newsletter sent to approx. 6,300 recipients with your company logo and information about the prize

Your benefits:

- Generation of addresses
- Promotion of your company/products
- Increased awareness through the Exclusive Newsletter
- Image gain for your company

Deadlines:

- Registration deadline: 04.11.2024
- Data submission deadline: 08.11.2024

Trade Media of the Konradin Media Group

The Konradin Media Group is one of the largest providers of specialist information in the German-speaking world. Its portfolio comprises some 50 specialist media, science magazines, online portals and events series.

For more information about our portfolio in the fields of architecture, craft, industry, eye care, fine living and knowledge, please visit www.konradin.de

Printing:
We specialise in complex catalogue productions involving multiple languages or versions as well as standardised catalogues. More at: konradindruck.de

Market research:
We offer market studies, target group surveys, advertising effectiveness research, etc. – in collaboration with professional market research companies.

Corporate publishing:
We produce corporate communication tailored to your target group, in print and online, from customer magazines to web portals. Visit konradin.de for more details.



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