



## MEDIA DATA 2024

Communication solutions for the target  
group of HVAC professionals



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## SHK Profi

As a trade journal, **SHK Profi** not only provides information from the “traditional” HVAC segments, but also addresses current development trends in facility services and management. **SHK Profi** reports, for instance, on topics such as energy efficiency and regenerative energies, but also covers business aspects, such as business management for companies in the trade. The layout is geared completely to the readers and provides a fast source of information loaded with practical tips.



### Publication frequency

9 issues per year



### Copies actually distributed

29,329 copies



### Volume analysis

Magazine format: DIN A4

Total volume: 556 pages

Editorial section: 455 pages

Advertising section: 101 pages

Issue	Dates	Issue features	Trade fairs/Events
1/2024	<b>Publication date:</b> 21.02.2024 <b>Editorial deadline:</b> 19.12.2023 <b>Advertising deadline:</b> 30.01.2024	<b>Bathroom &amp; Design:</b> WCs & urinals, bathroom lighting, bathroom planning, smart bathrooms. <b>Sanitary &amp; Water Technology:</b> Drinking water hygiene, valves & pipe fittings, drinking water treatment. <b>Heating &amp; energy technology:</b> heat distribution, hydraulic balancing, surface heating & cooling systems, heating water treatment & filtration, local & district heating. <b>Air conditioning &amp; ventilation technology:</b> central ventilation, air treatment & filtration, ventilation pipes & ducts. <b>Operations:</b> workwear, tools & machinery, occupational health & safety.	
2/2024	<b>Publication date:</b> 12.03.2024 <b>Editorial deadline:</b> 23.01.2024 <b>Advertising deadline:</b> 19.02.2024	<b>Preliminary Report SHK Essen</b> <b>Bathroom &amp; design:</b> barrier-free bathrooms, bathroom furniture & accessories, bathing & showering, shower channels & drains. <b>Sanitary &amp; water technology:</b> gas installations, water heating & circulation technology, pre-wall installation, separator & lifting systems. <b>Heating &amp; energy technology:</b> heat generators, photovoltaics, smart system control, pressure maintenance & degassing, mobile heating systems. <b>Air conditioning &amp; ventilation technology:</b> Decentralized ventilation, residential ventilation. <b>Operations:</b> fleet, vehicle equipment, tools & apps.	19.-22.03.2024 <b>SHK+E, Essen</b>
3/2024	<b>Publication date:</b> 16.04.2024 <b>Editorial deadline:</b> 04.03.2024 <b>Advertising deadline:</b> 21.03.2024	<b>Preliminary Report IFH Intherm</b> <b>Bathroom &amp; design:</b> wellness & spa, washbasins & tables, bathroom fittings, bathrooms in semi-public & public areas <b>Sanitary &amp; water technology:</b> pipe systems, drinking water hygiene, valves & pipe fittings, waste water technology, drinking water treatment, pool & swimming pool technology. <b>Heating &amp; energy technology:</b> wood & pellet systems, hydraulic balancing, installation systems & thermal insulation, exhaust systems & analysis. <b>Air conditioning &amp; ventilation technology:</b> (de)central air conditioning technology, refrigeration. <b>Operation:</b> measuring devices, operation software, leak detection & damage repair.	23.-26.4.2024 <b>IFH, Nuremberg</b>
4/2024	<b>Publication date:</b> 23.05.2024 <b>Editorial deadline:</b> 09.04.2024 <b>Advertising deadline:</b> 26.04.2024	<b>Bathroom &amp; design:</b> bathroom lighting, bathing & showering, bathroom planning, WCs & urinals. <b>Plumbing &amp; Water Technology:</b> Fittings & Insulation, Fire & Sound Protection, Rain & Grey Water Harvesting, Roof Drainage. <b>Heating &amp; power engineering:</b> power-generating heating systems (CHP), radiators & thermostatic valves, hall heating & cooling. <b>Air conditioning &amp; ventilation:</b> residential ventilation, air treatment & filtration. <b>Operations:</b> workwear, tools & machinery, fastening solutions.	

The editorial department reserves the right to make changes on grounds of topicality

Issue	Dates	Issue features	Trade fairs/Events
5/2024	<b>Publication date:</b> 28.06.2024 <b>Editorial deadline:</b> 15.05.2024 <b>Advertising deadline:</b> 06.06.2024	<b>Bathroom &amp; Design:</b> Accessible bathrooms, bathroom furniture & accessories, shower channels & drains. <b>Sanitary &amp; water technology:</b> drinking water hygiene, water heating & circulation technology, pool & swimming pool technology. <b>Heating &amp; energy technology:</b> heat pump systems, photovoltaics, solar thermal, heat generators, heat storage, heating water treatment & filtration. <b>Air conditioning &amp; ventilation technology:</b> decentralized ventilation, fire & noise protection. <b>Operation:</b> fleet, vehicle equipment.	
6/2024	<b>Publication date:</b> 28.08.2024 <b>Editorial deadline:</b> 17.07.2024 <b>Advertising deadline:</b> 06.08.2024	<b>Bathroom &amp; Design:</b> WCs & urinals, bathroom lighting, smart bathrooms. <b>Plumbing &amp; Water Technology:</b> Valves & Pipe Fittings, Fittings & Insulation, Drinking Water Treatment. <b>Heating &amp; energy technology:</b> panel heating & cooling systems, fireplaces, fire & sound protection, installation systems & thermal insulation, mobile heating systems. <b>Air conditioning &amp; ventilation technology:</b> central ventilation, ventilation pipes & ducts. <b>Operation:</b> work clothes, tools & machinery, work protection.	
7/2024	<b>Publication date:</b> 27.09.2024 <b>Editorial deadline:</b> 19.08.2024 <b>Advertising deadline:</b> 05.09.2024	<b>Bathroom &amp; Design:</b> washbasins & tables, bathroom fixtures, bathroom furniture & accessories. <b>Plumbing &amp; water technology:</b> rainwater & graywater harvesting, roof drainage, wastewater technology, pipe systems. <b>Heating &amp; energy technology:</b> wood & pellet systems, heat storage, heat distribution, hydraulic balancing, exhaust systems & analysis. <b>Air conditioning &amp; ventilation technology:</b> decentralized ventilation, air treatment & filtration. <b>Operation:</b> measuring devices, leak detection & damage repair.	
8/2024	<b>Publication date:</b> 07.11.2024 <b>Editorial deadline:</b> 24.09.2024 <b>Advertising deadline:</b> 15.10.2024	<b>Preliminary Report GET North</b> <b>Bathroom &amp; design:</b> wellness & spa, bathroom planning, bathrooms in semi-public & public areas. <b>Sanitary &amp; water technology:</b> gas installations, pre-wall installations, separator & lifting systems. <b>Heating &amp; energy technology:</b> heat pump systems, photovoltaics, solar thermal, heat generators, heating water treatment & filtration, pressure maintenance & degassing. <b>Air-conditioning &amp; ventilation technology:</b> (de)central air-conditioning technology, residential ventilation. <b>Operations:</b> fleet, vehicle equipment, fastening solutions.	21.-23.11.2024 GET Nord
9/2024	<b>Publication date:</b> 06.12.2024 <b>Editorial deadline:</b> 25.10.2024 <b>Advertising deadline:</b> 14.11.2024	<b>Bathroom &amp; Design:</b> Accessible bathrooms, bathroom furniture & accessories, bathing & showering, bathroom fittings, shower channels & drains. <b>Sanitary &amp; water technology:</b> drinking water hygiene, water heating & circulation technology. <b>Heating &amp; power engineering:</b> power-generating heating systems (CHP), radiators & thermostatic valves, hall heating & cooling. <b>Air conditioning &amp; ventilation technology:</b> central ventilation, ventilation pipes & ducts. <b>Operation:</b> work clothes, tools & machinery.	

The editorial department reserves the right to make changes on grounds of topicality

### At a glance: The key editorial topics and the issues of SHK Profi in which we report on them

Topic	Issues	Topic	Issues	Topic	Issues	Topic	Issues
Air Treatment & Filtration	1, 4, 7	Fire & noise protection (heating and energy technology)	6	Occupational safety	1, 6	Smart system control	2
Barrier free bathrooms	2, 5, 9	Fire & noise protection (sanitary & water engineering)	4	Operating software	3, 6	Solarthermie	5, 8
Bathroom fittings	3, 7, 9	Fireplaces	6	Operations Management	6	Toilets & Urinals	1, 4, 6
Bathroom furniture & accessories	2, 5, 7, 9	Fittings & Insulation	4, 6	Panel heating & cooling systems	1, 6	Tools & Apps	2, 6
Bathroom lighting	1, 4, 6	Fixing solutions	4, 8	Photovoltaics	2, 5, 8	Tools & Machines	1, 4, 7, 9
Bathroom planning	1, 4, 8	Gas installation	2, 8	Pipe systems	3, 7	Trinkwasserhygiene	1, 3, 5, 9
Bathrooms in semi-public & public areas	3, 8	Hall heating & cooling	4, 9	Pool & Swimming Pool Technology	3, 5	Vehicle equipment	2, 5, 8
Bathtubs & showers	2, 4, 9	Heat distribution	1, 7	Power generating heating systems (CHP)	4, 9	Vehicle fleet	2, 5, 8
Central ventilation	1, 6, 9	Heat generator	2, 5, 8	Pressure maintenance & degassing	2, 8	Ventilation Pipes & Ducts	1, 6, 9
Cold generation	3	Heat pump systems	5, 8	Pre-wall installation	2, 8	Wash basins & vanity units	3, 7
De-centralized air conditioning	3, 8	Heat storage	5, 7	Radiators & thermostatic valves	4, 9	Wastewater technology	3, 7
Decentralized ventilation	2, 5, 7	Heating water treatment & filtration	1, 5	Rain & grey water utilization	4, 7	Water heating & circulation technology	2, 5, 9
Drinking water hygiene	1, 3, 6	Hydraulic balancing	1, 3, 7	Residential ventilation	2, 4, 8	Wellness & Spa	3, 8
Drinking water treatment	1, 3, 6	Installation systems & thermal insulation	3, 6	Roof drainage	4, 7	Wood & Pellet Systems	3, 7
Exhaust Systems & Analysis	3, 7	Leak detection & damage repair	3, 7	Separator & lifting systems	2, 8	Workwear	1, 4, 9
Fire & noise protection (air conditioning & ventilation technology)	5	Local and district heating	1	Shower channels & drains	2, 5, 9		
		Measuring devices	3, 7	Smart bathrooms	1, 6		
		Mobile heating systems	2, 6				

Produktneuheiten werden in jeder Issue veröffentlicht.

Please send your press releases including print-ready photo material to the editorial department to arrive four weeks before publication date at the latest: [Uwe.Bolz@bauverlag.de](mailto:Uwe.Bolz@bauverlag.de)

Many of these features are also included by the editorial department in the journals **KKA Kälte Klima Aktuell** and **tab Das Fachmedium der TGA-Branche**.



**Circulation audit:**

**Circulation analysis:** Copies per issue  
(annual average of July 1st 2022 to June 30th 2023)

Print run:	25,579	
Copies actually distributed (tvA):	29,329	thereof abroad: 25
- thereof E-Paper:	4,010	thereof abroad: 3
Copies sold:	274	thereof abroad: 9
Subscriptions:	273	thereof abroad: 9
Other sales:	1	
Single copy sales:	0	
Free copies:	29,054	thereof abroad: 13
Archive and specimen:	260	

**Geographic distribution analysis:**

Business regions	Copies actually distributed	
	%	Copies
Domestic	99.9	29,304
Abroad	0.1	25
Copies actually distributed (tvA)	100.0	29,329














**Summary of the survey method:**

1. Method: Dissemination analysis by file evaluation - total survey
  2. Basic population: actual circulation 29,329 = 100 %
  3. Sample: total survey
  4. Target person of the study: not applicable
  5. Period of study: August 2023
  6. Execution of the study: Bauerlag BV GmbH
- Details on the survey method are available from the publishing company.

**Distribution by Nielsen-Areas/German states:**

Distribution	Copies actually distributed	
	%	Copies
<b>Nielsen-Area I</b>		
Schleswig-Holstein	3.4	998
Hamburg	1.9	544
Lower Saxony	8.0	2,338
Bremen	0.6	189
<b>Nielsen-Area II</b>		
North Rhine Westphalia	19.9	5,834
<b>Nielsen-Area IIIa</b>		
Hesse	7.1	2,089
Rhineland-Palatinate	4.6	1,360
Saarland	1.0	303
<b>Nielsen-Area IIIb</b>		
Baden-Württemberg	14.1	4,139
<b>Nielsen-Area IV</b>		
Bavaria	17.5	5,120
<b>Nielsen-Area V</b>		
Berlin	3.4	992
<b>Nielsen-Area VI</b>		
Mecklenburg-Vorpommern	2.1	613
Brandenburg	3.8	1,127
Saxony-Anhalt	2.8	809
<b>Nielsen-Area VII</b>		
Thuringia	3.4	993
Saxony	6.3	1,856
Copies truly distributed in domestic area	99.9%	29,304

## Ad prices, print space and bleed-format (plus 3 mm bleed to each side)

<b>2/1 Page</b>  Bleed format: 420 x 297 mm Price (b/w to 4c) 12,700.00 €	<b>1/1 Page</b>  Bleed format: 210 x 297 mm Price (b/w to 4c) 6,390.00 €	<b>Juniorpage</b>  Bleed format: 148 x 210 mm Price (b/w to 4c) 3,950.00 €	<b>1/2 Page, horiz.</b>  Bleed format: 210 x 145 mm Price (b/w to 4c) 3,890.00 €	<b>1/2 Page, vertical</b>  Bleed format: 100 x 297 mm Price (b/w to 4c) 3,890.00 €
<b>1/3 Page, vertical</b>  Bleed format: 70 x 297 mm Price (b/w to 4c) 3,065.00 €	<b>1/3 Page, horiz.</b>  Bleed format: 210 x 100 mm Price (b/w to 4c) 3,065.00 €	<b>1/4 Page, vertical</b>  Bleed format: 52 x 297 mm Price (b/w to 4c) 2,665.00 €	<b>1/4 Page, horiz.</b>  Bleed format: 210 x 74 mm Price (b/w to 4c) 2,665.00 €	<b>1/4 Page, Col.</b>  Bleed format: 100 x 145 mm Price (b/w to 4c) 2,665.00 €
<b>1/8 Page, vertical</b>  Bleed format: 52 x 145 mm Price (b/w to 4c) 2,050.00 €	<b>1/8 Page, horiz.</b>  Bleed format: 210 x 50 mm Price (b/w to 4c) 2,050.00 €	<b>1/8 Page, Col.</b>  Bleed format: 100 x 74 mm Price (b/w to 4c) 2,050.00 €	<b>Advertorial 1/1 Page*</b> 6,390.00 € <b>Advertorial 1/2 Page**</b> 3,890.00 €	
<b>Start page Bathroom &amp; Design</b> 3,490.00 € <b>Product highlight</b> 3,490.00 € <b>Cover story</b> 14,900.00 € <b>Cover story Fair Price</b> Issue 2, 3, 8 18,625.00 € (SHK+E Essen, IFH Nürnberg, Get Nord) <b>Cover page combinaton***</b> 8,880.00 €				

\* Price surcharge for design by the publisher 500.00 €; \*\* Price surcharge for design by the publisher 250.00 €

\*\*\* Consisting of the title page and a ½ page horiz. after the table of contents

All prices are subject to statutory VAT. Agency commission: 15 %. Please find the general terms and conditions at: <https://bauverlag.de/en/terms>



## Additional charges:

<b>Special positions:</b>	Inside front cover, inside back cover and back cover	990.00 €
	Other prescribed positions:	20 %
<b>Special colour:</b>	Each color	965.00 €

**Discounts:** Published within 12 month,  
(insertion year, starts with publication of the first advertisement)

Staggered repeat discount		Quantity scale	
3 times	3 %	3 pages	5 %
6 times	5 %	6 pages	10 %
12 times	10 %	12 pages	15 %
18 times	15 %	18 pages	20 %
24 times	20 %	24 pages	25 %

### Crossmedia discount

Discounts for print and online advertising and crossmedia advertising campaigns on request.

No discount on inserts and additional technical costs.

## Classified ads:

(not discountable)	
Job offers b/w	per height mm (1 column, 45 mm wide) 6.20 €
Job offers colour	per heightn mm (1 column, 45 mm wide) 11.50 €
Situation wanted s/w	per height mm (1 column, 45 mm wide) 3.50 €
Opportunity ad,	per height mm 6.20 €
Purchase/sale b/w	(1 column, 45 mm wide)

From a print value of 1,200.00 €, your job posting will be displayed online at [www.SHK-Profi.de](http://www.SHK-Profi.de) for 4 weeks for free.

## Special ad types:

<b>Bound inserts</b> (sample - front page/back page required)	
2-pages	5,050.00 €
6-pages	10,540.00 €
(others on request)	

Discounts as per scale of discounts: 1 sheet = 1 ad page  
Please supply bound inserts in untrimmed format of 216 mm wide and 303 mm high (four pages and more: folded).  
Raw format of bound-in inserts: bound inserts: 216 x 307 mm, head trim: 7 mm, foot trim: 3 mm, lateral trim: 3 mm each

### Loose inserts:

Maximum size 205 x 290 mm

Weight of loose insert	<b>Price %</b>
Full insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	295.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	340.00 €

For partial occupancy: selection costs per selection 150.00 €

**Glued ad media:**

Postcard

Product samples, other tip-ons

**Price %**

95.00 €

on request

Technical costs are not eligible for commission and are not discountable.

Required delivery quantity: according to order confirmation

Delivery address:  
westermann druck GmbH  
Georg-Westermann-Allee 66  
Tor 1 / Name Auftragsbetreuer  
38104 Braunschweig

Delivery memo: „For SHK Profi, Issue ...“

**We will be happy to provide you with information on other special forms of advertising.** Just contact us, we will be pleased to realize your individual customer wishes.

**Terms of payment:** Net invoice value within 30 days following the date of the invoice, VAT ID No. DE 813382417

**Bank details:**  
Bauverlag BV GmbH, Gütersloh  
Sparkasse Gütersloh-Rietberg  
IBAN: DE46 4785 0065 0018 0329 62  
BIC: WELADED1GTL



**Magazine format:** 210 mm wide, 297 mm high, DIN A4  
untrimmed: 216 mm wide, 303 mm high

**Print space:** 183 mm wide, 267 mm high  
4 columns, 45 mm wide

**Printing and binding methods:** Offset printing, adhesive binding

**Data transmission:** - transmission by FTP: upon request  
- by e-mail (up to 10 MB):  
order.management@bauverlag.de

For larger volumes of data, please contact:  
Alexandra Kaleja, Phone: +49 5241 2151-5454

**Data formats:** Please deliver the files in the format of the advertisement as PDF/X3 or PDF/X4. We expect a PDF with embedded fonts, only CMYK elements and images in a resolution of 300 dpi. Advertisements in bleed format must be created with a 3 mm filled bleed on all edges. Any bleed marks must be placed at least 3 mm from the net format. Relevant information must be placed at least 3 mm from the page edge on all four pages. When booking the 2nd and 3rd cover page, a minimum distance of 8 mm to the band must be maintained.

**Colours:** The colour mode is CMYK. The colour profile is ISO Coated v2 300%. If RGB colours are used, there will be colour differences.

**Data acceptance/archiving:** All files sent to us must be copies, the originals should remain with you until the respective issue is published for security reasons. The documents and directories must have a unique job and page name. Avoid special characters, spaces and umlauts in your file names if possible.

Data is archived, so unchanged repetitions are usually possible. However, no data guarantee is given.

**Guarantee:** The client shall assume the guarantee for repro quality and correct data transmission. Deviations due to the delivery of faulty data do not constitute grounds for complaint on the part of the client. Slight deviations in tonal values are within the tolerance range of the printing process.

### Branches/business sector/company types

Number of the basic system	Group of recipients (acc. to classification of business sectors)	Percentage of surveyed readers	
		%	projected (approx.)
45.33	Installation of heating, ventilation, air conditioning and health systems or plumbing, gas and water installations	84	24,477
51.14.8	HVAC planners/consultants	7	2,040
	HVAC operators	3	874
51.54	Wholesale	4	1,166
	Other	2	582
		<b>100</b>	<b>29,139</b>

### Business structure data

Size of the business entity by number of employees	Percentage of surveyed readers	
	%	projected (approx.)
1-9 employees	80	23,311
10-19 employees	11	3,206
20-49 employees	5	1,457
50 and more employees	3	874
No details	1	291
	<b>100</b>	<b>29,139</b>

#### Summary of the survey method:

1. Method: Readership structure analysis based on random telephone interviews in accordance with the ZAW scheme
  2. Population: Copies actually distributed 29,139 = 100 %, not included in the survey: 3,442 = 11.8 %
  3. Random sample: 200 net interviews, % utilization, random selection
  4. Target person of the survey: The main reader was interviewed
  5. Survey period: 8 March to 12 April 2019
  6. Survey conducted by: Kantar TNS, Media Research Bielefeld
- Details on the survey method are available at [www.SHK-Profi.de/3I\\_erhebungsmethode](http://www.SHK-Profi.de/3I_erhebungsmethode)

### Personnel structure data

Position in business	Percentage of surveyed readers	
	%	projected (approx.)
Owner/co-owner	68	19,815
Managing director	19	5,536
Area/project manager	6	1,748
Master/foreman	3	874
Other	4	1,166
	<b>100</b>	<b>29,139</b>

### Personnel structure data

Decision-making competence	Percentage of surveyed readers	
	%	projected (approx.)
Decides alone / with others	95	27,682
Advises / makes suggestions / not involved	5	1,457
	<b>100</b>	<b>29,139</b>

### Business structure data

Work activities in business	Percentage of surveyed readers	
	%	projected (approx.)
Sanitary and water installations	85	25,768
Heating installation	83	24,185
Bathroom refurbishment	81	23,603
Gas installation	77	22,437
Solar thermal energy	70	20,397
Heat pump systems	60	17,483
Solid fuel heating systems	56	16,318
Fire protection	50	14,570
Pipe installations	47	13,695
Ventilations systems	38	11,073
Building plumbing	26	7,576
Air conditioning systems	25	7,285
Smart homes, building control systems	21	6,119
Electrical engineering, electrical installation, photovoltaics	17	4,954
Swimming pools, sauna systems	9	2,623
Tiling & surface finishing in bathrooms	6	1,748

## bathroom & design

### The bathroom & design special section in SHK Profi

#### Guiding principle

A manufacturer of exclusive products requires an exclusive presentation space!

#### Baths & Design as an advertising environment

- editorial content on high-quality bath & wellness facilities
- premium paper with a high-quality feel
- attractive page layout
- recommended reading for the special Bath & Design section on the **SHK Profi** front page and in the table of contents

#### Reserve a spot on the exclusive homepage:

- 1/1 page colour on quality paper
- with a large photo (213 x 303 mm)
- info text and contact details

**price: € 3,490.00**

All prices are subject to statutory VAT.



## Product highlight

### The special advertising form in SHK Profi magazin

#### Guiding principle

A manufacturer of exclusive products requires an exclusive presentation space!

- attention-grabbing special form of advertising
- attractive page layout
- placement in „your“ subject area

#### Book „your“ exclusive front page:

- 1/1 page colour
- with a large photo (upright format 213 x 303 mm)
- info text and contact details

#### Processing:

Please provide us with your photo and text.

We will build up the product highlight page for you.

**Price:** € 3,490.00

All prices are subject to statutory VAT.

## Produkt- highlight

HEIZUNGS- & ENERGIETECHNIK

### BRENNSTOFFZELLEN-TECHNOLOGIE

Die zunehmende Digitalisierung und E-Mobilität sorgt für eine immer stärkere Elektrifizierung in allen Lebens- und Arbeitsbereichen. Dabei spielt die smarte Energiegewinnung auch in Privathaushalten eine immer größere Rolle. Wie lassen sich zukünftig Energie und Wärme kostengünstig und CO<sub>2</sub>-neutral gewinnen, speichern und nachhaltig nutzen? Solvis als Hersteller klimafreundlicher Hydridsysteme und Partner für erneuerbare Energien setzt hier auf die Brennstoffzellentechnologie von „SOLiDpower“: Energie und Wärme in Synthese für eine zukunftsweisende Energieversorgung im Ein- und Zweifamilienhaus.



SOLiDpower  
20112 Braunschweig  
05131 20165-0  
info@solis.de  
www.solis.de



## What is the SHK Profi cover story?

The **SHK Profi cover story** is an exclusive report on a project, which is presented in detail and featured prominently on the front cover.

In combination with a comprehensive advertising package, the **SHK Profi cover story** is an attractive communications package.



### SHK Profi Cover story

- Picture on the front cover (in consultation with the editorial department, logo integration is possible)
- 1/1-page ad in the same issue
- exclusive report in the issue and on the website
- Editorial references in the newsletter
- 150 copies for your own use

### Price information on page 8





### SHK-Profi.de

For the target group of HVAC professionals, the internet has become a popular tool for day-to-day work. The **SHK Profi-website** complements the core competence of the print issue and provides readers with an additional and highly valuable interactive component. Like the print issue, the online presentation of SHK Profi focuses on practical information for the day-to-day work of SHK professionals. This information is provided in competent, focussed and practice-oriented form, geared to its trade readership. Together with the **SHK Profi-magazine**, the **SHK Profi-newsletter** and the **SHK Profi-website** provide a platform dedicated to the target group that provides advertisers with cross-media synergies for their campaigns.

### SHK Profi-newsletter

The **SHK Profi-newsletter** informs the decision-makers in HVAC companies by e-mail with news from the sector. The latest reports and articles from the printed issue keep the decision-makers in HVAC companies up to date once a month.



Page  
impressions

51,113 per month  
+25 % growth in the year



Visits

36,479 per month



Unique  
user

20,317 per month

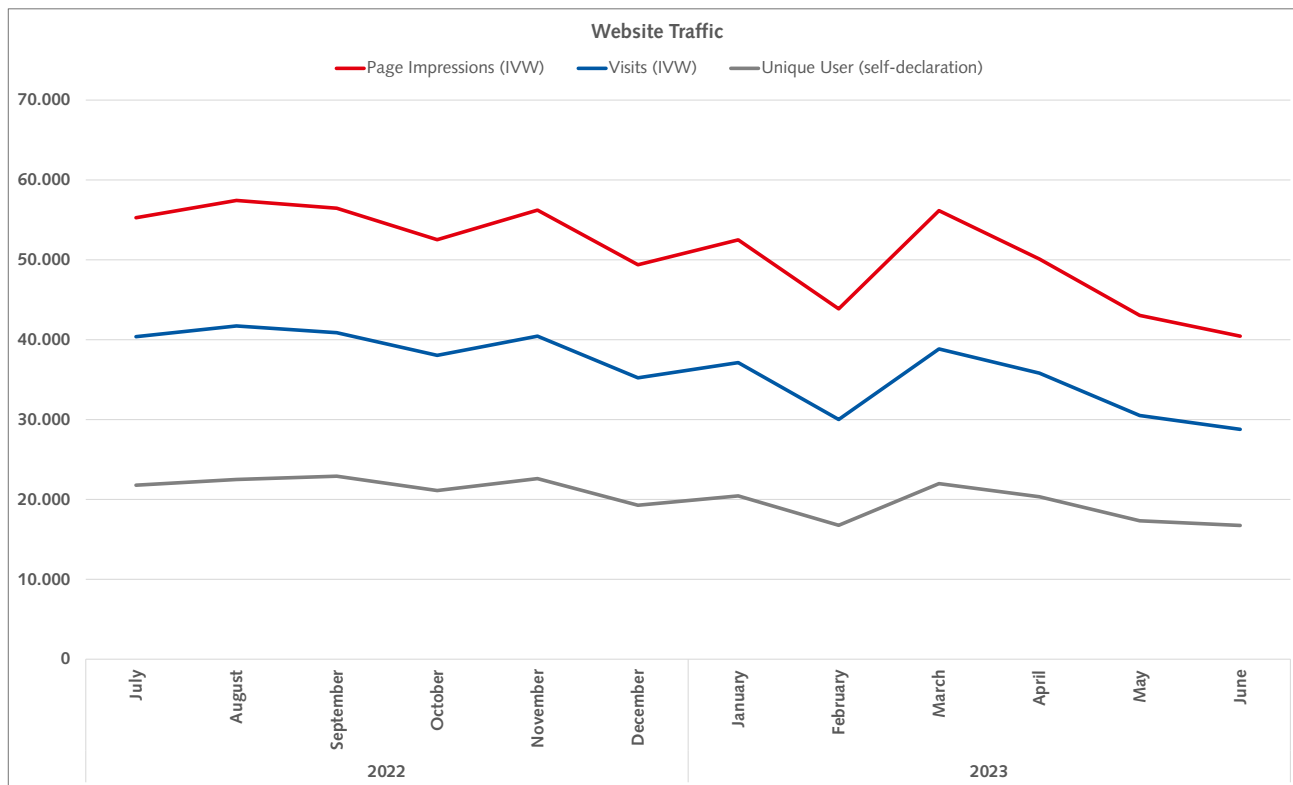


Newsletter-  
contacs

3,472 Ø recipients

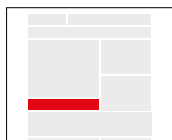


**Traffic audit:**



Source for page impressions and visits: IVW, for unique user: Google Analytics/self-reported

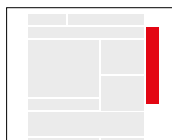
## Prices and forms of advertising (price for 28 days / 4 weeks):



**Fullsize banner**

Format (B x H):  
468 x 60 px

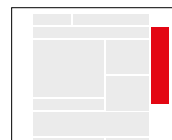
**658.00 €**



**Skyscraper**

Format (B x H):  
120 x 600 px

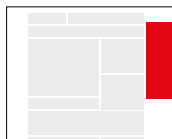
**980.00 €**



**Wide skyscraper**

Format (B x H):  
160 x 600 px

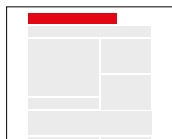
**1,148.00 €**



**Half page**

Format (B x H):  
300 x 600 px

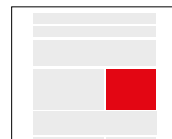
**1,309.00 €**



**Superbanner**

Format (B x H):  
728 x 90 px

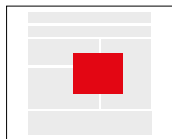
**819.00 €**



**Medium rectangle**

Format (B x H):  
300 x 250 px

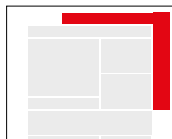
**1,148.00 €**



**Layer ad**

Format (B x H):  
400 x 400 px

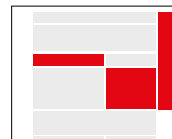
**on request**



**Wallpaper**

Format (B x H):  
728 x 90 px + 120 x 600 px

**1,477.00 €**



**Ad bundle**

- Fullsize banner  
- Skyscraper  
- Medium rectangle

**980.00 €**

Advertising formats	Placement	Format (pixel, width x height)	Price in €/4 weeks
Skyscraper sticky	website, in rotation with max. two additional	120 x 600	1,064.00
Wide Skyscraper sticky	website, in rotation with max. two additional	160 x 600	1,225.00
Half Page sticky	website, in rotation with max. two additional	300 x 600	1,393.00
Billboard	on all pages except homepage, in rotation with max. two additional	970 x 250	1,638.00
Expandable wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	1,638.00
Situations vacant	in the job market	individual	1,200.00
Microsite	own navigation within the website, duration 12 weeks Laufzeit 12 Wochen	individual	9,408.00
OnlinePLUS	addition to an existing online article/advertorial	photos, videos, PDFs	1,225.00

All online advertising formats can be booked exclusively. Prices, availability, other time periods and other formats possible on request.

All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: <https://bauverlag.de/en/terms>

**Discounts:**

Published within 12 months (Insertion year)

**Staggered repeat discount**

12 weeks	5 %
26 weeks	10 %
52 weeks	15 %

**Online ad specials: additional options**

Wallpaper: coloured, clickable background

30% additional charge

**We will be happy to provide you with information on other online special forms of advertising.** Just contact us, we will be pleased to realize your individual customer wishes.

**File formats:**

JPG, GIF, Flash, HTML-Tag, Redirect-Tag

Weight: max. 100 kB per banner

Please also provide a medium rectangle for the online advertising options in order to guarantee optimisation for mobile devices. The kB data given for every advertising material are maximum sizes and represent the total sum of all data defined by the advertising materials (including files to be loaded later, sniffer code, images, flash, etc.).

**For detailed information please see our spec sheet:**  
**<https://bauverlag.de/downloads/spec-sheet-online.pdf>**

You get a reporting about ad-impressions and ad-clicks after campaign end.

**Delivery address:**

Please send your banner to  
[order.management@bauverlag.de](mailto:order.management@bauverlag.de)

**Delivery time:**

7 working days prior to beginning of the campaign.  
These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign. Otherwise, we can bear no costs for delays caused by late delivery to us.

Please send your materials together with the required meta information:

- booked site
- customer name
- order number
- target-URL
- booking period
- advertising format
- motif name
- contact person for inquiries

Issue	Publishing date	Booking deadline	Events/trade fairs	Themes
SHK-NL 1	10.01.2024	22.12.2023		
SHK-NL 2	17.01.2024	08.01.2024		
SHK-NL 3	31.01.2024	22.01.2024		Hygienic water in the pipeline - focus on hot and cold drinking water
SHK-NL 4	14.02.2024	05.02.2024		
SHK-NL 5	28.02.2024	19.02.2024		
SHK-NL 6	13.03.2024	04.03.2024	19.-22.03.2024 <b>SHK Essen</b>	SHK Essen: The trade fair at a glance
SHK-NL 7	27.03.2024	18.03.2024		
SHK-NL 8	10.04.2024	28.03.2024	23.-26.4.2024 <b>IFH Nürnberg</b>	IFH Intherm: News about the exhibition
SHK-NL 9	24.04.2024	15.04.2024		
SHK-NL 10	08.05.2024	26.04.2024		
SHK-NL 11	22.05.2024	10.05.2024		The environment as an energy source - Using renewable energies correctly
SHK-NL 12	05.06.2024	24.05.2024		
SHK-NL 13	19.06.2024	10.06.2024		
SHK-NL 14	03.07.2024	24.06.2024		
SHK-NL 15	17.07.2024	08.07.2024		Beautiful bathrooms for any area - Score with planning
SHK-NL 16	31.07.2024	22.07.2024		
SHK-NL 17	14.08.2024	05.08.2024		
SHK-NL 18	28.08.2024	19.08.2024		
SHK-NL 19	11.09.2024	02.09.2024		Warm, cozy and yet resource-saving - modern heat generators in use

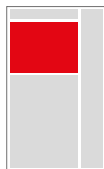
Issue	Publishing date	Booking deadline	Events/trade fairs	Themes
SHK-NL 20	25.09.2024	16.09.2024		
SHK-NL 21	09.10.2024	27.09.2024		
SHK-NL 22	23.10.2024	14.10.2024		
SHK-NL 23	06.11.2024	25.10.2024		
SHK-NL 24	20.11.2024	11.11.2024	21.-23.11. <b>GET Nord</b>	GET North: The trade fair at a glance
SHK-NL 25	04.12.2024	25.11.2024		
SHK-NL 26	18.12.2024	09.12.2024		A small look back to 2024

**Recipients:**  
decision-makers in HVAC companies

**Circulation:**  
3,472 recipients  
Openingrate net: 20.7%  
(source: Inxmail, average per month July 2022 until June 2023)

## Prices and forms of advertising:

### Text ad premium



- first text ad in newsletter
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

**Placement:**  
content

**Price:**  
720.00 €

### Text ad

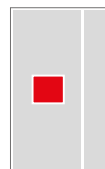


- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

**Placement:**  
content

**Price:**  
600.00 €

### Medium rectangle

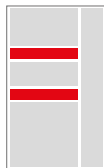


**Format:**  
300 x 250 px

**Placement:**  
content

**Price:**  
740.00 €

### Fullsize banner



**Format:**  
468 x 60 px

**Platzierung:**  
im Content

**Price:**  
485.00 €

### Skyscraper



**Format:**  
120 x 600 px

**Placement:**  
next to the content

**Price:**  
600.00 €

### Wide skyscraper



**Format:**  
160 x 600 px

**Placement:**  
next to the content

**Price:**  
740.00 €

### Newsletter takeover



- up to 4 text ads,
- 3 fullsize banner
- 1 skyscraper

**Placement:**  
content, exclusive

**Price:**  
4,455.00 €

### Situations vacant



- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

**Placement:**  
content

**Price:**  
600.00 €

### Discounts:

Published within 12 months  
(Insertion year)

### Staggered repeat discount

3 times	5 %
6 times	10 %
12 times	15 %

**File formats:** JPG or static GIF, max. 20 kB (without animation)

For detailed information please see our spec sheet:  
<https://bauverlag.de/downloads/spec-sheet-online.pdf>

**Format of newsletter:** HTML or text

**Delivery address:** Please send the advertising material for your campaign to:  
[order.management@bauverlag.de](mailto:order.management@bauverlag.de)

**Delivery date:** 7 working days prior to beginning of the campaign.  
These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign  
Otherwise, we can bear no costs for delays caused by late delivery to us.

Please send your materials together with the required meta-information:

- customer name
- booked newsletter
- order number
- target URL
- contact person for inquiries

You will get a reporting about the recipients/opening rate and ad-clicks.



## Online-advertorial

Show our users your knowledge of a particular topic, demonstrate your problem solving abilities or explain why it is beneficial to use your product – there are many reasons why you might consider using an online-advertorial.

- Permanent online posts on [www.SHK-Profi.de](http://www.SHK-Profi.de) (these remain accessible via the search function after the 4-week period has expired)
- Editorial teaser on the homepage with link to the online post (subject to availability)
- Medium rectangle with placement across the entire website as a teaser with a link to the online post
- Text ad in [SHK Profi-Newsletter](#) with a link to the online post
- Advertised Facebook post via Facebook fanpage of [SHK Profi](#) with a link to the online post

**Price: 2,870.00 € plus VAT.**  
(Price for 28 days / 4 weeks)



SHKProfi  
ONLINE-MAGAZIN FÜR DAS SHK-HANDELFACH

Sanitär & Wasser Heizung & Energie Klima & Lüftung Bad & Design Büro & Werkzeug Produkte Stellermarkt

Advertorial/Anzeige

### Bestes Trinkwasser dank SYR

**Sicherheit und Hygiene in der Trinkwasserinstallation mit der SYR HygBox Connect**



SYR Hans Sasserath GmbH & Co. KG SYR Hans Sasserath GmbH & Co. KG SYR Hans Sasserath GmbH & Co. KG

**Schließungen und Home-Office Regelungen führen zu einem Wasserstillstand in vielen Gebäuden wie zum Beispiel in Schulen, Schwimmbädern, Geschäften, Kinos, Museen und Bürokomplexen. Ein reger Wasseraustausch, welcher dringend erforderlich ist, um Bakterien, Keime und Legionellen zu verhindern, fehlt völlig. Vorbeugen ist auf dem Gebiet der hygienischen Trinkwasserumertzung weitaus besser als Nachschicht. Aus diesem Grund hat die SYR Hans Sasserath GmbH & Co. KG die HygBox Connect entwickelt.**

Bei Stillstand oder geringem Wasseraustausch in Leitungen sowie Betriebstemperaturen zwischen 25 °C und 55 °C wird die Vermehrung gefährlicher Keime und Bakterien im Trinkwasser begünstigt. Ein Zustand, in dem sich gerade viele Einrichtungen und Büros befinden. Die Auslastung der Wasserleitungen beträgt seit Corona weniger als die Hälfte. Wasserleitungen werden nicht mehr durchspült, der komplette Austausch des Wassers fehlt in Gänze. Bei sogenannten Normalinstallationen sollte ein regelmäßiger Wasseraustausch stattfinden, spätestens aber nach sieben Tagen (DIN EN 806-5). Bei erhöhten hygienischen Anforderungen unterschiedlicher Gebäudearten ist ein regelmäßiger Wasseraustausch alle 72 Stunden (VDI/VGW 6023, 3810-Blatt 2) verordnet. Die Anforderung der anerkannten Regeln der Technik sind vom Betreiber erforderlich und zu beachten. Mit der Spülstation HygBox Connect von SYR sind diese Normen fachgerecht einzuhalten und zu gewährleisten. Legionellen haben keine Chance sich in dem Leitungssystem anzusiedeln und zu vermehren. Die HygBox Connect ist eine einfache und sichere Maßnahme, die die Trinkwasserinstallation und somit

Suchbegriff oder Webcode

**News**

- 13.10.2021 | Online-Auftritt von PAW neu ausgerichtet
- 12.10.2021 | Tipps und Tricks bei „JGWL of the Bausteller“
- 11.10.2021 | Mitsubishi Electric: Neue Video-Clips der Serie „Ein Team für jedes Klima“
- 08.10.2021 | Roth-Gruppe eröffnet zum 45-jährigen Jubiläum ein neues Logistikzentrum
- 07.10.2021 | 700 Mitarbeiter bei Grünbeck
- 06.10.2021 | Hackenschlüssel von HDG gewinnt PLUS Award
- 05.10.2021 | Reparatur: Längjähriger Vertriebsleiter geht in Ruhestand
- 04.10.2021 | Roadshow mit Produkten im Live-Modus Schell Mobil on Tour
- 01.10.2021 | Duravit Design-Center jetzt als virtueller Showroom
- 30.09.2021 | Aufbruchstimmung in der Infrarotheizungsbranche

**BS**  
BRANDSCHUTZ IM BAUWESEN

**Fachforum Brandschutz 2021**  
Jetzt anmelden!



## Whitepaper

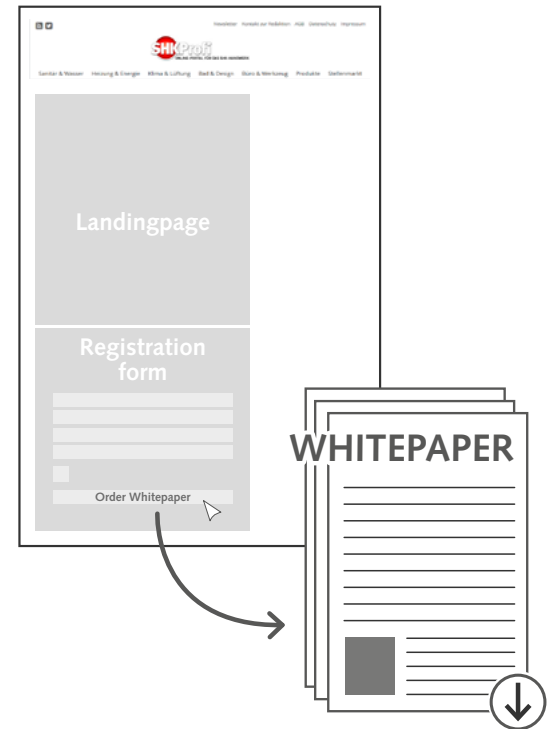
Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on **www.shk-profi.de**. Interested users receive the white paper in exchange for their contact details.

We will provide you with the following **services** in close coordination with you:

- Landingpage incl. registration form
- Advertising teaser via our media channels website, newsletter and social media
- Delivery of leads (data protection compliant)

**Duration:** 8 to 12 weeks (variable, by arrangement)

**Price:** on request





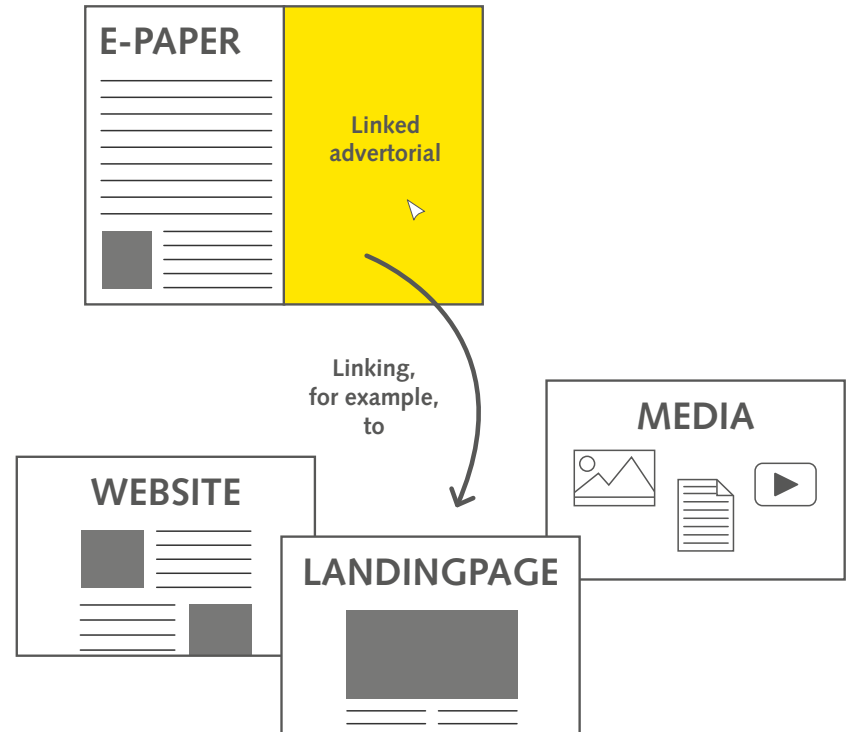
### Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper ([epaper.shk-profi.de](http://epaper.shk-profi.de)).

Linking ads in the E-Paper offers the following advantages:

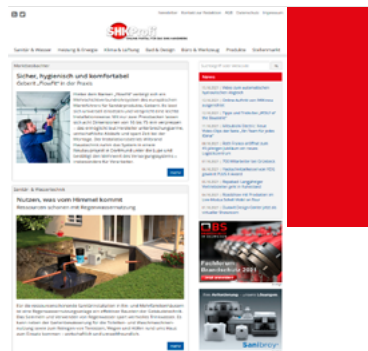
- **Interactivity:** Readers can click directly on ads to get more information or buy products online.
- **Enhanced user experience:** Readers get direct access to relevant content or products.
- **Enhanced information content:** Ads can provide additional information or media on web pages through links.

Price: 390.00 €



Our communication package combine an appropriate set of advertising channels based upon your communication goals to ensure that you reach your entire target group.

### Online branding package



Halfpage Ad on  
[www.SHK-Profi.de](http://www.SHK-Profi.de)



Wide Skyscraper in  
**SHK Profi Newsletter**

Duration 4 weeks  
Price: 1,844.10 € plus VAT.

### Crossmedia product advertising package



Online-advertorial on  
[www.SHK-Profi.de](http://www.SHK-Profi.de)  
(for services see previous page)



1/2 page advertorial or advert  
in the print edition of  
**SHK Profi**

Duration 4 weeks  
Price: 6,309.00 € plus VAT.

We can put together further packages with appropriate digital and print formats upon request.

## Looking for some

Make sure that market players in the construction and property sector can find you.

### EINKAUFSFÜHRER BAU

Bauverlag's EINKAUFSFÜHRER BAU is the online search engine for construction professionals. At [www.EINKAUFSFUEHRER-BAU.de](http://www.EINKAUFSFUEHRER-BAU.de), they can find the manufacturers of all construction products.

#### BUILDING TRADES COMPANIES AND ENGINEERS

(from the painting and decorating, stucco, plastering, drywall construction, carpentry, joinery, roofing and timber construction, electrics, plumbing, HVAC, metal engineering)

CONSTRUCTION COMPANIES (in building construction, civil engineering, road construction, garden und landscaping and tunnel construction)

#### TRADE

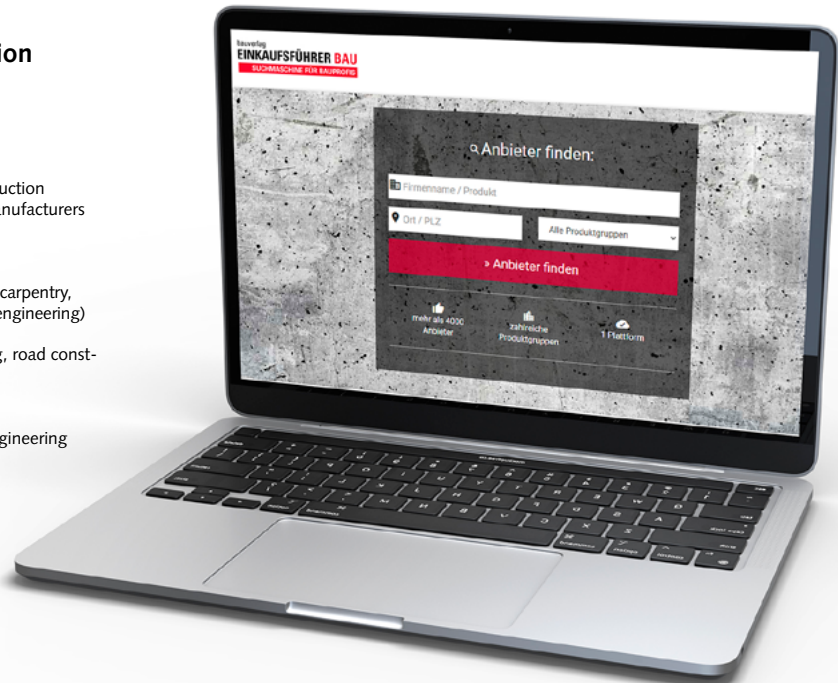
(construction machinery, construction materials, roofing materials, civil engineering supplies)

FACILITY MANAGERS AND HOUSING ASSOCIATIONS

ARCHITECTS AND PLANNING & CONSTRUCTION ENGINEERS

## Request a quote now!

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We will support your media planning – just give us a call or send us an E-Mail!



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We will support your media planning – just give us a call or send us an E-Mail!

