

MEDIA KIT 2027

Main target group:

- (Master) craftsmen, technicians, specialist planners and engineers from the HVAC sector



STROBEL MEDIA GROUP

bau|||verlag



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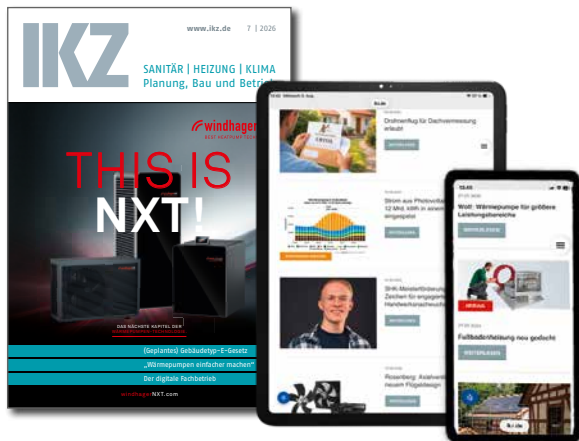
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IKZ

Recognised as the best specialist information for clearly defined target groups and a modern, user-oriented sales concept – this makes IKZ the first choice for your communication planning!

IKZ reaches decision-makers in master plumbing, heating, ventilation, air conditioning, control and electrical engineering companies, as well as building services planners and other target groups (see following page) in all fields of HVAC sector. Additional information important for business management in the areas of legislation, standardisation, research and development, corporate management and case law complements the high-quality technical and product information.

Information is conveyed in the traditional manner as a trade journal and digitally via all relevant distribution channels. Digital formats such as e-papers, newsletters, video newsletters, podcasts, social media posts, web portals and an IKZ community are available to all IKZ readers.



334,512

Copies per year

Spread circulation 25,376 per issue
 – thereof e-papers 658 per issue
 Publication frequency 12 x per year + 2



1,468,341

Website views per year

Page Impressions 122,362 per month
 Visits 63,027 per month
 Unique User 51,851 per month



959,649

Newsletter recipients per year

Recipients 9,792 per issue
 Net open rate 20,4 %
 Publication frequency 98 x per year



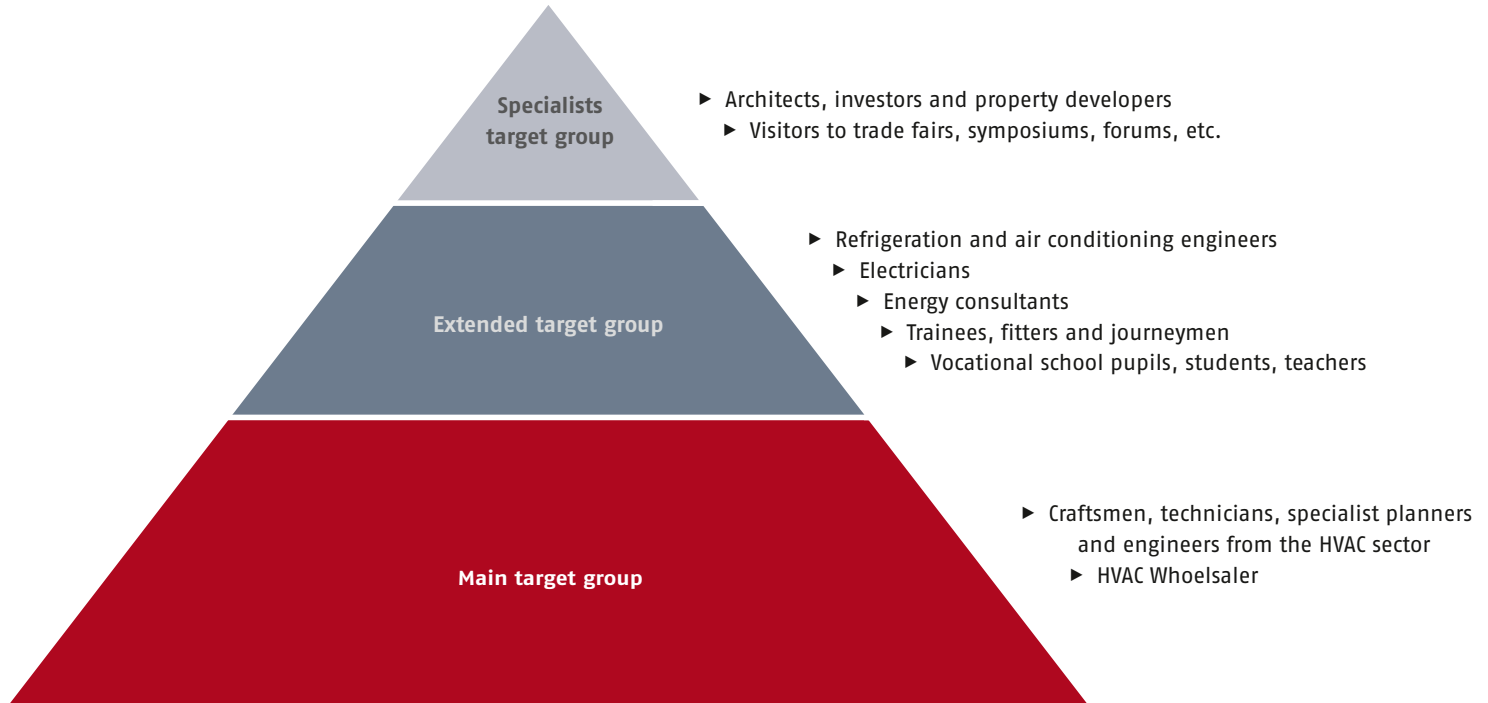
26,200

Followers Social Networks



6,152

Community members (Status: 6/26)



IKZ

Trade journal

Media kit 2027



STROBEL MEDIA GROUP

Issue/Dates	Top topic *
1 PD 19.02.2027 AD 28.01.2027 ED 20.01.2027	Heating with Renewable Energy
2 PD 05.03.2027 AD 11.02.2027 ED 03.02.2027	ISH 2027 (Trade fair report)
3 PD 02.04.2027 AD 09.03.2027 ED 01.03.2027	Sector software
4 PD 23.04.2027 AD 01.04.2027 ED 22.03.2027	Drinking water hygiene
5 PD 21.05.2027 AD 27.04.2027 ED 19.04.2027	Ventilation and Air conditioning technology

Issue/Dates	Top topic *
6 PD 11.06.2027 AD 19.05.2027 ED 10.05.2027	Renovation of Existing Buildings
SH1 PD 02.07.2027 AD 10.06.2027 ED 02.06.2027	Special issue: Drinking water hygiene
7 PD 30.07.2027 AD 08.07.2027 ED 30.06.2027	Bathrooms Today
8 PD 27.08.2027 AD 05.08.2027 ED 28.07.2027	Using of Rainwater and Greywater
9 PD 17.09.2027 AD 26.08.2027 ED 18.08.2027	Sector software

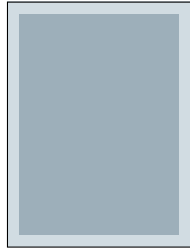


Issue/Dates	Top topic *
10 PD 08.10.2027 AD 16.09.2027 ED 08.09.2027	Ventilation and Air conditioning technology
11 PD 05.11.2027 AD 13.10.2027 ED 05.10.2027	Drinking water hygiene
12 PD 26.11.2027 AD 04.11.2027 ED 26.10.2027	Smart Building
SH2 PD 17.12.2027 AD 25.11.2027 ED 17.11.2027	Special issue: Theme will be determined in the course of 2027

Note: Please ask for detailed information on further topics in a specific issue!

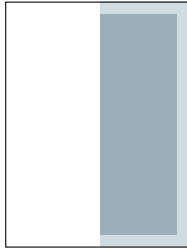
* For each top topic a special newsletter is sent out.

PD = Publication Date / **AD** = Advertising Deadline / **ED** = Editorial Deadline



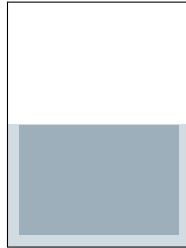
1/1 page

■ 184 x 265 mm
■ 210 x 297 mm



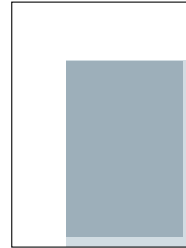
1/2 page vertical

■ 90 x 265 mm
■ 103 x 297 mm



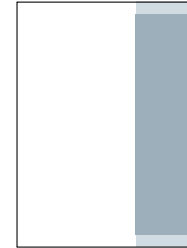
1/2 page landscape

■ 184 x 130 mm
■ 210 x 146 mm



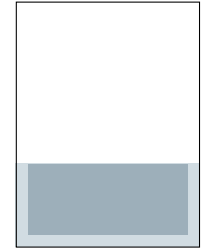
Junior page

■ 137 x 190 mm
■ 148 x 210 mm



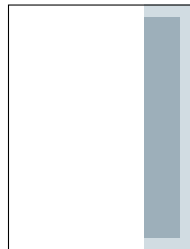
1/3 page vertical

■ 58 x 265 mm
■ 71 x 297 mm



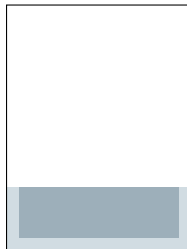
1/3 page landscape

■ 184 x 86 mm
■ 210 x 106 mm



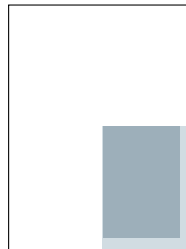
1/4 page vertical

■ 43 x 265 mm
■ 56 x 297 mm



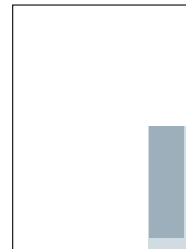
1/4 page landscape

■ 184 x 63 mm
■ 210 x 84 mm



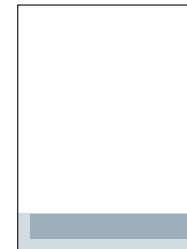
1/4 page 2 columns

■ 90 x 130 mm
■ 103 x 146 mm



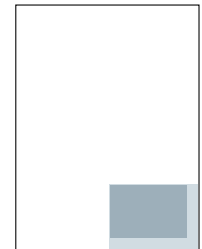
1/8 page vertical

■ 43 x 130 mm
■ 56 x 146 mm



1/8 page landscape

■ 184 x 30 mm
■ 210 x 50 mm



1/8 page 2 columns

■ 90 x 63 mm
■ 103 x 84 mm

■ Type area format, W x H in mm

■ Trimmed format, W x H in mm plus 3 mm bleed trim all around

Advertisement prices and formats: All prices in euro.

Format	Wight x Hight in mm (type area formats)	Wight x Hight in mm (trimmed formats) *	bw/2c/3c/4c
2/1 pages	2 pages each as 184 x 265	420 x 297	€ 17325
1/1 page	184 x 265	210 x 297	€ 8715
Junior page	137 x 190	148 x 210	€ 5470
1/2 page	90 x 265 or 184 x 130	103 x 297 or 210 x 146	€ 5255
1/3 page	58 x 265 or 184 x 86	71 x 297 or 210 x 106	€ 3785
1/4 page	43 x 265 or 90 x 130 or 184 x 63	56 x 297 or 103 x 146 or 210 x 84	€ 2960
1/8 page	43 x 130 or 90 x 63 or 184 x 30	56 x 146 or 103 x 84 or 210 x 50	€ 1640

* Trimmed formats plus 3 mm bleed trim all around.

Preferred placements (Enquire availability):

Cover pages (2nd, 3rd or 4th cover page), 4c: € 9600

Front cover page combination, 4c: € 10435

Note: Please ask for quantity and combination discounts!

IKZ-NEWSLETTER



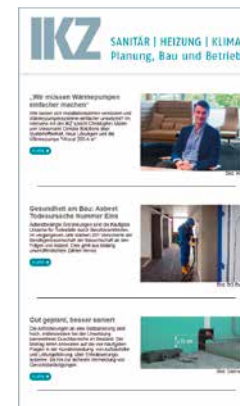
Media kit 2027



STROBEL MEDIA GROUP

Product description:	The newsletter covers current topics and trends in the fields of sanitation, heating, air conditioning, renewable energies and energy efficiency, as well as trade fairs and industry events.
Frequency :	Twice weekly (Wed/Fri), 14 times a year on Fridays as a top topic newsletter.
Recipients:	about 9.792 per newsletter sent out
Performance review:	Detailed reporting
Net open rate:	ø20,4 % (July 2025 to June 2026)

Note: Please ask for the current usage data!



Advert formats and prices:

Format	Billboard	Text teaser	Fullbanner	Medium Rectangle	Takeover
Placement	In the news section	In the news section	In the news section	In the news section	In the content, exclusively
Top position *	-	Top position available	-	-	-
Size in pixel (WxH)	600 x 200	Pic: 275 x 255 Text: 500 characters (including spaces)	468 x 60	300 x 250	Up to 4 text adverts, 3 Fullbanner and 1 Billboard
Data volume up to	60 KB	60 KB	60 KB	60 KB	
Price in €	€ 1870	€ 1310 Top position: € 1720	€ 1045	€ 750	€ 10245

* Top position = Placement before the first message

No.	Weekday	Date	Advert deadline	Top topic
1	Wednesday	13.01.2027	04.01.2027	
2	Friday	15.01.2027	06.01.2027	
3	Wednesday	20.01.2027	11.01.2027	
4	Friday	22.01.2027	13.01.2027	
5	Wednesday	27.01.2027	18.01.2027	
6	Friday	29.01.2027	20.01.2027	
7	Wednesday	03.02.2027	25.01.2027	
8	Friday	05.02.2027	27.01.2027	
9	Wednesday	10.02.2027	01.02.2027	
10	Friday	12.02.2027	03.02.2027	
11	Wednesday	17.02.2027	08.02.2027	
12	Friday	19.02.2027	10.02.2027	
13	Wednesday	24.02.2027	15.02.2027	
14	Friday	26.02.2027	17.02.2027	
15	Wednesday	03.03.2027	22.02.2027	
16	Friday	05.03.2027	24.02.2027	Heating with Renewable Energy
17	Wednesday	10.03.2027	01.03.2027	ISH 2027
18	Friday	12.03.2027	03.03.2027	ISH 2027
19	Wednesday	17.03.2027	08.03.2027	
20	Friday	19.03.2027	10.03.2027	
21	Wednesday	24.03.2027	15.03.2027	
22	Wednesday	31.03.2027	18.03.2027	
23	Friday	02.04.2027	22.03.2027	
24	Wednesday	07.04.2027	25.03.2027	
25	Friday	09.04.2027	31.03.2027	
26	Wednesday	14.04.2027	05.04.2027	

No.	Weekday	Date	Advert deadline	Top topic
27	Friday	16.04.2027	07.04.2027	Sector software
28	Wednesday	21.04.2027	12.04.2027	
29	Friday	23.04.2027	14.04.2027	
30	Wednesday	28.04.2027	19.04.2027	
31	Friday	30.04.2027	21.04.2027	
32	Wednesday	05.05.2027	26.04.2027	
33	Friday	07.05.2027	27.04.2027	Drinking water hygiene
34	Wednesday	12.05.2027	30.04.2027	
35	Friday	14.05.2027	04.05.2027	
36	Wednesday	19.05.2027	07.05.2027	
37	Friday	21.05.2027	11.05.2027	
38	Wednesday	26.05.2027	14.05.2027	
39	Friday	28.05.2027	18.05.2027	
40	Wednesday	02.06.2027	21.05.2027	
41	Friday	04.06.2027	25.05.2027	Ventilation and Air conditioning
42	Wednesday	09.06.2027	31.05.2027	
43	Friday	11.06.2027	02.06.2027	
44	Wednesday	16.06.2027	07.06.2027	
45	Friday	18.06.2027	09.06.2027	
46	Wednesday	23.06.2027	14.06.2027	
47	Friday	25.06.2027	16.06.2027	Renovation Existing Buildings
48	Wednesday	30.06.2027	21.06.2027	
49	Friday	02.07.2027	23.06.2027	
50	Wednesday	07.07.2027	28.06.2027	
51	Friday	09.07.2027	30.06.2027	
52	Wednesday	14.07.2027	05.07.2027	

No.	Weekday	Date	Advert deadline	Top topic
53	Friday	16.07.2027	07.07.2027	Special: Drinking water hygiene
54	Wednesday	21.07.2027	12.07.2027	
55	Friday	23.07.2027	14.07.2027	
56	Wednesday	28.07.2027	19.07.2027	
57	Friday	30.07.2027	21.07.2027	
58	Wednesday	04.08.2027	26.07.2027	
59	Friday	06.08.2027	28.07.2027	
60	Wednesday	11.08.2027	02.08.2027	
61	Friday	13.08.2027	04.08.2027	Bathrooms Today
62	Wednesday	18.08.2027	09.08.2027	
63	Friday	20.08.2027	11.08.2027	
64	Wednesday	25.08.2027	16.08.2027	
65	Friday	27.08.2027	18.08.2027	
66	Wednesday	01.09.2027	23.08.2027	
67	Friday	03.09.2027	25.08.2027	
68	Wednesday	08.09.2027	30.08.2027	
69	Friday	10.09.2027	01.09.2027	Using of Rain- and Greywater
70	Wednesday	15.09.2027	06.09.2027	
71	Friday	17.09.2027	08.09.2027	
72	Wednesday	22.09.2027	13.09.2027	
73	Friday	24.09.2027	15.09.2027	
74	Wednesday	29.09.2027	20.09.2027	
75	Friday	01.10.2027	22.09.2027	Sector software
76	Wednesday	06.10.2027	27.09.2027	
77	Friday	08.10.2027	29.09.2027	
78	Wednesday	13.10.2027	04.10.2027	

No.	Weekday	Date	Advert deadline	Top topic
79	Friday	15.10.2027	06.10.2027	
80	Wednesday	20.10.2027	11.10.2027	
81	Friday	22.10.2027	13.10.2027	Ventilation and Air conditioning
82	Wednesday	27.10.2027	18.10.2027	
83	Friday	29.10.2027	20.10.2027	
84	Wednesday	03.11.2027	22.10.2027	
85	Friday	05.11.2027	26.10.2027	
86	Wednesday	10.11.2027	29.10.2027	
87	Friday	12.11.2027	03.11.2027	
88	Wednesday	17.11.2027	08.11.2027	
89	Friday	19.11.2027	10.11.2027	Drinking water hygiene
90	Wednesday	24.11.2027	15.11.2027	
91	Friday	26.11.2027	17.11.2027	
92	Wednesday	01.12.2027	22.11.2027	
93	Friday	03.12.2027	24.11.2027	
94	Wednesday	08.12.2027	29.11.2027	
95	Friday	10.12.2027	01.12.2027	Smart Building
96	Wednesday	15.12.2027	06.12.2027	
97	Friday	17.12.2027	08.12.2027	



Media kit 2027



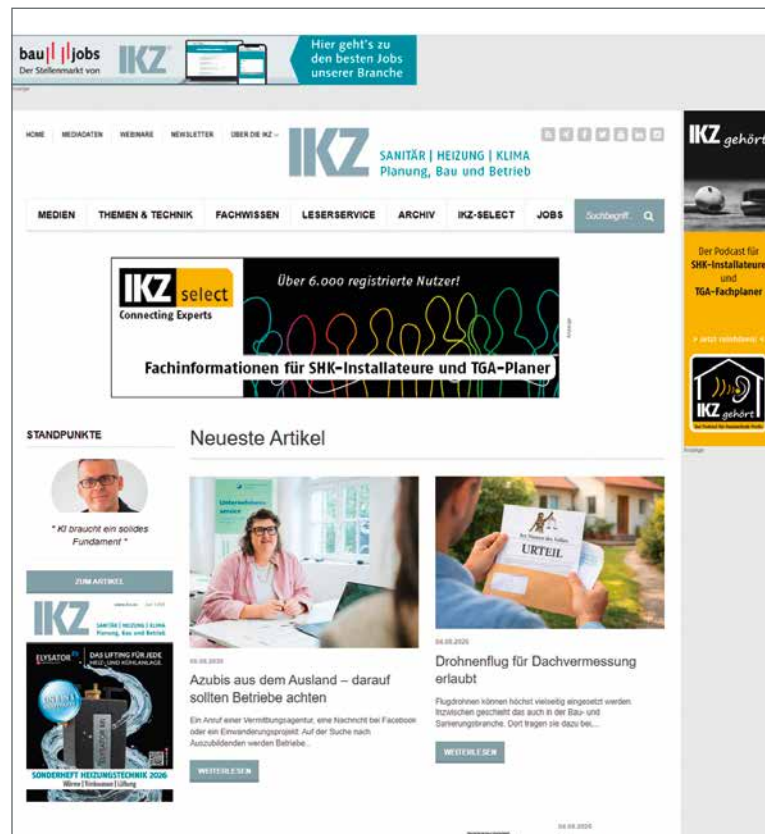
STROBEL MEDIA GROUP

Website address: www.ikz.de

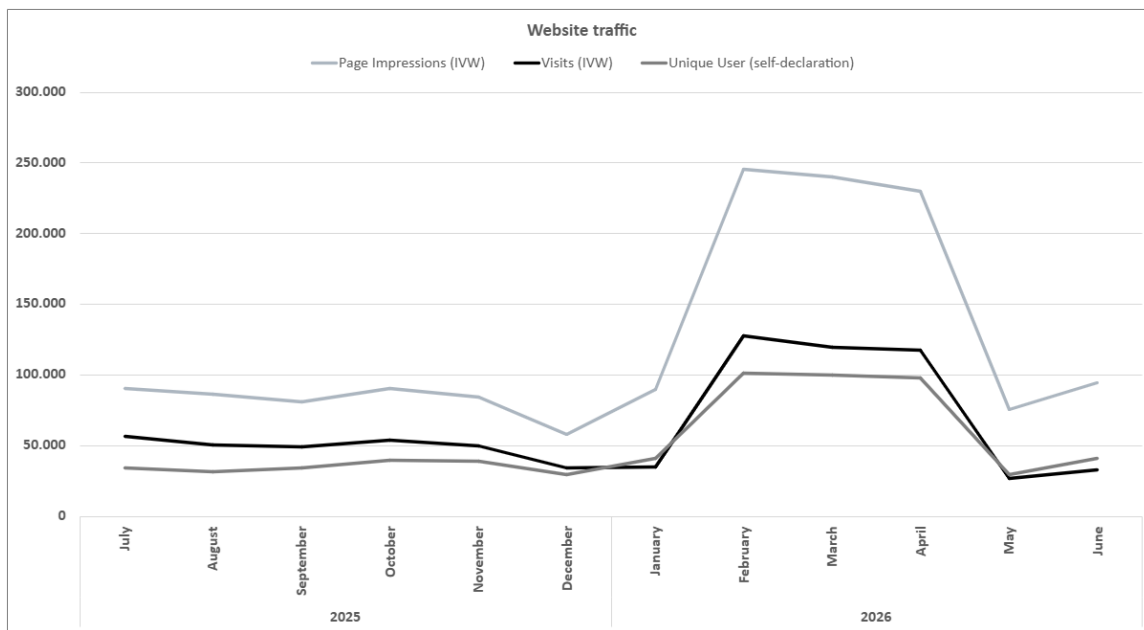
Product description: Specialist portal for the plumbing, heating and air conditioning industry (HVAC).

Online since 1996.

Content: Including daily industry news, plumbing, heating and air conditioning topics, archive with full-text search, dates, job exchange, specialist book shop, links and surfing tips.



Website: www.ikz.de
Access control: IVW-Online / Google Analytics
Evaluation period: July 2025 to June 2026
Traffic data: Page impressions (PIs) / Month: ø 122,362, Visits / Month: ø 63,027, Unique User / Month: ø 51,851



Format	Placement Desktop and tablet	Size in pixel (wxh) Desktop and tablet	Placement Mobile	Size in pixel (wxh) Mobile	CPM in € Website rotation
Super Banner	Page header, above or below the header	728 x 90	Content	300 x 50 (6:1)	€ 135
Skyscraper	To the right of the content	120 x 160 oder 160 x 600 (Sky) oder 200 x 600 (Wide Sky)	Content	300 x 50 (6:1)	€ 140
Medium Rectangle	Within thematic texts / continuous texts	300 x 250	Content	300 x 250	€ 180
AdBundle	Includes at least three of the following ad formats: Super Banner / Medium Rectangle / Skyscraper / Wide Skyscraper	see formats	Content	300 x 250	€ 125
Wallpaper	Wallpaper wraps around the top and right edges of the page	728 x 90 (Topbanner) und 120 x 600 (Sidebanner)	Content	300 x 250	€ 200
Billboard Ad	Under the navigation	970 x 250 oder 800 x 250 oder 770 x 250	Content	300 x 75 (4:1)	€ 230
Halfpage Ad	On the right-hand side of the screen and in the content	300 x 600	Content	300 x 600	€ 230
Fireplace	Left Sky + Super Banner + Right Sky	see formats	Content	300 x 250	€ 270
Homepage Takeover	Left Sky + Super Banner + Right Sky + Billboard	see formats	Content	300 x 250	€ 325
Cinema Ad	On request				
Interstitial	On request				
Banderole Ad	On request				

Expandables with a 25% CPM surcharge.

SPONSORED
CONTENT
SHARE

Media kit 2027

Online Advertorial

Show our users your expertise on a topic, demonstrate your problem-solving skills or explain the advantages of your product in detail – there are many reasons for an online advertorial.

The online advertorial will be promoted with a comprehensive 4-week **communication package** consisting of the following components:

- Permanent online post on IKZ.de (remains searchable even after 4 weeks)
- Editorial teaser on the home page with a link to the online article
- Medium rectangle placed across the entire website as a teaser with a link to the online article
- Text advert in the IKZ newsletter with a link to the online article
- Promoted Facebook and Instagram post via IKZ social media channels with a link to the online article
- Native article on IKZ-select.de

Price: € 3550

(Price for 28 days / 4 weeks)



HOME MEDIADATEN WERBUNG NEWSLETTER ÜBER DIE IKZ

IKZ SANITÄR | HEIZUNG | KLIMA Planung, Bau und Betrieb

MEDIEN THEMEN & TECHNIK FACHWISSEN LESERSERVICE ARCHIV IKZ-SELECT JOBS Suchbegriff

STANDPUNKTE

SCHELLTRONIC E² – der innovative Aufputz-Urinal-Druckspüler für moderne Sanitäranlagen

Der neue SCHELLTRONIC E² erweitert die digitale Armaturen-Generation E² von SCHELL um eine innovative Lösung für Urinalanlagen in öffentlichen und gewerblichen Sanitärräumen. Der elektronische Aufputz-Urinal-Druckspüler verbindet modernes Design mit wassersparenden Funktionen und wurde speziell für den Einsatz in stark frequentierten Sanitärbereichen entwickelt. Damit bietet SCHELLTRONIC E² insbesondere für Fachhandwerker, Planer und Betreiber eine praxisgerechte Unterstützung bei Installation, Inbetriebnahme und Betrieb moderner Sanitäranlagen.

Die neue, elektronische Aufputz-Urinal-Druckspüler SCHELLTRONIC E² erweitert die armaturen-Generation E² von SCHELL – mit innovativer Technologie, integrierter Bluetooth- und Druckmessung per App-Erkennung für den Einsatz in öffentlichen und gewerblichen Sanitärräumen. SCHELLTRONIC E² ist eine benutzerfreundliche und modernste Generation von Urinalanlagen. Mit SCHELLTRONIC E² wird die Generation E² von SCHELL um eine innovative Lösung für Urinalanlagen in öffentlichen und gewerblichen Sanitärräumen erweitert. SCHELLTRONIC E² ist eine benutzerfreundliche und modernste Generation von Urinalanlagen. Mit SCHELLTRONIC E² wird die Generation E² von SCHELL um eine innovative Lösung für Urinalanlagen in öffentlichen und gewerblichen Sanitärräumen erweitert.

Die digitale Armaturen-Generation E² kombiniert zukunftsweisende Technologien mit hoher Benutzerfreundlichkeit. Dank integrierter Bluetooth- sowie präziser Turbido-Technologie (Time of Flight) überträgt E² via Infrarot-App-Parametrierung, Steuerung und Dokumentieren sowie exakter, stoffloser Auslösung.

Neben SCHELLTRONIC E² umfasst die Generation Vario-Generation aus der bekannten SCHELL-Serien XERIS, CELIS und FLURIS.

Einfache Parametrierung und Steuerung per App

Die benutzerfreundliche SCHELL App ermöglicht eine intuitive Parametrierung, Steuerung und Dokumentieren aller E²-Armaturen. Für eine besonders effiziente Inbetriebnahme können Einstellungen mit dem Fingergeräusch direkt auf mehrere E²-Armaturen gleichzeitig übertragen werden. Das erleichtert insbesondere die Steuerung sowie das Managen von Anlagen in öffentlichen und gewerblichen Gebäuden mit vielen Endverbraucher.

Signaturspüler können flexibel per App eingerichtet werden. Neben Teemin- und Intervallspülungen steht mit dem Modus „unverzüglich bedarfsgerechte Spülung“ eine besonders effiziente Lösung zur Verfügung. Dabei wird unter



Podcast

Advertising



Media kit 2027



STROBEL MEDIA GROUP

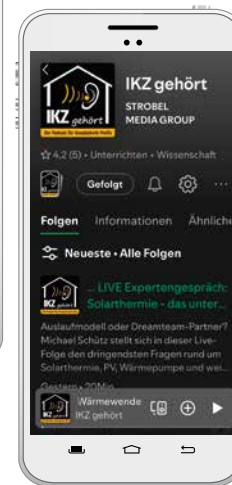
Product:	Theme sponsorship within the IKZ podcast
Description:	The professionally produced IKZ podcast conveys specialist content in an entertaining way, based on selected, high-quality IKZ specialist articles.
Frequency:	1-2 times a month
Circulation:	Via relevant podcast providers such as Spotify, Deezer, Apple Podcast, as well as via social media, YouTube, IKZ.de and IKZ-select.de.
Running time:	7-15 minutes per episode (total length of podcast)
Content:	1-3 topic blocks per episode
Advert format:	Product information that is voiced as native advertising immediately after a topic block, including: ▶ Professional audio production ▶ Approx. 30 seconds running time ▶ Binding selection and assignment of topics ▶ 1 x website/deep link in the show notes ▶ Long-term impact through archiving
Advert materials:	▶ Text related to the topic with direct reference to the preceding topic block ▶ Website/deep link for the show notes
Price:	€ 880 per product information including audio production and proofreading.



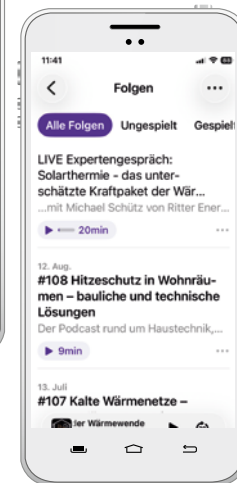
IKZ-select App



Podcasts on
IKZ-select.de



Spotify



Apple Podcast

Fig.: Podcasts are distributed via all relevant podcast providers, social media channels and websites.

Podcast episode	Weekday	Date	Advertising Deadline <i>only for theme sponsorship</i>
#113	Thursday	14.01.2027	07.01.2027
#114	Thursday	18.02.2027	11.02.2027
#115	Tuesday	16.03.2027	09.03.2027
#116	Thursday	15.04.2027	08.04.2027
#117	Tuesday	11.05.2027	04.05.2027
#118	Thursday	17.06.2027	10.06.2027
#119	Tuesday	13.07.2027	06.07.2027
#120	Thursday	12.08.2027	05.08.2027
#121	Thursday	16.09.2027	09.09.2027
#122	Tuesday	12.10.2027	05.10.2027
#123	Tuesday	16.11.2027	09.11.2027
#124	Thursday	16.12.2027	09.12.2027

Product:	IKZ gehört EXKLUSIV
Format:	Exklusive interview with an advertising partner ► Advice and support from the IKZ editorial team ► Moderation and online production (remote) of the podcast by a professional podcast team
Running time:	approx. 15–20 minutes
Circulation/Usage:	Via all relevant podcast providers such as Spotify, Deezer, Apple Podcast, as well as via social media, YouTube, IKZ.de and IKZ-select.de. ► Long-term advertising impact through archiving and thematic links ► Additionally: Use of the approved podcast episode for CP measures by the advertising partner (e.g. link on their own website)
Production process:	1. Coordination between IKZ editorial team and advertising partners regarding content and topic 2. IKZ editorial team develops set of questions and briefs the podcast team moderators 3. Advertising partner receives link to online calendar tool (appointment scheduling and booking) 4. Technical advice and content preparation for the advertising partner by the podcast team and scheduled production of the podcast 5. Review and approval of the finished podcast by the IKZ editorial team
Price:	€ 2765 Complete price per episode
Dates/Deadlines:	On request



Podcasts on
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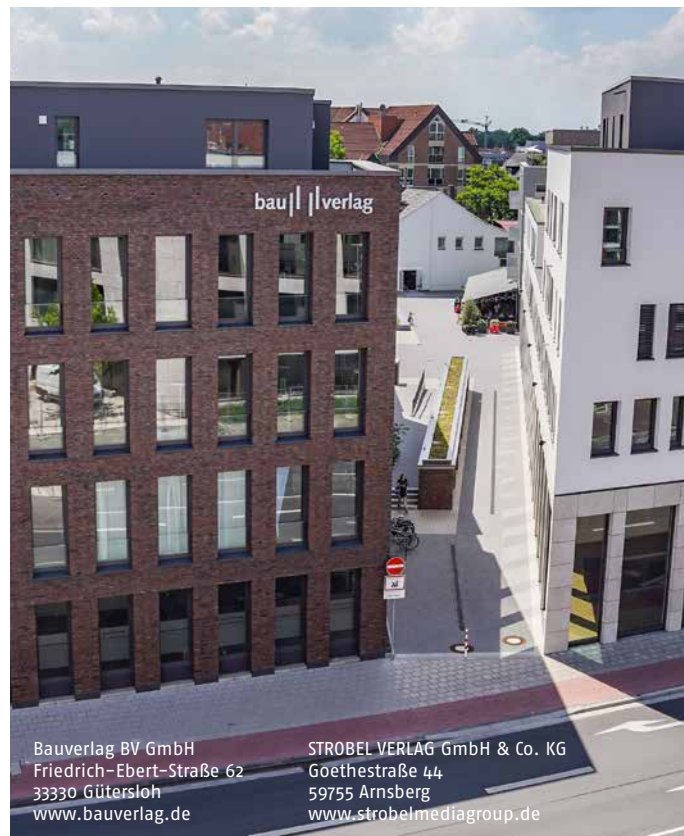
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