

MEDIA KIT 2026

Main target group:

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



STROBEL MEDIA GROUP

bau|||verlag



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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.



355,306

Copies per year

Spread circulation	25,379 per issue
- thereof e-papers	673 per issue
Publication frequency	12 x per year + 2



1,168,188

Website views per year

Page Impressions	97,349 per month
Visits	60,978 per month
Unique User	51,190 per month



997,444

Newsletter recipients per year

Recipients	10,178 per issue
Net open rate	20,7 %
Publication frequency	98 x per year



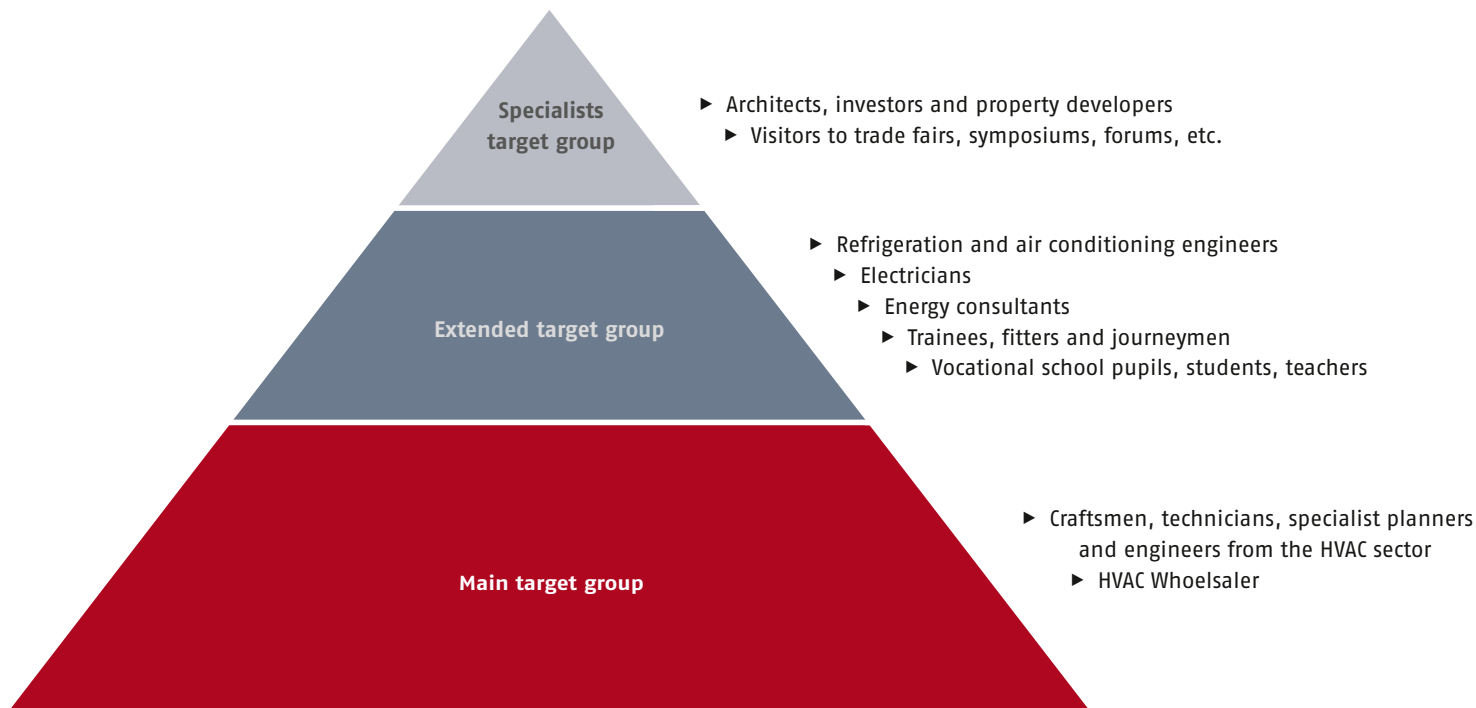
26,500

Followers Social Networks



5,853

Community members (Status: 8/25)



IKZ

Trade journal



Media kit 2026



STROBEL MEDIA GROUP

Issue/Dates	Top topic *
1 PD 20.02.2026 AD 27.01.2026 ED 19.01.2026	Sector software
2 PD 06.03.2026 AD 10.02.2026 ED 02.02.2026	SHK+E 2026 (Trade fair report)
3 PD 09.04.2026 AD 12.03.2026 ED 04.03.2026	SHK+E 2026 (Trade fair report)
4 PD 24.04.2026 AD 27.03.2026 ED 19.03.2026	Bathrooms today
5 PD 15.05.2026 AD 17.04.2026 ED 09.04.2026	Renovation in existing buildings

Issue/Dates	Top topic *
6 PD 05.06.2026 AD 06.05.2026 ED 27.04.2026	Drinking water hygiene
SH1 PD 26.06.2026 AD 01.06.2026 ED 20.05.2026	Special issue: Heating technology 2026: Heating / Drinking water / Ventilation
7 PD 17.07.2026 AD 23.06.2026 ED 15.06.2026	Sector software
8 PD 14.08.2026 AD 21.07.2026 ED 13.07.2026	Ventilation and Air conditioning technology
9 PD 11.09.2026 AD 18.08.2026 ED 10.08.2026	Fire and sound protection

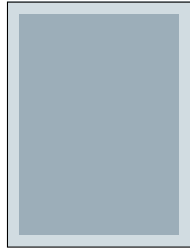
Issue/Dates	Top topic *
10 PD 09.10.2026 AD 15.09.2026 ED 07.09.2026	Heat pumps
11 PD 06.11.2026 AD 13.10.2026 ED 05.10.2026	Smart Building
12 PD 27.11.2026 AD 03.11.2026 ED 26.10.2026	Centralised and decen- tralised drinking water heating
SH2 PD 18.12.2026 AD 24.11.2026 ED 16.11.2026	Special issue: Theme will be determined in the course of 2026



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

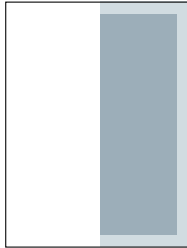
* For each top topic a special newsletter is sent out.

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



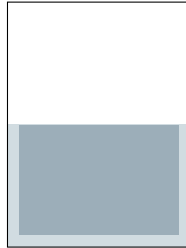
1/1 page

■ 184 x 265 mm
■ 210 x 297 mm



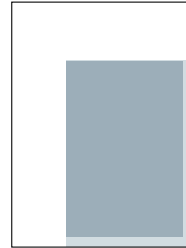
1/2 page vertical

■ 90 x 265 mm
■ 103 x 297 mm



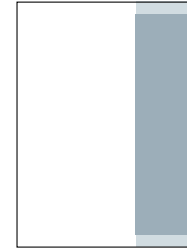
1/2 page landscape

■ 184 x 130 mm
■ 210 x 146 mm



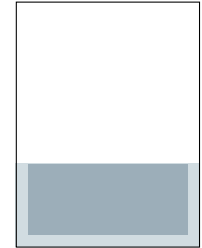
Junior page

■ 137 x 190 mm
■ 148 x 210 mm



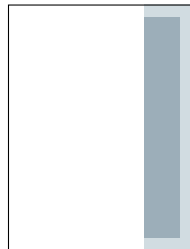
1/3 page vertical

■ 58 x 265 mm
■ 71 x 297 mm



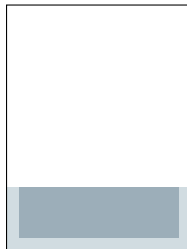
1/3 page landscape

■ 184 x 86 mm
■ 210 x 106 mm



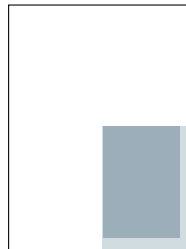
1/4 page vertical

■ 43 x 265 mm
■ 56 x 297 mm



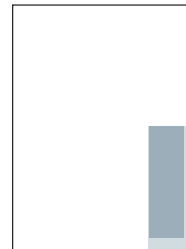
1/4 page landscape

■ 184 x 63 mm
■ 210 x 84 mm



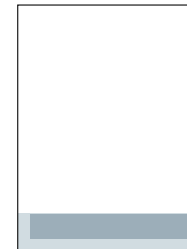
1/4 page 2 columns

■ 90 x 130 mm
■ 103 x 146 mm



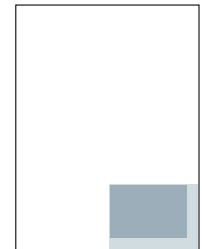
1/8 page vertical

■ 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	€ 16820
1/1 page	184 x 265	210 x 297	€ 8460
Junior page	137 x 190	148 x 210	€ 5310
1/2 page	90 x 265 or 184 x 130	103 x 297 or 210 x 146	€ 5100
1/3 page	58 x 265 or 184 x 86	71 x 297 or 210 x 106	€ 3670
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	€ 2870
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	€ 1590

* Trimmed formats plus 3 mm bleed trim all around.

Preferred placements (Enquire availability):

Cover pages (2nd, 3rd or 4th cover page), 4c: € 9320

Front cover page combination, 4c: € 10130

Note: Please ask for quantity and combination discounts!

IKZ-NEWSLETTER



Media kit 2026



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 10.178 per newsletter sent out

Performance review: Detailed reporting

Net open rate: ø20,7% (July 2024 to June 2025)

Note: Please ask for the current usage data!



Advert formats and prices:

Format	Skyscraper	Wide-Skyscraper	Text teaser	Fullbanner	Medium Rectangle	Takeover
Placement	Header, right next to the news section	Header, right next to 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)	120 x 600	160 x 600	Pic: 190 x 250 Text: 600 characters	468 x 60	300 x 250	Up to 4 text adverts, 3 Fullbanner and 1 Skyscraper
Data volume up to	60 KB	60 KB	60 KB	60 KB	60 KB	
Price in €	€ 1570	€ 1870	€ 1270 Top position: € 1720	€ 970	€ 670	€ 9560

* Top position = Placement before the first message

No.	Weekday	Date	Advert deadline	Top topic
1	Wednesday	07.01.2026	15.12.2025	
2	Friday	09.01.2026	17.12.2025	
3	Wednesday	14.01.2026	05.01.2026	
4	Friday	16.01.2026	07.01.2026	Special issue 2/2025
5	Wednesday	21.01.2026	12.01.2026	
6	Friday	23.01.2026	14.01.2026	
7	Wednesday	28.01.2026	19.01.2026	
8	Friday	30.01.2026	21.01.2026	
9	Wednesday	04.02.2026	26.01.2026	
10	Friday	06.02.2026	28.01.2026	
11	Wednesday	11.02.2026	02.02.2026	
12	Friday	13.02.2026	04.02.2026	
13	Wednesday	18.02.2026	09.02.2026	
14	Friday	20.02.2026	11.02.2026	
15	Wednesday	25.02.2026	16.02.2026	
16	Friday	27.02.2026	18.02.2026	
17	Wednesday	04.03.2026	23.02.2026	
18	Friday	06.03.2026	25.02.2026	Sector software
19	Wednesday	11.03.2026	02.03.2026	
20	Friday	13.03.2026	04.03.2026	Trade fair: SHK+E 2026
21	Wednesday	18.03.2026	09.03.2026	
22	Friday	20.03.2026	11.03.2026	
23	Wednesday	25.03.2026	16.03.2026	
24	Friday	27.03.2026	18.03.2026	
25	Wednesday	01.04.2026	23.03.2026	
26	Wednesday	08.04.2026	30.03.2026	

No.	Weekday	Date	Advert deadline	Top topic
27	Friday	10.04.2026	01.04.2026	Trade fair: IFH/Intherm 2026
28	Wednesday	15.04.2026	02.04.2026	
29	Friday	17.04.2026	08.04.2026	
30	Wednesday	22.04.2026	13.04.2026	
31	Friday	24.04.2026	15.04.2026	
32	Wednesday	29.04.2026	20.04.2026	
33	Wednesday	06.05.2026	24.04.2026	
34	Friday	08.05.2026	27.04.2026	Bathrooms today
35	Wednesday	13.05.2026	04.05.2026	
36	Friday	15.05.2026	06.05.2026	
37	Wednesday	20.05.2026	08.05.2026	
38	Friday	22.05.2026	12.05.2026	
39	Wednesday	27.05.2026	15.05.2026	
40	Friday	29.05.2026	19.05.2026	Renovation in existing buildings
41	Wednesday	03.06.2026	22.05.2026	
42	Friday	05.06.2026	26.05.2026	
43	Wednesday	10.06.2026	29.05.2026	
44	Friday	12.06.2026	02.06.2026	
45	Wednesday	17.06.2026	08.06.2026	
46	Friday	19.06.2026	10.06.2026	Drinking water hygiene
47	Wednesday	24.06.2026	15.06.2026	
48	Friday	26.06.2026	17.06.2026	
49	Wednesday	01.07.2026	22.06.2026	
50	Friday	03.07.2026	24.06.2026	
51	Wednesday	08.07.2026	29.06.2026	
52	Friday	10.07.2026	01.07.2026	Special issue 1/2026: Heating

No.	Weekday	Date	Advert deadline	Top topic
53	Wednesday	15.07.2026	06.07.2026	
54	Friday	17.07.2026	08.07.2026	
55	Wednesday	22.07.2026	13.07.2026	
56	Friday	24.07.2026	15.07.2026	
57	Wednesday	29.07.2026	20.07.2026	
58	Friday	31.07.2026	22.07.2026	Sector software
59	Wednesday	05.08.2026	27.06.2026	
60	Friday	07.08.2026	29.06.2026	
61	Wednesday	12.08.2026	03.08.2026	
62	Friday	14.08.2026	05.08.2026	
63	Wednesday	19.08.2026	10.08.2026	
64	Friday	21.08.2026	12.08.2026	
65	Wednesday	26.08.2026	17.08.2026	
66	Friday	28.08.2026	19.08.2026	Ventilation / Air conditioning
67	Wednesday	02.09.2026	24.08.2026	
68	Friday	04.09.2026	26.08.2026	
69	Wednesday	09.09.2026	31.08.2026	
70	Friday	11.09.2026	02.09.2026	
71	Wednesday	16.09.2026	07.09.2026	
72	Friday	18.09.2026	09.09.2026	
73	Wednesday	23.09.2026	14.09.2026	
74	Friday	25.09.2026	16.09.2026	Fire and sound protection
75	Wednesday	30.09.2026	21.09.2026	
76	Friday	02.10.2026	23.09.2026	
77	Wednesday	07.10.2026	28.09.2026	
78	Friday	09.10.2026	30.09.2026	

No.	Weekday	Date	Advert deadline	Top topic
79	Wednesday	14.10.2026	05.10.2026	
80	Friday	16.10.2026	07.10.2026	
81	Wednesday	21.10.2026	12.10.2026	
82	Friday	23.10.2026	14.10.2026	Heat pumps
83	Wednesday	28.10.2026	19.10.2026	
84	Friday	30.10.2026	21.10.2026	
85	Wednesday	04.11.2026	26.10.2026	
86	Friday	06.11.2026	28.10.2026	
87	Wednesday	11.11.2026	02.11.2026	
88	Friday	13.11.2026	04.11.2026	
89	Wednesday	18.11.2026	09.11.2026	
90	Friday	20.11.2026	11.11.2026	Smart Building
91	Wednesday	25.11.2026	16.11.2026	
92	Friday	27.11.2026	18.11.2026	
93	Wednesday	02.12.2026	23.11.2026	
94	Friday	04.12.2026	25.11.2026	
95	Wednesday	09.12.2026	30.11.2026	
96	Friday	11.12.2026	02.12.2026	Drinking water heating
97	Wednesday	16.12.2026	07.12.2026	
98	Friday	18.12.2026	09.12.2026	
	Friday	15.01.2027	06.01.2027	Special issue 2/2026
	Friday	05.03.2027	24.02.2027	Trade fair: ISH 2027
	Friday	02.04.2027	22.03.2027	Heating with wood
	Friday	23.04.2027	14.04.2027	Sector software

IKZ.de



Media kit 2026



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.

EINFACH BAUEN - EINFACH. BESSER. GEBAUT.

HOME MEDIADATEN WEBINARE NEWSLETTER ÜBER DIE IKZ

IKZ SANITÄR | HEIZUNG | KLIMA
Planung, Bau und Betrieb

MEDIEN THEMEN & TECHNIK FACHWISSEN LESERSERVICE ARCHIV IKZ-SELECT JOBS

DEUTSCHLAND MUSS INS MACHEN KOMMEN!

Für das Wohnen. Für die Stadtentwicklung. Für die Bauwirtschaft.

STANDPUNKTE

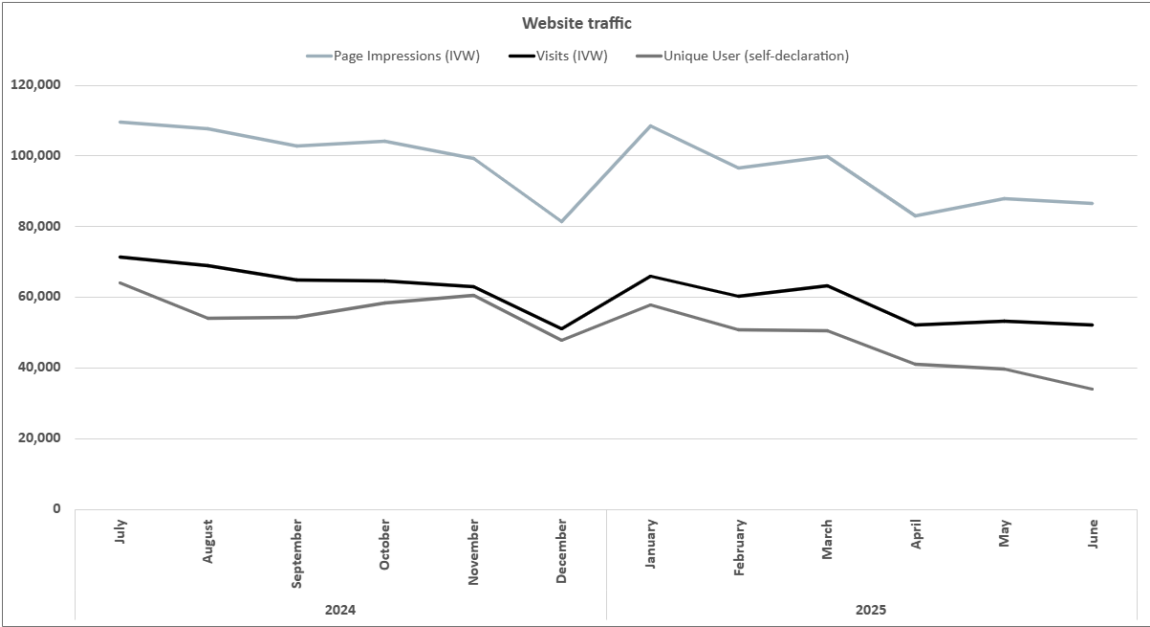

"Neuer Wind, klare Haltung: Wir machen das schon!"
[ZUM ARTIKEL](#)

Neueste Artikel


 22.09.2025
TECE SE: neuer Vertriebsleiter
 Emsdetten. Bei TECE SE wird Peter Gorman im Januar 2026 neuer Vertriebsleiter Deutschland. Er folgt auf Peter Fehlings, der die Funktion derzeit...
[WEITERLESEN](#)


 22.09.2025
Wärme-Contracting – die Heizung zur Miete
 Möglichkeiten und Chancen für SHK-Fachbetriebe, Hauseigentümer und Vermieter
[WEITERLESEN](#)

Website: www.ikz.de
Access control: IVW-Online / Google Analytics
Evaluation period: July 2024 to June 2025
Traffic data: Page impressions (PIs) / Month: ø 97,349, Visits / Month: ø 60,978, Unique User / Month: ø 51,190



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 2026

Online Advertorial

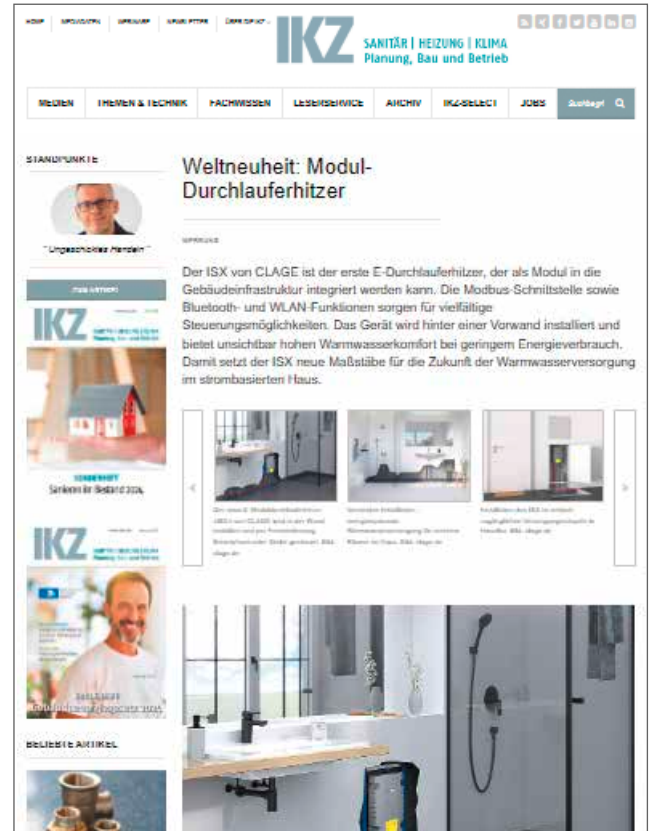
Show our users your expertise on a topic, demonstrate your problem-solving skills or explain the advantages of your product in detail – there are many reasons for an online advertorial.

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: € 3444

(Price for 28 days / 4 weeks)





Podcast

Advertising



Media kit 2026



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:	€ 850 per product information including audio production and proofreading.



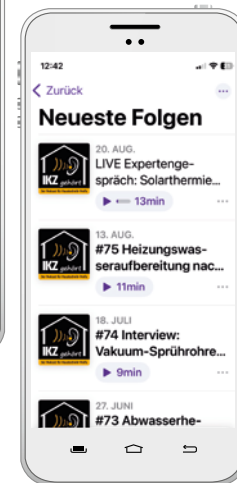
IKZ-select App



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>
#101	Thursday	15.01.2026	08.01.2026
#102	Thursday	12.02.2026	05.02.2026
#103	Tuesday	17.03.2026	10.03.2026
#104	Thursday	16.04.2026	09.04.2026
#105	Tuesday	12.05.2026	05.05.2026
#106	Thursday	18.06.2026	11.06.2026
#107	Tuesday	14.07.2026	07.07.2026
#108	Thursday	13.08.2026	06.08.2026
#109	Thursday	17.09.2026	10.09.2026
#110	Tuesday	13.10.2026	06.10.2026
#111	Tuesday	17.11.2026	10.11.2026
#112	Thursday	17.12.2026	10.12.2026

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:	€ 2680 Complete price per episode
Dates/Deadlines:	On request



Podcasts on
IKZ-select.de

Bild: rawpixel.com



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