MEDIA DATA 2026 (SHORT VERSION)

Target group
- Planners, manufacturers and plant engineers in the refrigeration, air conditioning and heat pump industry
- Mechatronics engineers for refrigeration technology
- Trainees in the refrigeration plant engineering trade



KKA Kälte Klima Aktuell

kka-online.info

bauverlag



KKA Kälte Klima Aktuell

The **KKA** brand provides specialist information via the media channels print, digital (**www.KKA-online.info**), the **KKA newsletter** and the **KKA social media channels**: Facebook, instagram, X, XING. **KKA** also organizes specialist forums for its target group several times a year with the opportunity for personal exchange with the editorial team and other people from the target group.

26,180
Copies / year

copies actually distributed	3,740
thereof E-Paper:	900
Publication frequency	6x / Year
	+ 1 Special issue

580,320
Page impressions website / year

Page Impressions	48,360 / Month
Visits	30,094 / Month
Unique User	16,627 / Month

41,327
Newsletter recipients / year

Recipients	3,179 /Issue
Openingrate net	38.1 %
Publication frequency	13x / Year

Issue	Dates	Main topics		Trade fairs/events
1/2026	**Publication date:** 12.02.2026 **Editorial deadline:** 05.01.2026 **Advertising deadline:** 21.01.2026	· Fastening technology · Heat pumps · IT/server cooling · Supermarket refrigeration	· Insulation · Accessories/tools · Measurement, control and regulation technology	22.-26.02.2026 **EuroShop**, Düsseldorf
2/2026	**Publication date:** 09.04.2026 **Editorial deadline:** 27.02.2026 **Advertising deadline:** 16.03.2026	· Workwear · Cooling/heating media · Ventilation technology · Rental cooling/air conditioning	· Refrigeration units · Software · Compressors	
Special issue Air conditioning technology 2026	**Publication date:** 07.05.2026 **Editorial deadline:** 27.03.2026 **Advertising deadline:** 15.04.2026	**This special issue focuses on air conditioning technology. See separate price list on page 7.**		
3/2026	**Publication date:** 11.06.2026 **Editorial deadline:** 30.04.2026 **Advertising deadline:** 18.05.2026	· Fire protection · Fans · Vehicle fleet · Industrial refrigeration	· Heat exchangers · Cold water systems · Sorption technology	

Can't find the topic you're looking for?
Please contact our editorial team. We will be happy to consider including your topic in a suitable issue. You can find our contact details on page 14.
The editorial department reserves the right to make changes/additions on grounds of topicality.

Issue	Dates	Main topics		Trade fairs/events
4/2026	**Publication date:** 06.08.2026 **Editorial deadline:** 30.06.2026 **Advertising deadline:** 15.07.20256	· Air conditioning technology · Refrigerants · Accessories/tools · Fastening technology	· Rental cooling/ air conditioning · IT/server cooling · Heat pumps	
Refrigeration and air conditioning technology sector directory 2027	**Publication date:** 28.09.2026 **Editorial deadline:** 12.06.2026 **Advertising deadline:** 29.07.2026			
5/2026	**Publication date:** 01.10.2026 **Editorial deadline:** 25.08.2026 **Advertising deadline:** 09.09.2026	· Coolant/heat transfer medium · Compressor · Insulation · Workwear	· Supermarket refrigeration · Software · Measurement, control and regulation technology	13.-15.10.2026 **Chillventa**, Nuremberg 18.-20.11.2026 **DKV Jahrestagung**
6/2026	**Publication date:** 26.11.2026 **Editorial deadline:** 20.10.2026 **Advertising deadline:** 04.11.2026	· Refrigerated display cabinets · Vehicle fleet · Fire protection · Heat exchangers	· Industrial refrigeration · Fans · Air conditioning technology	

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Issue	Dates	Main topics	Trade fairs/events
1/2027	**Publication date:** 11.02.2027 **Editorial deadline:** 04.01.2027 **Advertising deadline:** 20.01.2027	· Fastening technology · Cold water systems · Software · Heat pumps · Insulation · Supermarket refrigeration · Measurement, control and regulation technology	

Can't find the topic you're looking for?
Please contact our editorial team. We will be happy to consider including your topic in a suitable issue. You can find our contact details on page 14.
The editorial department reserves the right to make changes/additions on grounds of topicality. The complete editorial schedule for 2027 will be published in the 2027 media data.

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

2/1 Page



Bleed format:
420 x 297 mm

Price (b/w to 4c)
5,090.00 €

1/1 Page



Bleed format:
210 x 297 mm

Price (b/w to 4c)
2,570.00 €

Juniorpage



Bleed format:
148 x 210 mm

Price (b/w to 4c)
1,670.00 €

1/2 Page, horiz.



Bleed format:
210 x 145 mm

Price (b/w to 4c)
1,590.00 €

1/2 Page, vertical



Bleed format:
100 x 297 mm

Price (b/w to 4c)
1,590.00 €

1/3 Page, vertical



Bleed format:
70 x 297 mm

Price (b/w to 4c)
1,370.00 €

1/3 Page, horiz.



Bleed format:
210 x 100 mm

Price (b/w to 4c)
1,370.00 €

1/4 Page, vertical



Bleed format:
52 x 297 mm

Price (b/w to 4c)
1,200.00 €

1/4 Page, horiz.



Bleed format:
210 x 74 mm

Price (b/w to 4c)
1,200.00 €

1/4 Page, Col.



Bleed format:
100 x 145 mm

Price (b/w to 4c)
1,200.00 €

1/8 Page, vertical



Bleed format:
52 x 145 mm

Price (b/w to 4c)
1,010.00 €

1/8 Page, horiz.



Bleed format:
210 x 50 mm

Price (b/w to 4c)
1,010.00 €

1/8 Page, Col.



Bleed format:
100 x 74 mm

Price (b/w to 4c)
1,010.00 €

Advertorial 1/1 Page*	2,570.00 €
Advertorial 1/2 Page**	1,590.00 €
Cover story	7,940.00 €
Cover story Fair price Issue 5 Chillventa	9,925.00 €

* Price surcharge for design by the publisher 500.00 €; ** Price surcharge for design by the publisher 250.00 €
All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/en/terms

Air conditioning technology

In addition to the six issues **KKA Kälte Klima Aktuell** of a year, the **special issue Air conditioning technology** strengthens the range of refrigeration and air-conditioning titles published by bauverlag BV GmbH. The special issue focuses entirely on topics related to air conditioning technology.



Circulation: 7,200 Copies (+ 800 E-Paper)

Target group:
- 56.25 % = 4,050 cold and climate engineering companies
- 31.25 % = 2,250 refrigeration/air conditioning planners in engineering and architecture firms
- 12.50 % = 900 elected leaders in the technical property managemen

Magazine format: 210 mm wide x 297 mm high

Publication date: 07.05.2026

Advertising deadline: 15.04.2026

Editorial deadline: 27.03.2026

Format		Width x height mm	b/w to 4c
2/1 Page		420 x 297	8,040 €
1/1 Page		210 x 297	4,080 €
Juniorpage		148 x 210	2,650 €
1/2 Page	vertical horiz.	100 x 297 210 x 145	2,600 € 2,600 €
1/3 Page	vertical horiz.	70 x 297 210 x 100	2,120 € 2,120 €
1/4 Page	vertical horiz. Col.	52 x 297 210 x 74 100 x 145	1,870 € 1,870 € 1,870 €
1/8 Page	horiz. Col.	210 x 50 100 x 74	1,550 € 1,550 €

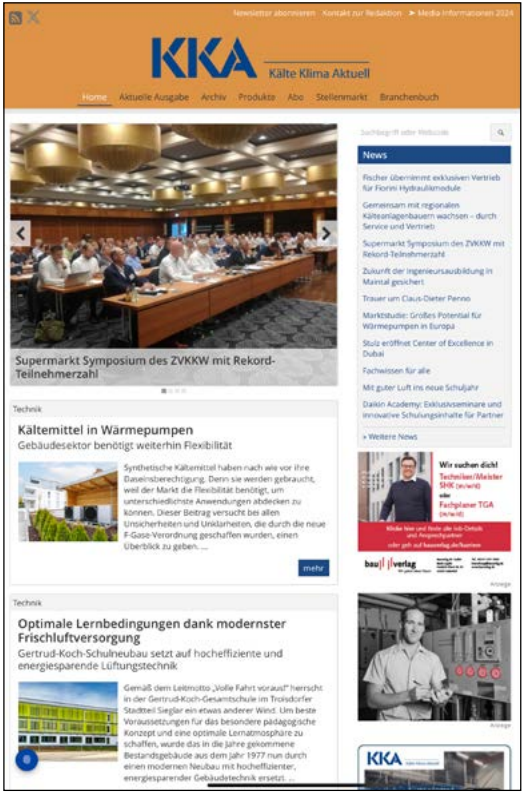
All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/en/terms

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

Form of advertising	**Placement** Desktop and tablet	**Size in pixel (W x H)** Desktop and tablet	**Placement** Mobile	**Size in pixel (W x H)** Mobile	**Price for 28 days /** 4 Weeks
Fullsize banner	Content	468 x 60	Content	300 x 50 (6:1)	**686.00 €**
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	**840.00 €**
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	**1,176.00 €**
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	**1,008.00 €** **1,092.00 € (sticky)**
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	**1,008.00 €**
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	**1,176.00 €** **1,260.00 € (sticky)**
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	**1,344.00 €** **1,428.00 € (sticky)**
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	**1,680.00 €**
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	**1,512.00 €**
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	**1,680.00 €**
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	**1,260.00 €**
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	**9,492.00 €** **(Price for 12 weeks)**
Job offers	In the job market	Individual	In the job market	Individual	**1,290.00 €**

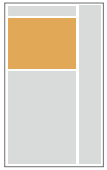
All display banners rotate with a maximum of 2 other banners in the same position. Please always supply the respective desktop and mobile format. Other formats on request.
All prices plus 19% VAT, agency commission: 15%. You can find our technical specifications with a presentation of the formats at https://bauverlag.de/downloads/spec-sheet-online.pdf.
You can find the general terms and conditions at https://bauverlag.de/en/terms

Issues	Publication date	Booking deadline	Main topic
1/2026	14.01.2026	05.01.2026	
2/2026	04.02.2026	26.01.2026	
3/2026	04.03.2026	23.02.2026	
4/2026	01.04.2026	24.03.2026	
5/2026	06.05.2026	24.04.2026	air conditioning technology
6/2026	03.06.2026	22.05.2026	
7/2026	01.07.2026	22.06.2026	
8/2026	05.08.2026	27.07.2026	
9/2026	02.09.2026	24.08.2026	
10/2026	23.09.2026	14.09.2026	Chillventa
11/2026	07.10.2026	28.09.2026	Chillventa
12/2026	04.11.2026	26.10.2026	
13/2026	02.12.2026	23.11.2026	



Prices and forms of advertising:

Text ad premium

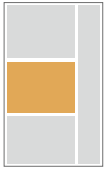


- 1. text ad in the Newsletter
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
850.00 €

Text ad

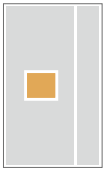


- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
710.00 €

Medium rectangle

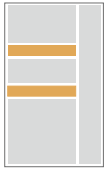


Format:
300 x 250 px

Placement:
content

Price:
850.00 €

Fullsize banner

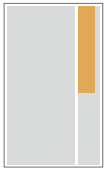


Format:
468 x 60 px

Placement:
content

Price:
570.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the
content

Price:
710.00 €

Wide skyscraper

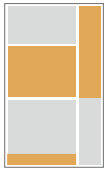


Format:
160 x 600 px

Placement:
next to
the content

Price:
850.00 €

Newsletter takeover

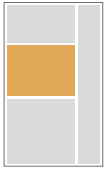


- up to 4 text ads
- 3 fullsize banner
- 1 skyscraper

Placement:
content, exclusive

Price:
5,260.00 €

Job offers



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

Placement:
content

Price:
710.00 €

Discounts:
Published within 12 months
(Insertion year)

Staggered repeat discount

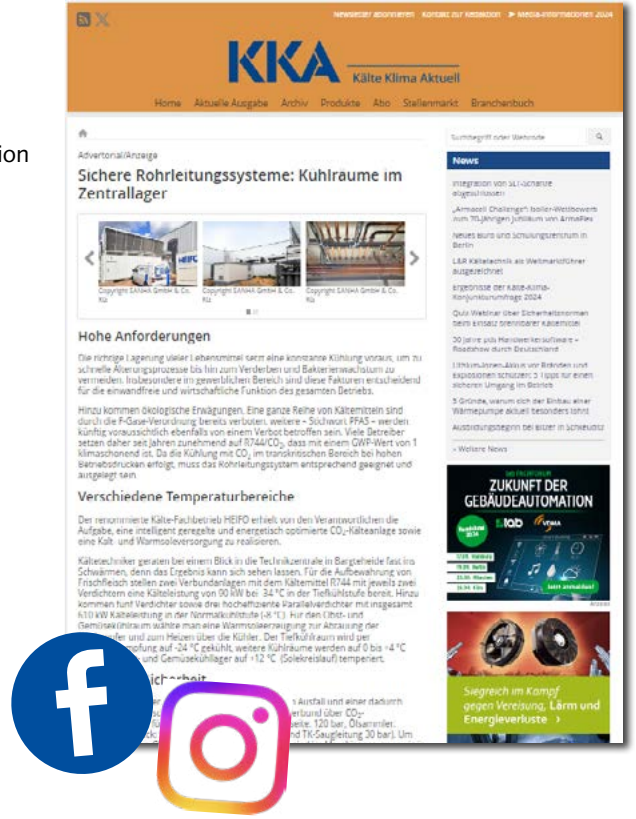
3 times	5 %
6 times	10 %
12 times	15 %

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

Online-advertorial
Show our users your expertise on a topic, demonstrate your problem-solving skills, or explain the benefits of your product in detail – the occasions for an online-advertorial can be many and varied.

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

- permanent online contribution on **www.KKA-online.info** (can still be found via search after the 4 weeks)
- Editorial teaser on the start page with link to the online article (subject to availability)
- Medium rectangle with placement on the complete website as teaser with link to the online article
- 1 Text ad in the **KKA Newsletter** with link to the online article
- Promoted Facebook and Instagram post on both social media channels of **KKA** with link to the online article



Price: 2,884.00 € plus VAT.
(Price for 28 days / 4 Weeks)

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

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The complete media data is only available in German. You can find it at www.bauverlag.de/kka-mediadaten



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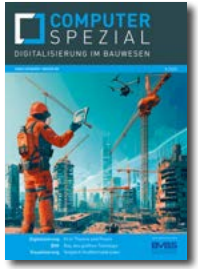
COMPUTER
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DIGITALISIERUNG IM BAUWESEN


dach+holzbau


DBZ
Beton


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MANAGEMENT


FLÜSSIGGAS


IKZ
Alle reden drüber, keiner hört davon.


KKA
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2/2025


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recovery
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