

MEDIA DATA

2026 (SHORT VERSION)

Target group
- SHK trade



SHK-Profi.de

bau|||verlag





SHK Profi

The **SHK Profi** brand not only provides specialist information from the „classic“ segments of sanitary, heating, air conditioning and ventilation technology, but also addresses current trends in building technology. For example, **SHK Profi** reports on the topics of energy efficiency and renewable energies, but also covers economic topics such as business management in the trade. The reader and user target groups are primarily employees in HVAC trade businesses. The **SHK Profi** brand is communicated via all media channels, i.e. in print, digitally via the website www.SHK-Profi.de and in 26 newsletters per year. **SHK Profi's** social media channels are Facebook, X, Instagram and XING.



212,193

Copies / year

copies actually distributed 23,577

thereof E-Paper: 8,297

Publication frequency 9x / Year



453,792

Page impressions website / year

Page Impressions 37,816 / Month

Visits 24,122 / Month

Unique User 14,258 / Month



89,232

Newsletter recipients / year

Recipients 3,432 / Issue

Openingrate net 22.3 %

Publication frequency 26x / Year



3,100

Follower social media

Issue	Dates	Main topics	Trade fairs/events
1/2026	Publication date: 17.02.2026 Editorial deadline: 14.01.2026 Advertising deadline: 26.01.2026	Smart buildings / energy management / digitalisation Bathrooms & design: Electronic fittings, shower systems, smart bathrooms Sanitary & installation technology: Drinking water hygiene, water heating, circulation technology, pre-wall installation Heating & energy technology: Smart home technology, heat pumps, electricity-generating heating systems (CHP), use of AI Air conditioning & ventilation technology: Ventilation & air conditioning technology in apartment buildings Operation: BIM, software solutions	
2/2026	Publication date: 10.03.2026 Editorial deadline: 04.02.2026 Advertising deadline: 16.02.2026	Trade fair issue SHK+E Essen Bathroom & design: Bathtubs, shower systems, bathroom furniture, accessories, fittings, bathroom planning Sanitary & installation technology: Fittings, insulation, valves, pipe fittings, wastewater technology, grease separators Heating & energy technology: Hybrid heating systems, radiators, thermostatic valves, heating water treatment and filtration Air conditioning & ventilation technology: Air treatment and filtration, mobile cooling Operation: Tools and machines	SHK+E Essen 17. - 20.03.2026, Essen
3/2026	Publication date: 09.04.2026 Editorial deadline: 02.03.2026 Advertising deadline: 16.03.2026	IFH / Intherm trade fair brochure Bathrooms & design: Barrier-free bathrooms, wellness & spa, luxury bathrooms, bathroom furniture Sanitary & installation technology: Rainwater & greywater utilisation, drinking water treatment, fresh water stations Heating & energy technology: Wall & ceiling heating, heat pumps, solar thermal energy, smart system control, heat storage Air conditioning & ventilation technology: Maintenance of air conditioning & ventilation systems Operation: Leak detection & damage repair, digitalisation in the trade	IFH/Intherm 14. - 17.04.2026, Nuremberg
4/2026	Publication date: 19.05.2026 Editorial deadline: 11.04.2026 Advertising deadline: 24.04.2026	Residential construction / single-family and multi-family homes Bathrooms & design: Mini bathrooms, bathroom planning, complete bathrooms, bathtubs Sanitary & installation technology: Installation systems and techniques, sound insulation, lifting systems Heating & energy technology: Residential stations, mobile heating systems, biomass, exhaust gas systems & analysis Air conditioning & ventilation technology: Residential ventilation & air conditioning Operation: Tools & apps, fastening solutions	

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 13.

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.

Issue	Dates	Main topics	Trade fairs/events
5/2026	Publication date: 09.07.2026 Editorial deadline: 03.06.2026 Advertising deadline: 17.06.2026	Public facilities / hotels Bathrooms & design: Shower channels & drains, (shower) toilets, urinals, washbasins Sanitary & installation technology: Drinking water hygiene, pre-wall installation, pipes, drinking water treatment Heating & energy technology: Underfloor heating, heating water treatment & filtration, local & district heating, hall heating Air conditioning & ventilation technology: (De)centralised air conditioning technology, kitchen ventilation, exhaust air systems Operations: Vehicle technology & equipment, tools, storage systems	
6/2026	Publication date: 27.08.2026 Editorial deadline: 20.07.2026 Advertising deadline: 05.08.2026	Sustainability / Green Building Bathrooms & design: Barrier-free bathrooms, electronic fittings, water-saving fittings, sustainable materials Sanitary & installation technology: Rainwater & grey water utilisation, resource conservation and cradle-to-cradle in the sanitary sector Heating & energy technology: Wood & pellet heating, heat pumps, hybrid heating systems, photovoltaics, hydraulic balancing Air conditioning & ventilation technology: AI in air conditioning and ventilation technology Operation: AI solutions for craft businesses, BIM	
7/2026	Publication date: 06.10.2026 Editorial deadline: 01.09.2026 Advertising deadline: 14.09.2026	Hospitals / Care sector / Healthcare Bathrooms & design: Fittings for the healthcare sector, hygienic surfaces, barrier-free bathrooms Sanitary & installation technology: Drinking water hygiene, fresh water stations, water heating, circulation technology Heating & energy technology: Electricity-generating heating systems (CHP), surface heating, smart system control, radiators Air conditioning & ventilation technology: Surface cooling Operation: Workwear, occupational safety	Chillventa 13. - 15. Oktober 2026, Nuremberg
8/2026	Publication date: 12.11.2026 Editorial deadline: 08.10.2026 Advertising deadline: 21.10.2026	Trade fair issue GET Nord Bathrooms & design: Future trends in bathrooms & design, accessories, washbasins Sanitary & installation technology: Pre-wall installation, valves, pipe fittings, wastewater technology, grease separators, lifting systems Heating & energy technology: Heating water treatment & filtration, innovations in heating technology, drinking water heating Air conditioning and ventilation technology: Fire and sound insulation in air conditioning and ventilation technology, ventilation pipes and ducts Operation: Measuring devices, tools, software solutions	GET Nord 19. - 21.11.2026, Hamburg
9/2026	Publication date: 17.12.2026 Editorial deadline: 12.11.2026 Advertising deadline: 25.11.2026	Daycare centres / Schools / Sports facilities / Stadiums Bathrooms & Design: Partitions, Child-friendly bathrooms, Protection against vandalism Sanitary & Installation Technology: Water management systems, Fire protection in installation technology, Fittings, Insulation Heating & energy technology: heat pumps, mobile heating systems, heat storage, local & district heating, hydraulic balancing Air conditioning & ventilation technology: mobile cooling, decentralised ventilation, air treatment & filtration Operation: maintenance contracts, customer service, vehicle technology & equipment	














Issue	Dates	Main topics	Trade fairs/events
1/2027	Publication date: 17.02.2027 Editorial deadline: 13.01.2027 Advertising deadline: 26.01.2027	Industrial halls / commercial / administration Bathroom & design: (Shower) toilets & urinals, partition walls, washbasins, fittings Sanitary & installation technology: Drinking water hygiene, water heating, circulation technology Heating & energy technology: Hall heating & cooling, local & district heating, photovoltaics, smart system control, pressure maintenance, degassing Air conditioning & ventilation technology: Air conditioning and ventilation technology in the commercial sector Operation: Software, tools, storage systems	
2/2027	Publication date: 13.03.2027 Editorial deadline: 04.02.2027 Advertising deadline: 19.02.2027	Trade fair issue ISH 2027 Bathrooms & design: Barrier-free bathrooms, wellness & spa, luxury bathrooms Sanitary & installation technology: Rainwater & greywater utilisation, pre-wall installation, fittings, insulation Heating & energy technology: Electricity-generating heating systems (CHP), local & district heating, radiators, thermostatic valves, hydraulic balancing Air conditioning & ventilation technology: Mobile cooling, decentralised ventilation Operation: Tools & apps, AI solutions for HVAC trades	ISH 15. - 19.04.2027, Frankfurt a.M
3/2027	Publication date: 20.04.2027 Editorial deadline: 11.03.2027 Advertising deadline: 29.03.2027	Residential construction / single-family and multi-family homes Bathrooms & design: Mini bathrooms, bathroom furniture, bathtubs, showers & shower systems, accessories Sanitary & installation technology: Fresh water stations, water heating, pipe fittings, installation systems Heating & energy technology: Hybrid heating systems, radiators, thermostatic valves, heating water treatment & filtration Air conditioning & ventilation technology: Residential ventilation & air conditioning Operation: Leak detection & damage repair, occupational safety	

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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) 13,620.00 €	1/1 Page  Bleed format: 210 x 297 mm Price (b/w to 4c) 6,850.00 €	Juniorpage  Bleed format: 148 x 210 mm Price (b/w to 4c) 4,230.00 €	1/2 Page, horiz.  Bleed format: 210 x 145 mm Price (b/w to 4c) 4,170.00 €	1/2 Page, vertical  Bleed format: 100 x 297 mm Price (b/w to 4c) 4,170.00 €
1/3 Page, vertical  Bleed format: 70 x 297 mm Price (b/w to 4c) 3,290.00 €	1/3 Page, horiz.  Bleed format: 210 x 100 mm Price (b/w to 4c) 3,290.00 €	1/4 Page, vertical  Bleed format: 52 x 297 mm Price (b/w to 4c) 2,860.00 €	1/4 Page, horiz.  Bleed format: 210 x 74 mm Price (b/w to 4c) 2,860.00 €	1/4 Page, Col.  Bleed format: 100 x 145 mm Price (b/w to 4c) 2,860.00 €
1/8 Page, vertical  Bleed format: 52 x 145 mm Price (b/w to 4c) 2,190.00 €	1/8 Page, horiz.  Bleed format: 210 x 50 mm Price (b/w to 4c) 2,190.00 €	1/8 Page, Col.  Bleed format: 100 x 74 mm Price (b/w to 4c) 2,190.00 €	Advertorial 1/1 Page* 6,850.00 € Advertorial 1/2 Page** 4,170.00 €	
Start page Bathroom & Design 3,750.00 € Produkt-Highlight 3,750.00 € Cover story basic price 15,980.00 € Cover story Fair price Issue 2 SHK+E; 3 IFH/Intherm; 8 GET Nord 19,975.00 € Cover page combination*** 9,520.00 €				

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

*** Consisting of the cover page and a ½ page across after the table of contents

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)	714.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	882.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	1,232.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,064.00 € 1,148.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	1,064.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,232.00 € 1,316.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	1,400.00 € 1,498.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	1,764.00 €
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	1,596.00 €
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	1,764.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	1,316.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	10,080.00 € (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>

Issue	Publishing date	Booking deadline	Events/trade fairs	Topics
SHK-NL 1	15.01.2026	06.01.2026		
SHK-NL 2	29.01.2026	20.01.2026		
SHK-NL 3	12.02.2026	03.02.2026		Drinking water hygiene
SHK-NL 4	26.02.2026	17.02.2026		
SHK-NL 5	12.03.2026	03.03.2026	Trade fair SHK Essen 17. to 20.03.2026	Trade fair focus SHK Essen
SHK-NL 6	26.03.2026	17.03.2026		
SHK-NL 7	09.04.2026	27.03.2026	Trade fair IFH/Intherm (Nuremberg): 14. to 17.03.2026	Trade fair focus IFH/Intherm
SHK-NL 8	23.04.2026	14.04.2026		
SHK-NL 9	07.05.2026	28.04.2026		
SHK-NL 10	21.05.2026	11.05.2026		Heat pump systems
SHK-NL 11	03.06.2026	22.05.2026		
SHK-NL 12	18.06.2026	09.06.2026		Renewable energies / Hybrid heating systems
SHK-NL 13	02.07.2026	23.06.2026		
SHK-NL 14	16.07.2026	07.07.2026		Sustainability
SHK-NL 15	30.07.2026	21.07.2026		
SHK-NL 16	13.08.2026	04.08.2026		Bathrooms & design / Barrier-free bathrooms
SHK-NL 17	27.08.2026	18.08.2026		
SHK-NL 18	10.09.2026	01.09.2026		Ventilation & air conditioning technology
SHK-NL 19	24.09.2026	15.09.2026		
SHK-NL 20	08.10.2026	29.09.2026	Trade fair Chillventa (Nuremberg): 13. to 15.10.2026	Trade fair focus Chillventa
SHK-NL 21	22.10.2026	13.10.2026		
SHK-NL 22	05.11.2026	27.10.2026		
SHK-NL 23	17.11.2026	06.11.2026	Trade fair GET Nord (Hamburg): 19. to 21.11.2026	Trade fair focus GET Nord
SHK-NL 24	26.11.2026	17.11.2026		
SHK-NL 25	10.12.2026	01.12.2026		Sanitary installation
SHK-NL 26	22.12.2026	11.12.2026		

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:
770.00 €

Text ad



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

Placement:
content

Price:
640.00 €

Medium rectangle

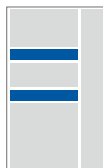


Format:
300 x 250 px

Placement:
content

Price:
770.00 €

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
510.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the
content

Price:
640.00 €

Wide skyscraper



Format:
160 x 600 px

Placement:
next to
the content

Price:
770.00 €

Newsletter takeover



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

Placement:
content, exclusive

Price:
4,730.00 €

Job offers



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

Placement:
content

Price:
640.00 €

Discounts:

Published within 12 months
(Insertion year)

Staggered repeat discount

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

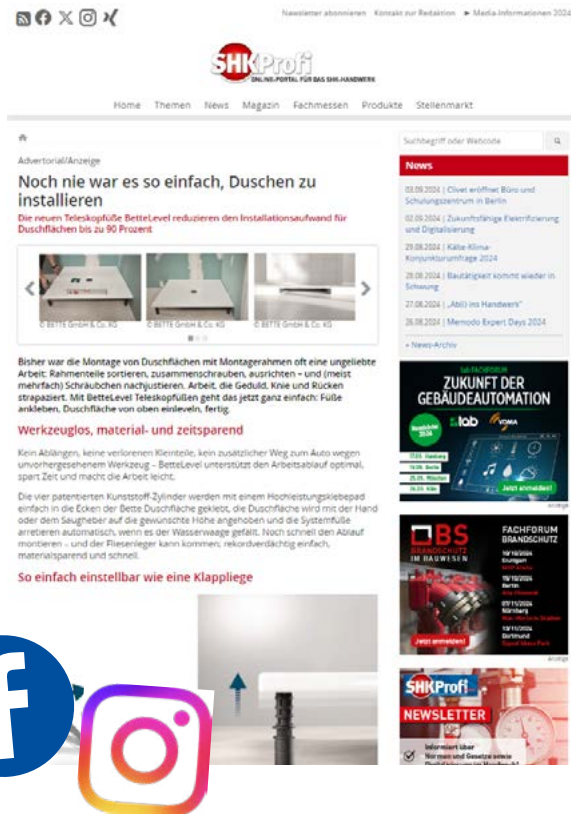
Online-advertorial

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.SHK-Profi.de (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
- Text ad in the **SHK Profi-Newsletter** with link to the online article
- Promoted Facebook and Instagram post on both social media channels of **SHK Profi** with link to the online article

Price: 3,080.00 € plus VAT.
(Price for 28 days / 4 Weeks)



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Online price
1,290.00 €
plus VAT.

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We will support your media plannings – just give us a call or send us an e-mail!
The complete media data is only available in German. You can find it at www.bauverlag.de/shk-mediadaten



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