

# MEDIA DATA 2025

Target group  
- SHK trade



SHK-Profi.de

bau|||verlag



Brand profile	03
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## PRINT

Editorial schedule	05
Alphabetical theme plan	09
Circulation and distribution analysis	11
Prices and formats	12
Readership structure analysis	15
Bathroom & Design	16
Produkt highlight	17
Cover story	18
Linking in E-Paper	19

## DIGITAL

Website Traffic	21
Website Prices, formats and technical advice	22
Website Technical advice	23
Newsletter Time schedule	24
Newsletter Prices, formats and technical advice	25
Online advertorial	27
EINKAUFSFÜHRER BAU	28

## PORTFOLIO

Communication packages	30
Lead generation	31
Video advertorial	32
Events	33
Creative	34
Baujobs	35

## THE BAUVERLAG

Location and management	37
Contacts	38
Other brands	40



## 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](http://www.SHK-Profi.de) and in 26 newsletters per year. **SHK-Profi's** social media channels are Facebook, X, Instagram and XING.



**228,681**

Copies / Year

copies actually distributed 25,409

thereof E-Paper: 8,195

Publication frequency 9x / Year



**549,780**

Page impressions website / Year

Page Impressions 45,815 / Month

Visits 30,440 / Month

Unique User 17,783 / Month



**89,544**

Newsletter recipients / Year

Recipients 3,444 / Issue

Openingrate net 21.3 %

Publication frequency 26x / Year



**2,900**

Follower social media

# PRINT

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Readership structure analysis	15
Bathroom & Design	16
Produkt highlight	17
Cover story	18
Linking in E-Paper	19



Issue	Dates	Main topics	Trade fairs/events
8-9/2024	<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> barrier-free bathrooms, WC & urinals, baths & showers, bathroom fittings, shower channels & drains <b>Sanitary &amp; water technology:</b> drinking water hygiene, water heating & circulation technology, pre-wall installation <b>Heating &amp; energy technology:</b> heat pump systems, photovoltaics, solar thermal energy, hall heating, heating water treatment & filtration, pressurisation & 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 <b>GET Nord</b> , Hamburg

Issue	Dates	Main topics	Trade fairs/events
1/2025	<b>Publication date:</b> 17.02.2025 <b>Editorial deadline:</b> 04.01.2025 <b>Advertising deadline:</b> 24.01.2025	<b>Vehicle fleet, warehouse, workshop</b> <b>Bathroom &amp; design:</b> bathrooms in semi-public areas, washbasins, WCs & urinals <b>Sanitary &amp; installation technology:</b> rainwater & greywater utilization, roof drainage, wastewater technology, pipe systems <b>Heating &amp; energy technology:</b> heat generators, smart system control, heating water treatment & filtration, pressure maintenance & degassing, mobile heating systems <b>Air conditioning &amp; ventilation technology:</b> Ventilation technology in halls, ventilation pipes & ducts <b>Operations:</b> Vehicle technology & equipment, tools, storage systems	
2/2025	<b>Publication date:</b> 10.03.2025 <b>Editorial deadline:</b> 04.02.2025 <b>Advertising deadline:</b> 14.02.2025	<b>Preliminary report on ISH</b> <b>Bathroom &amp; design:</b> bathtubs, shower systems, bathroom furniture & accessories, fittings, bathroom planning <b>Sanitary &amp; installation technology:</b> Drinking water treatment, water heating & circulation technology, pre-wall installation, lifting systems <b>Heating &amp; energy technology:</b> heat pumps, underfloor heating, wood & pellet systems, home stations, installation systems <b>Air conditioning &amp; ventilation technology:</b> maintenance of air conditioning and ventilation systems <b>Operations:</b> work clothing, occupational safety	17. - 20.03.2025, ISH, Frankfurt a. M.
3/2025	<b>Publication date:</b> 17.04.2025 <b>Editorial deadline:</b> 04.03.2025 <b>Advertising deadline:</b> 26.03.2025	<b>Residential construction / single and multi-family homes</b> <b>Bathroom &amp; design:</b> smart bathrooms, bathroom lighting, shower toilets <b>Sanitary &amp; installation technology:</b> fittings & insulation, valves & pipe fittings, waste water technology & grease traps <b>Heating &amp; energy technology:</b> wall and ceiling heating, heat pumps, photovoltaics, smart system control, heat storage <b>Air conditioning &amp; ventilation technology:</b> domestic ventilation and air conditioning <b>Operation:</b> Tools & apps, fastening solutions	
4/2025	<b>Publication date:</b> 19.05.2025 <b>Editorial deadline:</b> 10.04.2025 <b>Advertising deadline:</b> 24.04.2025	<b>Hospital /Care facilities</b> <b>Bathroom &amp; design:</b> barrier-free bathrooms, shower channels & drains, electronic fittings <b>Sanitary &amp; installation technology:</b> drinking water hygiene, drinking water treatment, fresh water stations <b>Heating &amp; energy technology:</b> Power-generating heating systems (CHP), local & district heating, radiators & thermostatic valves, hydraulic balancing <b>Air conditioning &amp; ventilation technology:</b> air treatment & filtration, mobile cooling <b>Operation:</b> leak detection & damage repair, digitalization in the trade	
5/2025	<b>Publication date:</b> 03.07.2025 <b>Editorial deadline:</b> 27.05.2025 <b>Advertising deadline:</b> 10.06.2025	<b>Schools and kindergartens</b> <b>Bathroom &amp; design:</b> child-friendly bathrooms, washbasins, partitions, accessories <b>Sanitary &amp; installation technology:</b> water heating & circulation technology, pre-wall installation, pipe systems <b>Heating &amp; energy technology:</b> hybrid heating systems, radiators & thermostatic valves, heating water treatment & filtration <b>Air conditioning &amp; ventilation technology:</b> ventilation technology in schools and kindergartens, ventilation pipes & ducts <b>Operation:</b> maintenance contracts, customer service, vehicle technology & equipment	

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

Issue	Dates	Main topics	Trade fairs/events
6/2025	<b>Publication date:</b> 21.08.2025 <b>Editorial deadline:</b> 18.07.2025 <b>Advertising deadline:</b> 30.07.2025	<b>Swimming pools, sports facilities and stadiums</b> <b>Bathroom &amp; design:</b> bathrooms in public and semi-public areas, showers & shower channels, drains. Protection against vandalism <b>Sanitary &amp; installation technology:</b> Pool & swimming pool technology, rainwater & graywater utilization, drinking water treatment <b>Heating &amp; energy technology:</b> hall heating & cooling, local & district heating, mobile heating systems, heat pumps, thermal insulation <b>Air conditioning &amp; ventilation technology:</b> mobile cooling, decentralized ventilation <b>Operation:</b> Tools and machines	
7/2025	<b>Publication date:</b> 02.10.2025 <b>Editorial deadline:</b> 29.08.2025 <b>Advertising deadline:</b> 10.09.2025	<b>Hotels and restaurants</b> <b>Bathroom &amp; design:</b> barrier-free bathrooms, wellness & spa, mini-bathrooms, bathroom furniture & accessories <b>Sanitary &amp; installation technology:</b> Drinking water hygiene, valves & pipe fittings, grease traps, waste water technology <b>Heating &amp; energy technology:</b> Power-generating heating systems (CHP), panel heating & cooling, bathroom radiators, installation systems, hydraulic balancing <b>Air conditioning &amp; ventilation technology:</b> (De)centralized air conditioning technology, kitchen ventilation, exhaust air systems <b>Operation:</b> Work clothing, occupational safety	
8/2025	<b>Publication date:</b> 13.11.2025 <b>Editorial deadline:</b> 09.10.2025 <b>Advertising deadline:</b> 21.10.2025	<b>Fire protection and sound insulation/tools special (special pages)</b> <b>Bathroom &amp; design:</b> shower toilets & urinals, bathroom lighting, bathroom planning, smart bathrooms <b>Sanitary &amp; installation technology:</b> fire protection and sound insulation in installation technology, lifting systems <b>Heating &amp; energy technology:</b> Fire protection and sound insulation in heating & energy technology, wood & pellet systems, heat pumps, installation systems & thermal insulation, flue gas systems & analysis <b>Air conditioning &amp; ventilation technology:</b> Fire protection and sound insulation in air conditioning and ventilation technology <b>Operation:</b> Measuring devices, leak detection & damage repair	
9/2025	<b>Publication date:</b> 18.12.2025 <b>Editorial deadline:</b> 14.11.2025 <b>Advertising deadline:</b> 26.11.2025	<b>Industrial halls, trade and administration</b> <b>Bathroom &amp; design:</b> bathrooms in semi-public areas, fittings, WCs & urinals, washbasins <b>Sanitary &amp; installation technology:</b> rainwater & greywater utilization, roof drainage, wastewater technology, pipe systems <b>Heating &amp; energy technology:</b> hall heating & cooling, local & district heating, photovoltaics, smart system control, pressure maintenance & degassing, mobile heating systems <b>Air conditioning &amp; ventilation technology:</b> Air conditioning and ventilation technology in the commercial sector <b>Operation:</b> Tools & apps, digitalization in the trade, fastening solutions	

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

Issue	Dates	Main topics	Trade fairs/events
1/2026	<b>Publication date:</b> 17.02.2026 <b>Editorial deadline:</b> 14.01.2026 <b>Advertising deadline:</b> 26.01.2026	<b>Smart building, energy management</b> <b>Bathroom &amp; design:</b> electronic fittings, shower systems, smart bathrooms <b>Sanitary &amp; installation technology:</b> drinking water hygiene, water heating & circulation technology, pre-wall installation <b>Heating &amp; energy technology:</b> smart home technology, heat pumps, electricity-generating heating systems (CHP) <b>Air conditioning &amp; ventilation technology:</b> Ventilation and air conditioning technology in apartment buildings <b>Operation:</b> BIM, software solutions	
2/2026	<b>Publication date:</b> 10.03.2026 <b>Editorial deadline:</b> 04.02.2026 <b>Advertising deadline:</b> 16.02.2026	<b>Preliminary report SHK Essen</b> <b>Bathroom &amp; design:</b> bathtubs, shower systems, bathroom furniture & accessories, fittings, bathroom planning <b>Sanitary &amp; installation technology:</b> Fittings & insulation, valves & pipe fittings, waste water technology & grease traps <b>Heating &amp; energy technology:</b> Hybrid heating systems, radiators & thermostatic valves, heating water treatment & filtration <b>Air conditioning &amp; ventilation technology:</b> Air treatment & filtration, Mobile refrigeration <b>Operation:</b> Tools and machines	17.-20.03.2026, SHK+E, Essen
3/2026	<b>Publication date:</b> 17.04.2026 <b>Editorial deadline:</b> 16.03.2026 <b>Advertising deadline:</b> 26.03.2026	<b>IFH/Intherm preliminary report</b> <b>Bathroom &amp; design:</b> barrier-free bathrooms, wellness & spa, luxury bathrooms, bathroom furniture <b>Sanitary &amp; installation technology:</b> Rainwater & graywater utilization, drinking water treatment, fresh water stations <b>Heating &amp; energy technology:</b> wall and ceiling heating, heat pumps, photovoltaics, smart system control, heat storage <b>Air conditioning &amp; ventilation technology:</b> Maintenance of air conditioning and ventilation systems <b>Operation:</b> leak detection & damage repair, digitalization in the trade	14. - 17.04.2026 IFH/Intherm, Nuremberg

The complete schedule and topic plan for 2026 will appear in the media data 2026.



The most important editorial topics at a glance and the corresponding issues in **SHK Profi** in which we report on them:

Main topics	Issues	Main topics	Issues	Main topics	Issues	Main topics	Issues
Accessories	2,5,7	commercial	9	Fire protection and sound insulation in heating and energy technology	8	Installation systems	2,7,8
Administration	8	Customer service	5	Fittings	2,3,9	Insulation	3
Air conditioning	3	Damage repair	4,9	Fresh water stations	4	ISH (preliminary report)	2
Air conditioning and ventilation technology in the commercial sector	9	De)centralized air conditioning technology	7	Gray water use	1,6,8	Kindergartens	5
Air treatment & filtration	4	Decentralized ventilation degassing	6	Grease separator	3,7	Leak detection	4,8
Apartment buildings	3	Digitalization in the trade	4,9	Hall cooling	6,9	Lifting systems	2,8
Apps	3,9	district heating	4,6,9	Hall heating	6,9	Local heating	4,6,9
Barrier-free bathrooms	4,7	Drains	4,6	Heat generator	1	machines	6
Bathroom furniture	2,7	Drinking water hygiene	4,7	Heat pumps	2,3,6,8	Maintenance contracts	5
Bathroom lighting	3,8	Drinking water treatment	2,6	Heat storage	3	Maintenance of air conditioning and ventilation systems	2
Bathroom planning	2,8	Electronic fittings	4	Heating water filtration	1,5	Measuring devices	8
Bathroom radiators	7	Exhaust gas systems & analysis	8	Heating water treatment	1,5	Mini bathrooms	7
Bathrooms in public areas	6	Fastening solutions	3,9	Home stations	2	Mini-baths	7
Bathrooms in semi-public areas	6,9	Fire and noise protection in installation technology	8	Home ventilation	3,7	Mobile heating systems	1, 9
Bathrooms suitable for children	5	Fire protection	8	Hospitals	4	Mobile heating systems	1, 9
Bathtubs	2	Fire protection and sound insulation in air conditioning and ventilation technology	9	hotels	7	Mobile refrigeration	4,6
Care facilities	4			Hybrid heating systems	5	Partition walls	5
Ceiling heating	3			Hydraulic balancing	4,7	Photovoltaics	3
CHP	4,7			Industrial halls	9	Pipe fittings	3,7
Circulation technology	2,5			Radiators	4,5	Pipe systems	1,5,9
				Industrial halls	9	Pool technology	6

New products are published in every issue.

The editorial team takes up many of these key topics not only in SHK-Profi but also in the titles **KKA Kälte Klima Aktuell** and **tab Das Fachmedium der TGA-Branche**.

The most important editorial topics at a glance and the corresponding issues in **SHK Profi** in which we report on them:

Main topics	Issues
Potable water treatment	4
Power-generating heating systems	4
Pressure maintenance	1,9
Pre-wall installation	2,5
Protection against vandalism	6
Radiators	4,5
Rainwater utilization	1,6,9
Residential construction	3
Restaurants	7
Roof drainage	1,9
Schools	5
Shower channels	4,6
Shower systems	2
Shower toilets	3,8
Showers	6
Single-family houses	3
Smart bathrooms	3,8
Smart system control	1,3
Sound insulation	8
Sport facilities	6
Stadiums	6
Surface cooling	7

Main topics	Issues
Surface heating	7
Swimming pool technology	6
Swimming pools	6
technology	1,3,7,9
Thermal insulation	6,8
Thermostatic valves	4,5
Tools	3,9
Tools	1,6
Underfloor heating	2
Urinals	1,8,9
Valves	3,7
Vehicle fleet	1
vehicle technology & equipment	1,5
Ventilation pipes & ducts	1,5
Ventilation technology in halls	1
Ventilation technology in schools and kindergartens	5
Wall heating	3
Warehouse/storage systems	1
Washbasins	1,5,9
Waste water	

Main topics	Issues
Water heating	2
WC	1,5,9
Wellness & Spa	7
Wood & pellet systems	2,8
Work safety	2,7
Workshop	1
Workwear	2,7

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**Circulation audit:**

**Circulation analysis:** Copies per issue  
(1. July 2023 to 30. June 2024)

Copies actually distributed:	25,409	thereof abroad:	23
- thereof E-Paper:	8,195	thereof abroad:	8
Copies sold:	260	thereof abroad:	9
Subscriptions:	259	thereof abroad:	9
Other sales:	1		
Single copy sales:	0		
Free copies:	25,149	thereof abroad:	14
Archive and specimen:	123		

**Geographic distribution analysis:**

Business regions	Copies actually distributed	
	% *	Copies
Domestic	99.9	25,386
Abroad	0.1	23
Copies actually distributed (tvA)	100.0	25,409

\*The percentages have been rounded to one decimal place.

**Summary of the survey method:**














1. Method: Dissemination analysis by file evaluation - total survey
  2. Basic population: actual circulation 25,409 = 100 %
  3. Sample: total survey
  4. Target person of the study: not applicable
  5. Period of study: August 2024
  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	3.5	878
Hamburg	1.8	458
Niedersachsen	8.3	2,098
Bremen	0.6	154
<b>Nielsen-Area II</b>		
Nordrhein-Westfalen	20.1	5,104
<b>Nielsen-Area IIIa</b>		
Hessen	7.2	1,829
Rheinland-Pfalz	4.8	1,231
Saarland	1.1	268
<b>Nielsen-Area IIIb</b>		
Baden-Württemberg	13.6	3,454
<b>Nielsen-Area IV</b>		
Bayern	17.6	4,472
<b>Nielsen-Area V</b>		
Berlin	3.3	838
<b>Nielsen-Area VI</b>		
Mecklenburg-Vorpommern	2.1	521
Brandenburg	3.7	935
Sachsen-Anhalt	2.8	718
<b>Nielsen-Area VII</b>		
Thüringen	3.4	876
Sachsen	6.1	1,552
<b>Copies truly distributed in domestic area</b>	<b>99.9</b>	<b>25,386</b>

\*The percentages have been rounded to one decimal place.

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

<div><div>2/1 Page</div><div></div><div>Bleed format: 420 x 297 mm</div></div> <div>Price (b/w to 4c) 13,160.00 €</div>	<div><div>1/1 Page</div><div></div><div>Bleed format: 210 x 297 mm</div></div> <div>Price (b/w to 4c) 6,620.00 €</div>	<div><div>Juniorpage</div><div></div><div>Bleed format: 148 x 210 mm</div></div> <div>Price (b/w to 4c) 4,090.00 €</div>	<div><div>1/2 Page, horiz.</div><div></div><div>Bleed format: 210 x 145 mm</div></div> <div>Price (b/w to 4c) 4,030.00 €</div>	<div><div>1/2 Page, vertical</div><div></div><div>Bleed format: 100 x 297 mm</div></div> <div>Price (b/w to 4c) 4,030.00 €</div>
<div><div>1/3 Page, vertical</div><div></div><div>Bleed format: 70 x 297 mm</div></div> <div>Price (b/w to 4c) 3,180.00 €</div>	<div><div>1/3 Page, horiz.</div><div></div><div>Bleed format: 210 x 100 mm</div></div> <div>Price (b/w to 4c) 3,180.00 €</div>	<div><div>1/4 Page, vertical</div><div></div><div>Bleed format: 52 x 297 mm</div></div> <div>Price (b/w to 4c) 2,760.00 €</div>	<div><div>1/4 Page, horiz.</div><div></div><div>Bleed format: 210 x 74 mm</div></div> <div>Price (b/w to 4c) 2,760.00 €</div>	<div><div>1/4 Page, Col.</div><div></div><div>Bleed format: 100 x 145 mm</div></div> <div>Price (b/w to 4c) 2,760.00 €</div>
<div><div>1/8 Page, vertical</div><div></div><div>Bleed format: 52 x 145 mm</div></div> <div>Price (b/w to 4c) 2,120.00 €</div>	<div><div>1/8 Page, horiz.</div><div></div><div>Bleed format: 210 x 50 mm</div></div> <div>Price (b/w to 4c) 2,120.00 €</div>	<div><div>1/8 Page, Col.</div><div></div><div>Bleed format: 100 x 74 mm</div></div> <div>Price (b/w to 4c) 2,120.00 €</div>	<div><div>Advertorial 1/1 Page*</div><div>6,620.00 €</div></div> <div><div>Advertorial 1/2 Page**</div><div>4,030.00 €</div></div> <div><div>Start page Bathroom &amp; Design</div><div>3,620.00 €</div></div> <div><div>Product-Highlight</div><div>3,620.00 €</div></div> <div><div>Cover story</div><div>15,440.00 €</div></div> <div><div>Cover story Fair price Issue 2</div><div>19,300.00 €</div></div> <div><div>ISH</div><div></div></div> <div><div>Cover page combinato***</div><div>9,200.00 €</div></div>	

\* 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 1/2 page across 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>Placement:</b>	Inside front cover, inside back cover and back cover	1,030.00 €
	Other prescribed positions	20 %
<b>Special colour:</b>	Surcharge each color	1,000.00 €

**Discounts:**

Published within 12 months  
(insertion year, starts with publication of the first advertisement)

<b>Staggered repeat discount</b>		<b>Mengenstaffel</b>	
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.

LNo discount on inserts and additional technical costs.

**Classified ads:**

(not discountable)			
Job offers b/w	per height mm	6.40 €	
	(1column, 45 mm wide)		
Job offers colour	per height mm	11.50 €	
	(1column, 45 mm wide)		
Situation wanted b/w	per height mm	3.60 €	
	(1column, 45 mm wide)		
Occasional display	per height mm	6.40 €	
Purchase/sale b/w	(1column, 45 mm wide)		

From a print value of 1,250.00 €, 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:**
**Bound inserts** (sample - front page/back page required)

2-pages	5,230.00 €
6-pages	10,920.00 €
(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** (not discountable)

Maximum size 205 x 290 mm

Weight of loose insert	<b>Price %</b>
Full insert till 25 g and 2 mm thickness	310.00 €
(higher weights and thicknesses on request)	
Print insert till 25 g and 2 mm thickness	350.00 €
(higher weights and thicknesses on request)	

For partial occupancy: selection costs per selection 160.00 €

**Glued ad media**

Postcard	<b>Price %</b>
Product samples, other tip-ons	100.00 €
	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, Germany

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.

<b>Magazine format:</b>	DIN A4 (210 mm wide x 297 mm high; untrimmed: 216 mm wide x 303 mm high)
<b>Print space:</b>	183 mm wide x 267 mm high 4 Columns à 45 mm
<b>Printing and binding methods:</b>	Offsetdruck (Bogen), Klebebindung
<b>Data transmission:</b>	- Transfer via FTP: on 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
<b>Data formats:</b>	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.
<b>Colours:</b>	The colour mode is CMYK. The colour profile is ISO Coated v2 300%. If RGB colours are used, there will be colour differences.

<b>Data acceptance/archiving:</b>	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 cha- racters, spaces and umlauts in your file names if possible.
	Data is archived, so unchanged repetitions are usually possible. However, no data guarantee is given.
<b>Guarantee:</b>	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
<b>Terms of payment:</b>	Net invoice value within 10 days following the date of the invoice, VAT ID No. DE 813382417
<b>Bank details:</b>	Bauverlag BV GmbH, Gütersloh Sparkasse Gütersloh-Rietberg IBAN: DE46 4785 0065 0018 0329 62 BIC: WELADED1GTL

### 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

## Bad & 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:** 3,620.00 €

PRODUKT-HIGHLIGHT

# Bad & Design



## Klarer Look für Puristen

Schlicht, schön und mit vielen praktischen Features – das zeichnet „KOMARIS“ aus. Der Spiegelschrank von KEUCO geht gezielt auf die unterschiedlichen Bedürfnisse ein und wird damit zum Alleskönner für die Badezimmer. „KEUCO KOMARIS“ überzeugt mit verschiedenen, wählbaren Seiten- und Rückwänden. Ganz nach Geschmack und passend zur Badgestaltung erhältlich in verspiegelt, weiß oder schwarz, oder in holzernen Eiche Look. Der Korpus des Spiegelschranks ist aus Aluminium gefertigt. Das Material ist besonders langlebig im Badezimmer und verliert auch nach Jahren nicht seine Beständigkeit. Es gibt ihn in zahlreichen Größen, mit ein, zwei oder drei Türen. Das Besondere: Neben der klassischen, symmetrischen Aufteilung der Türen, gibt es die asymmetrische Variante. So ist die Spiegelfläche nicht mittig, sondern versetzt angeordnet.

KEUCO  
88375 Hemmer  
92372 Rietz  
info@keuco.de  
www.keuco.com

3/2024

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



## 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: 3,620.00 €**

HEIZUNGS- & ENERGIETECHNIK

# Produkt-Highlight

## Leistungsstarke Wärmepumpen

Wie kaum ein anderer Wärmepumpenhersteller vereinen Wärmepumpen hohe Energieeffizienz mit umweltschonender Wärmeenergie, im Neubau wie auch bei der Renovierung. Die Kermi „x-change dynamic pro“ Luft/Wasser Wärmepumpen punkten dabei mit sehr guten Leistungswerten – wie beispielsweise geringem Schall, hohem COP (bis zu 4,80 bei A2/W35), der Energieeffizienzklasse A+++ ,aktiver Kältefunktion und neuester Regelungstechnik. Ein zusätzliches Plus ist die einfache Montage dank hoher Vorkonfektionierung. So ist die Wärmepumpen-Regelung nicht nur als separate Einheit verfügbar, sondern bereits in den „pro“-Wärmespeichern installiert. Der Hersteller mit eigener Entwicklung und Produktion in Europa und einem 24/7 erreichbaren Service bietet im Produktbereich Wärmepumpen ein qualitativ hochwertiges und breites Sortiment für unterschiedlichste Anforderungen. Speziell für die höheren Heizleistungen gibt es die Kermi Kaskadenlösungen mit bis zu drei gekoppelten „x-change dynamic pro“ Luft/Wasser-Wärmepumpen. Durch die unterschiedlichen Leistungsfähigkeiten der einzelnen Modelle lassen sich somit Bedarfslösungen von 6 bis 60 kW abdecken.

**KERMI GMBH**  
94467 Pfaffing  
09931 501-0  
wärmepumpen@kermi.de  
[www.kermi.com/waermepumpe](http://www.kermi.com/waermepumpe)  
Auf der IPH Nürnberg  
Halle 3A, Stand 201




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

## 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 12



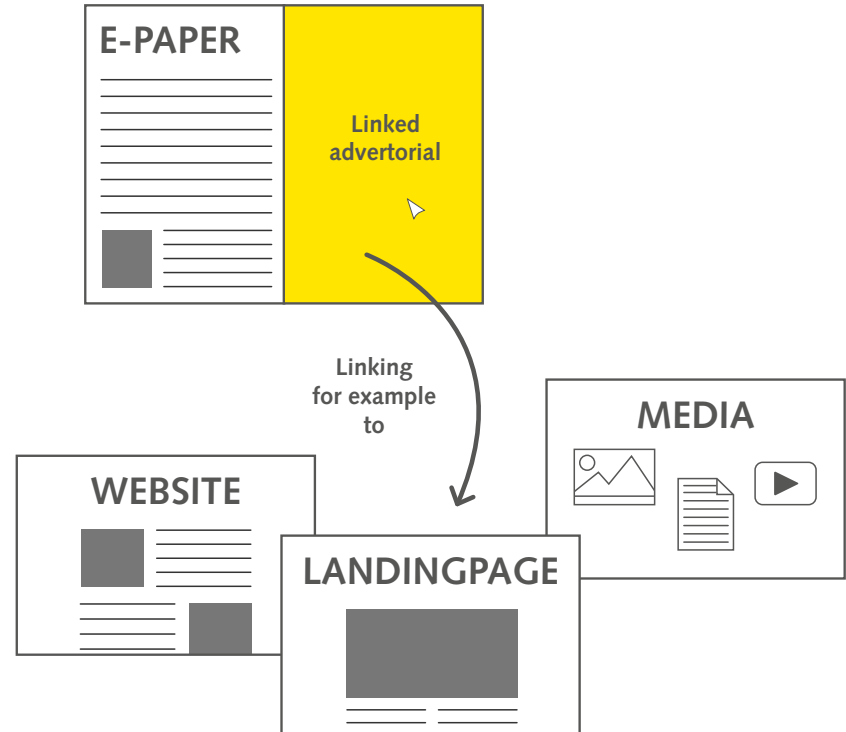
## Linking in E-Paper

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 €**

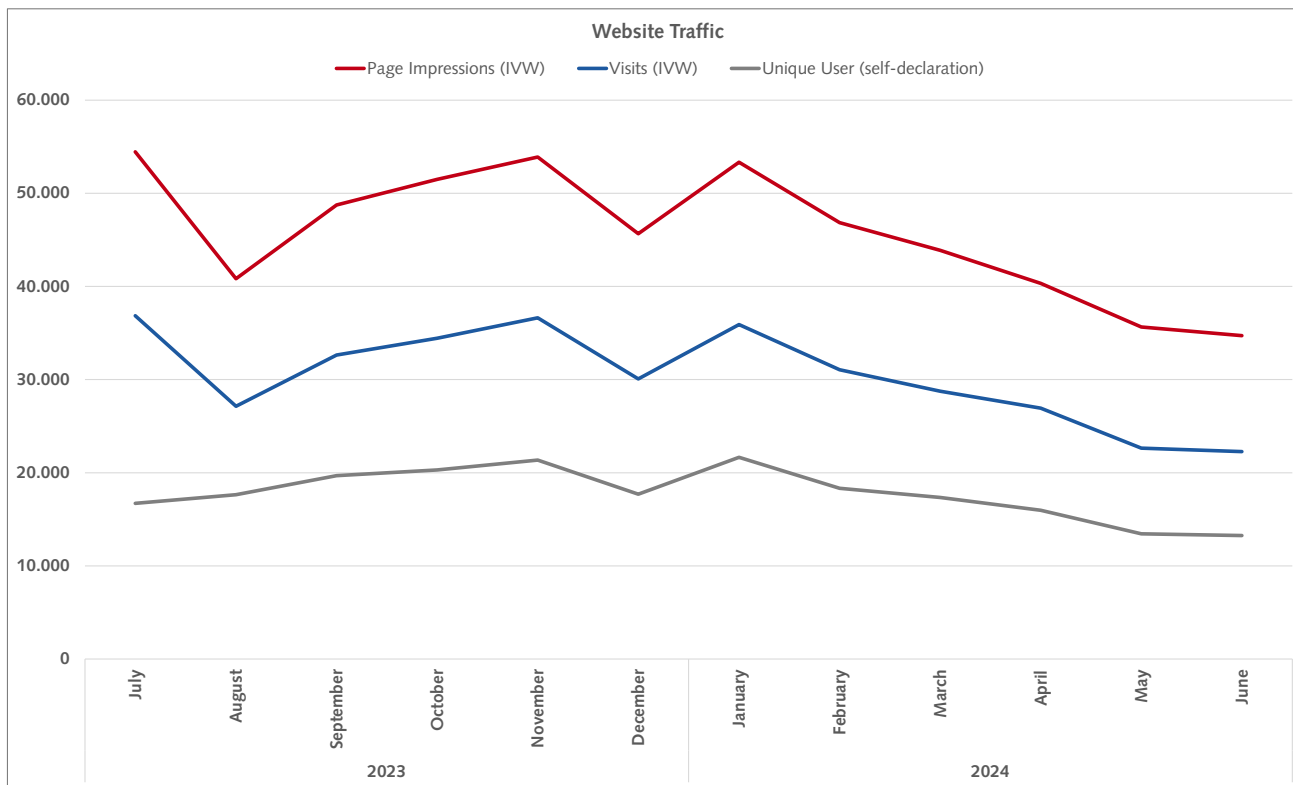


# DIGITAL

Website Traffic	21
Website Prices, formats and technical advice	22
Website Technical advice	23
Newsletter Time schedule	24
Newsletter Prices, formats and technical advice	25
Online-advertorial	27
EINKAUFSFÜHRER BAU	28



**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):

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)	854.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	1,190.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,022.00 € 1,106.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	1,022.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,190.00 € 1,274.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	1,358.00 € 1,456.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	1,708.00 €
Wallpaper	Above and next to the content	728 x 90 und 120 x 600	Content	300 x 250	1,540.00 €
Expandable wallpaper	Above and next to the content	728 x 90 und 120 x 600 (300 x 600)	Content	300 x 600	1,708.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	1,274.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	9,744.00 € (Price for 12 weeks)
Job offer	In the job market	Individual	In the job market	Individual	1,250.00 €

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>

**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

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 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:

- booked site
- Customer name
- Order number
- Target-URL
- Booking period
- Form of advertisingat
- Motif name
- Contact person for inquiries

Issue	Publishing date	Booking deadline	Events/trade fairs	Themes
SHK-NL 1	15.01.2025	06.01.2025		
SHK-NL 2	29.01.2025	20.01.2025		
SHK-NL 3	12.02.2025	03.02.2025		Drinking water hygiene
SHK-NL 4	24.02.2025	13.02.2025		
SHK-NL 5	04.03.2025	21.02.2025		Main focus ISH
SHK-NL 6	11.03.2025	28.02.2025	ISH 17. - 20.03.2025	Main focus ISH
SHK-NL 7	27.03.2025	18.03.2025		Main focus ISH
SHK-NL 8	09.04.2025	31.03.2025		
SHK-NL 9	23.04.2025	10.04.2025		
SHK-NL 10	07.05.2025	25.04.2025		Heat pump systems
SHK-NL 11	21.05.2025	12.05.2025		
SHK-NL 12	04.06.2025	23.05.2025		
SHK-NL 13	18.06.2025	06.06.2025		
SHK-NL 14	30.06.2025	18.06.2025		Bathroom & Design / Accessible bathrooms
SHK-NL 15	23.07.2025	14.07.2025		
SHK-NL 16	06.08.2025	28.07.2025		
SHK-NL 17	20.08.2025	11.08.2025		
SHK-NL 18	03.09.2025	25.08.2025		Hybrid heating systems
SHK-NL 19	17.09.2025	08.09.2025		
SHK-NL 20	01.10.2025	22.09.2025		
SHK-NL 21	15.10.2025	06.10.2025		Ventilation & air conditioning
SHK-NL 22	29.10.2025	20.10.2025		
SHK-NL 23	12.11.2025	03.11.2025		
SHK-NL 24	26.11.2025	17.11.2025		Tools
SHK-NL 25	10.12.2025	01.12.2025		Sanitary technology
SHK-NL 26	22.12.2025	11.12.2025		

## Recipients:

Owners and plumbers and fitters  
in installation companies in the SHK trade

## Circulation:

3,444 Recipients

Openingrate net: 21.3%

(Quelle: Inxmail, Average per month July 2023 to June 2024)



## 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:**  
750.00 €

### Text ad



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

**Placement:**  
content

**Price:**  
620.00 €

### Medium rectangle

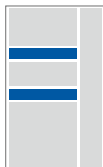


**Format:**  
300 x 250 px

**Placement:**  
content

**Price:**  
750.00 €

### Fullsize banner



**Format:**  
468 x 60 px

**Placement:**  
content

**Price:**  
500.00 €

### Skyscraper



**Format:**  
120 x 600 px

**Placement:**  
next to the  
content

**Price:**  
620.00 €

### Wide skyscraper



**Format:**  
160 x 600 px

**Placement:**  
next to  
the content

**Price:**  
750.00 €

### Newsletter takeover



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

**Placement:**  
content, exklusiv

**Price:**  
4,620.00 €

### Job offer



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

**Placement:**  
content

**Price:**  
620.00 €

### 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

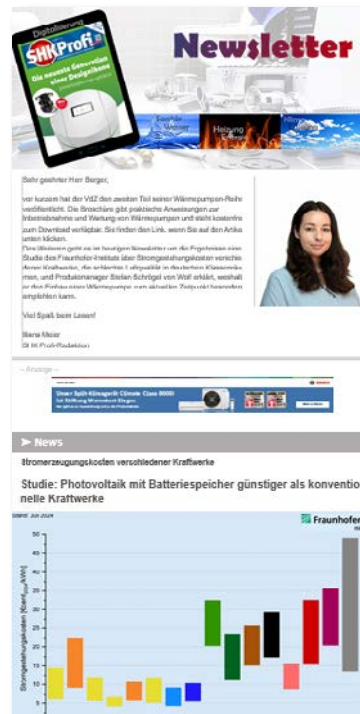
**Delivery address:** Please send the advertising material for your campaign to:  
[order.management@bauverlag.de](mailto:order.management@bauverlag.de)

**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:

- booked newsletter
- Customer name
- Order number
- Target URL
- Contact person for inquiries

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

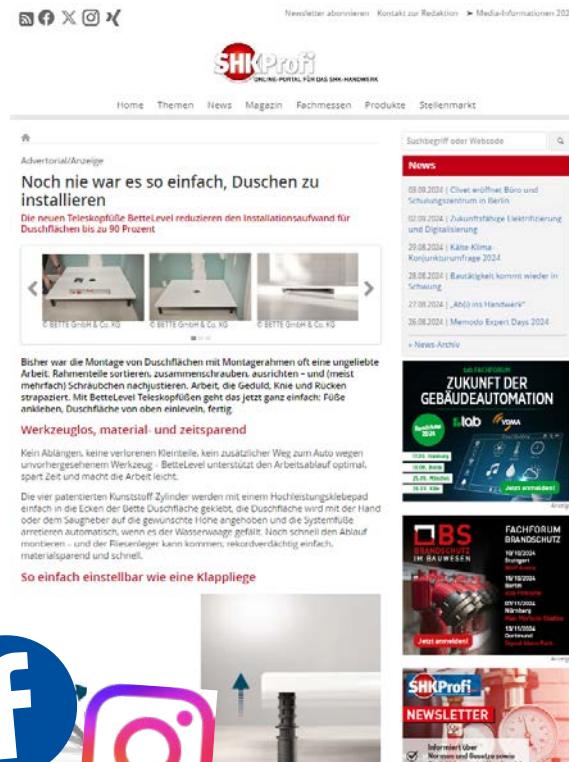


## Online advertorial

Show our users your 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](http://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 post via the Facebook fan page of [SHK Profi](#) with link to the online article

**Price: 2,968.00 € plus VAT.**  
(Price for 28 days / 4 weeks)



**Looking for something? Find it here!**

**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**

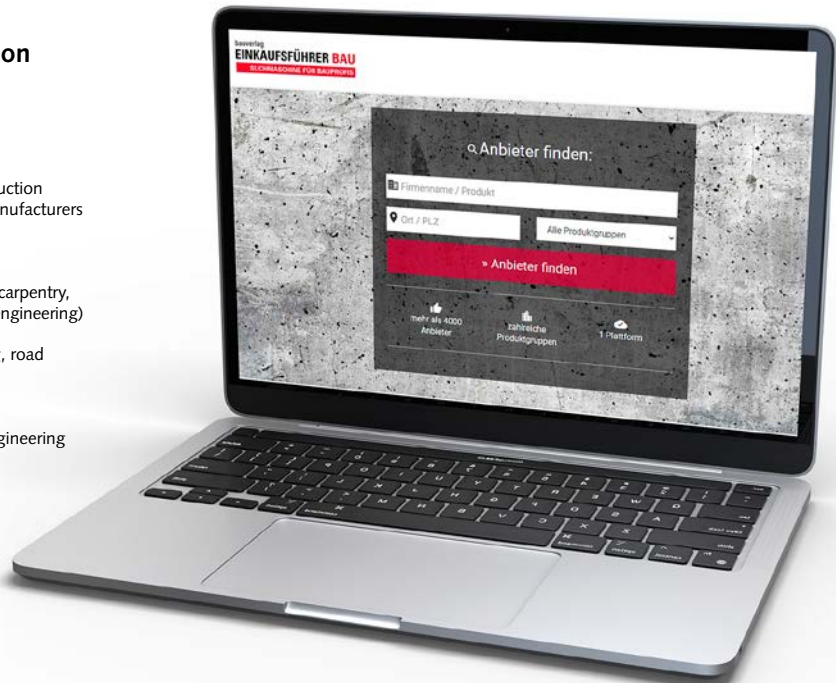
(construction machinery, construction materials, roofing materials, civil engineering supplies)

**FACILITY MANAGERS AND HOUSING ASSOCIATIONS**

**ARCHITECTS AND PLANNING & CONSTRUCTION ENGINEERS**

**Request a quote now!**

Narin Yelman  
Sales Manager  
Telefon: +49 5241 2151-4433  
E-Mail: [narin.yelman@bauverlag.de](mailto:narin.yelman@bauverlag.de)



# PORTFOLIO

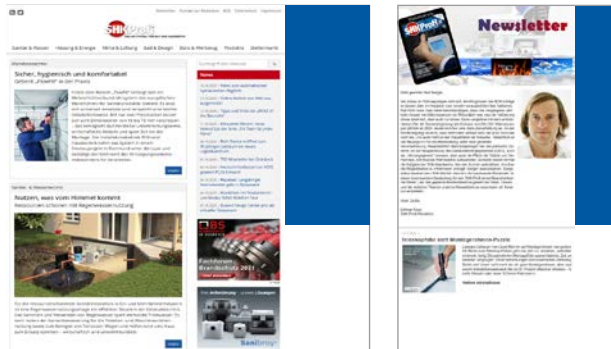
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Communication packages	30
Lead generation	31
Video-advertorial	32
Events	33
Creative	34



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: 1,897.20 € plus VAT.**

### Crossmedia product advertising package



Online advertorial on  
[www.SHK-Profi.de](http://www.SHK-Profi.de)

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

Duration 4 weeks  
**Price: 6,298.20 € plus VAT.**

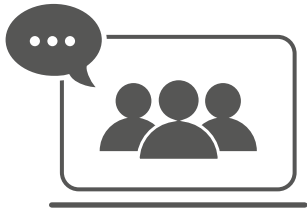
We will be happy to put together further packages with suitable digital and print formats for you on request.

## Gain valuable leads with the strong media brand SHK-Profimedia!

### Webinar

Choose an interesting topic, create an exciting presentation and have the webinar moderated by our expert **SHK-Profimedia** editorial team and organized by the experienced Bauverlag event team. You will receive the contact details of the participants.

**Price: 6,490.00 €\***



### Ask for our detailed information flyer!

\*Price plus 19% VAT.

Please note that we require a lead time of 8 weeks. You can find the general terms and conditions at <https://bauverlag.de/en/terms>.

### Whitepaper

Publish your neutral, technically sound information on a topic of interest to the target group in a useful white paper on **SHK-Profimedia.de**. Interested users order the white paper and you will receive the contact details afterwards.

**Price: on request**







### Video advertorials that will convince you!

Moving images attract attention. Content and products can be presented in a more lively and emotional way, making them easier to perceive.

In contrast to classic commercials, video advertorials convey information, tips or stories that appear valuable to the viewer while subtly promoting a product, service or brand.

The focus is often on providing the audience with useful content while raising awareness of the advertised brand, without the advertising taking center stage.

Bauverlag not only has access to the target group, but also the expertise to implement an individual storyline perfectly and tailor-made for the customer in the construction industry. The Bauverlag brands also provide neutrality and credibility for your communication goals.

### When will we realize our joint video project?

### Please contact us



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Director Video & Digital Services  
Phone: +49 5241 2151-3344  
E-Mail: [erdal.top@bauverlag.de](mailto:erdal.top@bauverlag.de)





## bau|||verlag Events

Networking für Architektur und Bau

**The portal for networking in architecture and the construction industry**

Bauverlag organizes and plans 85 events every year. These include in-house events such as congresses, trade fairs and specialist forums. In addition, customer events are designed, planned and carried out.

Our events offer you

- Networking and information transfer
- Contact with your target group and top decision-makers in architecture and the construction industry
- Neutral specialist presentations on trends and developments
- Intensive exchange of ideas and information
- In-depth information through accompanying trade exhibitions
- New, innovative discussion and presentation formats

**Expand your network. Take advantage of the professional exchange with colleagues and industry experts!**

### Please contact us



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Head of Events

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## Your partner for content marketing, individual communication solutions and networking

We support you in reaching your target group with something special. In close cooperation with our specialist editorial teams, we develop customized online and print formats as well as specialist events for you.

Bauverlag Creative offers you

- Supplements, brochures, white papers
- Websites and microsites
- Editorial videos and image films
- Social media content
- Moderation and event management

**Become visible. Use the reach and channels of Bauverlag!**

## Please contact us



**Christian Ippach**  
Bauverlag Creative  
Phone: +49 5241 2151-7799  
E-Mail: christian.ippach@bauverlag.de

# bau || jobs

One platform, six strong brands, hundreds of jobs

**bau || jobs** is the joint job market of IKZ, tab, SHK Profi, KKA Kälte Klima Aktuell, BS Brandschutz und Computer Spezial



Only the best jobs  
in our industry

Online price  
1,250.00 €  
plus VAT

# THE BAUVERLAG

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Location and management	36
Contacts	37
Other brands	39





**Building. Knowledge. Passion.**

Architecture / Processing & recycling / Building materials / Construction companies / Job market / Technical building equipment / Fabricators / Housing and real estate industry



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We will support your media plannings – just give us a call or send us an e-mail!



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