

besser planen. besser bauen. besser handeln.

MEDIA DATA 2026

Prices valid from 1 January 2026

Valid from 10/2025

All prices are exclusive of statutory value added tax. The General Terms and Conditions at werben.rudolf-mueller.de/agb apply. Subject to change without notice!

The Rudolf Müller brand world

We support you throughout the entire construction process

ausbau**praxis**.de

B+B Bauen im Bestand

BaumarktManager

BaustoffMarkt

BaustoffWissen

BIMWORLD
MUNICH

bmH bauen mit Holz

bfb barrierefrei bauen

DD/H Das Dachdecker-Handwerk

Der **Zimmermann**

F+P Fliesen und Platten

 **FeuerTrutz**

im immobilienmanager

KlempnerMagazin

M&T Metallhandwerk

M&T Schloss- und Beschlagmarkt

Mo|u|Se

Motorist

T+A Trockenbau und Ausbau

zunftschwestern

[Click here to view the offers.](#)

“

Names, data, opinions, background information, current developments – in the trade magazine BaustoffMarkt and on our website, you can find out what is important in the building materials industry today and tomorrow.

”



Monika Verspohl

Senior Management Programme,
BaustoffMarkt

Our channels for your communication



Digital

- baustoffmarkt-online.de
- News



Print

- BaustoffMarkt
- Baustoff-Jahrbuch



Event

- BaustoffMarkt Award
- Produkt des Jahres



Audio

- Podcast



Social media

- YouTube
- LinkedIn



Service

- Corporate media



Academy

- E-learning
- Baustoffkunde für den Praktiker
- Baustoffhandelskunde
- Online-Prüfung Fachverkäufer/-in im Baustoff-Fachhandel
- Webinars



Live/Video

- Round Table

Trade press evaluation LAE 2024

Trade media as most important source of information for decision-makers



Reach

Trade media reach a considerable number of decision-makers in companies. Around 3.5 million executives regularly use trade media for their professional information needs.



Usage behaviour

The survey shows that trade media are used intensively. On average, users spend 39 minutes per day reading trade journals and 35 minutes on trade websites.



Cross-media use

It is clear that the target group combines different media formats. Both print and digital trade media are used, with the use of digital formats increasing.



Source of information

Trade media are regarded as an important and trustworthy source of information for professional purposes. They play a central role in corporate decision-making.



Advertising impact

The study highlights the effectiveness of advertising in trade media. Advertisements in these media are perceived as relevant and useful, which leads to a high advertising impact.



Target group relevance

Trade media reach specific, high-quality target groups, in particular decision-makers and experts in various industries.

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BaustoffMarkt

The voice of the building materials industry

Relevance. Reach. Resonance.

Whether digital or printed, BaustoffMarkt is the leading magazine for decision-makers in the building materials trade. For over 50 years, we have been supporting the industry with clear insights and well-founded reporting, reaching the minds of the building materials trade.

Target group – our readership is top-class

Over 90% of the organised building materials trade in Germany is connected to us via the Federal Association BDB. In addition, there are decision-makers from the tile trade, DIY and home improvement markets, and the building materials industry – throughout the entire German-speaking region.

Official organ of the Federal Association of German Building Materials Retailers (BDB).

Our reach at a glance



Print:

2,461 copies



Online:

Ø 22,246 sessions / Ø 34,973 page views / month

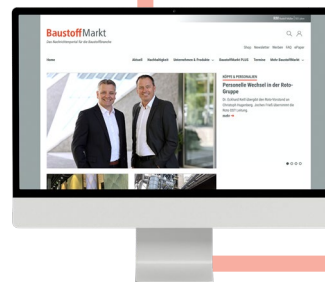
Average per month for the period September 2024–August 2025/Source: Google Analytics



Newsletter:

Ø 4,979 recipients, Ø open rate 57.23%

As of 04/09/25 / Source: Optimizely



PRINT

Analysis Print



Print run:
2,461 copies



Copies sold:
2,175 copies



Frequency
10 times a year



2026
58th year



Recipient structure analysis

Recipient groups	%	Copies
Wholesale of building materials + construction elements	33.7	784
DIY and home improvement stores	18.0	417
Trade intermediation	3.9	91
Building materials industry, manufacturers of building materials	11.6	270
Private individual/self-employed	10.8	251
Other sectors	22.0	510
Actual circulation (tva)	100.0	2,323

Distribution by postcode areas

Postcode	%	Copies
01000 – 09999	5.4	121
10000 – 19999	6.7	152
20,000 – 29,999	11.5	259
30,000 – 39,999	10.4	234
40,000 – 49,999	16.2	366
50,000 – 59,999	13.7	309
60,000 – 69,999	8.7	196
70,000 – 79,999	10.3	233
80,000 – 89,999	8.9	20
90,000 – 99,999	8.1	183
Actual circulation (tvA)		
Domestic	100	2,253

Survey method:

1. Method: Distribution analysis through file evaluation – total survey
2. Population: tvA 2,323 = 100%
3. Sample: Total survey
4. Target person of the study: not applicable
5. Survey period: August 2025
6. Conduct of the study: RM Rudolf Müller Medien

Topics and schedule

Issue no.	Publication date*	Advertising deadline**	Topics***	Advertising environment	Trade fairs/events
1/2	30.01.2026	12.01.2026	New Year survey: What specialist retailers expect for 2026 Follow-up report on the Allgäu Construction Congress	Roofing materials, windows, doors/gates, wall building materials,	DOMOTEX , 19-22.01.2026, Hanover Allgäu Construction Congress 14-16.01.2026, Oberstdorf
3	12.03.2026	20.02.2026	Round table discussion: AI on the construction site	Ceramic tiles, tile profiles, construction chemicals, floor coverings	
4	10.04.2026	19.03.2026	Corporate management Sustainability	Landscaping, drainage technology, tools	HOUSING CONSTRUCTION DAY April 2026, Berlin
5	11.05.2026	20.04.2026	Follow-up report on Housing Construction Day	Drywall construction, timber construction, lightweight construction, building boards, construction chemicals	
6	12.06.2026	21.05.2026	Research and development	Roofing materials, windows, doors/gates, wall building materials	

* Postal delivery

** Final date for receipt of orders for an issue

*** Subject to change

Topics and schedule

Issue No.	Publication date*	Advertising deadline**	Topics***	Advertising environment	Trade fairs/events
7/8	10.07.2026	22.06.2026	Specialist trade: Follow-up report Shareholders' meetings of cooperatives and associations Tile market in Italy: Facts and figures 2025/2026	Paints, interior design, plasters	
9	1.09.2026	12.08.2026	Trade fair preview: Nordbau 2026 Specialist trade: Summer interview with the BDB President Sustainability, Digitalisation	Landscaping, drainage technology, tools	NordBau , Neumünster, Sep. 2026 Cersaie , Sep. 2026, IT-Bologna Cevisama , September 2026, Valencia
10	12.10.2026	22.09.2026	Trade fair review: Nordbau 2026 Round Table	Drywall construction, timber construction, lightweight construction, building boards, construction chemicals	
11	13.11.2026	26.10.2026	Trade fair review: Cersaie 2026 Company management	Roofing materials, windows, doors/gates, wall building materials,	
12	11.12.2026	23.11.2026	Product of the Year: Presentation of the candidates Specialist trade: Follow-up report on the discussion group meeting of the building materials industry/BDB	Paints, interior finishing, plasters	BAU 2027 – World's leading trade fair for architecture, materials and systems: 11-15.01.2027, Munich

* Postal delivery

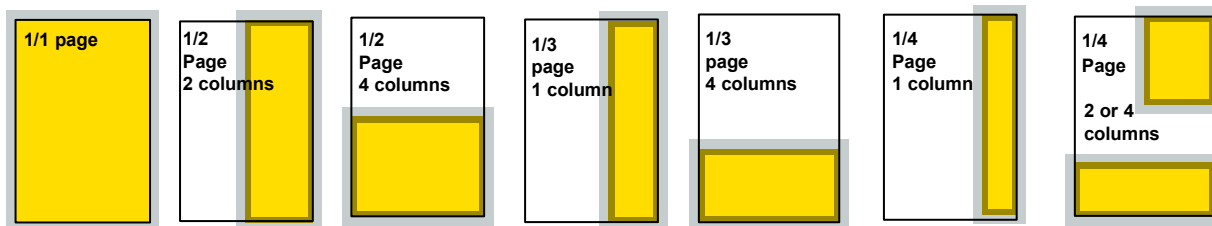
** Final date for receipt of orders for an issue

*** Subject to change

Advertising formats and prices

Print advertisements

Formats	Type area width x height	Bleed width x height (plus 3 mm bleed)	4c
1/1	188 x 267 mm	210 x 297 mm	€6,990
1/2 (2 columns)	92 x 267 mm	102 x 297 mm	€5,160
1/2 (4 columns)	188 x 131 mm	210 x 146 mm	€5,160
1/3 (1 column)	60 x 267 mm	70 x 297 mm	€3,690
1/3 (4 columns)	188 x 87 mm	210 x 103 mm	€3,690
1/4 (1 column)	44 x 267 mm	54 x 297 mm	€2,840
1/4 (2 columns, 4 columns)	92 x 131 mm, 188 x 63 mm	102 x 146 mm, 210 x 78 mm	€2,840



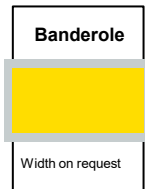
Booklet format: 210 × 297 mm

Advertisement format specifications:

- Type area format
- Net format
- Bleed format = net format plus 3 mm
- Bleed allowance all around

Advertising formats and prices

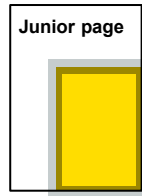
Special advertising formats



Banderole

- Height:
at least 100 mm
maximum 200 mm

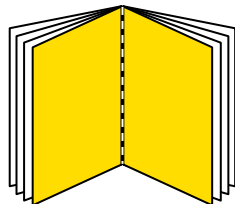
Advertisement price:
Price on request



Junior page

140 × 185 mm
150 × 200 mm

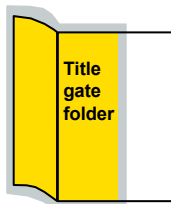
Advertisement price:
4-colour: €5,600



Supplement

Specifications can be found under
"Technical specifications for print"

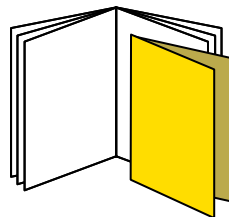
Advertisement price:
2 pages,
Paper weight up to 150 g/m²: €6,050
Two-page inserts on request



Title gate folder

Fold-out title page; advertising space on the inside flap and the title page area covered by the flap (formats on request)

Advertisement price:
4-colour: €11,520



Insert

- 200 × 290 mm
- Specifications can be found under
"Technical specifications print"

Advertisement price:
Up to 25 g per thousand: €680
More than 25 g on request

Placements

Format	4-colour (Euro)
2nd/4th cover page	7,690
1/2 page, 2 columns, next to contents	6,180

For other binding placement requirements: 10% surcharge on 4c price

Information on delivery for advertising materials such as inserts, supplements, booklets, tip-on cards and other printed materials can be found at werben.rudolf-mueller.de/lieferanschriften-werbemittel-print/

Magazine format: 210 × 297 mm, advertisement format specifications: ■ Type area format, ■ net format, ■ bleed format = net format plus 3 mm bleed allowance all around

Discount scales

Item and combination discounts

Property discounts:

Number	Discount	Quantity	Discount
3x	5%	3 pages	5%
6x	10%	5 pages	10%
9x	15%	9 pages	15%
12x	18%	12 pages	18%
18x	20%	18 pages	20%

Combination discounts*

Number	Discount	Quantity	Discount
4x	3%	4 pages	5%
6x	5%	6 pages	8%
12x	8%	9 pages	10%
15x	10%	14 pages	15%
18x	15%	20 pages	18%
24x	18%	24 pages	20%
30x	20%		

Supplements, classified advertisements and technical additional costs are not discounted.

Terms of payment: Payment within 10 days of the invoice date with a 2% discount, or within 30 days of the invoice date net.

VAT ID No. DE 812116132 Alternatively, payment can be collected by direct debit by prior agreement.

Bank details:

RM Rudolf Müller Medien GmbH & Co.KG
Sparkasse KölnBonn
IBAN DE10 3705 0198 0056 0229 73
BIC COLSDE33XXX

BaustoffMarkt

RM Rudolf Müller

*All specialist titles from the Rudolf Müller Media Group can be combined with each other

Cover advertisement

Maximum attention at first glance

An advertisement on the front page conveys your message at first glance - with maximum impact. Present your top products in an exclusive environment and strengthen your brand presence in an eye-catching way.

- **Immediate reach:** your advert is the first thing that catches the eye and attracts everyone's attention.
- **Maximum attention:** The front page is the best place to put your message – visible to everyone.
- **Exclusivity:** See your brand as an absolute eye-catcher on the most prestigious page and gain an advantage over the competition.
- **Targeted approach:** The front page is seen by a wide readership, allowing you to reach your target group directly and effectively.

Showcase your best products and solutions perfectly and give your brand the space it deserves! Become our cover star and stand out from the rest – your customers will thank you for it.

Advertisement price: €8,630

[Click here for technical specifications](#)



Example: Building materials market 1.2025

BaustoffMarkt

RM Rudolf Müller

Picture of the month

A big stage for big moments

Our new highlight format, "Picture of the Month," puts your project or product in the spotlight in an impressive way: as a double page or 1/1 page with a full-page motif and a small text box for claims and key facts, marked as an advertisement. The prime placement on pages 4 and 5 ensures maximum attention, high brand impact and a credible reference - ideal for launches, milestones and best practice stories.

Only one slot per issue; motif approval reserved.

Advertisement prices:

Double page ----- €9,786

1/1 page ----- €4,893



Source: Sample Rudolf Müller

Print advertorial

Advertisement in editorial style

Scope of services:

- Layout and typesetting by graphics team
- Company address and logo (optional)
- No pagination or columns
- Marked as advertisement
- Font and font size as well as number of columns as in editorial section

Advertisement prices:

1/1 page, 4-colour ----- €8,370

1/2 page, 4-colour ----- €6,200



Product advertorial

Present your product across multiple media

Use our product advertorial for an eye-catching, cross-media presence in the style of an editorial article. Present your target groups with the latest, most innovative and most sustainable products in the trade journal and on its website.

- **Scope of services:**
 - A four-colour product advertorial in the Products section in the format of a ¼ page, 92 mm wide x 131 mm high
 - Text advertisement with a product photo, including link and optional QR code
 - Additional publication on the website parallel to the print edition
 - 1 proof included

Advertisement price:

1/4 page, 4-colour ----- €970



BaustoffMarkt

RM Rudolf Müller

Building Materials Yearbook 2026/2027

Special publication



Das Baustoff-Jahrbuch is an indispensable reference work for the building materials industry. Decision-makers and executives will find comprehensive information on important data, facts and background information here. Renowned specialist authors highlight the latest trends and offer valuable insights into a dynamic industry that is also of great interest to multipliers such as politicians and banks.



The annual review summarises the most important events and topics from the work of the Federal Association of German Building Materials Traders (BDB) and the Building Materials Industry/BDB Discussion Group.

The service section provides you with clear basic data and forecasts for the construction industry.



The BDB presents the Baustoff-Jahrbuch to its association members every year, meaning that this standard work achieves almost 100% market coverage among decision-makers in the building materials trade. The reference book contains the BDB's current performance statistics and thus receives the greatest possible attention.

Advertisement prices and formats

Format	Width x height mm	Price €
1/1	188 x 267	3,550
1/2	188 x 131	1,790
	92 x 267	

Format	Width x Height mm	Price €
Marketplace S	44 x 30	190
Marketplace M	44 x 60	290
Marketplace L	44 x 90	590

[Click here for technical specifications.](#)



Frequency:

Once a year, October 10, 2026

Deadlines:

Advertisement deadline

August 3, 2026

Print documents by

August 10, 2026

BaustoffMarkt

RM Rudolf Müller

Product of the Year 2026/2027

Special publication

Every year, BaustoffMarkt presents its readers with the latest product innovations. The products are published on special pages in BaustoffMarkt 12/2026 and on baustoffmarkt-online.de.

The winning products in each category are selected by an independent, qualified jury of experts, receive the industry-renowned "BaustoffMarkt/BaustoffWissen Product of the Year" award and can use the winner's logo in their marketing communications for one year.

Services:

- Publication in the special edition (1/4 page format) and on www.baustoffmarkt-online.de, as well as in the digital edition optimised for PCs, laptops and mobile devices [iOS]
- Participation in the "Product of the Year" competition
- Prize and winner's logo for the first-place winners in each category

Submission deadline: 23.11.2026

Publication date: 11.12.2026 of the participating products

Special newsletter: Month 01/2027 (premium package)

Award ceremony: March 2027

Publication in BaustoffMarkt: 3/2027

Submission fee: starting from €900

[Click here for further details.](#)



BaustoffMarkt

RM Rudolf Müller

DIGITAL – Website

Website

baustoffmarkt-online.de has been the online news portal for the building materials industry for more than ten years. Like the business magazine BaustoffMarkt, the news portal with its distinctive profile offers valuable assistance in securing the necessary information advantage for managers in the building materials industry.

To this end, it publishes daily news from the industry and summarises it twice a week in a newsletter. In addition, the news portal offers a wide range of opportunities to learn more about the world of building materials.

Target group: Management, company boards, purchasing and executive levels in the building materials trade, industry, tile and wood trade, and DIY and home improvement markets.

 **Online:**

 Ø 22,246 sessions

 Ø 34,973 page views / month

Average per month for the period September 2024 - August 2025/Source: Google Analytics

[Click here for technical details.](#)



BaustoffMarkt

RM Rudolf Müller

Website

Advertising formats and prices, display



XXL Super Banner Header/Footer

Format: 1,280 x 180 px

Advertisement price (4 weeks): €1,900

Billboard

Format: 970 x 250 px

Advertisement price (4 weeks): €2,610



Super banner header/footer

Format: 728 x 90 px

Advertisement price (4 weeks): €1,590

Content ad

Format: 300 x 250 px

Advertisement price (4 weeks): €1,420



Wide skyscraper

Format: 160 x 600 px

Advertisement price (4 weeks): €1,290

Skyscraper

Format: 120 x 600 px

Advertisement price (4 weeks): €1,000



Fireplace

Sky left/Sky right/Head banner

Formats:

120x600 px

120x600 px

1,520x90 px

Advertisement price (4 weeks): €3,390



Takeover ad

Fireplace + Billboard

Advertisement price (4 weeks): €3,420

[Click here for technical specifications](#)

Discounts:

12 weeks – 5%

36 weeks – 15%

Cross-platform online campaigns

24 weeks – 10%

48 weeks – 20%

are possible.

[Click here to visit the website.](#)

BaustoffMarkt

RM Rudolf Müller

Website

Native advertising: visibility with editorial relevance

Your content deserves full attention - right where your target group is looking for solutions. Our native advertising formats showcase your message to best effect in the editorial environment of high-quality trade media.

How you benefit:

- Strengthen your professional authority through editorial credibility
- Position yourself as an expert and problem solver in your field
- Achieve maximum relevance with content that has the look and feel of editorial articles
- Strengthen brand perception and trust in your company in the long term
- *Optional and at an additional cost:*
Our programme teams review and optimise your editorial content.
Extend your campaign digitally – with landing pages that can be found permanently.



Your delivered content will be published 1:1 and marked as **sponsored content**.

BaustoffMarkt

RM Rudolf Müller

Website

Native advertising: visibility with editorial relevance

Scope of services:

Teaser on start or category page

- Headline: max. 45 characters
- Teaser text: max. 150 characters
- Image: jpg, format 16:9, min. 72 dpi with image credit

Landing page

- Text: 2,500–3,000 characters including spaces
- Images: up to 5 motifs (jpg, format 16:9, 300 dpi with image credits)
- Integratable response elements: maximum of 2 (e.g. links or calls to action)
- Duration: 4 weeks prominently placed, landing page online for 12 months
- Labelled as **sponsored content**

Advertisement price: €1,730

Upgrade: Online advertorial plus

- Includes additional teaser in the newsletter (same text and image format as the online teaser)

Advertisement price: €1,870



Further information at
werben.rudolf-mueller.de/service

Social ads

Social posts become digital advertisements

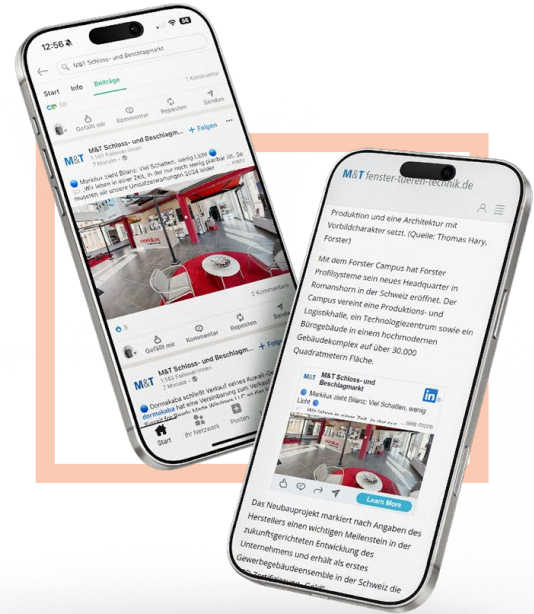
With just one click, we transform social media posts into digital ads on our established platforms.

This works with all formats (stories, carousel posts, videos, photos) from all social media channels (e.g. Facebook, Instagram, LinkedIn).

All you need is the URL of the social media post, which is then displayed as digital advertising on the websites. Innovative AI tools in the background continuously optimise the campaign, increasing the click-through rate (CTR) by an average of 20%.

Your advantages at a glance:

- Reach new audiences in trusted environments with higher engagement than social media feeds.
- Use approved brand creatives to launch campaigns faster and win over audiences outside of social media.
- Benefit from an attention-grabbing, mobile-optimised format that is very well received by users.



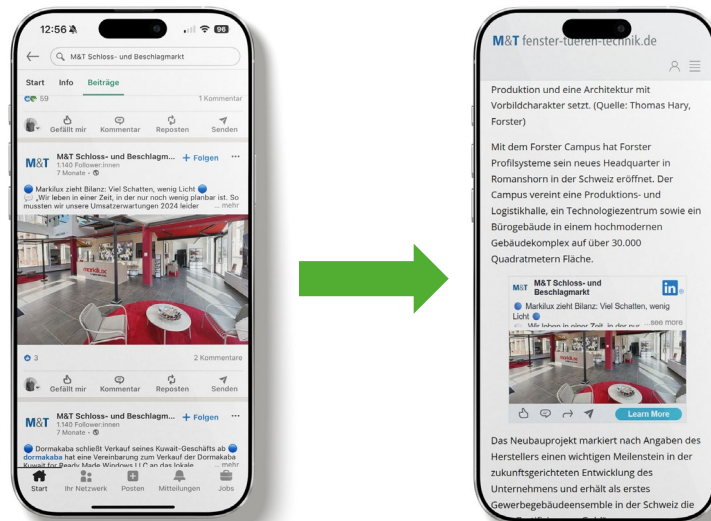
Social ads

Social posts become digital advertisements

Offer:

- **Display:** Cross-digital (desktop, tablet, mobile)
- **Duration:** from 4 weeks
- **Motive change:** Up to four different social posts can be published within a four-week term

Advertisement price: €1,750



DIGITAL – NEWSLETTER

Newsletter

Various presentation options

Fast, direct and relevant:

The BaustoffMarkt newsletter provides information on the latest developments in the **building materials industry**. Like our **trade magazine BaustoffMarkt**, it also offers you the necessary information advantage online. With an advertisement, you can reach specialist decision-makers where they regularly obtain information – in the protected and trustworthy environment of their inbox.

Your advantages at a glance:

- High visibility among a qualified specialist target group
- Above-average open and click rates thanks to editorial relevance
- Direct access to decision-makers in planning, consulting and public authorities
- Efficient lead generation through clearly placed calls to action
- Wide reach & GDPR-compliant thanks to double opt-in verified recipient lists

Target group:

Management, board members, purchasing and executives: building materials, tiles and wood trade, and industry, as well as DIY and home improvement stores.



 **Publication frequency:** Tuesdays and Fridays

 **Ø 4,979 recipients, Ø open rate 57.23%**
As of: 04.09.25 / Source: Optimizely

Newsletter

Various options for your presentation

BaustoffMarkt



Leaderboard

Placement below editorial content

620 × 90 pixels

Price: €1,800



Newsletter advertisement

Headline max. 45 characters, text max. 300 characters plus link, image jpg. Min. 72 dpi in 16:9 format

or

Banner: 598 x 80 pixels

Price: €1,000



Content ad

300 × 250 pixels

Price: €1,300



Booking and data delivery:

- For newsletters, five working days before the dispatch date.
- For stand-alone newsletters, 15 working days before the dispatch date.

[Click here for technical specifications.](#)

Stand-alone newsletters

Your message delivered directly to your target group's inbox

BaustoffMarkt

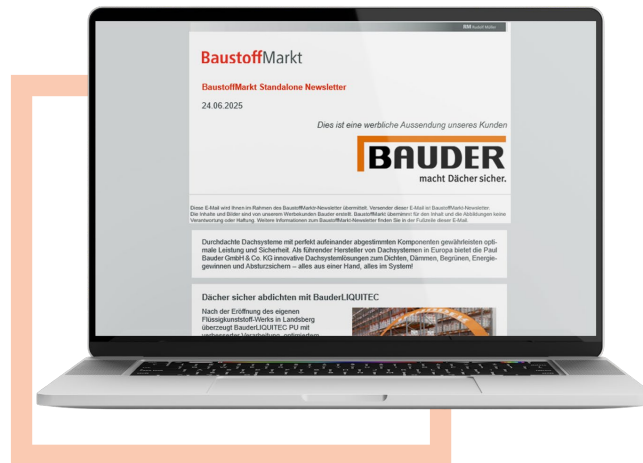


Stand-alone newsletter

Introductory text max. 400 characters; up to four news items with headline max. 45 characters, text max. 300 characters and image, jpg, min. 72 dpi in image size, 16:9

Dispatch date by arrangement.

Price: €4,500



Booking and data delivery:

- For newsletters, five working days before dispatch date.
- For stand-alone newsletters, 15 working days before the shipping date.

[Click here for technical specifications](#)

BaustoffMarkt

RM Rudolf Müller

CORPORATE MEDIA

Corporate media

Your message. Your medium. Your stage.

Would you like to create your own customer media or tailor your message to suit a range of media? We work with you to develop formats that deliver results – with strong editorial content, high-quality design and precisely tailored to your goals.

Our range of services for your corporate communication:

- **Print:** Pockets, customer magazines, supplements
- **Digital:** Microsites, webinars, e-magazines, podcasts, apps
- **Events:** Editorial conception and media support for live and digital events
- **Consulting:** Strategy workshops, market research, content positioning

Your added value:

You determine the message – we provide the right stage. From the initial idea to implementation, we support you with our specialist media expertise and industry knowledge. You also benefit from our established network when it comes to targeted delivery to high-quality B2B target groups.

The retail podcast

„Handel im Ohr“

With its trade podcast, BaustoffMarkt – together with BaumarktManager – is making use of a new and innovative communication channel in a familiar and useful way, bringing industry topics to its audience in a very fresh and modern way, even outside business hours.

The trade podcast focuses on the challenges facing the industry in a relaxed series and, together with selected guests, provides answers to pressing questions in the building materials trade sector. The aim is to introduce people from the industry, but also to address current topics, offer practical assistance and provide inspiration through practical examples, encouraging implementation.



Audience:

Decision-makers and multipliers in the building materials trade sector

Dates:

By arrangement, 20-40 minutes per episode

Channels:

In addition to relevant RM websites, the podcast is also available on Spotify and Apple Podcasts, as well as smaller podcast hosts

Advertising and participation opportunities:

Join us and present yourself with your own podcast episode:

Corporate partner price per episode: €4,500

Round table

Opinions and viewpoints

With the BaustoffMarkt Round Table discussions, we offer an exclusive and interactive event format for the building materials industry. The Round Tables address a wide range of topics and facilitate brief, intensive discussions. The number of participants is limited to 4-5 people and includes a representative from the BaustoffMarkt editorial team, an expert and market participants from the building materials trade.

For market partners, exclusive sponsorship of the Round Table offers the opportunity to present and discuss opinions and viewpoints on current topics in the building materials industry. Participation in the Round Table (topics to be agreed in advance with the BaustoffMarkt editorial team)

- Inclusion of the exclusive sponsor in print (up to 4 pages), digital and social media coverage (wide distribution and attention within the industry)
- Rights to use the Round Table video material for your own channels
- The Round Table can take place at your premises or at the publishing house in Cologne

Audience:

Decision-makers and multipliers in the building materials trade sector

Dates:

Topics by arrangement, approx. 45 minutes

Channels:

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