

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

ausbaupraxis.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.](#)

“

BaumarktManager has been covering the DIY trade for over 55 years, documenting and commenting on developments in the construction and DIY market. Thanks to its established market position, technical expertise and journalistic thoroughness, it is highly regarded by all stakeholders in the industry as an important media partner.

”



Markus Howest

Senior Management Programme,
BaumarktManager

Our channels for your communication



Digital

- www.baumarktmanager.de
- Corporate Sites
- Newsletter



Print

- BaumarktManager
- BaumarktManager Produkt des Jahres



Audio

- Podcast



Social Media

- LinkedIn
- Facebook



Service

- Corporate media

Trade press evaluation LAE 2024

Trade media are the 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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BaumarktManager

Your stage for decision-makers in the DIY trade

Trade. Inspiration. Insights.

BaumarktManager is the B2B and decision-maker magazine for the German DIY and gardening industry. Anyone who wants to know what is driving the market – whether new products, concepts or minds – will find what they are looking for here. Our editorial team provides exclusive analyses, in-depth background information and future-oriented topics ranging from sustainability to digitalisation.

Target group

Board members, managing directors and purchasing, sales and marketing managers from DIY and garden centres, specialist retailers, industry and industry-related service companies.

Our reach at a glance:

 **Print:** 5,296 copies 

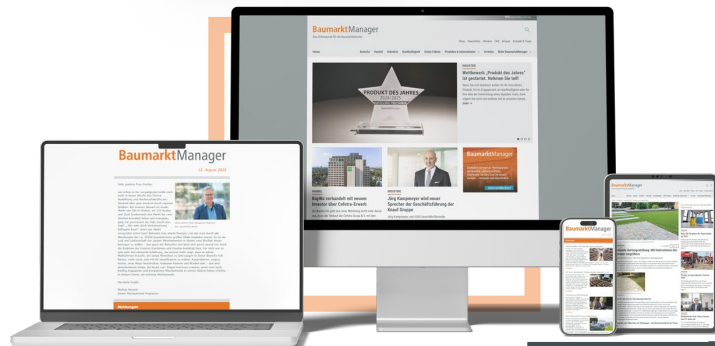
 **Online:** Ø 16,504 sessions / Ø 23,417 page views per month*

 **Newsletter:** 2,714 recipients 09/25, Ø open rate 33.27%

 **Targeting:** Decision-makers in management, purchasing and sales

*Source: Google Analytics 01.09.2024 – 31.08.2025

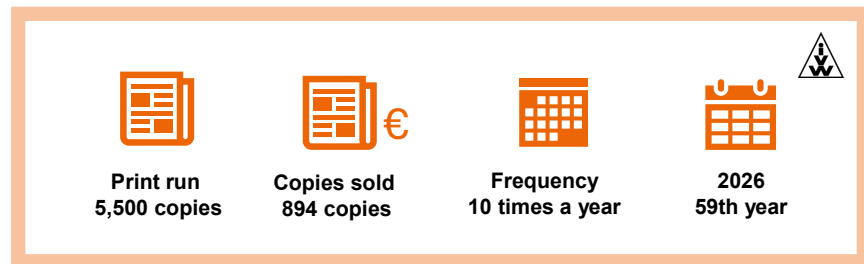
BaumarktManager



RM Rudolf Müller

PRINT

Print analysis



Recipient structure analysis

Recipient groups	Share of circulation (tvA)	
	%	Copies
DIY and home improvement stores, retail	40.6	2,148
Building materials wholesalers	19.8	1,049
Garden centres, garden retail	10.2	542
Construction/fitting trade and other sectors	9.8	520
Wholesale trade in DIY products	9.2	484
Manufacture of DIY products	7.7	410
Trade intermediaries	2.7	143
Actual circulation (tvA)	100.00	5,296

Circulation by postcode area

Postcode	%	Copies
01000 – 09999	7.6	394
10000 – 19999	6.6	345
20,000 – 29,999	11.1	581
30,000 – 39,999	11.8	613
40,000 – 49,999	14.0	730
50,000 – 59,999	10.8	564
60,000 – 69,999	7.7	402
70,000 – 79,999	10.3	538
80,000 – 89,999	10.2	533
90,000 – 99,999	9.8	512
Circulation (tvA) Domestic	100.0	5,212

Survey method:

1. Method: Distribution analysis through file evaluation – total survey
2. Population: tvA 5,296 = 100%
3. Sample: Total survey
4. Target person of the survey: 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**	Editorial deadline	Editorial deadline	Topics***	Advertising environment	Trade fairs/events
Baumarkt Manager Online	from 01.01.2026				baumarktmanager.de: TOP topic: Sustainability	Ecological products for construction, insulation materials, plasters, paints, resource-saving building materials, selected products	
1/2	28.01.2026	08.01.2026	19.12.2025	19.12.2025	Focus topic: Designing floors and walls Floor coverings: parquet, laminate, vinyl, cork, tiles, designer floors Construction chemicals: Levelling compounds and fillers Walls: plaster, paints and varnishes, creative coatings Sustainable floor coverings Digitalisation: personalisation in online shops Trade fairs: Heimtextil, Domotex, IPM	Floor coverings & tiles, profiles, insulation, materials and tools, paints and varnishes, wallpaper and wall coverings, painting tools and accessories	Heimtextil 13.–16.01.2026, Frankfurt DOMOTEX 19.–22.01.2026, Hanover IPM 27.–30.01.2026, Essen Ambiente 06.–10.02.2026, Frankfurt Christmasworld 06.–10.02.2026, Frankfurt Creativeworld 06.–09.02.2026, Frankfurt
3	25.02.2026	05.02.2026	16.01.2026	16.01.2026	Focus topic: Cleaning, care, organisation Removing dust and dirt: cleaning and care equipment Cleaning and care: oils, lubricants and cleaning agents Storing and keeping things tidy: baskets, boxes, containers Sustainable cleaning agents Personnel management: training and skills shortages Trade fair: Eisenwarenmesse – International Hardware Fair	Cleaning, polishing and care products as well as small aids (cloths, rags, sponges) and larger appliances (vacuum cleaners and high-pressure cleaners), everything to do with laundry and drying, storage space, storage and waste, transport, car care and maintenance	Eisenwarenmesse – International Hardware Fair 03.–06.03.2026, Cologne Light + Building 08.–13.03.2026, Frankfurt

* Postal delivery

** Final date for receipt of orders for an issue

*** Subject to change

Topics and schedule

Issue No.	Publication date*	Advertising deadline**	Editorial deadline	Editorial deadline	Topics***	Advertising environment	Trade fairs/events
4	25.03.2026	05.03.2026	13.02.2026	13.02.2026	Focus topic: Setting up a workshop DIY equipment: Hand and power tools PPE: Work clothing and protective equipment Organisation: Materials, workbench, storage space Services: From click & collect to machine rental	Machines and machine accessories (cordless screwdrivers, drills); construction machinery and equipment (concrete mixers, wheelbarrows, earth augers); hand tools (sockets and spanners, cutting tools, saws); workshop equipment (tool walls, workshop cabinets and shelves); Workwear and occupational safety; ladders, steps and scaffolding	HANNOVER MESSE 20.–24.04.2026, Hanover
5	23.04.2026	01.04.2026	13.03.2026	13.03.2026	Focus topic: Lighting in houses and flats Electrical infrastructure: Electrical installation, cables, wiring, switches Lighting: solar lights, LED technology, lamps Smart homes: IT technology, burglary protection, intercom systems Smart lighting Marketing: Campaign planning, target group analysis, digital tools	Indoor and outdoor lighting, construction spotlights and workshop lighting, light bulbs, torches, batteries and rechargeable batteries; Cables and cable protection (cables, wires, cable ducts, sockets); Electrical safety (smoke detectors, door intercoms and alarm systems); Electrical installation (fuses, switch boxes, cable fastenings); Smart home systems and devices	
6	28.05.2026	06.05.2026	17.04.2026	17.04.2026	Focus topic: Garden maintenance Tools and machines: spades, saws, robotic lawnmowers Garden irrigation: smart systems, sprayers and pumps Green living: plants, fertilisers, soil, plant protection products Sustainability: measures for CO ² -reduced management Trade fair: spoga+gafa Event: Global DIY Summit	Garden machinery (lawnmowers, robotic mowers, scarifiers, grass trimmers), garden tools and equipment (hedge trimmers, grass shears, shrub shears, spades), garden irrigation (irrigation systems, pumps, sprayers, hoses, rain barrels and cisterns), Live plants (garden, outdoor and container plants, fruit, vegetables), Lawn and seeds (growing accessories, turf, seeds, artificial turf, seeds), Soil and fertiliser	spoga+gafa 22.–24.06.2026, Cologne Global DIY Summit 16.–18.06.2026, Amsterdam, Netherlands

* 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	24.06.2026	03.06.2026	Focus topic: Refurbishment, renovation, modernisation Painting and design: interior design and paint Energy efficiency: façades and insulation materials House openings: windows, doors, gates Focus topic: Building and designing with wood Materials: wood and wood-based materials Value retention: wood protection and care Construction aids: Wood joints and woodworking tools Sustainable products Digitalisation: supply chain management, from shopfitting to logistics, master data for goods tracking Trade fair: spoga+gafa Event: Global DIY Summit	Building materials (plaster, mortar, cement, construction foams, construction panels), insulation materials (attic, basement ceiling and interior insulation), Windows and doors, wood (construction timber, mouldings, OSB boards, frames, furniture construction), hardware (fastening technology, fittings, profiles and sheet metal), wood care (wood stain, wood varnish, weatherproof paint, wood oil, wood wax)	
9	26.08.2026	06.08.2026	Focus topic: Garden furnishings Decorations: garden furniture/sheds, garden lighting Outdoor kitchen: Barbecues and barbecue accessories Garden building materials: terraces, paths, fences, walls Sustainable products Digitalisation: price management software	Garden furniture (tables, chairs, benches, sun loungers, lounge furniture), garden sheds and carports, garden fences and privacy screens, pools and sun protection, barbecues and barbecue accessories, decking and tiles	Cersaie 22.–26.09.2026, IT-Bologna
10	23.09.2026	03.09.2026	Focus topic: Sustainable products Healthy living: Paints and varnishes, plant protection Organic building materials: Ecological construction Turning old into new: upcycling, recycling Expansion: fact check for DIY stores	All DIY store-related products and product ranges, in particular paints and varnishes, floor and wall coverings, building materials, cleaning and care products, plastic products, plant protection products and fertilisers, peat-free soils and substrates, solar and photovoltaics, heating systems	

* Postal delivery

** Deadline for receipt of orders for an issue

*** Subject to change

Topics and schedule

Issue No.	Publication date*	Advertising deadline**	Editorial deadline	Editorial deadline	Topics***	Advertising environment	Trade fairs/events
Newsletter	15.10.2026	06.10.2026			TOP TOPIC Newsletter: Sustainability – Resource-saving products that are currently trending	Ecological products for construction: insulation materials, plasters, paints, etc.	
11	28.10.2026	08.10.2026	18.09.2026	18.09.2026	Focus topic: Sanitary facilities, heating, air conditioning Installation: Plumbing and bathrooms, saunas Air conditioning units and fans Heating and cooling technology: heating systems, air conditioning systems, solar systems Classic products: Fireplaces and pellet stoves, gas heaters Sustainable products Event: BHB Congress Event: IVG Forum Gartenmarkt	Bathrooms and sanitary ware (bathroom fittings, bathroom ceramics, bathroom furniture, mirrors, bathtubs, whirlpools, shower cubicles), saunas and sauna accessories, heating, air conditioning and ventilation (air conditioning systems, ventilation systems, fireplaces, stoves)	IVG Forum Gartenmarkt November 2026, Düsseldorf
12	25.11.2026	05.11.2026	16.10.2026	16.10.2026	Focus topic: Car accessories, camping and leisure equipment Safety and equipment: Everything for your bicycle Car care and accessories: roof racks, tyre storage, charging stations Decorating and design: frames, covers, curtains Omnichannel: The future of retail stores Event: BHB-Kongress	Car care, car spare parts, car tools Bicycles and accessories, Decor and home trends (curtains, cushions, tablecloths), wall decorations, camping furniture and accessories	BHB-Kongress 24.–26.11.2026, Bonn
	25.11.2026	15.10.2026			Products of the Year 2026/2027: Publication of market overview including call for entries for the "Product of the Year" award		

* Postal delivery

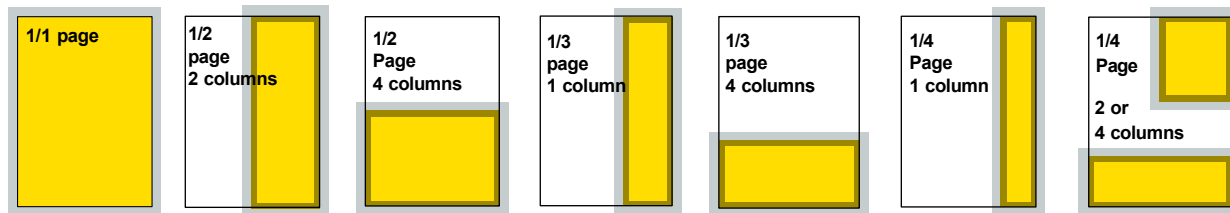
** Deadline for receiving orders for an issue

*** Subject to change

Advertising formats and prices

Print advertisements

Formats	Type area width × height	Bleed width × height (plus 3 mm bleed)	4c
1/1	188 × 267 mm	210 × 297 mm	€9,780
1/2 (2 columns)	92 × 267 mm	102 × 297 mm	€6,980
1/2 (4 columns)	188 × 131 mm	210 × 146 mm	€6,980
1/3 (1 column)	60 × 267 mm	70 × 297 mm	€5,080
1/3 (4 columns)	188 × 87 mm	210 × 102 mm	€5,080
1/4 (1 column)	44 × 267 mm	54 × 297 mm	€3,840
1/4 (2 columns, 4 columns)	92 × 131 / 188 × 63 mm	102 × 146 / 210 × 78 mm	€3,840



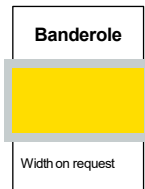
Booklet format: 210 × 297 mm

Advertisement format specifications:

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

Advertising formats and prices

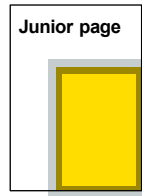
Special advertising formats



Banderole

■ Height:
minimum 100 mm
maximum 200 mm

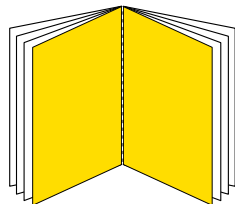
Advertisement price:
Price on request



Junior page

140 × 185 mm
150 × 200 mm

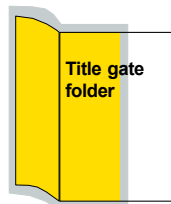
Advertisement price:
4-colour: €8,590



Supplement

Specifications can be found at
"Technical specifications for print"

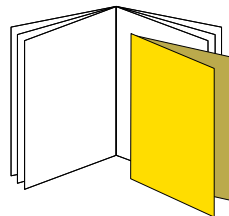
Advertisement price:
2 pages,
Paper weight up to 150 g/m²: €7,130
Two-page inserts on request



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: €16,130



Insert

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

Advertisement price:
Up to 25 g per thousand: €700
More than 25 g on request

Placements

Format	4-colour (€)
2nd/4th cover page:	€10,750
1/2 page, 2 columns, next to contents:	€7,480
For other binding placement requirements:	10% surcharge on 4c price

Information on delivery for advertising materials such as inserts, booklets, tip-on cards and other printed products 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%

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

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%		

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:

Sparkasse KölnBonn
IBAN DE93 3705 0198 0056 0829 77
BIC COLSDE33XXX

Picture of the month

A big stage for powerful moments

Our new highlight format, "Picture of the Month," puts your project or product in the spotlight: as a double-page spread or 1/1 page with a full-page motif and a small text box for your claim 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.

Prices:

Double page	€13,690
1/1 page	€6,850



Source: Sample Rudolf Müller

RM Rudolf Müller

Print advertorial

Advertisement with an editorial look

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	€11,900
1/2 page, 4-colour	€8,440



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 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 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 €860



Product of the Year 2026/2027

Special publication

Every year, BaumarktManager presents its readers with the latest product innovations. The products are published across multiple media in a special edition of BaumarktManager 12/2026 and on baumarktmanager.de.

The winning products in each category are selected by an independent, qualified jury of experts, receive the industry-renowned "BaumarktManager 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 or 1/2 page format) and on www.baumarktmanager.de.
- On request, publication in the special newsletter in January 2027.
- 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 winners in each category

Eligibility requirements:

All products from the categories Technology + Workshop, Home, Garden + Leisure, Construction and Smart Home + Digital Tools that are either improved or newly introduced in 2026 are eligible to participate.

Submission deadline: 15.10.2026

Publication date: 25.11.2026

Special newsletter: January 2027

Award ceremony: March 2027

[Click here for further details.](#)

Submission fee: from €860



DIGITAL – Website

Website

baumarktmanager.de is the independent online platform with a wide reach for the German DIY and gardening industry in the B2B sector. The programme management team publishes the most important news from trade, industry and industry-related service providers on a daily basis, often exclusively.

Market data, including information on new DIY store and garden centre openings, and event listings complement the digital information offering. As in the printed magazine, BaumarktManager.de also places particular emphasis on reporting on manufacturers and retailers in the gardening industry in its "Grüne Fakten" section.

Target group: Board members, management/executives from purchasing, sales, marketing and category management in DIY and garden centres, manufacturers and service providers; IT and logistics managers, independent companies, branch and sales staff.

Online:

 Ø 16,504 sessions/month

 Ø 23,417 page views/month

[Click here for technical details.](#)



BaumarktManager

RM Rudolf Müller

Website

Advertising formats and prices, display



XXL Super Banner Header/Footer

Format: 1,280 × 180 px

Advertisement price (4 weeks): €3,470

Billboard

Format: 970 × 250 px

Advertisement price (4 weeks): €3,890



Super banner header/footer

Format: 728 × 90 px

Advertisement price (4 weeks): €2,960

Content ad

Format: 300 × 250 px

Advertisement price (4 weeks): €1,670



Wide skyscraper

Format: 160 × 600 px

Advertisement price (4 weeks): €3,470

Skyscraper

Format: 120 × 600 px

Advertisement price (4 weeks): €2,880



Fireplace

Sky left/Sky right/Head banner

Formats:

120 × 600 px

120 × 600 px

1,520 × 90 px

Advertisement price (4 weeks): €5,220



Takeover ad

Fireplace + Billboard

Advertisement price (4 weeks): €6,240

[Click here for technical specifications](#)

Discounts:

12 weeks – 5%

36 weeks – 15%

24 weeks – 10%

48 weeks – 20%

Cross-platform online campaigns
are possible.

[Click here for the website.](#)

BaumarktManager

RM Rudolf Müller

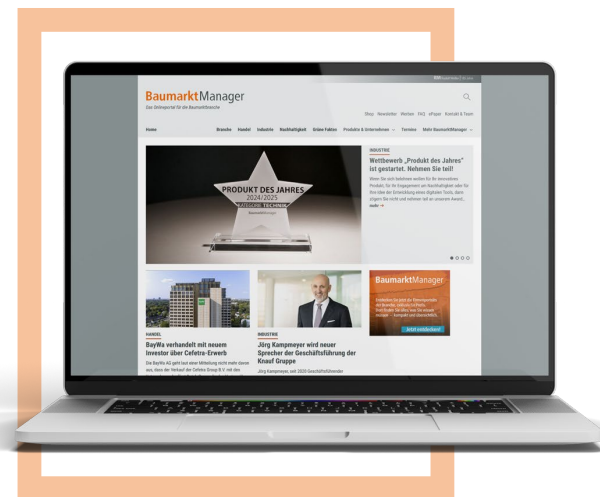
Website

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 permanently searchable landing pages.



Your delivered content will be published 1:1 and marked as an advertisement.

BaumarktManager

RM Rudolf Müller

Website

Native advertising: visibility with editorial relevance

Scope of services for online advertorials:

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, 16:9 format, 300 dpi with image credits)
- Integrated 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: €3,520

Upgrade: Online advertorial plus

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

Advertisement price: €4,010



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

Social ads

Social posts become digital advertisements

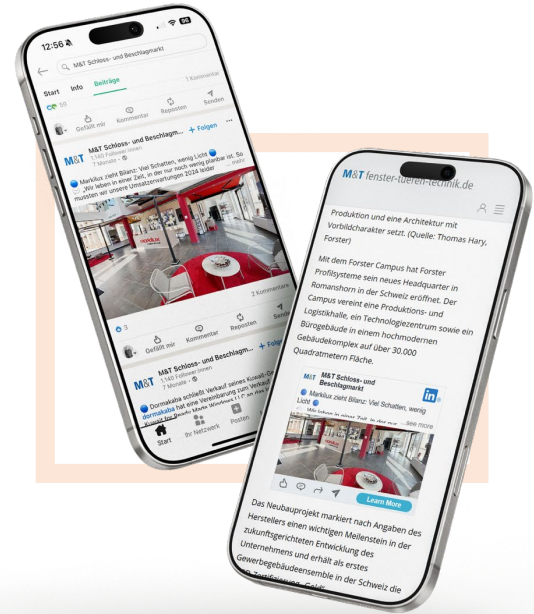
With just one click, we transform social media posts into digital ads on our established platforms.

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.



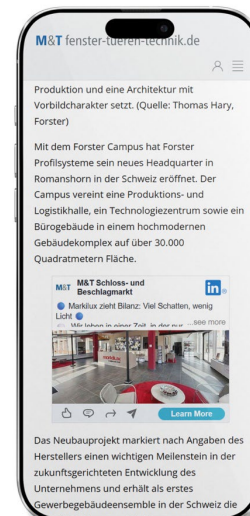
Social ads

Social posts become digital advertisements

Offer:

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

Advertisement price: €2,047



Corporate sites

Companies introduce themselves

You will receive your own page for your content in the Products & Companies / Corporate Sites section. Your exclusive corporate site will be created by us and designed with your elements. Updates can be made up to four times a year.

Your "digital flagship" at BaumarktManager!

- Term from booking: 365 days
- Company logo, company profile, address details, contact details
- Company key figures (presented as a list with up to approx. 10 points)
- Image photos (up to 3 images)
- YouTube videos (integration of 1 to 2 videos)
- Market data & studies (as PDF)
- Products as an image gallery with up to 12 product images with captions and links
- Social media channel buttons
- Compilation of relevant editorial articles about your company

Subscription price: €1,380 / 12 months



The retail podcast

„Handel im Ohr“

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

The retail podcast focuses on the challenges facing the industry in a relaxed series and, together with selected guests, provides answers to pressing questions in the DIY sector. The aim is to introduce people in 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 DIY sector

Date: by arrangement, duration approx. 20-40 minutes per episode

Channels: the podcast will be played on Spotify and Apple Podcasts as well as smaller podcast hosts, in addition to relevant RM websites

Advertising and participation opportunities:

Be part of it and present yourself as a **corporate partner** with your own podcast episode: **Price/per episode €4,500**



DIGITAL – NEWSLETTER

Newsletter

Various options for your presentation

Fast, direct and relevant:

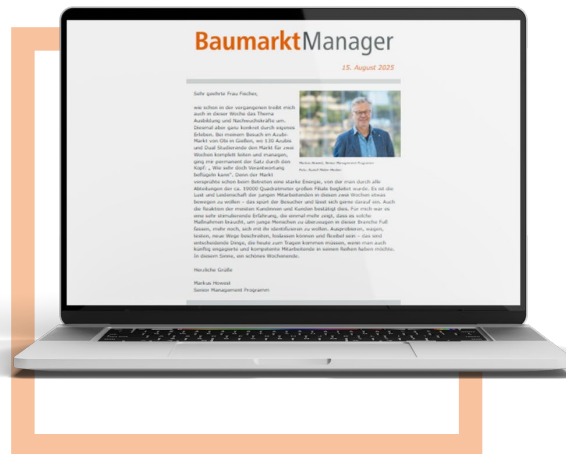
The **BaumarktManager newsletter** provides information on the latest developments in the **DIY industry**. Like our magazine **BaumarktManager**, it also offers you the necessary information advantage online. With an advertisement, you can reach specialist decision-makers where they regularly obtain information – in the familiar 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

🎯 Targeting:

Board members, management/executives from purchasing, sales, marketing, category management in DIY and garden centres, manufacturers and service providers; IT/logistics managers, self-employed persons, branch and sales staff.



📅 Frequency: weekdays

✉️ 2,714 recipients 09/25
Average open rate: 33.27%

Newsletter

Various options for your presentation

BaumarktManager



Leaderboard

Placement below editorial content

620 × 90 pixels

Price: €1,400



Newsletter advertisement

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

Banner: 598 x 80 pixels

Price: €750



Content ad

300 × 250 pixels

Price: €1,050

Special newsletter 2026

IPM (27.01.-30.01.2026)	13.01.2026
Products of the Year 2025/26	16.01.2026
spoga+gafa (22 June–24 June 2026)	10.06.2026
TOP topic: Sustainability	15.10.2026

Booking and data delivery:

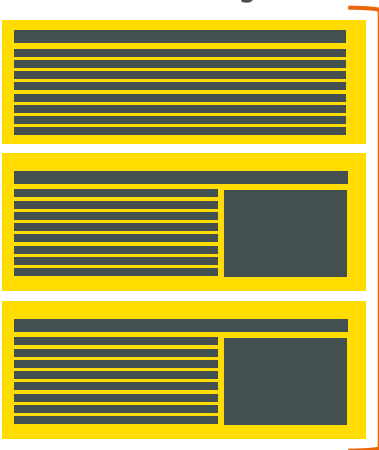
- For newsletters, five working days before the dispatch date.
- For stand-alone newsletters, 15 working days before the dispatch date.

[Click here for technical specifications.](#)

Stand-alone newsletters

Your message delivered directly to your target group's inbox

BaumarktManager



Stand-alone newsletter

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

Dispatch date by arrangement.

Price: €4,000



Booking and data delivery:

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

[Click here for technical specifications](#)

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 multiple media formats? 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.

SPECIAL PRINTS

Special prints

Your professional expertise presented in the best possible light

Use your publications in our specialist media specifically for your communication: with high-quality special prints, you can effectively convey your expertise when addressing customers – online, in direct contact or at trade fairs.

How it benefits you:

- Strengthen your professional authority through editorial credibility
- Extend the impact of a specialist article beyond its publication date
- Use specialist publications to build your image in sales, PR and marketing
- Present your company in a high-quality, appealing and target group-oriented manner



Implementation example **Print PDF** with crop marks

Special prints

Your professional expertise presented in the best possible light

Use your publications in our specialist media for targeted communication: with high-quality special prints, you can effectively showcase your expertise when addressing customers – online, in direct contact or at trade fairs.

Our special print packages:

Special edition PDF for web and print

- Scope: 4 pages*
- Includes a cover page with the note "Special print from [issue no./year]" and your logo (as PNG or EPS)

*Further options available on request

Internet PDF (150 dpi)

- Ideal for your website or for sending by e-mail
- Includes publication and distribution rights

Print PDF (high resolution)

- Print-ready file for your printer
- Unlimited reprint rights included

Price: from €1,400*

Please feel free to contact me!

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