MEDIA DATA 2027

Prices valid from January 1st, 2027

As of 10/2026

All prices are subject to statutory VAT. The General Terms and Conditions apply, available at werben.rudolf-mueller.de/agb. Subject to change.

The Rudolf Müller brand world

We support you throughout the entire construction process

ausbaupraxis.de

B+B Bauen im Bestand

BaumarktManager

BaustoffMarkt

baustoffwissen.de

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 & Technik

M&T Schloss- und Beschlagmarkt

Mo|u|Se

Motorist

T+A Trockenbau und Ausbau

Click here to view the offers.

The lock and fitting market is a dynamic sector with responsibilities for relevant future technologies related to buildings. We are delighted to be able to provide relevant industry and specialist information for this market through our publication of the same name.



Dr. John-Thomas Siehoff

Senior Management
Programme, M&T

Trade press evaluation LAE 2024

Trade media are the most important source of information for decision-makers

Reach

Trade media reach a substantial number of decision-makers within companies. Approximately **3.5 million executives** regularly rely on trade media to meet their professional information needs.

Cross-media usage

It is evident that the target group combines different media formats. **Both print and digital trade media are used**, with the usage of digital formats on the rise.

Advertising impact

The study underscores the effectiveness of advertising in trade media. **Advertisements placed in these media are perceived as relevant and useful**, resulting in strong advertising impact.



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**.

Source of information

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

Target group relevance

Trade media reach specific and high-value target groups, particularly **decision-makers and subject-matter experts** across various industries.

Our channels for your communication



Print	▪ M&T Schloss- und Beschlagmarkt	
Digital	▪ fenster-tueren-technik.de	▪ M&T Schloss- und Beschlagmarkt Newsletter
Social Media	▪ Facebook ▪ LinkedIn	
Service	▪ Corporate Media	

M&T Schloss- und Beschlagmarkt

At a glance

Deeply rooted expertise – long-standing relevance in fittings and security technology

Integrated print & digital – precisely targeted visibility within an editorial context

High acceptance – thanks to editorial quality and exclusive thought leadership

Solutions tailored to you – we provide individual consulting for maximum impact

Our reach at a glance:

4,400 cops.
Print run

Ø 1,168
Newsletter recipients

Ø 37.97 %
Opening rate unique

Ø 4,061
Sessions

Ø 5,872
Pageviews

M&T Schloss- und Beschlagmarkt

Monthly average for the period September 2025–August 2026
Source: Google Analytics, Optimizely



M&T Schloss- und Beschlagmarkt

Special Publication

RELIABILITY. RELEVANCE. REACH.

The business magazine M&T Schloss- und Beschlagmarkt has been a reliable source of information for the lock and fitting industry for 40 years. Since 2024, this trade publication has appeared four times a year as a special publication within M&T Metallhandwerk & Technik. With well-founded background reports, interviews, and commentary, the trade publication provides context on industry developments and valuable orientation for professionals. The business supplement is distributed together with the subscriber circulation of M&T Metallhandwerk & Technik, as well as to selected recipients from the specialist trade and industry.



TARGET AUDIENCE

Decision-makers and executives from industry and trade in the fields of building components, fittings, and security technology.

4 times a year
Frequency of publication

41st year
2027

M&T Schloss- und Beschlagmarkt

RM Rudolf Müller

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PRINT

Editorial main topics

Main topics	Issue
Fittings	1, 2, 3, 4
Fire Protection Items	1, 3, 4
Sun Protection / Conservatories	1
Access Control / Video Surveillance / Alarm Systems	1, 2, 3, 4
Fire Protection	1, 3, 4
Windows / Façades	1, 2, 3, 4
Doors	1, 2, 3, 4
Building Automation / Smart Home	2, 3



The powerful media duo

Reaching craft trades, retail, and industry together

The trade publications M&T Metallhandwerk & Technik and M&T Schloss- und Beschlagmarkt combine industry expertise, trends, guidelines, and relevant business news, serving as an important source of information for decision-makers and executives – from processing and the specialist trade to the supply industry.

This is particularly evident in the **joint themes** : while M&T Metallhandwerk & Technik focuses on construction and manufacturing, M&T Schloss- und Beschlagmarkt simultaneously provides well-founded background information on the same topics for trade and industry.



The Joint Themes 2027

February:	Fittings – How much security is necessary?
May:	Windows and Building Automation – The right interplay
September:	Fittings – What helps with efficient installation?
December:	Fittings and Security Technology – What are the trends?

Your added value:

- You reach additional decision-makers along the value chain of craft trades, retail, and industry.
- You strengthen your brand building through presence in two established trade publications.

Combined package available upon request.

RM Rudolf Müller

Topic and schedule plan

Issue No.	Dates*	Key Topics/ Topic Environments**	Advertising Environments	Trade Fairs/Events
1	**Editorial deadline** 08.12.2026 **Advertising deadline** 12.01.2027 **Print material deadline** 19.01.2027 **Publication date** 03.02.2027	**Fittings: How Much Security Is Necessary?*** ∞** Building Components: Making Use of Outdoor Areas Outlook for 2027: The Fachverband Schloss- und Beschlagindustrie on Opportunities and Challenges **Special:** BAU Trade Fair Review	Window, Door, and Building Fittings, Locking Systems, Awnings, Roller Shutters, Conservatories, Sliding Elements, Insect Protection, Entrance and Identity Control, Locking Devices, Emergency Exit Door Security Systems, Panic Fittings & Panic Locks, Building Components in General, Windows and Doors	**BAU** 11.-15.01.2027, München **R+T** 15.-19.02.2027, Stuttgart
2	**Editorial deadline** 09.03.2027 **Advertising deadline** 13.04.2027 **Print material deadline** 20.04.2027 **Publication date** 05.05.2027	**Security/Access Control: What significance do security technology and burglary protection have?***** Windows and Building Automation: Solutions for the Right Interplay Fitting Installation: What Do Manufacturers Offer in Terms of Time Savings? ∞ Building Components: Front Doors Made of Wood, Plastic, Aluminium, and Wood/Aluminium **Specials:** SicherheitsExpo Munich and Berlin: Trade Fair PreviewMay 2027: Start of Online Voting for "M&T Product of the Year"	Controls for Windows and Doors, Shading, Ventilation and Climate Control, Sensors, Door, Window, and Building Fittings, Access and Identity Control, Gate and Door Opening Systems, Video Surveillance and Alarm Systems, Entrance Doors	**VFF-Jahreskongress** 03.-04.06.2027, Berlin **SicherheitsExpo** 30.06.-01.07.2027, München

∞ Joint theme with M&T Metallhandwerk & Technik
*Ad deadline = final date for order receipt for an issue, Publication date = postal delivery date
**Subject to change
*** Joint theme with M&T Metallhandwerk & Technik

Topic and schedule plan

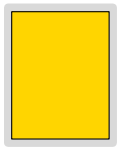
Issue No.	Dates*	Key Topics/ Topic Environments**	Advertising Environments	Trade Fairs/Events
-	**Submission deadline** 05.04.2027	May 2027: Start of Online Voting for M&T Product of the Year 2027	Details see page 26	
3	**Editorial deadline** 15.07.2027 **Advertising deadline** 13.08.2027 **Print material deadline** 20.08.2027 **Publication date** 06.09.2027	**KRITIS: What Opportunities Does This Offer the Trade?** Building Components: Windows and Façades Burglary Protection: Examples of Secure Solutions Smart Home: New Trends Fittings: What Helps with Efficient Installation?*** **Special:** SicherheitsExpo Munich: Trade Fair Review M&T Product of the Year: Presentation of the Winners	Escape and Rescue Doors, Door, Window, and Building Fittings, Fingerprint and Mobile Access Solutions, Door and Window Technology and Locks, Building Components – Interior Doors as well as Front and Apartment Entrance Doors	**SicherheitsExpo** 22.-23.09.2027, Berlin **Rosenheimer Fenstertage** 13.-14.10.2027, Rosenheim **Metallkongress mit Fachschau** 29.-30.10.2027, Würzburg
4	**Editorial deadline** 07.10.2027 **Advertising deadline** 10.11.2027 **Print material deadline** 17.11.2027 **Publication date** 02.12.2027	**Fittings and Security Technology: How Does Industry Support Its Specialist Trade Partners in Customer Loyalty?***** Building Components: Sustainability and Security Escape and Rescue Route Technology: New Products Fittings and Security Technology: Innovative Products for Access Control Rosenheim Window Conference: Review	Security Technology, Access Control, Fittings, Fire Protection, Emergency Exit Door Security, Door Closers and Locking Devices, Sustainable Building Components	-

Joint theme with M&T Metallhandwerk & Technik
*Ad deadline = final date for order receipt for an issue, Publication date = postal delivery date
**Subject to change
*** Joint theme with M&T Metallhandwerk & Technik

Advertising Formats and Prices

Print Ads

1/1 Page

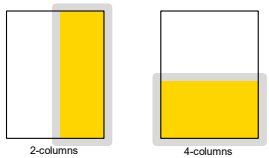


Type area
188 × 267 mm

Bleed (plus 3 mm trim)
210 × 297 mm

5,360 €

1/2 Page

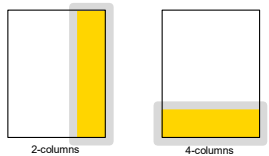


Type area
92 × 267 mm | 188 x 131 mm

Bleed (plus 3 mm trim)
102 × 297 mm | 210 x 146 mm

3,820 €

1/3 Page

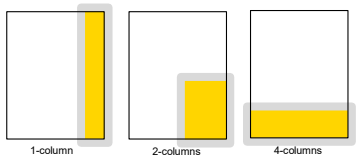


Type area
60 x 267 mm | 188 x 87 mm

Bleed (plus 3 mm trim)
70 x 297 mm | 210 x 102 mm

2,960 €

1/4 Page



Type area
44 × 267 mm | 92 x 131 mm |
188 x 63 mm

Bleed (plus 3 mm trim)
54 x 297 mm | 102 × 146 mm |
210 x 78mm

2,100 €

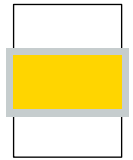
Placements: 2./4. Cover page **5,760 €**; 1/2 Page 2-columns next to editorial content **4,410 €**; For other binding placement specifications: **10% surcharge** on the 4c price

Magazine format: 210 × 297 mm, ad format specifications: ■ type area format, □ bleed format plus 3mm bleed allowance all around

Advertising Formats and Prices

Special advertising formats

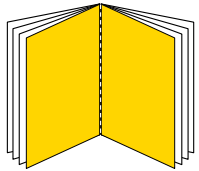
Banderol



Height:
minimum 100 mm
maximum 200 mm

On request

Insert

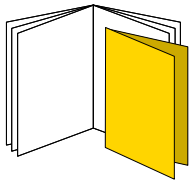


Specifications can be found under
‘Technical specifications for print‘

2-sided,
Paper weight up to 150 g/qm

3,140 €

Loose insert

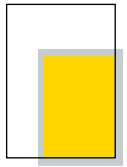


Specifications can be found under
‘Technical specifications for print‘

200 x 290 mm
up to 25 g
Price per thousand

700 €

Junior page

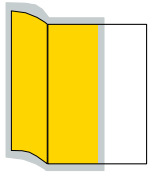


- 140 × 185 mm
- 150 × 200 mm

4-colour

4,120 €

Title gate folder



Foldout title page; advertising opportunity on the inside flap and the cover page area covered by the flap (formats on request); 4-color

8,640 €

Magazine format: 210 × 297 mm, ad format specifications: ■ type area format, □ bleed format plus 3mm bleed allowance all around

Cover ad

Maximum attention

With an ad on the cover page, you communicate your message at first glance – with maximum impact. Present your top products in an exclusive environment and strengthen your brand presence with high visibility.

- **Immediate reach:** Your ad is a real eye-catcher. It immediately draws everyone's attention.
- **Maximum attention:** The cover page offers the best spot to place your message – visible to everyone.
- **Exclusivity:** See your brand as an absolute eye-catcher on the most prestigious page and gain a competitive advantage.
- **Targeted engagement:** The cover page is seen by a broad readership, allowing you to reach your target group directly and effectively.



Example: M+T Schloss- und Beschlagmarkt 01/2026

Price: **5,950 €**

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 6 and 7 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



Example: URSA Deutschland GmbH

Price:	**7,500 €** Double page	**3,750 €** 1/1 page

Print advertorial

Advertisement with an editorial look

The print advertorial combines the brand's **high-quality look** and feel and **editorial expertise** with our partners' content. In this way, messages are embedded in the familiar environment of the magazine, presented with impact, and conveyed credibly – for **maximum attention and lasting impact among readers**.

Scope of services:

- Layout and typesetting by the graphics team:
  Headline max. 45 characters including spaces +
  - For 1/1 page: Text approx. 2,700 characters including spaces + max. 3 images
  - For 1/2 page: Text approx. 1,600 characters including spaces + max. 2 images
- Company address and logo (optional)
- No pagination and column
- Labelled as advertisement



Prices:

5,360 € (1/1 page, 4-color)

3,820 € (1/2 page, 4-color)

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 Service:

- A four-colour product advertorial in the product section in the Format ½ page (no bleed: 92mmx267mm) or ¼ page (no bleed: 92mmx131mm)
- Layout and typesetting by the graphics team:
  Headline max. 45 characters including spaces +
  - For 1/2 page: Text approx. 1,600 characters including spaces
  - For 1/4 page: Text approx. 700 characters including spaces
- Text advertisement with a product photo, including link and optional QR code
- Additional publication on the website parallel to the print edition
  edition



Prices:

2,300 € (1/2 page, 4-color)

1,150 € (1/4 page, 4-color)



Website

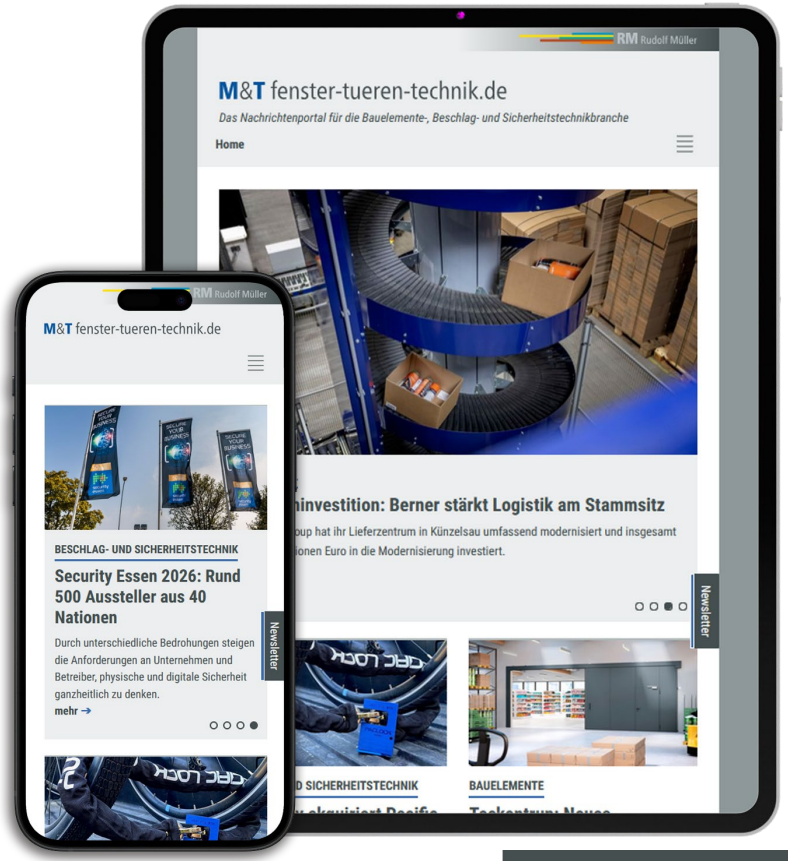
fenster-tueren-technik.de

At one glance

fenster-tueren-technik.de is the current news portal covering building fittings, components, and security technology – relevant and actively used by decision-makers from industry, trade, and craft businesses. Daily news, products, and background reports on doors, windows, gates (and their technical equipment), as well as façades, building automation/smart home, and security technology.

Here, your advertising message is always presented in the right context, giving you high-quality contacts directly from your target audience.

Target audience: Decision-makers from trade, craft businesses, and industry in the fields of building components, building fittings, and security, as well as planners in the construction industry.



Ø 4,061
Sessions

Ø 5,872
Pageviews

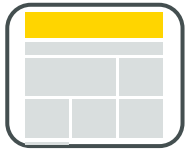
M&T Schloss- und Beschlagmarkt

Average per month for the period from September 2025-August 2026
Quelle: Google Analytics

RM Rudolf Müller

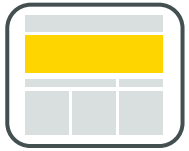
Advertising formats and prices

Websit ads



XXL Super Banner Header/Footer
Format: 1.280 x 180 px

Advertisement price
(4 weeks):
1,600 €



Billboard
Format: 970 x 250 px

Advertisement price
(4 weeks):
2,000 €



Super Banner Header/Footer
Format: 728 x 90 px

Advertisement price
(4 weeks):
1,200 €

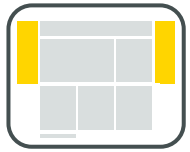


Content Ad
Format: 300 x 250 px

Advertisement price
(4 weeks):
1,200 €

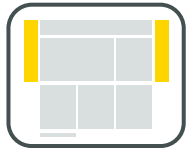
Wide Skyscraper
Format: 160 x 600 px

Advertisement price
(4 weeks):
1,400 €



Skyscraper
Format: 120 x 600 px

Advertisement price
(4 weeks):
1,200 €



Fireplace
Skyscraper + XXL Super Banner Kopf
120 × 600 + 1.520 x 90 px

Advertisement price
(4 weeks):
2,400 €



Take Over Ad
Billboard + Fireplace

Advertisement price
(4 weeks):
2,600 €



Data delivery: ten working days before delivery.

Native advertising

Visibility with editorial relevance

Your content deserves full attention – right where your target audience is searching for solutions. Our native advertising formats showcase your message to its best advantage within 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 in the look & feel of editorial articles
- Sustainably strengthen brand perception and trust in your company

Your submitted content is published 1:1 and marked as an advertisement.



Online advertorial

Visibility with editorial relevance

Scope of Services:

Teaser on homepage or category page:

- Headline: max. 45 characters; teaser text: max. 145 characters
- Image: jpg, 16:9 format, min. 72 dpi with image credit
- 4 weeks prominently placed

Landing page:

- Text: 2,500–3,000 characters including spaces
- Images: up to 5 images (jpg, 16:9 format, 300 dpi with image credit)
- Integrable response elements: maximum 2 (e.g., links/call-to-actions)
- Duration: landing page online for 12 months
- Labelled as "Sponsored“

Upgrade: Online Advertorial plus

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

Data delivery: 15 business days before publication.



Price:	1,800 €	2,050 €
	Online advertorial	Upgrade to plus

Jobvertorial

Make your job posting visible

Look for your new employees where they seek professional information about the metalworking trade: In the digital channels of M&T Schloss- und Beschlagmarkt! As a jobvertorial, your job posting is published as a teaser text with an image on fenster-tueren-technik.de and distributed in the newsletter. Both teasers link to your job portal, so interested applicants immediately find themselves within your company's corporate identity when they click on the posting.

Scope of services:

- Headline: max. 45 characters / Teaser text: max. 145 characters
- Image: jpg, 16:9 format, min. 72 dpi with image credit / Link to the job posting
- Your submitted content is published 1:1 and labelled as "Sponsored“
- Duration: 4 weeks plus 1x distribution in the newsletter

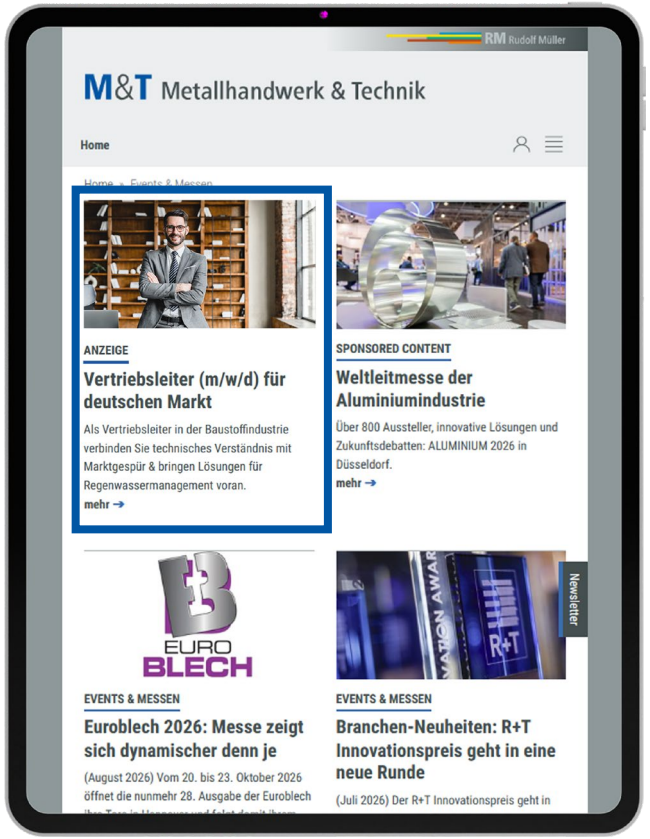
Optional upgrade – only available when booking a digital jobvertorial.

- Extend your digital job posting in the print magazine: ½-page print job ad

Data delivery: ten business days before publication/distribution date.

Prices:

1,440 €	**3,930 €**
Jobvertorial	Jobvertorial incl. upgrade



Example on fenster-tueren-technik.de

Social ads in a premium environment

More trust, more impact, more performance

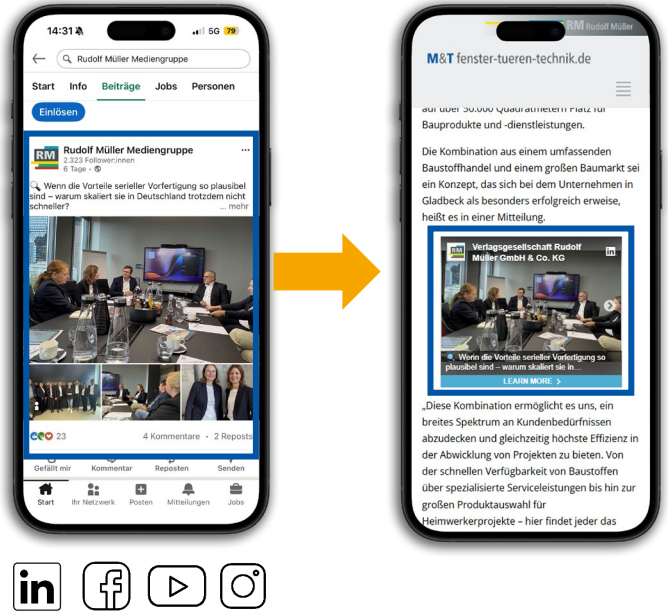
We transform your social post into a display ad:

- Reach new target groups in trusted environments with higher engagement than in social media feeds.
- Benefit from an attention-grabbing, mobile-optimized format that is very well received by the users.
- By the usage of innovative AI tools, the campaign is continuously optimized, increasing the click-through rate (CTR) by an average of 20%.

Offer:

- Delivery: cross-digital (desktop, tablet, mobile)
- Duration: from 4 weeks
- Motif change: Within a four-week campaign period, up to four different social posts can be published.

Data delivery: ten working days before delivery



Price: **1,200 €**

Product of the Year 2027

Spotlight for your product

The Product of the Year 2027 award offers you the ideal platform to put your top products and services in the spotlight. The media brands M&T Metallhandwerk & Technik and M&T Schloss- und Beschlagmarkt honour the best innovations, as determined by a panel of expert judges. In addition, readers can vote for their favourite product.

Your Benefits:

- Extensive reach among key decision-makers and executives
- Trophy, winner´s seal, and a comprehensive PR package for the winners
- Placement on the website in the „Product of the Year“ section in the form of an online advertorial
- Mention in editorial content (print and digital) during the preliminary coverage

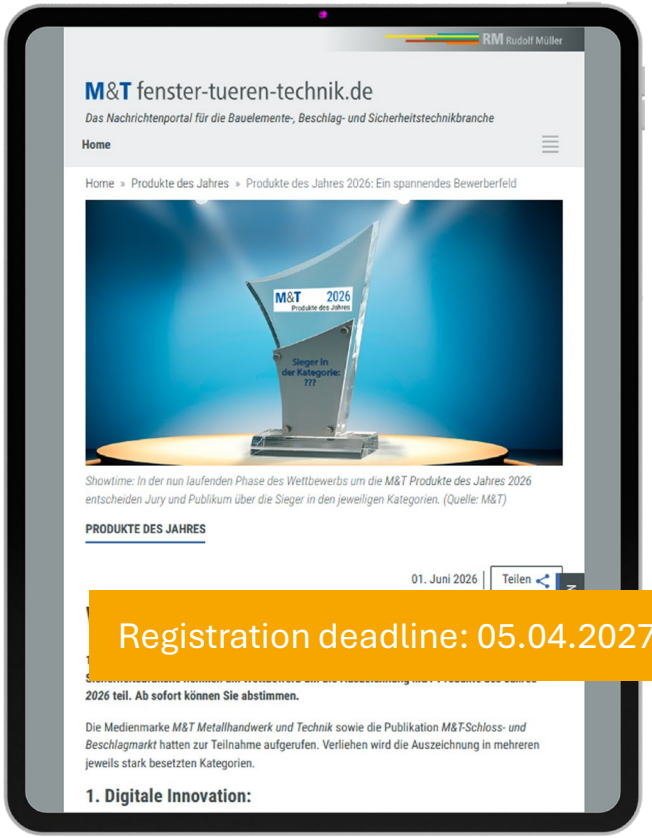
Upgrade:

- Placement in the special „Product of the Year“ newsletter
- Print product advertorial ¼ page

Prices:

1,200 € Submission fee

800 € Fee incl. upgrade*



Registration deadline: 05.04.2027

M&T Schloss- und Beschlagmarkt

*Upgrade fee per media brand M&T Metallhandwerk & Technik or M&T Schloss- und Beschlagmarkt

RM Rudolf Müller



NEWSLETTER

M&T Schloss- und Beschlagmarkt newsletter

At one glance

The newsletter offers various ways to showcase advertising effectively - whether as classic display advertising or as content marketing with a text-image ad. Or send an exclusive stand-alone newsletter to our readers, with content you determine yourself.

Fast, direct, and relevant:

- High visibility among a qualified specialist target audience
- Good open and click-through rates thanks to editorial relevance
- Direct access to decision-makers and multipliers in the metalworking trade, specialist trade, and industry
- Efficient lead generation through clearly placed calls to action
- Strong reach & GDPR-compliant thanks to double-opt-in verified recipient lists

Ø 1.168
Newsletter recipients

37,97 %
Ø Opening rate unique

Tue. + Fri.
Frequency of publication



Average per month for the period July–September 2026
Source: Optimizely

Advertising opportunities in the newsletter

Your message straight to the inbox

Our newsletters offer you a variety of placement options – from the **attention-grabbing leaderboard** directly below the editorial, to the **text-image newsletter ad** and **classic banner formats**, all the way to the **content ad**.

Your advertising message lands directly in the inbox of a well-maintained, qualified target audience. At the same time, our editorial team ensures that your presence takes place in a high-quality environment with current, target-group-relevant content, achieving maximum attention.

Booking and data delivery: five business days before the distribution date.

Special newsletter 2027:

05.02.2027	Making use of outdoor areas
04.05.2027	M&T Product of the Year 2027
07.05.2027	Entrance doors
15.06.2027	SicherheitsExpo
07.09.2027	Windows and Façades
03.12.2027	Sustainability and Security

Leaderboard Placement below editorial 620 × 90 Pixel	**Advertisement price** **1,470 €**	
Newsletter ad Headline max. 45 characters, Text max. 300 characters + Link, Image jpg. min. 72 dpi in 16:9 format	**Advertisement price** **790 €**	
Banner 598 x 80 Pixel	**Advertisement price** **790 €**	
Content Ad 300 x 250 Pixel	**Advertisement price** **1,100 €**	

Stand-alone newsletter

Your content in your target group's inbox

With a stand-alone newsletter, **your message takes centre stage exclusively** – carried by the **credibility and appeal of our brand**. The editorial team acts as the sender, so your content is presented in **the familiar editorial style**. Your message benefits twice over: it is perceived as attention-grabbing, trustworthy, and relevant content.

Stand-Alone Newsletter

- Introductory text: max. 400 characters including spaces
- Up to four news items with headline max. 45 characters, text max. 300 characters including spaces
- Image: jpg, min. 72 dpi, 16:9 aspect ratio
- Labelled as Sponsored
- Dispatch date by arrangement

Booking and data delivery: 15 working days before the dispatch date

Price: **2,630 €**



Example: EuroBLECH in M&T Newsletter



CORPORATE MEDIA

Corporate Media

Your message. Your medium. Your stage.

Would you like to create your own customer publication or stage your message in a tailored, cross-media way? Together with you, we develop formats that make an impact – editorially strong, high-quality in design, and precisely tailored to your goals.

Our range of services for your corporate communication:

- **Print**: Pockets, customer magazines, inserts
- **Digital**: Microsites, webinars, eMagazines, podcasts, apps
- **Events**: Editorial concept development 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 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 distribution to high-quality B2B audiences.





SPECIAL PRINTS

Special prints

Your expertise professionally showcased

Make targeted use of your publications in our trade media for your communications: with high-quality reprints, you can effectively showcase your expertise in customer engagement – online, in direct contact, or at trade fairs.

Your benefits:

- Strengthen your professional authority through editorial credibility.
- Extend the impact of a trade article beyond its initial publication.
- Use trade publications as a branding element in sales, PR and marketing.
- Present your company in a high-quality, appealing and target-group-appropriate way.

Prices:

1,250 €	1,250 €	1,450 €
Web PDF	Print PDF	Web and Print PDF

Special print PDF for web and print

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

Internet-PDF (150 dpi)

- Ideal for your website or for distribution via email
- Includes publication and distribution rights

Print-PDF (high-resolution)

- Print-ready file for your print shop
- Unlimited reprint rights included

Feel free to reach out to us!



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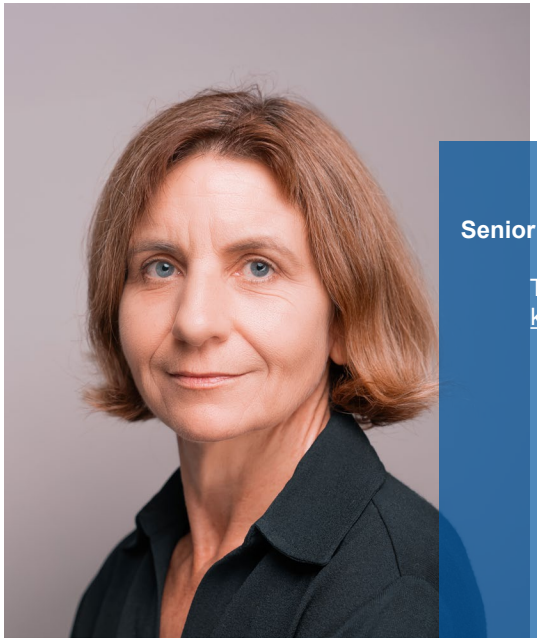

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50933 Köln

Payment terms, bank details, technical information

Payment terms:
Payment within 10 days of the invoice date with a 2% discount, or net within 30 days of the invoice date.
VAT ID: DE 812116132 Alternatively, the amount may be collected by the direct debit upon prior agreement.

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

The technical specifications for our print and digital advertising formats can be found here:
Technical specifications



Media Newsletter



Register now and advertise efficiently!

- Secure attractive discounts and exclusive offers
- Your chance to reach 442,000 contact points in the construction and retail industry.
- Information on your advertising opportunities with RM Rudolf Müller Medien Rudolf Müller Medien

Subscribe for free here and don´t miss out!