

**F+P** Fliesen und Platten

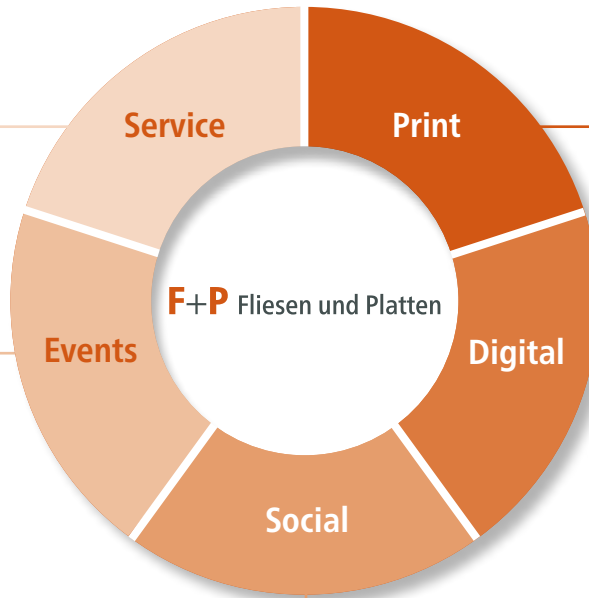
## Media brand

Solutions for your B2B communication



Corporate media

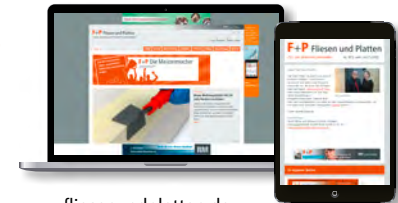
F+P Forum  
Healthy Construction Forum  
zunftschwestern ('guild sisters')  
BIM World MUNICH



YouTube, Facebook  
and Instagram



F+P Fliesen und Platten  
F+P Product of the Year



[www.fliesenundplatten.de](http://www.fliesenundplatten.de)  
Newsletter

## Content

### Print:

Title portrait . . . . .	4
Analyses . . . . .	5
Topics and schedule . . . . .	7
Advertising formats and prices . . . . .	10
Special forms of advertising . . . . .	11
Classified adverts, surcharges and discount scales . . .	13
Special publications . . . . .	14

### Digital:

Website . . . . .	15
Advertising formats and prices . . . . .	16
Newsletter . . . . .	18

### Events:

F+P Forum . . . . .	19
Healthy Construction Forum . . . . .	19
zunftschwestern ('guild sisters') . . . . .	20
BIM World MUNICH . . . . .	20

### Service:

Corporate media . . . . .	21
The Rudolf Müller brand world . . . . .	22
Contacts . . . . .	23

## Title portrait

F+P Fliesen und Platten magazine is the leading industry magazine for the tile industry in German-speaking countries. Fliesen und Platten magazine networks the information for the entire industry and has been reporting comprehensively and competently on technology, design and trends for more than 70 years. F+P Fliesen und Platten magazine accompanies professionals in their daily business decisions in the office, on the road, on the construction site and at events.

F+P Fliesen und Platten magazine is the organ of the Fachverband Fliesen und Naturstein, Germany's professional association for tiles and natural stone.

**Target group:** Tile, slab and mosaic layers, tile and building material dealers, planners and architects, manufacturers, plant and sales representatives

**Magazine format:** DIN A4

**Organ:** Organ of the Fachverband Fliesen und Naturstein im ZDB e.V. (professional association for tiles and natural stone in the ZDB)

### Programme:

Michael Schmidt-Driedger (Senior Manager Programme)

Telephone: + 49 (0) 221 5497-255

red.fliesen@rudolf-mueller.de

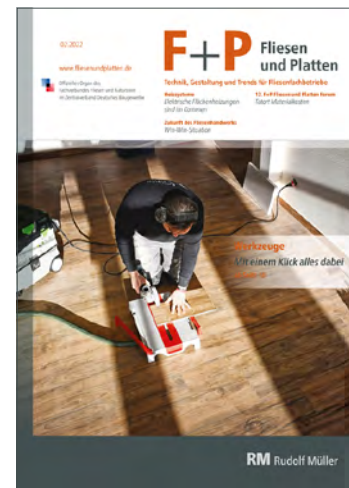
### Media Sales:

Volker Kunz (Head of Media Sales)

Telephone: + 49 (0) 221 5497-231

mediasales.service@rudolf-mueller.de

werben.rudolf-mueller.de



## Performance



**Print run:**  
10,500 issues



**total circulation:**  
10,458 issues\*



**Circulation sold:**  
3,936 issues\*



**Publication frequency:**  
12 x annually




**2023**  
73rd year

\* 2nd quarter 2022



## Analyses

<b>Circulation control:</b>		<b>2nd quarter 2022</b> (copies per issue)
<b>Print run:</b>		10,500
<b>Actual total circulation (atc):</b>		10,458 of which abroad: 259
<b>Circulation sold:</b>		3,936 of which abroad: 213
Subscribed copies:		3,301 of which members' copies: –
Retail sales:		–
<b>Other sales:</b>		635
<b>Free copies:</b>		6,522
<b>Remainder, specimen and archive copies:</b>		42

<b>Total volume</b> (2021: 12 issues)	<b>736 pages</b>	=	<b>100,0 %</b>
<b>Editorial section</b>	601 pages	=	81,6 %
<b>Advertisement section</b>	135 pages	=	18,4 %

<b>Content analysis of the editorial section</b>	<b>601.0 pages</b>	=	<b>100,0 %</b>
Review	27.6 pages	=	4,6 %
Title topic	129.8 pages	=	21,6 %
Technology	158.0 pages	=	26,3 %
Design	25.2 pages	=	4,2 %
Operation	53.3 pages	=	8,7 %
Service	28.8 pages	=	4,8 %
Industry	75.1 pages	=	12,5 %
Trade fairs	10.8 pages	=	1,8 %
Material science	4.8 pages	=	0,8 %
Products	29.4 pages	=	4,9 %
Opinion/Showcase	8.5 pages	=	1,6 %
Title, editorial, content, preview, legal infos	49.7 pages	=	8,2 %

## Analyses (continued)

### Geographical distribution

Economic area	Share of atc	
	%	Copies
Germany	97.5	10,199
Abroad	2.5	259
<b>Actual total circulation (atc)</b>	<b>100.0</b>	<b>10,458</b>

### Distribution by postcode area

Postcode	%	Copies
01000 – 09999	11.8	1,207
10000 – 19999	11.1	1,128
20000 – 29999	6.5	666
30000 – 39999	7.8	799
40000 – 49999	10.6	1,084
50000 – 59999	11.6	1,179
60000 – 69999	7.7	790
70000 – 79999	10.7	1,094
80000 – 89999	13.4	1,365
90000 – 99999	8.7	887
<b>Actual total circulation (atc) Germany</b>	<b>100.0</b>	<b>10,199</b>

### Recipient structure analysis

Recipient groups	Share of atc	
	%	Copies
Tile specialists	77.4	8,094
Tile specialists with retail trade	3.4	354
Sales representatives	2.2	231
Tile wholesale	2.1	224
Building materials trade	1.1	117
Other	13.8	1,438
<b>Actual total circulation (atc)</b>	<b>100.0</b>	<b>10,458</b>

### Survey method:

1. Method: Distribution analysis by file evaluation – total survey
2. Population: atc 10,458 = 100 %
3. Sample: Total census
4. Target person of the survey: not applicable
5. Survey period: July 2022
6. Survey conducted by: Rudolf Müller Mediengruppe

## Topics and schedule

Issue no.	Publication date*	Advertising deadline**	Copy deadline	Topics***	Advertising environment	Trade fairs/events
1	16/12/2022	24/11/2022	27/10/2022	<b>WATERPROOFING</b> Bathroom: Detailed solutions for flush-to-floor showers Gullies and floor inlets: Professional connections Waterproofing membranes: The new generation Natural stone: Removing discolourations	Waterproofing, natural stone, cleaning and maintenance, profiles and gutters	<b>Unicera</b> 07–11/11/2022, T-Istanbul
2	27/01/2023	06/01/2023	01/12/2022	<b>DESIGN</b> Design workshop: Exemplary implementation in the bathroom Object: Architectural highlight from Italy The good example: Excellent solutions from the professional Cleaning and maintenance: Epoxy resin residues in the commercial kitchen	Cleaning and care, grout, laying mortar, tiles and slabs	<b>Cevisama</b> 27/02–03/03/2023, E-Valencia
3	16/02/2023	26/01/2023	02/01/2023	<b>HEALTHY CONSTRUCTION</b> Object report: Sustainable building perfectly implemented Ecologically safe building materials: Advantage for users and clients Healthy Construction Forum: Nature as a model Cevisama trade fair preview: Ceramics from the Iberian Peninsula	Healthy building, barrier-free building, tiles, natural stone, mortar, tools	
4	23/03/2023	02/03/2023	02/02/2023	<b>BAU 2023</b> Trade fair preview: Innovations from the construction chemicals sector Trade fair preview: News from the ceramic industry Trade fair preview: Up to date with accessories, software, tools F+P Forum: Industry meeting in Cologne Enclosure: Product of the Year: The current competition	Waterproofing, digitalisation, drainage, decoupling systems, tiles and slabs, grout, natural stone, profiles and gutters, balcony profiles, laying mortar, software, tools	<b>Healthy Construction Forum</b> 23–24/03/2023, Frankfurt

\* Postal delivery

\*\* Last date for receipt of order and print data for an issue

\*\*\* Subject to change

## Topics and schedule (continued)

Issue no.	Publication date*	Advertising deadline**	Copy deadline	Topics***	Advertising environment	Trade fairs/events
5	20/04/2023	28/03/2023	28/02/2023	EXTERIOR Installation: Different systems in a long-term test Balcony super-structures: Many paths lead to success Terrace cleaning: Removing the horror of stains Cevisama trade fair review: Spanish ceramics	Waterproofing systems, balcony profiles, screeds, tiles and slabs, natural stone, cleaning and maintenance, laying mortars	<b>BAU 2023</b> 17–22/04/2023, Munich <b>Coverings</b> 18–21/04/2023, US-Orlando
6	19/05/2023	27/04/2023	30/03/2023	SWIMMING POOLS Ceramics: Large format in swimming pool construction Object report: Private villa with luxury pool Waterproofing: Details make the difference BAU 2023: Trade fair review Digitalisation: An opportunity for the industry	Waterproofing, building slabs, digitalisation, laying mortars and slabs, decoupling systems, screeds, tiles and slabs, profiles and gutters, natural stone, cleaning and maintenance, plasters, fillers, software	<b>F+P Fliesen und Platten Forum 2023</b> 15–16/06/2023, Essen
7	22/06/2023	01/06/2023	04/05/2023	INSTALLATION Subsurfaces: Cementitious rapid screeds Façade: Large-format panels for façade design Thin-film heating: Innovative hybrid technology Rules and regulations for bathroom renovation: Wet room interface revised	Screeds, cleaning and maintenance, large format tiles, drainage, decoupling systems, grout, rapid screeds, underfloor heating	
8	20/07/2023	29/06/2023	01/06/2023	TOOLS Knee protection: Developed together with physiotherapists Market report: Battery angle grinder Application tool: Perfect jolly cutting F+P Fliesen und Platten Forum 2023: Industry meeting in retrospect	Building boards, decoupling systems, tiles and slabs, grouts, plasters, laying mortars, screeds, tools	
9	24/08/2023	03/08/2023	06/07/2023	CERSAIE 2023 Trade fair preview: Innovations for the German tile market Trade fair preview: Software updates for construction site and exhibition Trade fair preview: News from the world of rails and mats MARMOMACC Trade fair preview: News from the natural stone industry	Tiles and slabs, profiles and gutters, laying mortars, tools, building slabs, software, natural stone, waterproofing	

\* Postal delivery

\*\* Last date for receipt of order and print data for an issue

\*\*\* Subject to change



## Topics and schedule (continued)

Issue no.	Publication date*	Advertising deadline**	Copy deadline	Topics***	Advertising environment	Trade fairs/events
10	21/09/2023	31/08/2023	03/08/2023	SUSTAINABILITY Renewable energies: The new image of electric panel heating Healthy construction: What's happening in the tile industry? Construction chemicals: What actually makes a product sustainable? New ZDB leaflet: Wall substrates	Sustainability, waterproofing, digitalisation, substrates, building boards, tiles and slabs, profiles, cleaning and maintenance, laying mortar, grout, underfloor heating, renders	<b>IAA Mobility</b> 05–10/09/2023, Munich <b>CERSAIE</b> September 2023, I-Bologna <b>MARMOMACC</b> September 2023, I-Verona
	06/09/2023	09/08/2023	02/08/2023	<b>Special: Women in the trades</b>		
11	19/10/2023	28/09/2023	31/08/2023	JOINTS Silicones: The right jointing material for every application Exterior: Professional joints Large formats: Invisible movement joints? Trade fair review Cersaie 2023: These were the topics of the German exhibitors	Tiles and slabs, building slabs, grout, decoupling systems, mosaic, plasters, fillers, laying and grouting mortars, software	
12	23/11/2023	02/11/2023	04/10/2023	NATURAL STONE Stairs: Professional installation with natural stone Maintenance: Proper cleaning and care Regional stones: Unique through surface finishing Trade fair review Cersaie 2023: Italian tile review Trade fair review MARMOMACC 2023: Natural stone trends	Screeds, tiles and slabs, reaction resin mortar, natural stone, fillers, levelling compounds, bonded waterproofing, laying mortar	
13	14/12/2023	23/11/2023	26/10/2023	RULES AND REGULATIONS New ZDB leaflet: Composite waterproofing Ceramic façades standard: What has changed since DIN 18515 was updated? Market report: Knee protection compared	Waterproofing, tiles and slabs, natural stone, mortar, decoupling systems, screeds, plasters, cleaning and maintenance, tools	

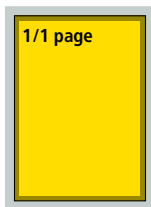
\* Postal delivery

\*\* Last date for receipt of order and print data for an issue

\*\*\* Subject to change

## Advertising formats and prices

[Click here for technical specifications](#)

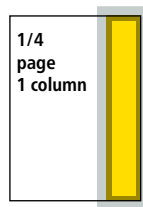


### 1/1 page

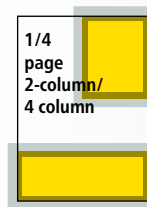
- 188 × 267 mm
- 210 × 297 mm

#### Advertisement price:

- 4-colour: € 9,390
- b/w: € 5,620



### 1/4 page 1 column



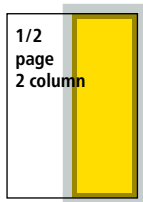
### 1/4 page 2-column/ 4 column

### 1/4 page 1/2 and 4 column

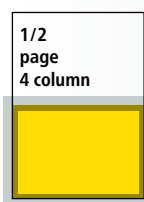
- 44 × 267/ 92 × 131/188 × 63 mm
- 54 × 297/102 × 146/210 × 78 mm

#### Advertisement price:

- 4-colour: € 3,870
- b/w: € 2,240



### 1/2 page 2 column



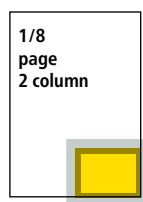
### 1/2 page 4 column

### 1/2 page portrait (p) or landscape (l)

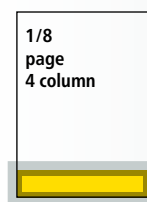
- p: 92 × 267 mm l: 188 × 131 mm
- p: 102 × 297 mm l: 210 × 146 mm

#### Advertisement price:

- 4-colour: € 6,290
- b/w: € 3,730



### 1/8 page 2 column



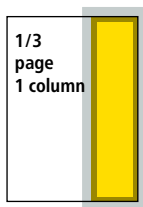
### 1/8 page 4 column

### 1/8 column 2 and 4 column

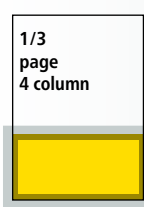
- 92 × 63 mm/188 × 30 mm
- 102 × 81 mm/210 × 45 mm

#### Advertisement price:

- 4-colour: € 2,240
- b/w: € 1,090



### 1/3 page 1 column



### 1/3 page 4 column

### 1/3 page portrait (p) or landscape (l)

- p: 60 × 267 mm l: 188 × 87 mm
- p: 70 × 297 mm l: 210 × 102 mm

#### Advertisement price:

- 4-colour: € 4,370
- b/w: € 2,640



### Advertorial

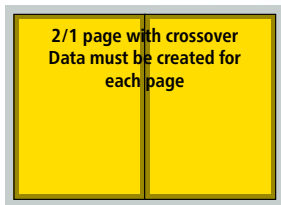
### Advertisement price:

- Advertisement in editorial look 1/1 page
- Layout and typesetting by graphics team 4-colour
- Company address and logo (optional) € 11,300
- No pagination and column
- Labelled as advertisement Font type and size as well as number of columns 1/2 page
- like editorial part 4-colour € 7,570

Magazine format: 210 × 297 mm, advertisement format details: ■ Type area format, ■ net format, □ bleed format = net format plus 3 mm bleed allowance on all sides

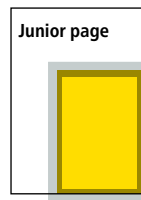
## Special forms of advertising

[Click here for technical specifications](#)



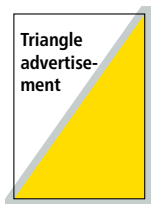
**2/1 page over binding**  
 ■ 203 × 267 mm per page  
 ■ 420 × 297 mm total

**Advertisement price:**  
 4-colour: € 18,780



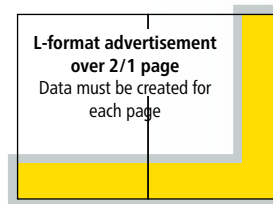
**Junior page**  
 ■ 140 × 185 mm  
 ■ 150 × 200 mm

**Advertisement price:**  
 4-colour: € 7,180



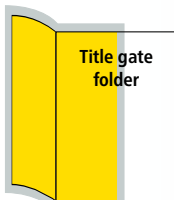
**Triangle advertisement**  
 ■ 210 × 297 mm

**Advertisement price:**  
 4-colour: € 9,390



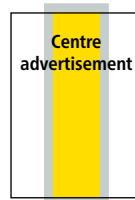
**L-format advertisement over 2/1 page**  
 ■ 210 × 70 mm plus 210 × 70 mm (h)  
 70 × 227 mm (v)

**Advertisement price:**  
 4-colour: € 10,320



**Title gate folder**  
 Fold-out front page; advertising option on the inner flap and the title side area covered by the flap (format on request)

**Advertisement price:**  
 4-colour: € 15,480

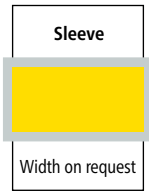


**Centre advertisement**  
 ■ 60 × 297 mm

**Advertisement price:**  
 4-colour: € 9,390

Magazine format: 210 × 297 mm, advertisement format details: ■ Type area format, ■ net format, □ bleed format = net format plus 3 mm bleed allowance on all sides

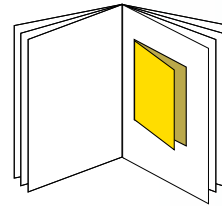
## Special forms of advertising (continued)



### Sleeve

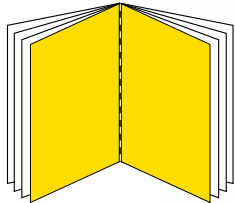
- Height: minimum 100 mm  
maximum 200 mm

**Advertisement price:**  
Prices on request



**Booklet on 1/1 page ad**  
Specifications available under  
"Technical specifications print"

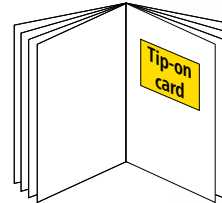
**Advertisement price:**  
Prices on request



### Bind-ins

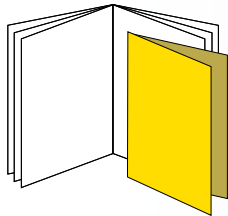
Specifications available under  
"Technical specifications print"

**Advertisement price:**  
2-page,  
paper weight up to 150 g/sqm: € 8,140  
Bind-ins over two pages on request



**Tip-on card on 1/1 page ad**  
Specifications available under  
"Technical specifications print"

**Advertisement price:**  
Prices on request



### Supplement

- 200 × 290 mm

Specifications available under  
"Technical specifications print"

**Advertisement price:**  
Up to 25 g per thousand      € 550  
More than 25 g on request

### Placements

Format	4-colour (euros)
2./4. cover page	10,320
1/2 page 2 columns next to content	7,180

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

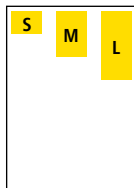
Magazine format: 210 × 297 mm, advertisement format details: ■ Type area format, ■ net format, □ bleed format = net format plus 3 mm bleed allowance on all sides

## Classified advertisements, surcharges and discount scales

[Click here for technical specifications](#)

### Classified advertisements:

Per 1-column 44 mm wide line  
 Classified advertisements .....per mm € 3.10  
 Box number fee domestic ..... € 20  
 Colour ..... 15 % surcharge



Marketplace S (4c per 1-column, 44 mm wide, 30 mm high): .... € 150  
 Marketplace M (4c per 1-column, 44 mm wide, 60 mm high): .... € 250  
 Marketplace L (4c per 1-column, 44 mm wide, 90 mm high): .... € 330

### Colour:

Special colours (HKS, Pantone), per colour for all formats: ..... € 1,660

### Format surcharges:

Bleed advertisements: ..... 5 % surcharge on 4c price  
 Crossover advertisements: ..... no surcharge

**Discounts:** Orders within 12 months.

### Frequency discount scale

3 × 5 %      12 × 18 %  
 6 × 10 %      18 × 20 %  
 9 × 15 %

### Quantity discount scale

3 pages 5 %      12 pages 18 %  
 5 pages 10 %      18 pages 20 %  
 9 pages 15 %

**Combination discounts:** All specialist titles of the Rudolf Müller Mediengruppe can be combined with each other.

### Frequency discount scale

4 × 3 %      18 × 15 %  
 6 × 5 %      24 × 18 %  
 12 × 8 %      30 × 20 %  
 15 × 10 %

### Quantity discount scale

4 pages 5 %      14 pages 15 %  
 6 pages 8 %      20 pages 18 %  
 9 pages 10 %      24 pages 20 %

**Inserts, classifieds and additional technical costs are not discounted.**

**Payment terms:** Payment within 10 days after invoice date with 2% discount, within 30 days after invoice date net.

VAT ID No. DE 178716743

Alternatively, the fee can be collected by direct debit after prior agreement.

### Bank Details:

Sparkasse KölnBonn  
 IBAN DE10 3705 0198 0056 0229 73  
 BIC COLSDE33XXX

### Special publications

#### F+P Product of the Year

Every year, F+P presents its readers with new products in six categories. These will be published in a special supplement in F+P 04/2023 and on [www.fliesenundplatten.de](http://www.fliesenundplatten.de) and put to the vote. The winners will receive the „F+P's Choice Product of the Year“ seal of approval, which is very well known in the industry.

**Price:** € 850 for each product submitted

**Participation conditions:** All products that have either been improved or newly introduced in 2022 are eligible for participation. Each company can submit a maximum of three products per category.

#### Services:

- Publication in the special supplement „Product of the Year 2022“ and on [www.fliesenundplatten.de](http://www.fliesenundplatten.de)
- Readers' vote
- Winner's seal for the three best placed in each category

**Closing date:** 06/02/2023

**Publication date:** 23/03/2023

**Award ceremony:** at the F+P Forum 2023

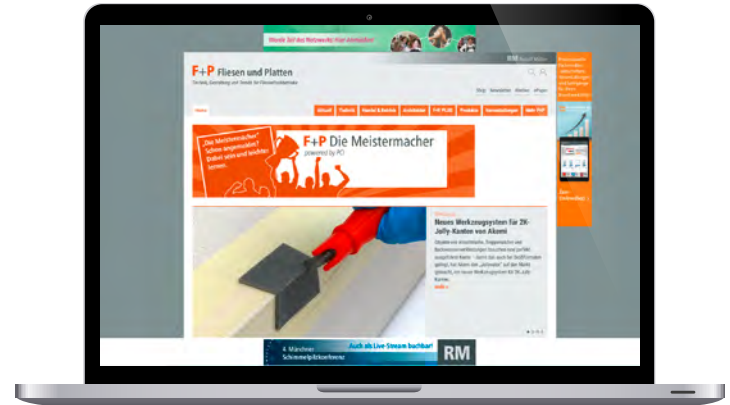


## Website

[www.fliesenundplatten.de](http://www.fliesenundplatten.de)

The top address for the tile industry on the internet and the online platform for F+P's range of digital information. The presentation includes current news, technical background information and tips on running a business. This is where the votes on the best products, specialist dealers and tile objects take place. Professionals in the tile industry will of course find all the articles of F+P media online, from current reports and archived specialist articles to in-depth dossiers, services and working aids.

**Target group:** Tile, slab and mosaic layers, tile and building material dealers, planners and architects, manufacturers, plant and sales representatives



### Performance\*

\* Source: Google Analytics



**Sessions: 7,357**

Daverage per month for the period  
January – June 2022



**Page views: 11,041**

Daverage per month for the period  
January – June 2022

**Discounts:** 12 weeks – 5 %      36 weeks – 15 %  
24 weeks – 10 %      48 weeks – 20 %

Cross-platform online campaigns are possible.

## Advertising formats and prices, display

[Click here for technical specifications](#)



**XXL super banner**  
Header/footer  
Format: 1,280 × 180 px  
Price (4 weeks): € 2,370

**Floor ad**  
Format: 1,280 × 90 px  
on mouseover: 1,280 × 180 px  
Price (4 weeks): € 2,700



**Billboard**  
Format: 970 × 250 px

Price (4 weeks): € 3,440



**Super banner**  
Header/footer  
Format: 728 × 90 px  
Price (4 weeks): € 2,170

**Content ad**  
Format: 300 × 250 px  
Price (4 weeks): € 1,330



**Fireplace**  
Sky left/Sky right/Headbanner  
Format: 120 × 600/120 × 600/1.520 × 90 px

Price (4 weeks): € 3,560



**Wide Skyscraper**  
Format: 160 × 600 px  
Price (4 weeks): € 2,310

**Skyscraper**  
Format: 120 × 600 px  
Price (4 weeks): € 2,050



**Homepage take over**  
Fireplace + Billboard

Price (4 weeks): € 4,320



## Advertising formats and prices, native

Content is a decisive factor when planning digital campaigns. Our native advertising formats enable you to position your content and solutions professionally edited in a specialist context.

You reach your target group on [www.fliesenundplatten.de](http://www.fliesenundplatten.de) and the other online platforms of the Rudolf Müller Mediengruppe exactly where they get their information.

### Your advantages:

- You present yourself as a solution provider and expert in your respective field.
- You meet the users where they go to look for specialist information on their topics.
- Strengthen your company's image and brand.
- Expand your direct sales by generating leads.
- Increase your reach through cross-media positioning of your content.

Further information: <https://werben.rudolf-mueller.de/service>



[Click here for technical specifications](#)

### Advertorials

Your advertising message in the look & feel of an editorial article on the website.

#### Component 1

Teaser text: Placement on the homepage or in a section

Text: max. 150 characters incl. spaces, headline: max. 45 characters

#### Component 2

Link from the teaser to a long text or your website

Image formats: jpg, 16:9, landscape format only, max. 5 images with image credits (recommended max. characters: 2,500– 3,000)

We do not edit the content.

Duration: 4 weeks

Labelled with "Advertisement"

**Advertisement price:** € 1,870

### Microsite

Microsites are ideally suited to presenting yourself individually to your target group as a competent partner on a specific topic.

The articles come from you: Up to 5 extensive articles. Possible formats: Texts, videos, downloads, image and audio files. Promotion of the microsite via newsletter and social media

Duration: 6 months, extension possible

**Advertisement price:** from € 7,520

## Newsletter

The F+P newsletter provides the latest industry news, product innovations and event dates. The F+P Fliesen und Platten newsletter is distributed weekly to around 4,000 subscribers and has established itself as a firm authority among the target group.

**Target group:** Tile, slab and mosaic layers, tile and building material dealers, planners and architects, manufacturers, plant and sales representatives

[Click here for technical specifications](#)



### Text advertisement plus picture

Headline max. 45 characters, text max. 300 characters plus link  
Image, jpg, min. 72 dpi in display 16:9



### Text advertisement

Headline max. 60 characters, Text max. 400 characters plus link



### Banner

598 × 80 pixels

**Price:** € 1,230

## Performance\*

\* Source: Optimizley  
\*\* As at 23/08/2022



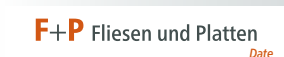
**Publication frequency:**  
Thursdays



**Delivery addresses:**  
3,414\*\*



**Opening rate (unique):**  
23.13 %\*\*



### Stand-alone newsletter

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



**Price:** € 4,890

## F+P Forum

Once a year, the tile industry meets at the F+P Forum - in 2023 for the first time in the Ruhr Tower in Essen. As always, the focus will be on exciting presentations, lively discussion rounds and an extensive trade fair. The winners of the "F+P Products of the Year" will be crowned at the festive evening event. Lectures, discussion rounds, the trade fair and an evening event with awards ceremonies.

**Dates:** 15 and 16 June 2023, Ruhr Tower, Essen

**Participants:** 200–300 tilers and experts

### Advertising and participation opportunities:

Trade fair stand 2 × 3 m. . . . . € 1,580  
 Co-sponsoring incl. trade fair stand and  
 various communication services in the trade journal,  
 on the online platform, in the newsletter, etc . . . . . € 9,860



## Healthy Construction Forum

The call for healthy buildings is becoming louder and louder, and with it the effort to avoid the causes of damage or pollutant emissions as early as the planning phase. Common buzzwords are healthy living, clean living, natural building materials and sustainability.

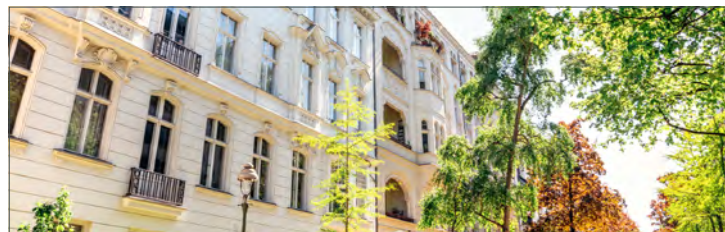
At the major congress in March 2023, Rudolf Müller will address the important issues surrounding healthy building: a wide range of lectures, practice-relevant workshops and intensive exchange with like-minded people will be the focus. More information at [www.forum-gesundes-bauen.de](http://www.forum-gesundes-bauen.de)

**Date:** Healthy Construction Forum Congress, 23-24/03/2023, Scandic Frankfurt Hafenpark

**Participants:** 100 planners, architects and builders

### Advertising and participation opportunities:

Trade fair stand 6 sqm (incl. 2 persons stand staff): . . . . . € 1,320  
 Sponsoring (incl. trade fair stand 6 sqm,  
 2 persons, integration into the congress communication: . . . . . € 3,480  
 Short presentation – optionally available (approx. 10 minutes): . . . . . € 600



## zunftschwestern ('guild sisters')

zunftschwestern is the platform and network for women in the construction industry. Our goal is to sustainably strengthen the position of women in a male-dominated industry. We pursue this through unique events with active exchange at eye level, further training suitable for everyday life and, of course, sustainable networking. zunftschwestern stands for a safe space for women only, comprehensive carefree organisation and a lot of attention to detail. More information at [www.zunftschwestern.de](http://www.zunftschwestern.de)

Be there: Present your company as a sponsor and supporter of women in the construction industry!

### Dates and advertising and participation opportunities:

Network meeting, North Rhine-Westphalia and Baden-Württemberg, March 2023  
Half-day events in smaller circles on changing key topics - for further training, enjoyment and networking.

Sponsoring network meeting: ..... € 3,500

Summer meet-up, Cologne, September 2023

Fresh one-day format with interesting presentations, practical workshops, a chilled-out finale in a Cologne location— and plenty of time for networking.

Sponsoring Summer meet-up: ..... € 5,500



## BIM World MUNICH

BIM World MUNICH is the leading platform for all topics relating to digitalisation in the architecture, engineering and construction sectors.

The annual event in Munich includes a two-day international congress and a fast-growing trade exhibition with open forums, as well as the BIM Town Innovation Area with pitch sessions and the Smart Building/Smart Construction Innovation World Cup awards. With more than 8,000 participants, numerous start-ups and over 200 expert speakers on six stages, as well as a rapidly growing exhibition, BIM World MUNICH brings together the entire BIM ecosystem and is the meeting place for industry partners.

The 7th BIM World MUNICH takes place live on the grounds of the ICM, the International Congress Center Munich, from 28-29 November 2023.

More information at [www.bim-world.de](http://www.bim-world.de)

### Contact person:

Christian Stammel (Managing Director)

[info@bim-world.de](mailto:info@bim-world.de)

Telephone: + 49 8152 9988621



## Corporate media

Do you want to develop a customer medium or are you looking for an individual communication solution? Then we can offer you a wide range of corporate media services.

Examples from the portfolio:

- Print: Guidebooks, customer magazines, corporate books
- Digital: Microsites, videos, apps, e-magazines, podcasts
- Events: Content conceptualisation and media support of digital and live events
- Consulting: Market research, workshops

**Your exclusive benefit:** You determine the content goal. We support you in conceptualisation and implementation with our entire specialist media competence. We also offer you high-quality target group penetration for the distribution of your finished customer medium.



**Conveying competence with special prints:** Your specialist articles in our magazine and articles about your company underline your competence. You can also use these specialist articles for your own advertising.

### As Internet PDF – digital

Description	Price (euros)
– Web-compatible file format (72 dpi) for integration on your website or for sending by e-mail	410
– Including copyright for online publication and for distribution	

### As print PDF – digital

Description	Price (euros)
– High-resolution print file in PDF format for passing on to your own print shop	1,080
– Unlimited print run; unlimited reprint right	
– Including authorisation to distribute your prints	

## The brand world of the Rudolf Müller Mediengruppe

**4builders.**

**ausbau**praxis.de

**bfb** barrierefrei bauen

**B+B** Bauen im Bestand

**bmH** bauen mit Holz

**Baumarkt**Manager

**Baustoff**Markt

**baustoff**wissen.de

**DD/H** Das Dachdecker-Handwerk

Der**Zimmermann**

 **FeuerTrutz**

**F+P** Fliesen und Platten

**im**immobilienmanager

**Klempner**Magazin

**M&T** Metallhandwerk & Technik

*Motorist*

**S+B** Schloss- und Beschlagmarkt

**Sicherheits**Magazin

**T|I** Technische Isolierung

**T+A** Trockenbau und Ausbau

**zunft**schwestern

### Contacts

**Media Sales Service:**

Telephone: + 49 (0) 221 5497-922  
[mediasales.service@rudolf-mueller.de](mailto:mediasales.service@rudolf-mueller.de)

**Scheduling Media Sales:**

Telephone: + 49 (0) 221 5497-297  
[anzeigendisposition@rudolf-mueller.de](mailto:anzeigendisposition@rudolf-mueller.de)

**Programme:**

Telephone: + 49 (0) 221 5497-205  
[red.fliesen@rudolf-mueller.de](mailto:red.fliesen@rudolf-mueller.de)

**Address:**

Verlagsgesellschaft Rudolf Müller GmbH & Co. KG  
Stolberger Str. 84  
D-50933 Cologne

[werben.rudolf-mueller.de](http://werben.rudolf-mueller.de)