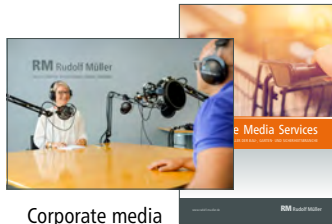


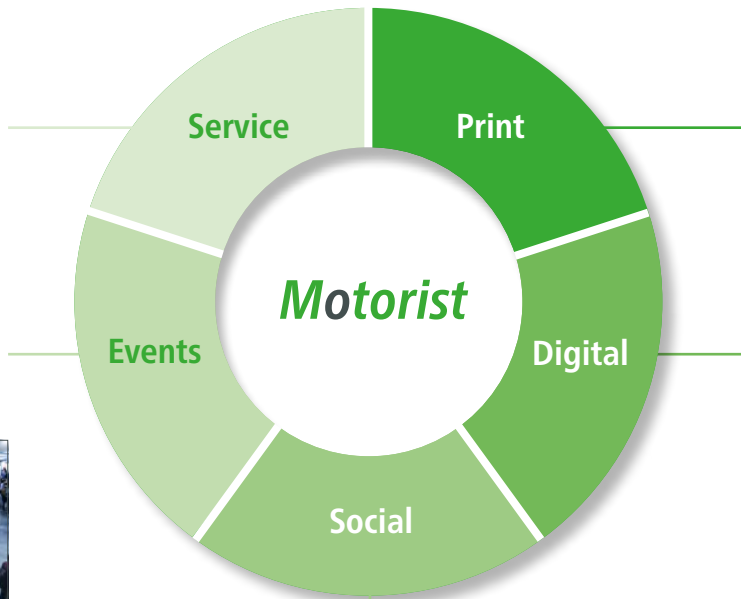
# *Motorist*

## Media brand

Solutions for your B2B communication



Motorists' Congress  
BIM World MUNICH



Motorist



## Content

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## Title portrait

Motorist is the leading industry magazine for the service-oriented motorised equipment trade in Germany and beyond. It is aimed at the specialist trade in forestry, gardening, municipal and agricultural technology and covers all the issues required by this target group. The reports cover - often exclusively - current industry and market topics, trade and manufacturers, new trends and products in green and grounds maintenance as well as management topics. Supplemented by a daily online news presence, a fortnightly newsletter and active social media engagement, Motorist positions itself as an important and popular platform and intermediary in shaping the market for the motorist industry.

**Target group:** Motorists, agricultural machinery dealers, municipal equipment dealers

**Magazine format:** DIN A4

### Programme:

Katharina Onusseit (Senior Manager Programme)

Telephone: +49 (0) 221 5497-310

k.onusseit@rm-handelsmedien.de



## Performance



**Print run:**  
5,500 Expl.



**total circulation:**  
5,414 Expl.\*



**Circulation sold:**  
1,695 Expl.\*



**Publication frequency:**  
6 × jährlich




**2023**  
38th year

\* 2nd quarter 2022



## Analyses

<b>Circulation control:</b>		<b>2nd quarter 2022</b> (copies per issue)
<b>Print run:</b>		5,500
<b>Actual total circulation (atc):</b>		5,414 of which abroad: 176
<b>Circulation sold:</b>		1,695 of which abroad: 145
Subscribed copies:		1,565 of which members' copies: –
Retail sales:		2
<b>Other sales:</b>		128
<b>Free copies:</b>		3,719
<b>Remainder, specimen and archive copies:</b>		86

<b>Total volume</b> (2021: 6 issues)	<b>332 pages</b>	=	<b>100.0 %</b>
<b>Editorial section</b>	276 pages	=	83.1 %
<b>Advertisement section</b>	56 pages	=	16.9 %

<b>Content analysis of the editorial section</b>	<b>817,0 pages</b>	=	<b>100.0 %</b>
Industry (incl. current, news, heads, own affairs, trade fairs)	92,0 pages	=	33.4 %
Trade & manufacturers	66,0 pages	=	23.9 %
Products & machines	64,0 pages	=	23.2 %
Workshop	12,0 pages	=	4.3 %
Corporate governance	15,0 pages	=	5.4 %
Title, editorial, content, preview, legal infos	27,0 pages	=	9.8 %

## Analyses (continued)

### Geographical distribution

Economic area	Share of atc	
	%	Copies
Germany	96.7	5,238
Abroad	3.3	176
<b>Actual total circulation (atc)</b>	<b>100.0</b>	<b>5,414</b>

### Distribution by postcode area

Post code	%	Copies
01000 – 09999	8.9	468
10000 – 19999	6.3	332
20000 – 29999	10.5	550
30000 – 39999	12.1	635
40000 – 49999	11.8	618
50000 – 59999	6.6	344
60000 – 69999	7.0	367
70000 – 79999	13.9	726
80000 – 89999	12.9	678
90000 – 99999	9.9	520
<b>Actual total circulation (atc) Germany</b>	<b>100.0</b>	<b>5,238</b>

### Recipient structure analysis

Recipient groups	Share of atc	
	%	Copies
Retail with motorists	29.6	1,602
Horticulture and landscaping	19.6	1,059
Garden centres, specialist garden retailers	16.5	892
Wholesale with agricultural machinery+equipment	12.9	700
Traders of agricultural and forestry machines	7.2	390
Other	14.2	771
<b>Actual total circulation (atc)</b>	<b>100.0</b>	<b>5,414</b>

### Survey method:

1. Method: Distribution analysis by file evaluation – total survey
2. Population: atc 5,414 = 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	06/02/2023	13/01/2023	22/12/2023	Congress preview Motorists' Congress 2023 Trade fair preview Forst Live Focus topic seasonal innovations Trade fair review EIMA	Forestry technology, chainsaws, log splitters etc. Garden technology, lawn mowers, hand tools	<b>MOTORISTS' CONGRESS</b> 11/02/2023, Frankfurt am Main <b>ENTREPRENEUR AWARD Motorist of the Year 2023</b> 11/02/2023 Frankfurt am Main <b>FORST LIVE</b> 31/03–02/04/2023, Offenburg
2	03/04/2023	10/03/2023	17/02/2023	Congress review Motorists' Congress 2023 Entrepreneur Award Review Motorist of the Year 2023 at the Motorists' Congress 2023 Trade fair review Forst Live Focus on cleaning	Landscape maintenance, garden technology, battery technology, robotics, cleaning technology, fuels, service, insurances Forestry equipment, chainsaws, log splitters etc. cleaning equipment, wet and dry vacuum cleaners, sweepers	<b>HANNOVER MESSE</b> 17–21/04/2023, Hanover <b>GERMAN TREE CARE DAYS</b> 25-27/04/2023, Augsburg <b>International Hardware Fair Italy</b> 05–06/05/2023, IT-Bergamo <b>ELMIA WOOD</b> 02–05/06/2023, Jonköping, Sweden
3	12/06/2023	15/05/2023	23/04/2023	Trade fair review German Tree Care Days Trade fair preview demopark Trade fair preview spoga+gafa Sustainability: Trends on the battery market	Forestry technology, chainsaws, log splitters etc. Equipment for municipal and landscape maintenance, professional technology Consumer products in the garden Battery technology, cells/batteries, devices	<b>DEMOPARK</b> 18–20/06/2023, Hørselberg <b>SPOGA+GAFA</b> 18–20/06/2023, Cologne <b>EUROBIKE</b> 21–25/06/2023, Frankfurt
4	07/08/2023	14/07/2023	28/06/2023	Trade fair review demopark Trade fair review spoga+gafa	Equipment for municipal and landscape maintenance, professional technology, consumer products in the garden	

\* 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	09/10/2023	13/09/2023	23/08/2023	Trade fair preview Eima Int. Trade fair preview Agritechnica Digitisation: Digital tools in retail	Forestry machinery and equipment Agricultural machinery, tractors IT and software providers and service providers, digital tools	<b>AGRITECHNICA</b> 12–18/11/2023, Hanover
6	11/12/2023	17/11/2023	05/10/2023	Trade fair review Agritechnica Focus topic: Workshop and factory equipment	Agricultural machinery, tractors Italian garden machinery Lifting platforms, tools, lighting, battery fuse technology, test equipment	

\* Postal delivery

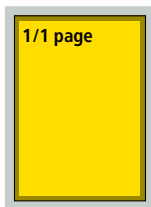
\*\* Last date for receipt of order and print data for an issue

\*\*\* Subject to change



## Advertising formats and prices

[Click here for technical specifications](#)

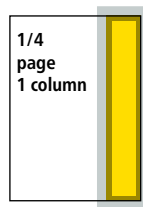


### 1/1 page

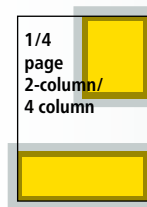
- 188 × 267 mm
- 210 × 297 mm

#### Advertisement price:

- 4-colour: € 8,300
- b/w: € 5,290



### 1/4 page 1 column



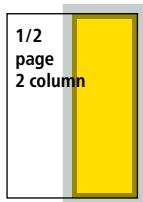
### 1/4 page 2-column/ 4 column

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

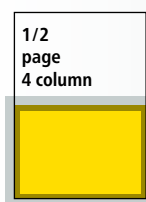
- 44 × 267/ 92 × 131/188 × 63 mm
- 54 × 297/102 × 146/210 × 78 mm

#### Advertisement price:

- 4-colour: € 3,260
- b/w: € 1,560



### 1/2 page 2 column



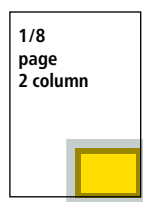
### 1/2 page 4 column

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

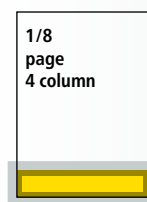
- p: 92 × 267 mm l: 188 × 131 mm
- p: 102 × 297 mm l: 210 × 146 mm

#### Advertisement price:

- 4-colour: € 5,560
- b/w: € 3,090



### 1/8 page 2 column



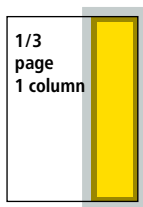
### 1/8 page 4 column

### 1/8 column 2 and 4 column

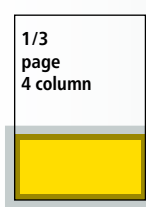
- 92 × 63 mm/188 × 30 mm
- 102 × 81 mm/210 × 45 mm

#### Advertisement price:

- 4-colour: € 2,360
- b/w: € 1,560



### 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: € 3,830
- b/w: € 2,150



### Advertorial

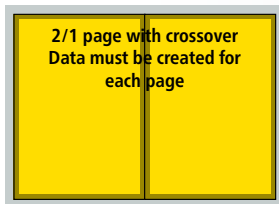
### Advertisement price:

- Advertisement in editorial look 1/1 page
- Layout and typesetting by graphics team 4-colour
- Company address and logo (optional) € 9,840
- 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
- € 5,310

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

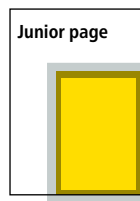
[Click here for technical specifications](#)



### 2/1 page over binding

- 203 × 267 mm per page
- 420 × 297 mm total

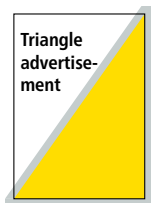
**Advertisement price:**  
4-colour: € 16,600



### Junior page

- 140 × 185 mm
- 150 × 200 mm

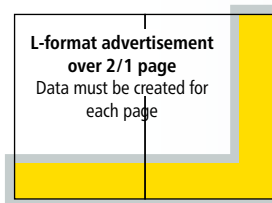
**Advertisement price:**  
4-colour: € 6,470



### Triangle advertisement

- 210 × 297 mm

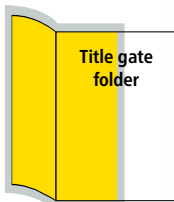
**Advertisement price:**  
4-colour: € 8,300



### L-format advertisement over 2/1 page

- 210 × 70 mm plus 210 × 70 mm (h)  
70 × 227 mm (v)

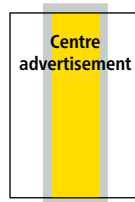
**Advertisement price:**  
4-colour: € 8,940



### 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: € 13,410



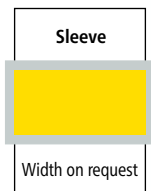
### Centre advertisement

- 60 × 297 mm

**Advertisement price:**  
4-colour: € 8,300

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

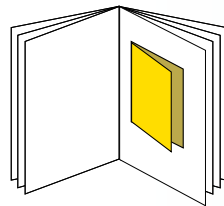
## Special forms of advertising (continued)



### Sleeve

- Height: minimum 100 mm  
maximum 200 mm

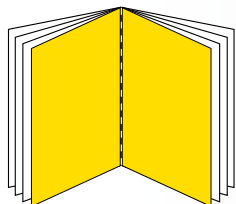
**Advertisement price:**  
Prices on request



[Click here for technical specifications](#)

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

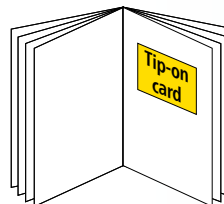
**Advertisement price:**  
Prices on request



### Bind-ins

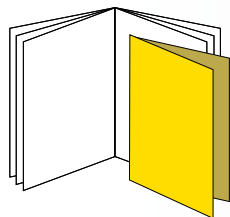
Specifications available under  
"Technical specifications print"

**Advertisement price:**  
2-page,  
paper weight up to 150 g/sqm: € 6,560  
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      € 560  
More than 25 g on request

### Placements

Format	4-colour (euros)
2./4. cover page	8,940
1/2 page 2 columns next to content	5,560

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

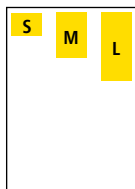
Magazine format: 210 × 297 mm, advertisement format details: ■ Type area format, ■ net format, □ bleed format = net format plus 3 mm bleed allowance on all sides

## Classified advertisements, surcharges and discount scales

[Click here for technical specifications](#)

### Classified advertisements:

Box number fee domestic ..... € 15  
 Colour ..... 15 % surcharge



Marketplace S (4c per 1-column, 44 mm wide, 30 mm high): .... € 100  
 Marketplace M (4c per 1-column, 44 mm wide, 60 mm high): .... € 170  
 Marketplace L (4c per 1-column, 44 mm wide, 90 mm high): .... € 250

### 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 178716751

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

### Bank Details:

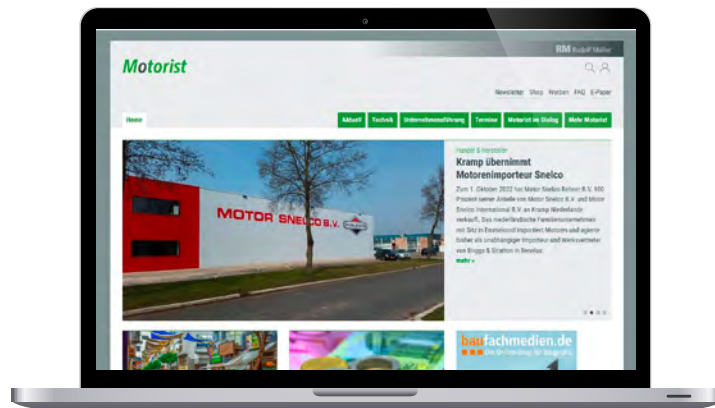
Sparkasse KölnBonn  
 IBAN DE85 3705 0198 0056 0329 72  
 BIC COLSDE33XXX

## Website

[www.motorist-online.de](http://www.motorist-online.de)

With its digital communication channels, Motorist provides the latest industry news, relevant developments at dealers and manufacturers, informative trade fair reports as well as innovations in the various power equipment groups. Headings such as "Technology", "Corporate Management", "Trade & Manufacturer", "Workshop" or "Products & Machines" are always relevant for motorists. The e-paper provides subscribers with free access to all contents of the trade magazine via all end devices.

**Target group:** Motorists, municipal and agricultural machinery dealers and representatives of manufacturers and importers



### Performance\*

\* Source: Google Analytics



**Sessions: 29,184**

Daverage per month for the period  
January – June 2022



**Page views: 46,471**

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): € 1,330

**Floor ad**  
Format: 1,280 × 90 px  
on mouseover: 1,280 × 180 px  
Price (4 weeks): € 1,390



**Billboard**  
Format: 970 × 250 px

Price (4 weeks): € 1,570



**Super banner**  
Header/footer  
Format: 728 × 90 px  
Price (4 weeks): € 1,110

**Content ad**  
Format: 300 × 250 px  
Price (4 weeks): € 1,010



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

Price (4 weeks): € 2,010



**Wide Skyscraper**  
Format: 160 × 600 px  
Price (4 weeks): € 1,470

**Skyscraper**  
Format: 120 × 600 px  
Price (4 weeks): € 1,240



**Homepage take over**  
Fireplace + Billboard

Price (4 weeks): € 2,400

## 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.motorist-online.de](http://www.motorist-online.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:** € 1,500

### 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

Prices on request

## Newsletter

Motorist's newsletter is sent out biweekly and has established itself as a firm authority among the target group. Over 2,150 recipients receive information on all relevant industry events, persons and developments. In addition, there are special newsletters that are sent out for specific occasions such as trade fairs.

**Target group:** The newsletter is aimed at motorists, municipal technology dealers and agricultural machinery dealers as well as representatives of manufacturers and importers.

[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:** € 550

### Performance\*

\* Source: Optimizley  
\*\* As at 09/08/2022



**Publication frequency:**  
2 times per month



**Delivery addresses:**  
2,151\*\*



**Opening rate (unique):**  
44.81 %\*\*



### 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:** € 2,200



## Newsletter (continued)

### Schedule 2023

Issue	Dispatch
January	10/01/2023 + 24/01/2023
February	02/02/2023 + 14/02/2023 + 28/02/2023
March	07/03/2023 + 21/03/2023
April	04/04/2023 + 18/04/2023
May	02/05/2023 + 16/05/2023 + 30/05/2023
June	13/06/2023 + 27/06/2023
July	11/07/2023 + 25/07/2023
August	08/08/2023 + 22/08/2023
September	05/09/2023 + 19/09/2023
October	04/10/2023 + 17/10/2023 + 31/10/2023
November	14/11/2023 + 28/11/2023
December	12/12/2023 + 21/12/2023

Booking and data delivery respectively 5 working days before

[Click here for technical specifications](#)

### Special newsletter schedule 2023

Occasion	Dispatch
Motorists' Congress	02/02/2023
demopark/spoga+gafa	15/06/2023
AGRITECHNICA	02/11/2023

Booking and data delivery respectively 5 working days before

## Motorists' Congress

The Motorists' Congress of RM-Handelsmedien is the central and independent industry meeting place for the specialist motor equipment trade.

Practical relevance for practical use is the motto under which industry-relevant topics, trends and innovations are discussed every year and made tangible in practice-oriented lectures or workshops. This makes the Motorists' Congress the perfect forum for trade and industry to exchange ideas, network and get fresh inspiration for business.

The next Motorists' Congress will be held in Frankfurt am Main on 11 February 2023. Please enquire directly about topics, content and sponsorship opportunities if you are interested.

## 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



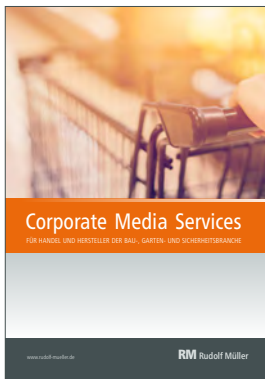
## Corporate media

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 5497-360

[red.motorist@rm-handelsmedien.de](mailto:red.motorist@rm-handelsmedien.de)

### Address:

RM Handelsmedien GmbH & Co. KG

Stolberger Str. 84

D-50933 Cologne

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