BM Innenausbau / Möbel / Bauelemente

Media Kit 2020

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Website 24
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Joiners’ and Cabinet Makers’ Panel 31

58,000 readers (RpC)
174,000 contact chances crossmedial per month
BM reveals what really is or will be important
Current market trends, business ideas offering the prospect of success, innovative products and efficient production methods.

Professional to professional
Crucial ideas and practical tips for joiners, cabinet makers and window builders.

BM Meeting Point – the industry’s meeting point
Whether shows, market data or an exchange of views, BM is on hand and vital to business success.
BM – for your successful market communication

BM – a top performer for all media targets
- Advertisements
- Special advertising forms
- Online campaigns
- Newsletter advertising
- E-mail marketing
- Sponsoring models
- Cross media concepts

and a whole lot more... just ask.

BM – classics
- BM Special - Prefab Elements
- BM EDP Magazine
- BM Special Trade Show Packages
- BM Catalogue Service
- BM Wall Calendar

BM – new in the portfolio
- BM Academy: workshops in co-operation with sponsors
- BM Online: Know-how Quiz
- BM Online: Focus Video
- BM Online: topic pages - the networked workshop
- BM Online: topic pages - interior doors
THE MAGAZINE
BM Innenausbau / Möbel / Bauelemente

is a must-read for decision-makers in the fields of furniture manufacturing, interior finishing, building-component production, installation and sales. BM has the largest number of subscribers in its category (direct subscriptions – no association members).

With 58,000 readers per issue, BM covers the market perfectly.

THE WEBSITE
www.bm-online.de

sets the industry standard: Modern look and functionality, in-depth content, of great benefit and a wide range of services. BM online shows its worth with over 78,000 unique users per month (average value, source: google analytics).

THE NEWSLETTER
The BM Newsletter

Appears weekly and offers topical industry news and trade information, together with product and event reports. The newsletter is sent to over 19,000 interested professionals in the industry.

BM cross media: per month
174,000 contact chances

BM on Facebook
At “BM / Schreiner wie wir”, BM publishes practical and useful tips and entertaining news.
The BM website is growing

<table>
<thead>
<tr>
<th>Year</th>
<th>Unique User per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>26,000</td>
</tr>
<tr>
<td>2016</td>
<td>40,000</td>
</tr>
<tr>
<td>2017</td>
<td>49,000</td>
</tr>
<tr>
<td>2018</td>
<td>53,000</td>
</tr>
<tr>
<td>2019</td>
<td>78,000</td>
</tr>
</tbody>
</table>

(Unique User per month, average value, source: google analytics)

The expansion of the BM website has led to a significant increase in its use – for years now.

The BM Online services are designed to be the ideal supplement to the fundamental information in the monthly BM magazine. They bundle particular trade topics, offer new angles or are simply fun to read.

Profit from the success of our new services and tools like BM Know-how Quiz, BM Video Library, BM topic pages.

Benefit from the chances provided by cross-medial communication. We’d be glad to be of assistance.

Our new services

BM Know-how Quiz
As a sponsoring partner, you will receive excellent media attention across all channels.

BM Focus Video
Put all your videos in the BM Video Library (more on page 34).

BM topic pages
- Networked workshop
- Interior doors
Use the tailored topic fields for information about your company and your range of services.

More service, greater performance

BM Academy
Our BM workshops started successfully with topics focusing on work preparation & CAD, workshop & processes and material flow & storage. “matREALitäten”, the joint material and trend workshop, followed in 2019.

Take part as a sponsor.
Or develop an event concept with us.
Just get in touch.

BM Market Research
You need answers from your target group? Or want to test the effectiveness of your advertising activities?
We offer you tailored surveys or direct participation in the
Joiner and Cabinet Maker Survey
Twice a year, 500 joiners and cabinet makers

BM Advertising Copy Test
Just get in touch.
**Title:** BM Innenausbau / Möbel / Bauelemente

**In brief:** BM is the meeting point for the interior finishing, furniture and building components industries. BM provides vital ideas and practical tips for business success. BM shows what is and what will be really important. It focuses on current market trends, business ideas offering the prospect of success, innovative products, efficient production methods as well as user reports and practical examples. Every issue of BM covers furniture and interior fittings, building components, materials, supplies, technology, vehicles and corporate management.

The **BM headline theme** in each issue focuses on a selected theme featured on the cover and then dealt with inside through articles and product reports.

**BM EDP Magazine:** 4 times a year - in January, March, June and October - a special section focusing on software and IT provides readers with up-to-date news and information on the latest developments.

**BM Special Issue:** 1 x per year - BM Special “Prefabricated Elements for Construction and Interior” - the reference book for acquisition.

**BM is present on all channels:** The BM brand stands for a unique, cross-media integration of print, online and newsletter.

**Target group:** Investment decision-makers, owners, executives and skilled workers in joining and cabinet-making, interior finishing and window building, in trade and industry.

**Frequency:** Monthly plus BM Special Issue

**Format:** DIN A4

**Year:** 75th year 2020

**Subscription price:** Annual subscription: Germany 190.10 €, abroad 197.90 €

**Membership:** —

**Publishing house:** Konradin-Verlag Robert Kohlhammer GmbH

**Publisher:** Katja Kohlhammer

**Advertising:** Claudia Weygang, Advertising Manager

**Editorial:** Christian Närdemann, Editor-in-Chief
Phone +49 711 7594-264
christian.naerdemann@konradin.de
Regina Adamczak, Heinz Fink, Marc Hildebrand, Stefan Kirchner, Natalie Ruppricht, Lukas Petersen

**Pagination analysis 2018 = 13 issues**

**Total number of pages:** 1,808 pages = 100.0%

**Editorial section:** 1,268 pages = 70.1%

**Advertising section:** 540 pages = 29.9%
also comprising:
- Classified advertisements: 3 pages
- Bound inserts: 94 pages
- Loose inserts: 48 pieces

**Content analysis of editorial content 2018:** 1,268 pages = 100.0%

- Furniture and interior design (materials, fittings, industrial equipment): 280 pages = 22.1%
- Machine tools/ tools: 289 pages = 22.8%
- Building components (prefabricated elements and accessories, fittings, installation): 294 pages = 23.2%
- EDP magazine: 38 pages = 3.0%
- Management practice: 96 pages = 7.6%
- Jobfit: 83 pages = 6.5%
- Headline topics: 188 pages = 14.8%
2 Circulation and Distribution Analysis

02 Circulation analysis: Average copies (July 1, 2018 to June 30, 2019)

Pint run: 22,456
Actual circulation: 22,350  of them abroad: 1,560
Sold copies: 6,921  of them abroad: 645
- Subscriptions: 5,735  of them for members: –
- Retail sale: –
- Other sales: 1,187
Free copies: 15,429
Residual/archive copies: 106

03 Geographical distribution analysis: Share of total distributed copies

<table>
<thead>
<tr>
<th>Economic area</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>93.0</td>
<td>20,790</td>
</tr>
<tr>
<td>Abroad</td>
<td>7.0</td>
<td>1,560</td>
</tr>
<tr>
<td>comprising</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Austria</td>
<td>75.8</td>
<td>1,183</td>
</tr>
<tr>
<td>Switzerland</td>
<td>16.3</td>
<td>254</td>
</tr>
<tr>
<td>Rest of Europe</td>
<td>7.4</td>
<td>115</td>
</tr>
<tr>
<td>Non-European countries</td>
<td>0.5</td>
<td>8</td>
</tr>
<tr>
<td>Actual circulation</td>
<td>100.0</td>
<td>22,350</td>
</tr>
</tbody>
</table>

3.1 Circulation by postcode regions:
Percentage of actual circulation

<table>
<thead>
<tr>
<th>Postcode</th>
<th>Share of copies</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>8.7%</td>
<td>1,809 copies</td>
</tr>
<tr>
<td>3</td>
<td>11.2%</td>
<td>2,328 copies</td>
</tr>
<tr>
<td>4</td>
<td>11.2%</td>
<td>2,328 copies</td>
</tr>
<tr>
<td>5</td>
<td>10.8%</td>
<td>2,245 copies</td>
</tr>
<tr>
<td>6</td>
<td>8.2%</td>
<td>1,705 copies</td>
</tr>
<tr>
<td>7</td>
<td>16.2%</td>
<td>3,368 copies</td>
</tr>
<tr>
<td>8</td>
<td>14.4%</td>
<td>2,994 copies</td>
</tr>
<tr>
<td>9</td>
<td>9.4%</td>
<td>1,954 copies</td>
</tr>
<tr>
<td>0</td>
<td>5.1%</td>
<td>1,060 copies</td>
</tr>
</tbody>
</table>

Summary of the survey method:
1. Method: File-based recipient-structure analysis – total circulation
2. Population: Actual circulation
3. Sample: Total circulation
4. Target persons of the study: Recipients of the magazine
5. Study period: June/July 2019
6. Survey completed by: Konradin Mediengruppe
## 1.1 Sectors / industries / disciplines:

BM is for companies in the wood, plastic and light-metal processing industries in interior finishing, furniture manufacturing and the building-component industry, window and door manufacturing, assembly and distribution.

<table>
<thead>
<tr>
<th>Craft and industry</th>
<th>Share of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share</td>
<td>%</td>
</tr>
<tr>
<td>Furniture joining / cabinet making, interior finishing</td>
<td>75.7</td>
</tr>
<tr>
<td>Carpentry / window making</td>
<td>51.0</td>
</tr>
<tr>
<td>Building element manufacturers</td>
<td>43.4</td>
</tr>
<tr>
<td>Prefabricated building / dry construction</td>
<td>6.4</td>
</tr>
<tr>
<td>Machine manufacturers, suppliers</td>
<td>8.8</td>
</tr>
<tr>
<td>Trade in finished elements and semi-finished products, materials, fittings, supplies and accessories</td>
<td>55.8</td>
</tr>
<tr>
<td>Furniture trade</td>
<td>17.1</td>
</tr>
<tr>
<td>Architects, interior designers, planners</td>
<td>7.6</td>
</tr>
<tr>
<td>Other, e.g. vocational colleges, institutes, associations</td>
<td>4.4</td>
</tr>
</tbody>
</table>

Multiple answers (100% = 57,780)

## 1.2 Company size:

<table>
<thead>
<tr>
<th>Craft and industry</th>
<th>Share of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share</td>
<td>%</td>
</tr>
<tr>
<td>1 – 2 employees</td>
<td>9.5</td>
</tr>
<tr>
<td>3 – 4 employees</td>
<td>19.9</td>
</tr>
<tr>
<td>5 – 9 employees</td>
<td>32.3</td>
</tr>
<tr>
<td>10 – 19 employees</td>
<td>19.5</td>
</tr>
<tr>
<td>20 – 99 employees</td>
<td>12.4</td>
</tr>
<tr>
<td>100 – 499 employees</td>
<td>4.4</td>
</tr>
<tr>
<td>500 and more employees</td>
<td>2.0</td>
</tr>
</tbody>
</table>

Multiple answers (100% = 57,780)

## 1.3 Field of activity

### Craft and industry

<table>
<thead>
<tr>
<th>Share of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Furniture</th>
<th>76.1</th>
<th>43,970</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual furniture</td>
<td>72.5</td>
<td>41,890</td>
</tr>
<tr>
<td>Kitchens</td>
<td>52.6</td>
<td>30,390</td>
</tr>
<tr>
<td>Series furniture</td>
<td>34.7</td>
<td>20,050</td>
</tr>
</tbody>
</table>

### Interior fittings

<table>
<thead>
<tr>
<th>Share of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Building component</th>
<th>73.3</th>
<th>42,350</th>
</tr>
</thead>
<tbody>
<tr>
<td>Windows / facades / shutters and sun protection</td>
<td>50.6</td>
<td>29,240</td>
</tr>
<tr>
<td>Front doors</td>
<td>49.8</td>
<td>28,770</td>
</tr>
<tr>
<td>Interior doors / sliding walls and partition walls</td>
<td>59.0</td>
<td>34,090</td>
</tr>
<tr>
<td>Staircases</td>
<td>42.2</td>
<td>24,380</td>
</tr>
<tr>
<td>Glazing / conservatories</td>
<td>41.4</td>
<td>23,920</td>
</tr>
<tr>
<td>Floors</td>
<td>45.0</td>
<td>26,000</td>
</tr>
<tr>
<td>Sound and heat insulation</td>
<td>45.0</td>
<td>26,000</td>
</tr>
<tr>
<td>Fire protection</td>
<td>45.4</td>
<td>26,230</td>
</tr>
<tr>
<td>Dry construction, acoustic construction</td>
<td>30.7</td>
<td>17,740</td>
</tr>
<tr>
<td>Property furnishings</td>
<td>66.1</td>
<td>38,190</td>
</tr>
<tr>
<td>Modernisation of old buildings</td>
<td>57.4</td>
<td>33,170</td>
</tr>
<tr>
<td>Restaurant fitting</td>
<td>49.8</td>
<td>28,770</td>
</tr>
<tr>
<td>Shop fitting and exhibition-stand building</td>
<td>48.2</td>
<td>27,850</td>
</tr>
</tbody>
</table>

### Installation

<table>
<thead>
<tr>
<th>Share of readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
</tr>
</tbody>
</table>

| Installation | 71.3 | 41,200 |

Multiple answers (100% = 57,780)
## 3 Readership Analysis

### 2.1 Reader details

<table>
<thead>
<tr>
<th>Position in company</th>
<th>Share of readers</th>
<th>Approx.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner / partner / lessee</td>
<td>65.7</td>
<td>37,960</td>
</tr>
<tr>
<td>Managing director / works manager</td>
<td>10.4</td>
<td>6,010</td>
</tr>
<tr>
<td>Foreman / head of department</td>
<td>10.4</td>
<td>6,010</td>
</tr>
<tr>
<td>Commercial employee</td>
<td>7.1</td>
<td>4,100</td>
</tr>
<tr>
<td>Tradesman / craftsman / technical employee</td>
<td>4.0</td>
<td>2,310</td>
</tr>
<tr>
<td>Other, e.g. teacher, lecturer, trainee</td>
<td>2.4</td>
<td>1,390</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0</strong></td>
<td><strong>57,780</strong></td>
</tr>
</tbody>
</table>

### 2.2 Socio-demographic details

<table>
<thead>
<tr>
<th>Education / training / vocational training</th>
<th>Share of readers</th>
<th>Approx.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Master</td>
<td>69.7</td>
<td>40,270</td>
</tr>
<tr>
<td>Trained in business management / commerce</td>
<td>8.7</td>
<td>5,030</td>
</tr>
<tr>
<td>Tradesman / craftsman / technician</td>
<td>7.6</td>
<td>4,390</td>
</tr>
<tr>
<td>Graduate engineer / Master’s / Bachelor’s degree in technology</td>
<td>6.4</td>
<td>3,700</td>
</tr>
<tr>
<td>Architect / interior designer / designer</td>
<td>5.2</td>
<td>3,000</td>
</tr>
<tr>
<td>Other, e.g. teacher, lecturer, trainee</td>
<td>2.4</td>
<td>1,390</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100.0</strong></td>
<td><strong>57,780</strong></td>
</tr>
</tbody>
</table>

### Interest in subject

<table>
<thead>
<tr>
<th>Interest in subject</th>
<th>Share of readers</th>
<th>Approx.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Machine and production technology</td>
<td>96.4</td>
<td>55,700</td>
</tr>
<tr>
<td>Materials</td>
<td>92.8</td>
<td>53,620</td>
</tr>
<tr>
<td>Tools</td>
<td>84.1</td>
<td>48,590</td>
</tr>
<tr>
<td>Design, composition, construction</td>
<td>83.3</td>
<td>48,130</td>
</tr>
<tr>
<td>Building components, windows, doors</td>
<td>82.9</td>
<td>47,900</td>
</tr>
<tr>
<td>Fittings</td>
<td>81.3</td>
<td>46,980</td>
</tr>
<tr>
<td>Furniture</td>
<td>79.7</td>
<td>46,050</td>
</tr>
<tr>
<td>Assembly technology</td>
<td>78.1</td>
<td>45,130</td>
</tr>
<tr>
<td>Power tools</td>
<td>75.7</td>
<td>43,740</td>
</tr>
<tr>
<td>Surface technology, finishes, glazes, coating compounds</td>
<td>73.7</td>
<td>42,580</td>
</tr>
<tr>
<td>Interior fittings</td>
<td>72.9</td>
<td>42,120</td>
</tr>
<tr>
<td>Interior doors</td>
<td>70.5</td>
<td>40,730</td>
</tr>
<tr>
<td>Adhesive bonding technology</td>
<td>70.1</td>
<td>40,500</td>
</tr>
<tr>
<td>Glass in furniture construction, interior finishing</td>
<td>69.3</td>
<td>40,040</td>
</tr>
<tr>
<td>Front doors</td>
<td>68.1</td>
<td>39,350</td>
</tr>
<tr>
<td>Edge finishing</td>
<td>65.3</td>
<td>37,730</td>
</tr>
<tr>
<td>Floors</td>
<td>61.4</td>
<td>35,480</td>
</tr>
<tr>
<td>Kitchens and accessories</td>
<td>60.2</td>
<td>34,780</td>
</tr>
<tr>
<td>Staircases</td>
<td>57.8</td>
<td>33,400</td>
</tr>
<tr>
<td>Heating, exhausting, recycling</td>
<td>57.0</td>
<td>32,930</td>
</tr>
<tr>
<td>Security technology</td>
<td>53.8</td>
<td>31,090</td>
</tr>
<tr>
<td>Industry software, CAD/CAM</td>
<td>49.0</td>
<td>28,310</td>
</tr>
<tr>
<td>Glass (facades/conservatories), insulating glass</td>
<td>49.0</td>
<td>28,310</td>
</tr>
<tr>
<td>Shop fitting</td>
<td>48.6</td>
<td>28,080</td>
</tr>
<tr>
<td>Shutters, sun and insect protection</td>
<td>48.6</td>
<td>28,080</td>
</tr>
<tr>
<td>CNC technology, networked production</td>
<td>48.2</td>
<td>27,850</td>
</tr>
</tbody>
</table>

Summary of the survey method:
1. Method: Readership analysis by telephone survey – sample survey
2. Population: 21,906 = 100.0%
3. Sample: 251 net interviews
4. Target persons of the study: average number of readers per issue
5. Study period: June/July 2016
6. Survey completed by: Foerster & Thelen, Bochum
The top results of the current BM readership analysis illustrate BM’s dominant role in the market

**BM Meeting Point**

- 96% confirm: is written to a high technical standard, by the industry, for the industry
- 91% would miss BM if they were no longer to receive it
- 78% BM readers read at least 10 of 12 issues per year
- 85% confirm: BM reports on what is really important
- 85% say: companies regularly advertising in BM show that they are important players in the market

**BM is obligatory for decision-makers**

- 97% of BM readers are involved in investment decisions at their companies
- 97% find valuable tips in BM that are directly applicable in practice
- 83% confirm that BM is beneficial to their company’s business success

**Important topics according to BM readers …**

- 91% practical examples / user reports
- 86% latest product information
- 83% test reports / comparative tests
- 81% object and image reports (e.g. furniture manufacturing and interior finishing)
- 77% trend reports, e.g. design, style, finishes
- 67% trade-fair reports
- 60% corporate management

**Purchasing impulses and contacts through BM**

- 86% confirm that advertising shows them new ideas/products
- 75% say that advertising gives them specific impulses to make purchasing decisions
- 84% say: ads inspire me to request more information

**Among the readers that got active after reading BM …**

- 84% visited the website of an advertiser
- 49% requested additional information
- 38% contacted the advertiser
Trade Magazine

Rate Card No. 67 (Prices valid as of 01.10.2019, in €, plus VAT)

Magazine format:
210 mm wide x 297 mm high, DIN A4
Untrimmed: 216 mm wide x 303 mm high

Type area:
188 mm wide x 270 mm high, 4 columns, each 44 mm wide

Printing and binding: Web offset, perfect binding

Charges: No discounts

Position:
Specified positions subject to additional 20% surcharge on the relevant b/w rate

Colour:
See page 12 for colour surcharge. Print colours (CMYK) in accordance with ISO 2846-1, other colours treated as spot colours. Metallic and phosphorescent colours on request.

Discount:
For orders within any 12 months (insertion year).
No discount on colour and bleed charges and loose inserts.
Discounts apply to bound inserts (1 insert = 1/1 page of advertising).

Frequency:

<table>
<thead>
<tr>
<th></th>
<th>3 ads</th>
<th>6 ads</th>
<th>9 ads</th>
<th>12 ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>10%</td>
<td>15%</td>
<td>20%</td>
<td></td>
</tr>
</tbody>
</table>

Volume:

<table>
<thead>
<tr>
<th></th>
<th>1 page</th>
<th>3 pages</th>
<th>6 pages</th>
<th>12 pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>10%</td>
<td>15%</td>
<td>20%</td>
<td></td>
</tr>
</tbody>
</table>

Classified advertising * no discount

<table>
<thead>
<tr>
<th>Classification</th>
<th>Basic rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Referral advertisements</td>
<td>1 col., 44 mm wide, per mm b/w</td>
</tr>
<tr>
<td>Classified advertisements/vacancies*</td>
<td>1 col., 44 mm wide, per mm b/w</td>
</tr>
<tr>
<td>Jobs wanted*</td>
<td>1 col., 44 mm wide, per mm b/w</td>
</tr>
<tr>
<td>Box number</td>
<td>Incl. forwarding postage</td>
</tr>
</tbody>
</table>

Included in the price: Publication on www.bm-online.de

Contact:
Advice, booking: see contacts on page 2

Order confirmation, invoicing, vouchers, data delivery + technical details:

Order management
Henrike Henke
Phone +49 711 7594-317
henrike.henke@konradin.de

Data delivery:
Use our ad portal at www.konradin-ad.de to submit your data online
1. PDF ads (automatic preflighting)
2. Native file (via upload mask, please compress data)
Enquiries: Phone +49 711 7594-718 (8:00 a.m. to 5:30 p.m.)
See page 13 for technical details.

Conditions:
Prior to digital transfer of advertising artwork, the publisher must receive the corresponding advertisement booking. The order and copy deadlines are specified in the editorial schedule. A full-size print-out is required for checking the supplied advertisement, or a contract proof or press proof in the case of a colour advertisement. Advertising must be seen as distinct from the editorial section and, as such, a booked advertising format (ad, bound insert, loose insert, etc.) may contain only the offer of one advertiser.

Payment conditions:
2% discount for direct debit, advance payment and payment within 10 days of invoice date, otherwise payment in full no later than 30 days from invoice date.

VAT No. DE 811 236 132

Bank account:
Baden-Württembergische Bank, BIC: SOLADEST600,
IBAN: DE28 6005 0101 0002 6238 87

Our general terms and conditions are available on the Internet at www.konradin.de. We would be happy to send you a copy on request.
## Ads: Standard formats

<table>
<thead>
<tr>
<th>Formats</th>
<th>Basic rates b/w</th>
<th>2c</th>
<th>3c</th>
<th>4c</th>
<th>Formats: width x height in mm</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Colour</td>
<td>Total</td>
<td>Colour</td>
<td>Total</td>
<td>Colour</td>
</tr>
<tr>
<td></td>
<td>surcharge</td>
<td>rate 2c</td>
<td>surcharge</td>
<td>rate 3c</td>
<td>surcharge</td>
</tr>
<tr>
<td>1/1 page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2nd/3rd cover page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4th cover page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/3 page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>on editorial page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>on editorial page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/8 page</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/16 page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Bleed surcharge € 700.00, charge for each spot colour € 1,050.00, no discounts on charges. Base price per mm high, 1 column, 44 mm wide € 7.00.
## Bound inserts

### Prices by grammage
(qualifies for discounts, 1 insert = 1/1 page of advertising)

<table>
<thead>
<tr>
<th>Quantity</th>
<th>under 135 gsm</th>
<th>135-180 gsm</th>
<th>untrimmed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 leaf = 2 pages</td>
<td>7,640.00</td>
<td>8,750.00</td>
<td>216 x 305</td>
</tr>
<tr>
<td>1 leaf + flap</td>
<td>11,440.00</td>
<td>13,140.00</td>
<td></td>
</tr>
</tbody>
</table>

### Conditions/technical details

- Prior to order acceptance and confirmation, it is necessary to submit a binding sample, or at least a dummy sample with size and weight specifications. The positioning of bound inserts depends on the technical possibilities. Bound inserts from materials other than paper on request.
- Bound inserts should be delivered untrimmed and the first page marked. Multi-page bound inserts must be delivered folded and closed towards the collar, i.e. in the direction of insertion.
- Additional folding and gluing work will be charged for.

### Quantities/deadlines

- Delivery quantity: 22,500 copies
- Issues 1, 3: 25,800 copies
- Special edition: 25,800 copies
- Delivery deadline: 7 days after advertising deadline

Prices for bound inserts on paper weighing less than 80 gsm or more than 180 gsm and other paginations are available on submission of a sample.

### Trimming diagram:

- 4-sided fold (gutter)
- 6-sided fold (gutter)
- 3 mm cutting edge 3 mm each
- 305 mm trimmed
- 297 mm untrimmed
- 216 mm untrimmed
- 210 mm trimmed
- 209 mm
- 195 mm
- 195 mm
- 620 mm
- 5 mm
- 5 mm
- 210 mm trimmed
- 206 mm
- 210 mm untrimmed
- 209 mm
- 195 mm
- 195 mm
- 620 mm

Delivery address for bound inserts:
Delivery at advertiser’s expense
Konradin Druck GmbH
Kohlhammerstraße 15
70771 Leinfelden-Echterdingen

Delivery note:
For “BM”, issue (No.)
Opening hours: Mon. - Fri.
7.00 a.m. to 6.00 p.m.
Euro-pallet dimensions:
80 x 120 cm
(High max. 110 cm)
Loose inserts

<table>
<thead>
<tr>
<th>Prices by grammage (no discounts)</th>
<th>Conditions/technical details</th>
<th>Delivery quantities (= print run + allowance)</th>
<th>Formats/date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Postage cost per 1,000 copies</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>up to 25 g</td>
<td>Prior to order acceptance and confirmation, it is necessary to submit a binding sample, or at least a dummy sample with size and weight specifications. The positioning depends on the technical possibilities.</td>
<td>Delivery quantities:</td>
<td>Format: Maximum</td>
</tr>
<tr>
<td></td>
<td>Loose insert are inserted loosely and they must consist of just a single piece. The first page must be marked. Multi-page loose inserts must be delivered folded and closed towards the collar, i.e. in the direction of insertion.</td>
<td>- per issue: 22,100 cop.</td>
<td>200 mm wide</td>
</tr>
<tr>
<td></td>
<td>Additional folding and gluing work will be charged for.</td>
<td>- issue no. 1 and 3: 25,400 cop.</td>
<td>290 mm high</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- special edition: 25,400 cop.</td>
<td></td>
</tr>
<tr>
<td>up to 30 g</td>
<td></td>
<td>Partial loose inserts: from 3,000 cop.</td>
<td></td>
</tr>
<tr>
<td>up to 35 g</td>
<td></td>
<td>Postal codes:</td>
<td>Delivery deadline: 7 days after advertising deadline</td>
</tr>
<tr>
<td>up to 40 g</td>
<td></td>
<td>0 = 1,200 cop.</td>
<td>22,100 cop.</td>
</tr>
<tr>
<td>up to 45 g</td>
<td></td>
<td>1 = 1,100 cop.</td>
<td>25,400 cop.</td>
</tr>
<tr>
<td>up to 50 g</td>
<td></td>
<td>2 = 1,900 cop.</td>
<td>25,400 cop.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3 = 2,400 cop.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 = 2,400 cop.</td>
<td></td>
</tr>
</tbody>
</table>

The price for heavier inserts and for inserts on thin paper or other materials available on submission of a sample. Prices are per thousand copies, rounded down to the nearest thousand.

At www.bm-online.de:

<table>
<thead>
<tr>
<th>Digital insert</th>
<th>930.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>for 4 weeks</td>
<td></td>
</tr>
</tbody>
</table>
Tip-ons

**Prices**

Plus cost of carrier advertisement or bound inserts

---

**Per thousand copies, including postage costs, plus gluing costs**

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Postcard</strong></td>
<td>61.00</td>
</tr>
<tr>
<td><strong>Delivery quantities:</strong></td>
<td></td>
</tr>
<tr>
<td>- per issue</td>
<td>23,000 cop.</td>
</tr>
<tr>
<td>- issue no. 1 and 3</td>
<td>26,400 cop.</td>
</tr>
<tr>
<td>- special edition</td>
<td>26,400 cop.</td>
</tr>
</tbody>
</table>

**Gluing costs:**

- By machine **37.00** per thousand.
- Machine gluing requires gluing edge parallel to binding edge, a min. 10 mm and a max. 70 mm from the binding edge. Height may vary.

- In other cases, including angled positioning:
  - Manual gluing **74.00** per thousand.

**Other advertising materials, e.g. booklet, CD, DVD, sample,**

are priced as loose inserts.

**Required quantity:**
on request

**Gluing costs:**

- On request on submission of sample forming basis of contract.
- Gluing requires gluing edge parallel to binding edge, a min. 40 mm and a max. 70 mm from the binding edge. Height may vary.

Positional deviations amounting to 1-2 mm for glued products may occur due to technical reasons.

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**Technical requirements for the delivery of data for advertisements and other advertising materials**

**Data formats:** We recommend the delivery of PDF/X-3 data. Otherwise unseparated files in EPS or TIFF format; please avoid native files (e.g. InDesign, Quark XPress, etc.). The file must be ready to print, i.e. all the fonts used should be embedded, continuous tone images require a resolution of 300 dpi, line art a minimum resolution of 600 dpi.

**Colour:** Print colours (CMYK) in accordance with ISO 2846-1, spot colours available by agreement. For conversion and control of the colour space (ICC colour management), please refer to the standard ECI offset profiles (order the “ECI_Offset_2009” package free of charge from www.eci.org). Use the “eciRGB_v2.icc” (RGB colour space) and “ISO_coated_v2_eci.icc” (CMYK colourspace) profiles.

**Proof:** “Print Media Standard” (bvdm) contract proof. Digital proof prints must contain the FOGRA Media Wedge in order to monitor colour accuracy (available from www.fogra.org, payment required). Proof prints must display an official print control strip.

**Data archiving:** All data will be archived, unamended repeats will therefore normally be possible. However, no data guarantee is offered.

**Guarantee:** If incomplete or incorrect data (text, colours, illustrations) is delivered, we accept no responsibility for the printed result. Faulty imaging due to incomplete or faulty files, incorrect settings or incomplete information will be charged for. This is also the case for additional setting or repro work as well as the production of new proofs.

---

**Delivery address:**

Delivery at advertiser’s expense.

Konradin Druck GmbH

Kohlhammerstraße 15

70771 Leinfelden-Echterdingen, Germany

**Delivery note:**

For “BM”, issue (No.)

Opening hours: Mon. - Fri. 7:00 a.m. to 6:00 p.m.

Euro-pallet dimensions:

80 x 120 cm (max. height 110 cm)
Special advertising formats: high-impact, distinctive

BM offers advertisers a wide range of options for presenting their products and brands exactly how they want them to be perceived. We will gladly work with you to develop special, innovative advertising formats to create a unique, striking impact.

### Flaps

**Extras:**
- Arouses curiosity – followed by excitement and surprise
- Prominent position on cover
- Ad appears when flap is opened

**Size:**
- Inside of flap: 105 mm wide x 297 mm high
- Ad section on cover: 100 mm wide x 297 mm high

**Basic price:** 12,800.00

### Belly-bands

**Extras:**
- No one is going to miss this one – gives you a head start over other ads
- The belly-band ad is wrapped around the outside of the magazine
- The awareness can be increased even more by a response advertising means.

**Size:**
- 105 mm wide, length depends on magazine circumference, fixed with adhesive dot

**Basic price:** 10,700.00

### Bookmarks

**Extras:**
- Creative, high-impact advertising format
- High practical benefit for the reader – high level of acceptance
- Enables you to guide readers straight to your ad or article

**Size:**
- 70 mm wide x 150 mm high – attached to magazine by bookmark string

**Basic price:** 11,500.00

### Tip-ons, booklets or CDs

**Extras:**
- Powerful promotional effect
- Gives prominence to your product sample, booklet or CD
- Positioned directly on the cover or glued to your ad inside the magazine

**Size:**
- 70 mm wide x 150 mm high

**Available formats and prices on request**

Contact us for details of availability, production costs and other technical information relating to our special ad formats.
In every issue: articles and reports on **interior fittings** – furniture – building components: design, production, marketing and sales, company management, vehicle fleet, machinery, semi-finished products and supplies, window, door and building components market launches.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Themes</th>
<th>Trade Shows</th>
</tr>
</thead>
</table>
| 1     | **FEATURE TOPIC:** Construction and Fittings, Windows and Facade  
Start of the year 2020 – climate protection and energy saving remain perennial favourites – product innovations in the field of highly insulating windows, doors and facades – constructions, components, materials, hardware systems, sealants and insulation materials – exhibition preview for Swissbau 2020, Basel  
Efficient production concepts for furniture and interior design  
Machining of boards and solid wood – standard, special and CNC machines – machine tools and accessories  
Show preview: Timba+ 2020, Salzburg  
Exhaust, heating, recycling producing and using compressed air | • Show preview: ZOW 2020  
• Special section EDP MAGAZINE – software and IT practice  
BM market overview: industry software for joiners and cabinet makers – CAD, trade and window construction programmes  
• Stairs  
• Floors  
Show preview: Domotex 2020  
• Glue and adhesive technology  
• In focus: Workshop practice  
Practical tools and time-saving equipment  
Extra-large print-run: 25,000 copies |

| 2     | **FEATURE TOPIC:** Furniture fittings, materials and components  
Furniture fittings, lighting equipment, decorative materials and creative materials, semi-finished and ancillary products – pioneering design solutions and latest product news – Mineral materials: semi-finished and supplied products made of mineral, quartz and ceramic materials | • Machine tools  
• Windows, front doors and conservatories  
• Locks and fittings  
Advances in fittings for windows, doors and other building components  
• Walls and ceilings  
• Power tools  
• In focus: Surface technology  
Oils, waxes, water-based paints – machines, equipment and tools |

**SHOW ISSUES**  
DOMOTEX, Swissbau, Timba+, ZOW  
**SHOW ISSUES**  
EuroShop, light + building  
**BONUS DISTRIBUTION**  
+ AUSTRIA
### Editorial Schedule 2020

In every issue: articles and reports on interior fittings – furniture – building components: design, production, marketing and sales, company management, vehicle fleet, machinery, semi-finished products and supplies, window, door and building components market launches.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Themes</th>
<th>Trade Shows</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td><strong>FEATURE TOPIC:</strong> HOLZ-HANDEWERK and FENSTERBAU FRONTEALE 2020&lt;br&gt;Researching for the big BM Trade Fair Guide&lt;br&gt;• HOLZ-HANDEWERK: Woodworking machinery, machine tools, power tools, production supplies, materials, components and fittings, industry software&lt;br&gt;• FENSTERBAU FRONTEALE: The international supplier market for window and facade production – profile systems manufactured from plastic and aluminium for windows and doors - construction fittings – insulating technology – prefabricated elements – machinery and equipment for the production of components</td>
<td>• CNC and CAD/CAM technologies for the crafts sector&lt;br&gt;• Wood preservatives for windows and doors Options available for wooden window, door and conservatory manufacturing&lt;br&gt;• Special section: EDP-MAGAZINE – software and IT practice Software for windows, facades and conservatory construction – trade show guide: Software suppliers at HOLZ-HANDEWERK and FENSTERBAU FRONTEALE 2020 in Nuremberg – trade software and CAD&lt;br&gt;• Inspiration for furniture design 2020 All that was imm cologne: Wide range of materials, fittings, constructions&lt;br&gt;• Floor trends: The highlights of DOMOTEX 2020&lt;br&gt;• In focus: Kitchens Custom-built kitchens from the cabinetmaker — fittings, inserts, appliances and accessories&lt;br&gt;• In addition to the trade show coverage, there will be special newsletters and promotions at bm-online.de</td>
</tr>
</tbody>
</table>

*Extra-large print-run: 25,000 copies*

| 4     | **FEATURE TOPIC:** Interior Doors<br>Design and technology, balanced functional and decorative fittings, fillings and applications – streamlining tools for mounting – semi-finished products and blanks for in-house production – fire and noise protection with interior doors | • Energy consumption under the microscope Compressed air and suction technology, electricity & heating<br>• Assembly technology Installation of windows, doors, partitions, wall and ceiling coverings – dowel technology, materials and fasteners, sealants and sealing profiles, machinery, equipment, tooling and fixtures<br>• Dimension technology The latest technology involved in everything from building site line lasers to distance meters.<br>• Workwear and occupational safety<br>• In focus: Vehicle fleets The latest vans for joiners, cabinet makers and window makers in the BM market overview | |

*Publication date* 11.03.2020
*Advertising deadline* 13.02.2020

| 4     | **FEATURE TOPIC:** Interior Doors<br>Design and technology, balanced functional and decorative fittings, fillings and applications – streamlining tools for mounting – semi-finished products and blanks for in-house production – fire and noise protection with interior doors | • Energy consumption under the microscope Compressed air and suction technology, electricity & heating<br>• Assembly technology Installation of windows, doors, partitions, wall and ceiling coverings – dowel technology, materials and fasteners, sealants and sealing profiles, machinery, equipment, tooling and fixtures<br>• Dimension technology The latest technology involved in everything from building site line lasers to distance meters.<br>• Workwear and occupational safety<br>• In focus: Vehicle fleets The latest vans for joiners, cabinet makers and window makers in the BM market overview | |

*Publication date* 09.04.2020
*Advertising deadline* 16.03.2020

*Trade Shows*

- MAIN SHOW ISSUE
- SHOW ISSUE
- SHOW REPORTS
  - DOMOTEX,
  - imm cologne,
  - Swissbau,
  - TIMBA+,
  - ZOW

*Trade Magazine*
**In every issue:** articles and reports on **interior fittings – furniture – building components**: design, production, marketing and sales, company management, vehicle fleet, machinery, semi-finished products and supplies, window, door and building components market launches.

<table>
<thead>
<tr>
<th>Issue</th>
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<th>Trade Shows</th>
</tr>
</thead>
</table>
| 5 May 2020 | **FEATURE TOPIC: Surface technology**  
Machinery, equipment and tools for the development of a professional surface structure  
- Veneer and solid wood  
- Trade show report  
  HOLZ-HANDEWERK and FENSTERBAU FRONTEAL 2020  
- Show preview: XYLEXPO 2020  
- Building components accessories  
  Fall protection, sun and insect protection  
- Profile systems for windows and doors  
  Plastic profile systems - new and further developments from  
  FENSTERBAU FRONTEAL 2020 – fittings & hardware assembly  
- Supplier market and merchandise  
  Furniture and furniture parts, prefabricated elements for interior design  
- Furniture and decorative fittings  
  Timeless elegance in stainless steel, aluminium, wood, plastics, stone or leather  
- Handling, transport, storage  
- In focus: The future joinery | SHOW ISSUE  
XYLEXPO  
SHOW REPORTS  
HOLZ-HANDEWERK  
FENSTERBAU FRONTEAL |
| 6 June 2020 | **FEATURE TOPIC: Partitions and sliding systems**  
Separating, subdividing, joining – flexible partition walls for the commercial and residential market as top-sellers in furniture and interior construction – BM renders the range of products in systems and fittings technology transparent – model solutions for fixed and movable partitions  
- Grinding technology for a perfect finish  
Solid wood, veneer and paint – spaces, edges and profiles – Abrasives, grinding tools and tables, aids and accessories  
- Manufacturing and machine technology  
Manufacturing ideas for craft and industry – processing boards and solid wood – the latest news in everthing revolving around machines, machine tools and handling concepts  
- Special section EDP MAGAZINE – software and IT practice  
  Industry software, CAD, window and stair software  
- Lighting technology  
Applications in furniture and interior finishings  
- Window and door manufacturing  
Machines and processes – Machine tools and manufacturing equipment  
- Assembly technology  
Economical fixing materials, machinery – Transport and handling  
- Bathrooms and health spa  
High-quality supplies, functional materials, suitable constructions  
- In focus: Power tools  
The latest tools at the HOLZ-HANDEWERK trade show – BM Product Test: put under the microscope |
In every issue: articles and reports on interior fittings – furniture – building components: design, production, marketing and sales, company management, vehicle fleet, machinery, semi-finished products and supplies, window, door and building components market launches.

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<tr>
<th>Issue</th>
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</thead>
</table>
| 7     | **FEATURE TOPIC: Front doors and entrances**  
Design and construction, thermal and sound insulation – special materials, semi-finished products, door blanks, fills and glazings for doors – security and hardware technology and accessories  
- Safety and security systems  
  Electronic and mechanical components for windows, doors and facades – fitting parts and retrofitting concepts  
- Standard machines  
  From entry-level model to luxury class  
  Machine tools and practical accessories  
- Historic property conservation  
  Insulating materials and sealants  
|        | **Compressed air generation and treatment**  
**Walls and ceilings**  
  Design, construction and associated elements of sound insulation and acoustics  
**Vehicle fleets**  
  Loading, securing and chauffering – 2020 transporter models in a BM market overview  
**In focus: Fittings for furniture and interior design**  
  Increased comfort in furniture though fitting technology – Order in cabinet corpus – storing, ordering |

| 8     | **FEATURE TOPIC: Workshop Practice**  
Increased productivity as a result of automated processes and manufacturing methods – practical tools, time-saving devices for the bench and machinery room – workplace and process design  
- Window and door manufacturing  
- Manufacturing concepts for furniture and interior design  
  Machines and complete production units in a data network – Panel and solid wood processing – standard, special and CNC machines  
- Components market  
  Windows, doors and accessories: Ventilation and indoor climate  
|        | **Life in the kitchen**  
**Decorative surfaces and materials**  
**Flooring made of wood and wood-based panels**  
  Solid wood flooring, prefabricated parquet, veneer and laminate flooring, sound absorbing construction, rational installation techniques, surface treatment  
**In focus: Sustainability**  
  Sustainability as key topic in wood-processing industry: What are the latest market developments featuring innovative technology and environmentally-friendly materials? How can energy savings be generated? |
### Editorial Schedule 2020

**In every issue:** articles and reports on **interior fittings – furniture – building components**: design, production, marketing and sales, company management, vehicle fleet, machinery, semi-finished products and supplies, window, door and building components market launches.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Themes</th>
<th>Trade Shows</th>
</tr>
</thead>
</table>
| **9** | **FEATURE TOPIC: Edge**  
State-of-the-art in edge processing – machinery, tools, profiling and finishing techniques – extraordinary edge design and perfect details: edge suppliers and their solutions | ・Glue and adhesive technology  
Which adhesive for which application? – machinery, equipment and tools  
・Machine tools for panel and solid wood processing  
Selection criteria for CNC and standard tools  
・Partition and wall systems  
Design, sound insulation and fire protection  
・Sound insulation and acoustics  
Sound-absorbent materials, constructions and elements  
・In focus: Joinery of the future | **SHOW ISSUE**  
security essen |
| **September 2020** |  
• Decisions on the surface  
Paints, lacquers, oils and waxes – Humidification  
• Components market  
Product and services concepts for windows, doors and accessories – **Home automation**: close, open, shading at the press of a button – Show preview: security essen 2020 |  
[security essen](#) |
| **Publication date** | **Advertising deadline** |  
09.09.2020 | 14.08.2020 |
| **10** | **FEATURE TOPIC: CNC Machining in the Craft and Industry**  
High-tech in furniture and interior design – CNC machining capabilities for craftsmen, suppliers and industry – Optimisation opportunities around the machine – tailor-made concepts for series manufacturer and individual production | ・The world of glass  
Insulating glass technology – **Glass within interior design**  
Show preview for glasstec 2020 in Düsseldorf  
・Special section: EDP MAGAZINE – software and IT practice  
CAD/CAM becoming the standard – industry applications, CAD and window construction software: 3D printing  
・Captivating shop fitting  
Materials, systems and components for modern shop fitting – **Creative lighting design**  
・Interior facilities for furniture  
Systems, fittings and elements for the design of storage space in living rooms, bedrooms, kitchens and bathrooms in addition to the home office  
・In focus: Window, door and facade technology  
Energy efficiency, safety and comfort: modern windows and doors made of wood, wood-aluminium and plastic – intelligent and automated ventilation – preview of Rosenheim Window Days 2020 | **SHOW ISSUE**  
glasstec |
| **October 2020** |  
• CAD/CAM in practice  
Concepts for easy CNC control – networks promote productivity  
• Suppliers’ fair for furniture and interior design  
Components and related parts for the areas of furniture and interior design, shop and trade events, kitchen and bathroom  
• Wood preservatives for building components  
Paints and glazes make wood windows and doors more robust  
• Branded workwear  
Perfect workwear offers wearers safety and signalises a professional service – Modern design and comfortable protection |  
[glasstec](#) |
| **Publication date** | **Advertising deadline** |  
08.10.2020 | 14.09.2020 |
| **Advertising deadline** |  | 14.08.2020 |
BM Spezial – Prefabricated Elements for Construction and Interior

BM creates transparency and provides guidance in the procurement market. Reporting on individual manufacturers, products and services alongside a detailed representation of the entire market sphere help to ensure this special edition is a comprehensive reference tool for acquisition. There are also plenty of practical tips on the topics of customer service, presentation, sales and installation.

Distribution:
to the subscribers of BM and in addition to qualified individuals working within companies in the construction and assembly trade.

Who supplies what?

Focus on the following product groups:
• Windows and doors made of wood, wood-aluminium and plastic
• Fittings, electrification and accessories for windows and doors
• Assembly and dimension: smart helpers for use on construction sites
• Focus on interior doors: design and functional diversity are key
• Fittings and accessories for interior doors
• Stairs: strong design for extraordinary performance
• Floor, wall and ceiling elements
• Power tools: strong helpers on the go
• Fleet: vehicles, special equipment, cargo securing

Editorial content

• Important market data, current trends
• Distribution partnerships: examples of successful marketing concepts
• From practice: successful solutions for new construction and renovation
• Construction and design: what builders and architects want
• Trends on the trail: interesting new and further developments within individual product groups
• Installation: tips and tricks for professional installation
In every issue: articles and reports on interior fittings – furniture – building components: design, production, marketing and sales, company management, vehicle fleet, machinery, semi-finished products and supplies, window, door and building components market launches.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Themes</th>
</tr>
</thead>
</table>
| 11 | FEATURE TOPIC: Work materials  
Constructive and decorative: the diversity of materials for interior design in focus — improved standards, specialities and combinations  
Lightweight: lightweight concepts with integral added value for furniture, store fixtures, exhibition and interior designers — innovative design, fittings and manufacturing know-how — new and proven lightweight materials at a glance |
| | Doors create rooms  
Materials and surfaces — doors with multifunction  
Sliding doors: topical new developments and advancements in systems and fittings |
| | Grinding technology  
Machines, tools, equipment, accessories and abrasives for veneer and solid wood pulp |
| | Stairs  
Stair manufacturing: machines, appliances and equipment, design, planning and construction |
| | Safety technology and burglary protection  
Show report: security essen 2020 |
| | In focus: Power tools  
battery power and power supply units |
| | BM reader test: Under the microscope |
| 12 | FEATURE TOPIC: Panel Dividing  
All around the saw in panel and solid wood processing — networking and digitalisation — optimise, splitting and formatting, trimming, capping — machines, software and tools — intelligent loading and destacking solutions |
| | Window-, Door- and facade technology  
| | Transporting, handling, storage  
Effective material and component handling in industry and the building trades — devices and aids for optimal processes — storage: equipment and organisation tips — Air moistening: optimal storage of solid wood and veneers |
| | Walls and ceilings  
Components for functional and decorative interior design — assembly technology: Time-saving systems, tools and machines |
| | In focus: Franchising and marketing groups |

Trade Magazine
Editorial Schedule 2020
The information and service portal sets new standards in the industry!

In addition to its modern design, BM-online provides exceptional depth of content and diverse services. The exciting mix comprises daily news, knowledge, inspiration, impulses and practical tips alongside insight from professional colleagues, strongly focused on the highest utility value for the user. The extensive product and technical articles research, exclusive market overviews and downloads, reader tests, theme- and trade-fair specials, recruitment section, opportunities, video library, catalogue service, Know-how Quiz and competitions round off this unique offer.

Traffic (monthly average, 1st half of the year 2019, source: google analytics)

- Page Impressions: 234,000
- Visits: 89,000
- Unique User: 78,000

### Ad format on all pages*

<table>
<thead>
<tr>
<th>Description</th>
<th>Position on Desktop and Tablet**</th>
<th>Size in pixels (w x h) Desktop and Tablet</th>
<th>Positioning Desktop and Tablet</th>
<th>Positioning Mobile</th>
<th>Size in pixels (w x h) Mobile</th>
<th>Prices***/4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>Placement above the Header</td>
<td>728 x 90</td>
<td></td>
<td>300 x 50</td>
<td>890.00</td>
<td></td>
</tr>
<tr>
<td>Large Leaderboard</td>
<td></td>
<td>970 x 90</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skyscraper</td>
<td>Placement on the right side next to Content</td>
<td>120 x 600</td>
<td></td>
<td>300 x 50</td>
<td>890.00</td>
<td></td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td></td>
<td>160 x 600</td>
<td></td>
<td></td>
<td>930.00</td>
<td></td>
</tr>
<tr>
<td>Hockeystick</td>
<td>Leaderboard adjacent to Skyscraper on the right</td>
<td>728/970 x 90 und 120/160 x 600</td>
<td></td>
<td>300 x 75</td>
<td>1,500.00</td>
<td></td>
</tr>
</tbody>
</table>

*Prices valid as of 01.10.2019, in €, plus VAT
### Frame Ad
- **Dimensions**: 120 x 600 and 1,125 x 90 and 120 x 600
- **Description**: Leaderboard with Skyscrapers on left and right. Tablet display in Hockeystick format
- **Size**: 300 x 75
- **Price**: 1,950.00

### Halfpage Ad
- **Dimensions**: 300 x 600
- **Description**: Banner in the outer column in a medium rectangle positioning
- **Size**: 300 x 600
- **Price**: 1,650.00

### Medium Rectangle
- **Dimensions**: 300 x 250
- **Description**: Banner within content or in the outer column
- **Size**: 300 x 250
- **Price**: 930.00

### Video Ad
- **Dimensions**: 300 x 250
- **Description**: Video play-out in a medium rectangle positioning. A play button will be added.
- **Size**: 300 x 250
- **Price**: 990.00
- **Price with 1 year videothek**: 1,550.00

### Special advertising forms for even greater awareness:

#### Sticky Skyscraper
- **Dimensions**: 120 x 600
- **Description**: Placement on the right side next to content (Sticky: Banner remains in the field of view when scrolling the page)
- **Size**: 300 x 50
- **Price**: 1,450.00

#### Sticky Wide Skyscraper
- **Dimensions**: 160 x 600
- **Description**: Placement on the right side next to content (Sticky: Banner remains in the field of view when scrolling the page)
- **Size**: 300 x 50
- **Price**: 1,500.00

#### Expandable Leaderboard
- **Dimensions**: 728 x 90 and 728 x 300
- **Description**: The expandable banner opens at mouseover and settles over content close using the close button
- **Size**: 300 x 50
- **Price**: 1,550.00

#### Wallpaper
- **Dimensions**: 728/970 x 90 and 120/160 x 600
- **Description**: Leaderboard adjacent to skyscraper on the right and additional background colour
- **Size**: 300 x 75
- **Price**: 1,750.00

#### Ad Bundle
- **Description**: Consists of three advertising forms: Leaderboard, Skyscraper, Medium Rectangle
- **Price**: 2,390.00

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Other formats on request. Displayed in rotation.
*except on selected topic pages / special pages. **Size and position in picture is illustrative. ***Prices include link to your website.

**Submission of files**: 7 days prior to dispatch date via e-mail to auftragsmanagement@konradin.de. File formats: GIF, JPG, HTML5 (responsive), Redirect (file size max. 80KB) HTML5 and Redirect - please send as a HTTPS-compliant attachment. File format video ad: MPEG4 (file size max. 30 MB). Please request our technical specifications for the Wallpaper, Sticky Skyscraper and Expandable Leaderboard advertising forms. The specifications should be emailed to: auftragsmanagement@konradin.de.

Ask for our detailed advertising rates for online formats: bm.anzeigen@konradin.de or directly available at www.bm-online.de.
BM Newsletter

The BM editorial staff creates an online newsletter every two weeks for opt-in subscribers, which is distributed to over **19,000 interested experts** within the industry. You duly reach your target group quickly and easily.

- They alert people to new products/services or events.
- They make people aware of your new website or latest videos.
- Shortly before an important exhibition, advertise your “best kept secret”.

**Target group:** Professionals and decision-makers in joinery and cabinet making, in furniture making and interior fittings, in window making, retail and industry.

<table>
<thead>
<tr>
<th>Advertising format / Newsletter</th>
<th>Size in pixels (W x H)</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Text/image ad</td>
<td>Image 200 x 150 and Text 300 characters incl. spaces + URL to link the advertising format</td>
<td>990.00</td>
</tr>
<tr>
<td>2 Fullbanner</td>
<td>468 x 60 or 590 x 100</td>
<td>800.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>900.00</td>
</tr>
<tr>
<td>3 Medium Rectangle</td>
<td>300 x 250</td>
<td>930.00</td>
</tr>
</tbody>
</table>

Every advertising form can be given a link to your website.

**Submission of files:**
7 days before date of dispatch by email to: auftragsmanagement@konradin.de

File formats: GIF, JPG (DOC additionally for text/image ad), tracking code is possible, tracking pixels are not built in (file size max. 60 KB). With animated GIF files, the e-mail may only display the first animation frame.
Stand-alone newsletter (Prices valid as of 01.10.2019, in €, plus VAT)

Stand-alone newsletter: individually bookable BM Special Newsletter

This newsletter guarantees you as the sole partner the greatest possible exclusivity for your message.

Layout in the corporate design of the BM newsletter. As a distribution brand, BM has a recommendatory character.

It’s so simple:
You will receive a writeable PDF form that you can use to mail us your texts. Also send us the logo and images. We will do the rest for you.

<table>
<thead>
<tr>
<th>Stand-alone newsletter</th>
<th>Circulation</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content</td>
<td>19,000 newsletter recipients</td>
<td>4,500.00</td>
</tr>
<tr>
<td>• Welcome text</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Contact details</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Logo</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 3-5 articles incl. images</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• “Impressum”</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Submission of files:
14 days before date of dispatch by email to: bm.anzeigen@konradin.de
Cross media

Video Library/Video Package (Prices valid as of 01.10.2019, in €, plus VAT)

Attention – grabbing – illustrative – long-term
Place your product or user video at BM!

**NEW**
Your video on bm-online.de!

**BM Video Library**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Library: presentation of your video with freeze frame and text in the BM Video Library on bm-online.de, 12 months run-time</td>
<td>850.00</td>
</tr>
</tbody>
</table>

**BM Video Package 1: Video Library + Video Ad**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Library: presentation of your video with freeze frame and text in the BM Video Library on bm-online.de, 12-month run-time</td>
<td></td>
</tr>
<tr>
<td>Video ad: prominently placed on bm-online.de, 4 weeks run-time</td>
<td>1,550.00</td>
</tr>
</tbody>
</table>

**BM Video Package 2: Video Library + Video Ad + Newsletter**

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video Library: presentation of your video with freeze frame and text in the BM Video Library on bm-online.de, 12-month run-time</td>
<td></td>
</tr>
<tr>
<td>Video ad: prominently placed on bm-online.de, 4 weeks run-time</td>
<td></td>
</tr>
<tr>
<td>Sponsored link: with video starting image and text in the BM Newsletter, incl. link to the BM Video Library</td>
<td>1,980.00</td>
</tr>
</tbody>
</table>

**Data delivery for video and newsletter:**
7 days prior to start of campaign via e-mail to: auftragsmanagement@konradin.de

- Video: Format MPEG 4, max. 30 MB
- Freeze frame: jpg or png, max. 770 pixels wide
- Text: max. 300 characters

**Your benefits:**
- Audio-visual information is attention grabbing, remain in people’s mind for a long time and have a strong emotional effect.
- They vividly illustrate complex contents and processes.
- They reach the relevant trade professionals and generate potential customers.
- They are present a whole year on bm-online.de.
Cross-Media
Catalogue Service (Prices valid as of 01.10.2019, in €, plus VAT)

Basic: BM Catalogue Service – Online
Put your catalogue online! Interested experts can order or download your catalogue from www.bm-online.de.

Your benefits:
• Direct response
• Genuine buying interest
• Opening up new client groups
• Little effort – huge effect
• Bookable and updateable at any time

78,000 unique users/month

= 78,000 contact opportunities!

Premium PLUS: BM Catalogue Service – Online + Print + Newsletter
You can complement our cross-media offer of print + online products with a text/image advertisement in our BM newsletter. You will therefore address an extra 19,000 Newsletter recipients.

With Premium PLUS, you will achieve the highest target audience attention for your catalogue.

78,000 unique users/month
+ 58,000 readers/issue
+ 19,000 newsletter subscribers

= 155,000 contact opportunities!

Premium: BM Catalogue Service – Online + Print
Use our cross-media offer! Place your catalog online and additionally in the print editions of BM. You will reach an additional 58,000 readers per month and thus get high attention and coverage.

78,000 unique users/month
+ 58,000 readers/issue

= 136,000 contact opportunities!

Basic: BM Catalogue Service – Online Prices

<table>
<thead>
<tr>
<th>Runtime</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 months</td>
<td>680.00</td>
</tr>
<tr>
<td>12 months</td>
<td>980.00</td>
</tr>
</tbody>
</table>

Premium: BM Catalogue Service – Online + Print

<table>
<thead>
<tr>
<th>Runtime</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 months online + 6 x in print issue</td>
<td>2,150.00</td>
</tr>
<tr>
<td>12 months online + 12 x in print issue</td>
<td>3,150.00</td>
</tr>
</tbody>
</table>

Premium PLUS: BM Catalogue Service – Online + Print + Newsletter

<table>
<thead>
<tr>
<th>Runtime</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 months online + 6 x in print issue + 1 x text/image ad</td>
<td>2,650.00</td>
</tr>
<tr>
<td>12 months online + 12 x in print issue + 2 x text/image ad</td>
<td>3,950.00</td>
</tr>
</tbody>
</table>

(Traffic for www.bm-online.de, monthly Ø values, source: google analytics)
Cross-Media
Special Trade Show Packages (Prices valid as of 01.10.2019, in €, plus VAT)

BM Special trade show packages

Attractive cross-media offers for the trade shows:

HOLZ-HANDWERK 2020

For the HOLZ-HANDWERK and FENSTERBAU FRONTALE trade fairs, our cross-media Special Trade-Fair Packages offer you presence in all media channels.

Take your chance for maximum target group contacts and enhanced attention in a dedicated trade show environment!

<table>
<thead>
<tr>
<th>BM Special trade show packages</th>
<th>Rates per show</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) Logo package trade show</td>
<td>Logo presence print + online</td>
</tr>
<tr>
<td></td>
<td>Your logo</td>
</tr>
<tr>
<td></td>
<td>• in the trade show issue BM 3/2020 and</td>
</tr>
<tr>
<td></td>
<td>• for 6 weeks in the revolving logo display at bm-online.de (from mid February 2020)</td>
</tr>
<tr>
<td></td>
<td>680.00</td>
</tr>
<tr>
<td>B) PR package trade show</td>
<td>Company/product presentation</td>
</tr>
<tr>
<td></td>
<td>Your coverage</td>
</tr>
<tr>
<td></td>
<td>• (1,500 characters plus 3 images) and</td>
</tr>
<tr>
<td></td>
<td>• on an exclusive microsite at bm-online.de plus entry in the Special Newsletter for HOLZ-HANDWERK or FENSTERBAU FRONTALE</td>
</tr>
<tr>
<td></td>
<td>950.00</td>
</tr>
<tr>
<td>A) + B) Complete package trade show</td>
<td>Complete package</td>
</tr>
<tr>
<td></td>
<td>Logo presence print + online plus coverage on the exclusive microsite</td>
</tr>
<tr>
<td></td>
<td>Special price 1,290.00</td>
</tr>
</tbody>
</table>

78,000 unique users/month
+ 58,000 readers/issue
+ 19,000 newsletter subscribers

= 155,000 contact opportunities!
A knowledge induced head start
BM market research “Schreinerpanel”

The BM editorial staff regularly conduct market surveys of joinery and cabinetmaking companies in Germany. The results they produce are representative for the industry as a whole. They tell us about hot topics and trends, investment behaviour, the state of the industry, and the mood within companies.

Join us!

Be part of our market survey by asking your own questions to your target group. This will give you valuable information on topics such as:

- How well-known your company is
- What is expected of your products
- Product demand and willingness to spend money
- How your competitors are perceived
- Information-seeking behaviour of joiners and cabinetmakers

Choose from our list of questions, or send us your own (multiple-choice) questions.

Your benefits:

- Save money by conducting market research jointly with us
- Get unembellished answers, straight from the market
- Exclusive use of the results by your company
- Up-to-the-minute information gives you a competitive edge
- You can use the results in your own marketing

Use the market research results in your day-to-day operations and in your strategic decision-making. The answers to the questions you chose are yours and yours alone!

The questionnaire is conceived by the Konradin Market Research Department and conducted and evaluated jointly with Norstat Deutschland GmbH, an independent market research company that is a member of the German Market and Social Researchers Association.

<table>
<thead>
<tr>
<th>Scope</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 questions</td>
<td>1,650.00</td>
</tr>
<tr>
<td>5 questions</td>
<td>2,450.00</td>
</tr>
<tr>
<td>7 questions</td>
<td>3,200.00</td>
</tr>
</tbody>
</table>

Next surveys: Spring and autumn 2020

We will gladly send you our list of questions and further detailed information.
Contact: bm.anzeigen@konradin.de
Advice and bookings: See contacts on page 2
Möbel VERKAUFEN is the trade magazine for joiners, cabinet makers and interior designers that do business with their own showrooms and/or kitchen studios and who sell both their own and third party products.

The magazine is the essential idea and impulse-giver for businesses that enhance their product spectrum with commodities like furniture, kitchens (furnishings and fittings), light, flooring and home accessories amongst other things. Joiners and interior designers who also trade in such products will find suggestions as to how they can increase their sales.

The core target group are craftsmen providing a comprehensive consultation service who are responsible for the furnishing and fitting of private and contract projects at both the interior design planning stage and the realisation stage, and who do business as high-class interior furnishers.

Contact/consultation:

Christel Trautwein, Sales
Phone +49 711 7594-371
christel-trautwein@konradin.de

Elena Deeg, Editor
Phone +49 711 7594-491
mv.redaktion@konradin.de

Our media kit can be found at:
www.mv-verkaufen.de/mediaservice/
fachjobs24.de is the job portal of the Konradin Publishing Group.
fachjobs24.de – a unique media network built upon 62 print and online brands with the highest level of professional competence.

The right partner when searching for professional craftsmen.
The print and online products belonging to this channel are essential reading for deciders in the industry. Used as work material and a source of inspiration, it supplies invaluable practical tips and impulses.

28 print partners with 582,130 print editions per month

33 online partners with 8,902,174 PIs per month 5,145,299 visits per month

Crafts
- 1/4 page: 1,450.00
- 1/2 page: 2,900.00
- 1/1 page: 5,500.00

Knowledge
- 1/4 page: 7,328,157 PIs
- 1/2 page: 4,049,159 visits
- 1/1 page: 183,968 print run copies

Optometry
- 1/4 page: 96,992 PIs
- 1/2 page: 43,088 visits
- 1/1 page: 13,900 print run copies

Working World
- 1/4 page: 65,254 PIs
- 1/2 page: 43,542 visits
- 1/1 page: 14,665 print run copies

Industry
- 1/4 page: 514,856 PIs
- 1/2 page: 345,510 visits
- 1/1 page: 215,900 print run copies

All print ads set to type area, (specific formats are available upon request). Print rates indicated are valid for 4-colour print, all prices in € plus VAT. Publication rates are provided by the publisher and are valid as of 2019.
Trade Media
of the Konradin Media Group

The Konradin Media Group is one of the largest suppliers of specialist information in the German-speaking world. Its portfolio comprises some 50 specialist media, science magazines, online portals and event series.

For more information on our portfolio in the fields of architecture, crafts, industry, eye care, fine living and knowledge please visit www.konradin.de

Printing:
We specialise in complex catalogue productions involving different languages or versions as well as standardised catalogues. More at: konradinheckel.de

Market research:
We offer market studies, target group surveys, advertising effectiveness research, etc. – in collaboration with professional market research companies.

Corporate publishing:
We produce corporate communication tailored to your target group, in print and online, from customer magazines to web portals. Visit konradin.de for more details.