## In-House Contacts

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Konradin Medien GmbH  
Ernst-Mey-Straße 8  
70771 Leinfelden-Echterdingen  
Germany  
Advertising fax  
+49 711 7594-1432
Lackiererblatt

Lackiererblatt, the magazine for vehicle painting, bodywork and repair appears seven times a year. Its reporting stands for independent and critical journalism, and it covers its varied subject matter through user reports, articles and interviews in an easy to understand way with plenty of images and opinions.

„Whether in our print editions, website, social media or events – via numerous ways and means Lackiererblatt maintains direct contact with our readers and users. Our newly designed print magazine takes account of this media evolution. Print and online are not contradictory, but rather complement each other perfectly."

Michael Rehm, Editor-in-Chief

Website

www.lackiererblatt.de

The online meeting point for all those interested in vehicle painting and body repair, featuring current news from the industry, Company Directory, extensive videos and service offers, such as the Wissens-Check or the painting defects series.

Page 20 and 21
Media Brand

Newsletter
The Lackiererblatt-News delivers monthly up-to-date information from the industry.
Page 23

Video Newsletter
The bimonthly newsletter presents interesting product and application videos with links to the video tips on the website.
Page 24

Advent calender
The competitions on our website offer valuable prizes from reputable manufacturers in the industry.
Page 25

Wall Calender 2021
The glossy calendar appears in DIN A4 format. Selected pictures provide insight into the versatile aspects of the painting industry.
Page 26

Social Media
www.facebook.com/lackiererblatt
Platform for the extraordinary. Ideally suited for the dialogue between the editorial staff and people within the industry.

Lackiererblatt Wissens-Check
The Wissens-Check offers over 450 questions and answers from the coating industry. Suitable for refreshing expertise and ideal in preparation for the journeyman's examination.
To be found at www.lackiererblatt.de
Title: Lackiererblatt

In brief: The painting of motor vehicles and body repair are at the focus of Lackiererblatt. Heavily illustrated, easy to understand and strong on opinions, it deals with these subjects through user feedback, reporting and interviews. In addition, Lackiererblatt regularly covers other themes associated with motor vehicle maintenance – from vehicle electronics over industrial painting to vehicle preparation and cleaning. Current industry news and numerous detailed product presentations complement the range of topics covered in every issue.

Target group: Automotive paint shops, automotive repair shops, bodywork shops with attached paint shops, car dealers and car traders.

Frequency: 7 issues per year

Format: DIN A4

Year: 29th year 2020

Subscription price: Annual subscription:
Germany 95,90 €
Abroad 101,50 €

Organ: Organ of the German Federal Working Group of Vehicle Painters in the Federal Association for Colour, Design, Building Preservation

Publishing house: Konradin Medien GmbH

Publisher: Katja Kohlhammer

Advertising: Carola Gayda, Advertising Manager

Editorial: Michael Rehm, Editor-in-Chief
Phone +49 711 7594-532
michael.rehm@konradin.de
Evelyn Becker
Phone +49 711 7594-497
evelyn.becker@konradin.de

Pagination analysis 2018 = 7 issues
Circulation: 380 pages = 100.0%

Editorial section: 273 pages = 71.8%
Advertising section: 107 pages = 28.2%

Classified ads: 3 pages
Loose inserts: 18 pieces

Content analysis of editorial content 2018 273 pages = 100.0%

Names + news 27 pages = 9.9%
Shape + colour 34 pages = 12.4%
Repair + bodywork 35 pages = 12.8%
Technologies + materials 56 pages = 20.5%
Trends + product news 37 pages = 13.6%
Business + market 41 pages = 15.0%
Training + further education 13 pages = 4.8%
Forum 6 pages = 2.2%
Other 24 pages = 8.8%
Trade Magazine

2 Circulation and Distribution Analysis

01 Audited by:

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

Print run: 6,100

Actual circulation: 6,050
of them abroad: 194

Copies sold: 2,020
of them abroad: 171
• Subscription copies: 1,934
of them for members: —
• Retail sale: —
• Other sales: 87

Free copies: 4,030
Residual/archive copies: 50

03 Geographical distribution analysis:

Economic area
Share of total distributed
<table>
<thead>
<tr>
<th>Economic area</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>96.8</td>
<td>5,856</td>
</tr>
<tr>
<td>of them</td>
<td>3.2</td>
<td>194</td>
</tr>
<tr>
<td>Abroad</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Austria</td>
<td>20.6</td>
<td>40</td>
</tr>
<tr>
<td>Switzerland</td>
<td>60.1</td>
<td>117</td>
</tr>
<tr>
<td>other foreign countries</td>
<td>19.3</td>
<td>37</td>
</tr>
</tbody>
</table>

Actual circulation 100.0 6,050

3.1 Circulation by postcode regions:
Percentage of actual circulation

Postcode 2 8.5% 498 copies
Postcode 3 12.7% 744 copies
Postcode 4 12.7% 744 copies
Postcode 5 12.4% 726 copies
Postcode 6 11.5% 673 copies
Postcode 7 15.2% 890 copies
Postcode 8 8.9% 521 copies
Postcode 9 8.2% 480 copies
Postcode 0 5.7% 334 copies
Postcode 1 4.2% 246 copies

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 Media Group
1.1 Industries/industrial sectors: recipient groups

- Bodywork and painting shop: 61%
- Exclusive painting shop: 18%
- Exclusive bodywork shop: 2%
- Independent all-round operation: bodywork, paint & mechanics: 3%
- Car dealership with paint shop: 4%
- Independent car repair shop: 2%
- Automotive industry: 1%
- Specialist shops: 2%
- Paint manufacturers/paint industry: 1%
- Vocational schools: 2%
- Others (e.g. associations, consultants, experts): 4%

1.2 Company size:

- 1-9 employees: 54%
- 10-19 employees: 26%
- 20-49 employees: 11%
- 50-99 employees: 7%
- 100 and more employees: 2%

1.3 Job function: position in company

- Owner/co-owner: 67%
- Head of department/group: 12%
- Workshop manager: 8%
- Technical employee: 6%
- Commercial staff: 4%
- Others (consultant, experts, teacher/lecturer): 3%

1.4 Service portfolio:

- Accident repair: 77%
- Smart-Repair: 77%
- Body repair, body manufacturing: 76%
- Vehicle preparation, finish: 66%
- Commercial vehicle painting: 61%
- Glass repair: 61%
- Industrial painting: 55%
- Custom painting: 50%
- Automechanics: 43%
- Vehicle diagnostics: 40%
- Vehicle lettering: 39%
- Sandblasting: 30%
- Sales of colours and paints, painting accessories: 26%
- Paint production: 18%
- Vehicle construction: 12%
- Automotive trade: 11%

1.5 Involvement in investment decisions:

- General workshop equipment: 82%
- Consumables: 81%
- Hardware and software: 74%
- Booths and machines: 73%
- Paint materials: 73%
- General plant/office equipment: 73%
- Body manufacturing (body-frame straightener, welding equipment etc.): 64%
- Diagnostic tools: 62%
- Vehicle electronics: 57%

Summary of the survey method:
1. Method: Reader-structure analysis by telephone survey – sample survey
2. Population: 6,050 = 100.0%
3. Sample: 141 net interviews
4. Target persons of the study: readers of Lackiererblatt
5. Study period: July 2019
6. Survey conducted by: Foerster & Thelen, Bochum

We would be delighted to e-mail you a detailed presentation of the results of the Lackiererblatt reader survey 2019. Please contact carola.gayda@konradin.de
Trade journals convince in media comparison!

**How important are the following sources of professional information?**

5-point scale, TOP 2 (very) important

- 77% Search engines such as Google
- 76% Trade journals
- 57% Homepages of manufacturers
- 56% Trade fairs

Trade journals are still amongst the most important sources of information

Best editorial rating of the Lackiererblatt

**How much do the following descriptions apply to the Lackiererblatt?**

5-point scale, TOP 2 (very) applicable

- 89% is comprehensively arranged and clearly organised
- 86% Reports objectively and credibly
- 86% Offers competent technical contributions
- 83% Contains useful tips and suggestions for the practice
- 59% Provides important information via the internet

The Lackiererblatt is used intensively and recommended!

- 80% read all 7 issues of Lackiererblatt in a year
- Lackiererblatt is read for 63 minutes, on average
- 81% would miss Lackiererblatt (very much) if they could not receive it any more
- 86% say, the magazine can be recommended (5 scale, TOP 2)

Advertisements in the Lackiererblatt are observed

**What do you think about the advertisements in the Lackiererblatt?**

5-point scale, TOP 2 (very) applicable

- 49% I also pay attention to ads when reading
- 69% Ads provide useful information about products or vendors
- 59% Ads present me with new ideas/products
- 76% I also talk to colleagues about products or offers that I have seen in ads

Specialist advertisements are an important part of professional information and are highly valued as input from the industry.
Praise for the refresh

How do you like the new issue?
(from issue 4/2019 the Lackierblatt appears in a new presentation)

- 1% Rather worse
- 14% Much better
- 85% Better

High approval
99% like the new Lackiererblatt (much) better

Useful new stapling element

In the new issue, technical processes are explained step by step with accompanying pictures within several articles. How useful is this for you?

- 1% I do not know
- 3% Less useful
- 73% Very helpful
- 23% Helpful

High benefit:
96% find technical explanations in the form of process-images useful
Trade Magazine
Rate Card No. 28 (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, saddle stitching

Charges: No discounts

Position:
Price for cover pages and other guaranteed positions: 20% surcharge on relevant b/w price.

Colour:
See page 11 for colour surcharges. 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 surcharges and loose inserts.
Discounts apply to bound inserts (1 insert = 1/1 advertising page).

Repeat
discounts:
<table>
<thead>
<tr>
<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>
</tr>
</tbody>
</table>

Quantity
discounts:
<table>
<thead>
<tr>
<th>3 pages</th>
<th>6 pages</th>
<th>9 pages</th>
<th>12 pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>10%</td>
<td>15%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Contact:
Advice, booking: see contacts on page 2
Order confirmation, invoicing, vouchers, data delivery + technical details:
Order management
Melanie Strauß
Phone +49 711 7594-403
melanie.strauss@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 212 214 109

Bank account:
Baden-Württembergische Bank, BIC: SOLADEST600,
IBAN: DE33 6005 0101 0002 4847 96

Our general terms and conditions are available at www.konradin.de. We would be happy to send you a copy on request.

Classified advertisement | Basic rate | b/w | 4c
--- | --- | --- | ---
Sales/job offers/miscellaneous | 1 col., 44 mm wide, per mm € 2.20 € 3.40
Jobs wanted | 1 col., 44 mm wide, per mm € 1.40 € 1.90
Box number | Incl. forwarding postage € 17.00
## 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>
<th>Type area</th>
<th>Trimmed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>2,820.00</td>
<td>480.00</td>
<td>3,300.00</td>
<td>960.00</td>
<td>3,780.00</td>
<td>1,440.00</td>
<td>4,260.00</td>
</tr>
<tr>
<td>2/3 page</td>
<td>1,860.00</td>
<td>480.00</td>
<td>2,340.00</td>
<td>960.00</td>
<td>2,820.00</td>
<td>1,440.00</td>
<td>3,300.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1,410.00</td>
<td>480.00</td>
<td>1,890.00</td>
<td>960.00</td>
<td>2,370.00</td>
<td>1,440.00</td>
<td>2,850.00</td>
</tr>
<tr>
<td>1/3 page</td>
<td>930.00</td>
<td>480.00</td>
<td>1,410.00</td>
<td>960.00</td>
<td>1,890.00</td>
<td>1,440.00</td>
<td>2,370.00</td>
</tr>
<tr>
<td>next to editorial</td>
<td>1,200.00</td>
<td>480.00</td>
<td>1,680.00</td>
<td>960.00</td>
<td>2,160.00</td>
<td>1,440.00</td>
<td>2,640.00</td>
</tr>
<tr>
<td>1/4 page</td>
<td>710.00</td>
<td>340.00</td>
<td>1,050.00</td>
<td>680.00</td>
<td>1,390.00</td>
<td>1,020.00</td>
<td>1,730.00</td>
</tr>
<tr>
<td>in advertising section</td>
<td>350.00</td>
<td>340.00</td>
<td>690.00</td>
<td>680.00</td>
<td>1,030.00</td>
<td>1,020.00</td>
<td>1,370.00</td>
</tr>
<tr>
<td>1/8 page in advertising section</td>
<td>185.00</td>
<td>2col</td>
<td>62.00</td>
<td>44 x 32</td>
<td>2col</td>
<td>92 x 65</td>
<td>not possible</td>
</tr>
<tr>
<td>1/16 page in advertising section</td>
<td>90.00</td>
<td>port. 1col</td>
<td>44 x 32</td>
<td>not possible</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Bleed surcharge **260.00**. Surcharge for each spot colour: up to ¼ page **600.00**, up to 1/1 page **740.00**. No discounts on surcharges.
### Bound inserts

<table>
<thead>
<tr>
<th>Prices by grammage (qualifies for discounts, 1 insert = 1/1 page of advertising)</th>
<th>Conditions/technical details/delivery address</th>
<th>Quantities/deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Quantity</strong></td>
<td><strong>below 135 gsm</strong></td>
<td><strong>135-180 gsm</strong></td>
</tr>
</tbody>
</table>
| 1 leaf = 2 pages | 2,800.00 | 3,220.00 | **Quantity**: 6,800 copies  
**Delivery deadline**: 7 days after advertising deadline |
| Format on request | **| | **| **| **|
| 2 leaves = 4 pages | 4,900.00 | 5,600.00 | **| **| **|
| Format on request | **| | **| **| **|

Prior to order acceptance and confirmation, a binding sample - if necessary, a dummy sample - must be submitted with size and weight specifications. The positioning of bound inserts depends upon the technical possibilities. Bound inserts on substrates other than paper on request. Bound inserts must be delivered untrimmed and the first page is to be marked. Multi-leaf bound inserts must be delivered in folded condition and closed along the back edge, that is in the direction of insertion. Additional effort, such as folding and gluing work, will be charged for.

**Delivery at advertiser’s expense to**: Konradin Druck GmbH, Kohlhammerstraße 15, 70771 Leinfelden-Echterdingen, Germany. **Delivery note**: see loose inserts.

Loose inserts

<table>
<thead>
<tr>
<th>Prices by grammage (no discounts)</th>
<th>Conditions/technical details</th>
<th>Delivery address</th>
<th>Quantities/Deadl./Formats</th>
</tr>
</thead>
</table>
| **Per 1,000 copies, incl. postage** | | **Delivery at advertiser’s expense**: Beck Servicepack GmbH  
Raiffeisenstraße 25  
70794 Filderstadt, Germany | **Quantity**: 6,300 copies  
**Delivery deadline**: By the 20th of the previous month  
**Format**: max. 200 mm wide x 290 mm high |
| up to 25 g | 245.00 | **Delivery note**: For “Lackierblatt”, issue (no.), Delivery times:  
Mon. - Fri. 7:30 a.m. to 4:30 p.m.  
Euro-pallet dimensions:  
80 x 120 cm (max. height 110 cm) | **| **|
| up to 30 g | 270.00 | | **| **|
| up to 35 g | 294.00 | | **| **|
| up to 40 g | 318.00 | | **| **|
| up to 45 g | 343.00 | | **| **|

Prices for heavier inserts and inserts on thin paper or other materials are available on submission of a sample. Prices are per thousand copies, rounded down to the nearest thousand.
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 data (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 colour space) 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.

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**Tip-ons**

**Prices**
Plus cost of carrier advertisement or bound inserts

<table>
<thead>
<tr>
<th>Per thousand copies, including postage, plus gluing costs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Postcard</strong></td>
</tr>
<tr>
<td><strong>Required quantity:</strong> 6,900 copies</td>
</tr>
<tr>
<td><strong>Gluing costs:</strong> On request on submission of a binding sample.</td>
</tr>
<tr>
<td><strong>Gluing requires a gluing edge parallel to the binding edge, a min. of 10 mm and a max. of 70 mm from the binding edge. Height may vary.</strong></td>
</tr>
<tr>
<td><strong>Other advertising materials, eg. booklets, CDs, samples are priced as loose inserts.</strong></td>
</tr>
<tr>
<td><strong>Required quantity:</strong> on request</td>
</tr>
<tr>
<td><strong>Gluing costs:</strong> Manual gluing <strong>74.00</strong> per thousand.</td>
</tr>
</tbody>
</table>

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

**Delivery address:**
Delivery at advertiser’s expense.
Konradin Druck GmbH
Kohlhammerstraße 15
70771 Leinfelden-Echterdingen, Germany

**Delivery note:**
For “Lackiererblatt”, issue (no.)
Delivery times: Mon.- Fri. 7:00 a.m. to 6:00 p.m.
Euro-pallet dimensions:
80 x 120 cm (max.height 110 cm)
# Editorial Schedule 2020

<table>
<thead>
<tr>
<th>Issue</th>
<th>Topics</th>
<th>Trade fairs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Young talent wanted&lt;br&gt;The shortage of young talent represents the greatest threat to the bodywork and painting industry. We report on companies that have succeeded in counteracting this, present training initiatives and shed light on the situation in other European markets. In addition, we present interesting training and further education opportunities within the industry.&lt;br&gt;&lt;br&gt;<strong>Also in focus:</strong>&lt;br&gt;• Safety at work and workwear&lt;br&gt;• Everything about paint application: spray guns, spray gun washers</td>
<td>Vienna Autoshow&lt;br&gt;Vienna, Austria&lt;br&gt;16.01.-19.01.2020&lt;br&gt;&lt;br&gt;RETRO CLASSICS&lt;br&gt;Stuttgart&lt;br&gt;27.02.-01.03.2020</td>
</tr>
<tr>
<td>2</td>
<td>Paint shops in the spotlight&lt;br&gt;The painting system is the heart of the painting operation. Different solutions and concepts compete here – from the multi-place where all work is done from sanding to finish, to the „Painting Line“ where specialists work on every job. We present practical examples.&lt;br&gt;&lt;br&gt;<strong>Also in focus:</strong>&lt;br&gt;• Correcting finish and correcting mistakes, vehicle care, paint preparation</td>
<td>Geneva International Motor Show&lt;br&gt;Geneva, Switzerland&lt;br&gt;05.03.-15.03.2020&lt;br&gt;&lt;br&gt;IHM&lt;br&gt;Munich&lt;br&gt;11.03.-15.03.2020&lt;br&gt;&lt;br&gt;Techno-Classica&lt;br&gt;Essen&lt;br&gt;25.03.-29.03.2020</td>
</tr>
</tbody>
</table>
April 2020

**Special issue**

**Exemplary: top bodywork & painting companies in Germany**

The format of the company profiles is a real classic, not only in Lackiererblatt. Profiling operations that stand out from the multitude of businesses in the sector because they have installed special processes, found exciting focal points or have attracted new customers, is an exciting project.

And one in which a real „Who’s Who“ of the bodywork & paint scene could emerge, over time.
## Editorial Schedule 2020

<table>
<thead>
<tr>
<th>Issue</th>
<th>Topics</th>
<th>Trade fairs</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Emotion on four wheels</td>
<td>Trade fairs</td>
</tr>
<tr>
<td>May 2020</td>
<td>Old and Young-timers are still in high demand. In many bodywork and paint shops, car restoration is a crucial pillar of enterprise. We look at best practice examples, introduce industry initiatives, and explore the technical aspects of the topic.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Also in focus:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Grinding and preparation, grinding machines, abrasives, dust extraction</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Everything for the environment</td>
<td>Trade fairs</td>
</tr>
<tr>
<td>July 2020</td>
<td>Solvents, disposable plastic products, isocyanates. Car paints inevitably use substances and materials that are problematic, in environmental terms. In addition, spraying is an energy-intensive business. We present new methods, products and initiatives that help the paint shop to do more for the environment.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Also in focus:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Body repair, minor damage repair, spray cans</td>
<td></td>
</tr>
<tr>
<td>Issue</td>
<td>Topics</td>
<td>Trade fairs</td>
</tr>
<tr>
<td>-------</td>
<td>--------</td>
<td>-------------</td>
</tr>
</tbody>
</table>
| 5     | Exhibition issue for Automechanika 2020 | Automechanika  
Frankfurt  
08.09.-12.09.2020 |
| September 2020 | Every two years, Automechanika is the meeting place for all those involved in accident repair. In 2020, the topic “paint and bodywork” will be assigned its own priority area. We present trade fair innovations and report on activities and attractions from the world’s largest aftermarket trade fair. | IAA Nutzfahrzeuge  
Hanover  
24.09.-30.09.2020 |
| Publication date: 02.09.2020 | Also in focus:  
• Damage control in sight, IT trends  
• Car paint: new players  
• Spatula and materials | |
| Advertising deadline: 12.08.2020 | Everything but cars  
Vehicle paints do more than some might think – and more and more often. We introduce companies that have found a second foothold in industrial coating, and present the necessary equipment. And we take a look at trends in standard spraying. | ESSEN MOTOR SHOW  
Essen  
28.11.-06.12.2020 |
| November 2020 | Also in focus:  
• Diagnostic equipment, paint testing devices  
• Industrial coating systems, commercial vehicle paints | |
Ad Specials intensify your advertising message!

Lackiererblatt offers special advertising forms creating a high degree of awareness for your communication:

**Title flap**
Is the first thing readers see and guarantees that you will make the maximum impact and will really get noticed.

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

**Basic rate: 7,000.00**

**Banderole**
To open the magazine, readers cannot fail to miss the banderole and it therefore becomes a real eyecatcher.

**Size:**
Max. 100 mm wide, length depends on magazine circumference, fixed with adhesive dot

**Basic rate: 5,300.00**

**Bookmarks**
The bookmark is an attention-grabbing and attractive advertising format that is also very useful for the reader. It can be inserted directly beside your advertisement or your article.

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

**Basic rate: 5,900.00**

**Tip-ons, booklets or CDs**
Enhance the impact of your advertisement through tipped-on advertising materials such as a booklet, a CD or a product sample.

**Available formats and prices on request.**

Prices, availability and technical details for these special advertising formats on request.

We’d be happy to work with you to develop ideas or to implement your concept.
### Advertorial | Theme Page

(Prices valid as of 01.10.2019, in €, plus VAT)

#### Your product advertising as an advertorial in the magazine

We offer you an exclusive opportunity to present your company or your products by adopting the look & feel of Lackiererblatt.

You provide us with text and images. We take care of the design for you.

#### Formats

<table>
<thead>
<tr>
<th>Formats</th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page, 4c</td>
<td>3,800.00</td>
</tr>
<tr>
<td>2/1 page, 4c</td>
<td>7,000.00</td>
</tr>
</tbody>
</table>

#### Dates:

- 2 - 3 images (300 dpi) at 1/1 page
- Text volume approx. 4,000 - 5,000 characters with 1/1 page
- Text volume approx. 7,000 - 8,000 characters with 2/1 page

#### Your benefits:

- High information content and added value for the reader
- Suitable for special or explanatory products

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#### Your company in focus with a theme page online

Focus on your company at www.lackiererblatt.de.

With a microsite designed explicitly for you, you will have the opportunity to present your offers, precisely.

#### Advertising Format

<table>
<thead>
<tr>
<th>Advertising Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme page online</td>
<td>8,500.00</td>
</tr>
</tbody>
</table>

- **Duration:** 12 months
- **Scope:** Up to 10 items

**Engagement with:**

- 3 Exclusive newsletters
- 2 Facebook posts
- 1 Banner

#### Dates:

- Touch base with the editors, to coordinate content and schedule.
# Website

**[www.lackiererblatt.de](https://www.lackiererblatt.de)** (Prices valid as of 01.10.2019, in €, plus VAT)

## The website for painters

**Website traffic**
(monthly average, 1\(^{st}\) half year 2019, source: Google Analytics)

<table>
<thead>
<tr>
<th>Page Impressions:</th>
<th>85,200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits:</td>
<td>18,200</td>
</tr>
</tbody>
</table>

**Data delivery:**
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 (max. 2 MB) 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 Sticky Skyscraper advertising form. The specifications should be emailed to: auftragsmanagement@konradin.de

### Ad formats

<table>
<thead>
<tr>
<th>Ad format</th>
<th>Position on desktop and tablet**</th>
<th>Size in pixels (w x h)</th>
<th>Positioning</th>
<th>Size in pixels (w x h)</th>
<th>Prices per month***</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard/ Large Leaderboard</td>
<td><img src="image1.png" alt="Image" /></td>
<td>728 x 90 or 970 x 90</td>
<td><img src="image2.png" alt="Image" /></td>
<td>300 x 50</td>
<td>580.00 690.00</td>
</tr>
<tr>
<td>Skyscraper/ Wide Skyscraper</td>
<td><img src="image3.png" alt="Image" /></td>
<td>120 x 600 or 160 x 600 (wide)</td>
<td><img src="image4.png" alt="Image" /></td>
<td>300 x 50</td>
<td>580.00 640.00</td>
</tr>
<tr>
<td>Sticky Skyscraper/ Sticky Wide Skyscraper</td>
<td><img src="image5.png" alt="Image" /></td>
<td>120 x 600 or 160 x 600 (wide)</td>
<td><img src="image6.png" alt="Image" /></td>
<td>300 x 50</td>
<td>860.00 950.00</td>
</tr>
<tr>
<td>Fullbanner</td>
<td><img src="image7.png" alt="Image" /></td>
<td>728 x 90</td>
<td><img src="image8.png" alt="Image" /></td>
<td>300 x 50</td>
<td>580.00</td>
</tr>
<tr>
<td>Medium Rectangle/ Video Ad</td>
<td><img src="image9.png" alt="Image" /></td>
<td>300 x 250</td>
<td><img src="image10.png" alt="Image" /></td>
<td>300 x 250</td>
<td>750.00 910.00</td>
</tr>
<tr>
<td>Billboard</td>
<td><img src="image11.png" alt="Image" /></td>
<td>970 x 250</td>
<td><img src="image12.png" alt="Image" /></td>
<td>300 x 75</td>
<td>1,320.00</td>
</tr>
<tr>
<td>Halfpage Ad</td>
<td><img src="image13.png" alt="Image" /></td>
<td>300 x 600</td>
<td><img src="image14.png" alt="Image" /></td>
<td>300 x 600</td>
<td>1,120.00</td>
</tr>
</tbody>
</table>

Displayed in rotation. *does not apply to selected theme pages/special pages.*  
**Size and position in picture is illustrative.***Prices include link to your website.
Company Directory on www.lackiererblatt.de

Present your business where your target group is informed: In the redesigned Company Directory on www.lackiererblatt.de. The attractively designed research tool is practice-oriented and offers you a forum to communicate directly with your target group.

Company Directory Price

<table>
<thead>
<tr>
<th>Profile entry</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration: 12 months*</td>
<td>690.00</td>
</tr>
</tbody>
</table>

- Individual leader story picture
- Company Logo (company directory, profile entry)
- Contact details
- Website and email address with link
- Social media buttons with link
- Company description
- Company/product images
- Product group assignment (keywords)
- Published articles at a glance
- Related links

* = The entry is extended by one year at the current list price, unless terminated within a period of three months at the end of the initial term.

Your advantages:
- Prominent representation in the Company Directory
- Favourable presentation opportunity for your company

We are happy to provide you with detailed advice. Please give us a call!
**Exhibition Offer**

**auto mechanika**

**FRANKFURT**

Achieve raised profile within the environment of the most important industry trade fair.

With the crossmedia Lackiererblatt Exhibition Offer, you can reach your potential trade fair visitors via all advertising channels.

<table>
<thead>
<tr>
<th>Advertising format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo presence print + online</td>
<td>550.00</td>
</tr>
</tbody>
</table>

**Service content:**

- Your company logo will appear in the trade fair Issue September 2020
- Display of your logo in the rolling system on www.lackiererblatt.de with direct link to your website
- Your company logo will be presented in the trade fair special newsletter
- All placements with reference to hall/stand

**Your advantages:**

- Presence within all advertising channels in the run-up to the trade fair

**Dates:**

- Deadline for entries is 03/07/2020
- Data delivery by 08/07/2020

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6,000 copies distributed circulation
+ 18,200 visits/month
+ 5,500 newsletter recipients

= 29,700 contact opportunities!
Newsletter

Every second Monday, Lackiererblatt News delivers up-to-date industry information to interested experts, on a monthly basis.

Recipients: 5,500 monthly

The newsletter offers you additional advertising options.

### Deadlines

<table>
<thead>
<tr>
<th>Publication dates:</th>
<th>Booking up to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>13.01.</td>
<td>02.01.</td>
</tr>
<tr>
<td>10.02.</td>
<td>27.01.</td>
</tr>
<tr>
<td>09.03.</td>
<td>24.02.</td>
</tr>
<tr>
<td>14.04*</td>
<td>31.03.</td>
</tr>
<tr>
<td>11.05.</td>
<td>27.04.</td>
</tr>
<tr>
<td>08.06.</td>
<td>25.05.</td>
</tr>
<tr>
<td>13.07.</td>
<td>29.06.</td>
</tr>
<tr>
<td>10.08.</td>
<td>27.07.</td>
</tr>
<tr>
<td>14.09.</td>
<td>31.08.</td>
</tr>
<tr>
<td>12.10</td>
<td>28.09.</td>
</tr>
<tr>
<td>09.11.</td>
<td>26.10.</td>
</tr>
<tr>
<td>14.12.</td>
<td>30.11.</td>
</tr>
</tbody>
</table>

* Postponed date due to public holiday

### Advertising

<table>
<thead>
<tr>
<th>Advertising format*/position in newsletter</th>
<th>Size in pixels (w x h)</th>
<th>Price per mailing**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text/image ad</td>
<td>image: 200 x 150, Text: 500 characters (incl. spaces)</td>
<td>390.00</td>
</tr>
<tr>
<td>Fullbanner</td>
<td>590 x 100</td>
<td>370.00</td>
</tr>
</tbody>
</table>

* Size and position in picture is illustrative.
** Prices include link to your website.

Data delivery:
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.

### Exclusive-Newsletter

Individually bookable special newsletter for the exclusive distribution of your advertising message. We handle the design for you, using the look & feel of the Lackiererblatt Newsletter.

<table>
<thead>
<tr>
<th>Services</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design of the contents in collaboration with the editorial staff</td>
<td>1,320.00</td>
</tr>
</tbody>
</table>

Data delivery:
14 days prior to dispatch date by e-mail to carola.gayda@konradin.de
Video-Newsletter (Prices valid as of 01.10.2019, in €, plus VAT)

Video-Newsletter

Videos have established themselves whenever new products and their applications have to be showcased. Use the bimonthly special newsletter to present your videos to a broad audience. Their placement within the newsletter is directly linked to the video tips on the Lackiererblatt website. Your video is available here for a period of 12 months.

<table>
<thead>
<tr>
<th>Advertising format/Placement newsletter</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video placement</td>
<td>550.00</td>
</tr>
</tbody>
</table>

**Services:**
- Presentation of your video with a freeze image and short text in the Newsletter
- Linked to your presence in the “Video tip” on www.lackiererblatt.de
- Duration: 12 months

**Your advantages:**
- Increase access to your video
- Long-term presence of your video

**Data delivery:**
7 days before campaign start via email to: auftragsmanagement@konradin.de

File formats: Image jpg/gif, video file MP4 and text via Word document

Freeze frame max. 770px wide, + video file + text max. 1500 characters
(the first 300 characters are used for the text/image display within the newsletter)

Recipients: 5,500 per newsletter
Lackiererblatt Advent Calendar Competition

The Advent Calendar Competition on www.lackiererblatt.de is very popular with users. Take advantage of the high level of participation and draw attention to your company.

Become a sponsor of an Advent Calendar door and profit for your brand.

Services:
- Your company logo on an Advent Calendar door
- Your winning description inc. pictures on the participation page
- A mention of your company when announcing the winner
- Premium sponsoring additionally includes an exclusive newsletter to 5,500 recipients with information about the winner and your company logo

Your advantages:
- Generation of addresses
- Advertising for your company/your products
- Increased awareness by means of the exclusive newsletter
- Improved image for your company

Deadlines:
- Participation: 09.11.2020
- Data delivery up to: 13.11.2020

Advertising form

<table>
<thead>
<tr>
<th></th>
<th>Prices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Sponsoring</td>
<td>550.00</td>
</tr>
<tr>
<td>Premium Sponsoring incl. exclusive newsletter</td>
<td>800.00</td>
</tr>
</tbody>
</table>
Lackiererblatt Wall Calendar 2021

The glossy calendar appears in A4 format. Selected images provide an insight into the versatile aspects of the painting industry. You have the opportunity to present your Image and product advertising within the calendar.

Service content:
- 1/1 page 4c placed before your preferred month
- Company logo in the calendar of the preferred month
- QR-code with the latest information about your company placed on the fold-out page of the calendar cover.
  Can be linked as desired - flexible adaptation possible during the term.

Print run/distribution
- 2,500 copies
- Distributed to all the regular Lackiererblatt recipients

Your advantages:
- High awareness
- Image gain for your company
- Calendar available at a special price for advertisers

Deadlines:
- Participation: 24.08.2020
- Data delivery up to: 31.08.2020

<table>
<thead>
<tr>
<th>Advertising form</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsoring package Wall Calendar 2021</td>
<td>3,800.00</td>
</tr>
</tbody>
</table>
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 events series.

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

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**Trade Media of the Konradin Media Group**

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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.