Media Kit **2027**

- Print
- Website
- Newsletter
- Social media
- Videos
- Competitions

konradin mediengruppe

Lackierer blatt

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Video section

www.lackiererblatt.de/Videos/
Sponsored videos, Practice Check, Companies of the month.

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Print

Lackiererblatt, the magazine for vehicle painting, bodywork and repair is published six times a year. Its coverage stands for independent and critical journalism. The varied topics are presented in the form of user reports, features and interviews in a comprehensible manner and with plenty of images and opinions.

Newsletter

The Lackiererblatt news provide monthly up-to-date information from the industry.

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Social media channels

YouTube

Website

www.lackiererblatt.de
The online meeting point for all those interested in vehicle painting and body repair, featuring the latest news from the industry, the company directory, many videos and services such as the knowledge check or the paint failure series.

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Lackierer blatt

Competition
Ideal for generating leads – fun is guaranteed.

Page 26

Company directory
A detailed listing for the professional presentation of businesses and their products.

Page 24

Advent calendar
The contests on our website offer valuable prizes from leading manufacturers in the industry.

Page 27

Social media advertising
Greater reach through advertising and partnerships.

Page 25

"Wissens-Check"
A knowledge quiz that is ideal for preparing for trade exams and for professionals to test their knowledge.
Sponsorship available.

Practice Check
In this video section, manufacturers present their products, tools or systems in practical use and directly on site at the customer's.

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Company of the month
This video service allows manufacturers to promote their company in a unique way.

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1 Portrait

01	**Title:**	Lackiererblatt
02	**In brief:**	Vehicle painting and body repair are at the focus of Lackiererblatt. Richly illustrated, easy to understand and strong on options, it covers these topics through user feedback, features and interviews. In addition, Lackier-er-blatt regularly addresses other topics related to vehicle repair – from vehicle electronics and industrial painting to vehicle preparation and cleaning. Current industry news and numerous detailed presentations complement the range of topics covered in every issue.
03	**Target group:**	Automotive paint shops, automotive repair shops, body shops with attached paint shops, car dealers and car traders.
04	**Frequency:**	6 issues per year
05	**Format:**	DIN A4
06	**Year:**	36th year 2027
07	**Organ:**	Official journal of the German Association of Veh. Painters
08	**Memberships:**	—
09	**Publishing house:**	Konradin Medien GmbH
10	**Publisher:**	Katja Kohlhammer
11	**Advertising:**	Carola Gayda, Advertising Manager Phone +49 711 7594-432 carola.gayda@konradin.de
12	**Editorial:**	Michael Rehm, Editor-in-Chief Phone +49 711 7594-532 michael.rehm@konradin.de

"Whether in print, on our website, on social media or at events, Lackiererblatt connects with its readers and users across a wide range of channels. Our print magazine reflects this evolution: print and online are not opposites – they complement each other perfectly."

Michael Rehm, Editor-in-Chief

Konradin - Guaranteed Circulation

Lackierer blatt

1 Newsletter reporting, June 2026

2 Matomo, 1st half of 2026

Magazine		Contact opportunities
Print magazine Print copy circulation **5,495**		**Total magazine circulation** per issue **5,495** (plus print co-readers)
Newsletter		
Recipient addresses **Editorial newsletter** **3,400**	Video newsletter, special newsletter and standalone newsletter	**Newsletter** per mailing **3,400**
Website		
www.lackiererblatt.de	Up-to-date news on the subject of vehicle painting, bodywork and repair are supplemented with extensive research options and service offers.	**Website** per month **PIs: 32,808** **Users: 20,346**
Social media		
www.facebook.com/lackiererblatt www.instagram.com/lackiererblatt www.youtube.com/lackiererblatt	Platforms for engaging with our editorial team and the industry.	**Facebook followers** **10,519** **Instagram followers** **6,972** **YouTube followers** **1,945**

Geographical distribution:
Germany 99.5%/abroad 0.5%

For print inserts, partial allocation by postcode area is also possible in Germany.
Minimum print run: 1,000 cop.

Postcode area	Print run
0	443
1	307
2	456
3	571
4	623
5	562
6	548
7	591
8	505
9	484

Lackierer blatt

1.1 Industries/industrial sectors: recipient groups

Bodywork and paint shop	61%
Exclusive paint shop	18%
Exclusive bodywork shop	2%
Independent all-round shop: bodywork, paint & mechanics	3%
Car dealership with paint shop	4%
Independent car repair shop	2%
Automotive industry	1%
Specialist shop	2%
Paint manufacturer/paint industry	1%
Vocational schools	2%
Other (e.g. association, consultant, expert)	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 characteristics: position in company

Owner/co-owner/managing director	67%
Head of department/group	12%
Workshop manager	8%
Technical employee	6%
Commercial employee	4%
Other (expert, consultant, teacher/lecturer)	3%

1.4 Service portfolio of the businesses reached

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%
Vehicle mechanics	43%
Vehicle diagnostics	40%
Vehicle lettering	39%
Sandblasting	30%
Sale of paints and varnishes, 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. Survey period: July 2019
6. Survey conducted by: Foerster & Thelen, Bochum

Lackierer blatt

Trade magazines stand out in a media comparison!

How important are the following sources of professional information to you?
Scale of 1 to 5, **TOP 2** (very) important

- **77%** Search engines such as Google
- **76%** Trade magazines
- **57%** Manufacturers' websites
- **56%** Trade fairs

Trade magazines are still one of the most important sources of information

Best editorial rating for Lackiererblatt

How much do the following descriptions apply to Lackiererblatt?
Scale of 1 to 5, **TOP 2** (very) applicable

- **89%** Is well-structured and clearly organised
- **86%** Reports objectively and credibly
- **86%** Provides competent technical articles
- **83%** Contains useful tips and practical suggestions
- **59%** Provides important references to further information on the Internet

Lackiererblatt is used intensively and recommended!

- **80%** read all issues of Lackiererblatt per year
- **63** minutes is the average reading time per copy.
- **81%** would (very much) miss Lackiererblatt if they could no longer receive it
- **86%** state they can recommend the magazine (scale of 5, TOP 2)

Advertisements in Lackiererblatt are noticed

What do you think about the advertisements in Lackiererblatt?
Scale of 1 to 5, **TOP 2** (very) applicable

- **49%** I also pay attention to ads when I read Lackiererblatt.
- **69%** Ads provide useful information about products or suppliers
- **59%** Ads give me new ideas/products
- **76%** I sometimes talk to colleagues about products or offers that I have seen in ads

Specialist ads are an important part of professional information and are highly valued as input from the industry.

Rate Card No. 35 (Rates valid as of 01.10.2026, in €, plus VAT)

Lackierer blatt

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

Colour:
See page 10 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).

Frequency discounts:	3 ads	6 ads	9 ads	12 ads
	5%	10%	15%	20%

Volume discounts:	3 pages	6 pages	9 pages	12 pages
	5%	10%	15%	20%

Contact:
Advice, booking: see contacts on page 2

Order confirmation, invoicing, receipts, data delivery + technical details:
Order management
Melanie Strauß, Phone +49 711 7594-403, melanie.strauss@konradin.de

Data preparation:
Please design your advert with a safety margin of at least 5 mm all around. This means that all important content – in particular text, logos and key image elements – must be placed at least 5 mm inside the final format.

Data submission:
Use our ad portal at www.konradin-ad.de to submit your data online
We prefer PDF/X4 and also accept EPS or TIFF.
Please do not send open files.
See page 12 for technical details

Conditions:
Prior to digital submission of advertising artwork, the publisher must have received the corresponding advertisement booking. The advertising deadlines are specified in the editorial schedule. 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.

Ads: Standard formats

Formats	Basic rates b/w	2c		3c		4c		Formats, width x height in mm Trim, add 3 mm to each side		
		Colour surcharge	Total rate 2c	Colour surcharge	Total rate 3c	Colour surcharge	Total rate 4c		Type area	Trim size
1/1 page	**3,120.00**	480.00	**3,600.00**	960.00	**4,080.00**	1,440.00	**4,560.00**		188 x 270	210 x 297
2/3 page	**1,970.00**	480.00	**2,450.00**	960.00	**2,930.00**	1,440.00	**3,410.00**	land. 4col port. -	188 x 178 125 x 270	210 x 195 135 x 297
1/2 page	**1,560.00**	480.00	**2,040.00**	960.00	**2,520.00**	1,440.00	**3,000.00**	land. 4col port. 2col	188 x 133 92 x 270	210 x 150 103 x 297
1/3 page	**1,030.00**	480.00	**1,510.00**	960.00	**1,990.00**	1,440.00	**2,470.00**	land. 4col port. -	188 x 88 60 x 270	210 x 105 71 x 297
next to editorial	**1,310.00**	480.00	**1,790.00**	960.00	**2,270.00**	1,440.00	**2,750.00**			
1/4 page	**790.00**	340.00	**1,130.00**	680.00	**1,470.00**	1,020.00	**1,810.00**	land. 4col 2col port. 1col	188 x 65 92 x 133 44 x 270	210 x 82 55 x 297
1/8 page in advertising section	**390.00**	340.00	**730.00**	680.00	**1,070.00**	1,020.00	**1,410.00**	land. 4col 2col port. 1col	188 x 32 92 x 65 44 x 133	210 x 56
1/16 page in advertising section	**210.00**	340.00	**550.00**	680.00	**890.00**	1,020.00	**1,230.00**	2col port. 1col	92 x 32 44 x 65	not possible
1/32 page in advertising section	**100.00**	340.00	**440.00**	680.00	**780.00**	1,020.00	**1,120.00**	port. 1col	44 x 32	not possible

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

Rates by grammage (qualifies for discounts, 1 insert = 1/1 page of advertising)			Conditions/technical details/ delivery address	Quantities/ deadlines
Quantity	**under 135 gsm**	**135-180 gsm**	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 from materials other than paper on request. Bound inserts must be delivered untrimmed and the front page marked. Multi-page bound inserts must be delivered in folded condition and closed along the back edge, that is in the direction of insertion. Additional folding and gluing work will be charged for. **Delivery at advertiser's expense to:** Offizin Scheufele Druck und Medien GmbH & Co. KG, Tränkestraße 17, 70597 Stuttgart, Germany. **Delivery note:** see loose inserts	**Quantity:** 5,800 copies **Delivery deadline:** 3 days after advertising deadline
1 leaf = 2 pages Format on request	3,000.00	3,515.00		
Quantity	**80-134 gsm**	**135-180 gsm**		
2 leaves = 4 pages Format on request	5,355.00	6,115.00		

Rates 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.

Loose inserts

Rates by grammage (no discounts)		Conditions/ technical details	Delivery address	Quantities/ deadl./formats
Per 1,000 copies, incl. postage		Prior to order acceptance and confirmation, a binding sample – if necessary, a dummy sample – must be submitted with size and weight specifications. The positioning depends upon the technical possibilities. Loose inserts are inserted loosely, they must consist of one single piece. The front page must be marked. Multi-page loose inserts must be delivered in folded condition and closed along the long side of the back edge, that is in the direction of insertion. Additional costs such as folding will be charged separately. **A reference to the insert is posted free of charge in the ads section.**	**Delivery at advertiser's expense.** Nuntius Marketing Logistik GmbH & Co. KG Kornwestheimer Straße 228 70825 Korntal-Münchingen **Delivery note:** For Konradin – "Lackiererblatt", issue (no.), Delivery times: Mon. - Fri. 8:00 a.m. to 4:00 p.m. Euro-pallet dimensions: 80 x 120 cm (max. height 110 cm)	**Quantity:** 5,800 copies **Delivery deadline:** 3 days after advertising deadline **Format:** max. 200 mm wide x 290 mm high
up to 25 g	285.00			
up to 30 g	310.00			
up to 35 g	340.00			
up to 40 g	365.00			
up to 45 g	395.00			

Rates for heavier inserts and inserts on thin paper or other materials are available on submission of a sample.
Rates apply per thousand copies or part thereof. Partial allocations are possible on request.

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Classified ads	Basic rate	b/w	4c
Sales/job offers/miscellaneous	1 col., 44 mm wide, per mm	**2.30**	**3.60**
Jobs wanted	1 col., 44 mm wide, per mm	**1.50**	**2.00**

Special rates for 1/1, 1/2 and 1/4 page on request

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

Data formats: We recommend the delivery of PDF/X-4 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 (free download from www.eci.org/de/downloads). Use the “eciRGB_v2.icc” (RGB colour space) and “ISOcoated_v2” (CMYK colour space) profiles.

Proof: “Print Media Standard” (bvdm) contract proof. Digital proof prints must contain the Fogra MediaWedge 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.

Lackierer blatt

Issue	Topics	Trade fairs
1 **January 2027** **Publication date:** 08.01.2027 **Advertising deadline:** 09.12.2026	**Industry in a transition** The automotive refinishing sector is going through turbulent times. The market is consolidating: established players are being acquired or are taking over other manufacturers, while new entrants are seizing the opportunity and pushing into a market that is not growing. What new concepts are emerging? How are the major players positioning themselves? And what strategies and offerings are the newcomers bringing to the market? **Technical focus:** • Drying equipment • Mixing room equipment	**Vienna Drive** Wien, Austria 14.01.-17.01.2027 **AutoZum** Salzburg, Austria 20.01.-23.01.2027
2 **March 2027** **Publication date:** 05.03.2027 **Advertising deadline:** 10.02.2027	**Robotics and AI** More and more workshop processes – from paint mixing to application – are being automated. AI is also streamlining claims handling and organisation. We highlight the latest developments, present use cases and talk to the key players shaping the market. **Technical focus:** • Paint finishing and defect correction • Vehicle lifts	**IHM** Munich 10.03.-14.03.2027 **RETRO CLASSICS ESSEN** Essen 14.04.-18.04.2027 **RETRO CLASSICS** Stuttgart 29.04.-02.05.2027

Lackierer blatt

Issue	Topics	Trade fairs
3 **May 2027** **Publication date:** 05.05.2027 **Advertising deadline:** 12.04.2027	**Technology trends** UV coatings, fast-drying clearcoats, innovative paint shops, new drying methods, safer application solutions – innovation never stands still in the body and paint sector. The May issue presents technology trends through practical case examples, complemented by interviews with industry experts. **Technical focus:** • Smart repair • Rims	**Autopromotec** Bologna, Italy 26.05.-29.05.2027
4 **July 2027** **Publication date:** 05.07.2027 **Advertising deadline:** 10.06.2027	**Focus on sustainability** Environmentally friendly products, resource-saving technologies and processes are standard in the paint and body shops. Products and solutions that combine ecology and economy are in great demand. We present examples from the most diverse areas of the paint shop business and show potential for optimisation. **Technical focus:** • Occupational safety • Masking and covering • Industry software	

Lackierer blatt

Issue	Topics	Trade fairs
5 **September 2027** **Publication date:** 03.09.2027 **Advertising deadline:** 11.08.2027	**Paint shops in focus** Spray booths, dryers and preparation bays are at the heart of any body shop – and among its biggest investments. This is also where innovation is moving fast: new energy concepts, new system configurations, new market players and, not least, the growing influence of robotics are making this an especially dynamic field. **Technical focus:** • Body repair • Vehicle care	**IAA Mobility** Munich 07.09.-12.09.2027 **EQUIP AUTO** Paris, France 12.10.-16.10.2027
6 **November 2027** **Publication date:** 04.11.2027 **Advertising deadline:** 11.10.2027	**Cars and beyond** Caravans, classic cars, boats, trucks and aircraft – beyond their traditional business, body shops today refinish a wide variety of vehicles and other objects. For many, this has become an additional line of business or even a core specialism. We present examples and explore the coating systems and paint shop solutions used. **Technical focus:** • Sanding and dust extraction • Fillers	**ESSEN MOTOR SHOW** Essen 03.12.-12.12.2027

Lackierer blatt

Special advertising formats with a distinctive advertising effect!

Belly band

To open the magazine, readers must look at the belly band, making it a real eye-catcher.

Size:
Max. 100 mm high,
width depends on magazine circumference,
fixed with adhesive dot

Bookmark

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 (rate on request).

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

Tip-ons

Enhance the impact of your advertisement through tip-ons (postcard, booklet, product sample...).

Binding sample required.

We will be happy to prepare an individual offer for you and provide details on the technical specifications.

Advertorials: Print | Online (Rates valid as of 01.10.2026, in €, plus VAT)

Print advertorial

Present your company or your products in the look & feel of Lackiererblatt. You provide text and images – we take over the design for you.

Online advertorial

The online advertorial on www.lackiererblatt.de conveys your message with high informational value—credibly and effectively—to your target audience. This advertorial helps you sustainably strengthen and expand your subject expertise within your target groups.

Advertising format	Rate
Advertorial 1/1 page four-colour Text: 2,000 – 3,000 characters	**4,280.00**
Advertorial 2/1 page four-colour Text: 5,000 – 6,000 characters	**7,700.00**
Service content: • Creation of the advertorial by the editorial team • Placement in the specified print issue	

Scope of services	Rate
Online advertorial on www.lackiererblatt.de Duration: 12 months Article remains accessible in the expert archive	**2,000.00**
Teaser to your product information on the homepage Duration: 4 weeks	

Both formats are clearly marked as advertisements.
Achieve maximum reach with our combined print (1/1 page) and online package: € 5,300.00

The website for painters

Online meeting place for everyone interested in vehicle painting and body repair. Includes latest industry news, company directory, lots of videos and service offers.

Ad format Display ads on all pages*	Placement on desktop and tablet**	Size in pixels (w x h) desktop and tablet	Placement on mobile	Size in pixels (w x h) mobile	Rates per month***
Leaderboard/ large leaderboard		728 x 90 or 970 x 90		300 x 50	**800.00 920.00**
Expandable leaderboard		728 x 90 or 728 x 300		300 x 50	**1,120.00**
Skyscraper/ wide skyscraper		120 x 600 or 160 x 600 (wide)		300 x 50	**800.00 920.00**
Sticky skyscraper/ sticky wide skyscraper		120 x 600 or 160 x 600 (wide)		300 x 50	**1,120.00 1,200.00**
Medium rectangle		300 x 250		300 x 250	**1,040.00**
Video ad		300 x 250		300 x 250	**1,160.00**

Website traffic:

(monthly average, 1st half year 2026,
source: Matomo Analytics)

Page impressions: 32,800
Visits: 20,300

Your benefits:

- Good value for money
- Flexible and easy to use
- Intensifies contacts
- Visual views have a long-term effect
- Measurable advertising success

Cross-media advertising increases success!

We offer you a powerful Lackiererblatt media network. We are happy to advise you in detail.

Ad format Display ads on all pages*	**Placement on** desktop and tablet**	**Size in pixels (w x h),** desktop and tablet	**Placement** on mobile	**Size in pixels (w x h)** mobile	**Rates per month*****
Half-page ad		300 x 600		300 x 600	**1,400.00**
Billboard		970 x 250		300 x 75	**1,600.00**
Hockeystick		728 x 90 and 160 x 600 or 970 x 90 and 120 x 600		300 x 75	**1,320.00**
Wallpaper with HEX code background colour		728 x 90 and 160 x 600 or 970 x 90 and 120 x 600		300 x 75	**1,760.00**

Displayed in rotation. *Does not apply to selected theme pages/special pages.
**Size and position in picture illustrative. ***Rates include link to your website.

Video ad: Video starts automatically and plays in an endless loop.

Data submission:
7 days prior to start of campaign via our customer portal: kundenportal.konradin.de
File formats: GIF, JPG, HTML5 (responsive), redirect. File size max. 80 KB for GIF and JPG. Please create HTTPS-compatible HTML5 and redirect files. File format for video ad: MPEG4 (file size max. 30 MB). We reserve the right to adjust the file size for video ads.
Tracking code and tracking pixels are possible.
If you have any questions about the submission of advertising material, please contact auftragsmanagement@konradin.de.

Monthly Newsletter (Rates valid as of 01.10.2026, in €, plus VAT)

Deadlines

Publication date:	Booking deadline:
11.01.	04.01.
08.02.	25.01.
08.03.	22.02.
12.04.	30.03.
10.05.	26.04.
14.06.	31.05.
12.07.	28.06.
09.08.	26.07.
13.09.	30.08.
11.10.	27.09.
08.11.	25.10.
13.12.	29.11.

On the second Monday of every month, Lackiererblatt News provides the latest industry news to interested professionals. The newsletter offers additional advertising opportunities between the print editions.

Recipients: approx. 3,400 per month

Advertising format*/placement in newsletter	Size in pixels (w x h)	Rate per issue**
Premium image ad	Image 550 x 330 Text 300 characters (incl. spaces)	**1,070.00**
Text/image ad	Image 200 x 150 Text 300 characters (incl. spaces)	**590.00**
Sponsored video	Still image max. 770 (B) Video max. 30 MB text 1,500 characters (incl. spaces)	**690.00**

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

Your benefits:
- You reach your target group - quickly and easily.
- All advertising formats link to your website.

Data submission:
7 days before date of dispatch via our customer portal: kundenportal.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.

Standalone Newsletter (Rates valid as of 01.10.2026, in €, plus VAT)

Standalone newsletter	Rate
Selection and creation of content in consultation with the editorial team: • Header image • Introductory text • Contact details • Logo • 3-5 individual articles incl. images • Imprint	**1,600.00**

Your benefits:
- We will take care of the design for you in the look & feel of the Lackiererblatt newsletter.
- The contents are linked to further information on your website.

Mailing date:
Individually selectable
(except for the mailing dates of the regular newsletter)

Data submission:
14 days prior to dispatch date by e-mail to
auftragsmanagement@konradin.de

The individually bookable special newsletter gives you maximum exclusivity when communicating your advertising message. Lackiererblatt as sender brand enjoys an excellent reputation.

The newsletter reaches approx. 3,400 recipients per mailing.

Company of the month

As a manufacturer, would you like to draw attention to a company that is 'special' in a very individual way?
For example, because the company is innovative, creative or applies special processing methods? Then take advantage of the "Company of the Month" video offer.

Advertising format	Package price
Company of the month **Services included:** • The editorial team organises the on-site appointment for the video portrait. • Placement of the video on the start page of the website for one month. • The video will then be available in the "Company of the month" section. • Reference to the video with a link in the monthly newsletter. • Posts about the "Company of the month" on social media channels. • "Company of the month" profile in a print edition. • Upon request, the video (website version) can be made available to the manufacturer and the "Company of the month".	**4,280.00**

Examples:

www.lackiererblatt.de/allgemein/betrieb-des-monats-4/

www.lackiererblatt.de/betrieb-des-monats/mehr-als-eine-werkstatt/

www.lackiererblatt.de/betrieb-des-monats/fix-auto-freiberg/

www.lackiererblatt.de/betrieb-des-monats/alko-autolackierungen-in-kaltenkirchen/

Practice check

Your products, tools or systems can best be demonstrated in practical use at the customer's premises? Then the "Practice check video" is just the right offer for you.

Advertising format	Package price
Practice check	**4,280.00**

Services included:

- Lackiererblatt produces the testimonial video on site.
- The video will appear on the start page of the website for two weeks.
- The video can then be viewed in the "Practice check" section of the website.
- The "Practice check" is featured in one of the Lackiererblatt newsletters.
- Publication of the "Practice check" in a print edition.
- The video (website version) can be made available to the manufacturer or company on request.

Examples:

www.lackiererblatt.de/videos/farbtonfindung-mit-scanr-und-imageplus/

www.lackiererblatt.de/praxis-check/klarlack-spritzfertig-ausgemischt/

www.lackiererblatt.de/videos/videos-equipment/fueller-debeer-praxischeck/

www.lackiererblatt.de/praxis-check/hcv-hamach/

WHO IS WHO | Online Topic Page (Rates valid as of 01.10.2026, in €, plus VAT)

WHO IS WHO company directory

Present your company where your target audience is looking for information: in the WHO IS WHO company directory at www.lackiererblatt.de.

A profile entry offers you a convenient and detailed presentation of your company and products that stands out from the standard listings.

Company directory	Rate
Profile entry / duration: 12 months **Scope of services:** • Individual header image • Company logo (Company directory, profile entry) • Contact details • Website and email address with links • Social media buttons with links • Company description • Company/product images • Product group allocation (keywords)	**800.00**

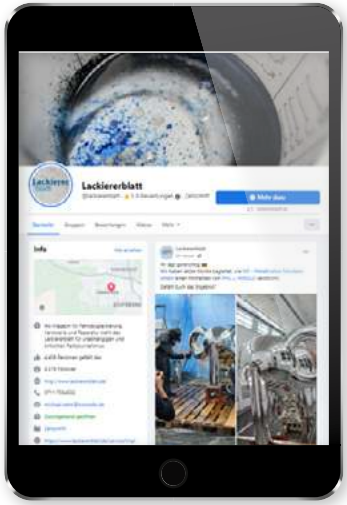
Online topic page

Put your company in the spotlight on www.lackiererblatt.de

A customised microsite allows to present your services to you target audience.

Advertising format	Rate
Online topic page / duration: 12 months **Scope of services:** • **Max. 10 articles** • Info button referring to topic page (slider) • 3 exclusive newsletters • Teaser on the website • Placement on social media channels	**8,930.00**

Social Media Advertising



Attract new followers with targeted advertising on Lackiererblatt's social media channels: Facebook and Instagram. This will increase awareness of your product range.

Reach:
- Facebook: approx. 10,500 followers
- Instagram: approx. 6,970 followers

Advertising format on Facebook	Rates
Photo ad Post | image and text plus link	680.00
Video ad Post | video and text plus link	680.00
Carousel ad Post | up to 10 images or videos and text plus link	1,260.00

Advertising format on Instagram	Rates
Story ad Post | 24 hours | image or video plus link Automatically published on Facebook	680.00
Photo ad Post | image and text	680.00
Video ad Post | video and text	680.00
Carousel ad Post | up to 10 images or videos and text	1,260.00

Additional advertising formats available on request.

Placement:
- Photo ad | video ad | carousel ad in the news feed
- Story ad in the Lackiererblatt stories

Data submission:
14 days before publication date

Competition package

Classic competition package	Rate
Comprehensive service package: • Microsite on www.lackiererblatt.de • 1/2-page ad in the magazine (landscape format) • Text/image ad in the monthly newsletter • Online advertising media on www.lackiererblatt.de • References on our social media channels • Addresses of participants • Duration: 1 month	3,500.00**

You provide the prize, text and images, we design the different advertising forms in the same look & feel.

**Direct rate without agency commission

More visibility for your brand
Competitions are among the most effective ways to generate new contacts and leads. By combining print, website, newsletter and social media, you put your company in front of your target audience wherever they look for information. Build your brand presence while delivering measurable results.

Data submission:
by the advertising deadline for the respective issue

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 business.

Become a sponsor of one of the calendar doors with a prize from your company.

Advertising form	Rates
Basic sponsorship	**650.00**
Premium sponsorship incl. exclusive newsletter	**950.00**

Services:

- Your company logo on an Advent calendar door
- Description of your prize including images on the entry page
- Your company will be mentioned when the winner is announced
- Premium sponsorship also includes an exclusive newsletter sent to approx. 3,400 recipients with your company logo and information about the prize

Your benefits:

- Generation of addresses
- Promotion of your company/products
- Increased awareness through the exclusive newsletter
- Image gain for your company

Deadlines:

- Registration deadline: 02.11.2027
- Data submission deadline: 08.11.2027

Trade Media of the Konradin Media Group

The Konradin Media Group is one of the largest providers 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 about our portfolio in the fields of architecture, crafts, industry, eye care, fine living and knowledge, please visit **www.konradin.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.

Online shops:
A range of dedicated online shops for specialist literature, non-fiction books and premium gifts complete the portfolio.
Visit **konradin.de** for more details.

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