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

konradin mediengruppe

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In-house contacts

Advertising Manager
Carola Gayda
Phone +49 711 7594-432
carola.gayda@konradin.de

Account Manager
Marion Binder
Phone +49 711 7594-426
marion.binder@konradin.de

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

Konradin Medien GmbH
Ernst-Mey-Straße 8
70771 Leinfelden-Echterdingen
Germany

Malerblatt – your powerful media brand

Trade Magazine

Modern trade magazine with well-founded, opinion-forming reporting, a compelling visual language and a clear magazine structure. Networking across all communication channels.
Reach:
17,330 distributed circulation

Website

Represents the entire spectrum of industry-relevant information, supplemented with current news and a wide range of services.
Reach: 58,380 PIs per month
(Ø value, 1st half year of 2026)

Social media channels

YouTube

Newsletter

Published weekly plus special newsletter. Featuring current industry news, product and event news.
Recipients:
12,700 interested experts

Malerblatt

Malerblatt - your partner for successful communication solutions

Arbeitszeiten auf der Baustelle erfassen – digital per App

Product of the month

Prominent placement of a product as a one-page advertorial.
See page 21

Video offerings

Place product and application videos quickly and easily on malerblatt.de.
See page 25

Competition

Ideal for generating leads without missing out on the fun.
See page 31

Print-/online advertorial

Placement in the editorial section of the magazine or the website.
See page 20

Malerblatt ‘Wissenstipp’

2-page editorial insert offering practical know-how in a compact format.
See page 21

Social media

Campaigns on Facebook and Instagram.
See page 30

Malerblatt Industry guide

The research tool on malerblatt.de provides an overview of all important companies in the industry.
See page 24

Malerblatt

Malerblatt – More than just a trade magazine...

Podcast

Insightful conversations with engaging guests - topical and practical.
See page 28

Corporate media service

Tailor-made and creative solutions – from customer magazines to events.

Live talk

'Gunst der Stunde' is a live event in webinar format, featuring practical solutions from manufacturer experts.
See page 28

Market research

Market survey conducted in autumn: participate with individual questions. Separate surveys can be booked at anytime.
See page 31

Practical Guide

Expert knowledge and solutions for the finishing trade – compact as a PDF download.
See page 29

'Wissens-Check'

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

Expert advice

Partnering manufacturers share knowledge and practical tips – providing first-hand experience with their experts.
See page 29

Malerblatt

01	**Title:**	Malerblatt
02	**In brief:**	Malerblatt inspires and informs managers in the painting and plastering trades with examples of high-quality design and well-researched specialist and management articles together with current industry news. Malerblatt shapes opinions and supports companies in the industry in making decisions in all aspects of their business. The Malerblatt product family reaches its target group across all media channels. The portfolio includes the trade magazine in both print and digital subscriptions, the malerblatt.de website, the weekly newsletter, the „Wissens-Check“ and its social media presence.
03	**Target group:**	Painters, plasterers, interior decorators, building contractors, renovation companies, decorators' merchants, the supply industry, colleges, associations
04	**Frequency:**	12 issues per year
05	**Format:**	DIN A4
06	**Year:**	98th year 2027
07	**Organ:**	Organ of the national guilds of Rhineland-Palatinate, Hesse, South Baden
08	**Memberships:**	—
09	**Publishing house:**	Konradin Medien GmbH
10	**Publisher:**	Katja Kohlhammer
11	**Advertising:**	Carola Gayda, Editor-in-Chief Phone +49 711 7594-432 carola.gayda@konradin.de
12	**Editorial team:**	Martin Mansel, Editor-in-Chief Phone +49 711 7594-498 martin.mansel@konradin.de Andreas Ehrfeld Phone +49 711 7594-496 andreas.ehrfeld@konradin.de Larissa Sailer Phone +49 711 7594-487 larissa.sailer@konradin.de Susanne Sachsenmaier-Wahl susanne.sachsenmaier@konradin.de Susanne Wierse susanne.wierse@konradin.de

Konradin-Guaranteed Circulation

Malerblatt

1 Newsletter reporting, June 2026

2 Matomo, 1st HY 2026

Magazine

		Contact opportunities
Print copy print circulation 14,980	Recipient addresses **ePaper** distribution 2,350	**Total magazine circulation** per issue 17,330 (plus additional print copy readers)

Newsletter

Recipient addresses **Editorial newsletter** 12,753 1	Plus special newsletter and standalone newsletter	**Newsletter** per mailing 12,753 (4 x per month = 51,012)

Website

www.malerblatt.de 2	The latest industry reports, company directory and videos, etc. are complemented by extensive research options in the topic sections.	**Website** per month PIs: 58,380 Users: 37,980

Social media

www.facebook.com/malerblatt www.instagram.com/malerblatt www.youtube.com/malerblatt	Platforms for engaging with our editorial team and the industry.	**Facebook followers** 5,589 **Instagram followers** 3,591 **YouTube followers** 807

Geographical distribution:
Germany 98.2%/abroad 1.8%

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

Postcode area	Print run
0	882
1	1,037
2	1,406
3	1,600
4	1,752
5	1,570
6	1,344
7	1,859
8	1,484
9	1,243

Malerblatt

1.1 Industries/industrial sectors: recipient groups

Painting and varnishing companies without shop premises	76.3 %
Painting and varnishing companies with shop premises	12. 7 %
Plastering companies	1.7 %
Building industry (e.g. redevelopment, preservation of buildings)	0.6 %
Supply industry/manufacturers	1.2 %
Schools, vocational schools, institutes	4.6 %
Others (interior decorators, exhibition-stand construction, shopfitting...)	2.3 %
No information	0.6 %

1.2 Company size:

1–2 employees	21.4 %
3–4 employees	19.1 %
5–9 employees	22.5 %
10–19 employees	19.1 %
20–49 employees	9.2 %
50–99 employees	1.7 %
100 and more employees	2.4 %

1.3 Job characteristics: Position in company:

Owner / partner / lessee	63.6 %
Managing director / works manager	19.7 %
Foreman / head of department	6.4 %
Tradesman / craftsman / technical employee	0.6 %
Teacher / lecturer	2.9 %
Supporting family member	1.7 %
Other (office/purchasing employee)	5.1 %

1.4 Service portfolio of the businesses

Painting, varnishing	82.1 %
Wallpapering, wall covering	76.9 %
Facade work	76.9 %
Design techniques	71.7 %
Flooring	59.5 %
Dry construction	49.7 %
Plaster and stucco work	48.0 %
Thermal insulation systems	41.6 %
Insulation work	38.2 %
Corrosion protection	32.9 %
Concrete repair	29.5 %
Scaffolding	28.9 %
Church painting, restoration, gilding	27.7 %
Decoration with home textiles, interior decorating	25.4 %
Roof coating	16.8 %
Sun protection	15.6 %
Stretched ceilings	9.2 %

Summary of the survey method:
1. Method: Structural readership analysis by online survey/ sample survey
2. Population: 4,234 = 100.0%
3. Sample: 173 net interviews
4. Target persons of the study: Newsletter readers/online survey participants
5. Survey period: March & April 2023
6. Survey conducted by: teleResearch GmbH, Ludwigshafen

Results of the reader analysis confirm Malerblatt's leading market position

Trade magazines are one of the most important sources of information for readers of Malerblatt.

To support their professional decisions,

85.5% of our readers rely on print magazines

21.4% rely on e-papers

Malerblatt is a must-read!

72.3% of readers say Malerblatt is the leading trade magazine in the industry.

86.7% of readers find that the articles provide useful information about products and suppliers.

The print editions of Malerblatt are used intensively!

87.9% mainly read the print version of Malerblatt.

59.0% read 10-12 issues out of the 12 issues per year.

65.9% would miss the Malerblatt if they could no longer receive it.

Malerblatt readers are competent decision-makers!

89.7% are in senior management positions

88.4% are directly involved in investment decisions.

Malerblatt drives buying impulses and initiates contacts!

Use Malerblatt - it's where you'll reach the key decision-makers directly.

72.3% of readers confirm that they get problem-solving tips from advertisements.

78.6% find that ads provide useful information about products and suppliers.

74.0% have visited advertisers' websites.

48.0% of respondents have contacted advertisers directly.

Rate Card No. 70 (Rates valid as of 01.10.2026, in €, plus VAT)

Malerblatt

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

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).

Frequency discounts:	3 ads	6 ads	9 ads	12 ads	18 ads
	5%	10%	12.5%	15%	20%

Volume discounts:	3 pages	6 pages	9 pages	12 pages	18 pages
	5%	10%	12.5%	15%	20%

Classified ads and special ad formats:

- Sales/job offers/miscellaneous
- Jobs wanted
- Buyers' guide/suppliers' directory

see page 14

Contact:
Advice, booking: see contacts on page 2

Order confirmation, invoicing, receipts, data submission + technical details:
Order management
Henrike Henke
Phone +49 711 7594-317
henrike.henke@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 14 for technical specifications.

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 size: add 3 mm bleed on all sides		
		Colour surcharge	Total rate 2c	Colour surcharge	Total rate 3c	Colour surcharge	Total rate 4c		Type area	Trim size
1/1 page	7,210.00	820.00	8,030.00	1,640.00	8,850.00	2,460.00	9,670.00		188 x 270	210 x 297
2/3 page	4,790.00	820.00	5,610.00	1,640.00	6,430.00	2,460.00	7,250.00	land. 4col. port. -	188 x 178 125 x 270	210 x 195 135 x 297
1/2 page	3,610.00	820.00	4,430.00	1,640.00	5,250.00	2,460.00	6,070.00	land. 4col. port. 2col.	188 x 133 92 x 270	210 x 150 103 x 297
1/3 page	2,400.00	820.00	3,220.00	1,640.00	4,040.00	2,460.00	4,860.00	land. 4col. port. -	188 x 88 60 x 270	210 x 105 71 x 297
1/4 page	1,810.00	480.00	2,290.00	960.00	2,770.00	1,440.00	3,250.00	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	900.00	480.00	1,380.00	960.00	1,860.00	1,440.00	2,340.00	land. 4col. 2col. port. 1col.	188 x 32 92 x 65 44 x 133	210 x 56
1/16 page in advertising section	450.00	480.00	930.00	960.00	1,410.00	1,440.00	1,890.00	2col. port. 1col.	92 x 32 44 x 65	not possible
1/32 page in advertising section	220.00	480.00	700.00	960.00	1,180.00	1,440.00	1,660.00	port. 1col.	44 x 32	not possible

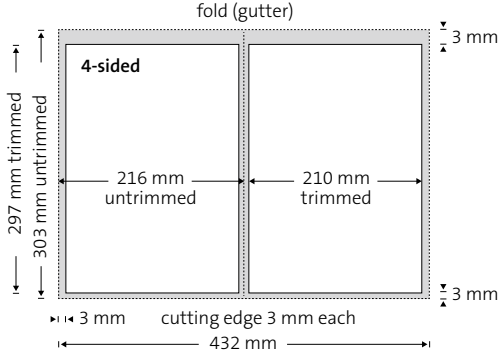
Bleed surcharge 490.00. Surcharge for each spot colour: up to ¼ page 825.00, up to 1/1 page 1,180.00. No discounts on surcharges.

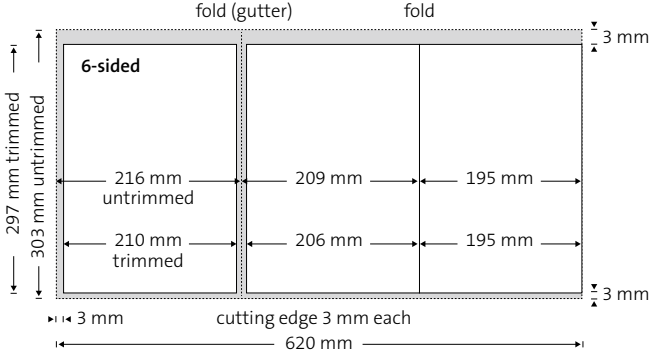
Bound inserts

Rates by grammage (qualifies for discounts, 1 insert = 1/1 page of advertising)			Width x height in mm	Conditions/ technical details	Quantities/ deadlines
Quantity	**under 135 gsm**	**135-180 gsm**	**untrimmed**	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 on 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.	**Quantity:** 15,400 copies **Delivery deadline:** 3 days after advertising deadline
1 leaf = 2 pages	**6,200.00**	**6,865.00**	216 x 303		
1 leaf + flap	**8,945.00**	**10,090.00**			
Quantity	**80-134 gsm**	**135-180 gsm**	**untrimmed**		
2 leaves = 4 pages	**10,295.00**	**11,650.00**	432 x 303		
3 leaves = 6 pages	**14,040.00**	**15,910.00**	620 x 303		
4 leaves = 8 pages	**16,850.00**	**19,240.00**	2 x 2 leaves		

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.

Trimming diagram:





Delivery address for bound inserts:
at advertiser's expense to:
Westermann Druck GmbH
Georg-Westermann-Allee 66
Tor 1 / Bettina Müller
38104 Braunschweig

Delivery note:
To Konradin - "Malerblatt", issue (no.)
Delivery times: Mon.- Fri. 7:00 a.m. to 2:00 p.m.
Euro-pallet dimensions:
80 x 120 cm
max. height 110 cm (incl. pallet)

Loose inserts

Rates by grammage (no discounts)		Conditions/ technical details	Delivery address	Formats/ quantities/ deadlines
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.**	**At advertiser's expense to** Westermann Druck GmbH Georg-Westermann-Allee 66 Tor 1 / Bettina Müller 38104 Braunschweig **Delivery note:** To "Malerblatt", issue (no.), Delivery times: Mon. - Fri. 7:30 a.m. to 4:00 p.m. Euro-pallet dimensions: 80 x 120 cm, max. height 110 cm (incl. pallet)	**Format:** max. 200 mm wide x 290 mm high **Quantity:** 15,400 copies **Delivery deadl.:** no later than 3 working days after advertising deadline
up to 25 g	295.00			
up to 30 g	325.00			
up to 35 g	360.00			
up to 40 g	385.00			

Rates for heavier inserts and inserts on thin paper or other materials are available on submission of a sample. Partial inserts possible on request.

Ad specials

Special advertising formats with a distinctive advertising effect!
Malerblatt offers eye-catching special advertising formats for your communication:

Cover flap | **Belly band** | **Bookmark** | **Tip-ons**

Postcard, booklet, product sample, etc.
Binding sample required.

We will be happy to prepare an individual offer for you and provide details on the technical specifications. Feel free to contact us!

Buyers' guide, classified ads, special advertising formats

Buyers' guide/ suppliers' directory	Basic rate no discounts	b/w	4c
	1 col., 44 mm wide, per mm	**2.00**	**3.60**

Freely selectable section heading, minimum run time 1 year.
Activation and termination is only possible at the start of each quarter.
Billing semi-annually, in advance.

Classified ads	Basic rate no discounts	b/w	4c
Sales/job offers/miscellaneous	1 col., 44 mm wide, per mm	**4.50**	**5.90**
Jobs wanted	1 col., 44 mm wide, per mm	**2.80**	**3.50**

Special rates for 1/1, 1/2 and 1/4 page on request.
The rate includes publication on www.malerblatt.de

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.

Malerblatt

March issue

Special: Facades

The focus of this issue is on current trends and innovative solutions for facades – from creative design to effective protection.

See page 16
for more information

Advertising deadline:
04.02.2027

Publication date:
03.03.2027

June issue

Special: Optimising energy performance

Hands-on tips for energy-efficient refurbishment – from insulation techniques, surface heating and cooling systems to innovative solutions for the painting profession.

See page 17
for more information

Advertising deadline:
03.05.2027

Publication date:
03.06.2027

September issue

Special: Environment and health

Sustainable products and healthy materials are taking centre stage, with customers increasingly seeking environmentally conscious solutions.

See page 18
for more information

Advertising deadline:
06.08.2027

Publication date:
02.09.2027

December issue

Special: Interiors

All about modern design and innovative interior solutions – from paints and coverings to creative techniques, profiles and systems.

See page 19
for more information

Advertising deadline:
09.11.2027

Publication date:
06.12.2027

Editorial Schedule 2027

Malerblatt

Issue	Colour & inspiration	Technologies & materials	Building envelope & interiors	Business & market	Trade fair
1 **January** **ET:** 07.01.2027 **AS/DU:** 04.12.2026	**Colour trends 2027** Trend colours, influences, colour concepts and surfaces	**Substrate preparation** Primers Fillers and levelling compounds for walls and floors Tools for roughening, stripping and cleaning Crack covering	**Drywall construction** Drywall panels Drywall elements Drywall tools Acoustic solutions Suspended ceilings Sustainable drywall construction	**Market outlook 2027** Business outlook for painting businesses. Economic climate, construction industry, renovation market, opportunities and risks, regional developments	**BAU** Munich 11.-15.01.2027 **Heimtextil** Frankfurt 12.-15.01.2027
2 **February** **ET:** 04.02.2027 **AS/DU:** 08.01.2027	**AI and colour design** Tools for design, visualisation and client consultation	**Refurbishment** Mould remediation Masonry drying Renovation and dehumidifying plasters Concrete repair Balcony renovation Asbestos removal	**Sustainable painting trade** Environmentally friendly materials and auxiliaries Recycling/return schemes Sustainable tools and equipment	**Work clothing** Employer branding **Recruiting and retaining staff** Skilled labour shortages Recruitment Employee retention	
3 **March** **ET:** 03.03.2027 **AS/DU:** 04.02.2027	**Light meets colour** How daylight, LED technology and intelligent lighting change the way colours appear	**Malerblatt Special: Facades** Paints and plasters Paints and stains External insulation Facade cleaning Facade elements Anti-graffiti protection Scaffolding and access equipment	**All about flooring** Floor coverings Floor coatings Installation materials Skirting boards and profiles Floor care products Flooring tools **BAU 2027** **Trade fair review**	**Digitalisation** Software for quotations, time tracking, documentation, etc. Manufacturer tools AI assistants	**IHM – Internationale Handwerksmesse** Munich 10.-14.03.2027 **HANDWERK** Wels, Austria 17.-19.03.2027

Editorial Schedule 2027

Malerblatt

Issue	Colour & inspiration	Technologies & materials	Building envelope & interiors	Business & market	Trade fair
4 **April** **ET:** 05.04.2027 **AS/DU:** 05.03.2027	**Timber façades** Protection and design go hand in hand	**Tools & auxiliaries** Painting, spraying, rolling Filling, plastering Mixing Covering, masking Cleaning, removing Preparation	**Wall coverings** New wallpaper collections Functional wall coverings Wallpapering tools Paintable wall coverings **Heimtextil 2027** **Trade fair review**	**Achieving the right price** Costing, change orders, Price negotiations, Communicating value, Protecting margins	**CASA** Salzburg, Austria 28.-30.04.2027
5 **May** **ET:** 04.05.2027 **AS/DU:** 07.04.2027	**The worlds of surfaces** Colour, texture, Filling techniques, Special-effect materials	**All about concrete** Concrete repair Concrete coating Concrete impregnation Concrete cosmetic repair/retouching Car park refurbishment Balcony renovation	**Interior coatings** Wall paints Decorative techniques Effect materials Functional interior paints Paints for healthy interiors Products for smooth walls Paint application tools	**Succession and business transfer** Family business, Business sale, Valuation, Financing, Future planning	
6 **June** **ET:** 03.06.2027 **AS/DU:** 03.05.2027	**Colour psychology** Colour schemes for different target groups	**Malerblatt Special:** **Optimising energy performance** External thermal insulation composite systems Internal insulation systems Heat-reflective coatings Wall, ceiling and underfloor heating systems Chilled ceilings Basement ceiling and roof insulation		**Commercial vehicles** Vans, Fittings, Trailers, Load securing Case studies	

Editorial Schedule 2027

Malerblatt

Issue	Colour & inspiration	Technologies & materials	Building envelope & interiors	Business & market	Trade fair
7 **July** **ET:** 05.07.2027 **AS/DU:** 08.06.2027	**International inspiration** Colour and design trends from Scandinavia, Japan, Italy and the Benelux countries	**Wood in outdoor applications** Wood paints, -stains, -lacquers and -oils Impregnations Colour trends in wood coatings Wooden window refurbishment	**Refurbishment of period buildings** Removal and disposal of harmful substances in accordance with regulations Removing damp and cracks Levelling uneven surfaces Renovation coatings Energy-efficiency improvements	**Software** Operational management AI in business **Successful marketing in a craft business** Website, social media, Google reviews, Referral marketing, Regional visibility	
8 **August** **ET:** 04.08.2027 **AS/DU:** 08.07.2027	**A bold approach to colour** Practical examples of modern colour concepts for residential and commercial spaces	**Facade paints & plasters** Product innovations Algae protection with and without biocides Colour measuring devices Plastering machines Paint spraying equipment	**Flooring** Designer flooring Parquet, wooden floorboards Laminate and cork Carpets Vinyl and linoleum flooring Floor coatings	**Specialisation** Niche markets, facades, mould remediation, heritage conservation, creative techniques, Positioning	
9 **September** **ET:** 02.09.2027 **AS/DU:** 06.08.2027	**Corporate colours** Conveying brand identity through colour in workplaces and retail spaces	**Machine technology** Sanding machines Spraying equipment Plastering machines Measuring instruments Dust extraction systems High-pressure washers Small power tools	**Malerblatt Special: Environment and health** Natural paints/stains/ plasters Sustainable products Recyclable material cycle Environmental and health labels	**Commercial vehicles** Vehicles, trailers, fittings **Business management for tradespeople** Key figures, liquidity, Contribution margins, Management accounting, Investment decisions	**IAA MOBILITY 2027** Munich 07.-12.09.2027 **NUFAM – Die Nutzfahrzeugmesse** Karlsruhe 22.-25.09.2027 **NordBau** Neumünster Date to be confirmed

Editorial Schedule 2027

Malerblatt

Issue	Colour & inspiration	Technologies & materials	Building envelope & interiors	Business & market	Trade fair
10 **October** **ET:** 04.10.2027 **AS/DU:** 07.09.2027	**Colour and sustainability** Environmentally friendly colour schemes, Plasters, paints Circular economy	**Metal coating** Corrosion protection Metal protection coatings Primers Fire protection coatings Paint strippers and removers Rust removal tools	**Wood in interior areas** Sealants, oils and waxes for wooden floors Stains and glazes Furniture stains Primers Wood stains	**Workwear and PPE** Functional workwear Safety footwear Respiratory protection Skin protection	**A+A** Düsseldorf 19.-22.10.2027
11 **November** **ET:** 04.11.2027 **AS/DU:** 07.10.2027	**Wallpapers and textiles** Collections and surfaces with distinctive character	**Access equipment** Ladders Scaffolds Elevating work Safety when working with access equipment	**Damp rooms** Seamless bathroom Design Coatings, Wall and floor coverings for bathrooms Tile coatings Mould protection Sealing systems	**Business opportunities in the fit-out market** Sustainable refurbishment, Energy efficiency, Healthy indoor environments, Integrated solutions, Partnerships	
12 **December** **ET:** 06.12.2027 **AS/DU:** 09.11.2027	**Coatings for building preservation** Creative colour schemes for listed buildings and historic facades	**Historic buildings** Half-timbered building renovation Restoration Historic paints and plasters Traditional painting techniques Gilding Ornaments	**Malerblatt Special: Interiors** Creative techniques Wall and floor coverings Interior paints and plasters Decorative profiles and elements Heating and cooling systems Lighting Acoustics	**Industry-specific software** Digital site documentation **Legal compliance in practice** Contracts, warranties, documentation, data protection, employment law	

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

Print advertorial

Present your products and solutions to readers in a vivid, individual way that adds real value. With its high level of information, the advertorial is particularly well suited to products that require explanation.

Designed in the distinctive look and feel of Malerblatt.

Online advertorial

Engage a broad online audience with impactful content and premium placement of your products and services in the news section.

Benefit from wide reach, targeted links and measurable results

Print advertorial / scope of services	Rate
1/1 page, four-colour 2 product images Headline (40 characters), intro (240 characters) Body text (max. 2,200 characters) Contact box (max. 4 lines) All text including spaces	**9,720.00**

Online advertorial / scope of services	Rate
Online advertorial on www.malerblatt.de Duration: 12 months Your article remains available in the specialist archive. **Teaser to your product information on the homepage** in the news section Duration: 4 weeks	**2,270.00**

Both formats are clearly marked as advertisements.
Advertorials help you strengthen and expand your expertise within your target groups.
Achieve maximum reach with our combined print and online package: €9,900.00.

Malerblatt

Product of the month

Produkt des Monats

Arbeitszeiten auf der Baustelle erfassen – digital per App

Die WinWorker Software bietet Malern mit der „Mobilen Zeiterfassung“ in der WinWorker App die Möglichkeit, ihren Aufzeichnungs- und Dokumentationspflichten einfach nachzukommen. Das funktioniert rein digital und direkt auf der Baustelle.

Maler und Azubi empfiehlt, die Arbeitszeiten allen Lohnempfänger, Minijobber sowie Lehr- und Zeitarbeitnehmer täglich zu dokumentieren – sie schreiben es das Arbeitszeitgesetz [Einfügen] Arbeitszeitgesetz [Einfügen] vor. Demnach ist der Arbeitgeber dazu verpflichtet, das Beschäftigungsgesetz täglich in einem Grundaufzeichnet mit schreiben, dass gemeint alle Arbeitgeber die Arbeitszeiten der Mitarbeiter aufzeichnen müssen – so, wie es der Europäische Gerichtshof bereits 2019 gefordert hatte.

Die WinWorker Software bietet Malern verschiedene Möglichkeiten dieser Pflicht nachzukommen. Dazu gehört auch eine mobile Variante, die sich seit Jahren bewährt hat: die „Mobile Zeiterfassung“. Per Smartphone bzw. Tablet schreiben Mitarbeiter ihre Zeiten sekundengenau mit – einfach digital, ganz ohne Zettelwirtschaft. Das geschieht live und projektbezogen direkt auf der Baustelle. Auch Arbeitsunterbrechungen, Pausen oder Fahrten zu einem Start-Stopp-Buchungen erfasst werden. Über die Mitarbeiterzuordnung erfolgt zusätzlich auf einzelner LV-Positionen. Zusätzlich lungen oder Arbeitspakete. Alle erhobenen Daten werden zum Tagesabschluss ans Büro gesendet – schon stehen sie in der Auswertung zur Verfügung. Das spart Zeit und vermeidet die häufig fehlenden Rückfragen zu fehlenden oder unleserlichen Stundenaufschreiben erfassen. Die optimierten Arbeitsabläufe sparen allen Mitarbeitern Zeit, sowohl im Büro als auch auf den Baustellen.

Eine aktualisierte Erfassung der mobilen Zeiten für die Leistungserbringung ist besonders im Hinblick auf die Auswertung des Projektes nützlich, denn diese Informationen schaffen die Grundlage für eine effiziente Nachkalkulation.

Die „Mobile Zeiterfassung“ ist baumöglich im deutschsprachigen Raum im Einsatz und kann auf Android- oder iOS-Mobilgeräten genutzt werden.

WinWorker Software
Bauwerkner Weg 12
47575 Goch
Tel.: 02823 / 42 56 – 0
www.winworker.de

Wir bieten Ihnen Ihr Produkt in einem redaktionellen Umfeld an, das Ihre Zielgruppe interessiert.

Eye-catching placement of your product on a full page – ideal for product launches, presentations or boosting brand awareness. Benefit from maximum visibility through premium positioning, striking design that stands out from regular news items and additional online reach.

Scope of services	Rate
Print: • 1/1 page, four-colour, designed by the editorial team **Online:** • Teaser on the start page for one month • Placement on www.malerblatt.de/produkt-des-monats • Link to your website • Feature on Malerblatt’s social media channels	6,200.00

‘Wissenstipp’

Malerblatt
WISSENSTIPP

Färben von Parkettböden

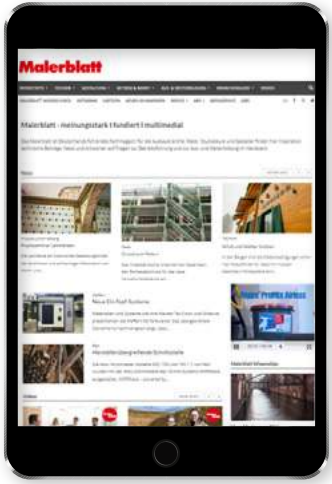
Malerblatt
WISSENSTIPP

Two-page supplement designed by the editorial team to present your complex products and methods in a clear and engaging way. Thanks to its higher paper quality, the insert attracts extra attention and, with its detachable and collectable format, ensures lasting visibility.

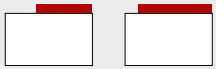
Scope of services	Rate
Print: • 2-page supplement designed by the editorial team, incl. printing **Online:** • Teaser on the start page for one month • Placement on www.malerblatt.de/wissenstipp • PDF download possible • Link to your website • Optional add-on: step-by-step video available at extra cost • Feature on Malerblatt’s social media channels	7,445.00

Please supply data one week prior to the advertising deadline. Both formats are clearly marked as advertisements.

Malerblatt Online



The latest industry news, company directory, videos, etc., are complemented by extensive research options in the topic categories.

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	**1,080.00 1,200.00**
Expandable leaderboard		728 x 90 or 728 x 300		300 x 50	**1,480.00**
Skyscraper/ wide skyscraper		120 x 600 or 160 x 600 (wide)		300 x 50	**1,080.00 1,200.00**
Sticky skyscraper/ sticky wide skyscraper		120 x 600 or 160 x 600 (wide)		300 x 50	**1,480.00 1,640.00**
Medium rectangle		300 x 250		300 x 250	**1,400.00**
Video ad		300 x 250		300 x 250	**1,400.00**

Access rates:

(monthly average, first half-year 2026, source: Matomo Analytics)

Page impressions: 58,380
Visits: 37,980

Your benefits:

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

Cross-media advertising increases success!

We offer a powerful Malerblatt media network.
We'd be very happy to advise you.

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	**1,920.00**
Billboard		970 x 250		300 x 75	**2,240.00**
Hockeystick		728 x 90 and 160 x 600 or 970 x 90 and 120 x 600		300 x 75	**1,880.00**
Wallpaper with HEX code background colour		728 x 90 and 160 x 600 or 970 x 90 and 120 x 600		300 x 75	**2,280.00**

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 campaign start via our customer portal: kundenportal.konradin.de
File formats: GIF, JPG, HTML5 (responsive), redirect (file size max. 80KB 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.

Premium partnership

The directory at www.malerblatt.de provides an overview of all top companies in the industry. Boost your company's visibility: a **company profile** allows you to present your business in greater detail compared to standard entries. Enhance your profile entry with additional information about your products. Use the **media packages** that best fit your needs.

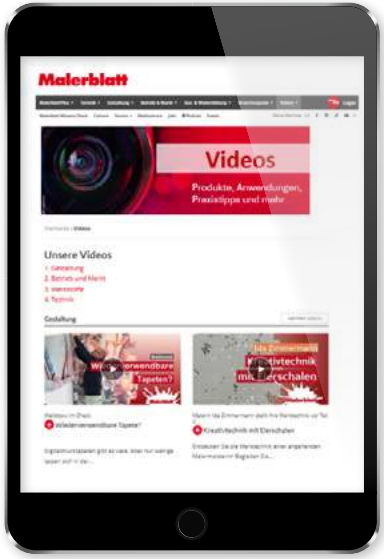
Company profile	Rate
Profile entry • Custom header image • Company logo (featured on the homepage, in the business directory, in the profile entry, on the magazine's logo page) • Contact details • Website and email address with links • Social media buttons with links • Company description with company/product images • Product group assignment (keywords) • Published articles at a glance • Related links	**1,140.00**

Media packages (only bookable in combination with the company profile)		Rate
Package S:	3 media	**680.00**
Package M:	6 media	**1,230.00**
Package L:	9 media	**1,770.00**
Package XL:	12 media	**2,270.00**
Package XXL:	**Unlimited amount of media**	**4,470.00**

Media to choose from:
Individual press releases, videos, catalogues/brochures

Respective duration: 12 months

Video presentation



Keep your videos in the spotlight and showcase your products or applications where industry professionals and decision-makers come to find information. On malerblatt.de, your video remains visible for 12 months, helping to build lasting awareness for your brand. Additional newsletter exposure and an optional video ad extend the reach of your message.

Video packages	Rates
Package 1 **Video presentation on malerblatt.de** for 12 months, including thumbnail and text **Text/image ad in the newsletter** with link to the video portal	**1,240.00**
Package 2 **Video presentation on malerblatt.de** for 12 months, including thumbnail and text **Text/image ad in the newsletter** with link to the video portal **Video ad on malerblatt.de** for 4 weeks	**1,890.00**

Data submission: video / newsletter / video ad

Video & video ad format: MPEG-4, max. 30 MB (subject to adjustment)

Thumbnail: JPG/PNG, 770 × 433 pixels

Video ad: 300 × 250 pixels; tracking code / tracking pixels possible

Text: max. 1,500 characters (300 characters for newsletter teaser)

Deadline: 14 days before campaign launch via kundenportal.konradin.de

Malerblatt newsletter

Each Monday, the Malerblatt editorial team delivers the latest industry news straight to professionals who want to stay informed.

The newsletter reaches approx. **12,700** recipients per mailing.

Advertising format*/placement in newsletter		Size in pixels (w x h)	Rate per issue**
1 **Premium image ad**		Image 550 x 330 and text 300 characters (incl. spaces)	**1,700.00**
2 **Text/ image ad**		Image 250 x 180 and text 300 characters (incl. spaces)	**1,190.00**

*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 delivery:
7 days prior to mailing date via our customer portal: kundenportal.konradin.de
File formats: GIF, JPG (DOC additionally for text/image ads), 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.

Malerblatt standalone newsletter

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

The newsletter reaches approx. 12,700 recipients per mailing.

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	3,300.00

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

Mailing date:
Individually selectable (with the exception of Mondays)

Data submission:
14 days prior to mailing date by email to auftragsmanagement@konradin.de

Podcast

Reach your target audience regularly and with high impact in their everyday working environment.

Become part of the Malerblatt podcast and secure your advertising placement in our hands-on monthly episodes. Position your message directly within the painting and decorating trade – with strong advertising impact and long-term availability. Available via all major podcast platforms.

Podcast advertising placements		Rates
Pre- or mid-roll		**500.00**
Pre-roll:	placement within the first 5 minutes	
Mid-roll:	placement in the middle of the episode	
Duration:	20-30 seconds each	
Length:	max. 45-55 words	
Volume discount/total rate for:		
3 issues		**1,430.00**
6 issues		**2,800.00**

Fit-Out Talk

Ideal for direct engagement with your target audience and for generating qualified leads.

Present your company as a partner in the 60-minute Fit-Out-Talk: your experts discuss current industry challenges live with best-practice companies. The webinar format delivers lasting visibility, cross-media campaign presence and strengthens your positioning in a relevant professional environment

Scope of services	Rate
• Talk with 2 experts (manufacturers, best-practice painters) • Advertising campaign (print, online, newsletter) • Logo link • Accompanying coverage across all channels • Invitation management • Lead generation • Recording with usage rights	**7,500.00**

Malerblatt Practical Guide

Perfect for generating high-quality leads and showcasing your expertise in a targeted manner.

Provide the finishing trade with a high-quality PDF download on malerblatt.de – packed with expert knowledge, practical solutions and application examples on your chosen focus topic.

Practical guide package	Rate
The following formats can be integrated on malerblatt.de with text and images: Practical guide, white paper, expert tip or guide Base rate for 3 months' duration incl. all leads Leads after the 3-month period: €70.00 per lead Additional options on request: • Creation of the practical guide by a specialist editor • Additional language version	**2,000.00**

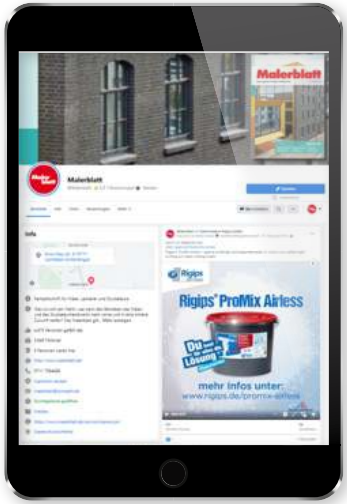
Malerblatt Expert Tip

Position your company and employees as competent partners to the industry, making your expertise and people personally accessible.

Regular articles, interviews and hands-on tips from your experts for the fit-out trade – covering changing topics and featured across malerblatt.de, social media, newsletters and print.

Expert Tip package	Rate
Integration of your content on malerblatt.de: • Header with area of expertise/short profile/quote • 4-6 articles per year (SEO-optimised) • Background information on the expert • Distribution via social media channels • Expert article in the newsletter (text/image ad) • Teaser ad with company logo and QR code in the print magazine	**5,900.00**

Social media advertising



Gain new followers through targeted advertising in Malerblatt's social media channels: Facebook and Instagram. This will increase the visibility of your product portfolio.

Placements:
- Photo ad | video ad | carousel ad in the news feed
- Story ad in Malerblatt stories

Reach:
- Facebook: approx. 5,590 followers
- Instagram: approx. 3,590 followers

Ad format on Facebook	Rate
Photo ad or video ad Post: image or video and text plus link	790.00
Carousel ad Post: up to 10 images or videos and text plus link	1,370.00

Ad format on Instagram	Rate
Photo ad or video ad Post: image or video and text	800.00
Story ad Post: 24 hours | image or video plus link Automated placement on Facebook	800.00
Carousel ad Post: up to 10 photos or videos and text	1,370.00

Competition on Facebook and Instagram	Rate
Exclusive competition Post: image and text	1,580.00

Additional advertising formats available on request.

Data delivery:
14 days prior to publication date.

Competition package

Become a competition sponsor!

Showcase your company in a distinctive way and generate valuable new prospect data at the same time.

Competition package	Rate
Comprehensive service package **Includes:** • Microsite on malerblatt.de • 1/2 page landscape ad in the magazine • 2 text/image ads in the Malerblatt newsletter (1st and 3rd week of the respective month) • Pop-up plus one additional advertising format on malerblatt.de • Promotion via our social media channels • GDPR-compliant contact details of competition participants • Duration: 1 month	**6,100.00***

You provide the text and images; we create the various advertising formats in a consistent look and feel.

*Direct rate, no agency commission

Market research in autumn 2027

Gain an edge through insight!

Malerblatt market research provides exclusive insights and sound data to support your advertising strategy.

Scope	Rates
3 questions	**1,280.00**
5 questions	**1,960.00**
7 questions	**2,440.00**
10 questions	**3,400.00**
Individual survey / flexible timing	**5,000.00**

Valuable insights for your business!
Learn more about your brand awareness, your competitors' image, requirements for your product, trade fair plans, internet usage and much more.

Your benefits:
- Exclusive, customised evaluation of your results
- Cost-efficient market research within a joint project
- Conducted by the teleResearch market research institute
- Valuable insight for your planning and communication

Request further information and our questionnaire.

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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