

Der österreichische

# Installateur

Das offizielle Organ der Bundesinnung der Sanitär-, Heizungs-  
und Lüftungstechniker Österreichs

# MEDIA DATA 2017



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# Installateur

Das offizielle Organ der Bundesinnung der Sanitär-, Heizungs- und Lüftungstechniker Österreichs

Zielgruppe

## Höchste Bekanntheit in der Branche

Mit einem Bekanntheitsgrad von 91 Prozent bei den Entscheidungsträgern in Gewerbe und Handwerk sowie bei 98 Prozent in Industrie und Großhandel ist die Fachzeitschrift „Der österreichische Installateur“ mit großem Abstand die Nummer eins.

**Wir erreichen die Zielgruppe!**

Erste Wahl

## Spontan die Nummer 1

„Der österreichische Installateur“ kommt als Erstes in den Sinn, wenn sie nach Fachmedien für Sanitär-, Heizungs-, Lüftungs- und Installationstechnik gefragt werden. 55 Prozent der Befragten nennen diesen Titel ungestützt und sofort.

**Wir sind die Ersten!**

Kompetenz, die verbindet

## Seit 70 Jahren für die Installateure

Der gelbe Installateur ist seit 1947 das offizielle Organ der Bundesinnung der Sanitär-, Heizungs- und Lüftungstechniker. Diese Fachgruppe zählt derzeit über 5.600 Betriebe mit 35.000 Beschäftigten.

Vom EPU bis zum Großbetrieb:

**Wir schreiben für die Branche!**

# 70

# Jahre

The clear no. 1

# 91 percent recall\* – building installation trade medium with the biggest readership

\*Readers of trade magazines for the building installation market, 2016 Trade Media Analysis, Triconsult

## Connecting with competence – for 70 years

Since 1947 “Der österreichische Installateur” has been the official mouthpiece of the Federal Guild of Austrian Sanitary, Heating and Ventilation Engineers, which currently represents 5,605 companies with a total of 34,889 employees.

## We reach your target group!

For advertisers, the most important requirement of a trade medium is that it should reach their target group. And we do just that. “Der österreichische Installateur” has by far the biggest readership, namely 82 percent.

## Managers read yellow

37 percent of our readership own their business; 20 percent hold management positions in their companies and 30 percent are senior personnel.

## From strength to strength

“Der österreichische Installateur” has consolidated its strong position as a reliable industry partner and improved still further the excellent results traditionally achieved in customer polls.

With more than 83 % business contacts, “Der österreichische Installateur” has the biggest user share.

## Certified circulation



The official Austrian circulation monitoring organisation (ÖAK) delivers objective, comparable circulation data for the print media and has them verified by a well known auditing company. The ÖAK membership comprises Austria's leading publishing houses and magazines including, of course, “Der österreichische Installateur”. Our circulation in the first half of 2016 was 12,300 copies. And that is guaranteed!

## Newsletter with 13,000 readers

The yellow Installateur newsletter keeps the industry supplied with the latest and important news – delivered straight to your screen!

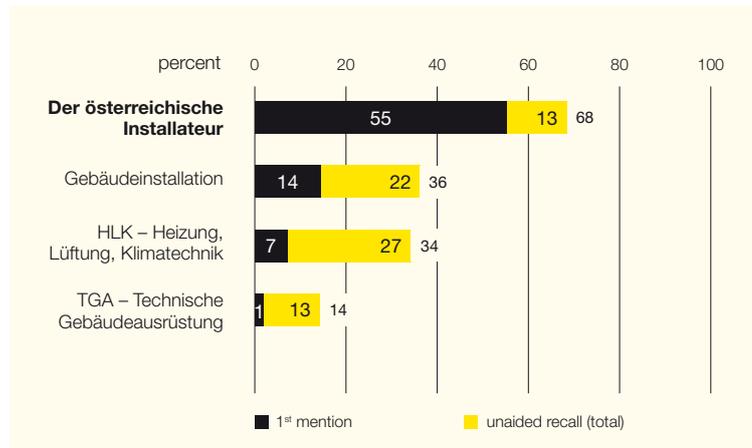
# The results of the poll

Results of the media analysis:

The respondents in the companies were mainly **proprietors** (37 percent), **managing directors** (20 percent) and **senior personnel** (30 percent).

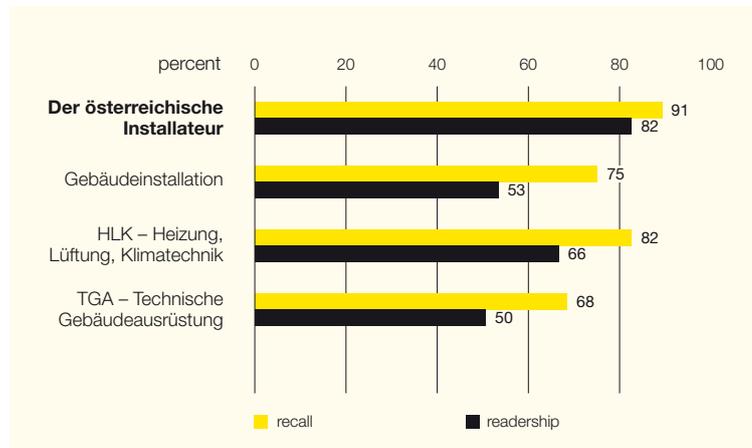
## Above-average recall

In the answers to an unaided question about the familiarity rating of trade media in the field of plumbing, gas and heating engineering, “Der österreichische Installateur” was named by 68 percent of respondents, and 55 percent mentioned it first. That means “Der österreichische Installateur” has consolidated its lead as the number-one trade medium.



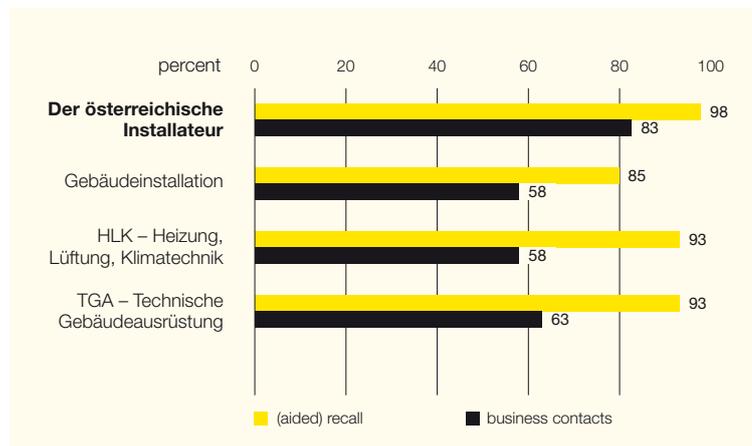
## Above-average readership

With an aided recall of 91 percent, “Der österreichische Installateur” also has by far the biggest readership share, namely 82 percent.



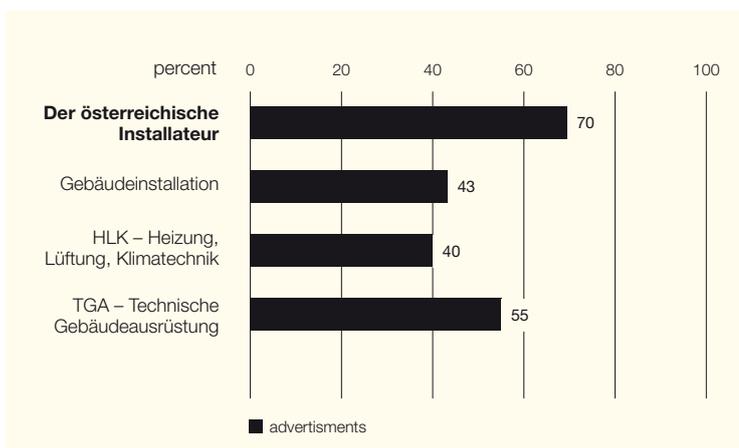
## Above-average use

Familiarity and use of trade magazines: 98 percent of advertisers polled are familiar with “Der österreichische Installateur”. 83 percent of them make use of the leading industry medium for advertising and marketing activities.



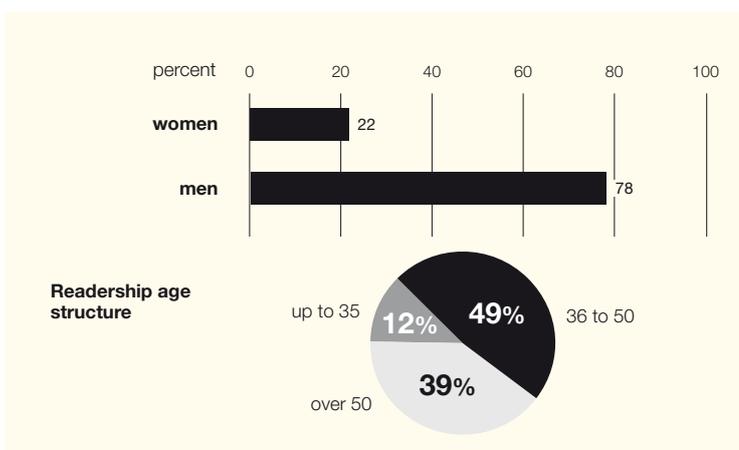
## Best advertising platform

We are also the no. 1 in the industry for advertisers: 70 percent of respondents advertise in “Der österreichische Installateur”.



## Increasing share of female readers

More than one fifth, namely 22 percent, of the entrepreneurs, managers and senior personnel who read “Der österreichische Installateur” are women from all age groups.



## From one-man business to big company

The increasing number of one-man businesses in the building installation trade is reflected in the target group: 22 percent of readers are one-man businesses. That is more than three times the figure in the 2011 sample. For this group, “Der österreichische Installateur” is especially attractive and well known. In addition to small businesses comprising a maximum of five persons (29%), businesses with 6 to 10 persons (13%) and 11 to 20 persons (16%) are also well represented, as are medium-size companies with up to 50 employees (9%) and large companies with up to 100 employees (8%). Companies with more than 100 employees, however, account for only 3 percent of the total.

## Collaborative working

In the building installation trade, businesses are increasingly working on a collaborative basis: 34 percent of businesses hire agency personnel, 31 percent subcontract to one-man businesses and 37 percent collaborate with other businesses in pooling or exchanging personnel.

## Professional development

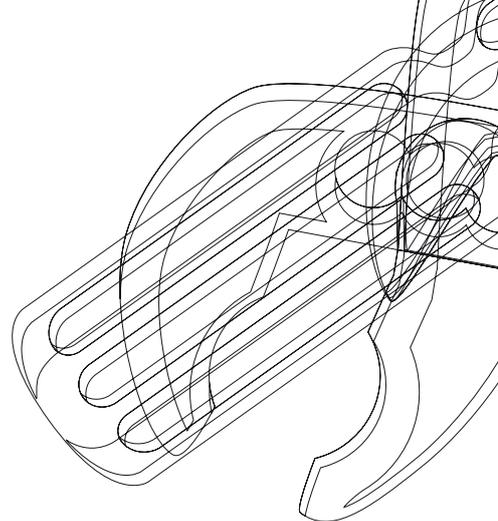
88 percent of businesses in the building installation trade see training as an important or very important subject. Entrepreneurs attend training courses on an average of 7 days a year and employees on 5 days.

<sup>1)</sup> The poll took the form of interviews with 500 members of the target group, i.e. readers of trade magazines. In a first step, 335 subjects were polled via the Internet. That was followed up by 165 telephone interviews. The poll was conducted between 28 July and 22 September 2016. Forty advertisers using trade media were also interviewed (Österreichischer Installateur, HLK, TGA, Gebäudeinstallation). Those interviews were all conducted by telephone between 25 July and 2 August 2016.

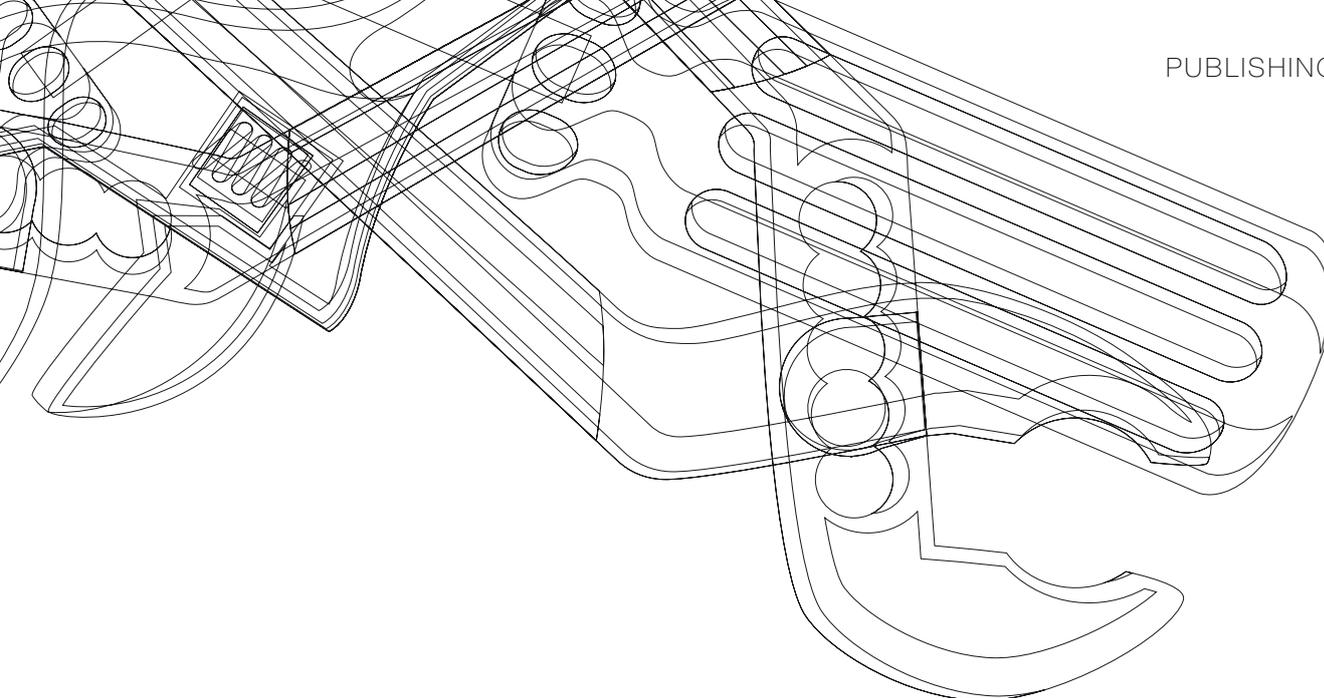
<sup>2)</sup> The biggest readership share was derived from the answers to the question, “Which relevant trade magazines have you read or looked at in the last 12 months?” Der österreichische Installateur yes-no, Gebäudeinstallation yes-no, HLK yes-no, TGA – Technische Gebäudeausrüstung yes-no.

# Issues & Topics

## Issues 1–12/2017

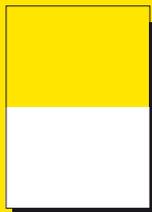


Issue	Topics	Dates
<b>1–2</b> Trade show number for <b>Wels Int. Trade Fair for            Energy Efficiency</b> (1–5 March)	<b>Sanitary:</b> Barrier-free baths <b>Heating:</b> Renewable energy <b>Air-conditioning/ventilation:</b> Automatic ventilation systems <b>Building installations:</b> Pipes and connections	Space close <b>3 February</b> Unterlagenschluss <b>10 February</b> Publication date <b>20 February</b>
<b>3</b> Trade show number for <b>ISH Frankfurt</b> (14–18 March)	<b>Sanitary:</b> Innovative bathroom solutions <b>Heating:</b> Heating systems of the future <b>Air-conditioning/ventilation:</b> Surface cooling systems <b>Building installations:</b> Pumps for building installations	Space close <b>17 February</b> Materials close <b>24 February</b> Publication date <b>6 March</b>
<b>4</b>	<b>Sanitary:</b> Trends in bathroom planning <b>Heating:</b> The smart home <b>Air-conditioning/ventilation:</b> Air-conditioners and compact appliances <b>Building installations:</b> Vehicle fleet: transporters and executive vehicles	Space close <b>29 March</b> Materials close <b>5 April</b> Publication date <b>13 April</b>
<b>5</b> Trade show number for <b>Intersolar Europe,</b> Munich (31 May – 2 June)	<b>Sanitary:</b> Water treatment and drinking water hygiene <b>Heating:</b> Solar heating and PV systems <b>Air-conditioning/ventilation:</b> Air distribution systems and controls <b>Building installations:</b> Tools, machines and appliances	Space close <b>21 April</b> Materials close <b>27 April</b> Publication date <b>5 May</b>
<b>5a</b> <b>Der Badplaner bathroom            supplement 2017/2018 –            the bathroom experience</b>	Overview of ceramic bathroom suites, professional bathroom planning, the individual bathroom, the digital bathroom, the sustainable bathroom, the luxury bathroom, the healthy bathroom	Space close <b>12 May</b> Materials close <b>18 May</b> Publication date <b>29 May</b>
<b>6</b>	<b>Sanitary:</b> Small bathrooms in a big way <b>Heating:</b> Heat pumps <b>Air-conditioning/ventilation:</b> Planning for the optimum indoor climate <b>Building installations:</b> System hydraulics made easy	Space close <b>2 June</b> Materials close <b>9 June</b> Publication date <b>19 June</b>

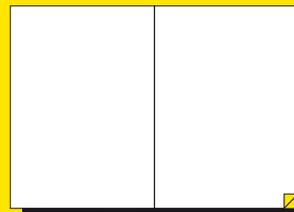


Issue	Topics	Dates	
<b>7–8</b>	<b>Sanitary:</b> Sanitary facilities in commercial buildings <b>Heating:</b> Efficient heat distribution systems <b>Air-conditioning/ventilation:</b> Ventilators and air extractors <b>Building installations:</b> Fire protection and sound insulation	Space close Materials close Publication date	<b>21 June</b> <b>28 June</b> <b>6 July</b>
<b>7–8a</b> Special Heating Engineering	Networked and digital heating systems, renewable and non-renewable energy carriers, efficient heat distribution, heating system rehabilitation, electricity-generating heating systems, electrical heating systems, heat storage, building management systems and the smart home	Space close Materials close Publication date	<b>25 August</b> <b>31 August</b> <b>8 September</b>
<b>9</b>	<b>Sanitary:</b> Wellness and the bathroom for hotels <b>Heating:</b> Large heating plants <b>Air-conditioning/ventilation:</b> Central and decentral ventilation and air-conditioning in large buildings <b>Building installations:</b> Fresh water systems	Space close Materials close Publication date	<b>15 September</b> <b>21 September</b> <b>29 September</b>
<b>10</b>	<b>Sanitary:</b> The shower-WC trend <b>Heating:</b> Heat storage and concrete core activation <b>Air-conditioning/ventilation:</b> Ventilation system components <b>Building installations:</b> Commercial vehicles, load safety and fleet management	Space close Materials close Publication date	<b>28 September</b> <b>5 October</b> <b>13 October</b>
<b>11</b>	<b>Sanitary:</b> The multi-generation bathroom <b>Heating:</b> Heating system rehabilitation <b>Air-conditioning/ventilation:</b> Split and multi-split systems <b>Building installations:</b> Pipe materials	Space close Materials close Publication date	<b>19 October</b> <b>25 October</b> <b>6 November</b>
<b>12</b>	<b>Sanitary:</b> Digital bathroom solutions <b>Heating:</b> Floor, wall and ceiling heating systems <b>Air-conditioning/ventilation:</b> Air-conditioning and ventilation system controls <b>Building installations:</b> IT systems and software solutions	Space close Materials close Publication date	<b>22 November</b> <b>29 November</b> <b>7 December</b>

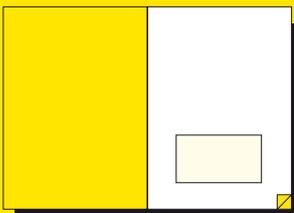
# Advertising rates & printing materials



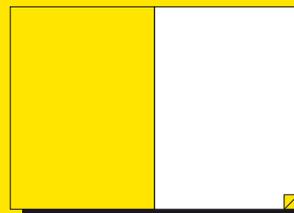
**Cover**  
210 x 165 mm (with bleed)\*  
**€ 6,400**



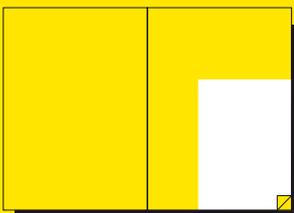
**2/1**  
420 x 297 mm (with bleed)\*  
395 x 270 mm (Type area)  
**€ 9,600**



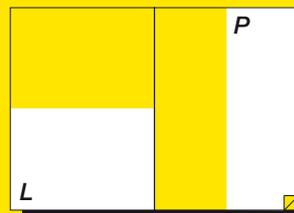
**1/1**  
with client's stick-on  
210 x 297 mm (with bleed)\*  
185 x 270 mm (Type area)  
**€ 8,200**



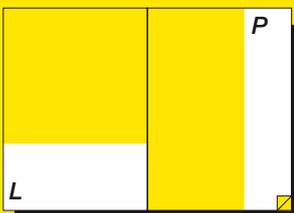
**1/1**  
210 x 297 mm (with bleed)\*  
185 x 270 mm (Type area)  
**€ 5,300**



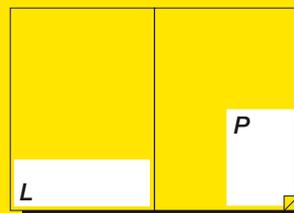
**Junior page**  
148 x 209 mm (with bleed)\*  
**€ 4,200**



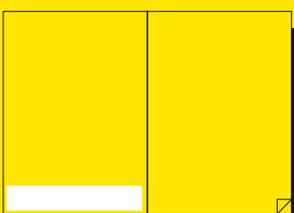
**1/2**  
*L* 210 x 143 mm (with bleed)\*  
*L* 185 x 130 mm (Type area)  
*P* 102,5 x 297 mm (with bleed)\*  
*P* 90 x 270 mm (Type area)  
**€ 3,800**



**1/3**  
*L* 210 x 98 mm (with bleed)\*  
*L* 185 x 85 mm (Type area)  
*P* 70,5 x 297 mm (with bleed)\*  
*P* 58 x 270 mm (Type area)  
**€ 3,200**



**1/4**  
*L* 185 x 62 mm (Type area)  
*P* 90 x 130 mm (Type area)  
**€ 2,600**



**1/8**  
185 x 29 mm (Type area)  
**€ 2,000**

## Your printing materials

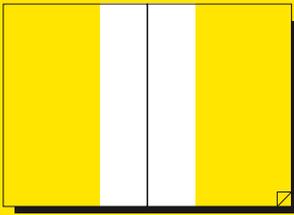
**Magazine format**  
210 mm wide x 297 mm high

**Formats:** Ready-to-print pdf/  
X-4-file in 4c, min. 300 dpi

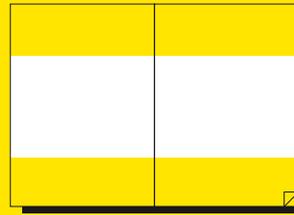
**Type area**  
185 mm wide x 270 mm high

**Alternative Software:** Apple:  
Indesign, Photoshop, Illustrator  
und QuarkXPress. Please include  
image files (300 dpi) and fonts.

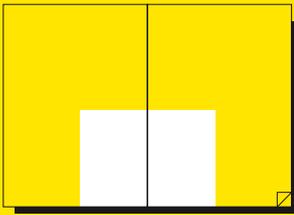
# Special advertisement formats



**2 x 1/3  
across gutter**  
141 x 297 mm (with bleed)\*  
141 x 270 mm (Type area)  
**€ 7,000**



**2 x 1/2  
across gutter  
in the middle**  
420 x 130 mm (with bleed)\*  
395 x 130 mm (Type area)  
**€ 8,500**



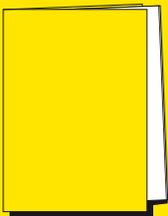
**2 x 1/4  
Island ad**  
205 x 143 mm (with bleed)\*  
200 x 130 mm (Type area)  
**€ 6,600**



**Classified ads  
per word  
€ 7**

# Loose, glued and bound inserts

Inserts have a positive image. Creative solutions are more important than ever before. From full-circulation to zoned inserts, whether loose or bound, tip-on cards or flaps – (just about) anything goes. Inserts with higher weights on request.



## Loose insert

**up to 20g**  
208 x 295 mm  
**€ 520** (per 1,000)

**up to 30g**  
208 x 295 mm  
**€ 540** (per 1,000)

**up to 40g**  
208 x 295 mm  
**€ 550** (per 1,000)



## Glued or bound insert

**up to 20g**  
210 x 297 mm (with bleed)\*  
**€ 440** (per 1,000)

**up to 30g**  
210 x 297 mm (with bleed)\*  
**€ 500** (per 1,000)

**up to 40g**  
210 x 297 mm (with bleed)\*  
**€ 550** (per 1,000)

Other data formats by prior arrangement only

**Resolution:** 4c and b/w images: 300 dpi at 1:1 scale; line graphics: 1,200 dpi

**Proof:** You must send a proof for content and positioning that is binding in terms of format and color.

Printing with additional spot colors on request.

No liability can be accepted for tonal value deviations within the tolerance range.

**Printing process**  
Offset

\* plus 3 mm trim for bleed ads

Further special advertising formats available on request.

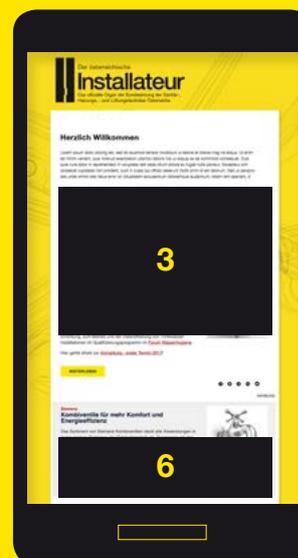
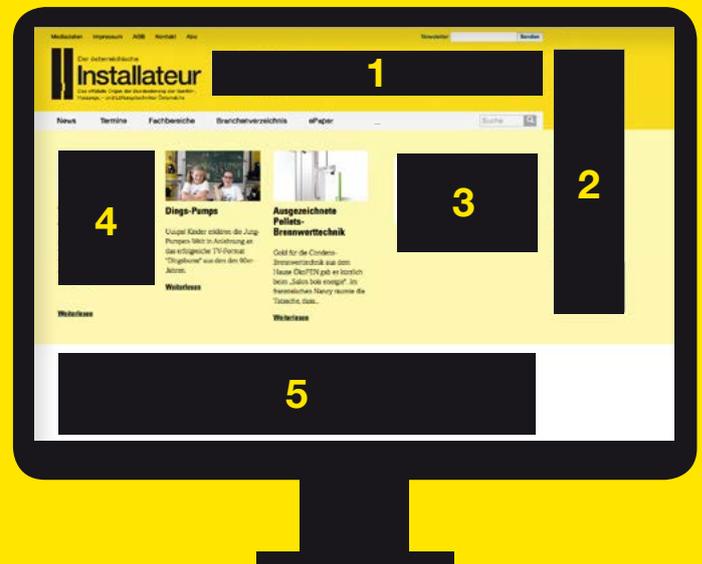
# ON-LINE advertising

at  
**www.derinstallateur.at**

In addition to extracts from the current printed edition of "Der österreichische Installateur", our website at **www.derinstallateur.at** also contains information on our services and market partners. We are continually developing new on-line formats. For information on special advertising formats, please go to **www.derinstallateur.at/mediadaten**.



1. **Big-size banner\*** 728 x 90 px  
€ 800
2. **Skyscraper\*** 160 x 600 px  
€ 1,000
3. **Medium Rectangle\*** 300 x 250 px  
€ 1,300
3. **Video** 300 x 250 px  
Specifications available on request  
€ 1,500
4. **Advertorial**  
Max. 1,500 keystrokes with spaces, max. 2 photos  
€ 500
4. **Promotion XL**  
Advertorial with max. 5,000 keystrokes with spaces, max. 5 photos, videos possible. Including Newsletter promotion  
€ 2,000
5. **Billboard banner\*** 970 x 250 px  
€ 2,100
6. **Sticky banner\*** 300 x 50 px  
In a fixed position at the bottom of the display on the mobile device  
€ 400



\* Animated gif, jpg, png or in HTML5, with the customer's URL link, animated or static.

The banners at **www.derinstallateur.at** are rolling banners. Other formats available on request.

All electronic advertising formats bookable on a monthly basis.

All prices for the Internet and the Newsletter quoted net of 20% VAT.

\* Page responsive

# in the yellow Installateur NEWSLETTER

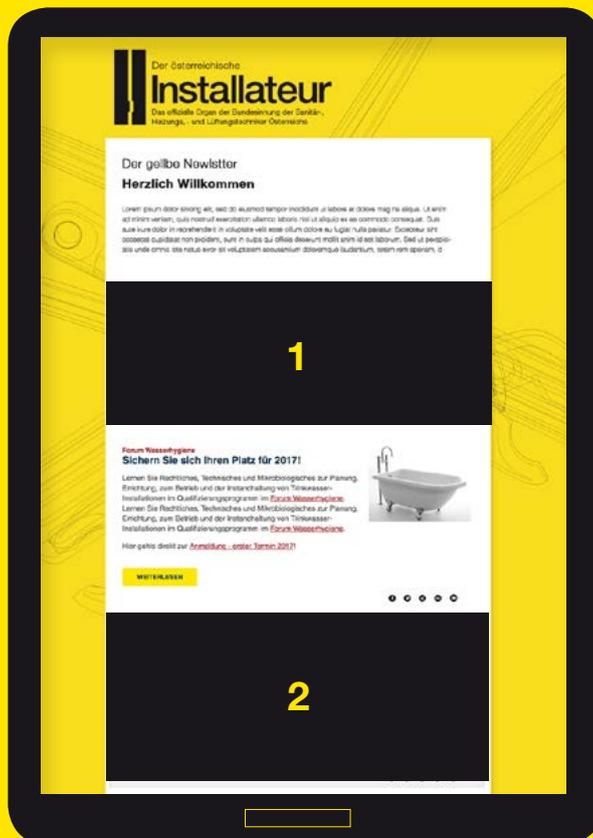
Our Newsletter provides the latest industry news on line at least **12 times a year**. With a **readership of 13,000** and an **average open rate of 17.2 percent**, it is an efficient direct marketing tool that enables you to reach your target group via their computer screens.

## 1 Newsletter banner

680 × 250 px  
€ 600

## 2. Newsletter promotion

approx. 400 keystrokes plus photo  
€ 600



## Your discounts

(on combined orders per year only)

3 times per year	<b>3 %</b>
6 times per year	<b>6 %</b>
12 times per year	<b>12 %</b>

## Your terms of payment

- 30 days after receipt of invoice without deductions.
- The General Terms and Conditions of Bohmann Verlag apply (see [www.derinstallateur.at](http://www.derinstallateur.at))

Advertising rates are quoted net of 5% advertisement tax and 20% VAT.

Changes, proof costs and design costs are charged separately.



# Distribution

## Circulation by industry

Readership structure in percent

**5,605 (51%)**

Gas, plumbing, heating, ventilation and air-conditioning engineers

**1,562 (14%)**

Wholesale, retail, manufacturing

**1,147 (10%)**

Architects, interior architects, consultants, civil engineers

**763 (7%)**

Electricians, electrical planners

**680 (6%)**

Property developers, housing associations, construction authorities

**500 (5%)**

Agencies, foreign and miscellaneous

**396 (4%)**

Universities of applied science, technical colleges, associations, institutes

**347 (3%)**

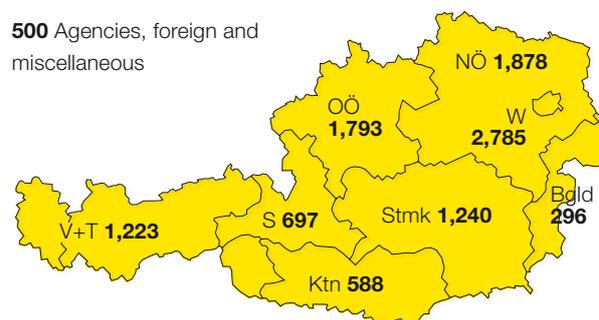
Utilities

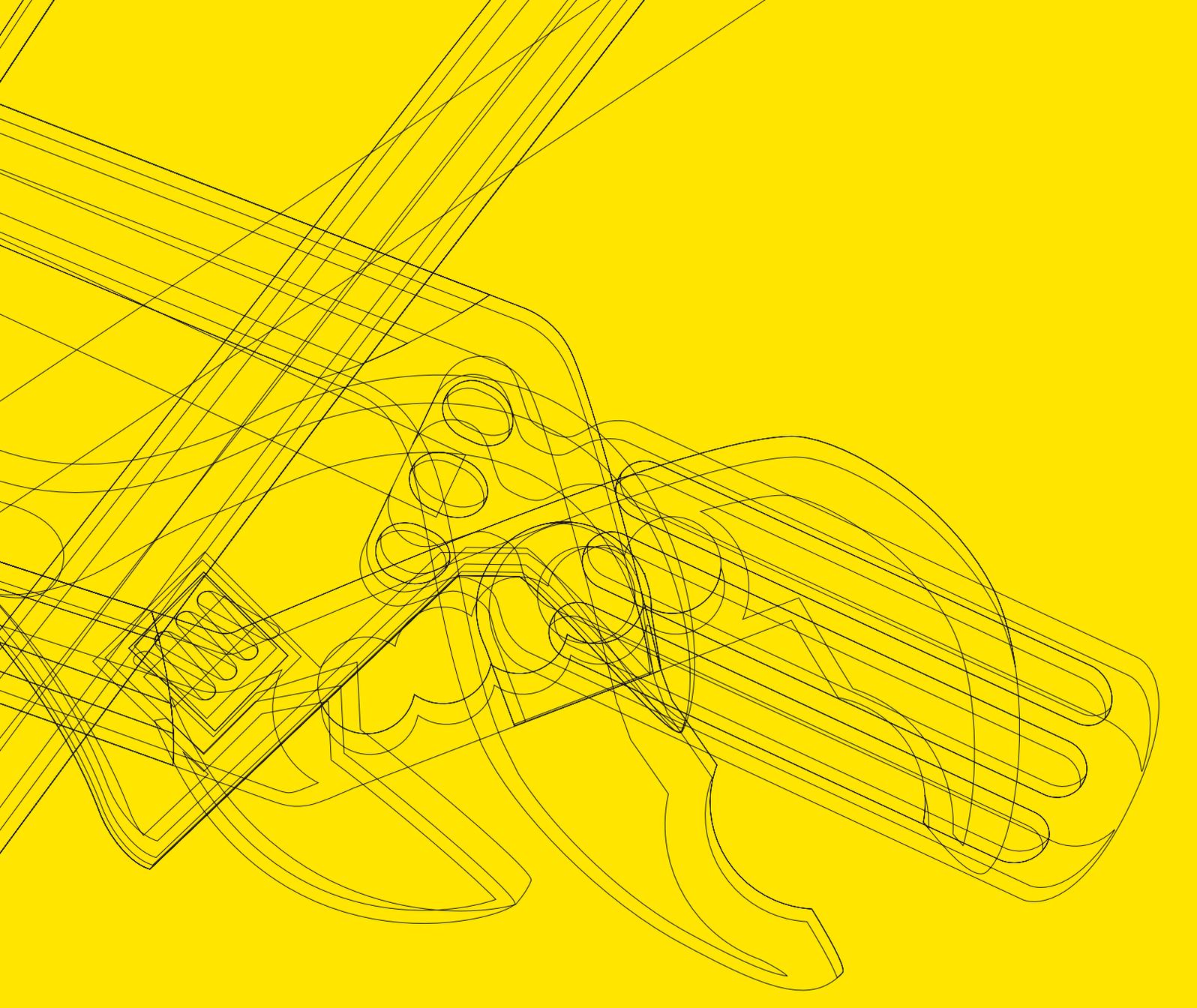
## Geographic distribution

copies by Austrian region

Mail addresses are kept continually up to date and are subject to minor variations.

**500** Agencies, foreign and miscellaneous





## Imprint & contacts

**Publisher:** Federal Guild of Austrian Sanitary, Heating and Ventilation Engineers

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