MEDIA DATA 2017

Valid from 1. January 2017
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


Wir sind die Ersten!

Kompetenz, die verbindet

Seit 70 Jahren für die Installateure

Der gelbe Installateur ist seit 1947 das offizielle Organ der Bundesnennung 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!
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.

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1 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.

2 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 Gebäudeausstattung yes-no.

The complete results of the poll are available at http://www.triconsult.at/aktuell
# Issues & Topics

## Issues 1–12/2017

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**Heating:** Renewable energy  
**Air-conditioning/ventilation:** Automatic ventilation systems  
**Building installations:** Pipes and connections | Space close  
Unterlagenschluss  
Publication date |
| **3** | **Sanitary:** Innovative bathroom solutions  
**Heating:** Heating systems of the future  
**Air-conditioning/ventilation:** Surface cooling systems  
**Building installations:** Pumps for building installations | Space close  
Materials close  
Publication date |
| **4** | **Sanitary:** Trends in bathroom planning  
**Heating:** The smart home  
**Air-conditioning/ventilation:** Air-conditioners and compact appliances  
**Building installations:** Vehicle fleet: transporters and executive vehicles | Space close  
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| **5** | **Sanitary:** Water treatment and drinking water hygiene  
**Heating:** Solar heating and PV systems  
**Air-conditioning/ventilation:** Air distribution systems and controls  
**Building installations:** Tools, machines and appliances | Space close  
Materials close  
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| **5a** | **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  
Materials close  
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| **6** | **Sanitary:** Small bathrooms in a big way  
**Heating:** Heat pumps  
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**Building installations:** System hydraulics made easy | Space close  
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Publication date |
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<td><strong>Sanitary:</strong> The shower-WC trend&lt;br&gt;<strong>Heating:</strong> Heat storage and concrete core activation&lt;br&gt;<strong>Air-conditioning/ventilation:</strong> Ventilation system components&lt;br&gt;<strong>Building installations:</strong> Commercial vehicles, load safety and fleet management</td>
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<td><strong>Sanitary:</strong> The multi-generation bathroom&lt;br&gt;<strong>Heating:</strong> Heating system rehabilitation&lt;br&gt;<strong>Air-conditioning/ventilation:</strong> Split and multi-split systems&lt;br&gt;<strong>Building installations:</strong> Pipe materials</td>
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<td>12</td>
<td><strong>Sanitary:</strong> Digital bathroom solutions&lt;br&gt;<strong>Heating:</strong> Floor, wall and ceiling heating systems&lt;br&gt;<strong>Air-conditioning/ventilation:</strong> Air-conditioning and ventilation system controls&lt;br&gt;<strong>Building installations:</strong> IT systems and software solutions</td>
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ADVERTISING RATES AND FORMATS

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
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
210 x 143 mm (with bleed)*
185 x 130 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

Type area
185 mm wide x 270 mm high

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

Alternative Software: Apple:
InDesign, Photoshop, Illustrator
und QuarkXPress. Please include
image files (300 dpi) and fonts.
Special advertisement formats

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

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

2 × 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
5. 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.
**DISTRIBUTION**

**Geographic distribution**

**copies by Austrian region**

- **NÖ** 1,878
- **W** 2,785
- **OÖ** 1,793
- **Bgld** 296
- **Ktn** 588
- **S** 697
- **V+T** 1,223
- **Stmk** 1,240

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

**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

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**Your discounts**

(On combined orders per year only)

<table>
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<th>Frequency per year</th>
<th>Discount (%)</th>
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<tr>
<td>3 times</td>
<td>3%</td>
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<tr>
<td>6 times</td>
<td>6%</td>
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<tr>
<td>12 times</td>
<td>12%</td>
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**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)

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

Changes, proof costs and design costs are charged separately.

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**11,000 copies**

Guaranteed

* Circulation of trade show numbers and specials is increased as required.

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**Newsletter banner**

680 × 250 px
€ 600

**Newsletter promotion**

approx. 400 keystrokes plus photo
€ 600

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**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.