



Der österreichische

Installateur

Federal guild of sanitary, heating and ventilation technicians
in Austria

MEDIA KIT 2023



www.derinstallateur.at
@Gelber_Inst
@Gelber.Installateur
@dasTEAMdesGELBEN

valid from January 1st, 2023

HOLZHAUSEN
Der Verlag

Erscheinungsort Wien | Verlag Holzhausen GmbH,
Traungasse 14-16, 1030 Wien
P.b.b. | Zulassungsnr. 17204/205M

76. Jahrgang

Der österreichische Installateur

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

Zielgruppe

Höchste Bekanntheit in der Branche

Mit einem Bekanntheitsgrad von 81
Prozent bei den Lesern sowie bei 100
Prozent bei Industrie und Großhandels-
partnern ist die Fachzeitschrift „Der
österreichische Installateur“ mit großem
Abstand die Nummer 1.

Wir erreichen die Zielgruppe!

Erste Wahl

Spontan die Nummer 1

„Der österreichische Installateur“ kommt
den Entscheidungsträgern der Branche
als Erstes in den Sinn, wenn sie nach
Fachmedien für Sanitär-, Heizungs-, Lüf-
tungs- und Installationstechnik gefragt
werden. 47 Prozent der Befragten nen-
nen diesen Titel ungestützt und sofort.

Wir sind die Ersten!

Kompetenz, die verbindet

Seit über 75 Jahren für die Installateure

Der gelbe Installateur ist seit 1947
das offizielle Organ der Bundesinnung
der Sanitär-, Heizungs- und Lüftung-
stechniker. Diese Fachgruppe zählt der-
zeit über 7.182 Betriebe mit 36.151
Beschäftigten.

Vom EPU bis zum Großbetrieb.

Wir schreiben für die Branche!

Branchenpartner

Wirtschaftliche

Hintergründe

Fachliche Kompetenz

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We are the Nr. 1

Degree of brand awareness of 81 percent * - the most read industry journal for installation technology

*Readers of industry journals (magazines ginge auch, aber damit es gleich ist) for building services, media analysis 2016, Triconsult

Comprehensive competence - since more than 70 years

Since 1947 "The Austrian plumber" has been the official body of the federal guild of sanitary, heating and ventilation technicians which currently represents 7,182 companies with a total of 36.151 employees.

We reach your target audience!

The main requirement of advertisers is reaching their respective target audience - we ensure it. With 64 percent "The Austrian plumber" has the widest coverage among readers.

Executives read yellow

24 percent of the readers are proprietors, on top of this 33 percent are managing directors in their respective company. 29 percent are executive employees.

Increasing its strong marked position

"The Austrian plumber" has strengthened its market position as a reliable partner in the industry. Not only were we able to maintain customer satisfaction rates, but we even achieved to elevate them.

And with more than 90 percent of business contacts "The Austrian plumber" stands out in the industry for its high shares.

ÖAK-certified



The Austrian circulation control (ÖAK) determines comparable, objective and verified data, by the means of auditing firms, on the distribution of print media. The members of the ÖAK are the most important publishers and magazines in Austria, (which we are counted among). The print run for the 1st half of 2022 counted 11.427 copies.

Newsletter for 8,000 readers

The yellow installer newsletter regularly delivers current and important news directly onto the screens of the industry.

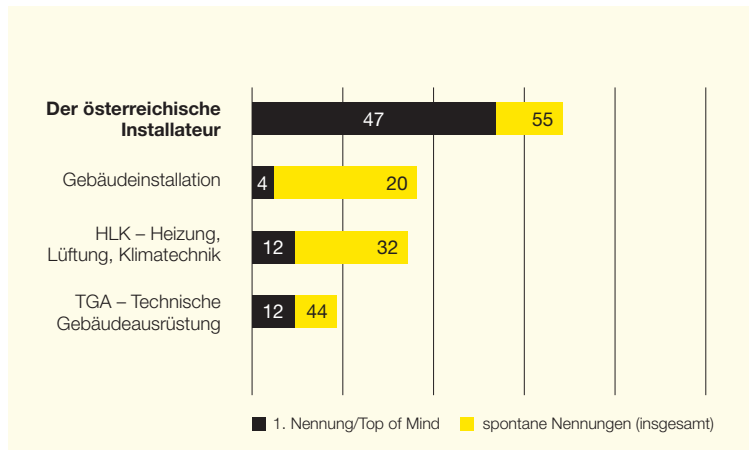
survey results

Results of the media analysis:

We mainly surveyed **proprietors** (22 percent), **managing directors** (29 percent) and **executive employees** (29 percent).

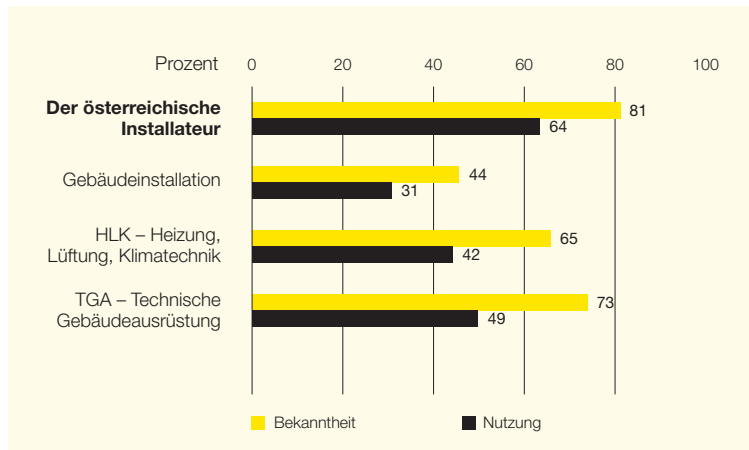
Outstandingly well-known

Asked on the open question of brand awareness among industry journals for gas, water and heating installations, a total of 55 percent of the people surveyed spontaneously responded “The Austrian plumber”, of which 47 percent were top-of-mind responses. This survey further strengthens “The Austrian plumber’s” position as number one industry journal on the market.



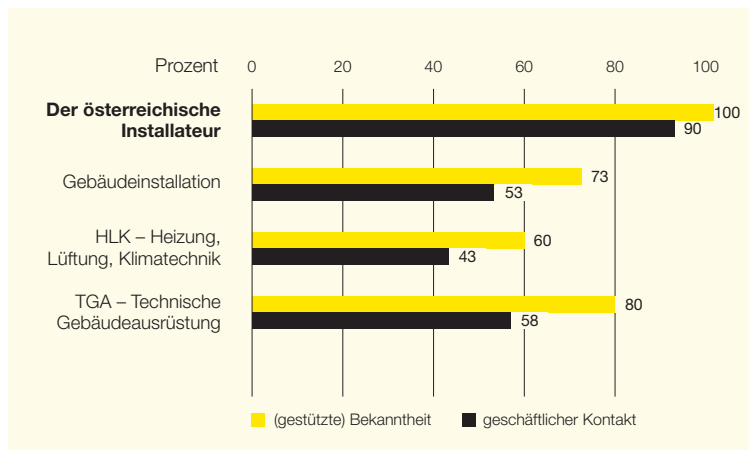
Outstandingly often read

Based on a 81 percent score on aided brand awareness, “The Austrian plumber” claims the widest coverage with 64 percent of regular readers among respondents.



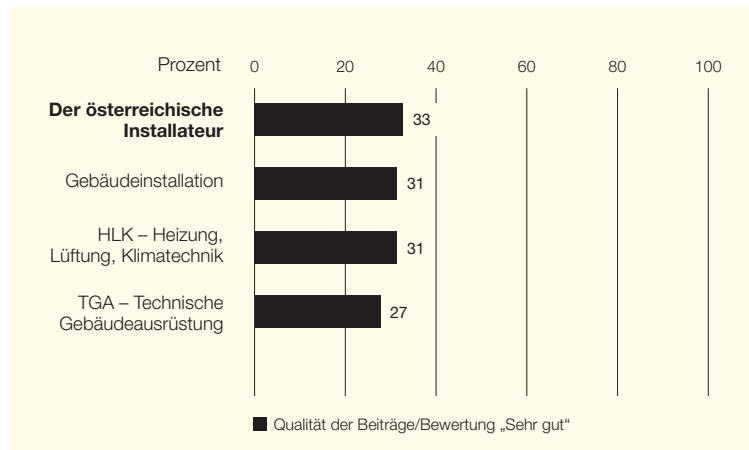
Outstandingly often used for advertising and marketing activities

100 percent of the surveyed advertisers refer aided brand awareness of “The Austrian plumber”, upon whom 90 percent use the leading journal in the industry for their advertising and marketing activities.



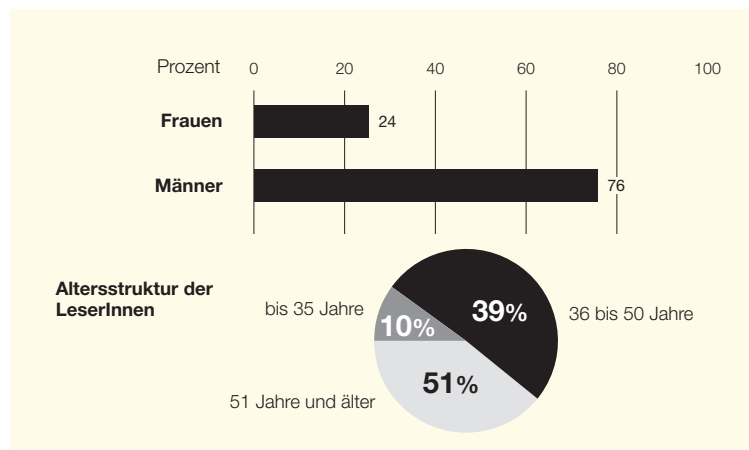
Best advertising environment

Also number one in the industry among advertisers: 33 percent of those surveyed place advertisements in "The Austrian plumber".



Increasing proportion of women among readers

At 24 percent, a fifth of the readers of "The Austrian plumber" are female executives - entrepreneurs, managing directors and executive employees of all ages.



From the EPU to the large installer

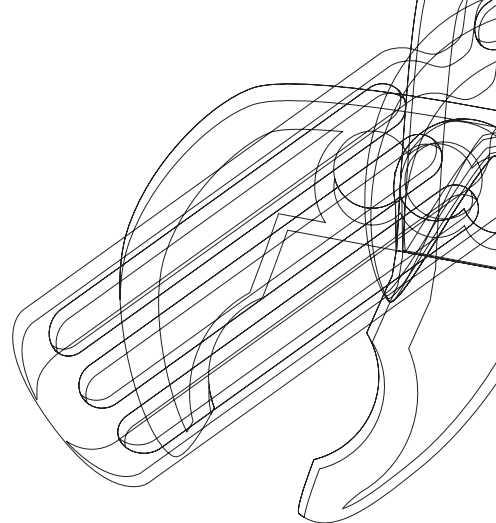
"The Austrian plumber" is read by small businesses with a maximum of five people (30 percent), by companies with 6 to 20 employees (28 percent) and by larger companies with up to 100 employees (17 percent). The title is also well known in companies with more than 100 employees (25 percent).

¹⁾ The survey was aimed at the target audience including 500 industry journal readers. In a first step, the survey was carried out via web (335 interviews) and then complemented by telephone interviews (165 interviews). The poll was conducted between July 26th and September 22th, 2016. In addition, 40 advertisers of the industry journals (Der österreichische Installateur, HLK, TGA, Gebäudeinstallation) were surveyed. The advertisers were only interviewed via telephone calls between July 25th and August 2nd, 2016.

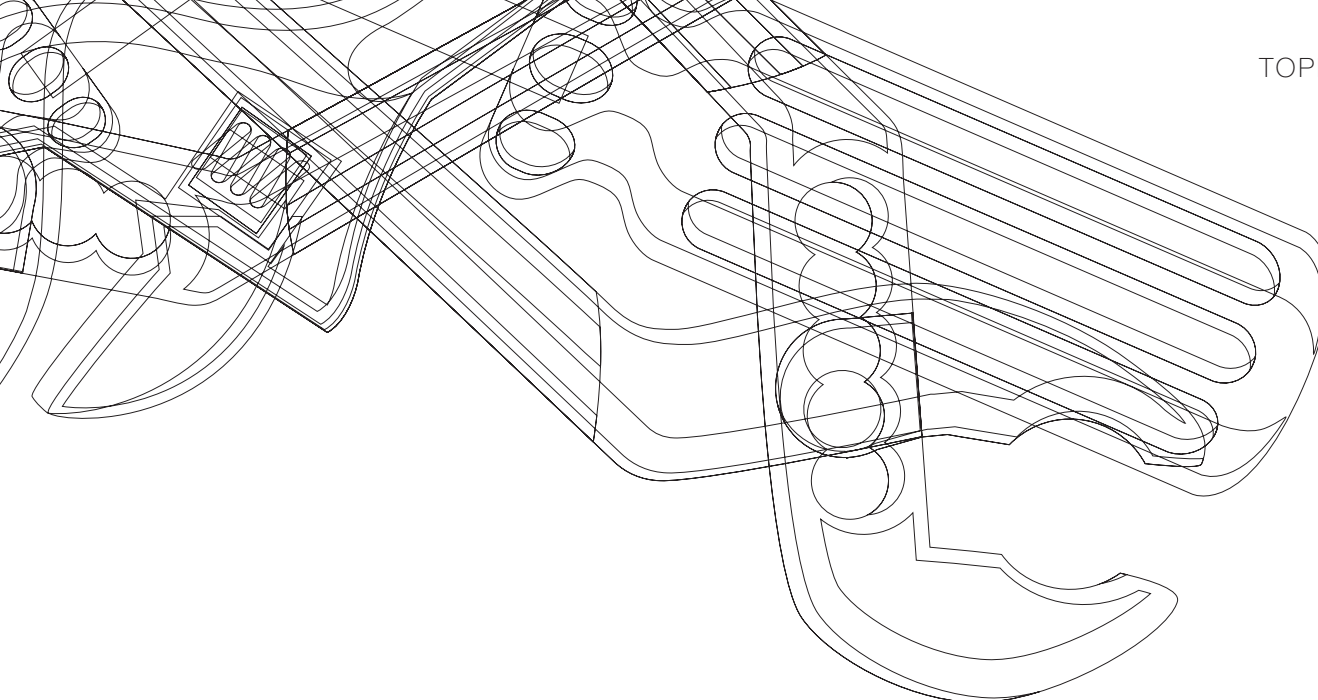
²⁾ The broadest audience results from the answers to the question: "Which of the relevant industry journals have you read or flipped through in the last twelve months?" (Der österreichische Installateur: yes - no; Gebäudeinstallation: yes - no; HLK - heating, ventilation, air conditioning: yes - no; TGA - technical building equipment: yes - no).

DATES & TOPICS

Issues 1–12 / 2023

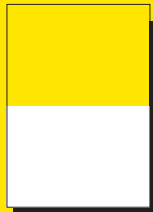


Issue	Topics	Dates
1–2 Trade fair booklet for energy saving fair Wels/ WeBuild (March 1-5)	Sanitary: bathroom trends 2023 Heating: Ecological & economical heating Air conditioning/ventilation: Cooling with the heat pump Installation technology: pipes and fittings	Ad close 25.01. Material due date 03.02. On sale date 15.02.
3	Sanitary: Sustainable bathrooms Heating: heating technology of the future Air conditioning/ventilation: split and multisplit units Installation technology: system hydraulics & pumps	Ad close 10.02. Material due date 20.02. On sale date 01.03.
4	Sanitary: Drinking water hygiene & treatment Heating: surface heating systems Air conditioning/ventilation: ventilation in XXL Installation technology: Efficient commercial vehicles	Ad close 14.03. Material due date 23.03. On sale date 03.04.
5 preview Intersolar Europe (14. – 16. June)	Sanitary: (Semi) public sanitary facilities Heating: Solar, PV and storage solutions Air conditioning/ventilation: surface cooling systems Installation technology: measuring and testing devices	Ad close 11.04. Material due date 20.04. On sale date 02.05.
5a Bathroom planner 2023/2024	Overview of complete bathroom series, trends in sanitary solutions, accessibility, planning & design, digitization in the sanitary area, show-room highlights, wellness and premium equipment and much more	Ad close 08.05. Material due date 17.05. On sale date 30.05.
6	Sanitary: small bathrooms & guest toilets Heating: Arguments for replacing the heating system Air conditioning/ventilation: Healthy living space ventilation Installation technology: software solutions & apps	Anzeigenschluss 31.06. Unterlagenschluss 07.06. Erscheinungstermin 20.06.

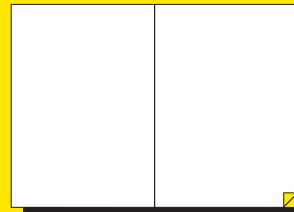


Issue	Topics	Dates	
7-8	Sanitary: pre-wall installation Heating: Efficient alternative heating systems Air conditioning/ventilation: future market of air conditioning technology Installation technology: tools & work clothes	Ad close Material due date On sale date	16.06. 27.06. 06.07.
7-8a Special heating technology	Climate goals and how to achieve them, renewable and fossil fuels, heat recovery, building system technology, digital heating systems, mobile solutions, heat storage, heating renovation, smart home, efficient ventilation systems and much more	Ad close Material due date On sale date	16.08. 23.08. 04.09.
9 Focus of tourism	Sanitary: dream bathrooms of the hotel industry Heating: large systems Air conditioning/ventilation: components & maintenance Installation technology: securely connected	Ad close Material due date On sale date	08.09. 18.09. 28.09.
10	Sanitary: Renovation in the multi-generational bathroom Heating: Well combined Air conditioning/ventilation: Indoor air quality & temperature management Installation technology: Fleet management & vehicle equipment	Ad close Material due date On sale date	28.09. 09.10. 19.10.
11	Plumbing: Washlets, toilets and urinals Heating: Mobile heating, cooling and energy solutions Air conditioning/ventilation: Modern air conditioning systems Installation technology: System malfunction, control and rectification	Ad close Material due date On sale date	19.10. 31.10. 09.11.
12	Sanitary: plan and build comfort bathrooms Heating: Heating and energy trends Air conditioning/ventilation: Smart control of air flows Installation technology: drainage and sewage	Ad close Material due date On sale date	17.11. 28.11. 07.12.

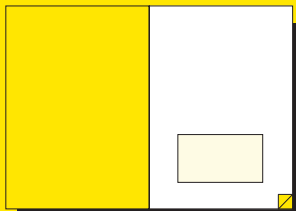
PRINT ADS PRICES AND FORMATS



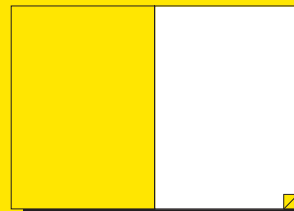
Cover
210 x 165 mm (bleed-off)*
€ 7.400,-



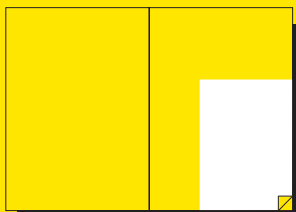
2/1-Page
420 x 297 mm (bleed-off)*
395 x 270 mm (Type area)
€ 11.250,-



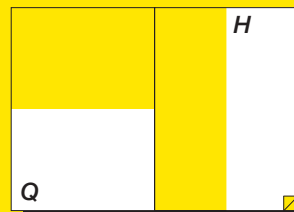
1/1-Page
with a supplied card that is glued in Auflösen
210 x 297 mm (bleed-off)*
185 x 270 mm (Type area)
€ 9.900,-



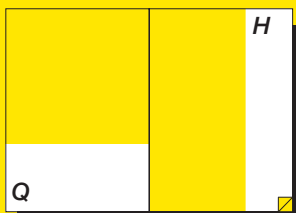
1/1-Page
210 x 297 mm (bleed-off)*
185 x 270 mm (Type area)
€ 5.990,-



Juniorpage
148 x 209 mm (bleed-off)*
€ 4.990,-



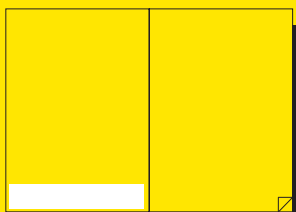
1/2-Page
Q 210 x 143 mm (bleed-off)*
Q 185 x 130 mm (Type area)
H 102,5 x 297 mm (bleed-off)*
H 90 x 270 mm (Type area)
€ 4.550,-



1/3-Page
Q 210 x 98 mm (bleed-off)*
Q 185 x 85 mm (Type area)
H 70,5 x 297 mm (bleed-off)*
H 58 x 270 mm (Type area)
€ 3.850,-



1/4-Page
Q 185 x 62 mm (Type area)
H 90 x 130 mm (Type area)
€ 3.150,-



1/8-Page
185 x 29 mm (Type area)
€ 2.700,-

Placement surcharges:

4th cover page:	25%
2nd cover page:	20%
3rd cover page and every confirmed position:	15%

Your printing material

Magazine Format

210 mm wide x 297 mm high

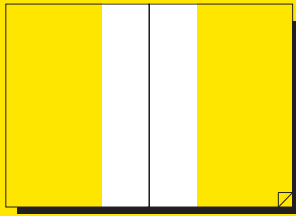
Type area

185 mm wide x 270 mm high

Formats: printable pdf/X-4-File in 4c (CMYK), at least 300 dpi

alternative Software: alternative software: Apple:Indesign, Photoshop, Illustrator and QuarkXPress. Pictures (300 dpi) and please provide fonts.

special forms of advertisement



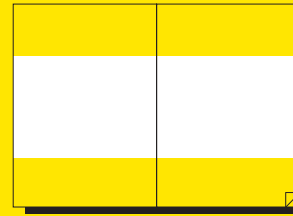
2 x 1/3-Page

across the binding

141 x 297 mm (bleed-off)*

141 x 270 mm (Type area)

€ 8.100,-



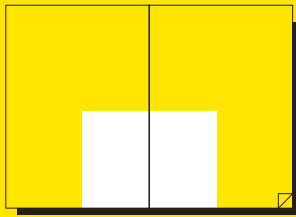
2 x 1/2-Page

horizontally across the binding in the middle

420 x 130 mm (bleed-off)*

395 x 130 mm (Type area)

€ 9.300,-



2 x 1/4-Page

Island position

205 x 143 mm (bleed-off)*

200 x 130 mm (Type area)

€ 6.700,-



word ad

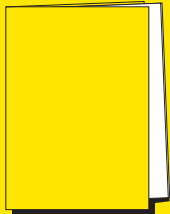
per word

€ 9,80

Supplements, tip-ons & supplementary booklets

Your finished provided supplement is a creative solution and is more sought after than ever.

Whether as a full supplement or only in certain areas, whether as supplementary booklets, tip-ons, tip-on cards or flaps- anything is possible. Higher grammage for supplements and tip-ons on request.



supplement

bis 20 g

208 x 295 mm

€ 570,- (je 1.000 Stück)

bis 30 g

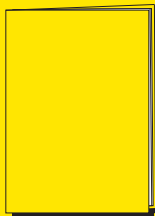
208 x 295 mm

€ 580,- (je 1.000 Stück)

bis 40 g

208 x 295 mm

€ 590,- (je 1.000 Stück)



tip-on, supplementary booklets

bis 20 g

210 x 297 mm (bleed-off)*

€ 590,- (je 1.000 Stück)

bis 30 g

210 x 297 mm (bleed-off)*

€ 600,- (je 1.000 Stück)

bis 40 g

210 x 297 mm (bleed-off)*

€ 610,- (je 1.000 Stück)

Other data formats can only be realized after further inquiry.

Resolution: 4C and B / W images: 300 dpi with 1: 1 placement;

Line drawings: 1,200 dpi

Proof: attach a valid proof for colour and style to your data for status- and text control.

Printing with additional spot color on request.

For tonal value deviations within the tolerance range the publisher assumes no liability.

Printing process: Offset.

*plus 3 mm bleed for bleed-off formats

Further special forms of advertisement possible upon inquiry.

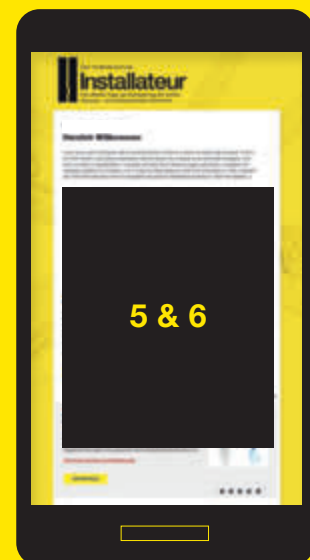
ADVERTISE ONLINE

on
www.derinstallateur.at

On the website **www.derinstallateur.at** besides excerpts from the current print edition "The Austrian plumber" you will find information about market partners, appointment announcements and services. We are also constantly developing new online formats. Further information on special forms of advertisement can be found at:
www.derinstallateur.at/mediadaten

1. **Bigsize-Banner*** 728 x 90 px
€ 1.200,-
2. **Skyscraper*** 160 x 600 px
€ 1.300,-
3. **Medium Rectangle*** 300 x 250 px
€ 1.700,-
3. **Video (ready provided)** 300 x 250 px
exact specification on request
€ 1.750,-
4. **Advertorial Promotion**
max. 1.500 characters, max. 2 pictures
€ 990,-
4. **Promotion XL**
Advertorial with 5.000 characters, max. 5 pictures,
1 video, 1 Newsletter-Promotion
€ 2.300,-
5. **Billboard-Banner*** 970 x 250 px
€ 2.400,-
6. **Sticky-Banner*** 300 x 50 px
mobile display/bottom
€ 600,-

*Seite responsiv.



*Animated gif, jpg, png or in HTML5, linked to the URL of the customer, static or animated possible. Banners on the website scroll. Other formats are possible on request.

All electronic forms of advertisement can be booked on a monthly basis. All prices for the Internet and the newsletter correspond to the amount of the final invoice plus 20% VAT.

Customized Podcast
(inclusive production, max. 20 minutes)
€ 3.500,-

Customized Video
(inclusive production, max. 3 minutes)
€ 4.500,-

in the yellow plumber NEWSLETTER

Our newsletter provides information on current industry events at least **12 times a year**. Our NEWSletter has **about 8,000 recipients** with an **opening rate of 13.2 percent** (average), making it an efficient tool for direct marketing - you reach your target audience directly via their screen.

1 Newsletter-Banner

680 × 250 px
€ 890,-

2. Newsletter-Promotion

400 signs and 1 picture
€ 890,-



Your discount options

(only for collective order / year)

when advertised 3 times: **3 %**
when advertised 6 times: **6 %**
when advertised 12 times: **12 %**

Your payment terms

- › 30 days after billing without any deduction
- › The terms and conditions of Verlag Holzhausen GmbH can be found at www.derinstallateur.at

All print ad prices are plus 5% advertising tax and 20% VAT.

Change-, proof- and design costs will be charged separately.



Distribution

Distribution by industry sectors

(recipient structure in percentt)

5.867 (53,5 %)

Gas-, Water-, Heating-, Air conditioning-, Ventilation technicians

2.126 (20 %)

Wholesale trade, Industry

1.498 (13,5 %)

Architects, Planners

670 (6 %)

Electrician

245 (2 %)

Property developers, Housing cooperative, Building authorities

366 (3 %)

Agencies, Foreign countries, other copies

156 (1,5 %)

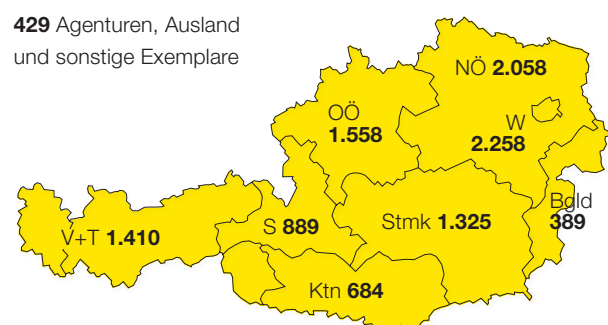
Technical colleges/universities, Associations, Schools

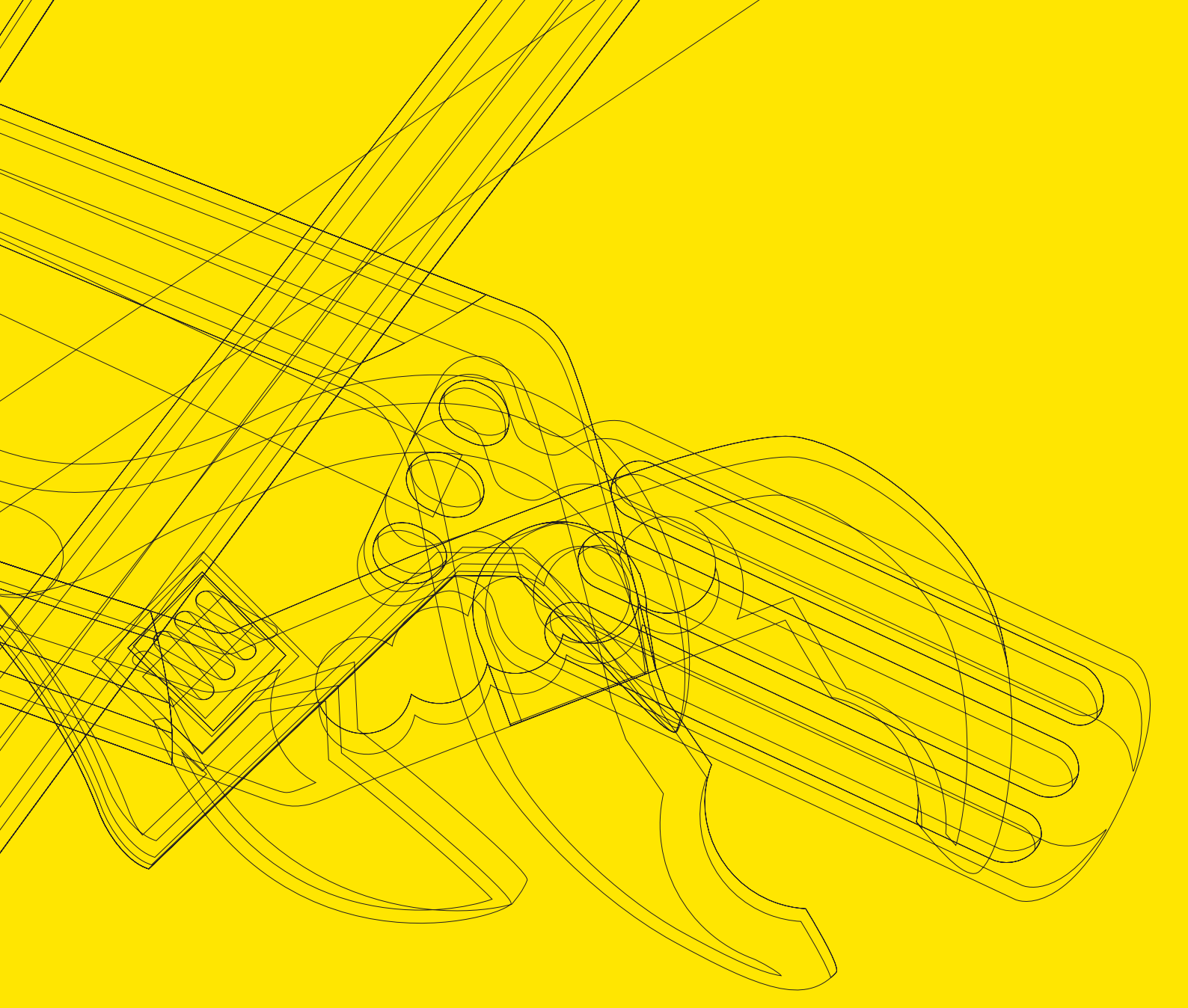
72 (0,5 %)

Energy Supplier

Geographical distribution

copies by region





Imprint & contact



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@Gelber.Installateur

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