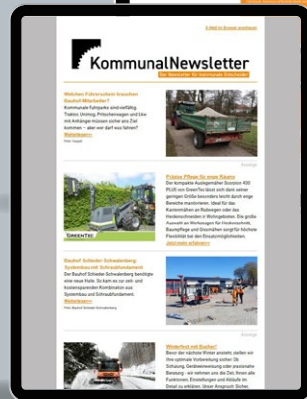
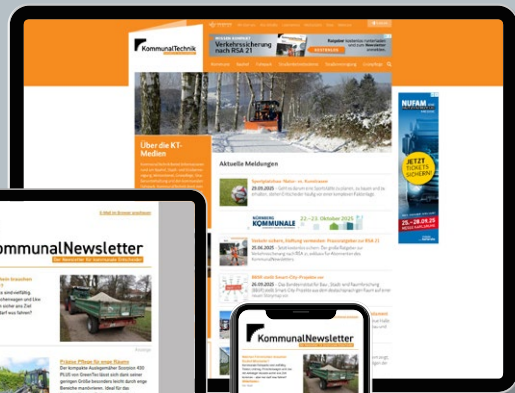


Media Data 2026



28

[General Information](#)[Magazine](#)[Newsletter](#)[Website](#)[Cross-Media](#)[Specials](#)[Technical Information](#)[Contact](#)

General Information _ 3

[Intro _ 3](#)

[Short Profile _ 3](#)

Magazine _ 4

[Circulation and Scope _ 5](#)

[Standard Ad Formats _ 6](#)

[Topics and Publication Dates _ 7](#)

[Advertising on Cover Pages _ 9](#)

[Special Advertising Formats _ 10](#)

KommunalNewsletter _ 13

[Schedule _ 14](#)

[Formats, Rates, Reach _ 15](#)

[Stand-Alone-Newsletter _ 16](#)

Website KommunalTechnik.net _ 17

[Formats, Rates, Reach _ 18](#)

[Online-Advertorial _ 19](#)

[PR and Event Packages _ 20](#)

Cross-Media Solutions _ 21

[Smart Reach Package _ 21](#)

[Boost Visibility Package _ 21](#)

[Performance Impact Package _ 21](#)

[Premium Exposure Package _ 21](#)

Specials – Custom Solutions _ 22

[Reprints _ 23](#)

[KT Special Edition _ 24](#)

[Webinar _ 24](#)

[Customer Magazine _ 25](#)

[Market Research _ 25](#)

Technical Information _ 26

[Magazine _ 26](#)

[Inserts _ 27](#)

[KommunalNewsletter _ 28](#)

[KommunalTechnik.net _ 29](#)

[Discounts _ 30](#)

[Cancellations & Legal Notes _ 30](#)

[Payment Terms _ 30](#)

Contacts _ 31

Publisher Information _ 32



KommunalTechnik – the medium for municipal practitioners

Technology, solutions, responsibility: municipalities and public service providers face a wide range of tasks in public works yards, road maintenance and parks departments, and winter service operations. Anyone who aims to act efficiently and with a view to the future needs sound information, practical guidance – and reliable partners.

KommunalTechnik provides exactly that: an editorial environment that is independent, closely connected to everyday practice, and integrates advertising into a relevant, trustworthy medium.

Short Profile

KommunalTechnik is the leading trade medium for decision-makers in public works yards, road maintenance authorities, parks and green area departments, and municipal service providers. The editorial team reports with a strong practical focus on topics such as operations management, street cleaning, winter service, green space maintenance, and municipal fleets. Surveys, reports, and interviews provide market overviews and product presentations offering

clear orientation in the supplier landscape. Particularly valued: the independent technical expertise that KommunalTechnik shares with municipalities, authorities, and service providers. "Trade media for municipal practitioners" is not just a claim – it's our lived practice. Editorial credibility, a strong link to day-to-day operations, and proximity to the industry form the basis of our readers' trust.

Reach

With a **bi-monthly** print magazine (circulation: **10,521 copies**, including 850 digital, IVW II/2025) and a strong **digital offering** (website, newsletter, webinars), KommunalTechnik reliably reaches key decision-makers in the municipal sector.

Newsletter: 8,189 recipients (Ø 1st half of 2025), up to 3,534 opens and 1,123 clicks per issue

Website: 9,485 page views per month, 6,168 sessions, 8,116 unique page views (Ø 1st half of 2025)

For advertisers, this means:

- **High reach** with virtually no waste coverage
- **Direct access** to decision-makers in municipalities

- **Strong interaction rates** through relevant content
- **Flexible cross-media packages** with clear target group focus

KommunalBiz – the webinar platform of KommunalTechnik

With KommunalBiz, the brand family expands its portfolio to include practical online seminars. Experts present current developments, offer guidance on technology, law and organisation, and engage directly with participants.

This creates an additional, interactive access point to our community – and offers partners the opportunity to position their specialist topics in a focused and credible way.



General Information

Magazine

Newsletter

Website

Cross-Media

Specials

Technical Information

Contact

The Magazine

KommunalTechnik is published six times a year and is specifically aimed at decision-makers in public works yards, road maintenance authorities, parks and green area departments, as well as municipal service providers.

It offers **optimum ad placements** – classic, visible and effective.

IVW-audited circulation: 10,521 copies

For more than 28 years, the leading trade medium for municipal decision-makers.





Circulation & Scope – Your assurance through audited figures

Our circulation is regularly audited by IVW (German Audit Bureau of Circulations). This provides you with the certainty that all reach figures are transparent, verifiable, and independently controlled.



IVW II/2025			
	Total	of which abroad	of which ePage
Circulation	10,521	83	850
Sales	1,667	83	848
Subscriptions	845	83	5
Single copies	1	0	0
Free copies	8,008	0	2
Print run	10,000		

Extent Analysis 2024	Pages	Percent
Total produced	328	100
Editorial content	266	81
Advertising	62	19

By Country*	
Austria	25
Belgium	3
Switzerland	24
Germany	8,811
Denmark	2
France	1
Hungary	2
Italy	2
Luxembourg	21
Netherlands	3
Total	8,894

By Postal Code Region*	
Postal Zone 0	752
Postal Zone 1	455
Postal Zone 2	772
Postal Zone 3	963
Postal Zone 4	593
Postal Zone 5	709
Postal Zone 6	727
Postal Zone 7	1,227
Postal Zone 8	1,254
Postal Zone 9	1,359
Abroad	83
Total	8,894

By Federal State*	
Abroad	83
Bavaria	2,223
Baden-Württemberg	1,529
Berlin	63
Brandenburg	271
Bremen	21
Hamburg	29
Hesse	714
Mecklenburg-Western Pomerania	188
North Rhine-Westphalia	1,092
Lower Saxony	863
Rhineland-Palatinate	389
Saxony-Anhalt	226
Saxony	487
Saarland	99
Schleswig-Holstein	303
Thuringia	314
Total	8,894

* Average, 1st half of 2025



General Information

Magazine

Newsletter

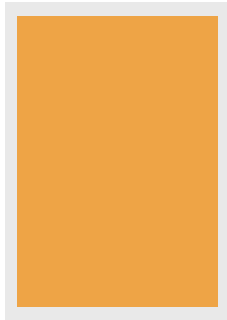
Website

Cross-Media

Specials

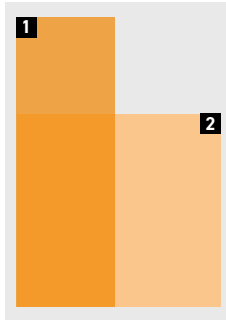
Technical Information

Contact



1/1 page 4c
€5,850

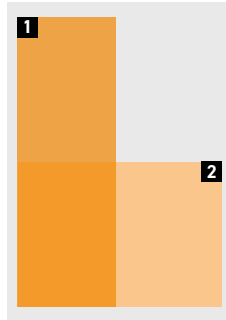
190 × 270 mm
with bleed:
210 × 297 mm



2/3 page 4c
€3,905

1 upright
125 × 270 mm
with bleed:
135 × 297 mm

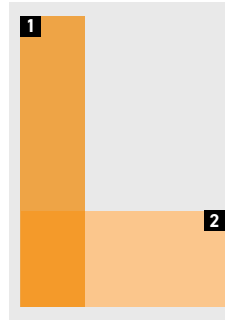
2 landscape
190 × 180 mm
with bleed:
210 × 190 mm



1/2 page 4c
€2,930

1 upright
92 × 270 mm
with bleed:
102 × 297 mm

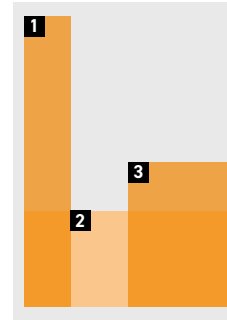
2 landscape
190 × 135 mm
with bleed:
210 × 145 mm



1/3 page 4c
€1,950

1 upright
60 × 270 mm
with bleed:
70 × 297 mm

2 landscape
190 × 90 mm
with bleed:
210 × 100 mm

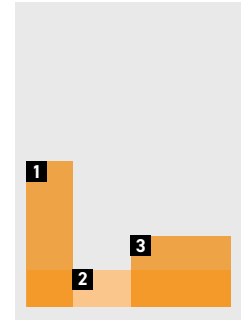


1/4 Seite, 4c
€1,465

1 upright
45 × 270 mm
with bleed:
55 × 297 mm

2 landscape
190 × 66 mm
with bleed:
210 × 76 mm

3 corner
92 × 135 mm



1/8 page 4c
€735

1 upright
45 × 135 mm

2 landscape
190 × 35 mm

3 corner
92 × 66 mm

Further information on bleed, trim allowance, and the placement of text and image elements can be found under Technical Information.



General Information

Magazine

Newsletter

Website

Cross-Media

Specials

Technical Information

Contact

Issue	Deadlines	Main Topics	Market Overview	Additional Topics	Trade Fairs
1/26	BD Wed, 28 Jan 2026 MD Wed, 4 Feb 2026 PD Fri, 20 Feb 2026	Fleet / Carrier Vehicles <ul style="list-style-type: none"> – Conventional and alternative drives – Sustainable procurement update – Financing models – Financing models – Tyres / spare parts 	24-t trucks	<ul style="list-style-type: none"> – Urban and street cleaning – Tree and verge maintenance / green corridor care – Urban trees / irrigation 	
2/26	BD Wed, 18 Mar 2026 MD Wed, 25 Mar 2026 PD Fri, 17 Apr 2026	FAT Trade Fair <ul style="list-style-type: none"> – Trade fair programme and innovations – Street cleaning – Winter service – Road maintenance operations – Rainwater management – Fleet / Carrier Vehicles 	Tandem trailers up to 7.5 t	<ul style="list-style-type: none"> – Weed control – Workshop / spare parts – Urban space maintenance 	<ul style="list-style-type: none"> – German Tree-Care Days 5-7 May 2026 – IFAT 4-7 May 2026 – Urban-Tec Live 24-26 Jun 2026
3/26	BD Wed, 27 May 2026 MD Wed, 3 Jun 2026 PD Fri, 19 Jun 2026	Green Space Management and Maintenance <ul style="list-style-type: none"> – Lawn care – Urban trees / irrigation – Bedding and planting – Sports field maintenance 	Hand-held battery lawn mowers	<ul style="list-style-type: none"> – Traffic safety / road service – Playgrounds – Urban and street cleaning 	

BD = Ad booking deadline MD = Material deadline PD = Publication date

Status: 10/2025 – Subject to change



General Information

Magazine

Newsletter

Website

Cross-Media

Specials

Technical Information

Contact

Issue	Deadlines	Main Topics	Market Overview	Additional Topics	Trade Fairs
4/26	BD Wed, 5 Aug 2026 MD Wed, 12 Aug 2026 PD Fri, 28 Aug 2026	GaLaBau Trade Fair <ul style="list-style-type: none"> – Trade fair programme and innovations – Vehicle fleets – Green space maintenance technology – Winter service technology – Cleaning / weed control technology – Leaf collection – Battery technology 	Tracked mowers	<ul style="list-style-type: none"> – Pest control – Office / software / digitalisation – Lifting and loading technology, platforms and cranes 	<ul style="list-style-type: none"> – KommunalLive 3–4 Sep 2026 – GaLaBau 15–18 Sep 2026 – IAA Transportation 15–20 Sep 2026 – Machinery demonstration "Water maintenance technology", Haustette 8 Oct 2026 – Platformers' Days 8–9 Oct 2026
5/26	BD Wed, 23 Sep 2026 MD Wed, 30 Sep 2026 PD Fri, 16 Oct 2026	Urban and Street Cleaning <ul style="list-style-type: none"> – Sweeping machine technology – Paper basket emptying – Leaf removal 	Mechanical weed control	<ul style="list-style-type: none"> – Winter service – Leaf clearance – Playgrounds 	
6/26	BD Wed, 18 Nov 2026 MD Wed, 25 Nov 2026 PD Fri, 11 Dec 2026	Winter Service <ul style="list-style-type: none"> – Legal aspects / organisation – Winter maintenance technology – Spreading and storage – Software 	Motor and battery-powered chainsaws	<ul style="list-style-type: none"> – Road maintenance / construction / path building – Fleet – Tree and ditch maintenance 	

BD = Ad booking deadline DS = Material deadline ET = Publication date

Status: 10/2025 – Subject to change

Would you like to receive the editorial schedule by e-mail six times a year, in good time before each publication date? Just get in touch with us!



Advertising on Cover Pages



General Information

Magazine

Newsletter

Website

Cross-Media

Specials

Technical Information

Contact

The cover pages are among the exclusive premium placements within the magazine:

- U2 (Inside Front Cover)
- U3 (Inside Back Cover)
- U4 (Back Cover)

Advantage: Printed on heavier paper (250 g/m²), your advertisement achieves optimum visibility and impact.

Format: 1/1 page (210 × 297 mm) + 3 mm bleed on all sides

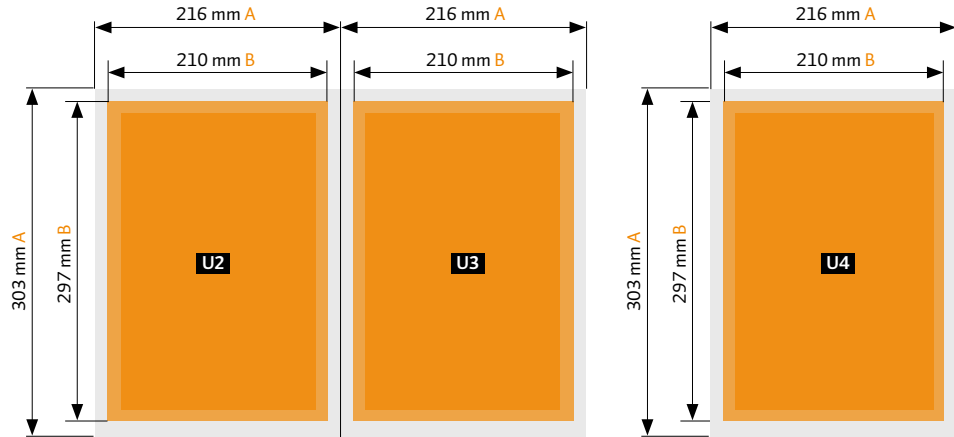
Cover Page Rates

Inside Front Cover (U2)	€5,910
Inside Back Cover (U3)	€5,910
Back Cover (U4)	€5,910

Optional:

Personalised Cover Pages

On request, we can produce individually personalised printed ads – a highly attention-grabbing special format with maximum relevance. Price: on request.



A = data format:
216 mm × 303 mm

B = final format:
210 mm × 297 mm

Safety margin:
5 mm on all sides for text
and other relevant content



General Information

Magazine

Newsletter

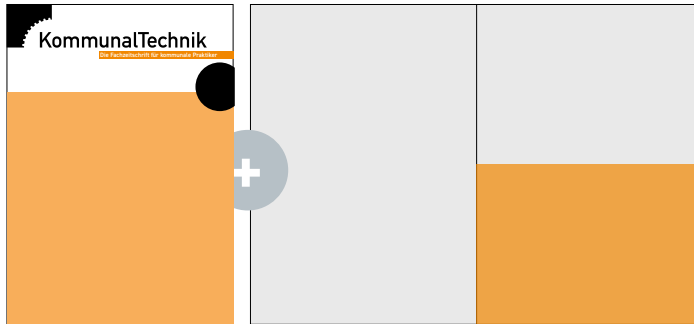
Website

Cross-Media

Specials

Technical Information

Contact



Cover Page Ad Package

- Placement image on the cover page (210 × 217 mm plus bleed)
- Half-page landscape ad inside the magazine

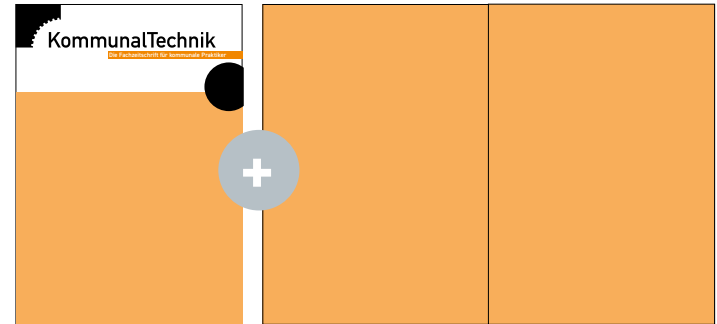
Advantages: High visibility through front-page placement combined with a half-page ad in the front section of KommunalTechnik.

Rate – Cover Page Ad Package

Placement image + 1/2 page: €5,600

We are happy to provide you with a layout dummy of the cover page so you can position your placement image precisely. Just get in touch with us.

All rates subject to VAT.



Cover Story

- Placement image on the cover page (210 × 217 mm plus bleed)
- Advertorial in the magazine (double-page spread, 2/1 pages). The content is supplied by you and – if you wish – designed by our team in the KommunalTechnik look and feel.
- Alternatively, you can provide a finished double-page layout.

Advantages: High visibility through front-page placement and extensive editorial-style presentation. A highly attractive price-performance ratio ensuring strong brand impact within the magazine.

Outstanding value for money

Rate – Cover Story

Placement image + 2/1 pages €6,750



General Information

Magazine

Newsletter

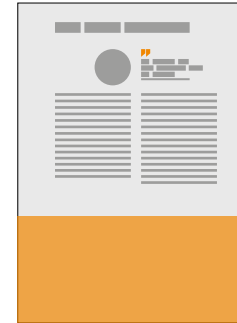
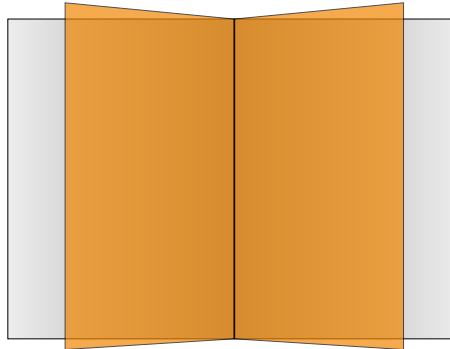
Website

Cross-Media

Specials

Technical Information

Contact



Expert Tip

Format: 1/3 page vertical, 70 × 297 mm + bleed

Advantage: A compact, recurring format to position yourself as a professional thought leader. Present your company as a partner on equal footing, linking practical tips with your products.

Bookable as: 3× or 6× package

Rate - Expert Tip	
3× placement, 4c	€ 5,555
6× placement, 4c	€ 10,500

Inserted Supplement, 4 pages

Inserted in the centre of the magazine

Format: 4 × 1/1 pages

Advantage: Placed at the heart of the issue, your content will not be overlooked – and can even be removed for further use if desired

Rate - Inserted Supplement	
Inserted Supplement	From € 7,250

Editorial Ad

Format: 1/3 page landscape below the editorial. A key position within the table of contents, offering high visibility and immediate attention upon first browsing. You and your product introduce the issue together.

Rate - Editorial Ad	
1/3 page landscape	€ 2,150



General Information

Magazine

Newsletter

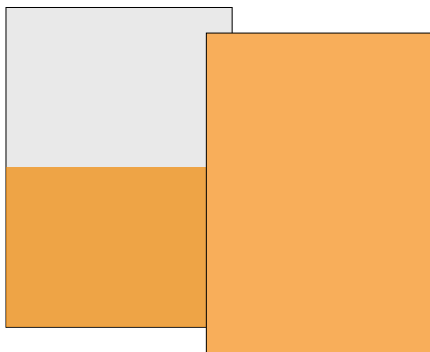
Website

Cross-Media

Specials

Technical Information

Contact



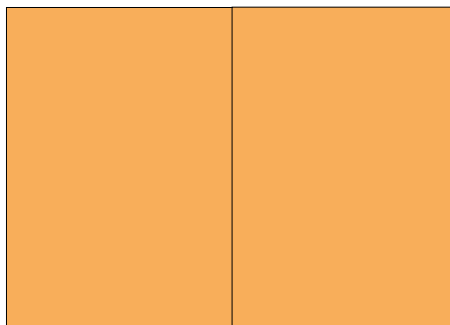
Advertorials

Format: 1/2 or 1/1 page

You provide the content – we take care of the layout, if you wish, professionally designed in the KommunalTechnik look & feel. Alternatively, you can supply a ready-to-print file.

Advantage: The editorial design of your content ensures high credibility.

Rate – Advertorials	
1/1 page	€5,910
1/2 page	€3,020



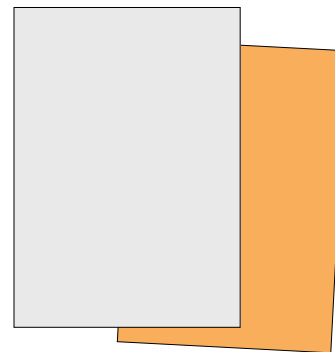
Edvertorial

Format: minimum one double-page spread (2/1 pages)

Advantage: Our editorial team creates the content for you. You provide the topic – our specialist editors develop a high-quality article in the KommunalTechnik look & feel.

A complete all-round service for you.

Rate – Edvertorials	
2/1 pages	€12,500



Inserts

Maximum format: 190 × 287 mm

Minimum format: 105 × 148 mm

Advantage: An insert in KommunalTechnik is more cost-effective than a separate mailing – while offering the same visibility and direct reach to your target group. We are happy to handle printing for you – just get in touch.

Rates – Inserts (per 1,000 copies)	
up to 25 g	€290
up to 50 g	€360
up to 75 g	€390

Other weights on request.



General Information

Magazine

Newsletter

Website

Cross-Media

Specials

Technical Information

Contact

KommunalNewsletter

The KommunalNewsletter is specifically targeted at decision-makers in public works yards, road maintenance authorities, parks and green area departments, and municipal service providers. It is published every two weeks and provides up-to-date specialist information, market overviews, and high-impact advertising opportunities with strong interaction rates.

Recipients: 8,189 (Ø 1st half of 2025)

Opens: up to 3,534 total per mailing

Clicks per issue: up to 1,123

Advantage: With the KommunalNewsletter, you reach your target group directly in their inbox – quickly, digitally, efficiently and with minimal waste coverage.




[General Information](#)
[Magazine](#)
[Newsletter](#)
[Website](#)
[Cross-Media](#)
[Specials](#)
[Technical Information](#)
[Contact](#)

Issue	Booking Deadline	Publication Date
01/26	Wed, 07 Jan 2026	Tue, 13 Jan 2026
02/26	Wed, 21 Jan 2026	Tue, 27 Jan 2026
03/26	Wed, 04 Feb 2026	Tue, 10 Feb 2026
04/26	Wed, 18 Feb 2026	Tue, 24 Feb 2026
05/26	Wed, 04 Mar 2026	Tue, 10 Mar 2026
06/26	Wed, 18 Mar 2026	Tue, 24 Mar 2026
07/26	Mon, 30 Mar 2026	Thu, 02 Apr 2026
08/26	Wed, 15 Apr 2026	Tue, 21 Apr 2026
09/26	Wed, 29 Apr 2026	Tue, 05 May 2026
10/26	Wed, 13 May 2026	Tue, 19 May 2026
11/26	Wed, 27 May 2026	Tue, 02 Jun 2026
12/26	Wed, 10 Jun 2026	Tue, 16 Jun 2026

Issue	Booking Deadline	Publication Date
13/26	Wed, 01 Jul 2026	Tue, 07 Jul 2026
14/26	Wed, 15 Jul 2026	Tue, 21 Jul 2026
15/26	Wed, 29 Jul 2026	Tue, 04 Aug 2026
16/26	Wed, 12 Aug 2026	Tue, 18 Aug 2026
17/26	Wed, 02 Sep 2026	Tue, 08 Sep 2026
18/26	Wed, 16 Sep 2026	Tue, 22 Sep 2026
19/26	Wed, 30 Sep 2026	Tue, 06 Oct 2026
20/26	Wed, 14 Oct 2026	Tue, 20 Oct 2026
21/26	Wed, 28 Oct 2026	Tue, 03 Nov 2026
22/26	Wed, 11 Nov 2026	Tue, 17 Nov 2026
23/26	Wed, 25 Nov 2026	Tue, 01 Dec 2026
24/26	Wed, 09 Dec 2026	Tue, 15 Dec 2026



Formats, Rates, Reach & Tips



General Information

Magazine

Newsletter

Website

Cross-Media

Specials

Technical Information

Contact

Formats and Rates

PR Ad	Image/Banne: 320 × 240 px Text: characters total – up to 30 characters headline – up to 370 characters body text	€ 575
Double Banner	640 × 240 px + URL	€ 860
Banner	320 × 240 px + URL	€ 430
Online Advertorial (in combination with KommunalTechnik.net)	Teaser in the newsletter plus full article (Advertorial) on KommunalTechnik.net (see page 19 for details)	€ 1,040
Stand-Alone Newsletter	You provide the content – we design and send the mailing (see page 15 for details)	€ 2,835
Pole Position Surcharge	(no discounts or commissions)	€ 75

Reach

7,536 subscribers (as of August 2025)

Up to 3,534 total opens per mailing

Up to 1,123 clicks per newsletter

Tips for Designing PR Ads:

1. Use a strong, eye-catching image.
2. Focus on a clear, concise message.
3. Include a clearly identifiable call to action.



Detailed technical requirements can be found in the *Technical Information* section of this media kit.

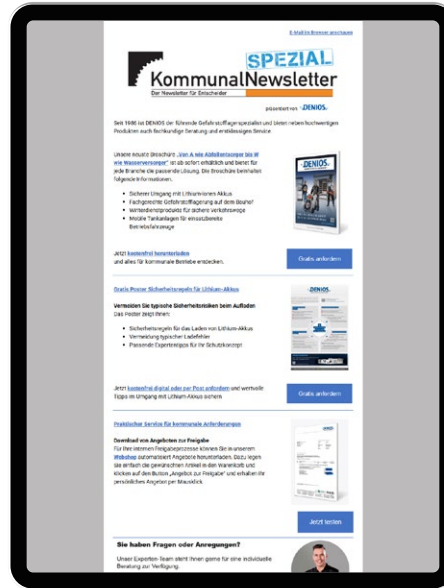
With the Stand-Alone Newsletter, you reach the KommunalTechnik community directly and exclusively. Your message takes centre stage – with no other ads, no distractions. Each mailing is sent to the recipients of the Kommunal-Newsletter – currently 7,536 subscribers (as of August 2025).

We handle concept, design and distribution

We can incorporate your corporate design, ensuring that the newsletter visually aligns with your brand while performing optimally for our target audience.

Your Advantages

- **100 % exclusivity:** Your message reaches the inbox without competing content.
- **Guaranteed reach:** 7,536 recipients in a high-investment target group.
- **Design service:** Implementation according to your corporate design.
- **High efficiency:** More cost-effective and better targeted than traditional mailings.
- The Stand-Alone Newsletter is **your direct digital connection** to decision-makers who drive investment.



Tips for Creating Stand-Alone Newsletters

1. Use strong, distinctive images.
2. Focus on a clear and concise message.
3. Include a clearly identifiable call to action.

our message sent exclusively

Structure

The newsletter can be composed of different content blocks. Possible layouts include:

- Text only
- Image only
- Text & image (image left or right, one image per block)
- Image gallery

Technical Notes

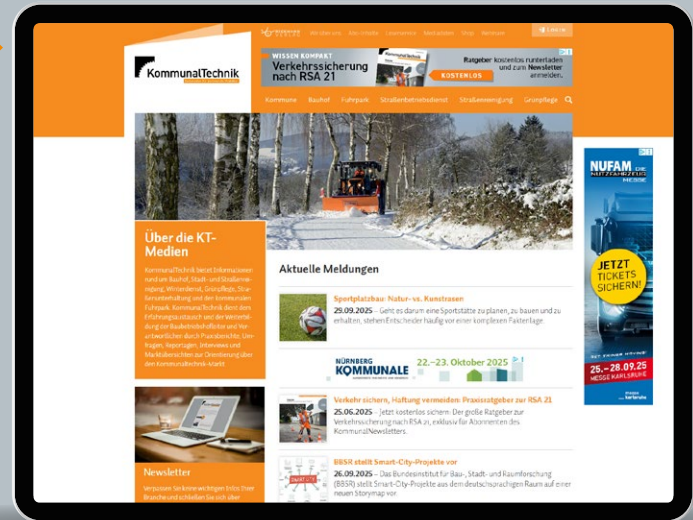
- Colour codes can be used for layout guidance (e.g. your corporate colours).
- No character limits for text.
- Optimised for both desktop and mobile devices.

Detailed technical requirements can be found in the *Technical Information* section of this media kit.

KommunalTechnik.net

KommunalTechnik.net is the central online platform of the KommunalTechnik media brand. Public works managers, department heads, fleet managers and municipal service providers use the site to find information on trends, technology, markets and operations in the municipal sector. At its core, the website offers relevant, practice-oriented content. Your advertising is displayed in a targeted and efficient way – exactly where professional audiences are actively searching for expertise.

Highlight – 1st Half of 2025: Average visit duration: 84 seconds per session
 Over 3,000 downloads
 Targeted reach – not a mass channel.
 Those who advertise here, get found here.



Formats and Rates

1 Super Banner	728 × 90 px	€760
2 Fullsize Banner	468 × 60 px	€555
3 Wide Skyscraper	160 × 600 px	€760
4 Sticky Box	400 × 600 px	€1,000
5 Online Advertorial (in combination with KommunalNewsletter)	Teaser in the newsletter plus full article on KommunalTechnik.net (see page 19 for details)	€1,040

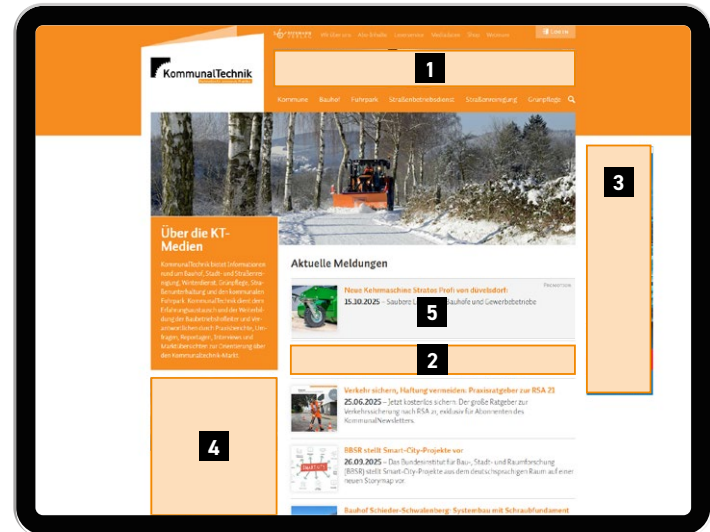
Reach (Ø 1st Half of 2025)

Page Views: 9,485
 Unique Page Views: 8,116
 Sessions (Visits): 6,168
 Average Time on Page: 84 seconds
 Downloads: 3,250
 Search Queries: 541

Note: User activity is only tracked after explicit consent. This ensures that your campaigns run exclusively with data from users who have actively agreed to tracking – 100% GDPR-compliant.

Detailed technical specifications can be found in the *Technical Information* section of this media kit.

All rates subject to VAT.



Press Release / Product News

Press releases and product news are in good hands with **KommunalTechnik!** On **KommunalTechnik.net**, we publish your news in the right editorial environment.

Structure

- Headline up to 50 characters
- Body text up to 1,000 characters
- Up to two product images
- Company logo
- Contact details

PR Package	Fixed rate
1 publication/year:	€ 260
3 publications/year:	€ 725
6 publications/year:	€ 1,295
12 publications/year:	€ 2,070

Event Listing

Would you like to publish your training or event dates on **KommunalTechnik.net**? No problem – just send them to us.

Structure

- Headline up to 50 characters
- Body text up to 1,000 characters
- Up to two product images
- Company logo
- Contact details

Event Package	Fixed rate
1 publication/year:	€ 260
3 publications/year:	€ 725
6 publications/year:	€ 1,295
12 publications/year:	€ 2,070



KommunalTechnik **WISSEN KOMPAKT** **Verkehrssicherung nach RSA 21** **KOSTENLOS** **Regelbar** **kontinuierlich** **unterbrechungsfrei** **und zum Newsletter** **anmelden.**

Digitale Leistungserfassung: Effizient nun per App

30.01.2025 / Pressemitteilung

Digitale Verwaltung in Lienen: Mit der App EineStadt werden öffentliche Arbeiten und Leistungen effizient erfasst und dokumentiert.

Die Gemeinde Lienen setzt auf die digitale Lösung EineStadt zur Verwaltung öffentlicher Arbeiten sowie nun auch zur Leistungserfassung. Durch die Einführung der App werden die bisher analog und oftmals wenig effiziente Erfassung von Arbeitsleistungen effizient gesteuert werden. Auch Mobile Times, Schuttschleppen Bauwerk, werden viele Stunden voller Auswertungen von Steuerleistungseingangsart. Nun wird die Leistung direkt in der App dokumentiert, was für beide Parteien spart.

Die App EineStadt ermöglicht eine effiziente Planung und Dokumentation von Arbeiten an Grünflächen, öffentlichen Anlagen und Co., inklusive der Möglichkeit zum GPS-Tracking. So wird nicht nur die Arbeit gebildet, auch Transporte und Nachschubarbeiten werden vereinfacht. Durch georeferenzierte Arbeitsleistungsbilanz, dass die Digitalisierung ein wichtiger Schritt für einen nachhaltigen und effizienten in der Verwaltung ist. Lienen ist eine von vielen deutschen Städten, die dank der Digitalisierung mit EineStadt ihren Arbeitsabläufen optimieren.

Weitere Infos zur Anwendung: <https://www.einestadt.com/kommunikation/>

EineStadt Solutions GmbH
Werner-Hahn-Str. 4
81033 Augsburg
Tel. 089 399 89 40
verkauf@einestadt.com
<https://www.einestadt.com/>

Eine Stadt
einfach, direkt, verwalten.



General Information

Magazine

Newsletter

Website

Cross-Media

Specials

Technical Information

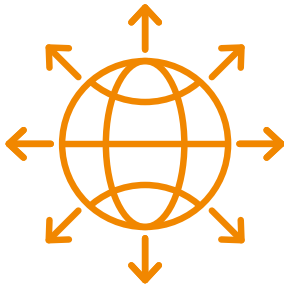
Contact

Crossmedia Solutions – Your Message Across All Channels

One channel is good – but the combination is better. Our crossmedia packages connect magazine, newsletter and website, ensuring multiple contact points within the municipal sector. Your message is seen more often, remembered longer, and reaches your customers exactly where they actively seek information.

This Means for You

- Greater reach – in print & digital
- Stronger impact – maximised visibility
- Efficiency – book one package instead of multiple placements
- Benefit from built-in multi-booking discounts
- Targeted communication – no wasted coverage



Smart Reach Package

Perfect entry into crossmedia visibility

- 1/8 page in the magazine
- Banner in the newsletter
- Fullsize banner on the website

Boost Visibility Package

Strong visibility within a relevant audience

- 1/4 page in the magazine
- PR ad in the newsletter
- Fullsize banner on the website

Performance Impact Package

Maximum performance through optimal channel mix

- 1/3 page in the magazine
- PR ad in the newsletter
- Wide skyscraper on the website

Premium Exposure Package

Maximum visibility with exclusive setup

- 1/2 page in the magazine
- PR ad in the newsletter
- Wide skyscraper on the website

Package Rates

	1 Placement	3 Placements	6 Placements
Smart Reach Package	€1,600	€4,600	€8,500
Boost Visibility Package	€2,300	€6,600	€12,000
Performance Impact Package	€2,900	€8,300	€15,000
Premium Exposure Package	€3,800	€11,500	€21,000

Reach

	1 Placement	3 Placements	6 Placements
	28,195	84,585	169,170



General Information

Magazine

Newsletter

Website

Cross-Media

Specials

Technical Information

Contact

Your content – high-quality reprints

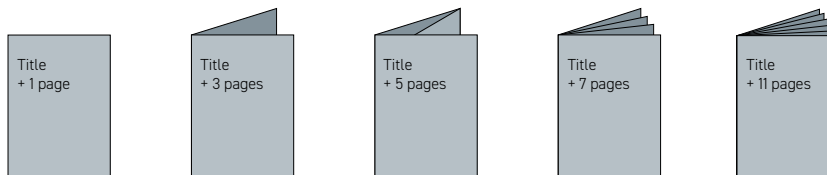
Has KommunalTechnik published an article about you that supports your marketing? Then secure your exclusive reprint!

Whether as a handout at events, as a mailing, an insert, or for display at your business – the reprint is a tangible medium that creates a lasting and credible impression.

Benefit from:

- High-quality print in the original magazine layout
- Customization options (e.g., with your logo, contact details, and ad)
- Strong impact in sales and marketing

Also available in digital format.



Copies	2 pages	4 pages	6 pages	8 pages	12 pages
500	€1,200	€1,400	€2,000	€2,500	€3,500
1,000	€1,400	€1,600	€2,400	€3,000	€4,500
2,000	€1,600	€1,800	€2,800	€3,500	€5,500
3,000	€1,800	€2,000	€3,000	€4,000	€6,500
4,000	€2,000	€2,200	€3,200	€4,500	€7,300
5,000	€2,200	€2,300	€3,400	€5,000	€8,000
10,000	€3,000	€4,000	€5,000	€7,200	€11,000

Digital Version (PDF)	
1 page	400
2 pages	800
3 pages	1,200
4 pages	1,600
5 pages	2,000
6 pages	2,400
10 pages	4,000



General Information

Magazine

Newsletter

Website

Cross-Media

Specials

Technical Information

Contact



Your content
designed
in KT style

KommunalTechnik Special: Your company and your topics in the spotlight – exclusively staged

Starting from 12 pages, we produce your individual KT Special. Whether technology, solutions, or your company – we handle editorial work, layout, and production. You decide which topics and messages take center stage.

Distribution options:

- As direct mailing by post
- As insert in the lohnunternehmen magazine
- As sales material for your own use
- As web PDF for digital use

Content & design:

- Editorial content in cooperation with your team
- Designed in LU style or in your own corporate design

Prices & scope: on request



Webinars: Your expertise – live and interactive

Would you like to showcase your expertise and address our community directly? Then an KT Webinar is the right format. We handle organization, promotion, and technology – you provide the topic and your expertise.

Services:

- Technical implementation by our team
- Promotion via KT channels (magazine, newsletter, website, social media)
- Follow-up including recording for your further use

Prices & services: on request



Formats

Final format

DIN A4 (210 mm wide × 297 mm high)

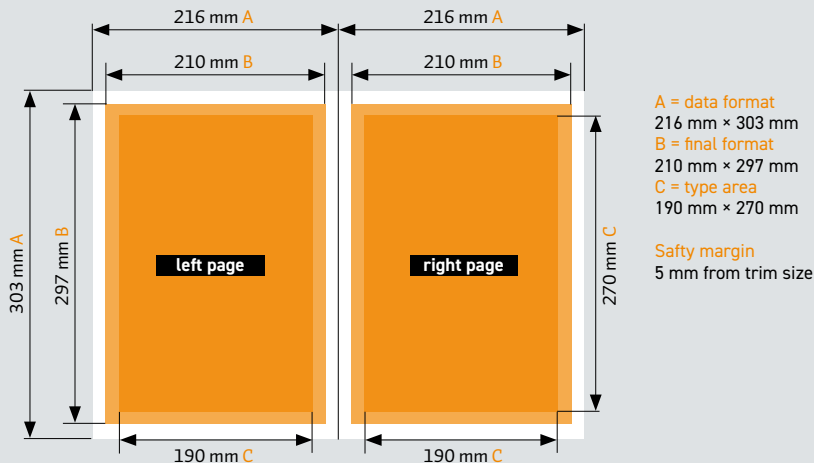
Type area

190 mm wide × 270 mm high

- 3 columns à 60 mm
- 4 columns à 45 mm

Print material

- Please supply print material by e-mail as print-ready high-resolution PDF file (preferably PDF/X-1a).
- Spot colors on request and at extra cost.
- Without a binding proof we cannot guarantee correct color reproduction.
- The sender is responsible for on-time delivery of print material. If deadlines are not met or technical specifications ignored and the ad cannot be printed, the publisher accepts no liability.
- Please design your ad according to the specifications.
- Price on request.
- Maximum file size for e-mail delivery: 20MB. Alternatively, we can provide you with an upload link upon request.



Printing process / Processing

Sheet-fed offset, perfect binding, 4c according to Euroscale (ICC profile ISO Coated v2, FOGRA39)

Bleed

- Bleed allowance: 3 mm on all sides
- Critical design elements: at least 5 mm from trim size

Deadlines

Final deadline: Submission of print material according to the current editorial and production schedule.

The client is responsible for observing deadlines. If material is not delivered on time or is missing, the order will be invoiced in full.



Delivery

- Inserts must be supplied ready for processing.
- The delivery note must state title, issue, and number of copies.
- The client is responsible for the timely and complete arrival of inserts.
- The delivery deadline corresponds to the print material deadline (see schedule) and will also be confirmed in each order confirmation.

Delivery address:

Bonifatius Druckerei,
Karl-Schurz-Straße
33100 Paderborn
Contact: Dominik Siebel

Formats & Weight

- Minimum format: DIN A6 (105 × 148 mm)
- Maximum format: 190 × 287 mm (1 cm smaller than A4)
- Weight classes: see rate card (up to 25 g, up to 50 g, up to 75 g; more on request)

Processing

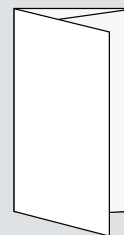
- Inserts are processed mechanically.
- Folded brochures can only be processed as cross fold, roll fold, or parallel center fold.
- Products with zig-zag fold cannot be processed mechanically.
- Inserts with 6-page gatefold can only be processed if the folded-in pages overlap by at least 2 cm.
- If an insert cannot be processed mechanically, the additional costs for manual insertion will be charged to the client.

Packaging

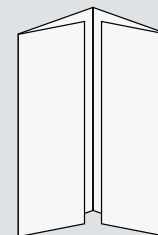
- Inserts must be delivered in packages of equal height, easy to handle.
- Mixed pallet deliveries are not permitted.

Important Notice

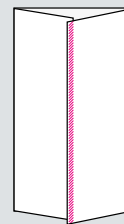
Failure to observe the specifications may result in exclusion of the insert without liability on the part of the publisher. The order will be invoiced in full.



6-page roll fold



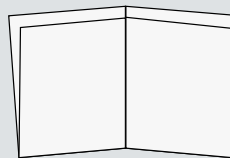
8-page gatefold



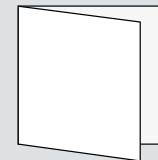
6-page gatefold
(pages must overlap
min. 2 cm)



6-page zig-zag fold
(not mechanically
processable)



8-page cross fold



4-page parallel
center fold



General Requirements

- Image files as jpg, png, or gif
- Image files separately, not embedded in a document
- Resolution max. 100 dpi

Important Note on Links and Tracking

- Tracking codes (UTM parameters) are automatically added to each URL for distribution, e.g.:
 - <https://your-site.de/product> →
 - https://your-site.de/product?utm_source=mailchimp&utm_medium=email&utm_campaign=xy
- The target page **must be able to allow or ignore** these parameters. Systems that block these additional parameters may lead to inaccessible pages.
- Please check in advance whether your website or shop system URLs are compatible with such tracking parameters.
- If the desired page cannot be accessed and this is not due to hidden errors on our side but due to technical problems on your side, we accept no liability.

PR Ad

- Image/banner: 320 × 240 px (W × H)
- Headline: up to 30 characters (total)
- Body text: up to 370 characters (total)
- URL

Double Banner

- 640 × 240 px (W × H)
- URL

Banner

- 320 × 240 px (W × H)
- URL

Stand-Alone Newsletter

- The newsletter is built from different content blocks. Possible are:
 - Text only
 - Image only
 - Text & image (left or right; one image per block possible)
 - Image gallery (only even number of images)
- Image files as jpg, png, or gif
- Image files separately, not embedded in a document

- Resolution max. 100 dpi
- Max. file size per image: 150 KB
- Color codes as guideline possible (e.g. your corporate colors)
- Image across full width of the newsletter: 800–1000 px wide
- Image next to text: ideally 600 × 400 px or 400 × 600 px (automatically adjusted)
- Please provide texts as editable files (Word, Excel, RTF) or in the mockup – not embedded in images
- Links/URLs must be delivered completely with "https://"
- Mockup with text, divided into:
 - Text block content
 - Text-image block content (with image names)
 - Optional image credits
- No text length limitation
- Display optimized for desktop and mobile devices



Online Advertorial

The online advertorial consists of three parts: the teaser in KommunalNewsletter, the teaser on KommunalTechnik.net, and the actual advertorial.

Teaser in KommunalNewsletter (linking to the advertorial on KommunalTechnik.net):

- Headline: up to 50 characters
- Teaser text: up to 200 characters
- Image file: 600 × 400 px
- File formats: jpg, gif, png
- File size: max. 150 KB

Teaser on KommunalTechnik.net:

- Headline: up to 55 characters
- Teaser text: up to 150 characters, SEO optimized
- The preview image is automatically generated from the first image in the text.

Advertorial on KommunalTechnik.net:

- The online advertorial is built with different content blocks. Possible are:
 - Text only
 - Text & image (left or right; one image per block possible)
 - Image gallery

- Embedding of a YouTube video
- Header image: 1920 × 600 px, optionally up to three images in rotation
- Images in content blocks: 600 × 400 px or 400 × 600 px
- First image identical to preview image
- Image galleries possible
- Linking to multiple URLs possible
- No character limit in the advertorial

Advertising Banners

Super Banner

- 728 × 90 px (W × H)

Fullsize Banner:

- 468 × 60 px (W × H)

Wide Skyscraper:

- 160 × 600 px (W × H)

Skyscraper:

- 120 × 600 px (W × H)

Sticky Box:

- 400 × 600 px (W × H)

General Requirements

- Files as jpg, png, or gif (no animated Flash files, HTML5 only on request)
- Max. 100 KB per banner
- Resolution: 72 dpi (web optimized)
- Target URLs must be supplied fully with "https://"

Animationen (for GIF banners)

- Maximum duration per loop: 15 seconds
- Maximum 3 loops

Delivery & Deadlines

- At the latest 5 working days before campaign start to: media@beckmann-verlag.de
- No changes possible after campaign start

Duration

Banner runtime is at least 1 month (30 days), unless otherwise agreed.



Discounts

The discount scales apply per medium within the KommunalTechnik brand.

They do not apply across different media and not for inserts, surcharges, stand-alone newsletters, and specials.

By number of placements:

- 3 placements → 5 %
- 6 placements → 10 %
- 12 placements → 15 %
- 24 placements → 20 %

By pages:

- 1 page → 5 %
- 3 pages → 10 %
- 6 pages → 15 %
- 12 pages → 20 %

Cancellations & Legal Notes

Cancellation deadlines:

Cancellation free of charge is possible until the booking deadline.

Later cancellations will be charged in full.

Notes on implementation:

- All information in the media data is provided without guarantee.
- Changes remain reserved.
- The applicable VAT will be charged additionally.
- Invoices are sent automatically by e-mail.

Payment Terms

Payment within 21 days of invoice date without deduction.

Invoices are sent exclusively by e-mail to the address specified in the order.

Bank Details

Sparkasse Hannover
IBAN: DE66 2505 0180 1000 0033 41
BIC: SPKHDE2HXXX
Volksbank eG
IBAN: DE68 2519 3331 7010 6266 00
BIC: GENODEFIPAT

[General Information](#)[Magazine](#)[Newsletter](#)[Website](#)[Cross-Media](#)[Specials](#)[Technical Information](#)[Contact](#)

Jens Noordhof
Leitung Redaktion



Jens Plumhoff
Leitung Mediaberatung
und Sonderprodukte



Verena Rust
Vertrieb



Sonja Schneider
Sonderprodukte



Uwe Wolfersdorf
Mediaberatung

Media Consulting

Uwe Wolfersdorf
Jens Plumhoff (Head)
Tel. +49 5132 8591 20
media@beckmann-verlag.de

Special Products

Sonja Schneider
Jens Plumhoff (Head)
Tel. +49 5132 8591 20
media@beckmann-verlag.de

Editorial

Jens Noordhof (Head)
Tel. +49 5132 8591 40
redaktion@beckmann-verlag.de

Distribution

Verena Rust
Tel. +49 5132 8591 50
vertrieb@beckmann-verlag.de

Subscription / Reader Service

VU.SOLUTIONS GmbH & Co. KG
Tel. +49 6123 9238-257
beckmann-verlag@vuservice.de

Accounting

Tel. +49 5132 8591 60
buchhaltung@beckmann-verlag.de

Address for incoming invoices:

rechnungen@beckmann-verlag.de

[General Information](#)[Magazine](#)[Newsletter](#)[Website](#)[Cross-Media](#)[Specials](#)[Technical Information](#)[Contact](#)

Publisher Information

Beckmann Verlag GmbH & Co. KG
Rudolf-Petzold-Ring 9
31275 Lehrte
Germany
<https://beckmann-verlag.de/>

Local Court Hildesheim: HRA 31353
VAT ID No.: DE 115 054 958
General partner: becomm GmbH
Managing Director: Jan-Klaus Beckmann
Local Court Hildesheim: HRB 35675