

MEDIA RATE CARD 2019

NO. 51

valid from December 1<sup>st</sup> 2018

# STEIN

Zeitschrift für Naturstein

[WWW.STEIN-MAGAZIN.DE](http://WWW.STEIN-MAGAZIN.DE)



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## STEIN – Magazine for natural stone

STEIN addresses stonemasons, stone technicians, natural stone mechanics, tilers, designers, planners and architects and other specialists involved in the planning and processing of natural stone, artificial stone and fine ceramics for interior and exterior finishing.

STEIN not only presents specialist knowledge on current technology and modern machinery. The trade magazine also provides information on trends in design and products that are manufactured completely or in combination with natural stone and materials similar to natural stone - such as curtain walls and systems, interior furnishings (e.g. floor coverings, kitchen worktops, bathroom solutions), garden furnishings, public facilities and buildings as well as sculpture and grave monuments. Cleaning, care and protection of all relevant materials are also a topic.

STEIN shows industry professionals trends, innovations and references from planning, processing and design: from practical craftsmanship and machine know-how to current and future construction applications.



## STEIN Brand World

The perfect communication channel to reach your target group. Specialists für natural stone, artificial stone and fine ceramics.

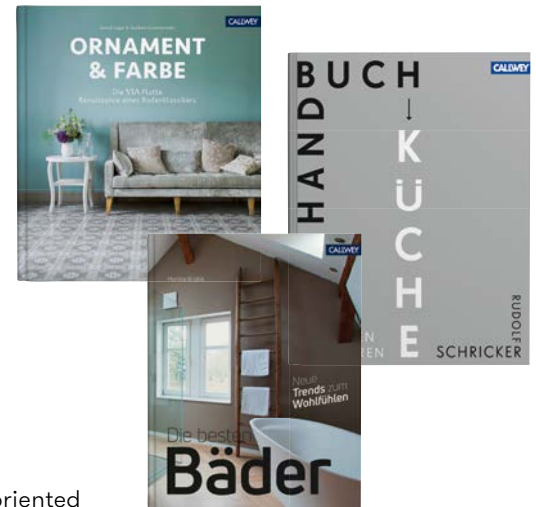
PRINT  
Specialist journal



ONLINE  
Facebook, Website, Newsletter



BOOKS  
Design – Planning & Interior



As experts in addressing specialized target groups, we develop individual, target-oriented communication solutions with and for our clients.

**The right solution for every communication target! Please contact us for further information.**

## CIRCULATION MONITORING

Average circulation IVW III/2017 – II/2018 (German equivalent of Audit Bureau of Circulation)

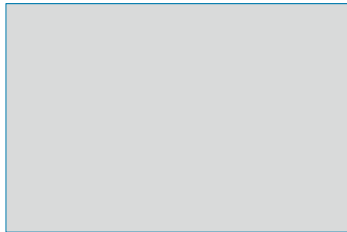


PRINT RUN	4,331 Copies
<b>TOTAL CIRCULATION</b>	<b>4,154 Copies</b>
THEREOF COPIES SENT ABROAD	288 Copies
COPIES SOLD IN TOTAL	1,732 Copies
THEREOF COPIES SENT ABROAD	211 Copies
SUBSCRIBER COPIES IN TOTAL	1,609 Copies
THEREOF COPIES SENT ABROAD	209 Copies
THEREOF ASSOCIATION MEMBER COPIES	-
OTHER SALES	123 Copies
SINGLE COPY SALES	-
FREE COPIES	2,422 Copies
REMAINDER, ARCHIVE AND VOUCHER COPIES	177 Copies

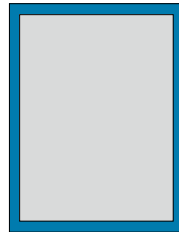
# STEIN

Zeitschrift für Naturstein

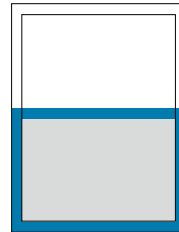
PRINT ADVERTISING



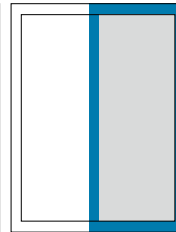
**2/1 page**  
Bleed\*:  
(420 x 297 mm)  
**9.718.00 €**



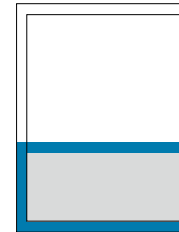
**1/1 page**  
Type area:  
185 x 268 mm  
**4.110.00 €**  
Bleed\*:  
(210 x 297 mm)  
**4.382.00 €**



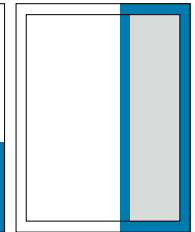
**1/2 page landscape**  
Type area:  
185 x 132 mm  
**2.460.00 €**  
Bleed\*:  
(210 x 150 mm)  
**2.595.00 €**



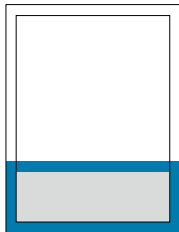
**1/2 page portrait**  
Type area:  
90 x 268 mm  
**2.460.00 €**  
Bleed\*:  
(100 x 297 mm)  
**2.595.00 €**



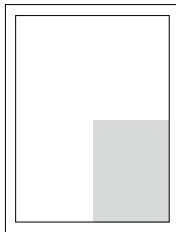
**1/3 page landscape**  
Type area:  
185 x 87 mm  
**1.980.00 €**  
Bleed\*:  
(210 x 108 mm)  
**2.079.00 €**



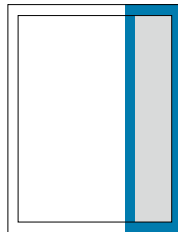
**1/3 page portrait**  
Type area:  
58 x 268 mm  
**1.980.00 €**  
Bleed\*:  
(70 x 297 mm)  
**2.079.00 €**



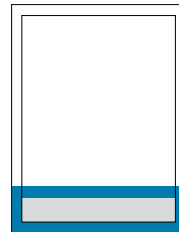
**1/4 page landscape**  
Type area:  
185 x 84 mm  
**1.605.00 €**  
Bleed\*:  
(210 x 84 mm)  
**1.671.00 €**



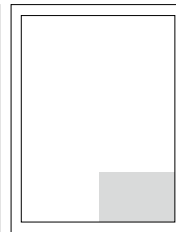
**1/4 page wide**  
Type area:  
90 x 132 mm  
**1.605.00 €**



**1/4 page portrait**  
Type area:  
43 x 268 mm  
**1.605.00 €**  
Bleed\*:  
(52 x 297 mm)  
**1.671.00 €**



**1/8 page landscape**  
Type area:  
185 x 30 mm  
**1.005.00 €**  
Bleed\*:  
(210 x 50 mm)  
**1.047.00 €**



**1/8 page wide**  
Type area:  
90 x 64 mm  
**1.005.00 €**



**1/8 page portrait**  
Type area:  
43 x 132 mm  
**1.005.00 €**

## GRUNDFORMATE 4C

\*Anschnittformate  
zuzüglich 3 mm  
Beschnitt umlaufend  
(bitte Beschnittmarken  
sichtbar anlegen).

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PRINT ADVERTISING

<b>FORMATS</b> (Prices quoted in the table do not include relevant VAT costs)	b/w in €	4c in €	Type area w x h in mm	Bleed* w x h in mm	Surcharge in €
<b>1/1 PAGE</b>	2,720.00	<b>4,110.00</b>	185 x 268	210 x 297	272.00
<b>1/2 PAGE</b> landscape	1,350.00	<b>2,460.00</b>	185 x 132	210 x 150	135.00
portrait			90 x 268	100 x 297	135.00
<b>1/3 PAGE</b> landscape	990.00	<b>1,980.00</b>	185 x 87	210 x 108	99.00
portrait			58 x 268	70 x 297	99.00
<b>1/4 PAGE</b> landscape in 4 columns	660.00	<b>1,605.00</b>	185 x 64	210 x 84	66.00
wide in 2 columns			90 x 132		
portrait in 1 column			43 x 268	52 x 297	66.00
<b>1/8 PAGE</b> landscape in 4 columns	420.00	<b>1,005.00</b>	185 x 30	210 x 50	42.00
wide in 2 columns			90 x 64		
portrait in 1 column			43 x 132		
<b>2/1 PAGE</b>	5,430.00	<b>9,175.00</b>		420 x 297	543.00
<b>ADVERTORIAL</b>					
<b>1/1 PAGE</b>		<b>Auf Anfrage</b>			
<b>1/2 PAGE</b>		<b>Auf Anfrage</b>			
<b>SPECIAL PLACEMENTS</b>					
<b>INSIDE FRONT COVER</b>		<b>4,760.00</b>		210 x 297	
<b>BACK COVER</b>		<b>4,890.00</b>		210 x 297	
<b>FIRST RIGHT HAND ADVERTISING PAGE</b>		<b>4,315.00</b>	185 x 268	210 x 297	272.00

\*Please add on 3 mm trim to each outer edge (Please make crop marks clearly visible) | \*\* Print + Online. For further information please consult pages XX and XX.

# STEIN

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BOUND-IN INSERTS / LOOSE INSERTS /  
STICK-ON PROMOTIONAL MATERIAL

	BOUND-IN INSERTS	LOOSE INSERTS	STICK-ON PROMOTIONAL MATERIAL
<b>PRICES</b> (All prices in Euros, excluding VAT)	1 sheet = 2 pages      € 3,440.00	Item weight    Price per 1,000    Sample price*	Price per 1,000    Sample price*
	1,5 sheets = 3 pages    € 4,300.00	up to 25g            € 355.00            € 1,491.00	€ 290.00            € 1,218.00
	2 sheets = 4 pages      € 5,160.00	up to 35g            € 390.00            € 1,638.00	Plus technical costs for the sticking on of the promotional material on request. Higher postal charges may arise due to increases in total weight.
	3 sheets = 6 pages      € 7,225.00	up to 35g            € 425.00            € 1,785.00	
	For other formats, please enquire.	up to 35g            € 460.00            € 1,932.00	
	*Calculated on the basis of the current circulation. Circulation figures can change over the course of the year. Current prices can be provided on request.		
	For sheet paper weighing over 180g/m <sup>2</sup> , please enquire.	For heavier items, please enquire. We do not offer split runs.	Plus the charge for the carrier advertisement (1/1 or 1/2 page)
<b>TERMS</b>	Eligible for discount. Discount rates according to volume. 1 sheet = 1/1 advertising page	Not discountable	Not discountable
<b>FORMATE</b>	Material for bound-in inserts must be provided in the following format: 217 mm wide, 315 mm in height (including 5 mm head trim and 5mm on the right, 13 mm bleed on the bottom, and 2 mm on the inner edge towards the binding). For supplements which require folding or adhesion, please inquire.	Max. size: 208 x 295 mm	Please allow a distance of at least 10 mm between the edge of the stick-on item and the edge trim of the magazine. The distance from the gutter margin to the stick-on item may not exceed 47 mm. Please also allow an adhesive margin of 3 mm in all directions.
<b>SAMPLE ITEM</b>	Our ad management (see page 24) requires 10 sample items by the advertising closing date.		
<b>TECHNICAL INFORMATION</b>	Lumbeck processing. No exact placement instructions possible.		
<b>DELIVERY DETAILS</b>	Transport costs paid to optimal media GmbH, Glienholzweg 7, 17207 Röbel / Müritz.	Transport costs paid to A & O GmbH – Aboversand, Elisabeth-Selbert-Str. 5, 63110 Rodgau-Dudenhofen, Germany	
<b>Please quote:</b> For STEIN no. ... <b>Delivery quantity:</b> Please enquire for details. <b>Delivery date:</b> By the 2 <sup>nd</sup> of every month before issue publication.			



## DISCOUNTS

FREQUENCY DISCOUNT		QUANTITY DISCOUNT	
3 TIMES OR MORE	5%	2 PAGES OR MORE	5%
6 TIMES OR MORE	10%	3 PAGES OR MORE	10%
9 TIMES OR MORE	15%	6 PAGES OR MORE	15%
12 TIMES OR MORE	20%	9 PAGES OR MORE	20%
		12 PAGES OR MORE	25%

If advertisements are placed within one year  
(Beginning with the publication of the first advertisement or the first bound-in insert or the first online advertisement)

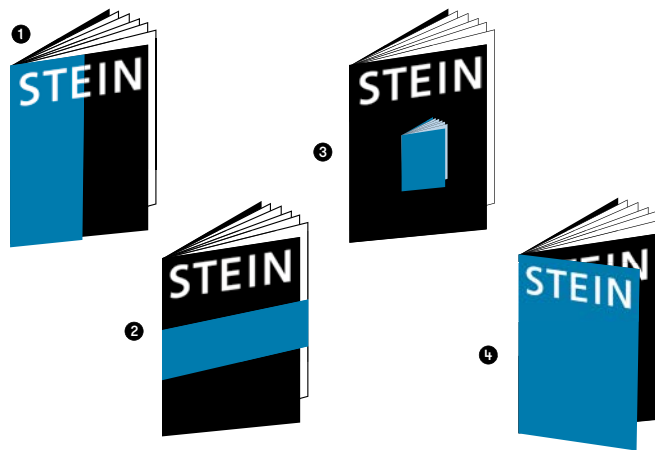
## SUPPLY LIST (no discounts available)

SUPPLY LIST	Directory of suppliers A-Z
NUMBER OF CHARACTERS IN PRINTED COPY	Approx. 40
PRICE B/W PER PRINTED LINE OF TEXT	€ 11.00
PRICE 4C PER PRINTED LINE OF TEXT	€ 12.50
ENTRY WITH LOGO	3 mm high = 1 line of text
BOOKING/CORRECTION DEADLINES	Issue 1 / 4 / 7 / 10

## AD-SPECIALS

Please consult our sales managers if you seek advice or price information on AD Specials (page 28).

- 1 Title page flap
- 2 Sleeve wrapped around the journal
- 3 Title page – stick-on booklet or DVD / CD
- 4 Double title page



## JOB ADVERTISEMENTS PRINT/ONLINE

Please see separat media rate card at [www.stein-magazin.de/media](http://www.stein-magazin.de/media)

<b>MEDIA HOUSE</b>	Georg D.W. Callwey GmbH & Co. KG
<b>VISITORS' ADDRESS</b>	Streitfeldstraße 35, D-81673 Munich, GERMANY
<b>POSTAL ADDRESS</b>	PO Box 80 04 09, D-81604 Munich, GERMANY
<b>WEBSITE</b>	<a href="http://www.stein-magazin.de">www.stein-magazin.de</a>
<b>PHONE</b>	+49 (0) 89 / 43 60 05-0
<b>FAX</b>	+49 (0) 89 / 43 61 161
<b>EMAIL</b>	<a href="mailto:anzeigen@stein-magazin.de">anzeigen@stein-magazin.de</a>
<b>ADVERTISING DIRECTOR</b>	Andreas Schneider +49 (0) 89 / 43 60 05-197 <a href="mailto:a.schneider@callwey.de">a.schneider@callwey.de</a>
<b>CHIEF EDITOR</b>	Friederike Voigt +49 (0) 89 / 43 60 05-186 <a href="mailto:f.voigt@callwey.de">f.voigt@callwey.de</a>  Philipp Neuman +49 (0) 89 / 43 60 05-194 <a href="mailto:p.neuman@callwey.de">p.neuman@callwey.de</a>
<b>HISTORY</b>	135 <sup>th</sup> year of publication
<b>MEMBERSHIPS</b>	Media database of the specialist German media, Interstone Press
<b>PUBLISHER</b>	Callwey Verlag, Munich, GERMANY

<b>PUBLICATION</b>	Publication schedule: Monthly Date of publication: See schedule for dates and themes Advertising deadlines: See schedule for dates and themes
<b>JOURNAL FORMAT</b>	210 mm wide, 297 mm high, DIN A4
<b>PRINTING AND BINDING PROCESS</b>	Offset printing, PUR-adhesive binding, 80-line screens, Hand scribbles can be data processed at extra charge
<b>PURCHASE PRICE (INCLUDING SHIPPING CHARGE)</b>	
<b>ANNUAL SUBSCRIPTION</b>	Germany 152.00 € (incl. VAT) foreign countries 162.00 € (incl. VAT)
<b>SINGLE COPY PRICE</b>	14.00 € (incl. VAT)
<b>PAYMENT TERMS</b>	Net 10 days from invoice date - VAT ID no. DE 130490784
<b>BANK DETAILS</b>	Münchener Bank IBAN DE34 7019 0000 0001 9915 31 BIC (SWIFT) GENODEF1M01
<b>TERMS AND CONDITIONS</b>	Please consult online under <a href="http://www.stein-magazin.de/media">www.stein-magazin.de/media</a>

## TECHNICAL SPECIFICATIONS – PRINT

<b>MISCELLANEOUS</b>	Please place your order via email or fax (+49 (0)89 43 61 161) and include a copy of the motif complete with colour details (b/w, 2c, 3c or 4c), the software format (incl. version no.) and a hard copy of the advertisement. Please also state whether the file will be supplied on CD, DVD, as an email attachment (no larger than 5 MB) or uploaded to our FTP site (transfer.callwey.de; our user ID and password can be obtained on request). Virus-infected files will be deleted. Please convert spot colours (such as HKS, Pantone) as well as RGB and indexed colours into <b>CMYK (Euroscale)</b> process colours. Images in the ad copy should be positioned 1:1 as far as possible and supplied at a resolution of 300 dpi (1200 dpi in the case of line art).
<b>IMAGE FORMATS</b>	EPS, Tiff, JPEG, PDF (please do not integrate JPEGs into PostScript). When submitting compressed files, use self-extracting compression software.
<b>DATA FORMATS</b>	PDF/X-3   InDesign CC (Please send the file package including all image materials incl. logos and fonts!)
<b>ADDITIONAL TERMS AND CONDITIONS OF BUSINESS</b>	The Publisher will not be liable for any error in a published advertisement supplied in an open format. A colour proof must be provided simultaneously with colour advertisements supplied by digital means; non-compliance excludes the right to claim for compensation on the grounds of colour deviations in the printed advertisement. A colour proof can be produced with costs by the publisher on request. Should supplied data not fulfil the above criteria, services having to be furnished on our part in this connection are charged for at cost; this also applies to resetting or composing an advertisement at the customer's instruction. <b>Colour profile: Fogra ISO coated V2</b>
<b>ADDITIONAL COSTS</b>	Digital proof up to A4 in size: € 45.00 Digital proof up to A3 in size: € 55.00 Hourly rate for DTP and design work: € 65.00
<b>CONTACT AD MANAGEMENT</b>	Evelyn Stranegger Phone: +49 (0)89 / 43 60 05-123, Fax: +49 (0)89 / 43 61 161 FTP: transfer.callwey.de email: e.stranegger@callwey.de

ISSUE	DEADLINES	FOCUS	MATERIALS	CONSTRUCTION CHEMISTRY	MADCHINES & TECHNOLOGY	TRADE FAIR DATES
<b>01/19</b> JANUARY	AD: 20.11.2018 CD: 20.11.2018 PD: 20.12.2018	Exhibition Edition BAU 2019				11.–14.01.2019 Domotex, Hanover 14.–19.01.2019 BAU, Munich 14.–20.01.2019 LivingKitchen, Cologne
			Natural Stone Architecture	Installing and protecting facades	Compressed air systems and machines	
<b>02/19</b> FEBRUARY	AD: 10.12.2018 CD: 10.12.2018 PD: 22.01.2019	INTERIOR: Bathrooms & pools	Floors and walls in wet areas	Protection and care in the bathroom	Surface treatment	
<b>03/19</b> MARCH	AD: 17.01.2019 CD: 17.01.2019 PD: 19.02.2019	HORTICULTURE: Terrace	Natural and artificial stone	Outdoor applications	Transport trucks	
<b>04/19</b> APRIL	AD: 15.02.2019 CD: 15.02.2019 PD: 19.03.2019	NEW CONSTRUCTION: Natural stone facades	Plates in the vertical plane	Graffiti prevention and removal	Process automation and robotics	
<b>05/19</b> MAY	AD: 19.03.2019 CD: 19.03.2019 PD: 18.04.2019	URBAN PLANNING: Public projects  CEMETERY: Gravestone and burial trends	Pavement solutions	Installation materials	Planning software	30.03.2019 FORUM BEFA, Hamburg
<b>06/19</b> JUNE	AD: 17.04.2019 CD: 17.04.2019 PD: 20.05.2019	INTERIOR: Kitchen concepts	Worktops and floors	Impregnation	Water jet cutting and water treatment	

<b>07/19</b> JULY	<b>AD: 16.05.2019</b> CD: 16.05.2019 PD: 19.06.2019	<b>LIGHTWEIGHT DESIGN:</b> <b>Cruise &amp; Yacht</b>	<b>Exclusive constructions</b>	<b>Pre-treatment and gluing</b>	<b>Processing of exclusive materials</b>	
<b>08/19</b> AUGUST	<b>AD: 18.06.2019</b> CD: 18.06.2019 PD: 19.07.2019	<b>OLD BUILDING RENOVATION:</b> <b>Facade</b>	<b>Material and fixing</b>	<b>Hydrophobic treatment</b>	<b>CNC machining centre</b>	
<b>09/19</b> SEPTEMBER	<b>AD: 22.07.2019</b> CD: 22.07.2019 PD: 20.08.2019	<b>DESIGN:</b> <b>Floors &amp; walls</b>	<b>Individual interior design</b>	<b>Maintenance</b>	<b>CNC controlled bridge saws</b>	23.–27.09.2019 <b>CERSAIE</b> , Bologna (IT) 25.–28.09.2019 <b>Marmomacc</b> , Verona (IT)
<b>10/19</b> OCTOBER	<b>AD: 22.08.2019</b> CD: 22.08.2019 PD: 20.09.2019	<b>Exhibition Edition MARMOMACC 2019</b>				
		<b>NEW CONSTRUCTION:</b> <b>XXL-Plates</b>	<b>Natural stone, artificial stone, ceramics</b>	<b>Installation materials</b>	<b>Water abrasive blasting technology</b>	
<b>11/19</b> NOVEMBER	<b>AD: 18.09.2019</b> CD: 18.09.2019 PD: 18.10.2019	<b>CEMETERY:</b> <b>Gravestone trends</b>	<b>Design and materials</b>	<b>Grave care</b>	<b>Transport and lifting equipment</b>	
<b>12/19</b> DECEMBER	<b>AD: 17.10.2019</b> CD: 17.10.2019 PD: 19.11.2019	<b>PROJECT:</b> <b>Hotel &amp; Gastro</b>	<b>Natural and artificial materials</b>	<b>Waterproofing</b>	<b>CNC processing</b>	
<b>01/20</b> JANUARY	<b>AD: 21.11.2019</b> CD: 21.11.2019 PD: 20.12.2019	<b>CONSTRUCTION:</b> <b>Stairs</b>	<b>Stair construction</b>	<b>Non-slip treatment and care tips</b>	<b>Edge sanding machines</b>	Januar 2020 <b>Domotex</b> , Hanover 13.–19.01.2020 <b>LivingKitchen</b> , Cologne

Aus Gründen der Aktualität können sich Heftthemen verschieben oder verändern. Bei einer themenbezogenen Buchung bitten wir Sie deshalb um ausdrücklichen Hinweis.

## ONLINE ADVERTISEMENT

### CORE TARGET GROUP

Stonemasons, natural stone producers and trade, floor fitters and laying and transfer companies

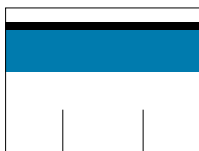
### DISPLAY AD - FORMS OF ADVERTISING

#### FIXED PRICE\*/MONTH

#### FORMAT (WxH)

#### PLACEMENT/ROTATION

Billboard

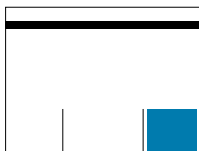


€ 510.00

1,180 x 250 px

Run of Site (RoS) on all editorial sites

Medium Rectangle

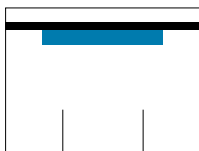


€ 340.00

300 x 250 px

Run of Site (RoS) on all editorial sites

Leaderboard



€ 210.00

728 x 90 px

Run of Site (RoS) on all editorial sites

### DELIVERY OF DISPLAY ADS

At least 5 working days before start of campaign. Send to [e.stranegger@callwey.de](mailto:e.stranegger@callwey.de).  
For data formats and online specifications, please see page 22.

\*Plus the valid VAT rate

## SPECIAL AD

SPECIAL ADS	FIXED PRICE*/MONTH	FORMAT (WxH)	PLACEMENT
Roll Over Parallax	€ 1,500.00	1,180 x 708	Run of Site (RoS) on all editorial sites
Floor Ad	€ 1,065.00	1,180 x 200	Run of Site (RoS) on all editorial sites
<b>DELIVERY OF SPECIAL ADS</b>	At least 5 working days before start of campaign. Send to e.stranegger@callwey.de. For data formats and online specifications, please see page 22.		



### Roll Over Parallax

**Form:** Stretches under the text, creates a spatial depth effect.  
**Placement:** In the middle, within the editorial environment.  
**Impact:** The creative is activated during scrolling. It is perceived as an integral part of the editorial content and adapts to the user's reading flow.

### Floor Ad

**Form:** Cross-page footer.  
**Placement:** Fixed at the bottom of the browser window.  
**Impact:** intensive target group approach through prominent integration of the creative on website



## ADVERTORIAL – NATIVE ADVERTISING

### INTEGRATION & IMPACT

**Communication Media:** For b2b products and services requiring explanation.

**Integration:** b2b users search on trade media websites for industry information, products and services that make them more successful in their profession. This is what our trade media brand STEIN stands for. With an online advertorial you are able to place your communication solution into our professional environment of specialised knowledge and information. The advertorial is integrated directly into the editorial environment and marked as „AD“.

**Impact:** This form of advertising does not disturb the reading flow and adapts the information needs of our users.

**Make use of the environment of our high-quality content for your communication.**

ADVERTORIAL PACKAGES	FIXED PRICE*/MONTH	FORMAT	INTEGRATION** OF CONTENT-TEASER, WHICH LINK TO THE ADVERTORIAL
Online Advertorial „XXL“	€ 1,185.00	Editorial article plus content teaser on the website and in our newsletter (designated as advertising)**	<b>Website:</b> Integration in the topic preview and in the editorial environment (upper website area) on the start page as well as directly on the content pages. <b>Email:</b> In the editorial newsletter, 2 x send outs
Online Advertorial „SMALL“	€ 745.00	Editorial article plus content teaser on the website and in our newsletter (designated as advertising)**	<b>Website:</b> Integration in the editorial environment (upper website area) on the start page as well as directly on the content pages. <b>Email:</b> In the editorial newsletter, 1 x send outs
<b>ADVERTORIAL DATA SUBMISSION</b>	Advertorial material at least 10 working days before the start of campaign. Send to e.stranegger@callwey.de. For data formats and online specifications, please see page 22.		
<b>CORRECTION RUN</b>	1 correction run included		
<b>PAGE IMPRESSIONS</b>	Please enquire for details		
<b>DISCOUNTS</b>	See page 9 under the section discounts – frequency discount		
<b>PAYMENT TERMS</b>	See page 10		

\*Plus the valid VAT rate | \*\* For further information see page 17.



## MECHANIC ADVERTORIAL

Content teasers are directly integrated into the editorial environment and linked to your advertorial

### ONLINE ADVERTORIAL-PACKAGE „XXL“

### ONLINE ADVERTORIAL-PACKAGE „SMALL“



Start page: Integration in the topic preview



Start page: Integration in the editorial environment



Your advertorial site



Start page: Integration in the editorial environment



Topic overview and article pages: integrated into editorial environment



2 x newsletter send outs



Topic overview: integrated into editorial environment



1 x newsletter send outs

**Price: € 1,185 plus VAT per month**

**Price: € 745 plus VAT per month**

## EMAIL CAMPAIGN

Make use of our database to address our target groups directly. With dedicated emails you are able to send your communication directly to the email box of our specialized subscriber groups.

CHANNELS	SUBSCRIBERS**	FIXED RATE PER TRANSMISSION*
Natural stone, artificial stone and fine ceramics specialists	964	€ 1.050,00
Architecture, finishing, refurbishment and restoration	6.094	€ 2.950,00
Natural Stone, artificial stone and fine ceramics specialists & landscape planning	3,155	€ 1.995,00
Natural Stone, artificial stone and fine ceramics specialists & international urban planning	5,774***	€ 2.350,00

### Our editorial team will require the following material from you:

- Editorial headline and editorial text (maximum 350 characters, including spaces)
- Editorial image
- 3 – 5 written articles (maximum 235 characters, including spaces)
- 3 – 5 images (incl. captions and image sources)
- Text for subject line of email campaign (maximum 40 characters including spaces)
- Target URLs


Please submit this material at least 10 days before the start of your campaign.

You will receive more information concerning technical specifications on our data sheet as soon as you place an order.

\*Plus the valid VAT rate | \*\* International + DE Database: 01/10/2018


Anzeige

Sonder-Newsletter März 2016




**Aus Raum wird Erlebnis – mit Connected Comfort**

Neben Lage und Erscheinungsbild ist es heute die „Intelligenz“ die über den Wert einer Immobilie entscheidet. Die gewerkeübergreifend vernetzte und ganzheitlich vernetzte Haustechnik schafft Wohnkomfort und Sicherheit in einer neuen Dimension. Führende Marken der Haustechnik finden deshalb unter dem Dach von Connected Comfort ihre Know-how gebündelt und präzisieren raumbegleitende Anwendungen für Premium-Immobilien.

Auf der Light + Building (Frankfurt am Main, 13. - 18.03.2016) finden Sie die Marktanbieter von Connected Comfort in folgenden Hallen:


GIRA Halle 11.1 Stand B16 und B32  
 ISVOR Halle 11.1 Stand A1  
 BRUNNBERG Halle 3.0 Stand B145/1



**Probieren: Connected Comfort live erleben**

Architekten und Planer beschäftigen sich immer mehr mit vernetzter Gebäudetechnik – wir wissen, was sie von Connected Comfort haben, daher haben wir dich „Probieren“ im Luxury Private Loft bei München eingeladen. Die Interviewer zeigen weitere Infos, wo und wann Sie die vernetzten Komfortlösungen kennenlernen können. Enden Sie hier.

[Zum Beitrag](#)



**Wie geht es mein smartes Home?**


Mitels futuristischer 3-D-Ansichten erhalten Interessierte einen Einblick in die Vielfalt intelligenter vernetzter Komfortlösungen innerhalb eines Wohnraumes. Eine spannende Gelegenheit, sich vor der Planung über die Vernetzungsmöglichkeiten der Systeme von Connected Comfort einen Eindruck zu verschaffen.

[Zum Beitrag](#)

**Geachtete Kompetenz**


Wer im Bereich Gebäudetechnik über das Level von Installationen hinauswachsen will, muss möglichst viele Bereiche des Systems abdecken. Mit dem smarten Marktpartnern Valiant, Loewe und Brunnberg ist Connected Comfort nur noch Schritt entfernt. Gemeinsames Ziel: die Vernetzung wesentlicher Schritte von der Planung bis zur Umsetzung vereinen Lösungen.

[Zum Beitrag](#)



Besuchen Sie unsere Website

[Newsletter abonnieren](#)



Besuchen Sie uns auf Facebook

[Gemeinschaft](#)

Verantwortlich für den Inhalt dieses Newsletters:  
 Baumcenter - Fachzeitschrift für Architektur  
 Edition G W, Gahway, Carstli & Co. AG  
 Straußhofstraße 20,  
 81873 München  
 Telefon +49 89 43 42 05 0  
 Fax +49 89 43 92 05 2  
[verteilung@baumcenter.de](mailto:verteilung@baumcenter.de)

## NEWSLETTER


<b>TARGET AUDIENCE</b>	Stonemasons, natural stone producers and trade, floor fitters and laying and transfer companies	
<b>SUBSCRIBERS WORLDWIDE**</b>	964	
<b>PUBLICATION FREQUENCY</b>	Weekly	
<b>ADVERTISING DATA SUBMISSION</b>	At least 5 working days before the newsletter mailing. Please submit data to e.stranegger@callwey.de	
<b>DATA FORMATS</b>	See page 22	
<b>DISCOUNTS</b>	See page 9 under section discounts	
<b>PAYMENT TERMS</b>	See page 10	
<b>ADVERTISING OPTIONS</b>	<b>FORMAT (WxH)</b>	<b>FIXED RATE PER TRANSMISSION*</b>
1 Text / logo link	Image max. 290 x 200 px, Text max. 200 characters + 35 characters in the heading (including spaces)	€ 180.00
2 Fullwidth banner	600 x 120 px	€ 165.00
<b>CHANNELS</b>	<b>SUBSCRIBERS**</b>	<b>TEXT/IMAGE DISPLAY*</b>
Architecture, finishing, refurbishment and restoration	6.094	775,00 €
Natural stone, artificial stone and fine ceramics specialists & landscape planning	3.155	460,00 €
Natural stone, artificial stone and fine ceramics specialists & international urban planning	5.774***	680,00 €

Placement is determined according to the order of order receipt.

\*Plus the valid VAT rate, fixed rate per transmission

Wenn der Newsletter nicht richtig angezeigt wird, klicken Sie [hier](#)

## STEIN



**Architekten hinterfragen Neubauten**  
Der Bund Deutscher Architekten hat neue Grundpositionen verabschiedet. Man fordert unter anderem, wann möglich erst zu sanieren, bevor Neubauten entstehen. Für die Natursteinbranche klingt das gut – Sanierungsprojekte drehen sich häufig um Natursteingebäude. Aber auch für Neubauten haben die Architekten den Werkstoff auf dem Schirm.

[Zum Beitrag](#)

1




**„Steine Berna“ stellt Baugeschichte vor und führt durch die Stadt**  
Toni Lehart und Konrad Zehnder teilen eine Leidenschaft für die Stein-Architektur Berna. In ihrem doppelbändigen Werk laden der frühere Dozent für Gesteinskunde und der Mitarbeiter der Schweizerischen Geotechnischen Kommission ein zur „geologischen Entdeckungstour durch die gebaute Stadt“.



[Zum Beitrag](#)

2



**Neue Leitung der Produkttechnologie bei Sopro Bauchemie**  
Die Abteilung Produkttechnologie der Sopro Bauchemie hat einen neuen Leiter: Stefan Großmann bekleidet seit 1. Juli diese Position. Der Diplom-Ingenieur trat damit die Nachfolge von Helmut Schäfer an, der sich Ende Juni in den Ruhestand begeben hat.

## TECHNICAL SPECIFICATIONS – ONLINE

<b>BANNER/TEXT-BASED ADVERTISEMENTS</b>	Please ensure that your <b>banner/redirects and destination URL</b> reach us <b>at least 5 working days before the start of the advertising campaign.</b> We can only display one advertising motif during the time period booked by the customer. Concerning the destination URL for your advert, please send us <b>ONE destination URL only.</b>
<b>WEBSITE/NEWSLETTER BANNERS</b>	File formats: .JPG, .PNG, HTML5-Code (without file assets) or .GIF. No SWF/Flash. Banner and Redirects must be created for <b>https://</b> and in <b>async mode</b> . Maximum file size 200 KB. Redirects/tracking codes are not possible for a "SLIDER" banner.
<b>PICTURE-/TEXT-BASED ADVERTISEMENT IN NEWSLETTER</b>	File format text: word document (.DOC), maximum of 300 characters + 40 characters for the headline (including blanks) File format picture: 200 x 120 px, maximum file size 200 KB, minimum resolution 164 dpi File formats: .JPG, .PNG, or .GIF.
<b>ONLINE ADVERTORIAL</b>	Please send us your press release as a word file (approx. 2.000 characters) and maximum 20 press photos (minimum 4) in landscape format as a JPG (minimum resolution 164 dpi) within ONE E-mail. If available: a video. Please ensure that these reach us at least 10 working days before the start of the advertising campaign. Redirects/tracking codes are not possible for "SLIDER" banner and the advertorial page.
<b>VIDEO ADVERTISING</b>	file formats: .FLV, .MPEG4, .MP4, .MOV, .AVI, .WMV, .3GPP, .WebM. Tracking code and HD possible.
<b>REPORTING ON BANNERS PLACED ON WEBSITES</b>	Following the termination of your advertising campaign, Callwey will provide statistics concerning clicks, page impressions and click-through rates for the entire campaign period. Should you have booked advertising space for longer than a month, we are happy to provide you with monthly updates.
<b>REPORTING ON ADVERTISEMENT PLACED IN NEWSLETTERS</b>	When we have sent out our newsletter which features your banner/advertising text, Callwey will send you a copy. We will also compile statistics for you including the number of recipients, the percentage of letters opened and the number of letters opened.
<b>REPORTING ON ONLINE ADVERTORIAL PROMOTION PACKAGE</b>	Following the termination of your advertising campaign, Callwey will provide you with a report on the page impressions for your advertorial. For details on the reporting we provide for banners in our newsletters, please see above.

## CALLWEY PROFESSIONAL JOURNALS - OUR TARGET AUDIENCE



### BAUMEISTER

The architectural magazine  
Monthly publication  
[www.baumeister.de](http://www.baumeister.de)



### GARTEN + LANDSCHAFT

Landscape architecture magazine  
Monthly publication  
[www.gartenlandschaft.de](http://www.gartenlandschaft.de)



### TOPOS

The international review of landscape architecture and urban design  
Quarterly publication  
[www.toposmagazine.com](http://www.toposmagazine.com)



### MAPPE

The magazine for painters and decorators  
Monthly publication  
[www.mappe.de](http://www.mappe.de)



### STEIN

Magazine for natural stone  
Monthly publication  
[www.stein-magazin.de](http://www.stein-magazin.de)



### RESTAURO

Magazine for conservation and restoration  
Published eight times a year  
[www.restauro.de](http://www.restauro.de)

# STEIN

Zeitschrift für Naturstein

## YOUR CONTACTS

### CALLWEY VERLAG ADVERTISING DIRECTOR



Andreas Schneider  
Streitfeldstr. 35  
81673 Munich, Germany  
Fon +49 (0)89 / 43 60 05-197  
a.schneider@callwey.de

### SENIOR ADVERTISING SALES MANAGER



Marijana Koch  
Streitfeldstr. 35  
81673 Munich, Germany  
Fon +49 (0)89 / 43 60 05-138  
m.koch@callwey.de

### ADVERTISING SALES MANAGER



Anita Simac  
Streitfeldstr. 35  
81673 Munich, Germany  
Fon +49 (0)89 / 43 60 05-198  
a.simac@callwey.de

### DISPOSITION



Evelyn Stranegger  
Streitfeldstr. 35  
81673 Munich, Germany  
Fon +49 (0)89 / 43 60 05-123  
Fax +49 (0)89 / 43 61 161  
e.stranegger@callwey.de

### SALES REGION NORTH: GERMANY (NIELSEN REGIONS 1, 2, 5, 6, 7)

Bremen, Hamburg, Lower Saxony, Schleswig-Holstein, North Rhine-Westphalia, Berlin, Brandenburg, Mecklenburg-West Pomerania, Saxony-Anhalt, Saxony, Thuringia

Verlagsbüro Siegfried Pachinger GmbH  
Sven Pachinger  
33615 Bielefeld, Germany | Wertherstr. 17  
Fon +49 (0)521 / 97 79 98-0  
Fax +49 (0)521 / 97 79 98-90  
info@verlagsbuero-pachinger.de

### SALES REGION SOUTH: GERMANY (NIELSEN REGIONS 3, 4B) / AUSTRIA, SWITZERLAND

Baden-Wuerttemberg, Bavaria

Callwey Verlag  
Marijana Koch  
81673 Munich, Germany  
Fon +49 (0)89 / 43 60 05-138  
Fax +49 (0)89 / 43 61 161  
m.koch@callwey.de

### SALES REGION CENTRAL: GERMANY (NIELSEN REGION 3A)

Hesse, Rhineland-Palatine, Saarland

Verlagsbüro Weipert  
Helmut Weipert jun.  
61476 Kronberg, Germany | Westerbachstr. 32 / Palais Kronberg  
Fon +49 (0)6173 / 32 50 970  
Mobile +49 (0)171 / 80 22 448  
Fax +49 (0)6173 / 32 59 140  
helmutjun@weipert-net.de