

**THE BRAND FOR DECISION-MAKERS IN THE HVAC TRADE,
POWERFUL REACH AND INDISPENSABLE!**

SBZ

Media kit 2025

Print
Digital
Newsletter
Content Marketing
Video Content
Webinars

Photo: Gettyimages

Gentner 

www.sbz-online.de

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Your Contacts at the Publishing House

Advertising Management

Carsten Schübeler
Phone +49 (0) 711 6 36 72-837
schuebeler@gentner.de

Order Management

Carmen Welte
Phone: +49 (0) 711 6 36 72-828
welte@gentner.de

Subscription/Sales

Phone: +49 (0) 711 6 36 72-411
service@sbz-online.de

Editorial Department

Dennis Jäger
Editor-in-Chief
Topics: Associations, Organizations, Industry News, Bathroom Trends, Legal Matters, Vehicles, IT/Software
Phone: +49 (0) 711 6 36 72-844
jaeger@sbz-online.de

Beate Geßler

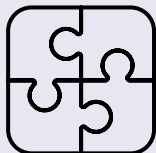
Editor
Topics: Installation Technology, Drainage, Fire and Sound Protection, Drinking Water Hygiene
Phone: +49 (0) 711 6 36 72-863
beate.gessler@sbz-online.de

Katrin Drogatz-Krämer

Editor
Topics: Heating, Ventilation and Air Conditioning Technology, Smart Home
Phone: +49 (0) 711 6 36 72-867
drogatz-kraemer@sbz-online.de

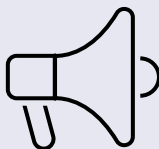
Tim Geßler

Senior Editor for Heating Transition
Phone: +49 (0) 711 6 36 72-851
gessler@gentner.de



Topics

Always up-to-date, practical, and well-researched expert articles on the subjects of plumbing, heating, and climate control.



Voice

Official trade publication of the Central Association for Plumbing, Heating, and Climate Control.



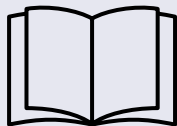
Reader Structure

Our readers are purchasing decision-makers in the trades and wholesale businesses, as well as in associations, industry, and among sales representatives.¹



Benefit for the Boss!

The business section on craft marketing and management, personnel, training, etc., provides valuable information and practical examples tailored specifically to the needs of the HVAC industry.



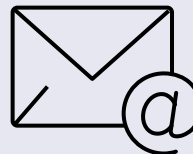
25,000

Copies printed²,
4,451 subscribers³



109,342

Visits per month on
www.sbz-online.de⁴



7,881

Newsletter recipients⁵



16,935

Facebook followers⁶

¹ verified by E Ma, decision-makers in building technology | HVAC 2018 | Total population: Managing directors/owners of craft businesses with a primary focus on HVAC

² Print run: 25,000 copies (quarterly print run IWW 02/2023)

⁵ Publisher's statement, mailing list July 2024

³ IWW circulation analysis 01.07.2023–30.06.2024

⁶ Publisher's statement, Facebook followers August 2024

⁴ IWW online usage data, June 2024

- 1 Title:** **SBZ**
The SHK Magazine
- 2 Brief Description:**
The SBZ (The HVAC Magazine) is a monthly trade magazine that reports on current events in the HVAC industry, as well as technical and marketing developments. SBZ is the official media partner of the Central Association for Plumbing, Heating, and Climate Control, as well as various HVAC trade associations. It is published 12 times a year and is primarily read by decision-makers in craft and wholesale businesses, in the housing industry, as well as in associations, industry, and among sales representatives.
- 3 Target Audience:**
Decision-makers in the HVAC industry (plumbing, heating, ventilation, and air conditioning) within craft and wholesale businesses, associations, industry, and among sales representatives.
- 4 Frequency:** 12 Issues
- 5 Booklet format** DIN A4
- 6 Volume** 80th Year 2025
- 7 Subscription Price:** Annual Subscription Domestic: €189.90
(2024, without postage) Annual Subscription International: €189.90
Single Copy Price: €23.90
- 8 Organ:** Official Publication of the Central Association for Plumbing, Heating, and Climate Control (ZVSHK) and HVAC State Trade Associations
- 9 Membership/Participation** IVW

- 10 Publisher:** Alfons W. Gentner Verlag GmbH & Co. KG
P.O. Box 10 17 42, 70015 Stuttgart
Forststraße 131, 70193 Stuttgart
Phone: +49 (0) 711 6 36 72-0
www.gentner.de
- 11 Publishers:** Erwin Fidelis Reisch
Dirk Schlattmann
- 12 Advertising:** Carsten Schübeler,
Advertising Manager
Phone: +49 (0) 711 6 36 72-837
schuebeler@gentner.de
- 13 Editorial Team:** Dennis Jäger (Editor-in-Chief)
Beate Geßler
Katrin Drogatz-Krämer
Tim Geßler
- 14 Scope analysis:** 2023 – 12 Issues
- | | | |
|----------------------|----------------|----------|
| Overall scope: | 1,306.00 pages | 100.00 % |
| Editorial Section: | 1,123.15 pages | 86.00 % |
| Advertising Section: | 182.85 pages | 14.00 % |
- Of which:**
- | | | |
|----------------------|-------------|---------|
| Classified Ads: | 1.44 pages | 0.78 % |
| Publisher's Own Ads: | 44.26 pages | 24.21 % |
| Supplements | 6 pieces | |
- Source: VU Solutions
- 15 Content analysis of the editorial section** not surveyed

1 Circulation control:



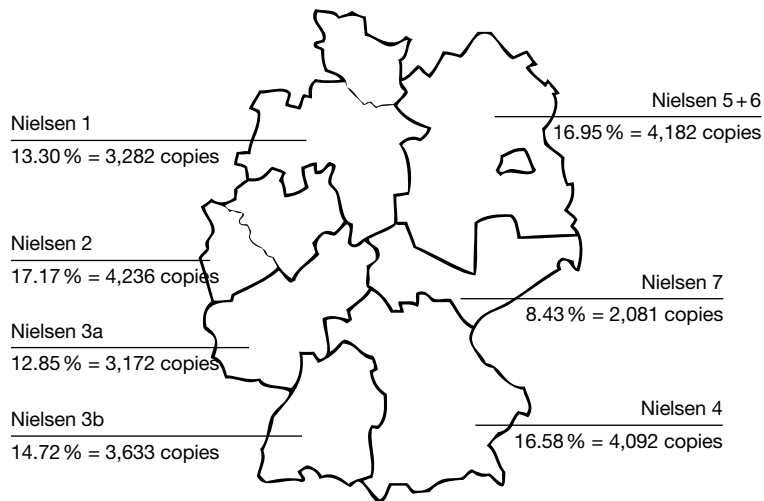
2 Circulation analysis: Copies per Issue on an Annual Average July 1, 2023–June 30, 2024

Print run:	25,000		
Actual circulation (TvA):	24,763	thereof abroad	86
	Subscribed copies:		4,451
	of which members' copies:		1,773
	Other sales:		242
Sold edition:	4,692	Single sale	0
Free copies:	20,071	Remaining, archive and specimen copies	237

3 Geographical distribution analysis:

	%	Exemplare
Federal Republic of Germany	99.65	24,677
Foreign countries	0.35	86
thereof Austria	45.63	36
thereof Switzerland	17.48	15
Actual circulation	100.00	24,763

3.1 Distribution according to Nielsen areas:



Summary of the Survey Method

Method: Recipient Structure Analysis through data evaluation – complete survey
Total Population: tvA domestic: 24,761 = 100%, not included in the survey: 86 copies = 0.35%
Sample: Complete survey
Target Person of the Study: The individuals recorded in the file within institutions
Period of the Study: July 2024
Conducted by: Alfons W. Gentner Verlag GmbH & Co. KG, Stuttgart



1.1 Industries / Economic Sectors			
WZ 2008 Code	Recipient groups (according to the classification of economic sectors)	Share of actually distributed circulation.	
		%	Projection (approx.)
43.22.0	Gas, water, heating as well Ventilation and Air conditioning installation	73.8	18,275
46.73.7 46.74	SHK wholesale	14.6	3,615
	Other Industries: Municipal or state agencies, public utilities, building authorities, companies in the real estate sector, TGA (Technical Building Equipment) planning.	7.4	1,832
	Installation companies with their own TGA planning.	4.2	1,040
		100.0	24,761

1.2 Size of the economic entity according to employees:		
	Share of actually distributed circulation.	
	%	Projection (approx.)
1–9 Employees	79.47	19,679
10–19 Employees	10.20	2,993
20–49 Employees	7.22	2,118
50 or more employees	3.11	912
Actual circulation (tvA)	100.00	24,761

Summary of the Survey Method

Method: Recipient Structure Analysis through data evaluation – complete survey
Total Population: tvA domestic: 24,761 = 100%, not included in the survey: 86 copies = 0.35%
Sample: Complete survey
Target Person of the Study: The individuals recorded in the file within institutions
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1 Advertising formats and prices: All prices are subject to the applicable statutory value-added tax.

Format	Basic price (up to 4c) in €		Type area formats Width × height in mm	Bleed formats* Width × height in mm
1/1 page	7,650.–		187 × 265	210 × 297
3/4 page	6,300.–		height 139 × 265 width 187 × 189	height 151 × 297 width 210 × 203
2/3 page	5,800.–		height 123 × 265 width 187 × 170	height 135 × 297 width 210 × 184
Juniorpage	5,050.–		135 × 190	147 × 204
1/2 page	4,500.–		height 91 × 265 width 187 × 130	height 103 × 297 width 210 × 144

* Format with bleed plus 3 mm trim allowance on all sides

Advertisements can generally be canceled up to the advertising deadline.

Cancellations must be in writing. Special advertising formats, such as cover pages and back cover pages, are non-cancellable.



Format	Basic price (up to 4c) in €		Type area formats Width × height in mm	Bleed formats* Width × height in mm
1/3 page	3,325.–		height 59×265 width 187× 85	height 71×297 width 210× 99
1/4 page	2,700.–		1 col. 43×265 2 col. 91×130 4 col. 187× 63	55×297 103×144 210× 77
Front Page Pack	9,700.–	consisting of the title page as Entry in the booklet and the 3rd U as Reminder at the end of the booklet	Title: 188×172 3. U: 187×265	3. U: 210×297
2. Cover page	8,450.–		187×265	210×297
4. Cover page	8,950.–		187×265	210×297
Placement next to content	4,800.–		91×265	103×297

* Format with bleed plus 3 mm trim allowance on all sides

Advertisements can generally be canceled up to the advertising deadline.

Cancellations must be in writing. Special advertising formats, such as cover pages and back cover pages, are non-cancellable.



Surcharges:

Platzierung:	Surcharge for mandatory placement specifications:	10% of the advertisement price.
Color:	Special colors	€1,320.00 per color

Discounts: If purchased within 12 months (insertion year)

Discount by frequency		Discount by volume	
3 ads	5 %	2 Pages	5 %
6 ads	10 %	4 Pages	10 %
8 ads	15 %	6 Pages	12 %
12 ads	20 %	8 Pages	15 %
		12 Pages	20 %

Combination Discounts

Under the Gentner combination offer, the titles *SBZ*, *TGA+E Fachplaner*, *Gebäude-Energieberater*, *KK DIE KÄLTE + Klimatechnik*, *GLASWELT*, *K&L Magazin*, *SKILLS Magazin*, *ERNEUERBARE ENERGIEN*, and *photovoltaik* can be freely combined.

When taking at least two titles within a calendar year

The following discount results – in addition to the respective final discount:

2 titles: 5 %	4 titles: 10 %
3 titles: 8 %	5 titles: 15 %

Special forms of advertising:

Bound insert (Discount by frequency):

2 pages € 9,040.00 4 pages € 9,890.00

Discounts according to painting scale.

The paper weight may not exceed 170 g/m²; higher weights are available upon request. Please inquire about the bleed allowances when delivering single sheets. The weight specifications for single sheets and five samples must be provided to us by the respective magazine's advertising deadline.

Inserts (non-discountable): up to 25 g weight € 304.00 per thousand.

Prices are subject to machine processing.

Includes postage; higher weights available upon request.

Minimum Format: 105 mm width × 148 mm height

Maximum Format: 200 mm width × 287 mm height

Partial inserts starting from 1,000 copies available.

Selection Costs: € 79.00 (one-time fee)

Details regarding weight and five samples of the inserts must be provided by the advertisement deadline for each respective issue.

We are happy to inform you about further delivery conditions.

Adhesive advertising materials and other special formats available upon request.

Contact: Delivery Address for Special Advertising Formats:

Please refer to your order confirmation for the delivery address for special advertising formats, which you will receive following your booking.

Payment Terms:

2% discount for payment within 8 days of the invoice date. No discount for occasional advertisements, postage fees, numbering fees, or quotation shipping costs. Net 30 days after the invoice date; advance calculation subject to change. Tax ID No. DE147510257.

Bank details:

Baden-Württembergische Bank

IBAN: DE72 6005 0101 0002 8259 22 / BIC: SOLADEST600

Deutsche Bank AG Stuttgart

IBAN: DE33 6007 0070 0165 0100 00 / BIC: DEUTDESS

Postbank Stuttgart

IBAN: DE38 6001 0070 0031 9657 07 / BIC: PBNKDEFF



4 Job and classified advertisements

Format	Width x height	vacancies b/w to 4c	job requests b/w to 4c	Classified advertisements b/w to 4ca
Millimeter price	1-column / 43 mm wide	3.19	1.71	6.77
	2-column / 91 mm wide	6.38	3.42	13.54
	3-column / 135 mm wide	9.57	5.13	20.31
	4-column / 187 mm wide	12.76	6.84	27.08
1/1 page	187 × 265	3,381.–	1,813.–	7,176.–
1/2 page	height 91 × 265	1,691.–	906.–	3,482.–
	width 187 × 130	1,659.–	889.–	3,416.–
1/4 page	Corner field 91 × 130	829.–	445.–	1,760.–

All prices are subject to the statutory tax.



- 1 Magazin format:** 210 mm width × 297 mm height (DIN A4)
Print space: 187 mm width × 265 mm height,
 4 Spalten je 43 mm breit
- 2 Printing and binding methods:** Offset printing, adhesive binding, delivery exposable, unseparated data in PDF/X-3 format
- 3 Submitting data:** Please send us your print documents only as files: either by email to datenanlieferung@gentner.de.
- 4 Data format**
 Un-separated PDF/X-3, CMYK mode.
 > Fonts, logos, and images are included.
 > Resolution: Image components CT: 300 dpi, linework LW 1200 dpi.
 > No transparencies and levels.
 If unsolicited printed documents are submitted, we reserve the right to charge the principal for the conversion of PDF files at cost.
- 5 Colors:** Euro scale
 Special colors and hues that cannot be attained by combining colors on the scale must be separately agreed with the publisher. Special colors are created from the Eurocolour scale for technical reasons. Minor deviations in the ink value remain within the tolerance range for offset printing. A spot color may only consist of two of the three additional primary colors (cyan, magenta, and yellow) in addition to black (and/or white).

- 6 Proof:** By sending us a proof, please consider that it has to be a genuine proof of the data sent by e-mail or CD. The name of the color parameter and proof designation must be printed on the proof. The Ugra/Fogra media wedge must also be included for comparison. Please send the proof by mail to our order management department (under no. 9).
- 7 Data storage:** Data will be archived. Unchanged rerun is generally possible. A guarantee is however not assumed.
- 8 Guarantee:** By sending incomplete or differing data (texts, colors or images) we do not assume any liabilities for the correct print.
 The publisher guarantees the common print quality for the respective title within the scope of possibilities the templates offer.
- 9 Contact:** If you are not able to provide data in the formats or by the means described above and are not able to convert them into the desired forms, contact our technical hotline:
 Phone +49 (0) 711 6 36 72-828
 The shipping address for sending data by post and for proofs is:
 Alfons W. Gentner Verlag GmbH & Co. KG
 Carmen Welte
 PO Box 10 17 42, 70015 Stuttgart
 Phone +49 (0) 711 6 36 72-828

Please also note our information on data delivery at
<https://www.gentner.de/mediaservice/datenanlieferung>

Output	01	02	03
Publication date:	31.01.2025	28.02.2025	28.03.2025
Advertising deadline:	14.01.2025	11.02.2025	11.03.2025
Topics	<p>Sanitary: Installation technology, drinking water installation.</p> <p>Bathroom: Design trends 2025.</p> <p>Digital Craftsmanship: The paperless office.</p> <p>Heating: Heat pumps and heat sources.</p>	<p>Sanitary: Rainwater management, greywater reuse</p> <p>Bathroom: Comfort bathrooms and accessibility</p> <p>Utility vehicles: New models and vehicle equipment under the microscope</p> <p>Heating: Sustainable system solutions for new buildings and existing structures</p> <p>ISH issue</p>	<p>Sanitary: Fire and sound protection, insulation</p> <p>Bathroom: Color as a stylistic element</p> <p>Digital Craft: News on software and hardware</p> <p>Heating: Building Energy Act (GEG), current status</p> <p>Ventilation + Climate: Residential ventilation</p>
General Focal points	<p>Installation Technology: Piping systems, fittings, fastening technology, shut-off and control valves, system separators, pressure reducers, pressure boosting systems, circulation pumps, filters, water meters, insulation, wall-mounted installations.</p> <p>Water Treatment and Drinking Water Hygiene: Softening systems, lime protection devices, disinfection, drinking water heating, sampling valves, flushing systems, swimming pool water treatment.</p> <p>Bathroom World: Fittings made of sanitary ceramics, steel and stainless steel, acrylic and other materials; sinks, toilets, shower toilets, urinals, bidets, pools, faucets, touchless faucets, bathtubs, shower trays, shower areas, shower channels, accessories, steam baths, saunas.</p> <p>Digital Craftsmanship: Apps, business software, planning programs, PCs, notebooks, cloud systems, tablets, and smartphones, messenger concepts.</p> <p>Heat Generation: Condensing technology, heat pumps, biomass boilers, solar thermal energy, combined heat and power, exhaust systems, buffer storage, as well as components and accessories, mobile heating and cooling, residential stations, drinking water stations, decentralized drinking water heating, control technology.</p>	<p>Drainage: Wastewater pipes, fittings, drains, sealing systems, pumps, separators, lifting systems, backflow protection, roof drainage, rainwater utilization, water recycling.</p> <p>Bathroom World: Fittings made of sanitary ceramics, steel and stainless steel, acrylic and other materials; sinks, toilets, shower toilets, urinals, bidets, pools, faucets, touchless faucets, bathtubs, shower trays, shower areas, shower channels, accessories, steam baths, saunas.</p> <p>Heat Generation: Condensing technology, heat pumps, biomass boilers, solar thermal energy, combined heat and power, exhaust systems, buffer storage, as well as components and accessories, mobile heating and cooling, residential stations, drinking water stations, decentralized drinking water heating, control technology.</p>	<p>Fire and Sound Protection: Sealings, insulation, pipe fastening, shut-off devices, pressure boosting systems, fire-fighting water systems.</p> <p>Drainage: Wastewater pipes, fittings, drains, sealing systems, pumps, separators, lifting systems, backflow protection, roof drainage, rainwater utilization, water recycling.</p> <p>Bathroom World: Fittings made of sanitary ceramics, steel and stainless steel, acrylic and other materials; sinks, toilets, shower toilets, urinals, bidets, pools, faucets, touchless faucets, bathtubs, shower trays, shower areas, shower channels, accessories, steam baths, saunas.</p> <p>Digital Craftsmanship: Apps, business software, planning programs, PCs, notebooks, cloud systems, tablets and smartphones, messenger concepts.</p> <p>Ventilation and Air Conditioning Technology: Controlled apartment ventilation, supply and exhaust devices, decentralized devices, combination units with heat pumps, heat recovery, ventilation systems for bathrooms and kitchens, central and ducted devices, fans, air inlets, air ducts, filters, split air conditioning units, VRF climate systems, chilled water generators.</p>

Output	04	05	06
Publication date:	25.04.2025	30.05.2025	27.06.2025
Advertising deadline:	04.04.2025	12.05.2025	06.06.2025
Topics	<p>Sanitary: Drinking water hygiene, drinking water quality.</p> <p>Bathroom: Design diversity with materials and substances.</p> <p>Workwear: Visually impressing, from collars to shoes.</p> <p>Heating: System hydraulics and heating water treatment.</p> <p>Top innovations from the ISH</p>	<p>Sanitary: Drainage, wastewater technology.</p> <p>Bathroom: Effectively design and implement planning.</p> <p>Tools: Pressing, measuring, screwing, and more.</p> <p>Heating: Renewable heating – from pellet boilers to heat pumps and solar thermal systems.</p> <p>Top innovations from the ISH</p>	<p>Sanitary: Installation technology, piping systems, connection technology.</p> <p>Bathroom: Light as a comfort factor.</p> <p>Digital Craftsmanship: Working mobile and without media breaks.</p> <p>Heating: Underfloor heating and radiators.</p> <p>Top innovations from the ISH</p>
General Focal points	<p>Installation Technology: Pipe systems, fittings, fastening technology, shut-off and control valves, system separators, pressure reducers, pressure boosting systems, circulation pumps, filters, water meters, insulation, and wall-hung installation.</p> <p>Water Treatment and Drinking Water Hygiene: Water softening systems, lime protection devices, disinfection, drinking water heating, sampling fittings, flushing systems, swimming pool water treatment.</p> <p>Bathroom World: Equipment elements made of sanitary ceramics, steel and stainless steel, acrylic and other materials; washbasins, toilets, shower toilets, urinals, bidets, pools, faucets, touchless faucets, bathtubs, shower trays, shower areas, shower drains, accessories, steam baths, saunas.</p> <p>Heat Distribution: Heating pumps, pipe systems, shut-off and control valves, drives, actuators, venting, separators, heat meters, system separators, heat exchangers, thermostats, components for hydraulic balancing, and heating water treatment.</p>	<p>Drainage: Wastewater pipes, fittings, drains, sealing systems, pumps, separators, lifting stations, backwater protection, roof drainage, rainwater utilization, water recycling.</p> <p>Bathroom World: Equipment elements made of sanitary ceramics, steel and stainless steel, acrylic, and other materials; washbasins, toilets, shower toilets, urinals, bidets, pools, faucets, touchless faucets, bathtubs, shower trays, shower areas, shower drains, accessories, steam baths, saunas.</p> <p>Handheld Measuring Devices and Tools: Including flue gas analysis, emission measurement, exhaust gas analysis, temperature, humidity, pressure, airflow, flow rate, distance, thermography, inspection, data loggers, pressing machines, screwdrivers, drills, etc.</p> <p>Heat Generation: Condensing technology, heat pumps, biomass boilers, solar thermal energy, combined heat and power, exhaust systems, buffer storage, as well as components and accessories, mobile heating and cooling, apartment stations, drinking water stations, decentralized drinking water heating, control technology.</p>	<p>Installation Technology: Pipe systems, fittings, fastening technology, shut-off and control valves, system separators, pressure reducers, pressure boosting systems, circulation pumps, filters, water meters, insulation, and wall-mounted installations.</p> <p>Water Treatment and Drinking Water Hygiene: Water softening systems, lime protection devices, disinfection, drinking water heating, sampling valves, flushing systems, and swimming pool water treatment.</p> <p>Bathroom World: Equipment elements made of sanitary ceramics, steel and stainless steel, acrylic, and other materials; washbasins, toilets, shower toilets, urinals, bidets, pools, faucets, touchless faucets, bathtubs, shower trays, shower areas, shower drains, accessories, steam baths, and saunas.</p> <p>Digital Crafts: Apps, business software, planning programs, PCs, notebooks, cloud systems, tablets and smartphones, and messenger concepts.</p> <p>Heat Transfer: Radiators, thermostat valves, convectors, underfloor, wall, and ceiling heating, bathroom and designer radiators, cooling ceilings and sails, radiant heating, and individual room control.</p>

Output	07	08	09
Publication date:	25.07.2025	29.08.2025	26.09.2025
Advertising deadline:	08.07.2025	12.08.2025	06.09.2025
Topics	<p>Sanitary: Roof and balcony drainage.</p> <p>Bathroom: Effectively designing small spaces.</p> <p>Operations: Occupational safety and workwear / tools, machines, and handheld measuring devices.</p> <p>Heating: Heat pumps and photovoltaics.</p> <p>Top innovations from the ISH</p>	<p>Sanitary: Drinking water hygiene, drinking water quality.</p> <p>Bathroom: Designing shower and wash areas.</p> <p>Digital Craftsmanship: Software and devices for office and construction sites.</p> <p>Heating: Hydraulic balancing.</p>	<p>Sanitary: Fire and sound protection, insulation.</p> <p>Bathroom: Combining light and color.</p> <p>Commercial Vehicles: E-mobility in the craft business.</p> <p>Heating: Heating with biomass and/or solar thermal energy.</p>
General Focal points	<p>Drainage: Wastewater pipes, fittings, drainage systems, sealing systems, pumps, separators, lifting stations, backflow protection, roof drainage, rainwater utilization, water recycling.</p> <p>Bathroom World: Fittings made from sanitary ceramics, steel and stainless steel, acrylic and other materials; sinks, toilets, shower toilets, urinals, bidets, pools, faucets, touchless faucets, bathtubs, shower trays, shower spaces, shower channels, accessories, steam baths, saunas.</p> <p>Heat Generation: Condensing technology, heat pumps, biomass boilers, solar thermal energy, combined heat and power, exhaust systems, buffer storage, as well as components and accessories, mobile heating and cooling, apartment stations, drinking water stations, decentralized drinking water heating, control technology.</p>	<p>Installation Technology: Pipe systems, fittings, fastening technology, shut-off and control valves, system separators, pressure reducers, pressure boosting systems, circulation pumps, filters, water meters, insulation, and pre-wall installation.</p> <p>Water Treatment and Drinking Water Hygiene: Softening systems, limescale protection devices, disinfection, drinking water heating, sampling valves, flushing systems, swimming pool water treatment.</p> <p>Bathroom World: Fittings made from sanitary ceramics, steel and stainless steel, acrylic and other materials; sinks, toilets, shower toilets, urinals, bidets, pools, faucets, touchless faucets, bathtubs, shower trays, shower spaces, shower channels, accessories, steam baths, saunas.</p> <p>Digital Craftsmanship: Apps, business software, planning programs, PCs, notebooks, cloud systems, tablets, and smartphones, messenger concepts.</p> <p>Heat Distribution: Heating pumps, pipe systems, shut-off and control valves, drives, actuators, venting, separators, heat meters, system separators, heat exchangers, thermostats, components for hydraulic balancing, heating water treatment.</p>	<p>Fire and Sound Protection: Seals, insulation, pipe fastening, shut-off devices, pressure boosting systems, fire-fighting water systems.</p> <p>Drainage: Wastewater pipes, fittings, drainage systems, sealing systems, separators, lifting stations, backflow protection, roof drainage, rainwater utilization, water recycling.</p> <p>Bathroom World: Fittings made from sanitary ceramics, steel and stainless steel, acrylic and other materials; sinks, toilets, shower toilets, urinals, bidets, pools, faucets, touchless faucets, bathtubs, shower trays, shower spaces, shower channels, accessories, steam baths, saunas.</p> <p>Heat Generation: Condensing technology, heat pumps, biomass heating boilers, solar thermal energy, combined heat and power, exhaust systems, buffer storage, as well as components and accessories, mobile heating and cooling, apartment stations, drinking water stations, decentralized drinking water heating, control technology.</p>

Output	10	11	12
Publication date:	24.10.2025	21.11.2025	19.12.2025
Advertising deadline:	07.10.2025	04.11.2025	02.12.2025
Topics	<p>Sanitary: Backflow protection, separator systems.</p> <p>Bathroom: How design objects unfold their effect.</p> <p>Workwear: Robust and practical for the craftsman's daily routine.</p> <p>Ventilation + Air Conditioning: Single and multi-split systems.</p>	<p>Sanitary: Installation technology, pre-wall installation, prefabrication.</p> <p>Bathroom: Pearls of modernization.</p> <p>Tools: Pressing, measuring, screwing, and more.</p> <p>Operations: Vans, vehicle equipment, e-mobility.</p> <p>Heating: Monitoring & operational optimization of heating systems.</p>	<p>Sanitary: Floor drainage technology, sealing.</p> <p>Bathroom: Around the toilet area and bathtub.</p> <p>Digital Craftsmanship: Working and communicating more efficiently.</p> <p>Heating: Surface heating and cooling.</p>
General Focal points	<p>Drainage: Wastewater pipes, fittings, drains, sealing systems, pumps, separators, lifting stations, backwater protection, roof drainage, rainwater utilization, water recycling.</p> <p>Bathroom World: Equipment elements made of sanitary ceramics, steel, stainless steel, acrylic, and other materials; sinks, toilets, shower toilets, urinals, bidets, pools, faucets, touchless faucets, bathtubs, shower trays, shower areas, shower channels, accessories, steam baths, saunas.</p> <p>Ventilation and Air Conditioning Technology: Controlled residential ventilation, supply and exhaust units, decentralized units, combination units with heat pump, heat recovery, ventilation systems for bathrooms and kitchens, central and ducted systems, fans, air vents, air ducts, filters, split air conditioning units, VRF air conditioning systems, cold water generators.</p>	<p>Installation Technology: Pipe systems, fittings, fastening technology, shut-off and control valves, system separators, pressure reducers, pressure boosting systems, circulation pumps, filters, water meters, insulation, pre-wall installation.</p> <p>Water Treatment and Drinking Water Hygiene: Water softening systems, limescale protection devices, disinfection, drinking water heating, sampling fittings, flushing systems, swimming pool water treatment.</p> <p>Bathroom World: Equipment elements made of sanitary ceramics, steel, stainless steel, acrylic, and other materials; sinks, toilets, shower toilets, urinals, bidets, pools, faucets, touchless faucets, bathtubs, shower trays, shower areas, shower channels, accessories, steam baths, saunas.</p> <p>Handheld Measurement Devices and Tools: Including flue gas analysis, emission measurement, exhaust gas analysis, temperature, humidity, pressure, air flow, flow rate, distance measurement, thermography, inspection, data loggers, pressing machines, screwdrivers, drills, etc.</p> <p>Heat Generation: Condensing technology, heat pumps, biomass boilers, solar thermal energy, combined heat and power, exhaust systems, buffer storage, as well as components and accessories, mobile heating and cooling, residential stations, drinking water stations, decentralized drinking water heating, control technology.</p>	<p>Fire and Sound Protection: Fire stopping, insulation, pipe fastening, shut-off devices, pressure boosting systems, fire extinguishing water.</p> <p>Drainage: Wastewater pipes, fittings, outlets, pumps, sealing systems, separators, lifting stations, backflow protection, roof drainage, rainwater utilization, water recycling.</p> <p>Bathroom World: Equipment elements made of sanitary ceramics, steel, stainless steel, acrylic, and other materials; sinks, toilets, shower toilets, urinals, bidets, pools, faucets, touchless faucets, bathtubs, shower trays, shower areas, shower channels, accessories, steam baths, saunas.</p> <p>Digital Craftsmanship: Apps, business software, planning programs, PCs, notebooks, cloud systems, tablets, and smartphones, messenger concepts.</p> <p>Heat Transfer: Radiators, thermostat valves, convectors, underfloor, wall, and ceiling heating, bathroom and designer radiators, cooling ceilings and sails, radiant heating, room-by-room control.</p>

Ad Placement Recommendations: Here is where your topics are in good hands:

Topic overview sorted alphabetically	Output
51 Exhaust systems, silencers	1, 2, 4, 5, 7, 8, 9, 11
62 Wastewater lifting plants	2, 3, 5, 7, 9, 10, 12
13 Wastewater technology	2, 3, 5, 7, 9, 10, 12
22 Work clothing, occupational safety	4, 7, 10
39 Fittings for laboratory and medical areas	1, 6, 10
4 Bathroom planning	1 to 12
38 Barrier-free bathrooms	1 to 12
41 Biomass heating (logs, wood chips, pellets)	1, 2, 4, 5, 7, 8, 9, 11
68 Floor drains, shower drains, drainage	2, 3, 5, 7, 9, 10, 12
2 Fire and sound insulation, insulation	3, 9, 12
36 Roof drainage	2, 5, 7, 10
21 Pressure boosting systems	1, 4, 6, 8, 11
52 Showers, shower walls, shower trays	1 to 12
67 Renewable energy	1, 2, 4, 5, 7, 8, 9, 11
70 Filter (Drinking water, swimming pool filters, etc.)	1, 4, 6, 8, 11
30 Underfloor heating	6, 12
14 Fleet	2, 9
20 Gas installation	1, 6, 11

Topic overview sorted alphabetically	Output
64 Hall heating	6, 12
15 House drainage	2, 3, 5, 7, 9, 10, 12
35 Domestic water stations	1, 4, 6, 8, 11
31 Radiator	6, 12
65 Heating water treatment	1, 6, 11
49 Hydraulic balancing	1, 6, 11
50 Installation and connection technology	1, 4, 6, 8, 11
3 IT around software and hardware	1, 3, 6, 8, 12
43 Components for heating technology	1 to 12
7 Controlled living room ventilation	3, 10
25 Kitchen faucets	1 to 12
47 CHP, CHP, fuel cell	1, 2, 3, 4, 5, 8, 9
24 Leak detection	5, 7, 11
17 Ventilation + air conditioning technology	3, 10
32 Measurement, control and regulation technology	1, 2, 4, 5, 7, 8, 9, 11
9 Measuring devices	5, 7, 11
5 Mobile heat and cold	1, 2, 4, 5, 7, 8, 9, 11
29 Mounting accessories, fastening technology	5, 7, 11

Topic overview sorted alphabetically		Output
60	Commercial vehicles, vehicle equipment	2, 9
69	Oil and fuel tanks	1, 2, 4, 5, 7, 8, 9, 11
12	Oil and grease separators	2, 3, 5, 7, 9, 10, 12
40	Oil and gas boilers	1, 2, 4, 5, 7, 8, 9, 11
48	Pellets, wood chips, logs	1, 2, 4, 5, 7, 8, 9, 11
42	Pellet storage	1, 2, 4, 5, 7, 8, 9, 11
34	Photovoltaik and storage systems	1, 2, 5
63	Pump	1, 6, 10, 11
16	Rainwater harvesting	2, 7
19	Pipe systems, pipe fastenings	1, 4, 6, 8, 11
55	Pipe connection technology	1, 4, 6, 8, 11
56	Sanitary facilities in semi-public and public area	1 to 12
26	Sanitary fittings and accessories	1 to 12
23	Sanitary ceramics and bathroom furniture	1 to 12
54	Sauna, whirlpools, steam baths	1 to 12
53	Swimming pool technology	1, 5, 6, 11
33	Smart home, home automation, Building control technology	1 to 12

Topic overview sorted alphabetically		Output
45	Software, CAD, CRM, commercial	1, 3, 6, 8, 12
44	Solar thermal energy	1, 2, 5, 7, 9, 11
1	Storage Technology, Storage Systems (stratified storage, buffer storage, potable water storage, solar storage)	1, 2, 4, 5, 7, 8, 9, 11
57	Electricity generating heaters	1, 2, 5, 7, 9, 11
27	Technical fittings (circulation, shut-off valve, system separators, ball valves)	1, 4, 6, 8, 11
10	Thermography	5, 7, 11
58	Drinking water heating and Temperature maintenance	1, 2, 4, 5, 7, 8, 9, 11
6	Drinking water hygiene	1, 4, 8, 11
66	Circulation pumps	4, 8
18	Pre-wall installation	1, 6, 11
37	Tubs and shower enclosures	1 to 12
46	Heat pumps	1, 2, 4, 5, 7, 8, 9, 11
28	Water treatment, water treatment	8, 12
59	Toilets and urinals	1 to 12
8	Tools + machines	5, 7, 11

Special: Flat roofs (German edition)

Commercial roofs use for self-consumption of electricity and energy efficiency

With photovoltaics, sector coupling and structural measures to reduce energy consumption, companies are making themselves strong for international competition. Flat and slightly inclined roofs generate clean and cost-effective electricity. They play an essential role in the extraction of rainwater and the use of daylight. The active use of commercial roofs reduces operating costs, secures jobs and innovations.

Target groups:	Commercial/trade companies, specialist planners and energy consultants, municipalities
Circulation:	25,000 copies
Distribution print:	Supplement to all subscribers of our magazines in the trade, professional planning and energy consulting
Distribution e-paper:	Additional distribution of the PDF for free download
Publishing date:	November 3, 2025
Closing date:	October 1, 2025

Prices for advertisements/advertorials*:

1/1 page*	4,450 €
1/2 page*	2,300 €
1/3 page	1,650 €
1/4 page	1,300 €
1/8 page	650 €

* Advertorials only 1/1 page or 1/2 page,
Deadline advertorials by September 24, 2025

Range of topics:

- › Mounting systems for solar generators (on- and in-roof systems)
- › Suitable solar modules (glass-foil, glass-glass)
- › Self-consumption through energy storage and e-mobility
- › Electrical refrigeration, air conditioning and heating technology
- › Correctly executed metal attic covers and other roof edge profile
- › Safety systems for installation and maintenance on the roof
- › Drainage systems for flat and slightly inclined roofs
- › Roof connection for low load-bearing reserves
- › Installation and shading of skylights
- › Professional thermal insulation
- › Roof greening, also in combination with photovoltaics



SBZ Wall Calendar 2026

Your advertising and your events in view all year round

Your advertising options

Premium 3,500 €

Large Advertising Area (Top)
Format: 225 mm wide x 85 mm high

Standard 3,000 €

Small Advertising Area (Bottom)
Format: 220 mm wide x 60 mm high

Small Logo (Bottom): 2,000 €

Format: 120 mm wide x 60 mm high

All prices are subject to tax.

225 x 85 mm

2026

SBZ

www.sbz-online.de www.sbz-monteur.de DAS SHK-MAGAZIN Gentner

225 x 85 mm

JANUAR		FEBRUAR		MÄRZ		APRIL		MAI		JUNI		JULI		AUGUST		SEPTEMBER		OKTOBER		NOVEMBER		DEZEMBER		JANUAR '26	
1 Mi	1 Sa	1 Sa	1 Sa	1 Di	1 Di	1 Do	1 Do	1 So	1 So	1 Di	1 Di	1 Fr	1 Fr	1 Mo	1 Mo	1 Mi	1 Mi	1 Sa	1 Sa	1 Mo	1 Mo	1 Do	1 Do	1 So	1 So
2 Do	2 So	2 So	2 Mi	2 Fr	2 Fr	2 Mo	2 Mo	2 Mi	2 Mi	2 Sa	2 Sa	2 Di	2 Di	2 Do	2 Do	2 So	2 So	2 Mi	2 Mi	2 Fr	2 Fr	2 Mo	2 Mo	2 Mi	2 Mi
3 Fr	3 Mo	3 Mo	3 Do	3 So	3 So	3 Di	3 Di	3 Fr	3 Fr	3 Mo	3 Mo	3 Mi	3 Mi	3 Sa	3 Sa	3 Di	3 Di	3 Do	3 Do	3 So	3 So	3 Mi	3 Mi	3 Fr	3 Fr
4 Sa	4 Di	4 Di	4 Fr	4 So	4 So	4 Mo	4 Mo	4 Mi	4 Mi	4 Sa	4 Sa	4 Di	4 Di	4 Do	4 Do	4 So	4 So	4 Mi	4 Mi	4 Fr	4 Fr	4 Mo	4 Mo	4 Mi	4 Mi
5 So	5 Mi	5 Mi	5 Sa	5 Mo	5 Mo	5 Do	5 Do	5 Fr	5 Fr	5 Mo	5 Mo	5 Mi	5 Mi	5 Sa	5 Sa	5 Di	5 Di	5 Do	5 Do	5 So	5 So	5 Mi	5 Mi	5 Fr	5 Fr
6 Mo	6 Do	6 Do	6 So	6 Di	6 Di	6 Fr	6 Fr	6 Mo	6 Mo	6 Mi	6 Mi	6 Sa	6 Sa	6 Di	6 Di	6 Do	6 Do	6 So	6 So	6 Mi	6 Mi	6 Fr	6 Fr	6 Mo	6 Mo
7 Di	7 Fr	7 Fr	7 Mo	7 Mi	7 Mi	7 Sa	7 Sa	7 Mo	7 Mo	7 Mi	7 Mi	7 Sa	7 Sa	7 Do	7 Do	7 So	7 So	7 Mi	7 Mi	7 Fr	7 Fr	7 Mo	7 Mo	7 Mi	7 Mi
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9 Do	9 So	9 So	9 Mi	9 Fr	9 Fr	9 Mo	9 Mo	9 Mi	9 Mi	9 Sa	9 Sa	9 Di	9 Di	9 Do	9 Do	9 So	9 So	9 Mi	9 Mi	9 Fr	9 Fr	9 Mo	9 Mo	9 Mi	9 Mi
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11 Sa	11 Di	11 Di	11 Fr	11 So	11 So	11 Mo	11 Mo	11 Mi	11 Mi	11 Sa	11 Sa	11 Di	11 Di	11 Do	11 Do	11 So	11 So	11 Mi	11 Mi	11 Fr	11 Fr	11 Mo	11 Mo	11 Mi	11 Mi
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13 Mo	13 Do	13 Do	13 So	13 Di	13 Di	13 Fr	13 Fr	13 Mo	13 Mo	13 Mi	13 Mi	13 Sa	13 Sa	13 Di	13 Di	13 Do	13 Do	13 So	13 So	13 Mi	13 Mi	13 Fr	13 Fr	13 Mo	13 Mo
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16 Do	16 So	16 So	16 Mi	16 Fr	16 Fr	16 Mo	16 Mo	16 Mi	16 Mi	16 Sa	16 Sa	16 Di	16 Di	16 Do	16 Do	16 So	16 So	16 Mi	16 Mi	16 Fr	16 Fr	16 Mo	16 Mo	16 Mi	16 Mi
17 Fr	17 Mo	17 Mo	17 Do	17 So	17 So	17 Di	17 Di	17 Fr	17 Fr	17 Mo	17 Mo	17 Mi	17 Mi	17 Sa	17 Sa	17 Di	17 Di	17 Do	17 Do	17 So	17 So	17 Mi	17 Mi	17 Fr	17 Fr
18 Sa	18 Di	18 Di	18 Fr	18 So	18 So	18 Mo	18 Mo	18 Mi	18 Mi	18 Sa	18 Sa	18 Di	18 Di	18 Do	18 Do	18 So	18 So	18 Mi	18 Mi	18 Fr	18 Fr	18 Mo	18 Mo	18 Mi	18 Mi
19 So	19 Mi	19 Mi	19 Sa	19 Mo	19 Mo	19 Do	19 Do	19 Fr	19 Fr	19 Mo	19 Mo	19 Mi	19 Mi	19 Sa	19 Sa	19 Di	19 Di	19 Do	19 Do	19 So	19 So	19 Mi	19 Mi	19 Fr	19 Fr
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21 Di	21 Fr	21 Fr	21 Mo	21 Mi	21 Mi	21 Sa	21 Sa	21 Mo	21 Mo	21 Mi	21 Mi	21 Sa	21 Sa	21 Do	21 Do	21 So	21 So	21 Mi	21 Mi	21 Fr	21 Fr	21 Mo	21 Mo	21 Mi	21 Mi
22 Mi	22 Sa	22 Sa	22 Di	22 Do	22 Do	22 Fr	22 Fr	22 Mo	22 Mo	22 Mi	22 Mi	22 Sa	22 Sa	22 Di	22 Di	22 Do	22 Do	22 So	22 So	22 Mi	22 Mi	22 Fr	22 Fr	22 Mo	22 Mo
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24 Fr	24 Mo	24 Mo	24 Do	24 So	24 So	24 Di	24 Di	24 Fr	24 Fr	24 Mo	24 Mo	24 Mi	24 Mi	24 Sa	24 Sa	24 Di	24 Di	24 Do	24 Do	24 So	24 So	24 Mi	24 Mi	24 Fr	24 Fr
25 Sa	25 Di	25 Di	25 Fr	25 So	25 So	25 Mo	25 Mo	25 Mi	25 Mi	25 Sa	25 Sa	25 Di	25 Di	25 Do	25 Do	25 So	25 So	25 Mi	25 Mi	25 Fr	25 Fr	25 Mo	25 Mo	25 Mi	25 Mi
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29 Mi	29 Sa	29 Sa	29 Di	29 Do	29 Do	29 Fr	29 Fr	29 Mo	29 Mo	29 Mi	29 Mi	29 Sa	29 Sa	29 Di	29 Di	29 Do	29 Do	29 So	29 So	29 Mi	29 Mi	29 Fr	29 Fr	29 Mo	29 Mo
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31 Fr	31 Mo	31 Mo	31 Do	31 So	31 So	31 Di	31 Di	31 Fr	31 Fr	31 Mo	31 Mo	31 Mi	31 Mi	31 Sa	31 Sa	31 Di	31 Di	31 Do	31 Do	31 So	31 So	31 Mi	31 Mi	31 Fr	31 Fr

220 x 60 mm

120 x 60 mm

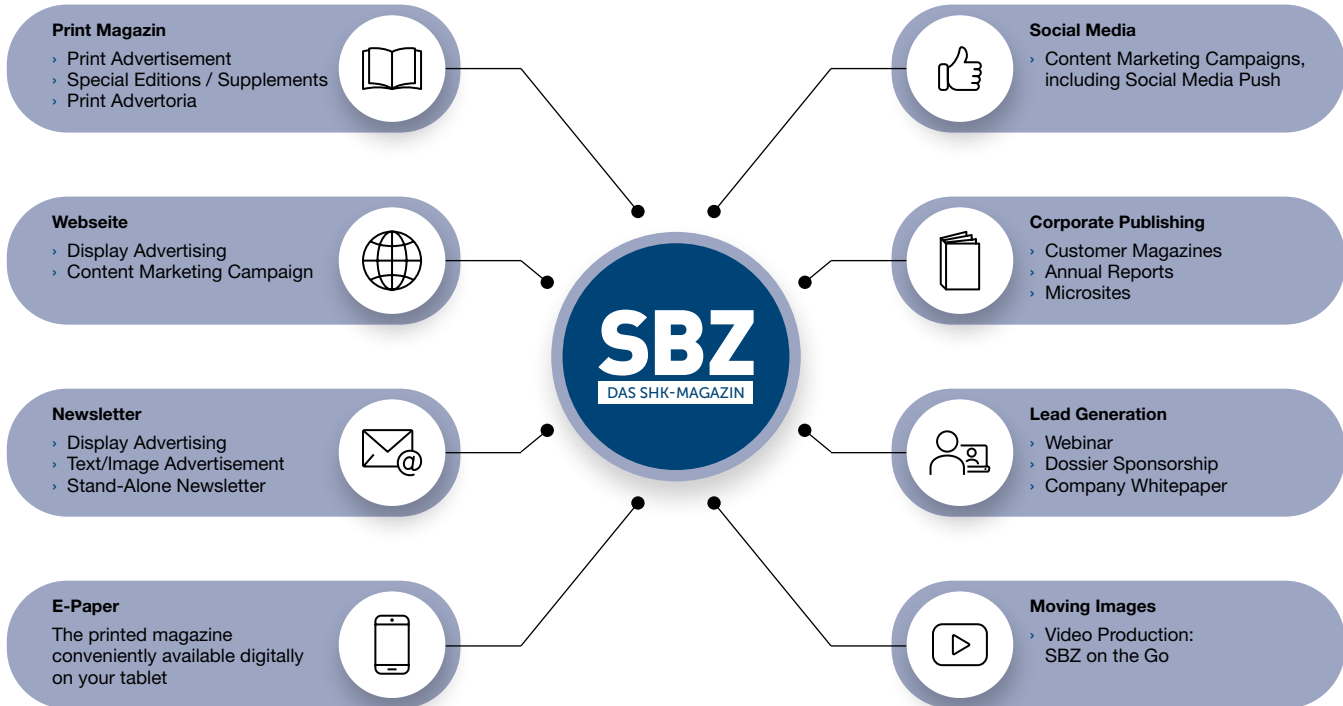
120 x 60 mm

120 x 60 mm

120 x 60 mm

120 x 60 mm

Deadline: October 1, 2025
Print Run: 25,000 copies
Distribution: Sent with the SBZ issue 11/2025 (November 21, 2025)
Wall Calendar: Dimensions 1,000 mm wide x 700 mm high



1 Web address: (URL): www.sbz-online.de

2 Short description: Specialist portal for the SHK industry

Contents: Archive functionality for content from print, extensive research options in the subscriber area. Current news, products, books & media, downloads, master school overview, trade fairs & conferences, HVAC industry questions, useful links, etc.

3 Target group:

Decision makers in the SHK industry (sanitary, heating, ventilation and Air conditioning technology) in craft and wholesale businesses, associations, in industry and sales representatives

4 Publisher:

Alfons W. Gentner Verlag GmbH & Co. KG
Forststraße 131, 70193 Stuttgart, Post Box 10 17 42, 70015 Stuttgart
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Website: www.gentner.de

Editorial Contact:

Dennis Jäger, Editor-in-Chief
Phone +49 (0) 711 6 36 72-844, Jaeger@sbz-online.de

Online Advertising Contact:

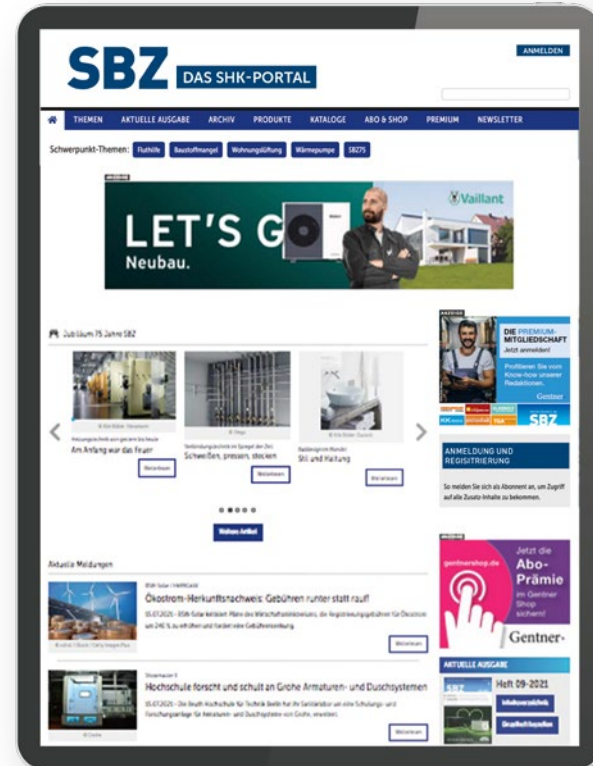
Carsten Schübeler, Advertising Director
Phone +49 (0) 711 6 36 72-837, schuebeler@gentner.de
Ad-Management, Phone: +49 (0) 711 636 72 -501, -504, -810
Email: datenanlieferung@gentner.de

5 Access control:

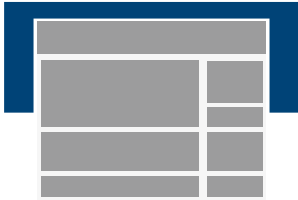


6 Usage data:

Total Page Impressions per month: 205,292
Total Visits per month: 109,342
Source: IVW Online Usage Data, June 2024



Fireplace-Ad



Top of screen, left and right next to the content; cross-page advertising format.

Format: 1,240 × 90 px + 160 × 600 px (2x), JPG, GIF, or Redirect (iframe), max. 100 KB per ad unit

CMP: 178 € Targeting: 195 €

Halfpage Ad



Next to the content, appears on all pages. Sticky: remains visible while scrolling.

Format: 300 × 600 px, JPG, GIF, or Redirect, max. 100 KB.

CMP: 148 € Targeting: 163 €

Sticky Halfpage Ad

CMP: 200 € Targeting: 220 €

Superbanner

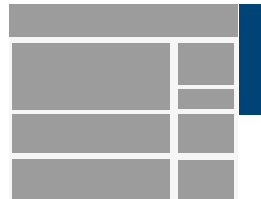


Upper screen edge, appears on all pages, including the homepage.

Format: 728 × 90 px, JPG, GIF, or Redirect, max. 100 KB

CMP: 93 € Targeting: 102 €

Wide Skyscraper



Next to the content, appears on all pages. Sticky: remains visible while scrolling.

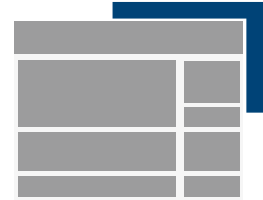
Format: 160 × 600 px, JPG, GIF, or Redirect, max. 100 KB.

CMP: 93 € Targeting: 102 €

Sticky Skyscraper

CMP: 124 € Targeting: 136 €

Wallpaper

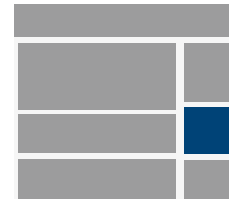


Upper screen edge and right next to the content; cross-page advertising format.

Format: 728 × 90 px + 160 × 600 px, JPG, GIF, or Redirect (iframe), max. 100 KB per advertising medium.

CMP: 147 € Targeting: 161 €

Medium Rectangle



In the right content column, appears on all pages, including the homepage.

Format: 300 × 250 px, JPG, GIF, or Redirect, max. 100 KB.

CMP: 117 € Targeting: 129 €

Billboard

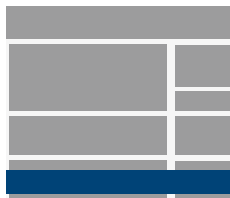


Below the horizontal navigation bar.
Appears on all pages, including the homepage.

Format: 300 × 250 px,
JPG, GIF, or Redirect, max. 100 KB

CMP: 147 € Targeting: 161 €

Sticky Footer

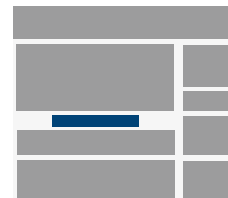


In the lower page area, spanning the entire width of the content, appears on all pages, and remains visible at the bottom of the screen.

Format: 770 × 125 px,
JPG, GIF, or Redirect, max. 100 KB

CMP: 124 € Targeting: 136 €

Fullbanner



Between the articles, appears on all pages.

Format: 468 × 60 px,
JPG, GIF, or Redirect, max. 100 KB

CMP: 76 € Targeting: 83 €

Mobile Content Ads: Your advertising presence on mobile devices.



Mobile Content Ad 2:1

The Mobile Content Ad 2:1 is defined as a standard advertising medium. The banner links to your landing page.

Format:
300 × 150 px, JPG, GIF, max. 100 KB

**CMP: 107 €
Targeting: 118 €**

Mobile Medium Rectangle

The Mobile Medium Rectangle is a proven format that is placed in the content area and provides high mobile visibility.

Format:
300 × 250 px, JPG, GIF, max. 100 KB

**CMP: 117 €
Targeting: 129 €**

1 Discounts for Display Advertising, including Mobile:

50,000 Ad Impressions 5 %
75,000 Ad Impressions 10 %
100,000 Ad Impressions 15 %

2 Payment Terms:

See page 9

3 Data Delivery:

Five working days before the start date via email to: datenanlieferung@gentner.de

4 Special Advertising Formats:

Available upon request.

SBZ Newsletter

The SBZ newsletter is responsive and adapts its layout to the respective device. This ensures that your advertising is displayed optimally on all screen sizes and formats.

Banner



Format: 560 × 72 px.,
jpg, gif or animated gif,
max. 200 KB
URL

Head placement

Price: 1,350 €

Between two articles

Price: 695 €

Text image ad standard



Display: 270 × max. 180 px.

Format to be supplied:
Width (fixed) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

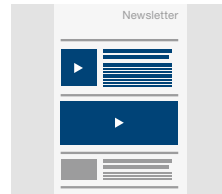
Price for position 1: 980 €
Price for position 2: 895 €

Text image ad XL

Display: 560 × max. 373 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Headline: max. 120 characters
Teaser: max. 500 characters
URL

Price for position 1: 1,300 €
Price for position 2: 1,185 €

Video post standard



Display: 270 × max. 180 px.

Format to be supplied:
Width (fixed) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

Price for position 1: 980 €
Price for position 2: 895 €

Videopost XL

Display: 560 × max. 373 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Optional: Headline with
max. 120 characters
Teaser: max. 350 characters
URL

Price for position 1: 1,300 €
Price for position 2: 1,185 €

- › **Subscribers:** 7,881
- › **Open rate (total)** 73.00 %
- › **Open rate (unique)** 36.00 %

Source: Publisher evaluation, shipping file July 2024

Publication Frequency	Delivery of Data
Newsletter: every 14 days on Thursday. Monothematic newsletter: monthly on Tuesday.	5 working days before the shipping date to datenanlieferung@gentner.de

Monothematic newsletter dates 2025	
ET	ET
28.01. Heating technology	22.07. Heating technology
25.02. Bathroom design	19.08. Bathroom design
25.03. Software	23.09. Software
22.04. Ventilation/air conditioning	21.10. Ventilation/air conditioning
27.05. Drainage	18.11. Drainage
24.06. Drinking water installation/hygiene	16.12. Drinking water installation/hygiene

Discounts			
Ads within 12 months (calendar year)			
3 newsletter	5 %	9 newsletter	15 %
6 newsletter	10 %	12 newsletter	20 %

Place your message individually and flexibly – you decide „what“, „how much“ and „when“ is sent!

Are you looking for a platform to get your message across individually and flexibly in terms of timing? Our „**Stand-Alone-Newsletter**“ with the look & feel of the editorial newsletter (but without editorial content) brings only your advertising messages and images directly and exclusively to our newsletter subscribers. Due to the exclusivity of your advertising presence, your message reaches the attention is otherwise difficult to achieve.


Technical possibilities

You can set up and design your „**Stand-Alone-Newsletter**“ in a variety of ways. To do this, simply send us your text and image files as well as desired links according to the specifications below.


Individual design options „Stand-Alone-Newsletter“

All elements can be placed as often as required and in the desired positions.

- ① **Lead image**
560 pixels wide; height variable. The image spans the entire width of the newsletter.
 - ② **Headline „Stand-Alone-Newsletter“**
across the entire width, max. 45 characters
 - ③ **Teaser-Text**
max. 350 characters incl. blank characters
 - ④ **Fullbanner**
560 pixels wide; height variable;
banner is aligned on the left
 - ⑤ **Pure text field extends across the entire width of the newsletter**
Formatting options:
– Bold/italic and underlined text passage
– Bullet points
– Linking of whole sentences or single words possible
 - ⑥ **Image + text field, proportionate**
Image: 560 pixels wide, height variable, landscape format, max. 200 KB, JPG
Headline: 35 characters, text: 350 characters;
Image linking possible.
 - ⑦ **Image + text field, 1/3 to 2/3 ratio**
Image: 560 pixels wide, height variable, landscape format, max. 200 KB, JPG
Headline: 35 characters, text 350 characters;
Image linking possible.
- Recipients: 7,881** (as of July 2024)
Price: 4,100.– €, plus tax
Data delivery: at least 12 working days before the shipping date


DER SHK-NEWSLETTER

werblicher Newsletter 23.09.2024




①

Headline „Stand-Alone-Newsletter“

②

Teasertext – Ique exero de ex et voluptat persperum nest, omnos ad modis delit esto dolore, tenistia nectus eaque volum quam et verum ipsum magnam quos ad quam reculla borent, eum estis sunt que excepta tquationesd quate si ullorum quatiis es aliqui ni blabo. Parum sit quasi restis eatur? Accatis maiorestis cus nullo min exerum nullanum ut is eicietur, sequatis aborporem. Equam rehent vidunt quides dolestum, sam sim dolore officabo (max. 350 Zeichen).

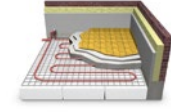
③



④

Reines Textfeld
Platzhaltertext – de ex et voluptat persperum nest, Verlinkung ganzer Sätze oder einzelner Wörter, tenistia nectus excopta tad quate si ullorum quatiis es aliqui ni blabo. *Kursive Textpassagen.*
• Aufzählungspunkt 1 tilla borent, eum
• Aufzählungspunkt 2 quate si ullorum


⑤



⑥

Bild + Textfeld verhältnismäßig
Platzhaltertext – ex et voluptat persperum nest, omnos ad modis delit esto dolore, tenistia nectus eaque volum quam et verum ipsum magnam:
• Aufzählungspunkt 1 tilla borent, eum
• Aufzählungspunkt 2 quate si ullorum
Iqui ni blabo. Parum sit quasi rhestis eatur? Accatis maiorestis cus nullo min exerum nullanum ut is eicietur, sequatis um aborporem. Equam rehent vidunt quides (350 Zeichen) mahr...

⑦



⑦

Bild + Textfeld, Verhältnis 1/3 zu 2/3
Platzhaltertext – ex et voluptat persperum nest, omnos ad modis delit esto dolore, tenistia nectus eaque volum quam et verum ipsum magnam quos ad quam recuestilla borent, eum estis sunt que excepta tquationesd quate si ullorum quatiis es aliqui ni blabo. *Kursive Textpassagen.* Accatis maiorestis cus nullo min exerum nullanum ut is eicietur, sequatis um aborporem. Equam rehent vidunt quides d quate (350 Zeichen) mahr...

Content marketing campaign

Online advertorial incl. social media push

Position yourself as an expert in your industry and convince your target group with your message.

With the content marketing campaign, we combine the impact of editorial content with a targeted advertising approach. The campaign is based on an online advertorial on www.sbz-online.de, which resembles an editorial article.

This increases awareness and credibility among the target group. We use social media ads to increase the reach and visibility of the online advertorial. These allow us to achieve an extended targeting, ensuring that your message is delivered to the right decision-makers. You benefit from a lasting impact and maximised performance.

The good thing is that the online advertorial remains on the website even after the campaign has ended and can still be found by search engines.

The structure of the online advertorial is flexible: in addition to informative text and images, videos or image galleries can also be integrated.

Service:

- » We discuss the objectives and target group of the campaign with you
- » create the online advertorial with your content on www.sbz-online.de (marked with advertisement)
- » create measures via relevant social media channels
- » take over monitoring and optimisation
- » prepare a report on the online advertorial at the end of the runtime
- » The content marketing campaign runs for 4 weeks

Price: 2,700 EUR per website



SBZ ON THE GO 2025 = Present Innovations – Reach Target Audiences!

On-site Video Shoot Including Distribution to the Target Audience

We skillfully showcase your product innovations at your location. To do this, we will visit you with an editor, an experienced director, and a cameraman trained in advertising films and TV productions. Professional filming and lighting equipment ensure a polished look. We assist you with both content and technical preparation. The goal is to create videos that are technically sophisticated, editorially sound, and visually appealing. With a comprehensive service package, we also deliver these product videos to your target audience.

The package includes:

- › 1 video, approx. 6 minutes, including usage rights (Content: Product presentation by a representative from your company, filming date at your location)
- › Advertorial (1 full page)

We create reach for your video:

- › On www.sbz-online.de in the Videos section
- › As a news article on the homepage
- › Video post in the SBZ newsletter (at least twice)
- › On our Facebook channel SBZ „unplugged“ (at least twice)
- › Links to the video in articles about your company in relevant posts
- › Concluding article in the 4th quarter in a printed SBZ issue featuring a brief introduction of the products from the videos with manufacturer mentions. This will also appear on the website, be teased in the newsletter, and shared on our Facebook channel SBZ „unplugged.“

Price: € 13,500 plus tax.

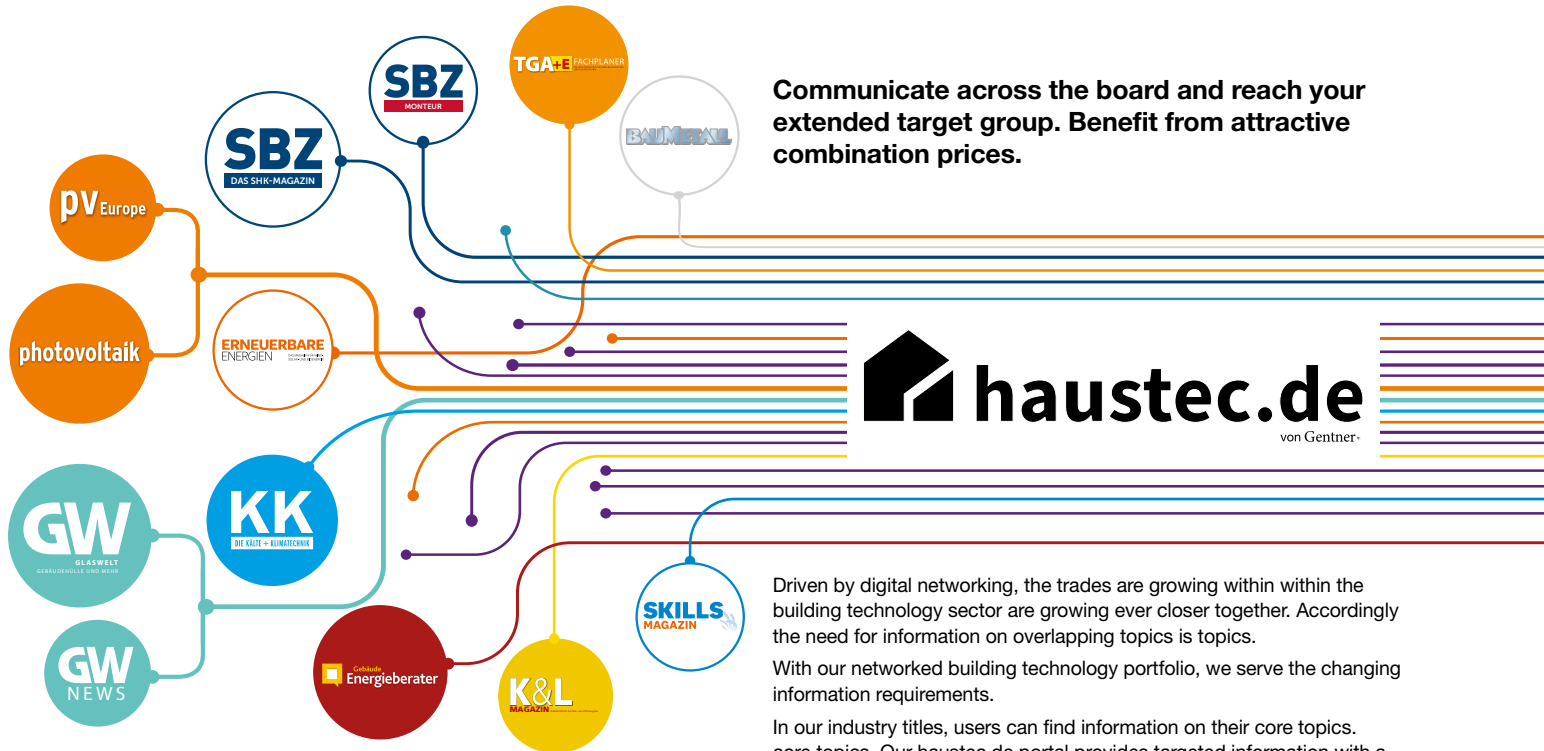
*Do you already have a video?
Use our reach to promote your video.
Just get in touch with us!*



Demonstrate your in-depth expertise and strengthen your brand: Our webinars as your stage!

Increase your visibility and reach with our webinar offerings. Directly reach your target audience, present yourself as an expert, and generate valuable leads. We provide you with the perfect platform to showcase your specialized knowledge and effectively position your brand. Book your webinar package now!

Webinar Premium	Webinar Sponsoring
<p>We organize your webinar. You demonstrate your expertise and showcase your own brand.</p>	<p>You will partner with our editorial webinars and showcase your company in the relevant topic area.</p>
<p>Services:</p> <ul style="list-style-type: none"> › Consultation on topic selection and the structure of the webinar. › Your expert speakers will present the content of the webinar. › Participant generation through relevant channels (print advertisements, newsletter ads, and stand-alone newsletters to promote the webinar). › Your logo and topic will be featured on the landing page for webinar registration. › You will receive all GDPR-compliant leads from webinar participants for one-time use. › Participant management, support with organization, technical briefing, and implementation by our webinar team. › Moderation and Q&A session by our editorial team. › You will receive a detailed report as well as the questions from the webinar. 	<p>Services:</p> <ul style="list-style-type: none"> › You will receive your own 10–15 minute speaking slot in the webinar. › Participant generation through relevant channels (print advertisement, newsletter ads, and stand-alone newsletters to promote the webinar). › Your logo and topic will be featured on the landing page for webinar registration. › You will receive all GDPR-compliant leads from webinar participants for one-time use. › Participant management, support with organization, technical briefing, and implementation by our webinar team. › Selected expert speakers will present the content of the webinar, with moderation provided by our webinar team. › You will receive a detailed report as well as the questions from the webinar.
<p style="text-align: center;">8,500.– €</p>	<p style="text-align: center;">2,750.– €</p>



Communicate across the board and reach your extended target group. Benefit from attractive combination prices.

Driven by digital networking, the trades are growing within within the building technology sector are growing ever closer together. Accordingly the need for information on overlapping topics is topics.

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send me an e-mail at detzel@gentner.de.



Jörg Detzel
Head of marketing Alfons W. Gentner Verlag



Image: Getty Images

Media kit 2025



BAUMETALL

Trade magazin for
tinsmith technology

baumetall.de



ERNEUERBARE ENERGIEN

The magazine for the
energy transition

erneuerbareenergien.de



Gebäude- Energieberater

The magazine for
energy experts who
provide decisive advice

geb-info.de



GLASWELT

Facade, windows, glass
and sun protection

glaswelt.de
gw-news.eu (English)



haustec.de

The largest editorial portal
about building services
engineering

haustec.de



KK DIE KÄLTE + Klimatechnik

Trade journal Refrigeration,
air conditioning and
ventilation technology

diekaelte.de



K&L Magazin

Trade journal for the tiled
stove and air heating
construction

kl-magazin.de



photovoltaik

Solar technology for
installers, planners and
architects

photovoltaik.eu
pveurope.eu (English)



SBZ Das SHK-Magazin

Sanitary-, Heating-,
air conditioning and
ventilation technology

sbz-online.de
sbz-monteur.de



SKILLS Magazin

Trade magazine for the
Competence develop-
ment in professional life

skills-magazin.de



TGA+E-Fachplaner

Magazine for technical
building services and
electrical engineering

tga-fachplaner.de

Gentner

Editorial



Editor-in-chief

Dennis Jäger

Phone +49 (0) 711 6 36 72-844
jaeger@sbz-online.de



Editor

Beate Geßler

Phone +49 (0) 711 6 36 72-863
beate.gessler@sbz-online.de



Editor

Katrin Drogatz-Krämer

Phone: +49 (0) 711 6 36 72-867
drogatz-kraemer@sbz-online.de

Heating Transition Editorial Office



Executive editor

Tim Geßler

Phone +49 (0) 711 6 36 72-851
gessler@gentner.de

Order processing



Order Management

Carmen Welte

Phone +49 (0) 711 6 36 72-828
welte@gentner.de



Ad-Management

Katharina Nitzsche

Phone +49 (0) 711 6 36 72-501
nitzsche@gentner.de



Ad-Management

Jennifer Assmus

Phone +49 (0) 711 6 36 72-810
assmus@gentner.de



Ad-Management

Bettina Springmann

Phone +49 (0) 711 6 36 72-504
springmann@gentner.de

Media, event- & content-solutions



Head of Media, event- & content-solutions

Maximilian Paulus

Phone +49 (0) 711 6 36 72-821
paulus@gentner.de



Events

Lea Alonso Schwarz

Phone +49 (0) 711 6 36 72-857
alonsoschwarz@gentner.de



Events & Webinars

Antje Bussinger

Phone +49 (0) 711 6 36 72-870
bussinger@gentner.de



Media

Sarah Schliedermann

Phone +49 (0) 711 6 36 72-509
schliedermann@gentner.de

Sales



Advertising Manager
Carsten Schübeler
 Phone +49 (0) 711 6 36 72-837
 schuebeler@gentner.de

Hesse, Rhineland-Palatinate, Saarland, North Rhine-Westphalia (south and west)



Medienquartier
Martin Fettig
 Gretelweg 1a, 76199 Karlsruhe
 Phone +49 (0) 721 14 50 80-44
 martin.fettig@gentner.de



Medienquartier
Dina Fettig
 Phone +49 (0) 721 14 50 80-42
 dina.fettig@gentner.de



Medienquartier
Lutz Roloff
 Phone +49 (0) 7 11 25 60 015
 rolloff@gentner.de



Medienquartier
Peter Hüller
 Phone +49 (0) 7151 92 220
 hueller@gentner.de



North Rhine-Westphalia (North and East)



Gentner Verlag
Birgit Merz
 Breslauer Str. 3, 42781 Haan
 Phone +49 (0) 7 11 6 36 72-815
 merz@gentner.de

Bavaria, Austria



Verlagsbüro Felchner
Andrea Dyck
 Alte Steige 26, 87600 Kaufbeuren
 Phone +49 (0) 8341 96 617-84
 dyck@gentner.de

Berlin, Brandenburg, Mecklenburg-Vorpommern, Saxony-Anhalt, Thuringia, Saxony, Hamburg, Bremen, Schleswig-Holstein, Niedersachsen



G+S Medienservice oHG
Bettina Gebhard
 Mühlenkamp 21a,
 22303 Hamburg
 Phone +49 (0) 40 280 580-84
 gebhard@gentner.de

Baden-Württemberg, Switzerland



MedienService Michael Fuhrmann
 Waiblinger Straße 6, 71404 Korb
Michael Fuhrmann
 Phone +49 (0) 7151 20 55 4-20
 fuhrmann@gentner.de



MedienService Michael Fuhrmann
Babette Nagel
 Phone +49 (0) 7151 20 55 4-23
 babette.nagel@gentner.de



MedienService Michael Fuhrmann
Kerstin Schmid
 Phone +49 (0) 7151 20 55 4-21
 schmid@gentner.de



MedienService Michael Fuhrmann
Alena Messer-Aboulatif
 Phone +49 (0) 7151 20 55 4-22
 messer-aboulatif@gentner.de