

**THE PRACTICAL GUIDE
FOR TRAINING AND FURTHER EDUCATION**

SBZ

MONTEUR

Media kit
print + digital
2025

Photo: Adobe Stock

Gentner 

www.sbz-monteur.de

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Order management

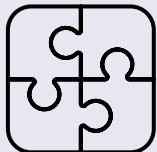
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Phone +49 (0) 711 6 36 72-411
service@sbz-online.de

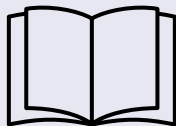
Editorial

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E-Mail: held@sbz-monteur.de



Topics

Always up-to-date, practice-oriented and well-founded technical articles on the topics of plumbing, heating and air conditioning



3,982

Copies Print run,
2,515 Subscribers¹



Target group

Trainees and Journeyman
in the SHK industry



53,295

Visits per month on
www.sbz-monteur.de²



Reader structure

Our readers are the future purchasing
decision makers in the SHK industry.



5,485

Facebook subscribers on
SBZ-Monteur³

¹ Circulation analysis 01.07.2023–30.06.2024

² IVW online usage data June 2024

³ Publisher's statement, Facebook followers August 2024

1 Title: **SBZ Monteur**

2 Brief Characteristics:

The **SBZ-Monteur** is the forum for the specialists and decision-makers of tomorrow. In easy-to-understand articles, the magazine for young professionals provides expert knowledge on all aspects of production, areas of application, assembly and maintenance of products and processes.

The **SBZ-Monteur** enables the reader to learn the skills taught at vocational school and in-company training and keep up with the latest technology.

3 Target group:

Trainees and Journeyman in the SHK industry

4 Frequency: monthly

5 Booklet format: DIN A4

6 Volume 39th year 2025

7 subscription price: Annual subscription domestic 96.90 €
(2024, without postage) Annual subscription foreign countries 96.90 €
Single copy price 13.90 €

8 Organ:

**9 Membership/
Participation** IVW

10 Publisher: Alfons W. Gentner Verlag GmbH & Co.KG
Postfach 10 17 42, 70015 Stuttgart
Forststraße 131, 70193 Stuttgart
Phone +49 (0) 711 6 36 72-0
www.gentner.de

11 Publisher: Robert Reich

12 Advertisements: Carsten Schübeler, Ad sales manager
Phone +49 (0) 711 6 36 72-837
schuebeler@gentner.de

13 Editorial office: Elmar Held

14 Scope analysis: 2023 – 12 issues

| | | |
|----------------------|-----------|----------|
| Overall scope: | 624 Pages | 100.00 % |
| Editorial scope: | 519 Pages | 83.17 % |
| Advertising section: | 105 Pages | 16.83 % |

of which:

| | | |
|---------------------------|----------|---------|
| Occasional advertisements | 0 Pages | 0.00 % |
| Own advertisements | 74 Pages | 70.48 % |
| Supplements | 0 pieces | |

Source: Publisher's Information

**15 Content analysis of
the editorial section** not surveyed

1 Circulation control:



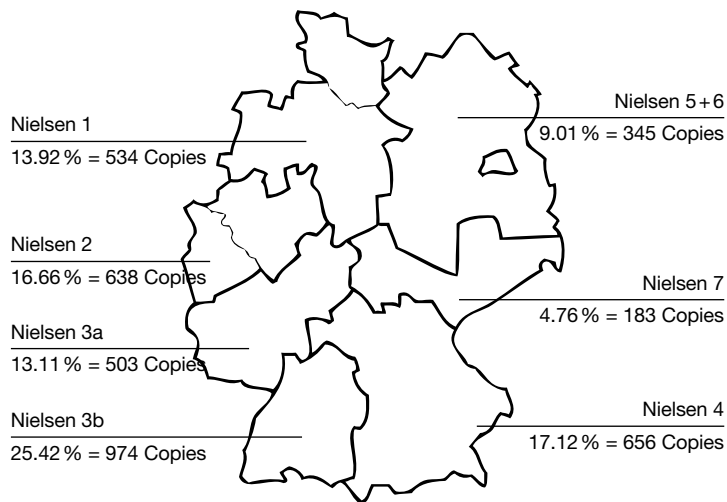
2 Circulation analysis: Copies per issue in the Annual average 01.07.2023–30.06.2024

| | | | |
|----------------------------------|-------|--|-------|
| Print run: | 3,982 | | |
| Actual circulation (TvA): | 3,865 | thereof abroad | 32 |
| | | Subscribed copies: | 2,515 |
| | | of which members' copies: | 699 |
| | | Other sales: | 651 |
| Sold edition: | 2,515 | Single sale: | 0 |
| Free copies: | 1,350 | Remaining, archive and specimen copies | 117 |

3 Geographical distribution analysis:

| | % | Copies |
|---------------------------------|---------------|--------------|
| Federal Republic of Germany | 99.17 | 3,833 |
| Foreign countries | 0.83 | 32 |
| thereof Austria | 37.93 | 12 |
| thereof Switzerland | 27.58 | 9 |
| Actual circulation (TvA) | 100.00 | 3,865 |

3.1 Distribution according to Nielsen areas:



Brief summary of the survey method

Method: Recipient structure analysis through file evaluation – total survey

Basic population: tvA. Domestic 3,833 = 100 %, not included in the survey 32 ex. = 0.83 %

Sample: total survey

Target person of the investigation: The personal recipients in institutions recorded in the file

Period of the investigation: June 2024

Execution of the survey: Alfons W. Gentner Verlag GmbH & Co. KG, Stuttgart

1 Advertisement formats and prices: The applicable statutory VAT rate must be added to all prices.

| Format | Basic price (up to 4c) in € | | Type area formats Width × height in mm | Bleed formats* Width × height in mm |
|--------------------|--------------------------------|--|---|--|
| 1/1 Page | 1,660.– | | 187 × 265 | 210 × 297 |
| 1/2 Page | 1,150.– | | height 91 × 265 width 187 × 130 | height 103 × 297 width 210 × 144 |
| 1/3 Page | 970.– | | height 59 × 265 width 187 × 85 | height 71 × 297 width 210 × 99 |
| 1/4 Page | 890.– | | 1 col. 43 × 265 2 col. 91 × 130 4 col. 187 × 63 | 55 × 297 103 × 144 210 × 77 |
| Cover Page package | 2,830.– | Image without text on the cover page 4c + short explanation of the image in the contents (max. 200 characters) + Advertisement 2. Cover Page, 4c | Cover: 188 × 172 | 2nd Cover Page: 210 × 297 |
| 4. Cover Page | 1,800.– | | 187 × 265 | 210 × 297 |

* Format in bleed plus 3 mm bleed on all sides

In principle, advertisements can be cancelled up to the advertising deadline.

Cancellation must be made in writing. Special forms of advertising such as title pages and cover pages cannot be cancelled



Surcharges:

| | | |
|---------------|---------------------------|------------|
| Color: | Special color, each color | 1,440.00 € |
| Bleed: | | none |

Discounts: Ads within 12 months (insertion year)

| Frequency | | Quantity | |
|-----------|------|----------|------|
| 3 ads | 5 % | 2 Pages | 5 % |
| 6 ads | 10 % | 4 Pages | 10 % |
| 8 ads | 15 % | 6 Pages | 15 % |
| 12 ads | 20 % | 12 Pages | 20 % |

Prices for occasional-/Job advertisements

| | | |
|------------------------------------|-------------------------------------|--------|
| Base price for mm-advertisement | single-column line per mm height | 2.06 € |
| Vacancies: | single-column line per mm height | 1.73 € |
| Job applications: | single-column line per mm height | 1.45 € |

Publication is by direct debit only.

Zahlungsbedingungen:

2% discount on payment within 8 days from date of invoice. No discount on classified ads, mail charges, classified box number charges, quotation mail charges. Net 30 days from date of invoice, advance payment reserved. Tax ID: 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

Please note our general standard terms and conditions: unter www.gentner.de/mediaservice/agnb-anzeigen



- 1 Magazin format:** 210 mm width × 297 mm height
Print space: 187 mm width × 265 mm height, 4 columns, each 43 mm wide
- 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:** Unseparated 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>

| Issue | 01 | 02 | 03 | 04 | 05 | 06 |
|------------------------------|---|---|---|--|---|---|
| Publication date: | 02.01.2025 | 04.02.2025 | 05.03.2025 | 01.04.2025 | 06.05.2025 | 03.06.2025 |
| Advertising deadline: | 29.11.2024 | 13.01.2025 | 11.02.2025 | 10.03.2025 | 09.04.2025 | 09.05.2025 |
| Main topic | › Prefabricated installation systems | › Renewable energies | › Implementation of the requirements of the Building Energy Act (GEG) | › Requirements for modern heating systems | › Solar systems | › Planning in the SHK sector |
| | Construction times have always been an important issue for the SHK industry. And due to decreasing numbers of employees in the companies, it is necessary to rethink the established installation techniques, at least in some cases. We present the possibilities offered by the sanitary industry. | How does the plant mechanic ensure progress in the energy transition and what role do renewable energies play in this? Is it possible to achieve the energy transition without sacrificing comfort? | What experiences has the SHK sector had with the implementation of the new GEG, which has been in force since January 2024? | If the heat is provided by the most modern heat generators, it still has to reach the living space. So how is the heat transferred to the room and ultimately how does it ensure comfortable temperatures there? | In the future, a growing proportion of energy will be harvested as solar energy. Recognize how the SHK industry is positioning itself to meet this challenge. | Good planning should be a basic prerequisite for excellent craftsmanship So how does the industry plan heating and sanitary installations? What tips are there for modern planning, for example for drinking water installations? |

Fairs and Events:

March

ISH, Frankfurt a. M.
17.03.–21.03.2025

ISH

| Issue | 07 | 08 | 09 | 10 | 11 | 12 |
|--|--|--|---|--|---|---|
| Publication date: Advertising deadline: | 01.07.2025 05.06.2025 | 05.08.2025 14.07.2025 | 02.09.2025 11.08.2025 | 01.10.2025 16.09.2025 | 04.11.2025 13.10.2025 | 02.12.2025 10.11.2025 |
| Main topic | › Domestic water heating with the heat pump | › Apps and co. for the company | › The effect of modern insulation | › Ventilation and air-conditioning technology | › Optimizing the operation of heating systems | › Surface heating and cooling |
| | The lower the flow temperature, the more efficiently the heat pump works. This also means that the domestic hot water is no longer brought anywhere near “boiling”, but is also only heated to a usable temperature level. This has an impact on legionella prevention, for example. | Apps support the operational processes of SHK companies. We present tried-and-tested software for mobile and stationary systems. | As a rule, pipes and ducts are insulated in the SHK world. What rules need to be observed? Read what tips the manufacturers of insulation materials can give with regard to processing. | A lot has happened in the field of ventilation and air conditioning technology in recent years. New requirements and new findings are being brought to the experts. Concepts relating to planning and implementation are becoming increasingly important in everyday SHK work. | With just a few measures, energy costs in buildings can be reduced by 10 to 15 %. This topic describes what the “operational optimization toolbox” contains and how it is used! | The warm summers of recent years are one of the reasons why customers want adjustable cooling. How can this be done efficiently and affordably? |

Schedule: (12 issues per year)

Information on new technologies, new technical regulations and standards in the SHK sector are the focus of every issue of SBZ-Monteur. The SBZ-Monteur provides information on the following main topics:

Sanitary technology:

The latest news from the fields of gas and drinking water installations and drainage technology. The areas of bathroom planning, sanitary objects, fittings and accessories as well as pipe size determination are also covered.

Heating technology: Innovations in heat generators are presented and various heating systems are discussed. The use of renewable energies is also a topic. Here too, the focus is on pipe width determination, heating load determination, pump selection, system balancing, measurement and control technology and much more.

Ventilation technology:

This covers topics such as controlled domestic ventilation or the ventilation of sanitary rooms.

Workflows:

We regularly look over the shoulders of the professionals as they plan and carry out installation processes. The reader learns step by step how, for example, a boiler is installed or a shower enclosure is measured.

Vocational training: We continuously present what is happening in the field of training and further education. New training concepts, initiatives and successes are the subject of our reporting.

Other:

Presentation of new technical literature, workwear, tools, machines and products.

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

2 Brief description:
www.sbz-monteur.de – The wide-reach website

The SBZ-Monteur is the forum for specialists and decision-makers of today and tomorrow. The diversity of the SHK world is comprehensively presented. Areas of use, applications, installation, maintenance and processes are illustrated. Experienced master craftsmen and journeymen in the SHK trade can use the SBZ monteur to refresh their own knowledge, while trainees are taught important basic knowledge in easy-to-understand language. This user-oriented concept has been extremely well received and has had a particularly positive impact on the high frequency of visits to the SBZ Monteur website and social networks.

3 Target group:

Trainees and Journeyman in the SHK industry, Teachers with an SHK connection

4 Publishing house:

Alfons W. Gentner Verlag GmbH & Co. KG
Forststraße 131, 70193 Stuttgart, PO Box: 10 17 42, 70015 Stuttgart
Phone: +49 (0) 711 6 36 72-0, Fax: +49 (0) 711 6 36 72-7 60,
Internet: www.gentner.de

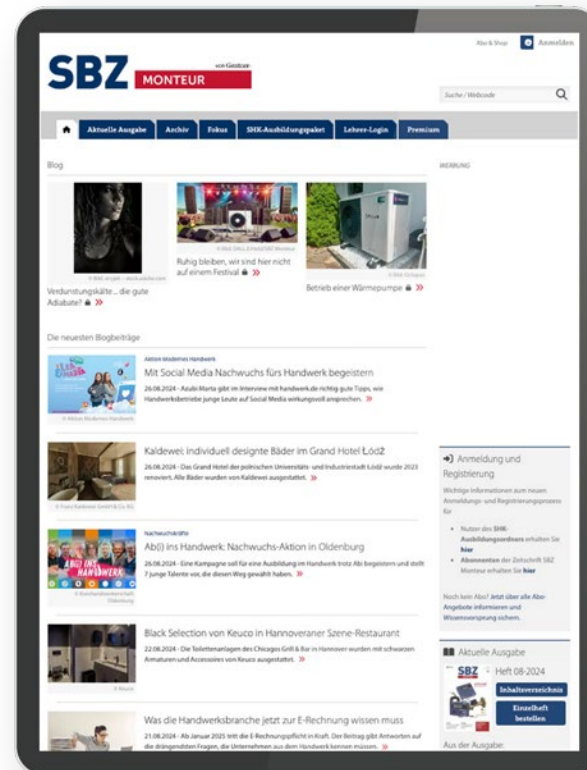
5 Access control:



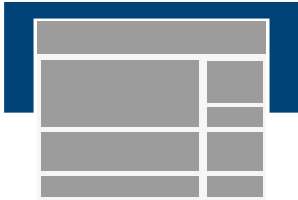
6 Usage data:

| | |
|-------------------------------|---------|
| Page Impressions total/month: | 105,242 |
| Visits total/month: | 53,295 |

Source: IWV online usage data, June 2024



Fireplace-Ad



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

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

CPM: 174 € Targeting: 192 €

Superbanner

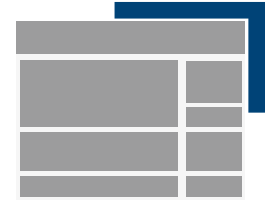


Upper screen edge, appears on all pages, including the homepage.

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

CPM: 91 € Targeting: 100 €

Wallpaper



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

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

CPM: 144 € Targeting: 158 €

Halfpage Ad



In addition to the content, it appears on all pages. Sticky: remains visible while scrolling

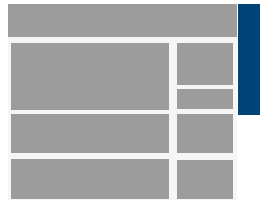
Format: 300 × 600px, JPG, GIF or Redirect, max. 100 KB

CPM: 145 € Targeting: 160 €

Sticky Halfpage Ad

CPM: 196 € Targeting: 216 €

Wide Skyscraper



In addition to the content, it appears on all pages. Sticky: Remains visible while scrolling.

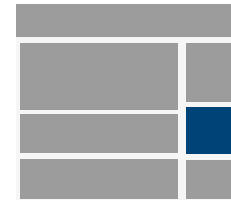
Format: 160 × 600px, JPG, GIF or Redirect, max. 100 KB

CPM: 91 € Targeting: 100 €

Sticky Skyscraper

CPM: 122 € Targeting: 134 €

Medium Rectangle



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

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

CPM: 115 € Targeting: 126 €



Billboard

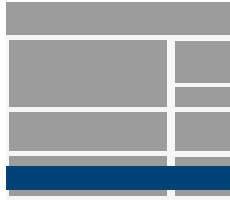


Below the horizontal navigation bar.
Appears on all pages, including the homepage.

Format: 940 × 250px,
JPG, GIF or Redirect, max. 150KB

CPM: 144 € Targeting: 158 €

Sticky Footer

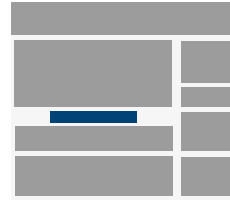


At the bottom of the page, spanning the entire width of the content, it appears on all pages and remains visible at the bottom of the screen.

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

CPM: 122 € Targeting: 134 €

Fullbanner



Between the articles, appears on all pages.

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

CPM: 74 € Targeting: 82 €

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 × 150px, JPG, GIF, max. 100KB

CPM: 105 € Targeting: 115 €

Mobile Medium Rectangle

The Mobile Medium Rectangle is a proven format placed in the content area, providing high mobile visibility

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

CPM: 115 € Targeting: 126 €

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:

Look on page 7

3 Data delivery:

Five working days before the start of the campaign via email to:

datenlieferung@gentner.de

4 Special advertising formats:

Upon request

SHK-Ausbildungsordner

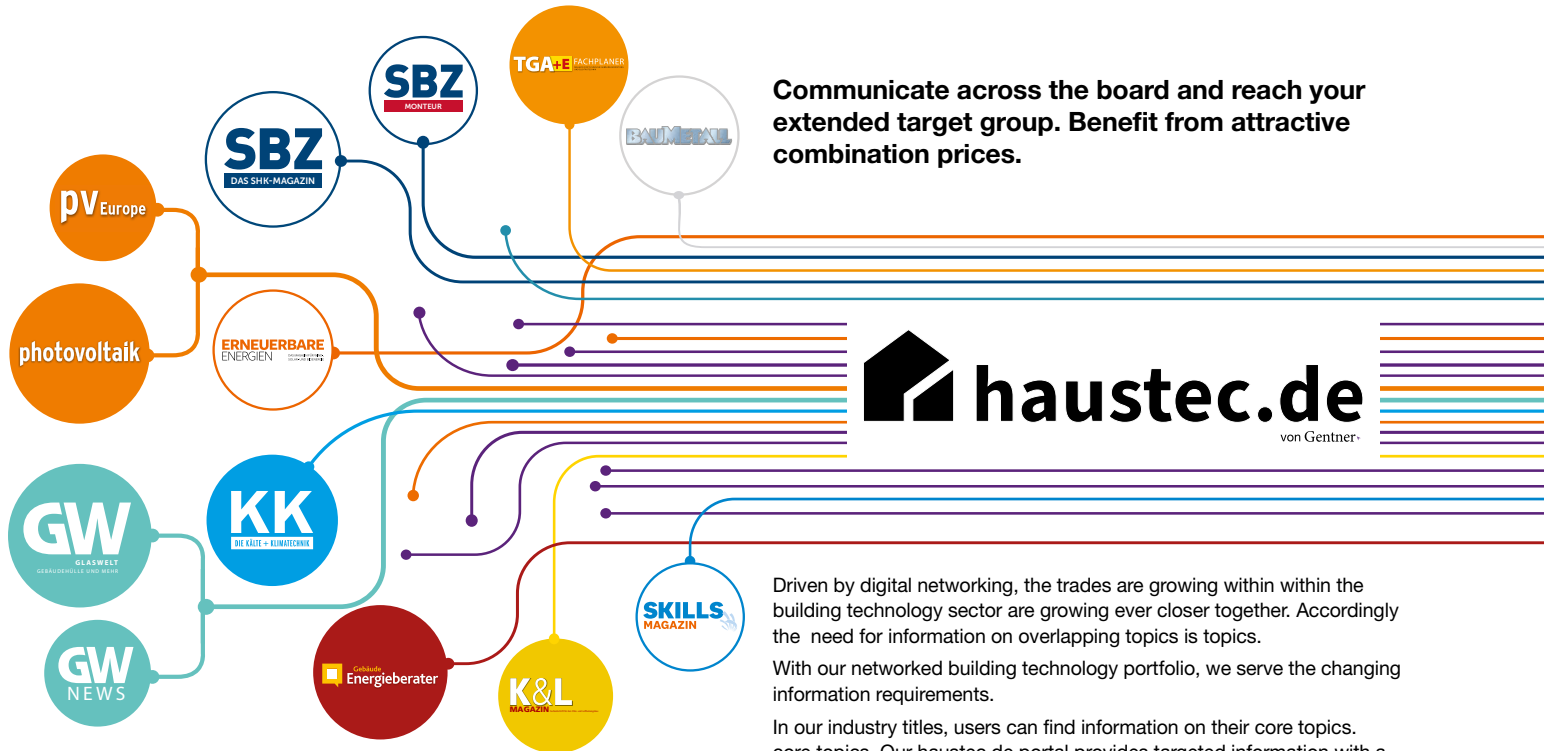
Making work easier for both the company and the trainee

- › All important information and help for the education in one folder
- › Perfectly structured organization tool for training certificates and technical reports

In the password-protected online area at www.sbz-monteur.de:

- › All templates available for download
- › Digital report booklet management with online backup
- › Report booklet alert – no more forgetting the weekly technical reports
- › NEW: Special booklet “WISSEN kompakt” – All important SHK topics simply explained and available as a PDF for download





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.

With our networked building technology portfolio, we serve the changing information requirements.

In our industry titles, users can find information on their core topics. Our haustec.de portal provides targeted information with a cross-segment content offering. On just one platform the all-round view of the bigger picture.

We understand our craft

“We understand our craft” is more than just a slogan at Gentner. It is our philosophy in action and runs like a red thread through our entire range of media.

Benefit from our expertise and experience! Whether customer magazine, newsletter, annual report, company chronicle, or microsite or microsite – we skilfully implement your idea.

Corporate publishing from a good source:

- › High editorial credibility through in-depth industry knowledge.
- › Knowledge transfer between editors-in-chief of market-leading publications and your internal contacts
- › In-depth target group expertise in your markets
- › High reach in broad and pointed target groups
- › A large network of recognized specialists in your industry
- › Extensive online expertise
- › Many years of experience in print and online
- › Creativity and passion for your task

We will find the right option for your idea!
Talk to us!



Knowledge advantage with our digital company license for your entire company

For companies, libraries and craft businesses, etc.

Stay well-informed and always up-to-date in your field with our digital SBZmonteur company license.

The corporate digital license includes:

- › Unlimited access to all SBZmonteur content
- › E-paper editions
- › Online archive
- › Market overviews, topic PDFs, focuses, and editions
- › Discounted webinar participation (limited to the number of licenses)
- › Discounts on educational offerings
- › And more.

We have the right license for your company size!

Call me at +49 (0) 711 63 67 28 17 or
send me an e-mail at detzel@gentner.de.



Jörg Detzel
Head of marketing at Alfons W. Gentner Verlag



Image: Gettyimages

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

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Medienquartier
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Medienquartier
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North Rhine-Westphalia (north and east)



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Bavaria, Austria



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