

# Reinigungs MARKT

SPECIALIST MAGAZINE FOR COMMERCIAL CLEANING SERVICES, HYGIENE AND FACILITY MANAGEMENT

## Media-Data 2024



Reinigungs  
MARKT

Druckauflage: 15.000 Exemplare

Gebäude  
REINIGER

Druckauflage: 4.000 Exemplare

Cleaning  
WORLD

Druckauflage: 5.000 Exemplare

Price List no. 26

New



BUNDESVERBAND  
FÜR HYGIENE UND KRANKENHAUSREINIGUNG



Advancing Clean.  
Driving Innovation.



IVW-geprüft  
nach AMF Standard  
erstellt





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# Pricelist no. 26

## 1. Print run:

15,000 copies, IVW-verified (2nd quarter 2023)

## 2. Magazine size:

Magazine size: 210 mm wide, 297 mm high (DIN A4),  
Type area: 179 mm wide, 257 mm high

## 3. Technical data:

Printing method: Offset, Binding: Wire binding  
Programms for digital mechanicals: Adobe Acrobat,  
Adobe Illustrator, Adobe Photoshop, Adobe InDesign  
Data please send: PDF/X-3 via email to grafik@knittler.de

## 4. Publication dates:

10 issues + CleaningWorld for the InterClean in  
Amsterdam/Germany + Trade fair planner for the  
InterClean in Amsterdam/Germany

**Should you have any further questions or transmission  
problems please call: +49 (0)74 53 / 938 57 87**

**Publication dates and closing dates:**  
see Editorial and Publication Schedule

## 5. Publishing house:

Knittler Medien GmbH  
Mittlerer Hubweg 5, 72227 Egenhausen  
Tel.: +49 (0) 74 53/9 38 57 87  
Fax: +49 (0) 74 53/9 38 57 97  
Internet: www.reinigungsmarkt.de  
E-Mail: info@knittler.de

## 6. Terms of payment:

Net within 30 days from the date of invoice

### Bank details:

Sparkasse Pforzheim Calw, sort code 666 500 85,  
account no. 4 840 879  
IBAN-No. DE92 6665 0085 0004 8408 79  
BIC: PZHSDE66

## 7. Advertisement sizes and prices:

Advertisement	Width x height in mm (type area / bled off)	Format	b/w	2-coloured	4-coloured
1/1 Page	179 x 257 / 210 x 297	Portrait format	€ 4,500	€ 5,250	€ 6,900
Juniorpage	133 x 179 / 147 x 203	Portrait format	€ 2,250	€ 2,880	€ 4,300
1/2 Page	179 x 131 / 210 x 155 88 x 257 / 102 x 297	Landscape format Portrait format	€ 2,130	€ 2,750	€ 3,700
1/3 Page	179 x 88 / 210 x 112 57 x 257 / 72 x 297	Landscape format Portrait format	€ 1,380	€ 1,880	€ 2,630
1/4 Page	179 x 65 42 x 257 88 x 131	Landscape format Portrait format double-column	€ 1,060	€ 1,500	€ 2,090
1/8 Page	179 x 33 88 x 65 42 x 131	Landscape format double-column Portrait format	€ 530	€ 750	€ 1.030
1/16 Page	88 x 32 42 x 60	double-column Portrait format	€ 350	€ 440	€ 650

Price per mm: 42 mm wide (single-column) = € 4,40

## 8. Special surcharges:

Front cover package (front cover + 1/2 page 4-c) € 9,000  
Front cover, 4-c (150 x 225 mm) € 7,650  
Inside front cover or outside back cover 4-c € 7,500  
Sleeve (including printing and processing) € 6,000

**Bleed, gutter bleed and binding placement regulations:**  
10 % of basic rate

## 9. Special advertisements:

Special price corporate profile (double page), 4-c € 7,400  
Special price Top-Partner (only 1/2024 issue) per page € 3,700  
Special price Sustainability per page (only 8/2024 issue) € 3,700  
Special price Internet guide (1/4 page, 4-c) € 1,100

**Job advertisements:** 50 % off basic rate  
**"Employment wanted" advertisements:** 70 % off basic rate

**10. Special advertisements:**

**Advertisements in the ReinigungsMarkt source of supply:**  
 42 mm wide (single-column). This price includes the publication on our website [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de).  
 If you like an internet link to your website the price per mm is: € 3.80 b/w  
 € 4.40 4c

**11. Seminar advertisements:**

The Seminars are printed in the seminar category and published on [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de) the price for one seminar is: € 25.00 / month

**12. Discount:**

Staggered repeat discount.  
 Starting from the first publication of the advertisement:  
**Frequency discount rate:** 3 ads 3 %, 6 ads 5 %, 10 ads 10 %  
**Volume discount rate:** 3 pages 10 %, 6 pages 15 %

**13. Combinations:**

In bookings in different publications in the same order year (e.g. ErgonomieMarkt, GebäudeReiniger) frequency discounts are granted as follows: in 2 publications 10 %, in 3 publications 15 %.

**14. Bound inserts:**

2 pages (1 sheet) € 4,900  
 4 pages (2 sheets) € 7,800  
 Delivery 14 days before issue.  
 Send sample to publisher with order.  
**Format:** untrimmed size 216 mm wide, 303 mm high.  
 Multi-page inserts should be folded to this size.

**15. Loose inserts:**

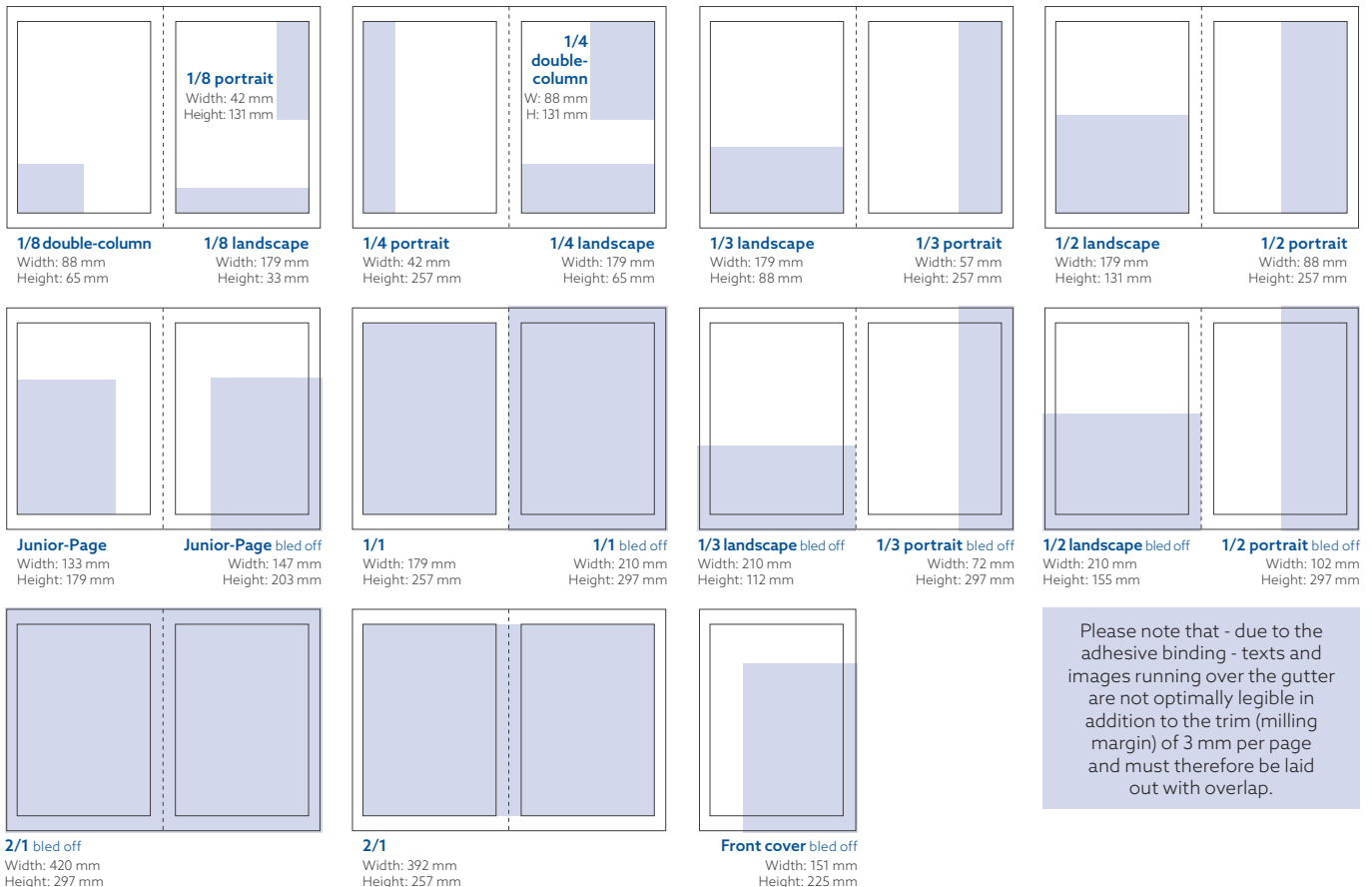
(not discountable)  
 Up to 25 g (= 15,000 copies) € 4,900  
 + € 260 postal charges  
 For each additional 25 g € 2,630  
 + € 260 postal charges  
 Delivery 14 days before issue.  
 Send sample to publisher with order.  
 Max. sheet size: 205 mm wide x 290 mm high.

**16. Tip-on cards:**

On request.

**17. Mailing address for bound/loose inserts:**

On request.



Please note that - due to the adhesive binding - texts and images running over the gutter are not optimally legible in addition to the trim (milling margin) of 3 mm per page and must therefore be laid out with overlap.

The specified formats are final formats. Advertisements in bleed require an additional 3 mm bleed.

## Banner Advertising Space

The website [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de) has 31,000 page impressions and 7,400 visits per month (last edited November 2023). The banner will be linked to your homepage.

Banner Size:

**Skyscraper Banner: 160px x 600px**

**Full Banner: 1244px x 250px**

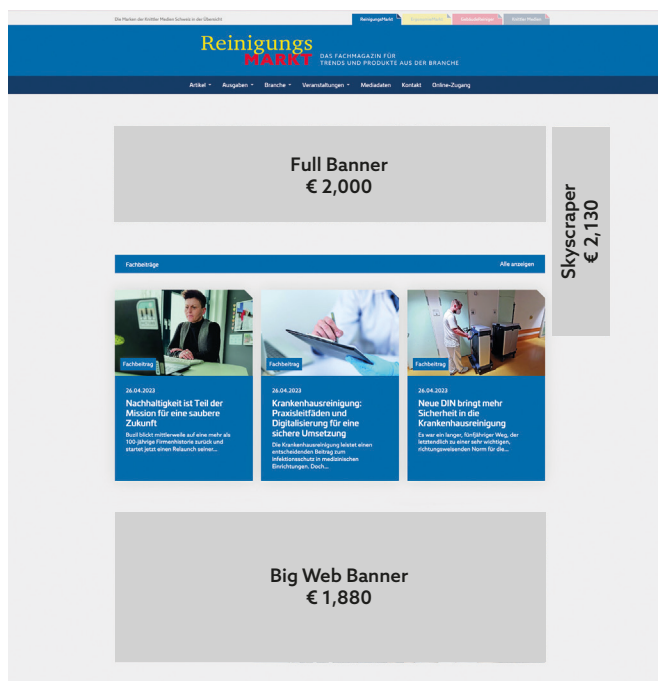
**Big Web Banner: 1244px x 250px**

price per month:

**€ 2,130**

**€ 2,000**

**€ 1,880**



## Seminars

The seminars will be published in the „Seminars“-column and on [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de). Price per Seminar: € 25.00 per month.



## Company films with a short description and announcement in the Flash-Newsletter

You can book a corporate film with different content (e.g. Company presentation, product presentation or how-to-clips) on our homepage [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de). The film will be visible for all visitors in an embedded video on our homepage (and media center). The website has 31,000 page impressions and 7,400 visits per month (last edited November 2023). In addition the film will be announced in our Flash-Newsletter (even more 2,087 addresses). The embedding is available for € 1.125 per month.



## Company logo with homepage link in the Flash-Newsletter

Clients, booking Top Partner are entitled to book their logos in our Flash-Newsletter. The Flash-Newsletter is published once or twice a week in German or English. The logo will be linked to your homepage. (Terms on request) The German Flash-Newsletter has 2,087 addressees, the English version has 1,133 addressees. That is a total of 3,420 page impressions (last edited November 2023).

# Editorial and topic schedule 2024

Issue	Closing date (CD) Publishing date (PD)	Special insertion	Exhibition issue	Exhibition report
1/2024	<b>January/ February</b> CD: 02.02.2024 PD: 22.02.2024	Top Partner of the cleaning industry	<b>Internorga, Hamburg/ Germany</b> 08.03. - 12.03.2024	
2/2024	<b>March</b> CD: 20.02.2024 PD: 12.03.2024	Special feature Kitchen / Gastronomy	<b>Logimat, Stuttgart/ Germany</b> 19.03. - 21.03. 2024	
3/2024	<b>April</b> CD: 26.03.2024 PD: 16.04.2024	Special feature Hospital	<b>Altenpflege, Essen/ Germany</b> 23.04. - 25.04.2024	Internorga, Hamburg
4/2024	<b>May</b> CD: 11.04.2024 PD: 02.05.2024	Trade fair edition Inter- clean Amsterdam + Trade fair planner and CleaningWorld	<b>FAT, Munich/Germany</b> 13.05.-17.05.2024 <b>Interclean, Amsterdam/ The Netherlands</b> 14.05.-17.05. 2024	Logimat, Stuttgart
5/2024	<b>June</b> CD: 27.05.2024 PD: 17.06.2024	Special feature Digitization		IFAT, Munich/Germany Interclean, Amsterdam/ The Netherlands, part 1
6/2024	<b>July/August</b> CD: 29.07.2024 PD: 19.08.2024	Advertising Copy-Test 2024	<b>Platformers' Days, Karlsruhe/Germany</b> 06.09. - 07.09.2024 <b>Galabau, Nuremberg/ Germany</b> 11.09. - 14.09.2024	IFAT, Munich/Germany, part 2 Interclean, Amsterdam/ The Netherlands, part 2
7/2024	<b>September</b> CD: 21.08.2024 PD: 11.09.2024	Special feature Commercial Vehicles	<b>IAA Transportation, Hannover/Germany</b> 17.09. - 22.09.2024 <b>NUFAM, Karlsruhe/ Germany</b> 25.09. - 28.09.2024 <b>Cleanzone, Frankfurt am Main/Germany</b> 26.09. - 27.09.2024	Interclean, Amsterdam/ The Netherlands - part 3 Altenpflege, Esse/Germany - part 2
8/2023	<b>October</b> CD: 01.10.2024 PD: 02.10.2024	Special feature Sustainability	<b>Arbeitsschutz Aktuell, Stuttgart/Germany</b> 05.11. - 07.11.2024 <b>Medica, Duesseldorf/ Germany</b> 11.11. - 14.11.2024	Galabau, Nuremberg - part 1
9/2024	<b>November</b> CD: 25.10.2024 PD: 15.11.2024	RM-Direkt Company and product database		IAA Transportation, Hannover/ Germany Galabau, Nuremberg/Germany, part 2
10/2024	<b>December</b> CD: 19.11.2024 PD: 10.12.2024	Special feature Work safety/Ergonomics		Arbeitsschutz Aktuell, Stuttgart/ Germany

	Cleaning systems	Municipal cleaning	Hygiene/hygiene technology	Cleaning chemicals	Environmental protection/disposal	Work protection/work safety
1/2024	Window and facade cleaning	Green maintenance	Cleaning trolleys	Special cleaners	Workwear	E-charging station
2/2024	Cleaning robots for wide areas	Truck work platforms	Laundry service Kitchen hygiene	Maintenance cleaners	Cargo safety	Route planning
3/2024	High pressure washers	Lawn mower	Pest control	Graffiti removers	Occupational health management	Fleet management
4/2024	Software for contract cleaners Digitization in the cleaning industry	Pavement and street cleaning	Trash bagsn	Water-based cleaners	Corporate fashion High-vis clothing	Financial models for contract cleaners
5/2024	Cleaning robots for smaller areas	Mounted Sweepers	Market overview: Soap dispensers	Desinfectants	UV protection clothing	Battery technology
6/2024	Market overview: Scrubber driers	Winter services	Entrance mats	Sanitizers Fragrance dispensers	Fall protection	E-mobility for contract cleaners
7/2024	Sweepers	Weed control	Mop systems	Carpet cleaners	Hand- and Skin Care	Driver safety training
8/2024	Scrubber driers	Leaf blowers	Mop preparation	Wooden floor care	Winter clothing	Vehicle equipment
9/2024	Polisher	Market overview: multifunctional load- and implementation carriers	Dosing systems	Detergent-free cleaners	Ladders for contract cleaners	Market overview: Commercial vehicles
10/2024	Solar cleaning	Ice- and snow removal	Hygiene plans	Basic cleaners	Skin care plans	Driver assistance systems

# Magazine profile

## 1. Brief profile

ReinigungsMarkt is an innovative specialist magazine for commercial cleaning services, hygiene and facility management. Cleaning and maintenance are key factors for ensuring cleaning standards, functions as well as the maintenance of the value of the facilities and their equipment. Cleaning is an integral part of facility management. As an independent specialist magazine ReinigungsMarkt offers its readers practical tips and competent advice. On-the-spot application reports, clearly presented market data, high-quality technical articles and regular special features are all part of the editorial concept. Interviews, surveys, product presentations and industry news are further highlights. Contract cleaning companies are the main target group. In 2021, 29,000 companies operated with a total of more than 700,000 employees in Germany alone. The types of companies range from small specialists to large service enterprises offering a complete range of building services, with up to 40,000 employees in some cases. Following the USA, Germany is the largest cleaning market worldwide. The industry generates a turnover of over 20 billion Euros. So the industry is the most employment intensive trade in Germany. (Source: BIV 2022)

**2. Volume/year:** 26rd year / 2024

**3. Frequency of publication:** 10 issues  
+ 1 special English Issue for the InterClean in Amsterdam  
+ Trade fair planner

**4. Web:** [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de)

**5. Membership:** Information Association for the Determination of the Distribution of Advertising Media e. V. (IVW), International Sanitary Supply Association (ISSA)

**6. Organ:** IVW (German Audit Bureau of Circulation), BHUK (German Association for hygiene and hospital cleaning)

**7. Publisher & Chief editor:** Reinhard Knittler ([reinhard@knittler.de](mailto:reinhard@knittler.de))

**8. CEO:** Daniel Knittler ([daniel@knittler.de](mailto:daniel@knittler.de))

**9. Publishing house:** Knittler Medien GmbH  
Mittlerer Hubweg 5,  
72227 Egenhausen  
Tel.: +49 (0)74 53/9 38 57 87  
Fax: +49 (0)74 53/9 38 57 97  
[www.reinigungsmarkt.de](http://www.reinigungsmarkt.de)  
[info@knittler.de](mailto:info@knittler.de)

**10. Editors:** Daniel Faust ([faust@knittler.de](mailto:faust@knittler.de)),  
Mark Schmiechen (Freier Mitarbeiter)  
([schmiechen@knittler.de](mailto:schmiechen@knittler.de))

**11. Advertising-assistent** Sandra Perenc ([verwaltung@knittler.de](mailto:verwaltung@knittler.de))

**12. Advertising Sales:** Daniel Knittler ([daniel@knittler.de](mailto:daniel@knittler.de))

**13. Purchase Price:** Annual subscription € 75.00 (inkl. VAT)  
Europe € 95.00 (incl. shipping and handling)  
Overseas € 120.00 (incl. shipping and handling)  
Single issue € 10.00 (incl. VAT.)

**14. ISSN:** 1439-7544

**15. Volume analysis:** 6/2022 to 5/2023 = 10 issues  
**Magazine size:** DIN A4, 210 x 297 mm  
**Total pages:** 596 = 100 %  
**Editorial section:** 357 = 60 %  
**Advertising section:** 231 = 40 %  
**Loose inserts:** 5

## 16. Content Analysis by the Editor:

Trade fairs	= 71 (20 %)
Marketplace + industry + association news	= 50 (14 %)
Cleaning: Machines + technology	= 48 (13 %)
Companies + interviews	= 39 (11 %)
Federal Association for Hospital Cleaning and Hygiene + interest group clinical service companies	= 36 (10 %)
Special section on sustainability	= 25 (7 %)
Chemistry/washroom	= 20 (6 %)
Training/education/BWL + IT + legal	= 20 (6 %)
Vehicles + winter services	= 15 (4 %)
Aerial work platforms + glass + facade	= 11 (3 %)
Editorial	= 10 (3 %)
Occupational safety	= 7 (2 %)
Contents + Preview + Imprint	= 5 (1%)

**Editorial contribution** = 357 (100.0 %)  
**Total pages (6/2022 to 5/2023)** = 596



## 17. Circulation audit:

**18. Circulation Analysis** Copies per issue/average for 6/2022 to 5/2023

<b>Print run:</b>	15,006	
<b>total circulation:</b>	14,544	other countries: 1,319
<b>subscribed copies:</b>	270	other countries: 30
<b>from other sales:</b>	90	
<b>free copies:</b>	14,184	
<b>personal copies:</b>	463	



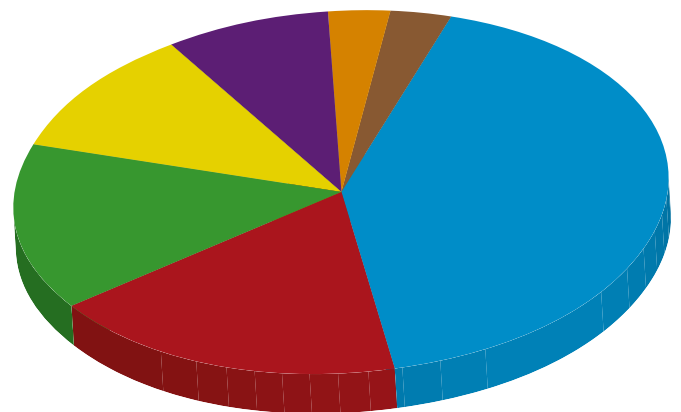
## 19. Geographical distribution analysis:

	Copies	%
<b>Germany total</b>	<b>13,225</b>	<b>100.0</b>
<b>Nielsen-Area I</b> Schleswig-Holstein, Hamburg, Lower Saxony, Bremen	<b>1,699</b>	<b>2.85</b>
<b>Nielsen-Area II</b> North Rhine-Westphalia	<b>2,834</b>	<b>21.43</b>
<b>Nielsen-Area IIIa</b> Hessen, Rhineland-Palatinate, Saarland	<b>2,868</b>	<b>21.69</b>
<b>Nielsen-Area IIIb</b> Baden-Wuerttemberg	<b>2,136</b>	<b>16.15</b>
<b>Nielsen-Area IV</b> Bavaria	<b>2,158</b>	<b>16.32</b>
<b>Nielsen-Area V</b> Berlin	<b>1,058</b>	<b>8.00</b>
<b>Nielsen-Area VI</b> Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt	<b>185</b>	<b>1.40</b>
<b>Nielsen-Area VII</b> Thuringia, Saxony	<b>287</b>	<b>2.17</b>
<b>Other countries</b>	<b>1,319</b>	
thereof:		
Austria	<b>593</b>	
Switzerland	<b>503</b>	
other European countries	<b>188</b>	
<b>Overseas</b>	<b>35</b>	
<b>Total circulation:</b>	<b>14,544</b>	



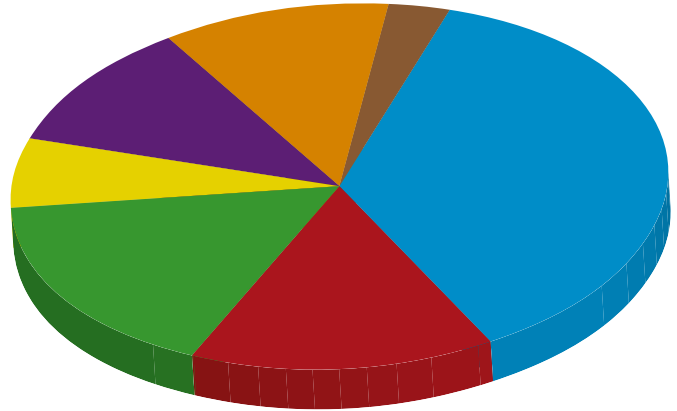
## 20. Branches/Industrial sectors/Trades/Professional groups:

Sub-classes	Share in print run actually circulated	Copies about
Recipient Groups	(%)	Projection (circa)
● Commercial Cleaning Companies and Facility Management	42	6,600
● Hospitals, Old People's and Nursing Homes	18	2,900
● Production, Specialized Trade for Cleaning	15	2,300
● Industry Companies	11	1,700
● Public Administration	8	1,200
● Hotel Chains, Large-Scale Catering, Airports and Motorway Service Areas	3	500
● No data supply	3	500
Represented total circulation	100	15,700



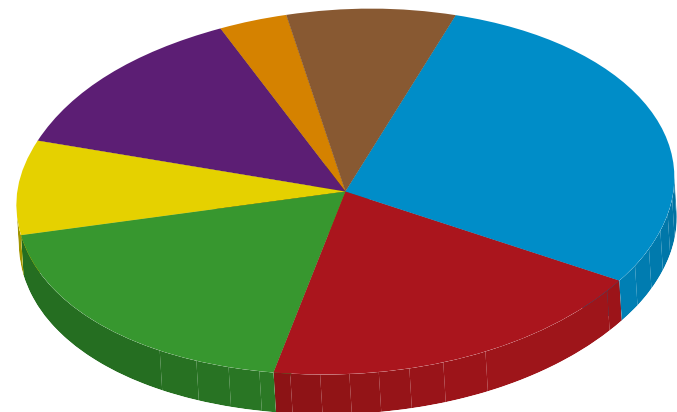
## 21. Size of commercial unit:

Share in print run actually circulated		
	(%)	Expansion (approx.)
less than 20 Employees	37	5,800
20 - 49 Employees	15	2,400
50 - 99 Employees	17	2,700
100 - 199 Employees	6	900
200 - 499 Employees	11	1,200
500 and more Employees	11	1,700
No data supplied	3	1,700
Represented total circulation	100	15,700



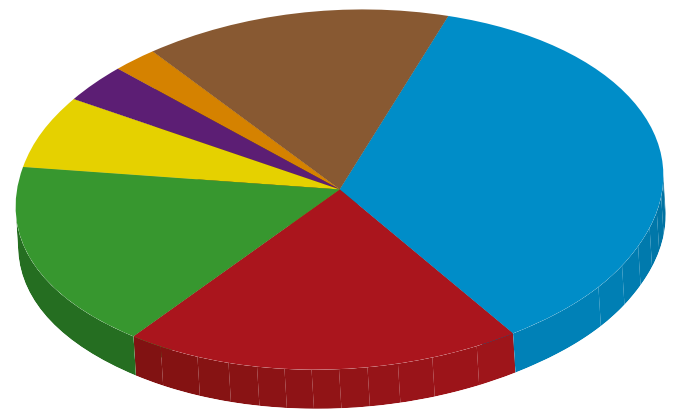
## 22.1 Work characteristic: field

Share in print run actually circulated		
(Multiple choices possible)	(%)	Expansion (approx.)
Management	60	9,400
Direction of Administration	40	6,300
Buying Department	39	6,100
Human Resources Direction	17	2,700
Instructor qualifying examination	27	4,200
Property Management	7	1,100
Others	17	2,700
Readers	100	15,700



## 22.2 Work characteristic: job title

Share in print run actually circulated		
(Multiple choices possible)	(%)	Expansion (approx.)
Owner / CEO / Managing Director	45	7,100
Technical Director / Director of Department	25	3,900
Property Manager / Master	22	3,500
Director of Buying Department	8	1,300
Director of Administration	4	600
Desinfektor	3	500
Others	19	3,000
Readers	100	15,700



## 23.2 Education / Training

Share in the total represented recipients		
	(%)	Expansion (approx.)
Bachelor	31	4.900
Master Exam	9	1.400
Professional School	23	3.600
High Professional School	13	2.100
University / High School Exam	20	3.100
Doctor's Degree / State Doctorate	0	0
Others	0	0
No data supplied	4	600
Readers	100	15.700

## 24. Alter

Share in the total represented recipients		
	(%)	Expansion (approx.)
Up to 29 years	6	900
30 - 39 years	22	3.400
40 - 49 years	33	5.200
50 - 59 years	24	3.800
60 - 69 years	7	1.100
over 70 years	3	500
No data supplied	5	800
Readers	100	15.700

# Short Description of the Evaluation Method

## Short Description of the Evaluation Method for the readership analysis

### 1 Evaluation Method:

Readership analysis through Evaluation by phone and written – sample

### 2 Description of the recipients, when the data was generated

2.1 All addresses are based in a recipients data	
2.2 Total amount of recipients:	22,674
2.3 Total amount of the changing recipients:	10,398
2.3 Structure of the recipients/average issue according to normal circulation:	
Sold copies	1,613
thereof subscribed copies	1,313
thereof other sales	300
Free copies	10,398
actually circulated copies	12,011
thereof domestic	10,825
thereof other countries	1,186

### 3 Description of the Survey

3.1 Total amount (investigated share)	
total amount	12,011 = 100%
thereof not in the data:	1,980 = 16%
Other sales	300
Show cage	494
Other countries	1,186
The Survey data represents of the total amount	10,031 = 84%
3.2 Day of the Sample draft: 28.05.2010	
3.3 Description of the sample: Simple random choice	
first sample (used addresses)	835
wrong phone-no./phone-no. not supplied	50
Adress could not be received after five failed contacts	169
Wrong Adress/Company closed	41
No target person in the company/ Magazine unknown	207
Target person (personal first recipient) could not be reached	7
Cleared brutto sample	361 = 100%
thereof normal differences	
Personal copy	1
Total rejection	36
Target person could not be reached after five contacts	50
realised interviews	254 = 70%
3.4 Target person for the Survey:	
Personal recipient in the company	
3.5 Definition of a reader:	
The reader has read at least one issue in the last 12 months)	
3.6 Time space of the Survey:	
29.06.2010 bis 02.09.2010	
3.7 Realisation of the Survey:	
Bonner Institut für Markt-, Meinungs-, Absatz- und Sozialforschung marmas bonn GmbH, Germany.	
The Survey is according to realisation and report to the german ZAW-Scheme.	

## Chance of contact per page

	Share in the investigated readers (%)
total or almost total	57
approx. three quarters	16
approx. half of the magazine	13
approx. one quarter	7
only few pages	3
(almost) no pages	0
no data supplied	4
total	100
Chance of contact per page:	77

## Leseintensität

	Share in the investigated readers (%)
All the pages	57.2
3/4 all pages	15.6
1/2 all pages	13.3
no data supplied	13.9
total	100

## Relevance for the job

	Share in the investigated readers (%)
is regularly useful	17
is sometimes useful	49
is rarely useful	23
is never useful	11
total	100

## Importance of topics

	Share in the investigated readers (%)
News	7
Trade fair reports	80
On-the-spot application reports	73
Special topics	89
Company news	47
Company portraits	42
Interviews	40
Association news	67
Preview for trade fairs and seminars	67
Multiple choices	

## Title profile

	Share in the investigated readers (%)		
	to the point	to some extent	incorrect
gives total and complete information	59	38	3
professional and capable reports objectively and professionally	86	14	0
on the spot	83	17	0
reports in a critical way	74	23	3
extremely readable and understandable	30	64	6
diversified/entertaining	92	7	1
clearly-arranged	39	58	3
should be recommended	84	15	1
contains useful product advertisements	90	9	1
up to date	74	23	3
reports shortly and precisely	83	17	0
can not be replaced by another magazine	66	33	1
Multiple choices	6	53	41

reference figure: 15.700 readers

# Special advertisement occasions

## Top Partner Campaign in Issue 1/2024

### Concept

Under the motto "Top Partner" we offer you the opportunity to present your product range and concepts – on one or two pages – in the January/February issue. Take advantage of this campaign to introduce your company as a powerful partner to the 15,000 readers of ReinigungsMarkt. There are about 39,500 Page Impressions per month (October 2023) on [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de). These are 474,000 additional contacts for you.

### And here's how it works:

You provide us

- a brief, written description of your company, philosophy and product range
- a reproducible (ready-to-print) master of your corporate logo
- as well as a small selection of photos (single products/total product range/factory, etc.)

Our copy and layout experts will design your presentation in close cooperation with you.

A one-page presentation costs € 3,700 and a double page costs € 7,400. All prices are quoted without VAT and are not discountable

Customers who book one or two Top-Partner pages are entitled to place their company logo on our Flash newsletter for one year. German and English Flash newsletter are sent out once or twice a week. The logo is directly linked to your homepage. (Prices and conditions on request).



Issue: 1/2024  
 Closing Date: 02. February 2024  
 Contact: +49 (0) 74 53/938 57 87

## Advertising Test in Issue 6/2024

### Concept

The test shows how your advertisement comes across to the reader and how you could possibly improve your advertising. In the advertising test readers rate the advertisements published in ReinigungsMarkt (minimum size 1/2 page). For this purpose a questionnaire is enclosed with this issue of ReinigungsMarkt. As an additional incentive, every participating reader will receive a small gift.

### Rating criteria

Each advertisement (minimum size 1/2 page) is rated according to the following criteria:

- How well does it attract attention?
- How great is its appeal
- Does it provide valuable information?
- What is the degree of activation?

### Benefits for the advertiser

- Your advertisement will attract great attention
- Longer dwelling time on your advertisement
- Feedback on the effect of your advertisement (also in comparison with competitors' ads)
- Individual rating also with regard to target groups (does a hospital administrator rate your advertisement differently than the owner of a cleaning company?) and functions (does a general manager rate the advertisement differently than an administrator?)
- Free service for advertisers: The advertisement price includes the conduction, evaluation and documentation of the test
- The top ads will be awarded a certificate

14 advertisers took part in the last advertising test.



Issue: 6/2024  
 Closing Date: 29. July 2024  
 Contact: +49 (0) 74 53/938 57 87

## Campaign “Sustainability in the cleaning industry” in Issue 8/2024

### Concept

In our special feature “Sustainability in the Cleaning Industry” we offer you the possibility to present in our October-Issue (8/2024) the rate of „Sustainability” in your company, your sustainable products or your CSR-strategy in a half page, full or double page. It is your chance to present your contribution regarding the environment to the readership of ReinigungsMarkt. Furthermore your contribution will be online for a year. There are about 39,500 Page Impressions per month (October 2023) on [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de). These are 474,000 additional contacts for you.

### And here it is how it works:

You provide us

- a brief, written description of your company, philosophy and product range
- a reproducible (ready-to-print) master of your corporate logo
- as well as a small selection of photos/slides (single products/ total product range/factory, etc.)

Our copy and layout experts will design your presentation in close cooperation with you. A one-page presentation costs € 3,700 and a double page costs € 7,400. All prices are quoted without VAT and are not discountable.



**Issue:** 8/2024  
**Closing Date:** 01. October 2024  
**Contact:** +49 (0) 74 53/938 57 87

## ReinigungsMarkt Direkt Campaign in issue 10/2024

### Concept

Issue 10/2024 will be used to build up a product data base on our homepage [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de), which will be established according to the structure of advertisements in this issue. Each customer who wants to place an advertisement starting from 1/4 page upwards can supply an additional product information (approx. 700 characters incl. spaces) and a coloured photograph (300 dpi). Our editorial staff will produce a product report from that material, which will be published in this issue as well as in our online product data base. On the internet the name of your website will be placed under the product report together with a link to your website. The product report and link will remain online for 12 months.

### Benefits for the advertiser

- ➔ You will reach 15,000 qualified readers with your advertisement
- ➔ In addition you will receive a product report inc. a 4-colour photo
- ➔ This product report will be placed on our website with a link to your homepage
- ➔ There are about 39,500 Page Impressions per month (October 2023) on [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de). These are 474,000 additional contacts for you be available online for one year.



**Issue:** 10/2024  
**Closing Date:** 19. November 2024  
**Contact:** +49 (0) 74 53/938 57 87

# CleaningWorld



**Special English Issue  
for the CMS, Berlin / Germany:**

**Print run:** 5,000 Exemplare  
We send 3,000 issues to European specific addresses prior to the trade fair. 2,000 issues are being handed out during the trade fair.

**Closing Date:** 11. April 2024

**Publication Date:** 02. May 2024



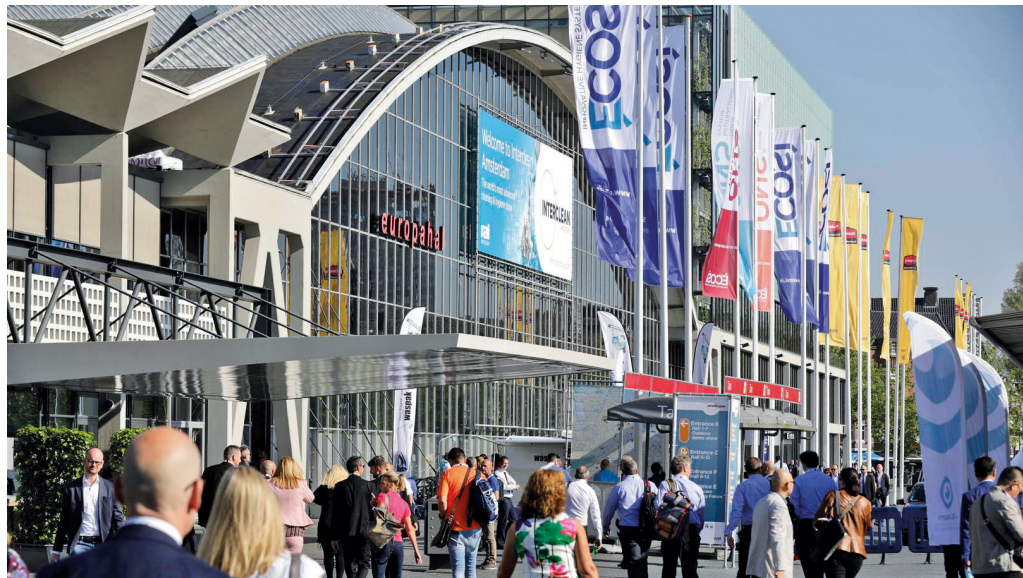
**Magazine size:** DIN A4: 210 mm wide, 297 mm high · **Type area:** 179 mm wide, 262 mm high ·  
**All formats are final formats. Bled off advertisements need to have additional 3 mm bleed.**

## Advertisement sizes and prices:

Advertisement	Width x height in mm (type area / bled off)	Format	b/w	2-coloured	4-coloured
1/1 Page	179 x 257 / 210 x 297	Portrait format	€ 2,590	€ 3,100	€ 3,950
Juniorpage	133 x 179 / 147 x 203	Portrait format	€ 1,390	€ 1,750	€ 2,540
1/2 Page	179 x 131 / 210 x 155 88 x 257 / 102 x 297	Landscape format Portrait format	€ 1,280	€ 1,590	€ 2,300
1/3 Page	179 x 88 / 210 x 112 57 x 257 / 72 x 297	Landscape format Portrait format	€ 860	€ 1,210	€ 1,590
1/4 Page	179 x 65 42 x 257 88 x 131	Landscape format Portrait format double-column	€ 650	€ 940	€ 1.380
1/8 Page	179 x 33 88 x 65 42 x 131	Landscape format double-column Portrait format	€ 330	€ 610	€ 610
1/16 Page	88 x 32 42 x 60	double-column Portrait format	€ 160	€ 400	€ 400

**Front cover package** (front cover + 1/2 page 4c): € 4,600  
**Loose inserts:** up to 25 gr (= 4,000 copies): € 1,810  
**Prices for special formats and loose inserts on request.**

**Inside front cover or outside back cover (4c):** € 4,200  
**Price per mm:** 42 mm wide (single-column) = € 2.60



**Closing date:  
11. April 2024**

- + Trade fair information
- + Trade fair information
- + Trade fair information

Trade fair pocket planner for the CMS in Berlin published as a supplement to the trade fair issue 3:

**Issue:** 15,000 Copies  
**Publication date:** 02. May 2024  
**Sizes:**  
 Cover page 108x163 mm portrait format  
 1/1 Page in the type area 130x190 mm portrait format  
 1/1 Page bled off 148x210 mm portrait format  
 1/2 Page in the type area 130x 95 mm landscape format  
 1/2 Page bled off 148x105 mm landscape format

**Bled off advertisements need to have additional 3 mm bleed.**  
 If you book an advertisement in our trade fair pocket planner, your company logo will be imprinted in the exhibition hall floor plan free of costs.



**For the Trade fair pocket planner the prices for the german issue are also valid.**

ReinigungsMarkt presents live at the Interclean in Amsterdam:

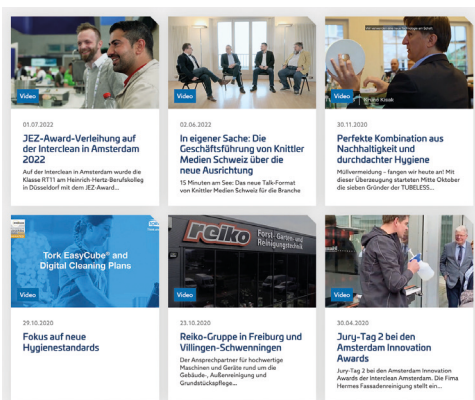


### Interclean films

Our film team makes a 3-minute clip at your booth, including an interview with a person in charge of your company. The film will be cut and edited and then will be presented to you for clearance. After clearance, the film will be shown on our website [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de) during the trade fair report. Furthermore, you have the opportunity to upload the film to your website or YouTube.

The website [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de) achieves 39,500 page impressions per month (October 2023). The clip will also be announced in our Flash-Newsletter. (3,280 personal recipients, as of November 2023)

The number of films is limited to 4 companies per trade fair day.  
 3 minute trade fair film for € 2,250 + VAT.



# The training journal of the cleaning sector

## Pricelist no.8

**Print run:**  
4,000 copies

### Target group:

It is our journal especially for the trainees in the commercial cleaning industry:

- trainees of the cleaning service
- trainers of the cleaning service
- owners of contract cleaner companies
- technical instructor from the vocational school: specialization for cleaning service

### Circulation:

quarterly



## Publication Dates

- 1. Issue: 18. March 2024**  
Main topic:  
**Stain removal**  
(Closing date: 04.03.24)
- 2. Issue: 08. May 2024**  
Main topic:  
**Set up glass cleaning ladder**  
(Closing date: 25.04.24)
- 3. Issue: 22. July 2024**  
Main topic:  
**Wet mopping**  
(Closing date: 08.06.24)
- 4. Issue: 09. December 2024**  
Main topic:  
**Basic cleaning textile coverings**  
(Closing date: 25.11.24)



Revision · Advanced training · Knowledge for trainees · Competitions · Training concepts ... and much more!

**Magazine size:** DIN A4: 210 mm wide, 297 mm high · **Type area:** 17%  
All formats are final formats. Bled off advertisements need to have

### Advertisement sizes and prices:

Advertisement	Width x height in mm (type area / bled off)	Format	4-coloured
1/1 Page	140 x 200 / 170 x 240	Portrait format	€ 3,950
1/2 Page	140 x 85 / 170 x 125 67 x 200 / 82 x 240	Landscape format Portrait format	€ 2,300
1/3 Page	140 x 50 / 170 x 90 43 x 200 / 58 x 240	Landscape format Portrait format	€ 1,590
1/4 Page	140 x 50 35 x 200 67 x 100	Landscape format Portrait format double-column	€ 1,380

**Beilagen:** bis 25 Gramm (= 4.000 Exemplare): 2.100 €  
Preise für Sonderformate auf Anfrage.

# Gebäude REINIGER





# Reference list ReinigungsMarkt and CleaningWorld

## Germany

A. Müller GmbH  
Aktion Deutschland Hilft e. V.  
Alfred Kärcher SE & Co. KG  
Alfred Kärcher Vertriebs-GmbH  
Allclean Reinigungs- und Umwelt-Technik GmbH  
Alliance Laundry Germany GmbH  
Altec GmbH  
Andavis GmbH  
Arcora International GmbH  
August Renschler GmbH & Co. KG  
Avant Tecno  
Bauscher GmbH & Co. KG  
BC Restoration Products GmbH  
BG Bau - Berufsgenossenschaft  
beam-GmbH  
Bona Vertriebsgesellschaft mbH  
Breer Gebäudedienste GmbH  
Bruns & Debray GmbH  
Bucher Municipal GmbH  
Buzil-Werk Wagner GmbH & Co. KG  
Calvatis GmbH  
CBS - Carsten Daus GmbH  
CEMO GmbH  
columbus Reinigungsmaschinen  
Comcoplast Comco  
Cramer GmbH  
CWS-boco Deutschland GmbH  
Daimler AG  
Deutsche Gütegemeinschaft  
Deutsche Messe  
Dorfner GmbH & Co. KG  
Dr. Rauwald GmbH  
Dr. Schutz GmbH  
Dreiturm GmbH  
Easyfairs Deutschland GmbH  
eco COAT GmbH  
Ecolab Deutschland GmbH  
Egholm Deutschland GmbH  
Electrostar GmbH  
ELTEN GmbH  
Emco Bautechnik GmbH  
Emil Deiss KG  
Essity Professional Hygiene  
ETRAS Franchise GmbH  
Eugen Gutmann GmbH  
EUROEXPO Messe- und Kongress  
Fala- Werk  
FIGR Forschungs- und Prüfinstitut für  
Facility Management GmbH  
Ford-Werke GmbH  
GEMOS  
GIES Dienstleistungen GmbH  
G.I.V. Reinigungstechnik GmbH  
gmd pharma gmbh

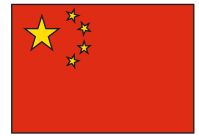
Haid-tec geprüfte Oberflächentechnik  
Hako GmbH  
Hans Wilms GmbH & Co. KG  
Harema GmbH  
Haug Bürsten KG  
Hematec Arbeitsbühnen GmbH  
Hermes Fassadenreinigung GmbH  
Hentrich GmbH  
Highglean Group eG  
Hinte Marketing- und media GmbH  
Hoppe Unternehmensberatung  
Herwe GmbH  
Herwetec GmbH  
Hinte Marketing- und Media GmbH  
Huchtemeier Papier GmbH  
Hugo Josten Berufskleiderfabrik  
IGEFA Handelsg. mbH & Co. KG  
Ilka-Chemie  
Ille Papier-Service GmbH  
IRHT  
ISSA EMEA Office  
Jessberger GmbH  
Josef Kränzle GmbH & CO. KG  
Kärcher Municipal GmbH  
Karlhans Lehmann KG  
Karlsruher Messe GmbH  
Kleen-Tex Industries GmbH  
Kenter Bodenreinigungsmaschinen  
Kiehl Johannes KG  
Kimberly-Clark GmbH  
Kleen Purgatis GmbH  
Kreisverwaltung Ahrweiler  
Kurt Müller GmbH  
Landesmesse Stuttgart GmbH  
Landwehr Computer und Software GmbH  
Langguth Chemie GmbH  
LDT Level Dosiertechnik GmbH  
Lehner Maschinenbau GmbH  
Linker GmbH  
Loop GmbH  
Marin Gebäudereinigung GmbH  
Marob GmbH  
Mateco GmbH  
Mesago Messe Frankfurt GmbH  
Messe Berlin GmbH  
Messe Frankfurt Exhibition GmbH  
Metsä Tissue GmbH  
Miele & Cie. KG  
Nersorga  
Neumann & Neumann  
Nilfisk GmbH  
Nils Bogdol GmbH  
Novoworker GmbH  
Numatic International GmbH  
Nürnberg Messe GmbH



Oehme GmbH  
 Ophardt Hygiene-Technik  
 Otto Erb GmbH  
 Peter Greven Physioderma GmbH  
 Pfennig Reinigungstechnik GmbH/PPS  
 Piepenbrock Unternehmensgruppe  
 Pro Femina e.V.  
 ray facility management group  
 Redko GmbH & Co. KG  
 Riwal Deutschland GmbH  
 RKS Siebdrucktechnik GmbH  
 Rontex GmbH  
 Sauer Unternehmensberatung GmbH  
 SBL Gebäudereinigung GmbH  
 SC Johnson Professional GmbH  
 Schneiderei GmbH  
 Sebo Stein & Co. GmbH  
 SEKO Deutschland GmbH  
 Solution Glöckner  
 Sprintus GmbH  
 Sps-cleaning-systems  
 Stadiko Media  
 Stadt Emden  
 Stadt Moers  
 Stadt Regensburg  
 Stadtverwaltung Ingolstadt  
 Stahl Wäschereimaschinenbau GmbH  
 Systeco Vertriebs GmbH  
 Tana Chemie GmbH  
 TEMA Technologie Marketing AG  
 Temca GmbH & Co. KG  
 TEV-Jäger GmbH  
 TG hyLIFT GmbH  
 Tubeless Deutschland GbR  
 TVH Group  
 Umweltinstitut Offenbach GmbH  
 Unger Germany GmbH  
 Uzin Utz AG  
 Van Merhagen & Seeger GmbH  
 Vermop Salmon GmbH  
 Vileda Professional GmbH  
 Visionclean  
 Vogt GmbH  
 Volkswagen Nutzfahrzeuge AG  
 Vorwerk Professional GmbH  
 Wepa Professional  
 Westermann GmbH & Co. KG  
 WGS Handels GmbH  
 Wir machen Druck GmbH  
 Württembergische Allplastik GmbH  
 Zaugg Ag Egwil

## China

Gaussian Robotics Holdings



## Great Britain

Brightwell Dispensers Ltd  
 Rosemor International Limited



## Italy

AFIDAMP  
 Filmop International s.r.l.  
 Ghibli & Wirbel S.p.A.  
 Hinowa SPA  
 Lucart S.p.A.  
 OMM lavapavimenti s.r.l.  
 Sofidel S.p.A.



## Croatia

DELTA Papir d.o.o



## Netherlands

Empas B.V.  
 Excentr B.V.  
 R&T B.V.  
 RAI Amsterdam



## Austria

Dorn Lift GmbH  
 Greenbird Vertriebs GmbH  
 Mopptex GmbH  
 ToolSence GmbH



## Switzerland

Avet AG  
 boerding Exposition S.A.  
 Cleanfix Reinigungssysteme AG  
 Mosmatic AG  
 Soobr AG  
 Wetrok AG Zaugg AG Eggiwil



## Czech Republic

Alliance Laundry CE s.r.o.  
 Eastmop spol. s.r.o.



## Türkiye

Ertumop Reinigungstextilien GmbH



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