



**80** Jahre  
**BM**  
Zukunft braucht  
Herkunft

- Print
- Website
- Newsletter
- Social media
- Lead generation
- Digital events
- Market research

<b>Content</b>	<b>Page</b>
<b>TRADE MAGAZINE</b>	
Profile	5
Circulation and distribution	6
Readership analysis	7
Rates and formats	10
Editorial schedule	15
<b>WEBSITE</b>	28
Online advertorial	32
<b>NEWSLETTER</b>	30
Standalone newsletter	31
<b>CROSS-MEDIA</b>	
Video library	34
Special trade-show packages	35
<b>SOCIAL MEDIA</b>	36
<b>BM SERVICES</b>	
Market research	37
<b>BM EVENT</b>	
Webinar	38
Digital Practice Days	39

## Contacts

### Head of Media Sales

Simone Felk  
 Phone +49 711 7594-409  
 simone.felk@konradin.de

### Account Manager

Clemens Scheffler  
 30855 Langenhagen  
 Phone +49 511 90146-30  
 clemens.scheffler@konradin.de

### Andreas Schlick

Phone +49 711 7594-413  
 andreas.schlick@konradin.de

### Rebecca Wolf

Phone +49 711 7594-386  
 rebecca.wolf@konradin.de

### Order Management

Henrike Henke  
 Phone +49 711 7594-317  
 henrike.henke@konradin.de

### Konradin-Verlag

Robert Kohlhammer GmbH  
 Ernst-Mey-Straße 8  
 70771 Leinfelden-Echterdingen  
 Germany



### BM reveals what really is or will be important

Current market trends, promising business ideas, innovative products and efficient production methods.

### By professionals for professionals

Crucial ideas and practical tips for joiners, cabinetmakers and window manufacturers.

### BM meeting point – the industry’s meeting point

Be it trade fairs, market data or an exchange of views, BM is on board and vital to the success of your business.

# BM – for your successful market communication

BM – a top performer for all media targets

- Advertisement
- Special advertising formats
- Online campaigns
- Newsletter marketing
- E-mail marketing
- Sponsoring models
- Cross-media concepts

and a lot more...  
just ask.



BM – classics

- BM special: Building elements, components and accessories
- BM EDP magazine
- BM special trade show packages
- BM catalogue service
- BM wall calendar



BM – special offers

- BM event: Digital Practice Days
- Lead generation: Webinars
- BM-online: Advertorial
- BM-online: Contest
- BM-online: Focus video
- BM-online: Theme pages
- BM market research



## THE MAGAZINE

### BM Innenausbau / Möbel / Bauelemente

is a must-read for decision-makers in the fields of furniture manufacturing, interior fitting, construction-element production, installation and sales.

BM is the most subscribed title in the market (direct subscriptions – no members' copies).

**With 58,000 readers per issue, BM has excellent market coverage.**



## THE NEWSLETTER

### The BM newsletter

is published fortnightly plus a special newsletter.

It contains the latest industry news, specialist information as well as product and event reports.

**The newsletter is sent to 20,000 interested industry professionals.**



## THE WEBSITE

### [www.bm-online.de](http://www.bm-online.de)

sets the industry standard: Modern look and functionality, in-depth content, high user value and a wide range of services.

**BM online proves its worth with 70,000 visits per month.**

(average value, source: Matomo Analytics)

## SOCIAL MEDIA CHANNELS



**More service, higher performance!**

### BM webinars

We organise webinars for you!

#### Your benefits:

- Live presentation of your products and innovations – regardless of location
- New contacts – get to know potential customers who are interested in your product/solution
- Know who is listening – you receive the complete list of all participants
- Competent implementation

### BM market research

Do you need answers from your target audience?  
Or do you want to test the impact of your promotional activities?

We invite you to conduct individual studies or participate directly in the BM market survey.

**Get in touch with us!**



- 01 Title:** BM Innenausbau / Möbel / Bauelemente
- 
- 02 In brief:**  
**BM is the meeting place for the interior finishing, furniture and building components industries.** BM provides vital ideas and practical tips for business success. BM shows what is and what will be really important. It focuses on current market trends, promising business ideas, innovative products, efficient production methods as well as user reports and practical examples. Each issue of BM covers furniture and interior fittings, building components, materials, supplied parts, technology, vehicle fleets and business management.  
**BM's feature topic** in each issue focuses on a selected theme, which is featured on the cover and then explored through articles and product reviews inside.  
**BM EDP Magazine:** 4 times a year – in January, March, June and October – a special section focusing on software and IT provides readers with up-to-date news and information on the latest developments.  
**BM special issue:** 1 x per year – BM special „Bauelemente, Komponenten und Zubehör“ – the reference book for purchasing.  
**BM is present on all major channels:** The BM brand stands for a unique cross-media integration of print, online, newsletter and social media.
- 
- 03 Target group:**  
 Investment decision-makers, owners, executives and skilled workers in joining and cabinetmaking, interior finishing and window building, in trade and industry.
- 
- 04 Frequency:** Monthly plus BM special issue
- 
- 05 Format:** DIN A4
- 
- 06 Year:** 81<sup>st</sup> year 2026
- 
- 07 Subscription rate:** Annual subscription: Germany €231.40, abroad €239.20
- 
- 08 Organ:**  
 Official organ of Germany's professional associations of the wood, plastics and aluminium processing trades of Baden-Wuerttemberg, Brandenburg, Hesse, North Rhine-Westphalia, Rhineland-Palatinate, Saar, Saxony, Saxony-Anhalt, Schleswig-Holstein, Thuringia and the carpenters' guild of Berlin

- 09 Memberships:** —
- 
- 10 Publishing house:** Konradin-Verlag Robert Kohlhammer GmbH
- 
- 11 Publisher:** Katja Kohlhammer
- 
- 12 Advertising:** Simone Felk, Head of Media Sales
- 
- 13 Editorial team:** Christian Nardemann, Editor-in-Chief  
 Phone +49 711 7594-264  
 christian.nardemann@konradin.de  
 Regina Adamczak, Heinz Fink, Marc Hildebrand,  
 Miriam Matsche, Lukas Petersen
- 
- 14 Pagination analysis 2024 = 13 issues**
- |                                   |                    |                 |
|-----------------------------------|--------------------|-----------------|
| <b>Total number of pages:</b>     | <b>1,374 pages</b> | <b>= 100.0%</b> |
| Editorial section:                | 1,006 pages        | = 73.2%         |
| Advertising section:              | 368 pages          | = 26.8%         |
| <i>Thereof:</i>                   |                    |                 |
| <i>Classified advertisements:</i> | 2 pages            |                 |
| <i>Bound inserts:</i>             | 58 pages           |                 |
| Loose inserts:                    | 29 pieces          |                 |
- 
- 15 Content analysis of editorial content 2024:** **1,006 pages = 100.0%**
- |                               |           |         |
|-------------------------------|-----------|---------|
| Furniture and interior design | 156 pages | = 15.5% |
| Technology                    | 252 pages | = 25.0% |
| Building components           | 215 pages | = 21.4% |
| EDP magazine                  | 40 pages  | = 4.0%  |
| Management practice           | 100 pages | = 9.9%  |
| Jobfit                        | 78 pages  | = 7.8%  |
| Sections / miscellaneous      | 165 pages | = 16.4% |

  IVW Q1/2025

 Newsletter reporting, July 2025

 Matomo, 1<sup>st</sup> HY 2025

Magazine		Contact opportunities
 <p><b>ePaper</b> Paid subscriptions</p> <p></p>	<p>Recipient addresses</p> <p>17,416</p>	<p><b>ePaper</b> Paid subscriptions</p> <p>2,584</p> <p></p>
<b>Newsletter</b>		<b>Total magazine circulation</b> per issue (plus additional print copy readers) <b>20,000</b>
 <p><b>Editorial newsletter</b></p> <p></p>	<p>Recipient addresses</p> <p>20,264</p>	<p>Plus special newsletters and standalone newsletters on selected dates</p> <p><b>Newsletter</b> per issue <b>20,264</b>  (Editorial newsletter 4 times per month = 81,056)</p>
<b>Website</b>		<b>Website</b> per month <b>Pls: 193,695</b> <b>Users: 68,389</b>
 <p><b>www.bm-online.de</b></p> <p></p>	<p>The information and service portal sets standards in the industry!</p> <p>On special occasions, we run high-profile promotions: trade fair specials, digital events, photo and video campaigns.</p>	<p>Increased traffic during trade fair periods and special promotions</p>
<b>Social media</b>		<b>Facebook followers</b> <b>13,600</b>
  <p><a href="https://www.facebook.com/BMonline.de">www.facebook.com/BMonline.de</a></p> <p><a href="https://www.instagram.com/bmmagazin_">www.instagram.com/bmmagazin_</a></p>	<p>German title: BM / Schreiner wie wir</p> <p>German title: Aus der Praxis, für die Praxis</p>	<b>Instagram followers</b> <b>12,100</b>

Geographical distribution of print magazine: Germany 94.6%/abroad 5.4%



## 1.1 Sectors / industries / disciplines:

BM is for companies in the woodworking, plastics and light-metal processing industries in interior finishing, furniture manufacturing and the building components industry, window and door manufacturing, assembly and distribution.

Craft and industry	Share of readers	
	%	Approx.
Furniture joining / cabinetmaking, interior finishing	75.7	43,740
Carpentry / window construction	51.0	29,470
Building component manufacturers	43.4	25,080
Prefabricated building / dry construction	6.4	3,700
Machine manufacturers, suppliers	8.8	5,080
Trade in pre-fabricated elements and semi-finished products, materials, fittings, supplies and accessories	55.8	32,240
Furniture trade	17.1	9,880
Architects, interior designers, planners	7.6	4,390
Other, e.g. vocational schools, institutes, associations	4.4	2,540
Multiple answers (100% = 57,780)		

## 1.2 Company size:

Craft and industry	Share of readers	
	%	Approx.
1 – 2 employees	9.5	5,490
3 – 4 employees	19.9	11,500
5 – 9 employees	32.3	18,660
10 – 19 employees	19.5	11,270
20 – 99 employees	12.4	7,160
100 – 499 employees	4.4	2,540
500 and more employees	2.0	1,160
	100.0	57,780

## 1.3 Fields of activity:

Craft and industry	Share of readers	
	%	Approx.
Furniture	76.1	43,970
<i>Individual furniture</i>	72.5	41,890
<i>Kitchens</i>	52.6	30,390
<i>Series furniture</i>	34.7	20,050
Interior fittings	71.3	41,200
Building components	73.3	42,350
<i>Windows / facades / shutters and solar shading</i>	50.6	29,240
<i>Front doors</i>	49.8	28,770
<i>Interior doors / sliding walls and partition walls</i>	59.0	34,090
<i>Stairs</i>	42.2	24,380
Glazing / conservatories	41.4	23,920
Parquet / flooring	45.0	26,000
Sound and heat insulation	45.0	26,000
Fire protection	45.4	26,230
Dry construction, acoustic construction	30.7	17,740
Property furnishings	66.1	38,190
Modernisation of old buildings	57.4	33,170
Restaurant fitting	49.8	28,770
Shopfitting and exhibition-stand building	48.2	27,850
Installation	71.3	41,200
Multiple answers (100% = 57,780)		



2.1 Reader details: Position in company	Share of readers	
	%	Approx.
Owner / partner / lessee	65.7	37,960
Managing director / works manager	10.4	6,010
Foreman / head of department	10.4	6,010
Commercial employee	7.1	4,100
Tradesman / craftsman / technical employee	4.0	2,310
Other, e.g. teacher, lecturer, trainee	2.4	1,390
	100.0	57,780

2.2 Socio-demographic details: Education / training / vocational training	Share of readers	
	%	Approx.
Master	69.7	40,270
Trained in business management / commerce	8.7	5,030
Tradesman / craftsman / technician	7.6	4,390
Graduate engineer / master's / bachelor's degree in technology	6.4	3,700
Architect / interior designer / designer	5.2	3,000
Other, e.g. teacher, lecturer, trainee	2.4	1,390
	100.0	57,780

**Summary of the survey method:**

1. Method: Readership analysis by telephone survey – sample survey
2. Population: 21,906 = 100.0%
3. Sample: 251 net interviews
4. Target persons of the study: average number of readers per issue
5. Study period: June/July 2016
6. Survey completed by: Foerster & Thelen, Bochum

Interest in subject: (Very) important (top 1 and 2 on scale of 1-5)	Share of readers	
	%	Approx.
Machine and production technology	96.4	55,700
Materials	92.8	53,620
Tools	84.1	48,590
Design, engineering, construction	83.3	48,130
Building components, windows, doors	82.9	47,900
Fittings	81.3	46,980
Furniture	79.7	46,050
Assembly technology	78.1	45,130
Power tools	75.7	43,740
Surface technology, lacquers, varnishes, coating materials	73.7	42,580
Interior fittings	72.9	42,120
Interior doors	70.5	40,730
Adhesive bonding technology	70.1	40,500
Glass in furniture and interior finishing	69.3	40,040
Front doors	68.1	39,350
Edge finishing	65.3	37,730
Flooring	61.4	35,480
Kitchens and accessories	60.2	34,780
Stairs	57.8	33,400
Heating, exhausting, recycling	57.0	32,930
Security technology	53.8	31,090
Industry software, CAD/CAM	49.0	28,310
Glass (facades/conservatories), insulating glass	49.0	28,310
Shopfitting	48.6	28,080
Shutters, solar shading and insect screens	48.6	28,080
CNC technology, networked production	48.2	27,850



## The top results of the BM readership analysis illustrate BM's dominant role in the market

### BM meeting point

**96%** confirm: BM reports at a high professional level, from colleague to colleague

**91%** would miss BM if they were no longer to receive it

**78%** of BM readers read at least 10 out of 12 issues per year

**85%** confirm: BM reports on what is really important

**85%** say: companies regularly advertising in BM show that they are important players in the market

### Important topics according to BM readers ...

**91%** practical examples / user reports

**86%** latest product information

**83%** test reports / comparative tests

**81%** object and image reports (e.g. furniture manufacturing and interior finishing)

**77%** trend reports, e.g. design, style, finishes

**67%** trade-fair reports

**60%** corporate management

### BM is obligatory for decision-makers

**97%** of BM readers are involved in investment decisions at their companies

**97%** find valuable tips in BM that are directly applicable in practice

**83%** confirm that BM is beneficial to their company's business success

### Purchasing impulses and contacts through BM

**86%** confirm that advertising shows them new ideas/products

**75%** say that advertising gives them specific impulses to make purchasing decisions

**84%** say ads inspire them to request more information

### Among the readers that got active after reading BM ...

**84%** visited the website of an advertiser

**49%** requested additional information

**38%** contacted the advertiser

**Magazine format:**

210 mm wide x 297 mm high, DIN A4  
Untrimmed: 216 mm wide x 303 mm high

**Type area:**

188 mm wide x 270 mm high, 4 columns, each 44 mm wide

**Printing and binding:** Web offset, adhesive binding

**Charges:** No discounts

**Position:**

Specified positions subject to additional 20% surcharge on the relevant b/w rate

**Colour:**

See page 11 for colour surcharge. Print colours (CMYK) according to ISO 2846-1, other colours treated as spot colours. Metallic and phosphorescent colours on request.

**Discount:**

For orders within any 12 months (insertion year).  
No discount on colour and bleed charges and loose inserts.  
Discounts apply to bound inserts (1 insert = 1/1 page of advertising).

**Frequency**

	3 ads	6 ads	9 ads	12 ads
<b>discount:</b>	5%	10%	15%	20%

<b>Classified ads</b>	<b>* no discount</b>	<b>Basic rate</b>	
Recommendation ads		1 col., 44 mm wide, per mm b/w	<b>9.20</b>
Classified ads/job ads*		1 col., 44 mm wide, per mm b/w	<b>5.70</b>
Jobs wanted*		1 col., 44 mm wide, per mm b/w	<b>3.70</b>
Box number charge		incl. forwarding postage	<b>17.00</b>

Included in the rate: publication on [www.bm-online.de](http://www.bm-online.de)

**Contact:**

Advice, booking: see contacts on page 2

Order confirmation, invoicing, receipts, data delivery + technical details:

**Order management**

Henrike Henke  
Phone +49 711 7594-317  
[henrike.henke@konradin.de](mailto:henrike.henke@konradin.de)

**Data preparation:**

Please design your advert with a safety margin of at least 5 mm all around. This means that all important content – in particular text, logos and key image elements – must be placed at least 5 mm inside the final format.

**Data submission:**

Use our ad portal at [www.konradin-ad.de](http://www.konradin-ad.de) to submit your data online.  
We prefer PDF/X4 and also accept EPS or TIFF.  
Please do not send open files.  
See page 14 for technical specifications

**Conditions:**

Prior to digital submission of advertising artwork, the publisher must have received the corresponding advertisement booking. The advertising deadlines are specified in the editorial schedule. Advertising must be seen as distinct from the editorial section and, as such, a booked advertising format (ad, bound insert, loose insert, etc.) may contain only the offer of one advertiser.

**Payment conditions:**

2% discount for direct debit, advance payment and payment within 10 days of invoice date, otherwise payment in full no later than 30 days from invoice date.  
VAT No. DE 811 236 132

**Bank account:**

Baden-Württembergische Bank, BIC: SOLADEST600,  
IBAN: DE28 6005 0101 0002 6238 87

Our **general terms and conditions** are available on the Internet at [www.konradin.de](http://www.konradin.de). We would be happy to send you a copy on request.

**Ads: Standard formats**

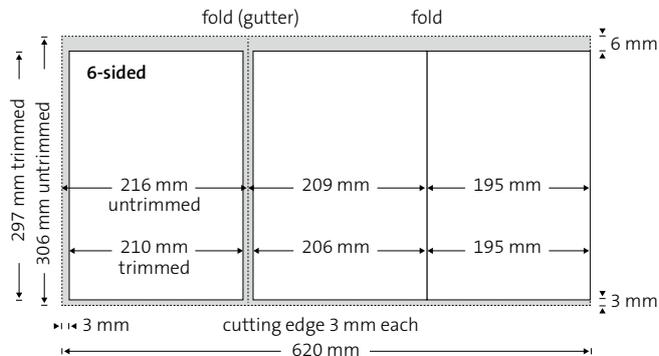
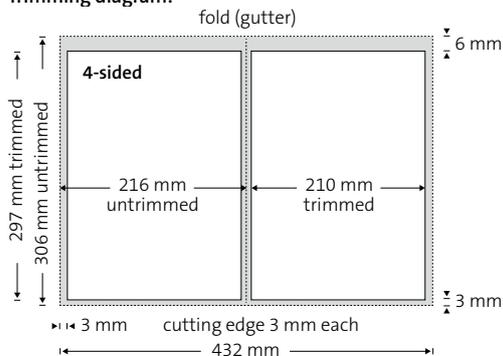
Formats	Basic rates b/w	2c		3c		4c		Formats: width x height in mm Trim: add 3 mm to each side			
		Colour surcharge	Total rate 2c	Colour surcharge	Total rate 3c	Colour surcharge	Total rate 4c	Type area	Trimmed		
<b>1/1 page</b>	<b>9,180.00</b>	670.00	<b>9,850.00</b>	1,340.00	<b>10,520.00</b>	1,800.00	<b>10,980.00</b>			188 x 270	210 x 297
2nd/3rd cover page	<b>9,980.00</b>	670.00	<b>10,650.00</b>	1,340.00	<b>11,320.00</b>	1,800.00	<b>11,780.00</b>				
4th cover page	<b>10,740.00</b>	670.00	<b>11,410.00</b>	1,340.00	<b>12,080.00</b>	1,800.00	<b>12,540.00</b>				
<b>2/3 page</b>	<b>6,145.00</b>	670.00	<b>6,815.00</b>	1,340.00	<b>7,485.00</b>	1,800.00	<b>7,945.00</b>		land. 4col port. -	188 x 178 125 x 270	210 x 195 135 x 297
<b>1/2 page</b>	<b>4,590.00</b>	670.00	<b>5,260.00</b>	1,340.00	<b>5,930.00</b>	1,800.00	<b>6,390.00</b>		land. 4col port. 2col	188 x 133 92 x 270	210 x 150 103 x 297
on editorial page	<b>5,490.00</b>	670.00	<b>6,160.00</b>	1,340.00	<b>6,830.00</b>	1,800.00	<b>7,290.00</b>				
<b>1/3 page</b>	<b>3,070.00</b>	670.00	<b>3,740.00</b>	1,340.00	<b>4,410.00</b>	1,800.00	<b>4,870.00</b>		land. 4col port. -	188 x 88 60 x 270	210 x 105 71 x 297
on editorial page	<b>3,920.00</b>	670.00	<b>4,590.00</b>	1,340.00	<b>5,260.00</b>	1,800.00	<b>5,720.00</b>				
<b>1/4 page</b>	<b>2,295.00</b>	460.00	<b>2,755.00</b>	920.00	<b>3,215.00</b>	1,240.00	<b>3,535.00</b>		land. 4col 2col port. 1col	188 x 65 92 x 133 44 x 270	210 x 82 55 x 297
<b>1/8 page</b>	<b>1,150.00</b>	460.00	<b>1,610.00</b>	920.00	<b>2,070.00</b>	1,240.00	<b>2,390.00</b>		land. 4col 2col port. 1col	188 x 32 92 x 65 44 x 133	
<b>1/16 page</b>	<b>575.00</b>	460.00	<b>1,035.00</b>	920.00	<b>1,495.00</b>	1,240.00	<b>1,815.00</b>		2col port. 1col	92 x 32 44 x 65	

Bleed surcharge €800.00, charge for each spot colour €1,050.00, no discounts on charges. Base rate per mm, 1 column, 44 mm wide €9.20

**Bound inserts**

Rates by grammage (qualifies for discounts, 1 insert = 1/1 page of advertising)			Width x height in mm	Conditions/ technical details	Quantities/ deadlines
Quantity	under 135 gsm	135-180 gsm	untrimmed	Prior to order acceptance and confirmation, it is necessary to submit a binding sample, or at least a dummy sample with size and weight specifications. The positioning of bound inserts depends on the technical possibilities. Bound inserts from materials other than paper on request.	<b>Delivery quantity:</b> <b>Issues</b> 1, 3: 19,700 cop. 2, 4, 5, 6, 7, 8, 9, 10, 11, 12: 15,700 copies <b>Special issue:</b> 15,700 copies
<b>1 leaf = 2 pages</b>	<b>10,200.00</b>	<b>11,800.00</b>	216 x 306		
<b>1 leaf + flap</b>	<b>15,150.00</b>	<b>17,450.00</b>		Bound inserts should be delivered untrimmed and the front page marked. Multi-page bound inserts must be delivered folded and closed towards the collar, i.e. in the direction of insertion. Additional folding and gluing work will be charged for.	<b>Delivery deadline:</b> 3 days after advertising deadline
Quantity	80-134 gsm	135-180 gsm	untrimmed		
<b>2 leaves = 4 pages</b>	<b>17,750.00</b>	<b>20,400.00</b>	432 x 306		
<b>3 leaves = 6 pages</b>	<b>24,340.00</b>	<b>27,990.00</b>	620 x 306		
<b>4 leaves = 8 pages</b>	<b>29,300.00</b>	<b>33,670.00</b>	2 x 2 leaves	In addition to the print issue, 2,600 digital copies are sent out per issue.	

Rates for bound inserts on paper weighing less than 80 gsm or more than 180 gsm and other paginations are available on submission of a sample.

**Trimming diagram:****Delivery address****for bound inserts:**

Delivery at advertiser's expense  
Vogel Druck und  
Medienservice GmbH  
Warenannahme  
Leibnizstraße 5  
97204 Höchberg, Germany

**Delivery note:**

To Konradin - "BM" issue (no.)  
Opening hours: Mon. - Fri.  
8.00 a.m. to 4.00 p.m.  
Euro-pallet dimensions:  
80 x 120 cm  
(max. height 110 cm)

**Loose inserts**

Rates by grammage (no discounts)		Conditions/ technical details	Delivery quantities (= print run + allowance)	Formats/ deadlines
Postage cost per 1,000 copies		Prior to order acceptance and confirmation, it is necessary to submit a binding sample, or at least a dummy sample with size and weight specifications. The positioning depends on the technical possibilities.	<b>Delivery quantities: Issues</b> <b>1, 3:</b> 19,700 cop. <b>2, 4, 5, 6, 7, 8, 9, 10, 11, 12:</b> 15,700 cop. <b>Special issue:</b> 15,700 cop.	<b>Format:</b> Maximum 200 mm wide 290 mm high  <b>Delivery deadline:</b> 3 days after advertising deadline
<b>up to 25 g</b>	<b>310.00</b>			
<b>up to 30 g</b>	<b>320.00</b>	Loose insert are inserted loosely and they must consist of just a single piece. The front page must be marked. Multi-page inserts must be folded and delivered closed along the long side of the gutter, i.e. in the direction of insertion.	<b>Partial allocation:</b> from 3,000 cop.	
<b>up to 35 g</b>	<b>340.00</b>			
<b>up to 40 g</b>	<b>360.00</b>	Additional folding and gluing work will be charged for.	<b>Postcodes:</b> 0 = 800 cop. 5 = 1,700 cop. 1 = 800 cop. 6 = 1,200 cop. 2 = 1,400 cop. 7 = 2,400 cop. 3 = 1,800 cop. 8 = 2,000 cop. 4 = 1,700 cop. 9 = 1,400 cop.	
<b>up to 45 g</b>	<b>390.00</b>			
<b>up to 50 g</b>	<b>410.00</b>	<b>A reference to the insert is posted free of charge in the advertising section.</b>		

Rates for heavier inserts and for inserts on thin paper or other materials available on submission of a sample. Rates apply per thousand copies or part thereof.

**Special advertising formats: individual and distinctive**

BM offers advertisers a wide range of possibilities for presenting products and brands in a tailor-made way.

**Title flap****Belly-band****Bookmark****Tip-on or booklet****Delivery address for loose inserts:**

Delivery at advertiser's expense  
Vogel Druck und Medienservice GmbH  
Warenannahme  
Leibnizstraße 5  
97204 Höchberg, Germany

**Delivery labelling:**

To Konradin - "BM" issue (no.)  
Opening hours: Mon. - Fri.  
8.00 a.m. to 4.00 p.m.  
Euro-pallet dimensions:  
80 x 120 cm (max. height 110 cm)

We will be happy to provide you with a quote and inform you about the technical details. Contact us!

**Tip-ons**

<b>Rates</b>	
Plus cost of carrier ad or bound insert	
<b>Per thousand copies, including postage costs, plus gluing costs</b>	
<b>Postcard</b>	<b>65.00</b>
<b>Delivery quantities:</b>	<b>Gluing costs:</b>
<b>Issues:</b>	Machine gluing <b>55.00</b> per thousand.
<b>1, 3:</b> 19,700 cop.	Parallel strip gluing or spot gluing possible.
<b>2, 4, 5, 6, 7, 8, 9, 10,</b>	Minimum distance to spine: 30 mm.
<b>11, 12:</b> 15,700 cop.	Minimum distance to trim edges: 20 mm.
<b>Special issue</b> 15,700 cop.	In other cases, including diagonal placement: on request
<b>Other advertising materials, e.g. booklets, samples, will be rated as loose inserts.</b>	<b>Gluing costs:</b>
<b>Print run: on request</b>	On request on submission of a binding sample.
	Parallel strip gluing or spot gluing possible.
	Minimum distance to spine: 30 mm.
	Minimum distance to trim edges: 20 mm.

The position of tip-ons may vary by 1-2 mm. This is due to technical reasons and cannot be excluded.

**Delivery address:**

Delivery at advertiser's expense  
Vogel Druck und Medienservice GmbH  
Warenannahme  
Leibnizstraße 5  
97204 Höchberg, Germany

**Delivery labelling:**

To Konradin - "BM" issue (no.)  
Opening hours: Mon. - Fri. 8.00 a.m. to 4.00 p.m.  
Euro-pallet dimensions: 80 x 120 cm (max. height 110 cm)

**Technical requirements for the delivery of data for advertisements and other advertising materials**

**Data formats:** We recommend the delivery of PDF/X-4 files. Otherwise unseparated files in EPS or TIFF format; please avoid native files (e.g. InDesign, Quark XPress, etc.). The file must be ready to print, i.e. all fonts used should be embedded, continuous tone images require a resolution of 300 dpi, line art a minimum resolution of 600 dpi.

**Colour:** Print colours (CMYK) in accordance with ISO 2846-1, spot colours available on request. For colour space conversion and control (ICC colour management), please refer to the standard ECI offset profiles Use the "eciRGB\_v2.icc" (RGB colour space) and "ISOcoated\_v2" (CMYK colour space) profiles.

**Proof:** "Print Media Standard" (bvdm) contract proof. Digital proofs must contain the FOGRA MediaWedge in order to monitor colour accuracy (available from [www.fogra.org](http://www.fogra.org), payment required). Proofs must include an official print control strip.

**Data archiving:** All data will be archived, unamended repeats will therefore normally be possible. However, no data guarantee is provided.

**Guarantee:** If incomplete or incorrect data (text, colours, illustrations) is delivered, we accept no responsibility for the printed result. Faulty imaging due to incomplete or faulty files, incorrect settings or incomplete information will be charged for. This also applies to additional setting or repro work as well as the production of new proofs.



In every issue: Technical articles, object reports, reports on the topics of **interior fittings – furniture – building components**: Design/construction, production, marketing and sales, company management, vehicle fleet, market innovations in machinery, semi-finished products and supplied parts, windows, doors and building components.

Issue	Themes	Trade fairs
<p><b>1</b></p> <p>January 2026</p> <p>Publication date 12.01.2026</p> <p>Advertising deadline 05.12.2025</p> <p><b>BONUS DISTRIBUTION</b> + AUSTRIA</p> <p><b>Extra-large print run: 22,000 copies</b></p>	<p><b>FEATURE TOPIC: Power tools</b> The latest new and further developments in cordless and corded power tools – Smart accessories for even greater productivity in the workshop and on the jobsite – On the move with advanced battery technology, including apps and Bluetooth – BM practice check: exclusive reviews <b>Workwear &amp; OHS:</b> Comfortable and safe on the go</p> <p><b>Efficient manufacturing concepts for furniture and interior fitting</b> Machining processes for individual production – The networked workshop: Machines and complete production units connected in a data network – Everything is growing together: Modern production organisation in practice – Examples of panel and solid wood processing – Standard, special and CNC machines – <b>Machine tools</b> and accessories</p> <p><b>Extraction, heating, recycling</b> Optimise costs with customised plant technology for new buildings and refurbishments – <b>Compressed air generation and application:</b> Compressors, compressed air processing and distribution</p> <p><b>Supplier market</b> The service offerings of the specialists – From doctors' surgeries to bathrooms and kitchens – Semi-finished and supply products made of mineral, quartz and ceramic materials stand out for their functionality and aesthetics – The use and processing of solid surface materials – Limitless design possibilities</p>	<p>(Dates subject to change)</p> <p><b>POLYCLOSE</b> Gent, Belgium 14.01.-16.01.2026</p> <p><b>DOMOTEX</b> Hanover 19.01.-22.01.2026</p> <p><b>imm cologne</b> Cologne 20.01.-23.01.2026</p> <p><b>SWISSBAU</b> Basel, Switzerland 20.01.-23.01.2026</p> <p><b>HANDWERK live</b> Leipzig 31.01.-08.02.2026</p>
	<p><b>Flooring</b> Carpenters and joiners are into it: Flooring systems between design and technology – From engineered parquet to solid wood planks and trendy laminates – Installation aids and smart accessories – <b>Domotex 2026</b> preview</p> <p><b>Special section EDP MAGAZINE – Software and IT practice</b> Updating software is at the top of companies' investment lists – Where are the optimisation potentials of modern business organisation? – What can modern software deliver in this context? – From industry-specific programs to CAD: the latest software news</p> <p><b>FOCUS BUILDING COMPONENTS</b> <b>Construction and extensions, windows and facades:</b> Climate protection and energy saving remain key topics – Product innovations in the field of highly thermally insulated windows, front doors and facades – Constructions, components, materials, fittings, mounting frames, sealing and insulating materials – Trade fair preview of <b>Swissbau 2026</b> <b>All about windows, doors and conservatories:</b> Added value through the right accessories – roller shutters, venetian blinds, blinds, sun and insect protection as well as automation</p>	<p><b>TRADE-FAIR ISSUE</b> DOMOTEX SWISSBAU</p>



In every issue: Technical articles, object reports, reports on the topics of **interior fittings – furniture – building components**: Design/construction, production, marketing and sales, company management, vehicle fleet, market innovations in machinery, semi-finished products and supplied parts, windows, doors and building components.

Issue	Themes	Trade fairs
<p><b>2</b></p> <p>February 2026</p> <p>Publication date 11.02.2026</p> <p>Advertising deadline 14.01.2026</p>	<p><b>FEATURE TOPIC:</b>  <b>Furniture fittings, lighting technology &amp; materials</b>            Innovative furniture fittings, intelligent lighting technology, decorative and creative materials – Trendsetting design solutions and the latest product innovations –  <b>Shopfitting ideas:</b> New presentation concepts – Inspiration and suggestions from manufacturers' materials and supply ranges</p>	<p><b>Wall and ceiling</b>            Design meets function: What suppliers have on offer – Materials, constructions, elements – Acoustic properties noticeably expand the areas of application</p>
	<p><b>Standard machines</b>            Sophisticated technology turns standard machines into genuine high performers in the workshop – Focus on the latest developments in the area of sliding panel saws and practical tips for optimising this workplace. First preview of <b>HOLZ-HANDWERK</b> and <b>FENSTERBAU FRONTALE 2026</b> in Nuremberg – <b>Machine tools:</b> Boosting tool life, machining quality and throughput</p>	<p><b>In focus: Workshop practice</b>            Increased productivity in the bench and machine room – Sophisticated solutions complement proven technology – Ergonomic design of workplaces and workflows: Practical tools and time-saving equipment  <b>Adhesive bonding:</b> Challenges and practical tips</p>
	<p><b>Surface technology</b>            Water-based coatings, oils, waxes: Eco-friendly coatings are becoming more efficient – What users need to keep in mind – Machinery, equipment and auxiliaries – Application examples and practical tips</p>	<p><b>TRADE-FAIR PREVIEWS</b>            HOLZ-HANDWERK            FENSTERBAU FRONTALE</p> <p><b>TRADE-FAIR ISSUE</b>            EuroShop            DACH+HOLZ International</p> <p>(Dates subject to change)</p> <p><b>budma</b>            Poznań, Poland            03.02.-06.02.2026</p> <p><b>EUROBOIS</b>            Lyon, France            03.02.-06.02.2026</p> <p><b>bauen + wohnen</b>            Salzburg, Austria            05.02.-08.02.2026</p> <p><b>BATIBOUW</b>            Brussels, Belgium            07.02.-15.02.2026</p> <p><b>NORDHAUS</b>            Oldenburg            21.02.-22.02.2026</p> <p><b>EuroShop</b>            Dusseldorf            22.02.-26.02.2026</p> <p><b>DACH+HOLZ International</b>            Cologne            24.02.-27.02.2026</p> <p><b>MEBLE POLSKA</b>            Poznań, Poland            24.02.-27.02.2026</p>



In every issue: Technical articles, object reports, reports on the topics of **interior fittings – furniture – building components**: Design/construction, production, marketing and sales, company management, vehicle fleet, market innovations in machinery, semi-finished products and supplied parts, windows, doors and building components.

Issue	Themes		Trade fairs
<p><b>3</b></p> <p><b>March 2026</b></p> <p><b>Publication date</b> 16.03.2026</p> <p><b>Advertising deadline</b> 16.02.2026</p>	<p><b>FEATURE TOPIC:</b> <b>HOLZ-HANDWERK and FENSTERBAU FRONTALE 2026</b></p> <p>The trade fair duo in the Franconian metropolis is a successful combination – What can joiners and window manufacturers expect from the trade fairs of the year? Research for the big <b>BM trade-fair guide</b></p> <ul style="list-style-type: none"> <li>• <b>HOLZ-HANDWERK:</b> Woodworking machinery, machine tools, power tools, production requirements, materials, supplied parts and fittings, industry software</li> <li>• <b>FENSTERBAU FRONTALE:</b> The international supplier market for window and facade manufacturers – PVC and aluminium profile systems for windows and doors – Construction fittings – Insulating glass technology – Prefabricated units – Machinery and equipment for the production of building components</li> </ul>	<p><b>digitalBAU 2026</b> Exhibitor numbers at the meeting place for digitalisation are rising steadily – Drivers are artificial intelligence, the digital construction site, smart building, BIM and more – Innovations and trends</p> <hr/> <p><b>Special section EDP MAGAZINE – Software and IT practice</b> More and more powerful: Software for window, facade and conservatory construction – Trade-fair guide: IT suppliers at <b>HOLZ-HANDWERK and FENSTERBAU FRONTALE 2026</b> in Nuremberg – Industry software and CAD: Software news</p> <hr/> <p><b>Flooring trends</b> From solid wood to laminate: The highlights of <b>DOMOTEX 2026</b> in BM's trade-fair report – Plus: New ideas for accessories, surfaces and tools</p>	<p>(Dates subject to change)</p> <p><b>INTERNATIONALE EISENWARENMESSE</b> Cologne 03.03.-06.03.2026</p> <p><b>INTERNATIONALE HANDWERKSMESSE</b> Munich 04.03.-08.03.2026</p> <p><b>light + building</b> Frankfurt 08.03.-13.03.2026</p>
<p><b>MAIN TRADE-FAIR ISSUE</b></p> <p><b>Extra-large print run: 22,000 copies</b></p>	<p><b>Trade-fair coverage is supplemented by special newsletters and promotions on <a href="http://bm-online.de">bm-online.de</a></b></p> <p><b>CNC and CAD/CAM technologies for the skilled trade</b> Five axes are becoming a standard – The latest CNC range for craftsmen and interior fitting companies – Options for CNC-controlled production with modern CAD/CAM systems</p> <hr/> <p><b>Window and door manufacturing</b> From cutting to glazing – Where to find potential for rationalisation in the production of wood, PVC and aluminium windows – Production and automation concepts at <b>HOLZ-HANDWERK and FENSTERBAU FRONTALE 2026</b></p> <hr/> <p><b>Wood protection for windows and doors</b> Coatings up close: Systems and concepts for further extending maintenance intervals for timber components – State of the art and future options for timber window, door and conservatory manufacturers</p>	<p><b>In focus: Kitchens</b> Success in the upper market segment: Individual kitchens from cabinetmakers – Convenient fittings, inserts, appliances and accessories as sales drivers – Attractive kitchen lines allowing cabinetmakers to expand their range of products and services</p> <hr/> <p><b>TRADE-FAIR ISSUE</b></p> <p><b>HOLZ-HANDWERK</b> <b>FENSTERBAU FRONTALE</b></p> <p><b>TRADE-FAIR REPORTS</b> <b>DOMOTEX</b></p> <p><b>digitalBAU</b></p>	<p><b>digitalBAU</b> Cologne 24.03.-26.03.2026</p> <p><b>HOLZ-HANDWERK</b> Nuremberg 24.03.-27.03.2026</p> <p><b>FENSTERBAU FRONTALE</b> Nuremberg 24.03.-27.03.2026</p>



In every issue: Technical articles, object reports, reports on the topics of **interior fittings – furniture – building components**: Design/construction, production, marketing and sales, company management, vehicle fleet, market innovations in machinery, semi-finished products and supplied parts, windows, doors and building components.

Issue	Themes	Trade fairs
<p><b>4</b></p> <p>April 2026</p> <p>Publication date 13.04.2026</p> <p>Advertising deadline 12.03.2026</p>	<p><b>FEATURE TOPIC: Interior doors</b> Where is the door journey heading? – Design and technology, coordinated functional and decorative fittings, fillings and applications – Rationalisation aids for assembly – Semi-finished products and blanks for in-house production – Current developments in flat entrance doors: Security technology meets design – <b>Fire and sound protection</b> through interior doors</p> <hr/> <p><b>Networked workshop</b> Rationalisation through automation - Integrated concepts increase added value – Networking is the key: How even small companies can benefit from sophisticated handling and customised automation solutions. <b>AI, robots, cobots &amp; co:</b> What can controlled workshop assistants do and when do they make sense?</p> <hr/> <p><b>Measuring technology</b> Practical solutions for a wide range of measurement situations, including efficient processing of digital measurement data – Precise beam in a compact package: The latest technology from construction site lasers to rangefinders</p> <hr/> <p><b>Workwear and occupational health and safety</b> Appealing workwear attracts customers – Contemporary, comfortable and easy-care: What do workwear suppliers offer? – Nice and handy: Gadgets for your pocket</p>	<p>(Dates subject to change)</p> <p><b>PaintExpo</b> Karlsruhe 14.04.-17.04.2026</p> <p><b>HANNOVER MESSE</b> Hanover 20.04.-24.04.2026</p> <p><b>Salone del Mobile</b> Milan, Italy 21.04.-26.04.2026</p>
	<p><b>Technical interior fitting</b> What to keep in mind for systematic planning – Success with the right partner: Partition and cabinet walls, tested materials, constructions, systems, elements without risks – Acoustics are becoming increasingly important – <b>Fire protection with glass:</b> Transparent combinations</p> <hr/> <p><b>Stair construction</b> Planning, design, production and sales: Machines, programmes, equipment and auxiliaries – Stair construction in practice: basic knowledge and tips for professionals – Exciting designs for elegant staircases – The latest in stair fashion: Reduced design, daring material mixes – Skilful combinations of wood, steel and glass</p> <hr/> <p><b>In focus: Vehicle fleets</b> Vans up to five cubic metres: The latest vans for cabinetmakers, joiners and window makers in BM's market review – Practical loading solutions and tips for choosing the right van for your purposes</p>	



In every issue: Technical articles, object reports, reports on the topics of **interior fittings – furniture – building components**: Design/construction, production, marketing and sales, company management, vehicle fleet, market innovations in machinery, semi-finished products and supplied parts, windows, doors and building components.

Issue	Themes		Trade fairs
<p><b>5</b> May 2026</p> <p>Publication date 11.05.2026</p> <p>Advertising deadline 10.04.2026</p> <p></p>	<p><b>FEATURE TOPIC: Surface technology</b> What modern and environmentally friendly coating systems have to offer: Trends and prospects – The latest process and product developments for all sizes of operation – Machinery, equipment and auxiliaries for professional surface finishing – Practical tips: How it's done</p> <p><b>Trade-fair report</b> <b>HOLZ-HANDWERK and FENSTERBAU FRONTALE 2026</b> The latest knowledge transfer for joiners and window manufacturers - Premieres, reports and analyses from Nuremberg – The top innovations in the BM trade-fair report</p> <p><b>Veneer and solid wood</b> Classic materials in transition – Standards and highly refined trendy specialities – Modified woods in focus – Application and processing, machinery, tools and equipment for veneer processing – What is available on the market?</p> <p><b>Supplier market and commercial goods</b> Boosting market success with bought-in products – Furniture and furniture components, prefabricated elements for interior fittings – <b>Bathroom and wellness</b>: High-quality supply products for tailored concepts</p> <p><b>Xylexpo 2026</b> The Xylexpo trade fair in Milan: The innovation competition for the European machine, tooling and supplier industry – The latest trade-fair preview</p>	<p><b>Furniture and ornamental fittings</b> Modern functional fittings enhance furniture and interior design – Focus on the latest handle collections – Timeless elegance in stainless steel, aluminium, wood, plastic, stone or leather – What design options does the market offer?</p> <p><b>Handling, transporting, storing</b> Systematic material handling: Concepts, systems and components for efficient material flow – Cost-effective solutions for companies of all sizes – Practical examples</p> <p><b>FOCUS BUILDING COMPONENTS</b> <b>Profile systems for windows and doors</b>: New and further developments from FENSTERBAU FRONTALE 2026 and their benefits for fabricators – Fittings and fitting installation <b>Installation technology</b>: Efficient installation of windows, doors, partitions, wall and ceiling cladding – Anchor technology, auxiliary and fastening materials, machines, tools and devices <b>Building component accessories</b>: A wide range of accessories and elements for windows and doors – All new and further developments at a glance</p> <p><b>TRADE-FAIR ISSUE</b> Xylexpo</p> <p><b>TRADE-FAIR REPORTS</b> HOLZ-HANDWERK FENSTERBAU FRONTALE</p>	<p>(Dates subject to change)</p> <p><b>IFAT</b> Munich 04.05.-07.05.2026</p>



In every issue: Technical articles, object reports, reports on the topics of **interior fittings – furniture – building components**: Design/construction, production, marketing and sales, company management, vehicle fleet, market innovations in machinery, semi-finished products and supplied parts, windows, doors and building components.

Issue	Themes	Trade fairs
<p><b>6</b> June 2026</p> <p><b>Publication date</b> 11.06.2026</p> <p><b>Advertising deadline</b> 08.05.2026</p>	<p><b>FEATURE TOPIC: Partition walls and sliding systems</b> Separating, dividing and connecting – Flexible partition walls for commercial and residential applications are a big hit in furniture and interior fitting – BM provides a transparent overview of the range of systems and fittings available – Exemplary solutions for fixed and movable partitions</p> <p><b>Sanding technology for a perfect finish</b> Solid wood, veneer and varnish – Surfaces, edges and profiles – How can the finish quality be improved? – Brushing, embossing, texturing – Advances in machine technology – Abrasives, sanding tools, sanding tables, auxiliaries and accessories</p> <p><b>Production and machine technology</b> Productive manufacturing ideas for industry and crafts – Specialities and individual problem solutions for panel and solid wood processing – New and exciting features in machines, <b>machine tools and handling concepts</b></p> <p><b>Window and door manufacturing</b> Future-oriented designs and profile geometries are transforming production: New concepts for the individualised production of windows and doors are required – Machines and processes for continuous and stationary production – <b>Machine tools</b> and production accessories</p>	<p>(Dates subject to change)</p> <p><b>Xylexpo</b> Milan, Italy 09.06.-12.06.2026</p> <p><b>FeuerTrutz</b> Nuremberg 24.06.-25.06.2026</p>

**Special section EDP MAGAZINE – Software and IT practice**  
How can the operational data flow be optimised? – Tips on data integration – Time tracking in the workshop and on the job site – News from the fields of industry software, CAD, window and stair software

**Lighting technology**  
More and more energy-saving LEDs in furniture and rooms – Benefits, uses and applications in furniture and interior design – What needs to be considered and what do manufacturers of lights and recessed lights have to offer?

**In focus: Power tools**  
From apps to accessories for powerful power packs or agile helpers – Brand-new: Practical tool innovations from the **HOLZ-HANDWERK 2026** trade fair – BM practical test: In the spotlight



In every issue: Technical articles, object reports, reports on the topics of **interior fittings – furniture – building components**: Design/construction, production, marketing and sales, company management, vehicle fleet, market innovations in machinery, semi-finished products and supplied parts, windows, doors and building components.

Issue	Themes	Trade fairs
<p><b>7</b></p> <p>July 2026</p> <p>Publication date 10.07.2026</p> <p>Advertising deadline 12.06.2026</p>	<p><b>FEATURE TOPIC: Digitalisation/Automation</b> Automation is no longer a question of company size: Small and medium-sized enterprises also benefit significantly from tailored optimisation concepts – Smart and connected into the future: Tracking down rationalisation potential – CAD/CAM/CNC and more: Integrated concepts in demand – <b>AI, robots, cobots and more</b>: What can controlled workshop assistants do, and when do they make sense?</p> <hr/> <p><b>Standard machines</b> Reducing set-up times, improving safety at work – From entry-level to top-of-the-range models: Market observations and practical examples for cabinetmakers and joiners – Coordinated <b>machine tools</b> and practical accessories for ergonomic work</p> <hr/> <p><b>Operational planning</b> <b>Compressed air</b>: Which compressor is the right one? – Compressor concepts in the spotlight – Saving money: Getting to the root of leaks – <b>Extraction</b>: Energy-saving solutions for the bench room, machine room and surface areas</p> <hr/> <p><b>Inspiration for 2026 furniture design</b> These trends were showcased at the international furniture fair in Milan – The latest variety of materials, functional features and clever living concepts</p> <hr/> <p><b>Wall and ceiling</b> Textured and decorative: Trendy interior design – Designs, constructions and elements – How to meet technical requirements for sound insulation and acoustics</p>	<p><b>Vehicle fleet</b> Innovations from trailers to lashing straps – Loading, securing and driving: How carpenters, joiners and window manufacturers get to the job site – 2026 van models in the BM market overview</p> <hr/> <p><b>In focus: Fittings for furniture and interior finishing</b> More furniture convenience with fittings technology – Fittings for easier use – Organised cabinet bodies – Stowing, storing, organising – Joiners/cabinetmakers with advisory skills in the field of fittings</p> <hr/> <p><b>FOCUS BUILDING COMPONENTS</b> <b>Entrance doors and entrances</b>: Design and construction, thermal and sound insulation – Latest front door models – special materials, semi-finished products, door blanks, infills and glazing for front doors – <b>Security and burglary protection</b>: Electronic and mechanical components for windows, doors and facades <b>Building components accessories</b>: A wide range of elements to expand the portfolio around windows and doors – Solutions and systems for initial installation and retrofitting – Fall protection, sun and insect protection</p> <p>(Dates subject to change)</p>



**In every issue:** Technical articles, object reports, reports on the topics of **interior fittings – furniture – building components:** Design/construction, production, marketing and sales, company management, vehicle fleet, market innovations in machinery, semi-finished products and supplied parts, windows, doors and building components.

Issue	Themes	Trade fairs
<p><b>8</b></p> <p><b>August 2026</b></p> <p><b>Publication date</b> 11.08.2026</p> <p><b>Advertising deadline</b> 14.07.2026</p>	<p><b>FEATURE TOPIC: Workshop practice</b> More productivity through optimised processes and production – Small helpers, big impact: Practical tools, time-saving fixtures for the bench and machine room – Workplace and process design – Examples from the field –</p> <p><b>Workwear and occupational safety:</b> Modern design and comfortable protection – Service offerings from the manufacturers</p> <hr/> <p><b>Production concepts for furniture and interior fitting</b> Networking is the key: Clever processing methods for individual production – Machines and complete production units in a data network – Panel and solid wood processing – Standard, special and CNC machines</p> <hr/> <p><b>Decorative finishes and materials</b> Authentic touch and feel: Smooth is a thing of the past – How wood-based material manufacturers are focusing on textures – Product innovations and service concepts from the creative world of materials</p>	<p>(Dates subject to change)</p> <p><b>IWF</b> Atlanta, USA 25.08.-28.08.2026</p>

**Life in the kitchen**

Perfect planning, well thought-out fittings, practical accessories and appliances – Inspiration for modern kitchen design – Ways to make the most of space and improve the quality of movement – Ergonomics is key

**Wood and composite flooring**

High-quality flooring is a lucrative business for cabinetmakers and joiners – The market is rich in choice – Solid wood flooring, engineered parquet flooring, veneer and laminate flooring of the latest generation – Design options, efficient installation techniques, efficient surface treatment

**In focus: Sustainability**

Sustainability as a central topic in the wood processing industry: What does the market offer in terms of innovative technology and environmentally friendly materials? – How can energy be saved? – Where can I find the workforce for tomorrow? – What aspects need to be taken into account for sustainable management?



In every issue: Technical articles, object reports, reports on the topics of **interior fittings – furniture – building components**: Design/construction, production, marketing and sales, company management, vehicle fleet, market innovations in machinery, semi-finished products and supplied parts, windows, doors and building components.

Issue	Themes		Trade fairs
<p><b>9</b></p> <p><b>September 2026</b></p> <p><b>Publication date</b> 11.09.2026</p> <p><b>Advertising deadline</b> 14.08.2026</p>	<p><b>FEATURE TOPIC: Edgebanding</b> Whether batch size one or mass production: Seamless as the new quality standard in industry and trade – State of the art in edgebanding – In-line or stationary: Machines, tools, profiling, finishing and tempering techniques – Exceptional edge design and perfect details: edgebanding suppliers and their portfolios</p> <hr/> <p><b>Machine tools for panel and solid wood processing</b> Getting down to business: How can tooling costs be reduced and machining quality increased? – Practical experience – Selection criteria for CNC and standard tools – Sharpening technology and tool care</p> <hr/> <p><b>Gluing and bonding technology</b> Practical tips on the use of modern adhesive systems – Which adhesive for which application? – Application, machinery, equipment and accessories.</p> <hr/> <p><b>Choosing the right surface finish</b> High-quality and attractive finishes by joiners – Use and application of lacquers, varnishes, oils and waxes – Surface practice: How to do it – <b>Air humidification</b> Intelligent solutions for optimum surface results</p>	<p><b>Partition and wall unit systems</b> Room design and technology: Modern cabinet and partition systems meet high demands in terms of design, sound insulation and fire protection</p> <hr/> <p><b>In focus: The joinery of the future</b> What will the joinery of the future look like technologically? – Visions and concepts for long-term operational business success – Examples from the field – <b>AI, robots, cobots &amp; co:</b> What can controlled workshop assistants do and when do they make sense?</p>	<p>(Dates subject to change)</p> <p><b>Holz&amp;Bau</b> Klagenfurt, Austria 02.09.-05.09.2026</p> <p><b>IAA TRANSPORTATION</b> Hanover 15.09.-20.09.2026</p> <p><b>security essen</b> Essen 22.09.-25.09.2026</p>
		<p><b>FOCUS BUILDING COMPONENTS</b> <b>Building components market:</b> Product and service concepts for windows, doors and accessories <b>Home automation:</b> Closing, opening, shading at the touch of a button – Sophisticated systems for new buildings and retrofitting provide attractive market opportunities for joiners and window manufacturers – Trade fair preview: <b>security essen 2026</b> <b>Ventilation and indoor climate:</b> Between mould and energy saving – Solutions, systems and devices for energy-saving room ventilation – Room air sensors: Technology and market offering</p> <p><b>TRADE-FAIR ISSUE</b> security essen</p>	<p><b>BATIMAT</b> Paris, France 28.09.-01.10.2026</p>



In every issue: Technical articles, object reports, reports on the topics of **interior fittings – furniture – building components**: Design/construction, production, marketing and sales, company management, vehicle fleet, market innovations in machinery, semi-finished products and supplied parts, windows, doors and building components.

Issue	Themes	Trade fairs
<p><b>10</b></p> <p>October 2026</p> <p>Publication date 12.10.2026</p> <p>Advertising deadline 14.09.2026</p> <p><b>glasstec</b> <small>INTERNATIONAL TRADE FAIR FOR GLASS PRODUCTION • PROCESSING • PRODUCTS</small></p>	<p><b>FEATURE TOPIC:</b> <b>CNC machining in trade and industry</b> High-tech in furniture and interior fitting – BM makes CNC machining options transparent for workshops, suppliers and industry – Criteria for new and replacement investments – Often neglected: Clamping fixtures and feeding systems – Optimisation options around the machine – Tailor-made digitalisation and automation concepts</p> <hr/> <p><b>CAD/CAM in practice</b> Complex machining made easy: Concepts for convenient CNC control – Flexibility in practice: How even small machining companies can put the possibilities of modern CAD/CAM into practice – Networking boosts productivity</p> <hr/> <p><b>Supplier forum for the furniture and interior fitting industry</b> Purchased services and products are often the key to profit growth: How cabinetmakers and joiners can benefit from the products and services of specialists – Components and supplier parts for furniture and interior fitting, shopfitting and trade-fair stand construction, kitchens and bathrooms</p>	<p>(Dates subject to change)</p> <p><b>BI-MU</b> Milan, Italy 13.10.-16.10.2026</p> <p><b>Arbeitsschutz Aktuell</b> Stuttgart 20.10.-22.10.2026</p> <p><b>glasstec</b> Dusseldorf 20.10.-23.10.2026</p>
	<p><b>Special section EDP MAGAZINE – Software and IT practice</b> Industry software, CAD and window programmes: The latest software news – As if cast from a single mould: 3D printing on the rise – CAD/CAM is becoming standard – Powerful solutions ensure consistent processes</p> <hr/> <p><b>The fascination of shopfitting</b> The stuff that shops are made of – Materials, systems and components for modern shopfitting – Design options – <b>Creative lighting design</b>: ideas for shopfitters and interior fitters</p> <hr/> <p><b>Interior fittings for furniture</b> Space-saving and practical: Systems, fittings and elements for creating storage space in living rooms and bedrooms, in kitchens and bathrooms and in home offices</p> <hr/> <p><b>The whole world of glass</b> A preview of <b>glasstec 2026</b> in Dusseldorf – New and further developments in insulating and decorative glass</p> <hr/> <p><b>TRADE-FAIR ISSUE</b> glasstec</p>	



Issue

Themes

## Special issue

Publication date  
27.10.2026

Advertising deadline  
29.09.2026



## BM Special – building elements, parts and accessories

**BM creates transparency and provides orientation in the procurement market.**

Articles on manufacturers, their products and services as well as the presentation of the market environment make this special issue a comprehensive reference work for purchasing. There are also many practical tips on the topics of customer advice, presentation, sales and installation.

### Distribution:

To **BM subscribers** and additionally to the qualified **building components trade and assembly companies**



### Who supplies what?

The following product groups are in focus:

- Windows and doors made of wood, wood-aluminium and PVC
- Fittings, electrification and accessories for windows and front doors
- Installation and measuring: Smart helpers for use on site
- Everything about interior doors: Design and functionality are the key
- Fittings and accessories for interior doors
- Stairs: A strong case for extraordinary design
- Floor, wall and ceiling elements
- Power tools: Powerful helpers for when you're out and about
- Fleet: Commercial vehicles, load securing, vehicle equipment

### Editorial content

- Key market data, current trends
- Distribution partnerships: Examples of successful marketing approaches
- From the field: Successful solutions for new buildings and refurbishments
- Construction and design: What builders and architects want
- The latest trends: Interesting new and further developments in each product group
- Installation: Tips and tricks for professional installation
- Image carrier workwear: First impressions count  
Perfect workwear provides safety for the wearer and signals professional competence



In every issue: Technical articles, object reports, reports on the topics of **interior fittings – furniture – building components**: Design/construction, production, marketing and sales, company management, vehicle fleet, market innovations in machinery, semi-finished products and supplied parts, windows, doors and building components.

Issue	Themes	Trade fairs
<p><b>11</b></p> <p>November 2026</p> <p>Publication date 11.11.2026</p> <p>Advertising deadline 14.10.2026</p>	<p><b>FEATURE TOPIC: Materials</b> Constructive and decorative: Focus on the diversity of materials for interior fitting – Optimised standards, specialities and combinations – Properties, application criteria and examples of use – Expert tips on how to use the materials – Lightweight design: Losing those extra pounds – An overview of new and proven lightweight materials – Lightweight concepts with integrated added value for furniture design, shopfitting, exhibition stand construction and interior fitting – Innovative construction, fittings and manufacturing know-how.</p> <p><b>Window and door manufacturing</b> How to cope with the diversity of systems and profiles in production? – Suggestions for cost and time savings in wood and PVC window production – Production of standard windows, semi-circular arches and segmental arches, angled windows and other special shapes – What's new in <b>machine tools</b></p> <p><b>Wood protection for building components</b> Lacquers and varnishes add durability to wooden windows and doors: Optimised formulations for even longer maintenance intervals – Systems and processes – Examples from the field</p> <p><b>Sanding technology</b> Perfect finishes convince customers, good sanding is the basis – Machines, tools, equipment, accessories and abrasives for veneer and solid wood sanding</p> <p><b>Operational planning</b> <b>Extraction technology</b>: Saving energy with intelligent control options and system details – <b>Heating</b>: Logs, chips, pellets &amp; co – Which type of heating for which business? – Tips and the latest developments – <b>Compressed air generation and use</b>: Professional tips for everyday use</p>	<p><b>Stairs</b> Efficient stair manufacturing: Machinery, equipment and jigs – High-quality cabinetmaking – Design, planning and construction – Stair manufacturing in practice: Basic knowledge and professional tips</p> <p><b>In focus: Power tools</b> The latest power packs: Optimised performance, ergonomically packaged – Cordless and corded tools for convenient continuous use on the job site and in the workshop. BM reader test: In the spotlight</p> <p><b>FOCUS BAUELEMENTE</b> <b>Interior doors</b>: Doors define rooms: Individuality and variety in materials, surfaces and fittings – Solutions for new and old buildings – Multi-functional doors for a wide range of requirements – <b>Sliding doors</b>: The latest new and further developments in systems and fittings <b>Windows-, doors and facade technology</b>: Energy efficiency, security and comfort – Modern windows and doors made of wood, wood-aluminium and plastic have more and more to offer – Intelligent and automated ventilation: Concepts and systems – <b>Building fittings</b>: Progress in increasingly complex fittings technology <b>Security technology and intrusion protection</b>: The latest security technology and intrusion protection components explored at <b>security essen 2026</b></p> <p><b>TRADE-FAIR REPORTS</b> security essen</p> <p>(Dates subject to change)</p>



In every issue: Technical articles, object reports, reports on the topics of **interior fittings – furniture – building components**: Design/construction, production, marketing and sales, company management, vehicle fleet, market innovations in machinery, semi-finished products and supplied parts, windows, doors and building components.

Issue	Themes	Trade fairs
-------	--------	-------------

# 12

December 2026

Publication date  
09.12.2026

Advertising deadline  
11.11.2026

### FEATURE TOPIC: Panel division

In the spotlight: Processes involving saws and nesting CNC in panel and solid wood processing – Success factors networking and digitalisation – Optimising, dividing and formatting, trimming, cutting – Machines, software and tools – Intelligent, automated loading and unloading solutions are now also the first choice in the trade – Use cases prove the benefits for users

### Workshop practice

**Transport, handling, storage:** Efficient material and workpiece handling – Clever equipment and tools for optimised processes – Quality from the kiln: **Wood drying** and professional storage of solid wood and veneer – In focus: **Air humidification**

### Fittings for furniture and interior finishing

More than just decorative accessories: Decorative fittings set the tone – Functional fittings win over customers: The joiner/cabinetmaker as a competent fittings consultant – Design trends, collections, innovations: Increasing user comfort through intelligent use of fittings

### Wall and ceiling

Elements for functional and decorative interior design – Concepts for residential and commercial areas – **Assembly technology:** Time-saving systems, tools and equipment

### In focus:

#### Cooperations, franchising and associated groups

Using synergy effects: Market partnerships for purchasing, production, marketing and sales – Practical concepts for furniture, construction and finishing – Examples, experiences and voices from the field

### FOCUS BUILDING ELEMENTS

**BAU 2027:** First previews of the Munich world-leading trade fair  
**All-rounder glass:** Highlights from **glasstec 2026**

### Anniversary issue: BM turns 80

The future needs origins: For 80 years, BM has been closely following the wood and plastics processing market. Under the main theme "Future perspectives for joiners, cabinetmakers and window manufacturers", we now cast our gaze forward.



### TRADE-FAIR PREVIEWS

BAU

### TRADE-FAIR REPORTS

glasstec

(Dates subject to change)



## www.bm-online.de

### The information and service portal sets new standards in the industry!

In addition to its modern design, BM-online offers an exceptional depth of content and a wide range of services. The exciting mix includes daily news, knowledge, inspiration, impulses and practical tips as well as insights from professional colleagues. There is a strong focus on delivering value to the user. Extensive research on products and technical articles, exclusive market reviews and downloads, reader tests, theme and trade-fair specials, jobs section, opportunities, video library, catalogue service and competitions round off this unique offering.

**Traffic** (monthly average, 1<sup>st</sup> half year 2025, source: Matomo Analytics)

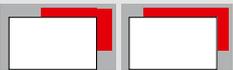
**Page impressions: 194,000**

**Visits: 70,000**

Ad format on all pages*	Placement on desktop and tablet**	Size in pixels (w x h) - desktop and tablet	Description Desktop and tablet	Placement on mobile	Size in pixels (w x h) - mobile	Rates***/ 4 weeks
Leaderboard		728 x 90	Placement above header		300 x 50	1,300.00
Large leaderboard		970 x 90				1,430.00
Skyscraper		120 x 600	Placement on far right next to content		300 x 50	1,300.00
Wide skyscraper		160 x 600				1,430.00
Hockeystick		728/970 x 90 and 120/160 x 600	Leaderboard adjacent to skyscraper on the right		300 x 75	2,220.00

<b>Frame ad</b>		160 x 600 and 1,125 x 90 and 160 x 600	Leaderboard with skyscrapers on left and right. Tablet display in hockeystick format only.		300 x 75	<b>2,790.00</b>
<b>Half-page ad</b>		300 x 600	Banner in outer column in a medium rectangle placement		300 x 600	<b>2,360.00</b>
<b>Medium rectangle</b>		300 x 250	Banner in outer column		300 x 250	<b>1,600.00</b>
<b>Video ad</b>		300 x 250	Video is played in medium rectangle positioning. Video starts automatically.		300 x 250	<b>1,600.00</b>
<b>Plus 1 year video library</b>						<b>2,250.00</b>

#### Special advertising forms for even greater awareness:

<b>Sticky skyscraper</b>		120 x 600	Placement on the right side next to content. Banner remains in field of view when scrolling the page.		300 x 50	<b>2,100.00</b>	
<b>Sticky wide skyscraper</b>		160 x 600				<b>2,150.00</b>	
<b>Billboard</b>		970 x 250	Banner directly below navigation bar		300 x 75	<b>3,300.00</b>	
<b>Wallpaper with background colour (specify HEX code)</b>		728/970 x 90 and 120/160 x 600	Leaderboard adjacent to skyscraper on the right and additional background colour		300 x 75	<b>2,600.00</b>	
<b>Ad bundle</b>	An ad bundle consists of the ad formats leaderboard, skyscraper and medium rectangle. The ads are delivered separately, not simultaneously.						<b>3,500.00</b>

Other formats on request. Displayed in rotation.

\*Except on selected topic pages / special pages. \*\*Size and position in picture illustrative. \*\*\*Rates include link to your website.

**Submission of files:** 7 days prior to dispatch date via [kundenportal.konradin.de](http://kundenportal.konradin.de) File formats: GIF, JPG, HTML5 (responsive), redirect (file size max. 80 KB). Please create HTTPS-compatible HTML5 and redirect files. File format for video ad: MPEG4 (file size max. 30 MB). We reserve the right to adjust the file size for video ads. Tracking codes and tracking pixels are possible. If you have any questions about the delivery of advertising material, please contact [auftragsmanagement@konradin.de](mailto:auftragsmanagement@konradin.de)

Ask for our detailed advertising rates for online formats: [bm.anzeigen@konradin.de](mailto:bm.anzeigen@konradin.de) or directly available at [www.bm-online.de](http://www.bm-online.de)



Size and position of advertising formats for illustrative purposes only.

## BM newsletter

The BM editorial team creates a fortnightly online newsletter that is sent to over **20,000 interested** industry professionals. This is a quick and easy way to reach your target audience.

- Draw attention to new products/services or events.
- Raise awareness for your new website or latest videos.
- Announce your “best kept secret” right before a trade fair.

**Target audience:** Professionals and decision-makers in joinery and cabinetmaking, in furniture making and interior finishing, in window making, retail and industry.

Advertising format / newsletter	Size in pixels (W x H)	Rates
<b>1a</b> Text/image ad	Image 250 x 180 and text 300 characters incl. spaces + URL for linking the advertising format	<b>1,460.00</b>
<b>1b</b> Text/image ad premium	Image 550 x 330 and text 300 characters incl. spaces + URL for linking the advertising format	<b>2,140.00</b>
<b>2</b> Full banner	468 x 60 or 590 x 100	<b>1,180.00</b> <b>1,290.00</b>
<b>3</b> Medium rectangle	300 x 250	<b>1,400.00</b>

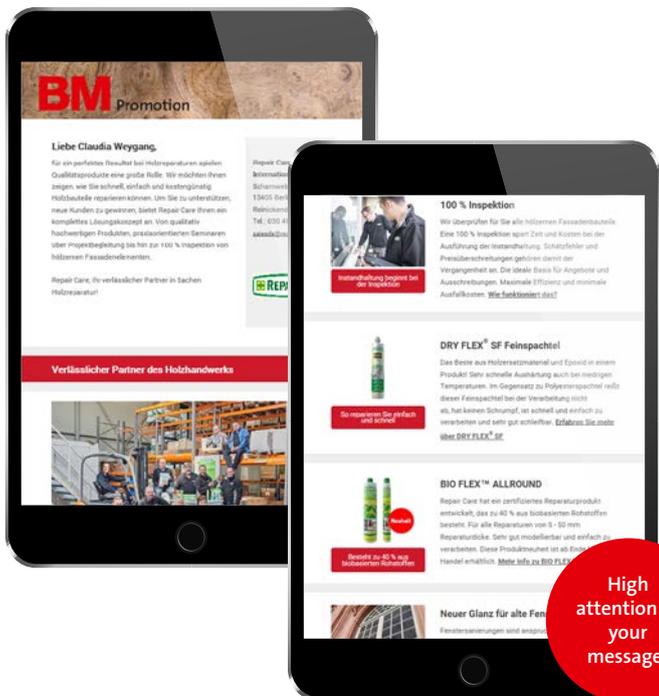
Every advertising format can be linked to your website.

### Submission of files:

7 days before mailing date via our customer portal [kundenportal.konradin.de](http://kundenportal.konradin.de)  
 File formats: GIF, JPG (DOC additionally for text/image ad), tracking code is possible, tracking pixels are not built in (file size max. 60 KB). With animated GIF files, the e-mail may only display the first animation frame.



# Standalone Newsletter (Rates valid as of 01.10.2025, in €, plus VAT)



High attention to your message!

## Standalone newsletter: individually bookable BM special newsletter

This newsletter guarantees you as the sole cooperation partner maximum exclusivity for your message.

The layout is in line with the corporate design of the BM newsletter. BM enjoys an excellent reputation as a sender brand.

### It's as simple as that:

You will receive a fillable PDF form in which you can enter your text. Also send us your logo and images. We take care of the rest.

Standalone newsletter	Circulation	Rate
Content <ul style="list-style-type: none"> <li>Welcome text</li> <li>Contact details</li> <li>Logo</li> <li>3-5 articles incl. images</li> <li>Imprint</li> </ul>	20,000 newsletter recipients	5,300,00

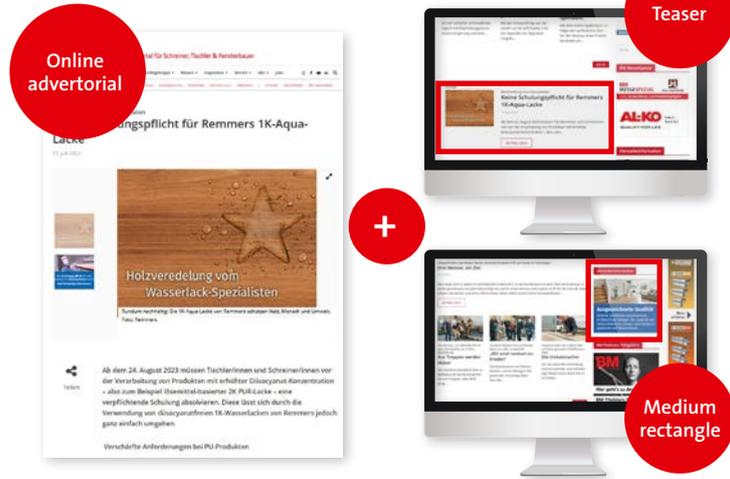
### Submission of files:

14 days prior to dispatch date by e-mail to [auftragsmanagement@konradin.de](mailto:auftragsmanagement@konradin.de)



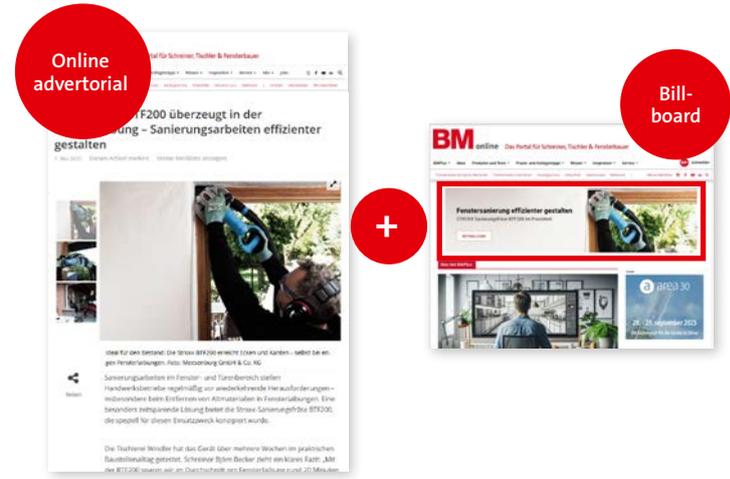
## BM online advertorial 1

Eye-catching combination of:  
online advertorial + teaser + medium rectangle



## BM online advertorial 2

Eye-catching combination of:  
online advertorial + billboard



Service package 1	Rate
<b>Online advertorial</b> on www.bm-online.de Runtime: 12 months Article remains in the online article archive (no active deletion afterwards)	
<b>Teaser on the homepage and medium rectangle in the sidebar</b> (300 x 250 pixels) on bm-online.de, runtime: 4 weeks with link to online advertorial	
Article will be marked as "advertorial"	2,650.00

Service package 2	Rate
<b>Online advertorial</b> on www.bm-online.de Runtime: 12 months Article remains in the online article archive (no active deletion afterwards)	
<b>Billboard (970 x 250 pixels) – Placement below the navigation bar on all pages</b> on bm-online.de, runtime: 4 weeks with link to online advertorial	
Article will be marked as "advertorial"	3,300.00



## Your benefits:

- + Information on your product or company is placed in the editorial section of [www.bm-online.de](http://www.bm-online.de)
- + Long-term presence of your online advertorial in the article archive
- + High reader awareness through teaser + medium rectangle or billboard ad formats with link to your product or company information
- + Increased article visibility through search engine optimised keywords

## Technical specifications / placement

### Online advertorial:

- Headline
- 2,500 characters incl. spaces
- 3 images, format: JPG, 72 dpi, min. width 600 pixels
- Captions/photo credits
- Contact details
- URL for link

Placement in the editorial part of the website

### Teaser:

Placement on the start page of the website with link to your online advertorial

### Medium rectangle:

- Eye-catching image, format 300 x 250 pixels (w x h), JPG/GIF/HTML5, max. 80 KB
- Placement of the medium rectangle close to content and on (almost) all pages of the website with link to your online advertorial

### Billboard:

- Eye-catching image, format 970 x 250 pixels (w x h) and mobile 300 x 75 pixels (b x h), JPG/GIF/HTML5, max. 80 KB
- Prominent placement on all pages – directly below the navigation bar, with a link to your online advertorial

### Data submission:

14 days prior to campaign start via our customer portal: [kundenportal.konradin.de](http://kundenportal.konradin.de)



## Attention-grabbing – illustrative – long-term

Place your product or application video with BM!



In focus:  
video

### Your benefits:

- Audio-visual information is attention-grabbing, stays in peoples' minds and has a strong emotional impact.
- You can vividly illustrate complex content and processes.
- You reach the relevant trade professionals and generate new customer potential.
- You are present on bm-online.de for a whole year.

## BM video package 1: Video library + newsletter

Benefits	Rate
<b>Video library:</b> Presentation of your video with still image and text in the BM video library on bm-online.de, 12 months runtime	1,460.00
<b>Sponsored link:</b> With video start image and text in the BM newsletter, incl. link to the BM video library	

## BM video package 2: Video library + video ad

Benefits	Rate
<b>Video library:</b> Presentation of your video with still image and text in the BM video library on bm-online.de, 12 months runtime	2,250.00
<b>Video ad:</b> Prominently placed on bm-online.de, 4 weeks runtime	

## BM video package 3: Video library + video ad + newsletter

Benefits	Rate
<b>Video library:</b> Presentation of your video with still image and text in the BM video library on bm-online.de, 12 months runtime	2,750.00
<b>Video ad:</b> Prominently placed on bm-online.de, 4 weeks runtime	
<b>Sponsored link:</b> With video start image and text in the BM newsletter, incl. link to the BM video library	

Video special in the BM newsletter – Date: 21.10.2026

### Data submission for video and newsletter:

14 days before start of campaign via our customer portal: [kundenportal.konradin.de](http://kundenportal.konradin.de)

Video: MPEG 4 format, max. 30 MB (we reserve the right to adjust the file size for video ads)

Still image: jpg or png, 770 pixels wide x 433 pixels high

Text: max. 1,500 characters (the first 300 characters will be used for the text/image ad in the newsletter)



Cross-Media

# Special Trade-Fair Packages (Rates valid as of 01.10.2025, in €, plus VAT)



## BM special trade-fair packages

Attractive cross-media offers for the trade fairs:



At HOLZ-HANDWERK and FENSTERBAU FRONTALE, our cross-media special trade fair packages offer you a presence on all channels.

Take your chance for maximum target group contacts and increased attention in a dedicated trade-fair environment!



70,000 visits/month  
58,000 readers/issue  
20,000 newsletter subscribers

Service package	Rate per fair
<b>Logo presence print + online</b>  Your logo <ul style="list-style-type: none"> <li>in the trade-fair issue BM 3/2026</li> <li><b>and</b></li> <li>for 6 weeks in the revolving logo display on bm-online.de (from mid-February 2026)</li> </ul>	
<b>Company/product presentation</b>  Your coverage (1,500 characters plus image) <ul style="list-style-type: none"> <li>on an exclusive microsite on bm-online.de</li> <li><b>and</b></li> <li>in the special newsletter HOLZ-HANDWERK or FENSTERBAU FRONTALE</li> </ul>	
	<b>1,800.00</b>



## Social Media (Rates valid as of 01.10.2025, in €, plus VAT)

### Social Media Advertising

Take advantage of our social media channels and place your post or story on BM's Facebook and Instagram accounts.

#### Your benefits:

- You reach BM's followers – Target group: carpenters, joiners, window makers
- Your offer gets even more attention

#### Placement / display

- **Photo ad / video ad / carousel ad:**  
Post will be displayed on the BM Instagram account / BM Facebook account.
- **Story ad:**  
Your content as a BM Story; special advantage: clickable link possible

#### Tips for creating posts

- On Instagram, the focus is on compelling images and videos. Less is often more.
- Facebook users appreciate informative and authentic content.

#### Followers

- Instagram **12,100** followers
- Facebook **13,600** followers



Ads on Instagram  <a href="https://www.instagram.com/bmmagazin_">instagram.com/bmmagazin_</a>	Rate
<b>Story ad</b> Image or video plus link as story post (24h) Will also automatically run on Facebook	<b>1,630.00</b>
<b>Video ad</b> Video (reel) and text as post	<b>1,460.00</b>
<b>Photo ad</b> Image and text as post	<b>1,150.00</b>
<b>Carousel ad</b> Up to 10 images or videos and text as post	<b>1,840.00</b>



Ads on Facebook  <a href="https://www.facebook.com/BMonline.de">facebook.com/BMonline.de</a>	Rate
<b>Photo ad</b> Image and text plus link as post	<b>890.00</b>
<b>Video ad</b> Video (reel) and text plus link as post	<b>940.00</b>
<b>Carousel ad</b> Up to 10 images or videos and text plus link as post	<b>1,460.00</b>

Other advertising formats are available on request.

Run time: 4 weeks guaranteed

We would be happy to advise you on your individual social media goals with a tailor-made concept!



## A knowledge-based edge BM market survey



The BM editorial team regularly conducts market surveys among joinery and cabinetmaking companies in Germany – the results are revealing for the entire industry. They tell us about topics and trends, investment behaviour, the state of the industry and the mood within companies.

### Join us!

Take part in our market survey by asking your own questions to your target group. This will give you valuable information on topics such as:

- How well-known your company is
- What requirements your products are expected to fulfil
- Product demand and willingness to spend money
- How your competitors are perceived
- Information-seeking behaviour of joiners and cabinetmakers

Choose from our list of questions, or send us your own (multiple-choice) questions.

### Your benefits:

- Save money by conducting market research jointly with us
- Get unfiltered answers straight from the market
- Exclusive use of the results by your company
- You gain a competitive edge through new knowledge
- You can use the results for your own marketing activities

Use the market research results in your day-to-day operations and in your strategic decision-making. Only you will receive the results for each question!

The survey is conducted and evaluated in cooperation with the independent market research institute teleResearch GmbH, Ludwigshafen.

Scope	Rates*
3 questions	2,390.00
5 questions	3,490.00
7 questions	4,490.00

\*Direct rate without agency commission

Next surveys: Spring and autumn 2026

We will gladly send you our questionnaire and more detailed information.  
Contact: [bm.anzeigen@konradin.de](mailto:bm.anzeigen@konradin.de)  
Advice and bookings: See contacts on page 2



Live knowledge transfer – independent of location, in dialogue with customers and prospects.



**Your benefits:**

- Live presentation of your products and solutions – regardless of location
- Professional execution – based on our webinar expertise, we organise your webinar, with up to two of your speakers
- Knowledge transfer on a multimedia basis – share audio, video and files with participants
- New contacts – meet potential customers interested in your product and solutions
- Know who is listening – receive the complete list of all participants

We provide all the technical equipment and a moderator for the session.

You present your products and solutions, meet potential customers and communicate directly with participants via chat questions. Afterwards, you receive a detailed report.

Services	Rates
Announcement of your webinar on bm-online.de with image, text and registration page	
Participant invitations: invitation email, reminder and event reminder, follow-up after the live session	
Online webinar room, live session (approx. 60 minutes), survey during the live session	
Professional moderator, integration of up to two of your speakers, technical check before the live event	
Registration list including contact details, detailed reporting	
On-demand webcast after the live session on bm-online.de	
<b>Complete package:</b>	
Optional: additional leads after the live session, per lead:	70.00*

\*Direct price without agency commission

Lead time: 8 weeks



## Digital Practice Day – Inspiration for joinery and cabinetmaking



### Lecture programme plus partner logo page:

In fascinating practical presentations, renowned experts report on the latest developments in a selected topic, outline benefits and use live examples to demonstrate how cabinetmakers, joiners and window manufacturers apply specific solutions in their daily business.

You have the opportunity to participate with your own presentation. Additional information will be published on a partner logo page: Company description, contact details.

## Strong arguments for your participation

- High quality of the event with expert speakers and moderation by specialist editors
- Direct contact opportunities with the participants during and after your presentation
- Optimal market coverage through the two leading trade magazines BM and dds
- Extensive media coverage before, during and after the event
- Addresses of registered attendees will be provided
- Own customers can also be invited
- Attractive price-performance ratio

**Rate for service package**

**4,800.00**

plus VAT, no agency commission

Optional: individual recording of your presentation for further use

**Rate for recording of your presentation**

**750.00**

plus VAT, no agency commission

The dates for the Practice Days will be announced in due course. Bookings are possible as soon as the dates have been announced.

Please do not hesitate to contact us for further information.  
Contact: [bm.anzeigen@konradin.de](mailto:bm.anzeigen@konradin.de)

## Trade Media of the Konradin Media Group

The Konradin Media Group is one of the largest providers of specialist information in the German-speaking world. Its portfolio comprises some 50 specialist media, science magazines, online portals and event series.

For more information about our portfolio in the fields of architecture, crafts, industry, eye care, fine living and knowledge, please visit [www.konradin.de](http://www.konradin.de)

**Market research:**  
We offer market studies, target group surveys, advertising effectiveness research, etc. – in collaboration with professional market research companies.

**Corporate publishing:**  
We produce corporate communication tailored to your target group, in print and online, from customer magazines to web portals. Visit [konradin.de](http://konradin.de) for more details.

**Online shops:**  
A range of dedicated online shops for specialist literature, non-fiction books and premium gifts complete the portfolio. Visit [konradin.de](http://konradin.de) for more details.



[bm-online.de](http://bm-online.de)



[dds-online.de](http://dds-online.de)



[malerblatt.de](http://malerblatt.de)



[lackiererblatt.de](http://lackiererblatt.de)

