

IKZ[®]
HAUSTECHNIK

IKZ[®]
FACHPLANER

www.ikz-international.com



Media-Kit 2017

Valid from January 1, 2017



Short profile:

IKZ-HAUSTECHNIK has been published since 1872. Today the „IKZ“ is one of the leading specialist periodicals serving the German plumbing, heating, air-conditioning and building technology equipment industry. It is also a media partner of the National Federation of Plumbing, Heating and Air-Conditioning Companies (ZVSHK). IKZ-HAUSTECHNIK offers trade information for sanitation, heating and air-conditioning engineers, wholesalers and manufacturers. The magazine is known for its high-quality, practical content providing valuable support to industry professionals in the course of their day-to-day work. Not for nothing does the „IKZ“ boast the highest sales in its field (17,492) and by far the highest number of subscribers (17,335).

IKZ-FACHPLANER is a regularly appearing editorial section of IKZ-HAUSTECHNIK and provides technicians in the planning office and architects and planners in the HVAC sector with up-to-date theoretical and practical information relating to technical installations in buildings. The reverse-page format combining the content of IKZ-HAUSTECHNIK is the ideal way of dovetailing information from the two complementary areas – building technology planning and the HVAC trade.

Frequency:

22 times a year, every 2nd publication incorporates IKZ-FACHPLANER.

Print run:

34,000 copies

Circulation audit:

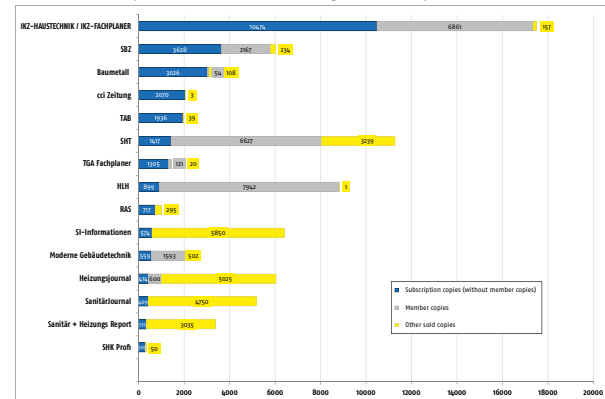
Controlled by IWV (Information Community of the Assessment of the Distribution of Advertising Mediums) in Germany. IWV is responsible for insuring the truthful and clear documentation of distribution figures within the German press (www.iwv.de).

Total circulation:

33,549 copies (IWV, 3rd quarter 2016)



IKZ is well known for its high-quality and practical content.



Sold copies of IKZ-HAUSTECHNIK/IKZ-FACHPLANER in comparison with other trade magazines in the HVAC-sector. Please ask for more details.



Sanitary		Heating		Special topics	
Topic	Issue(s)	Topic	Issue(s)	Topic	Issue(s)
Barrier free bathrooms	9, 19	Area heating and cooling systems	3, 12, 20	Bathroom design	20
Bathroom faucets, furniture and accessories	6, 12, 21	Control engineering	9	Central vacuum cleaning systems	13
Bathtubs, showers and partition walls	3, 15/16	Controlled air conditioning of rooms	8, 17	Fire- and sound protection	1/2, 14
Booster stations	15/16	Exhaust gas analysis	7	Ventilation and air conditioning	10, 23/24
Control fittings and shutoff devices	1/2, 11	Exhaust systems –filters and –silencers	12, 21	Industry software	8, 19
Domestic water supply stations	8	Fireplace stoves	13	Liquid gas	6
Drinking water hygiene	4, 14, 23/24	Fuel storage	6, 20	Pipe systems and – mountings	12, 22
Fittings	3, 14	Hall heating systems	9	Recording of heat and water consumption	18
Floor drains and shower gutters	7, 22	Heat distribution components	3, 9 19	Solar technology	4
Furnishings for surgeries, laboratories and cleanrooms	11	Heat insulation / thermal insulation	14, 23/24	Tools and machines	7, 13
Gas installation	4, 17	Heat pumps	3, 17, 22	Utility vehicles	3
Hot drinking water production and temperature maintenance	9, 20	Heating water treatment and filtering	14	Work clothes and –safety	11
Kitchen taps	18	Local- and district heat	8		
Leak detection	7, 14	Measuring and testing equipment	18		
Light in the bathroom	13	Mobile heaters	1/2, 11		
Pre-wall installation	10, 23/24	Oil- and gas heating boilers	1/2, 15/16		
Roof drainage	13	Pellet, woodchips and cordwood heating boilers	4, 19		
Sanitary facilities in semi-public and public areas	21	Pipe rehabilitation	6		

Sanitary		Heating		Special topics	
Topic	Issue(s)	Topic	Issue(s)	Topic	Issue(s)
Sanitary ware (ceramic and acrylic)	7, 22	Power-generating heatings	7, 21		
Swimming pool technology	3, 15/16	Pressure maintenance and degassing	4, 18		
Utilization of rain- and greywater	6, 19	Radiators and convectors	7, 15/16, 23/24		
Wastewater installations	1/2, 10, 20	Safety- and control fittings and shutoff devices	10, 22		
Water treatment systems	17	Smart home	11, 22		
WCs and urinals	4, 12, 18	Thermal stores	10, 13		
Whirlpools and steam baths	8, 22				

Sanitary		Heating		Air conditioning		Special topics	
Topic	Issue(s)	Topic	Issue(s)	Topic	Issue(s)	Topic	Issue(s)
Barrier-free bathroom-planning	6	Combined heat and power	14	Air treatment systems	22	Concrete core activation	10
Booster stations	1/2	Exhaust systems	18	Cold production (cooling)	8, 18	Plant rooms	14
Domestic water modules	10	Heat- and cold (thermal) insulation	1/2	(De) central air conditioning (or climate control)	6, 14	Energy management and monitoring	1/2
Drainage systems	23/24	Heat distribution and transfer	6, 22	Precision air conditioning	1/2	Fire protection	6, 23/24
Drinking water hygiene	8/18	Heat generation with fossile fuels	8	Ventilators	10, 23/24	Lighting planning	8
Fire-fighting systems	4	Heat generation with renewable energy	15/16, 23/24	VRF air conditioning systems	15/16	Measurement and control technology	20
Hot drinking water production	15/16	Heat recovery	12			Mobile heating and cooling systems	18
Installation systems	20	Local- and district heat	4			Photovoltaic and solar thermal systems	12
Sanitary facilities in semi-public and public areas	14	Pressure maintenance and degassing	10			Smart building	15/16
Swimming pool technology	22	Water treatment for heating systems	20			Technical building equipment software	4, 22
Utilization of grey- and rainwater	12					IKZplus: IKZ-ENERGY Issues 1/2, 6, 10, 14, 18, 22	
						IKZplus: IKZ-KLIMA Issues 4, 12, 20	
						IKZplus: IKZ-LEBEN Issues 8, 15/16, 23/24	

Issue	Publication date	Advertising deadline	Editorial deadline	Editorial section(s)
1/2	Jan 20, 2017	Dec 21, 2016	Dec 12, 2016	IKZ-HAUSTECHNIK/IKZ-FACHPLANER
3	Feb 03, 2017	Jan 12, 2017	Jan 04, 2017	IKZ-HAUSTECHNIK
4	Feb 22, 2017	Jan 31, 2017	Jan 23, 2017	IKZ-HAUSTECHNIK/IKZ-FACHPLANER
5	Mar 08, 2017	Feb 14, 2017	Feb 06, 2017	IKZ-HAUSTECHNIK
6	Mar 24, 2017	Mar 02, 2017	Feb 21, 2017	IKZ-HAUSTECHNIK/IKZ-FACHPLANER
7	Apr 07, 2017	Mar 16, 2017	Mar 07, 2017	IKZ-HAUSTECHNIK
8	Apr 28, 2017	Apr 04, 2017	Mar 27, 2017	IKZ-HAUSTECHNIK/IKZ-FACHPLANER
9	May 12, 2017	Apr 19, 2017	Apr 06, 2017	IKZ-HAUSTECHNIK
10	May 26, 2017	May 03, 2017	Apr 24, 2017	IKZ-HAUSTECHNIK/IKZ-FACHPLANER
11	Jun 09, 2017	May 16, 2017	May 08, 2017	IKZ-HAUSTECHNIK
12	Jun 23, 2017	May 30, 2017	May 19, 2017	IKZ-HAUSTECHNIK/IKZ-FACHPLANER
13	Jul 07, 2017	Jun 14, 2017	Jun 06, 2017	IKZ-HAUSTECHNIK
14	Jul 21, 2017	Jun 29, 2017	Jun 21, 2017	IKZ-HAUSTECHNIK/IKZ-FACHPLANER
15/16	Aug 11, 2017	Jul 20, 2017	Jul 12, 2017	IKZ-HAUSTECHNIK/IKZ-FACHPLANER
17	Sep 01, 2017	Aug 10, 2017	Aug 02, 2017	IKZ-HAUSTECHNIK
18	Sep 22, 2017	Aug 31, 2017	Aug 23, 2017	IKZ-HAUSTECHNIK/IKZ-FACHPLANER
19	Oct 06, 2017	Sep 13, 2017	Sep 05, 2017	IKZ-HAUSTECHNIK
20	Oct 20, 2017	Sep 27, 2017	Sep 19, 2017	IKZ-HAUSTECHNIK/IKZ-FACHPLANER
21	Nov 03, 2017	Oct 11, 2017	Oct 02, 2017	IKZ-HAUSTECHNIK
22	Nov 24, 2017	Nov 02, 2017	Oct 24, 2017	IKZ-HAUSTECHNIK/IKZ-FACHPLANER
23/24	Dec 15, 2017	Nov 23, 2017	Nov 15, 2017	IKZ-HAUSTECHNIK/IKZ-FACHPLANER

Format	Width x Height mm (Printing area)	bw / 2 colour / 3 colour / 4 colour
1/1 page	184 x 265	7090,-
3/4 page	137 x 265 or 184 x 198	5850,-
2/3 page	121 x 265 or 184 x 176	5340,-
Juniorpage	137 x 190	4430,-
1/2 page	90 x 265 or 184 x 130	4110,-
1/3 page	58 x 265 or 184 x 86	2980,-
1/4 page	43 x 265 or 90 x 130 or 184 x 63	2280,-
1/8 page	43 x 130 or 90 x 63 or 184 x 30	1380,-
1/16 page	43 x 63 or 90 x 30	740,-

Format	Width x Height mm (Bleed format)	bw / 2 colour / 3 colour / 4 colour
2/1 pages	420 x 297	14460,-
1/1 page	210 x 297	7230,-
3/4 page	150 x 297 or 210 x 219	5990,-
2/3 page	134 x 297 or 210 x 197	5480,-
Juniorpage	148 x 210	4510,-
1/2 page	103 x 297 or 210 x 146	4190,-
1/3 page	71 x 297 or 210 x 106	3060,-
1/4 page	56 x 297 or 103 x 146 or 210 x 84	2340,-
1/8 page	56 x 146 or 103 x 84 or 210 x 50	1440,-

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 18 adverts = 15%
 24 adverts = 20%

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 6 pages = 10%
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 24 pages = 25%

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Only digital data, preferred as High-End PDF (PDF X3/2002), compatible with Adobe Acrobat 1.3; all types and pictures included.

Bleed formats:

Please add 3 mm trim per bled edge.

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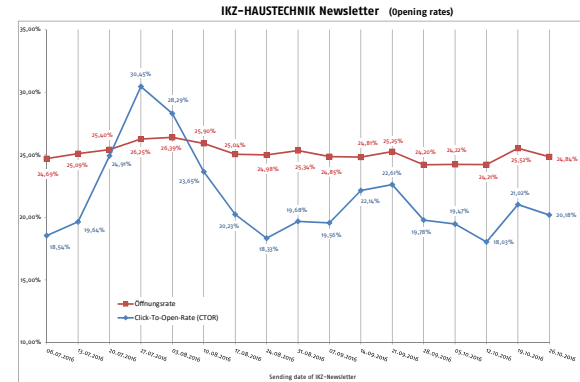
Offset

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For advertisers we offer a range of advert formats to take part on this effective way to communicate with interested and qualified users.

Frequency: once a week
Recipients: 12.000 (average)
Opening rate: 26,6% (average)

Please ask for more details and statistics.



Advert format	Skyscraper	Wide-Skyscraper	Text-Teaser	Fullbanner	Rectangle
Position	Header, beside news-area	Header, beside news-area	News-area	News-area	Header, double side standing
Preferred placement			Top-position available*	Top-position available*	
Format (pixel)	120 x 600	160 x 600	Picture: 190 x 250 Text: 600 letters	468 x 60	180 x 250
Data volume up to	60 KB	60 KB	60 KB	60 KB	60 KB
Price	€ 100,- per thousand recipients	€ 120,- per thousand recipients	€ 80,- Top-position: € 110,- per thousand recipients	€ 60,- Top-position: € 80,- per thousand recipients	€ 40,- per thousand recipients

* Position on top before first news-message

- Short profile:** Online since 1996 **IKZ.de** is a qualified trade portal for the areas of sanitary engineering, heating, ventilation, air conditioning (HVAC) and for all topics of modern home automation and renewable energy.
- Content:** Daily news, technical articles, magazine archive with full-text search, business dates, job offers, important links and surf tips, advertisements.
- Target group:** Craftsmen, planners and technicians working in the above mentioned areas.
- Circulation audit:** Controlled by IVW-Online (www.ivw.de) and AGOF (www.agof.de)
- Usage data:**
 PageImpressions: 297.526 (Oct. 2016)
 Visits: 230.104 (Oct. 2016)
 Unique user: 120.000 (Aug. 2016)
- Advertisements:** Please contact our marketing partner:
Business Advertising GmbH
 Tersteegenstr. 30
 40474 Düsseldorf
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- Online Rate card:** www.businessad.de/channel/mittelstand/ikz
www.strobel-verlag.de/downloads

Please ask for more details and statistics.

VOLL AUF MICH EINGESTELLT. **WOLF**

IKZ.de

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Medien | Themen | Wissen | WebTV/Galerie | Social Media | Service | **IKZ International**

ikz.de – Für alle Spezialisten im Bereich Sanitär, Heizung, Klima, Klempnerei und Erneuerbaren Energien 28.11.2016

arbonia

28.11.2016
IKZ-TV-Shot: Fachverband SHK NRW plant Qualitätsgemeinschaft SHK-Expert
 Die Landesvertretung aller SHK-Handwerksbetriebe in Nordrhein-Westfalen möchte ein besonderes Qualitätssiegel einführen: die „Qualitätsgemeinschaft SHK-Expert“. Auf einer Pressekonferenz im November 2016 gab es die ersten Informationen über ein...
[weiter lesen >](#)

Bitumenbahnen – der härteste Gegner fürs Wetter.
 Jetzt sicher abdichten.
die Bitumenbahn
 FACHVERBAND DER BITUMENBAHNER

28.11.2016
EM der Berufe startet am 1. Dezember in Schweden
 Stuttgart/Fellbach. In den vergangenen Monaten haben 24 junge Talente hart trainiert für das große Vorhaben, eine Medaille bei den nächsten...
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28.11.2016
Wenig Freude am Sparen
 Der anhaltend günstige Ölpreis freut die Verbraucher. Sie sparen Heiz- und Kraftstoffkosten und haben das Geld für andere Konsumgüter oder Reisen...
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28.11.2016 ■ Heizung
RMB/ Energie: Strom und Wärme im Kompaktformat
 Der norddeutsche Hersteller von Blockheizkraftwerken im Leistungsbereich bis 50 kW (elektrisch) erweitert sein Produktspektrum mit dem „Jeeo-Tower Living 2.0“ für Ein- und Zweifamilienhäuser. Das Gerät liefert eine stufenlos modulierende elektrische...
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Sonderheft Gebäudekühlung 2016
 Das neue IKZ-Sonderheft!
Praxiswissen für SHK- und TSB-Fachbetriebe
 ERHOLTE MIT VERBUNDUNG VON VERBUNDEN
[Klick](#)

Sonderheft Heizungstechnik 2015
E-Paper Trinkwasserhygiene 2014
Sonderheft Gebäudenäherung

Termin, Events, Messen
IHK Arnsberg
 Ausbildung zum **ENERGEMANAGER (IHK)/ EUROPEAN ENERGYMANAGER**
IHK IHK-Bildungsmethoden Heizung-Quartalsfest Gerd
GETEC 2017

WWW.WOLFF.EU



The small *plus* with added value. Please ask for more details.

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Multichannel information.

Professional magazine

For craftsmen and technicians
in the sector of HVAC.



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in the sector of HVAC.

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