

FROM THE INDUSTRY
FOR THE INDUSTRY

K&L

Magazin für den Ofen- und Luftheizungsbau

Media kit
Print + Digital
2025

Gentner

www.kl-magazin.de

Gentner | dentisk 11

Media kit 2025

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Your Contacts

Head of Media Sales

Monika Grünberg
Phone: +49 711 6 36 72-864
gruenberg@gentner.de

Order Management

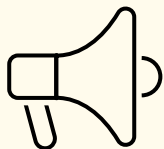
Bettina Springmann
Phone: +49 711 6 36 72-504
springmann@gentner.de

Editor-in-Chief

Jutta Lorenz
Phone: +49 711 5 40 41 91-0
Fax: +49 711 5 40 41 91-2
lorenz@gentner.de

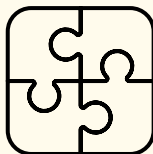
Subscriptions

Phone: +49 711 6 36 72-406
abo@gentner.de



From the industry –

for the industry



Topics

practice-oriented and well-founded technical articles from the the fields of stove and air heating construction and tiled stove industry



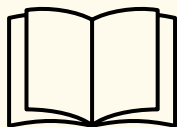
Target group

Stove builders – planning, consulting and executing specialist companies for tiled stove and air heating construction as well as open fireplaces (tiled stove and air heating construction specialist companies)



Reader structure

71 % of K&L readers are owners, Co-owners, self-employed¹



1,157

Subscribers²



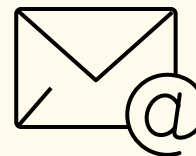
Transparency

iwv audited



Organ

of the ZVSHK, the AdK and the GGK



14-day newsletter

with 1,238 subscribers³

¹ Reader Analyse 2022/teleResearch, Institute for Market Research

² Quarterly circulation IIVW 02/24

³ Publisher's statement, recipient files of the K&L Newsletter, May 2024

- 1 Titel:** **K&L MAGAZIN Fachzeitschrift für den Ofen- und Luftheizungsbau**
- 2 Brief description:**
The **K&L Magazin** provides practical information and is operational concerns on technical, economic and developmental issues, trends and problems in the fields of stove and air of stove and air heating construction and the tiled stove industry. The editorial topics are geared to the know-how and information expectations of the planning and information expectations of the planning, consulting and specialist companies and is also trend-setting for the relevant the relevant specialist wholesalers, cooperatives, manufacturers, architects, chimney sweeps, associations and construction planning companies.
- 3 Target group:**
Decision-makers in the specialist fields of stove and air heating construction and the tiled stove industry, planning, consulting and executing specialist companies, specialist wholesalers, cooperatives, manufacturers, architects, chimney sweeps, associations, building planning companies, consulting engineers, technical schools.
- 4 Frequency:** 8 editions
- 5 Booklet format:** DIN A4
- 6 Volume** 38th year 2025
- 7 Subscription price:** Annual subscription domestic 93.90 €
(2022 without postage) Annual subscription
foreign countries 93,90 €
Single copy price 17.90 €

- 8 Organ:** Organ of the ZVSHK – Zentralverband Sanitary, Heating and Air Conditioning, the AdK – Working Group of the German Tiled Stove Industry and the GKG – Tiled Stove Quality Association
- 9 Membership/Participation:** –
- 10 Publisher:** Alfons W. Gentner Verlag GmbH & Co.KG
Postfach 10 17 42, 70015 Stuttgart
Forststraße 131, 70193 Stuttgart
Phone + 49 711 63672-0
www.gentner.de
- 11 Publisher:** Alfons W. Gentner Verlag GmbH & Co.KG
- 12 Advertisements:** Monika Grünberg, Advertising Manager
Phone: +49 711 63672-864
gruenberg@gentner.de
- 13 Editorial:** Jutta Lorenz (Editor-in-Chief)
- 14 Scope analysis:** 2023 – 8 editions
- | | | |
|----------------------|--------------|----------|
| Overall scope: | 480.00 pages | 100.00 % |
| Editorial section: | 379.00 pages | 78.95 % |
| Advertising section: | 101.00 pages | 21.05 % |
- thereof:**
- | | | |
|---------------------------------|---------------|---------|
| Occasional advertisements | 1.55 pages | 1.53 % |
| Bound inserts/container inserts | 0 pages | 0.00 % |
| Own advertisements | 40.50 pages | 40.10 % |
| Inserts | in 3 editions | |
- 15 Content analysis of the Editorial section** not surveyed

1 Circulation auditing:

–

2 Circulation analysis: Copies per issue on an annual average (from 01.07.2023 to 30.06.2024)

Print run:	3,100	
Actual circulation	2,922	thereof abroad 107
(TvA):		
Sold circulation:	1,168	
Subscribed copies:	1,158	of which members' copies: 154
Other sales:	10	
Free copies:	1,754	
Permanent recipients:	156	
Alternating recipients:	1,598	
Advertising copies:	0	
Residual, archive and voucher copies:	178	

3 Geographical distribution analysis

	%	copies
Germany	96.35	2,815
Abroad	3.65	107
Actual circulation	100	2,922

3.1 Print run Germany

Nielsen 1	13.15 %	370 Copies
Nielsen 2	12.97 %	365 Copies
Nielsen 3A	12.14 %	342 Copies
Nielsen 3B	17.06 %	480 Copies
Nielsen 4	22.48 %	633 Copies
Nielsen 5+6	10.98 %	309 Copies
Nielsen 7	11.22 %	316 Copies

Total 100 % 2,815 Copies

3.2 Print run abroad

Switzerland	27.62 %	29 Copies
Austria	50.48 %	54 Copies
Scandinavia	3.81 %	4 Copies
Benelux	1.90 %	2 Copies
France	0.95 %	1 Copies
Italy	7.62 %	8 Copies
Eastern Europe	5.71 %	6 Copies
USA/ Canada	0.00 %	0 Copies
Other foreign countries	1.90 %	2 Copies

Abroad 100 % 107 Copies

1.1 Industries/branches of trade/companies

Readership groups Term according to "Classification of branches of trade" by Federal Statistics Agency	Ratio of actual circulation Germany	
	%	copies
Planning, advising and executing specialized companies for tiled stove and air heating construction as well as for the specialist field open fireplaces (tiled stoves and air heating specialist companies)	64.5	1,885
Wholesale/specialized trade for tiled stoves and air heating construction, heating, air technology and air-conditioning	13.5	394
Manufacturers of products for the tiled stove and air heating construction, open fireplaces	0.2	6
Consulting engineers, planning, advising and project planning specialized companies, design sites, construction firms, architects	10.0	292
Chimney sweepers as supervisory body for emission control, associations, guilds, technical schools, others	11.8	345
actual circulation	100	2,922

Brief summary of the data collection method for the AMF-card 2 and 3-E

1 Method:

Circulation analysis by data evaluation – total data collection

2 Description of recipients at the time of data collection:

2.1 Description of recipient pool:

The addresses of all recipients are collected in the recipient data pool. Due to existing postal information, the data can be sorted into Nielsen regions and recipients in Germany and abroad respectively. In addition, the line of businesses is also included.

2.2 Total number of recipients in pool: 7,102

2.3 Total number of varying recipients: 5,631

2.4 Structure of recipients of an average issue according to distribution channels:

› paid circulation	1,168
thereof: subscribed copies:	1,158
single copy sales:	10
other sales:	

Actual distributed circulation (TvA) 2,922

› thereof Germany	2,815
› thereof abroad	107

› Free copies	1,754
permanent free copies	156
varying free copies	1,598
advertising copies	0

3 Description of analysis:

3.1 In reference to the total (percentage surveyed):

Total (TvA)	2,922	100.00 %
Thereof not collected in survey (trade fairs, book trade, etc.)	200	6.84 %
The survey represents of the total (TvA)	2,722	93.08 %

3.2 Date of analysis: June 30th 2024

3.3 Description of data base:

The following source was used to correlate the branches of trade to the addresses of the recipients:
information by the recipients

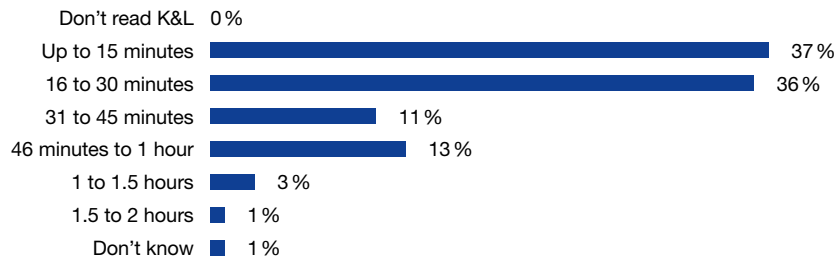
3.4 Target of the analysis: not applicable

3.5 Definition of the reader: not applicable

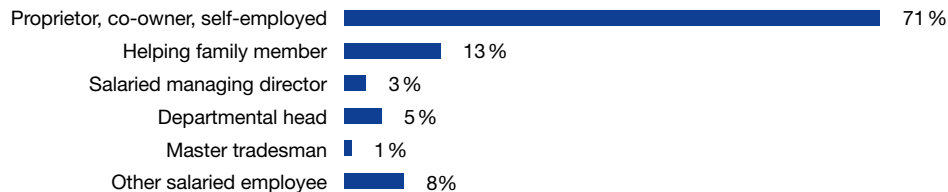
3.6 Time period of the analysis: July 2023–June 2024

3.7 Responsible for the analysis: Gentner Verlag

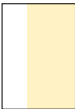
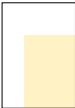
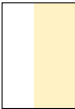
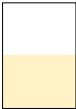
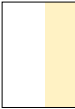
K&L MAGAZIN is read for 29 minutes on average

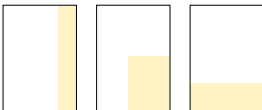
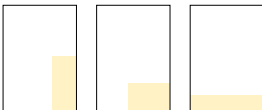


K&L readers are mainly proprietors, co-owners, self-employed



1 Ad formats and rates: all rates are subject to VAT

Format	colour rate** (up to 4c) in €		Print space formats width × height in mm	Bleed formats* width × height in mm
Ad page	3,155.–		187 × 265	
1/1 Page	2,395.–		187 × 265	210 × 297
3/4 Page	2,060.–		 139 × 265  187 × 189	 142 × 297  210 × 219
2/3 Page	1,865.–	 	 123 × 265  187 × 170	 132 × 297  210 × 188
Juniorpage	1,525.–		135 × 190	145 × 208
1/2 Page	1,465.–	 	 91 × 265  187 × 130	 101 × 297  210 × 148
1/3 Page	1,225.–	 	 59 × 265  187 × 85	 69 × 297  210 × 103

Format	colour rate** (up to 4c) in €		Print space formats width × height in mm	Bleed formats* width × height in mm
1/4 Page	1,145.–		1 col. 43 × 265 2 col. 91 × 130 4 col. 187 × 63	54 × 297 101 × 148 210 × 81
1/8 Page	795.–		1 col. 43 × 130 2 col. 91 × 63 4 col. 187 × 30	54 × 148 101 × 81 210 × 48
Cover page package** (Title + 2nd cover page)	3,295.–		Photo: 210 × 187*, 300 dpi Ad 210 × 297*	
4. Cover page	2,790.–		187 × 265	210 × 297
1/2 page besides the contents	1,585.–		91 × 265	101 × 297

* Format in bleed plus 3 mm bleed on all sides.

** Text-free product image on the front page + advertisement 1/1 4c on the 2nd cover page.

Deadline for this placement is 4 weeks before publication date.

In principle, advertisements can be cancelled up to the advertising deadline. Cancellation must be made in writing. Special forms of advertising such as title pages and cover pages cannot be cancelled.

2 Surcharges:

Placement for compulsory placement instructions 10 % of the ad rate (no discount)

Colours: Special colour, each colour 575.00 €

3 Discounts: Ads within 12 months (insertion year)

Frequency		Quantity	
3 ads	5 %	2 pages	5 %
6 ads	10 %	4 pages	10 %
8 ads	15 %	6 pages	12 %
12 ads	20 %	8 pages	15 %
		12 pages	20 %

Combination discounts

As part of the Gentner combination, the titles *SBZ*, *TGA+E Fachplaner*, *Technische Isolierung*, *Gebäude-Energieberater*, *KK DIE KÄLTE + Klima-technik*, *GLASWELT*, *K&L Magazin*, *SKILLS Magazin*, *ERNEUERBARE ENERGIEN*, *photovoltaik* and *HZwei* can be freely combined.

If at least two magazines will be booked within one calendar year results in the following discount - in addition to the regular discount:

2 titles: 5 % 4 titles: 10 %

3 titles: 8 % 5 titles: 15 %

5 Ad specials:

Bound inserts (discounts according to frequency):

2 pages 1,585.00 € 4 pages 2,370.00 €

Technical guidelines upon request. Paper quality up to 170g/m², more weight on request.

Please ask for the bleed allowances when delivering bound-in inserts. The information on the weight of bound inserts and five samples must be submitted to us by the respective copy deadline.

Loose inserts (no discounts available):

up to 25 g weight – 340.00 €/thousand

Incl. postal charges, higher weight on request. The weight information and five samples of the inserts must be submitted to us by the respective issue advertising deadline. We will be pleased to inform you about further delivery conditions. Split run: technical surcharges

65 Euro (no discount available and AE not possible).

Further ad specials: on request

6 Contact:

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

7 Terms of payment:

2 % discount on payment within 8 days from date of invoice.

No discount on classified ads, mail charges, classified box number charges, quotation mail charges. Net 30 days from date of invoice, advance payment reserved. USt ID Nr. DE147510257

Bank details:

Baden-Württembergische Bank

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

Deutsche Bank AG Stuttgart

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

Postbank Stuttgart

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

Job and classified ads			
Format	Width x height	Vacancies b/w to 4c	Job Searches b/w to 4c
Millimeter price	1 column line (43 mm wide) 4c	2.15€	1.35€
1/1 page	187 x 265	2,279.00€	1,431.00€
1/2 page	high 91 x 265 landscape 187 x 130	1,139.50€	715.50€
1/4 page	Corner field 91 x 130	559.00€	351.60€
Our service: In addition to print, job ads appear 2 months on www.kl-magazin.de – without additional costs!			

All prices are in Euro plus value-added tax

- 1 Magazine format:** 210 mm wide × 297 mm high (DIN A4)
- Print space:** 187 mm wide × 265 mm high,
4 columns, each 43mm wide
- 2 Printing and binding methods:** offset print, adhesive binding, delivery of files,
non-separated PDF-X/3 format
- 3 Data submission:** Please send us your print documents only digitally
per e-mail to **welte@gentner.de** or per CD to our
order management (see number 9).
- 4 Data formats:** Non-separated PDF/X-3, Acrobat (PDF 1.3), CMYK
mode
Fonts, logos and images are included.
Resolution: image components CT: 300 dpi, line
work LW 1200 dpi
No transparencies and layers
We reserve the right to charge for the conversion
of PDF files at cost price, if unsolicited other print
documents are submitted instead.
- 5 Colours:** Euro Scale
Special colours and hues that cannot be attained
by combining colours on the scale require an
express agreement with the publishing house. For
technical reasons, special colours are created from
the Eurocolour Scale. Minor deviations in tonal
value are within hue tolerance in offset printing
technology. Spot colour means that your ad may
only consist of two of the three additional primary
colours (cyan, magenta and yellow) in addition to
black (and/or white).

- 6 Proof:** Please note that when you send us a proof, it must
be a genuine proof of the data sent by e-mail or
CD. The name of the colour parameter and proof
designation has to be printed on the proof.
As a control element the Ugra/FOGRA media
wedge must be printed as well. Kindly send us the
proof by mail to our production management. (see
no. 9)
- 7 Data storage:** Data is archived. Unchanged reruns are therefore
possible, in general. However, we cannot provide
any guarantee for the data.
- 8 Guarantee:** We accept no liability for the printing quality cau-
sed by incomplete or differing data (texts, colours
or images) sent to us.
The publishing house guarantees the customary
print quality for the booked title in question within
the scope of possibilities given by the printing
data.
- 9 Contact:** If you are unable to provide data in the formats as
required or by the means mentioned here, or you
cannot convert it into the formats requested, plea-
se do not hesitate to contact our technical hotline
in any case: Phone: +49 (0) 711 636 72 -862
The postal address for submitting data by mail or
for the proofs is:
Alfons W. Gentner Verlag GmbH & Co. KG
Melanie Schweigler
Postfach 10 17 42, 70015 Stuttgart, Germany
Phone: +49 711 636 72 -862

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

Issue	01	02	03	04
ET AS	08.01.2025 09.12.2024	05.03.2025 14.02.2025	16.04.2025 28.03.2025	11.06.2025 21.05.2025
› Live on site:	› We report on interesting companies, their products, shops and businesses respectively in every issue.			
› Report:	› Our reports are regular columns. Here, we introduce successful examples of stoves and installations			
› Business:	› In every issue we report on management, marketing, dealing with clients and much more.			
› Technology:	› Current topics such as furnace constructions, chimneys, tile ware, tile stoves as full heating systems and many other topics have priority here.			
			Special supplement: „World of fireplaces“	Special „Spring Novelties“

Fairs and events 2025:

Workshop-seminar
Bad Tölz:
06.02.2025–08.02.2025

Norddeutscher Kachel-
ofenbauertag Linstow
28.02.2025–1.3.2025

Walter-Bucerius-Seminar,
Titisee
11.02.2025–13.02.2025

ISH Frankfurt
17.03.2025–20.03.2025

WORLD OF FIREPLACES,
Leipzig
28.04.2025–30.04.2025

Output	05	06	07	08
ET AS	23.07.2025 04.07.2025	03.09.2025 15.08.2025	08.10.2025 18.09.2025	19.11.2025 31.10.2025
› Industry:	› Here you will find all timely reports on events such as the ISH, which takes place every two years, the KOK in Wels, the Hagos General Meeting, tours of plants, interviews, ap prenticeships & vocational training and much more. „In focus“ is a focal topic that is reported on several pages.			
› Associations:	› Up-to-date reports Walter-Bucerius-Seminar in Titisee, Workshop-Seminar of the Bavarian OL craft trade in Bad Tölz and lots more news from the associations.			
› Products:	› Current products suggestions of interesting news from the industry.			
› Companies & Facts:	› What's new in the industry? Who has changed jobs? Find out in this column			
				K&L Wall Calendar 2026 Special supplement Industry Guide 2026

Special supplement for the fair „World of Fireplaces“

Print run: 37,425 Copies

Target group:

- Stove builders – Specialist companies for tiled stoves and air heating systems, open fireplaces, chimney sweeps
- Decision-makers in the SHK industry (sanitary, heating, ventilation and airconditioning technology) in trade and wholesale businesses
- Energy consultants (self-employed or from architecture and planning offices, trades, etc.)

Distribution:

- K&L MAGAZIN – 3,100 Copies
- Gebäude-Energieberater – 9,325 Copies
- SBZ Das SHK Magazin – 25,000 Copies

Advertising deadline: March 21th, 2025

Your benefits for more reach

At the World of Fireplaces trade fair, you have the opportunity to be present in 3 trade journals for an absolute trade fair special price: Advertising rate for 1/1 page = 3,400 euros. If you were to book 1/1 page in K&L, GEB and SBZ according to the price list, you would pay 14,760 euros! If you are an exhibitor, you have the opportunity to attract additional visitors from the extended target groups for your booth.

Format 4c	Price in €	Print space formats width × height in mm	Bleed formats** width × height in mm
1/1 page	3,400.–	175 × 241	200 × 280
1/1 page 3rd/4th cover page	3,730.–	175 × 241	200 × 280
1/2 page	2,055.–	height 85 × 232 width 175 × 114	height 97,5 × 280 width 200 × 127,5
1/3 page	1,630.–	height 55 × 232 width 175 × 75	height 70,5 × 280 width 200 × 96
1/4 page	1,450.–	1 col. 40 × 232 2 col. 85 × 114 4 col. 175 × 56	55,5 × 280 97,5 × 140 200 × 73,5

** Formats in bleed plus 3 mm bleed on all sides

Statutory VAT rate must be added to all the prices

Please note our general standard terms and conditions:

<http://www.gentner.de/mediaservice/agb-anzeigen>

Media kit 2025

Special supplement Sector-Guide 2025

Print run: 5,000 copies
= extended distribution, beyond the K&L magazine

Target groups: Specialist companies for tiled stove and air heating construction, open fireplaces, chimney sweeps (stove builders), planners and architects, whole-sale/Specialist trade

Distribution: will be enclosed with K&L 8/24 in November – 3,100 copies, Additional distribution throughout 2025 at the important industry events (trade fairs, in-house exhibitions, seminars ...), online publication at www.kl-magazin.de and www.haustec.de with more than 950,000 visits and more than 1.4 million page impressions (sources ivw and Google Analytics)

Closing date October 31th, 2025
* October 24th, 2025, when it must be designed by us



Format 4c	Price in €	Type area formats	Bleed sizes**
		Width x height in mm	Width x height in mm
1/1 Page	2,395.–	175 x 241	200 x 280
1/1 Page Product/ Company Presentation*	2,395.–	175 x 241	200 x 280
1/1 Page 2nd/3rd/4th cover page	2,790.–	175 x 241	200 x 280
1/2 Page	1,465.–	↑ 85 x 232 ↔ 175 x 114	↑ 97,5 x 280 ↔ 200 x 127,5
1/3 Page	1,225.–	↑ 55 x 232 ↔ 175 x 75	↑ 70,5 x 280 ↔ 200 x 96
1/4 Page	1,145.–	1 col. 40 x 232 2 col. 85 x 114 4 col. 175 x 56	55,5 x 280 97,5 x 140 200 x 73,5
1/8 Page	795.–	1 col. 40 x 114 2 col. 85 x 56 4 col. 175 x 27	55,5 x 138 97,5 x 86 200 x 32,5

** Formats in bleed plus 3 mm bleed on all sides

Value added tax must be added to all prices.

Please note our Terms and Conditions at:
<http://www.gentner.de/mediaservice/agb-anzeigen>

**Your logo with detailed
Contact data in the
Manufacturer-directory:
500.– €**

K&L Wall Calendar 2026

Your advertising and events in view throughout the entire year

Your advertising options:

Premium 850 €

Large advertising space at the top
Format: 225 mm wide × 85 mm high

Standard 550 €

Small advertising space at the bottom
Format: 120 mm wide × 60 mm high

Event Entry* 80 €

Location + 2 lines with approximately
30 characters including spaces

*subject to availability, only 1 event entry per day possible

Ad deadline:

September 24th, 2025

Print run:

3,100 copies

Distribution:

Dispatch with the K&L issue 08/2025
on November 19th, 2025

Wall calendar:

1,000 mm wide × 700 mm high

225 x 85 mm

2026

www.kl-magazin.de

Gentner

Magazin für den Ofen- und Luftheizungsbau

225 x 85 mm

JANUAR	FEBRUAR	MÄRZ	APRIL	MAI	JUNI	JULI	AUGUST	SEPTEMBER	OKTOBER	NOVEMBER	DEZEMBER	JANUAR '26	
1 Mi	1 Sa	1 Sa	1 Di	1 Di	1 Di	1 Di	1 Fr	1 Sa 36	1 Mo	1 Sa	1 Mo 49	1 Do	
2 Do	2 So	2 So	2 Mi	2 Fr	2 Mo 23	2 Mi	2 Sa	2 Di	2 Do	2 So	2 Di	2 Fr	
3 Fr	3 Mo	3 Mo	3 Do	3 Sa	3 Di	3 Do	3 Sa	3 Mi	3 Fr	3 So 45	3 Mo	3 Sa	
4 Sa	4 Di	4 Di	4 Fr	4 Mo	4 Fr	4 Mo	4 Sa 32	4 Do	4 Sa	4 Di	4 So	4 Sa	
5 So	5 Mi	5 Mi	5 So	5 Mo	5 So 19	5 So	5 Fr	5 Sa	5 Mo	5 So 5	5 Mo	5 So 2	
6 Mo	6 Do	6 Do	6 Sa	6 Mo	6 Fr	6 Mo	6 Mi	6 Sa	6 So 41	6 Do	6 Sa	6 Do	
7 Di	7 Fr	7 Fr	7 Mo	7 So 15	7 So	7 So 28	7 So	7 Di	7 Fr	7 Mo	7 So	7 Mi	
8 Mi	8 So	8 So	8 Di	8 Fr	8 Mo	8 Do	8 Fr	8 Mo 37	8 Sa	8 Mo	8 So 50	8 Do	
9 Do	9 Mo	9 Mo	9 Do	9 Sa	9 So 24	9 Mo	9 Sa	9 Di	9 So	9 Fr	9 So	9 Sa	
10 Fr	10 Mi	10 Mi	10 So	10 Mo	10 So	10 So	10 Sa	10 Do	10 So	10 Mo	10 So 46	10 So	
11 Sa	11 Di	11 Di	11 Fr	11 Mo	11 Fr	11 Fr	11 Mo 33	11 Do	11 Mi	11 Di	11 So	11 Mi	
12 So	12 Mi	12 Mi	12 So	12 Mo	12 So 20	12 So	12 Di	12 So	12 Mi	12 So	12 Mi	12 So 3	
13 Mo	13 Do	13 Do	13 Sa	13 Mo	13 Fr	13 Do	13 Sa	13 Mi	13 So 42	13 Do	13 So	13 Sa	
14 Di	14 Fr	14 Fr	14 Mo	14 So 14	14 So	14 So	14 Di	14 So	14 Mi	14 Do	14 So	14 Sa	
15 Mi	15 So	15 So	15 Di	15 Mo	15 Fr	15 So	15 Fr	15 Mo 38	15 Mi	15 So	15 Mo	15 So	
16 Do	16 Mo	16 Mo	16 Do	16 Sa	16 Mo	16 So 25	16 Sa	16 Di	16 So	16 Mo	16 So	16 Fr	
17 Fr	17 Mi	17 Mi	17 So	17 Mo	17 Fr	17 Do	17 So	17 Mi	17 Fr	17 So 47	17 Mi	17 So	
18 Sa	18 Di	18 Di	18 Fr	18 Mo	18 So	18 Do	18 Sa	18 Mi	18 So	18 Mo	18 So	18 Sa	
19 So	19 Mi	19 Mi	19 So	19 Mo	19 Fr	19 So 21	19 So	19 Sa	19 Do	19 So	19 Mo	19 So	
20 Mo	20 Do	20 Do	20 Sa	20 Mo	20 So	20 So	20 Mi	20 So	20 Mo	20 So 43	20 So	20 Do	
21 Di	21 Fr	21 Fr	21 Mo	21 So 17	21 Mo	21 So	21 Do	21 So	21 Di	21 Fr	21 So	21 Mi	
22 Mi	22 So	22 So	22 Di	22 Fr	22 So	22 Do	22 Fr	22 Mo 39	22 Sa	22 So	22 So	22 Do	
23 Do	23 Mo	23 Mo	23 Do	23 Sa	23 So 26	23 Mo	23 Sa	23 Di	23 So	23 Mo	23 So	23 Sa	
24 Fr	24 Mi	24 Mi	24 So	24 Mo	24 Fr	24 Do	24 Sa	24 Mi	24 So	24 Mo	24 So 48	24 So	
25 Sa	25 Di	25 Di	25 Fr	25 Mo	25 So	25 So	25 Fr	25 So 35	25 So	25 Di	25 So	25 Sa	
26 So	26 Mo	26 Mo	26 Do	26 Sa	26 Mo	26 Do	26 Sa	26 Fr	26 So	26 Mi	26 So	26 So 5	
27 Mo	27 Do	27 Do	27 Sa	27 Mo	27 Fr	27 Do	27 Sa	27 Mi	27 So 44	27 Do	27 So	27 Sa	
28 Di	28 Fr	28 Fr	28 Mo	28 So 18	28 Mo	28 Do	28 Sa	28 So	28 Mi	28 Do	28 So	28 Sa	
29 Mi	29 So	29 So	29 Di	29 Mo	29 Fr	29 So	29 Fr	29 Mo 40	29 Mi	29 So	29 Mo	29 So	
30 Do	30 Mo	30 Mo	30 Do	30 Sa	30 So	30 So 27	30 So	30 Di	30 So	30 Mo	30 So	30 Do	
31 Fr	31 Mi	31 Mi	31 So	31 Mo	31 Fr	31 Do	31 Sa	31 So	31 Fr	31 Mo	31 So	31 Sa	
21/22 Arbeitstage		20 Arbeitstage		21 Arbeitstage		20 Arbeitstage		20 Arbeitstage		20 Arbeitstage		20/21 Arbeitstage	

120 x 60 mm

120 x 60 mm

120 x 60 mm

120 x 60 mm

120 x 60 mm

120 x 60 mm

120 x 60 mm



Would you like to reach your target group with your products and services? Across all media and regardless of the device? Let us work out your advertising campaign for you: mms@gentner.de

1 Web address: www.kl-magazin.de

2 Brief description:

Specialist portal for the tiled stove and air heating trade Contents: up-to-date news, products, books & media, downloads, trade fairs & congresses, K&L specific questions, useful links, association news, news on technology

3 Target group:

Decision makers on the field of expertise of tiled stove and air heating constructions and the tiled-stove sector, planning, consulting and executing specialist companies, wholesalers, cooperatives, manufacturers, architects, chimney sweepers, associations, construction associations, consulting engineers, technical colleges.

4 Publisher:

Alfons W. Gentner Verlag GmbH & Co. KG, Stuttgart

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Phone: +49 711 6 36 72-861.

Editorial contact:

Jutta Lorenz, Editor-in-Chief

Phone: +49 711 5 40 41 91-0, lorenz@gentner.de

Contact online advertising:

Monika Grünberg, Advertising Manager

Phone: +49 711 6 36 72-864, gruenberg@gentner.de

Ad Management

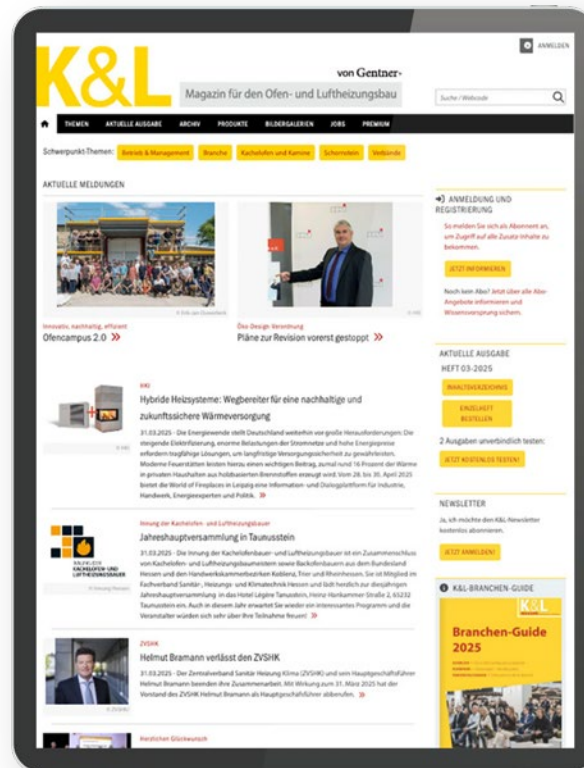
Phone: +49 711 6 36 72-501, -504, -810,
datenanlieferung@gentner.de

5 Access control:

Page impressions: up-to-date data on request

6 Data submission:

Data must be sent per e-mail at least five days prior to placement to: datenanlieferung@gentner.de



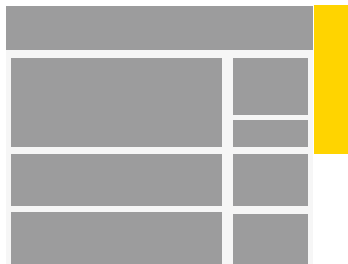
Medium Rectangle



To the right of the content, appears on all pages, including home page.

Format: 300 × 250px
JPG, GIF or Redirect, max. 100 KB
286 € / month

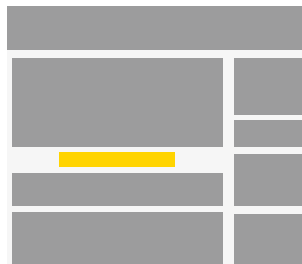
Wide Skyscraper



Next to the content, appears on all pages.

Format: 160 × 600px
JPG, GIF or Redirect, max. 100 KB
233 € / month

Fullbanner



Between the articles, appears on all pages

Format: 468 × 60px
JPG, GIF or Redirect, max. 100 KB
118 € / month

Superbanner



Above the content, appears on on all pages, including the homepage.

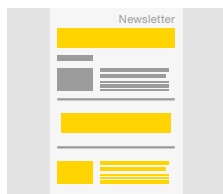
Format: 728 × 90px
JPG, GIF or Redirect, max. 100 KB
170 € / month

**Other banner formats:
On request.**

K&L-Newsletter

The K&L newsletter is responsive and adjusts its layout individually to the respective device. This ensures that your advertising is optimally displayed on all screen sizes and formats.

Banner



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

Head
Price: 550 €

Between two articles
Price: 500 €

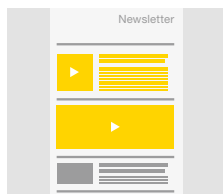
Text image ad standard



Display: 270 x max. 180px.
Format to be supplied:
Width (fixed) 560px.;
Height max. 373px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

Price for position 1: 594 €
Price from position 2: 550 €

Video post standard



Display: 270 x max. 180px.
Format to be supplied:
Width (fixed) 560px.;
Height max. 373px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

Price for position 1: 594 €
Price from position 2: 550 €

Event promotion / jobs Text image ad

Placement in the section jobs or events, dates, webinars, ...
Display: 150 x max. 150px.
Format to be supplied:
Width (fixed) 560px.;
Height max. 560px.,
jpg, max. 200KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL
Price: 300 €

Text image ad XL

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

Price for position 1: 802 €
Price from position 2: 743 €

Video post XL

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

Price for position 1: 802 €
Price from position 2: 743 €

- › **Subscribers:** 1,238
- › **Total opening rate:** 84.00 %
- › **Opening rate unique:** 40.90 %
- › **Newsletter reporting:** After each campaign
(Status: Newsletter K&L May 2024)

Publication frequency	Delivery of data
every 14 days	5 working days before dispatch date to datenanlieferung@gentner.de

Newsletter dates 2025		
09.01.2025	15.05.2025	04.09.2025
23.01.2025	27.05.2025 special nl fire for gardens	18.09.2025
06.02.2025	29.05.2025	25.09.2025 special nl fireplaces
20.02.2025	12.06.2025	02.10.2025
27.02.2025 special nl hybrid ovens	26.06.2025	16.10.2025
06.03.2025	03.07.2025 special nl ovens without electricity	23.10.2025 special nl chimney technology
20.03.2025	10.07.2025	30.10.2025
27.03.2025 special nl electric ovens	24.07.2025	13.11.2025
03.04.2025	31.07.2025 special nl ceramic	20.11.2025 special nl water-bearing ovens
17.04.2025	07.08.2025	27.11.2025
24.04.2025 special nl World of Fireplaces	21.08.2025	11.12.2025
02.05.2025	28.08.2025 special nl heating fireplaces	18.12.2025 special nl pellet stove

Discounts			
Acceptance within 12 months (calendar year): Discount scale			
3 Newsletter	5 %	9 Newsletter	15 %
6 Newsletter	10 %	12 Newsletter	20 %

Become a Premium Partner at K&L

Premium partnership for 1 year

On www.kl-magazin.de with around 80,000 Page Impressions per year

- With a medium rectangle
- With a sponsored article in the news section

PLUS

In the K&L Newsletter with 24 Newsletter per year with around 1,240 subscribers per newsletter

- With a Text image ad standard

Price: 4,000 Euro

Monthly-package combination banner and newsletter

- Medium rectangle on www.kl-magazin.de
- Text image ad standard in the K&L Newsletter (2 per month)

1 Month: 1,000 Euro | 3 Months: 2,500 Euro



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

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

Technical possibilities

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

Individual design options for „Stand-Alone-Newsletter“

Basically, all elements can be placed as often as desired and also at the preferred positions.

- ① **Leading image**
560 pixels wide; height variable. Image goes over the entire width of the newsletter.
 - ② **Headline „Stand-Alone-Newsletter“**
across the entire width, max. 45 characters
 - ③ **Teaser-Text**
max. 350 characters incl. blank characters
 - ④ **Fullbanner**
560 pixels wide; height variable
 - ⑤ **Pure text field extends across the entire width of the newsletter**
Formatting options:
– Bold/italic and underlined text passage
– Bullet points
– Linking of whole sentences or single words possible
 - ⑥ **Image + text field, proportionate**
Image: 560 pixels wide, height variable, landscape format, max. 200 KB, JPG
Headline: 35 characters, text: 350 characters;
Image linking possible.
 - ⑦ **Image + text field, 1/3 to 2/3 ratio**
Image: 560 pixels wide, height variable, landscape format, max. 200 KB, JPG
Headline: 35 characters, text 350 characters;
Image linking possible.
- Price 1.900 €**
Data delivery: at least 12 working days before sending date



von Gentner-

Magazin für den Ofen- und Luftheizungsbau

werblicher Newsletter 30.09.2024



Headline „Stand-Alone-Newsletter“

Teaser-Text – Ique exero de ex et voluplat persperum nest, ommos ad modis delit esto dolore, tenistia nectus eaque volum quam et verum ipsus magnam quos ad quam reculla borent, eum estis nunt que excepta tiquationesd quate si ullorum quatis es aliqui ni blabo. Parum sit quasi restis ea-tur? Accatis maiorestis cus nullo min exerum nullanin ut is eicietur, sequatis aborporem. Equam rehent vidunt quides dolestum, sam sim dolore officabo (max. 350 Zeichen).



Reines Textfeld
Platzhaltertext – de ex et voluplat persperum nest, Verlinkung ganzer Sätze oder einzelner Wörter, tenistia nectus excepta tlat quate si ullorum quatis es aliqui ni blabo. *Kursive Textpassagen.*

- Aufzählungspunkt 1 tilla borent, eum
- Aufzählungspunkt 2 quate si ullorum



Bild + Textfeld verhältnismäßig
Platzhaltertext – ex et voluplat persperum nest, ommos ad modis delit esto dolore, tenistia nectus ea-que volum quam et verum ipsus magnam:

- Aufzählungspunkt 1 tilla borent, eum
- Aufzählungspunkt 2 quate si ullorum

Iqui ni blabo. Parum sit quasi rhestis estur? Accatis maiorestis cus nullo min exerum nullanin ut is eicietur, sequatis um aborporem. Equam rehent vidunt quides (350 Zeichen) msbr...



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



An overview of the upcoming webinars and the recordings of past webinars can be found on haustec.de/haustec-webinare

Feedback der Teilnehmer

Julian M.: Thank you very much for the excellent webinar! Great speaker!

Mira E.: Thank you for your very informative speech

Hauke S.: Thank you very much, it was very enlightening :-)

Anca R.: Thank you very much for the information

Barbara W.: Thank you very much for the informative event.

Anne L.: Thank you for the excellent and practical information from the speakers!!

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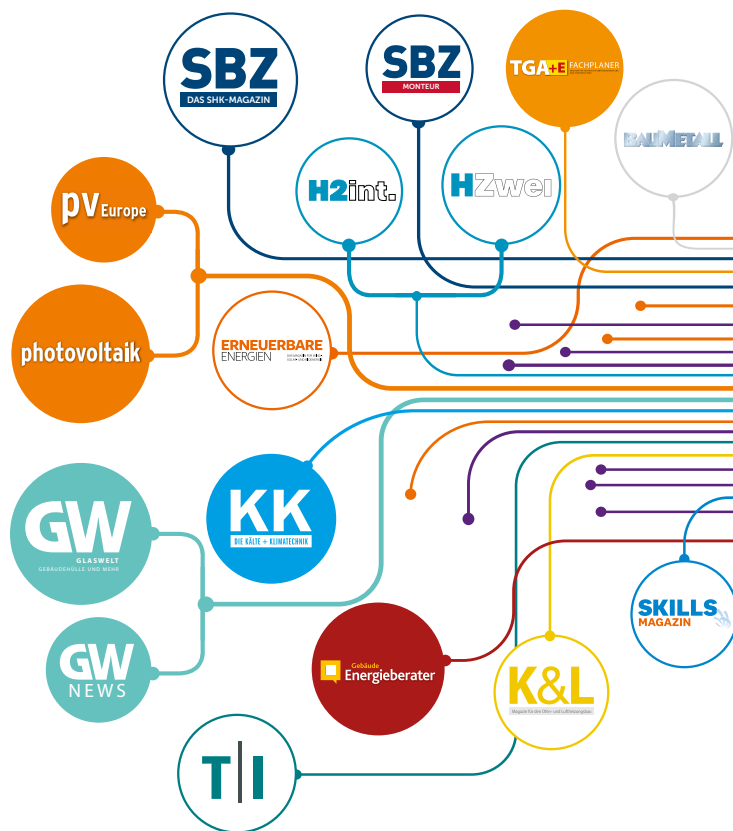
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Editorial



Editor-in-chief

Jutta Lorenz

Phone +49 711 5 40 41 91-0

Fax +49 711 5 40 41 91-2

lorenz@gentner.de

Editorial heat transition



Executive Editor

Tim Geßler

Phone +49 711 6 36 72-851

gessler@gentner.de

Sales



Advertising Manager

Monika Grünberg

Phone +49 711 6 36 72-864

gruenberg@gentner.de

Order processing



Order management

Bettina Springmann

Phone +49 711 6 36 72-504

springmann@gentner.de



Ad Management Display

Katharina Nitzsche

Phone +49 711 6 36 72-501

nitzsche@gentner.de



Ad-Management Newsletter

Jennifer Assmus

Phone +49 711 6 36 72-810

assmus@gentner.de

Media-, Event- & Content-Solutions



Head of Market-and Media Service

Maximilian Paulus

Phone +49 711 6 36 72-821

paulus@gentner.de



Events

Lea Alonso Schwarz

Phone +49 711 6 36 72-857

alonsoschwarz@gentner.de



Events & Webinars

Antje Bussinger

Phone +49 711 6 36 72-870

bussinger@gentner.de



Media

Sarah Schliedermann

Phone +49 711 6 36 72-509

schliedermann@gentner.de