

**THE BRAND FOR DECISION-MAKERS IN THE HVAC TRADE,  
POWERFUL REACH AND INDISPENSABLE!**

# SBZ

## Media kit 2026

Print  
Digital  
Newsletter  
Content Marketing  
Video Content  
Webinars

Photo: Gettyimages

Gentner 

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

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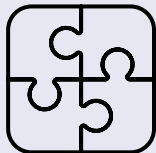
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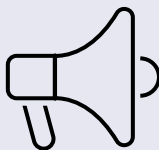
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### Topics

Always up-to-date, practical, and well-researched expert articles on the subjects of plumbing, heating, and climate control.



### Voice

Official trade publication of the Central Association for Plumbing, Heating, and Climate Control.



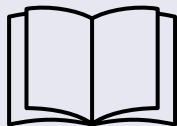
### Reader Structure

Our readers are purchasing decision-makers in the trades and wholesale businesses, as well as in associations, industry, and among sales representatives.<sup>1</sup>



### Benefit for the Boss!

The business section on craft marketing and management, personnel, training, etc., provides valuable information and practical examples tailored specifically to the needs of the HVAC industry.



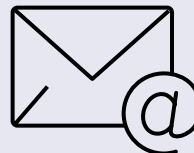
**25,000**

Copies printed<sup>2</sup>,  
4,344 subscribers<sup>3</sup>



**66,306**

Visits per month on  
[www.sbz-online.de](http://www.sbz-online.de)<sup>4</sup>



**7,285**

Newsletter recipients<sup>5</sup>



**16,816**

Facebook followers<sup>6</sup>

<sup>1</sup> verified by F. Ma, decision-makers in building technology | HVAC 2018 | Total population: Managing directors/owners of craft businesses with a primary focus on HVAC

<sup>2</sup> Quarterly Circulation IWW 02/2024

<sup>3</sup> IWW Circulation Analysis 01 July 2024 – 30 June 2025

<sup>4</sup> IWW Online Usage Data May 2025

<sup>5</sup> Publisher Information, Mailing File September 2025

<sup>6</sup> Publisher Information August 2025

**1 Title:** **SBZ**  
**The SHK Magazine**

**2 Brief Description:**

The SBZ (The HVAC Magazine) is a monthly trade magazine that reports on current events in the HVAC industry, as well as technical and marketing developments. SBZ is the official media partner of the Central Association for Plumbing, Heating, and Climate Control, as well as various HVAC trade associations. It is published 12 times a year and is primarily read by decision-makers in craft and wholesale businesses, in the housing industry, as well as in associations, industry, and among sales representatives.

**3 Target Audience:**

Decision-makers in the HVAC industry (plumbing, heating, ventilation, and air conditioning) within craft and wholesale businesses, associations, industry, and among sales representatives.

**4 Frequency:** 12 Issues  
**5 Booklet format** DIN A4  
**6 Volume** 81st Year 2026  
**7 Subscription Price:** Annual Subscription Domestic: €198.90  
(2025, without postage) Annual Subscription International: €198.90  
Single Copy Price: €24.90

**8 Organ:** Official Publication of the Central Association for Plumbing, Heating, and Climate Control (ZVSHK) and HVAC State Trade Associations

**9 Membership/Participation** IVW

**10 Publisher:** Alfons W. Gentner Verlag GmbH & Co. KG  
P.O. Box 10 17 42, 70015 Stuttgart  
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Phone: +49 (0) 711 6 36 72-0  
www.gentner.de

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**13 Editorial Team:** Dennis Jäger (Editor-in-Chief)  
Beate Geßler  
Katrin Drogatz-Krämer

**14 Scope analysis:** 2024 – 12 Issues  
Overall scope: 1,168.00 pages 100.00 %  
Editorial Section: 1,032.23 pages 88.38 %  
Advertising Section: 135.77 pages 11.62 %

**Of which:**

Classified Ads: 0.50 pages 0.37 %  
Publisher's Own Ads: 34.67 pages 25.53 %  
Supplements 4 pieces

Source: VU Solutions

## 1 Circulation control:



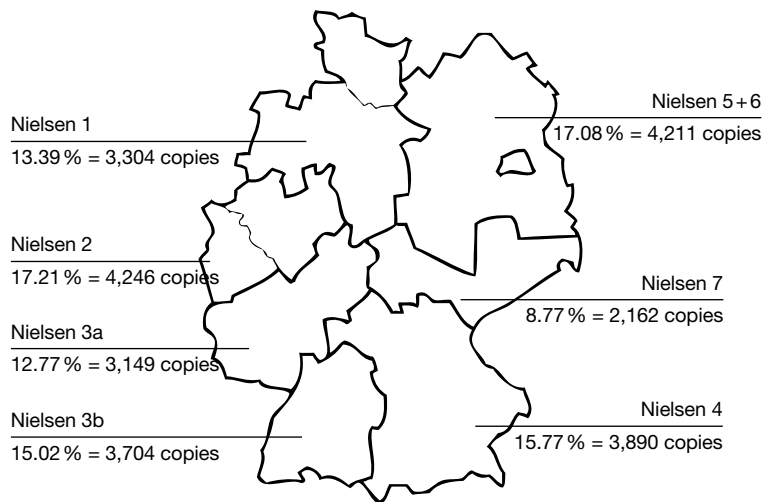
## 2 Circulation analysis: Copies per Issue on an Annual Average July 1, 2024–June 30, 2025

<b>Print run:</b>	25,000		
<b>Actual circulation (TvA):</b>	24,763	thereof abroad	86
		Subscribed copies:	4,344
		of which members' copies:	1,718
		Other sales:	163
Sold edition:	4,507	Single sale	0
Free copies:	20,247	Remaining, archive and specimen copies	246

## 3 Geographical distribution analysis:

	%	Exemplare
Federal Republic of Germany	99.65	24,677
Foreign countries	0.35	87
thereof Austria	29.21	25
thereof Switzerland	29.21	25
Actual circulation	100.00	24,763

## 3.1 Distribution according to Nielsen areas:



### Summary of the Survey Method

**Method:** Recipient Structure Analysis through data evaluation – complete survey

**Total Population:** tvA domestic: 24,677 = 100 %, not included in the survey: 87 copies = 0.35 %

**Sample:** Complete survey

**Target Person of the Study:** The individuals recorded in the file within institutions

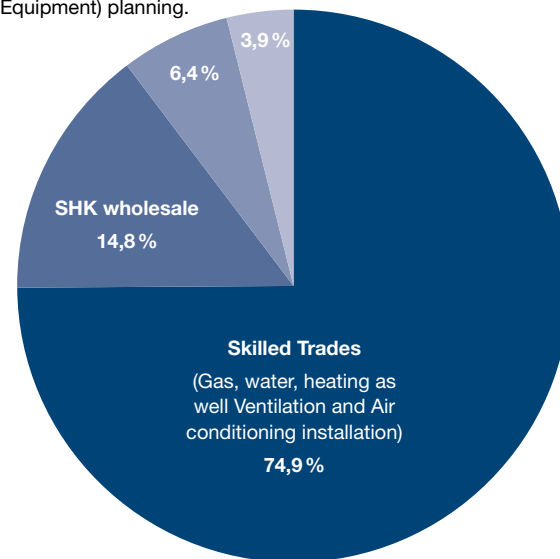
**Period of the Study:** July 2025

**Conducted by:** Alfons W. Gentner Verlag GmbH & Co. KG, Stuttgart

1.1 Industries / Economic Sectors		
Recipient groups (according to the classification of economic sectors)	Share of actually distributed circulation.	
	%	Projection (approx.)
Gas, water, heating as well Ventilation and Air conditioning installation	74.9	18,541
SHK wholesale	14.8	3,664
Other Industries: Municipal or state agencies, public utilities, building authorities, companies in the real estate sector, TGA (Technical Building Equipment) planning.	6.4	1,584
Installation companies with their own TGA planning.	3.9	965
	<b>100.0</b>	<b>24,754</b>

**Other Industries:**  
Municipal or state agencies, public utilities, building authorities, companies in the real estate sector, TGA (Technical Building Equipment) planning.

**Installation companies with their own TGA planning.**



**1 Advertising formats and prices: All prices are subject to the applicable statutory value-added tax.**

Format	Basic price (up to 4c) in €		Type area formats Width × height in mm	Bleed formats* Width × height in mm
1/1 page	7,850.–		187 × 265	210 × 297
3/4 page	6,450.–		height 139 × 265 width 187 × 189	height 151 × 297 width 210 × 203
2/3 page	5,950.–		height 123 × 265 width 187 × 170	height 135 × 297 width 210 × 184
Juniorpage	5,200.–		135 × 190	147 × 204
1/2 page	4,650.–		height 91 × 265 width 187 × 130	height 103 × 297 width 210 × 144

\* Format with bleed plus 3 mm trim allowance on all sides

In general, advertisements may be cancelled up to the advertising deadline. Cancellations must be made in writing. Special advertising formats such as cover pages and inside/outside covers are non-cancellable.

Format	Basic price (up to 4c) in €		Type area formats Width × height in mm	Bleed formats* Width × height in mm
1/3 page	3,400.–		height 59 × 265 width 187 × 85	height 71 × 297 width 210 × 99
1/4 page	2,800.–		1 col. 43 × 265 2 col. 91 × 130 4 col. 187 × 63	55 × 297 103 × 144 210 × 77
1/8 page	1,550.–		1 col. 43 × 130 2 col. 91 × 63 4 col. 187 × 30	55 × 144 103 × 77 210 × 44
Front Page Package (Cover + Inside Back Cover [U3])	9,950.–	consisting of the title page as Entry in the booklet and the 3rd U as Reminder at the end of the booklet		Title: 188 × 172 3. U: 187 × 265
2. Cover page	8,700.–		187 × 265	210 × 297
4. Cover page	9,200.–		187 × 265	210 × 297
Placement next to content	4,950.–		91 × 265	103 × 297
<b>Print-Advertorial</b>				
1/1 page 4c	7,850.–	Specifications upon request		
1/2 page 4c	4,650.–	Specifications upon request		
<b>Print-Online-Advertorial</b>				
1/1 page	9,675.–	Specifications upon request		
1/2 page	6,795.–	Specifications upon request		

\* Format with bleed plus 3 mm trim allowance on all sides

In general, advertisements may be cancelled up to the advertising deadline. Cancellations must be made in writing. Special advertising formats such as cover pages and inside/outside covers are non-cancellable.



**Surcharges:**

<b>Platzierung:</b>	Surcharge for mandatory placement specifications:	10% of the advertisement price.
<b>Color:</b>	Special colors	€1,350.00 per color

**Discounts:** If purchased within 12 months (insertion year)

Discount by frequency		Discount by volume	
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 *BZ*, *TGA+E Fachplaner*, *Technische Isolierung*, *Gebäude-Energieberater*, *KKDIE KÄLTE* + *Klimatechnik*, *GLASWELT*, *K&L Magazin*, *SKILLS Magazin*, *ERNEUERBARE ENERGIEN*, *HZwei* and *photovoltaik* can be freely combined.

When booking at least two titles within a calendar year, the following discount applies – in addition to the respective volume discount:

2 titles: 5 %	4 titles: 10 %
3 titles: 8 %	5 titles: 15 %

**Special forms of advertising:**

Bound insert (Discount by frequency):

2 pages € 9,300.00    4 pages € 9,850.00

Discounts according to painting scale.

The paper weight may not exceed 170 g/m<sup>2</sup>; higher weights are available upon request. Please inquire about the bleed allowances when delivering single sheets. The weight specifications for single sheets and five samples must be provided to us by the respective magazine's advertising deadline.

Inserts (non-discountable): up to 25 g weight € 304.00 per thousand.

Prices are subject to machine processing.

Includes postage; higher weights available upon request.

Minimum Format: 105 mm width × 148 mm height

Maximum Format: 200 mm width × 287 mm height

Partial inserts starting from 1,000 copies available.

Selection Costs: € 79.00 (one-time fee)

Details regarding weight and five samples of the inserts must be provided by the advertisement deadline for each respective issue.

We are happy to inform you about further delivery conditions.

Adhesive advertising materials and other special formats available upon request.

**Contact: Delivery Address for Special Advertising Formats:**

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

**Payment Terms:**

2% discount for payment within 8 days of the invoice date. No discount for occasional advertisements, postage fees, numbering fees, or quotation shipping costs. Net 30 days after the invoice date; advance calculation subject to change. Tax ID No. 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

- 1 Magazin format:** 210 mm width × 297 mm height (DIN A4)  
**Print space:** 187 mm width × 265 mm height,  
 4 Spalten je 43 mm breit
- 2 Printing and binding methods:** Offset printing, adhesive binding, delivery exposable, unseparated data in PDF/X-3 format
- 3 Submitting data:** Please send us your print documents only as files: either by email to [datenanlieferung@gentner.de](mailto:datenanlieferung@gentner.de).
- 4 Data format**  
 Un-separated PDF/X-3, CMYK mode.  
 › Fonts, logos, and images are included.  
 › Resolution: Image components CT: 300 dpi, linework LW 1200 dpi.  
 › No transparencies and levels.  
 If unsolicited printed documents are submitted, we reserve the right to charge the principal for the conversion of PDF files at cost.
- 5 Colors:** Euro scale  
 Special colors and hues that cannot be attained by combining colors on the scale must be separately agreed with the publisher. Special colors are created from the Eurocolour scale for technical reasons. Minor deviations in the ink value remain within the tolerance range for offset printing. A spot color may only consist of two of the three additional primary colors (cyan, magenta, and yellow) in addition to black (and/or white).

- 6 Proof:** By sending us a proof, please consider that it has to be a genuine proof of the data sent by e-mail or CD. The name of the color parameter and proof designation must be printed on the proof. The Ugra/Fogra media wedge must also be included for comparison. Please send the proof by mail to our order management department (under no. 9).
- 7 Data storage:** Data will be archived. Unchanged rerun is generally possible. A guarantee is however not assumed.
- 8 Guarantee:** By sending incomplete or differing data (texts, colors or images) we do not assume any liabilities for the correct print.  
 The publisher guarantees the common print quality for the respective title within the scope of possibilities the templates offer.
- 9 Contact:** If you are not able to provide data in the formats or by the means described above and are not able to convert them into the desired forms, contact our technical hotline:  
 Phone +49 (0) 711 6 36 72-828  
 The shipping address for sending data by post and for proofs is:  
 Alfons W. Gentner Verlag GmbH & Co. KG  
 Carmen Welte  
 PO Box 10 17 42, 70015 Stuttgart  
 Phone +49 (0) 711 6 36 72-828

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

Output	01	02	03
<b>Publication date:</b>	30.01.2026	27.02.2026	27.03.2026
<b>Advertising deadline:</b>	13.01.2026	10.02.2026	10.03.2026
<b>Topics</b>	<p><b>Sanitation:</b> Installation Technology, Drinking Water Installation</p> <p><b>Bathroom:</b> Design Trends 2026</p> <p><b>Craft Sector Digitalization:</b> The Paperless Office</p> <p><b>Heating:</b> Heat Pumps and Heat Sources</p>	<p><b>Sanitation:</b> Wastewater Technology, Separator Systems</p> <p><b>Bathroom:</b> Comfort Bathrooms and Accessibility</p> <p><b>Commercial Vehicles:</b> New Models and Vehicle Equipment under Review</p> <p><b>Heating:</b> Surface Heating and Radiators</p> <p><b>SHK Essen Edition</b></p>	<p><b>Sanitation:</b> Fire and Sound Protection, Insulation</p> <p><b>Bathroom:</b> Color as a Design Element</p> <p><b>Craft Sector Digitalization:</b> News on Software and Hardware</p> <p><b>Heating:</b> Building Management and Energy Management Systems</p> <p><b>Ventilation &amp; Air Conditioning:</b> Residential Ventilation</p> <p><b>ifh Intherm Edition</b></p>
<b>General Focal points</b>	<p><b>Installation Technology:</b> Piping systems, fittings, fastening technology, shut-off and control valves, system separators, pressure reducers, pressure boosting systems, circulation pumps, filters, water meters, insulation, pre-wall installation</p> <p><b>Water Treatment and Drinking Water Hygiene:</b> Water softening systems, lime protection devices, disinfection, domestic hot water heating, sampling valves, flushing systems, swimming pool water treatment</p> <p><b>Bathroom World:</b> Sanitary ware in ceramic, steel, stainless steel, acrylic and other materials; washbasins, toilets, shower toilets, urinals, bidets, pools, fittings, touchless fittings, bathtubs, shower trays, shower areas, shower channels, accessories, steam baths, saunas</p> <p><b>Craft Sector Digitalization:</b> Apps, business software, planning programs, PCs, notebooks, cloud systems, tablets and smartphones, messenger concepts</p> <p><b>Heat Generation:</b> Condensing technology, heat pumps, biomass boilers, solar thermal systems, combined heat and power (CHP), exhaust systems, buffer storage tanks and related components and accessories, mobile heating and cooling systems, apartment stations, domestic hot water stations, decentralized hot water heating, control technology</p>	<p><b>Drainage:</b> Wastewater pipes, fittings, drains, sealing systems, pumps, separators, lifting stations, backflow protection, roof drainage, balcony drainage, rainwater storage, rainwater retention, water recycling</p> <p><b>Bathroom World:</b> Sanitary fittings made from ceramic, steel, stainless steel, acrylic and other materials; washbasins, toilets, shower toilets, urinals, bidets, pools, fittings, touchless fittings, bathtubs, shower trays, shower areas, shower channels, accessories, steam baths, saunas</p> <p><b>Heat Generation:</b> Heating pumps, piping systems, shut-off and control valves, actuators, control elements, air vents, separators, heat meters, system separators, heat exchangers, thermostats, components for hydraulic balancing, heating water treatment</p>	<p><b>Fire, Sound, Thermal, Cold and Moisture Protection:</b> Fire stops, insulation, pipe supports, sealing systems, shut-off devices, pressure boosting systems, fire water technology</p> <p><b>Bathroom World:</b> Sanitary fittings made of ceramic, steel, stainless steel, acrylic and other materials; washbasins, toilets, shower toilets, urinals, bidets, pools, fittings, touchless fittings, bathtubs, shower trays, shower areas, shower channels, accessories, steam baths, saunas</p> <p><b>Craft Sector Digitalization:</b> Apps, business software, planning programs, PCs, notebooks, cloud systems, tablets and smartphones, messenger concept</p> <p><b>Ventilation and Air Conditioning Technology:</b> Controlled residential ventilation, supply and exhaust air units, decentralized units, combination units with heat pump, heat recovery, ventilation systems for bathrooms and kitchens, central and duct units, fans, air outlets, air ducts, filters, split air-conditioning systems, VRF systems, chillers</p> <p><b>March</b></p> <p>08 – 13.03.2026 <b>light+building</b></p> <p>17. – 20.03.2026 <b>SHK+E Essen</b></p>

Output	04	05	06
<b>Publication date:</b>	30.04.2026	29.05.2026	26.06.2026
<b>Advertising deadline:</b>	13.04.2026	08.05.2026	09.06.2026
<b>Topics</b>	<p><b>Sanitation:</b> Drinking Water Hygiene, Drinking Water Quality</p> <p><b>Bathroom:</b> Design Diversity with Materials and Surfaces</p> <p><b>Workwear:</b> Making a Visual Impression – from Collar to Shoes</p> <p><b>Heating:</b> System Hydraulics and Heating Water Treatment</p>	<p><b>Sanitation:</b> Rainwater Management, Greywater Utilization</p> <p><b>Bathroom:</b> Efficient Planning and Implementation</p> <p><b>Tools:</b> Pressing, Measuring, Screwing &amp; More</p> <p><b>Heating:</b> Renewable Heating – from Pellet Boilers and Heat Pumps to Solar Thermal Systems</p>	<p><b>Sanitation:</b> Piping Systems, Connection Technology</p> <p><b>Bathroom:</b> Light as a Comfort Factor</p> <p><b>Craft Sector Digitalization:</b> Working Mobile and Seamlessly Across Media</p> <p><b>Heating:</b> Smart Home – Integration of Energy and Heating Technology</p>
<b>General Focal points</b>	<p><b>Installation Technology:</b> Piping systems, fittings, fastening technology, shut-off and control valves, system separators, pressure reducers, pressure boosting systems, circulation pumps, filters, water meters, insulation, pre-wall installation</p> <p><b>Water Treatment and Drinking Water Hygiene:</b> Water softeners, lime protection devices, disinfection, domestic hot water heating, sampling valves, flushing systems, swimming pool water treatment</p> <p><b>Bathroom World:</b> Sanitary fittings made of ceramic, steel, stainless steel, acrylic and other materials; washbasins, toilets, shower toilets, urinals, bidets, pools, fittings, touchless fittings, bathtubs, shower trays, shower areas, shower channels, accessories, steam baths, saunas</p> <p><b>Heat Distribution:</b> Heating pumps, piping systems, shut-off and control valves, actuators, control elements, air vents, separators, heat meters, system separators, heat exchangers, thermostats, components for hydraulic balancing, heating water treatment</p> <p><b>April</b> 14. – 17.04.2026 ifh Intherm</p> 	<p><b>Drainage:</b> Wastewater pipes, fittings, drains, sealing systems, pumps, separators, lifting stations, backflow protection, roof drainage, balcony drainage, rainwater storage, rainwater retention, water recycling</p> <p><b>Bathroom World:</b> Sanitary fittings made of ceramic, steel, stainless steel, acrylic and other materials; washbasins, toilets, shower toilets, urinals, bidets, pools, fittings, touchless fittings, bathtubs, shower trays, shower areas, shower channels, accessories, steam baths, saunas</p> <p><b>Handheld Measuring Devices and Tools:</b> Including flue gas analysis, emissions measurement, exhaust analysis, temperature, humidity, pressure, air flow, flow rate, distance, thermography, inspection, data loggers, pressing tools, screwdrivers, drills, and more</p> <p><b>Heat Generation:</b> Condensing technology, heat pumps, biomass boilers, solar thermal systems, combined heat and power (CHP), flue gas systems, buffer storage tanks and related components and accessories, mobile heating and cooling systems, apartment stations, domestic hot water stations, decentralized hot water heating, control technology</p>	<p><b>Installation Technology:</b> Piping systems, fittings, fastening technology, shut-off and control valves, system separators, pressure reducers, pressure boosting systems, circulation pumps, filters, water meters, insulation, pre-wall installation</p> <p><b>Water Treatment and Drinking Water Hygiene:</b> Water softening systems, lime protection devices, disinfection, domestic hot water heating, sampling valves, flushing systems, swimming pool water treatment</p> <p><b>Bathroom World:</b> Sanitary fittings made of ceramic, steel, stainless steel, acrylic and other materials; washbasins, toilets, shower toilets, urinals, bidets, pools, fittings, touchless fittings, bathtubs, shower trays, shower areas, shower channels, accessories, steam baths, saunas</p> <p><b>Craft Sector Digitalization:</b> Apps, business software, planning programs, PCs, notebooks, cloud systems, tablets and smartphones, messenger concepts</p> <p><b>Heat Transfer:</b> Radiators, thermostatic valves, convectors, underfloor, wall and ceiling heating, bathroom and designer radiators, cooling ceilings and sails, radiant heating systems, individual room control</p>

Output	07	08	09
<b>Publication date:</b>	24.07.2026	28.08.2026	25.09.2026
<b>Advertising deadline:</b>	07.07.2026	11.08.2026	08.09.2026
<b>Topics</b>	<p><b>Sanitation:</b> Drainage, Floor Drain Technology</p> <p><b>Bathroom:</b> Efficient Design for Small Spaces</p> <p><b>Operations:</b> Occupational Safety and Workwear / Tools, Machines and Handheld Measuring Devices</p> <p><b>Heating:</b> Heat Pumps and Photovoltaics</p> <p><b>Ventilation &amp; Air Conditioning:</b> Residential Ventilation and Air Conditioning / Cooling</p>	<p><b>Sanitation:</b> Drinking Water Hygiene, Drinking Water Quality</p> <p><b>Bathroom:</b> Designing Shower and Wash Areas</p> <p><b>Craft Sector Digitalization:</b> Software and Devices for Office and Construction Site</p> <p><b>Heating:</b> Hydraulic Balancing</p>	<p><b>Sanitation:</b> Fire and Sound Protection, Insulation</p> <p><b>Bathroom:</b> Combining Light and Color</p> <p><b>Commercial Vehicles:</b> E-Mobility in Craft Businesses</p> <p><b>Heating:</b> Heating with Biomass and/or Solar Thermal Systems</p>
<b>General Focal points</b>	<p><b>Drainage:</b> Wastewater pipes, fittings, drains, sealing systems, pumps, separators, lifting stations, backflow protection, roof drainage, balcony drainage, rainwater storage, rainwater retention, water recycling</p> <p><b>Bathroom World:</b> Sanitary fittings made of ceramic, steel, stainless steel, acrylic and other materials; washbasins, toilets, shower toilets, urinals, bidets, pools, fittings, touchless fittings, bathtubs, shower trays, shower areas, shower channels, accessories, steam baths, saunas</p> <p><b>Heat Generation:</b> Condensing technology, heat pumps, biomass boilers, solar thermal systems, combined heat and power (CHP), flue gas systems, buffer storage tanks, as well as components and accessories; mobile heating and cooling systems, apartment stations, domestic hot water stations, decentralized hot water heating, control technology</p> <p><b>Ventilation and Air Conditioning Technology:</b> Controlled residential ventilation, supply and exhaust air units, decentralized units, combination units with heat pump, heat recovery, ventilation systems for bathrooms and kitchens, central and duct units, fans, air outlets, air ducts, filters, split air-conditioning systems, VRF systems, chillers</p>	<p><b>Installation Technology:</b> Piping systems, fittings, fastening technology, shut-off and control valves, system separators, pressure reducers, pressure boosting systems, circulation pumps, filters, water meters, insulation, pre-wall installation</p> <p><b>Water Treatment and Drinking Water Hygiene:</b> Water softening systems, lime protection devices, disinfection, domestic hot water heating, sampling valves, flushing systems, swimming pool water treatment</p> <p><b>Bathroom World:</b> Sanitary fittings made of ceramic, steel, stainless steel, acrylic and other materials; washbasins, toilets, shower toilets, urinals, bidets, pools, fittings, touchless fittings, bathtubs, shower trays, shower areas, shower channels, accessories, steam baths, saunas</p> <p><b>Craft Sector Digitalization:</b> Apps, business software, planning programs, PCs, notebooks, cloud systems, tablets and smartphones, messenger concepts</p> <p><b>Heat Distribution:</b> Heating pumps, piping systems, shut-off and control valves, actuators, control elements, air vents, separators, heat meters, system separators, heat exchangers, thermostats, components for hydraulic balancing, heating water treatment</p>	<p><b>Fire, Sound, Thermal, Cold and Moisture Protection:</b> Fire stops, insulation, pipe supports, sealing systems, shut-off devices, pressure boosting systems, fire water technology</p> <p><b>Bathroom World:</b> Sanitary fittings made of ceramic, steel, stainless steel, acrylic and other materials; washbasins, toilets, shower toilets, urinals, bidets, pools, fittings, touchless fittings, bathtubs, shower trays, shower areas, shower channels, accessories, steam baths, saunas</p> <p><b>Heat Generation:</b> Condensing technology, heat pumps, biomass boilers, solar thermal systems, combined heat and power (CHP), flue gas systems, buffer storage tanks, as well as components and accessories, mobile heating and cooling systems, apartment stations, domestic hot water stations, decentralized hot water heating, control technology</p>

Output	10	11	12
<b>Publication date:</b>	23.10.2026	27.11.2026	18.12.2026
<b>Advertising deadline:</b>	06.10.2026	10.11.2026	01.12.2026
<b>Topics</b>	<p><b>Sanitation:</b> Backflow Protection, Lifting Stations, Pumps</p> <p><b>Bathroom:</b> How Design Objects Unfold Their Effect</p> <p><b>Workwear:</b> Robust and Practical Throughout the Craftsman's Workday</p> <p><b>Ventilation &amp; Air Conditioning:</b> Single and Multi-Split Systems</p> <p><b>GET Nord Edition</b></p>	<p><b>Sanitation:</b> Installation Technology, Pre-wall Installation, Prefabrication</p> <p><b>Bathroom:</b> Gems of Modernization</p> <p><b>Tools:</b> Pressing, Measuring, Screwing &amp; More</p> <p><b>Operations:</b> Transporters, Vehicle Equipment, E-Mobility</p> <p><b>Heating:</b> Monitoring and Operational Optimization of Heating Systems</p>	<p><b>Sanitation:</b> Roof and Balcony Drainage</p> <p><b>Bathroom:</b> Everything Around the Toilet Area and Bathtub</p> <p><b>Craft Sector Digitalization:</b> Working and Communicating More Efficiently</p> <p><b>Heating:</b> Surface Heating and Cooling</p>
<b>General Focal points</b>	<p><b>Drainage:</b> Wastewater pipes, fittings, drains, sealing systems, pumps, separators, lifting stations, backflow protection, roof drainage, balcony drainage, rainwater storage, rainwater retention, water recycling</p> <p><b>Bathroom World:</b> Sanitary fittings made of ceramic, steel, stainless steel, acrylic and other materials; washbasins, toilets, shower toilets, urinals, bidets, pools, fittings, touchless fittings, bathtubs, shower trays, shower areas, shower channels, accessories, steam baths, saunas</p> <p><b>Ventilation and Air Conditioning Technology:</b> Controlled residential ventilation, supply and exhaust air units, decentralized units, combination units with heat pump, heat recovery, ventilation systems for bathrooms and kitchens, central and duct units, fans, air outlets, air ducts, filters, split air-conditioning systems, VRF systems, chillers</p>	<p><b>Installation technology:</b> Pipe systems, fittings, fastening technology, shut-off and control valves, system separators, pressure reducers, pressure booster systems, circulation pumps, filters, water meters, insulation, pre-wall installation</p> <p><b>Water treatment and drinking water hygiene:</b> Water softeners, limescale protection devices, disinfection, drinking water heating, sampling fittings, flushing systems, swimming pool water treatment</p> <p><b>Bathroom world:</b> Fittings made of sanitary ceramics, steel and stainless steel, acrylic and other materials; washbasins, toilets, shower toilets, urinals, bidets, pools, fittings, touchless fittings, bathtubs, shower trays, shower areas, shower channels, accessories, steam baths, saunas</p> <p><b>Hand-held measuring devices and tools:</b> including flue gas analysis, emission measurement, exhaust gas analysis, temperature, humidity, pressure, air flow, flow rate, distance, thermography, inspection, data loggers, press machines, screwdrivers, drills, etc.</p> <p><b>Heat generation:</b> condensing boiler technology, heat pumps, biomass boilers, solar thermal energy, combined heat and power, exhaust systems, buffer storage tanks as well as components and accessories, mobile heating and cooling, apartment stations, drinking water stations, decentralized drinking water heating, control technology</p>	<p><b>Drainage:</b> Wastewater pipes, fittings, drains, sealing systems, pumps, separators, lifting stations, backflow protection, roof drainage, balcony drainage, rainwater storage, rainwater retention, water recycling</p> <p><b>Bathroom World:</b> Sanitary fittings made of ceramic, steel, stainless steel, acrylic and other materials; washbasins, toilets, shower toilets, urinals, bidets, pools, fittings, touchless fittings, bathtubs, shower trays, shower areas, shower channels, accessories, steam baths, saunas</p> <p><b>Craft Sector Digitalization:</b> Apps, business software, planning programs, PCs, notebooks, cloud systems, tablets and smartphones, messenger concepts</p> <p><b>Heat Transfer:</b> Radiators, thermostatic valves, convectors, underfloor, wall and ceiling heating, bathroom and designer radiators, cooling ceilings and sails, radiant heating systems, individual room control</p>
	<p><b>November</b> 19. – 21.11.2026 <b>GET Nord</b></p>	<p><b>GET NORD</b></p>	

**Ad Placement Recommendations: Here is where your topics are in good hands:**

Topic overview sorted alphabetically	Issue
51 Exhaust systems, silencers	1, 2, 4, 5, 7, 8, 9, 11
62 Wastewater lifting plants	2, 5, 7, 10, 12
13 Wastewater technology	2, 5, 7, 10, 12
22 Work clothing, occupational safety	4, 7, 10
4 Bathroom planning	1 bis 12
38 Barrier-free bathrooms	1 bis 12
41 Biomass heating (logs, wood chips, pellets)	1, 2, 4, 5, 7, 8, 9, 11
68 Floor drains, shower drains, drainage	2, 5, 7, 10, 12
2 Fire and sound insulation, insulation	3, 9
36 Roof drainage	2, 5, 7, 10, 12
21 Pressure boosting systems	1, 3, 4, 6, 8, 9, 11
52 Showers, shower walls, shower trays	1 bis 12
67 Renewable energy	1, 2, 4, 5, 7, 8, 9, 11
70 Filter (Drinking water, swimming pool filters, etc.)	1, 4, 6, 8, 11
30 Underfloor heating	6, 12
14 Fleet	2, 9
20 Gas installation	1, 6, 11
64 Hall heating	6, 12

Topic overview sorted alphabetically	Issue
15 House drainage	2, 5, 7, 10, 12
35 Domestic water stations	1, 4, 6, 8, 11
31 Radiator	6, 12
65 Heating water treatment	1, 6, 11
49 Hydraulic balancing	1, 6, 11
50 Installation and connection technology	1, 4, 6, 8, 11
3 IT around software and hardware	1, 3, 6, 8, 12
43 Components for heating technology	1 bis 12
7 Controlled living room ventilation	3, 7, 10
25 Kitchen faucets	1 bis 12
47 CHP, CHP, fuel cell	1, 2, 3, 4, 5, 8, 9
24 Leak detection	5, 7, 11
17 Ventilation + air conditioning technology	3, 7, 10
32 Measurement, control and regulation technology	1, 2, 4, 5, 7, 8, 9, 11
9 Measuring devices	5, 7, 11
5 Mobile heat and cold	1, 2, 4, 5, 7, 8, 9, 11
29 Mounting accessories, fastening technology	5, 7, 11
60 Commercial vehicles, vehicle equipment	2, 9

Topic overview sorted alphabetically	Issue
69 Oil and fuel tanks	1, 2, 4, 5, 7, 8, 9, 11
12 Oil and grease separators	2, 5, 7, 10, 12
40 Oil and gas boilers	1, 2, 4, 5, 7, 8, 9, 11
48 Pellets, wood chips, logs	1, 2, 4, 5, 7, 8, 9, 11
42 Pellet storage	1, 2, 4, 5, 7, 8, 9, 11
34 Photovoltaik and storage systems	1, 2, 5
63 Pump	2, 5, 7, 10, 12
16 Rainwater harvesting	2, 5, 7, 10, 12
19 Pipe systems, pipe fastenings	1, 4, 6, 8, 11
55 Pipe connection technology	1, 4, 6, 8, 11
56 Sanitary facilities in semi-public and public area	1 bis 12
26 Sanitary fittings and accessories	1 bis 12
23 Sanitary ceramics and bathroom furniture	1 bis 12
54 Sauna, whirlpools, steam baths	1 bis 12
53 Swimming pool technology	1, 5, 6, 11
33 Smart home, home automation, Building control technology	1 bis 12
45 Software, CAD, CRM, commercial	1, 3, 6, 8, 12

Topic overview sorted alphabetically	Issue
44 Solar thermal energy	1, 2, 5, 7, 9, 11
1 Storage Technology, Storage Systems (stratified storage, buffer storage, potable water storage, solar storage)	1, 2, 4, 5, 7, 8, 9, 11
57 Electricity generating heaters	1, 2, 5, 7, 9, 11
27 Technical fittings (circulation, shut-off valve, system separators, ball valves)	1, 4, 6, 8, 11
10 Thermography	5, 7, 11
58 Drinking water heating and Temperature maintenance	1, 2, 4, 5, 7, 8, 9, 11
6 Drinking water hygiene	1, 4, 6, 8, 11
66 Circulation pumps	4, 8
18 Pre-wall installation	1, 4, 6, 8, 11
37 Tubs and shower enclosures	1 bis 12
46 Heat pumps	1, 2, 4, 5, 7, 8, 9, 11
28 Water treatment, water treatment	8, 12
59 Toilets and urinals	1 bis 12
8 Tools + machines	5, 7, 11



## Special: Flat roofs (German edition)

### Commercial roofs use for self-consumption of electricity and energy efficiency

With photovoltaics, sector coupling and structural measures to reduce energy consumption, companies are making themselves strong for international competition. Flat and slightly inclined roofs generate clean and cost-effective electricity. They play an essential role in the extraction of rainwater and the use of daylight. The active use of commercial roofs reduces operating costs, secures jobs and innovations.

<b>Target groups:</b>	Commercial/trade companies, specialist planners and energy consultants, municipalities
<b>Circulation:</b>	25,000 copies
<b>Distribution print:</b>	Supplement to all subscribers of our magazines in the trade, professional planning and energy consulting
<b>Distribution e-paper:</b>	Additional distribution of the PDF for free download
<b>Publishing date:</b>	November 2, 2026
<b>Closing date:</b>	October 1, 2026

### Prices for advertisements/advertorials\*:

1/1 page*	4,500 €
1/1 page Print-Online-Advertorial*	6,800 €
1/2 page*	2,400 €
1/2 page Print-Online-Advertorial*	4,700 €
1/3 page	1,700 €
1/4 page	1,350 €
1/8 page	700 €

+ Advertorials available in 1/1 page or 1/2 page formats only  
Data submission deadline for advertorials: 24 September 2026

### Range of topics:

- › Mounting systems for solar generators (on- and in-roof systems)
- › Suitable solar modules (glass-foil, glass-glass)
- › Self-consumption through energy storage and e-mobility
- › Electrical refrigeration, air conditioning and heating technology
- › Correctly executed metal attic covers and other roof edge profile
- › Safety systems for installation and maintenance on the roof
- › Drainage systems for flat and slightly inclined roofs
- › Roof connection for low load-bearing reserves
- › Installation and shading of skylights
- › Professional thermal insulation
- › Roof greening, also in combination with photovoltaics



## Yearbook Solar Heat 2026

### Without solar thermal energy, the energy transition cannot succeed

Whether as an additional heating system for private homes or as the main heat source in solar houses, for industrial process heat generation or as an energy supplier to municipal heating networks – solar collectors provide environmentally friendly energy everywhere and for any purpose. The solar thermal yearbook Solar Heat and our special newsletter Solar Heat present the various application possibilities while analyzing the market and current developments.

#### Target Group:

Energy consultants, energy suppliers, craft enterprises, municipal administrations, project companies, solar industry, engineering and planning offices, housing sector

#### Print Run:

5,000 copies

#### Print Distribution:

- Direct sales
- Enclosure for subscribers of SBZ – Das SHK-Magazin 5/26
- Available at the “Future of Heat” Symposium, 19–21 May 2026, in Marburg
- Energy agencies, solar promotion associations, and industry federations

#### E-Paper Distribution:

Paid download

#### Publication Date:

7 May 2026

#### Advertising Deadline:

2 April 2026

### Range of Topics:

- › Industry & Market
- › Funding
- › Research & Innovation
- › Heating Energy
- › PVT (Photovoltaic-Thermal Systems)
- › Solar Architecture
- › Solar Process Heat
- › Heating Networks
- › Heat Storage

### Prices:

1/1 page*	2,900 €
1/2 page*	1,550 €
1/3 page	1,100 €
1/4 page	810 €
1/8 page	450 €
1/1 page Advertorial*	2,900 €
1/2 page Advertorial*	1,550 €

\* Advertorials available only in 1/1 page or 1/2 page formats  
Data submission deadline for advertorials: 26 March 2026



# SBZ Wall Calendar 2027

## Your advertising and your events in view all year round

## Your advertising options

**Premium 3,500 €**

### Large Advertising Area (Top)

Format: 225 mm wide × 85 mm high

**Standard 3,000 €**

### Small Advertising Area (Bottom)

Format: 220 mm wide × 60 mm high

**Small Logo (Bottom): 2,000 €**

Format: 120 mm wide × 60 mm high

All prices are subject to tax.

225 x 85 mm

# 2027

www.sbz-online.de    www.sbz-monteur.de

# SBZ

DAS SHK-MAGAZIN

Gentner

225 x 85 mm

JANUAR	FEBRUAR	MÄRZ	APRIL	MAI	JUNI	JULI	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DEZEMBER	JANUAR 27
1 Sa	1 Sa	1 Sa	1 Sa	1 Sa	1 Sa	1 Sa	1 Sa	1 Sa	1 Sa	1 Sa	1 Sa	1 Sa
2 So	2 Mo	3 Mo	2 Di	2 Di	2 Di	2 Di	2 Di	2 Di	2 Fr	2 Mo	2 Mo	2 Mo
3 Di	3 Di	4 Mi	3 Mi	3 Mi	3 Mi	3 Mi	3 Mi	3 Mi	3 Sa	3 Di	3 Di	3 Sa
4 Mi	4 Mi	5 Do	4 Do	4 Do	4 Do	4 Do	4 Do	4 Do	4 Sa	4 Mi	4 Mi	4 Sa
5 Do	5 Do	6 Fr	5 Fr	5 Fr	5 Fr	5 Fr	5 Fr	5 Fr	5 Sa	5 Do	5 Do	5 Sa
6 Fr	6 Fr	7 Sa	6 Sa	6 Sa	6 Sa	6 Sa	6 Sa	6 Sa	6 Di	6 Fr	6 Fr	6 Sa
7 Sa	7 Sa	8 So	7 So	7 So	7 So	7 So	7 So	7 Mo	7 Mo	7 Mo	7 Mo	7 Mo
8 So	8 So	9 Mo	8 Mo	8 Mo	8 Mo	8 Mo	8 Mo	8 Di	8 Di	8 Di	8 Di	8 Di
9 Mo	9 Mo	10 Di	9 Di	9 Di	9 Di	9 Di	9 Di	9 Mi	9 Mi	9 Mi	9 Mi	9 Mi
10 Di	10 Di	11 Mi	10 Mi	10 Mi	10 Mi	10 Mi	10 Mi	10 Do	10 Do	10 Do	10 Do	10 Do
11 Mi	11 Mi	12 Do	11 Do	11 Do	11 Do	11 Do	11 Do	11 Fr	11 Fr	11 Mi	11 Mi	11 Mi
12 Do	12 Do	13 Mo	12 Mo	12 Mo	12 Mo	12 Mo	12 Mo	12 Di	12 Di	12 Di	12 Di	12 Di
13 Mo	13 Mo	14 Di	13 Di	13 Di	13 Di	13 Di	13 Di	13 Mi	13 Mi	13 Mi	13 Mi	13 Mi
14 Di	14 Di	15 Mi	14 Mi	14 Mi	14 Mi	14 Mi	14 Mi	14 Do	14 Do	14 Do	14 Do	14 Do
15 Mi	15 Mi	16 Do	15 Do	15 Do	15 Do	15 Do	15 Do	15 Fr	15 Fr	15 Do	15 Do	15 Do
16 Do	16 Mo	17 Mo	16 Mo	16 Mo	16 Mo	16 Mo	16 Mo	16 Di	16 Di	16 Mo	16 Mo	16 Mo
17 Mo	17 Di	18 Di	17 Di	17 Di	17 Di	17 Di	17 Di	17 Mi	17 Mi	17 Di	17 Di	17 Di
18 Di	18 Mi	19 Mi	18 Mi	18 Mi	18 Mi	18 Mi	18 Mi	18 Do	18 Do	18 Mi	18 Mi	18 Mi
19 Mi	19 Do	20 Do	19 Do	19 Do	19 Do	19 Do	19 Do	19 Fr	19 Fr	19 Do	19 Do	19 Do
20 Do	20 Fr	21 Fr	20 Fr	20 Fr	20 Fr	20 Fr	20 Fr	20 Sa	20 Sa	20 Do	20 Do	20 Mo
21 Mo	21 Sa	22 Sa	21 Sa	21 Sa	21 Sa	21 Sa	21 Sa	21 Mo	21 Mo	21 Mi	21 Mi	21 Mi
22 Di	22 So	23 So	22 So	22 So	22 So	22 So	22 So	22 Di	22 Di	22 Do	22 Do	22 Di
23 Mi	23 Mo	24 Mo	23 Mo	23 Mo	23 Mo	23 Mo	23 Mo	23 Mi	23 Mi	23 Mi	23 Mi	23 Mi
24 Do	24 Do	25 Do	24 Do	24 Do	24 Do	24 Do	24 Do	24 Do	24 Sa	24 Do	24 Do	24 Do
25 So	25 Mo	26 Mo	25 Mo	25 Mo	25 Mo	25 Mo	25 Do	25 Fr	25 Fr	25 Mo	25 Mo	25 Mo
26 Mo	26 Do	27 Do	26 Do	26 Do	26 Do	26 Do	26 Mo	26 Sa	26 Sa	26 Mo	26 Mo	26 Do
27 Di	27 Mi	28 Mi	27 Mi	27 Mi	27 Mi	27 Mi	27 Mi	27 Di	27 Di	27 Do	27 Do	27 Mi
28 Mi	28 Do	29 Do	28 Do	28 Do	28 Do	28 Do	28 Do	28 Mi	28 Mi	28 Mi	28 Mi	28 Mi
29 Do	29 Fr	30 Fr	29 Fr	29 Fr	29 Fr	29 Fr	29 Fr	29 Do	29 Do	29 Do	29 Do	29 Fr
30 Fr	30 Sa	31 Sa	30 Sa	30 Sa	30 Sa	30 Sa	30 Sa	30 Mo	30 Mo	30 Mo	30 Mo	30 Sa
31 Sa			31 Di	31 Di	31 Di	31 Fr	31 Mo	31 Mo	31 Sa	31 So	31 So	31 Sa

2027 Advents-Kalender
20 Advents-Kalender
31 Advents-Kalender
20 Advents-Kalender
2027 Advents-Kalender
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29 Advents-Kalender
2027 Advents-Kalender

220 x 60 mm

120 x 60 mm

120 x 60 mm

120 x 60 mm

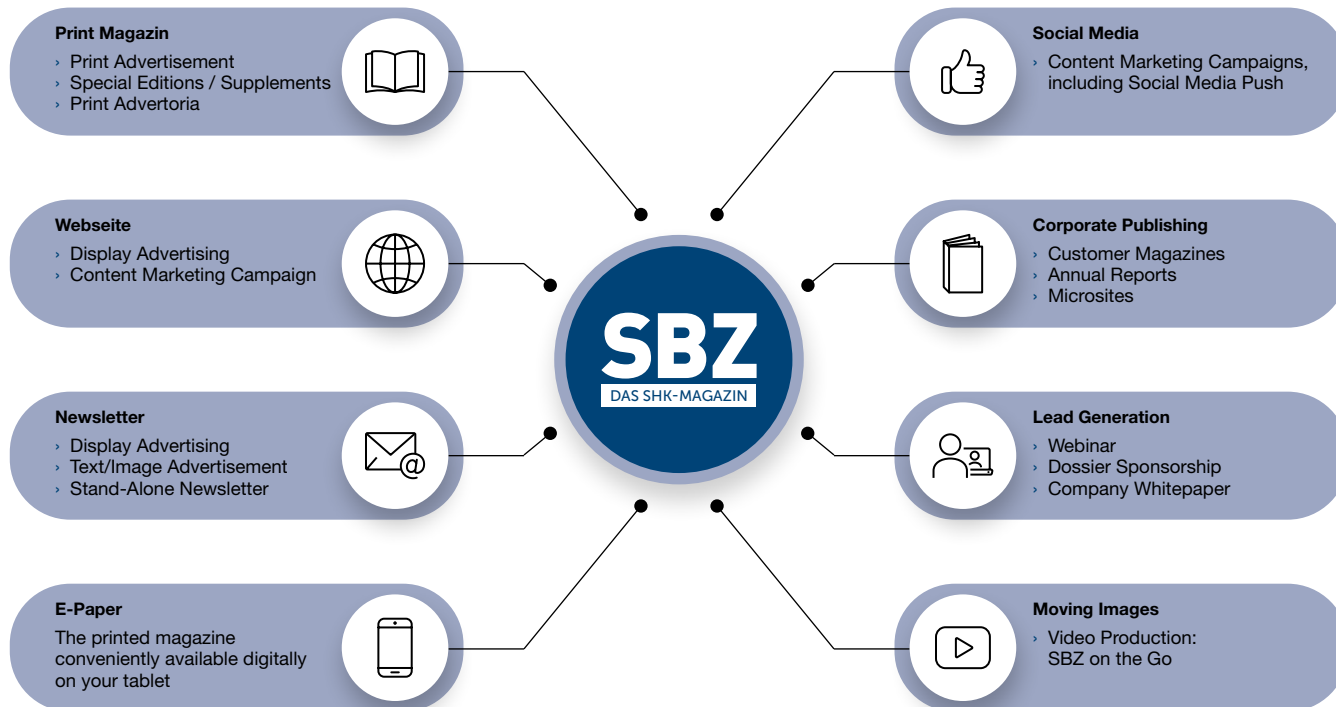
**Deadline:** October 1, 2026

**Print Run:** 25,000 copies

**Distribution:** Sent with the

SBZ issue 11/2026 (November 27, 2026)

**Wall Calendar:** Dimensions 1,000 mm wide x 700 mm high



**1 Web address: (URL):** [www.sbz-online.de](http://www.sbz-online.de)

**2 Short description: Specialist portal for the SHK industry**

Contents: Archive functionality for content from print, extensive research options in the subscriber area. Current news, products, books & media, downloads, master school overview, trade fairs & conferences, HVAC industry questions, useful links, etc.

**3 Target group:**

Decision makers in the SHK industry (sanitary, heating, ventilation and Air conditioning technology) in craft and wholesale businesses, associations, in industry and sales representatives

**4 Publisher:**

Alfons W. Gentner Verlag GmbH & Co. KG  
Forststraße 131, 70193 Stuttgart, Post Box 10 17 42, 70015 Stuttgart  
Phone: +49 (0) 711 6 36 72-0, Telefax: +49 (0) 711 6 36 72-7 60,  
Website: [www.gentner.de](http://www.gentner.de)

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**Online Advertising Contact:**

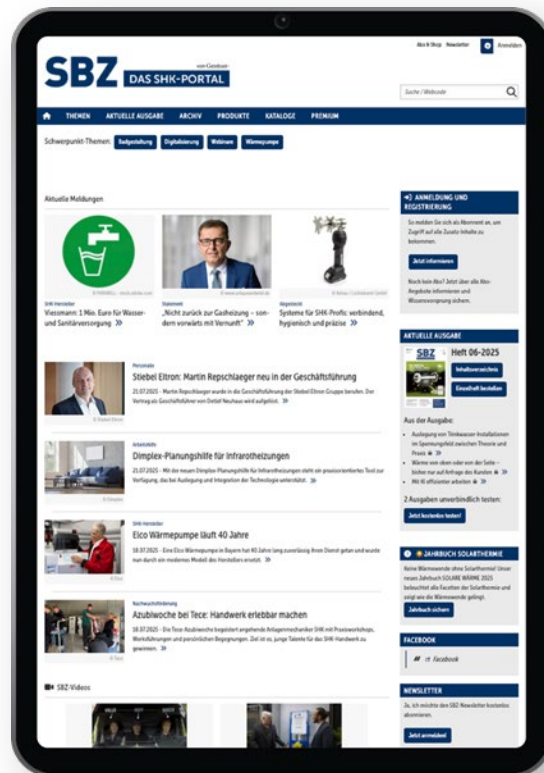
Carsten Schübeler, Advertising Director  
Phone +49 (0) 711 6 36 72-837, [schuebeler@gentner.de](mailto:schuebeler@gentner.de)  
Ad-Management, Phone: +49 (0) 711 636 72 -810, -811  
Email: [datenanlieferung@gentner.de](mailto:datenanlieferung@gentner.de)

**5 Access control:**

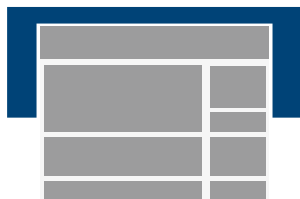
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**6 Usage data:**

Total Page Impressions per month:	120,732
Total Visits per month:	66,306
Source: IVW Online Usage Data, May 2025	



## Fireplace-Ad



Top of screen, left and right next to the content; cross-page advertising format.

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

**CMP: 178 €**      **Targeting: 195 €**

## Superbanner

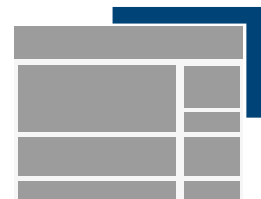


Upper screen edge, appears on all pages, including the homepage.

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

**CMP: 93 €**      **Targeting: 102 €**

## Wallpaper



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

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

**CMP: 147 €**      **Targeting: 161 €**

## Halfpage Ad



Next to the content, appears on all pages. Sticky: remains visible while scrolling.

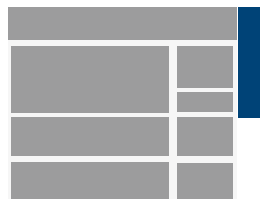
Format: 300 × 600 px, JPG, GIF, or Redirect, max. 100 KB.

**CMP: 148 €**      **Targeting: 163 €**

Sticky Halfpage Ad

**CMP: 200 €**      **Targeting: 220 €**

## Wide Skyscraper



Next to the content, appears on all pages. Sticky: remains visible while scrolling.

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

**CMP: 93 €**      **Targeting: 102 €**

Sticky Skyscraper

**CMP: 124 €**      **Targeting: 136 €**

## Medium Rectangle



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

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

**CMP: 117 €**      **Targeting: 129 €**

## Billboard

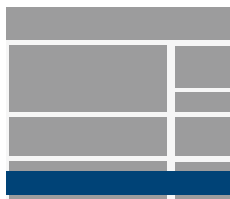


Below the horizontal navigation bar.  
Appears on all pages, including the homepage.

Format: 940 × 250 px,  
JPG, GIF, or Redirect, max. 100 KB

**CMP: 147 €      Targeting: 161 €**

## Sticky Footer

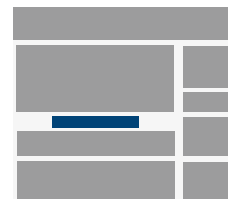


In the lower page area, spanning the entire width of the content, appears on all pages, and remains visible at the bottom of the screen.

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

**CMP: 124 €      Targeting: 136 €**

## Fullbanner

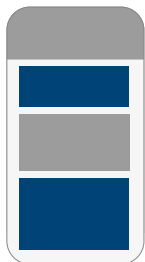


Between the articles, appears on all pages.

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

**CMP: 76 €      Targeting: 83 €**

## Mobile Content Ads: Your advertising presence on mobile devices.



### Mobile Content Ad 2:1

The Mobile Content Ad 2:1 is defined as a standard advertising medium. The banner links to your landing page.

Format:  
300 × 150 px, JPG, GIF, max. 100 KB

**CMP: 107 €  
Targeting: 118 €**

### Mobile Medium Rectangle

The Mobile Medium Rectangle is a proven format that is placed in the content area and provides high mobile visibility.

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

**CMP: 117 €  
Targeting: 129 €**

### 1 Discounts for Display Advertising, including Mobile:

50,000 Ad Impressions 5 %  
75,000 Ad Impressions 10 %  
100,000 Ad Impressions 15 %

### 2 Payment Terms:

See page 9

### 3 Data Delivery:

Five working days before the start date via email to: [datenanlieferung@gentner.de](mailto:datenanlieferung@gentner.de)

### 4 Special Advertising Formats:

Available upon request.

## SBZ Newsletter

The SBZ newsletter is responsive and adapts its layout to the respective device. This ensures that your advertising is displayed optimally on all screen sizes and formats.

### Banner



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

Head placement  
**Price: 1,350 €**

Between two articles  
**Price: 695 €**

### Banner XL

**Format: 560 x 200 px,**  
jpg, gif or animated gif, max. 200 KB  
Target URL  
Top Placement  
**Price: €1,820**  
Between Two News Items  
**Price: €940**

### Text image ad standard



Display: 270 x max. 180 px.

**Format to be supplied:**

Width (fixed) 560 px.;

Height max. 373 px.,

jpg, max. 200 KB, Copyright

Headline: max. 60 characters

Teaser: max. 350 characters

URL

**Price for position 1: 980 €**

**Price from position 2: 895 €**

### Text image ad XL

Display: 560 x max. 373 px.

**Format to be supplied:**

Width (fixed) 560 px.;

Height max. 373 px.,

jpg, max. 200 KB, Copyright

Headline: max. 120 characters

Teaser: max. 500 characters

URL

**Price for position 1: 1,300 €**

**Price for position 2: 1,185 €**

### Video post standard



Display: 270 x max. 180 px.

**Format to be supplied:**

Width (fixed) 560 px.;

Height max. 373 px.,

jpg, max. 200 KB, Copyright

Headline: max. 60 characters

Teaser: max. 350 characters

URL

**Price for position 1: 980 €**

**Price for position 2: 895 €**

### Video post XL

Display: 560 x max. 373 px.

**Format to be supplied:**

Width (fixed) 560 px.;

Height max. 373 px.,

jpg, max. 200 KB, Copyright

Optional: Headline with

max. 120 characters

Teaser: max. 500 characters

URL

**Price for position 1: 1,300 €**

**Price for position 2: 1,185 €**

- › **Subscribers:** 7,285
- › **Open rate (total)** 68.52 %
- › **Open rate (unique)** 33.95 %

Source: Publisher evaluation, shipping file September 2025

Publication Frequency	Delivery of Data
Newsletter: Weekly on Mondays, Wednesdays and Fridays Monothematic Newsletter: Monthly on Tuesdays	5 working days before the shipping date to datenanlieferung@gentner.de

### Monothematic newsletter dates 2025

ET	ET
27.01. Heating technology	28.07. Heating technology
24.02. Bathroom design	25.08. Bathroom design
24.03. Software	22.09. Software
28.04. Ventilation/air conditioning	27.10. Ventilation/air conditioning
26.05. Drainage	24.11. Drainage
23.06. Drinking water installation/hygiene	15.12. Drinking water installation/hygiene

### Discounts

Ads within 12 months (calendar year)

3 newsletter	5 %	9 newsletter	15 %
6 newsletter	10 %	12 newsletter	20 %



### Special Newsletter Solar Heat

supported by   

Our newsletter is responsive and automatically adapts its layout to the respective device.

- › **Subscribers:** 29,240
- › **Open Rate (unique):** 35.9%
- › **Open Rate (total):** 71.3%

Source: Publisher Analysis, August 2025

#### Banner – Standard and XL



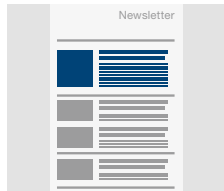
**Formats:**  
– **Standard:** 560 × 72 px.  
– **XL:** 560 × max. 200 px.  
jpg, gif or animated gif, max.  
200 KB  
Target URL

Top Placement

**Prices:** **Standard:** 1,170 €  
**XL:** 1,580 €

Between Two News Items  
**Prices:** **Standard:** 1,035 €  
**XL:** 1,400 €

#### Text/Image Ad – Standard



Display: 270 × max. 180 px  
**Material Specifications:**  
Fixed width 560 px; max. height  
373 px; jpg, max. 200 KB,  
including copyright  
Headline: max. 60 characters  
Teaser: max. 350 characters  
Target URL

**Price:** 1,480 €  
**1st Position:** 1,550 €

#### Text/Image Ad XL



Display: 560 × max. 373 px  
**Material Specifications:**  
Fixed width 560 px; max. height  
373 px; jpg, max. 200 KB,  
including copyright  
Headline: max. 120 characters  
Teaser: max. 500 characters  
Target URL

**Price:** 1,995 €  
**1st Position:** 2,100 €

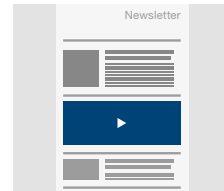
#### Video Post – Standard



Display: 270 × max. 180 px  
**Material Specifications:**  
Fixed width 560 px; max. height  
373 px; jpg, max. 200 KB,  
including copyright  
Headline: max. 60 characters  
Teaser: max. 350 characters  
Target URL

**Price:** 1,480 €  
**1st Position:** 1,550 €

#### Video Post XL



Display: 560 × max. 373 px  
**Material Specifications:**  
Fixed width 560 px; max. height  
373 px; jpg, max. 200 KB,  
including copyright  
Optional: Headline up to 120  
characters  
Teaser: max. 350 characters  
Target URL

**Price:** 1,995 €  
**1st Position:** 2,100 €

#### Events, Jobs, Buy | Sell



Placement: In the “Events” or  
“Job Market” section  
Display: 150 × max. 150 px  
**Material Specifications:**  
Fixed width 560 px; max. height  
560 px; jpg, max. 200 KB,  
including copyright  
Headline: max. 50 characters  
Teaser: max. 350 characters  
Target URL

**Price:** 605 €

#### Mailing Dates

Monday, 26 January 2026	Monday, 9 March 2026	Monday, 11 May 2026	Monday, 29 June 2026
Monday, 31 August 2026	Monday, 26 October 2026	Monday, 14 December 2026	

#### Data Submission:

5 working days prior to the mailing date to  
datenanlieferung@gentner.de

**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 „Stand-Alone-Newsletter“

All elements can be placed as often as required and in the desired positions.

#### ① Lead image

560 pixels wide; height variable. The image spans 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; banner is aligned on the left

#### 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.


**Recipients: 7.285** (as of September 2025)

**Price: 4,100.– €**, plus tax

**Data delivery:** at least 12 working days before the shipping date



werblicher Newsletter 23.09.2024




①

### Headline „Stand-Alone-Newsletter“

②

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



④

**Reines Textfeld**

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

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

⑤

**Bild + Textfeld verhältnismäßig**

Platzhaltertext – ex et voluptat persperum nest, omnos 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 eatur? Accatis maiorestis cus nullo min exerum nullanum ut is eicietur, sequatis um aborporem. Equam rehent vidunt quides (350 Zeichen) mshr...

⑥

**Bild + Textfeld, Verhältnis 1/3 zu 2/3**

Platzhaltertext – ex et voluptat persperum nest, omnos ad modis delit esto dolore, tenistia nectus eaque volum quam et verum ipsus magnam quos ad quam recuestilla borent, eum estis sunt que excepta tquationesd quate si ullorum quatis es aliqui ni blabo. *Kursive Textpassagen.* Accatis maiorestis cus nullo min exerum nullanum ut is eicietur, sequatis um aborporem. Equam rehent vidunt quides d quate (350 Zeichen) mshr...

⑦

### Content marketing campaign

#### Online advertorial incl. social media push

Position yourself as an expert in your industry and convince your target group with your message.

With the content marketing campaign, we combine the effect of editorial content with a targeted advertising approach. Basis of the Campaign is an online advertorial on [www.sbz-online.de](http://www.sbz-online.de), which resembles an editorial contribution. In this way, we increase awareness and credibility with the target group. For more reach and visibility of the online advertorial, we use social media ads. These enable precise and advanced targeting, which makes your message stand out to the right decision-makers. You benefit from a sustainable impact and maximized performance.

The structure of the online advertorial is flexible: In addition to meaningful text and images, videos or image galleries can also be integrated.

- ✓ The online advertorial remains on the website even after the campaign has ended and can continue to be found by search engines.

#### Services:

- » We discuss the objectives and target group of the campaign with you
- » create the online advertorial with your content on [www.sbz-online.de](http://www.sbz-online.de) (marked with ad)
- » create measures via relevant social media channels
- » take care of monitoring and optimization
- » create a report on the online advertorial at the end of the Campaign Duration
- » Duration of the content marketing campaign is 4 weeks

**Price: 2,900.– €** per Website



### SBZ ON THE GO 2025 = Present Innovations – Reach Target Audiences!

#### On-site Video Shoot Including Distribution to the Target Audience

We skillfully showcase your product innovations at your location. To do this, we will visit you with an editor, an experienced director, and a cameraman trained in advertising films and TV productions. Professional filming and lighting equipment ensure a polished look. We assist you with both content and technical preparation. The goal is to create videos that are technically sophisticated, editorially sound, and visually appealing. With a comprehensive service package, we also deliver these product videos to your target audience.

#### The package includes:

- › 1 video, approx. 6 minutes, including usage rights (Content: Product presentation by a representative from your company, filming date at your location)
- › Advertorial (1 full page)

#### We create reach for your video:

- › On [www.sbz-online.de](http://www.sbz-online.de) in the Videos section
- › As a news article on the homepage
- › Video post in the SBZ newsletter (at least twice)
- › On our Facebook channel SBZ „unplugged“ (at least twice)
- › Links to the video in articles about your company in relevant posts
- › Concluding article in the 4th quarter in a printed SBZ issue featuring a brief introduction of the products from the videos with manufacturer mentions. This will also appear on the website, be teased in the newsletter, and shared on our Facebook channel SBZ „unplugged.“

**Price: € 13,500 plus tax.**

*Do you already have a video?  
Use our reach to promote your video.  
Just get in touch with us!*

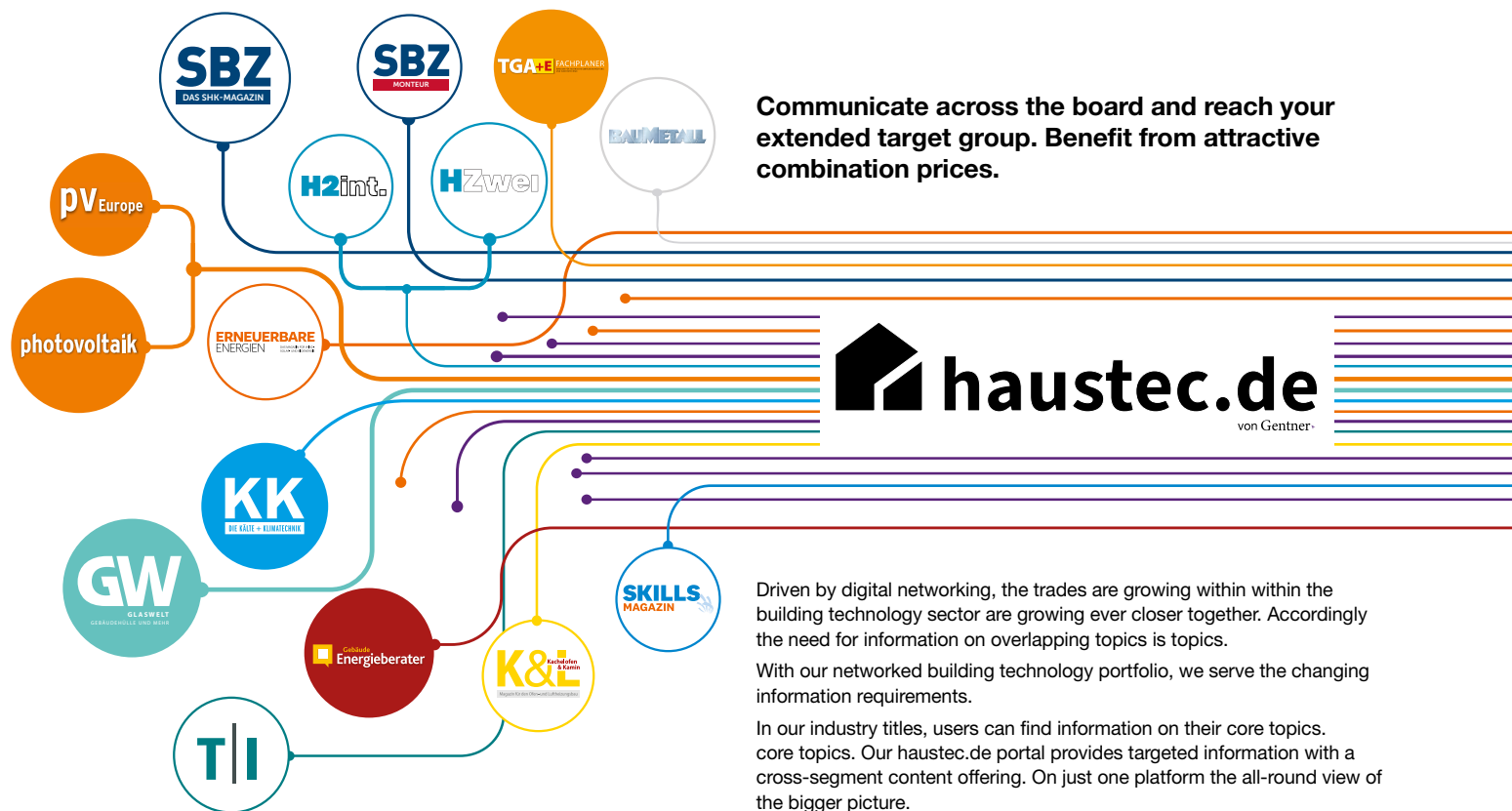


### More Success in Your Professional Life: Start Further Training Now!

Demonstrate in-depth expertise and strengthen your brand: our webinars as your stage!

Increase your visibility and reach with our webinar offering. Reach your target audience directly, present yourself as an expert, and gain valuable leads. We provide the perfect platform to showcase your professional expertise and effectively position your brand.

Webinar Partner	Webinar-Sponsoring	Webinar Premium
<p>You become a partner of one of our webinars and present your company without your own presentation.</p> <p><b>Services included:</b></p> <ul style="list-style-type: none"> <li>› Logo placement throughout the entire participant acquisition phase before the webinar</li> <li>› Logo display and mention by the moderator at the beginning of the webinar</li> <li>› Display of a sponsor slide including your logo and a short advertising message or MP4 clip during the breaks</li> <li>› Logo display and mention by the moderator at the end of the webinar</li> </ul> <p><b>Base price per webinar: €1,500</b></p> <p>In addition to the base price, you can purchase – in compliance with GDPR – the participant leads for your own marketing purposes. Depending on the number of participants, the following costs apply:</p> <ul style="list-style-type: none"> <li>› up to 50 leads: +€750 on the base price</li> <li>› 51–100 leads: +€1,200 on the package price</li> <li>› from 101 leads: +€1,500 on the package price</li> </ul>	<p>You become a partner of one of our webinars and present your company with your own presentation.</p> <p><b>Services included:</b></p> <ul style="list-style-type: none"> <li>› Selected expert speakers guide the webinar content</li> <li>› You receive your own 10–15 minute presentation slot</li> <li>› Moderation by our webinar team</li> <li>› Participant acquisition via relevant channels</li> <li>› Your logo and topic featured on the webinar registration landing page</li> <li>› You receive – in compliance with GDPR – all participant leads for your marketing purposes</li> <li>› Participant management and full technical organization</li> <li>› Detailed reporting including the submitted questions from the session</li> </ul>	<p>We organize an exclusive webinar tailored to your company.</p> <p><b>Services included:</b></p> <ul style="list-style-type: none"> <li>› Your own expert speakers lead the content</li> <li>› Duration: 90–120 minutes</li> <li>› Moderation and Q&amp;A session by our editorial team</li> <li>› Consulting on topic selection and webinar concept</li> <li>› Participant acquisition via relevant industry channels</li> <li>› Your logo and topic featured on the webinar registration landing page</li> <li>› You receive – in compliance with GDPR – all participant leads for your marketing purposes</li> <li>› Participant management and technical organization</li> <li>› Technical briefing and webinar execution by our team</li> <li>› Detailed reporting including all questions from the webinar</li> </ul>
Price: from 1,500 €	Price: 2,750 €	Price: 8,500 €



## Knowledge advantage with our digital company license for your entire company

### For companies, libraries and craft businesses, etc.

With our digital SBZ company license, you are well-informed and always up-to-date in your field of expertise.

#### The corporate digital license includes:

- › Unlimited access to all KK content
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- › Market overviews, topic PDFs, focuses, and editions
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send me an e-mail at [detzel@gentner.de](mailto:detzel@gentner.de).



Jörg Detzel  
Head of marketing Alfons W. Gentner Verlag



Image: Getty Images



#### **BAUMETALL**

Trade magazin for  
tinsmith technology  
[baumetall.de](http://baumetall.de)



#### **ERNEUERBARE ENERGIEN**

The magazine for the  
energy transition  
[erneuerbareenergien.de](http://erneuerbareenergien.de)



#### **Gebäude-Energieberater**

The magazine for energy experts  
who provide decisive advice  
[geb-info.de](http://geb-info.de)



#### **GLASWELT**

Facade, windows, glass and  
sun protection  
[glaswelt.de](http://glaswelt.de)



#### **haustec.de**

The largest editorial portal about  
building services engineering  
[haustec.de](http://haustec.de)



#### **Hzwei**

Trade journal for hydrogen

[hzwei.info](http://hzwei.info)  
[h2-international.com](http://h2-international.com)



#### **KK DIE KÄLTE + Klimatechnik**

Trade journal Refrigeration, air con-  
ditioning and ventilation technology  
[diekaelte.de](http://diekaelte.de)



#### **K&L Magazin**

rade journal for the tiled stove and  
air heating construction  
[kl-magazin.de](http://kl-magazin.de)



#### **photovoltaik**

Solar technology for installers,  
planners and architects  
[photovoltaik.eu](http://photovoltaik.eu)  
[pveurope.eu](http://pveurope.eu) (Englisch)



#### **SBZ – Das SHK-Magazin**

Sanitary-, Heating-, air conditioning  
and ventilation technology  
[sbz-online.de](http://sbz-online.de)  
[sbz-monteur.de](http://sbz-monteur.de)



#### **SKILLS Magazin**

Trade magazine for the Competen-  
ce development in professional life

[skills-magazin.de](http://skills-magazin.de)



#### **Technische Isolierung**

magazine for technical building ser-  
vices and the insulation technology

[tech-isolierung.de](http://tech-isolierung.de)



#### **TGA+E-Fachplaner**

Magazine for technical building  
services and electrical engineering

[tga-fachplaner.de](http://tga-fachplaner.de)

# Gentner

The media kit for all Gentner publications can be found on  
our website: [www.gentner.de/mediaservice/mediadaten](http://www.gentner.de/mediaservice/mediadaten)



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