

schlütersche

MEDIA DATA 2026

Engineering Expertise in Research and Practice

 **kälte · luft
& klima**

kaelte-luft-klima.de



At a Glance



Print & Online

KI – Kälte • Luft • Klimatechnik is the leading trade journal for practitioners and key decision-makers in the refrigeration, ventilation, and air conditioning HVAC-R industry.

Serving as a bridge between science and practice, KI publishes technical articles by renowned authors from research and development. The practical section features expertly researched case studies, industry reports, and product information.

In regular forums, industry experts discuss current topics and trends affecting the sector.

In addition, the online portal www.kaelte-luft-klima.de provides daily industry news and up-to-date product information.



Newsletter Recipients

~5.000

per mailing (as of May 2026)

Website Views

Ø 4.850

Source Google Analytics, monthly average, as of February 2026

Print Run

Ø 2.508

Average circulation per issue from July 1, 2024, to June 30, 2025, audited by IVW

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
Topics	Print	Print Special Placement	Print Special Formats	Academy	Marketing Solutions	Contact	Technical specifications	schlütersche

Target groups



MEP Engineering and Consulting Firms



Industrial, commercial, and public-sector users of HVAC-R systems



Refrigeration and HVAC system builders

Component manufacturers



Universities, universities of applied sciences, institutes, and technical training institutions

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
Topics	Print	Print Special Placement	Print Special Formats	Academy	Marketing Solutions	Contact	Technical specifications	schlütersche



Website Views

4.850

Source Google Analytics, monthly average, as of February 2026

Total users

2.820

Source Google Analytics, monthly average, as of February 2026

Our tip for all print products: use our sliding scale discounts!

if purchased within 12 months insertion year)

Frequency scale

3 times	5 %
6 times	10 %
9 times	15%

Combinations

Advertise additionally in other publications from our publishing house. You will achieve higher market penetration and benefit from discounts. Inserts and technical costs are not subject to discounts. For more extensive contracts, conditions on request.

Sessions

3.287

Source Google Analytics, monthly average, as of February 2026

Newsletter Recipients

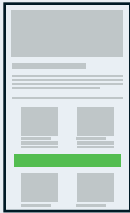
~5.000

per mailing (as of May 2026)

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
Topics	Print	Print Special Placement	Print Special Formats	Academy	Marketing Solutions	Contact	Technical specifications	schlütersche

Newsletter

Newsletter distribution:
every two weeks,
on Thursdays



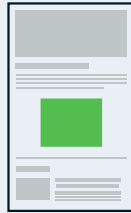
Full-size Banner

The full-size banner is placed centrally between the individual news items. When booking the premium placement, it will be integrated in a particularly attention-grabbing manner above the first news item.

Format: 468 x 60 px

790 €
per mailing

Premium Placement:
890 €
per mailing



Medium Rectangle

The Medium Rectangle is prominently placed between the individual news items in the middle of the editorial content.

Format: 300 x 250 px

690 €
per mailing



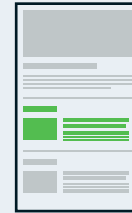
Wide Banner

The Wide Banner is placed centrally across the entire newsletter width between the individual news items. When booking premium placement, it will be embedded above the first news item.

Format: 600 x 120 px

690 €
per mailing

Premium Placement:
990 €
per mailing

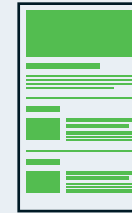


Text Ads

Text ads are structured like our messages and with the word "Advertisement". They contain 1 image (480 x 320 px), 1 Headline (max. 55 characters), 1 Teaser text (max. 300 characters) with a link to your desired URL.

690 €
per mailing

Premium Placement:
790 €
per mailing



Standalone Newsletter


The standalone newsletter is adapted in content, presentation, and design to the Look & Feel of the regular newsletter and marked with the word "Advertisement". The content of the complete newsletter is provided by the customer. Incl. one correction round.

2.490 €
per mailing

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
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Banner – Premium View

For all banners!
Targeting options on request

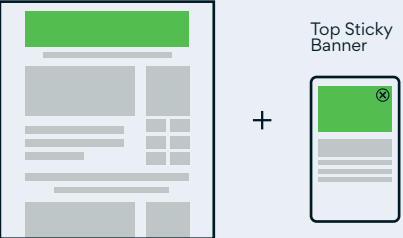


Wide Skyscraper
A high-impact ad format fixed to the left or right edge of the website. Static and animated creatives as well as HTML5 animations are supported.

Mobile Medium Rectangle
A prominent in-content mobile ad format positioned at the top of the content flow, ensuring maximum visibility. Static and animated creatives as well as HTML5 animations are supported.

Sizes

160 x 600 px	890 €
300 x 250 px	




Billboard
A prominent, attention-grabbing ad format positioned directly above the website navigation. Static and animated creatives as well as HTML5 animations are supported.

Top Sticky Banner
A prominent, attention-grabbing ad format fixed above the website navigation that stays visible while scrolling. The format can be closed via the “X” in the top-right corner. Static and animated creatives as well as HTML5 animations are supported.

Sizes

970 x 250 px	890 €
max. 560 x 340 px	



Fireplace
A premium, large-format advertising solution framing the website content with a downward-opening layout. Seamlessly connected placements allow the entire page to appear in the advertiser’s branding. Sticky side skyscrapers remain fixed during scrolling, ensuring sustained visibility. Static and animated creatives as well as HTML5 animations are supported.

Top Sticky Banner
A prominent, attention-grabbing ad format fixed above the website navigation that stays visible while scrolling. The format can be closed via the “X” in the top-right corner. Static and animated creatives as well as HTML5 animations are supported.


Sizes

1.128 x 250 px + 160 x 600 px	1.090 €
max. 560 x 340 px	

Banners are displayed across all pages, including the homepage.

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
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Banner - Scroll View




Native Teaser

An authentically integrated ad format within the article design, featuring a premium fixed placement on the homepage, article pages, and category pages. On mobile, it is delivered as a native teaser.

Sizes

Image format 16:9 (344 x 230 px) **890€**

Deck line: max. 40 characters incl. spaces
 Headline: max. 65 characters incl. spaces
 Teaser text: max. 130 characters incl. spaces



Medium Rectangle

A core ad format placed in a premium position within editorial content. Static and animated creatives as well as HTML5 animations are supported.


Mobile Medium Rectangle

A prominent mobile ad format integrated into the content flow, ensuring high attention through its standout placement. Static and animated creatives as well as HTML5 animations are supported.

Sizes

300 x 250 px **790 €**

300 x 250 px



Spinning Roadblock

A high-impact spin-animated ad format positioned above the website navigation or within the editorial scroll view, creating strong visual impact. The spinning roadblock in scroll is a premium, subject-to-availability placement.

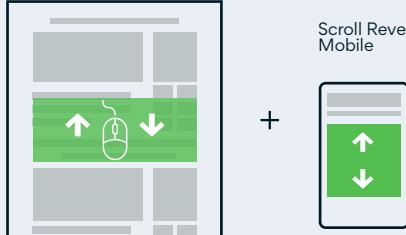
Mobile Rectangle Spin 3D

A high-impact spin-animated advertising format delivering strong visual impact.

Sizes

970 x 250 px **1.090 €**

300 x 250 px



Interscroller

The Interscroller is a fixed ad format where content is revealed progressively while scrolling, delivering a seamless and engaging brand experience without interrupting the user. One of the most impactful branding formats with a strong wow effect.

Scroll Reveal Mobile

One of the most impactful mobile branding formats, featuring a large scroll-based canvas that creates strong brand presence and a wow effect.

Sizes

970 x 1280 px **1.090 €**

420 x 675 px

Banners are displayed across all pages, including the homepage.

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
Topics	Print	Print Special Placement	Print Special Formats	Academy	Marketing Solutions	Contact	Technical specifications	schlütersche

Online Advertorial

Advertorials offer ample space for your promotional content and are placed directly within our editorial environment, designed in the look and feel of our media brand. This format is particularly well-suited to draw your target audience’s attention to your brand or product.

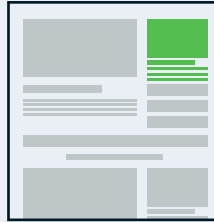
Your benefit

You receive a **fixed placement on the homepage**, on article and category pages, **as well as a microsite** in the standard text/image layout of our website – including links to your website within the text. In doing so, you benefit from a credible environment, high visibility, and highly targeted reach for your content.

You can either supply the content yourself or have it professionally created by our editorial team. We also promote your advertorial **in our newsletter**.

Thinking across channels →

Book a cross-media campaign with online and print advertorials!



Advertorial basis

Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 4 advertising formats. Displayed on mobile devices.

Specifications

- Your texts are adopted 1:1 as delivered
- You provide us with the image material
- 1 correction loop incl.
- Ad labeling
- Article permanently available on the website after campaign period
- Extension possible by arrangement at a special price

990 €
per week including 1 text ad in the newsletter

2.290 €
for 4 weeks including 1 text ad in the newsletter

2.990 €
for 4 weeks including 4 text ads in the newsletter



Advertorial premium

Microsite & Native Teaser in Text/Image Standard of the website with fixed placement on the homepage, on the article and category pages in rotation with a maximum of 4 ad formats. Is displayed on mobile.

Specifications

- Your texts are made relevant to the target audience, professionally journalistic, and optimized in terms of content, or newly created
- You provide us with the image material
- 1 correction loop incl.
- Ad labeling
- Article permanently available on the website after campaign period
- Extension possible by arrangement at a special price

2.490 €
per week including 1 text ad in the newsletter

3.790 €
for 4 weeks including 1 text ad in the newsletter

4.490 €
for 4 weeks including 4 text ads in the newsletter

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
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Social Media LinkedIn

Targeted and contemporary: Present yourself on one of the most current and valuable information platforms for your target group.

How it works

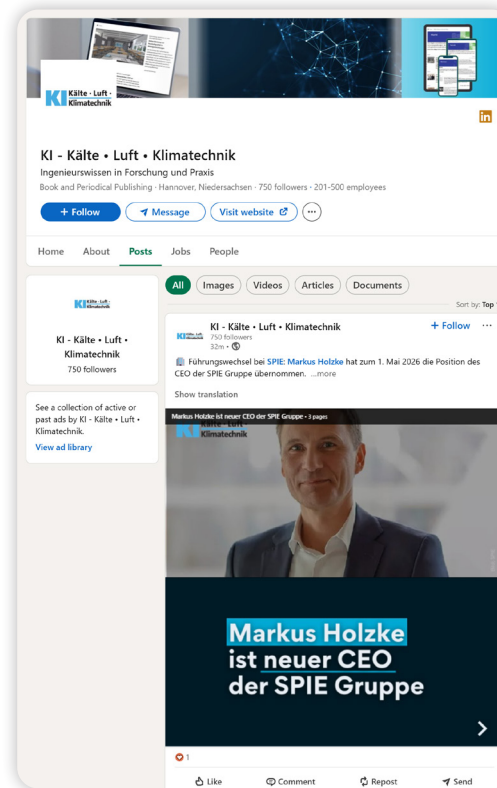
We post your contribution as a sponsored article on our LinkedIn channel. This way, our followers will see your post in their timeline, and you will reach the target group that is relevant to you.

Additionally, we increase your reach and target your post as an ad precisely to other LinkedIn users.

Your benefits

Your LinkedIn ad remains as a post in the timeline and is discoverable **long-term**.

We project a reach approx 6,000 impressions or more.*



Specifications

You provide:

1 image

optimal image resolution 1200 x 627 px

Post text

up to 1,300 characters (incl. hashtags)

3-4 hashtags

Optional: desired links from image and text (persons/companies)

1.490 €

Price per Post

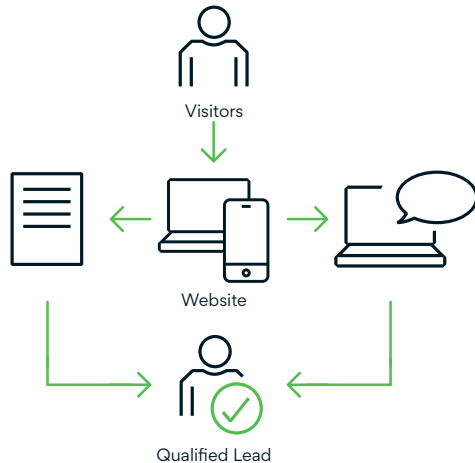
*Please note: The stated social media impressions are based on empirical values and serve as a guide. The actual reach may vary depending on content design, publication time, and target audience interaction. There is no guarantee that forecasts will be met; refunds are excluded.

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
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Lead Generation

Generate direct contacts through our channels who show genuine interest in your topic or product.

We know what truly motivates your target audience: We identify the suitable lead magnet (whitepaper, webinar). You can provide the content yourself or have it created by our specialist editorial team.



Your benefit

- You receive qualified contacts from us – with professional campaign management, targeted advertising measures, and reporting.
- Standard query fields in the form: Mandatorfields: Salutation, First Name, Last Name, Email. Optional fields: Company and Function. Additionally bookable, for example, industry, company size, phone number, and much more.
- GDPR-compliant: All contacts are generated strictly according to EU-GDPR and can be used without risk for your marketing and sales communication.
- Further qualification measures ("Lead Nurturing") can be implemented individually by arrangement
 - Research phone numbers or other characteristics
 - Exclusion of the 5 largest competitor companies
 - Follow-up mailing with your offer
 - Further segmentation options by arrangement

The promotion of your campaign is included.

Tailored to your target audience, we manage a campaign for your topic or product. Promotion is carried out via the media brand's newsletter, a co-branded newsletter, and a post on one of our social media channels. Further marketing modules can be flexibly added if required.

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
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Lead Generation

We offer a wide range of lead generation options individually customised to your needs.

Benefit from our credible environment, a high level of acceptance and the wide reach of our marketing channels to specifically address potential customers!

✓ We create a lead forecast before every booking!

We maximise the success of your campaign!
 Included in the price: Our experts will edit the article for you for registration.



Whitepaper

- You supply a complete whitepaper.
- We make the content available for download on our website and mark it as an advertisement.
- We promote your content via our channels and generate leads for you.
- We provide you with the leads for the success of your campaign!

2.790 €
 plus 60,00 €
 Cpl*

- We create a whitepaper on a topic that appeals to your desired target group.
- We design the whitepaper in the look & feel of our media brand without advertising messages.

3.990 €
 plus 60,00 €
 Cpl*



Webinar

- You supply a recording of an webinar.
- We make the webinar recording available for download on our website.

2.790 €
 plus 60,00 €
 Cpl*

- We create an webinar on a topic that appeals to your desired target group.
- We design the webinar in the look & feel of our media brand without advertising messages.
- We make the webinar available for download on our website.
- We promote the live date and recording via our channels and generate leads for you.
- We provide you with the leads.

4.890 €
 plus 60,00 €
 Cpl*

*Cost per Lead

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
Topics	Print	Print Special Placement	Print Special Formats	Academy	Marketing Solutions	Contact	Technical specifications	schlütersche



Our tip for all print products: use our sliding scale discounts!

(if purchased within 12 months insertion year)

Frequency scale

3 times	5 %
6 times	10 %
9 times	15 %

Combinations

Advertise additionally in other publications from our publishing house. You will achieve higher market penetration and benefit from discounts. Inserts and technical costs are not subject to discounts. For more extensive contracts, conditions on request.



Member of the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.

Print Run

Ø 2.508

Actually distributed circulation

Ø 2.451



Copies per issue on average for the period from July 1, 2024, to June 30, 2025
Publication frequency: 6 issues per year, 62nd volume






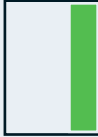





At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
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Topics 2026

Issue	Deadline	Publication date	Editorial focus areas	Regular features	Trade fairs & events
1	19/02/26	11/03/26	HVAC technology, heat pumps, MCR technology, commercial refrigeration, air handling systems and components, building services engineering	Refrigerants, components, piping & connection technology, heat recovery, heat transfer, thermal storage	Euroshop Düsseldorf, 22.02.-26.02.26 Light + Building Frankfurt, 08.03.-13.03.26
2	22/04/26	13/05/26	HVAC technology, air handling systems and components, heat recovery systems, chillers, precision cooling systems, refrigeration services	Cooling from renewable energy sources, district cooling, residential ventilation, refrigeration insulation & thermal insulation, cold protection	SHK+E ESSEN , 17.03.-20.03.26 IFH/Intherm Nuremberg, 14.04.-17.04.26
3	18/06/26	08/07/26	Chillers, heat pumps, system components	Refrigeration preservation, cooling towers, heat rejection technology	Intersolar Europe Munich, 23.06.-25.06.26 FeuerTrutz Nuremberg, June 26
4	13/08/26	02/09/26	Chillventa preview: refrigeration applications, industrial refrigeration, commercial refrigeration, precision air conditioning systems, refrigeration services	Transport cooling, vehicle climate control systems	
5	17/09/26	07/10/26	Chillventa main issue: refrigeration technology, air conditioning technology, ventilation technology, refrigeration machines and systems, refrigerants, heat pumps, application software, air conditioning technology, heat recovery	Pumps, piping and connection technology systems	IAA Nutzfahrzeuge Hannover, 15.09.-20.09.26 Chillventa Nuremberg, 13.10.-15.10.26
6	09/11/26	09/12/26	Chillventa highlights: air conditioning technology, ventilation / smoke extraction, components, commercial refrigeration, industrial refrigeration, air handling systems and components, MCR technology	Refrigerants, cryogenics, cooling towers, heat rejection technology, insulation and thermal insulation systems, cold protection	BAU Munich, 11.01.-15.01.27

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
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Print Ads

 <p>1/1 page Bleed: 210 × 297 mm 3 mm trim all around</p> <p>3.550 €</p>	 <p>Junior page Bleed: 132 × 187 mm Type area: 115 × 165 mm</p> <p>2.335 €</p>	 <p>1/2 page landscape Bleed: 210 × 148 mm Type area: 175 × 121 mm</p> <p>2.115 €</p>	 <p>1/2 page portrait Bleed: 100 × 297 mm Type area: 85 × 248 mm</p> <p>2.115 €</p>	 <p>1/3 page landscape Bleed: 210 × 102 mm Type area: 175 × 79 mm</p> <p>1.735 €</p>	 <p>1/3 page portrait Bleed: 68 × 297 mm Type area: 55 × 248 mm</p> <p>1.735 €</p>
 <p>1/4 page landscape Bleed: 210 × 79 mm Type area: 175 × 58 mm</p> <p>1.305 €</p>	 <p>1/4 page portrait Bleed: 52 × 297 mm Type area: 40 × 248 mm</p> <p>1.305 €</p>	 <p>1/4 page 2 columns Bleed: 100 × 148 mm Type area: 85 × 121 mm</p> <p>1.305 €</p>	 <p>1/8 page landscape Bleed: 210 × 45 mm Type area: 175 × 26 mm</p> <p>945 €</p>	 <p>1/8 page 2 columns Bleed: 100 × 79 mm Type area: 85 × 58 mm</p> <p>945 €</p>	

Bleed plus 3 mm bleed overleaf

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
Topics	Print	Print Special Placement	Print Special Formats	Academy	Marketing Solutions	Contact	Technical specifications	schlütersche

Print Special Placement



Title and cover pages

More attention due to exclusive placement on the cover and high-quality paper! Reserve your premium placement in good time!

Title	4.190 €
Cover pages*	
Inside front cover, 4c	3.970 €
Back cover, 4c	3.970 €

Classified advertisements

Job offers, job requests, purchases & sales	
per mm (single column, 44 mm wide) / b&w	2,60 €

Special ad formats

on request

* 210 x 297 mm, plus 3 mm bleed on all side

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
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Print Special Formats



Bound inserts

Exclusive placement in the centre of the magazine. The bound-in insert is permanently attached to the magazine and offers ample space for your information and promotional messages.

The insert must be supplied ready for binding. Delivery requirements: Sample copy upon order placement; print run to be delivered no later than 14 days before publication.

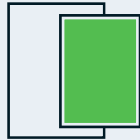
Format (untrimmed): 216 mm wide × 303 mm high

Head trim: 3 mm

Multi-page bound-in inserts must be folded to the above format.

Special formats or alternative paper weights are available upon request.

	up to 130 g	up to 170 g
two pages	2.870 €	3.035 €
four pages	4.300 €	4.580 €



Supplements

Prices include postage costs. Maximum paper size: 20 × 29 cm.

Delivery: Sample copy upon order confirmation; print run to be supplied no later than 10 days prior to publication.

up 25 g	1.325 €/Tsd.
up 50 g	1.985 €/Tsd.



Affixed advertising material

Affixed postcards, product samples, CDs, and brochures. Available only in combination with an advertisement; additional affixing and distribution costs apply. Partial print runs available on request. A binding sample must be provided.

Postcards in conjunction with advertisement or bound insert

Insert fee in DIN A6 format up to 5 g	on request
plus gluing costs per thousand	on request
plus additional distribution costs	on request

Other paper weights on request.

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
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Print Advertorial

Offer your target group **value-added content** with a print advertorial. It is similar in layout to the editorial contributions in the magazine and is marked as an "advertisement".

Here you have **space for your informative, promotional content**: this is placed **directly in the editorial environment** with the look & feel of the magazine, which increases the credibility of your advertising message and boosts relevance among readers.

✓ **Your benefit**

This format is particularly suitable for drawing the attention of your target group to your brand or product. **You provide us with the images and you can choose to** supply the text yourself or have it professionally created or revised by our specialist editorial team.

Thinking across channels!

book a cross-media campaign with online and print advertorials



Advertorial basis

Delivered article in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

Specifications

- Your texts are used 1:1 as delivered
- You provide us with the image material
- 1 correction loop incl.
- Labelled as an advertisement

Price e.g. for a 1/1 page*

3.590 €



Advertorial premium

Article optimised or newly created by the editorial team in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

Specifications

- Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created
- You provide us with the image material
- 1 correction loop incl.
- Labelled as an advertisement

Price e.g. for a 1/1 page*

5.090 €

*Additional advertising formats available; prices on request.

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
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Corporate Publishing



Content with added value – tailored to your needs and goals

We design your individual communication for your target group and increase your profile. Whether classically as a print product, as a digital magazine with image galleries, videos, audio commentaries or via podcasts – the medium and content are optimised for communicating with customers, employees, press or multipliers.

The specialist content is exclusively aimed at your industry and your specific target group. Introduce your company and its products, innovations or personnel changes. Schlütersche handles all the agency work for you and creates content that gets you noticed and influences purchasing decisions.

We are happy to advise you on suitable solutions.

Price on request

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NEW: The ePaper with integrated AI

Our new ePaper combines high-quality specialist journalism with intelligent AI features

Your added value as an advertiser

Longer dwell time

AI summaries and read-aloud function increase frequency and duration of use. Your ad remains visible for longer.

Trusted environment

The AI accesses only editorially researched content. Your brand appears in a verified, credible quality environment.

Additional touchpoints

The news section and newsletter extend the presence of your brand beyond the publication date.

Sustainable visibility

The AI search makes content permanently discoverable – even in the archive. Your ad remains effective beyond the issue.

With our new ePaper, you are investing not only in an ad but in an interactive, modern environment with measurable digital extension.

[Discover the ePaper now](#)



At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
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Circulation and Distribution Analysis

Circulation audit

Member of the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.
(German Audit Bureau of Circulation)

Circulation analysis

Copies per issue on an annual average from 1 July 2024 to 30 June 2025

Print run	2.508
Actual distributed circulation	2.451
of those, abroad	134
Sold circulation	255
of those, abroad	45
Subscribes copies	253
of those member copies	2
Retail sales	0
Other sales	2
Freecopies	2.197
Remaining, archive, and specimen copies	57

Geographical distribution analysis

Economic area	Share of actual distributed circulation	
	%	copies
Domestic	94,5	2.317
Abroad	5,5	134
Actual distributed circulation:	100	2.451

62th volume

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Circulation and Distribution Analysis / Company size

Distribution by German federal state*

	%	copies
Baden-Württemberg	19,4	449
Bavaria	12,4	287
Berlin, Mecklenburg-Western Pomerania, Brandenburg	5,6	130
Bremen, Hamburg, Schleswig-Holstein	6,2	144
Hesse	9,5	220
Lower Saxony	9,7	225
North Rhine-Westphalia	18,4	426
Rhineland-Palatinate	5,9	137
Saarland	0,3	19
Saxony, Saxony-Anhalt	9,2	213
Thuringia	2,9	67
Total	100,00	2.317

Company size*

Number of employees	Share of actual circulation	
	%	copies
1 - 49	57,9	1.419
50 - 199	21,7	532
200 - 999	8,4	206
1.000 and more	5,9	145
Number of employees unknown	6,1	150
Total	100,00	2.451

*Publisher information (Hüthig)

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
Topics	Print	Print Special Placement	Print Special Formats	Academy	Marketing Solutions	Contact	Technical specifications	schlütersche

Job characteristic

Job characteristic: Position in the company*	%	Share of tvA copies
Managing Director, Executive Board, Supervisory Board	44,8	1.098
Branch, plant, department, operations and division management	7,0	172
Department	25,1	615
Specialist / skilled professional	22,8	559
Assistant, junior, trainee, and private individuals	0,3	7
Total	100,00	2.451

Job characteristics: area of responsibility*	%	Share of tvA copies
Executive management, technical management	52,3	1.282
Research, design, development	6,7	164
Production, manufacturing	6,8	167
Product management Sales, purchasing	5,7	140
Organization	7,0	172
Logistics, materials management	5,3	130
Other functions	16,2	397
Total	100,00	2.451

*Publisher information (Hüthig)

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
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Audience structure analysis

Industries / business sectors / areas of specialization / professional groups*

Target groups	Share of the actual distributed circulation	
	%	copies
Installation, assembly and maintenance, i.e. executing specialist companies for refrigeration, air conditioning and ventilation technology	18,1	444
Users of refrigeration and air conditioning systems and equipment in commercial and industrial companies, including logistics and trade, as well as public institutions (primarily large-scale refrigeration and air conditioning users)	8,9	218
Design and engineering offices, i.e. planning / project engineering / consulting (independent planning and consulting engineers, engineering and design firms for refrigeration, cooling, air conditioning and ventilation systems)	14,4	353
Manufacturers of systems, end devices, components and other products for refrigeration, air conditioning and ventilation technology	33,0	809
Institutions for research, development or education	14,4	353
Other industries	11,2	275
Total distributed circulation (tvA)	100,00	2.451

*Publisher information (Hüthig)

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
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Summary of the analysis method

Summary of the analysis method for distribution analysis (AMF Scheme 2, Item 18)

1. Analysis method:

Recipient structure analysis based on data evaluation – full census in accordance with IVW guidelines

2. Description of the recipient structure at the time of data collection:

2.1 Total number of recipients in the file: 8.756

3. Description of the survey

3.1 Population (surveyed share)

Population (tvA) 2.451 = 100,00%

of which not included in the survey 57 = 2,3%

The survey represents the total population (tvA)

3.2 Description of the data basis:

The analysis is based on the complete dataset. The determined shares for distribution in Germany and abroad are projected onto the actual average distributed circulation in accordance with AMF guideline 17.

3.4 Target group of the survey: The individual recipients recorded in the dataset of the institution.

3.5 Period of the survey: 01.07.2024 bis 30.06.2025

3.6 Conduct of the survey: 04.06.2025

This study complies in its design, conduct, and reporting with the ZAW framework scheme for media analyses in its current version.

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
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Schlütersche Academy



The Schlütersche Academy consolidates the editorial expertise of our divisions into a unique educational offering.

From hands-on workshops to specialized webinars, professionals can find tailored training opportunities that have not been available on the market before. You can participate as a speaker and also use our channels to showcase your own topics. We generally plan for a minimum of 30 participants.

Digital Expert Talk including leads

Our editorial team prepares a relevant topic as a webinar and provides the moderation. A maximum of five companies can participate. We organize and promote the webinar through our channels and provide editorial coverage before and after the event. A recording is included.

Included in the package:

- 30 qualified participant leads for a special price of 40 € each – fully GDPR-compliant – or all leads included (Package 2).
- Promotion is carried out through our co-branded newsletter as well as a post on one of our social media channels.
- Additional marketing components can be added flexibly as needed.

Package 1 **2.490 €**
30 leads plus 40 € cost per lead


Package 2 **5.900 €**
All leads included

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
Topics	Print	Print Special Placement	Print Special Formats	Academy	Marketing Solutions	Contact	Technical specifications	schlütersche


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- Google Business Profile management
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- Social media integration (all channels)
- 4 AI-generated copy creations for blogs and text elements per month (recommendation: 4 per month)"
- Content (templates) from a content pool
- 50 AI credits per month
- Google Business Profile review widget
- Use of the Publisher app
- Social media feed on the website
- Use of the editorial calendar
- 5 forms with contact lists (CRM light)
- 1,000 newsletter mailings (including automation)
- Online ads on Facebook, Instagram, and Google (all channels)
- 1 device connection (signage)
- 5 signage loops

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169 € per month

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- Unlimited number of pages
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- Unlimited publications per month
- Content (templates) from a content pool
- Unlimited AI credits per month
- Google Business Profile review widget
- Use of the Publisher app
- Social media feed on the website
- Use of the editorial calendar
- Unlimited forms with contact lists (CRM light)
- Unlimited newsletter mailings (including automation)
- Online ads on Facebook, Instagram, and Google (all channels)
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At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
Topics	Print	Print Special Placement	Print Special Formats	Academy	Marketing Solutions	Contact	Technical specifications	schlütersche

Applicant Boost

Our answer to your personnel search

The applicant kick is your fast and uncomplicated solution to attract qualified applicants.

With a individually tailored campaign, we ensure that your job advertisement-is seen by the right candidates. Thanks to a simple application process, we make it easy for interested parties to apply directly.

Your benefit

- ✓ Save time: We take over the selection of suitable channels and the placement of advertisements.
- ✓ 100% digital: Our solution enables an uncomplicated and digital application process.
- ✓ Tailor-made: Our solution is tailor-made and entirely oriented towards your requirement profile.
- ✓ Save costs: Reach actively searching and change-ready skilled workers without having to pay expensive learning fees yourself during the search.

More information can be found at:
schluetersche.de/bewerberkick



Specifications

Setup and Design

- ✓ Creation of a custom, contact-optimized Landing Page
- ✓ Creation of a funnel that converts visitors into leads and applicants
- ✓ Integration of multimedia content (Images / Videos)
- ✓ Landing page design for all devices
- ✓ Image research
- ✓ On request: Integration of a customer's own favicon
- ✓ Incl. one round of revisions

Provision and Service

- ✓ Hosting of the landing page on a customer-owned domain
- ✓ The leads are provided by email
- ✓ Maintenance and security-relevant updates, e.g., legally compliant cookie banner
- ✓ Personal contact person
- ✓ SSL encryption

Duration:

- ✓ Max. 3 months (flexibly selectable in months)

from 2.098 €*

*Example for 1 month incl. applicant kick of €1,299, campaign budget of €500 and a one-time setup fee of €299.

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
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We are here for you!



Jürgen Dölling

Head of Sales | Industry & Automotive & Mobility

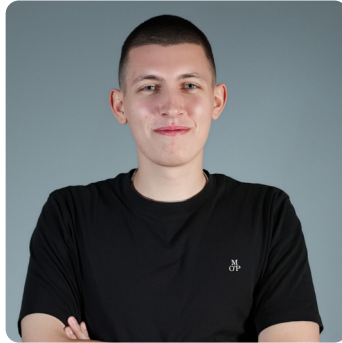
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At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
Topics	Print	Print Special Placement	Print Special Formats	Academy	Marketing Solutions	Contact	Technical specifications	schlütersche

Contact

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Print Data

Data submission to
anzeigendaten-klk@schluetersche.de

Our GTC



All prices plus VAT.

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
Topics	Print	Print Special Placement	Print Special Formats	Academy	Marketing Solutions	Contact	Technical specifications	schlütersche

Technical specifications and delivery

Delivery of your website banner datan

Please send banners as PNG, GIF or JPG (max. 150 kB) or as an HTML5 file (max. 400 kB) at least 7 working days prior to the booked publication date to anzeigendaten-klk@schluetersche.de

For HTML5 files (responsive), please submit all banner elements in a .zip file and include a fallback solution for browsers that do not support HTML5.

Delivery of Spinning Roadblock and Mobile Rectangle Spin 3D

Please send 3–5 images as PNG, GIF or JPG (each max. 150 kB) at least 7 working days prior to the booked publication date to anzeigendaten-klk@schluetersche.de

Delivery of your newsletter text ad

Please send the text as a Word file and the image as PNG, GIF or JPG at least 7 working days prior to the booked mailing date to anzeigendaten-klk@schluetersche.de.

Delivery of your newsletter banner data

Please send the banner files as PNG, GIF or JPG at least 7 working days prior to the booked mailing date to anzeigendaten-klk@schluetersche.de. Animated GIFs are also possible; however, they may not display correctly for all recipients.

Delivery of your social media content

Please send the following materials at least 10 working days prior to the agreed publication date to anzeigendaten-klk@schluetersche.de:

- For Facebook & Instagram: 1 image (1200 × 630 px)
Post text (max. 1,300 characters including spaces, hashtags and emojis), Link to your company's social media profile
3–4 hashtags, Optional: desired tags/mentions in the image and text (people/companies)
- For LinkedIn: 1 image (1200 × 627 px)
Post text (max. 1,300 characters including spaces, hashtags and emojis), Link to your company's social media profile
3–4 hashtags, Optional: desired tags/mentions in the image and text (people/companies)

Delivery of your online advertorial

Please send the following materials to anzeigendaten-klk@schluetersche.de at least 7 working days prior to the booked publication date (Advertorial Basic) or 10 working days prior to the booked publication date (Advertorial Premium):

- Images: Format: 16:9, File size: max. 250 KB per image
File formats: PNG, GIF or JPG, Copyright/image credit required, 1 lead image (960 × 540 px), Additional article images (960 × 540 px): 1 image for Advertorial Basic & Up to 9 images for Advertorial Premium
- Text (Word file): Header line: max. 40 characters including spaces, Headline: max. 65 characters including spaces, Teaser text: max. 130 characters including spaces, Body text: max. 3,000 characters including spaces, Optional image captions: max. 255 characters including spaces each
Please note that the maximum character limits are technically fixed and cannot be exceeded..
- Links to external websites or articles, YouTube videos, and downloadable materials may be included as required

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
Topics	Print	Print Special Placement	Print Special Formats	Academy	Marketing Solutions	Contact	Technical specifications	schlütersche

Technical specifications and delivery

Delivery of your standalone newsletter

Please send the following materials to anzeigendaten-klk@schluetersche.de at least 10 working days prior to the booked mailing date:

- Subject line & headline: “Customer Name: Headline” (max. 68 characters including spaces in total)
- Preheader: Topic-specific, summarizing, or explanatory text (40–80 characters)
- Customer logo: Minimum width: 180 px, File format: JPG or PNG, Including link to the customer’s website
- Header image: 600 × 250 px, File format: JPG, PNG or GIF
- Company contact details
- Single-topic newsletter: One main article (Word file, max. 1,400 characters including spaces), Link to the relevant landing page, Optional: one additional image (600 px wide, max. 250 px high, JPG, PNG or GIF) or
- Multi-topic newsletter: One lead article (Word file, max. 400 characters including spaces) plus link, Up to three short news items, each including: Article image (180 × 120 px, JPG, PNG or GIF), Headline (max. 55 characters including spaces) Text (Word file, max. 300 characters including spaces), Link

Delivery of your retargeting banners

Please send your banners as JPG, GIF or HTML files to: anzeigendaten-klk@schluetersche.de:

- The required advertising materials are banners in at least three, and ideally five, of the following formats: 728 × 90 px, 160 × 600 px, 300 × 250 px, 970 × 250 px, 800 × 250 px, 300 × 600 px, 320 × 50 px (mobile), 300 × 50 px (mobile) The more banner formats you provide, the greater the potential reach of your retargeting campaign.
- Maximum banner file size: 300 kB
- Image files (GIF or JPG): max. 150 kB and SSL-secure
- Animation length: animated ads must become static after 30 seconds
- Third-party tags (JavaScript or HTML): max. 150 kB and SSL-secure
- iFrames are only accepted from DoubleClick
- HTML banners must comply with our technical specifications. No destination URL may be embedded directly in the HTML code.

Delivery of your content for lead generation campaigns

Please send the following materials to anzeigendaten-klk@schluetersche.de at least 10 working days prior to the agreed publication date:

- White paper (PDF, max. 6 MB) or Online seminar recording (MP4, approx. 1 hour in length)
- For the landing page:
 - 1 title image: 1075 × 605 px (16:9)
 - Headline (approx. 60 characters including spaces)
 - Teaser text (max. 300 characters including spaces)
 - Introduction text (800–1,000 characters including spaces)
- Additional information:
 - Link to your company's privacy policy
 - Your company's email address for data usage withdrawal requests
 - Email address to which the generated leads should be sent

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
Topics	Print	Print Special Placement	Print Special Formats	Academy	Marketing Solutions	Contact	Technical specifications	schlütersche

Technical specifications and delivery

Delivering your advertising data

E-Mail: anzeigendaten-klk@schluetersche.de
For queries, phone +49 (0)511 8550-2521.

When submitting your data, please state the Journal_Issue_Advertiser and send the exact order data at the same time as a printout of the advertisement with the final and binding text and layout.

Delivering your print advertorial

Please send the following content at least 10 business days (advertorial basic) or 20 business days (advertorial premium) before the deadline for the booked issue to cm-augsburg@schluetersche.de.

1/2 page print advertorial:

2 images (JPG or PNG in print quality; please also provide copyright/image credits), headline: max. 50 characters, subheadline: max. 130 characters, max. 3,900 characters of text plus headline (Word file) or 1 image (JPG or PNG in print quality; please also provide copyright/image credits), headline: max. 50 characters, max. 4,600 characters of text plus headline (Word file)

1/4 page print advertorial (3 columns):

1 image (JPG or PNG in print quality; please also provide copyright/image credits), headline: max. 50 characters, sub-headline: max. 130 characters, 1,240-1,600 characters of text plus headline (Word file)

Note: With a premium advertorial, your supplied texts will be optimised by us in terms of target group relevance, specialist journalism and content. If you don't provide your own text, our professional editorial team will create a text on your chosen topic (please provide a briefing).

Delivery address for special forms of advertising

Bonifatius GmbH Druck | Buch | Verlag
Karl-Schurz-Str. 26
33100 Paderborn
Germany

Delivery note: KI – Refrigeration, Air Conditioning, Ventilation Technology, issue ...

Delivery: free delivery (carriage paid)



Terms of payment

Account details:

In the case of advance payments and payment by credit card, 3% discount; in the case of payment within 8 days of the invoice date. 2% discount; otherwise 30 days after the invoice date without deduction. VAT ID no.: DE 115 051 385

Bank details

Commerzbank Hannover:
IBAN no. DE03 2504 0066 0150 0222 00,
BIC: COBADEFFXXX

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
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Technical specifications and delivery

Journal format

297 mm wide x 420 mm high

Type area

265 mm wide x 385 mm high, 6 columns = column width 40 m

Printing and binding methods

Web offset printing, no binding

Data formats

Delivery of PDF/X-3 data. Halftone images require a resolution of at least 250 dpi, ideally 300 dpi. Line art minimum 600 dpi. Text must be embedded. The data must not contain RGB, LAB or ICC colour spaces.

Proof

Colour binding proof according to "Medienstandard Druck" (Print Media Standard) (bvdn). Digitally produced proofs must contain the FOGRA media wedge (available for a fee at fogra.org) to check the colour accuracy. Proofs must have an official print control strip. Please enquire about output profiles and paper classes for reference proofs.

Colours

Printing inks (CMYK) according to ISO 12647-2. Regarding converting and checking the colour space (ICC colour anagement), special reference is made to the standard offset profiles of the ECI (obtain the package "ECI_Offset_2009" free of charge at www.eci.org)

Data archiving

Data is archived for 1 year, unchanged repetitions are therefore usually possible. However, no data guarantee is given.

Warranty

The client is responsible for the timely delivery of the advertisement text and flawless print documents. If the customer does not provide flawless printing documents, the publisher shall print the advertisement in the quality permitted by the copy provided.



Contact

Service

tel. +49 (0)511 8550-2521/-2522

At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
Topics	Print	Print Special Placement	Print Special Formats	Academy	Marketing Solutions	Contact	Technical specifications	schlütersche

The Schlütersche

Know-how.

You can find more information at www.schluetersche.de →

Knowledge unfolds its effect: The Schlütersche Media Group supports small and medium-sized businesses with expertise, marketing, and recruiting. We know how industries tick, customers buy, and skilled workers are reached. Knowing how. For sustainable success.

Founded in 1747 as a printing house, today we are a modern media company. With over 30 strong brands within the media group, we combine profound industry excellence with modern digital solutions. Whether trade magazines, online portals or all-in-one marketing tools: We have leading brands in the most diverse segments



At a Glance	Target groups	Reach	Newsletter	Banner	Online Advertorial	Social Media	Lead Generation	Circulation
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