



BM
Meeting
Point

Print
Website
Newsletter
Social media
Lead generation
Digital events
Market research

Content

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BM
meeting
point

BM reveals what really is or will be important

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

By professionals for professionals

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

BM meeting point – the industry's meeting point

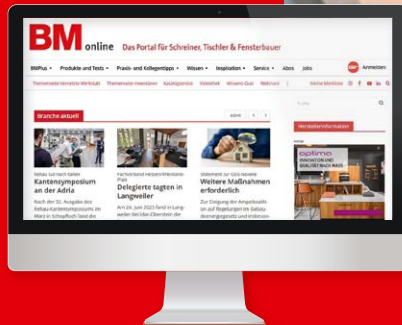
Be it trade fairs, market data or an exchange of views, BM is on board and vital to the success of your business.

BM – for your successful market communication

BM – a top performer for all media targets

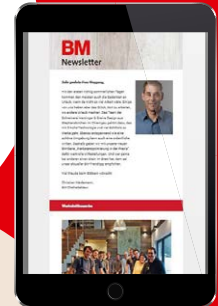
- Advertisement
- Special advertising formats
- Online campaigns
- Newsletter advertising
- E-mail marketing
- Sponsoring models
- Cross-media concepts

and a lot more...
just ask.



BM – classics

- BM special – prefab elements
- BM EDP magazine
- BM special trade show packages
- BM catalogue service
- BM wall calendar



BM – special offers

- BM event: Digital Practice Days
- Lead generation: Webinars
- BM-online: Advertorial
- BM-online: Contest
- BM-online: Focus video
- BM-online: Theme pages
- BM market research: Market survey / ad copy test



**BM Innenausbau /
Möbel / Bauelemente**

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

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



The BM newsletter

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

The newsletter is sent to 19,000 interested industry professionals.



www.bm-online.de

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

BM online proves its worth with 79,000 visits per month.
(average value, source: Matomo Analytics)

SOCIAL MEDIA CHANNELS



Linked in



 **YouTube** /BM TV

More service, higher performance!

We organise webinars for you!

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

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

We can conduct individual studies or offer you direct participation:

BM joiners' survey
2x per year

BM ad copy test


Get in touch with us!












- 01 **Titel:** BM Innenausbau / Möbel / Bauelemente
-
- 02 **In brief:**
BM is the meeting place for the interior finishing, furniture and building components industries. BM provides vital ideas and practical tips for business success. BM shows what is and what will be really important. It focuses on current market trends, promising business ideas, innovative products, efficient production methods as well as user reports and practical examples. Each issue of BM covers furniture and interior fittings, **building components**, materials, supplied parts, technology, vehicle fleets and business management.
BM's feature topic in each issue focuses on a selected theme, which is featured on the cover and then explored through articles and product reviews inside.
BM EDP Magazine: 4 times a year – in January, March, June and October – a special section focusing on software and IT provides readers with up-to-date news and information on the latest developments.
BM special issue: 1 x per year – BM special "Prefabricated Elements for Construction and Interior" – the reference book for purchasing.
BM is present on all major channels: The BM brand stands for a unique cross-media integration of print, online, newsletter and social media.
-
- 03 **Target group:**
 Investment decision-makers, owners, executives and skilled workers in joining and cabinetmaking, interior finishing and window building, in trade and industry.
-
- 04 **Frequency:** Monthly plus BM special issue
-
- 05 **Format:** DIN A4
-
- 06 **Year:** 79th year 2024
-
- 07 **Subscription price:** Annual subscription: Germany €218.40, abroad €226.20
-
- 08 **Organ:**
 Official organ of Germany's professional associations of the wood, plastics and aluminium processing trades of Baden-Wuerttemberg, Brandenburg, Hesse, North Rhine-Westphalia, Rhineland-Palatinate, Saar, Saxony, Saxony-Anhalt, Schleswig-Holstein, Thuringia and the carpenters' guild of Berlin

- 09 **Memberships:** —
-
- 10 **Publishing house:** Konradin-Verlag Robert Kohlhammer GmbH
-
- 11 **Publisher:** Katja Kohlhammer
-
- 12 **Advertising:** Claudia Weygang, Advertising Manager
-
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-
- 14 **Pagination analysis 2022 = 13 issues**
- | | | |
|-----------------------------------|--------------------|-----------------|
| Total number of pages: | 1,674 pages | = 100.0% |
| Editorial section: | 1,189 pages | = 71.0% |
| Advertising section: | 485 pages | = 29.0% |
| <i>Thereof:</i> | | |
| <i>Classified advertisements:</i> | 2 pages | |
| <i>Bound inserts:</i> | 94 pages | |
| Loose inserts: | 40 pieces | |
-
- 15 **Content analysis of editorial content 2022:** **1,189 pages = 100.0%**
- | | | |
|-------------------------------|-----------|---------|
| Furniture and interior design | 182 pages | = 15.3% |
| Technology | 333 pages | = 28.0% |
| Building components | 264 pages | = 22.2% |
| EDP magazine | 44 pages | = 3.7% |
| Management practice | 99 pages | = 8.3% |
| Jobfit | 90 pages | = 7.6% |
| Sections / miscellaneous | 177 pages | = 14.9% |

  IVW Q1/2023

 Newsletter reporting, July 2023

 Matomo, 1st half of 2023

Magazine			Contact opportunities
	Print magazine Print copy circulation 19,667 	ePaper Paid subscriptions 2,313 Recipient addresses 	Total magazine circulation per issue (plus additional print copy readers) 21,980
Newsletter			
	Editorial newsletter Recipient addresses 19,426 	Plus special newsletters and standalone newsletters on selected dates	Newsletter per issue 19,426 (Editorial newsletter 3 times per month = 58,278)
Website			
	www.bm-online.de 	The information and service portal sets standards in the industry! On special occasions, we run high-profile promotions: trade fair specials, digital events, photo and video campaigns.	Website per month Increased traffic during trade fair periods and special promotions Pls: 255,591 Users: 78,586
Social media			
	www.facebook.com/BMonline.de www.instagram.com/bmmagazin_	German title: BM / Schreiner wie wir German title: Aus der Praxis, für die Praxis	Facebook followers 4,200 Instagram followers 10,000

Geographical distribution of print magazine: Germany 90.6%/abroad 9.4%

Total circulation per issue: 21,980, *thereof* sold copies: 7,292, subscriptions: 4,548



1.1 Sectors / industries / disciplines:

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

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

1.2 Company size:

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

1.3 Fields of activity:

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



2.1 Reader details:

Position in company

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

2.2 Socio-demographic details:

Education / training / vocational training

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

Summary of the survey method:

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

Interest in subject:

(Very) important (top 1 and 2 on scale of 1-5)

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



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

BM meeting point

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

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

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

85% confirm: BM reports on what is really important

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

Important topics according to BM readers ...

91% practical examples / user reports

86% latest product information

83% test reports / comparative tests

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

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

67% trade-fair reports

60% corporate management

BM is obligatory for decision- makers

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

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

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

Purchasing impulses and contacts through BM

86% confirm that advertising shows them new ideas/products

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

84% say ads inspire them to request more information

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

84% visited the website of an advertiser

49% requested additional information

38% contacted the advertiser

**Magazine format:**

210 mm wide x 297 mm high, DIN A4

Untrimmed: 216 mm wide x 303 mm high

Type area:

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

Printing and binding: Web offset, adhesive binding**Charges:** No discounts**Position:**

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

Colour:

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

Discount:

For orders within any 12 months (insertion year).

No discount on colour and bleed charges and loose inserts.

Discounts apply to bound inserts (1 insert = 1/1 page of advertising).

Frequency discount:	3 ads	6 ads	9 ads	12 ads
	5%	10%	15%	20%

Volume discount:	1 page	3 pages	6 pages	12 pages
	5%	10%	15%	20%

Classified ads	* no discount	Basic rate
Recommendation ads		1 col., 44 mm wide, per mm b/w 8.30
Classified ads/job ads*		1 col., 44 mm wide, per mm b/w 5.40
Jobs wanted*		1 col., 44 mm wide, per mm b/w 3.70
Box number charge		incl. forwarding postage 17.00

Included in the price: publication on www.bm-online.de**Contact:**

Advice, booking: see contacts on page 2

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

Order management

Henrike Henke

Phone +49 711 7594-317

henrike.henke@konradin.de**Data submission:**Use our ad portal at www.konradin-ad.de to submit your data online.

We prefer PDF/X4 and also accept EPS or TIFF.

Please do not send open files.

See page 14 for technical specifications

Conditions:

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

Payment conditions:

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

VAT No. DE 811 236 132

Bank account:

Baden-Württembergische Bank, BIC: SOLADEST600,

IBAN: DE28 6005 0101 0002 6238 87

Our **general terms and conditions** are available on the Internet at www.konradin.de. We would be happy to send you a copy on request.

**Ads: Standard formats**

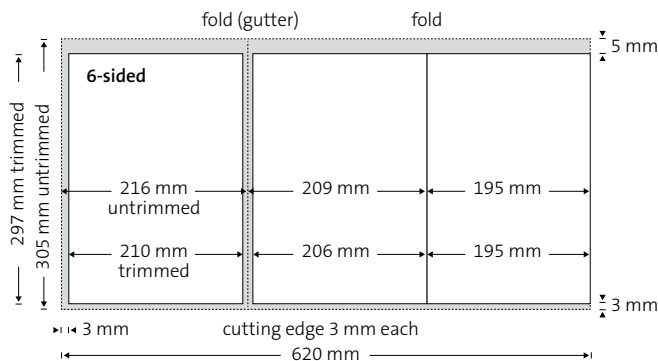
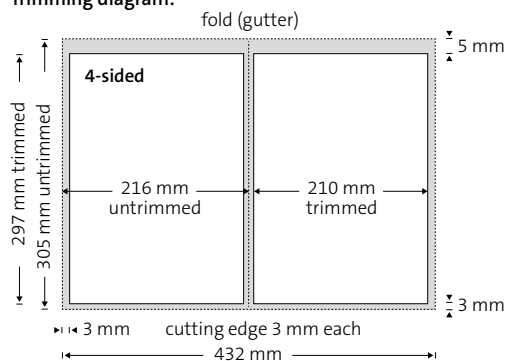
Formats	Basic rates b/w	2c		3c		4c		Formats: width x height in mm Trim: add 3 mm to each side		
		Colour surcharge	Total rate 2c	Colour surcharge	Total rate 3c	Colour surcharge	Total rate 4c		Type area	Trimmed
1/1 page	8,320.00	670.00	8,990.00	1,340.00	9,660.00	1,800.00	10,120.00		188 x 270	210 x 297
2nd/3rd cover page	9,050.00	670.00	9,720.00	1,340.00	10,390.00	1,800.00	10,850.00		188 x 270	210 x 297
4th cover page	9,740.00	670.00	10,410.00	1,340.00	11,080.00	1,800.00	11,540.00			
2/3 page	5,570.00	670.00	6,240.00	1,340.00	6,910.00	1,800.00	7,370.00	 land. 4col port. -	188 x 178 125 x 270	210 x 195 135 x 297
1/2 page	4,160.00	670.00	4,830.00	1,340.00	5,500.00	1,800.00	5,960.00	 land. 4col port. 2col	188 x 133 92 x 270	210 x 150 103 x 297
on editorial page	4,975.00	670.00	5,645.00	1,340.00	6,315.00	1,800.00	6,775.00	 land. 4col port. -	188 x 88 60 x 270	210 x 105 71 x 297
1/3 page	2,785.00	670.00	3,455.00	1,340.00	4,125.00	1,800.00	4,585.00			
on editorial page	3,550.00	670.00	4,220.00	1,340.00	4,890.00	1,800.00	5,350.00	 land. 4col 2col port. 1col	188 x 65 92 x 133 44 x 270	210 x 82 55 x 297
1/4 page	2,080.00	460.00	2,540.00	920.00	3,000.00	1,240.00	3,320.00			
1/8 page	1,040.00	460.00	1,500.00	920.00	1,960.00	1,240.00	2,280.00	 land. 4col 2col port. 1col	188 x 32 92 x 65 44 x 133	
1/16 page	520.00	460.00	980.00	920.00	1,440.00	1,240.00	1,760.00	port. 2col 1col	92 x 32 44 x 65	

Bleed surcharge €780.00, charge for each spot colour €1,050.00, no discounts on charges. Base price per mm, 1 column, 44 mm wide €8.30

**Bound inserts**

Prices by grammage (qualifies for discounts, 1 insert = 1/1 page of advertising)			Width x height in mm	Conditions/ technical details	Quantities/ deadlines
Quantity	under 135 gsm	135-180 gsm	untrimmed	<p>Prior to order acceptance and confirmation, it is necessary to submit a binding sample, or at least a dummy sample with size and weight specifications. The positioning of bound inserts depends on the technical possibilities. Bound inserts from materials other than paper on request.</p> <p>Bound inserts should be delivered untrimmed and the front page marked. Multi-page bound inserts must be delivered folded and closed towards the collar, i.e. in the direction of insertion. Additional folding and gluing work will be charged for.</p> <p>In addition to the print issue, 2,000 digital copies are sent out per issue.</p>	<p>Delivery quantity: 20,500 copies Issue 1: 23,800 copies Issue 3: 23,800 copies Special issue: 23,800 copies</p> <p>Delivery deadline: 7 days after advertising deadline</p>
1 leaf = 2 pages	9,090.00	10,420.00	216 x 305		
1 leaf + flap	13,610.00	15,620.00			
Quantity	80-134 gsm	135-180 gsm	untrimmed		
2 leaves = 4 pages	15,900.00	18,190.00	432 x 305		
3 leaves = 6 pages	21,870.00	25,110.00	620 x 305		
4 leaves = 8 pages	26,280.00	30,210.00	2 x 2 leaves		

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

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

Delivery at advertiser's expense
Konradin Druck GmbH
Kohlhammerstraße 15
70771 Leinfelden-
Echterdingen

Delivery note:

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

**Loose inserts**

Prices by grammage (no discounts)		Conditions/ technical details	Delivery quantities (= print run + allowance)	Formats/ deadlines
Postage cost per 1,000 copies		Prior to order acceptance and confirmation, it is necessary to submit a binding sample, or at least a dummy sample with size and weight specifications. The positioning depends on the technical possibilities.	Delivery quantities: - per issue 20,100 cop. - issue no. 1 23,400 cop. - issue no. 3 23,400 cop. - special issue 23,400 cop.	Format: Maximum 200 mm wide 290 mm high
up to 25 g	295.00			
up to 30 g	305.00	Loose insert are inserted loosely and they must consist of just a single piece. The front page must be marked. Multi-page inserts must be folded and delivered closed along the long side of the gutter, i.e. in the direction of insertion.	Partial allocation: from 3,000 cop.	Delivery deadline: 7 days after advertising deadline
up to 35 g	325.00			
up to 40 g	345.00	Additional folding and gluing work will be charged for.	Postcodes: 0 = 1,200 cop. 5 = 2,100 cop. 1 = 1,200 cop. 6 = 1,600 cop. 2 = 1,700 cop. 7 = 3,000 cop. 3 = 2,200 cop. 8 = 2,600 cop. 4 = 2,100 cop. 9 = 1,900 cop.	
up to 45 g	375.00			
up to 50 g	395.00			
		A reference to the insert is posted free of charge in the advertising section.		

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

Special advertising formats: individual and distinctive

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

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

Delivery at advertiser's expense
Beck Servicepack GmbH
Raiffeisenstraße 25
70794 Filderstadt, Germany

Delivery labelling:

For "BM", Issue (no.),
Opening hours: Mon. - Fri.
7:30 a.m to 4:00 p.m.
Euro-pallet dimensions:
80 x 120 cm
(max. height 110 cm)

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

**Tip-ons****Prices**

Plus cost of carrier ad or bound insert

Per thousand copies, including postage costs, plus gluing costs**Postcard 61.00****Delivery quantities:**

- per issue	21,000 cop.
- issue no. 1	24,400 cop.
- issue no. 3	24,400 cop.
- special issue	24,400 cop.

Other advertising materials, e.g. booklets, CDs, samples, will be priced as loose inserts. Print run: on request

Gluing costs:Machine gluing **37.00** per thousand.

Machine gluing requires the gluing edge to be parallel to the binding edge, min. 10 mm and max. 70 mm from the binding edge. Height may vary.

Minimum spacing to remaining page edges: 30 mm.

In other cases, including angled positioning:

Manual gluing **74.00** per thousand.**Gluing costs:**

On request on submission of a binding sample.

Machine gluing requires the gluing edge to be parallel to the binding edge, min. 40 mm and max. 70 mm from the binding edge. Height may vary.

Minimum spacing to remaining page edges: 30 mm.

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

Delivery address:

Delivery at advertiser's expense
Konradin Druck GmbH
Kohlhammerstraße 15
70771 Leinfelden-Echterdingen

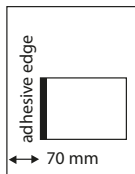
Delivery note:

For "BM", issue (no.)

Opening hours: Mon. - Fri. 8:00 a.m. to 8:00 p.m.

Euro-pallet dimensions:

80 x 120 cm (max. height 110 cm)



Insertion

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

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

Colour: Print colours (CMYK) in accordance with ISO 2846-1, spot colours available on request. For colour space conversion and control (ICC colour management), please refer to the standard ECI offset profiles (order the "ECI_Offset_2009" package free of charge from www.eci.org). Use the "eciRGB_v2.icc" (RGB colour space) and "ISO_coat-ed_v2_eci.icc" (CMYK colour space) profiles.

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

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

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



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

Issue	Themes	Trade fairs
1 January 2024 Publication date 08.01.2024 Advertising deadline 06.12.2023 Extra-large print run: 25,000 copies (Print: 23,000, ePaper: 2,000)	<p>FEATURE TOPIC: Power tools The latest new and further developments in cordless and corded power tools – Smart accessories for even greater productivity in the workshop and on the jobsite – On the move with advanced battery technology, including apps and Bluetooth – BM technology check: exclusive reviews</p> <p>Efficient manufacturing concepts for furniture and interior fitting Machining processes for individual production – The networked workshop: Machines and complete production units connected in a data network – Everything is growing together: Modern production organisation in practice – Examples of panel and solid wood processing – Standard, special and CNC machines – Machine tools and accessories</p> <p>Extraction, heating, recycling Optimise costs with customised plant technology for new buildings and refurbishments – Compressed air generation and application: Compressors, compressed air processing and distribution</p> <p>Surface technology Water-based coatings, oils, waxes: Eco-friendly coatings are becoming more efficient – What users need to keep in mind – Machinery, equipment and auxiliaries – Application examples and practical tips</p>	<p>Special section EDP MAGAZINE – Software and IT practice Large BM market overview: Industry software for carpenters and joiners – All relevant programmes at a glance – Professional tips for newcomers and career changers – Current software news for CAD, industry and window construction programmes</p> <p>Flooring Carpenters and joiners are into it: Flooring systems between design and technology – From engineered parquet to solid wood planks and trendy laminates – Installation aids and smart accessories – Domotex 2024 preview</p> <p>Adhesive bonding Surfaces, profiles, edges, 3D: Adhesive challenges and practical solutions – Gluing instead of screwing: Modern assembly adhesives are becoming increasingly powerful</p> <p>In focus: Construction and extensions, windows and facades Start of the building year 2024 – Climate protection and energy saving remain ongoing topics – Product innovations in the field of highly thermally insulated windows, doors and facades – Constructions, components, materials, fittings, mounting frames, sealing and insulating materials – Trade fair preview of Swissbau 2024 in Basel</p> <p>(Dates subject to change)</p> <p>DOMOTEX Hanover 11.01.-14.01.2024</p> <p>imm cologne Cologne 14.01.-18.01.2024</p> <p>SWISSBAU Basel, Switzerland 16.01.-19.01.2024</p> <p>budma Poznan, Poland 30.01.-02.02.2024</p>
	<p>TRADE-FAIR ISSUE DOMOTEX Swissbau</p>	<p>BONUS DISTRIBUTION + AUSTRIA</p>



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Issue	Themes	Trade fairs
2 February 2024 Publication date 09.02.2024 Advertising deadline 12.01.2024	<p>FEATURE TOPIC: Furniture fittings, materials & supplied parts Furniture fittings, lighting technology, decorative and creative materials, semi-finished and supplied products – Trendsetting design solutions and the latest product innovations – Solid surface materials: Semi-finished and supplied products in mineral, quartz and ceramic materials</p> <p>digitalBAU 2024 Exhibitor numbers at the meeting place for digitalisation are rising sharply – Drivers are artificial intelligence, the digital construction site, smart building, BIM and more – Innovations and trends</p> <p>Standard machines Sophisticated technology turns standard machines into genuine high performers in the workshop – Focus on the latest developments in the area of sliding panel saws and practical tips for optimising this workplace. First preview of HOLZ-HANDWERK and FENSTERBAU FRONTALE 2024 in Nuremberg</p> <p>Machine tools Efficient in use: Modified cutting materials with individual shapes – Modern tools for sawing, milling, drilling and grinding increase tool life, machining quality and throughput for small and large machines. The digital twin: the tool management of the future?</p>	<p>All about windows, entrance doors and conservatories Selling added value with the right accessories – Roller shutters, external blinds, venetian blinds, solar shading, insect screens and automation – Conservatories, glass extensions and balcony glazing – Progress in fittings for windows, doors and other building components – R+T 2024 trade fair guide</p> <p>Wall and ceiling Design meets function: What suppliers have on offer – Materials, constructions, elements – Acoustic properties noticeably expand the areas of application</p> <p>In focus: Workshop practice Increased productivity in the bench and machine room – Sophisticated solutions complement proven technology – Ergonomic design of workplaces and workflows: Practical tools and time-saving equipment</p> <p>TRADE-FAIR PREVIEWS HOLZ-HANDWERK FENSTERBAU FRONTALE</p> <p>TRADE-FAIR ISSUE R+T digitalBAU</p> <p>(Dates subject to change) EUROBOIS Lyon, France 06.02.-09.02.2024</p> <p>bauen + wohnen Salzburg, Austria 08.02.-11.02.2024</p> <p>NORDHAUS Oldenburg 17.02.-18.02.2024</p> <p>R+T Stuttgart 19.02.-23.02.2024</p> <p>digitalBAU Cologne 20.02.-22.02.2024</p> <p>MEBLE POLSKA Poznan, Poland 20.02.-23.02.2024</p> <p>BATIBOUW Brussels, Belgium 20.02.-25.02.2024</p> <p>INTERNATIONALE HANDWERKSMESS Munich 28.02.-03.03.2024</p>





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Issue	Themes	Trade fairs
3 March 2024 Publication date 12.03.2024 Advertising deadline 09.02.2024	<p>FEATURE TOPIC: HOLZ-HANDWERK and FENSTERBAU FRONTALE 2024</p> <p>The trade fair duo in the Franconian metropolis is a successful combination – What can joiners and window manufacturers expect from the trade fairs of the year? Research for the big BM trade-fair guide</p> <ul style="list-style-type: none"> • HOLZ-HANDWERK: Woodworking machinery, machine tools, power tools, production requirements, materials, supplied parts and fittings, industry software • FENSTERBAU FRONTALE: The international supplier market for window and facade manufacturers – PVC and aluminium profile systems for windows and doors – Construction fittings – Insulating glass technology – Prefabricated units – Machinery and equipment for the production of building components <p>Trade-fair coverage is supplemented by special newsletters and promotions on bm-online.de</p> <p>CNC and CAD/CAM technologies for the skilled trade Five axes are becoming a standard – The latest CNC range for craftsmen and interior fitting companies – Options for CNC-controlled production with modern CAD/CAM systems</p> <p>Window and door manufacturing From cutting to glazing – Where to find potential for rationalisation in the production of wood, PVC and aluminium windows – Production and automation concepts at HOLZ-HANDWERK and FENSTERBAU FRONTALE 2024</p>	<p>Wood protection for windows and doors Coatings up close: Systems and concepts for further extending maintenance intervals for timber components – State of the art and future options for timber window, door and conservatory manufacturers</p> <p>Special section EDP MAGAZINE – Software and IT practice More and more powerful: Software for window, facade and conservatory construction – Trade-fair guide: IT suppliers at HOLZ-HANDWERK and FENSTERBAU FRONTALE 2024 in Nuremberg – Industry software and CAD: Software news</p> <p>Inspiration for 2024 furniture design Discovered in Cologne: Current trends at the international furniture fair – Variety of materials, functional fittings and smart designs: The latest from imm cologne</p> <p>Flooring trends From solid wood to laminate: The highlights of DOMOTEX 2024 in BM's trade-fair report – Plus: New ideas for accessories, surfaces and tools</p> <p>In focus: Kitchens Success in the upper market segment: Individual kitchens from cabinetmakers – Convenient fittings, inserts, appliances and accessories as sales drivers – Attractive kitchen lines allowing cabinetmakers to expand their range of products and services</p> <p>TRADE-FAIR ISSUE HOLZ-HANDWERK 2024 FENSTERBAU FRONTALE</p> <p>TRADE-FAIR REPORTS DOMOTEX imm cologne Swissbau</p> <p>(Dates subject to change)</p> <p>INTERNATIONALE EISENWARENMESSE Cologne 03.03.-06.03.2024</p> <p>light + building Frankfurt 03.03.-08.03.2024</p> <p>DACH + HOLZ International Stuttgart 05.03.-08.03.2024</p> <p>BAUEN & WOHNEN Münster 15.03.-17.03.2024</p> <p>HOLZ-HANDWERK Nuremberg 19.03.-22.03.2024</p> <p>FENSTERBAU FRONTALE Nuremberg 19.03.-22.03.2024</p>

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Issue	Themes	Trade fairs
4 April 2024 Publication date 11.04.2024 Advertising deadline 12.03.2024	<p>FEATURE TOPIC: Interior doors Where is the door journey heading? – Design and technology, coordinated functional and decorative fittings, fillings and applications – Rationalisation aids for assembly – Semi-finished products and blanks for in-house production – Current developments in flat entrance doors: Security technology meets design – Fire and sound protection through interior doors</p> <p>Networked workshop Rationalisation through automation - Integrated concepts increase added value – Networking is the key: How even small companies can benefit from sophisticated handling and customised automation solutions. AI, robots, cobots & co: What can controlled workshop assistants do and when do they make sense?</p> <p>Technical interior fitting What to keep in mind for systematic planning – Success with the right partner: Partition and cabinet walls, tested materials, constructions, systems, elements without risks – Acoustics are becoming increasingly important – Fire protection with glass: Transparent combinations</p> <p>Energy consumption in the spotlight Business energy check: Tracking down the cost guzzlers – Compressed air and extraction technology, electricity and heating: Identifying and exploiting the many opportunities for optimisation – Support for optimisers: an overview of funding programmes</p>	<p>Building component accessories R+T 2024 trade-fair highlights: A colourful range of accessories and elements for windows and doors – All new and further developments at a glance</p> <p>Stair construction Planning, design, production and sales: machines, programmes, equipment and auxiliaries – Stair construction in practice: basic knowledge and tips for professionals – Exciting designs for elegant staircases – The latest in stair fashion: reduced design, daring material mixes – Skilful combinations of wood, steel and glass</p> <p>Measuring technology Practical solutions for a wide range of measurement situations, including efficient processing of digital measurement data – Precise beam in a compact package: the latest technology from construction site lasers to rangefinders</p> <p>Workwear and occupational health and safety Appealing workwear attracts customers – Contemporary, comfortable and easy-care: What do workwear suppliers offer? – Nice and handy: Gadgets for your pocket</p> <p>In focus: Vehicle fleets Vans up to five cubic metres: The latest vans for cabinetmakers, joiners and window makers in BM's market review – Practical loading solutions and tips for choosing the right van for your purposes</p> <p>TRADE-FAIR REPORTS R+T</p> <p>(Dates subject to change)</p> <p>PaintExpo Karlsruhe 09.04.-12.04.2024</p> <p>Salone del Mobile Milan, Italy 16.04.-21.04.2024</p> <p>HANNOVER MESSE Hanover 22.04.-26.04.2024</p>



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5 May 2024 Publication date 10.05.2024 Advertising deadline 10.04.2024 	<p>FEATURE TOPIC: Surface technology What modern and environmentally friendly coating systems have to offer: Trends and prospects – The latest process and product developments for all sizes of operation – Machinery, equipment and auxiliaries for professional surface finishing – Practical tips: How it's done</p> <hr/> <p>Trade-fair report HOLZ-HANDWERK and FENSTERBAU FRONTALE 2024 The latest knowledge transfer for joiners and window manufacturers - Premieres, reports and analyses from Nuremberg - The top innovations in the BM trade-fair report</p> <hr/> <p>Xylexpo 2024 The Xylexpo trade fair in Milan: The innovation competition for the European machine, tooling and supplier industry – The latest trade-fair preview</p> <hr/> <p>Profile systems for windows and doors Progress in systems technology – PVC profile systems – Pure, combined or laminated: New and further developments at FENSTERBAU FRONTALE 2024 and their benefits for installers – Fittings and fitting assembly – Design meets function on the surface: Current lamination trends</p> <hr/> <p>Assembly technology Quality assurance in the assembly of windows, doors, partitions, wall and ceiling cladding – dowel technology, auxiliaries and fasteners, sealants and sealing profiles, machines, equipment, tools and fixtures</p>	<p>Veneer and solid wood Classic materials in transition – Standards and highly refined trendy specialities – Modified woods in focus – Application and processing, machinery, tools and equipment for veneer processing – What is available on the market?</p> <hr/> <p>Supplier market and commercial goods Boosting market success with bought-in products – Furniture and furniture components, prefabricated elements for interior fittings</p> <hr/> <p>Furniture and ornamental fittings Modern functional fittings enhance furniture and interior design – Focus on the latest handle collections – Timeless elegance in stainless steel, aluminium, wood, plastic, stone or leather – What design options does the market offer?</p> <hr/> <p>Handling, transporting, storing Systematic material handling: Concepts, systems and components for efficient material flow – Cost-effective solutions for companies of all sizes – Practical examples</p> <hr/> <p>In focus: The joinery of the future What will the joinery of the future look like technologically? – Visions and concepts for long-term operational business success – Examples from the field – AI, robots, cobots & co: What can controlled workshop assistants do and when do they make sense?</p> <hr/> <p>TRADE-FAIR ISSUE Xylexpo</p> <p>TRADE-FAIR REPORTS HOLZ-HANDWERK FENSTERBAU FRONTALE</p> <p>(Dates subject to change) Xylexpo Milan, Italy 21.05.-24.05.2024</p>



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Issue	Themes	Trade fairs
6 June 2024 Publication date 10.06.2024 Advertising deadline 07.05.2024	<p>FEATURE TOPIC: Partition walls and sliding systems Separating, dividing and connecting – Flexible partition walls for commercial and residential applications are a big hit in furniture and interior fitting – BM provides a transparent overview of the range of systems and fittings available – Exemplary solutions for fixed and movable partitions</p> <p>Sanding technology for a perfect finish Solid wood, veneer and varnish – Surfaces, edges and profiles – How can the finish quality be improved? – Brushing, embossing, texturing – Advances in machine technology – Abrasives, sanding tools, sanding tables, auxiliaries and accessories</p> <p>Production and machine technology Productive manufacturing ideas for industry and crafts – Specialities and individual problem solutions for panel and solid wood processing – New and exciting features in machines, machine tools and handling concepts</p> <p>Special section EDP MAGAZINE – Software and IT practice How can the operational data flow be optimised? – Tips on data integration – Time tracking in the workshop and on the job site – News from the fields of industry software, CAD, window and stair software</p> <p>Window and door manufacturing Future-oriented designs and profile geometries are transforming production: New concepts for the individualised production of windows and doors are required – Machines and processes for continuous and stationary production – Machine tools and production accessories</p>	<p>Component accessories Accessories increase the product margin: A wide range of window and door components can broaden the portfolio – Suggestions from fittings manufacturers for initial installation and retrofitting – Fall protection, solar shading and insect screens: Properly planned, expertly executed</p> <p>Bathrooms and wellness Better looking, more spacious, barrier-free: cabinetmakers and joiners also have suitable concepts for new builds and bathroom renovations – High-quality products, functional materials, suitable constructions</p> <p>Lighting technology More and more energy-saving LEDs in furniture and rooms – Benefits, uses and applications in furniture and interior design – What needs to be considered and what do manufacturers of lights and recessed lights have to offer?</p> <p>In focus: Power tools From apps to accessories for powerful power packs or agile helpers – Brand-new: Practical tool innovations from the HOLZ-HANDWERK 2024 trade fair – BM practical test: In the spotlight</p> <p>(Dates subject to change)</p> <p>FeuerTrutz Nuremberg 26.06.-27.06.2024</p>



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7 July 2024 Publication date 10.07.2024 Advertising deadline 12.06.2024	<p>FEATURE TOPIC: Entrance doors and entrances Design and construction, thermal and sound insulation – What the specialists have to offer: Design tips and current models – Special materials, semi-finished products, door blanks, panels and glazing for entrance doors – Security and fittings technology and accessories</p> <p>Security and burglar resistance The market still has plenty of reserves – Electronic and mechanical components for windows, doors and facades – Fittings and retrofitting concepts – Marketing and service concepts for the trade</p> <p>Standard machines Reducing set-up times, improving safety at work – From entry-level to top-of-the-range models: Market observations and practical examples for cabinetmakers and joiners – Coordinated machine tools and practical accessories for ergonomic work</p> <p>Modernisation and energy-efficient renovation Market opportunities for the construction and finishing trades – Professional and individual constructions in demand – Windows, glass, insulation and sealing materials: Application criteria from the construction point of view – Application and professional processing</p>	<p>Operational planning Compressed air: Which compressor is the right one? – Compressor concepts in the spotlight – Saving money: Getting to the root of leaks – Extraction: Energy-saving solutions for the bench room, machine room and surface areas</p> <p>Wall and ceiling Textured and decorative: Trendy interior design – Designs, constructions and elements – How to meet technical requirements for sound insulation and acoustics</p> <p>Vehicle fleet Innovations from trailers to lashing straps – Loading, securing and driving: How carpenters, joiners and window manufacturers get to the job site – 2024 van models in the BM market overview</p> <p>In focus: Fittings for furniture and interior finishing More furniture convenience with fittings technology – Fittings for easier use – Organised cabinet bodies – Stowing, storing, organising – Joiners/cabinetmakers with advisory skills in the field of fittings</p> <p>(Dates subject to change)</p>



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8 August 2024 Publication date 12.08.2024 Advertising deadline 15.07.2024	<p>FEATURE TOPIC: Workshop practice More productivity through optimised processes and production – Small helpers, big impact: Practical tools, time-saving fixtures for the bench and machine room – Workplace and process design – Examples from the field</p> <hr/> <p>Production concepts for furniture and interior fitting Networking is the key: Clever processing methods for individual production – Machines and complete production units in a data network – Panel and solid wood processing – Standard, special and CNC machines</p> <hr/> <p>Building components market Unlimited variety – Windows, doors and accessories: What the specialists and full-range suppliers have to offer – Security aspects for the side entrance door – Energy saving is crucial</p> <hr/> <p>Decorative finishes and materials Unlimited individuality: Rapid advances in digital printing make it possible – Products and service concepts – News from the world of creative laminates</p>	<p>Life in the kitchen Perfect planning, well thought-out fittings, practical accessories and appliances – Inspiration for modern kitchen design – Ways to make the most of space and improve the quality of movement – Ergonomics is key</p> <hr/> <p>Wood and composite flooring High-quality flooring is a lucrative business for cabinetmakers and joiners – The market is rich in choice – Solid wood flooring, engineered parquet flooring, veneer and laminate flooring of the latest generation – Design options, sound-absorbing structures, efficient installation techniques, surface treatment</p> <hr/> <p>In focus: Sustainability Sustainability as a central topic in the wood processing industry: What does the market offer in terms of innovative technology and environmentally friendly materials? – How can energy be saved? – Where can I find the workforce for tomorrow? – What aspects need to be taken into account for sustainable management?</p>
		<p>(Dates subject to change)</p> <p>IWF Atlanta, USA 06.08.-09.08.2024</p> <p>Internationale Holzmesse Klagenfurt, Austria 28.08.-31.08.2024</p>



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9 September 2024 Publication date 10.09.2024 Advertising deadline 13.08.2024	<p>FEATURE TOPIC: Edgebanding Whether batch size one or mass production: seamless as the new quality standard in industry and trade – State of the art in edgebanding – In-line or stationary: machines, tools, profiling, finishing and tempering techniques – Exceptional edge design and perfect details: edgebanding suppliers and their portfolios</p> <hr/> <p>Machine tools for panel and solid wood processing Getting down to business: How can tooling costs be reduced and machining quality increased? – Practical experience – Selection criteria for CNC and standard tools – Sharpening technology and tool care</p> <hr/> <p>Gluing and bonding technology Practical tips on the use of modern adhesive systems – Which adhesive for which application? – Application, machinery, equipment and accessories.</p> <hr/> <p>Choosing the right surface finish High-quality and attractive finishes by joiners – Use and application of lacquers, varnishes, oils and waxes – Surface practice: How to do it – Air humidification Intelligent solutions for optimum surface results</p> <hr/> <p>Ventilation and indoor climate Between mould and energy saving – Solutions, systems and devices for energy-saving room ventilation – Room air sensors: Technology and market offering</p>	<p>Building components market Success factors in the building components business – Market-oriented strategies and strong partnerships in demand – Product and service concepts for windows, doors and accessories – Home automation: Closing, opening, shading at the touch of a button – Sophisticated systems for new buildings and retrofitting provide attractive market opportunities for joiners and window manufacturers – Trade fair preview: security essen 2024</p> <hr/> <p>Partition and wall unit systems Room design and technology: Modern cabinet and partition systems meet high demands in terms of design, sound insulation and fire protection.</p> <hr/> <p>Soundproofing and acoustics More than a market niche: Architects, developers and builders demand sound-absorbing materials, constructions and elements – Reports on exemplary project solutions for walls and ceilings – Acoustic tips for professionals</p> <hr/> <p>In focus: The joinery of the future What will the joinery of the future look like technologically? – Visions and concepts for long-term operational business success – Examples from the field – AI, robots, cobots & co: What can controlled workshop assistants do and when do they make sense?</p> <hr/> <p>TRADE-FAIR ISSUE security essen</p>
		<p>(Dates subject to change)</p> <p>security essen Essen 17.09.-20.09.2024</p> <p>IAA TRANSPORTATION Hanover 17.09.-22.09.2024</p> <p>Batimat Paris, France 30.09.-03.10.2024</p>





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10 October 2024 Publication date 10.10.2024 Advertising deadline 11.09.2024	<p>FEATURE TOPIC: CNC machining in trade and industry High-tech in furniture and interior fitting – BM makes CNC machining options transparent for workshops, suppliers and industry – Criteria for new and replacement investments – Often neglected: Clamping fixtures and feeding systems – Optimisation options around the machine – Tailor-made digitalisation and automation concepts</p> <p>CAD/CAM in practice Complex machining made easy: Concepts for convenient CNC control – Flexibility in practice: How even small machining companies can put the possibilities of modern CAD/CAM into practice – Networking boosts productivity</p> <p>Supplier forum for the furniture and interior fitting industry Purchased services and products are often the key to profit growth: How cabinetmakers and joiners can benefit from the products and services of specialists – Components and supplier parts for furniture and interior fitting, shopfitting and trade-fair stand construction, kitchens and bathrooms</p> <p>Wood protection for building components Lacquers and varnishes add durability to wooden windows and doors: Optimised formulations for even longer maintenance intervals – Systems and processes – Examples from the field</p> <p>Interior fittings for furniture Space-saving and practical: Systems, fittings and elements for creating storage space in living rooms and bedrooms, in kitchens and bathrooms and in home offices</p>	<p>Special section EDP MAGAZINE – Software and IT practice Industry software, CAD and window programmes: The latest software news – As if cast from a single mould: 3D printing on the rise – CAD/CAM is becoming standard – Powerful solutions ensure consistent processes</p> <p>The fascination of shopfitting The stuff that shops are made of – Materials, systems and components for modern shopfitting – Design options – Creative lighting design: ideas for shopfitters and interior fitters</p> <p>Workwear enhances the corporate image First impressions matter: Perfect workwear provides safety for the wearer and signals service competence – Modern design and comfortable protection</p> <p>The whole world of glass More transparency: The state of the art in insulating glass technology – Glass in interior fitting: An indispensable functional and design material – A preview of glasstec 2024 in Duesseldorf</p> <p>In focus: Window and facade technology Fully in line with energy efficiency, security and comfort: Modern windows and doors made of wood, wood-aluminium and plastic have more and more to offer – Intelligent and automated ventilation: Concepts and systems – Focus on future topics: Preview of the Rosenheimer Fenstertage 2024</p> <p>TRADE-FAIR ISSUE glasstec</p> <p>(Dates subject to change)</p> <p>BI-MU Milan, Italy 09.10.-12.10.2024</p> <p>glasstec Duesseldorf 22.10.-25.10.2024</p>



Issue

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

Editorial content

- Key market data, current trends
- Distribution partnerships: Examples of successful marketing approaches
- From the field: Successful solutions for new buildings and refurbishments
- Construction and design: What builders and architects want
- The latest trends: Interesting new and further developments in each product group
- Installation: Tips and tricks for professional installation



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Issue	Themes	Trade fairs
11 November 2024 Publication date 11.11.2024 Advertising deadline 11.10.2024	<p>FEATURE TOPIC: Materials Constructive and decorative: Focus on the diversity of materials for interior fitting – Optimised standards, specialities and combinations – Properties, application criteria and examples of use – Expert tips on how to use the materials – Lightweight design: Losing those extra pounds – An overview of new and proven lightweight materials – Lightweight concepts with integrated added value for furniture design, shopfitting, exhibition stand construction and interior fitting – Innovative construction, fittings and manufacturing know-how.</p> <p>Interior doors Doors define rooms: Individuality and variety in materials and finishes are the order of the day – News from manufacturers' design departments – Solutions for new and old buildings – Multi-functional doors for a wide range of requirements – Sliding doors: The latest new and further developments in systems and fittings</p> <p>Refurbishment and modernisation Materials, systems and elements for interiors and facades – Stylish and exemplary energy-efficient modernisation in practice – Old values, new values: architectural heritage conservation caught between the demands of yesterday and today – Renovation market for windows: who has the best concepts?</p> <p>Sanding technology Perfect finishes convince customers, good sanding is the basis – Machines, tools, equipment, accessories and abrasives for veneer and solid wood sanding</p>	<p>Window and door manufacturing How to cope with the diversity of systems and profiles in production? – Suggestions for cost and time savings in wood and PVC window production – Production of standard windows, semi-circular arches and segmental arches, angled windows and other special shapes</p> <p>Operational planning Extraction technology: Saving energy with intelligent control options and system details – Heating: Logs, chips, pellets & co – Which type of heating for which business? – Tips and the latest developments – Compressed air generation and use: Professional tips for everyday use</p> <p>Stairs Efficient stair manufacturing: Machinery, equipment and jigs – High-quality cabinetmaking – Design, planning and construction – Stair manufacturing in practice: Basic knowledge and professional tips</p> <p>Production and machine technology More yield, more quality – Solid wood processing: Sawing, planing, profiling, milling, drilling, glueing, sanding – Single or combined – Standard or CNC – Efficient technology for every size of business – New and further developed machine tools</p> <p>In focus: Power tools The latest power packs: Optimised performance, ergonomically packaged – Cordless and corded tools for convenient continuous use on the job site and in the workshop. BM reader test: In the spotlight</p> <p>(Dates subject to change)</p>



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

Issue	Themes	Trade fairs
12 December 2024 Publication date 09.12.2024 Advertising deadline 11.11.2024	<p>FEATURE TOPIC: Panel division In the spotlight: Processes involving saws in panel and solid wood processing – Success factors networking and digitalisation – Optimising, dividing and formatting, trimming, cutting – Machines, software and tools – Intelligent, automated loading and unloading solutions are now also the first choice in the trade – Use cases prove the benefits for users</p> <p>Workshop practice Transport, handling, storage: Efficient material and workpiece handling – Clever equipment and tools for optimised processes – Quality from the kiln: Wood drying and professional storage of solid wood and veneer – In focus: Air humidification</p> <p>Fittings for furniture and interior finishing More than just decorative accessories: Decorative fittings set the tone – Functional fittings win over customers: The joiner/cabinetmaker as a competent fittings consultant – Design trends, collections, innovations: Increasing user comfort through intelligent use of fittings</p> <p>Wall and ceiling Elements for functional and decorative interior design – Concepts for residential and commercial areas – Assembly technology: Time-saving systems, tools and equipment</p>	<p>Window, door and facade technology What comes after energy optimisation? – What are the new challenges? – Current reports from research and development – Review of the Rosenheimer Fenstertage 2024 – Current developments on the building components market – BAU 2025: First reports from the world's leading trade fair in Munich – Multi-talented glass: The latest developments from glasstec 2024 in Duesseldorf</p> <p>Building fittings New designs of building components require new fittings – Development reserves made transparent – Progress in increasingly complex fittings technology – Selection criteria for use, application and installation</p> <p>Security technology and intrusion protection Emergency exits and escape routes – Clear paths in the event of an alarm – The latest security technology and intrusion protection components explored at security essen 2024</p> <p>In focus: Cooperations, franchising and associated groups Using synergy effects: Market partnerships for purchasing, production, marketing and sales – Practical concepts for furniture, construction and finishing – Examples, experiences and voices from the field</p> <p>TRADE-FAIR REPORTS security essen glasstec</p>

(Dates subject to change)

PREVIEWS

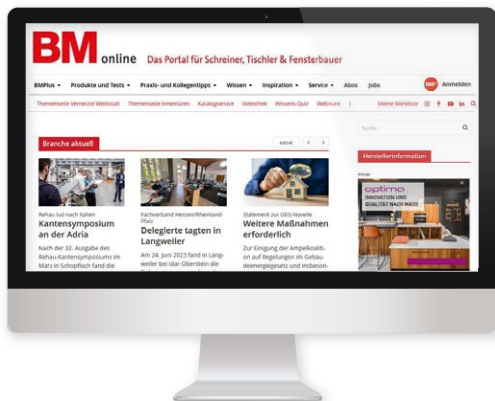
BAU



Website

www.bm-online.de (Prices valid as of 01.10.2023, in €, plus VAT)

BM
Inneneinbau / Möbel / Bauelemente



www.bm-online.de

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





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

Traffic (monthly average, 1st half year 2023, source: Matomo Analytics)








Page impressions: 256,000

Visits: 79,000

Ad format on all pages*	Position on desktop and tablet**	Size in pixels (w x h) Desktop and tablet	Description Desktop and tablet	Positioning on phone display	Size in pixels (w x h) Smartphone	Prices*** / 4 weeks
Leaderboard		728 x 90	Placement above header		300 x 50	1,090.00
Large leaderboard		970 x 90				1,200.00
Skyscraper		120 x 600	Placement on far right next to content		300 x 50	1,090.00
Wide skyscraper		160 x 600				1,200.00
Hockeystick		728/970 x 90 and 120/160 x 600	Leaderboard adjacent to skyscraper on the right		300 x 75	1,860.00

Frame ad		160 x 600 and 1,125 x 90 and 160 x 600	Leaderboard with skyscrapers on left and right. Tablet display in hockeystick format only.		300 x 75	2,340.00
Half-page ad		300 x 600	Banner in outer column in a medium rectangle placement		300 x 600	2,040.00
Medium rectangle		300 x 250	Banner within content or in outer column		300 x 250	1,300.00
Video ad		300 x 250	Video is played in medium rectangle positioning. Video starts automatically.		300 x 250	1,300.00
Plus 1 year video library						1,900.00

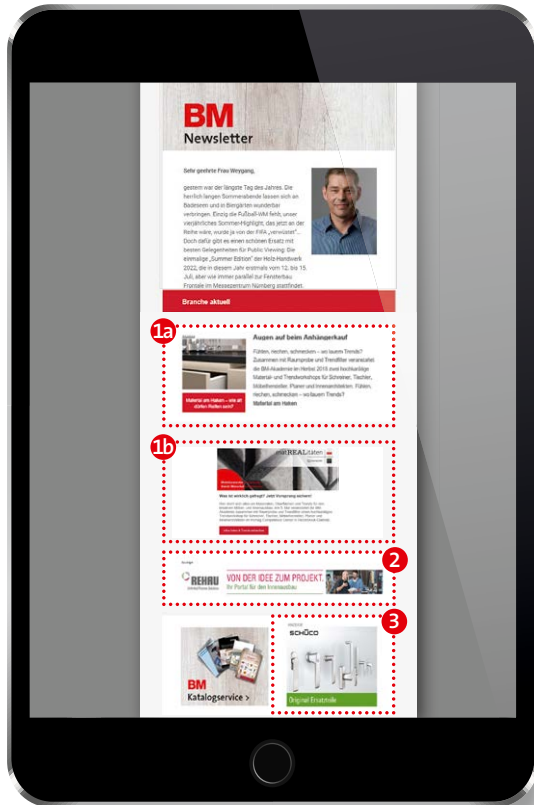
Special advertising forms for even greater awareness:

Sticky skyscraper		120 x 600	Placement on the right side next to content. Banner remains in field of view when scrolling the page.		300 x 50	1,790.00
Sticky wide skyscraper		160 x 600				1,840.00
Billboard		970 x 250	Banner directly below navigation bar		300 x 75	3,090.00
Wallpaper with background colour (specify HEX code)		728/970 x 90 and 120/160 x 600	Leaderboard adjacent to skyscraper on the right and additional background colour		300 x 75	2,150.00
Ad bundle	An ad bundle consists of the ad formats leaderboard, skyscraper and medium rectangle. The ads are delivered separately, not simultaneously.					2,890.00

Other formats on request. Displayed in rotation. *Except on selected topic pages / special pages. **Size and position in picture illustrative. ***Prices include link to your website.
Submission of files: 7 days prior to dispatch date via kundenportal.konradin.de File formats: GIF, JPG, HTML5 (responsive), redirect (file size max. 80 KB). Please create HTTPS-compatible HTML5 and redirect files. File format for video ad: MPEG4 (file size max. 30 MB). We reserve the right to adjust the file size for video ads. Tracking codes and tracking pixels are possible. If you have any questions about the delivery of advertising material, please contact auftragsmanagement@konradin.de
Ask for our detailed advertising rates for online formats: bm.anzeigen@konradin.de or directly available at www.bm-online.de



Newsletter (Prices valid as of 01.10.2023, in €, plus VAT)



Size and position of advertising formats for illustrative purposes only.

BM newsletter

The BM editorial team creates a fortnightly online newsletter that is sent to over **19,000 interested** industry professionals. This is a quick and easy way to reach your target audience.

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

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

Advertising format / newsletter	Size in pixels (W x H)	Prices
1a Text/image ad	Image 200 x 150 and text 300 characters incl. spaces + URL for linking the advertising format	1,250.00
1b Text/image ad premium	Image 550 x 330 and text 300 characters incl. spaces + URL for linking the advertising format	1,850.00
2 Full banner	468 x 60 or 590 x 100	990.00 1,090.00
3 Medium rectangle	300 x 250	1,200.00

Every advertising format can be linked to your website.

Submission of files:

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



Standalone Newsletter (Prices valid as of 01.10.2023, in €, plus VAT)



Standalone newsletter: individually bookable BM special newsletter

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

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

It's as simple as that:

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

Standalone newsletter	Circulation	Price
Content <ul style="list-style-type: none"> • Welcome text • Contact details • Logo • 3-5 articles incl. images • Imprint 	19,000 newsletter recipients	4,900,00

Submission of files:

14 days prior to dispatch date by e-mail to auftragsmanagement@konradin.de



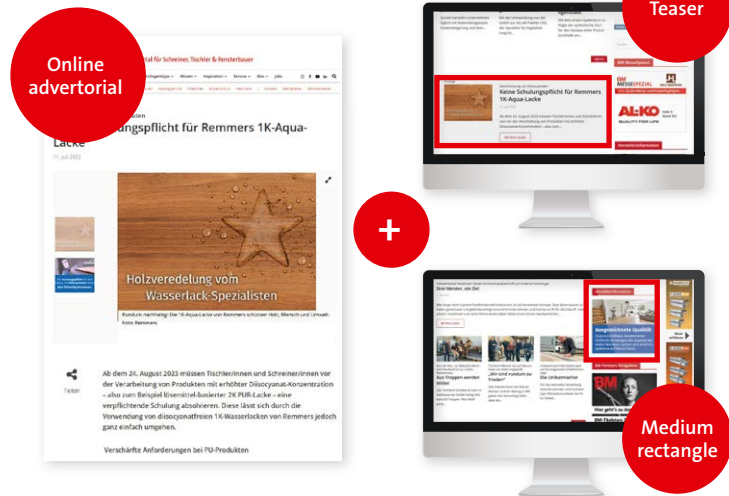
Website

Online Advertorial (Prices valid as of 01.10.2023, in €, plus VAT)

BM
Innenausbau / Möbel / Bauelemente

BM online advertorial

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



Your benefits:

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

Service package

Online advertorial on www.bm-online.de
Runtime: 12 months
Article remains in the online article archive
(no active deletion afterwards)

Teaser and medium rectangle
on bm-online.de, runtime: 4 weeks
with link to online advertorial

Article will be marked as "advertorial"

Price

2,250.00

Technical specifications / placement

Online advertorial:

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

Placement in the editorial part of the website

Teaser:

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

Medium rectangle:

- Eye-catching image, format 300 x 250 pixels (w x h), JPG/GIF/HTML5, max. 80 KB

Placement of the medium rectangle close to content and on (almost) all pages of the website with link to your online advertorial

Data submission:

14 days prior to campaign start via our customer portal: kundenportal.konradin.de

**Attention-grabbing – illustrative – long-term****Place your product or application video with BM!****In focus:
Video****Your benefits:**

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

BM video package 1: Video library + newsletter

Benefits	Price
Video library: Presentation of your video with still image and text in the BM video library on bm-online.de, 12 months runtime	1,250.00
Sponsored link: With video start image and text in the BM newsletter, incl. link to the BM video library	

BM video package 2: Video library + video ad

Benefits	Price
Video library: Presentation of your video with still image and text in the BM video library on bm-online.de, 12 months runtime	1,900.00
Video ad: Prominently placed on bm-online.de, 4 weeks runtime	

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

Benefits	Price
Video library: Presentation of your video with still image and text in the BM video library on bm-online.de, 12 months runtime	2,350.00
Video ad: Prominently placed on bm-online.de, 4 weeks runtime	
Sponsored link: With video start image and text in the BM newsletter, incl. link to the BM video library	

Video special in the BM newsletter – Dates: 16.05., 24.10.2024**Data submission for video and newsletter:**

14 days before start of campaign via our customer portal: kundenportal.konradin.de
 Video: MPEG 4 format, max. 30 MB (we reserve the right to adjust the file size for video ads)

Still image: jpg or png, 770 pixels wide

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

**1 Basic: BM catalogue service – online**

Put your catalogue online! Interested experts can order or download your catalogue from www.bm-online.de.

Your benefits:

- Direct response
 - Generation of leads
 - Reaches new customer groups
 - Little effort – high impact
- Bookable and updateable at any time

79,000 visits/month

**2 Premium: BM catalogue service – online + print**

Use our cross-media offer! Place your catalog online and additionally in the print editions of BM. You will reach an additional **58,000 readers** per month and thus get more attention and contacts.

79,000 visits/month
58,000 readers/issue

**3 Premium PLUS:****BM catalogue service – online + print + newsletter**

You can supplement our cross-media offer of print + online products with a text/image advertisement in our BM newsletter. This allows you to reach an additional **19,000 newsletter recipients**.

With Premium PLUS, you will achieve the highest level of target audience attention for your catalogue.

79,000 visits/month
58,000 readers/issue
19,000 newsletter subscribers

**1 Basic: BM catalogue service – online****Prices**

6 months runtime

820.00

12 months runtime

1,150.00**2 Premium: BM catalogue service – online + print**

6 months online + 6 x in print issue

2,580.00

12 months online + 12 x in print issue

3,730.00**3 Premium PLUS: BM catalogue service – online + print + newsletter**

6 months online + 6 x in print issue + 1 x text/image ad

3,130.00

12 months online + 12 x in print issue + 2 x text/image ad

4,620.00

(Traffic for www.bm-online.de, monthly Ø values, source: Matomo Analytics)



Cross-Media

Special Trade-Fair Packages (Prices valid as of 01.10.2023, in €, plus VAT)



BM special trade-fair packages

Attractive cross-media offers for the trade fairs:

HOLZ-HANDWERK 2024

FENSTERBAU FRONTALE

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

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

79,000 visits/month
58,000 readers/issue
19,000 newsletter subscribers



Service package	Rate per fair
Logo presence print + online Your logo <ul style="list-style-type: none"> in the trade-fair issue BM 3/2024 and for 6 weeks in the revolving logo display on bm-online.de (from mid-February 2024) 	
Company/product presentation Your coverage (1,500 characters plus image) <ul style="list-style-type: none"> on an exclusive microsite on bm-online.de and in the special newsletter for HOLZ-HANDWERK or FENSTERBAU FRONTALE 	1,650.00



Cross-Media

BM Contest (Prices valid as of 01.10.2023, in €, plus VAT)



BM contest – become a sponsor!



Your benefits:

- + Intensive market presence over several weeks
- + Greater awareness of your products
- + Enhanced visibility of your offer
- + Wider knowledge, e.g. about your company, your products, brands, services
- + Generation of addresses of potential customers (voluntary information/GDPR-compliant)

Monthly contest

Services included

- Microsite for your prize on BM online
- 1/2 page advert in the magazine on page 10 ((information about the contest and description of the prize)
- Text/image advert in BM newsletter
- Medium rectangle on BM online
- Distribution on BM's social media channels
- Lead generation: You will receive the addresses of the contestants
- 1 month runtime
- Optional: You can add 3 quiz questions (by arrangement)

Services	Price/ 1 month runtime
Full media presence package	4,800.00*
Sponsor provides prize(s)	

*Direct price without agency commission / total value of prize: at least 600.00

Data requirements

- Company logo: EPS/PDF file format, 4c, 300 dpi
- Images: 1-3 images to choose from, JPG, 300 dpi, if possible as cut-out images
- Text: Product description, max. 1,500 characters

Email data to: simone.felk@konradin.de



Social Media Advertising

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

Your benefits:

- You reach BM's followers
- Your offer gets even more attention
- You gain new followers

Placement / display

- **Photo ad / video ad / carousel ad:** Post will be displayed on the BM Instagram account / BM Facebook account.
Post is shared in the BM feed and in the news feed of BM followers.
- **Story ad:** Post (image or video) is included in the BM stories in the Story bar
- **Video ad (post):**
On Facebook, videos are shown in the news feed.
On Instagram, videos appear in the news feed and video feed.

Tips for creating posts

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

Followers

- Facebook: 4,200 followers
- Instagram: 10,000 followers



Ads on Facebook	Price
Photo ad Image and text plus link as post	750.00
Video ad Video and text plus link as post or reel	750.00
Carousel ad Up to 10 images or videos and text plus link as post	1,250.00



Ads on Instagram	Price
Story ad Image or video plus link as story post (24h) Also run automatically on Facebook	1,350.00
Photo ad Image and text as post	890.00
Video ad Video and text plus link as post or reel	890.00
Carousel ad Up to 10 images or videos and text as post	1,450.00

Other advertising formats are available on request.

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



A knowledge-based edge

BM market survey



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

Join us!

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

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

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

Your benefits:

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

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

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

Scope	Prices*
3 questions	2,090.00
5 questions	3,050.00
7 questions	3,950.00

*Direct price without agency commission

Next surveys: Spring and autumn 2024

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



Digital Practice Day – Inspiration for joinery and cabinetmaking



Lecture programme plus partner logo page:

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

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

Strong arguments for your participation

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

Price for service package	4,500.00
plus VAT, no agency commission	

Optional: individual recording of your presentation for further use

Price for recording of your presentation	750.00
plus VAT, no agency commission	

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

Please do not hesitate to contact us for further information.
Contact: bm.anzeigen@konradin.de

Trade Media of the Konradin Media Group

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

For more information about our portfolio in the fields of architecture, crafts, industry, eye care, fine living and knowledge, please visit www.konradin.de

Printing:
We specialise in complex catalogue productions involving multiple languages or versions as well as standardised catalogues. More at: konradindruck.de

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

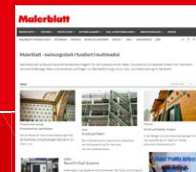
Corporate publishing:
We produce corporate communication tailored to your target group, in print and online, from customer magazines to web portals. Visit konradin.de for more details.



bm-online.de



dds-online.de



malerblatt.de



lackiererblatt.de