

# MEDIA GUIDE

2019





SCHWIMMBAD+SAUNA is the exclusive media partner of:

- Bundesverband Schwimmbad & Wellness e.V.
- Österreichischer Verband der Schwimmbad- und Saunawirtschaft
- Wellness Stars Deutschland e.V.
- Deutscher Saunabund e.V.



As the only magazine in the German market, SCHWIMMBAD+SAUNA offers the Golden Wave, a reward for outstanding producers and retailers in eight categories. The importance of this reward is shown by multiple uses for the advertising camp campaigns of produceres.

» SCHWIMMBAD+SAUNA:

Founded in: 1968  
Copy Price: 5,50 €  
Circulation:  
30.000 + 7.000 ePaper  
Frequency: 6x year, bimonthly  
Format: 210 x 297 mm



SCHWIMMBAD+SAUNA opens the view beyond german borders. As a member of the International Pool & Spa Press Alliance - in collaboration with partner magazines from France, Italy, Spain, Great Britain and Russia, who are market-leaders in their countries – we report on important international trends, developments and news.

SCHWIMMBAD+SAUNA differentiates by top level features of produceres and products. The biggest editorial team with 5 specialised editors and 1 Online editor is your exclusive partner for any request of information.

2,2 MIO.  
KONTAKTE



WELLNESS

Benefit from 2,2 million contacts per year with your strong partner SCHWIMMBAD+SAUNA.



Peter Lang, Joachim Scheible, Susan Carlizzino-Hoog, Ruth Mayr (v.l.n.r.)

Exclusive distribution channels

- prefab-house exhibition „Eigenheim und Garten“ in Munich, Stuttgart, Frankfurt and in Switzerland with more than 250.000 visitors per year
- All important fairs and exhibitions in the german-speaking area
- Specialist retailers, hotels and bath industry
- Subscribers, newsstand sales and direct orders
- The big circulation at the specialist retailers assures a maximum on-site availability for end consumers
- Bundle activities, e.g. Schwimmbad+Sauna is bundled up with Hausträume or other magazines from our publishing house
- Supply of 118 subsidiaries of Bauhaus
- cooperation und publication in various daily newspaper
- E-Paper on ready.com
- Blaue Lagune prefab-house exhibition in Vienna/Austria
- More digital distribution by ePaper and digital newsstand retailers



SCHWIMMBAD+SAUNA is present on all important fairs and exhibitions in the german-speaking area and in Europe:

- Interbad, Stuttgart
- Aquanale, Cologne
- piscine global, Lyon
- BSW Infotage
- pool + garden, Tulln
- Gala Bau, Nuremberg
- Forum Piscine, Bologna
- BAU Expo, Giessen
- Garten/Outdoor/Ambiente, Stuttgart
- SUN, Rimini
- Haus & Wohnen, Dortmund
- Inventa Karlsruhe
- Blühendes Österreich, Wels and many others



## ONLINE: High number of visits

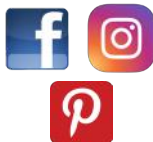
With our domain [www.swimmbad.de](http://www.swimmbad.de) we reach monthly on average of 60.000 users, who are interested in pools, saunas, whirlpools and steam baths. With our market leading website we inform about products, producers and retailers with novelties from our sector.

On [www.swimmbad.de](http://www.swimmbad.de) visitors can order free of charge brochures from different producers in the pool and spa sector. The domain [www.naturpools.de](http://www.naturpools.de) offers a large variety of information about nature pools and ponds.



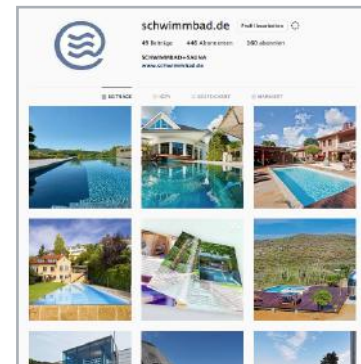
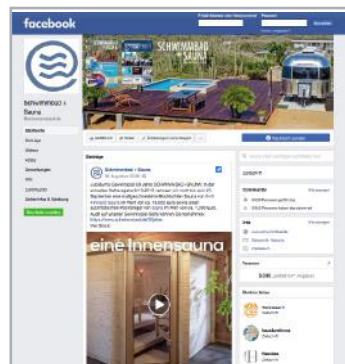
## MOBILE

Since 2015:  
Our App „Pool und Sauna“  
from SCHWIMMBAD+SAUNA



## SOCIAL MEDIA

In addition, we inform our customers on social media channels like Facebook, Instagram and Pinterest.



ISSUE	1/2-2019	3/4-2019	5/6-2019	7/8-2019	9/10-2019	11/12-2019	1/2-2020
publication date	22.12.18	23.02.19	27.04.19	22.06.19	24.08.19	19.10.19	21.12.19
Ad-/Forms closing date	12.11.18	14.01.19	18.03.19	13.05.19	15.07.19	09.09.19	11.11.19
Print material deadline	19.11.18	21.01.19	25.03.19	20.05.19	22.07.19	16.09.19	18.11.19
Themenspecials	LED-lightning	Water attractions	Poolcare	Types of pools	Heat & energy technology	Whirlpools & Spa	Infrared cabins/ steam bath
Reportages	All issues include subjects like photo reportages of In- / Outdoor pools, Swim Spas, Whirlpools, ponds and much more...						
Fair & event reports		pool + garden	Wellness Alpin	Outside	Piscina & Wellness, Barcelona	aquanale, Cologne	after show reports

## TOPICS 2019

Ponds

Wellness + Health

Smart Pool

Whirlpools

Swim Spa

Sauna

Poolcare

pool technology

Water attractions

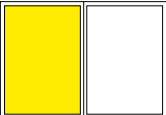
Heat + energy


steam bath

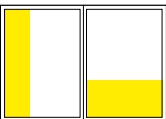
cover systems

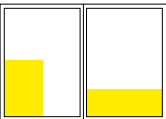
Spa + Hotel


Water circulation Outside Living

	1/1	Type area	184 x 276	6.500 €
		Trim size*	210 x 297	

	1/2 vertical	Type area	90 x 276	3.710 €
		Trim size	102 x 297	
	1/2 horizontal	Type area	184 x 136	
		Trim size	210 x 147	

	1/3 vertical	Type area	58 x 276	2.700 €
		Trim size	70 x 297	
	1/3 horizontal	Type area	184 x 89	
		Trim size	210 x 100	

	1/4 vertical*	Type area	90 x 136	2.030 €
	1/4 horizontal*	Trim area	184 x 66	

	1/8 vertical*	Type area	90 x 66	1.100 €
	1/8 horizontal*	Trim area	184 x 31	

Pool builders index                      6 entries                      85 x 38                      900 €

A special service for our readers is the address index. In each issue we publish qualified swimming pool retailers listed by postal codes. These insertions are additionally published on [www.schwimmbad.de](http://www.schwimmbad.de).

The package includes 6 address insertions per year with logo + 1 address insertion with logo in the net incl. links + 2 copies

We gladly assist You designing the advertisement at the cost of 50 €.

Your contact persons:

Marijan Lazic, Tel.: 0711/5206-233, [lazic@fachschriften.de](mailto:lazic@fachschriften.de)

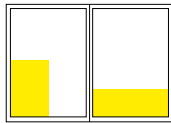
Duygu Dogan, Tel.: 0711/5206-209, [dogan@fachschriften.de](mailto:dogan@fachschriften.de)



All prices plus VAT. All measures in mm (width x height).

\* bleed: Format (width x height) plus 3 mm bleed at all sizes.

**JOB OFFERS**



1/4 vertical Type area 90 x 136 800 €  
1/4 horizontal Type area 184 x 66

box no. possible 20 €

All prices plus VAT. All measures in mm (width x height).

\* Type area: trim size 3 mm on each side

**SAMPLE**



Further formats available on request

All job offers are also published online on [www.schwimmbad.de](http://www.schwimmbad.de).

**Digital data transfer**

Digital datas (PDF) with content proofs must be delivered in 4c to [skora@fachschriften.de](mailto:skora@fachschriften.de). Further details for the application of digital data transfer can be found at [www.fachschriften.de/anzeigen](http://www.fachschriften.de/anzeigen). Changes after the deadline are only possible after agreement with the publisher and extra costs incurred as a result are to be paid.

**SUPPLEMENTS, INSERTS, DISCOUNTS AND GENERAL**

**Supplement**

1 sheet / 2 pages	4.500 €
2 sheet / 4 pages	5.000 €
4 sheet / 8 pages	5.500 €
8 sheet / 16 pages	7.100 €

**Discounts**

All bookings within one business year. No discounts for supplements and inserts.

**Terms of payment**

Up to 14 days after day of invoice net cash. The invoice dispatch ist send by e-Mail as PDF. EG Ust.-Id. Nr: DE 147321116, Steuer-Nr. 90487/48675.

**Inserts**

Trimsize: 210 x 297 mm plus 5 mm head bleed and 3 mm for the other sides. Minimum weight for 1 sheet: 115 g/qm, for 2 or more sheets: 90 g/qm.

Loose inserts up to 30 g, complete circulation 3.050 €  
Min. trimsize 148 x 105 mm  
Max. Trimsize 195 x 285 mm

All services are subject to the general terms and conditions with regard to advertisting in magazines as well as the additional terms and conditions of Fachschriftenverlag as published at [www.fachschriften.de](http://www.fachschriften.de)

Supplements and inserts must be suitable for mechanical process. Sample necessary upon commission. Upper weights on demand. Only complete circulation. Delivery address will be told in time.

**Special placement**

Obligatory 10 % surcharge. Not possible for ads smaller than 1/2 page.

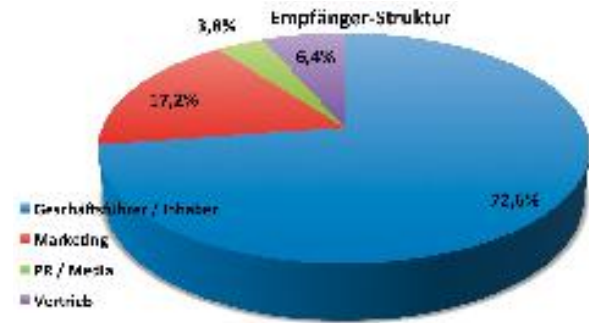


NEWSLETTER

SCHWIMMBAD + SAUNA PROFİ



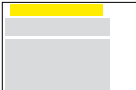
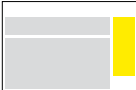
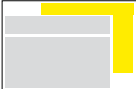
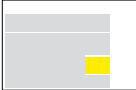
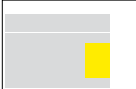
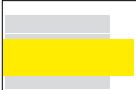

Once a month, the free industry's newsletter is sent to over 3.000 subscribed top decision-makers at producing and reselling companies in the German pool & spa sector. Providing news and significant information from the industry, it is the right environment for your advert where you can inform about product innovations, possible partnerships, training opportunities or job offers – everything you need to communicate into the German pool & spa market. Your advert can be linked to your homepage.



- Banner ad: 450 €
- Text ad with photo: 450 €
- Job offer: 450 €



**STANDARDFORMATE**

	<b>Super-Banner</b> Format: 728 x 90 Pixel*	1 Month	250 €
	<b>Wide-Skyscraper</b> Format: 160 x 600 Pixel*	1 Month	300 €
	<b>Wallpaper</b> Format: 728 x 90 Pixel und 120 x 600 Pixel oder 728 x 90 Pixel und 160 x 600 Pixel*	1 Month	350 €
	<b>Medium Rectangle</b> Format: 300 x 250 Pixel*	1 Month	200 €
	<b>Halfpage Ad</b> Format: 300 x 600 Pixel*	1 Month	550 €
	<b>Banderole Ad</b> Format: 770 x 250 Pixel*	1 Month	900 €
	<b>XX-Large Mobile Ad</b> Format: 640 x 100 Pixel* (only Smartphones)	1 Month	300 €

\* data formats: JPEG-, HTML5-, GIF; max. 70 KB

**Premium-Galery-Slider**

The big galery-slider on our Homepage is the most emphasized advertising space and can be booked. You have the possibility to place your wide advertising in an eye-catching way. We link the Premium-Galery-Slider with the Website as desired.



1 month	550 €
3 months	1.400 €
6 months	2.500 €
12 months	4.700 €

Reference: This format is only available, if there is space available

**Hot topic (Advertorial)**

The hot topic on swimmbad.de offers much space to present content to a chosen topic. This can be e.g. product information, company novelties or basic and background know-how. We publish provided text, photo or video material with your contact information, your logo and link. During the booking period you have the possibility to change the content.



1 month	600 €	6 months	2.500 €
3 months	1.400 €	12 months	4.500 €

Facebook Ad

1 month

3.750 €



With our Facebook Ad you can communicate your advert or other content in the name of our Facebook channel SCHWIMMBAD+SAUNA and generate awareness at a greater range. We generate your promotional campaign in close cooperation with the customer, which is displayed in the Facebook network. The target group appeal uses SCHWIMMBAD+SAUNA, so that the ad is less perceived as classic advertising, but rather as an editorial recommendation. The Facebook Ad is linked with the desired website.

Product presentation

12 months

300 €

The product presentation offers enough place for your products in our market overviews. The standardised structure includes the product name, company address, link to your Homepage, description, images and price. Furthermore the user can order information about the product and producer. it provides the ideal environment for the profiling of your offer.



Company profile

12 months

550 €

The company profile offers place for the presentation of your company. The site is inside our market review and at your free disposal: text, images - it's up to you to present your company in the best way possible. Contact information, E-Mail-Service for material and a link to your Homepage are also part of this package.



## Fachschriften-Verlag GmbH &amp; Co. KG

Publishing house



Höhenstraße 17, 70736 Fellbach  
Phone: +49711/5206-1, Fax: +49711/5206-300  
[www.fachschriften.de](http://www.fachschriften.de)  
[anzeigen@fachschriften.de](mailto:anzeigen@fachschriften.de)

## Editorial Office



Peter Lang  
Editor-in-chief  
Phone: +49711/5206-207  
[lang@fachschriften.de](mailto:lang@fachschriften.de)



Joachim Scheible  
Editor  
Phone: +49711/5206-262  
[scheible@fachschriften.de](mailto:scheible@fachschriften.de)



Susan Carlizzino-Hoog  
Editor  
Phone: +49711/5206-279  
[carlizzino@fachschriften.de](mailto:carlizzino@fachschriften.de)



Ruth Mayr  
Editor  
Phone: +49711/5206-282  
[mayr@fachschriften.de](mailto:mayr@fachschriften.de)

## Advertising



Marijan Lazic  
Sales Director  
Phone: +49711/5206-233  
[lazic@fachschriften.de](mailto:lazic@fachschriften.de)



Duygu Dogan  
Media Manager  
Phone: +49711/5206-209  
[dogan@fachschriften.de](mailto:dogan@fachschriften.de)



Julia Skora  
Ad Administration  
Phone: +49711/5206-266  
[skora@fachschriften.de](mailto:skora@fachschriften.de)



Julia Jans  
Online Marketing Manager  
Phone: +49711/5206-283  
[jans@fachschriften.de](mailto:jans@fachschriften.de)