

Media-  
Information  
**2023**

**30** years

Der  
**Facility Manager**

Gebäude und Anlagen  
besser planen, bauen, bewirtschaften



**FM-job market**  
page 32

**New online portal:**  
[www.cafm-news.de](http://www.cafm-news.de)  
page 30

[www.facility-manager.de](http://www.facility-manager.de)  
[www.facility-stellenangebote.de](http://www.facility-stellenangebote.de)



Zeitschriften und  
Spezialmedien GmbH

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**www.facility-manager.de**

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FORUM Zeitschriften und Spezialmedien GmbH, Mandichostraße 18, D-86504 Merching, phone +49 (0) 82 33/381-126/-643, fax +49 (0) 82 33/381-212

**1 Profile in brief:** Better planning, construction and management of buildings and facilities. The trade magazine "Der Facility Manager" offers solutions for this task and gives practical recommendations for action at the strategic level of company organization as well as the practical level of real estate and property operation. Sound practice reports, interviews, background information, product news and topical news offer expert knowledge for all real estate operators in business, industry and the public sector. Extensive and detailed market reviews provide orientation.

**2 Memberships:** AGI

**3 Organ:** -

**4 Publisher:** -

**5 Editor:** Robert Altmannshofer, editor-in-chief

**6 Advertising:** Helmut Junginger, Verena David

**7 Volume:** 30<sup>th</sup> volume 2023

**Frequency of  
publication:** 10 issues per year

**8 Publisher:** FORUM Zeitschriften und Spezialmedien GmbH

**9 Postal address:** P.O. Box 1340, D-86408 Mering

**Street address:** Mandichostraße 18, D-86504 Merching

**10 Telephone:** +49 (0) 8233/381-0

**Fax:** +49 (0) 8233/381-212

**11 Internet:** [www.facility-manager.de](http://www.facility-manager.de)

**12 Editorial calendar:** see pages 8-11

**13 Subscription rates:** plus shipping costs

**Annual subscription** Germany € 125.19 (incl. VAT)

**Retail sales:** € 14.00 (incl. VAT)

**ISSN-Nr.:** 0947-0026

**14 age analysis:** 2021 = 10 issues

<b>Magazine format:</b>	DIN A 4
<b>Total number of pages:</b>	724 pages = 100.0 %
<b>Editorial pages:</b>	590 pages = 81.5 %
<b>Advertising section:</b>	134 pages = 18.5 %
of that:	Job ads and classified ads Publisher's advertisements
	2.9 pages = 2.2 %
	26.3 pages = 19.6 %
<b>Inserts:</b>	11

**15 Content analysis of the editorial section:** 2021 = 590 pages

Market	22.9 pages = 3.9 %
Management & Services	209.8 pages = 35.6 %
Technology (with special focus inter alia on maintenance of outdoor spaces, lifts, fire safety, electromobility, energy, flat roofs, heating/ventilation/air conditioning, light/lighting, safety, drinking water hygiene, housing industry)	141.0 pages = 23.9 %
Data & Systems	66.2 pages = 11.2 %
Planning & Building	21.9 pages = 3.7 %
Working Environments	48.3 pages = 8.2 %
Events	21.3 pages = 3.6 %
Job & Career	16.8 pages = 2.8 %
Miscellaneous	41.8 pages = 7.1 %

All rates in € plus valid VAT

**1 Magazine format:** w = 210 mm, h = 297 mm, A4 format

**2 Type area:** w = 190 mm x h = 264 mm

**Number of columns:** 4 columns, width 44 mm/column

**3 Printing and binding method, printing material:**

Offset, adhesive binding. Printing material is to be submitted digitally. Please note that separate guidelines apply (see information sheet „Electronically submitted printing material“ page 43).

**4 Dates:**

Frequency of publication: 10 times per year

Date of publication: see editorial calendar pages 8-11

Closing date: see editorial calendar pages 8-11

**5 Publisher:**

FORUM Zeitschriften und Spezialmedien GMBH

**Street address:**

Mandichostraße 18, D-86504 Merching

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www.facility-manager.de

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E-Mail: verena.david@forum-zeitschriften.de

**6 Terms of payment:**

Payment by direct debit with 2% discount.

Within ten days from invoice date net.

VAT ID No. DE 262996914

**Bank details:** Stadtparkasse Augsburg (sort code 720 500 00), account no. 2 587 921

IBAN: DE88720500000002587921, BIC: AUGSDE77XXX

**7 Ad formats and rates:** (all rates in € plus valid VAT)

Format	1c/4c Euroscale	1-column (bleed*) mm	2-column (bleed*) mm	3-column (bleed*) mm	4-column (bleed*) mm
1/1 page	6,150.-				190 x 264 (210 x 297*)
Junior Page	4,600.-			140 x 190 (148 x 202*)	
3/4 page	5,090.-			140 x 264 (148 x 297*)	
2/3 page	4,820.-				190 x 178 (210 x 198*)
1/2 page	4,340.-		92 x 264 (100 x 297*)		190 x 132 (210 x 148*)
1/3 page	3,330.-	60 x 264 (68 x 297*)	92 x 164 (100 x 176*)		190 x 88 (210 x 95*)
1/4 page	2,970.-	44 x 264 (52 x 297*)	92 x 132 (100 x 148*)		190 x 65 (210 x 75*)
1/8 page	1,910.-	44 x 132	92 x 65		
2/1 page crossover	11,460.-				392 x 264 (420 x 297*)
2 x Junior page crossover	8,660.-				280 x 190 (296 x 202*)
2 x 1/2 page crossover	7,580.-				392 x 132 (420 x 148*)
Opening flap, (inside and outside)	7,880.-	115 x 297* (inside), 115 x 297* (outside)			
Banderole 60 x 480 mm	8,470.-				
Price per mm 1-column, 4c	15.60				

\*Formats for bleed advertisements: add 3 mm for trimming. These rates are also valid for adverts in the special sections of the magazine.

## 8 Preferential placements:

Outside back cover 4c	6,700.-
Inside back cover 4c	6,360.-
Inside front cover 4c	6,460.-
Binding placement instructions	20% of the basic rate

## 9 Colour surcharges:

For each special colour (HKS, Pantone etc.)	1,250.-
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## 10 Format surcharges:

Isolated adverts (surrounded by text)	50% of the basic rate
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## 11 Job ads, special/additional formats

<b>Trade directory:</b> print + internet + link	see page 12
– annual subscription only (includes 10 issues and 4 special issues), not eligible for discounts. For details and categories see page 12.	
Advertising entries 4c, 1 column each (44 mm width) per issue + category Column	4.20/mm

<b>Trade directory:</b> Upgrade to premium entry on <a href="http://www.facility-manager.de">www.facility-manager.de</a>	see page 13 660.-
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<b>Market reviews</b>	see pages 14-17
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<b>Compendiums</b>	see pages 18-23
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<b>Online advertising</b>	see pages 12-13, 24-29
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<b>Events + Sponsoring</b>	see page 31
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<b>Job market</b>	see page 32
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<b>Advanced training</b>	see page 33
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<b>Special advertising formats</b>	on request
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## 12 Discounts: for advertising within one year of insertion (beginning with the publication of the first ad)

### Frequency discount/quantity discount:

3insertions	3%	2 pages	3%
6insertions	5%	3 pages	5%
8insertions	10%	6 pages	10%
10insertions	15%	8 pages	15%
		10 pages	20%

### All surcharges will be discounted: colour and placement.

Inserts and technical extra costs are not eligible for discount.

## 13 Tip-ons:

2-page	3,450.-
4-page	5,760.-
8-page	8,080.-
Partial format tip-ons on request.	
required quantity:	8,300

## 14 Inserts: (not eligible for discount)

loose inserts, maximum size 205 x 290 mm	
Price up to 25 g	270.- per thousand
Price up to 50 g	330.- per thousand
plus valid postage	
required quantity:	8,300

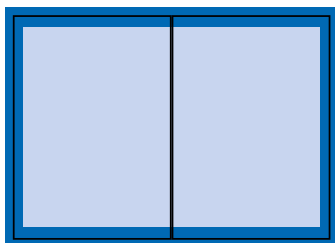
## 15 Adhesive postcards, samples and the like:

Attached manually:	110.- per thousand
plus valid postage	
(not eligible for discount). Rates do not apply to commercial samples.	
required quantity:	8,300

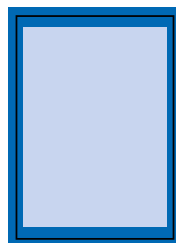
## 16 Address for shipment:

Silber Druck oHG	
Otto-Hahn-Straße 25	
D-34253 Lohfelden	
For „Der Facility Manager“ issue (no.)	

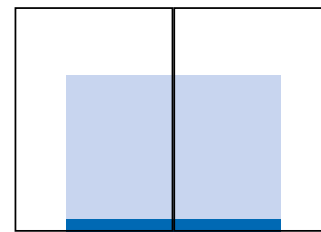
### Delivery memo:



**2/1 pages crossover**  
392 mm x 264 mm (w x h)  
420 mm x 297 mm\* (w x h)



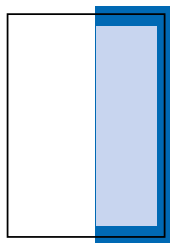
**1/1 page**  
190 mm x 264 mm (w x h)  
210 mm x 297 mm\* (w x h)



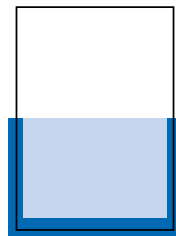
**2 x junior page crossover**  
280 mm x 190 mm (w x h)  
280 mm x 202 mm\* (w x h)



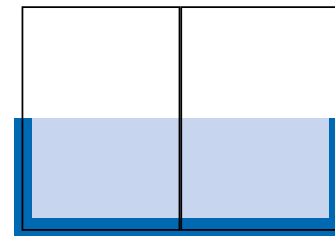
**Opening flap**  
Inside 115 mm x 297 mm\* (w x h)  
Outside 115 mm x 297 mm\* (w x h)



**1/2 page, 2-column**  
92 mm x 264 mm (w x h)  
100 mm x 297 mm\* (w x h)



**1/2 page, 4-column**  
190 mm x 132 mm (w x h)  
210 mm x 148 mm\* (w x h)

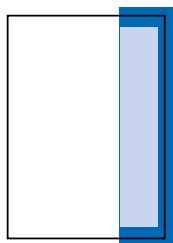


**2 x 1/2 page crossover**  
392 mm x 132 mm (w x h)  
420 mm x 148 mm\* (w x h)

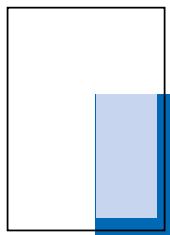
Formats for advertisements in the type area

\*Formats for bleed advertisements: ad 3 mm for trimming.

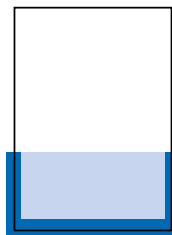
Elements affected by bleed trimming need to be positioned at least 8 mm away from the trim.



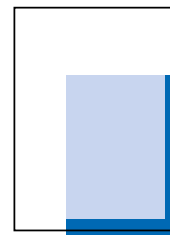
**1/3 page, 1-column**  
 60 mm x 264 mm (w x h)  
 68 mm x 297 mm\* (w x h)



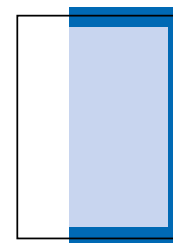
**1/3 page, 2-column**  
 92 mm x 164 mm (w x h)  
 100 mm x 176 mm\* (w x h)



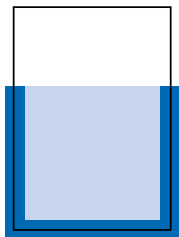
**1/3 page, 4-column**  
 190 mm x 88 mm (w x h)  
 210 mm x 95 mm\* (w x h)



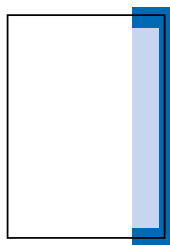
**Junior page**  
 140 mm x 190 mm (w x h)  
 148 mm x 202 mm\* (w x h)



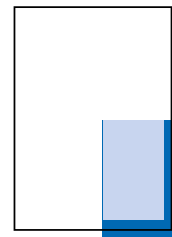
**3/4 page, 3-column**  
 140 mm x 264 mm (w x h)  
 148 mm x 297 mm\* (w x h)



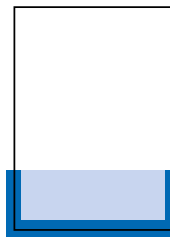
**2/3 page**  
 190 mm x 178 mm (w x h)  
 210 mm x 198 mm\* (w x h)



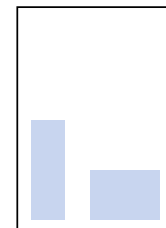
**1/4 page, 1-column**  
 44 mm x 264 mm (w x h)  
 52 mm x 297 mm\* (w x h)



**1/4 page, 2-column**  
 92 mm x 132 mm (w x h)  
 100 mm x 148 mm\* (w x h)



**1/4 page, 4-column**  
 190 mm x 65 mm (w x h)  
 210 mm x 75 mm\* (w x h)



**1/8 page, 1-column**  
 44 mm x 132 mm (w x h)  
 1/8 Seiten 2spaltig  
 92 mm x 65 mm (w x h)

## Formats for advertisements in the type area

\*Formats for bleed advertisements: add 3 mm for trimming.

Elements affected by bleed trimming need to be positioned at least 8 mm away from the trim.

**FORUM Zeitschriften und Spezialmedien GmbH, Mandichostraße 18, D-86504 Merching, phone +49 (0) 82 33/381-126/-643, fax +49 (0) 82 33/381-212**

Issue	Dates	Topics	Fairs and symposiums	
<b>1/2</b> <b>January/February</b> <b>PD: 27-Jan-2023</b> ED: 19-Dec-2022	Closing date: 9-Jan-2023 Printing material: 10-Jan-2023	Energy services and energy supply Indoor air quality and indoor air hygiene Protecting critical infrastructure Catering: New concepts for catering for the community Working environment: Ergonomics and wellbeing at the workplace	3-Feb-2023 – 7-Feb-2023 3-Feb-2023 – 7-Feb-2023	Christmasworld, Frankfurt Ambiente, Frankfurt
<b>3</b> <b>March</b> <b>PB: 24-Feb-2023</b> ED: 19-Jan-2023	Closing date: 26-Jan-2023 Printing material: 2-Feb-2023	<b>Trade fair preliminary report: ish</b> Drinking water hygiene and sanitary installation Technical insulation and isolation Maintenance of outdoor spaces Catering: Canteen kitchen technology Working environment: Spatial and partition systems	10-Mar-2023 – 14-Mar-2023 13-Mar-2023 – 17-Mar-2023 14-Mar-2023 – 17-Mar-2023 14-Mar-2023 – 16-Mar-2023 15-Mar-2023 – 16-Mar-2023	INTERNORGA, Hamburg ISH, Frankfurt MIPIM, Cannes IEX, Nuremberg Wasser, Berlin
<b>Special issue:</b> <b>PD: 24-Feb-2023</b>	End of booking: 26-Jan-2023	<b>Compendium on access control 2023</b>		
<b>Special issue:</b> <b>PD: 23-Mar-2023</b>	End of booking: 30-Jan-2023	<b>Market review CAFM 2023</b> with special sections: data collection, CAFM implementation		

PD: date of publication; ED: editorial deadline

At the time of going to press it could not be foreseen which fairs will actually take place. Please see the organizers' websites and the editorial calendar of „Der Facility Manager“ for up-to-date information.

subject to change



Issue	Dates	Topics	Fairs and symposiums	
<b>4</b> <b>April</b> <b>PD: 30-Mar-2023</b> ED: 23-Feb-2023	Closing date:	Robotics and AI in industrial cleaning	17-Apr-2023 – 21-Apr-2023	HANNOVER MESSE, Hannover
	2-Mar-2023	Electromobility and charging infrastructure	17-Apr-2023 – 21-Apr-2023	Energy Solutions, Hanover
	Printing material:	Maintenance and restoration of flat roofs	17-Apr-2023 – 22-Apr-2023	BAU, Munich
	9-Mar-2023	Heat pumps	24-Apr-2023 – 25-Apr-2023	Bundesfachtagung
		Working environment: Lighting solutions for offices	25-Apr-2023 – 28-Apr-2023	Betreiberverantwortung, Fulda Prolight + Sound, Frankfurt
<b>5</b> <b>May</b> <b>PD: 28-Apr-2023</b> ED: 23-Mar-2023	Closing date:	Technology and services for the housing industry	9-May-2023 – 11-May-2023	PCIM Europe, Nuremberg
	30-Mar-2023	Sustainable consumables in FM	23-May-2023 – 25-May-2023	Eltec, Nuremberg
	Printing material:	Heating – ventilation – air conditioning	23-May-2023 – 25-May-2023	E-world energy & water, Essen
	6-Apr-2023	Regenerative energy production and CHP	24-May-2023 – 25-May-2023	Maintenance, Dortmund
		Utility vehicles and fleet management	24-May-2023 – 25-May-2023	WorkSafe, Dortmund
<b>Special issue:</b> <b>PD: 28-Apr-2023</b>	End of booking: 23-Mar-2023	<b>Smart Building Jahrbuch</b>		
<b>6</b> <b>June</b> <b>PD: 31-May-2023</b> ED: 27-Apr-2023	Closing date:	Cargotecture and modular buildings	14-Jun-2023 – 16-Jun-2023	The Smarter E Europe, Munich:
	4-May-2023	BIM and (CA)FM		Intersolar, EMPower, Power2Drive
	Printing material:	Security technology and security services		and electrical energy storage
	11-May-2023	Fire safety – heat and smoke vents	18-Jun-2023 – 20-Jun-2023	demopark, Eisenach
		Multi-function vehicles for the maintenance of green spaces and paved areas	19-Jun-2023 – 20-Jun-2023	CAFM-Messe, Fulda
			21-Jun-2023 – 22-Jun-2023	FeuerTRUTZ, Nuremberg
			28-Jun-2023 – 29-Jun-2023	SicherheitsExpo, Munich
			28-Jun-2023 – 29-Jun-2023	PARKEN, Wiesbaden
<b>Special issue:</b> <b>PD: 31-May-2023</b> ED: 27-Apr-2023	Closing date: 4-May-2023 Printing material: 11-May-2023	<b>Special Job &amp; career</b> Courses of training in FM Market situation Employers' profiles		

PD: date of publication; ED: editorial deadline

subject to change

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#### Fixed categories in „Der Facility Manager“

Management & Service • Data & Systems • Planning & Building • Smart Building • Technology • Law • Events • Job & Career • Products • Market • Working Environments • Catering

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Issue	Dates	Topics	Fairs and symposiums	
<b>7/8 July/August PD: 30-Jun-2023 ED: 25-May-2023</b>	Closing date: 1-Jun-2023 Printing material: 7-Jun-2023	Refrigeration and air-conditioning technology Greening and utilization of roofs Structural fire protection Industrial automation Working environment: Acoustics and soundproofing	4-Jul-2023 – 6-Jul-2023	digitalBAU, Munich
<b>Special issue: PD: 18-Jul-2023</b>	End of booking: 13-Jun-2023	<b>Market review: Providers of Facility Services 2023</b> Germany		
<b>9 September PD: 31-Aug-2023 ED: 27-Jul-2023</b>	Closing date: 3-Aug-2023 Printing material: 10-Aug-2023	Ranking of the providers of industrial cleaning Industrial services and maintenance Rainwater management Landscape management in FM Energy storage	19-Sep-2023 – 22-Sep-2023 27-Sep-2023 – 28-Sep-2023	CMS, Berlin BIM-Tage Deutschland, Berlin
<b>10 October PD: 29-Sep-2023 ED: 17-Aug-2023</b>	Closing date: 31-Aug-2023 Printing material: 7-Sep-2023	<b>Trade fair preliminary report: Expo Real</b> Modular construction – system-based construction Health and safety protection at the workplace Elevators and conveyor technology Working environment: Lighting solutions for industries	4-Oct-2023 – 6-Oct-2023 17-Oct-2023 – 20-Oct-2023 24-Oct-2023 – 27-Oct-2023	Expo Real, Munich interlift, Augsburg A+A, Dusseldorf
<b>Special issue: PD: 29-Sep-2023</b>	End of booking: 31-Aug-2023	<b>Compendium on drinking water hygiene</b>		

PD: date of publication; ED: editorial deadline

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subject to change

Issue	Dates	Topics	Fairs and symposiums	
<b>Special issue:</b> <b>PD: 27-Oct-2023</b>	End of booking: 26-Sep-2023	<b>Compendium on energy management software 2023</b>		
<b>11</b> <b>November</b> <b>PD: 27-Oct-2022</b> ED: 21-Sep-2023	Closing date: 28-Sep-2023 Printing material: 5-Oct-2023	<b>Special feature: 30 years Der Facility Manager</b> Washroom equipment and services Electromobility and charging infrastructure Daylight systems and smoke and heat extraction Building insulation Working environments: co-working	Nov-2023	BIM-World Munich
<b>12</b> <b>December</b> <b>PD: 30-Nov-2023</b> ED: 26-Oct-2023	Closing date: 2-Nov-2023 Printing material: 9-Nov-2023	Technology and services for the housing industry Perimeter security and access control Flooring systems and floor coverings Façade systems Working environments: Sustainable office design	3-Feb-2024 – 7-Feb-2024	Intergastra, Stuttgart
<b>Special issue:</b> <b>PD: 30-Nov-2023</b>	End of booking: 2-Nov-2023	<b>Compendium on air conditioning technology 2023:</b> <b>Water chillers, heat pumps, VRF</b> Water chillers – energy efficient heating and cooling Heat pumps – heating using environmental heat VRF – heating and cooling using environmental heat		
<b>Special issue:</b> <b>PD: 5-Dec-2023</b>	End of booking: 27-Oct-2023	<b>Market review:</b> <b>FM Consulting Companies 2024</b>		

PD: date of publication; ED: editorial deadline

subject to change

At the time of going to press it could not be foreseen which fairs will actually take place. Please see the organizers' websites and the editorial calendar of „Der Facility Manager“ for up-to-date information.

#### Fixed categories in „Der Facility Manager“

Management & Service • Data & Systems • Planning & Building • Smart Building • Technology • Law • Events • Job & Career • Products • Market • Working Environments • Catering

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## Trade directory:

Print + internet + link –  
annual assignments only  
(not eligible for discount):  
Promotional entries 4c, 1-column each  
(width 44 mm)

per issue + section  
Column

**4.20/mm**

## Facility services

- full suppliers of facility services
- commercial property management
- providers of technical facility services
- cleaning service providers
- janitorial services
- safety services
- catering
- postal services
- maintenance
- facility contracting
- height access
- winter maintenance

## FM Consulting

## Area management

- mobile room systems
- vacancy management

- assignment planning
- removals

## IT

- CAFM systems
- CAFM consulting
- data collection/data administration
- CAD systems
- ERP systems
- AVA systems

## Technical building equipment

- building automation/building control
- heating/ventilation/air conditioning
- RWA smoke and heat extraction systems
- access control/time-recording systems
- locking systems
- video surveillance
- waste technology and disposal technology

- BHKW/KWK
- heat pump
- photovoltaics
- solar thermal energy
- fire detection technology
- fire-extinguishing systems
- light/lighting
- USV
- lifts/escalators
- sun protection
- sanitation technology
- measurement and control technology

## Construction services

- renovation

## Energy services

- energy management
- energy supply contracting

- energy saving contracting
- mobile energy supply
- energy consulting

## Office equipment and planning

- office furniture
- room acoustics
- floor coverings

## Personnel services

## Basic and further training

The trade directory is based on popular search items on the internet.

All categories marked with a • can be booked.

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**Book your entry in the trade directory:**  
phone +49 (0) 8233/381-126/-643  
or book online at  
[www.facility-manager.de/firmenverzeichnis-eintragen/](http://www.facility-manager.de/firmenverzeichnis-eintragen/)

**A trade directory package contains: print + internet + link**

Basis: logo + address

annual assignments only (not eligible for discount): promotional entries 4c, 1-column each (width 44 mm)

**Book your upgrade to a trade directory premium entry online at**

[www.facility-manager.de/firmenverzeichnis-eintragen/](http://www.facility-manager.de/firmenverzeichnis-eintragen/)

Premium: logo + address + 4 images (400 KB max.)  
+ field of work (400 characters max.)  
+ company profile (3,500 characters max.)  
+ link to corporate video  
+ link to homepage

**The upgrade is valid for one year and costs 660.-**

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## The market reviews of „Der Facility Manager“– expert knowledge for clients

### The market reviews of „Der Facility Manager“

- are compact tools that reduce the effort when searching for suitable service partners or products
- provide standardized and comparable information on the performance/product profiles of the companies or software tools shown
- help your customers or clients form an opinion via providing facts and figures
- have a print run of 5,000 copies
- reach all the subscribers of „Der Facility Manager“ and selected readers of our trade journals „industrieBAU“ and „hotelbau“
- are accessible any time in the online database version on [www.facility-manager.de/marktuebersicht](http://www.facility-manager.de/marktuebersicht)



Foto: NicoElNino/stock.adobe.com

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## Market review CAFM Software 2023

with additional chapters on implementation and data recording

The market review CAFM Software is the standard reference work for newcomers and experts, providing orientation and practice-oriented knowledge on Computer-aided facility management (CAFM).

Its annual publication enables readers to keep up-to-date in a market environment that is continually evolving.

With additional chapters on data recording and implementation, the market review covers the entire process chain of IT projects in Facility Management.

As GEFMA 940, the market review CAFM Software is part of the GEFMA (German Facility Management Association) guidelines and documents.

Number of pages: ca. 200

**Participation fee: on request**



**End of booking:**  
30-Jan-2023

**Date of publication:**  
23-Mar-2023

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## Market review Providers of Facility Services 2023

The market review Providers of Facility Services is a compact tool that facilitates the search for suitable service partners.

The fact sheets offer general information on the economic development of the companies, a detailed breakdown of the focal points of their business activities and detailed service profiles.

Published annually, the market review brings readers up to speed on the providers of facility services operating in Germany with detailed, up-to date information – ensuring transparency in a dynamic market that is characterized by frequent changes, mergers and takeovers.

Number of pages: ca. 100

**Participation fee: on request**



**End of booking:**  
13-Jun-2023

**Date of publication:**  
18-Jul-2023



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## Market review FM Consulting Companies 2024

The market review FM Consulting Companies creates transparency in the varied field of FM consulting.

Clients are given orientation in their search for business partners and are provided with a means to select suitable consulting companies.

The fact sheets offer comparable general information on the companies as well as detailed profiles of their key activities and competencies in FM.

Number of pages: ca. 80

**Participation fee: on request**



**End of booking:**  
27-Oct-2023

**Date of publication:**  
5-Dec-2023

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## Compendiums by „Der Facility Manager“, „hotelbau“ and „industrieBAU“

Our compendiums provide detailed, easily comprehensible coverage of technical issues. An overview of suppliers or products (participation fee applicable) rounds off the expert information geared to the target group. With facts and figures that are technically relevant and decisive for investment, readers are given practice-oriented guidance.

The subscribers of „Der Facility Manager“, „hotelbau“ and „industrieBAU“, i.e. the core target group of our journals, are the recipients of the compendiums. With a circulation of 5,000 copies, the compendiums are addressed to property managers („Der Facility Manager“), hotel investors and operators („hotelbau“), and building contractors, architects and specialist planners („industrieBAU“), who receive the compendiums together with the journals' editions. Additionally, the compendiums can be downloaded from our journals' websites free of charge.

Industry partners profit from the target group-related, highly professional editorial environment and the neutral, objective presentation of their company or products in the overview section.

The fact that the compendiums are accompanied by cross-media reporting in the respective trade journal, in the email newsletters and on the websites attracts a maximum of attention within the target groups.

**Participation fee for a table entry in the overview section  
(1- or 2-page issue-specific table) on request**

**1-page or 2-page advertorial on request**

**Advertisements (formats see pages 6 – 7, preferential placements on request)**

1/1 page	3,630.-
1/2 page	2,380.-
1/3 page	2,090.-
1/4 page	1,750.-

### Recipient structure:

Title	Subscribers IVW Q2/2022	Number of copies sold
Der Facility Manager	2,383	3,365
hotelbau	1,309	1,309
industrieBAU	660	660

## Compendium on access control

Closed doors are not spared from digitalization. Keys and mechanical locks have long been replaced by modern systems, as their range of function exceeds the locking and opening of doors. Electronic access control systems allow, for instance, for various access points to be managed simultaneously, making it possible to regulate the staff and visitor flow within the building.

The selection of the appropriate access control system always depends on the demands placed on the security concept. There is a broad range of technologies available on the market. Our compendium on access control 2022 provides information on the various components, operating modes and possible applications. The presented overview of the access management segment helps investors, clients and building operators choose the appropriate system.

**Participation with questionnaire-based table entry**  
**Format displays optional add-on (see page 18)**

Title	Edition	Date of publication
Der Facility Manager	3/23	24-Feb-2023
hotelbau	2/23	3-Mar-2023
industrieBAU	2/23	6-Apr-2023

**Editorial deadline:** 19-Jan-2023

**Closing date for advertisements:** 26-Jan-2023

**Deadline for printing material:** 2-Feb-2023



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## New: Smart Building Jahrbuch

Smart buildings are digitally controlled by building automation technology and offer a better and highly individualized user experience. They become increasingly more interesting for owners as well as real estate operators and their facilities management teams. They cover optimized energy efficiency and better health conditions for users as well as sustainability, easier tenancy and faster sales with higher profits. Additionally, it is easier, more efficient, flexible and transparent to apply and execute area, workplace and resource management. Since smart buildings are highly attractive but relatively new, people interested in them face a high demand for information but very few quality sources.

For the first time, the Smart Building Jahrbuch provides a reliable source of information for building owners and operators in German thus making it easier to deal with intelligent building technology and building control.

With a one or two page advertorial, providers of technology, products and services for the smart building environment take advantage of the perfect frame conditions of the new Smart Building Jahrbuch to present their products and solutions in detail.

**One- or two-sided advertorial on request**  
**Format ads optionally available (p.18)**

Title	Edition	Date of publication
Der Facility Manager	5/23	28-Apr-2023
hotelbau	3/23	5-May-2023
industrieBAU	3/23	1-Jun-2023

**Editorial deadline:** 16-Mar-2023

**Closing date for advertisements:** 23-Mar-2023

**Deadline for printing material:** 30-Mar-2023



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## Compendium on drinking water

Our **„Compendium on drinking water“** offers in-depth information on a very important topic that falls within the scope of operator responsibility: drinking water hygiene.

Currently, the stringent requirements imposed by the Drinking Water Ordinance frequently collide with the changed form of utilization of a building resulting from the regulations introduced in connection with the corona pandemic. Low occupancy or even vacancy lead to stagnation times in drinking water installations, enhancing the risk of contamination. Legionella are the greatest threat – for the people who drink the water and for the building operators because of legal liability.

Our **„Compendium on drinking water 2023“** – with the subtitle “technologies for the safe operation of drinking water installations” – provides sound information on contamination hazards and solutions for safeguarding drinking water hygiene.

**One- or two-sided advertorial on request**

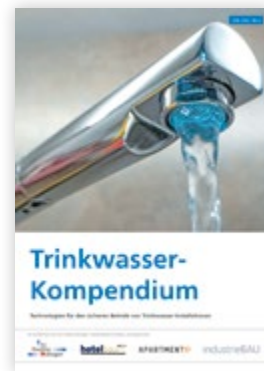
**Format ads optionally available (p.18)**

Title	Edition	Date of publication
Der Facility Manager	10/23	29-Sep-2023
hotelbau	6/23	3-Nov-2023
industrieBAU	5/23	6-Oct-2023

**Editorial deadline:** 17-Aug-2023

**Closing date for advertisements:** 31-Aug-2023

**Deadline for printing material:** 7-Sep-2023



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## Compendium on energy management software

Energy management systems are rapidly gaining importance in facility management. Professional energy management means to get clear about the energy flows on the premises. The results form the basis for a continuous improvement process that systematically reduces energy consumption. Energy management therefore requires – at the start as well as in long-term application – sound knowledge and appropriate tools.

Our compendium on energy management software provides investors, clients and building operators with information on suitable approaches to the varied tasks and on the technologies available.

On fact sheets covering two pages each, the suppliers directory provides detailed information on the main features of various software products for energy management that are available on the market. The fact sheets facilitate the search for suitable products, supplying substantiated facts and figures that help form an opinion. Thus, the compendium gives substantial support for the decision-making process when searching for a professional tool for energy management.

**Participation with questionnaire-based table entry**  
**Format displays optional add-on (see page 18)**

Title	Edition	Date of publication
Der Facility Manager	11/23	27-Oct-2023
hotelbau	06/23	3-Nov-2023
industrieBAU	06/23	1-Dec-2023

**Editorial deadline:** 21-Sep-2023

**Closing date for advertisements:** 26-Sep-2023

**Deadline for printing material:** 4-Oct-2023



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## New: Compendium on air conditioning technologies (water chillers, VRF, heat pumps)

Our special issue subtitled „Energy efficient cooling and heating“ educates investors, building owners and professional real estate operators about the technology and system advantages of water chillers, VRF units and heat pumps.

To this end, the compendium elaborates the special features and fields of application of the various systems in a way that is appropriate for the target group. Aspects of energy efficiency and the climate compatibility of the refrigerants used are also dealt with in depth.

The supplier overviews of water chillers, VRF units and heat pumps provide detailed information on units available on the market and related services in two-sided data sheets.

In this way, the Air Conditioning Technology Compendium significantly supports the decision-making processes of the target groups.

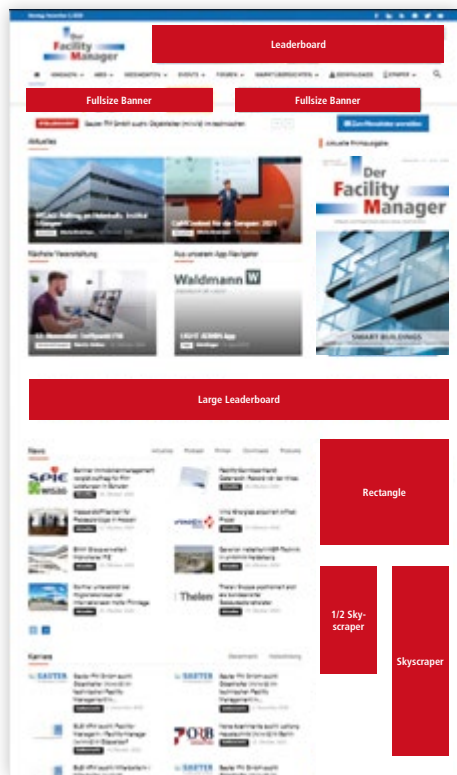
**Participation with questionnaire-based table entry**  
**Format displays optional add-on (see page 18)**

Title	Edition	Date of publication
Der Facility Manager	12/23	30-Nov-2023
hotelbau	01/24	5-Jan-2024
industrieBAU	06/23	1-Dec-2023

**Editorial deadline:** 26-Oct-2023  
**Closing date for advertisements:** 2-Nov-2023  
**Deadline for printing material:** 9-Nov-2023



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Sticky WideSky

1/2  
Sticky WideSky

## 1. Banner placements at [www.facility-manager.de](http://www.facility-manager.de)

File formats: jpg, gif, animated gif, png (animation optional; 120 KB max.)  
4 weeks flat, permanent and exclusive without rotation

Leaderboard 728 x 90 px	1,610.-
Fullsize Banner 468 x 60 px	600.-
Large Leaderbord 970 x 90 px	2,040.-
Rectangle 300 x 250 px	970.-
Skyscraper 120 x 600 px	970.-
½ Skyscraper 120 x 300 px	750.-
Sticky WideSky 160 x 600 px	2,010.-
½ Sticky WideSky 160 x 300 px	1,280.-

Access numbers: (1-Aug-2021 – 31-Jul-2022) digital auditing by IVW

	Page impressions (PI)	Average page impressions per month	Sessions	Average Sessions per month
Der Facility Manager	391,258	32,605	303,608	25,301



Since October 2011, the online presence of  
„Der Facility Manager“ is IVW verified.

## 2. Online listing in the trade directory in connection with print (see pages 12 – 13)



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Advertorial (Microsite): Angebot 3b

### 3. Content marketing on [www.facility-manager.de](http://www.facility-manager.de)

#### a. Company and product news

830.-

- heading with 60 characters max.
- 1 image (gif, jpg, png; 150 KB max.)
- text (1,000 characters max.)
- URL
- appears on the website **for the duration of 1 month**

#### b. Advertorial (microsite)

1,650.-

- heading with 60 characters max.
- 3 images/graphics (gif, jpg, png; 150 KB max.)
- text (4,000 characters max.)
- videos optional
- URL
- appears on the website **for the duration of 1 year**

We offer the service of editing all the online content formats.

Your advantage: You will be provided with Unique Content. **Surcharge + 50%**

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The screenshot shows the layout of an email newsletter. At the top is the 'Der Facility Manager' logo with social media icons. Below it is a list of 10 topics. A red 'Top Banner' placeholder is shown. The main content includes: (1) BTGA article with a BTGA logo and 'Installation' link; (2) Goldbeck Services article with a line graph and 'Information' link; and (4) BIM article with a construction image and 'Information' link.

## 4. Advertising in the email newsletter of „Der Facility Manager“

**Profile in brief:** the email newsletter of „Der Facility Manager“ provides topical news for the FM industry.

**Readers:** around 7,000 professionals within the FM industry (Sep 2022)

**Opening rate:** 22.15% on average

**Click-through rate:** 5.75% on average

**Format:** HTML-format newsletter

Advertisements: until one week prior to publication date.

### a. Top banner in the email newsletter of „Der Facility Manager“

910.-

Format: Top-Banner 600 x 100 px (max. 80 KB) with link

### b. Text/image ad in the email newsletter of „Der Facility Manager“

690.-

Scope: 400 characters (including spaces, including link) + 1 image (gif, jpg, png; landscape format, 300 x 200 px) + link

The assignments will be invoiced after publication.

### Publication dates email newsletter

PD	12 <sup>th</sup> Jan	26 <sup>th</sup> Jan	9 <sup>th</sup> Feb	23 <sup>th</sup> Feb	9 <sup>th</sup> Mar	23 <sup>rd</sup> Mar	6 <sup>th</sup> Apr	20 <sup>th</sup> Apr	4 <sup>th</sup> May	17 <sup>th</sup> May	1 <sup>st</sup> Jun	15 <sup>th</sup> Jun	29 <sup>th</sup> Jun	13 <sup>th</sup> Jul
PM*	5 <sup>th</sup> Jan	19 <sup>th</sup> Jan	2 <sup>nd</sup> Feb	16 <sup>th</sup> Feb	2 <sup>nd</sup> Mar	16 <sup>th</sup> Mar	30 <sup>th</sup> Mar	13 <sup>th</sup> Apr	27 <sup>th</sup> Apr	10 <sup>th</sup> May	25 <sup>th</sup> May	7 <sup>th</sup> Jun	22 <sup>nd</sup> Jun	6 <sup>th</sup> Jul

PD	27 <sup>th</sup> Jul	10 <sup>th</sup> Aug	24 <sup>th</sup> Aug	7 <sup>th</sup> Sep	21 <sup>st</sup> Sep	5 <sup>th</sup> Oct	19 <sup>th</sup> Oct	2 <sup>nd</sup> Nov	16 <sup>th</sup> Nov	30 <sup>th</sup> Nov	12 <sup>th</sup> Dec			
PM*	20 <sup>th</sup> Jul	3 <sup>rd</sup> Aug	17 <sup>th</sup> Aug	31 <sup>st</sup> Aug	14 <sup>th</sup> Sep	28 <sup>th</sup> Sep	12 <sup>th</sup> Oct	26 <sup>th</sup> Oct	9 <sup>th</sup> Nov	23 <sup>rd</sup> Nov	5 <sup>th</sup> Dec			

\*Advertisement material by ... at the latest

Subject to change

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**Der Facility Manager**  
präsentiert:

**Webinar**  
**So wählen Sie die richtige Smart-Workplace-Technologie**

**Jetzt anmelden!**

Mit der Einführung von Smart-Workplace steht dem Fokus auf Smarten für die Zukunft an den Arbeitsort und hybrides Arbeiten gibt es heute zahlreiche Optionen auf dem Markt für intelligente Arbeitsstandorttechnologien.

Aber wie wählt man das Richtige aus diesem komplexen Angebot an Smart-Workplace-Technologien aus? Wie investieren Sie klug, um Ihre langfristigen Ziele zu erreichen?

**Webinar - Luxus oder Notwendigkeit? So wählen Sie die richtige Smart-Workplace-Technologie**

Unterstützen Sie sich jetzt für das Webinar am Donnerstag, den 8. September 2023 um 14 Uhr. Unser Smart-Workplace-Experte Frau Bögel und einige der wichtigsten Arbeitsplatztechnologien erläutern und einen Best-Practice-Workshop für den Smart-Workplace anbieten, um die Herausforderungen des Smart-Workplace zu meistern.

Die Teilnahme am Webinar ist kostenlos.

**Zum Webinar anmelden**

## 5. Stand-alone newsletter

The stand-alone newsletter of „Der Facility Manager“ exclusively distributes your advertising message to around 9,000 professionals within the FM industry.

**Scope:** subject line, text (800 to max. 2,000 characters), 1 – 3 images (width 600 px each; height 400 px max.), 1 to max. 2 linkings preferably in the form of buttons (button text required, e. g. „Get information here“, „Save energy now“ etc.), link

### Price:

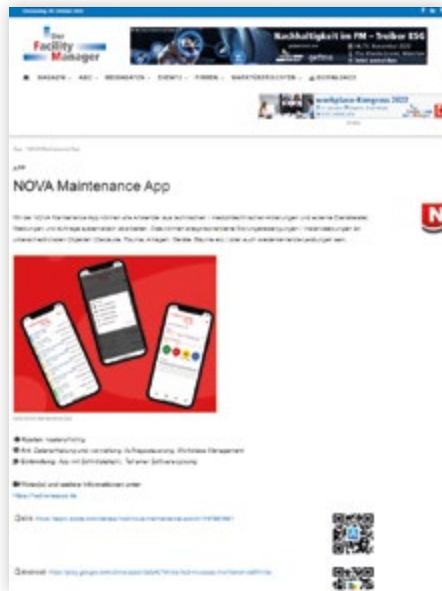
**4,410.-**

Advertisements: no later than 5 workdays prior to publication date. You receive a proof sheet.

High click-through and download rates are essential for the success of this online tool. You may achieve these rates by providing users with attractive and high-quality information (downloadable aids, drawings, data sheets, possibility to order samples, user examples and images).

Evaluation stand-alone newsletter Aug 2021 – Jul 2022/count: 18

Recipients	8,924 (average)
Opening rate	21.45% (average)
Clickers	298 (average) (bandwidth 38-612 Clickers)
CTOR	11.13% (average)
CTR	2.04% (average)



### 6. App-Navigator

Your app for our readership

You developed an app for one of the many tasks in Facility Management – e.g. for property management, maintenance, documentation or data collection, for planning, building or restoration, for the training and advanced training you offer or any other segment?

Our App-Navigator is a cross-media tool that presents your app to the Facility Management target group.

#### Your cross-media package with three components

- We include a single presentation of your app in our trade journal – in prominent design, including the QR code for downloading the app from the App Store – see [www.facility-manager.de/appinprint](http://www.facility-manager.de/appinprint) for an example.
- Your app will be listed and linked in one of the newsletters of „Der Facility Manager“ published after the booking – see [www.facility-manager.de/appimnewsletter](http://www.facility-manager.de/appimnewsletter) for an example.
- our app will be presented in a particularly user-friendly way in the online summary at [www.facility-manager.de/app-navigator/](http://www.facility-manager.de/app-navigator/) for one year (with URL for downloading).

[www.facility-manager.de/app-navigator](http://www.facility-manager.de/app-navigator)

**\*PS: The fast track to your online entry:**  
<https://www.facility-manager.de/app-eintragen/>

**Package price: 1,050.-**

**Content (online):** Title + company logo  
Abstract  
Image + video (optional)  
Features  
Supplier (address + link to homepage)  
Download URL (link + QR code)





## 7. White paper for lead generation

White papers convey complex content in a comprehensible, ad-free way and convince customers by communicating expertise.

They are used as instruments for communication and advertising in order to generate valuable contact with clients (lead generation) by means of campaigns that are tailor-made for the target group.

We distribute your whitepaper directly and exclusively to the FM target group.

### Your advantages: addressing the right target group + receiving highly qualified leads

- With our established specialist medium „Der Facility Manager“ we address the target group that is relevant to you via multiple channels by means of cross-media publication.
- Via registration, advertising clearance and downloading the readers show a clear interest in the subject.
- Data is downloaded via the landing page on your homepage, so you receive the generated leads directly.

### Your cross-media package with three components:

- Reference to the white paper in the editorial section of a printed edition of „Der Facility Manager“
- Announcement of the white paper in the email newsletter of „Der Facility Manager“
- Announcement of the white paper on the website [www.facility-manager.de](http://www.facility-manager.de) (duration: 1 year)

### Package price: 5,360.-

PS: The editorial team of FORUM Zeitschriften & Spezialmedien GmbH offers the service of creating white papers in cooperation with the industry partners. Get in touch with us for a tailor-made offer!



## New: Online portal [www.cafm-news.de](http://www.cafm-news.de)

Since November 2010, CAFM-News has regularly provided news for real estate IT professionals at the URL [www.cafm-news.de](http://www.cafm-news.de). In addition to CAFM and CAD as a basis, the range of topics also includes other fields such as BIM, augmented reality, smart building or operator responsibility.

With over 3,900 visitors per month and more than 5,500 page impressions, [www.cafm-news.de](http://www.cafm-news.de) is one of the relevant information platforms regarding all topics in relation to IT and digitization in facility management and real estate operations. Since March 2022, the portal has been part of the „Der Facility Manager“ product family.

For advertisers, [www.cafm-news.de](http://www.cafm-news.de) offers a wide range of contemporary online advertising options. The spectrum ranges from extensive annual packages for the presentation of services, products, expertise and topics to content-based formats, classified ads and rubric entries in the provider directories to display advertising with banners.

The detailed media data of [www.cafm-news.de](http://www.cafm-news.de) can be found at:  
**[www.cafm-news.de/mediadaten/](http://www.cafm-news.de/mediadaten/)**

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## Expert symposiums by „Der Facility Manager“ In-person events and webinars

The expert symposiums by „Der Facility Manager“ – as in-person events or carried out online – focus on knowledge transfer and networking.

We offer sponsors attractive ways of contributing to the respective event.

We create many occasions and opportunities for direct communication with the participants – from generously timed breaks with high-quality catering to breakout sessions, workshops and tours. At in-person events, suitable hygiene concepts are implemented in order to ensure a maximum level of safety.

### Your advantage: direct contact with your customers

Our expert symposiums provide you, as a partner, with the opportunity to establish contact with your target group!

Symposiums held in 2022

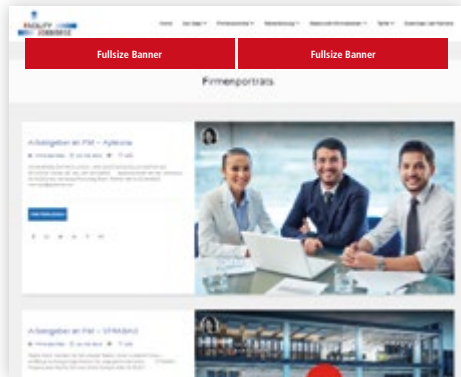
- Future Lab 2022 (in person)
- CAFM-MESSE UND KONGRESS (CAFM fair and congress; in person)
- Workplace congress as part of the Orgatec (in person)
- Forum Sustainability in FM – Driver ESG (in person)
- Online seminars „Industriedach“ and „Industriefassade“ in cooperation with the trade journal industrieBAU (online)

### Symposiums 2023

- **CAFM-MESSE UND KONGRESS (CAFM fair and congress), Fulda**
  - **Workplace-Kongress (Workplace congress)**
  - **Federal Symposium on operator responsibility**
  - **Online seminars in cooperation with the trade journal industrieBAU**
- + other in-person events and several webinars on relevant FM topics

**Terms and conditions, dates and detailed information on request**

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## [www.facility-stellenangebote.de](http://www.facility-stellenangebote.de) – THE online job market of the FM industry

Via our career portal you will inspire highly qualified applicants whom you would not be able to address otherwise. Additional advantages of the web portal that is specifically geared to the FM industry are:

- Your job advertisement will be published within 24 hours (on workdays).
- We publish your ad at a prominent place on the homepage.
- Our expert SEO (search engine optimized keywords, links and structure).
- Responsive web design optimizes the portrayal on PCs as well as tablets and smartphones.
- Your advert will also be published on Facebook and LinkedIn.
- It will be sent to subscribers of push notifications and RSS feeds.
- We will include your ad in the job ad ticker in our e-mail newsletter, our printed edition and our job market newsletter.

### Job advertisements

	Printed edition	Online	Price
<b>Print</b>	price per millimetre (column width = 44 mm)	–	<b>4.80</b>
<b>Premium</b>	1/2 page ad	ad in PDF-format (duration: 8 weeks)	<b>2,530.-</b>
	1/1 page ad	ad in PDF-format (duration: 8 weeks)	<b>5,040.-</b>
<b>Flex Online</b>	–	based on your layout (template: HTML or PDF); duration: 8 weeks	<b>920.-</b>
<b>Quick Online</b>	–	via online form; duration: 4 weeks	<b>360.-</b>
<b>Internships/ student jobs</b>	–	via online form; duration: 4 weeks	<b>101.-</b>

### Company profiles

	Printed edition	Online	Price
<b>Print</b>	advertorial, 2,500 characters + 2 images max.	–	<b>6,730.-</b>
<b>Print Plus</b>	advertorial, 2,500 characters + 2 images max.	1 year on facility-stellenangebote.de	<b>7,880.-</b>
<b>Online only</b>	–	1 year on facility-stellenangebote.de	<b>1,680.-</b>
<b>Spotlight</b>	–	1 month on facility-stellenangebote.de	<b>310.-</b>



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## Job market: training and advanced training

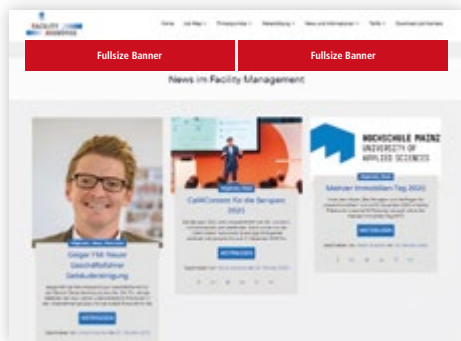
Use our channel to spread word about your institute or college.  
Do you offer seminars, degree courses (master, bachelor) or trainings/advanced trainings\*?  
Use our online job market to attract the attention of your target group!  
Entry via filling in our form.

**440.-**

\* Bachelor, master, business management specialist or additional qualifications. Standard entry free of charge.

**Full-size banner 468 x 60 px**  
(animation optional, 80 KB max)  
4 weeks flat

**500.-**



**Access numbers:** (1-Aug-2021 – 31-Jul-2022) data collection via Google Analytics

	Page impressions (PI)	Average page impressions per month	Sessions	Average Sessions per month
<b>Facility- stellenangebote.de</b>	11,291	941	9,121	760

Due to the GDPR full data collection is not possible.

## Contact person:

**Thilo Paulin**, media consultant  
Phone +49 (0) 8233/381-203, [thilo.paulin@forum-zeitschriften.de](mailto:thilo.paulin@forum-zeitschriften.de)

Information on topics and training in FM

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### The special on occupational profile, market and career opportunities in the field of Facility Management

„Der Facility Manager“ publishes the 7<sup>th</sup> edition of the cross-media special, again dealing extensively with the occupational profile as well as the training and market situation.

All content will be published in **print + online** in our special issue (total circulation 8,000) and on our website [www.facility-stellenangebote.de](http://www.facility-stellenangebote.de)

Employers, universities, colleges and training institutes yield the best rankings in online searches via multi-channel. Their ad will also reach the readers of the 8,000 printed issues and the 7,000 recipients of the newsletter that attracts attention to the special issue.

**Dates:** see page 9

#### Company profile

Advertorial, 2 pages, print + online (3,500 characters max., 4 images max.)	<b>5,940.-</b>
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#### Advertisements incl. online-presence for 1 year

1/1 page	<b>6,300.-</b>
inside front cover	<b>6,830.-</b>
inside back cover	<b>6,530.-</b>
outside back cover	<b>7,040.-</b>
2/3 page	<b>4,250.-</b>
1/2 page	<b>3,260.-</b>
1/3 page	<b>2,170.-</b>
1/4 page	<b>1,320.-</b>

### Contact person:

**Thilo Paulin**, media consultant  
Phone +49 (0) 8233/381-203, [thilo.paulin@forum-zeitschriften.de](mailto:thilo.paulin@forum-zeitschriften.de)

16 Circulation control:



17 Circulation analysis:

Copies per issue  
on an annual average  
(1-Jul-2021 – 30-Jun-2022)

<b>Circulation printed:</b>	10,000	
<b>Actually distributed circulation incl. e-paper:</b>	10,918	of that abroad: 449
<b>Sold copies:</b>	3,482	of that abroad: 288
- subscribed copies:	2,418	of that copies for members: 234
- other sales:	1,064	
- retail sales:	-	
<b>Free copies:</b>	7,436	
<b>Remaining, archive and voucher copies:</b>	334	

18 Analysis of geographical distribution:

Economic area	Share of actually distributed circulation	
	%	Copies
Domestic	95.90	10,469
Foreign countries	4.10	449
Actually distributed circulation incl. e-paper	100.00	10,918

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#### 19 Sectors/industries/business types/professional groups

Department/group/class	Recipient groups (according to the classification of economic sectors)	Share of actually distributed circulation	
		%	Copies
10-37, 40.0, 50-52, 55.1, 63.3, 65, 66, 70, 70.32, 70.32.00, 74.15.6, 74.7, 74.8	Industry, trade companies, banks, insurance companies, project developers, service providers and suppliers for building management and construction, large hotels, hotel chains, tourism, energy suppliers, energy management	60.0	6,536
74, 74.84.1, 63.23.1	Service providers generally, organisers of trade fairs and events, airports	13.4	1,467
74.2, 74.20.5	Specialist planners, architects, engineers	10.5	1,148
85.11	Hospitals, clinics, sanatoria	5.9	646
74.14, 74.15.1-5	Consulting companies	4.5	491
75.1, 91.1	Offices, authorities, associations	3.5	377
80.2-4	Schools, colleges, universities	1.9	211
	Others	0.3	42
	Actually distributed circulation incl. e-paper	100.0	10,918

20-24 Characteristics were not surveyed as they do not impact the assessment of this trade journal as an advertising medium.

## Summary of the survey method

Analysis of the recipient structure by file evaluation – total collection

### 1. Type of file:

The recipient file comprises the addresses of all recipients. The existing postal information can be used as the basis for sorting the file according to postcodes or recipients in Germany or abroad, respectively. Additional information in the file: industry classification.

### 2. Survey method:

Analysis of the recipient structure by file evaluation – total survey

### 3. Date of file evaluation:

1-Jul-2022

### 4. Recipient structure:

a) Total number of recipients in the file:	109,180
b) Structure of recipients of a current average issue according to sales forms:	
- sold circulation	3,482
- permanent free copies	850
- rotating free copies	6,259
- promotional issues	327
actually distributed circulation, incl. e-paper	10,918
- of that domestic	10,226
- of that abroad	391
c) Total number of rotating recipients (rotating after each issue)	62,580

### 5. Basic total (parts surveyed):

Main unit	10,918 = 100.00%
Thereof not covered in the survey:	327 = 3.00%
- promotional issues	327
Of the main unit the investigation represents	10,591 = 97.00%

### 6. Description of the survey:

The data were evaluated according to industry classifications. The addresses were qualified by the publisher.

### 7. Target person of the survey:

not applicable

### 8. Reader characterization:

not applicable

### 9. Fluctuation:

not applicable

### 10. Conduct of the survey:

Publisher

### 11. Investigation period:

July 2022

In its structure, implementation and reporting, this survey complies with the current version of the German Central Advertising Industry Federation (ZAW) framework for the analysis of advertising media.

**Item 1** In accordance with the following General Terms & Conditions of Business an advertising order is the contract for the publication of one or more advertisements of an advertising party in a printed medium for the purpose of distribution.

**Item 2** Advertisements are deemed for publication within one year of entering into the agreement. If under the terms of the agreement the right to submit individual advertisements has been granted, the order shall be carried out within one year of publication of the first advertisement, given that the first advertisement is called off and published within the period described in paragraph 1.

**Item 3** On conclusion of the transaction, the ordering party is entitled to call off further advertisements within the agreed period of time or as stated under item 2 in addition to the quantity of advertisements named in the order.

**Item 4** In the event that an order is not carried out due to circumstances beyond the control of the Publishers, the Advertiser, without prejudice to any other legal obligations, shall grant to the Publisher the difference between the warranted allowance and the actual acceptance. Remuneration is void when the non-conformity is a result of force majeure in the risk area of the Publisher.

**Item 5** For the calculation of the ordered quantity, text millimetre lines are converted to advertisement millimetres in accordance with the price.

**Item 6** Advertisements and third-party supplements that are expressly to be intended to be published in stipulated numbers or specific editions or which are to be situated in certain places in the journal shall be submitted to the Publisher with enough time for the latter to be able to inform the Advertiser before expiry of the advertising deadline in the event that the order cannot be performed in the stipulated way. Classified advertisements shall be printed under the appropriate heading, without requiring an express agreement to this effect.

**Item 7** Advertisements which by reason of their editorial design are not immediately recognizable as advertisements shall be clearly identified as such by the Publishers by insertion of the word „advertisement“.

**Item 8** The Publisher reserves the right to refuse advertisements – including individual call-offs within the scope of a contract – and orders for supplements for reason of content, origin or technical form according to standard, justified principles of the Publisher if the content violates laws or official regulations or if the publication is otherwise unacceptable to the Publisher. This also applies to orders handed in at branch offices or receiving offices or handed out to representatives.

Orders for supplements are only binding for the Publisher when a sample has been submitted and approved. Supplements which because of their design and style give the reader the impression of being a component of the newspaper or journal, or which contain advertisements from other parties are not accepted. The Advertiser shall be informed immediately in the event that his advertisement is refused.

**Item 9** The Advertiser is responsible for providing the text and proper printing material for the advertisement and for supplying the supplements in good time. The Publisher shall demand substitutes immediately for any print copy which is obviously unsuitable or damaged. The Publisher guarantees the usual standard of print quality for the selected titles within the technical scope of the printing material submitted and the paper quality used.

**Item 10** In the event of the advertisement appearing in full or in part illegible, incorrect or incomplete, the Advertiser is entitled to a reduction in payment or to a replacement advertisement in perfect condition, but only to the extent to which the purpose of the advertisement has been impaired. If the Publisher fails to comply within a reasonable deadline set for this purpose, the Advertiser is entitled to a reduction in payment or cancellation of the order. Claims for compensation resulting from positive breach of an obligation, culpa in contrahendo and tort are – also in the case of orders placed by telephone – excluded. Claims for compensation resulting from impossibility of performance and delay are restricted to indemnity for the foreseeable damage and to the payment for the advertisement or insert concerned. This does not apply to intent and gross negligence on the part of the Publisher, his authorized representative and employees assisting in the performance. Liability of the Publisher for damages on account of the absence of warranted characteristics remains unaffected. In the course of commercial business transactions, the Publisher is also not liable for gross negligence on the part of employees assisting in the performance; in the remaining cases the liability for gross negligence is restricted in extent to the foreseeable damage up to the remuneration for the advertisement concerned. Complaints – except in the case of defects which are not immediately obvious – must be enforced within four weeks after receipt of the invoice and voucher.

**Item 11** Specimen proofs will only be supplied when expressly requested. The Advertiser is responsible for the correctness of the returned specimen proofs. The Publisher shall include all corrections of errors that it is notified of within the period of time set when sending out the specimen proof.

**Item 12** When no specific sizes are prescribed, the basis of the calculation shall be the actual copy size usual for the type of advertisement.

**Item 13** Until the closing date for advertisements orders may be cancelled free of charge. Costs already incurred (costs for typesetting, postage etc.) will be billed separately. In the case of cancellation of an order after the closing dates for advertisements or failure to submit the printing material in time, a cancellation fee of 100% of the commissioned size of the order for the respective issue will be charged. The cancellation of an order must reach the Publisher in written form until the respective closing date for advertisements.

**Item 14** If the Advertiser does not pay in advance, the invoice shall be sent out immediately, but in any event no later than 14 days after the advertisement was published. The invoice is to be paid within the time period stated in the price list which begins on receipt of the invoice, as long as no other terms of payment or advance payment has been agreed on in individual cases. Discounts are granted for payments before the deadline, and as described in the price list.

**Item 15** In the event of default or deferment of payment, interest and collection costs will be charged. In the case of default of payment the Publisher can delay the further execution of the current order until payment has been received and can demand payment in advance for the subsequent advertisements. In the case of justifiable doubt as to the ordering party's ability to pay, the Publisher is entitled, even during the term of an advertising agreement, to make the publication of further advertisements, without consideration of any originally agreed date for payment, dependent on the advance payment of the amount and on the settlement of outstanding invoices.

**Item 16** On request, the Publisher will supply documentary evidence of the advertisement together with the invoice. Depending on the type and scope of an advertisement order, advertisement excerpts, proof pages or complete proof numbers shall be supplied. If this cannot be provided, a legally binding voucher from the Publisher confirming the publication and distribution of the advertisement will be sent.

**Item 17** The ordering party has to bear the costs associated with preparing the printing material ordered or for any amendments to originally agreed executions requested by or attributable to the ordering party.

**Item 18** With respect to a standing order for multiple advertisements a reduction in the number of copies circulated may lead to a claim for a price reduction, if the overall circulation average throughout the insertion year beginning with the first advertisement or stipulated otherwise if the circulation has not been specified is smaller than the average circulation sold during the previous calendar year (in case of trade magazines this refers to the distributed circulation, if applicable). A reduction in circulation only constitutes a deficiency that justifies a price reduction if it amounts to

- 20% for a circulation of up to 50,000 issues
- 15% for a circulation of up to 100,000 issues
- 10% for circulation of up to 500,000 issues
- 5% for circulation of over 500,000 issues.

In addition, claims to price reduction are excluded if the Publisher informs the ordering party about the reduction in circulation figures in good time, enabling the latter to withdraw from the contractual agreement before the advertisement gets published.

**Item 19** For advertisements with box numbers, the handling and forwarding of the offers in good time will be dealt with by the Publisher with the due care of normal business practice. Registered letters and express letters to box number advertisements shall be forwarded by normal post. Mail received in reply to advertisements with box numbers will be kept for four weeks. Letters which are not collected within this period will be destroyed. Valuable documents will be returned by the Publisher, without obligation to do so. The Publisher reserves the right in the interest of and for the protection of the ordering party, to open the offers received by way of inspection, in order to eliminate the possibility of misuse of the box number service. The Publisher is not obliged to forward business promotional mail and agency offers.

**Item 20** The place of performance is Augsburg. In business dealings with commercial business people or legal persons under public law or in case of special funds under public law, the place of jurisdiction in case of legal action is Augsburg. Insofar as claims of the Publisher are not enforced in default proceedings, the place of jurisdiction for non-business people is deemed to be their residence. If the address or the normal place of residence of the ordering party, including non-business people, is not known at the time of the legal action being taken or if after the contract has been concluded, the ordering party has relocated to a new address or to a different normal place of residence which is outside the area of validity of the law, then the place of jurisdiction is agreed to be Augsburg.

**Item 21** All present and future claims of the agency against its ordering party in respect of the insertion and possible additional costs are assigned to the Publisher. The agency has the authority to recover the assigned debts for so long until it has met the contractual obligation of payment towards the Publisher. The Publisher is in principle entitled to disclose and recover the debt on his own behalf.

**Item 22** The Advertiser has sole responsibility for the content and legal admissibility of the texts and pictures made available for the insertion. The Advertiser is under obligation to release the Publisher from any third party claims which arise against the former from the performance of the order, even if the order should be cancelled. The Publisher is not obliged to examine orders and advertisements to check whether these infringe on rights of third parties. In the event that cancelled advertisements are still published, the Advertiser does not have any right to enforce a claim against the Publisher.

**Item 23** All graphic material submitted must be free of third-party rights.

## 1. Advertising order

1.1 Within the meaning of the following General Terms & Conditions of Business an advertising order is the contract for the publication of an advertising medium or several advertising media in information and communication services, especially on the internet, for the purpose of distribution.

1.2 The advertising order is exclusively subject to the General Terms & Conditions and price list of the Publisher which constitutes an integral part of the contract. The validity of any Terms and Conditions on the part of the Advertiser or other space buyer is expressly excluded if they do not comply to the Publisher's General Terms & Conditions. Orders for advertising to be published in online media and other media forms are also subject to the General Terms & Conditions of the respective media.

## 2. Advertising media

Advertisements are deemed for publication within one year of entering into the contract. If under the terms of the contract the right to submit individual advertisements has been granted, the order shall be carried out within one year of publication of the first advertisement, given that the first advertisement is called off and published within the period described in paragraph 1.

## 3. Conclusion of contract

3.1 Subject to the provisions of contrary agreements, the contract is concluded through confirmation either in written form or by e-mail. Orders placed orally either in person or by telephone are also subject to the General Terms & Conditions of the Publisher.

3.2 Insofar as advertising agencies place orders, the contract will, in cases of doubt, be concluded with the advertising agency, subject to the provisions of written agreements to the contrary. If an advertiser is to be the contracting party, the advertising agency must mention this client by name. The Publisher has the right to demand proof that the client is listed by the advertising agency.

3.3 Advertising for goods or services of more than one advertiser or other space buyer within a particular advertisement (e.g. banner, pop-up ad) requires additional agreement in written form or by e-mail.

## 4. Processing period

If under the terms of the contract the right to call off individual advertising media has been granted, the order shall be carried out within one year after contract conclusion.

## 5. Contract expansion

Under a contract the Client is – within the contractual period or the period stated in paragraph 4 – entitled to call off additional advertising media exceeding the quantity specified in the order, subject to availability of the necessary capacity on the part of the Publisher.

## 6. Refunding discounts

6.1 If an order is not fulfilled due to circumstances falling outside the responsibility of the Publisher, the Client shall, irrespective of any other legal obligations, refund the Publisher the difference between the discount granted and the discount corresponding to the actual purchase.

6.2 Unless otherwise agreed, the Client has the right to retroactively claim the discount corresponding to the actual number of advertising media called off within the period of one year, provided that the Client has concluded a contract at the beginning of the said period which stipulates that the contracting party is entitled to a discount based on the price list valid at the time. The claim to a discount expires if it is not asserted within three months after expiry of the one-year period.

## 7. Data supply

7.1 The Client is obliged to provide the Publisher with advertising material in the proper form, particularly with regard to the format and technical requirements defined by the Publisher, in due time prior to the insertion date.

7.2 The Publisher's obligation to store the advertising material ends 3 months after the last publication.

7.3 The Advertiser shall bear the costs arising to the Publisher for changes to the advertising material requested by the Advertiser or falling into the responsibility of the Advertiser.



## **8. Box number advertisements**

8.1 If box number advertisements can be placed, incoming mail (letters or e-mails) will be stored for 4 weeks. Replies which are not collected within this period will be destroyed or deleted.

8.2 Letters larger than the A4 format (weight: 50g) and consignments of goods, books and catalogues will not be accepted. For incoming e-mails to be forwarded they must not exceed 300 kilobyte per mail.

## **9. Right of refusal**

9.1 The Publisher reserves the right to refuse or block advertising orders – including individual call-offs within a contract – (a) if the content of the advertisement violates laws or official regulations, (b) if the content of the advertisement is impugned in complaint proceedings by the German advertising standards authority (Deutscher Werberat), or (c) if the publication of the advertisement is unreasonable for the Publisher because of its content, origin or technical form.

9.2 The Publisher reserves the right to withdraw an advertising medium already published, if the content of the advertisement or the data referred to by a link are changed or modified by the Client subsequent to their publication, and if these changes or modifications meet the requirements stated in paragraph 1.

## **10. Warranty of title**

10.1 The Client warrants that it possesses all the rights necessary for the placement of the advertising medium. As part of the contract the Client indemnifies the Publisher against all third-party claims which could arise due to the infringement of legal regulations. Furthermore, the Publisher is indemnified against the cost of legal defence against such claims. The Client is obliged to support the Publisher in good faith and trust with information and documentation in the legal defence against third parties.

10.2 The Client transfers to the Publisher all the copyrights, ancillary copyrights and other rights – including but not limited to the right of reproduction, distribution, transmission, processing, extraction from a database and retrieval – required for the use of the advertisement in online media of all kinds, including the internet, to the extent necessary in terms of time and content for the performance of the order. The aforementioned rights shall be transferred unlimited by place and constitute the entitlement to publish the advertisement in all the types of online media known using all the known technical methods.

## **11. Publisher's warranty**

11.1 Within the parameters of predictable demands the Publisher guarantees the best possible representation of the advertising medium under the current technical standards. Verification of the service provided shall be based solely on the data collected on the Publisher's ad server. The Client, however, is aware of the fact that, according to the state of the art, it is not possible to develop an entirely fault-free programme. The warranty does not apply to insignificant flaws. Insignificant flaws in the representation of advertising media are pre-eminently those caused by (a) the use of unsuitable visualization software and/or hardware (e.g. browser), (b) disruptions in the communication networks of other providers, (c) computer breakdown because of system failure, (d) incomplete and/or non-updated advertisements held on proxy servers (buffer memories), (e) failure of the ad server lasting no longer than 24 hours (continuous or added up) within 30 days after the beginning of the contractually agreed insertion period. In case of a failure of the ad server over a significant period of time (10 percent of the booked insertion period) of a time-linked fixed booking, the Client is, for the duration of the failure, released from its duty to pay. Further claims are excluded.

11.2 If the quality of the representation of an advertising medium is inadequate, the Client is entitled to a reduction in payment or a flawless replacement, but only to the extent in which the purpose of the advertising medium was compromised. In case of a failure to deliver a replacement or the provision of a replacement unreasonable for the Client to accept, the Client is entitled to a reduction in payment or the rescission of the contract.

11.3 Where defects in the advertising material are not obvious, the Client is not entitled to raise any claims in the event of inadequate publication. The same applies to flaws in repeated publications of an advertising medium, unless the Client calls attention to the flaws prior to the next publication.

## **12. Defaults**

In the event that an order is not carried out due to circumstances beyond the control of the Publisher (e.g. for technical reasons like software malfunctions), notably due to computer breakdowns, force majeure, strike, legal provisions, disruptions falling within the responsibility of third parties (e.g. other providers), network operators or service providers, or for any similar reasons, the order will, if feasible, be made good for. If the order is made good for in appropriate and reasonable time after the removal of the cause of non-compliance, the Publisher's claim for remuneration remains valid.

### **13. Liability**

13.1 Liability pursuant to culpa in contrahendo or tort and claims for damage arising from positive violation of contractual duty against the Publisher and its representatives or vicarious agents are excluded unless the damage is due to intent or gross negligence. This does not apply to the liability for warranted characteristics and breach of essential contractual obligations. In the latter case liability is restricted to the foreseeable damage. In cases of slight negligence, claims for damages arising from impossibility of performance and delay are restricted to compensation for the foreseeable damage.

13.2 In case of gross negligence on the part of its vicarious agent the Publisher's liability is restricted to the extent of the foreseeable damage. This does not apply to breaches of essential contractual obligations.

### **14. Price list**

14.1 The rates of the advertisements are based on the Publisher's price list published on the internet and in effect at the time the contract is concluded. The Publisher reserves the right to change prices. For orders confirmed by the Publisher, price changes are only applicable if announced by the Publisher at least 1 month prior to the publication of the advertising medium. In case of a price increase the Client is entitled to withdraw from the contract. The right of withdrawal must be exercised within 14 days after receipt of the notification announcing the price increase.

14.2 Discounts are granted according to the price list valid at the given time. Advertising agencies and other intermediaries are obliged to adhere to the Publisher's price list in their quotations, contracts and invoices.

### **15. Default of payment**

15.1 In the event of default or deferment of payment, interest and collection costs will be charged. In the case of default of payment the Publisher can delay the further execution of the current order until payment has been received and can demand advance payment for the remaining publications of the advertising medium.

15.2 In the case of objectively justified doubt as to the ordering party's ability to pay, the Publisher is entitled, even during the contractual period, to make the publication of further advertising media, without consideration of any originally agreed date for payment, dependent on the advance payment of the amount and on the settlement of outstanding invoices.

### **16. Termination of order**

Terminations of advertising orders must be made in writing (letter or e-Mail).

### **17. Information obligation**

Unless otherwise agreed, the Publisher is obliged to provide the Client within 10 working days after the execution of the order with call-up information on (a) the number of ad impressions, and (b) the downtime of the ad server in case the downtime exceeds 60 consecutive minutes.

### **18. Data protection**

Orders are processed in compliance with the data protection regulation in force.

### **19. Place of performance**

The place of performance is the registered seat of the Publisher. In business dealings with commercial business people or legal persons under public law or in case of special funds under public law, the place of jurisdiction in case of legal action is the registered seat of the Publisher. Insofar as claims of the Publisher are not enforced in default proceedings, the place of jurisdiction for non-business people is deemed to be their residence. German law applies. If the address or the normal place of residence of the ordering party, including non-business people, is not known at the time of the legal action being taken or if after the contract has been concluded, the ordering party has relocated to a new address or to a different normal place of residence which is outside the area of validity of the law, then the place of jurisdiction – if the contract was concluded in written form – is agreed to be the registered seat of the Publisher.

## Acceptance of digital adverts

For digital advertising/printing material to be accepted via ISDN/DSL and to be processed without any problems certain requirements must be met:

### 1 Systems/programmes:

FTP (login data on request)  
Email: wachs@engel-wachs.de  
In case of enquiries phone +49 (0) 821/2 46 47-0

### Requirements for electronic adverts

ICC profile: ISO Coated v2  
Data formats for electronic adverts:  
Acrobat PDF (please save PDF files without password)  
Adobe InDesign  
Illustrator

- please create spot colours (e.g. HKS, Pantone), RGB and indexed colours using the CMYK model (Euroscale)
- images in a document should preferably be imported on a 1:1 scale with a resolution of 300 dpi (line art 1200 dpi). Stroke widths should not be lower than 0.25 pt.
- image file formats: eps, Tiff, jpg

Other systems/programmes on request

### 2 Data storage devices:

CD-ROMs, DVD-ROMs  
Along with the data storage device comprehensive information on the magazine/title, sender/company, operating system, the programme versions used, file names and colours is required. Files must not be saved as closed PostScript files.

### 3 Fonts:

All fonts used in the advertisement must be listed or be converted into paths. If in doubt, please enclose the fonts.

### 4 Graphics/image files:

If any graphics or scans are placed in the advert, it is essential they be enclosed as original files. Image files and graphics should always be delivered in CMYK mode. PDF files must not contain RGB files and all fonts must be embedded. For any questions regarding distiller settings please phone +49 (0) 821/2 46 47-0 or request the settings via email.

### 5 Colour adverts/proofs:

For each advert a colour proof is required, or one b/w proof per colour with details of the respective shades (Euroscale, HKS, Pantone). For special colours please also enclose specifications in CMYK. Colour prints from colour photocopiers will not be regarded as contract proof quality, colour prints from digital proofers only to a limited extent.

### 6 Prices:

For the processing of digital adverts our separate prices apply.  
Faults due to incomplete or incorrect files, wrong settings or incomplete information will be charged. This equally applies for additional typesetting or lithography works and the production of missing proofs.

Colour-obliging digital proofs according to ISOcoated (DIN), format A4  
Hourly rate for processing transferred digital data

**25.-  
60.-**

### 7 Warranties:

The publishing house does not assume any liability for discrepancies regarding texts, images and particularly colours due to the lack of a print-out or colour-obliging proof.

Target group-related expertise of FORUM Zeitschriften und Spezialmedien GmbH



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