

Print. Digital.

KRAFTHAND

Media-Information **2019**





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you will also find this
media information online:

www.krafthand.de

Media profile

KRAFTHAND – the independent specialist media concept

since **1927**

KRAFTHAND – the independent specialist media concept for the automotive trade. For 90 years, this technical journal has served as a **guide for automotive companies and garage professionals**.

19 issues





With 19 issues per year and supplementary digital channels, KRAFTHAND is a **consistent media concept** offering specialist information for the automotive trade.

Expertise

Our core content is provided directly in-house by our dedicated editorial staff. Our team delivers **high-quality editorial expertise** in the areas of workshop practice, parts and systems, automotive technology, specific legal obligations for garages, and business practices.

1 Circulation

KRAFTHAND, one conception to set your advertisement objectives right.
Most powerful beyond all media channels.

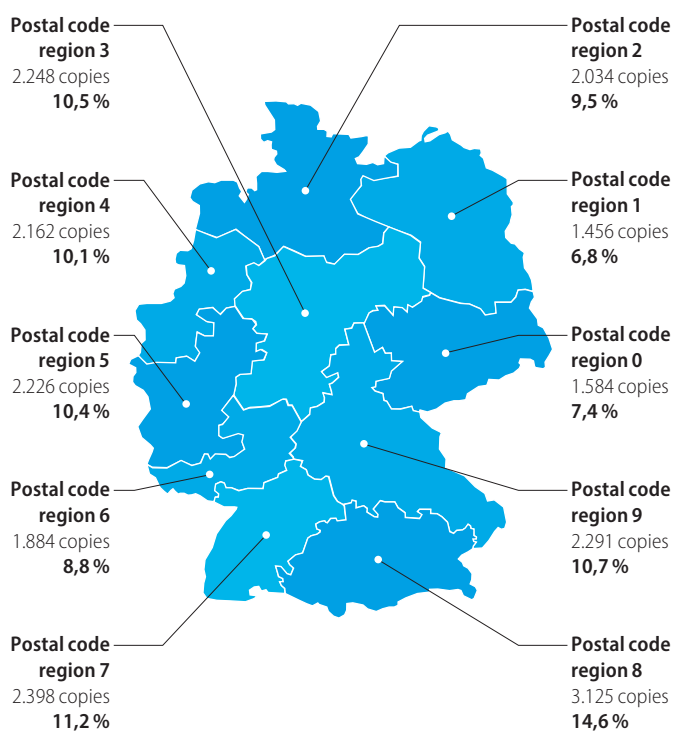
	Printed copies (in total) KRAFTHAND-Magazine	21.678
	Newsletter Subscribers KRAFTHAND-Newsletter	2.663
	Page Impressions (per month) Krafthand.de	53.606
	Facebook-Followers Facebooksite KRAFTHAND	2.884

Status quo: August 2018



2 Regions by postal code

Average circulation per issue within one year
(July 1st, 2016 until June 30th, 2017)



3 Analysis of circulation

Average circulation per issue within one year
(July 1st, 2016 until June 30th, 2017)

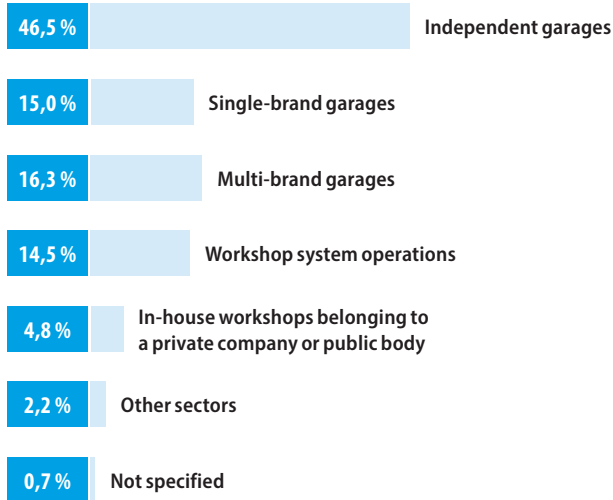
Printed copies	21.841 copies
Total circulation (Npc*)	21.678 copies
Total net paid circulation	12.516 copies
Free copies	9.162 copies
Remainer, file and checking copies	163 copies

4 Circulation control

Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e. V.



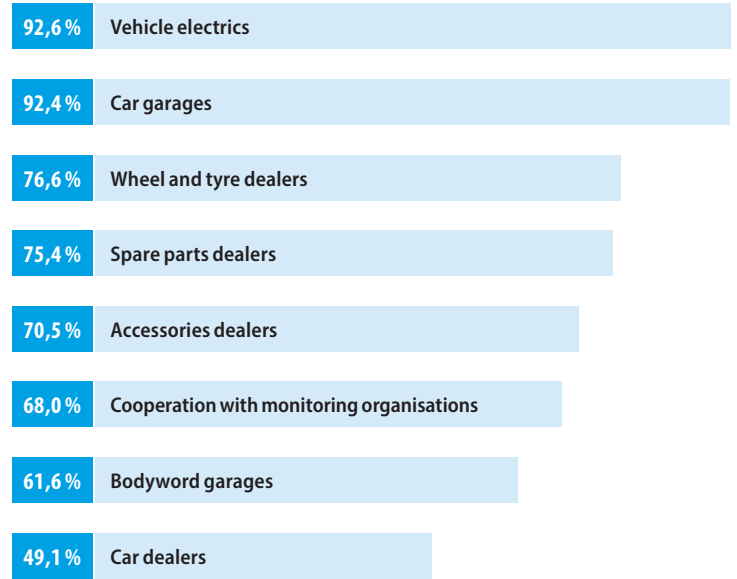
1 Type of workshop



Source: KRAFTHAND readership analysis 2014

Summary: **97%**
of the companies are **automobile garages**

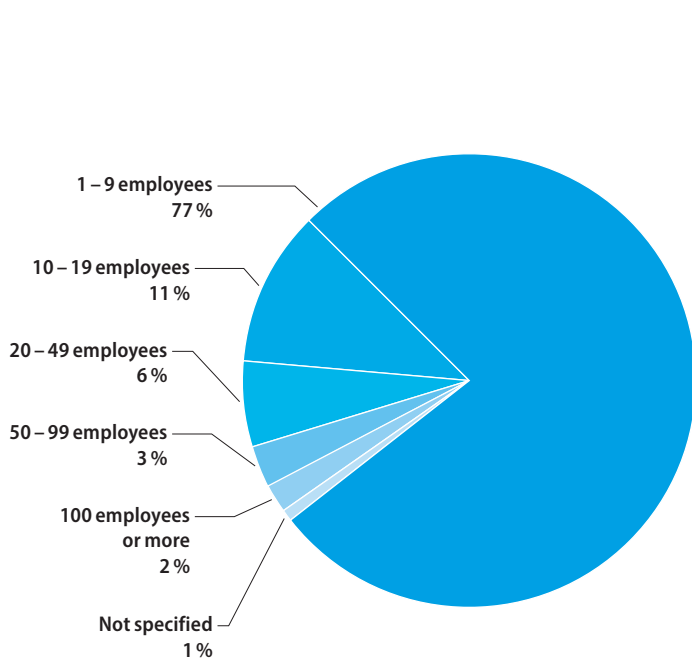
2 Areas of activity



Multiple responses allowed

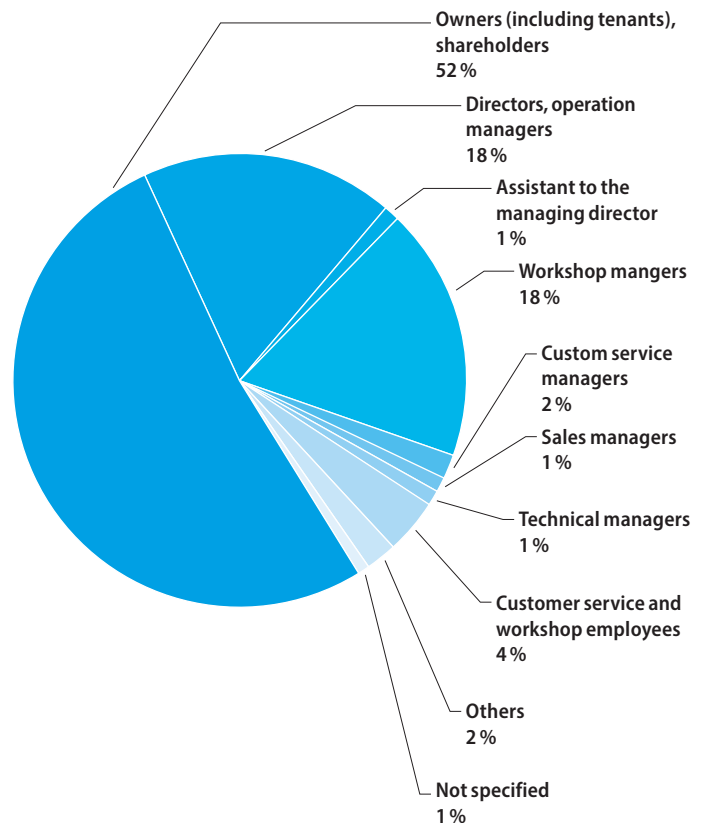
Summary: **92%**
run their business as a **car garage**

3 Company size



Source: KRAFTHAND readership analysis 2014

4 Position in company

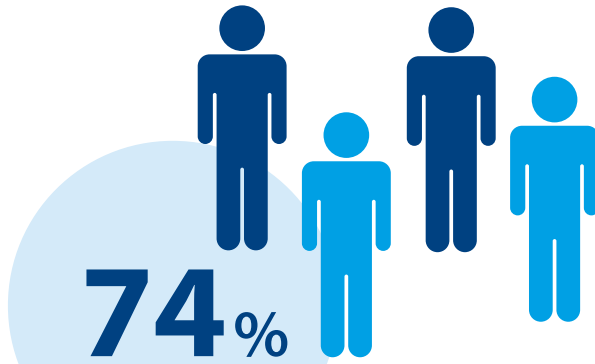


1 What makes KRAFTHAND special

We represent the aftermarket



We have access to decision-makers: **95%** of KRAFTHAND readers make decisions on purchasing and investment.



KRAFTHAND's readership is made up of loyal and regular readers with an **average subscription length of 9 years.**



KRAFTHAND is **top-rated** in terms of **readability and recommendation.**



Each copy of KRAFTHAND is read by

3.4 readers on average.

2 Effective advertising



Interested in advertising:

93.7% of KRAFTHAND readers think that KRAFTHAND contains interesting and useful product advertisement.



75.4%

of KRAFTHAND readers agree, that companies who advertise in KRAFTHAND are important suppliers on the market.



Advertising activation rates:

87.2% of KRAFTHAND readers are activated by the advertisement and seek out the contact channels of companies placing adverts.

Workshop equipment

- Batteries
- Brakes
- Inspections
- Diagnostics
- Driver assistance/safety systems
- Lifting technology
- Lighting systems
- Specialist tools
- Accident repairs
- Workshop planning
- Fair-value repairs

Issues: 1-2, 3-4, 6, 8, 9, 10, 11, 12, 13-14, 15-16, 17, 18, 19, 20, 21, 22, 23-24

Air conditioning

- Filter technology
- Servicing

Issues: 5, 7, 9, 12, 17

Workshop practice

- Battery testing
- Brakes
- Inspections
- Diagnostics
- Driver assistance/safety systems
- Chassis and steering
- Clutch and gears
- Lighting systems
- Engine technology

Issues: 1-2, 3-4, 5, 6, 8, 9, 10, 11, 12, 15-16, 17, 18, 19, 21, 22

Spare parts

- Exhaust aftertreatment
- Aftermarket
- Batteries
- Brakes
- DPF
- Clutch and gears
- Engine technology and add-on parts

Issues: 1-2, 3-4, 5, 8, 9, 12, 13-14, 15-16, 17, 19, 21, 22, 23-24

Specialists

- Services
- Roadworthiness inspections (HU)

Issues: 3-4, 10, 15-16, 17, 22

Car wash + care

- Treatment
- Care
- Cleaning

Issues: 7, 19

Alternative drive systems

Issues: 18

Lubricants

- Offers
- Consumables
- Fluid management

Issues: 6, 12, 17, 22

Wheels and tyres

- Fitting, TPMS, service, purchasing

Issues: 6, 11, 20

Bodywork + paintwork

- SMART and spot repair
- Paintwork
- Accident repairs
- Glass repairs

Issues: 8, 10, 13-14, 23-24

Vintage cars

- Training offer

Issues: 7

Update building + equipment

Issues: 9, 20

IT

Issues: 9, 20



Thematic and publication plan 2019

(19 issues a year, including 5 double issues)

Print edition

Online Special

Issue	Dates	Topics	Trade fairs + expos
1-2 January	PD: 26/01/19 AD: 07/01/19	<ul style="list-style-type: none"> • Diagnostics, maintenance and repairs • Brake servicing • Gear and clutch servicing 	<ul style="list-style-type: none"> • Augmented/virtual reality in vehicle workshops ▶ Insert: Bundesliga calendar – second half-season 2018/2019
3-4 February	PD: 16/02/19 AD: 25/01/19	<ul style="list-style-type: none"> • Servicing and technology for lighting systems • Spare parts on the aftermarket 	<ul style="list-style-type: none"> • Wholesale trade as workshop partners • Expert services <p>Geneva Motor Show 07/03 – 17/03/2019</p>
5 March	PD: 09/03/19 AD: 15/02/19	<ul style="list-style-type: none"> • Air conditioning servicing • Engine technology and add-on parts 	<ul style="list-style-type: none"> • Exhaust aftertreatment ▶ Insert: Training and trade fair planner 2019
Online Special March	PD: 18/03/19 AD: 11/03/19	<ul style="list-style-type: none"> • Tyre service 	
6 March	PD: 23/03/19 AD: 01/03/19	<ul style="list-style-type: none"> • Diagnostics, maintenance and repairs • Driver-assistance/safety system inspection • Wheel and tyre purchase, fitting 	<ul style="list-style-type: none"> • TPMS • Lubricants and consumables/fluid management
7 April	PD: 06/04/19 AD: 15/03/19	<ul style="list-style-type: none"> • Air conditioning servicing • Filter technology 	<ul style="list-style-type: none"> • Car wash, vehicle care and preparation • Classic cars in the garage <p>Techno Classica Essen 10/04 – 12/04/2019</p>
8 April	PD: 20/04/19 AD: 29/03/19	<ul style="list-style-type: none"> • SMART and spot repair • Accident repairs and vehicle paintwork 	<ul style="list-style-type: none"> • Battery servicing ▶ Insert: Workshop catalogue 1/2019

PD = Publication date · AD = Advertising deadline

Print edition ■ Online Special

Issue	Dates	Topics	Trade fairs + expos	
9 May	PD: 11/05/19 AD: 18/04/19	<ul style="list-style-type: none"> • Workshop Special 2019 • Air conditioning servicing • Special tools 	<ul style="list-style-type: none"> • Workshop planning (building, refurbishment and modernisation, IT) 	<p>Top issue</p> <p>Autopromotec Bologna 22/05 – 26/05/2019</p>
10 May	PD: 25/05/19 AD: 03/05/19	<ul style="list-style-type: none"> • Diagnostics, maintenance and repairs • Expert services • Automotive glass 	<ul style="list-style-type: none"> • Driver-assistance/safety system inspection 	
11 June	PD: 08/06/19 AD: 17/05/19	<ul style="list-style-type: none"> • Wheel and tyre purchase, fitting • TPMS 	<ul style="list-style-type: none"> • Chassis and steering technology 	
Online Special June	PD: 17/06/19 AD: 11/06/19	<ul style="list-style-type: none"> • Brake servicing 		<p>Countdown for brake test rig regulations</p>
12 June	PD: 22/06/19 AD: 31/05/19	<ul style="list-style-type: none"> • Air conditioning servicing • Brake servicing 	<ul style="list-style-type: none"> • Lubricants and consumables/fluid management 	
13-14 July	PD: 20/07/19 AD: 28/06/19	<ul style="list-style-type: none"> • Fair-value repair solutions • Industry in flux New service-providers for the automotive industry 	<ul style="list-style-type: none"> • Strong brands in the independent aftermarket • SMART and spot repair 	
15-16 August	PD: 17/08/19 AD: 26/07/19	<ul style="list-style-type: none"> • Diagnostics, maintenance and repairs • Expert services • Engine technology and add-on parts 	<ul style="list-style-type: none"> ▶ Insert: Bundesliga calendar - first half of the season 2019/2020 	
17 September	PD: 07/09/19 AD: 16/08/19	<ul style="list-style-type: none"> • IAA • Spare parts on the aftermarket • Networked vehicles in the repair market 	<ul style="list-style-type: none"> • Lubricants and consumables/fluid management 	<p>Trade Fair Issue</p> <p>IAA Private Cars Frankfurt 12/09 – 22/09/2019</p>
Online Special Sep-tember	PD: 16/09/19 AD: 09/09/19	<ul style="list-style-type: none"> • Lubricants and consumables/fluid management 		
18 September	PD: 21/09/19 AD: 30/08/19	<ul style="list-style-type: none"> • Driver-assistance/safety system inspection • Chassis and steering technology 	<ul style="list-style-type: none"> • Alternative drive systems – servicing and repairs ▶ Insert: Workshop catalogue 2/2019 	
19 October	PD: 05/10/19 AD: 13/09/19	<ul style="list-style-type: none"> • Servicing and technology for lighting systems • Battery servicing 	<ul style="list-style-type: none"> • Car wash, vehicle care and preparation 	<p>CARAT Leistungsmesse Trade Fair 12/10 – 13/10/2019</p> <p>Equip-Auto, Paris 15/10 – 19/10/2019</p>
20 Oktober	PD: 26/10/19 AD: 04/10/19	<ul style="list-style-type: none"> • Wheel and tyre purchase, fitting • TPMS 	<ul style="list-style-type: none"> • Workshop planning (building, refurbishment and modernisation, IT) 	
21 November	PD: 09/11/19 AD: 18/10/19	<ul style="list-style-type: none"> • Brake servicing • Chassis and steering technology 	<ul style="list-style-type: none"> • Specialist tools 	
22 November	PD: 23/11/19 AD: 31/10/19	<ul style="list-style-type: none"> • Diagnostics, maintenance and repairs • Engine technology and add-on parts • Lubricants and consumables/fluid management 	<ul style="list-style-type: none"> • Expert services ▶ Insert: Poster Annual Calendar 2020 	<p>Essen Motor Show, 29/11 – 08/12/2019</p>
Online Special Novem-ber	PD: 25/11/19 AD: 18/11/19	<ul style="list-style-type: none"> • Chassis and steering technology 		
23-24 Dezember	PD: 14/12/19 AD: 22/11/19	<ul style="list-style-type: none"> • Diagnostics, maintenance and repairs • Spare parts on the aftermarket • Exhaust aftertreatment • SMART and spot repair • Accident repairs and vehicle paintwork 	<ul style="list-style-type: none"> • Business models of the future ▶ Insert: Product range 2019/2020 	<p>Highlights of the year</p>

1 Advertisement format and prices

All prices are exclusive the applicable VAT rate.



	Format	price
Cover	Preferential position cover (w×h)*	4 colour
	portrait 150 x 220 mm	6.800,- €

* additional amount for bleed: 3 mm per trimmed edge

Preferential position cover:



portrait

	bleed size (w×h)*	4 colour
1/1 page	210 x 297 mm	3.795,- €
1/2 page	210 x 154 mm	1.955,- €

Advertorial



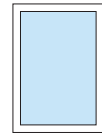
portrait

landscape

1/1	inside type area (w×h)	bleed size (w×h)*	basic price b/w	4 colour
portrait	187 x 270 mm	210 x 297 mm	6.300,- €	8.040,- €

* additional amount for bleed: 3 mm per trimmed edge

1/1 page inside type area:



portrait

1/1 page outside type area:

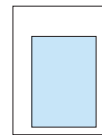


portrait

Junior-page	inside type area (w×h)	bleed size (w×h)*	basic price b/w	4 colour
portrait	139 x 190 mm	150 x 211 mm	3.490,- €	4.825,- €

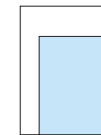
* additional amount for bleed: 3 mm per trimmed edge

Juniorpage inside type area:



portrait

Juniorpage outside type area:

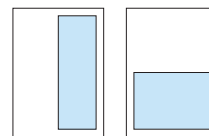


portrait

1/2	inside type area (w×h)	bleed size (w×h)*	basic price b/w	4 colour
portrait	91 x 270 mm	102 x 297 mm	3.150,- €	4.485,- €
landscape	187 x 134 mm	210 x 154 mm		

* additional amount for bleed: 3 mm per trimmed edge

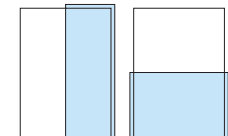
1/2 page inside type area:



portrait

landscape

1/2 page outside type area:



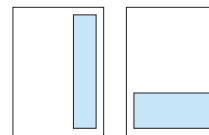
portrait

landscape

1/3	inside type area (w×h)	bleed size (w×h)*	basic price b/w	4 colour
portrait	59 x 270 mm	70 x 297 mm	2.100,- €	3.375,- €
landscape	187 x 90 mm	210 x 110 mm		

* additional amount for bleed: 3 mm per trimmed edge

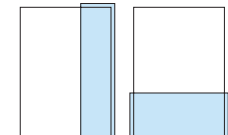
1/3 page inside type area:



portrait

landscape

1/3 page outside type area:



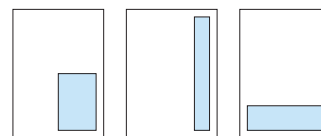
portrait

landscape

1/4	inside type area (w×h)	bleed size (w×h)*	basic price b/w	4 colour
2 columns	91 x 134 mm	102 x 154 mm	1.575,- €	2.685,- €
portrait	43 x 270 mm	54 x 297 mm		
landscape	187 x 65 mm	210 x 82 mm		

* additional amount for bleed: 3 mm per trimmed edge

1/4 page inside type area:

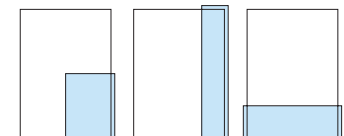


2 columns

portrait

landscape

1/4 page outside type area:



2 columns

portrait

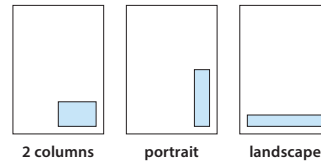
landscape

[More Information on next page](#)

1/8	inside type area (w x h)	bleed size (w x h)*	basic price b/w	4 colour
2 columns	91 x 65 mm	-	785,- €	1.145,- €
portrait	43 x 134 mm			
landscape	187 x 32 mm			

* additional amount for bleed: 3 mm per trimmed edge

1/8 page inside type area:



Supplements	weight	cost per 1.000 ex.
	up to 25 g	320,- €
	up to 30 g	335,- €
	up to 35 g	350,- €
	each additional 5 g	15,- €

Supplements



Inserts	Umfang	cost per 1.000 ex.
	1 sheet = 2 pages*	6.300,- €
	2 sheet = 4 pages*	9.450,- €

Inserts



* discountable:

1 sheet = 1 advertising page
2 sheet = 1,5 advertising page

Clued on Post-Cards	please call
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2 Discounts

within 12 months:

Contract discount		frequency rate	
3 adverts	5 %	1 page	5 %
6 adverts	10 %	2 pages	10 %
12 adverts	15 %	3 pages	15 %
24 adverts	20 %	6 pages	20 %
		9 pages	25 %

Front page is not discountable, but is added to the final account as a 1/1 page in the contract discount resp. 1x in the frequency rate.

3 Occasional advertisement

per mm, 1 column, 43 mm wide.

Job offers*, sells, bids, real estate, business connections, miscellaneous

reduced basic price per mm and column (1 column = 43 mm wide):
b/w 3,20 €; 2-colours 3,95 €; 3-colours 4,65 €; 4-colours 5,40 €

Job requests*: b/w 1,50 €

box number and administration surcharge: 5,- € (non-recurring fee)

Discounts: published twice 10 %
published three times 15 %

4 Payment terms

Payment within 30 days. Payment within 8 days: 2 % discount.
Direct debit and prepayment: 3 % discount.

Bank accounts:

- **Sparkasse Memmingen-Lindau-Mindelheim**
IBAN: DE92 7315 0000 0000 1031 84; SWIFT (BIC): BYLADEM1MLM
- **Postbank München**
IBAN: DE44 7001 0080 0047 9398 07; SWIFT (BIC): PBNKDEFF

5 WerkstattKatalog

Offers professional mechanics a compact and versatile decision-making aid for buying their workshop equipment.

Publication dates: 2 x anual

1/2019: 20/04/2019 (KRAFTHAND 8)
Closing date: 08/03/2019

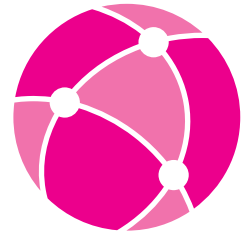
2/2019: 21/09/2019 (KRAFTHAND 18)
Closing date: 10/08/2019

Contact person:

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Media Sales Print/Digital
Phone: +49 (0) 8247/3007-33
E-Mail: andreas.berktold@krafthand.de



WK	short facts	price
1	1/1 page print + up to 12 products online per half year	2.200,- €
2	1/2 page print + up to 6 products online per half year	1.100,- €
3	1/4 page print + up to 3 products online per half year	550,- €



Why digital advertising?

As renowned specialists in this medium we offer efficient opportunities for taking full advantage of your advertising with specific targeting in terms of content and reach. Measures perceived as both, eye-catching and informative are particularly relevant for you in achieving your advertising and communication objectives.

What is digital advertising with KRAFTHAND?

Clearly differentiating your advertising impact is important. You can strengthen the perception of your brand with eye-catching advertising and reach, as well as defining your brand essence with informative perception and content solutions for the target group.



KRAFTHAND.de

KRAFTHAND.de is the responsive online magazine for all experts in the automotive repair trade. Experts can find everything they need here for their work and their practical expertise, day in, day out – from current industry trends to exclusive online expert articles and practical videos.



KRAFTHAND Newsletter

The fortnightly KRAFTHAND Newsletter lets readers know about the most relevant articles in the online magazine. It provides summaries and looks ahead to future content. Here you will be surrounded by selected highly relevant content and able to achieve an impact.

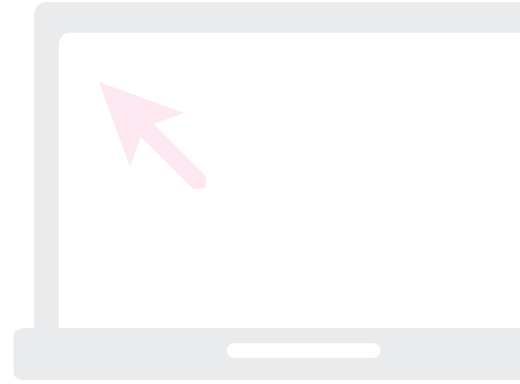


KRAFTHAND Content

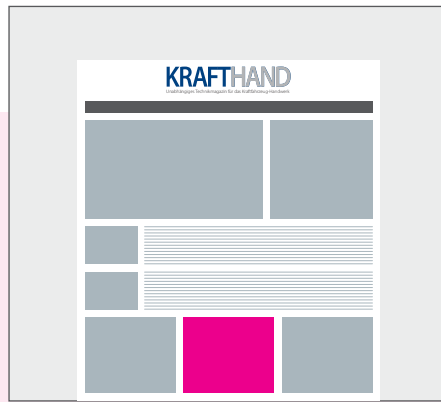
Content marketing is the approach by which your company and products are positioned within your specialist field. With our relevant content and through dissemination to relevant target groups, your native advertising can access new and effective opportunities. At the same time, we can also combine all our channels in order to achieve outstanding impacts and interactions among your target group.

Eye-catching advertising

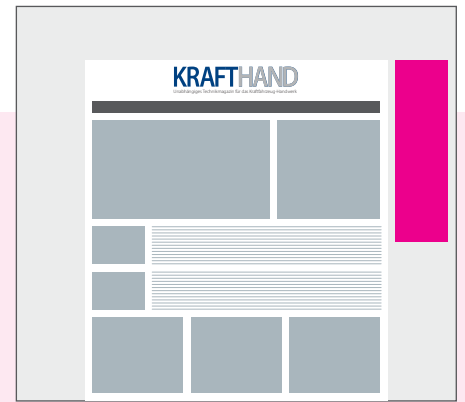
For your target group, it's all about attracting attention, impact and reach. To ensure that this is successful, we offer you banners on special topics and particularly relevant key points, as well as reach-intensive banner displays with guaranteed target group extension.



Leaderboard



Rectangle



Skyscraper

1 How it works

1 Professionals use krafthand.de to stay up-to-date on the automotive industry.

2 The user receives a cookie, marking them as someone interested in the automotive sector.

3 We can then find the user on thirdparty websites all over the internet, on any device.

4 We display our adverts to the user on the websites they subsequently visit.

5 The user is forwarded to your website or to a special landing page.

6 In this way, we bring you together with potential interested parties:

- + Extra range
- + Increased attention
- + Access to the core target group
- + More points of contact
- + Increased online advertising time

2 How you benefit

We guarantee **60,000 advertising impressions** through dissemination among our partner networks.

This allows you to increase your brand recognition among your target group, even **beyond KRAFTHAND.de**

Our partner network are an effective **way of expanding your range** with zero waste of coverage.

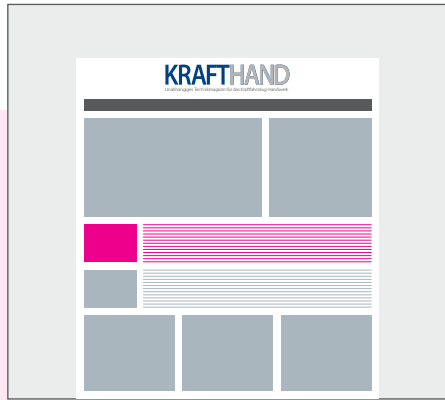
Comprehensive reporting every month enables custommade optimisations.

You give us the **banners**, and we do the rest!

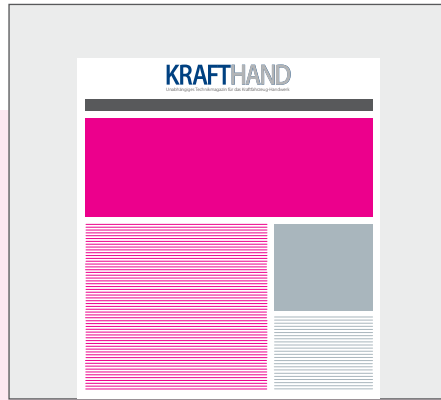


Informative advertising

Here it's all about content, added value and conveying practical knowledge for the workshop pro. KRAFTHAND offers you a topic-based environment for this, which provides the best possible representation of your brand, your product and your solutions. That means that you will be everywhere our target audience gets the information they need to make investment decisions. This is achieved with online advertorials created by yourselves, or with the expertise of our specialist copywriters who create specifically tailored content.



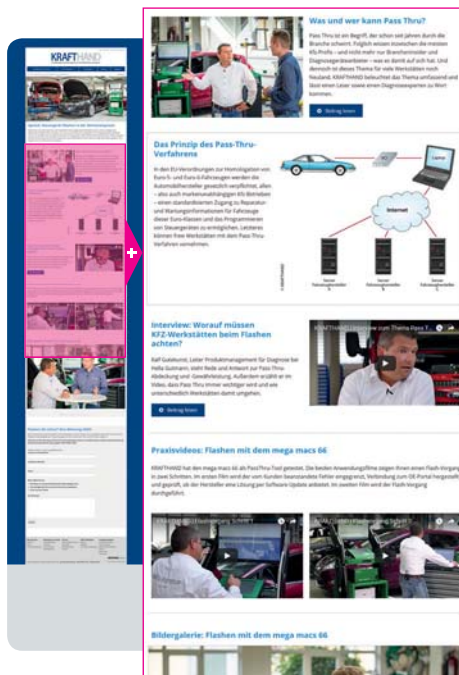
Home page of KRAFTHAND.de



View of Advertorial-Article

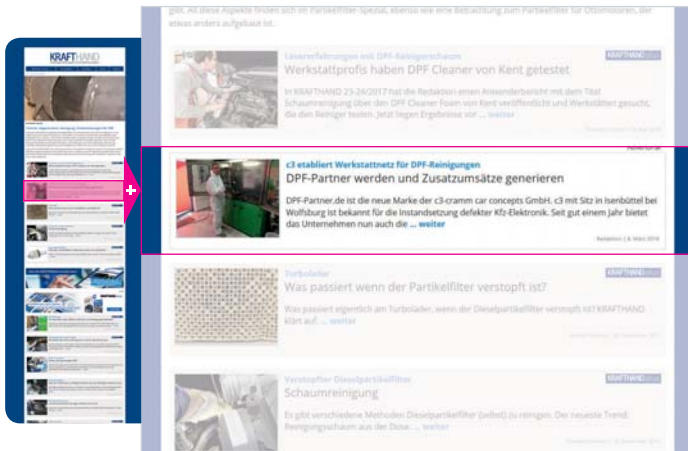
1 Advertorials

You can present your company in the highly relevant environment of KRAFTHAND.de. Up-to-date reports and well-researched specialist magazine articles are placed online every day. Within this framework, your advertorial will have a similar impact to editorial content.



2 Advertorial in Topic-based Special

This advertorial will be placed within an editorially selected key-topic framework. Our editorial team reports on particularly hot topics four times a year (see "Online publication schedule"). This enables you to position your company, products or services in the optimum way in a particularly relevant context.



3 Topic-based Specials 2019 Online

Issue	Dates	Themes
Online Special March	PD: 18/03/19 AD: 11/03/19	• Tyre service
Online Special June	PD: 17/06/19 AD: 11/06/19	• Brake servicing
Online Special September	PD: 16/09/19 AD: 09/09/19	• Lubricants and consumables/fluid management
Online Special November	PD: 25/11/19 AD: 18/11/19	• Chassis and steering technology

Countdown
for brake test rig
regulations

1 Format and prices



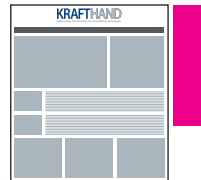
Leaderboard	format (w x h)	price per month
head	728 x 90 px	1.595,- €



Rectangle	format (w x h)	price per month
medium rectangle	300 x 250 px	1.595,- €
video rectangle	300 x 250 px	



Skyscraper	format (w x h)	price per month
right	160 x 600 px	1.595,- €



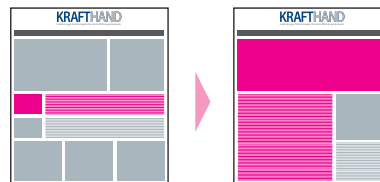
Data supply:

- Possible data formats: GIF, JPG, HTML
- The customary standards must be adhered to for HTML5 banners. It is essential that you send us a sample so that we can check in advance that it will work.
- Animated banners must become static after 30 seconds.
- The banners must not be larger than 150 KB.

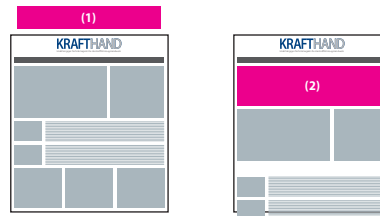
Supply of ad bundles:

- Leaderboard
 - Rectangle
 - Skyscraper
- This is necessary so that we can place your campaign correctly on our partner websites.

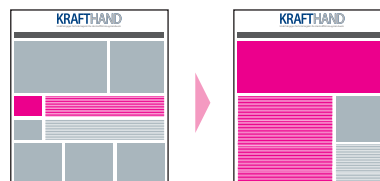
Advertorial	format	price per month
teaser of article in content-stream with own landing-page of KRAFTHAND.de		3.795,- €



Theme special banner	format (w x h)	price per month
leaderboard (1)	728 x 95 px	850,- €
billboard (2)	970 x 250 px	1.045,- €



Theme special advertorial	format	price per month
teaser of article in content-stream with subsite in "Themenspezial-Kanal"		1.495,- €



Newsletter banner	format (w x h)	price per distribution
banner	468 x 60 px	260,- €



1 Partner publications

Specialist information is more credible when it is professionally and expertly presented. Together with partners from the motor vehicle industry, the automotive supply industry and the parts trade, Krafthand Medien develops neutral or individualised specialist publications in order to present relevant topics to the market or to car dealerships and vehicle workshops. These can range from inserts in KRAFTHAND, for example, to individualised A4, "KRAFTHAND practical knowledge" workbooks or entire company brochures and complete specialist books. The customer benefits from the competence of specialist editorial staff, as well as from the strong impact of the brand KRAFTHAND, which stands for well researched, high-quality and, above all, independent content.

www.krafthand-medien.de/Verlagsprogramm/Fachliteratur/

Partner projects > Cooperation + supply on demand



2 Corporate Publishing

Take your benefits of the expertise of our editorial department. With that you are able to communicate in a very unique way your topics. You will reach car dealerships and garage professionals. This could be a simple supplement in the magazine KRAFTHAND or complete company brochure or even a complex specialist book. All that is processed in a journalistic way with the skills of our editors for your company or in your name.



3 Media services

Krafthand Medien offers you a wide range of media services. Always at the forefront with a precise knowledge of the needs and user behaviour of your target group:

- Design and realisation of your company's homepage or landing page including search engine optimisation
- Consultation, set-up and monitoring regarding your own social media channel (YouTube, Facebook, Twitter, Instagram, Snapchat etc.)
- Portrait, object or product photography. We also present your product in 360° limelight. This type of product illustration is particularly suitable for all-round digital visibility
- Design and production of your advertising spaces in terms of print and digital (classic adverts to HTML programming)
- Mailings and lettershop including editorial development, design, printing and providing qualified addresses
- Business prints, forms, individual publications
- Organisation and implementation of events and training courses
- Moderation of your event or podium discussion
- Production of commercials for TV and radio

Services can be implemented as range of packages; prices on request

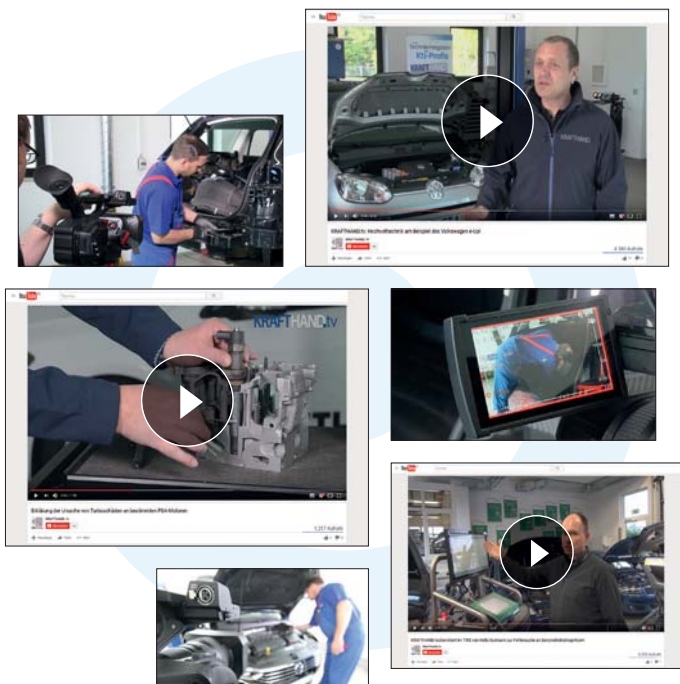
4 Film- and video production

We produce professional image and product videos for you within the setting of the KRAFTHAND workshop, in your company or in a location of your choice. We explain your products, conduct interviews, shoot any footage – where desired this can also be from the air with the help of a drone – and deliver you a film which you can publish across all channels. Also, of course, via the digital media of our specialist magazines. We export the corresponding data in the desired format.

You are a guest on your own set, for our service range includes the following:

- Consulting regarding theme selection and extensive background research
- Creation of a storybook
- Editorial support, with direction during shooting
- Design and production of introduction and credits (intro and outro)
- Moderation with professional speakers (also multilingual) and suitable licensed background music
- Advice and editorial support during editing
- Payout in the desired formats
- Set-up and deployment on publishing channels, such as your own dedicated YouTube or Facebook channel
- Transfer of the necessary rights of use

Prices readily available upon request.



Our company directly represents all of these competencies. One solution – one point of contact!



Strong media brands

Mobile applications Training sessions

Magazines **Workshop and office supplies**

Books **media services** Web design
and development

Client magazines **Product photography**

Film production Brochures **Social media**