

# sicht sonnenschutz

Technik in der Fassade · Tageslichttechnik · Bauelemente · Rollläden · Tore



Photo: AGC Flat Glass Europe

Technical glass solutions



Photo: Renson

External sunsreen



Photo: Profire

Shutter technique



Photo: Junkers und Müllers

Inner sunsreen



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sicht+sonnenschutz is an independent field-related journal, which covers all subjects around sunscreen. Trends and actual tendencies on external and inner sunscreens, on technical textiles, shutters and doors, drive- and controlling-technologies are reviewed in sicht+sonnenschutz

Furthermore regularly editorial topics are light-controlling, photovoltaic and technical glass solutions for suncreening. Reports about research and development give more information about possible future-tendencies.

Report about realized objects and industry- and company portraits inform about successful product-concepts in industry, trade and handicraft.



# Publisher information

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## Publisher

Hans Holzmann Verlag GmbH & Co KG  
 Street address: Gewerbestraße 2, D- 86825 Bad Wörishofen  
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 www.sicht-sonnenschutz.com

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## Frequency of publication

Monthly (combined issue 7-8)

## Subscription prices

Yearly subscription  
 Germany 70,40 Euro including VAT  
 Foreign countries 70,40 Euro plus shipping  
 8,80 Euro  
 Single issue 7,80 Euro shipping extra


## ISSN

1432-6264

## Bankverbindung

Sparkasse Memmingen (BLZ 731 500 00)  
 A/C No. 101 709  
 IBAN: DE50 7315 0000 0000 1017 09,  
 BIC: BYLADEM1MLM  
 For payments from Austria  
 BAWAG P.S.K. (BLZ 60 000),  
 A/C No. 1337198  
 IBAN: AT27 6000 0000 0133 7198,  
 BIC: OPSKATWW  
 For payments from Switzerland  
 Postfinance, A/C No. 80-54743-1  
 IBAN: CH55 0900 0000 4743 1,  
 BIC: POFICHBEXXX

# Circulation analysis

<b>Circulation control:</b>	
<b>Circulation analysis:</b>	copies each issue
<b>Average:</b>	III. Quarter 2008 to II. Quarter 2009
<hr/>	
<b>Print run:</b>	7.960
<hr/>	
<b>Distributed circulation (TVA):</b>	7.812 211 subscriptions 2 other sales
<hr/>	
<b>Sold copies:</b>	213
<hr/>	
<b>Free copies:</b>	7.599
<b>Reminders, file-voucher copies:</b>	148
<hr/>	

## Geographic circulation analysis

Working area	Circulation in fact	
	%	copies
<hr/>		
<b>Germany</b>	93,2	7.279
<b>Foreign areas</b>	6,8	533
<hr/>		
<b>Circulation in fact</b>	100,0	7.812
<hr/>		
<b>Nielsen-Area I</b> Schleswig-Holstein, Hamburg, Niedersachsen, Bremen	15,7	1.143
<hr/>		
<b>Nielsen-Area II</b> Nordrhein-Westfalen	22,2	1.616
<hr/>		
<b>Nielsen-Area III a</b> Hessen, Rheinland-Pfalz, Saarland	12,2	888
<hr/>		
<b>Nielsen-Area III b</b> Baden-Württemberg	18,4	1.339
<hr/>		
<b>Nielsen-Area IV</b> Bayern	20,3	1.478
<hr/>		
<b>Nielsen-Area V</b> Berlin	2,8	204
<hr/>		
<b>Nielsen-Area VI</b> Mecklenburg-Vorpommern, Brandenburg, Sachsen-Anhalt	5,8	422
<hr/>		
<b>Nielsen-Area VII</b> Thüringen, Sachsen	2,6	189
<hr/>		
<b>Germany total</b>	100,0	7.279
<hr/>		

# Readers analysis

## Distribution analysis

### Receiver groups

### Proportional on distributed circulation

		Copies
Shutter- and sunscreen	65%	4.925
Window/door/winter garden	40%	3.047
Carpentry	13%	990
Facade- and metalbuilding	27%	2.057
Assembly companies	24%	1.828
Component-trading companies	11%	838
Glassbuilding and glass trade	9%	685
Interior decorator	7%	533
Fitting-trading companies	6%	457
Door building	15%	1.143
Light- and facade planners	11%	838
Building- and energy consulting	11%	838
Manufacturer industry	15%	1.143
Architects and planners	15%	1.143
Others	4%	305

Multiple answers

The Basis for the projection founded on distributed circulation: 7.618 copies

## Size analysis

### III/2008 – II 2009 = 11 issues

Total size	728 pages =	100%
Editorial part	597 pages =	82%
Adverts	131 pages =	18%

# Reader analysis

## Competence of decision

76% of our readers are in a leading position

## Excellent chance of page contact

60% are reading our magazine 1 hour or more

30% take each issue 2 times and 25% at least 5 times

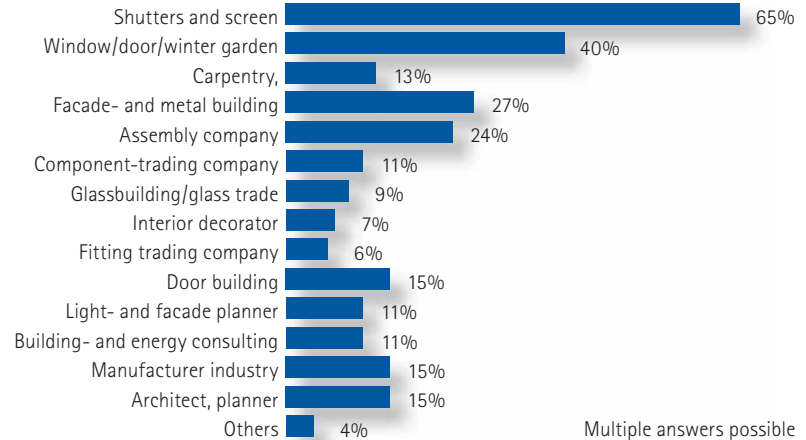
60% archive whole issues or single articles

## Fellow readers

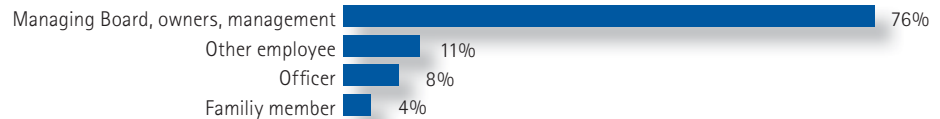
over 40% of the magazine expenditures are covered by the initial readers in circulation. On average, each issue of 3.2 people read.

60% the interviewees read all editions (in average)

## To which professional group your company belongs?

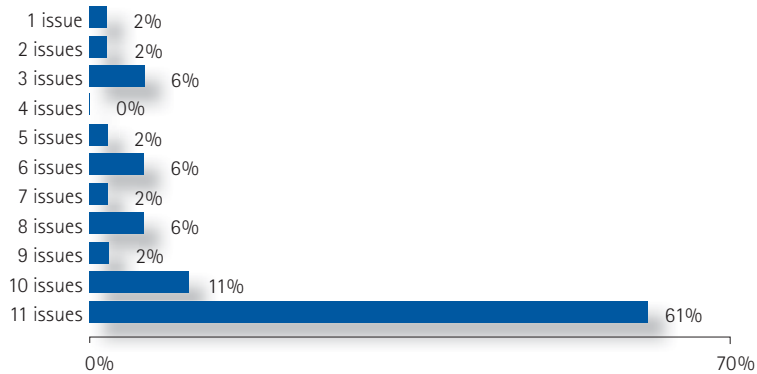


## Which is your position?

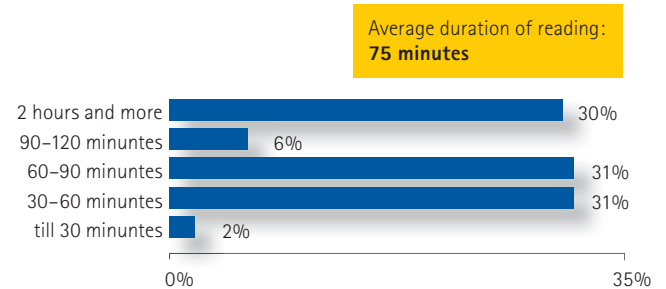


# Reading

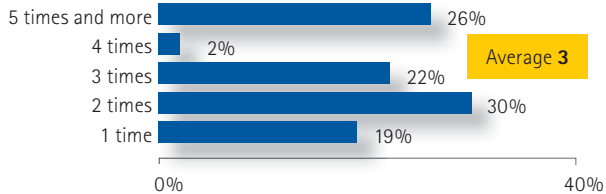
## Issues read



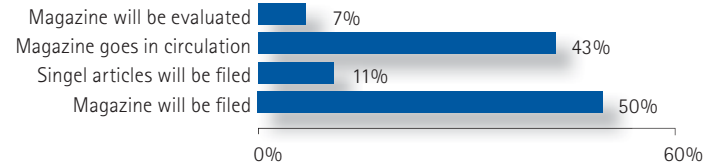
## Duration of reading



## How often do you read 1 issue?



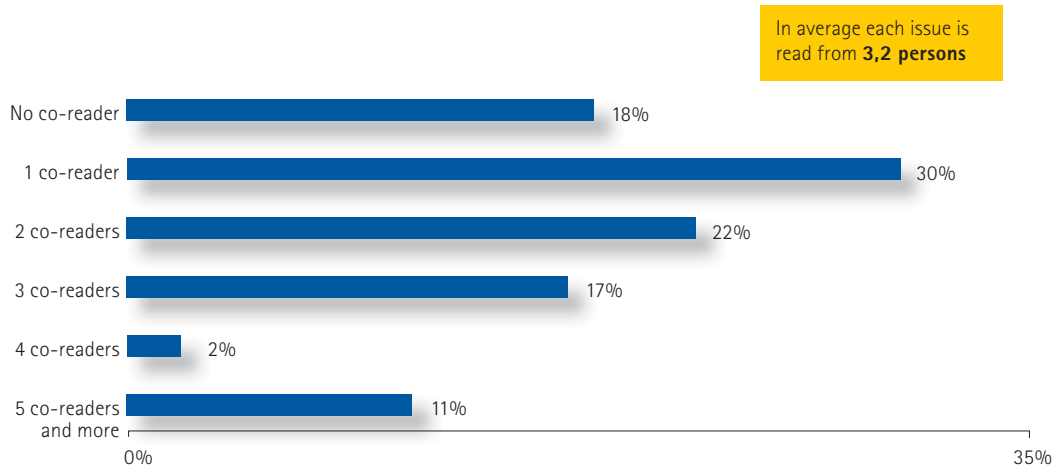
## Disposition of the magazine\*



\*Multiple answers possible

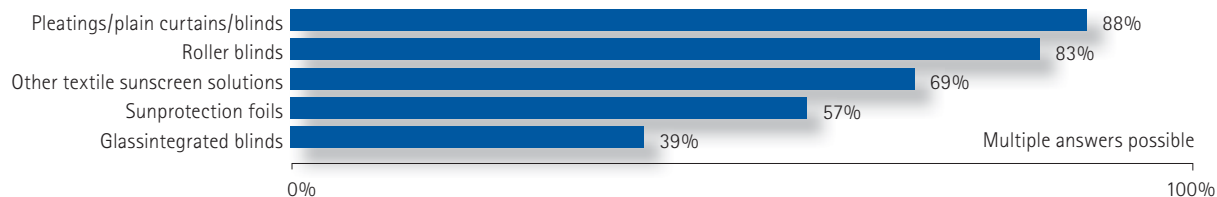
# Reading

## Number of fellow leaders

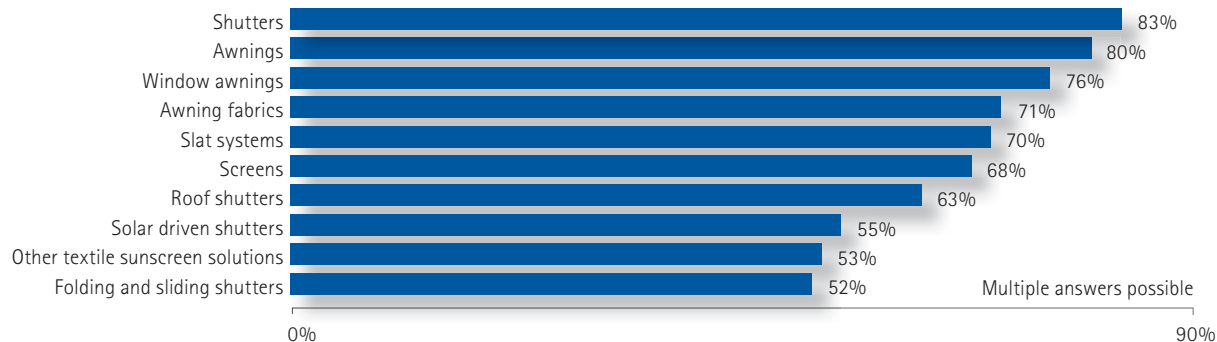


# Which products are processed by your company?

## I. Inside sunscreens

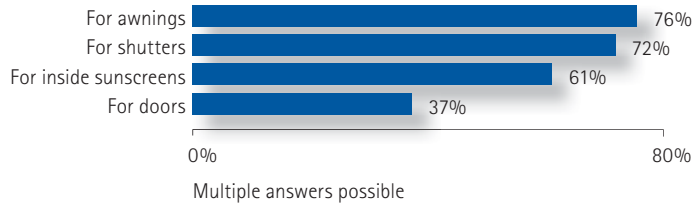


## II. External systems

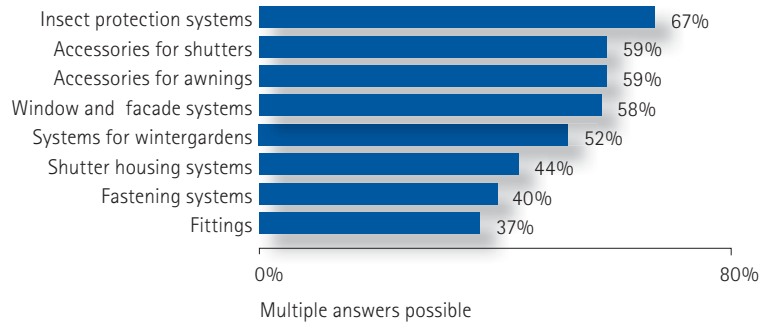


# Which products are processed by your company?

## III. Automation and controlling solutions

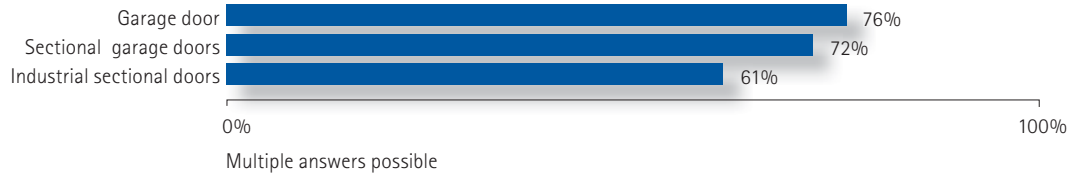


## IV. Components and accessories

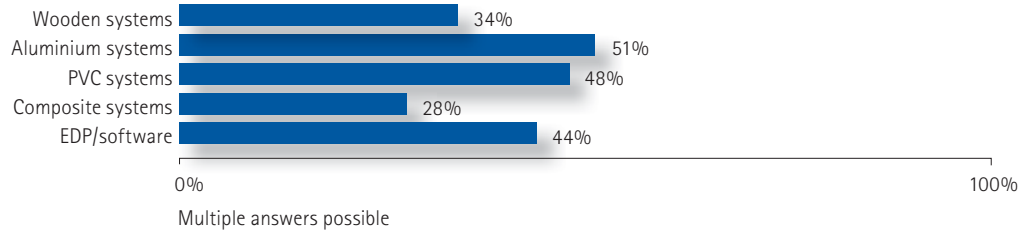


# Which products are processed by your company?

## V. Doors



## VI. Window- and shuttersystems, EDP and software



# Formats

## Format

DIN-A4, trimmed 210 mm x 297 mm,  
untrimmed 220 mm x 315 mm

Distributed circulation  
Average

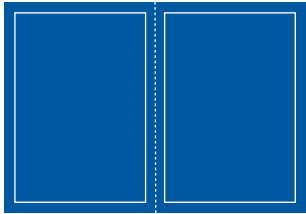
7.812 copies  
III/08 – II/09

## Layout of s+s

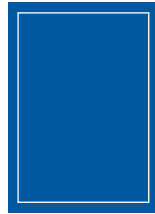
172 x 245 mm; 4 columns – width of 40 mm or 3 columns – width of 55 mm

A = type size

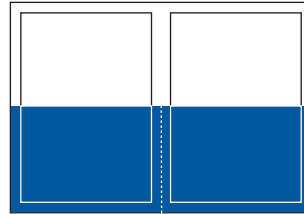
B = untrimmed dimensions



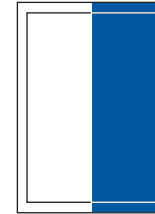
2/1 Double-page covenant  
A: 380 x 245 mm  
B: 426 x 303 mm



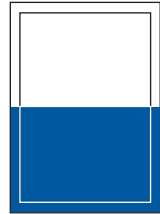
1/1 page  
A: 172 x 245 mm  
B: 216 x 303 mm



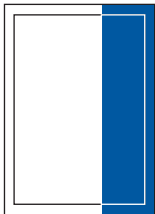
1/1 page (2 x 1/2 across the journal)  
A: 380 x 127 mm  
B: 426 x 151 mm



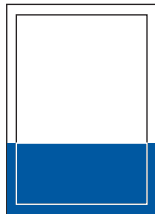
1/2 page high  
A: 85 x 245 mm  
B: 107 x 303 mm



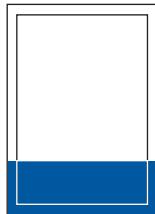
1/2 page across  
A: 172 x 127 mm  
B: 216 x 151 mm



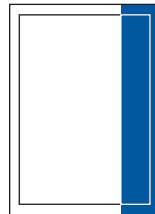
1/3 page high  
A: 55 x 245 mm  
B: 78 x 303 mm



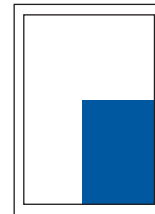
1/3 page across  
A: 172 x 88 mm  
B: 216 x 112 mm



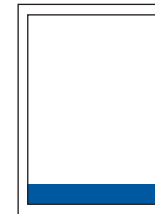
1/4 page across  
A: 172 x 66 mm  
B: 216 x 90 mm



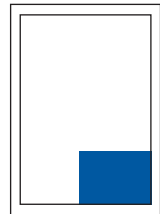
1/4 page high  
A: 40 x 245 mm  
B: 63 x 303 mm



1/4 page high  
A: 85 x 133 mm



1/8 page across  
A: 172 x 33 mm



1/8 page  
A: 85 x 66 mm

Special formats on request

# Advertising rates 2010

**Format** DIN-A4, trimmed 210 mm x 297 mm, untrimmed 220 mm x 315 mm **Distributed circulation Average** 7.812 copies III/08 – II/09

**Layout of s+s** 172 x 245 mm; 4 columns – width of 40 mm or 3 columns – width of 55 mm

**A** = trimmed dimensions **B** = untrimmed dimensions

Format	Width x height in mm	White/black	2-tone	3-tone	4-tone
		Euro	Euro Scale Euro	Euro Scale Euro	Euro Scale Euro
1/1 Site	172 x 245 / 216 x 303	2080,-	2580,-	3080,-	3580,-
US 2/4 (only 1/1)	172 x 245 / 216 x 303	2320,-	2820,-	3320,-	3820,-
US 3 (only 1/1)	172 x 245 / 216 x 303	2120,-	2620,-	3120,-	3620,-
2/1	Double-page covenant	3990,-	4890,-	5790,-	6690,-
1/2 Site	85 x 245 / 172 x 127	1050,-	1300,-	1550,-	1800,-
1/3 Site	55 x 245 / 172 x 88	700,-	870,-	1040,-	1210,-
1/4 Seite	85 x 133 / 172 x 66 / 40 x 245	530,-	660,-	790,-	920,-
1/8 Site	85 x 66 / 172 x 33	270,-	335,-	400,-	465,-

# Basic prices and discounts

<b>Base price</b>	Single column (40 mm width)
<b>Single advertisement</b>	per mm height € 1,50 Cipher fee € 10,00
<b>Surcharge HKS-/ Pantone colours</b>	on inquiry
<b>Premium position</b>	10% surcharge on base price of black/white
<b>Bleed award</b>	no
<b>Date of publication</b>	see topics and schedule
<b>Advertising deadline</b>	see topics and schedule
<b>Cancellation</b>	Advertising deadline
<b>Payment terms</b>	After appearance, within 14 days from invoice date without deduction. 2% cash discount for payment in advance. USt.-Ident-Nr. DE 129 204 092

**Inserts (Overall  
newspaper circulation)**  
discount (depending on  
quantity scale)

Placement rule, not possible  
2-sided € 2.100,-  
4-sided € 2.950,-

**Inserts**  
no discount

Weight to 30 g € 170,-/each thousands  
Weight to 40 g € 195,-/each thousands  
Weight to 50 g € 220,-/each thousands

(Format 205 x 290 mm)

Part supplement possible  
seamed and untrimmed (Inserts)

**Loose insert/insert**

**Printing**

Sheetfed, Adhesive bonding

– All Prices in Euro plus VAT –

Discount ordered for 12 months	by frequency		by volume	
	2 Adverts	5%	1 Page	5%
6 Adverts	10%	3 Pages	10%	
9 Adverts	15%	6 Pages	15%	
11 Adverts	20%	9 Pages	20%	
		11 Pages	25%	

# Combined discount

sicht  
sonnenschutz

+



## Combine between sicht+sonnenschutz and GFF

So you merge different target groups – with special price advantage.

### How it works:

All ads of both magazines will be add up and discount as shown below.



By frequency			By volume		
2 Adverts	5%		1 Page	5%	
6 Adverts	10%		3 Pages	10%	
9 Adverts	15%		6 Pages	15%	
11 Adverts	20%		9 Pages	20%	
21 Adverts	25%	(highest discount)	11 Pages	25%	(highest discount)

### Example of a combination sicht+sonnenschutz and GFF

3 x 1/1 pages s+s = Single discount 10%  
 3 x 1/1 pages GFF = Single discount 10%  
 6 x 1/1 in total = Comb. discount 15%

# Now order your journalization for the industry leader!

## Prices industry leader:

Format	width x height in mm	4-tone Euroscale Euro
<b>BF 1</b>	40 x 80	1.100,-
<b>BF 2</b>	40 x 40	600,-

Two different sizes are possible.

You want a special category?

Your inquiries will be answered by  
 Michaela Sammer: Phone 08247/354-219  
 michaela.sammer@holzmannverlag.de



## Planning aid for your advertisement

Main Focus	Jan	Feb	Mar	Apr	May	Jun	Jul/Aug	Sep	Oct	Nov	Dec
Driving systems	✓					✓				✓	✓
External sunprotection	✓	✓	✓	✓			✓			✓	
Energy saving/Solar technics	✓			✓	✓	✓	✓				
Foils			✓		✓		✓		✓		
Radio technology		✓		✓						✓	
Building automation			✓						✓		
Sunprotection with glass				✓		✓				✓	
Internal sunprotection	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓
Insect screens			✓		✓						
Awnings		✓	✓	✓	✓	✓					
Profile systems			✓								
Shutter housings	✓					✓			✓		
Shutters	✓	✓	✓	✓	✓			✓	✓		✓
Parasols/Canvas					✓	✓					
Controlling systems							✓	✓	✓		✓
Daylight control systems	✓			✓				✓			✓
Doors		✓		✓				✓	✓		✓
Sunprotection for wintergardens	✓				✓			✓			

# Topics and dates 2010

Issue	Focus	Exhibitions and Events
<p style="text-align: center;"><b>1</b> <b>January</b></p> <p>Date of publication: 07.01.2010 Advertising deadline: 08.12.2009</p>	<ul style="list-style-type: none"> <li>• New development and redevelopment on shutters</li> <li>• Trends of internal sun-protection</li> <li>• Movable flat slats in the outer shall</li> <li>• Current status of driving systems</li> <li>• Solar technics</li> <li>• Daylight control systems</li> <li>• shutter housings and energy saving</li> <li>• Sunprotection for wintergardens</li> <li>• Preview Heimtextil</li> </ul>	<p>12.01. – 16.01. Deubau, Essen 13.01. – 16.01. heimtextil, Frankfurt</p>
<p style="text-align: center;"><b>2</b> <b>February</b></p> <p>Date of publication: 03.02.2010 Advertising deadline: 15.01.2010</p>	<ul style="list-style-type: none"> <li>• Front mounted roller shutter</li> <li>• Radio technology</li> <li>• Textile screens</li> <li>• Awnings</li> <li>• Folding and sliding shutters</li> <li>• Doors</li> <li>• Review Heimtextil</li> </ul>	<p>08.02. – 11.02. ZOW, Bad Salzuflen 16.02. – 20.02. bautech mit Build-IT, Berlin 24.02. – 27.02. DACH+HOLZ, Köln 25.02. – 27.02. CEP CLEAN ENERGY &amp; PASSIVEHOUSE, Stuttgart 28.02. – 03.03. Internationale Eisen-warenmesse, Köln</p>
<p style="text-align: center;"><b>3</b> <b>March</b></p> <p>Date of publication: 04.03.2010 Advertising deadline: 12.02.2010</p>	<ul style="list-style-type: none"> <li>• Main issue fensterbau/frontale</li> <li>• Insect screens</li> <li>• sunprotection foils</li> <li>• front mounted roller</li> <li>• Awnings</li> <li>• Glare shield systems</li> <li>• Preview bautech</li> <li>• Building automation systems</li> <li>• Profile systems</li> </ul>	<p>03.03. – 09.03. Internationale Handwerksmesse, München 09.03. – 11.03. Facility Management, Frankfurt 24.03. – 27.03. fensterbau/frontale, Nürnberg</p>

Issue	Focus	Exhibitions and Events
<p style="text-align: center;"><b>4</b> <b>April</b></p> <p>Date of publication: 06.04.2010 Advertising deadline: 15.03.2010</p>	<ul style="list-style-type: none"> <li>• Energy saving with textile sunprotection systems</li> <li>• Outside located sunprotection-contructions</li> <li>• Sunprotection with glasses</li> <li>• External venetian blinds - market overview</li> <li>• Industrial doors</li> <li>• Built-in shutters</li> <li>• Awning technics</li> <li>• Preview Light&amp;Building</li> <li>• Radio technology</li> </ul>	<p>11.04. – 16.04. light+building, Frankfurt 19.04. – 23.04. Hannover Messe, Hannover</p>
<p style="text-align: center;"><b>5</b> <b>May</b></p> <p>Date of publication: 06.05.2010 Advertising deadline: 19.04.2010</p>	<ul style="list-style-type: none"> <li>• Insect screens</li> <li>• Innovation in awnings</li> <li>• Textile screens</li> <li>• Solar driven sunprotection systems</li> <li>• Sunprotection foils</li> <li>• Shutters for wintergardens</li> <li>• Canvas systems for terraces</li> <li>• Review fensterbau/frontale</li> </ul>	<p>29.05. – 06.06. Südwest Messe, Villingen-Schwenningen</p>
<p style="text-align: center;"><b>6</b> <b>June</b></p> <p>Date of publication: 07.06.2010 Advertising deadline: 17.05.2010</p>	<ul style="list-style-type: none"> <li>• Internal sunprotection</li> <li>• Awnings</li> <li>• Parasols</li> <li>• Drive systems</li> <li>• solar glasses for passive- and low-energy-houses</li> <li>• Current status of sunprotection and solar technics</li> <li>• shutter housings</li> </ul>	<p>08.06. – 10.06. Lasys, Stuttgart 09.06. – 11.06. Intersolar, München</p>

Issue	Focus	Exhibitions and Events
<p style="text-align: center;"><b>7/8</b> <b>July/August</b></p> <p>Date of publication: 12.07.2010 Advertising deadline: 21.06.2010</p>	<ul style="list-style-type: none"> <li>• Facade-integrated photovoltaics power systems</li> <li>• Textile screens and energy saving</li> <li>• Outside located sunprotection</li> <li>• Screen-systems and glare shield systems</li> <li>• Sunprotection foils</li> <li>• Controlling-systems</li> <li>• Review Intersolar</li> </ul>	<p>08.07. – 09.07. DENEX, Wiesbaden</p>
<p style="text-align: center;"><b>9</b> <b>September</b></p> <p>Date of publication: 06.09.2010 Advertising deadline: 16.08.2010</p>	<ul style="list-style-type: none"> <li>• Daylight systems</li> <li>• Doors</li> <li>• Automation solution systems for winter gardens</li> <li>• Asymmetrical roller shutter for all window-systems</li> <li>• Light guidance</li> <li>• Textile screens</li> </ul>	<p>14.09. – 16.09. ALUMINIUM, Essen 28.09. – 01.10. glasstec, Düsseldorf</p>
<p style="text-align: center;"><b>10</b> <b>October</b></p> <p>Date of publication: 05.10.2010 Advertising deadline: 13.09.2010</p>	<ul style="list-style-type: none"> <li>• Digital printing for technical screens</li> <li>• Control systems for industrial doors</li> <li>• Control systems for shutters</li> <li>• Sunprotection foils</li> <li>• Building automation systems and solar heat input</li> <li>• Textile sunscreens</li> <li>• Replacement of shutter housings</li> </ul>	<p>28.09. – 01.10. glasstec, Düsseldorf 05.10. – 08.10. Security, Essen 07.10. – 08.10. Rosenheimer Fenstertage 07.10. – 10.10. Renexpo, Augsburg</p>

Issue	Focus	Exhibitions and Events
<p style="text-align: center;"><b>11 November</b></p> <p>Date of publication: 08.11.2010 Advertising deadline: 18.10.2010</p>	<ul style="list-style-type: none"> <li>• Outside located sunprotection</li> <li>• radio systems inside buildings</li> <li>• Folding shutters and sliding shutters</li> <li>• Drive systems</li> <li>• Textile sunprotection</li> <li>• blinds between glass panels</li> </ul>	<p>18.11. – 20.11. Denkmal, Leipzig 24.11. – 28.11. Heim+Handwerk, München</p>
<p style="text-align: center;"><b>12 December</b></p> <p>Date of publication: 06.12.2010 Advertising deadline: 15.11.2010</p>	<ul style="list-style-type: none"> <li>• Skylight roller shutters</li> <li>• Control-systems</li> <li>• Drive systems for doors in the privacy of one`s home</li> <li>• Textile sunprotection</li> <li>• Daylight optimized venetian blinds</li> <li>• Preview BAU 2011</li> </ul>	
<p style="text-align: center;"><b>January 2011</b></p> <p>Date of publication: 05.01.2011 Advertising deadline: 15.12.2010</p>	<ul style="list-style-type: none"> <li>• Main issue BAU 2011</li> </ul>	

For the sake of time-  
liness topics in the  
magazine may change.

**Permanent sections in the magazine:**

Shutter technique | Control and Drive | Gates | Awnings | Inside and outside lying sunscreen  
Technical solutions to the glass sunscreen

# sicht sonnenschutz

Technik in der Fassade · Tageslichttechnik · Bauelemente · Rollläden · Tore

Photo: Albany Doors



Doors

Project: Hotel The Dolder Grand, Zürich / Copyright: Ferrari / Solitis



Textile sunshade

Photo: Selve



Drive and  
control technology

Photo: Stobag / Kläiber



Awnings technology