

Reinigungs MARKT

SPECIALIST MAGAZINE FOR COMMERCIAL CLEANING SERVICES, HYGIENE AND FACILITY MANAGEMENT

Media-Data 2025



Reinigungs
MARKT

Print run: 14.000 Copies

Gebäude
REINIGER

Print run: 4.000 Copies

Cleaning
WORLD

Print run: 4.000 Copies

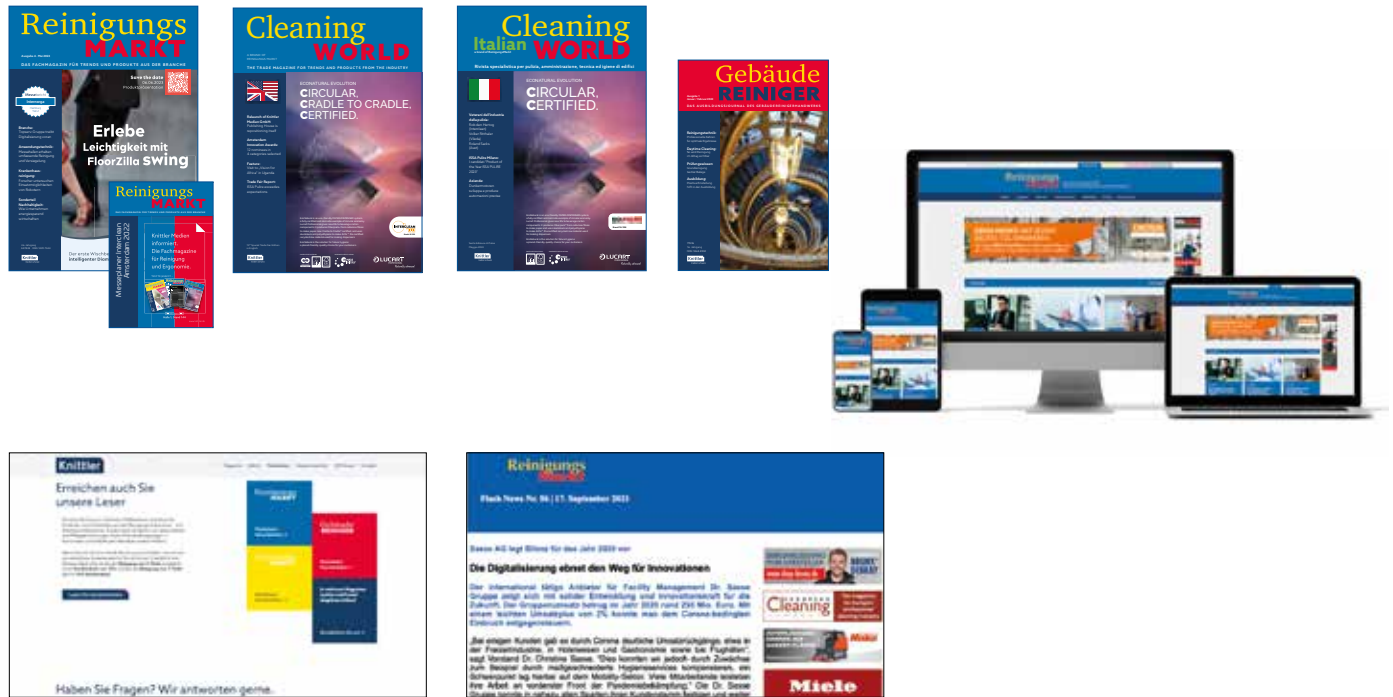
Price List no. 27

New



BUNDESVERBAND
FÜR HYGIENE UND KRANKENHAUSREINIGUNG





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Pricelist no. 27

1. Print run:

14,000 copies

2. Magazine size:

Magazine size: 210 mm wide, 297 mm high (DIN A4),
Type area: 179 mm wide, 257 mm high

3. Technical data:

Printing method: Offset, Binding: Wire binding Programms
for digital mechanicals: Adobe Acrobat, Adobe Illustrator,
Adobe Photoshop, Adobe InDesign Data please send:
PDF/X-3 via email to grafik@bettertrust-verlag.de

Should you have any further questions or transmission
problems please call: +49 (0) 30/439 710 20

4. Publication dates:

10 issues + CleaningWorld for the CMS in Berlin /
Germany + Trade fair planner for the CMS in Berlin/
Germany

Publication dates and closing dates:

see Editorial and Publication Schedule

5. Publishing house:

BETTERTRUST Verlags GmbH
Luisenstraße 40, 10117 Berlin
Tel.: +49 (0) 30 / 439 710 20
Internet: www.reinigungsmarkt.de
E-Mail: rieck@bettertrust-verlag.de

6. Terms of payment:

Net within 30 days from the date of invoice

Bank details:

Account holder: BETTERTRUST Verlags GmbH
IBAN-Nr.: DE24 1207 0024 0828 7344 00
BIC: DEUTDEDB160

7. Advertisement sizes and prices:

Advertisement	Width x height in mm (type area / bled off)	Format	b/w	2-coloured	4-coloured
1/1 Page	179 x 257 / 210 x 297	Portrait format	€ 4,500	€ 5,250	€ 6,000
Juniorpage	133 x 179 / 147 x 203	Portrait format	€ 2,250	€ 2,880	€ 4,300
1/2 Page	179 x 131 / 210 x 155 88 x 257 / 102 x 297	Landscape format Portrait format	€ 2,130	€ 2,750	€ 3,700
1/3 Page	179 x 88 / 210 x 112 57 x 257 / 72 x 297	Landscape format Portrait format	€ 1,380	€ 1,880	€ 2,600
1/4 Page	179 x 65 42 x 257 88 x 131	Landscape format Portrait format double-column	€ 900	€ 1,000	€ 1,650
1/8 Page	179 x 33 88 x 65 42 x 131	Landscape format double-column Portrait format	€ 600	€ 650	€ 1.000
1/16 Page	88 x 32 42 x 60	double-column Portrait format	€ 350	€ 440	€ 650

Price per mm: 42 mm wide (single-column) = € 3,50

8. Special surcharges:

Front cover package (front cover + 1/2 page 4-c) € 7,800
Front cover, 4-c (150 x 225 mm) € 7,000
Inside front cover or outside back cover 4-c € 6,000
Sleeve (including printing and processing) € 6,000

Bleed, gutter bleed and binding placement regulations:
10 % of basic rate

9. Special advertisements:

Special price corporate profile (double page), 4-c € 7,400
Special price Top-Partner (only 1/2024 issue) per page € 3,700
Special price Sustainability per page (only 8/2024 issue) € 3,700
Special price Internet guide (1/4 page, 4-c) € 1,100

Job advertisements: 50 % off basic rate
"Employment wanted" advertisements: 70 % off basic rate



10. Special advertisements:

Advertisements in the ReinigungsMarkt source of supply:
 42 mm wide (single-column). This price includes the publication on our website www.reinigungsmarkt.de.
 If you like an internet link to your website the price per mm is: € 3.80 b/w
 € 4.40 4c

11. Seminar advertisements:

The Seminars are printed in the seminar category and published on www.reinigungsmarkt.de the price for one seminar is: € 25.00 / month

12. Discount:

Staggered repeat discount.
 Starting from the first publication of the advertisement:
Frequency discount rate: 3 ads 3 %, 6 ads 5 %, 10 ads 10 %
Volume discount rate: 3 pages 10 %, 6 pages 15 %

13. Combinations:

In bookings in different publications in the same order year (e.g. ErgonomieMarkt, GebäudeReiniger) frequency discounts are granted as follows: in 2 publications 10 %, in 3 publications 15 %.

14. Bound inserts:

2 pages (1 sheet) € 4,900
 4 pages (2 sheets) € 7,800
 Delivery 14 days before issue.
 Send sample to publisher with order.
Format: untrimmed size 216 mm wide, 303 mm high.
 Multi-page inserts should be folded to this size.

15. Loose inserts:

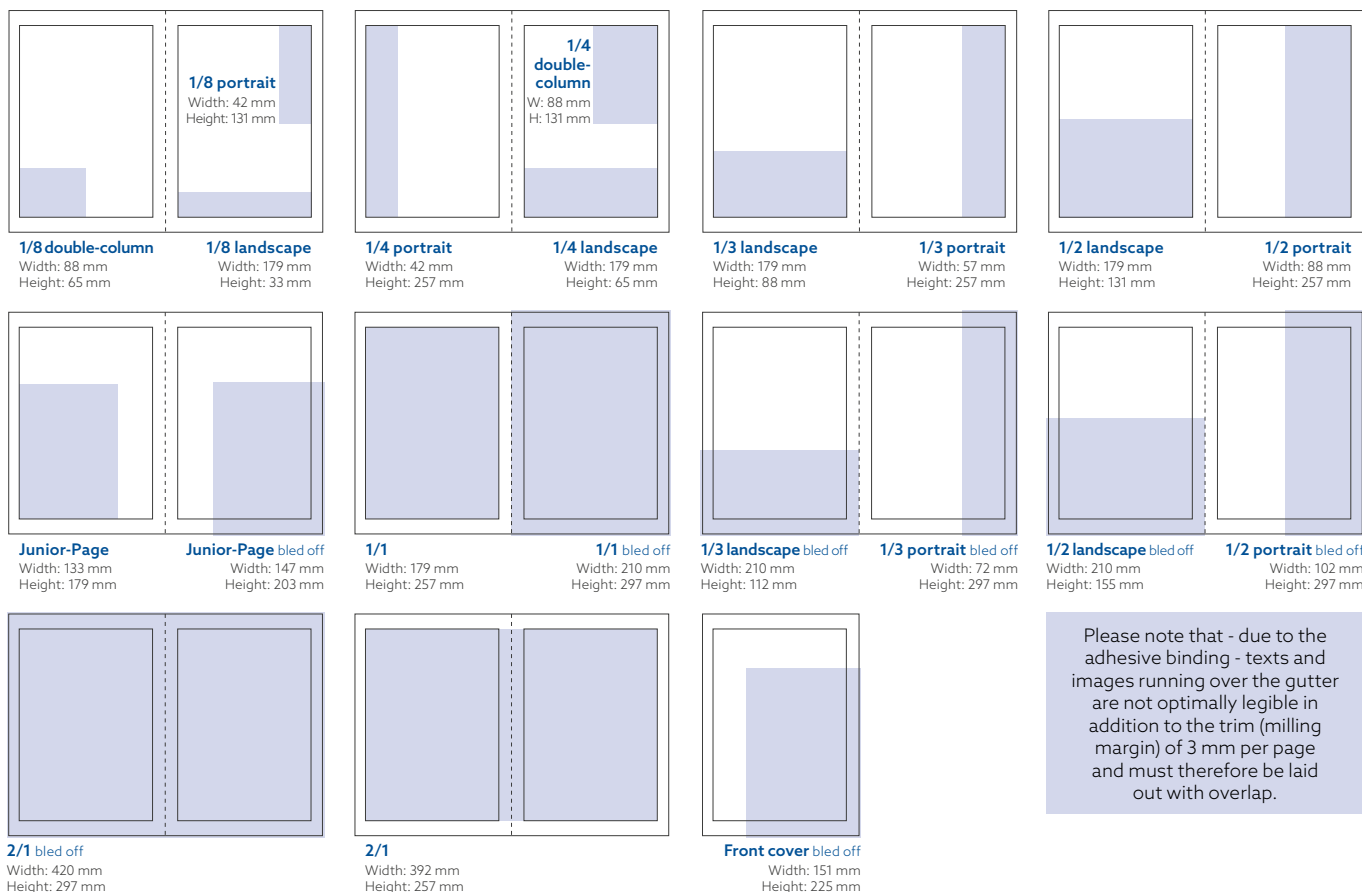
(not discountable)
 Up to 25 g (= 15,000 copies) € 4,900
 + € 260 postal charges
 For each additional 25 g € 2,630
 + € 260 postal charges
 Delivery 14 days before issue.
 Send sample to publisher with order.
 Max. sheet size: 205 mm wide x 290 mm high.

16. Tip-on cards:

On request.

17. Mailing address for bound/loose inserts:

On request.



Please note that - due to the adhesive binding - texts and images running over the gutter are not optimally legible in addition to the trim (milling margin) of 3 mm per page and must therefore be laid out with overlap.

The specified formats are final formats. Advertisements in bleed require an additional 3 mm bleed.



Banner Advertising Space

The website www.reinigungsmarkt.de has 29,000 page impressions and 7,500 visits per month (last edited September 2024). The banner will be linked to your homepage.

Banner Size:

Skyscraper Banner: 160px x 600px

Full Banner: 1244px x 250px

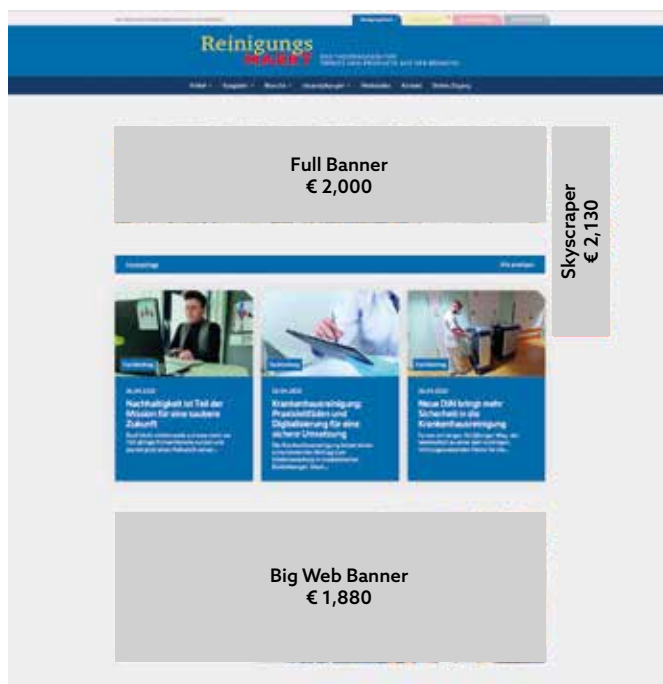
Big Web Banner: 1244px x 250px

price per month:

€ 2,130

€ 2,000

€ 1,880



Seminars

The seminars will be published in the „Seminars“-column and on www.reinigungsmarkt.de. Price per Seminar: € 25.00 per month.



Company films with a short description and announcement in the Flash-Newsletter

You can book a corporate film with different content (e.g. Company presentation, product presentation or how-to-clips) on our homepage www.reinigungsmarkt.de. The film will be visible for all visitors in an embedded video on our homepage (and media center). The website has 29,000 page impressions and 7,500 visits per month (last edited September 2024). In addition the film will be announced in our Flash-Newsletter (even more 3,376 addresses). The embedding is available for € 1.125 per month.



Company logo with homepage link in the Flash-Newsletter

Clients, booking Top Partner are entitled to book their logos in our Flash-Newsletter. The Flash-Newsletter is published once or twice a week in German or English. The logo will be linked to your homepage. (Terms on request) The German Flash-Newsletter has 2,010 addressees, the English version has 1,366 addressees. That is a total of 3,376 page impressions (last edited Stand 2024).



Editorial and topic schedule 2025

Issue	Closing date (CD) Publishing date (PD)	Special insertion	Exhibition issue	Exhibition report
1/2025	January/ February CD: 24.01.2025 PD: 10.02.2025	Top Partner of the cleaning industry	Logimat, Stuttgart/ Germany 11.03. – 13.03.2025 INTERNORGA, Hamburg/ Germany 14.03. – 18.03.2025	
2/2025	March CD: 28.02.2025 PD: 12.03.2025	Municipal Equipment	Bauma, Munich/ Germany 07.04. – 13.04.2025 Altenpflege, Nuernberg/ Germany 08.04. – 10.04.2025	
3/2025	April CD: 28.03.2025 PD: 14.04.2025	Italy	ISSA PULIRE, Milan/ Italy 27.05. – 29.05.2025	
4/2025	May CD: 25.04.2025 PD: 12.05.2025	Benelux		Bauma, Altenpflege, part 1
5/2025	June CD: 23.05.2025 PD: 06.06.2025	Green care	Demopark, Eisenach/ Germany 22.06. – 24.06.2025	ISSA PULIRE, part 1, Altenpflege, part 2
6/2025	July/August CD: 11.07.2025 PD: 04.08.2025	Advertising Copy-Test 2025		
7/2025	September CD: 22.08.2025 PD: 15.09.20245	Trade Fair Edition CMS Berlin	CMS, Berlin/ Germany 23.09. – 26.09.2025 Parts2clean, Stuttgart/ Germany 07.10. – 09.10.2025	Demopark
8/2025	October CD: 03.10.2025 PD: 20.10.2025	Special feature Sustainability	A+A, Duesseldorf/ Germany 04.11. – 07.11.2025	CMS Berlin, part 1
9/2025	November CD: 24.10.2025 PD: 10.11.2025	Market overview Transporters		CMS Berlin, part 2 Parts2clean
10/2025	December CD: 28.11.2025 PD: 15.12.2025	RM Direct		CMS Berlin, part 3 A+A

	Cleaning systems	Municipal cleaning	Hygiene/hygiene technology	Cleaning chemicals	Environmental protection/disposal	Work protection/work safety
1/2025	Market Overview Polishers	Green Care	Pest Control	Maintenance Cleaners	Corporate Health Management	Time recording
2/2025	Wet/Dry Vacuum Cleaners	Market Overview Large sweepers	Mop Preparation	Graffiti Removers	Workwear	Cleaning Plans
3/2025	Solar panel Cleaning	Leaf blowers	Market Overview Washing Mashines	Desinfectants	Skill Enhancement	Internet of Things
4/2025	Market Overview Ride-On Scrubber Dryers	Winter Services	Paper Towel Dispensers	Carpet Cleaners	Fall Protection	Smartphones and Apps
5/2025	Market Overview Small sweepers	Working Platforms	Sanitizers for maintenance Cleaners	Wooden Floor Care	Skin Protection Plans	Artificial Intelligence
6/2025	Market Overview Walk-behind Scrubber Dryers	Weed Removal	Work Place Cleaning	Non-detergent Cleaners	Ergonomics	Market Overview Cleaning robots for small areas
7/2025	Market Overview Highpressure Washers (cold)	Commercial Vehicles	Cleaning Trolleys	Basic Cleaners	Cargo Safety	Software for Contract Cleaners
8/2025	Window- and Facade Cleaning	High Pressure Washers (hot)	Cleanrooms	Special Cleaners	Anti-Slip for Floors	Market Overview Cleaning Robots for large areas
9/2025	Special Cleaning	Street Cleaning	Market Overview Soap Dispensers	Sanitary Cleaners	Medical First Aid Guide	Virtual Reality
10/2025	Market Overview Cleaning Trolleys	Mounted Carriers for municipal ser- vices	Floor detergents	Water-based Cleaning Solutions	Insurances	Recruiting



Magazine profile

1. Brief profile

ReinigungsMarkt is an innovative specialist magazine for commercial cleaning services, hygiene and facility management. Cleaning and maintenance are key factors for ensuring cleaning standards, functions as well as the maintenance of the value of the facilities and their equipment. Cleaning is an integral part of facility management. As an independent specialist magazine ReinigungsMarkt offers its readers practical tips and competent advice. On-the-spot application reports, clearly presented market data, high-quality technical articles and regular special features are all part of the editorial concept. Interviews, surveys, product presentations and industry news are further highlights. Contract cleaning companies are the main target group. In 2021, 29,000 companies operated with a total of more than 700,000 employees in Germany alone. The types of companies range from small specialists to large service enterprises offering a complete range of building services, with up to 40,000 employees in some cases. Following the USA, Germany is the largest cleaning market worldwide. The industry generates a turnover of over 20 billion Euros. So the industry is the most employment intensive trade in Germany. (Source: BIV 2022)

2. Volume/year: 27rd year / 2025

3. Frequency of publication: 10 issues
+ 1 special English Issue for the CMS in Berlin
+ Trade fair planner

4. Web: www.reinigungsmarkt.de

5. Membership: -

6. Organ: International Sanitary Supply Association (ISSA),
BHUK (German Association for hygiene and hospital cleaning)

7. CEO: Dr. Christopher A. Rung

8. Publishing house: BETTERTRUST Verlags GmbH
Luisenstraße 40
10117 Berlin
Tel.: +49 (0) 30/ 439 710 20
E-Mail: rieck@bettertrust-verlag.de
www.reinigungsmarkt.de

9. Editors: Daniel Faust,
Mark Schmiechen (Freelancer)
redaktion@bettertrust-verlag.de

10. Advertising Sales: Alexander Rieck
(rieck@bettertrust-verlag.de)

13. Purchase Price:
Annual subscription € 75.00 (inkl. VAT)
Europe € 95.00 (incl. shipping and handling)
Overseas € 120.00 (incl. shipping and handling)
Single issue € 10.00 (incl. VAT.)

14. ISSN: 1439-7544

15. Volume analysis: 6/2022 to 5/2023 = 10 issues
Magazine size: DIN A4, 210 x 297 mm
Total pages: 596 = 100 %
Editorial section: 357 = 60 %
Advertising section: 231 = 40 %
Loose inserts: 5

16. Content Analysis by the Editor:

Trade fairs	= 71 (20 %)
Marketplace + industry + association news	= 50 (14 %)
Cleaning: Machines + technology	= 48 (13 %)
Companies + interviews	= 39 (11 %)
Federal Association for Hospital Cleaning and Hygiene + interest group clinical service companies	= 36 (10 %)
Special section on sustainability	= 25 (7 %)
Chemistry/washroom	= 20 (6 %)
Training/education/BWL + IT + legal	= 20 (6 %)
Vehicles + winter services	= 15 (4 %)
Aerial work platforms + glass + facade	= 11 (3 %)
Editorial	= 10 (3 %)
Occupational safety	= 7 (2 %)
Contents + Preview + Imprint	= 5 (1%)

Editorial contribution = 357 (100.0 %)
Total pages (6/2022 to 5/2023) = 596

17. Circulation audit: -

18. Circulation Analysis Copies per issue/average for 6/2022 to 5/2023

Print run:	15,006	
total circulation:	14,544	other countries: 1,319
subscribed copies:	270	other countries: 30
from other sales:	90	
free copies:	14,184	
personal copies:	463	

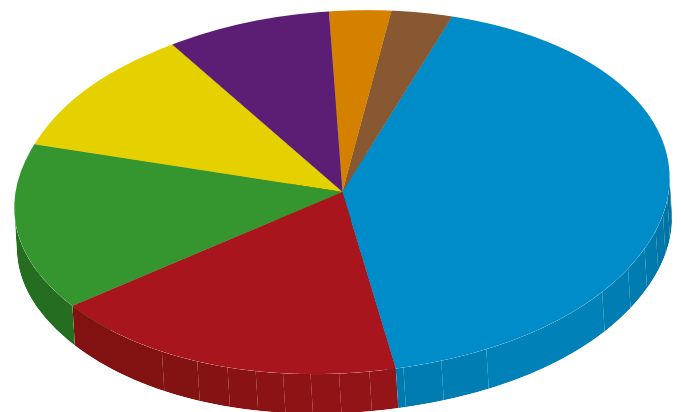
19. Geographical distribution analysis:

	Copies	%
Germany total	13,225	100.0
Nielsen-Area I Schleswig-Holstein, Hamburg, Lower Saxony, Bremen	1,699	2.85
Nielsen-Area II North Rhine-Westphalia	2,834	21.43
Nielsen-Area IIIa Hessen, Rhineland-Palatinate, Saarland	2,868	21.69
Nielsen-Area IIIb Baden-Wuerttemberg	2,136	16.15
Nielsen-Area IV Bavaria	2,158	16.32
Nielsen-Area V Berlin	1,058	8.00
Nielsen-Area VI Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt	185	1.40
Nielsen-Area VII Thuringia, Saxony	287	2.17
Other countries	1,319	
thereof:		
Austria	593	
Switzerland	503	
other European countries	188	
Overseas	35	
Total circulation:	14,544	



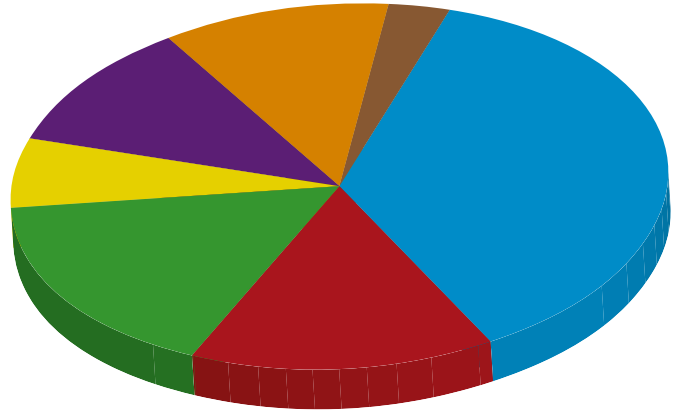
20. Branches/Industrial sectors/Trades/Professional groups:

Sub-classes	Share in print run actually circulated	Copies about
Recipient Groups	(%)	Projection (circa)
● Commercial Cleaning Companies and Facility Management	42	6,600
● Hospitals, Old People's and Nursing Homes	18	2,900
● Production, Specialized Trade for Cleaning	15	2,300
● Industry Companies	11	1,700
● Public Administration	8	1,200
● Hotel Chains, Large-Scale Catering, Airports and Motorway Service Areas	3	500
● No data supply	3	500
Represented total circulation	100	15,700



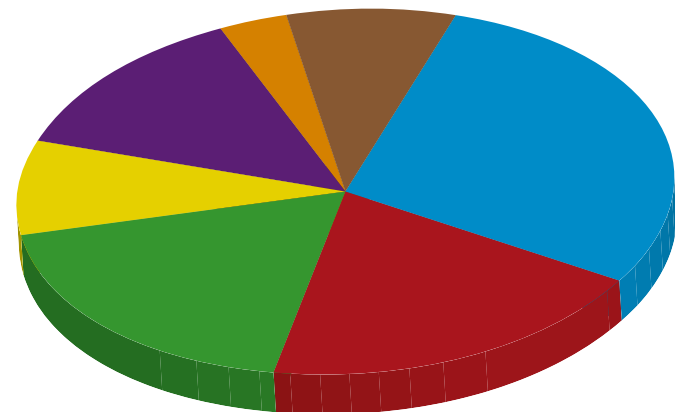
21. Size of commercial unit:

Share in print run actually circulated		
	(%)	Expansion (approx.)
less than 20 Employees	37	5,800
20 - 49 Employees	15	2,400
50 - 99 Employees	17	2,700
100 - 199 Employees	6	900
200 - 499 Employees	11	1,200
500 and more Employees	11	1,700
No data supplied	3	1,700
Represented total circulation	100	15,700



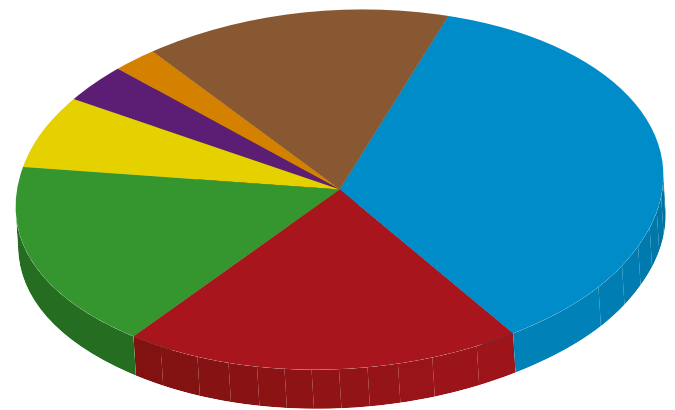
22.1 Work characteristic: field

Share in print run actually circulated		
(Multiple choices possible)	(%)	Expansion (approx.)
Management	60	9,400
Direction of Administration	40	6,300
Buying Department	39	6,100
Human Resources Direction	17	2,700
Instructor qualifying examination	27	4,200
Property Management	7	1,100
Others	17	2,700
Readers	100	15,700



22.2 Work characteristic: job title

Share in print run actually circulated		
(Multiple choices possible)	(%)	Expansion (approx.)
Owner / CEO / Managing Director	45	7,100
Technical Director / Director of Department	25	3,900
Property Manager / Master	22	3,500
Director of Buying Department	8	1,300
Director of Administration	4	600
Desinfektor	3	500
Others	19	3,000
Readers	100	15,700



23.2 Education / Training

Share in the total represented recipients		
	(%)	Expansion (approx.)
Bachelor	31	4.900
Master Exam	9	1.400
Professional School	23	3.600
High Professional School	13	2.100
University / High School Exam	20	3.100
Doctor's Degree / State Doctorate	0	0
Others	0	0
No data supplied	4	600
Readers	100	15.700

24. Alter

Share in the total represented recipients		
	(%)	Expansion (approx.)
Up to 29 years	6	900
30 - 39 years	22	3.400
40 - 49 years	33	5.200
50 - 59 years	24	3.800
60 - 69 years	7	1.100
over 70 years	3	500
No data supplied	5	800
Readers	100	15.700

Short Description of the Evaluation Method

Short Description of the Evaluation Method for the readership analysis

1 Evaluation Method:

Readership analysis through Evaluation by phone and written – sample

2 Description of the recipients, when the data was generated

2.1 All addresses are based in a recipients data	
2.2 Total amount of recipients:	22,674
2.3 Total amount of the changing recipients:	10,398
2.3 Structure of the recipients/average issue according to normal circulation:	
Sold copies	1,613
thereof subscribed copies	1,313
thereof other sales	300
Free copies	10,398
actually circulated copies	12,011
thereof domestic	10,825
thereof other countries	1,186

3 Description of the Survey

3.1 Total amount (investigated share)	
total amount	12,011 = 100%
thereof not in the data:	1,980 = 16%
Other sales	300
Show cage	494
Other countries	1,186
The Survey data represents of the total amount	10,031 = 84%
3.2 Day of the Sample draft: 28.05.2010	
3.3 Description of the sample: Simple random choice	
first sample (used addresses)	835
wrong phone-no./phone-no. not supplied	50
Adress could not be received after five failed contacts	169
Wrong Adress/Company closed	41
No target person in the company/ Magazine unknown	207
Target person (personal first recipient) could not be reached	7
Cleared brutto sample	361 = 100%
thereof normal differences	
Personal copy	1
Total rejection	36
Target person could not be reached after five contacts	50
realised interviews	254 = 70%
3.4 Target person for the Survey:	
Personal recipient in the company	
3.5 Definition of a reader:	
The reader has read at least one issue in the last 12 months)	
3.6 Time space of the Survey:	
29.06.2010 bis 02.09.2010	
3.7 Realisation of the Survey:	
Bonner Institut für Markt-, Meinungs-, Absatz- und Sozialforschung marmas bonn GmbH, Germany.	
The Survey is according to realisation and report to the german ZAW-Scheme.	

Chance of contact per page

	Share in the investigated readers (%)
total or almost total	57
approx. three quarters	16
approx. half of the magazine	13
approx. one quarter	7
only few pages	3
(almost) no pages	0
no data supplied	4
total	100
Chance of contact per page:	77

Leseintensität

	Share in the investigated readers (%)
All the pages	57.2
3/4 all pages	15.6
1/2 all pages	13.3
no data supplied	13.9
total	100

Relevance for the job

	Share in the investigated readers (%)
is regularly useful	17
is sometimes useful	49
is rarely useful	23
is never useful	11
total	100

Importance of topics

	Share in the investigated readers (%)
News	7
Trade fair reports	80
On-the-spot application reports	73
Special topics	89
Company news	47
Company portraits	42
Interviews	40
Association news	67
Preview for trade fairs and seminars	67
Multiple choices	

Title profile

	Share in the investigated readers (%)		
	to the point	to some extent	incorrect
gives total and complete information	59	38	3
professional and capable reports objectively and professionally	86	14	0
on the spot	83	17	0
reports in a critical way	74	23	3
extremely readable and understandable	30	64	6
diversified/entertaining	92	7	1
clearly-arranged	39	58	3
should be recommended	84	15	1
contains useful product advertisements	90	9	1
up to date	74	23	3
reports shortly and precisely	83	17	0
can not be replaced by another magazine	66	33	1
Multiple choices	6	53	41

reference figure: 15.700 readers



Special advertisement occasions

Top Partner Campaign in Issue 1/2025

Concept

Under the motto "Top Partner" we offer you the opportunity to present your product range and concepts – on one or two pages – in the January/February issue. Take advantage of this campaign to introduce your company as a powerful partner to the 15,000 readers of ReinigungsMarkt. There are about 39,500 Page Impressions per month (October 2024) on www.reinigungsmarkt.de. These are 474,000 additional contacts for you.

And here's how it works:

You provide us

- a brief, written description of your company, philosophy and product range
- a reproducible (ready-to-print) master of your corporate logo
- as well as a small selection of photos (single products/total product range/factory, etc.)

Our copy and layout experts will design your presentation in close cooperation with you.

A one-page presentation costs € 3,700 and a double page costs € 7,400. All prices are quoted without VAT and are not discountable

Customers who book one or two Top-Partner pages are entitled to place their company logo on our Flash newsletter for one year. German and English Flash newsletter are sent out once or twice a week. The logo is directly linked to your homepage. (Prices and conditions on request).



Issue: 1/2025
Closing Date: 24. January 2025
Contact: rieck@bettertrust-verlag.de

Advertising Test in Issue 6/2025

Concept

The test shows how your advertisement comes across to the reader and how you could possibly improve your advertising. In the advertising test readers rate the advertisements published in ReinigungsMarkt (minimum size 1/2 page). For this purpose a questionnaire is enclosed with this issue of ReinigungsMarkt. As an additional incentive, every participating reader will receive a small gift.

Rating criteria

Each advertisement (minimum size 1/2 page) is rated according to the following criteria:

- How well does it attract attention?
- How great is its appeal
- Does it provide valuable information?
- What is the degree of activation?

Benefits for the advertiser

- Your advertisement will attract great attention
- Longer dwelling time on your advertisement
- Feedback on the effect of your advertisement (also in comparison with competitors' ads)
- Individual rating also with regard to target groups (does a hospital administrator rate your advertisement differently than the owner of a cleaning company?) and functions (does a general manager rate the advertisement differently than an administrator?)
- Free service for advertisers: The advertisement price includes the conduction, evaluation and documentation of the test
- The top ads will be awarded a certificate

14 advertisers took part in the last advertising test.



Issue: 6/2025
Closing Date: 11. July 2025
Contact: rieck@bettertrust-verlag.de

Campaign “Sustainability in the cleaning industry” in Issue 8/2025

Concept

In our special feature “Sustainability in the Cleaning Industry” we offer you the possibility to present in our October-Issue (8/2024) the rate of „Sustainability” in your company, your sustainable products or your CSR-strategy in a half page, full or double page. It is your chance to present your contribution regarding the environment to the readership of ReinigungsMarkt. Furthermore your contribution will be online for a year. There are about 39,500 Page Impressions per month (October 2024) on www.reinigungsmarkt.de. These are 474,000 additional contacts for you.

And here it is how it works:

You provide us

- a brief, written description of your company, philosophy and product range
- a reproducible (ready-to-print) master of your corporate logo
- as well as a small selection of photos/slides (single products/ total product range/factory, etc.)

Our copy and layout experts will design your presentation in close cooperation with you. A one-page presentation costs € 3,700 and a double page costs € 7,400. All prices are quoted without VAT and are not discountable.

ReinigungsMarkt Direkt Campaign in issue 10/2025

Concept

Issue 10/2024 will be used to build up a product data base on our homepage www.reinigungsmarkt.de, which will be established according to the structure of advertisements in this issue. Each customer who wants to place an advertisement starting from 1/4 page upwards can supply an additional product information (approx. 700 characters incl. spaces) and a coloured photograph (300 dpi). Our editorial staff will produce a product report from that material, which will be published in this issue as well as in our online product data base. On the internet the name of your website will be placed under the product report together with a link to your website. The product report and link will remain online for 12 months.

Benefits for the advertiser

- ➔ You will reach 15,000 qualified readers with your advertisement
- ➔ In addition you will receive a product report inc. a 4-colour photo
- ➔ This product report will be placed on our website with a link to your homepage
- ➔ There are about 39,500 Page Impressions per month (October 2023) on www.reinigungsmarkt.de. These are 474,000 additional contacts for you be available online for one year.



Issue: 8/2025
Closing Date: 03. October 2025
Contact: riec@bettertrust-verlag.de

Issue: 10/2025
Closing Date: 28. November 2025
Contact: riec@bettertrust-verlag.de

CleaningWorld



Special English Issue for the CMS, Berlin / Germany:

Print run: 4,000 Exemplare
We send 3,000 issues to European specific addresses prior to the trade fair. 2,000 issues are being handed out during the trade fair.

Closing Date: 22. August 2025

Publication Date: 15. September 2025



Magazine size: DIN A4: 210 mm wide, 297 mm high · **Type area:** 179 mm wide, 262 mm high ·
All formats are final formats. Bled off advertisements need to have additional 3 mm bleed.

Advertisement sizes and prices:

Advertisement	Width x height in mm (type area / bled off)	Format	b/w	2-coloured	4-coloured
1/1 Page	179 x 262 / 210 x 297	Portrait format	€ 2,590	€ 3,100	€ 3,950
Juniorpage	133 x 179 / 147 x 203	Portrait format	€ 1,390	€ 1,750	€ 2,540
1/2 Page	179 x 131 / 210 x 155 88 x 262 / 102 x 297	Landscape format Portrait format	€ 1,280	€ 1,590	€ 2,300
1/3 Page	179 x 88 / 210 x 112 57 x 262 / 72 x 297	Landscape format Portrait format	€ 860	€ 1,210	€ 1,590
1/4 Page	179 x 65 42 x 262 88 x 131	Landscape format Portrait format double-column	€ 650	€ 940	€ 1.380
1/8 Page	179 x 33 88 x 65 42 x 131	Landscape format double-column Portrait format	€ 330	€ 610	€ 610
1/16 Page	88 x 32 42 x 60	double-column Portrait format	€ 160	€ 400	€ 400

Front cover package (front cover + 1/2 page 4c): € 4,600
Loose inserts: up to 25 gr (= 4,000 copies): € 1,810
Prices for special formats and loose inserts on request.

Inside front cover or outside back cover (4c): € 4,200
Price per mm: 42 mm wide (single-column) = € 2.60

The training journal of the cleaning sector

Pricelist no.8

Print run:
4,000 copies

Target group:

It is our journal especially for the trainees in the commercial cleaning industry:

- trainees of the cleaning service
- trainers of the cleaning service
- owners of contract cleaner companies
- technical instructor from the vocational school: specialization for cleaning service

Circulation:

quarterly



Publication Dates

- 1. Issue: 28. February 2025**
Main topic:
Stain removal
(Closing date: 03.02.25)
- 2. Issue: 15. June 2025**
Main topic:
Set up glass cleaning ladder
(Closing date: 30.05.25)
- 3. Issue: 08. September 2025**
Main topic:
Wet mopping
(Closing date: 22.08.25)
- 4. Issue: 08. December 2025**
Main topic:
Basic cleaning textile coverings
(Closing date: 21.11.25)



Revision · Advanced training · Knowledge for trainees · Competitions · Training concepts ... and much more!

Magazine size: DIN A4: 210 mm wide, 297 mm high · **Type area:** 17%
All formats are final formats. Bled off advertisements need to have

Advertisement sizes and prices:

Advertisement	Width x height in mm (type area / bled off)	Format	4-coloured
1/1 Page	140 x 200 / 170 x 240	Portrait format	€ 3,950
1/2 Page	140 x 85 / 170 x 125 67 x 200 / 82 x 240	Landscape format Portrait format	€ 2,300
1/3 Page	140 x 50 / 170 x 90 43 x 200 / 58 x 240	Landscape format Portrait format	€ 1,590
1/4 Page	140 x 50 35 x 200 67 x 100	Landscape format Portrait format double-column	€ 1,380

Beilagen: bis 25 Gramm (= 4.000 Exemplare); 2.100 €
Preise für Sonderformate auf Anfrage.

Gebäude REINIGER



Reference list ReinigungsMarkt and CleaningWorld

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Alfred Kärcher Vertriebs-GmbH
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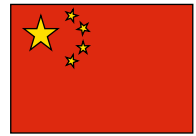
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Alliance Laundry CE s.r.o.
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