

# Ergonomie MARKT

THE TRADE MAGAZINE FOR SAFETY AND  
HEALTH IN THE WORKPLACE

## MEDIA DATA 2026



PRICE LIST NO. 14

BETTERTRUST\_



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**STRONG COMMUNICATION FOR  
SAFETY AND HEALTH IN THE  
WORKPLACE = ERGONOMICS**

# THE BETTERTRUST GROUP

Publishing, PR agency and TV – combined expertise for 360° brand communication.



## EXCELLENCE THAT CAN BE MEASURED.

Our work has received multiple awards – a clear sign of quality, impact and trust. Every award is also a confirmation of our commitment.



DPOK Award: Best Online Communication – Industry & Mechanical Engineering

# OUR PUBLISHING TEAM

Behind every article, every ad, and every issue stands a dedicated team that lives and breathes communication. We know the industry, speak our readers' language, and deliver topics with relevance and precision.



Dr. Christopher Runge  
Managing Director



Reinhard Knittler  
Founder



Alexander Rieck  
Publishing Director



Daniel Knittler  
Head of Operations



Daniel Faust  
Senior Editor



Mark Schmiechen  
Freelance Editor



Janina Michna  
Graphic Design

## WHAT WE STAND FOR AS A PUBLISHER

We reach decision-makers and buyers from the facility-management and HoReCa sectors – nationally and internationally. With 100 % industry focus, exclusive market insights, and in-depth event coverage, we provide a communication environment with real added value.

Our English-language special edition Ergonomic World opens up new reach. Renowned voices from the industry ensure relevance, perspective, and credibility.

**360-Degree**  
FULL-SERVICE  
PUBLISHER

**100%**  
ON-SITE  
COMMITMENT

**Exclusive**  
EXPERT INSIGHTS  
ONLY FROM US

We create visibility where it matters – with journalistic integrity, industry expertise, and genuine on-site commitment. Our content brings companies to life and gives brands the credibility they deserve.

# BETTERTRUST IN NUMBERS

Facts that speak for themselves: reach, performance, and a strong network make Bettertrust a reliable partner for brand communication that delivers impact.

Over  
**15 YEARS**  
of market experience

**100%**  
performance-driven

**+45**  
employees

**>3,450**  
articles published per year

**5**  
offices across Europe

**>100**  
clients positioned as  
industry experts

## ERGONOMICS AND OCCUPATIONAL SAFETY IN THE FOCUS OF THE ECONOMY

The occupational safety and ergonomics sector is among the most innovative industries in Germany. Our media reach decision-makers in a field with high relevance, substantial market volume, and clear investment potential.

**3,290**  
of our readers are  
independent occupational  
safety retailers

**858**  
dealers for cleaning  
& hygiene

**2,745**  
readers are HR directors in  
public limited companies

**2,038**  
business decision-makers

**1,450**  
decision-makers from muni-  
cipalities and public authorities

More than  
**56%**  
hold a university or  
college degree

**43%**  
of the magazines have second  
and third-time readers

**60,000**  
people in Germany work in  
occupational safety

Over  
**4 BILLION**  
market volume

# VOICES FROM THE INDUSTRY



Frank Severiens | Peter Greven Physioderm GmbH | Managing Director

“Ergonomie Markt has been a reliable partner for many years when it comes to providing a platform for the important topics of occupational skin protection and hand hygiene, and raising awareness among people. We value the straightforward and trustful collaboration.”



Prof. Dr.-Ing. Martin Schmauder | TU Dresden | Chair of Industrial Engineering | Advisory Board ECN e. V., Chair of the Ergonomics Award Committee

“ERGONOMIE MARKT covers topics of behavioural and situational ergonomics. It presents practical solutions for improving working conditions. From the scientific side, we report in an accessible way on our research results, enabling transfer into practical applications.”



Daniel Pusch | KÜBLER | Head of Product and Brand Management

“Ergonomie Markt has been our trusted industry channel for many years – expert, practical, and always in tune with the topics that matter to our customers. Since high-quality workwear needs to be visible where decision-makers are informed, Ergonomie Markt is an important partner for KÜBLER.”

# WHAT'S NEW – EVERYTHING THAT MATTERS.

At the beginning of 2025, three well-established trade media brands were transferred into a new future. With fresh energy, a clear vision, and the power of the BETTERTRUST Group, we are opening a new chapter.

## THE ACQUISITION

ReinigungsMarkt, ErgonomieMarkt, and GebäudeReiniger are now part of BETTERTRUST. We preserve the voices of the industry instead of letting them fade.

## THE MOTIVATION

Many trade publishers are struggling: succession issues, declining revenues. We see this as both a responsibility – and an opportunity.

## THE VISION

We stand for quality, innovation, relevance, and thorough research. Print, online, social media, and events – intelligently interconnected.

## THE COMMITMENT

Trade media as platforms for visibility and connection.  
BETTERTRUST as a driving force for communication and community.

# WE GIVE THE INDUSTRY A STRONG VOICE – AND LEAD IT INTO THE NEXT ERA.

# MAGAZINES JOIN BETTERTRUST PUBLISHING

The titles **ReinigungsMarkt**, **ErgonomieMarkt**, and **GebäudeReiniger** will relaunch in 2025 with new content, new formats, and a clear goal:

**More relevance. More dialogue. More impact.**

## REINIGUNGSMARKT

The official publication of **ISSA**, **BHUK** and **IKS** – with **100% industry proximity**.

ReinigungsMarkt is the leading platform for cleaning and hygiene. It combines well-founded industry insights with practical impulses and innovative digital formats – including a podcast series starting in 2025.

It is the official publication of ISSA (International Sanitary Supply Association, the world's largest cleaning industry association), BHUK (German Association for Hygiene and Hospital Cleaning), and IKS (Interest Group of Clinical Service Companies).



## ERGONOMIEMARKT

The trade magazine for ergonomics, health and occupational safety.

ErgonomieMarkt covers all aspects of modern work – from prevention to productivity. Starting in 2025, digital dossiers and expert talks will expand the content with deep insights and practical knowledge.

It is the official publication of the ECN (Ergonomics Competence Network) and the Corporate Health Convention.



## GEBÄUDEREINIGER

The training magazine of the industry – young, modern and future-oriented.

GebäudeReiniger supports the next generation of skilled workers in the cleaning trade. It connects training companies with young talent and introduces new impulses for visibility and recognition in the profession – including the newly launched JEZ Award.



# MAGAZINE PROFILE

## 1. SHORT PROFILE

ErgonomieMarkt reaches the occupational safety trade, technical trade, and cleaning trade. It reports on innovations and key industry topics – particularly from the market segments “Personal Protective Equipment,” “Occupational Safety,” and products designed to adapt workplaces to human needs, facilitate work, and prevent accidents or long-term illnesses.

The target audience includes specialist dealers in Germany, Austria, and Switzerland, thus covering the entire German-speaking market.

Another key target group comprises top-level decision-makers from industry, business, and administration (see circulation and readership structure). In particular, ErgonomieMarkt reaches occupational directors and corporate health management professionals.

## 2. YEAR OF PUBLICATION:

14th Edition / 2026

## 3. FREQUENCY OF PUBLICATION:

6 issues per year

## 4. WEBSITE:

[www.ergonomiemarkt.de](http://www.ergonomiemarkt.de)

## 5. MEMBERSHIPS:

IVW, MVFP

## 6. OFFICIAL BODY:

Ergonomics Competence Network (ECN), Corporate Health Network, Corporate Health Award

## 7. MANAGING DIRECTOR:

Dr. Christopher A. Runge

## 8. PUBLISHER:

BETTERTRUST Verlags GmbH  
Luisenstraße 40  
10117 Berlin  
Phone: +49 (0) 30/ 439 710 20  
E-mail: [rieck@bettertrust-verlag.de](mailto:rieck@bettertrust-verlag.de)  
[www.ergonomiemarkt.de](http://www.ergonomiemarkt.de)

## 9. EDITORIAL TEAM:

Daniel Faust,  
Mark Schmiechen (Freelance Editor)  
[redaktion@bettertrust-verlag.de](mailto:redaktion@bettertrust-verlag.de)

## 10. ADVERTISING SALES:

Alexander Rieck  
[rieck@bettertrust-verlag.de](mailto:rieck@bettertrust-verlag.de)



# EDITORIAL & TOPICS SCHEDULE 2026

Issue	Ad Closing (AC) Publication Date (PD)	Special Insertion Occasion	Trade Fairs	Trade Fair Report	Main Topics
1/2026	AC: 02 Feb 2026 PD: 25 Feb 2026	Top Industry Partner in Ergonomics	LogiMAT, Stuttgart – March 24–26, 2026		Workplace ergonomics at the screen Exoskeleton solutions PPE categories Market overview: Industrial safety helmets
2/2026	AC: 10 Mar 2026 PD: 31 Mar 2026	Digitalisation	Interclean, Amsterdam – April 14–17, 2026 Rettmobil, Fulda – May 6–8, 2026 Interschutz, Hanover – June 1–6, 2026 FeuerTrutz, Nuremberg – June 24–25, 2026		Ergonomic office workplaces Working at heights Load securing Market overview: S3 safety shoes
3/2026	AC: 27 Mar 2026 PD: 24 Jun 2026			LogiMAT, Stuttgart	Skin protection products Corporate fashion Selection of fall protection systems Market overview: Chemical- resistant protective gloves
4/2026	AC: 18 Jul 2026 PD: 12 Aug 2026	Ad Copy Test 2026	GaLaBau, Nuremberg – September 15–18, 2026 Platformers' Days, Karlsruhe – October 8–9, 2026		Selection of protective gloves Exoskeletons Ergonomic tools Hearing protection
5/2026	AC: 18 Sep 2026 PD: 08 Oct 2026	Special edition: Sustainability – Trade fair issue Arbeitsschutz Aktuell	Arbeitsschutz Aktuell, Stuttgart – October 20–22, 2026 Orgatec, Cologne – October 27–30, 2026		Selection of head protection Skin protection plans Workwear Ergonomic office workplaces Safe handling of ladders
6/2026	AC: 19 Nov 2026 PD: 10 Dec 2026	EM-Direkt		Fair report: Arbeitsschutz Aktuell, Part 1	Safety on construction sites Corporate Health Management (CHM) measures and solutions Safety shoe categories PPE categories

# PRICE LIST

## 1. PRINT RUN:

10,000 copies, IVW audited

## 3. PRINTING AND BINDING METHODS, PRINT DATA:

Printing method: Offset printing

Binding: Perfect binding

Prepress programs: Adobe Acrobat, Adobe Illustrator, Adobe

Photoshop, Adobe InDesign

File delivery: PDF/X-3 via e-mail to [grafik@bettertrust-verlag.de](mailto:grafik@bettertrust-verlag.de)

For questions or file transfer issues, please contact us at:

**+49 (0) 30 / 439 710 20**

## 5. PUBLISHER:

BETTERTRUST Verlags GmbH

Luisenstraße 40, 10117 Berlin

Phone: +49 (0) 30 / 439 710 20

Website: [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de)

E-mail: [riek@bettertrust-verlag.de](mailto:riek@bettertrust-verlag.de)

## 2. MAGAZINE FORMAT:

Page size: 210 mm wide, 297 mm high (DIN A4)

Print area: 179 mm wide, 257 mm high

## 4. PUBLICATION DATES

6 issues per year

### Publication and advertising deadlines:

see editorial and topic schedule

## 6. PAYMENT TERMS:

Net payment within 30 days from invoice date.

For payment within 10 days, we grant a 2% discount.

Bank details:

Account holder: BETTERTRUST Verlags GmbH

IBAN: DE24 1207 0024 0828 7344 00

BIC: DEUTDEDB160

## 7. ADVERTISING FORMATS AND RATES

Advertisement	Width x Height in mm (within print area / with bleed)	Format	b/w	2-color	4-color
1/1 Page	179 x 257 / 210 x 297	Portrait	€3,000	€3,450	€4,500
Junior Page	133 x 179 / 147 x 203	Portrait	€2,000	€2,250	€3,000
1/2 Page	179 x 131 / 210 x 155 88 x 257 / 102 x 297	Landscape Portrait	€1,880	€2,130	€2,750
1/3 Page	179 x 88 / 210 x 112 57 x 257 / 72 x 297	Landscape Portrait	€1,630	€1,810	€2,440
1/4 Page	179 x 65 42 x 257 88 x 131	Landscape Portrait 2-Column	€1,310	€1,500	€2,000
1/8 Page	179 x 33 88 x 65 42 x 131	Landscape 2-Column Portrait	€510	€600	€800
1/16 Page	88 x 32 42 x 60	2-Column Portrait	€350	€400	€530

Millimetre price for classified ads: 42 mm wide (single column) = €3.50 / Belly band: €6,130 (including printing and finishing)

## 8. PREMIUM POSITIONS:

Front page package (cover + 1/2 page, 4-colour) €6,000

2nd or 4th cover page, 4-colour €4,800

### Bleed, gutter bleed and mandatory

placement requirements: 10% surcharge on base rate

## 9. CLASSIFIED ADS:

Special rate "Top Partner" (issue 1/2026 only), per p. €2,750

Special rate "Sustainability" (issue 8/2026 only), per p. €2,750

Special rate "Internet Guide" (1/4 page, 4-colour) €500

**Job offers:** 50% discount on base rate

**Job requests:** 70% discount on base rate

# FORMAT PLAN

## 10. CLASSIFIED ADS:

Ads in the ErgonomieMarkt Suppliers Directory: 42 mm wide (single column). The price includes publication on our website [www.ergonomiemarkt.de](http://www.ergonomiemarkt.de) with over 19,584 page impressions (October 2025). In addition, an Internet link to your homepage will be provided. **Millimetre rate: €2.90 / 4c**

## 12. DISCOUNTS:

On request

## 14. INSERTS:

2 pages (1 sheet) €4,400  
 4 pages (2 sheets) €7,500  
 Delivery required 14 days before publication.  
 A sample copy must be provided to the publisher for approval.

**Format: untrimmed, 216 mm wide × 303 mm high.**  
**Multi-page inserts must be folded to this format.**

## 16. GLUED-ON ADVERTISING MATERIAL:

On request

<b>1/8 2-Column</b> Width: 88 mm Height: 65 mm	<b>1/8 Landscape</b> Width: 179 mm Height: 33 mm	<b>1/4 Portrait</b> Width: 42 mm Height: 257 mm	<b>1/4 Landscape</b> Width: 179 mm Height: 65 mm	<b>1/3 Landscape</b> Width: 179 mm Height: 88 mm	<b>1/3 Portrait</b> Width: 57 mm Height: 257 mm	<b>1/2 Landscape</b> Breite: 179 mm Height: 131 mm	<b>1/2 Portrait</b> Width: 88 mm Height: 257 mm
<b>Junior Page</b> Width: 133 mm Height: 179 mm	<b>Junior Page + Bleed</b> Width: 147 mm Height: 203 mm	<b>1/1</b> Width: 179 mm Height: 257 mm	<b>1/1 + Bleed</b> Width: 210 mm Height: 297 mm	<b>1/3 quer im Anschnitt</b> Width: 210 mm Height: 112 mm	<b>1/3 Portrait + Bleed</b> Width: 72 mm Height: 297 mm	<b>1/2 Landscape + Bleed</b> Width: 210 mm Height: 155 mm	<b>1/2 Portrait + Bleed</b> Width: 102 mm Height: 297 mm
<b>2/1 + Bleed</b> Width: 420 mm Height: 297 mm	<b>2/1</b> Width: 392 mm Height: 257 mm	<b>Cover Page + Bleed</b> Width: 151 mm Height: 225 mm					

Please note: For text and images running across the gutter, an additional overlap is required due to perfect binding. In addition to the 3 mm trim (binding edge) on each side, approximately 3 mm per side within the gutter may not be fully visible and should therefore be designed with overlap.

The specified formats are final trim sizes. For bleed advertisements, please add an additional 3 mm bleed on all sides.

## 11. SEMINAR ADS:

Seminars are published in the seminar section and listed online at [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de) under the seminar overview. Price per seminar listing: **€25.00 / month**

## 13. COMBINATION OF PUBLISHER PUBLICATIONS:

When booking across multiple publisher titles within one insertion year (e.g. ReinigungsMarkt, GebäudeReiniger). **Discount scale:** in 2 publications: **10%**, in 3 publications: **15%**

## 15. SUPPLEMENTS:

(Not eligible for discounts)  
 Up to 25 g (= 11,000 copies), €3,500  
 incl. printing €4,500  
 Each additional 25 g €1,130  
 Delivery required 14 days before publication.  
 A sample copy must be provided to the publisher for approval. Maximum paper size: 205 mm × 290 mm

## 17. DELIVERY ADDRESS FOR ITEMS 12 TO 14:

On request

# BANNER ADVERTISING SPACE

The website [www.ergonomiemarkt.de](http://www.ergonomiemarkt.de) records 19,000 page impressions and 5,900 visitors per month (as of 2025). All banners are linked directly to your homepage.

## Banner Size:

Skyscraper Banner: 160px × 600px

Double Skyscraper Banner: 160px × 600px

Full Banner: 1244px × 250px

Big Web Banner: 1244px × 250px

## Price per Month:

€2,130

€3,900

€2,000

€1,880

# NATIVE ADS

Native ads are editorially integrated advertisements that visually and contextually blend seamlessly into the environment of [ergonomiemarkt.de](http://www.ergonomiemarkt.de).

They allow products, services, or solutions to be presented in a credible editorial context – generating targeted attention within the occupational safety and cleaning sectors.

Published on [www.ergonomiemarkt.de](http://www.ergonomiemarkt.de).

Price: **€2,580 per month plus VAT**

# ADVOICES

Advoices give you the opportunity to highlight your company or a key person through a text-based advertorial. The design follows an editorial layout and integrates almost seamlessly into the reading flow – without being immediately perceived as an advertisement.

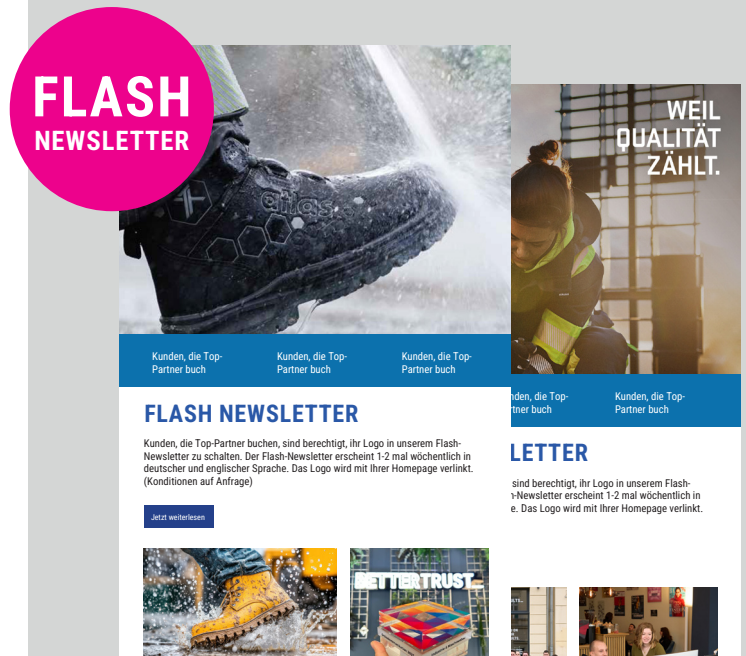
The advertorials, referred to as **Advoices**, are available for **€5,300 plus VAT**. In combination with a print advertisement, the price is **€9,500 plus VAT**. This includes copywriting (up to 4,000 characters), two rounds of revision, and one image or video.

# FLASH NEWSLETTER

Clients booking a Top Partner package are entitled to feature their logo in our Flash Newsletter. The Flash Newsletter is published 1–2 times per week in German or English, and each logo is linked to your company's homepage. (Rates available upon request.)

**The German News Flash currently reaches 993 subscribers and is published 46 times per year, generating approximately 45,678 contacts (as of 2025).**

**Average open rate: 60%**  
(depending on topic)



# SEMINAR LISTINGS

The seminars are published in the seminar section of the magazine.

In addition, all seminars are listed on our website at [www.ergonomiemarkt.de](http://www.ergonomiemarkt.de) under the seminar overview.

**Price per seminar: €25.00 per month.**



# REACH MEETS RELEVANCE – YOUR MESSAGE DELIVERED WITH PRECISION ACROSS ALL CHANNELS.

# SPECIAL ADVERTISING OPPORTUNITIES

## Campaign: Top Partner – Issue 1/2026

### CONCEPT

Under the motto “Top Partner”, the first issue of 2026 offers you the opportunity – on one or two pages – to present the broad spectrum of your products and concepts. Use this promotion to position your company as a strong and competent partner for the readers of ErgonomieMarkt. Your feature will also be placed online at [www.ergonomiemarkt.de](http://www.ergonomiemarkt.de).

The current website traffic (as of 2025) is 19,584 page impressions per month, which corresponds to 235,008 page impressions per year.

### HOW IT WORKS:

You provide

- A short written company profile, philosophy, and product overview
- A print-ready (repro-capable) version of your company logo
- A small selection of photos (products, people, or similar visuals)

Our text and layout professionals will design the promotional page(s) in close coordination with you. A single-page promotion costs €2,750, a double-page promotion €5,500. (All prices excl. VAT, not eligible for discounts.)

Clients who book the Top Partner package are entitled to feature their logo in our Flash Newsletter. The Flash Newsletter is published 1–2 times per week in German and English. The logo will be linked to your homepage. (Rates available upon request.)

## AnzeigenTest im Heft 6/2026

### CONCEPT

The test shows how your advertisement is perceived by readers and how you can potentially improve your advertising presence.

In the Ad Test, readers evaluate the advertisements published in ErgonomieMarkt (minimum size 1/3 page). A questionnaire is enclosed with the corresponding issue of ErgonomieMarkt. As an additional incentive to participate, each reader who completes the questionnaire receives a small gift.

### EVALUATION CRITERIA

For each advertisement (minimum size 1/3 page), the following evaluation criteria are assessed:

- Attention value
- Likeability
- Information content
- Activation potential

### BENEFITS FOR ADVERTISERS:

- Above-average attention for your advertisement
- Longer reader engagement time with your ad
- Feedback on the effectiveness of your advertisement (including comparison with competitor ads)
- Free service for advertisers: implementation, evaluation, and documentation of the test are included in the ad price
- Top-performing ads receive an official certificate



# Sustainability in the Ergonomics Industry – Issue 8/2026

## CONCEPT

In our special section “Sustainability in the Ergonomics Industry”, we offer you the opportunity in the October issue (5/2026) to present – on a half page, full page or double page – the importance of sustainability in your company, sustainable products, or your company’s sustainability strategy. Use this opportunity to present your contribution to environmental protection to the 10,000 readers of ErgonomieMarkt. In addition, your contribution will remain online for one year on our website [www.ergonomiemarkt.de](http://www.ergonomiemarkt.de).

On [www.ergonomiemarkt.de](http://www.ergonomiemarkt.de), we currently record approximately 19,584 page impressions per month (October 2025), which amounts to 235,008 page impressions per year.

## HOW IT WORKS:

You provide

- A short written presentation of your company, its philosophy, and product range
- A print-ready (repro-capable) version of your company logo
- as well as a small selection of photos (individual products, complete range, production site, or similar)

Our text and layout professionals will then design the promotional page(s) in close coordination with you. A single-page promotion costs €2,955, and a double-page promotion €5,900. (All prices excl. VAT, not eligible for discounts.)



# ReinigungsMarkt Direkt in Heft 10/2026

## CONCEPT

This issue serves as the basis for building an online product database, which will be created according to the advertiser structure of this edition.

Each advertiser (starting from 1/4-page format) provides, in addition to the print-ready ad file, a product description (approx. 700 characters including spaces) and a colour photo (resolution 300 dpi). Our editorial team will create a product report from this material, which will be published in this issue and simultaneously added to our newly developed online product database at [www.ergonomiemarkt.de](http://www.ergonomiemarkt.de). On the website, your homepage will be displayed below the product report, and a direct link to your website will be set automatically. The product report and link will remain online for 12 months. Current access figures (as of 2025) are 19,584 page impressions per month, which corresponds to 235,008 page impressions per year.

## BENEFITS FOR ADVERTISERS:

- Your advertisement reaches 11,000 qualified readers
- You will also receive a product report including a 4c photo
- The product report will be published online with an active link to your homepage



Our Exclusive Partner

# BETTERTRUST VERLAG X WELT DER WUNDER

With Welt der Wunder, companies can tell their story in a truly unique way – authentic, journalistically guided, and in TV quality.

An editorial team visits your company on-site and stages your topics as a powerful interview in documentary film style. Through us, you have exclusive access to this renowned format for your brand.



## BRING YOUR COMPANY TO TELEVISION

Contact:  
Alexander Rieck | Director of Publishing & Sales  
Email: [a.rieck@bettertrust.de](mailto:a.rieck@bettertrust.de)

# KEY FIGURES OF THE MEDIA PARTNERSHIP

Our media collaboration is based not only on strong content but also on clearly measurable impact. The following key figures highlight the potential of this partnership – for your visibility, your brand, and your industry.

**+100**

Films produced about us

**+20 YEARS**

Renowned format in the DACH region

**2**

Innovative formats  
(Interview or Documentary)

**+450,000**

YouTube subscribers

**+240M**

Historical views

**+20M**

Gross TV contacts

**+100,000**

Unique views via media library

**PAN-EUROPEAN  
PRODUCTIONS**

**+50%**

of viewers have high household net income

**+60%**

of viewers hold senior professional positions

**+8 MINUTEN**

Average episode length

**EDITORIALLY  
CURATED**

# MAGAZINE PROFILE

## 13. SUBSCRIPTION PRICE:

Annual subscription: €75.00 (incl. VAT)  
Single issue: €7.50 (incl. VAT)

## 14. ISSN:

2195-5506

## 15. EXTENT ANALYSIS:

Magazine format:	DIN A4, 210 x 297 mm	
Total volume:	320	= 100%
Editorial section:	229	= 72%
Advertising section:	100	= 28%
Supplements:	14	

## 16. EDITORIAL CONTENT ANALYSIS:

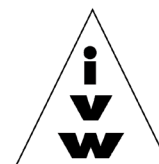
Trade fair report	34	15%
PSA	30	13%
Occupational safety	27	12%
Industry / News	22	9%
Special section:	21	9%
Sustainability		

## 19. GEOGRAPHICAL DISTRIBUTION ANALYSIS:

	Copies	Percent
<b>Germany total</b>	<b>9,856</b>	<b>100</b>
<b>Nielsen Area 1</b> Schleswig-Holstein, Hamburg, Lower Saxony, Bremen	<b>1,308</b>	<b>14</b>
<b>Nielsen Area 2</b> North Rhine-Westphalia	<b>1,858</b>	<b>20</b>
<b>Nielsen Area 3a</b> Hesse, Rhineland-Palatinate, Saarland	<b>1,301</b>	<b>14</b>
<b>Nielsen Area 3b</b> Baden-Württemberg	<b>1,579</b>	<b>17</b>
<b>Nielsen Area 4</b> Bavaria	<b>1,552</b>	<b>17</b>
<b>Nielsen Area 5</b> Berlin	<b>564</b>	<b>6</b>
<b>Nielsen Area 6</b> Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt	<b>434</b>	<b>5</b>
<b>Nielsen Area 7</b> Thuringia, Saxony	<b>495</b>	<b>6</b>

Occupational health management	17	7%
Office ergonomics	16	7%
Content + preview + imprint	15	7%
Interviews	13	6%
Ergonomics lexicon	12	5%
Industrial ergonomics	10	4%
Advertiser directory	6	3%
Editorial content total	229	100%
Total (issues 4/2022 to 3/2023):	320	

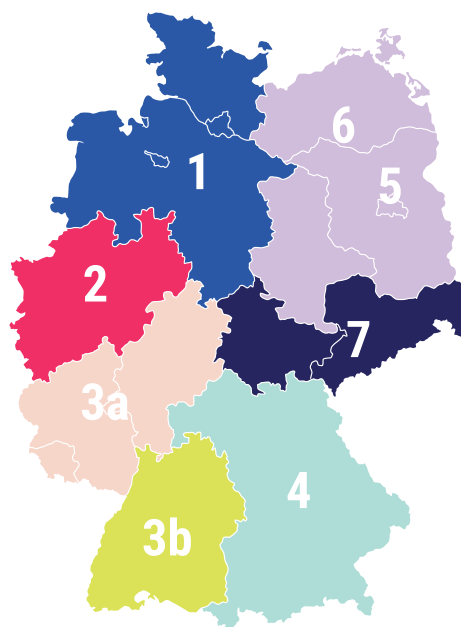
## 17. CIRCULATION AUDIT:



## 18. CIRCULATION ANALYSIS:

Print run:	11,000
Actual circulation (tvA):	10,599
Free copies:	9,635

	Copies	Percent
<b>Abroad total</b>	<b>743</b>	<b>100</b>
<b>Austria</b>	<b>410</b>	<b>55</b>
<b>Switzerland</b>	<b>207</b>	<b>28</b>
<b>Other European countries</b>	<b>101</b>	<b>14</b>
<b>Overseas</b>	<b>25</b>	<b>3</b>
<b>Total actual circulation (tvA): 10,599</b>		

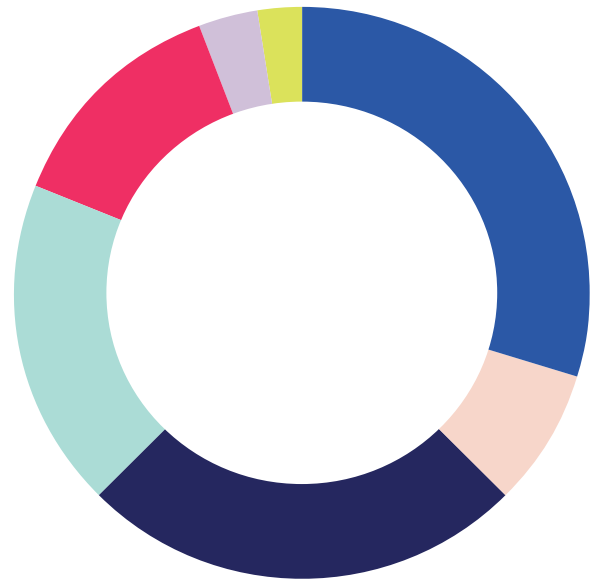


## 20. RECIPIENT STRUCTURE ANALYSIS

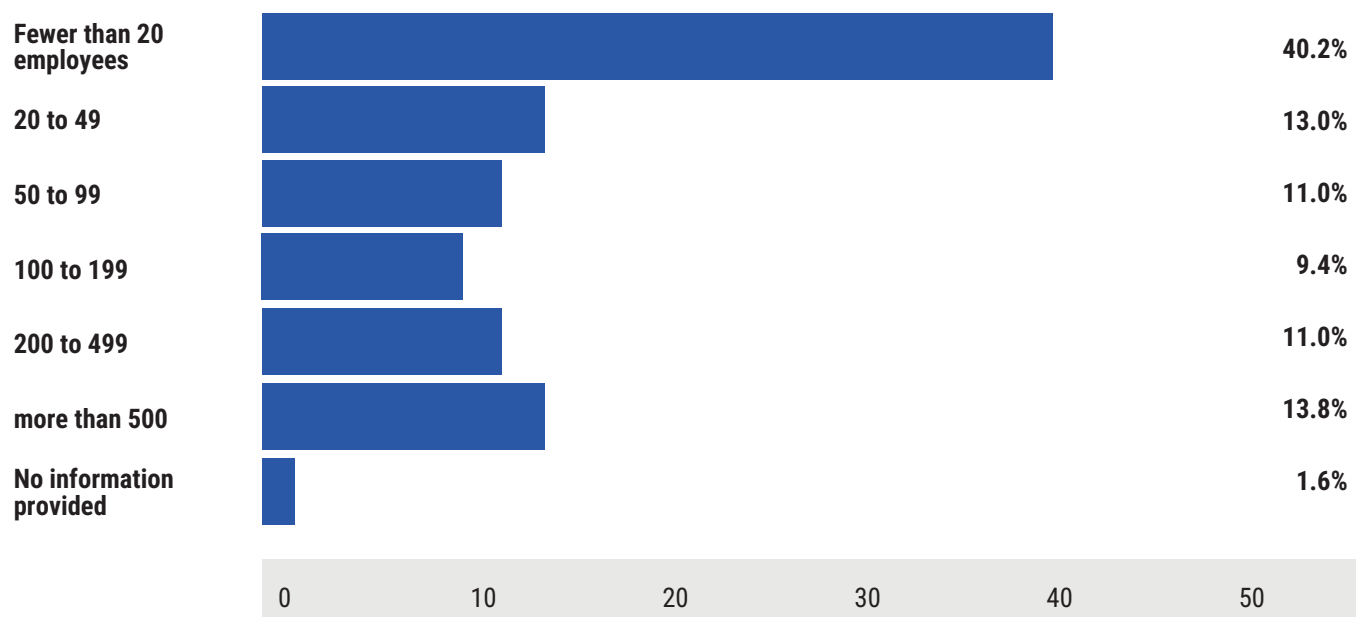
At the time of analysis, ErgonomieMarkt was published six times per year with a print run of 7,000 IVW-audited copies per issue.

It is a specialized trade magazine targeting occupational safety retailers and decision-makers responsible for ergonomic products in industry, business, and public administration.

Recipient Group	Copies
Occupational safety and technical trade in Germany, Austria, and Switzerland	3,290
Cleaning trade	858
Industrial directors and decision-makers (corporations)	2,745
Decision-makers in insurance, banking, and business	2,038
Decision-makers in municipalities, federal and state authorities	1,450
Scaffolders	349
Archive and promotional copies	270
<b>Total circulation</b>	<b>11,000</b>

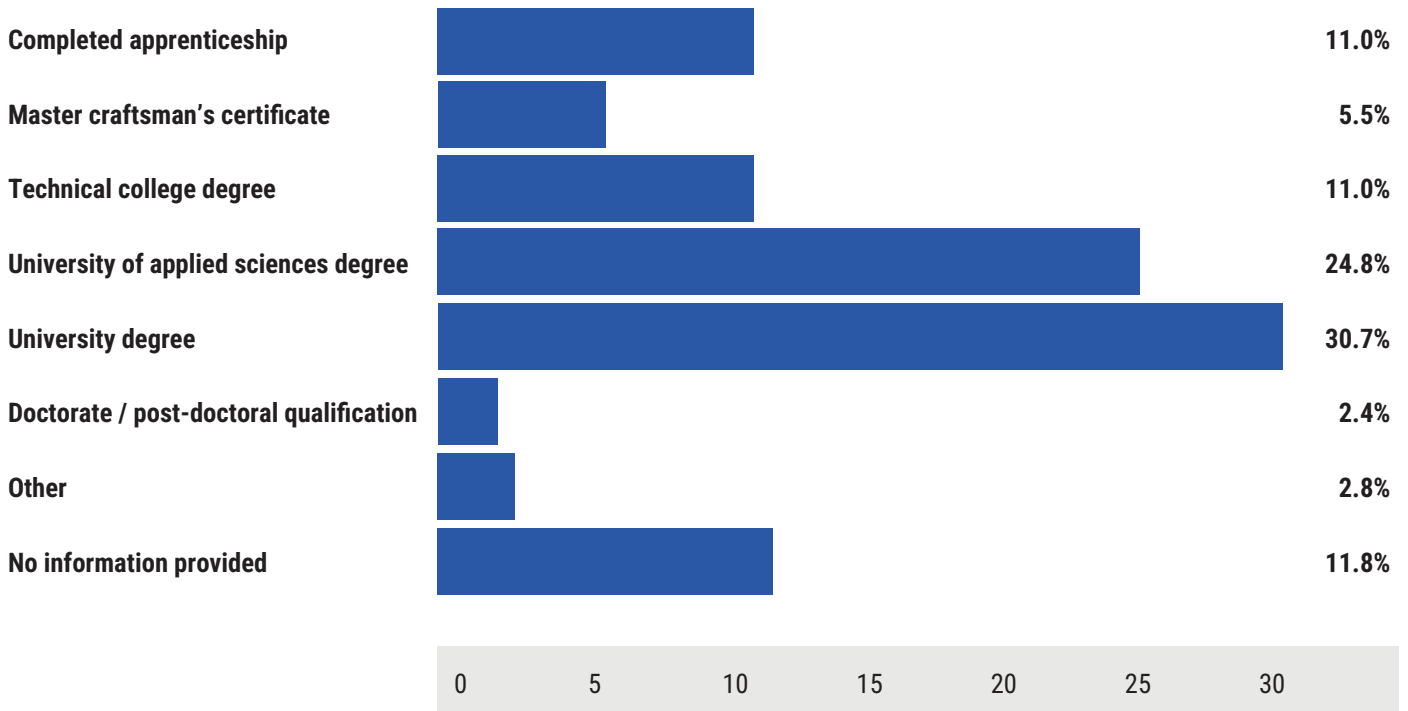


## HOW MANY EMPLOYEES DOES YOUR COMPANY HAVE AT YOUR WORKPLACE (EXCLUDING OTHER LOCATIONS, BRANCHES OR THE HEAD OFFICE)?

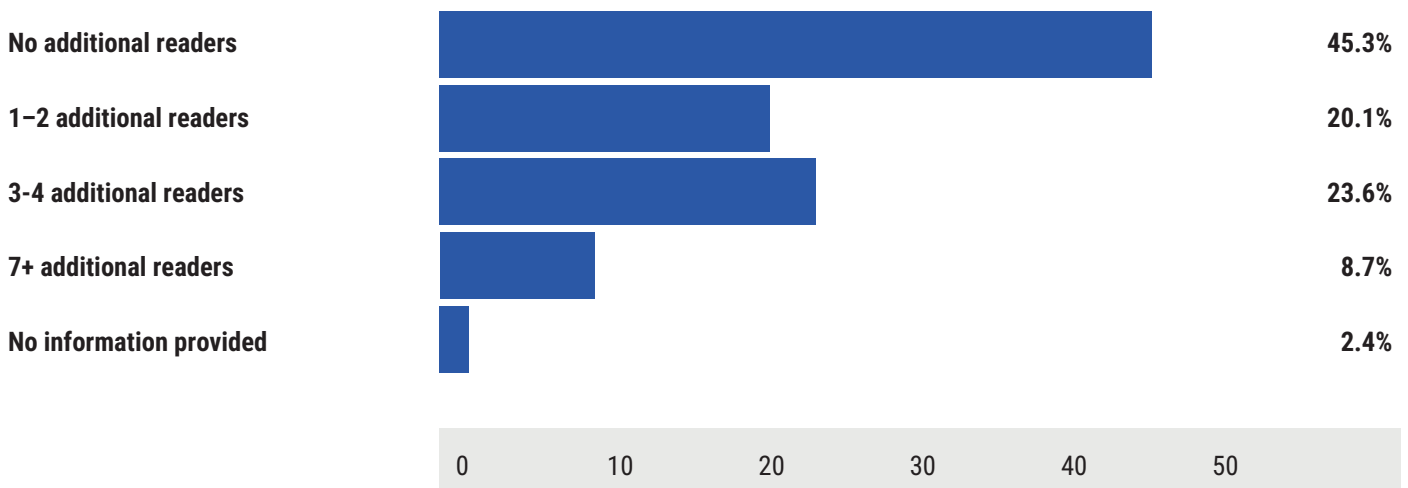


# READER STRUCTURE ANALYSIS OF PRIMARY RECIPIENTS

## WHAT TYPE OF VOCATIONAL TRAINING OR EDUCATIONAL QUALIFICATION DO YOU HAVE?



## HOW MANY PEOPLE – OTHER THAN YOURSELF – USUALLY READ YOUR COMPANY'S COPY OF ERGONOMIEMARKT?



# BRIEF SUMMARY OF THE SURVEY METHOD

## BRIEF SUMMARY OF THE SURVEY METHOD

Reader structure analysis of primary recipients conducted by telephone/written survey – sample survey

### TOTAL RECIPIENTS IN THE SAMPLE FILE

All domestic free mailing addresses from IVW reports III-2015 to II-2016 6,022

**DATE OF SAMPLE SELECTION** 25 November 2025

### DESCRIPTION OF THE SAMPLE

Simple random selection  
Initial sample (addresses used) 1,351  
of which neutral dropouts 597  
Adjusted (net) sample 754 = 100%

of which qualitative dropouts  
Terminations 4  
Complete refusals 298  
Target person unreachable after max. ten contact attempts 198

Interviews conducted 254 = 34%

### TARGET GROUP OF THE SURVEY

Primary recipients of the magazine ErgonomieMarkt

### SURVEY PERIOD

Fieldwork period  
written: 05 December 2016 to 28 February 2017  
telephone: 02 March 2017 to 08 June 2017

### CONDUCTED BY

Bonn Institute for Market, Opinion, Sales and Social Research marmas bonn GmbH

### IMPORTANCE OF TOPICS

Share of surveyed readers (WLK) in percent (%)

	very important	important	less important	unimportant
<b>Marketplace</b>	13.6	48.2	29.8	8.4
<b>Trade fair reports</b>	13.1	50.8	26.2	9.9
<b>Health and occupational safety</b>	46.6	41.9	8.9	2.6
<b>Conferences / Congresses</b>	8.9	26.3	40.5	24.2
<b>PPE – Personal protective equipment</b>	39.3	33.5	13.6	13.6
<b>Workplace ergonomics</b>	35.6	40.8	17.8	5.8
<b>Trade fair preview</b>	15.3	39.5	34.2	11.1

## TITLE PROFILE

Share of readers (%)

	Fully applies	Partly applies	Does not apply
<b>comprehensive / complete information</b>	43.6	52.8	3.6
<b>professionally competent</b>	66.2	32.8	1.0
<b>independent and objective</b>	51.6	41.9	6.5
<b>practice-oriented</b>	64.8	33.7	1.5
<b>reports critically</b>	20.9	62.1	16.9
<b>well-written and easy to read</b>	87.9	11.1	1.0
<b>varied / entertaining</b>	34.9	53.6	11.5
<b>clearly structured</b>	70.1	24.7	5.2
<b>recommended by readers</b>	72.8	25.1	2.1
<b>incl. informative product ads</b>	63.5	30.7	5.7
<b>advantages over other titles</b>	19.4	59.4	21.2

Base: 6,063 readers

### PAGE CONTACT OPPORTUNITY

Share of surveyed readers (WLK) in percent (%)

<b>all or almost all pages</b>	34.8
<b>about 3/4 of all pages</b>	15.0
<b>about half of all pages</b>	15.4
<b>about 1/4 of all pages</b>	13.7
<b>only a few pages – rather randomly</b>	17.6
<b>(almost) none</b>	3.1
<b>no response</b>	0.4
<b>Total</b>	100.0

Bezugsgröße: 6.063 (WLK)

# REFERENCE LIST OF NATIONAL AND INTERNATIONAL CLIENTS

## Germany

3 M Deutschland GmbH  
ABS Safety GmbH  
Aeris GmbH  
Aeropur GmbH  
Aktion Deutschland Hilft e. V.  
Aliens Bergsport & Arbeitssicherheit  
Allclean Reinigungs- und Umwelt-Technik GmbH  
Altec GmbH  
AMPri Handelsgesellschaft mbH  
AS Arbeitsschutz GmbH (Nitrax)  
Asatex AG  
ASUP GmbH  
Atlas-Schuhfabrik GmbH & Co. KG  
August Penkert GmbH, Technische Leder- und Kunststoffzeugnisse  
Aug. Schwan GmbH & CO. KG  
Baak GmbH & Co. KG  
Bardusch GmbH & Co KG  
BAuA  
Bedrunka + Hirth Gerätebau GmbH  
BG Bau-Berufsgenossenschaft  
Bierbaum-Proenen GmbH & Co. KG  
BIG Arbeitsschutz GmbH  
Bingold Verpackungen GmbH & Co. KG  
Blakläder Deutschland GmbH  
brainLight GmbH  
Brecht GmbH  
Bruns & Debray GmbH  
Buzil-Werk Wagner GmbH & Co. KG  
Coba Europe GmbH  
Comcoplast Comco Commercial Cooperation GmbH  
Corporate Health Network  
DACH Schutzbekleidung GmbH & Co. KG  
Dauphin Human Design Group GmbH + Co. KG  
Deb Stoko Europe GmbH  
Dechema Ausstellungs-GmbH  
Dr. Schnell GmbH  
Driesen+Kern GmbH  
Easyfairs Deutschland GmbH  
ECN Ergonomie Kompetenz Netzwerk  
Elbe-Werkstätten GmbH  
Elten GmbH  
Ergonomic Affairs  
Ergonomieexperten  
Ergotrading GmbH  
EuPD Research Sustainable Management GmbH  
EUROEXPO Messe- und Kongress GmbH  
Fellowes GmbH  
Fetra Fechtel Transportgeräte GmbH  
Fitzner Arbeitsschutz e.K.  
Flexlift Hubgeräte GmbH  
Forum Verlag Herkert GmbH  
Friedrich Münch GmbH + Co. KG  
Fristads Kansas Deutschland GmbH  
Georg Schmerler GmbH & Co. KG  
Günzburger Steigtechnik GmbH  
Gustav Daiber GmbH  
Haider Bioswing GmbH  
Harema GmbH  
Hase Safety Group AG  
Haufe-Lexware GmbH & Co. KG  
Haus der Technik e.V.  
HB Protective Wear GmbH & Co. KG  
Heckmann GmbH  
Help – Hilfe zur Selbsthilfe  
Herwe GmbH  
Hinte GmbH, Messegesellschaft, (Arbeitsschutz Aktuell)  
Hoffmann GmbH  
Hoppe Unternehmensberatung  
Hovmand GmbH  
Hüdig + Rocholz GmbH & Co. KG  
Hugo Josten Berufskleiderfabrik  
Hunic GmbH  
Hultafors Group Germany GmbH  
HRM Institute GmbH & Co. KG HV  
Corporate Concepts AG  
Hymer-Leichtmetallbau GmbH & Co. KG  
IGEFA Handelsg. mbH & Co. KG  
In-Line Software GmbH  
Invista Textiles Germany GmbH (Cordura)  
ISM Heinrich Krämer GmbH & Co. KG  
Item Industrietechnik GmbH  
JK Technischer Handel  
JM Metzger GmbH  
JSP Safety GmbH  
JUTEC Hitzeschutz- und Isoliertechnik GmbH  
KANSAS GmbH  
Karlsruher Messe- und Kongress GmbH  
Keiler Schutzhandschuh Handelsgesellschaft mbH  
Kemmer GmbH  
Kimberly-Clark GmbH  
Kind Arbeitssicherheit GmbH  
KNEETEK, Klaus Bachmann  
Kober & Moll GmbH  
Koschke sign-international GmbH  
Krause-Werk GmbH  
Leipold + Döhle GmbH  
Leipziger Messe GmbH  
Louis STEITZ SECURA GmbH + Co. KG  
Löw Ergo OHG  
Männel Textile Kennzeichnungen GmbH  
Mapa GmbH  
Martor KG  
Maxguard GmbH  
MCC - Management Centre of Competence  
Mesago Messe Frankfurt Group  
Messe Berlin GmbH/CMS

Messe Düsseldorf/A+A  
Messe Essen GmbH/SHK  
Messe Stuttgart/ Coporate  
Health Convention  
Mey Chair Systems GmbH  
MIC GmbH  
Nissen & Velten Software GmbH  
Notrax Floor Matting, Handelsvertretung Uwe Rudnick  
Nürnberg Messe GmbH  
Paul H. Kübler Bekleidungswerk GmbH & Co. KG  
Persson Vertriebs GmbH  
Peter Cramer GmbH & CO. KG  
Peter Greven Physioderma GmbH  
Pionier Berufsbekleidung GmbH  
Planam Arbeitsschutz Vertriebs GmbH  
Plum Deutschland GmbH  
Priebis GmbH & Co. KG  
Pro Femina e.V  
PROTECT Laserschutz GmbH  
PSA Vertrieb  
Reinhold Beck Maschinenbau  
Richard Leipold GmbH  
RK Rose + Krieger GmbH  
Röckelein GmbH  
Rudolf Uhlen GmbH  
Ryctex GmbH & Co. KG  
Sänger GmbH  
Scalefit  
Sedus Stoll AG  
Simloc/Incanto fashion GmbH  
Skylotec GmbH  
Sönig-Trainingssystem  
SpanSet GmbH & Co. KG  
Spring Messe Management GmbH  
Stünings Medien GmbH  
Treston Deutschland GmbH  
Ueberschär GmbH & Co. KG  
Umweltinstitut Offenbach GmbH  
Unger Germany GmbH  
Uvex Safety Group GmbH & Co. KG  
Verein Deutsche Fachpresse  
Verlagsgruppe Hüthig Jehle Rehm GmbH  
VNR Verlag für die deutsche  
Wirtschaft AG  
Verband Technischer Handel (VTH)  
W+R Seiz GmbH  
WEKA MEDIA GmbH & Co. KG  
Werksitz GmbH W. Milewski  
Wettbewerbsbüro Deutscher Arbeitsschutz  
Wiha Werkzeuge GmbH  
Wilhelm Fitzner Arbeitsschutz e.K.  
Willax GmbH Bekleidungswerk  
Wir machen Druck GmbH  
Zarges Leichtbau GmbH

## Belgium

Dassy Europe BVBA  
Dockers by Gerli  
The Andersen Company

## Danemark

Elka Rainwear A/S  
Global Stole A/S  
Mascot International A/S

## Finland

Salli Systems

## France

Singer Frères SAS

## Italy

ALBA & N s.r.l.  
COFRA S.r.l.  
Diadora S.p.A.  
Giasco S.r.l.  
U. GROUP S.r.l.  
ZAGO S.r.l.

## Luxembourg

Du Pont de Nemours s.a.r.l

## Netherlands

HAVEP

## Sweden

EJDENDALS AB

## Austria

BOA Technology GmbH  
KONSTANT Arbeitsschutz GmbH  
Litz-Konfektion GmbH & Co KG  
Ötscher Berufsbekleidung Götzl GmbH  
Reindl GmbH

## Switzerland

2pluxx GmbH  
Bernexpo (Arbeitssicherheit Schweiz)  
Messe Zürich/Personal Swiss  
Messe Zürich/Sicherheit

## Sri Lanka

ATG Lanka (PVT) Ltd.

## Taiwan

Taiwan Textile Federation

## Turkey

Elteks  
Marmara Tanitim Furacilik

## USA

Livornous Enterprises

## United Kingdom

Floor-Tec International Ltd.  
Honeywell Industrial Safety

# SCOPE OF SERVICES

BETTERTRUST is an international communications agency that helps brands and individuals appear visible, relevant, and trustworthy. Through strategic consulting and creative concepts, the agency ensures that clients are featured in the right media, strengthen their reputation, and are perceived as thought leaders.

This turns communication into a growth driver that builds relationships and ensures sustainable success.

**ADVER-  
TISEMENTS**

**PUBLIC  
RELATIONS**

**CONTENT  
CREATION**

**TV / VIDEO**

**EVENT  
COVERAGE**

**NEWSLETTER**

**EMPLOYER  
BRANDING**

**SOCIAL  
MEDIA**



BETTERTRUST has already helped numerous clients significantly increase their reach. Take advantage of your opportunity for sustainable and targeted media visibility. Together, we will position your messages in the media.

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