

# Reinigungs MARKT

THE TRADE MAGAZINE FOR INDUSTRY  
TRENDS AND PRODUCTS

# MEDIA KIT 2026



PRICE LIST NO. 29

BETTERTRUST\_



## TABLE OF CONTENTS

|         |   |
|---------|---|
| 3       | The BETTERTRUST Group                                     |
| 5       | Our Publishing Team                                       |
| 6       | BETTERTRUST in Numbers                                    |
| 6       | Commercial Cleaning in the Economic Spotlight             |
| 7       | Voices from the Industry                                  |
| 8       | What's New?   |
| 9       | Acquisition of the magazines by BETTERTRUST Verlag        |
| 10 / 11 | Editorial and Topic Plan 2026                             |
| 12      | Price List  |
| 13      | Format Plan   |
| 14      | NEW: Banners, Native Ads, Advices                         |
| 15      | Flash Newsletter, Seminar Entries                         |
| 16      | Top Partner 2026, Advertisement Test                      |
| 17      | Special Section on Sustainability, ReinigungsMarkt Direkt |
| 18      | Cleaning World 2026: Interclean Amsterdam Edition         |
| 19      | Exhibition Guide 2026: Interclean Amsterdam Edition       |
| 20      | BETTERTRUST Publishing x Welt der Wunder TV               |
| 21      | Key Figures from Exclusive TV Documentaries               |
| 22 / 23 | Distribution Analysis                                     |
| 24 / 25 | Reference List of National & International Clients        |
| 26      | Service Portfolio of the BETTERTRUST Group                |

**POWERFUL COMMUNICATION  
FOR THOSE WHO DRIVE  
ENTIRE INDUSTRIES  
THROUGH CLEANLINESS.**

# THE BETTERTRUST GROUP

Publisher, 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 both a recognition and a commitment.



DPOK Award: Best Online Communication – Industry & Mechanical Engineering

# OUR PUBLISHING TEAM

Behind every article, ad and issue stands a dedicated team that lives and breathes communication. We know the industry, speak the language of our readers and deliver relevant topics with 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 in the facility management and HoReCa sectors – both nationally and internationally. With 100% industry focus, exclusive market overviews, and in-depth event coverage, we offer a communication environment with real added value.

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

**360-Degree**

FULL-SERVICE  
PUBLISHING HOUSE

**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 impactful brand communication.

**+15**

years of market experience

**100%**

performance-driven

**+45**

employees

**+3,450**

articles published annually

**5**

locations across Europe

**+100**

clients positioned as experts

## COMMERCIAL CLEANING IN THE ECONOMIC SPOTLIGHT

The cleaning and facility management industry is one of the most important economic sectors in Germany. Our media reach decision-makers in a field with high relevance, significant market volume, and clear investment demand.

**5M**

people employed in the FM sector

**700,000**

employed in commercial cleaning

**€130B**

gross value added by the industry

**€30B**

in cleaning sector revenue

**27,000**

active cleaning companies in Germany

**70%**

of readers come from the cleaning & hygiene sector

**95%**

of readers hold executive positions

**+90%**

B2B audience

**33%**

with university or college degrees

# VOICES FROM THE INDUSTRY



Achim Wiele | IRHT Institute for Cleaning & Hygiene Technology | Director

“ReinigungsMarkt has been our independent, competent partner and network for news, expert articles, and our seminar offerings for many years.”



Bernhard Hentrich | HENTRICH GMBH – Commercial Cleaning | Founder

“ReinigungsMarkt is the most informative trade publication in the industry and an absolute must – the magazine is the mirror of service providers!”



Enrico Euteneuer | ROBOVOX | Head of Global Business Development

“Working with ReinigungsMarkt is not only marked by professionalism, but also by continuous personal exchange about the industry. This builds trust not only in the publisher, but also in the people behind ReinigungsMarkt.”



Stefan Hammel | HAREMA | Managing Owner

“ReinigungsMarkt and Harema GmbH have been working in partnership for three decades – we were one of the very first clients. Partnership creates connection.”

# 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 were acquired from Knittler Medien GmbH. Key voices within the industry remain present thanks to the successful continuation of the publishing legacy.

## 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.



# EDITORIAL & TOPIC PLAN 2026

| Issue   | Advertising Deadline (AD)<br>Publication Date (PD)     | Special Insertion<br>Occasion                | Trade Fairs  | Trade Fair Report   |
|---------|--|--|--|---|
| 1/2026  | January/February<br>AD: 05 Feb 2026<br>PD: 26 Feb 2026 | Top Partners of the<br>Cleaning Industry     |  |   |
| 2/2026  | March<br>AD: 15 Feb 2026<br>PD: 09 Mar 2026            | Digitalization                               | Internorga, Hamburg<br>March 13–17, 2026<br>LogiMAT, Stuttgart<br>March 24–26, 2026  |   |
| 3/2026  | April<br>AD: 17 Mar 2026<br>PD: 07 Apr 2026            | Trade Fair Edition:<br>Interclean Amsterdam  | Interclean, Amsterdam<br>April 14–17, 2026<br>Altenpflege, Essen<br>April 21–23, 2026<br>IFAT, Munich<br>May 4–7, 2026   |   |
| 4/2026  | May<br>AD: 11 Apr 2026<br>PD: 02 May 2026              | Hospital Hygiene                             | Facility Services.ch,<br>Winterthur/Switzerland<br>May 7–8, 2026   | Internorga, Hamburg<br>LogiMAT, Stuttgart<br>Interclean, Amsterdam – Part 1<br>Altenpflege, Essen – Part 1        |
| 5/2026  | June<br>AD: 27 May 2026<br>PD: 17 Jun 2026             | Artificial Intelligence<br>(AI)              |  | Facility Services.ch, Winterthur/<br>Switzerland<br>Interclean, Amsterdam – Part 2<br>Altenpflege, Essen – Part 2 |
| 6/2026  | July/August<br>AD: 29 Jul 2026<br>PD: 19 Aug 2026      | Ad Copy Test 2026                            |  | Interclean, Amsterdam – Part 3<br>Altenpflege, Essen – Part 3   |
| 7/2026  | September<br>AD: 17 Aug 2026<br>PD: 08 Sep 2026        | Municipal Technology                         | GaLaBau, Nuremberg<br>September 15–18, 2026<br>Clean Pro Expo,<br>Friedrichshafen<br>September 15–17, 2026<br>IAA Transportation, Hanover<br>September 15–20, 2026 |   |
| 8/2026  | October<br>AD: 10 Sep 2026<br>PD: 02 Oct 2026          | Special Feature:<br>Sustainability           | Platformers Days, Karlsruhe<br>October 8–9, 2026<br>Occupational Safety Trade<br>Fair, Stuttgart<br>October 20–22, 2026  | GaLaBau, Nuremberg – Part 1<br>Clean Pro Expo,<br>Friedrichshafen<br>IAA Transportation, Hanover                  |
| 9/2026  | November<br>AD: 20 Oct 2026<br>PD: 10 Nov 2026         | Special Feature:<br>Commercial Vehicles      | Medica, Düsseldorf<br>November 17–20, 2026   | GaLaBau, Nuremberg – Part 2   |
| 10/2026 | December<br>AD: 24 Nov 2026<br>PD: 15 Dec 2026         | Business Leadership /<br>Succession Planning |  | Occupational Safety Trade<br>Fair, Stuttgart – Part 1   |

|         | Cleaning Technology                          | Municipal Technology                        | Hygiene / Hygiene Technology       | Cleaning Chemicals                       | Occupational Health & Safety                 | Fleet Management                        |
|---------|--|---|------------------------------------|--|--|---|
| 1/2026  | Glass and Facade Cleaning                    | Green Space Maintenance                     | Market Overview: Cleaning Carts    | Specialty Cleaners                       | Market Overview: Cleaning Carts              | EV Charging Stations                    |
| 2/2026  | Cleaning Robots for Large Areas              | Truck-Mounted & Aerial Work Platforms       | Laundry Services / Kitchen Hygiene | Market Overview: Maintenance Cleaners    | Load Securing                                | Route Planning                          |
| 3/2026  | High-Pressure Cleaners                       | Lawn Mowers                                 | Pest Control                       | Graffiti Removers                        | Corporate Health Management (CHM)            | Fleet Management                        |
| 4/2026  | Cleaning Robots for Small Areas              | Sidewalk and Street Cleaning                | Trash Bags                         | Water-Based Cleaning Solutions           | Corporate Fashion / High-Visibility Clothing | Financing Options for Service Providers |
| 5/2026  | Market Overview: Ride-On Scrubber-Dryers     | Mounted Sweepers                            | Market Overview: Soap Dispensers   | Disinfectant Cleaners                    | UV-Protective Clothing                       | Battery Technology                      |
| 6/2026  | Market Overview: Walk-Behind Sweepers        | Winter Road Maintenance                     | Dirt-Trapping Mats                 | Sanitary Cleaners / Fragrance Dispensers | Fall Protection                              | E-Mobility for Service Providers        |
| 7/2026  | Market Overview: Walk-Behind Scrubber-Dryers | Weed Removal                                | Mop Systems                        | Carpet Cleaners                          | Hand and Skin Protection                     | Driver Safety Training                  |
| 8/2026  | Market Overview: Walk-Behind Scrubber-Dryers | Leaf Removal                                | Mop Preparation                    | Wood Floor Care Products                 | Winter Clothing                              | Driver Safety Training                  |
| 9/2026  | Single-Disc Machines                         | Market Overview: Carriers for Municipal Use | Dosing Systems                     | Surfactant-Free Cleaners                 | Ladders in Commercial Cleaning               | Market Overview: Commercial Vehicles    |
| 10/2026 | Solar Panel Cleaning                         | Ice and Snow Removal                        | Hygiene Plans                      | Market Overview: Deep Cleaners           | Skin Protection Plans                        | Assistance Systems                      |

# PRICE LIST

## 1. PRINT RUN:

14,000 copies, IVW-audited

## 2. MAGAZINE FORMAT:

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

Print area: 179 mm wide, 257 mm high

## 3. PRINTING & BINDING SPECIFICATIONS, FILE SUBMISSION

Printing method: Offset printing, binding: perfect binding  
Supported file formats: Adobe Acrobat, Adobe Illustrator, Adobe Photoshop, Adobe InDesign. File submission: PDF/X-3 by email 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**

## 4. PUBLICATION SCHEDULE

10 issues + 1 special issue in English on Interclean in Amsterdam + Interclean trade fair planner.

### Publication dates and ad deadlines:

See editorial and topic schedule.

## 5. PUBLISHER:

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

## 6. PAYMENT TERMS:

Net within 30 days from invoice date.  
2% discount for payments made within 10 days.

### Bank details:

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

## 7. ANZEIGENFORMATE UND PREISE

| Advertisement | Width x Height in mm<br>(within print area / with bleed) | Format                            | b/w    | 2-color | 4-color |
|---------------|--|-----------------------------------|--------|---------|---------|
| 1/1 Page      | 179 x 257 / 210 x 297                                    | Portrait                          | €4,500 | €5,250  | €6,000  |
| Junior Page   | 133 x 179 / 147 x 203                                    | Portrait                          | €2,250 | €2,880  | €4,300  |
| 1/2 Page      | 179 x 131 / 210 x 155<br>88 x 257 / 102 x 297            | Landscape<br>Portrait             | €2,130 | €2,750  | €3,700  |
| 1/3 Page      | 179 x 88 / 210 x 112<br>57 x 257 / 72 x 297              | Landscape<br>Portrait             | €1,380 | €1,880  | €2,600  |
| 1/4 Page      | 179 x 65<br>42 x 257<br>88 x 131                         | Landscape<br>Portrait<br>2-Column | €900   | €1,000  | €1,650  |
| 1/8 Page      | 179 x 33<br>88 x 65<br>42 x 131                          | Landscape<br>2-Column<br>Portrait | €600   | 650 €   | €1,000  |
| 1/16 Page     | 88 x 32<br>42 x 60                                       | 2-Column<br>Portrait              | €350   | €440    | €650    |

Millimetre price for classified ads: 42 mm wide (single column) = €3.50

## 8. PREMIUM PLACEMENTS:

Cover Package (Front cover + 1/2 page, 4-color): €7,800  
Front Cover Only (150 x 225 mm, 4-color): €7,000  
Inside Front or Back Cover (2nd or 4th cover page, 4-color): €6,000  
€6,000

**Bleed, gutter printing and fixed placement requirements:** **+10% on base rate**

## 9. CLASSIFIED ADS:

Company Profile (Double Page, 4-color): €7,400  
Top Partner Special (Issue 1/2026 only), per page: €3,700  
Sustainability Special (Issue 8/2026 only), per page: €3,700  
Online Directory Special (1/4 page, 4-color): €1,100

**Job Offers:** 50% discount on base rate  
**Job Requests:** 70% discount on base rate

# FORMAT PLAN

## 10. CLASSIFIED ADS:

Ads in the ReinigungsMarkt supplier directory:  
42 mm wide (single-column). This price includes publication  
on our website [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de).

We will also add a hyperlink to your homepage.  
Price per mm: **€3.80 b/w – €4.40 4c**

## 12. DISCOUNTS:

On request

## 14. INSERTS:

2 pages (1 sheet) €4,900  
4 pages (2 sheets) €7,800  
Delivery no later than 14 days before publication.  
Sample required upon order placement.

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

## 11. SEMINAR ADS:

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

## 13. COMBINED BOOKINGS ACROSS PUBLICATIONS:

When booking across multiple publications within the same  
insertion year (e.g. ErgonomieMarkt, GebäudeReiniger):  
**Discount tiers: 2 publications = 10%, 3 publications = 15%**

## 15. ENCLOSURES:

(not eligible for discounts)  
Up to 25 g (= 15,000 copies): €4,900  
+ €260 postage fee  
Each additional 25 g: €2,630  
+ €260 postage fee  
Delivery no later than 14 days before publication.  
Sample required upon order placement.  
Maximum paper size: 205 mm wide x 290 mm high.

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

Please note that for text and images crossing the gutter, an additional 3 mm per page—beyond the 3 mm trim margin—is not fully legible due to perfect binding. Therefore, such elements must be designed with appropriate overlap.

The specified formats are final formats.  
Advertisements with bleed require an additional 3 mm bleed on all sides.

# BANNER ADVERTISING SPACE

The website [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de) records 29,000 page impressions and 7,500 visitors per month (as of 2025). All banners are linked to your homepage.

## Bannergröße:

Skyscraper Banner: 160 px × 600 px

Double Skyscraper Banner: 160 px × 600 px

Full Banner: 1244 px × 250px

Big Web Banner: 1244 px × 250 px

## Per Month:

€2,130

€3,900

€2,000

€1,880

# NATIVE ADS

Native ads are editorially integrated advertisements that blend seamlessly in look and content with the environment of [reinigungsmarkt.de](http://www.reinigungsmarkt.de).

They allow products, services or solutions to be presented within a credible editorial context, generating targeted attention among professional readers in the cleaning and hygiene industry. **The native ad is published on [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de) and costs €2,580 per month (plus VAT).**

# ADVOICES

Advoices give you the opportunity to showcase your company or a specific individual in the form of a text-based advertorial. The layout closely follows an editorial style and integrates almost seamlessly into the reading experience – without being immediately recognized as an advertisement.

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

## REINIGUNGSBRANCHE IM UMBRUCH – WIE DIGITALISIERUNG EFFIZIENZ UND QUALITÄT NEU DEFINIERT

Die Reinigungsbranche befindet sich mitten in einem tiefgreifenden Wandel. Was jahrzehntelang als klassisches Handwerk galt, wird zunehmend zu einem datengetriebenen, technologiestützten Wirtschaftszweig. Digitale Tools, automatisierte Prozesse und smarte Lösungen verändern den Alltag von Dienstleistern, Auftraggebern und Fachkräften gleichermaßen – mit Chancen, aber auch neuen Herausforderungen.



### VON ANALOG ZU VERNETZT – DER NEUE STANDARD

Ob Reinigungsplanung, Materialverwaltung oder Qualitätssicherung – viele Abläufe, die früher auf Papier oder mit Excel-Listen dokumentiert wurden, laufen heute digital. Moderne Softwarelösungen ermöglichen es, Reinigungsprozesse in Echtzeit zu planen, den Personaleinsatz zu optimieren und den Ressourceneinsatz präzise zu steuern. Sensordaten und Systeme melden automatisch, wann Sanitärbereiche gereinigt werden müssen, und smarte Dosiergeräte verhindern Über- oder Unterverbrauch bei Reinigungsmitteln.

Der Effekt: Transparenz, Nachvollziehbarkeit und messbare Qualität. Unternehmen, die digitale Lösungen einsetzen, berichten von bis zu 30 % Effizienzsteigerung und einer deutlich besseren Kommunikation zwischen Objektleitung, Reinigungspersonal und Auftraggeber.

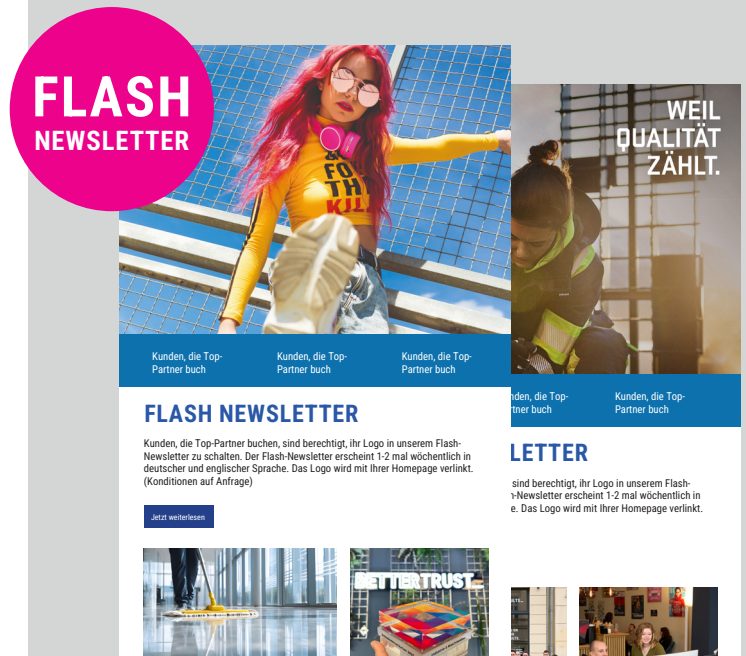
Trotz aller Automatisierung bleibt der Mensch im Mittelpunkt. Digitale Systeme sollen unterstützen, nicht ersetzen. Durch intelligente Apps und mobile Endgeräte erhalten Reinigungskräfte heute exakte Anweisungen, können Rückmeldungen geben und Qualitätsmängel direkt dokumentieren. Das erhöht nicht nur die Arbeitssicherheit, sondern auch die Wertschätzung im Beruf – denn Leistungen werden sichtbar und nachvollziehbar.

# FLASH NEWSLETTER

Clients who book a Top Partner package are entitled to place their logo in our Flash Newsletter. The Flash Newsletter is sent out once or twice a week, in both German and English. The logo will be linked to your homepage. (Terms available upon request)

**As of 2025, the German Flash reaches 2,010 recipients, and the English Flash reaches 1,366 recipients, totaling 3,376 contacts.**

**The average open rate is approximately 60%**, depending on the topic.



# SEMINAR LISTINGS

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

In addition, we list them on our website [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de) in the seminar overview.

**The price per seminar entry is €25.00 per month.**



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

# SPECIAL INSERTION OPPORTUNITIES

## Top Partner Campaign – Issue 1/2026

### CONCEPT

Under the motto “Top Partner”, we offer you the opportunity to present the full spectrum of your products and solutions across one or two pages in our January/February issue. Use this promotion to position your company as a strong industry partner among our 15,000 ReinigungsMarkt readers. Your article will also be published for one year on our website [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de).

The website records approx. 39,500 page impressions/month (as of 2025), which amounts to 474,000 page impressions annually.

### HOW IT WORKS:

You provide us with:

- a written summary of your company, including its philosophy and product portfolio
- a print-ready (repro-quality) version of your company logo, along with a small selection of photos (products, people, facilities, etc.).
- our editorial and layout professionals will then design the promotional page(s) in close coordination with you
- a single promotion page costs €3,700, and a double-page spread €7,400. (All prices excl. VAT, non-discountable)

Clients booking a Top Partner package are entitled to place their logo in our Flash Newsletter, sent 1–2 times per week in German and English. The logo will be linked to your homepage. (Terms on request)

## Ad Performance Test – Issue 6/2026

### CONCEPT

This test shows how your ad is perceived by readers and how you may improve its impact. Readers evaluate the ads (minimum size: half page) in the Ad Performance Test using a questionnaire enclosed with the issue.

As a further incentive, participating readers receive a small gift.

### EVALUATION CRITERIA:

For each ad (minimum size: 1/2 page), the following criteria are assessed:

- Attention value
- Likeability
- Information quality
- Level of activation

### BENEFITS FOR ADVERTISERS:

- Above-average visibility for your ad
- Longer reader engagement time
- Insight into how your ad is perceived (also compared to competitor ads)
- Individual evaluation report
- Free service for advertisers
- Test execution, evaluation, and documentation included in the ad price
- Top-rated ads are awarded a certificate



# Sustainability Campaign in the Cleaning Industry – Issue 8/2026

## CONCEPT

In our special section “Sustainability in the Cleaning Industry”, featured in the October issue (8/2026), we offer you the opportunity to highlight the role of sustainability in your company – whether through a half, full, or double-page feature. You can present sustainable products, your company’s environmental strategy, or your overall contribution to a greener future.

Your feature will be published to 14,000 ReinigungsMarkt readers and remain online for one year on [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de). The website currently sees approx. 39,500 page impressions per month (October 2025), resulting in around 474,000 page impressions per year.

## HOW IT WORKS:

You provide us with:

- a written brief about your company, its philosophy, and product range
- a print-ready (repro-capable) version of your company logo
- a small selection of images (individual products, full product range, production site, or similar)

Our text and layout professionals will design the promotional page(s) in close coordination with you. A single promotion page costs €3,700, and a double page €7,400. (All prices plus VAT, not eligible for discounts.)

# ReinigungsMarkt Direkt – Issue 10/2026

## CONCEPT

This issue serves as the foundation for creating an online product database, which will be structured based on the advertisers featured in this edition. Each advertiser (starting from a 1/4-page format) provides, in addition to the print-ready ad file, a product description (approx. 700 characters including spaces) and a color image (300 dpi resolution). Our editorial team will create a product feature based on this material, which will be published in this issue and, as of the publication date (December 10), also included in our newly created product database on [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de). Your web address will be displayed with the product feature, and a direct link to your homepage will be set up automatically. The product feature and link will remain online for 12 months.

## BENEFITS FOR ADVERTISERS:

- you reach 14,000 qualified readers with your advertisement.
- in addition, you receive a product feature including a 4-color image.
- this product feature will be published online and includes a direct link to your homepage.
- our website [www.reinigungsmarkt.de](http://www.reinigungsmarkt.de) currently records approx. 39,500 page impressions per month (October 2025), which means around 474,000 additional contacts for you, as your product feature remains online for one year.



# INTERCLEAN AMSTERDAM 2026

## Special Edition in English for the Interclean Trade Fair, Amsterdam:

**Print run:** 4,000 copies  
3,000 copies will be distributed to top addresses across Europe prior to the trade fair.  
1,000 copies will be handed out at the fair.

**Ad deadline:** March 12, 2026

**Publication date:** April 2, 2026



| Advertisement | Width x Height in mm<br>(within print area / with bleed) | Format                            | s/b    | 2-color | 4-color |
|---------------|--|-----------------------------------|--------|---------|---------|
| 1/1 Page      | 179 x 257 / 210 x 297                                    | Portrait                          | €2,590 | €3,100  | €3,950  |
| Junior Page   | 133 x 179 / 147 x 203                                    | Portrait                          | €1,390 | €1,750  | €2,540  |
| 1/2 Page      | 179 x 131 / 210 x 155<br>88 x 257 / 102 x 297            | Landscape<br>Portrait             | €1,280 | €1,590  | €2,300  |
| 1/3 Page      | 179 x 88 / 210 x 112<br>57 x 257 / 72 x 297              | Landscape<br>Portrait             | €860   | €1,210  | €1,590  |
| 1/4 Page      | 179 x 65<br>42 x 257<br>88 x 131                         | Landscape<br>Portrait<br>2-Column | €650   | €940    | €1,380  |
| 1/8 Page      | 179 x 33<br>88 x 65<br>42 x 131                          | Landscape<br>2-Column<br>Portrait | €330   | €610    | €610    |
| 1/16 Page     | 88 x 32<br>42 x 60                                       | 2-Column<br>Portrait              | €160   | €400    | €400    |

**Cover package** (cover page + 1/2 page, 4-color inside): €4,600  
**Inserts:** up to 25 grams (= 4,000 copies): €1,810  
Prices for special formats available upon request.

**2nd or 4th cover page (4-color)** €4,200  
**Millimeter rate:** 42 mm wide (single column) = €2.60

**Magazine format:** DIN A4 – 210 mm wide x 297 mm high  
**Print area:** 179 mm wide x 262 mm high  
**Print files must include a 3 mm bleed on all sides**

# TRADE FAIR PLANNER

Want greater visibility at Interclean Amsterdam 2026?  
Use the Trade Fair Planner for targeted exposure to a professional audience.



+ Information on the trade fair's supporting program

+ Hall and venue maps

+ Alphabetical exhibitor directory

The Trade Fair Planner for Interclean will be included as an insert in issue 7 of the trade fair edition.

Print Run: 14,000 copies

Publication Date: April 2, 2026

**Formats:**

|                              |                        |
|------------------------------|------------------------|
| Titelseite                   | 108 x 163 mm Portrait  |
| 1/1 Page (within print area) | 130 x 190 mm Portrait  |
| 1/1 Page (with bleed)        | 148 x 210 mm Portrait  |
| 1/2 Page (within print area) | 130 x 95 mm Landscape  |
| 1/2 Page (with bleed)        | 148 x 105 mm Landscape |

The ad deadline is March 12, 2026.



All formats require a 3 mm bleed on all sides.  
When booking an ad in the Trade Fair Planner,  
your logo will be included in the hall plan at no  
extra cost.

**!** The pricing for the Trade Fair Planner is based on the German edition of ReinigungsMarkt.

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**

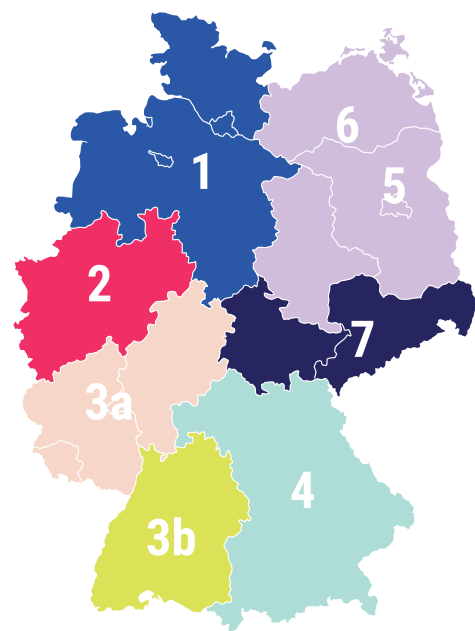
# DISTRIBUTION ANALYSIS

## Geographic Distribution Analysis:

|  | Exemplare     | Prozent    |
|--|---------------|------------|
| <b>Total Germany</b>   | <b>13,225</b> | <b>100</b> |
| <b>Nielsen Area 1</b><br>Schleswig-Holstein, Hamburg, Lower Saxony, Bremen         | 1,699         | 13         |
| <b>Nielsen Area 2</b><br>North Rhine-Westphalia                                    | 2,834         | 21         |
| <b>Nielsen Area 3a</b><br>Hesse, Rhineland-Palatinate, Saarland                    | 2,868         | 22         |
| <b>Nielsen Area 3b</b><br>Baden-Württemberg  | 2,136         | 16         |
| <b>Nielsen Area 4</b><br>Bavaria   | 2,158         | 16         |
| <b>Nielsen Area 5</b><br>Berlin  | 1.058         | 8          |
| <b>Nielsen Area 6</b><br>Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt | 185           | 1          |
| <b>Nielsen Area 7</b><br>Thuringia, Saxony   | 287           | 2          |

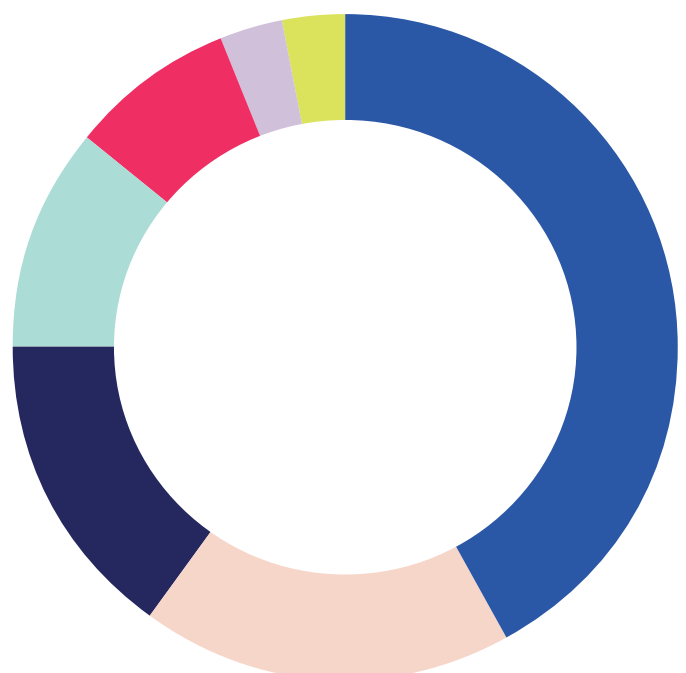
|                                 | Copies       | Percentage |
|---------------------------------|--------------|------------|
| <b>Total international</b>      | <b>1,319</b> | <b>100</b> |
| <b>Austria</b>                  | 593          | 45         |
| <b>Switzerland</b>              | 503          | 38         |
| <b>Other European countries</b> | 188          | 14         |
| <b>Overseas</b>                 | 35           | 3          |

**Actual Circulation (AC): 14,544**



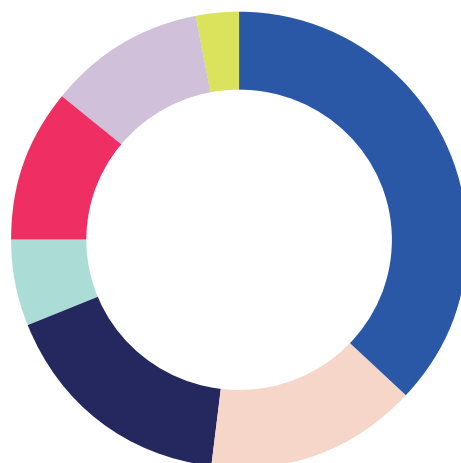
## Industries / Sectors / Company Types:

| (according to the classification of economic sectors)   | %          | Projection    |
|---|------------|---------------|
| <span style="color: blue;">●</span> Building cleaning companies and facility management                                 | 42         | 6,600         |
| <span style="color: orange;">●</span> Clinics / Hospitals / Nursing and retirement homes                                | 18         | 2,900         |
| <span style="color: darkblue;">●</span> Manufacturing, wholesale or retail trade with cleaning needs                    | 15         | 2,300         |
| <span style="color: teal;">●</span> Industrial companies  | 11         | 1,700         |
| <span style="color: red;">●</span> Public administration (federal, state, municipal)                                    | 8          | 1,200         |
| <span style="color: purple;">●</span> Hotel chains, large-scale kitchens, caterers, motorway service areas and airports | 3          | 500           |
| <span style="color: yellow;">●</span> Others  | 3          | 500           |
| <b>Readers</b>  | <b>100</b> | <b>15,700</b> |



### Size of Economic Unit

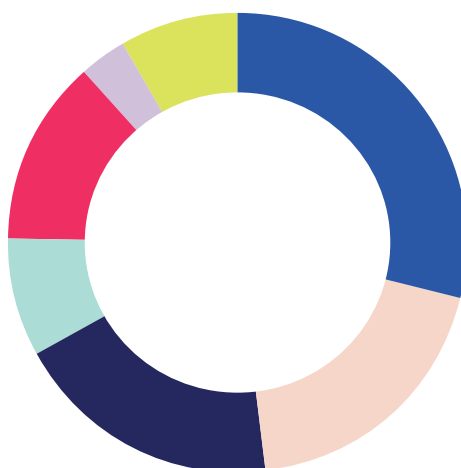
|                          | %          | Projection    |
|--------------------------|------------|---------------|
| fewer than 20 employees  | 37         | 5,800         |
| 20 – 49 employees        | 15         | 2,400         |
| 50 – 99 employees        | 17         | 2,700         |
| 100 – 199 employees      | 6          | 900           |
| 200 – 499 employees      | 8          | 1,200         |
| 500 and more employees   | 11         | 1,700         |
| No information available | 3          | 450           |
| <b>Total Readers</b>     | <b>100</b> | <b>15,700</b> |



### Area of Responsibility

|                           | %          | Projection    |
|---------------------------|------------|---------------|
| Executive Management      | 60         | 9,400         |
| Administrative Management | 40         | 6,300         |
| Procurement               | 39         | 6,100         |
| HR Responsibility         | 17         | 2,700         |
| Training & Education      | 27         | 4,200         |
| Site Management           | 7          | 1,100         |
| Other                     | 17         | 2,700         |
| <b>Total Readers</b>      | <b>100</b> | <b>15,700</b> |

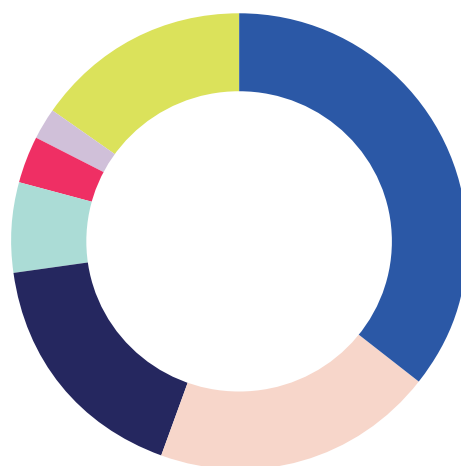
(Multiple entries possible)



### Job Feature: Position in the Company

|                                       | %          | Projection    |
|---------------------------------------|------------|---------------|
| Owner / Managing Director / Executive | 45         | 7,100         |
| Operations / Department Manager       | 25         | 3,900         |
| Site Manager / Foreman                | 22         | 3,500         |
| Purchasing Manager                    | 8          | 1,300         |
| Administration Manager                | 4          | 600           |
| Disinfector                           | 3          | 500           |
| Others                                | 2          | 300           |
| <b>Total Readers</b>                  | <b>100</b> | <b>15,700</b> |

(Multiple entries possible)



### Education / Qualifications

|  | %          | Projection    |
|--|------------|---------------|
| Completed Apprenticeship               | 31         | 4,900         |
| Master Craftsman Certification         | 9          | 1,400         |
| Technical College Degree               | 23         | 3,600         |
| University of Applied Sciences Degree  | 13         | 2,100         |
| University Degree                      | 20         | 3,100         |
| Doctorate / Postdoctoral Qualification | 0          | 0             |
| No information provided                | 4          | 600           |
| <b>Total Readers</b>                   | <b>100</b> | <b>15,700</b> |

### Alter

|                         | %          | Projection    |
|-------------------------|------------|---------------|
| 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 information provided | 5          | 800           |
| <b>Total Readers</b>    | <b>100</b> | <b>15,700</b> |

# REFERENCE LIST – NATIONAL AND INTERNATIONAL CLIENTS

## Germany

A. Müller GmbH  
Aktion Deutschland Hilft e. V.  
Alfred Kärcher SE & Co. KG  
Alfred Kärcher Vertriebs-GmbH  
Allclean Reinigungs- und Umwelt-Technik GmbH  
Alliance Laundry Germany GmbH  
Altec GmbH  
Andavis GmbH  
Arcora International GmbH  
August Renschler GmbH & Co. KG  
Avant Tecno  
Bauscher GmbH & Co. KG  
BC Restoration Products GmbH  
BG Bau - Berufsgenossenschaft  
beam-GmbH  
Bona Vertriebsgesellschaft mbH  
Breer Gebäudedienste GmbH  
Bruns & Debray GmbH  
Bucher Municipal GmbH  
Buzil-Werk Wagner GmbH & Co. KG  
Calvatis GmbH  
CBS - Carsten Daus GmbH  
CEMO GmbH  
columbus Reinigungsmaschinen  
Comcoplast Comco  
Cramer GmbH  
CWS-boco Deutschland GmbH  
Daimler AG  
Deutsche Gütegemeinschaft  
Deutsche Messe  
Dorfner GmbH & Co. KG  
Dr. Rauwald GmbH  
Dr. Schutz GmbH  
Dreiturm GmbH  
Easyfairs Deutschland GmbH  
eco COAT GmbH  
Ecolab Deutschland GmbH  
Egholm Deutschland GmbH  
Electrostar GmbH  
ELTEN GmbH  
Emco Bautechnik GmbH  
Emil Deiss KG  
Essity Professional Hygiene  
ETRAS Franchise GmbH  
Eugen Gutmann GmbH  
EUROEXPO Messe- und Kongress  
Fala- Werk  
FIGR Forschungs- und Prüfinstitut für  
Facility Management GmbH  
Ford-Werke GmbH  
GEMOS  
GIES Dienstleistungen GmbH  
G.I.V. Reinigungstechnik GmbH  
gmd pharma gmbh  
Haid-tec geprüfte Oberflächentechnik  
Hako GmbH  
Hans Wilms GmbH & Co. KG  
Harema GmbH  
Haug Bürsten KG  
Hematec Arbeitsbühnen GmbH  
Hermes Fassadenreinigung GmbH  
Hentrich GmbH  
Highclean Group eG  
Hinte Marketing- und media GmbH  
Hoppe Unternehmensberatung  
Herwe GmbH  
Herwetec GmbH  
Hinte Marketing- und Media GmbH  
Huchtemeier Papier GmbH  
Hugo Josten Berufskleiderfabrik  
IGEFA Handelsg. mbH & Co. KG  
Ilka-Chemie  
Ille Papier-Service GmbH  
IRHT  
ISSA EMEA Office  
Jessberger GmbH  
Josef Kränzle GmbH & Co. KG  
Kärcher Municipal GmbH  
Karlhans Lehmann KG  
Karlsruher Messe GmbH  
Kleen-Tex Industries GmbH  
Kenter Bodenreinigungsmaschinen  
Kiehl Johannes KG  
Kimberly-Clark GmbH  
Kleen Purgatis GmbH  
Kreisverwaltung Ahrweiler  
Kurt Müller GmbH  
Landesmesse Stuttgart GmbH  
Landwehr Computer und Software GmbH  
Langguth Chemie GmbH  
LDT Level Dosiertechnik GmbH  
Lehner Maschinenbau GmbH  
Linker GmbH  
Loop GmbH  
Marin Gebäudereinigung GmbH  
Marob GmbH  
Mateco GmbH  
Mesago Messe Frankfurt GmbH  
Messe Berlin GmbH  
Messe Frankfurt Exhibition GmbH  
Metsä Tissue GmbH  
Miele & Cie. KG  
Nersorga  
Neumann & Neumann  
Nilfisk GmbH  
Nils Bogdol GmbH

Novoworker GmbH  
Numatic International GmbH  
Nürnberg Messe GmbH  
Oehme GmbH  
Ophardt Hygiene-Technik  
Otto Erb GmbH  
Peter Greven Physiaderm GmbH  
Pfennig Reinigungstechnik GmbH/PPS  
Piepenbrock Unternehmensgruppe  
Pro Femina e.V.  
ray facility management group  
Redko GmbH & Co. KG  
Riwal Deutschland GmbH  
RKS Siebdrucktechnik GmbH  
Rontex GmbH  
Sauer Unternehmensberatung GmbH  
SBL Gebäudereinigung GmbH  
SC Johnson Professional GmbH  
Schneiderei GmbH  
Sebo Stein & Co. GmbH  
SEKO Deutschland GmbH  
Solution Glöckner  
Sprintus GmbH  
Sps-cleaning-systems  
Stadiko Media  
Stadt Emden  
Stadt Moers  
Stadt Regensburg  
Stadtverwaltung Ingolstadt  
Stahl Wäschereimaschinenbau GmbH  
Systeco Vertriebs GmbH  
Tana Chemie GmbH  
TEMA Technologie Marketing AG  
Temca GmbH & Co. KG  
TEV-Jäger GmbH  
TG hyLIFT GmbH  
Tubeless Deutschland GbR  
TVH Group  
Umweltinstitut Offenbach GmbH  
Unger Germany GmbH  
Uzin Utz AG  
Van Merhagen & Seeger GmbH  
Vermop Salmon GmbH  
Vileda Professional GmbH  
Visionclean  
Vogt GmbH  
Volkswagen Nutzfahrzeuge AG  
Vorwerk Professional GmbH  
Wepa Professional  
Westermann GmbH & Co. KG  
WGS Handels GmbH  
Wir machen Druck GmbH  
Württembergische Allplastik GmbH  
Zaugg Ag Egwil

## Belgium

De Witte  
Battery Supplies NV  
Dibo Benelux  
ETS Europe Tissue Symposium  
Honda Europe NV  
Kaivac Europe

Moerman BV  
San Jamar Europe  
Saraya Europe  
TVH Group

## China

Bib Robotics  
Gaussian Robotics Holdings  
Pudu Robotics

## United Kingdom

Brightwell Dispensers Ltd  
Rosemor International Limited

## Italy

AFIDAMP  
Filmop International s.r.l.  
Ghibli & Wirbel S.p.A.  
Hinowa SPA  
Lucart S.p.A.  
OMM lavapavimenti s.r.l.  
Sofidel S.p.A.

## Croatia

DELTA Papir d.o.o

## Netherlands

Empas B.V.  
Euro Products  
Excentr B.V.  
R&T B.V.  
RAI Amsterdam

## Austria

Dorn Lift GmbH  
Greenbird Vertriebs GmbH  
Mopptex GmbH  
ToolSense GmbH

## Switzerland

Avet AG  
boerding Exposition S.A.  
Cleanfix Reinigungssysteme AG  
Fachmesse Facility Services  
Mosmatic AG  
Pramol Chemie AG  
Soobr AG  
Wetrok AG Zaugg AG Eggiwil

## Czech Republic

Alliance Laundry CE s.r.o.  
Eastmop spol. s.r.o.

## Turkey

Ertumop Reinigungstextilien GmbH

# 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.

## **CONTACT DETAILS**

+49 30 3406010-80 | [info@bettertrust.de](mailto:info@bettertrust.de)

**BETTERTRUST**

Luisenstraße 40 | D-10117 Berlin  
+49 30 3406010-80 | [info@bettertrust.de](mailto:info@bettertrust.de)  
[www.bettertrust.com](http://www.bettertrust.com)