

Ergonomie MARKT

THE TRADE MAGAZINE FOR SAFETY AND
HEALTH IN THE WORKPLACE

MEDIA DATA 2027



PRICE LIST NO. 15

BETTERTRUST_



TABLE OF CONTENTS

3	The BETTERTRUST Group
5	Our Publishing Team
6	BETTERTRUST in Numbers
6	Occupational Safety in Focus of the Economy
7	Voices from the Industry
9	Three trade media titles from BETTERTRUST Verlag
10	Editorial and Topics Schedule 2027
11	Price List
12	Format Overview
13	NEW: Banners, Native Ads, Advices
14	Flash Newsletters, Seminar Entries
15	Top Partners 2027, Ad Test
16	Special Edition Sustainability, ErgonomieMarkt Direct
17	BETTERTRUST Publishing × Welt der Wunder TV
18	Key Figures for Exclusive TV Documentaries
19 / 20	Distribution Analysis
21 / 22	Reference List of National & International Clients
23	Service Portfolio of the BETTERTRUST Group

**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.



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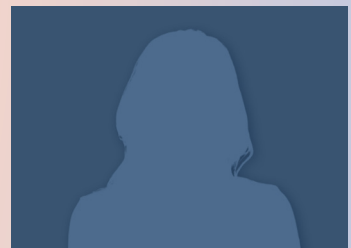
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WHAT WE STAND FOR AS A PUBLISHER

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 munici-
palities 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 Physioderma 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.”

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

THREE TRADE MEDIA TITLES FROM BETTERTRUST VERLAG

ReinigungsMarkt, ErgonomieMarkt and GebäudeReiniger stand for well-founded content, modern formats and one 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 Occupational Health Management.

2. YEAR OF PUBLICATION:

15th Edition / 2027

3. FREQUENCY OF PUBLICATION:

6 issues per year

4. WEBSITE:

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
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www.ergonomiemarkt.de

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11. ADVERTISING SALES:

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12. SUBSCRIPTION PRICE:

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

13. ISSN:

2195-5506



EDITORIAL & TOPICS SCHEDULE 2027

Issue	Ad Closing (AC) Publication Date (PD)	Special Insertion Occasion	Trade Fair Preview	Trade Fair Report	Main Topics
1/2027	AC: 03 Feb 2027 PD: 24 Feb 2027	Top Industry Partner in Ergonomics	LogiMAT Stuttgart (16–18 March 2027)		AI-Assisted Ergonomic Workplace Assessment Exoskeletons – State of the Art 2027 Market Overview: Industrial Safety Helmets Skin Protection Plans Infection Control in Healthcare
2/2027	AC: 09 Mar 2027 PD: 30 Mar 2027	Digitalisation	RETTmobil, Fulda (12–14 May 2027), demopark (Fulda, 20–22 June 2027)	LogiMAT Stuttgart	Heat Protection in the Workplace Working at Height · Load Securing Market Overview: S1–S3 Safety Footwear Portals for Ergonomic Working (Service Box)
3/2027	AC: 02 Jun 2027 PD: 23 Jun 2027			RETTmobil · FeuerTRUTZ Nuremberg (2027 dates TBC)	Mental Health and Ergonomics in the Office Fall Protection Workwear for Special Applications: Cold Storage, Truck and Warehouse Logistics, Hotel Spa Areas Market Overview: Chemical Protective Gloves
4/2027	AC: 21 Jul 2027 PD: 11 Aug 2027	Ad Copy Test 2027	CMS Berlin, 21–24 September 2027		Demographic Change – Ergonomics for an Ageing Workforce Ergonomic Tools · Hearing Protection Selecting Protective Gloves PPE for Event Staff and Train Attendants (Feature)
5/2027	AC: 16 Sep 2027 PD: 07 Oct 2027	Special section: Sustainability	Platformers' Days Karlsruhe · A+A Düsseldorf (19–22 October 2027)	CMS Berlin	Sustainable PPE – Recycled Materials in Workwear Workwear 2027 incl. Winter Base Layers Ladder Safety · Construction Site Safety
6/2027	AC: 18 Nov 2027 PD: 09 Dec 2027	EM-Direkt		Platformers' Days · Karlsruhe A+A, Düsseldorf	Workplace Health Management Measures and Solutions Mental Health Programmes for Employees Skills Shortage and Occupational Safety Safety Footwear Categories · PPE Categories at a Glance

PRICE LIST

1. PRINT RUN:

11,000 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

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.ergonomiemarkt.de

E-mail: rieck@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 1/2027 only), per p. €2,750

Special rate "Sustainability" (issue 8/2027 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 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

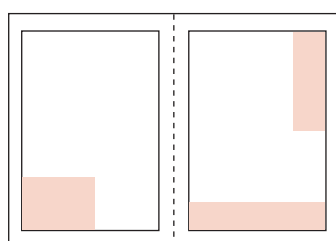
14. INSERTS:

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.

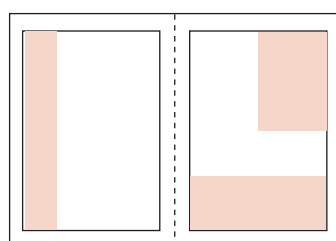
16. GLUED-ON ADVERTISING MATERIAL:

On request



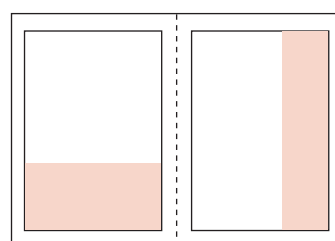
1/8 2-Column
Width: 88 mm
Height: 65 mm

1/8 Landscape
Width: 179 mm
Height: 33 mm



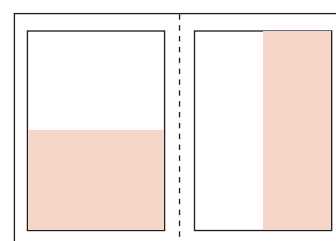
1/4 Portrait
Width: 42 mm
Height: 257 mm

1/4 Landscape
Width: 179 mm
Height: 65 mm



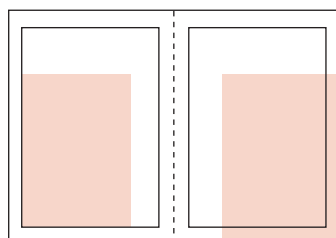
1/3 Landscape
Width: 179 mm
Height: 88 mm

1/3 Portrait
Width: 57 mm
Height: 257 mm



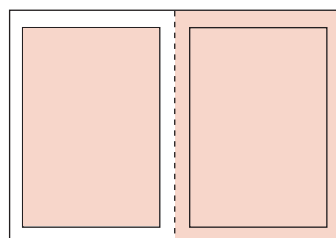
1/2 Landscape
Breite: 179 mm
Height: 131 mm

1/2 Portrait
Width: 88 mm
Height: 257 mm



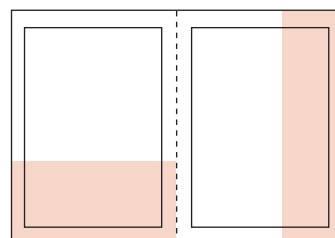
Junior Page
Width: 133 mm
Height: 179 mm

Junior Page + Bleed
Width: 147 mm
Height: 203 mm



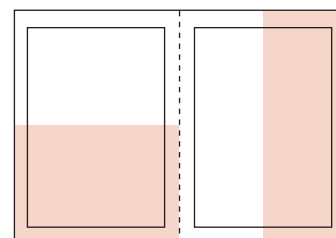
1/1
Width: 179 mm
Height: 257 mm

1/1 + Bleed
Width: 210 mm
Height: 297 mm



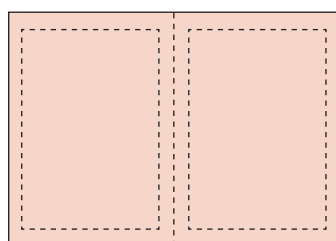
1/3 quer im Anschnitt
Width: 210 mm
Height: 112 mm

1/3 Portrait + Bleed
Width: 72 mm
Height: 297 mm

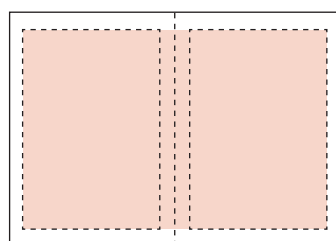


1/2 Landscape + Bleed
Width: 210 mm
Height: 155 mm

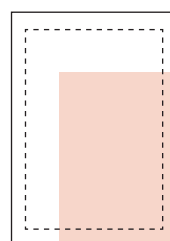
1/2 Portrait + Bleed
Width: 102 mm
Height: 297 mm



2/1 + Bleed
Width: 420 mm
Height: 297 mm



2/1
Width: 392 mm
Height: 257 mm



Cover Page + Bleed
Width: 151 mm
Height: 225 mm

11. SEMINAR ADS:

Seminars are published in the seminar section and listed online at www.ergonomiemarkt.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:

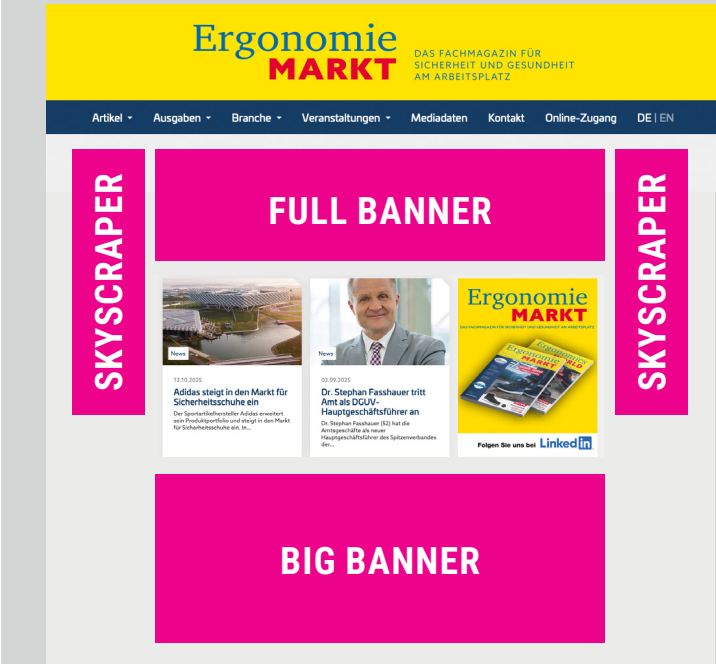
On request

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.

BANNER ADVERTISING SPACE

The website www.ergonomiemarkt.de records 29,000 page impressions and 7,500 visitors per month (as of 2025). All banners are linked directly to your homepage.

Banner Size:	Price per Month:
Skyscraper Banner: 160px × 600px	€2,130
Double Skyscraper Banner: 160px × 600px	€3,900
Full Banner: 1244px × 250px	€2,000
Big Web Banner: 1244px × 250px	€1,880

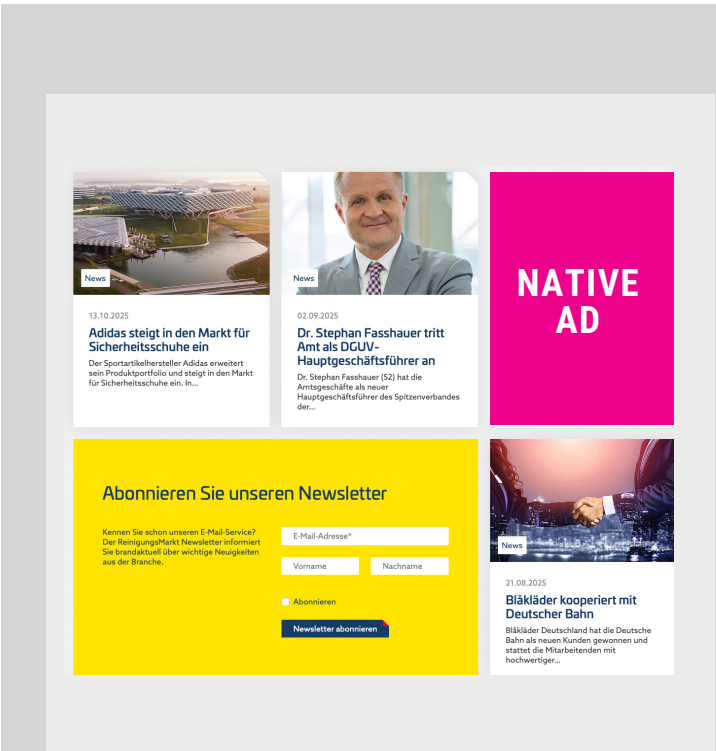


NATIVE ADS

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.
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.

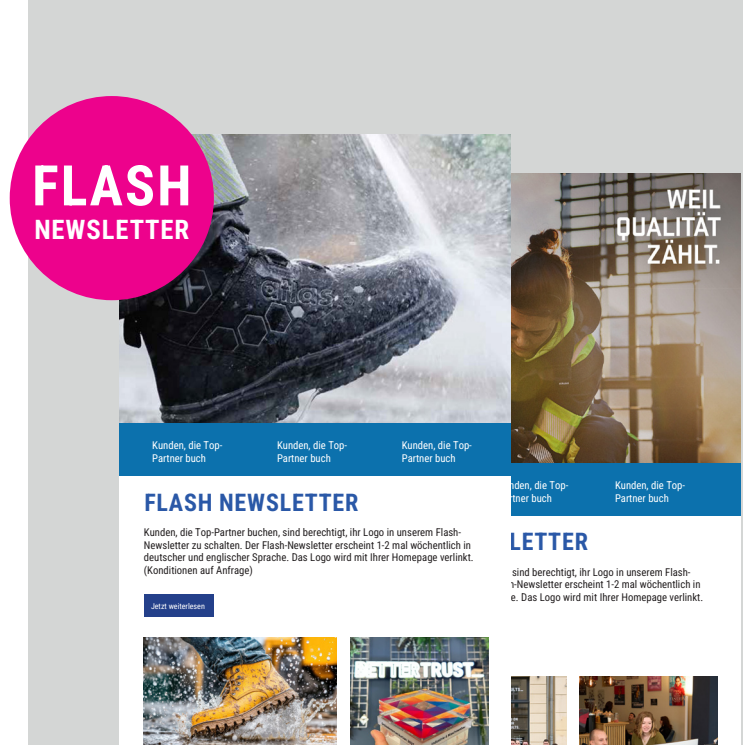


FLASH NEWSLETTER

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: 30%
(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 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 1/2027

CONCEPT

Under the motto “Top Partner”, the first issue of 2027 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.

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.)

Ad Test – Issue 4/2027

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 8/2027

CONCEPT

In our special section “Sustainability in the Ergonomics Industry”, we offer you the opportunity in the October issue (5/2027) 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.

On 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 10/2027

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. 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: rieck@bettertrust-verlag.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 MINUTES

Average episode length

**EDITORIALLY
CURATED**

MAGAZINE PROFILE

1. EXTENT ANALYSIS:

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

2. CIRCULATION AUDIT:



3. CIRCULATION ANALYSIS:

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

4. EDITORIAL CONTENT ANALYSIS:

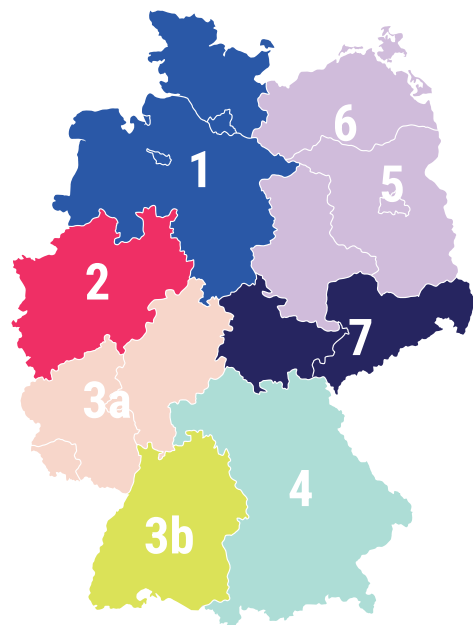
Trade fair report	34	15%
PSA	30	13%
Occupational safety	27	12%
Industry / News	22	9%
Special section: Sustainability	21	9%
Occupational health management	17	7%
Office ergonomics	16	7%
Content + preview + imprint	15	7%
Interviews	13	6%
Ergonomics lexicon	12	5%
Industrial ergonomics	10	4%
Advertiser directory	6	3%
Editorial content total	229	100%

Total (issues 4/2022 to 3/2023): 320

5. GEOGRAPHICAL DISTRIBUTION ANALYSIS:

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

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

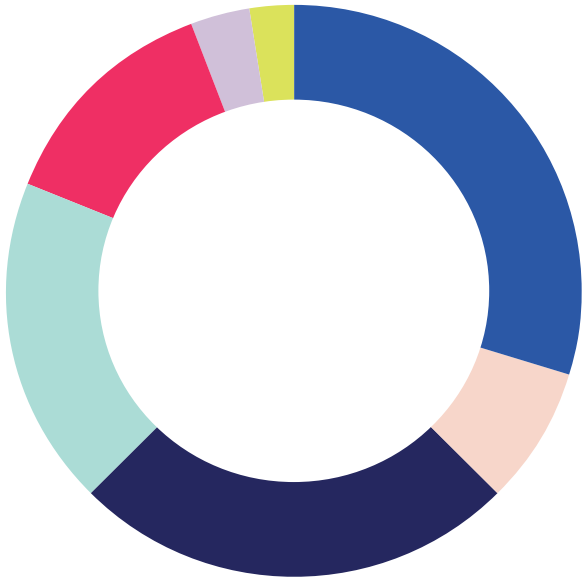


6. RECIPIENT STRUCTURE ANALYSIS

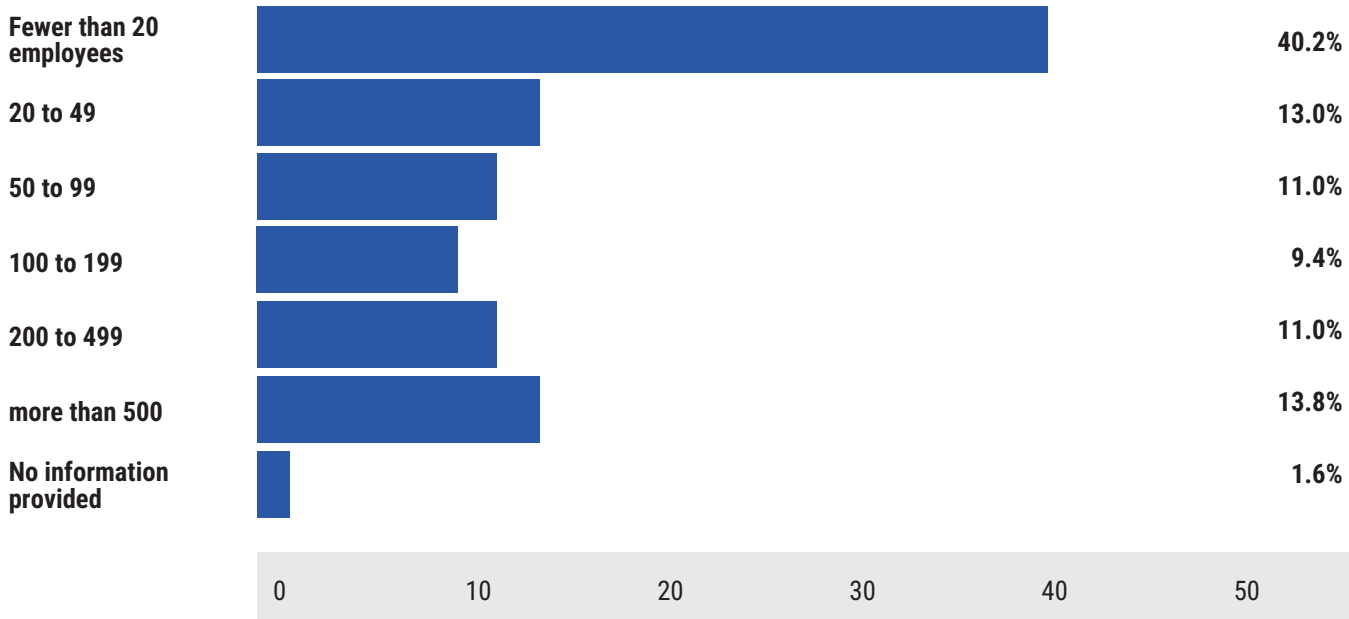
At the time of analysis, ErgonomieMarkt was published six times per year with a print run of 7,000 IVW-audited copies per issue.

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
Total circulation	11,000

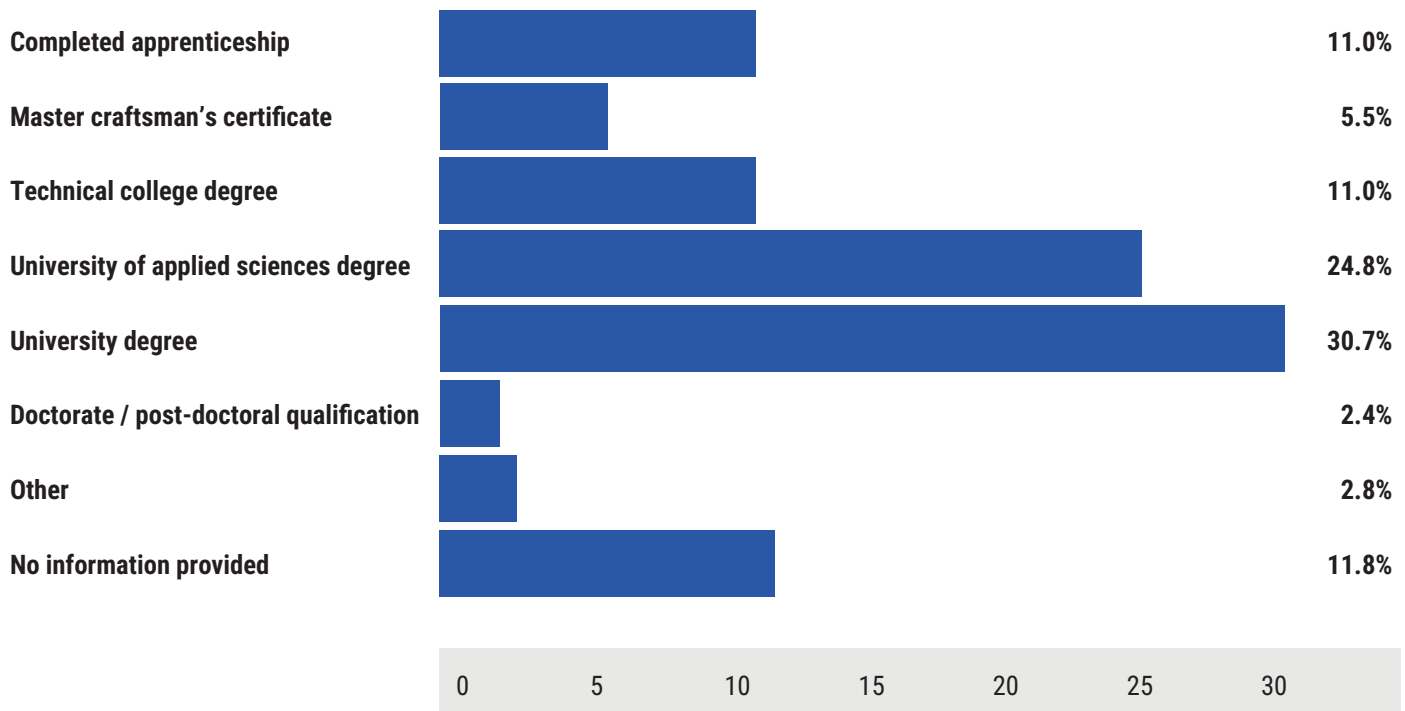


HOW MANY EMPLOYEES DOES YOUR COMPANY HAVE AT YOUR WORKPLACE (EXCLUDING OTHER LOCATIONS, BRANCHES OR THE HEAD OFFICE)?

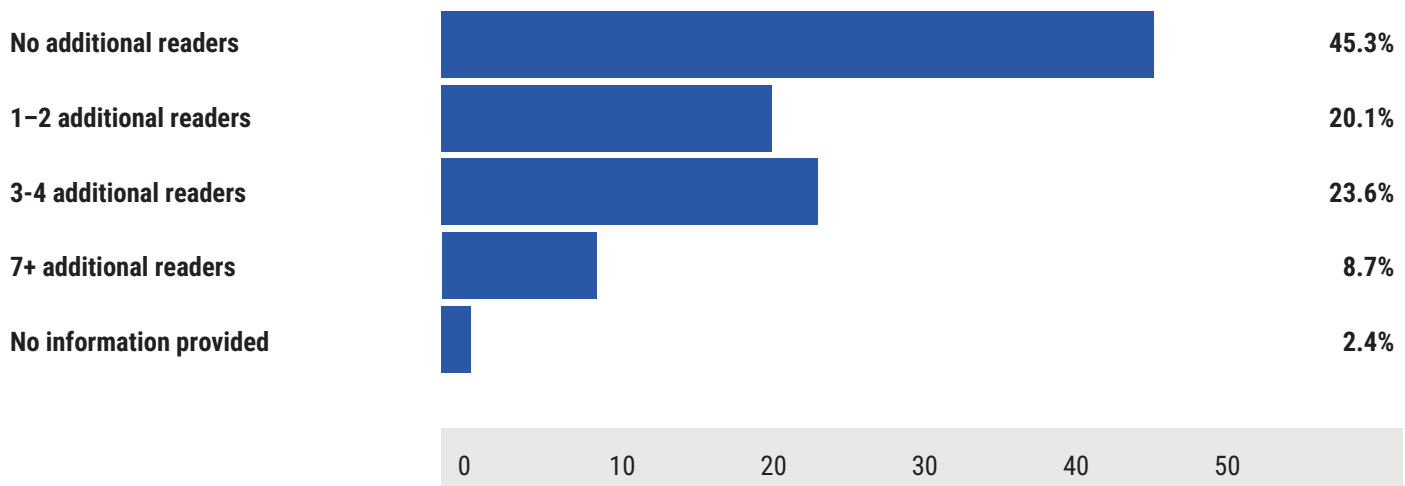


READER STRUCTURE ANALYSIS OF PRIMARY RECIPIENTS

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

TITLE PROFILE

Share of readers (%)

	Fully applies	Partly applies	Does not apply
comprehensive / complete information	43.6	52.8	3.6
professionally competent	66.2	32.8	1.0
independent and objective	51.6	41.9	6.5
practice-oriented	64.8	33.7	1.5
reports critically	20.9	62.1	16.9
well-written and easy to read	87.9	11.1	1.0
varied / entertaining	34.9	53.6	11.5
clearly structured	70.1	24.7	5.2
recommended by readers	72.8	25.1	2.1
incl. informative product ads	63.5	30.7	5.7
advantages over other titles	19.4	59.4	21.2
Base: 6,063 readers			

PAGE CONTACT OPPORTUNITY

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

all or almost all pages	34.8
about 3/4 of all pages	15.0
about half of all pages	15.4
about 1/4 of all pages	13.7
only a few pages – rather randomly	17.6
(almost) none	3.1
no response	0.4
Total	100.0
Bezugsgröße: 6.063 (WLK)	

IMPORTANCE OF TOPICS

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

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

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 Kunststofferzeugnisse
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 Physioderm GmbH
Pionier Berufsbekleidung GmbH
Planam Arbeitsschutz Vertriebs GmbH
Plum Deutschland GmbH
Pribs 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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