

Reinigungs MARKT

THE TRADE MAGAZINE FOR INDUSTRY
TRENDS AND PRODUCTS

MEDIA KIT 2027



PRICE LIST NO. 30

BETTERTRUST_



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**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.



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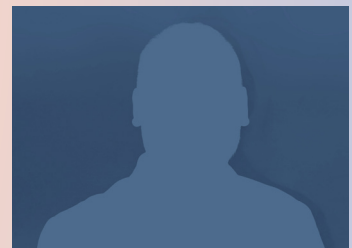
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WHAT WE STAND FOR AS A PUBLISHER

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.”

**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

ReinigungsMarkt is the leading independent trade journal for building cleaning, hygiene, and facility management. Cleaning and maintenance are decisive factors in ensuring cleanliness standards, functionality, and the long-term value of a property and its facilities. Cleaning is an integral part of facility management. As an independent trade journal, ReinigungsMarkt offers its readers practice-oriented solutions. On-site user reports, transparent market overviews, high-quality specialist articles, and regular special sections form the editorial concept.

Interviews, surveys, product presentations, and industry news round out the focus. The primary target audience is the building cleaning trade. Nationwide, there were more than 29,000 companies in 2021 (plus small and one-person businesses). With nearly 700,000 employees, the building cleaning trade is the largest trade by employment in Germany.

The range of companies spans from small specialist providers to large service companies offering the full range of building services, with some employing up to 40,000 people. After the USA, Germany is the largest cleaning market in the world. The industry generated revenue of over 20 billion euros in 2012*. (*Source: BIV 2022)

2. YEAR OF PUBLICATION:

29th Edition /2027

3. FREQUENCY OF PUBLICATION:

10 issues + 1 English-language special edition for CMS Berlin + CMS Berlin show guide

4. WEBSITE:

<https://reinigungsmarkt.de>

5. MEMBERSHIPS:

German Audit Bureau of Circulations (IVW)

6. OFFICIAL BODY:

International Sanitary Supply Association (ISSA), Federal Association for Hospital Cleaning and Hygiene (BHUK), and Interest Group of Clinical Service Companies (IKS)

7. MANAGING DIRECTOR:

Dr. Christopher A. Runge

8. PUBLISHER:

BETTERTRUST Verlags GmbH
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12. SUBSCRIPTION PRICE:

Annual subscription €75.00 (incl. VAT)
Europe €95.00 (incl. shipping)
Overseas €120.00 (incl. shipping)
Single issue €10.00 (incl. VAT)

13. ISSN:

1439-7544



**WE SET THE DIRECTION FOR
THE INDUSTRY – AND WE'RE THE
FIRST TO TAKE IT.**

EDITORIAL & TOPIC PLAN 2027

Issue	Advertising Deadline (AD) Publication Date (PD)	Special Insertion Occasion	Trade Fair Preview	Trade Fair Report
1/2027 Jan/Feb	AD: 02 Feb 2027 PD: 23 Feb 2027	Top Partners in the Cleaning Industry Special section: Commercial Kitchen Hygiene	Internorga, Hamburg	
2/2027 March	AD: 16 Feb 2027 PD: 09 Mar 2027	Robotics in Cleaning	Logimat, Stuttgart	Internorga, Hamburg
3/2027 April	AD: 22 Mar 2027 PD: 12 Apr 2027	Hospital Cleaning in Focus + FM in Special Sectors (Correctional Facilities, Airports, Ports)	care:expo, Nürnberg ISSA Pulire, Mailand	Logimat, Stuttgart – Part 1
4/2027 May	AD: 23 Apr 2027 PD: 14 May 2027	AI in Workflow and Workforce Planning, Machine Control and Building Services	ACHEMA, Frankfurt am Main, 14–18 June 2027	care:expo Part 1 + Logimat Part 2
5/2027 June	AD: 18 May 2027 PD: 08 Jun 2027	Municipal Technology + Grounds Maintenance + Solar Panel Cleaning as Section Focus	demopark, Eisenach	care:expo Part 2 ISSA Pulire, Milan
6/2027 July/Aug	AD: 22 Jul 2027 PD: 12 Aug 2027	Advertising Copy Test 2027 + Resilient Infrastructure		demopark Part 1
7/2027 Sep	AD: 17 Aug 2027 PD: 07 Sep 2027	CMS Berlin Trade Fair Edition	CMS, Berlin	demopark Part 2
8/2027 Oct	AD: 17 Sep 2027 PD: 08 Oct 2027	Special section: Sustainability	A+A, Düsseldorf	CMS, Berlin Part 1
9/2027 Nov	AD: 25 Oct 2027 PD: 15 Nov 2027	RM-Direkt + Special section: Winter Maintenance + Finance Topics: Corporate Financing, Insurance News		CMS, Berlin Part 2 + A+A, Düsseldorf
10/2027 Dec	AD: 23 Nov 2027 PD: 14 Dec 2027	2027 Year in Review + Business Succession + Fleet Financing	Intergastra, Stuttgart	CMS, Berlin Part 3 + A+A Part 2

	Cleaning Technology	Municipal Technology	Hygiene / Hygiene Technology	Cleaning Chemicals	Occupational Health & Safety	Fleet Management
1/2027	Glass and Facade Cleaning	Green Space Maintenance	Commercial Kitchen Hygiene	Specialty Cleaners	Market Overview: Cleaning Carts	EV Charging Stations
2/2027	Cleaning Robots for Large Areas	Truck-Mounted & Aerial Work Platforms	Laundry Services	Market Overview: Maintenance Cleaners	Load Securing	Route Planning
3/2027	High-Pressure Cleaners	Lawn Mowers	FM in Special Sectors (Correctional Facilities, Airports, Ports)	Disinfectant Cleaners	Healthcare Protective Equipment	Fleet Management
4/2027	AI in Machine Control	Sidewalk and Street Cleaning	Trash Bags	Water-Based Cleaning Solutions	Corporate Fashion / High-Visibility Clothing	AI-Assisted Route Planning
5/2027	Solar Panel Cleaning	Mounted Sweepers	Market Overview: Ride-On Scrubber-Dryers	Disinfectant Cleaners	UV-Protective Clothing	Battery Technology
6/2027	Market Overview: Walk-Behind Sweepers	Winter Road Maintenance	Dirt-Trapping Mats	Sanitary Cleaners / Fragrance Dispensers	Fall Protection	E-Mobility for Service Providers
7/2027	Market Overview: Walk-Behind Scrubber-Dryers	Weed Removal	Mop Systems	Graffiti Removers	Hand and Skin Protection	Driver Safety Training
8/2027	Market Overview: Walk-Behind Scrubber-Dryers	Leaf Removal	Mop Preparation	Sustainable Cleaning Chemistry	Sustainable Workwear	Driver Safety Training
9/2027	Single-Disc Machines	Market Overview: Carriers for Municipal Use	Dosing Systems	Market Overview: Surfactant-Free Cleaners	Winter Workwear	Market Overview: Commercial Vehicles
10/2027	Cleaning Robots for Small Areas	Ice and Snow Removal	Hygiene Plans	Wood Floor Care Products	Skin Protection Plans	Business Succession

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

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

Email: 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 (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 88 x 257 / 102 x 297	Landscape Portrait	€2,130	€2,750	€3,700
1/3 Page	179 x 88 / 210 x 112 57 x 257 / 72 x 297	Landscape Portrait	€1,380	€1,880	€2,600
1/4 Page	179 x 65 42 x 257 88 x 131	Landscape Portrait 2-Column	€900	€1,000	€1,650
1/8 Page	179 x 33 88 x 65 42 x 131	Landscape 2-Column Portrait	€600	650 €	€1,000
1/16 Page	88 x 32 42 x 60	2-Column 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 1/2027 only), per page: €3,700

Sustainability Special (Issue 8/2027 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.

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:

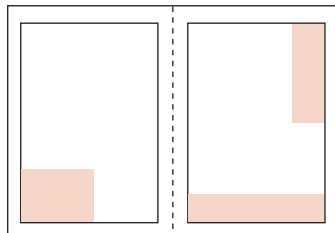
Seminars are listed in the print Seminar section and published
online at www.reinigungsmarkt.de in the seminar overview.
Price per seminar listing: **€25.00 / month**

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%

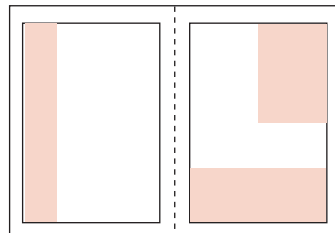
15. ENCLOSURES:

(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.



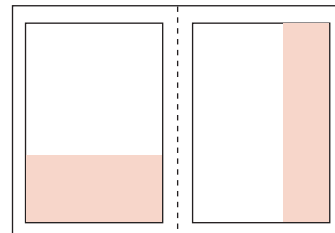
1/8 2-column
Width: 88 mm
Height: 65 mm

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



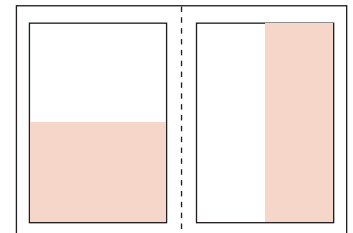
1/4 Portrait
Width: 42 mm
Height: 257 mm

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



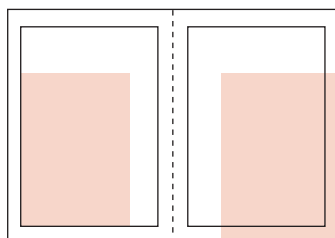
1/3 Landscape
Width: 179 mm
Height: 88 mm

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



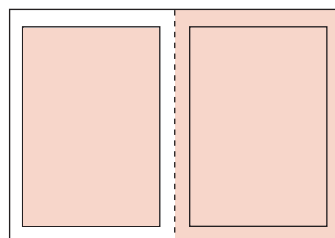
1/2 Landscape
Width: 179 mm
Height: 131 mm

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



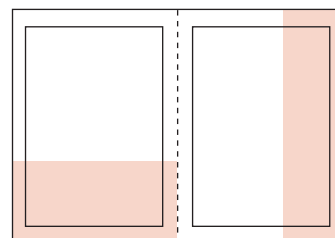
Junior Page
Width: 133 mm
Height: 179 mm

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



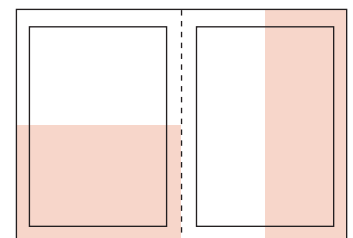
1/1
Width: 179 mm
Height: 257 mm

1/1 im Anschnitt
Width: 210 mm
Height: 297 mm



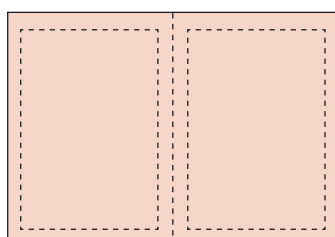
1/3 Landscape + Bleed
Width: 210 mm
Height: 112 mm

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

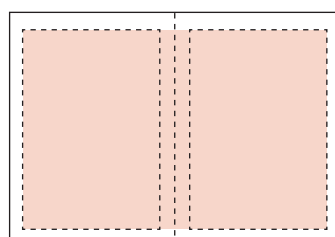


1/2 Landscape + Bleed
Width: 210 mm
Height: 155 mm

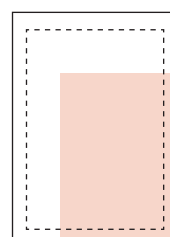
1/2 Portrait + Bleed
Width: 102 mm
Height: 297 mm



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

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

Banner size:

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

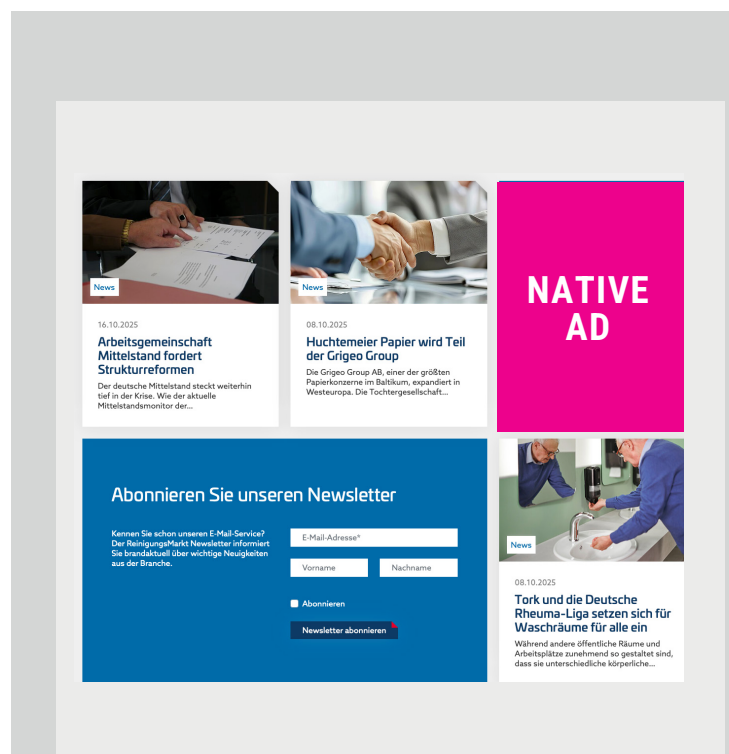
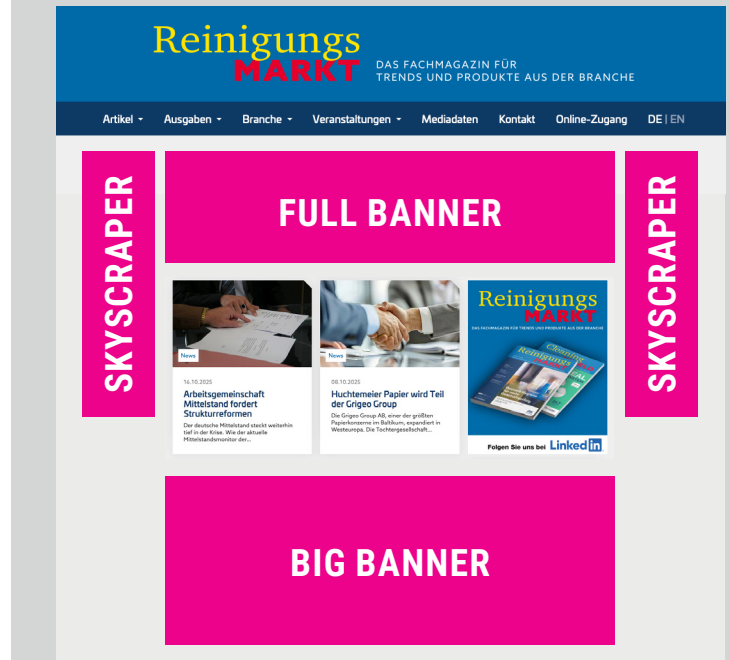
Native ads are editorially integrated advertisements that blend seamlessly in look and content with the environment of reinigungsmarkt.de.

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 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.

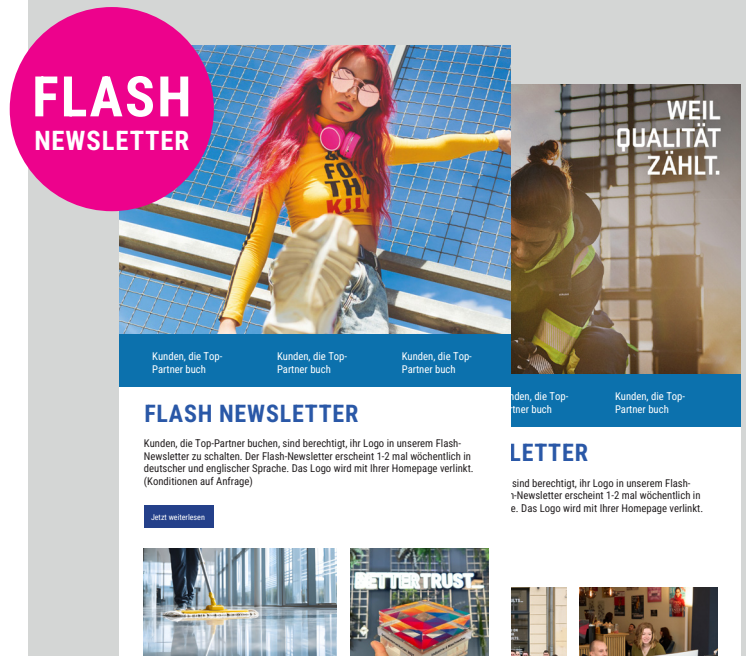


FLASH NEWSLETTER

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 30%, 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 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 1/2027

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.

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 6/2027

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 8/2027

CONCEPT

In our special section “Sustainability in the Cleaning Industry”, featured in the October issue (8/2027), 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. 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 10/2027

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. 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 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.



**Special Edition in English for the Trade Fair
CMS Berlin:**

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: August 17, 2027
(= AD Issue 7/2027)

Publication date: September 07, 2027
(= PD Issue 7/2027)



Advertisement	Width x Height in mm (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 88 x 257 / 102 x 297	Landscape Portrait	€1,280	€1,590	€2,300
1/3 Page	179 x 88 / 210 x 112 57 x 257 / 72 x 297	Landscape Portrait	€860	€1,210	€1,590
1/4 Page	179 x 65 42 x 257 88 x 131	Landscape Portrait 2-Column	€650	€940	€1,380
1/8 Page	179 x 33 88 x 65 42 x 131	Landscape 2-Column Portrait	€330	€610	€610
1/16 Page	88 x 32 42 x 60	2-Column 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 more visibility at CMS Berlin 2027?

Use the show guide for targeted presence among industry professionals.



+ 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: September 7, 2027
(= PD Issue 7/2027)

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

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.

Advertising deadline: 17 August 2027 (= AD Issue 7/2027)



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

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**

DISTRIBUTION ANALYSIS

1. EXTENT ANALYSIS:

	6/2022 to 5/2023 = 10 Ausgaben
Magazine format:	DIN A4, 210 x 297 mm
Total volume:	596 = 100 %
Editorial section:	357 = 60 %
Advertising section:	231 = 40 %
Supplements:	5

2. CIRCULATION AUDIT:



3. CIRCULATION ANALYSIS:

Print run:	14,000
Actual circulation (tvA):	13,700
Subscribed copies:	239
Other sales:	90
Free copies:	13,371

4. EDITORIAL CONTENT ANALYSIS:

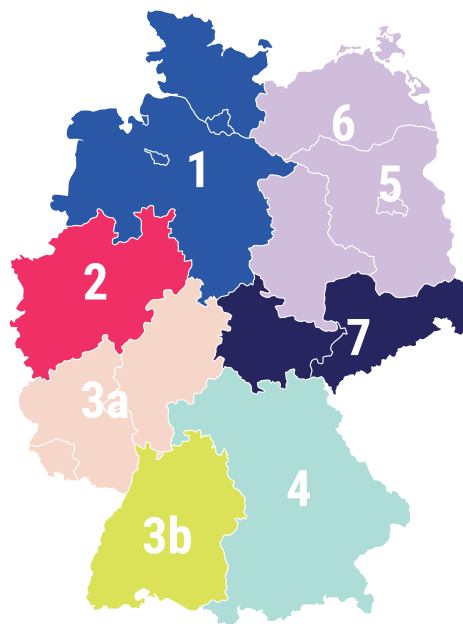
Trade fair report	= 71	(20 %)
Marketplace + industry + association news	= 50	(14 %)
Cleaning: machinery + technology	= 48	(13 %)
Companies + interviews	= 39	(11 %)
Federal Association for Hospital Cleaning and Hygiene (BHUK) + Interest Group of Clinical Service Companies (IKS)	= 36	(10 %)
Special section: sustainability	= 25	(7 %)
Chemicals/washroom	= 20	(6 %)
Continuing education/training/business administration + IT + law	= 20	(6 %)
Vehicles + winter services	= 15	(4 %)
Aerial work platforms + glass + facade	= 11	(3 %)
Editorial	= 10	(3 %)
Occupational safety	= 7	(2 %)
Contents + preview + masthead	= 5	(1 %)
Editorial content total	= 357	(100,0 %)
Total issues (6/2022 to 5/2023)	= 596	

Geographic Distribution Analysis:

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

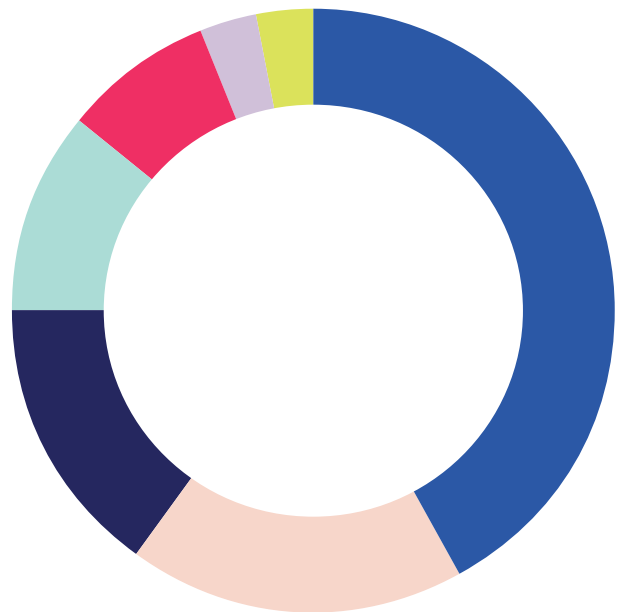
	Copies	Percentage
Total international	1,319	100
Austria	593	45
Switzerland	503	38
Other European countries	188	14
Overseas	35	3

Actual Circulation (AC): 14,544

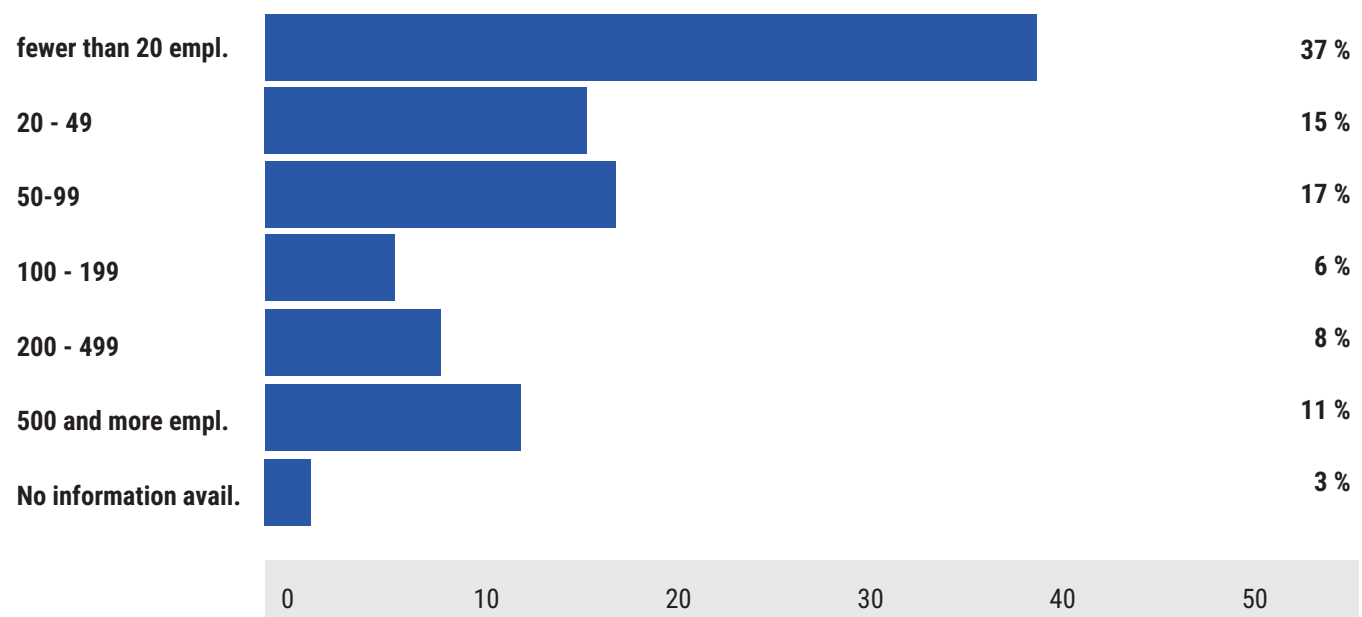


Industries / Sectors / Company Types:

(according to the classification of economic sectors)	%	Projection
● Building cleaning companies and facility management	42	6,600
● Clinics / Hospitals / Nursing and retirement homes	18	2,900
● Manufacturing, wholesale or retail trade with cleaning needs	15	2,300
● Industrial companies	11	1,700
● Public administration (federal, state, municipal)	8	1,200
● Hotel chains, large-scale kitchens, caterers, motorway service areas and airports	3	500
● Others	3	500
Readers	100	15,700

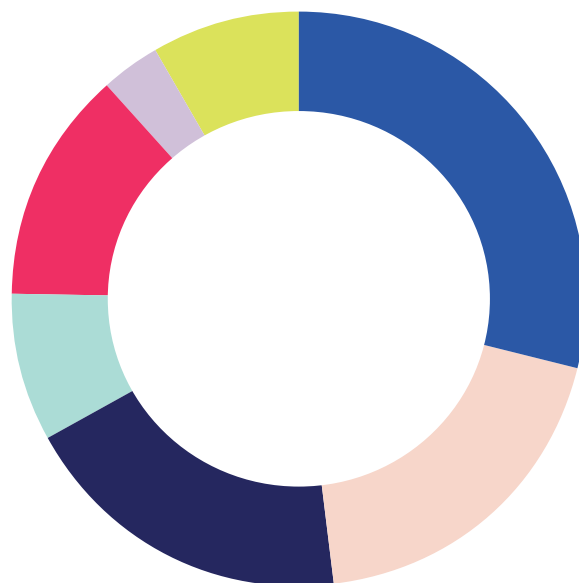


HOW MANY EMPLOYEES DOES YOUR COMPANY HAVE AT YOUR PLACE OF WORK, I.E. EXCLUDING OTHER WORKPLACES, BRANCHES, OR SUBSIDIARIES, AND WHERE APPLICABLE ALSO EXCLUDING HEADQUARTERS?



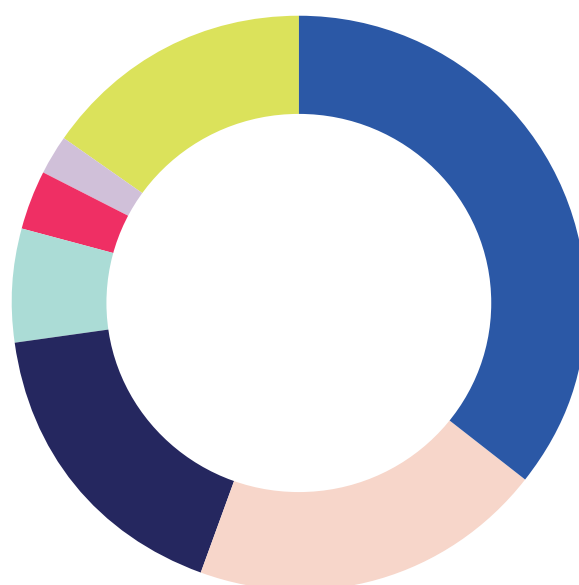
SIX OUT OF TEN READERS WORK IN EXECUTIVE MANAGEMENT OR GENERAL MANAGEMENT – OFTEN IN A DUAL ROLE WITH PURCHASING OR ADMINISTRATIVE LEADERSHIP. THIS IS WHERE DECISIONS ARE MADE, NOT JUST CARRIED OUT.

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
Total Readers (Multiple entries possible)	100	15,700



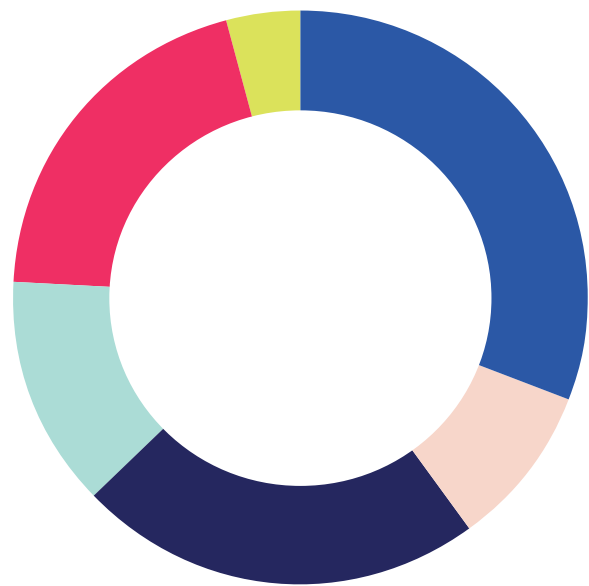
NEARLY ONE IN TWO READERS IS AN OWNER, EXECUTIVE, OR MANAGING DIRECTOR, AND THREE OUT OF FOUR BELONG TO THE LEADERSHIP LEVEL. THOSE WHO READ HERE HOLD THE DECISION IN THEIR HANDS.

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
Total Readers (Multiple entries possible)	100	15,700



MORE THAN HALF OF OUR READERS HOLD A TECHNICAL COLLEGE, APPLIED SCIENCES, OR UNIVERSITY DEGREE – HANDS-ON EXPERTISE MEETS ACADEMIC DEPTH.

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
Total Readers	100	15,700



THE MAJORITY OF OUR READERS ARE BETWEEN 40 AND 59 YEARS OLD – EXPERIENCED, ESTABLISHED, AND RIGHT IN THE MOST DECISIVE YEARS OF THEIR CAREERS.

Age	%	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
Total Readers	100	15,700



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 Handelslg. 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
Schneidereit 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
LionsBot
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

DELT 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

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