



www.tga.at

media
planner
2022

The TGA

THE LEADING AUSTRIAN JOURNAL FOR THE ENTIRE
BUILDING SERVICES AND PLANNING



TOPIC: Building services
CIRCULATION: 10.100 copies/10 times
per year, 27.000 readers on average
PUBLISHED SINCE: 1989 (33rd year)



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Dear partners of TGA,

Our guiding principle at TGA is to connect the sector. This is what we do in print, online as well as on our congresses and conferences, in person as well as virtually. TGA is the only Austrian journal, that comprehensively addresses all areas of building services: heating, climate-, ventilation- cooling-, measurement- and control technology, electrics, light, safety and fire protection, sanitary, bathroom, wellness and facility management.

With our print issues you reach more than 27.000 decision-makers, 10 times per year, Our special publications about the topics TGA planning, fire protection and electrics additionally address your target group.

Communication on all levels: The constantly growing online offer, our newsletters and events such as the conference „Technology at the hospital“ and the TGA conference offer you ideal platforms to connect with new business partners.

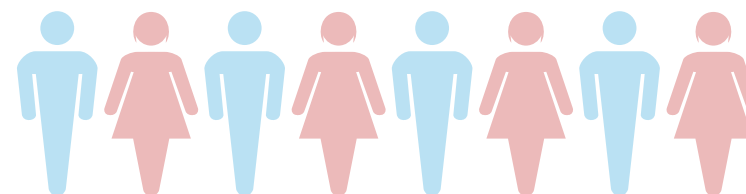
Your advertising message is in the best of hands with us, as we understand decision-makers.

We are looking forward to hearing from you soon!
Barbara Fürst-Jaklitsch & Ing. Marianne Schmidt



Barbara Fürst-Jaklitsch, Editor-in-chief
Ing. Marianne Schmidt, Director

Our thematic areas



„WE CONNECT THE SECTOR.“

ISSUE		Heating systems	Energy & efficiency & usage	Environment & Solar & alternative energies	Installation technology	Climate, cooling & ventilation	Electrical engineering	BIM	Building automation & sensors & Smart Home	Fire protection & safety	Facility Management	Water technology & hygiene	Sanitary, bathroom, wellness	FOCUS TOPIC	BATHROOM FAVOURITES	FAIRS & EVENTS
TGA 1-2/2022	PD 15.02.2022 AD 26.01.2022	■	■	■	■	■	■	■	■	■	■	■	■	Future topic heating systems; Renewable energy and multivalent systems	New products & sanitary ceramics: New colors and forms	Webuild Energiesparmesse Wels SHK Fachbesuchertage 2./3. March
Visitor's Journal Energiesparmesse	PD 02.03.2022 AD 08.02.2022	■	■	■	■	■	■	■	■	■	■	■	■	EXHIBITION NEWS FOR THE PROFESSIONAL VISITORS OF THE HKLS SECTOR		Display at Webuild Energiesparmesse Wels
Visitor's Journal Energiesparmesse	PD 03.03.2022 AD 08.02.2022	■	■	■	■	■	■	■	■	■	■	■	■	EXHIBITION NEWS FOR THE PROFESSIONAL VISITORS OF THE HKLS SECTOR		Display at Webuild Energiesparmesse Wels
TGA 3/2022	PD 25.03.2022 AD 07.03.2022	■	■	■	■	■	■	■	■	■	■	■	■	Drinking water/ Distribution and hygienic challenges	Sanitary solutions for the future: Sustainable and water-saving!!	SHK Essen 8.-11. March
TGA 4/2022	PD 25.04.2022 AD 04.04.2022	■	■	■	■	■	■	■	■	■	■	■	■	TGA at the hospital	Accessible bathroom comfort	TGA Hospital Conference 10. May IFH Intherm, Nuremberg 26.- 29. April Intersolar Munich 11.- 13. May
TGA 5/2022	PD 25.05.2022 AD 03.05.2022	■	■	■	■	■	■	■	■	■	■	■	■	Facility Management – The life cycle of the building	Bathroom for special requirements: Hotel, commerce and public spaces	Sicherheitsexpo Munich, June Feuertrutz Nuremberg, 29.- 30. June
TGA 6/2022	PD 24.06.2022 AD 03.06.2022	■	■	■	■	■	■	■	■	■	■	■	■	Digitalization of the building: BIM planning, implementation and usage of digital features	Technology inside, or why every bathroom needs power! – Digital bathroomsolutions	
TGA 7-8/2022	PD 25.08.2022 AD 05.08.2022	■	■	■	■	■	■	■	■	■	■	■	■	Heat pump - Allrounder in heating technology	Small but excellent – Small bathrooms	Security Essen, 20.- 23. September. Aqualife Innsbruck September Cersai Bologna, September
TGA 9/2022	PD 23.09.2022 AD 02.09.2022	■	■	■	■	■	■	■	■	■	■	■	■	Trends in heating technology – The start of the heating season	Beautiful & hot: Design radiators	Chillventa Nuremberg, 11. - 13. October
TGA 10/2022	PD 25.10.2022 AD 04.10.2022	■	■	■	■	■	■	■	■	■	■	■	■	TGA conference 2022 – Best practice in TGA	Focus hygiene	TGA Conference 8. November
TGA 11/2022	PD 25.11.2022 AD 04.11.2022	■	■	■	■	■	■	■	■	■	■	■	■	All air – ventilation/cooling and air conditioning	The toilet – rethinking high-tech!	
Fire protection report	PD 25.11.2022 AD 04.11.2022			■			■	■	■	■		■		SPECIAL ISSUE „FIRE PROTECTION & SAFETY“		
TGA 12/2022	PD 16.12.2022 AD 25.11.2022	■	■	■	■	■	■	■	■	■	■	■	■	Old buildings – TGA in renovations	Designelement fittings – central component of every bathroom!	
APP Booklet	PD 16.12.2022 AD 25.11.2022	■	■	■	■	■	■	■	■	■	■	■	■	THE BEST TGA-APPS		
Planner yearbook 2023	PD 07.12.2022 AD 10.09.2022	■	■	■	■	■	■	■	■	■	■	■	■	THE PLANNER YEARBOOK 2023		



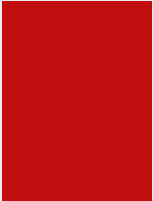
NEW!

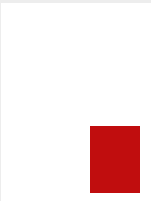
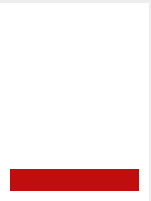
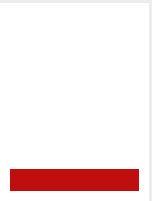
ONLINE TOPICS

JANUARY: BIM & Digitalization in buildings
FEBRUARY: Energy transition & sustainability in TGA (due to Energiesparmesse Wels)
MARCH: Facility Management & the life cycle of buildings
APRIL: TGA in renovations
MAY: Photovoltaics
JUNE: Heating pump
JULY: Clean room air
AUGUST: Drinking water, pipes and hygiene
SEPTEMBER: TGA at the hospital
OCTOBER: Fire protection & safety
NOVEMBER: Future topic heating
DECEMBER: Feel-good climate in buildings

Prices & formats – Print-issue

Valid from 1. 1. 2022

Cover	1/1	Junior	1/2 portrait	1/2 landscape	1/3 portrait	1/3 landscape
						
Format 200 x 174,5 mm	Type area 185 x 255 mm Full-bleed 210 x 297 mm ¹⁾	Type area 141 x 201 mm Full-bleed 152,5 x 215 mm ¹⁾	Type area 93 x 262 mm Full-bleed 100 x 297 mm ¹⁾	Type area 184 x 132 mm Full-bleed 210 x 143 mm ¹⁾	Type area 60 x 262 mm Full-bleed 73 x 297 mm ¹⁾	Type area 184 x 86 mm Full-bleed 210 x 95 mm ¹⁾
€ 6,590.–	€ 5,290.–	€ 4,350.–	€ 3,190.–	€ 3,190.–	€ 2,660.–	€ 2,660.–

1/4 portrait	1/4 landscape	1/4 1-column	1/8 portrait	1/8 landscape	1/8 1-column
					
Type area 93 x 132 mm Full-bleed 100 x 143 mm ¹⁾	Type area 184 x 63 mm Full-bleed 210 x 72 mm ¹⁾	Type area 44 x 262 mm Full-bleed 55 x 297 mm ¹⁾	Type area 63 x 93 mm	Type area 184 x 29 mm	Type area 44 x 132 mm
€ 2,040.–			€ 1,490.–		

Placement U2, U3, U4:
€ 5.590.–

Supplement

per 1,000 copies

up to 10 g	€ 356.–
up to 20 g	€ 371.–
up to 30 g	€ 410.–
up to 40 g	€ 440.–

under 3,000 copies (+ flat rate)

up to 10 g	€ 0.37	+ € 400.–
up to 20 g	€ 0.39	+ € 400.–
up to 30 g	€ 0.42	+ € 400.–
up to 40 g	€ 0.45	+ € 400.–

Attachment

per 1,000 copies

up to 10 g	€ 410.–
up to 20 g	€ 492.–
up to 30 g	€ 600.–
up to 40 g	€ 660.–

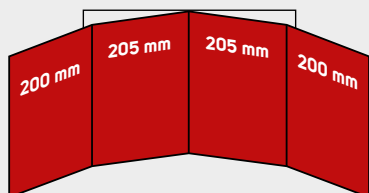
All formats: Width x Height

¹⁾ Full-bleed Formates require a bleed of 3 mm on all sides. Addition € 265.–.

Processable file types: Adobe InDesign, Adobe Photoshop, printable PDFs.

E-Mail: anzeigen@industriemedien.at

Special advertisement formats



Grand cinema: The tabernacle

Space en masse - with impressing design possibilities across 800mm width. The tabernacle is printed on strong paper quality - 25.000 copies to your target group. 1.000 copies for your purposes are inclusive.

Format open:
810 mm width x 297 mm height

Price: € 9,200.-
add. € 2,870.- Production costs



Greetings to your target group

The Tip-On-Card is an interactive ad: Surprise your target group with an original design of the card and the underground. The Tip-On-Card makes curious and enables haptic contact.

Price: € 3,090.-
add. Area starting from 1/2 page plus € 1,860.- printing costs



The connecting banderole

With the banderole across the cover page and U4 the reader holds your advertising message in hands during the first contact with the magazine

Format open:
480 mm width x 100 mm height

Price: € 3,650.-
add. Production costs

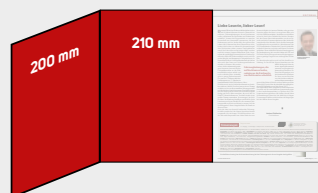


Cover flap

With the half-flap on the cover page and U4 the reader holds your advertising message in hands, skipping the flap is impossible.

Format open: 230 x 297 mm

Price: € 4,850.-
add. € 1.990,- printing costs



Flap attached to the U2

3 full pages for your success. Choose your best sujet for U2 and position your best sujet on a full double page. Of course we are also looking forward to support you in regard to layout and text.

Format U2: 210 mm width x 297 mm height
Format offen: 410 mm width x 297 mm height

Price: € 6,740.-
add. Production costs



Enough and to spare

For the shipping of TGA to our readers we produce personalized covers with a dedication according to your wishes. They are a printed one-sided in 4C and ready to be used for your advertising message.

Price: € 5,200.-



Sachet

Still not the advertising form you are looking for? Attach a special gimmick and make the reader curious! Sachet for the entire circulation incl. shrink-wrapping starting from

Price: € 3,150.-



Your topic specific booklet

You would like to provide your (potential) customers with more than just information? The booklet is the ideal product, in regard to explaining more complex topics.

Format: A4
Paper Cover: 200 g/m² Image Print
Paper Core: 100 g/m² Image Print
Circulation: 9,410 copies in the supplement, PLUS 1,000 copies for your own use

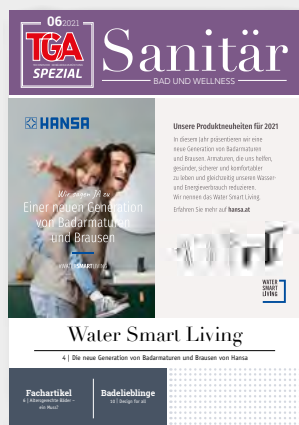
20 pages **€ 15,80.-**
28 pages **€ 18,100.-**

SANITARY, BATHROOM & WELLNESS

Special section of TGA

This special section of TGA focuses on bathroom, sanitary and wellness in every issue of TGA. The top topics focus on up-to-date and exhibition highlights.

Topic overview see p. 3



Anzeigenpreise und Formate

Coverformat

Full-bleed + 3 mm



landscape
210 x 156 mm
€ 5.090,-



portrait
135 x 230 mm
€ 5.090,-

Luxusplatzierung

(Platzierung unter dem Inhaltsverzeichnis)
Full-bleed + 3 mm



1/3 Seite
210 x 95 mm
€ 2.660,-



1/2 Seite
210 x 143 mm
€ 3.190,-

Standardplatzierung

U2/U3	€ 4.700,-	1/3 Seite	€ 2.660,-
1/1 Seite	€ 4.390,-	1/4 Seite	€ 2.040,-
1/2 Seite	€ 3.190,-	1/8 Seite	€ 1.490,-

FIRE PROTECTION REPORT 2022

Journal for fire protection and building safety and security

The topics safety and security and specific fire protection is one of the most important points when it comes to developing buildings and commercial properties.

The fire protection report is published as a supplement in A3-format in the issue 11/2022.



Prices and formats

FORMAT	TYPE AREA LANDSCAPE	TYPE AREA PORTRAIT	PRICE
1/1 Page		297 x 420 mm	€ 5,144.-
Juniorpage		216 x 275 mm	€ 4,144.-
1/2 Page	271 x 175 mm	161 x 351 mm	€ 3,144.-
1/3 Page	271 x 117 mm	106 x 351 mm	€ 2,59.-
1/4 Page	271 x 88 mm	161 x 148 mm	€ 2,144.-
1/8 Page	271 x 45 mm	106 x 115 mm	€ 1,440.-

ISSUE	PUBLICATION DATE	ADVERTISING DEADLINE
TGA 11/2022	25.11.2022	04.11.2022

Format: A3

Circulation: 10,100 copies

TGA PLANNER-YEARBOOK 2023

The classic as reference work

The TGA Planner-Yearbook, a classic reference work with a large sustainable effect for technical offices, installation, electro as well as MSR technology, architects, private and public developers, investors as well as consulting engineering, is published on May 24th 2022.



Circulation: 3,600 copies

Editorial and publication plan

ISSUE	PUBLICATION DATE	ADVERTISEMENT DEADLINE
TGA Planung 2023	07.12.2022	10.09.2022

Prices und Formats

FORMAT	TYPE AREA	PRICE
1/1 Page	170 x 240 mm	€ 5,290.-
1/2 Page	170 x 117 mm (landscape) 83 x 240 mm (portrait)	€ 3,190.-
1/4 Page	170 x 61 mm (landscape) 83 x 117 mm (portrait)	€ 2,040.-

Price for cover & story, product and service promotion & project report

CATEGORIES

- **The big future trends**
Up-to-date topics around planning
- **The best references**
Planning offices present themselves and their best projects
- **The most innovative projects**
Suppliers present their most innovative projects
- **The most creative solutions**
Examples from the most innovative solutions
- **The newest products**
Suppliers present their newest products and services
- **The complete index**
The comprehensive reference work (technical offices and planners, listed by sector and federal state)

TGA APP BOOKLET

Simply smart – the sector app of the year

Whether installation instruction, augmented reality, bathroom panning or spare parts orders as well as in the SHK sector apps have become indispensable helpers for business. We present the best apps for the sector in our special issue as a supplement to the TGA issue 12/2022.

ISSUE	PUBLICATIN DATE	ADVERTISEMENT DEADLINE
2022	16.12.2022	25.11.2022



Format: 148 x 210 mm

AnzeigenPricee und Formate

FORMAT	PRICE
Title + 1 page additional	€ 3,220.-
1/1 page 4c	€ 2,120.-
1/1 page Promotion	€ 2,120.-

Logo support per logo € 590.-

NEWSLETTER

Whether with advertorials or display-ads, with our newsletter your message reaches the mailboxes of your target group in a reliable and direct manner.

Main newsletter

Frequency: once per week

Topics: Up-to-date news from the TGA sector

Sanitary, bathroom and wellness – Trendletter

Frequency: once per month

Topics: The most important and interesting trends about the topics sanitary, bathroom and wellness



Sanitary, bathroom & wellness newsletter



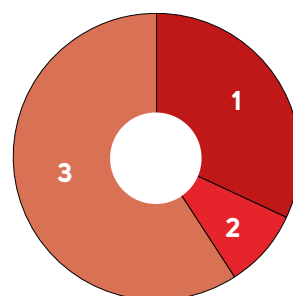
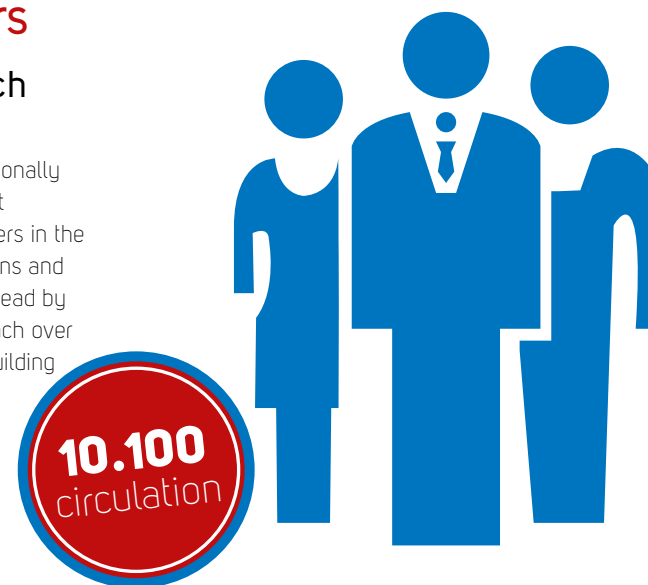
	Format	Prices
IAB Medium Rectangle	300 x 250 px	€ 420.-
Business Link	300 digits + 1 picture***	€ 420.-
Video Preview	300 digits	€ 420.-

*** ideally square

Demography of readers

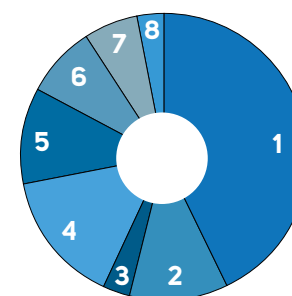
Readers, subscribers, reach

WEKA Industrie Medien works with a professionally built business-address database. The recipient addresses are constantly updated. The numbers in the graph are therefore subject to minor fluctuations and are rounded averages. Every issue of TGA is read by approximately **2.7 people**. This is how you reach over **27.000 decision-makers** from all sectors of building services.



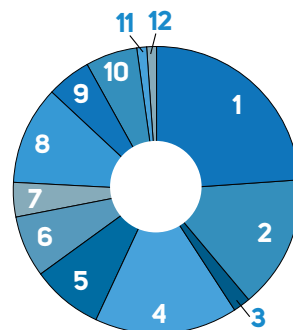
Function

1 Construction management	32 %
2 R & D	9 %
3 Management	59 %



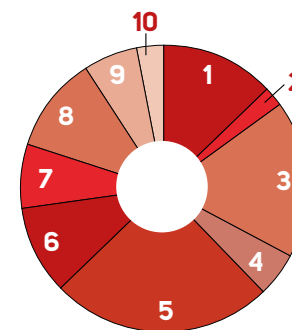
Company size

1 1-10 Employees	43 %
2 11-50 Employees	11 %
3 51-100 Employees	3 %
4 101-200 Employees	15 %
5 201-500 Employees	11 %
6 ab 501 Employees	8 %
7 Not an economic entity such as authorities, academic and knowledge institutions, etc.	6 %
8 Not specified	3 %



Region

1 Vienna	24 %
2 Lower Austria	15 %
3 Burgenland	2 %
4 Upper Austria	16 %
5 Salzburg	8 %
6 Tyrol	7 %
7 Vorarlberg	4 %
8 Styria	11 %
9 Carinthia	5 %
10 Germany	6 %
11 Switzerland	1 %
12 Other foreign countries	1 %



Sectors

1 Developers	13 %
2 Architects	2 %
3 Technical offices + planners for installation technology, electrical engineering, MSR, engineering	18 %
4 Construction company	5 %
5 HLKS-Installers	25 %
6 Elektronical-Installers	10 %
7 Chimney sweeps	7 %
8 Industry	11 %
9 Commerce	6 %
10 Authorities	3 %

Prices and formats **tga.at**

valid from 1. 1. 2022

Display Ads

This way you are visible for your target group on our platforms.



1) IAB Billboard

Price:

€ 320,- CPM

Format:

970 x 250 px

monthly

€ 1.990,-

2) Wallpaper

Price: € 360,- per month

Formats: Leaderboard

+ Wide Skyscraper

7) HalfPage Ad

Price:

€ 320,- CPM

Format:

300 x 600 px

monthly

€ 1.990,-

also **MOBILE!**

9) CMS Advertorial

see:

FOCUS ONLINE

3) IAB Wide Skyscraper

Price:

€ 260,- CPM

Format:

160 x 600 px

monthly

€ 1.610,-

4) Sidebar

Price:

€ 300,- CPM

Format:

dynamic, sticky

monthly

€ 1.890,-

also **MOBILE!**

8) IAB Medium Rectangle

Price:

€ 230,- CPM

Format:

300 x 250 px

monthly

€ 1.420,-

also **MOBILE!**

5) IAB Leaderboard

Price:

€ 270,- CPM

Format:

970 x 90 px

monthly

€ 1.660,-

6) Online-Advertorials

The ideal addition to your content marketing.

Homepage-Advertorial

Combination of an article, that will be on our website for six months, with a fixed placement in the upper area of our homepage for your teaser to this article for one week.

Requirements:

- + 1 picture in 16:9 ratio
- + Title: approx. 50 characters
- + Teaser text: 180 characters
- + URL or, if necessary, material for creating a subpage.

Price per week: € 1.200,-

The Whitepaper platform

With our whitepaper-service you can find out, who is interested in your technological developments.

Reach your target group of interested decision-makers and pay only for the selection of leads that are valuable and of interest to you.

BASIC PACKAGE

E-Mail-Adresse
(verified by Sending the download link)

Price: 30 Leads = € 1.500,-

The following information can be requested for a surcharge:

- personal information
- companyname
- location of the company
- information about the company
- employment details
- phonenumber



SEAL OF QUALITY

Get an editorial seal of approval by submitting your white paper to our TGA editorial review and can be optimized if necessary.

How to boost lead generation and significantly increase conversion!

Seal of quality without optimization:
€ 1500,-

Seal of quality with optimization
of content/page:
€ 450,-

Newsroom – Your yearly flat rate



YOUR NEWSROOM

- Integration of your reports on our homepage
- Unlimited number of reports with images per year
- Long-term, SEO-relevant storage if prolonged

**Total price per year:
€ 6,980.-**

Video content

We do not only distribute your clips and videos, we are also looking forward to producing them for you!

Our experienced videoteam supports you through the entire production process: from storyboard to the video shoot and the scoring of the video as well as the reproduction and distribution on one of our successful online platforms.

- Tutorials
- Event videos
- Product videos
- Commercial Trailer
- Webinars
- Explanatory videos

Our newsletter – Your layout

Brand our newsletter with your presence and be the exclusive TGA newsletter sponsor.

- Color frame around the newsletter of your choice
- One banner in the highest area
- One message in the newsletter
- One banner or logo as a finalization

Price € 1,400.-/Newsletter

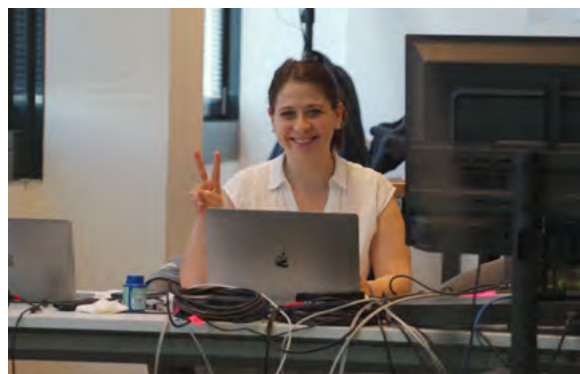


B2B-Events

WEKA Studio

We realise your audio- and videoproduction professionally in our WEKA studio in Vienna. On 80 square meters we offer you, with our state of the art technic incl. Green-screen technology, a comprehensive service package: Videoproduction, panel discussions with professional host, press conferences, hybrid congresses, podcasts and much more, branded in accordance to our publishing media or completely in accordance with your corporate identity.

Requests: Michaela Capelli, BA
michaela.capelli@industriemedien.at
Phone: +43-1-97000-4311

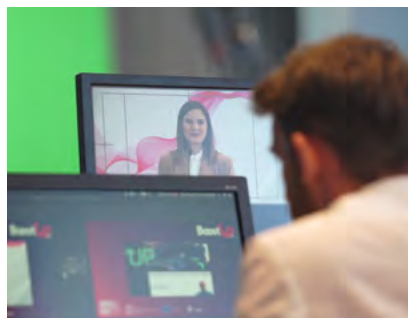


MEE+YOO

the virtual platform for your content

Our high-end product meetyoo, that has won multiple the German „Innovationspreis IT“ multiple times, is a content-plattform for conducting virtual fairs as well as large-scale online conferences. Due to streaming possibilities even live events can be made virtually accessible in form of hybrid events. Another interesting point: you can link meetyoo with your website in form of a long-term content-plattform.

Requests: Patricia Schubirsch, MSc
patricia.schubirsch@b2impact.com
Phone: +43-1-97000-443



Webcast / Webinar

- Announcement of your webinar via business links in two newsletters
- A Your webinar widget for announcement stays online for one month
- Your own landing page for registration of participants
- Conduct of your webinar using our Webinar-Software
- The slides and the youtube link with the webinar recording stays online on our website for three months. This guarantees further leads of interested readers.

Requests: Michaela Capelli, BA
michaela.capelli@industriemedien.at
Phone: +43-1-97000-431



Our congresses for you
lead(ing) success!

TECHNIK IM
KRANKENHAUS

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TGA
konferenz

www.tga-konferenz.at



Is it already working?

We are talking about your marketing. You know: the one, where unfortunately even Henry Ford did not know, which 50 per cent of the invested capital was poorly spent. Today we know better. Digital tools make the effect and the result of B2B-campaigns more measurable than ever before. B2IMPACT is the new agency of WEKA Industrie Medien and with Content, Performance and Creation it reaches exactly the communication objectives that you have defined. And Henry Ford? Most probably we could have helped him as well.

FOCUS ONLINE

What moves the TGA industry?

We support and drive digitalization of content: Every month an up-to-date focus topic offers 360-degree information about issues that move the sector.

Your advertisement is featured on its own topic-stage on our website. Thus the visibility of your product or content is guaranteed and you are present at your most important focal points.

choose from 2 options:

- **Online Advertorial** and businessLink within Summit Newsletter

- **Medium Ractangle** 1 month on www.tga.at & Summit Newsletter

price per month & 1x Newsletter 3200.-€

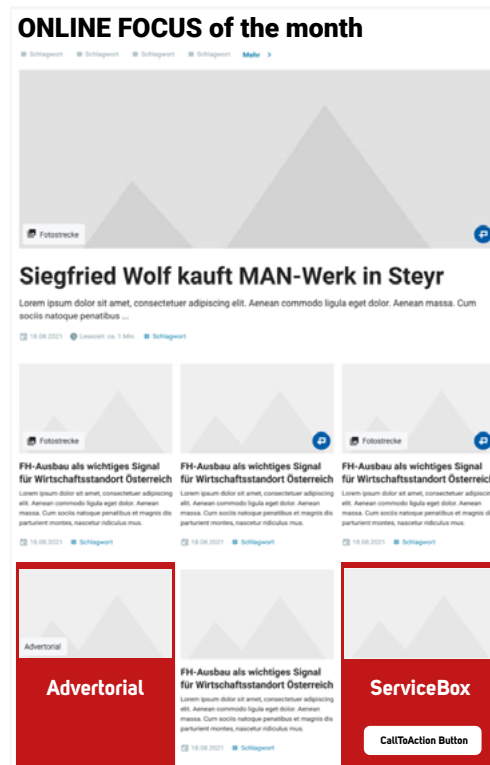
Newsletter:



Rectangle

Tech. Data:
300x250 px

* Rectangle banners are only possible in the newsletter!



Reports, interviews, specialist articles, commentaries, videos and product information comprehensively offer everything that experts and decision-makers need to know. Our newsletter summarizes the findings and delivers them combined to our readers.

Your benefit!

Your advertisement is being embedded in a topic exclusive online stage in this SEO-optimized environment. Therefore, the visibility of your advertising message within a suitable thematic focus is guaranteed.

Online Advertorial

Technical data:

200 visible characters*
(Headline, heading + text)
+ min. 1 picture in landscape (16:9)
+ Text to create an article

ServiceBox

Technical data:

+ 1 picture in landscape (16:9)
max. 150 characters (Heading + Teaser)
+ 1 image landscape format
+ CallToAction button (Link / URL)

As they complement each other, you can book them together to be the sole advertiser!

*The 200 characters refer to the visible text on the homepage. These are not identical to the first 200 characters of the advertorial text.