



media
data
2022

HLK – Heating, ventilation, air conditioning and cooling technology

WE STAND FOR QUALITY, COMPETENCE AND EXPERIENCE IN THE HLK SECTOR!



HLK

Since 53 years we have been the Austrian journal for heating, ventilation, cooling and air conditioning technology. Therefore, it is not surprising that the print title HLK has come a brand name in sector of building services. We speak the language of HLK businesses and know how the sector functions!

That heating, ventilation, air conditioning and cooling technology are part of every issue, is certainly one of the most important distinguishing features from other journals. This is what enabled us to strengthen our market position as well as expanding it.

Journal for heating, ventilation, air conditioning and cooling technology

CIRCULATION: 11.800 copies/9 times per year

PUBLISHED SINCE: 1969

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Dear advertisers,

The environment of your readers is constantly changing, but what remains is the need for independent, well-substantiated information based on broad expertise. More than 50 years of market presence, approximately 11.800 subscribers of our print issue and more than 25.000 monthly page impressions on our HLK homepage, thousands of readers of our weekly HLK newsletters and thousands of participants of our WEKA Industriemedien events are strongly signalling that the sector counts on the well-written, critically researched and profoundly classified information, they derive from the many platforms of HLK offer!

We speak the language of HLK businesses!
We understand decision-makers!

We are looking forward to hearing from you!
Eberhard Herrmann & Kerstin Hainzl



Eberhard Herrmann, Editor-in-chief
Kerstin Hainzl, Object management

READER DEMOGRAPHICS

READERS, RECIPIENTS AND REACH

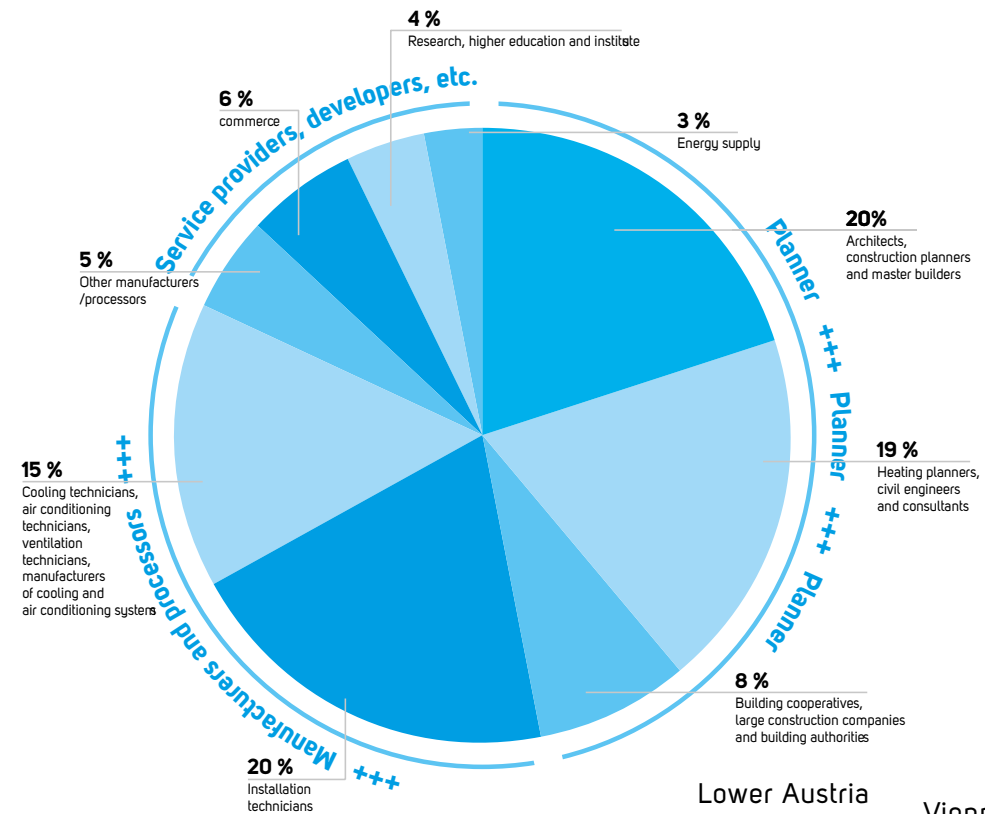
WEKA Industrie Medien operates with a professionally built business address data base. The recipients are constantly updates. The numbers in the infographics below are therefore subject to minor fluctuations and are rounded averages.



WE STAND FOR

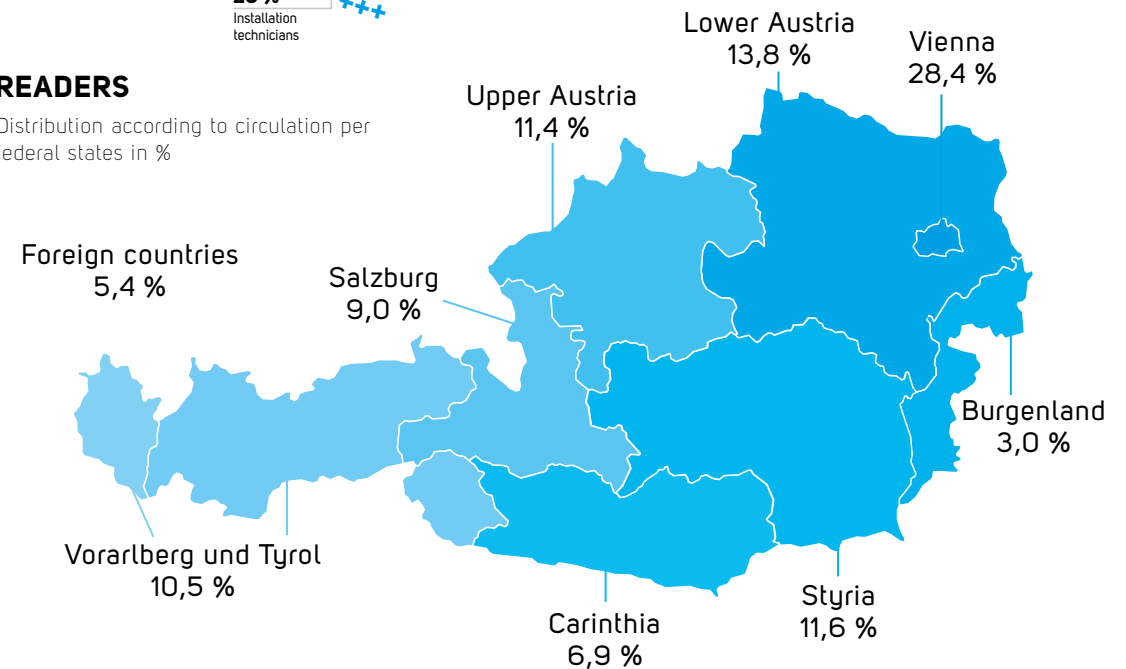
- 53 years of market presence
- 9 issues annually with 4 special features
- Well-founded and technically advanced reports
- Current market reports
- Interviews, blogs and columns
- Values & norms
- Detailed product information
- Soft skills for corporate management
- Property reports and specialist articles
- Analysis of building services
- Exhibition and convention trends

11.800
circulation



READERS

Distribution according to circulation per federal states in %



Our thematic areas

ISSUE		SPECIAL TOPICS	CONSTANT TOPICS	EXHIBITIONS & EVENTS
HLK 1-2/2022 Publication date 16.02.2022 Advertising and editorial deadline 21.01.2022	HLK 3/2022 Publication date 22.03.2022 Advertising and editorial deadline 14.02.2022	Preview Energiesparmesse/WeBuild 2022 Wels	ENERGY-EFFICIENT HEATING TECHNOLOGY ENERGY-EFFICIENT VENTILATION TECHNOLOGY ENERGY-EFFICIENT AIR CONDITIONING AND REFRIGERATION SMART SOLUTIONS SECTOR FOCUS	Energiesparmesse/WeBuild Wels, 02.03. - 06.03.2022 Mostra Covegno 8.03. - 11.03.2022 Light and Building Frankfurt 13.03. - 18.03.2022
		Review Energiesparmesse/WeBuild 2022 Part 1		
		Review Energiesparmesse/WeBuild 2022 Part 2 Review Mostra Convegno		
		HLK Special Fire Protection & Safety		Interschutz Hannover 20.06. - 25.06.2022
		HLK Special WATER TECHNOLOGY Drinking, industrial and heating water		
		Preview Chillventa Nuremberg		
				Chillventa Nürnberg 11.10. - 13.10.2022
		Review Chillventa Nuremberg HLK Special WORKZONE - Everything around the subject of working		
HLK 12/2022 Publication date 14.12.2022 Advertising and editorial deadline 22.11.2022				

Constant topics

Energy-efficient heating technology

Projects and reports on innovations in pellets, wood gas, chips, gas and boilers, heat pumps, micro-CHP, heaters, district heating/cooling systems, solar thermal systems, exhaust systems, fuel cells, water treatment, pipes, accessories!

Energy-efficient ventilation technology

(Projects and reports on innovations in large ventilation systems, bathroom/WC/kitchen fans, living room ventilation, fire protection technology, pipes, sound dampers, humidification systems, measurement technology, installation material ...)

Energy-efficient air-conditioning and refrigeration

Projects and reports on news in VRF systems, air-conditioning systems, split air-conditioning units, air-conditioning units, chillers, heat pumps, precision air conditioning technology, chemicals, measurement technology, accessories ...

Smart solutions

Projects and reports on innovations in smart metering/grids, measurement/control/control technology, Software, photovoltaics, fittings, pumps, water treatment technology, fire alarm systems, extinguishing systems, installation technology, tools, vehicle equipment, fleet ...

Sector Focus

Laws/Guidelines/Standards, Event Reviews, Dates, Management, Company News, Soft Skills for Entrepreneurs ...

Special issues

HLK Special Workzone



Everything related to the many topics the comprise the working world such as tools, aids, workshop equipment, service car equipment, occupational and protective clothing with head protectors, hearing protectors, goggles, gloves, footwear, accessories and much more

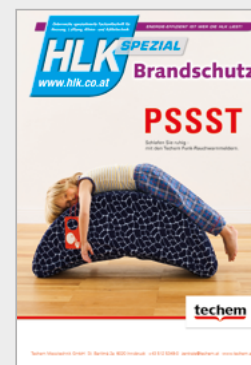
HLK Special Water Technology

Everything about drinking water heating with decentralised residential stations, aspects of heating water treatment, fresh water modules, water supply as well as wastewater disposal, drinking water quality, legionella problems, greywater and rainwater use, hygiene and heating aspects, piping and installation systems, pumps, filters, quality and protective measures against water damages, drinking water management, planning and design, tools, etc.



HLK Special Fire Protection

Everything related to fire protection and safety aspects in a building. Addressing issues such as: fire a protection and exhaust dampers, pressure ventilation, fire protection equipment, software, smoke detectors, fire protection sleeves or lead-throughs, etc.



Prices & formats - Print issue

Valid from 1. 1. 2022

Cover



Format
210 x 297 mm

€ 6.690,-

1/1



Type area
185 x 255 mm
Full-bleed
210 x 297 mm¹⁾

€ 5.490,-

Junior



Type area
137,5 x 200 mm
Full-bleed
152,5 x 215 mm¹⁾

€ 4.550,-

1/2 portrait



Type area
90 x 255 mm
Full-bleed
105 x 297 mm¹⁾

€ 3.530,-

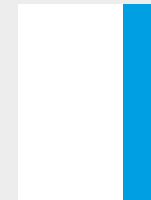
1/2 landscape



Type area
185 x 125 mm
Full-bleed
210 x 143 mm¹⁾

€ 3.530,-

1/3 portrait



Type area
58 x 255 mm
Full-bleed
73 x 297 mm¹⁾

€ 2.910,-

1/3 landscape



Type area
185 x 81 mm
Full-bleed
210 x 96 mm¹⁾

€ 2.910,-

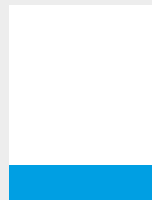
1/4 portrait



Type area
90 x 125 mm
Full-bleed
105 x 143 mm¹⁾

€ 2.490,-

1/4 landscape



Type area
185 x 60 mm
Full-bleed
210 x 75 mm¹⁾

€ 2.490,-

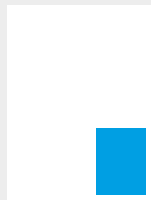
1/4 1-column



Type area
43 x 255 mm
Full-bleed
58 x 297 mm¹⁾

€ 2.490,-

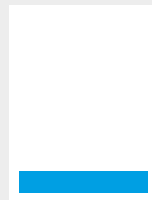
1/8 portrait



Type area
90 x 60 mm

€ 1.830,-

1/8 landscape



Type area
186 x 30 mm

€ 1.830,-

Supplement

per 1.000 copies

up to 10 g	€ 366,-
up to 20 g	€ 381,-
up to 30 g	€ 420,-
up to 40 g	€ 450,-

Circulation under 3.000 copies

(+ standard amount)

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	€ 420,-
up to 20 g	€ 502,-
up to 30 g	€ 610,-
up to 40 g	€ 670,-

All formats: Width*Height

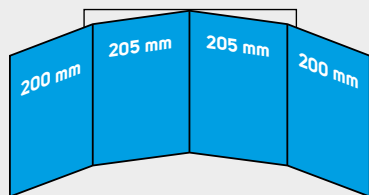
Placement U2, U3, U4: 5.880,-

Full bleed formats require a bleed of 3 mm on all sides. Surcharge: €265,-

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

E-Mail: anzeigen@industriemedien.at

Special advertisement formats

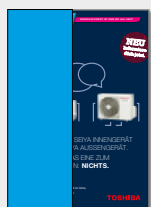


Grand cinema: The tabernacle

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 * 297 mm height

Price: € 9.150,-
plus € 2.870,- production cost



Cover flap

With the half page flap on the cover and U4 the reader holds your advertising message in hands during the first contact with the magazine. Skipping the flap is impossible.

Format open: 230 x 297 mm

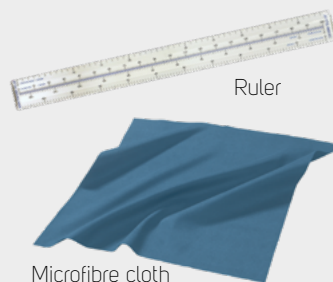
Price: € 5.150,-
plus € 1.860,- printing cost



Enough and to spare

For the shipping of HLK 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.

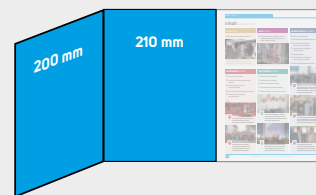
Price: € 5.200,-



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: € 3.090,-



Flap on 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 * 297 mm height
Format open: 410 mm width * 297 mm height

Price: € 7.150,-
plus production cost



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 * 100 mm height

Price: € 5.590,-
plus production cost

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: 25.000 copies in the supplement
PLUS 1.000 copies for your own use

20 pages € 15.800,-
28 pages € 18.100,-



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,-
plus surface starting from 1/2
page plus €1.860,- printing cost



Memory Stick

Price: € 3.150,-

Prices and formats hlk.co.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
€ 2.290,-

3) IAB Wide Skyscraper

Price:
€ 260,- CPM
Format:
160 x 600 px

monthly
€ 1.890,-

5) IAB Leaderboard

Price:
€ 270,- CPM
Format:
970 x 90 px

monthly
€ 1.660,-

2) Wallpaper

Price: € 360,- per month
Formats: Leaderboard
+ Wide Skyscraper

4) Sidebar

Price:
€ 300,- CPM
Format:
dynamic, sticky

monthly
€ 1.990,-

also **MOBILE!**

7) HalfPage Ad

Price:
€ 380,- CPM
Format:
300 x 600 px

monthly
€ 2.490,-

also **MOBILE!**

8) IAB Medium Rectangle

Price:
€ 230,- CPM
Format:
300 x 250 px

monthly
€ 1.640,-

also **MOBILE!**

9) CMS Advertorial

see:
FOCUS ONLINE

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: € 1.290,-



Projects and their solutions

01
JANUARY

The HLK project ATLAS shows solutions/products and services that have been put into practice for developers, operators and users within the areas climate, cooling or ventilation that lead to more comfort/efficiency. In addition topics like „heating with heat pump“, fire protection, building automation and water technology are addressed.

Heating with good conscience

02
FEBRUARY

The demands of customers and specialist partners, when it comes to heating are multi-dimensional. The heating device must work sustainably and easily installable, the thermal output system must provide sufficient comfort. The different ways and opportunities of opting for the right heating system, that is affordable, are in focus here.

For a comfortable climate

03
MARCH

Those that plan ahead, get ready for what is to come. Do customers want to sweat this summer or arrange for cooling? The appropriate cooling units provide comfortable climate. The focus lies on the versatility of air conditioners as well as their many functions.

Installations with added value

04
APRIL

The focus lies on the nature of benefits that installation system provide for experts. Which clever details provide plumbers with benefits in the form of additional safety or saving time, and therefore generate added value.

Good ventilation

05
MAY

Air is fundamental. Well-considered details that aim to increase hygiene and provide better air quality inside are the main focus here. Also light is shed at the range of services of ventilation units, RLT-installations and filters.

Fire protection solutions

06
JUNE

Fire protection is a multifaceted perennial issue when it comes to planning and implementation on construction sites. HLK sheds regularly light on this topic and highlights what professionals should pay attention to and which solutions are provided.

Cooling down

07
JULY

Summer is also when we desire to cool down. Which air conditioners provide the desired cool down and even some added value? Read more here.

Education offensive

08
AUGUST

Training and development seek to support the progress of employees and businesses. Here we shed light on relevant offers/courses/trainings/topics.

Water as a function

09
SEPTEMBER

How and whereby planners/installers/facility managers are able to supply immaculate drinking water installations is the focus here. In addition the focus lies on saving water.

Multifaceted MCT

10
OCTOBER

Customers desire simple and comfortable solutions. The adequate measurement and control technology in buildings and plants is providing this behind the scenes. We provide you with all the information regarding this multi-dimensional thematic area.

What is the best way to drive?

11
NOVEMBER

The question, how and whereby one can best travel from A to B is an important question for businesses. Never before, there have been so many different solutions than today. We provide answers for this question and more regarding fleet management.

Making work simpler and safer

12
DECEMBER

How and with which measures is it possible to ease day-to-day work of employees, while making it safer at the same time? „Workzone“ offers insight into this topic and provides answers, with an example being in the form of tools and instruments.

FOCUS ONLINE

How do you benefit?

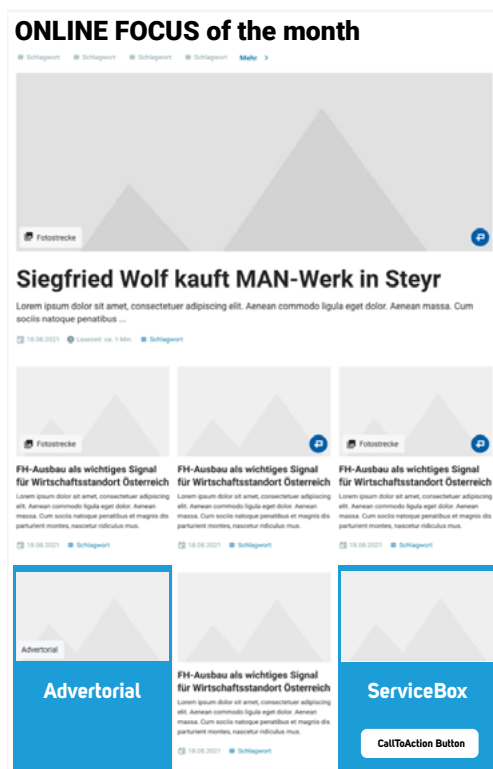
We support and drive digitalization of content: Every month an up-to-date focus topic offers 360-degree information about issues that move the sector.

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.

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.

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 „weekly briefing“

Frequency: Once per week

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

	Format	Prices
IAB Medium Rectangle	300 x 250 px	€ 590,-
Business Link	300 characters + 1 image*	€ 590,-
Video Preview	300 characters	€ 590,-

* ideally portrait format



The Whitepaper plattform

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

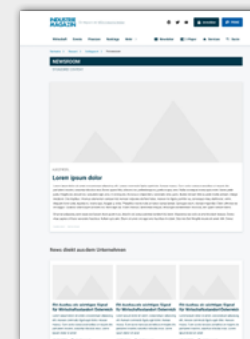
Get an editorial seal of approval by submitting your white paper to our HLK editorial review and can be optimized if necessary.

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 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,-

One whole year!

Top-Banner in our newsletter are a very successful advertising means! And you can book your top-banner for an entire year and additionally change your sujet four times during this period.

Prices from: **€ 3.300,-**

Videocontent

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
- product videos
- webinars
- event videos
- advertising trailers
- explanatory videos

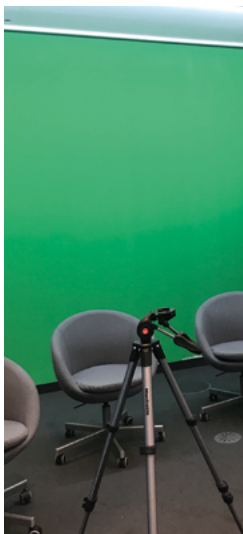
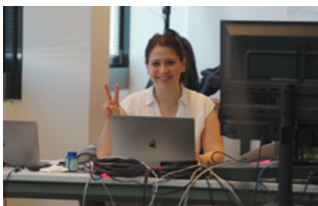
B2B-Events



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 technology incl. Green-screen technology, a comprehensive service package: Videoproduction, panel discussions with professional hosts, 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: +43-1-97000-431



MEE+YOO – the virtual platform for your content

Our high-end product meetyoo, that has won 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
- 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 guarantess further leads of interested readers.

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

Our congresses for your lead(er) success!



www.klimakaeltetag.at



www.b2bvertriebskongress.at



www.b2bmarketingkongress.at



industriekongress.com



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.