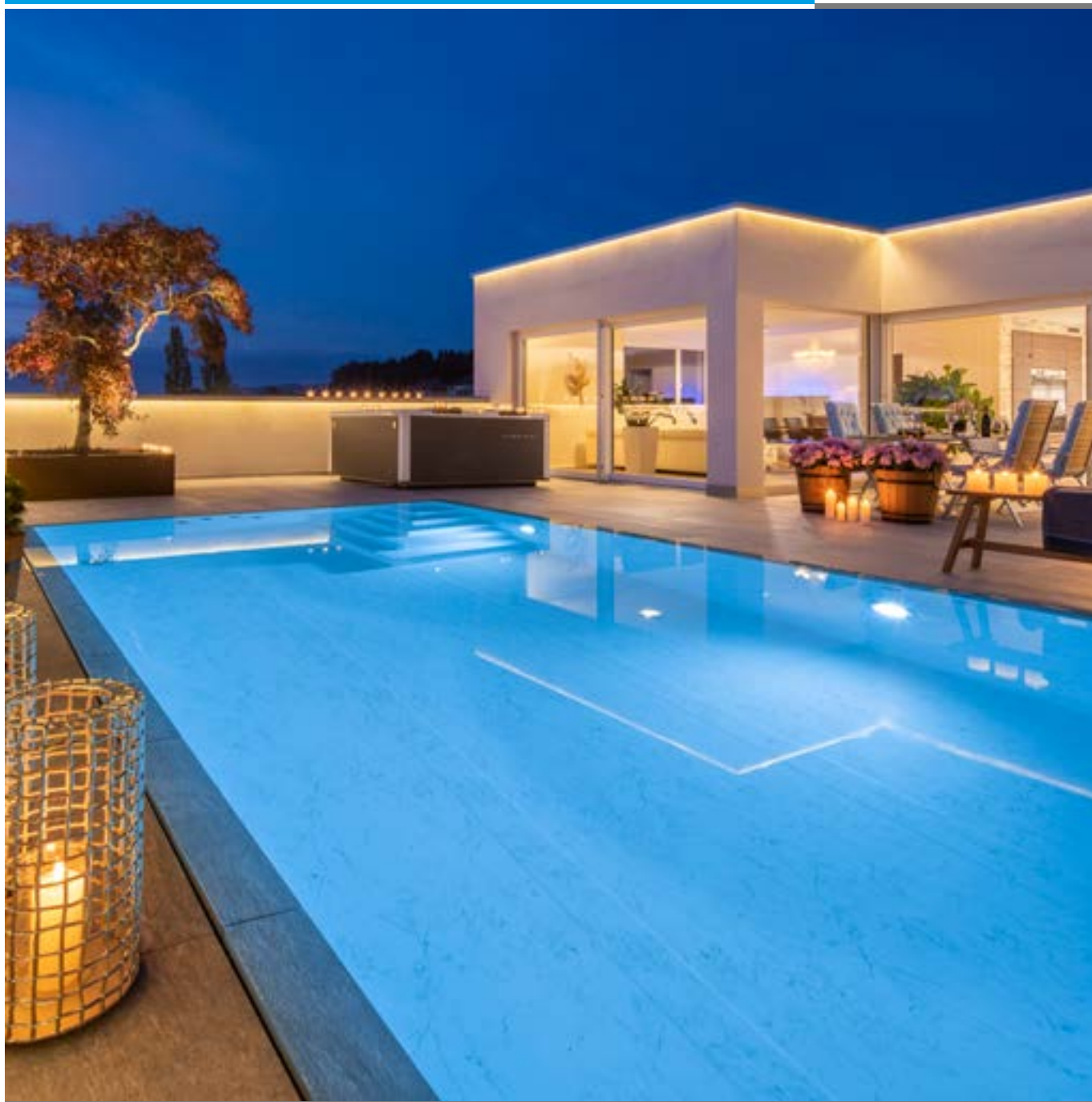


# MEDIA RATES

# 2025



# SCHWIMMBAD SAUNA

MAGAZIN FÜR WELLNESSKULTUR

# TARGET GROUP



# DISTRIBUTION CHANNELS

With SCHWIMMBAD+SAUNA you benefit from exclusive and various distribution channels



Prefabricated Home Exhibitions „Eigenheim & Garten“ and „Ungerpark“ (see Page 6)



Subscribers and direct orders



Railway station & airport bookshops and newsagents



Industry events and trade fairs



Additional digital distribution: readily, sharemagazines, yumpu, issuu



International distribution through the International Pool and Press Alliance

# PROFILE



year of foundation

1968

Circulation (including E-Paper):

38.000 copies

frequency of publication

6 x per year

magazine format

210 mm x 297 mm

processing

adhesive binding

copy price

7,50 €

## THE MAGAZINE

SCHWIMMBAD+SAUNA is the magazine for wellness culture for over 50 years with an exclusive target group that focuses on the private home or garden: Homeowners and builders who already own a wellness facility, are considering the installation of swimming pools, natural pools, whirlpools, saunas, steam baths and wellness facilities or are planning their renovation or expansion.

SCHWIMMBAD+SAUNA differentiates itself through Journalism at the highest level. The largest editorial team in the industry, with specialist editors is exclusively available to you as a contact partner.

## GOLDEN WAVE

Since 2005, SCHWIMMBAD+SAUNA has awarded the GOLDEN WAVE, the industry's innovation prize, which is also the most important award in the industry, every two years. The esteem in which this award is held is reflected in the many ways in which it is used, for example in manufacturers' advertising.



The next award ceremony will take place in April 2026.

## SCHWIMMBAD+SAUNA DIGITAL



The magazine is represented on the ePaper portals Readly, Share-magazines, Yumpu and Issuu with round about 8,000 regular readers. schwimmbad.de is currently the biggest Website in our industry.

## ONE EXAMPLE OF COLLABORATION



The partnership between SCHWIMMBAD+SAUNA and HOMES&GARDENS opens up an exciting synergy for a common target group. The editorial exchange offers inspiring content for our readers.

In addition, we are always represented with our own advertisements in the publisher's own sister magazines.

# FACTS

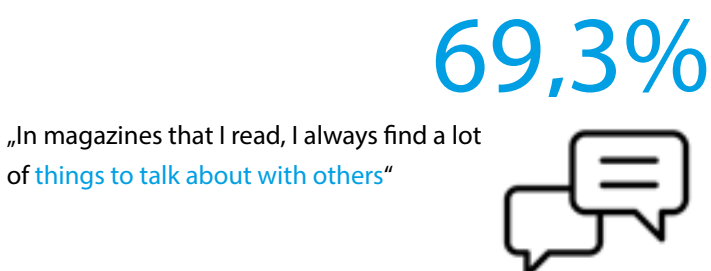
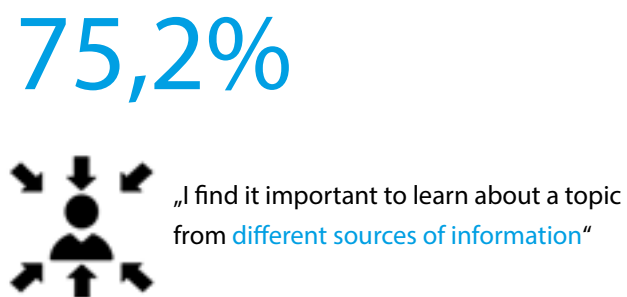
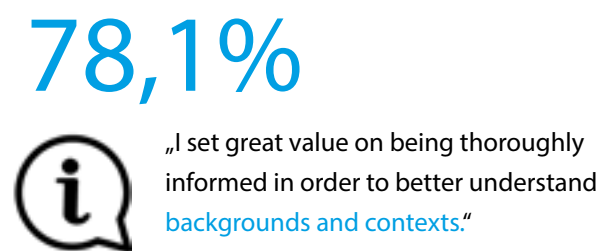


## SCHWIMMBAD+SAUNA: The right surrounding for your media presence

Symbiosis instead of cannibalisation: In 2023, you choose the right media channels depending on interest, topic and investment risk. In the context of special interests such as „swimming pool and sauna“, print continues to play an important role.

Nowadays, the first contact often takes place via Google searches. If the prospective customer looks for secured and deepened information, the special interest magazine offers him more security. The magazine for wellness culture SCHWIMMBAD+SAUNA guarantees a high-quality environment that

Statements on media / media use (from the b4p study 2022\*)





# COOPERATIONS



## SHOW HOUSE EXHIBITIONS IN THE DACH-REGION

In addition to the classic distribution channels, our magazines have been available for decades in the largest show house exhibitions in the German-speaking countries. This allows us to reach the core target group of private builders directly.

Where SCHWIMMBAD+SAUNA is exclusively available:

Stuttgart: Eigenheim und Garten

Frankfurt: Eigenheim und Garten

Munich: Poing Building Centre

Berlin, Leipzig, Chemnitz, Dresden, Erfurt: Ungerpark

Vienna: Blaue Lagune

Switzerland Suhr: Home Expo



## EXCLUSIVE MEDIA PARTNERSHIPS

Our exclusive media partnerships with selected industry players make SCHWIMMBAD+SAUNA a unique platform for knowledge transfer and interactive exchange. Always at the cutting edge.

## INTERNATIONAL POOL & SPA PRESS ALLIANCE: active throughout Europe

### France – L'Activité Piscine

L'Activité Piscine is the reference magazine for professionals in the swimming pool and spa market in France.

Since 1997, l'Activité Piscine has been aimed at professionals and decision-makers in the swimming pool market, pool builders as well as industrial companies.

Distribution: L'Activité Piscine is sent to over 5,500 highly qualified contacts.

Target group: B2B

Frequency: 2-monthly, 6 issues per year.

Other magazine: Côté Piscine

Target group: B2C

Frequency: 3-monthly, 10,000 - 15,000 copies published.

### CONTACT INFORMATION

Tel.: +33 4 72380616

Editorial:

pfavre@activite-piscine.com

Sales: lberment@activite-piscine.com

Website: [www.activite-piscine.com](http://www.activite-piscine.com)

# EUROPEAN PARTNERS



## Italy - Piscine Oggi

Piscine Oggi was founded in 1972 and is the only Italian special interest magazine for the swimming pool sector. The magazine is published quarterly with a special annual edition, Guida Piscina (Pool Guide). Piscine Oggi is a concrete point of reference for architects, designers, operators and all readers who want to expand their knowledge and find interesting new ideas for building or maintaining a swimming pool.

Target group: B2B, 15.000 copies, direct mail (9.000) included. E-paper send to 20.000 (Visitors and Exhibitors from ForumPiscine + Subscribers)

Frequency: quarterly

### CONTACT INFORMATION

Tel.: +39 051 255544  
Editorial: [piscineoggi@ilcampo.it](mailto:piscineoggi@ilcampo.it)  
Sales: [adv@ilcampo.it](mailto:adv@ilcampo.it)  
[www.piscineoggi.com](http://www.piscineoggi.com)

## Spain – Piscinas Hoy

Piscinas Hoy is a magazine in Spain dedicated to the design, construction, equipment, installation and maintenance of swimming pools, spas, wellness centres and aquatic facilities.

Target group: B2B, 7,000 readers

Frequency: 2-monthly, 6 issues per year

### CONTACT INFORMATION

Tel.: +34 932 540359  
Editorial: [r.vinagre@onedrop.es](mailto:r.vinagre@onedrop.es)  
Sales: [e.lazaro@onedrop.es](mailto:e.lazaro@onedrop.es)  
[www.onedrop.es/publicaciones/](http://www.onedrop.es/publicaciones/)

## Portugal - Piscinas e Instalações Desportivas HOY

Piscinas e Instalações Desportivas HOY is a magazine dedicated to the design, construction, equipment, installation and maintenance of swimming pools, spas, wellness centres and pool facilities in Portugal. It is published 2 times a year and has 4,700 readers each time.

It is the exclusive partner of APP (Associação Portuguesa do Piscinas), and APOGEST (Portuguese Association of Sports Management).

### CONTACT INFORMATION

Tel.: +34 932 540359  
Editorial: [m.boavida@onedrop.es](mailto:m.boavida@onedrop.es)  
Sales: [eborovsky@ilimitadapub.com](mailto:eborovsky@ilimitadapub.com)  
Website: [www.piscinashoy.es](http://www.piscinashoy.es)

# TOPICS & DEADLINES






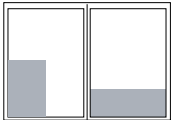

| ISSUE      | FIRST DAY OF SALE | AD-CLOSING DATE | DELIVERY DEADLINE<br>INSERTS, SUPPLEMENTS |
|------------|-------------------|-----------------|---|
| 3/4-2025   | 14.02.2025        | 07.01.2025      | 13.01.2025                                |
| 5/6-2025   | 11.04.2025        | 03.03.2025      | 10.03.2025                                |
| 7/8-2025   | 20.06.2025        | 12.05.2025      | 19.05.2025                                |
| 9/10-2025  | 22.08.2025        | 14.07.2025      | 21.07.2025                                |
| 11/12-2025 | 17.10.2025        | 08.09.2025      | 15.09.2025                                |
| 1/2-2026   | 12.12.2025        | 10.11.2025      | 17.11.2025                                |

| ISSUE       | TOPIC  | FAIRS, EVENTS                     |
|-------------|--|-----------------------------------|
| 3/4-2025    | <b>Technically fit for the season:</b><br>The various filtration mediums   The heart of pools and whirlpools: The circulation pump   Using water intelligently |                                   |
| 5/6-2025    | <b>Start of the garden season:</b> The garden trends   2024 Pool basin novelties   Pool cleaners: The big market overview                                      | bsw, Meeting Pool & Garden, Tulln |
| 7/8-2025    | <b>Summer Update:</b> The Trend Swim Spas<br>Pool liner: Beautifully lined<br>Alpine Wellness  |                                   |
| 9/10-2025   | <b>Wellness Retreats</b><br>The sauna of the future<br>How a whirlpool/swimspa is created  | GaLaBau Nürnberg                  |
| 11/12-2025* | <b>Megatrends:</b> Wellness accessories, heat pumps, light & wellness  | Aquanale, Cologne                 |

This overview has been developed in a deliberately relaxed way. You are more than welcome to add further topics to the magazine at any time. Just talk to us. All issues contain photo reports of indoor/outdoor pools, swim spas, whirlpools and much more.


# FORMATS & PRICES



|   |                        |                                  |                        |         |
|---|------------------------|----------------------------------|------------------------|---------|
|    | 1/1                    | Type area<br>Bleed / trim size** | 184 x 276<br>210 x 297 | 6.800 € |
|    | 1/2 vertical, 2-sp.    | Type area<br>Bleed / trim size*  | 90 x 276<br>102 x 297  | 3.880 € |
|   | 1/2 horizontal, 4-sp.  | Type area<br>Bleed / trim size*  | 184 x 136<br>210 x 147 |         |
|    | 1/3 vertical, 1-sp.    | Type area<br>Bleed / trim size*  | 58 x 276<br>70 x 297   | 2.820 € |
|   | 1/3 horizontal, 4-sp.  | Type area<br>Bleed / trim size*  | 184 x 89<br>210 x 100  |         |
|   | 1/4 vertical, 2-sp.*   | Type area                        | 90 x 136               | 2.120 € |
|   | 1/4 horizontal, 4-sp.* | Type area                        | 184 x 66               |         |
|  | 1/8 horizontal, 2-sp.* | Type area                        | 90 x 66                | 1.150 € |
|   | 1/8 horizontal, 4-sp.* | Type area                        | 184 x 31               |         |

All prices excluding VAT. All dimensions in mm (width x height).  
Bleed: Format (width x height) plus 3 mm bleed on all sides.

## JOB ADVERTISEMENTS (in our PROFİ section)

|   |                       |             |          |       |
|---|-----------------------|-------------|----------|-------|
|  | 1/4 vertical, 2-sp.   | type area   | 90 x 136 | 850 € |
|   | 1/4 horizontal, 4-sp. | Satzspiegel | 184 x 66 |       |

All prices excluding VAT.  
\* Bleed: Format (width x height) plus 3 mm bleed on all sides.

### FURTHER:

Special formats are possible on request

Job advertisements are also published online at [www.schwimmbad.de](http://www.schwimmbad.de)

Code advert possible      20 € on top



# FORMATS & PRICES 2



## Our combined offer for resellers (magazine + online)

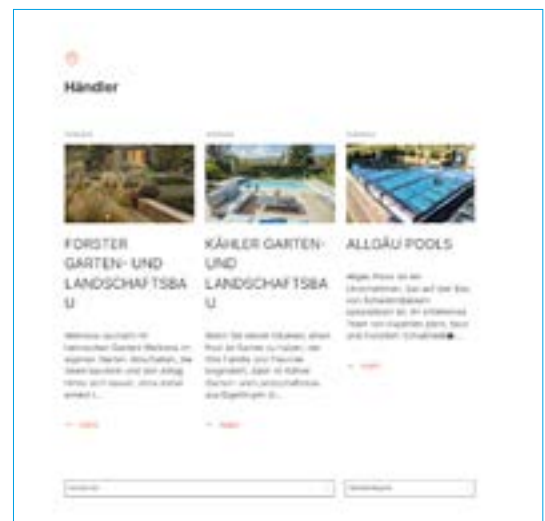
The industry's largest and most comprehensive directory with all relevant information on qualified pool & wellness retailers listed by postcode. The specialist dealer directory offers online and print the optimal marketing solution to find potential customers and generate new business contacts.



### Basic Profile

- Address record in the specialist dealer directory in 6 issues  
Format: 85 x 38 mm
- Your company logo, reference picture and contact address
- Standardised, SEO-optimised dealer profile on [www.schwimmbad.de](http://www.schwimmbad.de) with radius search
- 2 specimen copies

900 € / year



### Premium Profile

like the Basic Profile plus:

- more images
- Link to your website
- Link to editorial articles about your company on [schwimmbad.de](http://schwimmbad.de)
- Showroom (to updated as needed)

+ „Heldensuche“ on [www.hausbauhelden.de](http://www.hausbauhelden.de)



# FORMATS & PRICES 3



| BOUND INSERT       |   | Price total circulation |
|--------------------|---|-------------------------|
| 1 sheet / 2 pages  |   | 4.500 €                 |
| 2 sheet / 4 pages  |   | 5.000 €                 |
| 4 sheet / 8 pages  |   | 5.500 €                 |
| 8 sheet / 16 pages |   | 7.100 €                 |
| format:            | 210 x 290 mm plus 5 mm head trim and 3 mm on the pages. All dimensions in mm (width x height)   |                         |
| weight:            | Minimum weight for one sheet: 115 g/sqm; for two and more sheets: 90 g/m <sup>2</sup> ; higher weights on request.  |                         |
| further:           | Folders (loose) and bound inserts must be suitable for machine processing.<br>A sample is required when placing the order. Partial runs are not possible.<br>The delivery address for inserts and bound-in inserts will be notified in good time.<br>All prices plus VAT. |                         |

| FOLDER (LOOSE) | Price        | Circulation                |
|----------------|--------------|----------------------------|
| bis 30 g       | 3.250 €      | Total circulation (31.000) |
| Minimum format | 148 x 105 mm |                            |
| Maximum format | 195 x 285 mm |                            |

Discounts: For advertisements purchased within a closing year. No discount on inserts and supplements.

Terms of payment: Net cash up to 14 days after date of invoice.

Invoices will be sent by e-mail as a PDF and a separate receipt by post.

EC VAT ID. No.: DE 147321116, Tax No. 90487/48675.

Placement: Binding placement 10 % surcharge. No placement requirements for advertisements less than 1/2 page.

Advertisements smaller than 1/2 page can be placed on collective pages.

Terms and conditions: The general terms and conditions of business for advertisements in magazines apply, as well as the additional terms and conditions of the publisher.

# ONLINE



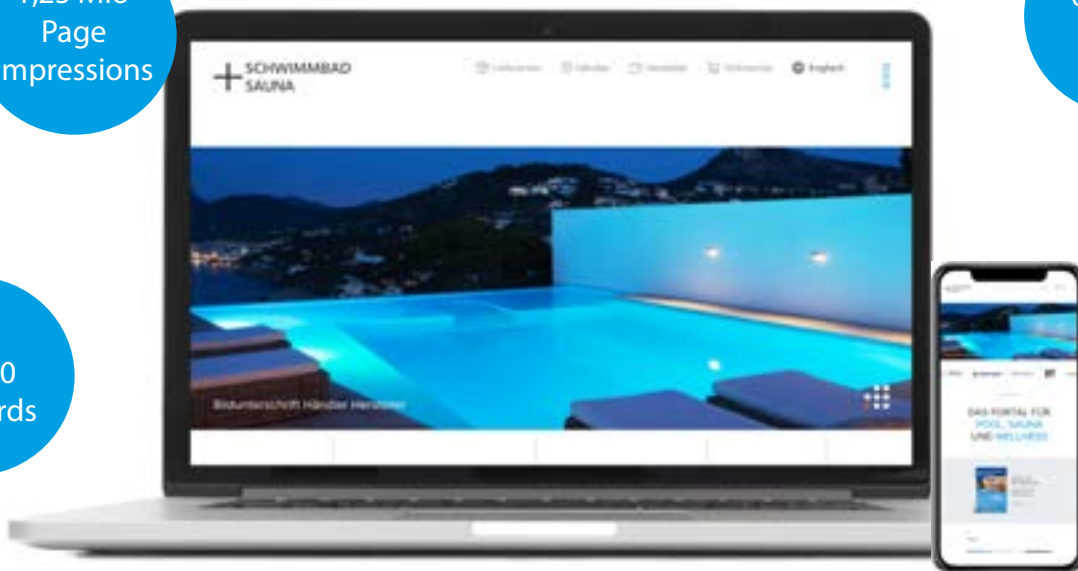
## + SCHWIMMBAD SAUNA Pool und Wellness Portal

1,25 Mio  
Page  
impressions

662.000  
users

with  
63.000  
Keywords

over 840  
producers &  
resellers



[schwimmbad.de](https://www.schwimmbad.de) stands for the core topics swimming pools, natural pools, whirlpools and wellness facilities since 1996 and is the largest platform in the industry with 662,000 users. With currently 63,300 keywords, the website generates 1.25 million page impressions per year, with increasing tendency. The reach is 100 % organic, i.e. generated to the exclusion of paid advertising.

With currently over 287 manufacturers, over 556 specialist retailers and 389 adventure pools, [schwimmbad.de](https://www.schwimmbad.de) has the largest online database in the market. A large selection of advice articles provides visitors with extensive specialist knowledge on the subject of wellness.

Benefit from the high domain authority with the help of our various advertising options and present yourself in a safe and high-quality environment.

# ONLINE

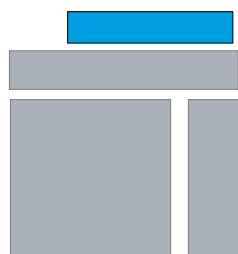


| Format  | Cost Per Thousand and (CPT) |
|---|-----------------------------|
| Skyscraper                                      | 35 €                        |
| Rectangle                                       | 35 €                        |
| Leaderboard                                     | 35 €                        |
| Super Leaderbord                                | 35 €                        |
| Ad Bundle (Skyscraper, Rectangle & Leaderboard) | 25 €                        |
| Halfpage  | 60 €                        |
| Wallpaper                                       | 60 €                        |
| Mobile  | 35 €                        |

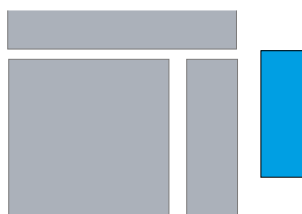
## CPT billing:

Billing per 1,000 impressions. Period freely selectable. Availability on request.

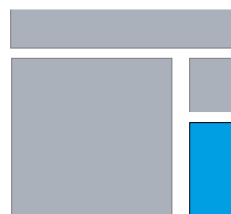
Minimum booking: 20,000 ad impressions



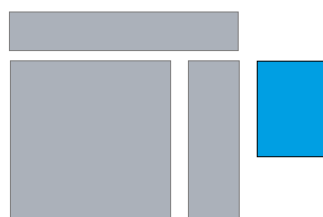
Leaderboard  
728 x 90



Skyscraper  
160 x 600



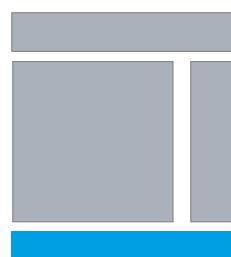
Rectangle  
300 x 250



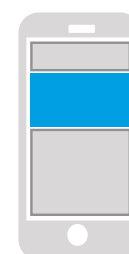
Halfpage  
300 x 600



Wallpaper  
728 x 90 + 160 x 600



Super Leaderboard  
728 x 90



Mobile Ad  
320 x 150

# TECHNICAL INFO



## printing documents

Please send us a print PDF with 300 dpi for your advertisement(s) to the respective advertisement disposition (skora(at)bauhelden.media). All fonts and images (CMYK mode) must be embedded. For 1/1 and 1/2 pages, always supply a proof or colour printout for print coordination.

Changes after the advertising deadline are only possible in consultation with the publisher and against payment of the additional costs.

## Files

- Please state programme and version number with the files. Use only professional graphics or image editing programs such as Adobe InDesign, PhotoShop or Quark XPress.
- File names must not contain special characters, spaces or umlauts.
- Names of spot colours must not contain umlauts and only underscores as special characters.
- Check PostScript files for errors in content, as subsequent correction is not possible.

## Profiles

- The current information for each title can be obtained from the responsible ad dispo and the Production Department (Anja Groth, Tel. 0711/5206-285, groth(at)bauhelden.media).
- Cover (woodfree glossy BD): ICC profile = ISO Coated v2 300, Proof Fogra Standard = 39 L
- Content (LWC enhanced): ICC profile = ISO Coated v2 300, Proof Fogra Standard = 39 L

## Image data

- Save the vertical-resolution image data as TIFF or EPS.
- Resolution of the images: Colour images 300 dpi, line art 1,200 dpi.
- Image data must be created in CMYK mode, no RGB images.
- Check all images for incorrect colour spaces (RGB, LAB etc.) and compression (JPEG).
- EPS files must not be compressed.
- Include fonts and images.

## Operating systems/software

- Apple macOS, Windows
- QuarkXPress, Adobe Acrobat, Adobe InDesign, Adobe Photoshop

## Save as EPS.

- Resolution of images: Colour images 300 dpi, line art 1,200 dpi.
  - Image data must be created in CMYK mode, no RGB images.
  - Check all images for incorrect colour spaces (RGB, LAB etc.) and compression (JPEG).
-



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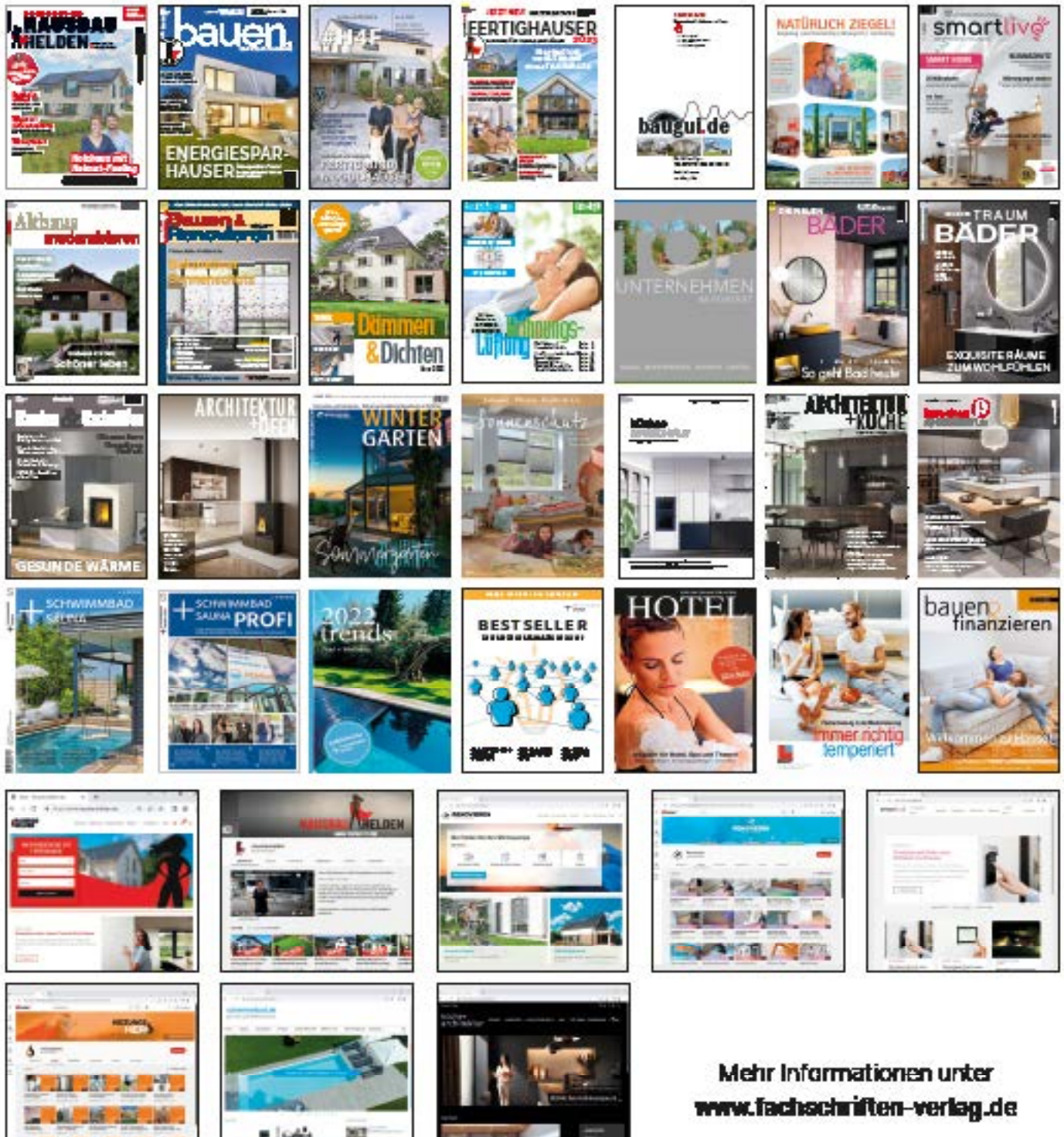


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# PRINT & ONLINE



SCHWIMMBAD+SAUNA is proudly part of the leading publishing house for house builders and renovators in the German speaking world



Mehr Informationen unter  
[www.fachschriften-verlag.de](http://www.fachschriften-verlag.de)