



**YOUR KEY
TO ENTER
THE GERMAN
MARKET**

Mediakit 2025



Publishing house & portfolio





THE MAGAZINE:

haus + wellness* is Germany's number one magazine for swimming pools, whirlpools and saunas, bringing the newest wellness trends into your home. If you are planning to make your personal wellness dream come true, haus + wellness* will provide you with plenty of inspiration, necessary tips and live examples. In the magazine, skilled experts show how to build and maintain modern, top designed swimmingpools. Specialists also give advice regarding important topics like water treatment, accessories, operating costs and control systems. You can also find detailed information about natural ponds, whirlpools, saunas and hotel spas in haus + wellness*.

THE READERS:

haus + wellness* is published six times a year with a circulation of 32.000. The magazine is mainly targeting the end consumer but is also read by architects, pool builders, professional landscapers and hotel owners in order to help them find up-to-date products.

THE DISTRIBUTION:

- haus + wellness* in G/A/CH at the Kiosk, as a subscription or as an ePaper.
- Displayed in Pool-, Sauna-, & Whirlpool-Showrooms.
- Direct mailing to architects & garden designers.
- Direct mailing to pool builders, sauna builders, whirlpool studios, garden centers.
- haus + wellness* is also distributed via wellness hotels, golf clubs and fairs.

DIGITAL:

With its ePaper version on the leading platforms, haus + wellness* is one of the leading and most successful interior magazine. **As ePaper at:**



- Austrian Airlines • Condor • Eurowings
- **Lufthansa** • Swiss Airline • Krakow Airport Lounges • Falkensteiner Hotels
- Crowne Plaza • Leonardo Hotels • Mandarin Oriental • Marriott • Steigenberger

FOUNDING YEAR:	2003
CIRCULATION*:	32.000
ISSUES P.A.:	6x
FORMAT:	230 x 297 mm
PROCESSING:	glue binding

Issue schedule & Editorial features

ISSUES	TOPICS	FIRST DAY OF SALE	PRINTING DOCUMENTS	ADVERTISING DEADLINE	EDITORIAL DEADLINE
Nr. 01/2025 February/March	BEST OF GERMANY • fit into the new pool year • foil pools • pools with glass elements * sauna lighting • special effects in the whirlpool	23.01.2025	02.01.2025	02.01.2025	14.12.2024
Nr. 02/2025 April/May	SEASON OPENING • Check-list: pool cleaning • prefabricated pools • pool covers • infra-red saunas • whirlpools components	20.03.2025	27.02.2025	26.02.2025	06.02.2025
Nr. 03/2025 June/July	HOLIDAY AT HOME • pool heaters • pool enclosures • mini pools • outdoor saunas • hydromassage in the whirlpool	22.05.2025	30.04.2025	29.04.2025	10.04.2025
Nr. 04/2025 August/September	ALPINE SPECIAL • wellness projects in the mountains • measuring, regulating, dosing • stainless steel pools • sauna controls • cool-down • whirlpool water care	17.07.2025	26.06.2025	25.06.2025	12.06.2025
Nr. 05/2025 October/November	TRADE FAIR EDITION • smart pool controls • light in the pool • sauna heaters • bio sauna • innovative whirlpool technology	25.09.2025	04.09.2025	03.09.2025	21.08.2025
Nr. 06/2025 December/January	WINTER WELLNESS • climate in the indoor pool • pool renovation • steam bath • sauna in the bathroom • whirlpool designs	20.11.2025	30.10.2025	29.10.2025	07.10.2025
Nr. 01/2026 February/March	FIT INTO THE NEW YEAR • Counter-current systems • Moving floor pools • Upgrade your pool • Combi saunas • Swim spas	22.01.2026	03.01.2025	02.01.2025	13.12.2025



Advertisement in haus + wellness* is successful*:

- 62,4 % of the readers are buying directly based on advertisement
- 94,4 % of the readers say advertisement is giving additional informations
- 94,4 % of the readers say advertisement makes them want to go to a contributor
- 83,3 % of the readers visit the homepage due to advertisement

*huw-Copytest: Evaluation of a study by Foerster & Thelen Marktforschung.

This topic plan has been loosely composed on purpose. Additional topics can be added to the magazine at any time.

TALK TO US!!

Rates & Rebates

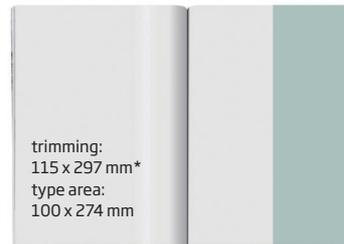
1/1 page = 6.285 EUR



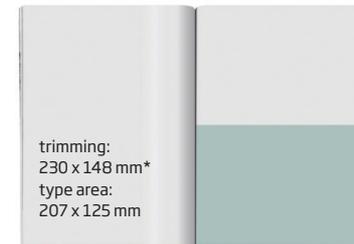
Juniorpage = 3.830 EUR



1/2 page upright = 3.445 EUR



1/2 page horizontal = 3.445 EUR



1/3 page upright = 2.535 EUR



1/3 page horizontal = 2.535 EUR



1/4 page = 1.890 EUR



1/8 page = 1.215 EUR



* Adverts in trimming = given format + 3mm trimming space at the outer sides.
All prices in Euro plus value added tax.

REBATES

Quantity scale:

from 2 pages **10%**
from 4 pages **15%**
from 6 pages **20%**
from 12 pages **25%**

Frequency discount:

from 2 adverts **5%**
from 4 adverts **10%**
from 6 adverts **15%**
from 12 adverts **20%**

SUPPLEMENTS / BOOKLETS

Supplements:

up to 25 g: 135,- € p.T.
up to 50 g: 185,- € p.T.
max. size = 200 x 285

Booklets have to get delivered as a final product prices and formats you will gladly receive by asking our sales contact.

Details & Technique

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Circulation: 35.000 copies
Format: 215 x 285 mm

Selling price: 4,80 EUR

Year: 22th year

Media plan: No. 22, effective from 10.10.2024

Memberships:



Terms of payment: Up to 7 days before the first dasy of sale. If payed before 2 % Skonto. If there is older payments due there will be no Skonto.

TECHNICAL INFORMATION

Shipping address:	Print documents:	Data formats:	Printing process:	Paper:	Finishing:
BT Verlag GmbH Michaela Joachims Aidenbachstr. 52a 81379 München mj@bt.de	Please send digital high-res data of the advertisement.	Please send PDF (according to ISO 15930-3), eps or tiff.	Offset	Cover: matt Inner part: matt, white, climate-neutral	Glue binding

pool-helden.de - In is who's in it

POOL-HELDEN.DE

The who's who of the industry can be found in every issue of haus + wellness* in the pool heroes. But these pages are more: at pool-helden.de you will find the biggest online guide for all interested parties who are looking for a home wellness expert in their area.



POOL-HELDEN.DE

By sorting according to postal code you will be found quickly. The entry consists of your company logo, your reference picture, contact address, short text (max. 250 characters incl. spaces) and icons with your special fields.

1 issue = 315,00 Euro

3 issues = 275,00 Euro per issue

6 issues = 250,00 Euro per issue

Online Advertisement

HAUS + WELLNESS* ALSO IS A STRONG BRAND IN THE INTERNET.

Up to 70.000 page views a month at www.schwimmbad-zu-hause.de

Please contact us about the possibilities of online-promotion and special advertisement formats.

Fullsize-Banner

Format: 600 x 60 Pixel
Placement:
on the homepage
400 € / per month

Content Ad

Format: 600 x 60 Pixel
Placement:
in 5 articles of your choice
100 € / per month

Video

Formate upon request
500 € / per month

The screenshot shows the homepage of 'schwimmbad zu hause' with the 'HAYWARD' logo and 'HERSTELLER FÜR POOLTECHNIK SEIT 1964'. The navigation menu includes: SCHWIMMBAD BEISPIELE, BECKEN, SCHWIMMBADTECHNIK, POOL-SCHUTZ, POOL-VERSCHÖNERN, BUSINESS, and Suchen... The main content area features a large image of a modern house with a pool, titled 'Next Pool Generation', with a sub-headline 'Nachdem die Bauherren ein Haus mit Garten und bereits bestehendem Outdoor-Pool kauften, war schnell klar: Wir möchten den Pool behalten... [weiter lesen...]'. Below this are two smaller content ad placements: 'SCHWIMMBAD-BEISPIELE' with a video thumbnail titled 'Gezähmtes Wasser' and 'POOL-VERSCHÖNERN' with a video thumbnail titled 'AquaKinetics - Nemcomed'. On the right side, there is a 'Super Banner' for finding pool locations, a 'Wide Skyscraper' for an international pool fair, and a 'Mini Banner' for a pool maintenance event in Barcelona. At the bottom, there is an 'EMPFEHLUNGEN' section with logos for 'Abripool' and 'poolfermit'.

Super Banner

Format: 728 x 90 Pixel
600 € / per month

Wide Skyscraper

Format: 160 x 600 Pixel
600 € / per month

Medium Rectangle

Format: 307 x 200 Pixel
Placement: Facebook
400 € / per month

Mini Banner

Format: 150 x 60 Pixel
Placement: Sector recommendations
100 € / per month

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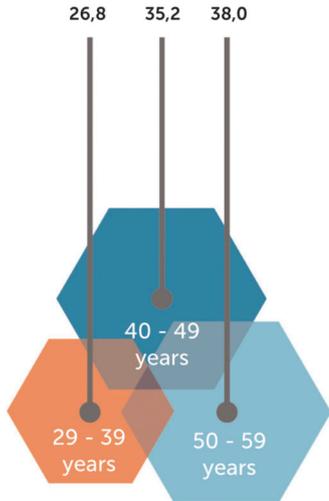
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readers use the
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Gender

