

K e r a m i s c h e R u n d s c h a u

**kR**

**2019**

Trade magazine for stove fitters, tile layers, potters

## **kR - Keramische Rundschau**

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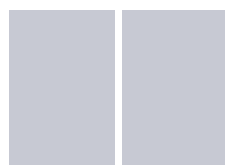
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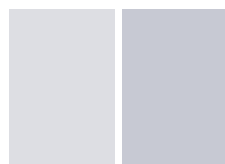
kR is the official trade magazine for all Austrian stove fitters, tile layers and potters. kR is the only such magazine in Austria and goes to every aforementioned business in the country by paid subscription.

kR covers all topics of interest for its recipients, such as technical innovations, new products and services specifically for stove fitters, tile layers and potters.

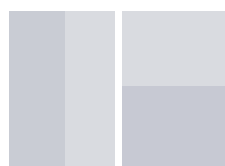
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on all sides



**2/1 page** 4.600,- €  
420 x 297 mm

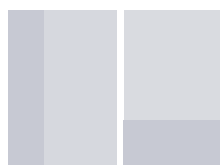


**1/1 page** 3.200,- €  
210 x 297 mm

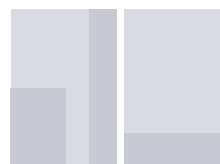


**1/2 page** 2.300,- €  
horizontal 210 x 145 mm  
vertical 105 x 297 mm

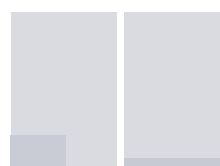
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**1/3 page** 1.600,- €  
horizontal 210 x 95 mm  
vertical 72 x 297 mm



**1/4 page** 1.100,- €  
horizontal 210 x 70 mm  
vertical 52 x 297 mm  
alternate 105 x 145 mm



**1/8 page** 800,- €  
horizontal 210 x 33 mm  
vertical 105 x 72 mm

Format:  
A4 (297 x 210 mm)  
Cover Page: 210 x 227 mm (+ 3 mm)

Published 11x / year  
Circulation: 2.850  
Reach: 6.800

Advertising tax: 5 %  
Sales tax: 20 %

Supplements/piece  
up to 10 g: 0,39 €  
up to 20 g: 0,49 €  
up to 30 g: 0,57 €

**Market Guide:**  
€ 620,- for all 11 issues

## Annual plan

Issue	Deadline	Published
1	14.12.2018	17.01.2019
2	08.02.2019	21.02.2019
3	08.03.2019	21.03.2019
4	12.04.2019	25.04.2019
5	10.05.2019	23.05.2019
6	14.06.2019	27.06.2019
7-8	12.07.2019	25.07.2019
9	30.08.2019	12.09.2019
10	27.09.2019	10.10.2019
11	25.10.2019	07.11.2019
12	22.11.2019	05.12.2019

## Content

Every issue covers the latest news about all activities of the Austrian trade associations as well as the latest technical developments, legal framework and events concerning the industry.

kR features technical innovations, reports about companies in the field as well as trade fairs and events.

Topics include: Solid fuels, open gas fireplaces, combustion chamber - heating inserts and many more.

Regarding the tile sector kR covers tile adhesives, construction chemicals, cleaning and maintenance products, and many more topics.