

Media data
2021

free € **worker**



Freeworker
Product Worlds
Present
your strengths
to our customers!

Why advertise at Freeworker?



Freeworker

fast

competent

reliable



Freeworker represents professional equipment for arborists and tree climbers – all over Germany, Europe and worldwide! Our customers also include industrial climbers, forest workers, gardeners, landscapers and anyone interested in working with trees and rope climbing techniques.

Take your **chance**, present your products to our clientele and generate reach for your company in a unique target group. Benefit from our reach on numerous channels!

freeworker

Your options at Freeworker!



Our catalogue – the classic!



Our offer

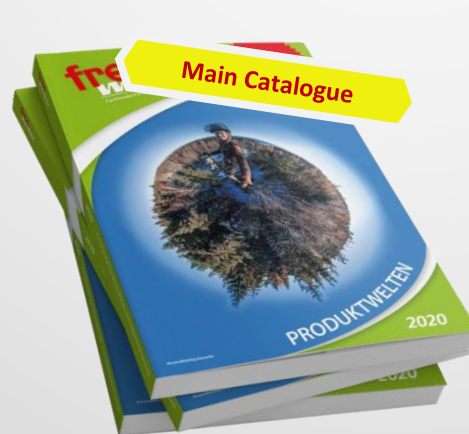
- Our catalogue is delivered where it is needed: to the **arborist, tree climber, industrial climber** and many more.
- Our main catalogue – one **year** in the hands of our/your relevant target group!
- For our customers, the catalogue is still a frequently read **product guide**.

Freeworker Catalogue

Copies
Main
Catalogue
30,000/
6,000
GER/FR

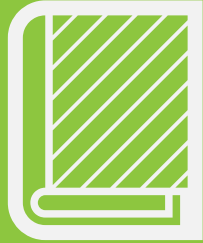
Copies
Winter
Catalogue
13,000
GER

Copies
Summer
Catalogue
10,000
GER



free
worker

Our catalogue – the classic!



**Freeworker
Catalogue**

Copies
Main
Catalogue
30,000/
6,000
GER/FR

Copies
Winter
Catalogue
13,000
GER

Copies
Summer
Catalogue
10,000
GER

ALU-KARABINER MIT VERSCHLUSSSICHERUNG

1 AM'D Lock	2 AM'D Ball Lock	3 AM'D Triact	4 William Ball Lock
Technische Daten • Keylock: Ja • Längslast geschlossen: 27 kN • Querlast: 8 kN • Längslast offen: 7 kN • Schwengeffnung: 21 mm • Gewicht: 67 g • Länge: 113 mm • Breite: 66 mm JB32_01 18,94 € 15,20 €	Technische Daten • Keylock: Ja • Längslast geschlossen: 27 kN • Querlast: 8 kN • Längslast offen: 8 kN • Schwengeffnung: 23 mm • Gewicht: 75 g • Länge: 113 mm • Breite: 66 mm JB34_01 21,94 € 18,40 €	Technische Daten • Keylock: Ja • Längslast geschlossen: 27 kN • Querlast: 8 kN • Längslast offen: 8 kN • Schwengeffnung: 24 mm • Gewicht: 75 g • Länge: 113 mm • Breite: 66 mm JB37_01 21,94 € 18,40 €	Technische Daten • Keylock: Ja • Längslast geschlossen: 27 kN • Querlast: 8 kN • Längslast offen: 8 kN • Schwengeffnung: 27 mm • Gewicht: 90 g • Länge: 117 mm • Breite: 82 mm JB33_01 21,14 € 18,50 €

5 William Triact	6 Gator	7 Mighty-Mouse	8 Gecko
Technische Daten • Keylock: Ja • Längslast geschlossen: 27 kN • Querlast: 8 kN • Längslast offen: 8 kN • Schwengeffnung: 27 mm • Gewicht: 90 g • Länge: 117 mm • Breite: 82 mm JB38_01 21,14 € 18,50 €	Technische Daten • Keylock: ähnliches System • Längslast geschlossen: 25 kN • Querlast: 8 kN • Längslast offen: 8 kN • Schwengeffnung: 15 mm • Gewicht: 64 g • Länge: 100 mm • Breite: 64 mm JB97 21,14 € 18,70 €	Technische Daten • Keylock: Ja • Längslast geschlossen: 27 kN • Querlast: 10 kN • Längslast offen: 7 kN • Schwengeffnung: 19 mm • Gewicht: 85 g • Länge: 101 mm • Breite: 70 mm JB99 21,14 € 18,00 €	Technische Daten • Keylock: ähnliches System • Längslast geschlossen: 30 kN • Querlast: 8 kN • Längslast offen: 10 kN • Schwengeffnung: 21 mm • Gewicht: 84 g • Länge: 114 mm • Breite: 78 mm JB96 21,14 € 20,30 €

230 | Freeworker GmbH - Vertriebskatalog Gewerbe - Programmieren (Seite 10) 10.06.11/10.06.11

Your
ad

**free
worker**

Our catalogue – the classic!



Prices

- Besides the **main catalogue** in April, the **winter catalogue** in November and the **summer catalogue** in August are published in the same format.
- If you book ads in several catalogues, you will **benefit** from our discounts (see next page).

Freeworker Catalogue

Copies
Main
Catalogue
30,000/
6,000
GER/FR

Copies
Summer
Catalogue
10,000
GER

Copies
Winter
Catalogue
13,000
GER

Main Catalogue

Copies 30.000 GER/8.000 FR

Single page

2,000 € excl. tax

IFC/IBC

3,000 € excl. tax

Double page

3,600 € excl. tax

NEW

NEW

Summer Catalogue

Copies 10.000 GER

Single page

600 € excl. tax

IFC/IBC

900 € excl. tax

NEW

Winter Catalogue

Copies 13.000 GER

Single page

800 € excl. tax

IFC/IBC

1,200 € excl. tax

NEW

free
worker

Our catalogue – the classic!



Your ad

- **Format:** 1 page, 4 coloured (4c), 210 x 297 mm, (Din A4 – portrait / 300 dpi / + 3 mm bleed margin all around)
- **Note:** Your ad will appear in both language versions (GER, FR) of the main catalogue. Therefore, you should keep your ad language neutral or bilingual GER/FR.

**Freeworker
Catalogue**

Copies
Main
Catalogue
30,000/
6,000
GER/FR

Copies
Summer
Catalogue
10,000
GER

Copies
Winter
Catalogue
13,000
GER

Your ad in 2 catalogues
10 % discount

%

Your ad in 3 catalogues
20 % discount

Raffle – it's worth joining in!



Our offer

- Our **raffles** reach over 10,000 people in the relevant target group of arborists and tree climbers.
- 1 blog post, 1 post on Facebook, link in Newsletter guaranteed.
- We take care of the design and texts of the raffle as well as the delivery of the prizes.
- As **sponsor** you are represented in all our activities concerning the raffle.
- **Option:** We can **feature** your company/brand on our blog.

Freeworker
raffle

400–800
participants

Focus on
your brand

High reach
in the target
group

Raffle – it's worth joining in!



Example Facebook



Reach	12,500	7,500	10,000
Comments	350	185	300
Likes	130	78	160
E-mail	100	200	400

Freeworker raffle

400–800 participants

Focus on your brand

High reach in the target group

free worker

Raffle – it's worth joining in!



Your input

- For the raffle, you should provide four to six products with a **total value of around 1,000 euros (gross)**, which we offer in our online shop.
- For **featuring your company/brand**, please provide us with information and pictures.
- If you share our raffle on your **social media channels** or **newsletter**, it will get even more reach.

Freeworker
raffle

400–800
participants

Focus on
your brand

High reach
in the target
group

Interested? – Contact us!

+49 8105 / 27 27 222 | marketing@freeworker.de

Annual calendar – present for one year!



Our offer

- Once a year we send our **annual calendar** to our customers together with the winter catalogue.
- We print the calendar in A2 format with a **circulation of 13,000 copies**.
- You can place your message in **poster format** for our customers.
- Note: We send the calendars folded to A4 format.

Freeworker
Annual
calendar

Straight to
the target
group

13,000
copies

Shipping
with winter
catalogue

free →
worker

Annual calendar – present for one year!



Front page

Kundenservice
+49 (0) 8105 - 27 27 27

Technische Beratung
+49 (0) 8105 - 27 27 210

freeworker 2020

ARZ

Januar	Februar	März	April	Mai	Juni	Juli	August	September	Oktober	November	Dezember
01.01	01.02	01.03	01.04	01.05	01.06	01.07	01.08	01.09	01.10	01.11	01.12
02.01	02.02	02.03	02.04	02.05	02.06	02.07	02.08	02.09	02.10	02.11	02.12
03.01	03.02	03.03	03.04	03.05	03.06	03.07	03.08	03.09	03.10	03.11	03.12
04.01	04.02	04.03	04.04	04.05	04.06	04.07	04.08	04.09	04.10	04.11	04.12
05.01	05.02	05.03	05.04	05.05	05.06	05.07	05.08	05.09	05.10	05.11	05.12
06.01	06.02	06.03	06.04	06.05	06.06	06.07	06.08	06.09	06.10	06.11	06.12
07.01	07.02	07.03	07.04	07.05	07.06	07.07	07.08	07.09	07.10	07.11	07.12
08.01	08.02	08.03	08.04	08.05	08.06	08.07	08.08	08.09	08.10	08.11	08.12
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11.01	11.02	11.03	11.04	11.05	11.06	11.07	11.08	11.09	11.10	11.11	11.12
12.01	12.02	12.03	12.04	12.05	12.06	12.07	12.08	12.09	12.10	12.11	12.12
13.01	13.02	13.03	13.04	13.05	13.06	13.07	13.08	13.09	13.10	13.11	13.12
14.01	14.02	14.03	14.04	14.05	14.06	14.07	14.08	14.09	14.10	14.11	14.12
15.01	15.02	15.03	15.04	15.05	15.06	15.07	15.08	15.09	15.10	15.11	15.12
16.01	16.02	16.03	16.04	16.05	16.06	16.07	16.08	16.09	16.10	16.11	16.12
17.01	17.02	17.03	17.04	17.05	17.06	17.07	17.08	17.09	17.10	17.11	17.12
18.01	18.02	18.03	18.04	18.05	18.06	18.07	18.08	18.09	18.10	18.11	18.12
19.01	19.02	19.03	19.04	19.05	19.06	19.07	19.08	19.09	19.10	19.11	19.12
20.01	20.02	20.03	20.04	20.05	20.06	20.07	20.08	20.09	20.10	20.11	20.12
21.01	21.02	21.03	21.04	21.05	21.06	21.07	21.08	21.09	21.10	21.11	21.12
22.01	22.02	22.03	22.04	22.05	22.06	22.07	22.08	22.09	22.10	22.11	22.12
23.01	23.02	23.03	23.04	23.05	23.06	23.07	23.08	23.09	23.10	23.11	23.12
24.01	24.02	24.03	24.04	24.05	24.06	24.07	24.08	24.09	24.10	24.11	24.12
25.01	25.02	25.03	25.04	25.05	25.06	25.07	25.08	25.09	25.10	25.11	25.12
26.01	26.02	26.03	26.04	26.05	26.06	26.07	26.08	26.09	26.10	26.11	26.12
27.01	27.02	27.03	27.04	27.05	27.06	27.07	27.08	27.09	27.10	27.11	27.12
28.01	28.02	28.03	28.04	28.05	28.06	28.07	28.08	28.09	28.10	28.11	28.12
29.01	29.02	29.03	29.04	29.05	29.06	29.07	29.08	29.09	29.10	29.11	29.12
30.01	30.02	30.03	30.04	30.05	30.06	30.07	30.08	30.09	30.10	30.11	30.12
31.01	31.02	31.03	31.04	31.05	31.06	31.07	31.08	31.09	31.10	31.11	31.12

Back page

Your ad

Freeworker
Annual
calendar

Straight to
the target
group

13,000
copies

Shipping
with winter
catalogue

free
worker

Annual calendar – present for one year!



Your input

- Please provide us with your picture with a resolution for DIN A2 (42.0 x 59.4 cm).
- It is best to use a photo that invites customers to place it as a poster in the workshop, office or similar places. Avoid advertising messages with text.
- For **further Details**, feel free to contact us.

Freeworker
Annual
calendar

Straight to
the target
group

13,000
copies

Shipping
with winter
catalogue

Annual calendar
1,000 € excl. tax

NEW

freeworker

Parcels – straight to the customers!



Our offer

- We are one of the leading mail order companies for tree care and rope climbing equipment in **Europe** and we ship worldwide.
- We ship small and large parcels fast and reliably to our customers on a **daily basis**.
- Your message to our customers as a **supplement** (e. g. flyer, leaflet or promotional gift) in our parcels.

Freeworker
Parcel
shipping

Straight to
the target
group

Europe &
worldwide

Country-
specific on
request

free worker

Parcels – straight to the customers!



Your input

- Please deliver your printed **flyers** and **supplements** to our packing line ready for dispatch.
- When printing, please consider our Europe-wide shipping and the different languages of our customers (if necessary).
- On request, it is also possible to include the flyers in our parcels **only for specific countries**.
- For **further details**, feel free to contact us.

Freeworker
Parcel
shipping

Straight to
the target
group

Europe &
worldwide

Country-
specific on
request

Flyer

150 € CPM excl. tax

Leaflets up to 50 g

200 € CPM excl. tax

Social media & internet – we are part of it!



Our offer

- Take advantage of our presence on the internet and in social media for your **brand and products**.
- Our professional, successful **social media channels** have a high reach in your target group.
- For years our **blog** has been a proven source for interesting news and novelties in tree care, tree climbing and rope climbing technology.
- Once a month we send an informative **newsletter** to almost 2,000 readers.
- In our **online shop** we lead our customers through exciting novelties and highlights.

Freeworker
online

Blog
~ 30.000
visits/
month

Instagram
~ 6.000
follower

Facebook
~ 13.500
follower

Social media & internet – we are part of it!



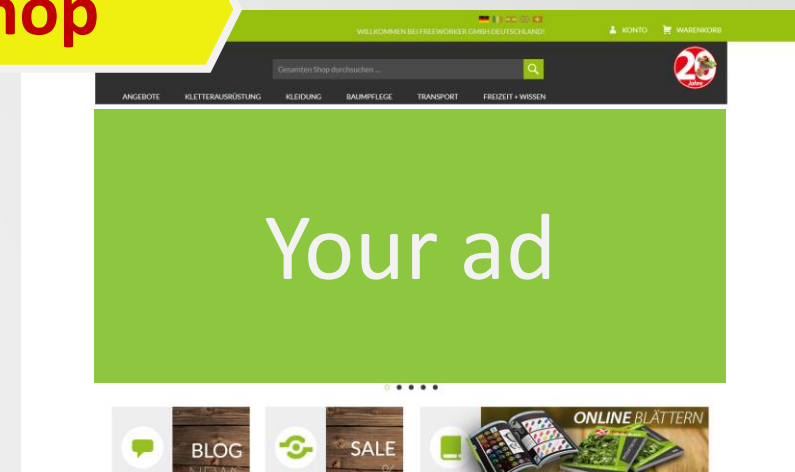
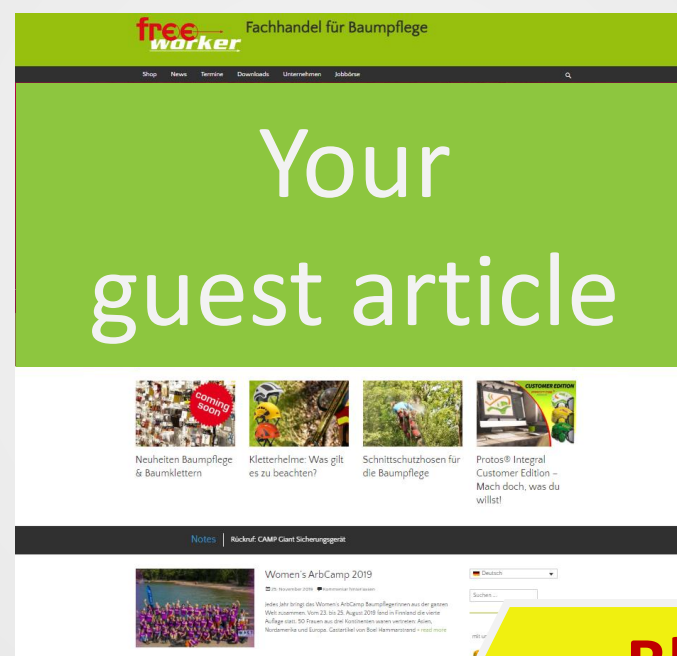
**Freeworker
online**

Blog
~ 30.000
visits/
month

Instagram
~ 6.000
follower

Facebook
~ 13.500
follower

Shop



Blog

**free
worker**

Social media & internet – we are part of it!



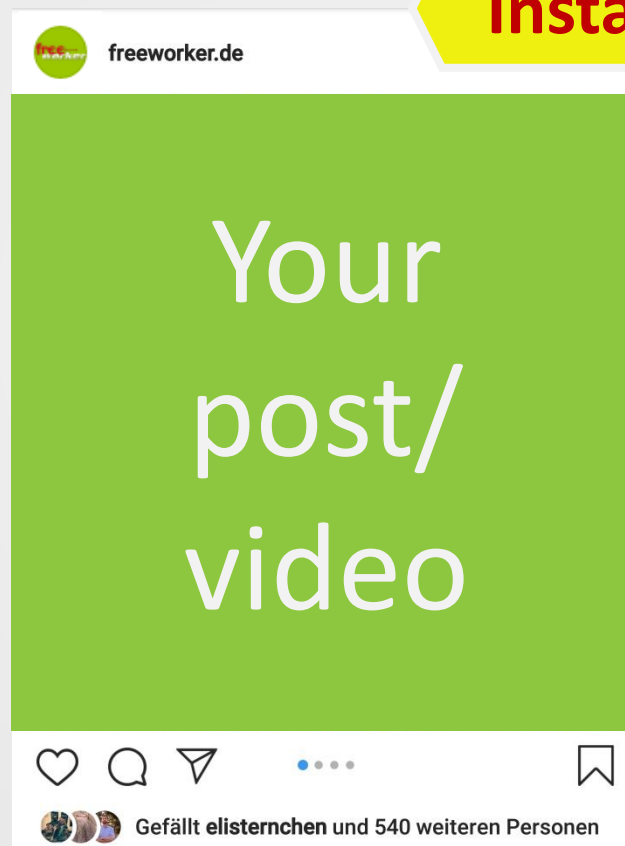
**Freeworker
online**

Blog
~ 30.000
visits/
month

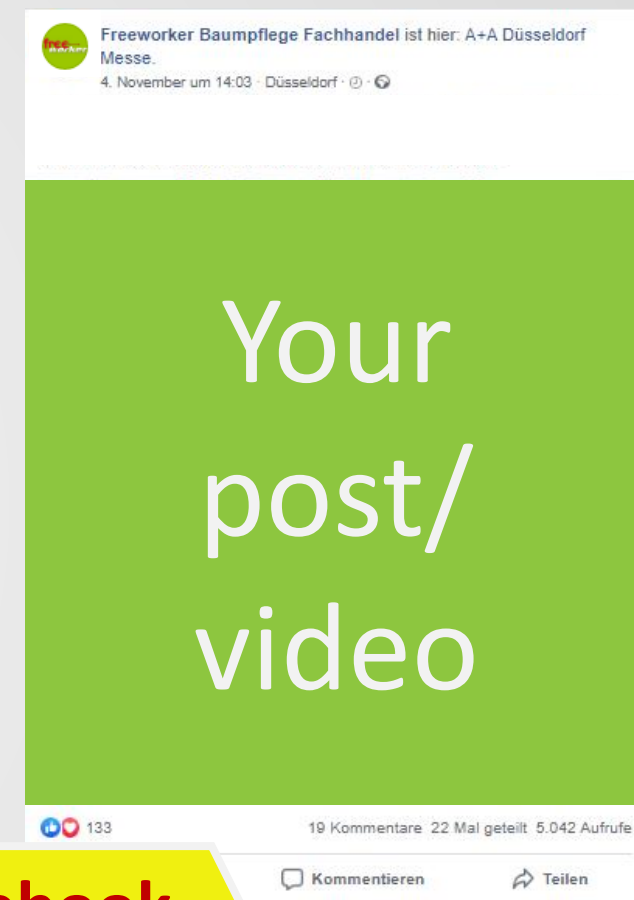
Instagram
~ 6.000
follower

Facebook
~ 13.500
follower

Instagram



Facebook



**free
worker**

Social media & internet – we are part of it!



Your input

- Please supply the necessary **data** required for the medium in question.
- Together we coordinate the content and timing for release.

**Freeworker
online**

Blog
~ 30.000
visits/
month

Instagram
~ 6.000
follower

Facebook
~ 13.500
follower

Facebook & Instagram
150 € excl. tax

Shop slider
400 €/months excl. tax

**Guest article &
newsletter**
400 € excl. tax

Take 3 options
20 % discount

Take 2 options
10 % discount

%

free worker

Contact – our marketing department



**Anymore
questions?**

Feel free to contact our marketing department for questions and individual offers for your advertising on our platforms.

Join us – we are looking forward to work with you!



Jan Böhm
+49 8105 / 27 27 229



Elisabeth Morgenstern
+49 8105 / 27 27 228

E-mail
marketing@freeworker.de