

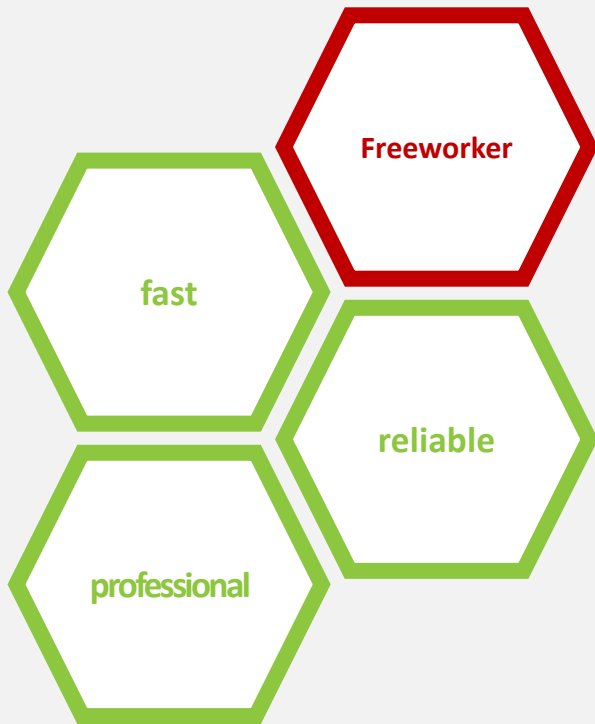
**free** € € →  
**worker** →

**Media data  
2022**

# Freeworker product worlds



**Show our  
customers  
your strengths!**



## Why advertise at Freeworker?

**Freeworker** is a specialist dealer in tree care and tree climbing.

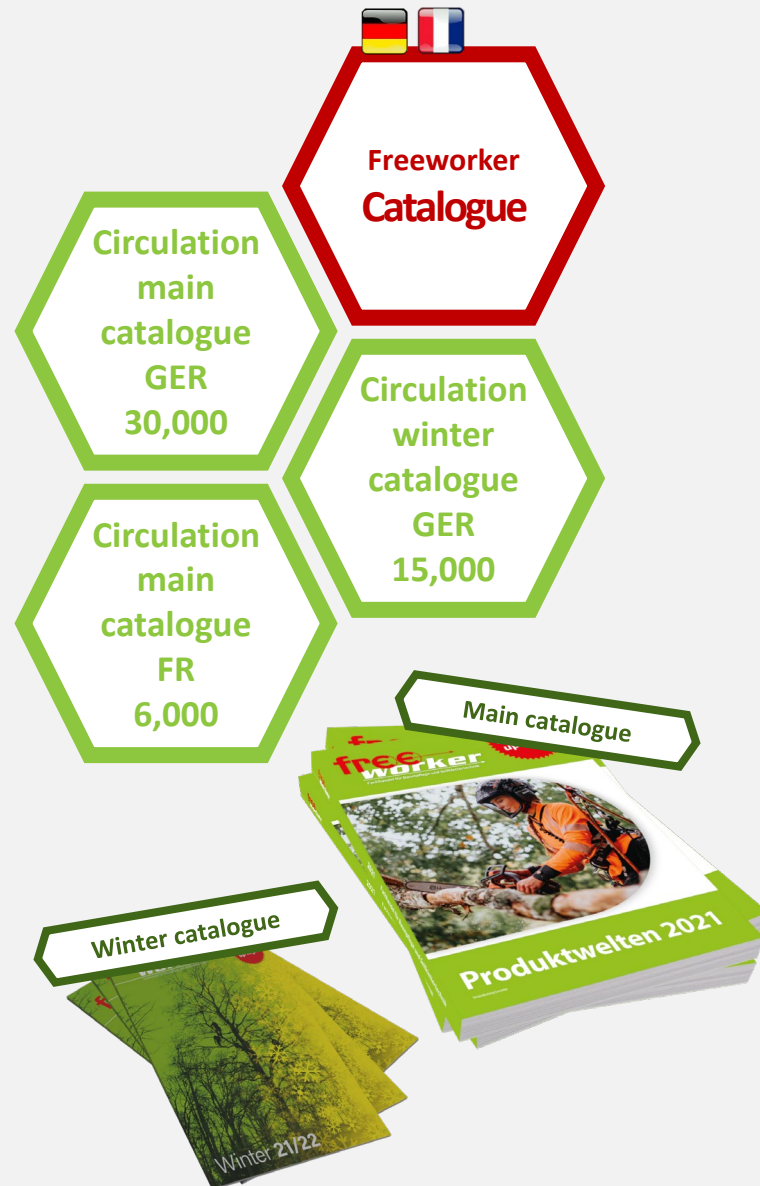
We offer professional equipment for **arborists and tree climbers** – in Germany, Europe and worldwide!

But our customers also include **industrial climbers, forest workers, garden and landscape builders** and anyone interested in working with trees and tree climbing.

Take your **chance**, present your products to our customers and generate reach for your company in a unique target group.

**Benefit from our reach!**

# Our catalogues – the classic!



- Our **catalogues** arrive where they are needed: at arborists, tree climbers, industrial climbers and many more.
- Our main catalogue – a **year** in the hands of our/your relevant target group!
- For our customers, the catalogue is still an essential and frequently used **referral source**.
- Our new **winter catalogue** – Informative addition to the main catalogue with editorial articles, novelties and highlights for the winter season.

# Our catalogues – the classic!

  
**Freeworker Catalogue**

**Circulation main catalogue GER 30,000**

**Circulation winter catalogue GER 15,000**

**Circulation main catalogue FR 6,000**

**Main catalogue**



**Winter catalogue**

- Format:** 1 page, 4 coloured (4c), 210 x 297 mm, (Din A4 – portrait / 300 dpi / + 3 mm bleed margin all around)



**Your ad**

**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.

# Our catalogues – the classic!



## Freeworker Catalogue

Circulation  
main  
catalogue  
GER  
30,000

Circulation  
winter  
catalogue  
GER  
15,000

Circulation  
main  
catalogue  
FR  
6,000

Main catalogue



Winter catalogue

### Main catalogue

Circulation 30,000 GER/  
6,000 FR

### Single page

2,150 € excl. tax

### U2/U3

3,200 € excl. tax

### Double page

3,900 € excl. tax

### Winter catalogue

Circulation 15,000 GER

### Einzelseite

950 € excl. tax

### U2/U3

1,300 € excl. tax

- Book ads in both catalogues and benefit from our **discount!**

### Book both catalogues

15 % discount

%



## Info mail – make an impression

- Show our customers **your innovations or products** in the handy and cost-effective **DIN long format**.
- You coordinate your content with us and we take care of graphic, printing and dispatch for you. We find the optimal target group for dispatch according to your wishes and matching your products.
- Further **details** on request. Contact us to discover all your **possibilities and opportunities**.

Info mail 5,000 pieces  
approx. 5,000 € excl. tax\*

Info mail 10,000 pieces  
approx. 8,000 € excl. tax\*

**Further scales  
on request**

\* depending on volume, effort, postage and weight

# Annual calendar – present for one year

  
**Freeworker  
Annual  
calendar**

**Straight to  
the target  
group**

**15,000  
copies**

**Dispatch  
with  
winter  
catalogue**

- With the winter catalogue we send our annual calendar in A2 format to our customers.
- Place your message in **poster format** for our customers.
- You provide us with your image, resolution for **DIN A2 (42.0 x 59.4 cm)**.
- **Note:** We send the calendars folded to A4 format.

**Note**

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. A discreetly placed logo is most effective here.

**Annual calendar**  
1,000 € excl. tax  
*Circulation: 15,000 pieces*



2022	January	February	March	April	May	June	July	August	September	October	November	December
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31	1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16	17	18	19	20	21
22	23	24	25	26	27	28	29	30	31	1	2	3
4	5	6	7	8	9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24	25	26	27	28	29
30	31	1	2	3	4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	1	2	3	4	5	6
7	8	9	10	11	12	13	14	15	16	17	18	19
20	21	22	23	24	25	26	27	28	29	30	31	1
2	3	4	5	6	7	8	9	10	11	12	13	14
15	16	17	18	19	20	21	22	23	24	25	26	27
28	29	30	31	1	2	3	4	5	6	7	8	9
10	11	12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31	1	2	3	4
5	6	7	8	9	10	11	12	13	14	15	16	17
18	19	20	21	22	23	24	25	26	27	28	29	30
31	1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24	25
26	27	28	29	30	31	1	2	3	4	5	6	7
8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	1	2
3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28
29	30	31	1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20	21	22	23
24	25	26	27	28	29	30	31	1	2	3	4	5
6	7	8	9	10	11	12	13	14	15	16	17	18
19	20	21	22	23	24	25	26	27	28	29	30	31
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31	1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16	17	18	19	20	21
22	23	24	25	26	27	28	29	30	31	1	2	3
4	5	6	7	8	9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24	25	26	27	28	29
30	31	1	2	3	4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	1	2	3	4	5	6
7	8	9	10	11	12	13	14	15	16	17	18	19
20	21	22	23	24	25	26	27	28	29	30	31	1
2	3	4	5	6	7	8	9	10	11	12	13	14
15	16	17	18	19	20	21	22	23	24	25	26	27
28	29	30	31	1	2	3	4	5	6	7	8	9
10	11	12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31	1	2	3	4
5	6	7	8	9	10	11	12	13	14	15	16	17
18	19	20	21	22	23	24	25	26	27	28	29	30
31	1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24	25
26	27	28	29	30	31	1	2	3	4	5	6	7
8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	1	2
3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28
29	30	31	1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20	21	22	23
24	25	26	27	28	29	30	31	1	2	3	4	5
6	7	8	9	10	11	12	13	14	15	16	17	18
19	20	21	22	23	24	25	26	27	28	29	30	31
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31	1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16	17	18	19	20	21
22	23	24	25	26	27	28	29	30	31	1	2	3
4	5	6	7	8	9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24	25	26	27	28	29
30	31	1	2	3	4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	1	2	3	4	5	6
7	8	9	10	11	12	13	14	15	16	17	18	19
20	21	22	23	24	25	26	27	28	29	30	31	1
2	3	4	5	6	7	8	9	10	11	12	13	14
15	16	17	18	19	20	21	22	23	24	25	26	27
28	29	30	31	1	2	3	4	5	6	7	8	9
10	11	12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31	1	2	3	4
5	6	7	8	9	10	11	12	13	14	15	16	17
18	19	20	21	22	23	24	25	26	27	28	29	30
31	1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24	25
26	27	28	29	30	31	1	2	3	4	5	6	7
8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	1	2
3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28
29	30	31	1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20	21	22	23
24	25	26	27	28	29	30	31	1	2	3	4	5
6	7	8	9	10	11	12	13	14	15	16	17	18
19	20	21	22	23	24	25	26	27	28	29	30	31
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31	1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16	17	18	19	20	21
22	23	24	25	26	27	28	29	30	31	1	2	3
4	5	6	7	8	9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24	25	26	27	28	29
30	31	1	2	3	4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	1	2	3	4	5	6
7	8	9	10	11	12	13	14	15	16	17	18	19
20	21	22	23	24	25	26	27	28	29	30	31	1
2	3	4	5	6	7	8	9	10	11	12	13	14
15	16	17	18	19	20	21	22	23	24	25	26	27
28	29	30	31	1	2	3	4	5	6	7	8	9
10	11	12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31	1	2	3	4
5	6	7	8	9	10	11	12	13	14	15	16	17
18	19	20	21	22	23	24	25	26	27	28	29	30
31	1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24	25
26	27	28	29	30	31	1	2	3	4	5	6	7
8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	1	2
3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28
29	30	31	1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20	21	22	23
24	25	26	27	28	29	30	31	1	2	3	4	5
6	7	8	9	10	11	12	13	14	15	16	17	18
19	20	21	22	23	24	25	26	27	28	29	30	31
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31	1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16	17				



# Raffle – it's worth joining in!

## Freeworker Raffle

400–800 participants

Blog, Facebook, Instagram

High reach

- Our **raffles** reach more than 10,000 people through our digital media and social channels.
- Target group: arborists and tree climbers
- 1 blog post, 1 Facebook post, 1 story on Instagram & Facebook, Link in our newsletter



# Raffle – it's worth joining in!



## Freeworker Raffle

400–800  
participants

Blog,  
Facebook,  
Instagram

High reach

- We take care of the **design and texts** of the raffle as well as the delivery of the prizes. As a sponsor, you are always present.
- 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.

Interested? – Contact us!

+49 8105 / 27 27 222 | [marketing@freeworker.de](mailto:marketing@freeworker.de)

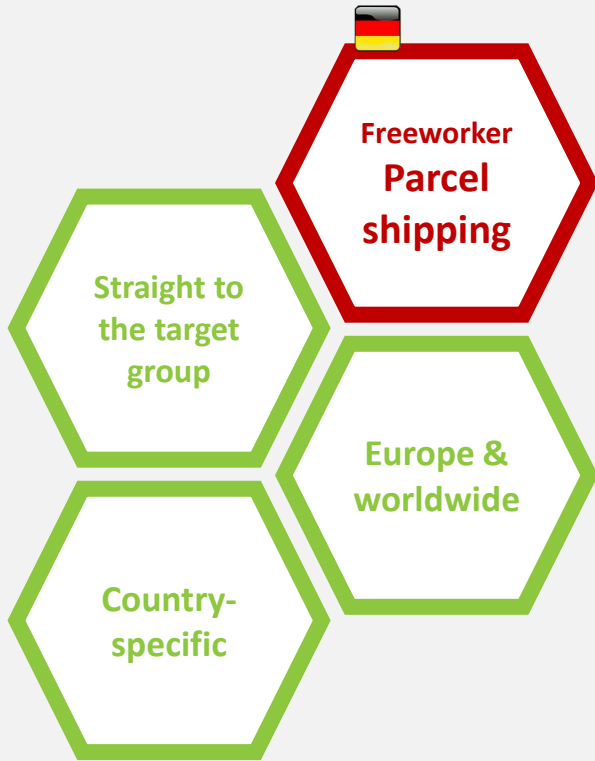
Facebook  
18,000+ followers

Instagram  
8,000+ followers

Newsletter  
2,000+ subscribers

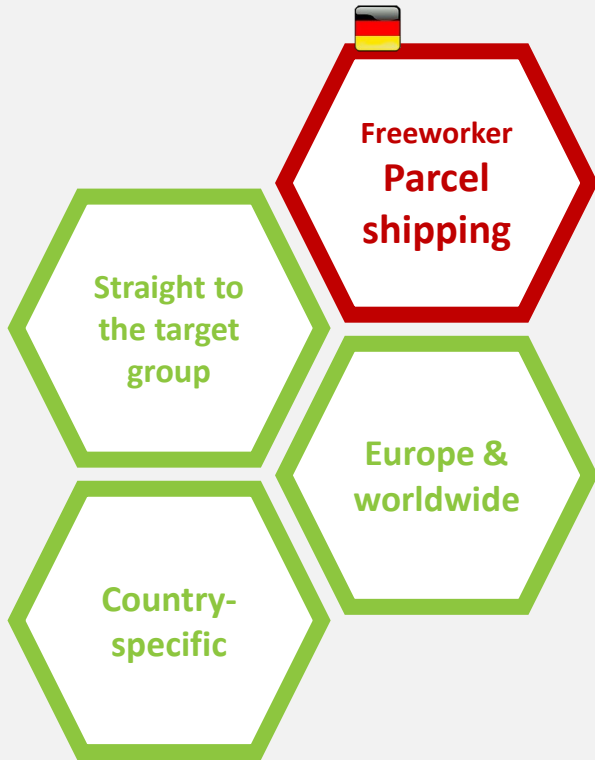
Blog  
7,000+ users/month





## Parcels – straight to the customers

- 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.
- On request, it is also possible to include the flyers in our parcels only **for specific countries**.



# Parcels – straight to the customers

- Please deliver your printed **flyers and supplements** to our packing line ready for dispatch.
- For further **details**, feel free to contact us.

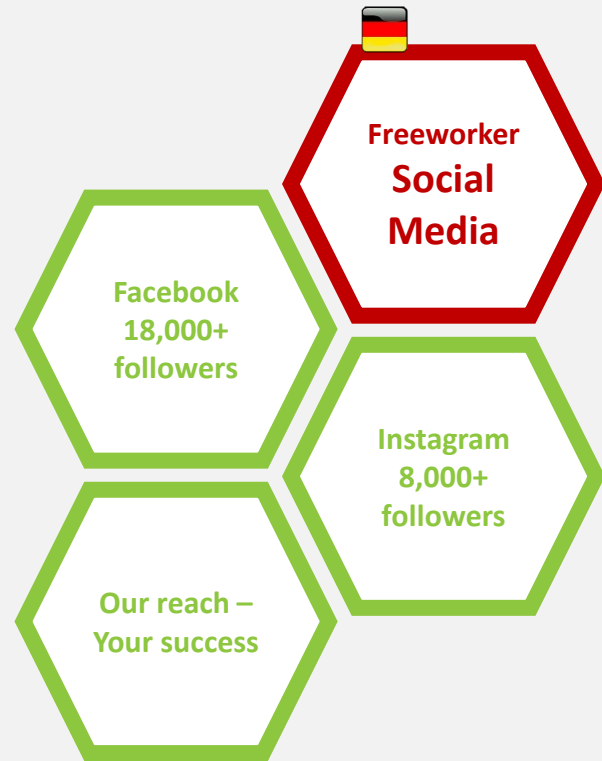
**Flyer**  
150 € CPM excl. tax

**Leaflets up to 50 g**  
200 € CPM excl. tax

**Note**

When printing, please consider our Europe-wide shipping and the different languages of our customers (if necessary).

# Social Media – Something's going on!



- For us, **social media** is more than just a side issue!
- Use our presence and experience in social media for your brand and products. We **professionally** and successfully manage our social media channels and have a **high reach** in your target group.
- You provide the necessary data that we need for the relevant medium. **Together** we agree on content, formats and timing of the publication.



**Facebook & Instagram**  
Post, story, campagne  
from 150 € excl. tax

2 options = 10 % discount  
3 options = 20 % discount

%

**free** worker

# Blog and shop – more visibility



Freeworker  
Blog &  
Shop

Newsletter  
2,000+  
subscribers

Blog  
8,000+  
user/  
month

Shop  
10,000+  
user/  
month

- Our **multilingual blog (GER/EN/FR)** has been a popular source of interesting news and novelties in arboriculture and tree climbing for years.
- Use our popular blog with a **guest article** (monolingual or multilingual) to reach the community of arborists with your topics and gain a valuable backlink.
- We also regularly send an informative **newsletter** to over 2,000 readers. Content includes the latest blog posts and products for tree climbing.



**Guest article**  
incl. social media and newsletter  
400 € excl. tax

2 options = 10 % discount  
3 options = 20 % discount



**free** worker

# Blog and shop – more visibility



Freeworker  
Blog &  
Shop

Newsletter  
2.000+  
Abonnenten

Blog  
8,000+  
user/  
month

Shop  
10,000+  
user/  
month

- In our **shops (.de/.fr/.com)** we guide our customers through exciting new products and highlights. Many of our customers start their journey through the diverse product worlds from our main page..
- Prominently placed **sliders** focus the customer's attention on exciting new products and suitable seasonal products.
- Book **your place** on the main page of our shop and increase the interest in your products.



**Shop slider**  
4 weeks / incl. Social media  
400 € excl. tax

2 options = 10 % discount  
3 options = 20 % discount

%

**free** worker



# Contact – our marketing



Freeworker  
Marketing

Contact  
persons



Matthias  
Gschwind

+49 8105 / 27 27 228



Katharina  
Schnell

+49 8105 / 27 27 227

Contact via e-mail  
[marketing@freeworker.de](mailto:marketing@freeworker.de)

- Contact our marketing team with **any questions** and for **individual offers** for your advertising on our platforms.
- Join us – **we look forward to welcoming you!**