



free
worker



Media data 2023



Freeworker Product Worlds

Catalogue

Social Media

Annual Calendar

Raffles

Info Mail

Your brand in focus

Shop

Parcels

Blog

Fast

Reliable

Show our customers your strengths!

Professional

Your brand
in focus

Our Catalogues - The Classic!

free
worker

Catalogue

Annual
Calendar

Info Mail

Parcels

- ▶ 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.



Format

Costs



- ▶ 1 page, 4 coloured (4c)
- ▶ 200 x 292 mm
- ▶ portrait / 300 dpi / + 3 mm bleed margin all around

Main
Catalogue
Circulation
20,000

Single Page
2,250 € excl. tax

Double Page
3,950 € excl. tax

U2/U3
3,400 € excl. tax

Winter
Catalogue
Circulation
15,000

Single Page
950 € excl. tax

U2/U3
1,350 € excl. tax

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

%

Book both catalogues **15% discount**

Social
Media

Raffles

Shop

Blog

Contact

Your brand
in focus

Straight to the Goal!



Catalogue

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Parcels

Social
Media

Raffle

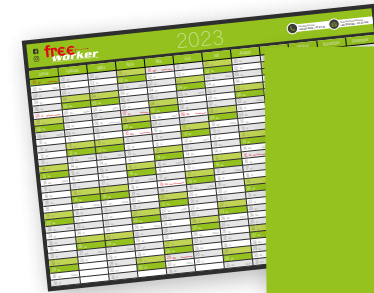
Shop

Blog

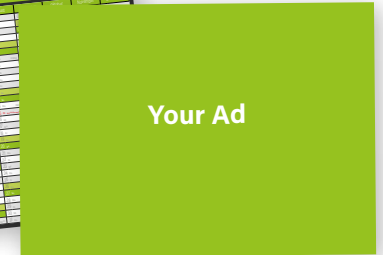
Contact

Annual Calendar - Present for one year

- ▶ 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 DIN A4 format.



front



back

Your Ad

Annual
Calendar

1,100 € excl. tax
Circulation:
15,000

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.

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.

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.



Info Mail

Info Mail 5,000 pieces
approx. 5,000 € excl. tax*

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

* depending on volume, effort, postage and weight

Parcels

Flyer
170 € CPM excl. tax

Leaflets up to 50 g.
220 € CPM excl. tax



Further scales on request

NOTE

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



Social Media - Something's going on!

Your brand in focus

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Social Media

- ▶ 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.

18,000+
subscribers

10,000+
subscribers

Our reach -
Your success



Social Media

Post, story, campagne
from 170 € excl. tax

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

Raffle - It's worth joining in!

- ▶ Our raffles reach more than 13,000 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
- ▶ 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.



600-1,000
participants

High reach

Raffle

Interested? - Contact us!

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



Shop & Blog - more visibility

Your brand in focus

Catalogue

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Parcels

Social Media

Raffle

Shop

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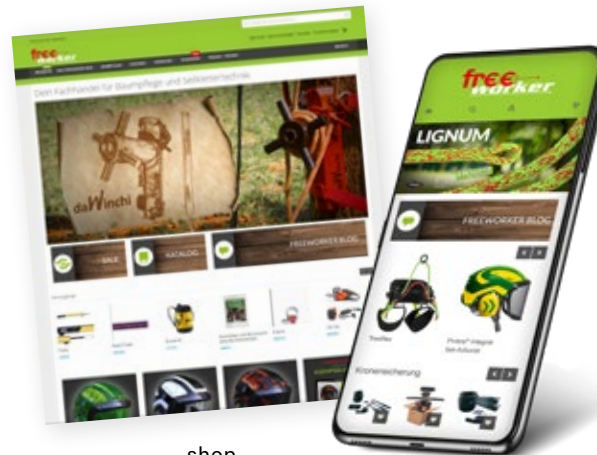
Blog
8,000+
user/month

Shop
10,000+
user/month

Newsletter
2,000+
subscribers

Shop

- ▶ 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

Blog

- ▶ 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.



blog

Newsletter

Shop Slider

4 weeks + Social-Media
450 € excl. tax

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

Guest Article

Guest article + Social-Media + Newsletter
450 € excl. tax

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

Your brand
in focus

Why advertise at Freeworker?

free
worker

Catalogue

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Parcels

- ▶ 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!



Contact - our marketing

- ▶ 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!



Raffle

Social
Media

Shop

Blog

Contact

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Matthias Gschwind



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Contact via e-mail



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