

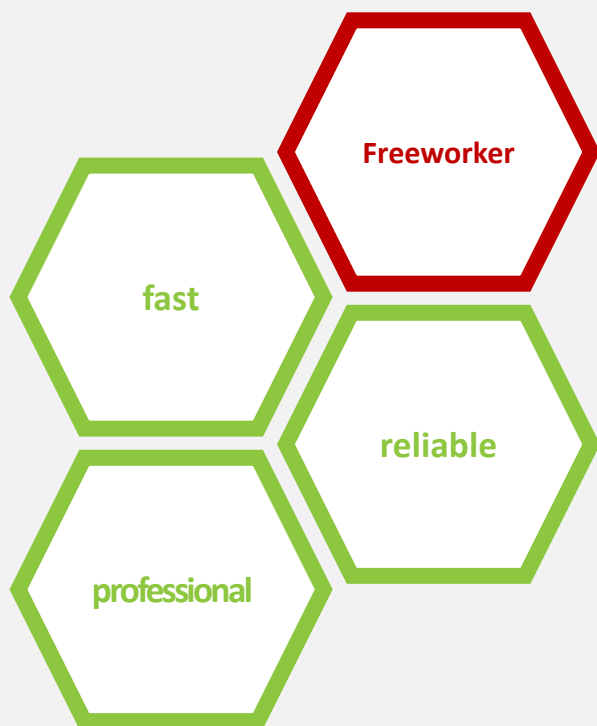
free € € →
worker →

**Media data
2024**

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!

Freeworker
Catalogue

Circulation
main
catalogue
25.000

Circulation
winter
catalogue
15.000

- 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.

Main catalogue

Winter catalogue



free
worker

Our catalogues – the classic!

Freeworker
Catalogue

Circulation
main
catalogue
20,000

Circulation
winter
catalogue
15,000

Main catalogue

Winter catalogue

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



Your
ad

free
worker

Our catalogues – the classic!

Freeworker Catalogue

Circulation
main
catalogue
25.000

Circulation
winter
catalogue
15.000

Main catalogue

Circulation 25.000

Single page

2.350 € excl. tax

U2/U3

3.550 € excl. tax

Double page

3.990 € excl. tax

Winter catalogue

Circulation 15.000

Einzelseite

990 € excl. tax

U2/U3

1.450 € excl. tax

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

Book both catalogues
15 % discount

%



free
worker

Info mail – make an impression

Freeworker
Info mail

Straight to
the
customer

Scale
prices

Your
products
and
novelties

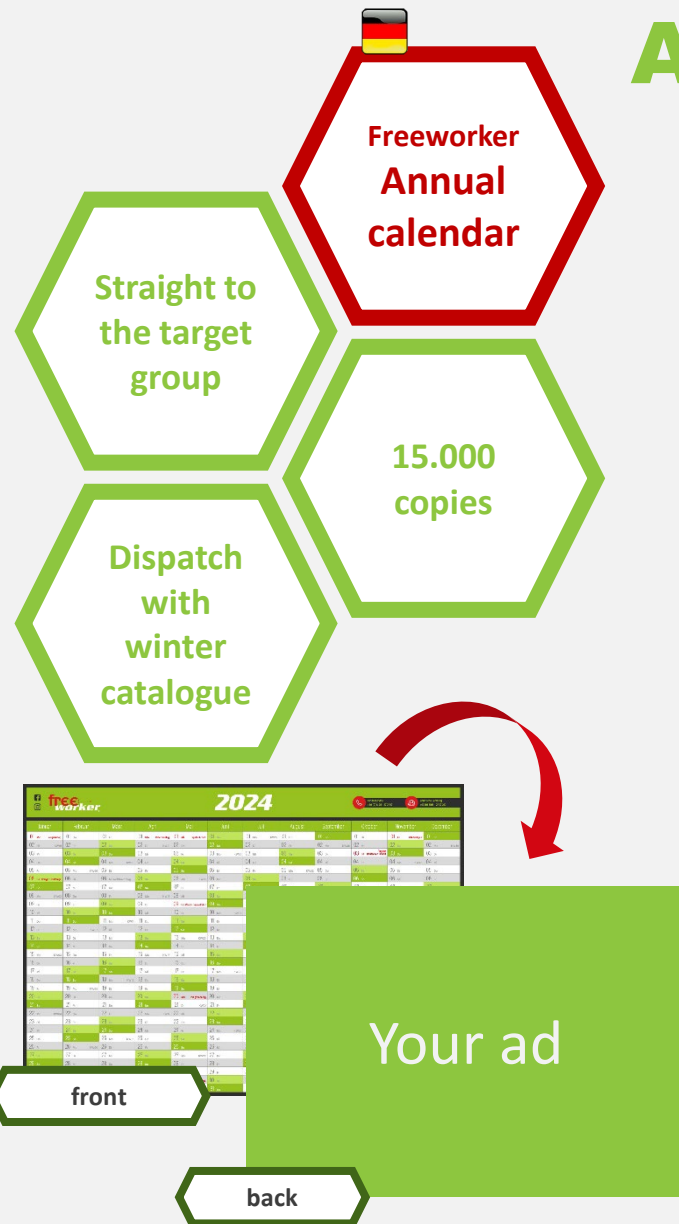
- Show our customers **your innovations or products** in the handy and cost-effective **DIN long format**.
- You coordinate your content with us and we take care of graphic, printing and dispatch for you. We find the optimal target group for dispatch according to your wishes and matching your products.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

- 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.

Annual calendar

1.200 € excl. tax

Circulation: 15.000 pieces

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.

Raffle – it's worth joining in!

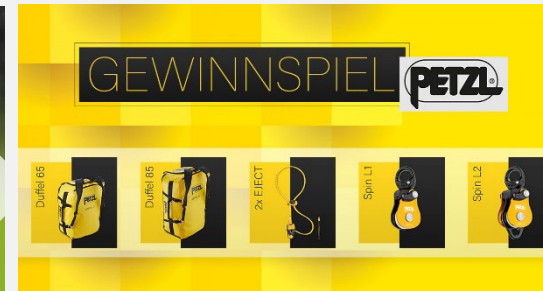
Freeworker Raffle

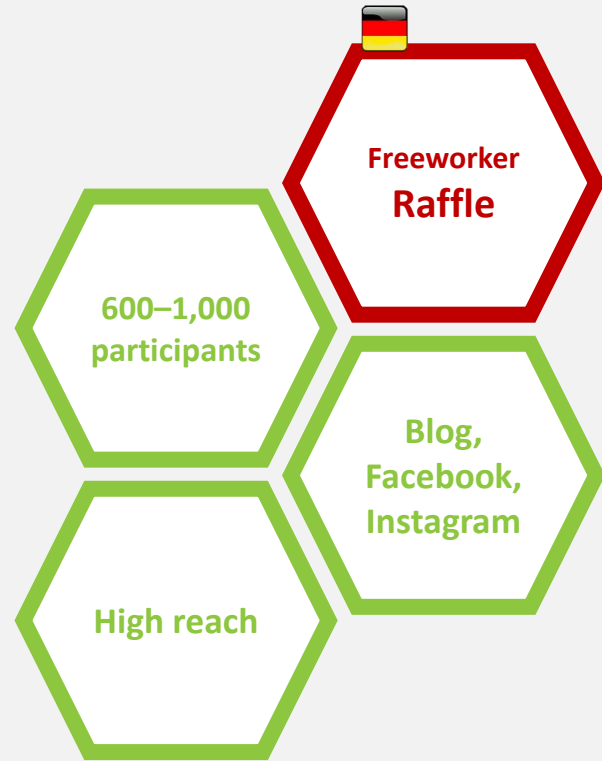
600–1,000
participants

Blog,
Facebook,
Instagram

High reach

- 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





Raffle – it's worth joining in!

- 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

Facebook

18.700+ followers

Instagram

10.800+ followers

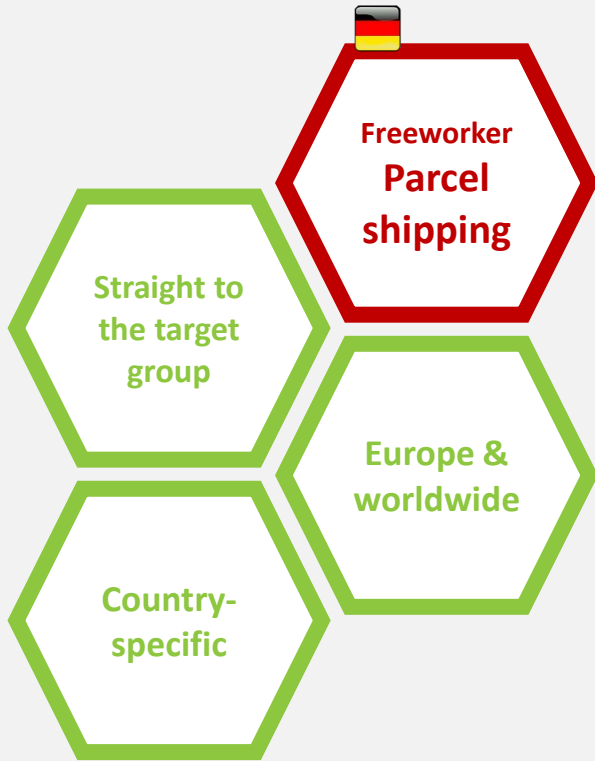
Newsletter

2.000+ subscribers

Blog

9.000+ users/month

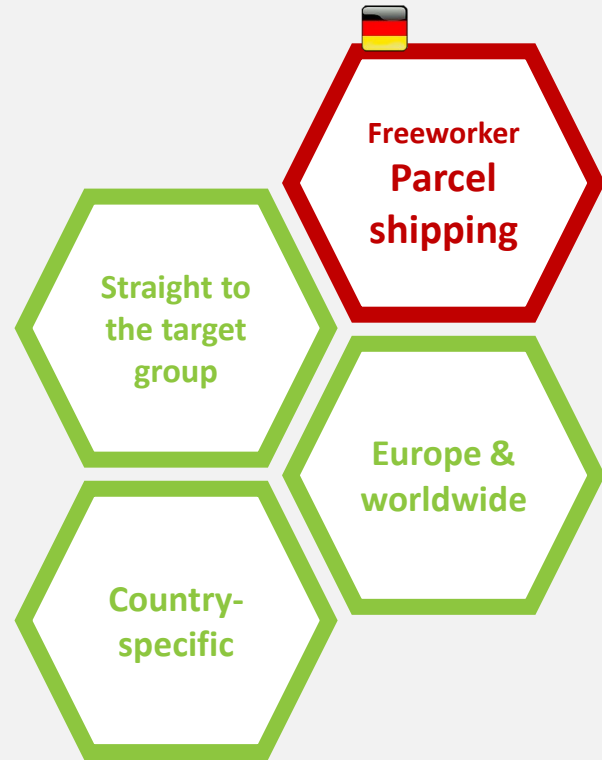
freeworker



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

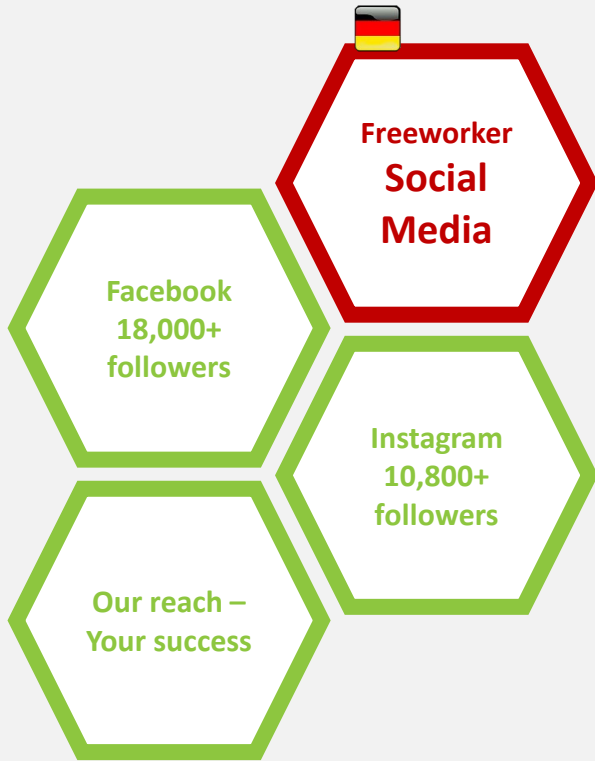
- Please deliver your printed **flyers and supplements** to our packing line ready for dispatch.
- For further **details**, feel free to contact us.

Flyer
190 € CPM excl. tax

Leaflets up to 50 g
240 € 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 180 € excl. tax

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





Freeworker
Blog &
Shop

Newsletter
2,000+
subscribers

Blog
9,000+
user/
month

Shop
10,000+
user/
month



Blog and shop – more visibility

- 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
500 € excl. tax

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



free
worker



Freeworker
**Blog &
Shop**

Newsletter
2,000+
Abonnenten

Blog
9,000+
user/
month

Shop
10,000+
user/
month



Blog and shop – more visibility

- 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
500 € 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



Barbara Schmidt
+49 8105 / 27 27 227

Contact via e-mail
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!**