

Communication solutions for the target group of general managers, chief engineers and chief technologists in the cement, lime, gypsum and building materials industry



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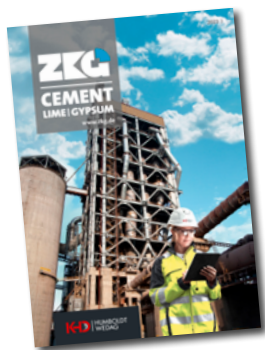
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ZKG CEMENT LIME GYPSUM

For more than a century, **ZKG CEMENT LIME GYPSUM** has been an internationally leading technical journal for the entire binder industry and its suppliers in the field of mechanical and plant engineering. The journal is published in English. Specialists from all parts of the globe use this source to obtain vital information on cement, limestone and gypsum materials, extraction and preparation methods, thermal and mechanical processes and on production control, plant management and quality control systems. Fundamental topics are rationalization of production, reduction of energy consumption, enhancement of quality and improvement of environmental safety. A further emphasis is on mortar industry topics and the overall field of building materials chemistry. **ZKG CEMENT LIME GYPSUM** provides up-to-date and highly competent information with its technical and scientific examinations. The **ZKG CEMENT LIME GYPSUM** job pages provide a forum for systematic recruitment in the fields of mechanical, plant and process engineering and materials science.



**Publication
frequency**

8 issues per year



**Copies
actually
distributed**

3,584 copies



Volume analysis

Magazine format DIN A4
Total volume 616 pages
Editorial section 525 pages
Advertising section 91 pages

Issue	Dates	Main topics	Trade fairs/Events
1/2024	Publication date: 28.02.2024 Editorial deadline: 18.12.2023 Advertising deadline: 06.02.2024	<ul style="list-style-type: none"> - Alternative fuels - Kiln systems, burner technology, refractory technology - Filters and dedusting, waste heat recovery - Clinker cooler and crusher, wear protection - Storage, silos, halls and domes, air cannons, reclaimers, stackers and unloading systems, conveying technology - Software, digitalization, Industrie 4.0 	15.01.-17.01.2024 26th Arab International Cement & Building Conference and Exhibition (AICCE26) Cairo/Egypt 15.02.-16.02.2024 ICCC 18th International Conference on Cement and Concrete London/UK
2/2024	Publication date: 10.04.2024 Editorial deadline: 09.02.2024 Advertising deadline: 15.03.2024	Special issue for the IEEE-IAS/PCA Cement Industry Conference 2024 <ul style="list-style-type: none"> - Grinding, cement mills - Process monitoring and automation, process and quality control - Pneumatic transport - Filling systems, shipping, loading and unloading equipment - Dedusting and filtration technology 	28.04.-02.05.2024 66th Annual IEEE-IAS/PCA Cement Industry Technical Conference Denver, CO/USA 13.05.-17.05.2024 IFAT 2024 Munich/Germany
3/2024	Publication date: 23.05.2024 Editorial deadline: 22.03.2024 Advertising deadline: 26.04.2024	<ul style="list-style-type: none"> - Plant engineering for lime and gypsum works - Blowers and fans - Binder systems, construction chemicals, additives and compositions - Software, digitalization, Industrie 4.0 - Weighing and conveying technology, wear protection - Packaging and palletizing technology - Automation and process control 	06.06.-07.06.2024 Jahrestagung des Bundesverbandes der Deutschen Kalkindustrie (BVK) Würzburg/Germany

Issue	Dates	Main topics	Trade fairs/Events
4/2024	Publication date: 25.06.2024 Editorial deadline: 25.04.2024 Advertising deadline: 03.06.2024	<ul style="list-style-type: none"> - Alternative fuels - Storage, silos, halls and domes, air cannons, reclaimers, stackers and extraction systems, conveying systems - Binder systems, construction chemicals, additives and compositions - Automation and process control - Software, digitalization, Industrie 4.0 - Drive technology and gear units 	
5/2024	Publication date: 31.07.2024 Editorial deadline: 31.05.2024 Advertising deadline: 09.07.2024	<ul style="list-style-type: none"> - Quarrying and crushing, extraction and storage - Mills and mill design - Blowers and fans - Drive technology and gearboxes - Plant engineering for lime and gypsum plants - Packaging and palletizing technology 	
6/2024	Publication date: 10.09.2024 Editorial deadline: 10.07.2024 Advertising deadline: 19.08.2024	<ul style="list-style-type: none"> - Alternative fuels - Emission control, environmental technology - Kiln systems, burner technology, refractory technology - Clinker cooler and crusher - Drive technology, gear units, lubricants - Software, digitalization, Industrie 4.0 - Storage, silos, halls and domes, reclaimers, stackers and unloading systems, conveyor technology 	08.10.-11.10.2024 ILA General Assembly & Symposium 2024 Oslo/Norway October 2024 International Technical Seminar (TürkÇimento) Antalya/Turkey

The editorial department reserves the right to make changes/additions on grounds of topicality.

Issue	Dates	Main topics	Trade fairs/Events
7/2024	Publication date: 24.10.2024 Editorial deadline: 23.08.2024 Advertising deadline: 01.10.2024	Green Challenge - Sustainability/sustainable solution in the cement, lime and gypsum industry - Green cements/green materials - Clinker-efficient cements - CO ₂ reduction/CO ₂ neutral cement production - CCS/CCSU - Pioneering solution using hydrogen	06.11.-08.11.2024 9th International VDZ Congress Düsseldorf/Germany 12.11.-14.11.2024 FILTECH 2024 Cologne/Germany 03.12.-06.12.2024 18th NCB International Conference on Cement, Concrete and Building Materials New Delhi/India
8/2024	Publication date: 05.12.2024 Editorial deadline: 04.10.2024 Advertising deadline: 13.11.2024	- Storage, silos, halls and domes, air cannons, reclaimers, stackers and unloading systems, conveyor technology - Kiln systems, burner technology, refractory technology - Process monitoring and automation, process and quality control - Weighing technology, repair and maintenance - Filling, shipping, loading and unloading equipment and plants - Packaging and palletizing technology - Software, digitalization, Industrie 4.0	

The editorial department reserves the right to make changes/additions on grounds of topicality.

Circulation audit:



Circulation analysis:

Copies per issue
(annual average of July 1st 2022 to June 30th 2023)

Print run:	3,448		
Copies actually distributed:	3,584	thereof abroad:	3,055
- thereof E-Paper:	447	thereof abroad:	384
Copies sold:	432	thereof abroad:	151
Subscriptions:	427	thereof abroad:	148
Other sales:	5	thereof abroad:	
Single copy sales:	0		
Free copies:	3,152	thereof abroad:	2,520
Archive and specimen:	311		

Geographic distribution analysis

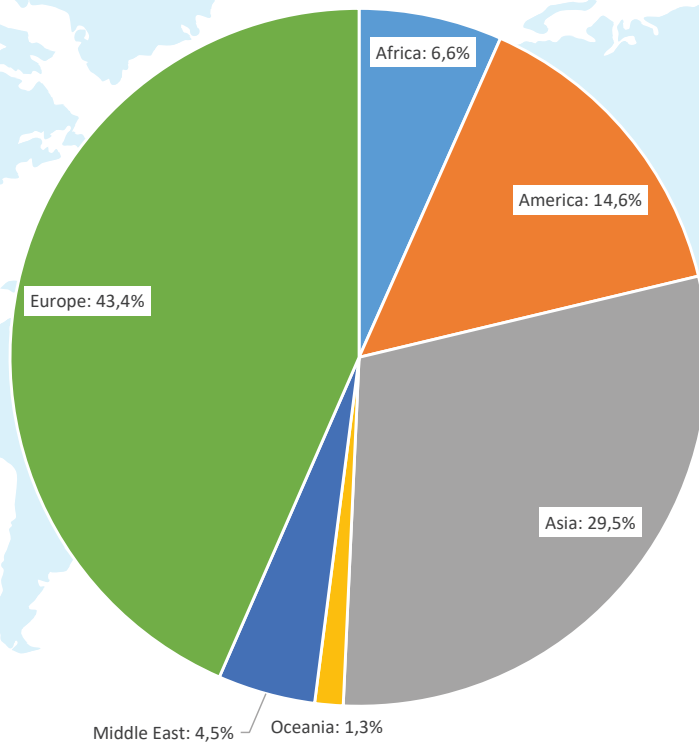
	Copies actually distributed	
Business regions	%	Copies
Domestic	14.7	529
Abroad	85.3	3,055
Copies actually distributed	100.0	3,584

Summary of the survey method:

1. Method: Dissemination analysis by file evaluation - total survey
 2. Basic population: actual circulation 3,584
 3. Sample: total survey
 4. Target person of the study: not applicable
 5. Period of study: August 2023
 6. Execution of the study: Bauverlag BV GmbH
- Details on the survey method are available from the publishing company.

International distribution

Copies actually distributed:
3,584 copies



Ad prices, print space and bleed-format (plus 3 mm bleed to each side)

<

* Price surcharge for design by the publisher 500.00 €; ** Price surcharge for design by the publisher 250.00 €
All prices are subject to statutory VAT. Agency commission: 15 %. Please find the general terms and conditions at: <https://bauverlag.de/en/terms>

Additional charges:

Special positions:	Inside front cover, inside back cover and back cover	440.00 €
	besides table of contents	340.00 €
	Other prescribed positions	20 %
Special colour:	Each color	990 €

All charges are discountable.

Discounts: Published within 12 month,
(insertion year, starts with publication of the first advertisement)

Staggered repeat discount

3 times	3 %
6 times	5 %
12 times	10 %
18 times	15 %
24 times	20 %

Quantity scale

3 pages	5 %
6 pages	10 %
12 pages	15 %
18 pages	20 %
24 pages	25 %

Crossmedia discount

Discounts for print and online advertising and crossmedia advertising campaigns on request.

No discount on inserts and additional technical costs.

Classified ads:

(not discountable)

Job offers b/w	per height mm (1 column, 47 mm wide)	6.20 €
Job offers colour	per height mm (1 column, 47 mm wide)	11.50 €
Situation wanted b/w	per height mm (1 column, 47 mm wide)	3.50 €
Opportunity ad, Purchase/sale b/w	per height mm (1 column, 47 mm wide)	6.20 €

From a print value of 1,200.00 €, your job posting will be displayed online at www.ZKG.de for 4 weeks for free.

Special ad types:

Bound inserts (sample - front page/back page required)

2-pages	3,395.00 €
4-pages	4,800.00 €
(others on request)	

Please supply bound inserts in untrimmed format of 216 mm wide and 303 mm high (four pages and more: folded). Raw format of bound-in inserts: bound inserts: 216 x 307 mm, head trim: 7 mm, foot trim: 3 mm, lateral trim: 3 mm each

Loose inserts:

Maximum size 200 x 290 mm

Weight of loose insert	Price %
Full insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	795.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	895.00 €

For partial occupancy: selection costs per selection 150.00 €

Glued ad media:

Postcard
Product samples, other tip-ons

Price %
95.00 €
on request

Technical costs are not eligible for commission
and are not discountable.

Required delivery quantity: according to order confirmation
Delivery address: Print Media Group GmbH

Niederlassung Leimen
Frau Tanja Sturm
Gutenbergstraße 4
69181 Leimen
„For ZKG Issue...“

Delivery memo:

We will be happy to provide you with information on other special forms of advertising. Just contact us, we will be pleased to realize your individual customer wishes.

Terms of payment:

Net invoice value within 30 days following the date of
the invoice, VAT ID No. DE 813382417

Bank details:

Bauverlag BV GmbH, Gütersloh
Sparkasse Gütersloh-Rietberg
IBAN: DE46 4785 0065 0018 0329 62
BIC: WELADED1GTL



Magazine format: 210 mm wide, 297 mm high, DIN A4
untrimmed: 216 mm wide, 303 mm high

Print space: 185 mm wide x 282 mm high
4 columns, 45 mm wide

Printing and binding methods: Offset printing, adhesive binding

Data transmission: - transmission by FTP: upon request
- by e-mail (up to 10 MB):
order.management@bauverlag.de

For larger volumes of data, please contact:
Birgit Grewe, Phone: +49 5241 2151 5151

Data formats: Please deliver the files in the format of the advertisement as PDF/X3 or PDF/X4. We expect a PDF with embedded fonts, only CMYK elements and images in a resolution of 300 dpi. Advertisements in bleed format must be created with a 3 mm filled bleed on all edges. Any bleed marks must be placed at least 3 mm from the net format. Relevant information must be placed at least 3 mm from the page edge on all four pages. When booking the 2nd and 3rd cover page, a minimum distance of 8 mm to the band must be maintained.

Colours: The colour mode is CMYK. The colour profile is ISO Coated v2 300%. If RGB colours are used, there will be colour differences.

Data acceptance/archiving: All files sent to us must be copies, the originals should remain with you until the respective issue is published for security reasons. The documents and directories must have a unique job and page name. Avoid special characters, spaces and umlauts in your file names if possible.

Data is archived, so unchanged repetitions are usually possible. However, no data guarantee is given.

Guarantee: The client shall assume the guarantee for repro quality and correct data transmission. Deviations due to the delivery of faulty data do not constitute grounds for complaint on the part of the client. Slight deviations in tonal values are within the tolerance range of the printing process.

ZKG Cover story

- 1 Neutral cover page with elements and content relating to the topic of the coverstory (in consultation with the editorial staff).
- 2 1/1 colour advertisement in the same edition.
- 3 Essential editorial component with exclusive content relating to the topic of the coverstory in collaboration/ consultation with the editorial staff.
- 4 You will receive 50 copies of the **ZKG CEMENT LIME GYPSUM** edition for your own use.
- 5 High-profile placement of the coverstory on the www.ZKG.de homepage until the publication date of the next issue.
- 6 Text ad in the **ZKG CEMENT LIME GYPSUM** newsletter with a link to your coverstory.
- 7 On expiry of placement on the homepage, the coverstory will continue to be accessible online. We will continue to promote your coverstory for a further two months via a prominent medium rectangle (link to the coverstory).

Price information on page 9





ZKG.de

More and more readers use the internet for their daily work. The website of **ZKG CEMENT LIME GYPSUM** completes the competence of the journal and offers the reader an additional interactive component with a high efficiency. Like in **ZKG CEMENT LIME GYPSUM** journal, the **ZKG** homepage pays attention on the international exchange of experience as well as practical information for the daily work. **ZKG CEMENT LIME GYPSUM**, **ZKG newsletter** + **ZKG** homepage is a perfect platform to use the crossmedia synergy.

ZKG Newsletter

The **ZKG Newsletter** reaches general managers, plant managers, engineers and technical managers in the cement, lime, gypsum and concrete industries.



Page
impressions

17,223 per month



Visits

11,048 per month



Unique
user

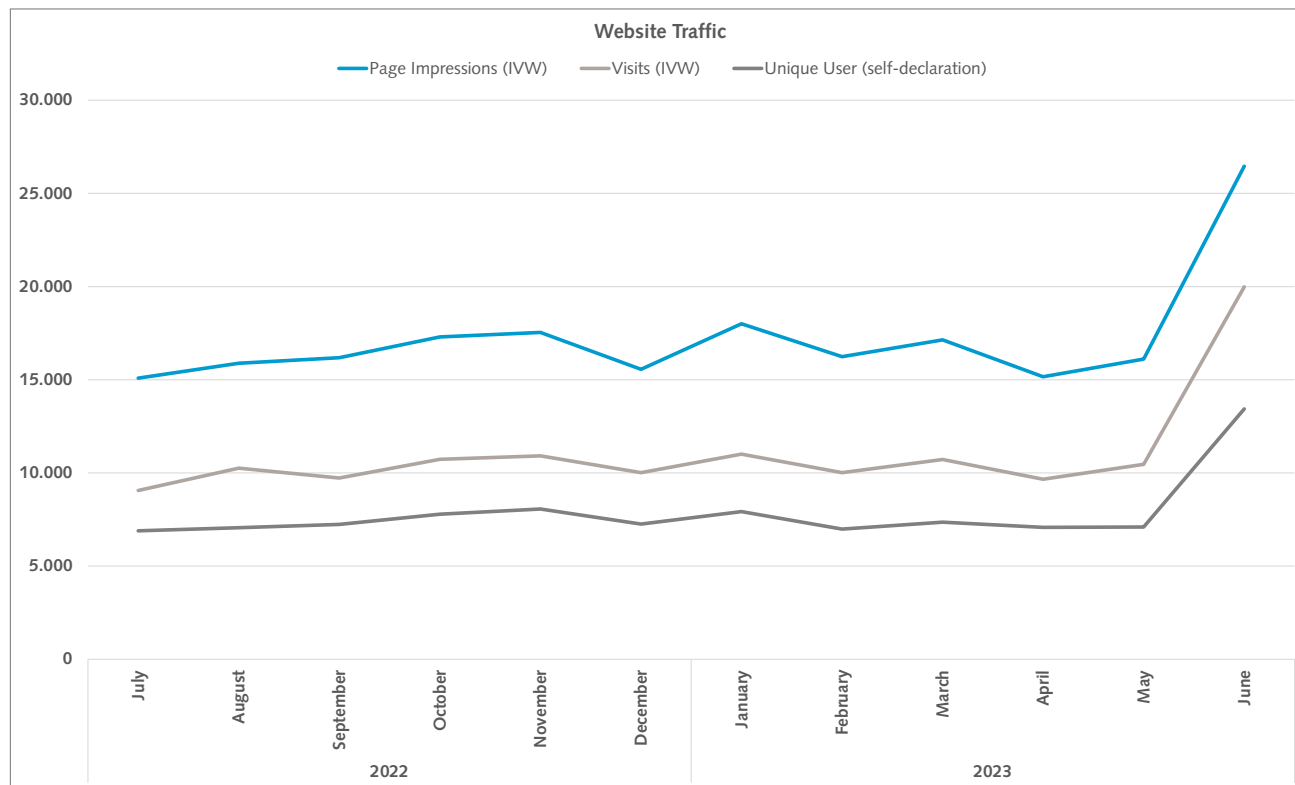
7,848 user



Newsletter
contacts

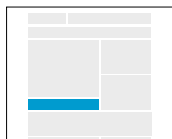
1,618 Ø recipients

Traffic audit:

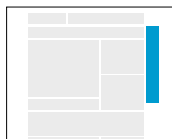


Source for page impressions and visits: IVW, for unique user: Google Analytics/self-reported

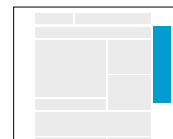
Prices and forms of advertising (price for 28 days / 4 weeks):


Fullsize banner

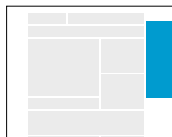
 Format (w x h):
 468 x 60 px

651.00 €

Skyscraper

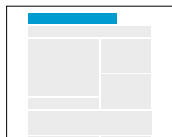
 Format (w x h):
 120 x 600 px

973.00 €

Wide skyscraper

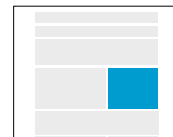
 Format (w x h):
 160 x 600 px

1,134.00 €

Half page

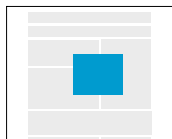
 Format (w x h):
 300 x 600 px

1,302.00 €

Superbanner

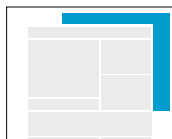
 Format (w x h):
 728 x 90 px

812.00 €

Medium rectangle

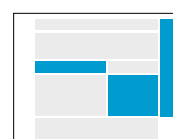
 Format (w x h):
 300 x 250 px

1,134.00 €

Layer ad

 Format (w x h):
 400 x 400 px

on request

Wallpaper

 Format (w x h):
 728 x 90 px + 120 x 600 px

1,463.00 €

Ad bundle

 - Fullsize banner
 - Skyscraper
 - Medium rectangle

973.00 €

Advertising formats	Placement	Format (pixel, width x height)	Price in €/4 weeks
Skyscraper sticky	website, in rotation with max. two additional	120 x 600	1,057.00
Wide skyscraper sticky	website, in rotation with max. two additional	160 x 600	1,218.00
Half page sticky	website, in rotation with max. two additional	300 x 600	1,379.00
Billboard	on all pages except homepage, in rotation with max. two additional	970 x 250	1,624.00
Expandable wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	1,624.00
Situations vacant	in the job market	individual	1,200.00
Microsite	own navigation within the website, duration 12 weeks	individual	10,185.00
OnlinePLUS	addition to an existing online article/advertorial	photos, videos, PDFs	1,218.00

All online advertising formats can be booked exclusively. Prices, availability, other time periods and other formats possible on request.
 All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: <https://bauverlag.de/en/terms>

Discounts:

Published within 12 months (Insertion year)

Staggered repeat discount

12 weeks	5 %
26 weeks	10 %
52 weeks	15 %

Online ad specials: additional options

Wallpaper: coloured, clickable background

30% additional charge

We will be happy to provide you with information on other online special forms of advertising. Just contact us, we will be pleased to realize your individual customer wishes.

File formats:

JPG, GIF, Flash, HTML-Tag, Redirect-Tag

Weight: max. 100 kB per banner

Please also provide a medium rectangle for the online advertising options in order to guarantee optimisation for mobile devices. The kB data given for every advertising material are maximum sizes and represent the total sum of all data defined by the advertising materials (including files to be loaded later, sniffer code, images, flash, etc.).

For detailed information please see our spec sheet:
<https://bauverlag.de/downloads/spec-sheet-online.pdf>

You get a reporting about ad-impressions and ad-clicks after campaign end.

Delivery address:

Please send your banner to
order.management@bauverlag.de

Delivery time:

7 working days prior to beginning of the campaign. These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign. Otherwise, we can bear no costs for delays caused by late delivery to us.

Please send your materials together with the required meta information:

- booked site
- customer name
- order number
- target-URL
- booking period
- advertising format
- motif name
- contact person for inquiries

Issue	Publishing date	Booking deadline
1/2024	16.01.2024	05.01.2024
2/2024	20.02.2024	09.02.2024
3/2024	12.03.2024	01.03.2024
4/2024	03.04.2024	21.03.2024
5/2024	29.04.2024	18.04.2024
6/2024	16.05.2024	06.05.2024
7/2024	18.06.2024	07.06.2024
8/2024	24.07.2024	15.07.2024
9/2024	14.08.2024	05.08.2024
10/2024	03.09.2024	23.08.2024
11/2024	30.09.2024	19.09.2024
12/2024	16.10.2024	07.10.2024
13/2024	12.11.2024	31.10.2024
14/2024	03.12.2024	22.11.2024

Recipients:

The **ZKG Newsletter** reaches managing directors, plant managers, engineers and technical managers of the cement, lime, gypsum and concrete industry.

Circulation: 1,618 recipients
openingrate net: 24.4 %

(source: Inxmail, average per month
July 2022 til June 2023)



file formats:

JPG or static GIF, max. 20 kB (without animation)

format of newsletter:

HTML or text

delivery address:

Please send the advertising material for your campaign to:
order.management@bauverlag.de

delivery date:

7 working days prior to beginning of the campaign.
These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign
Otherwise, we can bear no costs for delays caused by late delivery to us.

Please send your materials together with the required meta-information:

- customer name
- booked newsletter
- order number
- target URL
- contact person for inquiries

You will get a reporting about the recipients/opening rate and ad-clicks.

Prices and forms of advertising:

Text ad premium



- first text ad in newsletter
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
670.00 €

Text ad



- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
560.00 €

Medium rectangle

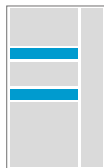


Format:
300 x 250 px

Placement:
content

Price:
670.00 €

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
450.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the content

Price:
560.00 €

Wide skyscraper



Format:
160 x 600 px

Placement:
next to the content

Price:
670.00 €

Newsletter takeover



- up to 4 text ads,
- 3 fullsize banner
- 1 skyscraper

Placement:
content, exclusive

Price:
4,150.00 €

Situations vacant



- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
560.00 €

Discounts:

Published within 12 months
(Insertion year)

Staggered repeat discount

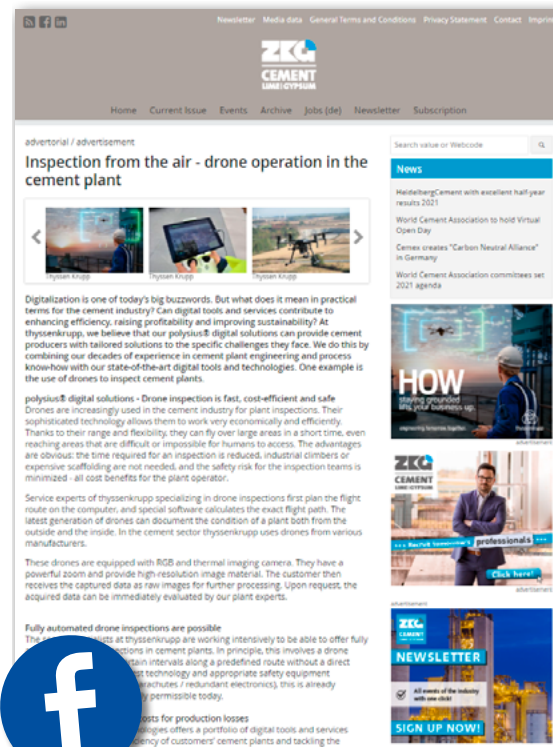
3 times	5 %
6 times	10 %
12 times	15 %

Online-advertorial

Show our users your expertise on a topic, demonstrate your problem-solving skills, or explain the benefits of your product in detail - the occasions for an online advertorial can be many and varied. The online advertorial is promoted with a comprehensive 4-week communication package consisting of the following components:

- permanent online contribution on www.ZKG.de (can still be found via search after the 4 weeks)
- Editorial teaser on the start page with link to the online article (subject to availability)
- Medium Rectangle with placement on the complete website as teaser with link to the online article
- 2 text ads in the ZKG newsletter with link to the online contribution
- Promoted Facebook post via the Facebook fan page of ZKG with link to the online contribution
- please deliver the online contribution in English to

Price: 3,129.00 € plus VAT.
(Price for 28 days / 4 weeks)



Whitepaper

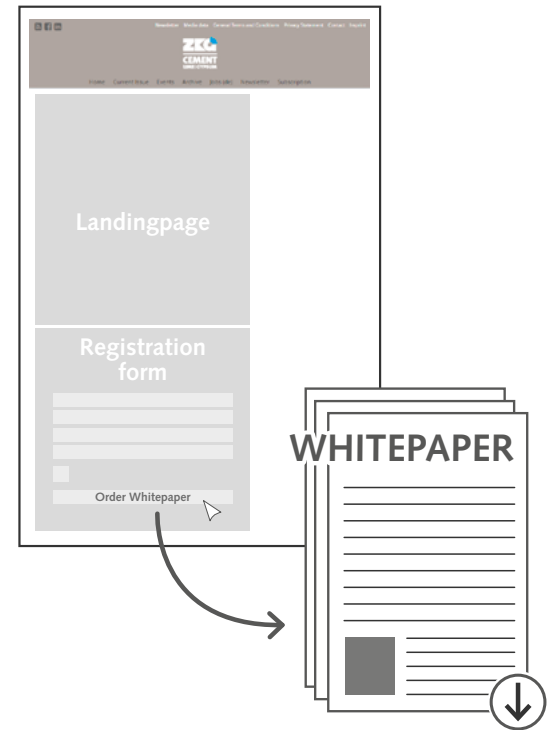
Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on **www.bft-international.de**. Interested users receive the white paper in exchange for their contact details.

We will provide you with the following **services** in close coordination with you:

- Landingpage incl. registration form
- Advertising teaser via our media channels website, newsletter and social media
- Delivery of leads (data protection compliant)

Duration: 8 to 12 weeks (variable, by arrangement)

Price: on request



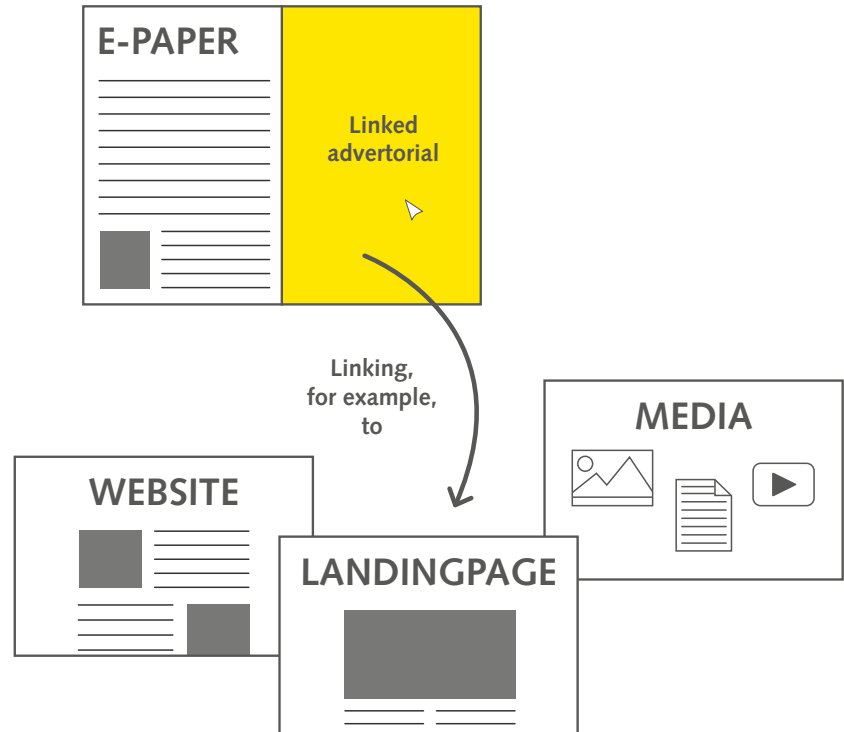
Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper (epaper.bauhandwerk.de).

Linking ads in the E-Paper offers the following advantages:

- **Interactivity:** Readers can click directly on ads to get more information or buy products online.
- **Enhanced user experience:** Readers get direct access to relevant content or products.
- **Enhanced information content:** Ads can provide additional information or media on web pages through links.

Price: 390.00 €



Our communication package combine an appropriate set of advertising channels based upon your communication goals to ensure that you reach your entire target group.

Online branding package



Halfpage ad on
www.ZKG.de



Wide skyscraper in
ZKG Newsletter

Duration 4 weeks
Price: 1,774.80 € plus VAT.

Crossmedia product advertising package



Online-advertorial on
www.ZKG.de
(for services see previous page)



1/2 page advertorial or advert
in the print edition of **ZKG**

Duration 4 weeks
Price: 5,732.10 € plus VAT.

We can put together further packages with appropriate digital and print formats upon request.



Michael Voss
Publisher and Managing Director
Phone: +49 5241 2151-5511
E-Mail: michael.voss@bauverlag.de



Dr. Petra Strunk
Editor-in-Chief ZKG
Phone: +49 5241 2151-7272
E-Mail: petra.strunk@bauverlag.de



Lukas Höpfner
Editor ZKG
Phone: +49 5241 2151-2929
E-Mail: lukas.hoepfner@bauverlag.de



Sabine Anton
Editorial Office
Phone: +49 5241 2151-7171
E-Mail: sabine.anton@bauverlag.de



Bärbel Ellermann
Head of Telesales & Job Market
Phone: +49 5241 2151-1919
E-Mail: baerbel.ellermann@bauverlag.de



Christiane Klose
Sales Manager Job Market
Phone: +49 5241 2151-3000
E-Mail: stellenmarkt@bauverlag.de



Denise Spindelndreier
Sales Manager Job Market
Phone: +49 5241 2151-3000
E-Mail: stellenmarkt@bauverlag.de

We will support your media planning – just give us a call or send us an E-Mail!



Bernadett Bissett
Sales Manager
Phone: +49 5241 2151-4141
E-Mail: bernadett.bissett@bauverlag.de



Nicole Dony
Senior Sales Manager
Phone: +49 5241 2151-4242
E-Mail: nicole.dony@bauverlag.de



Simon Fahr
Senior Sales Manager
Phone: +49 8362 5054 990
E-Mail: s.fahr@strobeldmediagroup.de



Bernd Fenske
Key Account Manager
Phone: +49 89 24440-7344
E-Mail: bernd.fenske@bauverlag.de



Axel Gase-Jochens
Head of Digital Sales
Phone: +49 5241 2151-2727
E-Mail: axel.gase-jochens@bauverlag.de



Birgit Grewe
Sales Service Manager
Phone: +49 5241 2151 5151
E-Mail: birgit.grewe@bauverlag.de



Andreas Kirchgessner
Key Account Manager
Phone: +49 5241 2151-4411
E-Mail: andreas.kirchgessner@bauverlag.de



Erdal Top
Key Account Manager
Phone: +49 5241 2151-3344
E-Mail: erdal.top@bauverlag.de

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