



MEDIA DATA 2024

Communication solutions for the target group
of manufacturers of concrete and precast
concrete products



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BFT INTERNATIONAL Concrete plant + Precast technology

BFT INTERNATIONAL has been the recognized trade journal for manufacturers of concrete and precast concrete products as well as for companies specializing in precast construction for over seven decades. It addresses primarily the executive personnel of this important segment of industry and is distributed worldwide. The technical articles in BFT INTERNATIONAL provide comprehensive information on the mechanical equipment in the plants – ranging from mixing processes to actual production, all the way to the transport of the finished products. The articles, apart from reporting on scientific findings in concrete technology as well as reinforcement and connection engineering, also focus on questions of organization and rationalization. In the case of modern concrete and precast concrete plants, the current technical statuses of the individual production branches are presented. In parallel to this, the product and project presentations provide ideas for design and construction. Furthermore, the innovations of companies and associations and the product news featured make it possible to closely follow what is happening in the precast industry. BFT INTERNATIONAL is a „mediator“ between the building materials machinery/supplier industries and precast plants as well as a platform for an international exchange of experience that takes into consideration the latest scientific findings.



**Publication
frequency**

12 issues per year



**Copies
actually
distributed**

7,797 copies



Volume analysis

Magazine format DIN A4
Total volume 1,136 pages
Editorial section 891 pages
Advertising section 246 pages

PD = Publication date, ED = Editorial deadline, AD = Advertising deadline

Issue	Dates	Main topics	Trade fairs/Events
1/2024	PD: 03.01.2024 ED: 17.11.2023 AD: 04.12.2023	Precast parts, concrete products, concrete technology, raw materials Mixing technology Fastening and reinforcement technology	World of Concrete (Las Vegas NV, USA), 23.01.-25.01.2024
2/2024	PD: 08.02.2024 ED: 15.12.2023 AD: 17.01.2024	Precast parts, concrete products, concrete technology, raw materials Precast parts general, Concrete products/GaLa construction, Street furnishing	The Precast Show (Denver, USA), 08.02.-10.02.2024 Canadian Concrete Expo (Toronto, Canada), 14.02.-15.02.2024 Big 5 Construct Saudi (Riyadh, Saudi Arabia), 26.02.-29.02.2024
3/2024	PD: 04.03.2024 ED: 11.01.2024 AD: 09.02.2024	Precast parts, concrete products, concrete technology, raw materials Curing/finishing Concrete technology	
4/2024	PD: 03.04.2024 ED: 12.02.2024 AD: 08.03.2024	Precast parts, concrete products, concrete technology, raw materials Concrete products/GaLa construction Aerated concrete Raw materials	INTERMAT (Paris, France), 24.04.-27.04.2024 The BIG Show (within Oman Design & Build Week) (Muscat, Oman), 29.04.-01.05.2024
5/2024	PD: 07.05.2024 ED: 14.03.2024 AD: 12.04.2024	Precast parts, concrete products, concrete technology, raw materials Concrete pipes/shafts Precast concrete parts for civil engineering	UK Construction Week (London, Great Britain and Northern Ireland), 07.05.-09.05.2024 68. Betontage (Ulm, Germany), 14.05.-16.05.2024
06/2024	PD: 04.06.2024 ED: 10.04.2024 AD: 08.05.2024	Precast parts, concrete products, concrete technology, raw materials Mixing technology Control and regulation technology	African Construction Expo & Totally Concrete by BIG 5 (Midrand/ Johannesburg, South Africa), 04.06.-06.06.2024 The Big 5 Construct Egypt (Kairo, Egypt), 25.06.-27.06.2024
07/2024	PD: 04.07.2024 ED: 10.05.2024 AD: 12.06.2024	Precast parts, concrete products, concrete technology, raw materials Concrete and color Finishing	

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

PD = Publication date, ED = Editorial deadline, AD = Advertising deadline

Issue	Dates	Main topics	Trade fairs/Events
08/2024	PD: 02.08.2024 ED: 12.06.2024 AD: 11.07.2024	Precast parts, concrete products, concrete technology, raw materials Fastening and reinforcement technology New technologies	Concrete Show 2024 (Sao Paulo, Brasil), Aug. 2024
09/2024	PD: 04.09.2024 ED: 12.07.2024 AD: 13.08.2024	Precast parts, concrete products, concrete technology, raw materials Constructive prefabricated parts Concrete products/GaLa construction Shuttering and molds	BATIMAT (Paris, France), 30.09.-03.10.2024 The BIG 5 Construct Nigeria (Lagos, Nigeria), Sep. 2024
10/2024	PD: 04.10.2024 ED: 13.08.2024 AD: 11.09.2024	Precast parts, concrete products, concrete technology, raw materials Prestressed concrete Concrete technology	SAIE (Bologna, Italia), 09.10.-12.10.2024
11/2024	PD: 04.11.2024 ED: 12.09.2024 AD: 10.10.2024	Trade fair edition Big 5 Global Precast parts, concrete products, concrete technology, raw materials Concrete pipes/shafts Precast concrete parts for civil engineering	bauma China (Shanghai, China), 26.11.-29.11.2024 Engineering Days 2024 (Salzburg, Austria), 26.11.-27.11.2024 Beton Indonesia (Jakarta, Indonesia), Nov. 2024 Big 5 Global (Dubai, V. A. E.) Nov. 2024
12/2024	PD: 04.12.2024 ED: 14.10.2024 AD: 12.11.2024	Precast parts, concrete products, concrete technology, raw materials Aftertreatment/finishing Aerated concrete	The Big 5 Show/M.E. Concrete (Dubai, V.A.E.), Dec. 2024
Beton Bauteile 2025	PD: 06.12.2024 ED: 16.08.2024 AD: 24.10.2024	Developments, perspectives and contacts around precast concrete/concrete products, project selection from the fields of architecture, civil engineering, GaLa construction, sustainability, etc.	

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:	6,367		
Copies actually distributed (tvA):	7,797	thereof abroad:	5,568
- thereof E-Paper:	1,677	thereof abroad:	1,235
Copies sold:	739	thereof abroad:	172
Subscriptions:	731	thereof abroad:	171
Other sales:	8	thereof abroad:	1
Single copy sales:	1		
Free copies:	7,058	thereof abroad:	4,161
Archive and specimen copies:	246		

Geographical distribution analysis:

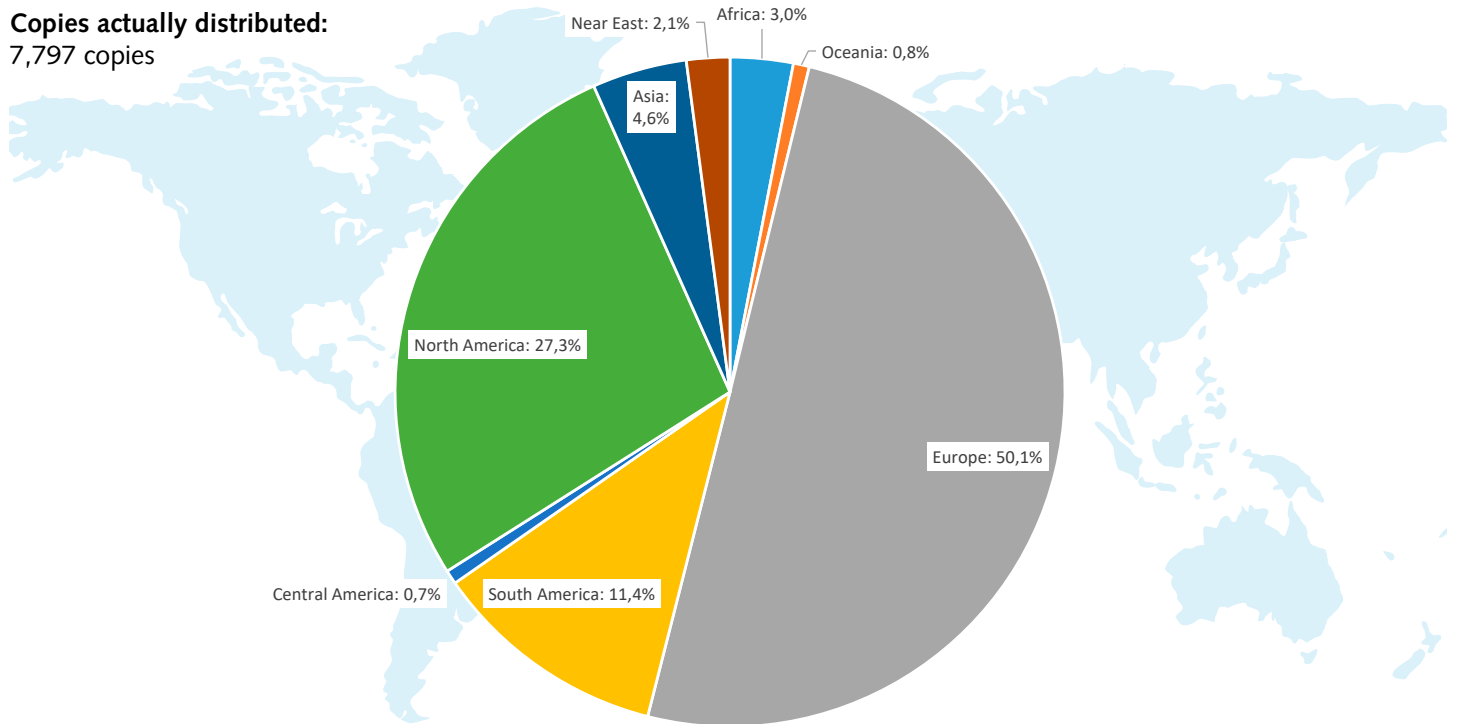
Area of business	Copies actually distributed	
	%	Copies
Germany	28.6%	2,229
Other countries	71.4%	5,568
Copies actually distributed	100.0%	7,797

Summary of the survey method:

1. Method: Dissemination analysis by file evaluation - total survey
 2. Basic population: actual circulation 7,797 = 100 %
 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:
7,797 copies



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

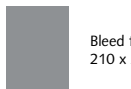
2/1 Page



Bleed format:
420 x 297 mm

Price (b/w to 4c)
8,390.00 €

1/1 Page



Bleed format:
210 x 297 mm

Price (b/w to 4c)
4,550.00 €

Juniormappe



Bleed format:
148 x 210 mm

Price (b/w to 4c)
2,750.00 €

1/2 Page, horiz.



Bleed format:
210 x 145 mm

Price (b/w to 4c)
2,600.00 €

1/2 Page, vertical



Bleed format:
100 x 297 mm

Price (b/w to 4c)
2,600.00 €

1/3 Page, vertical



Bleed format:
70 x 297 mm

Price (b/w to 4c)
1,875.00 €

1/3 Page, horiz.



Bleed format:
210 x 100 mm

Price (b/w to 4c)
1,875.00 €

1/4 Page, vertical



Bleed format:
52 x 297 mm

Price (b/w to 4c)
1,620.00 €

1/4 Page, horiz.



Bleed format:
210 x 74 mm

Price (b/w to 4c)
1,620.00 €

1/4 Page, Col.



Bleed format:
100 x 145 mm

Price (b/w to 4c)
1,620.00 €

1/8 Page, vertical



Bleed format:
52 x 145 mm

Price (b/w to 4c)
1,070.00 €

1/8 Page, horiz.



Bleed format:
210 x 50 mm

Price (b/w to 4c)
1,070.00 €

Format	b/w to 4c
Advertorial 1/1 Page*	4,550.00€
Advertorial 1/2 Page**	2,600.00€
Cover page ***	1,250.00€
Image of the month	5,100.00€
Image of the month with online extension	6,150.00€

* Price surcharge for design by the publisher 500.00 €; ** Price surcharge for design by the publisher 250.00 €

*** The cover page can only be booked with the first right-hand 1/1 page in the magazine section. The motif consists of a picture (without text) and a company logo.

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	740.00 €
Other prescribed positions:	20 %
Special colour: Each color	936.00 €

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

Staggered repeat discount		Quantity scale	
3 times	3 %	3 pages	5 %
6 times	5 %	6 pages	10 %
12 times	10 %	12 pages	15 %
18 times	15 %	18 pages	20 %
24 times	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.BFT-INTERNATIONAL.com for 4 weeks for free.

Special ad types:

Bound inserts (sample - front page/back page required)	
2-pages	3,825.00 €
4-pages	4,995.00 €
6-pages	on request
8-pages	on request
(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

Quantity up to 170 g/qm, other weights on request.

Loose inserts:

Maximum size 205 x 290 mm	
Weight of loose insert	Price %
Full insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	745.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	790.00 €

For partial occupancy: selection costs per selection 150.00 €

Glued ad media:	Price %
Postcard	95.00 €
Product samples, other tip-ons	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

Delivery memo: „For BFT no. ...“

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: 193 mm wide, 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:
Vera Wenzel, phone: +49 5241 2151-4545

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.



Circulation:
2,500 copies

Publication date:
06.12.2024

Advertising deadline:
08.10.2024

I can happily make you an offer - contact me!

Bernadett Bissett
Sales Manager
phone: +49 5241 2151-4141
e-mail: bernadett.bissett@bauerlag.de

For many years, Beton Bauteile has been the reference book for extraordinary projects, aesthetics and engineering with prefabricated concrete parts.

Supplier directory



Supply list

without company logo	with company logo	additional line (price per line)
330.00 €	420.00 €	55.00 €

Manufacturer directory



Format ads

1/1 page	1/2 page
2,050.00 €	1,200.00 €

Company profile



Enjoy working with the
BFT SUPPLIERS' DIRECTORY,
more details on page 22!

Your entry will be automatically renewed if no revocation is received in the directories 6 weeks before the closing date for advertisements. Change requests should be received by the advertising deadline.




www.BFT-INTERNATIONAL.com

Today the internet is a very important source of information for the decision makers in prevars concrete plants. www.BFT-international.com the competence of the journal and offers the reader an additional interactive component with a high efficiency. Like in BFT journal, the **BFT website** pays attention on the international exchange of experience as well as practical information for the daily work. **BFT INTERNATIONAL + BFT website** = a perfect platform to use crossmedia synergy.

BFT Newsletter

The BFT newsletter informs the decision-makers in concrete plants around the world via e-mail about news in the industry.



 **Page impressions**

35,694 per month

 **Visits**

22,806 per month

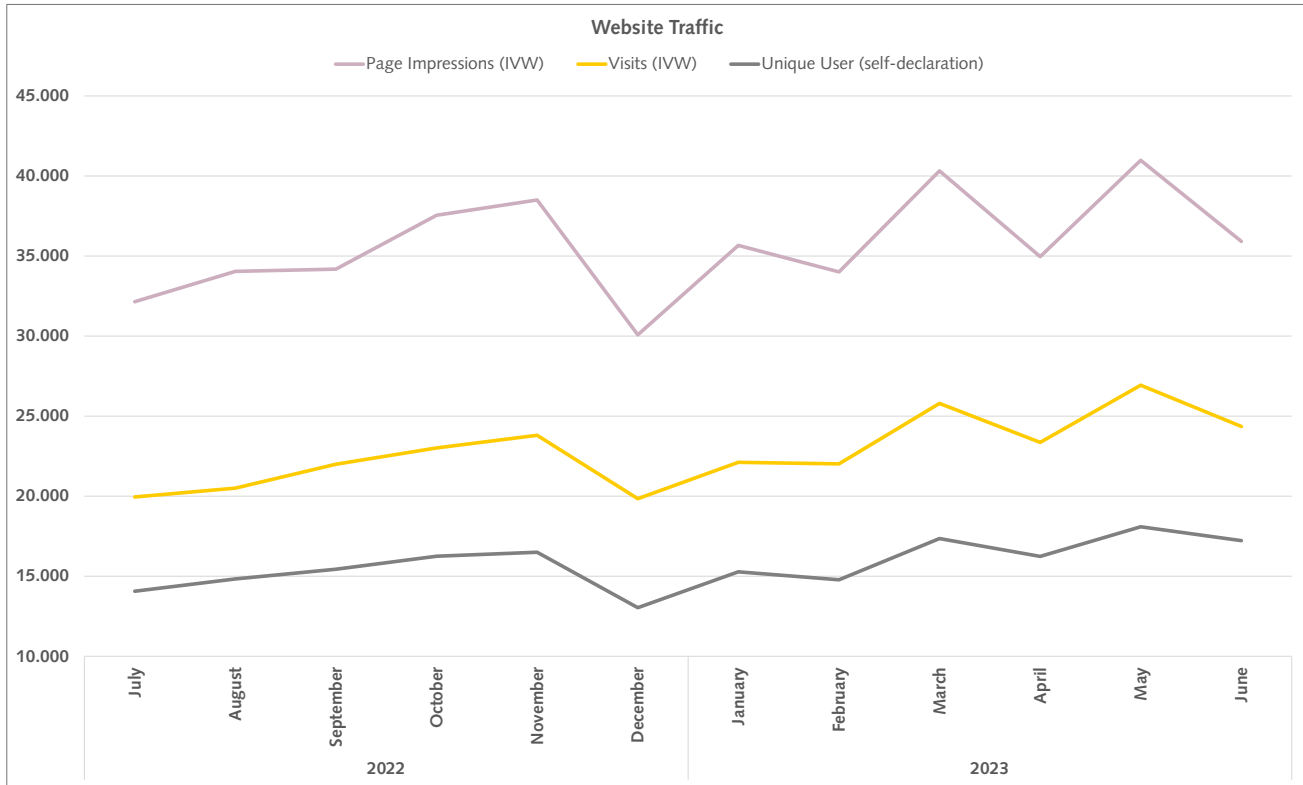
 **Unique user**

15,758 user

 **Newsletter contacts**

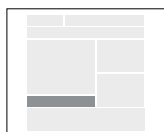
3,548 Ø recipients

Traffic audit:



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

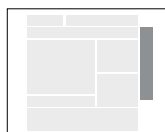
Prices and forms of advertising (price for 28 days / 4 weeks):



Fullsize banner

Format (w x h):
468 x 60 px

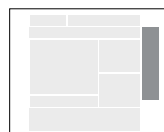
602.00 €



Skyscraper

Format (w x h):
120 x 600 px

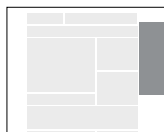
910.00 €



Wide skyscraper

Format (w x h):
160 x 600 px

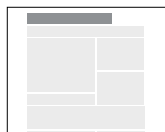
1,057.00 €



Half page

Format (w x h):
300 x 600 px

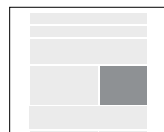
1,211.00 €



Superbanner

Format (w x h):
728 x 90 px

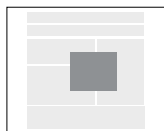
756.00 €



Medium rectangle

Format (w x h):
300 x 250 px

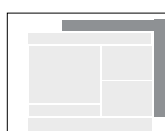
1,057.00 €



Layer ad

Format (w x h):
400 x 400 px

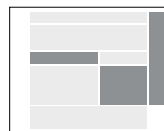
on request



Wallpaper

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

1,358.00 €



Ad bundle

- Fullsize banner
- Skyscraper
- Medium rectangle

910.00 €

Advertising formats	Placement	Format (pixel, width x height)	Price in €/4 weeks
Skyscraper sticky	website, in rotation with max. two additional	120 x 600	980.00
Wide skyscraper sticky	website, in rotation with max. two additional	160 x 600	1,134.00
Half page sticky	website, in rotation with max. two additional	300 x 600	1,288.00
Billboard	on all pages except homepage, in rotation with max. two additional	970 x 250	1,512.00
Company logo	website, in rotation with max. two additional	200 x 100	378.00
Expandable wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	1,512.00
Situations vacant	in the job market	individual	1,200.00
Microsite	own navigation within the website, duration 12 weeks	individual	9,408.00
OnlinePLUS	addition to an existing online article/advertorial	photos, videos, PDFs	1,134.00

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	Themes
01 / 2024	04.01.2024	18.12.2023	Mixing technology
02 / 2024	01.02.2024	23.01.2024	Precast parts general
03 / 2024	07.03.2024	27.02.2024	Post-treatment/finishing
04 / 2024	04.04.2024	22.03.2024	Concrete products/ garden landscape construction
05 / 2024	02.05.2024	22.04.2024	Concrete days 2024
06 / 2024	06.06.2024	28.05.2024	Mixing technology
07 / 2024	04.07.2024	25.06.2024	Concrete and paint
08 / 2024	01.08.2024	23.07.2024	Fastening and reinforcement technology
09 / 2024	05.09.2024	27.08.2024	Concrete products/ garden landscape construction
10 / 2024	04.10.2024	24.09.2024	Prestressed concrete
11 / 2024	07.11.2024	28.10.2024	Concrete pipes/shafts
12 / 2024	05.12.2024	26.11.2024	Post-treatment/finishing

Recipients:
Decision-maker in concrete plants worldwide

Circulation:
3,548 recipients
Openingrate net: 19.0 %
(source: Inxmail, average per month
July 2022 til June 2023)

File formats:

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

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

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

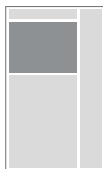
- meta-information:
- customer name
 - booked newsletter
 - order number
 - target URL
 - contact person for inquiries

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:
815.00 €

Text ad



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

Placement:
content

Price:
680.00 €

Medium rectangle

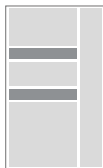


Format:
300 x 250 px

Placement:
content

Price:
815.00 €

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
545.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the content

Price:
680.00 €

Wide skyscraper

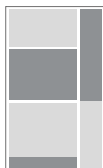


Format:
160 x 600 px

Placement:
next to the content

Price:
815.00 €

Newsletter takeover



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

Placement:
content, exclusive

Price:
5,035.00 €

Situations vacant



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

Placement:
content

Price:
680.00 €

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 knowledge of a particular topic, demonstrate your problem solving abilities or explain why it is beneficial to use your product – there are many reasons why you might consider using an online-advertorial.

- Permanent online posts on www.BFT-INTERNATIONAL.com (these remain accessible via the search function after the 4-week period has expired)
- Editorial teaser on the homepage with link to the online post (subject to availability)
- Medium rectangle with placement across the entire website as a teaser with a link to the online post
- Text ad in **BFT newsletter** with a link to the online post
- Advertised Facebook post via Facebook fanpage of **BFT** with a link to the online post
- Please deliver the online post in German and English

Price: 2,870.00 € plus VAT.
(Price for 28 days / 4 weeks)



Schöck Isolink®: Die energieeffiziente und einbaufreundliche Lösung für kerngedämmte Betonfassaden

Energieeffizient und wirtschaftlich in der Anwendung, einfach und schnell in der Verarbeitung im Fertigprellwerk: Mit dem Fassadenanker Schöck Isolink® Typ C für Betonfassaden bietet die Schöck Bauteile GmbH eine zukunftsweisende Alternative zu herkömmlichen Befestigungen aus Edelstahl oder Aluminium. Der Schöck Isolink® aus dem Glasfaserverbundwerkstoff Combar ist der Schlüssel zur normgerechten Wärmedämmung.

In der Produktion von Betonfertigteilern punktet der Schöck Isolink® Typ C mit Wirtschaftlichkeit und einfacher Verarbeitung, denn er erfordert nur wenige Anker pro Quadratmeter. Das erleichtert den Einbau, reduziert Material und somit auch Kosten. Der Einbau selbst erfolgt in nur wenigen Schritten und ist mit allen Dämmmaterialien möglich. Der Stab wird in die vorgebohrten Löcher in der Dämmschicht gesteckt; dank seiner runden Form geht das einfach und schnell. Der Tiefenbegrenzer sichert dabei die Einstecktiefe, sodass sich auf diese Weise Fassaden und Wände bis SICHbetonklasse 4 realisieren lassen.

Energieeffizient und hoch belastbar

In kerngedämmten Betonfassaden sorgt der Schöck Isolink® Typ C für eine zuverlässige thermische Trennung und reduziert Wärmebrücken aufgrund des innovativen Materials auf ein Minimum. Der Fassadenanker besteht aus dem eigens von Schöck entwickelten und produzierten Glasfaserverbundwerkstoff Combar®. Dieser zeichnet sich unter anderem durch eine äußerst geringe Wärmeleitfähigkeit von gerade einmal 0,7 W/mK aus. Die Wärmedämmeigenschaften des Isolink® sind rund 15-mal besser als die von Edelstahl ($\lambda_{\text{St}} = 15 \text{ W/mK}$) und rund 200-mal besser als die von Aluminium ($\lambda_{\text{Al}} = 209 \text{ W/mK}$). Bei der Verbindung der Betonschalen von Vertikal- oder Außenwänden ermöglicht der Isolink® so eine schlüsselfreie Lösung und stellt eine energieeffiziente Alternative zu Stahl- oder Aluminiumbefestigungen dar. Darüber hinaus ist der Isolink® sehr zugfest und dadurch hochbelastbar.



Whitepaper

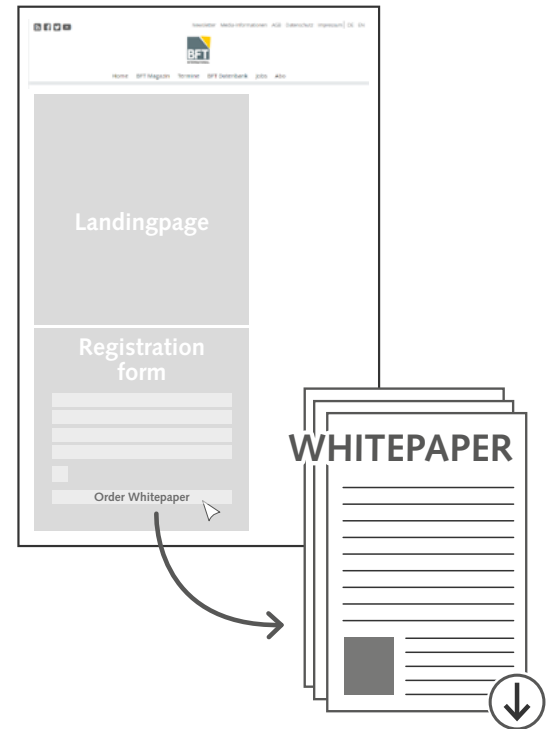
Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on www.bft-international.de. Interested users receive the white paper in exchange for their contact details.

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



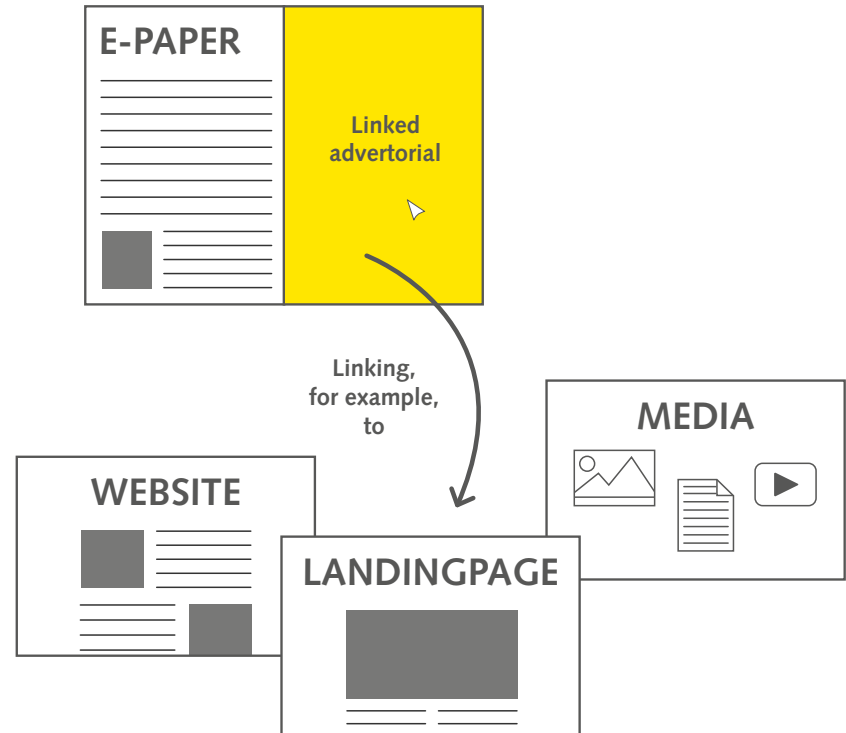
Linking in E-Paper

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 €



Title: BFT SUPPLIERS' DIRECTORY, www.BFT-Anbieterdatenbank.de

Short profile: The BFT SUPPLIERS' DIRECTORY offers detailed information about suppliers in precast concrete technology. You have the possibility to search for the name of a company, a place or a keyword. You can also search for companies in your area by entering your postcode or restrict the selection to a service profile.

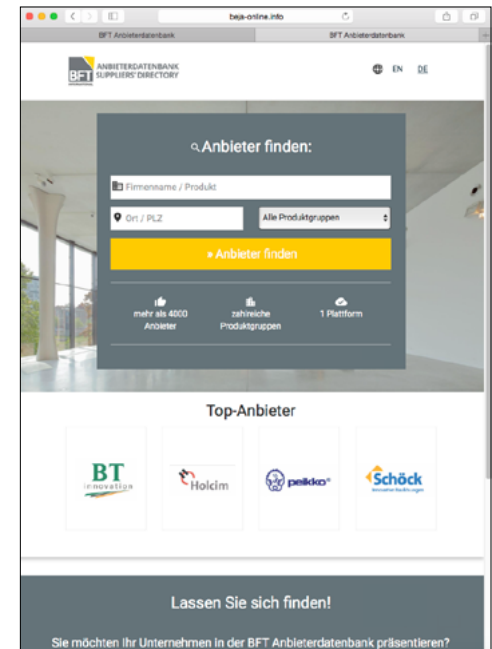
Target group: Managing directors and decision-makers in concrete and precast plants worldwide

Search? Find!

Let the market players in the concrete and precast industry find you.

I can happily make you an offer - contact me!

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



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

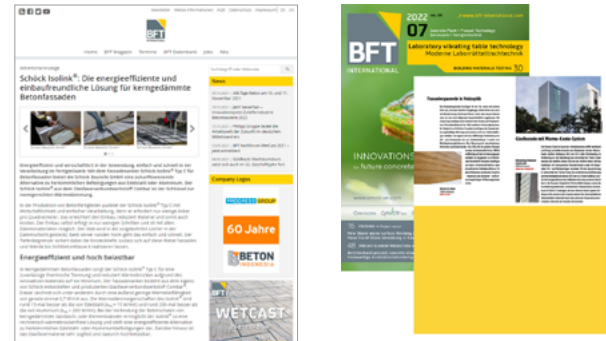


Halfpage ad on
www.BFT-INTERNATIONAL.com

Wide skyscraper in
BFT newsletter

Duration 4 weeks
Price: 1,823.40 € plus VAT.

Crossmedia product advertising package



Online-advertorial on
www.BFT-INTERNATIONAL.com
(for services see previous page)

1/2 page advertorial or advert
in the print edition of
BFT INTERNATIONAL

Duration 4 weeks
Price: 5,148.00 € plus VAT.

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



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



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