

MEDIA DATA 2025

Target groups


- Architects
- Urban planners
- Planners in civil engineering



Bauwelt

Bauwelt.de

bau || || verlag 

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Bauwelt

Bauwelt reports and takes a stand on current issues in architecture and urban development. Updated daily in the relevant digital channels, weekly in the newsletter and 26 times a year in the magazine issue. **Bauwelt** always places architecture and urban development in an additional, overarching context. This can be an economic, ecological, constructive or technological context. However, it is always a social context, because the community of readers and the editorial team are united by the conviction that architecture and urban development are committed to society. **StadtBauwelt**, which focuses on urban planning, urban development and urban culture, is also published four times a year. And finally, ten times a year, the Bauwelt editorial team researches important information on new innovative building products, building components, building systems and constructions and their application - buildings are discussed with a focus on the use of materials.



141,156

Copies / Year

copies actually distributed 11,763
thereof E-Paper: 3,453
Publication frequency 26x / Year



1,674,936

Page impressions website / Year

Page Impressions 139,578 / Month
Visits 75,999 / Month
Unique User 27,512 / Month



631,176

Newsletter recipients / Year

Recipients 12,376 / Issue
Openingrate net 22.9 %
Publication frequency 51x / Year



31,000

Follower social media

PRINT

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Month	Issue	Publishing date	Editorial deadline	Advertising deadline Advertise- ments	Advertising deadline Job market	Bauwelt Praxis (further information on page 17)	Trade fairs/ Events
October	22	25.10.2024	10.09.2024	10.10.2024	11.10.2024	Masonry	EXPO REAL, Munich 07.-09.10.2024
November	23	08.11.2024	02.10.2024	23.10.2024	24.10.2024	Roof, insulation, waterproofing	
	24	22.11.2024	16.10.2024	07.11.2024	08.11.2024	Artificial Intelligence AI	
December	25	06.12.2024	30.10.2024	21.11.2024	22.11.2024	BAU 2025	BAU 2025, Munich, 13.-17.01.2025
StadtBauwelt 244	26	20.12.2024	11.11.2024	05.12.2024	06.12.2024		

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

Month	Issue	Publishing date	Editorial deadline	Advertising deadline Advertise- ments	Advertising deadline Job market	Bauwelt Praxis (further information on page 17)	Trade fairs/ Events
January	1	03.01.2025	25.11.2024	09.12.2024	13.12.2024		BAU 2025, Munich, 13.-17.01.2025
	2	17.01.2025	09.12.2024	20.01.2025	03.01.2025		
	3	31.01.2025	18.12.2024	16.01.2025	17.01.2025		
February	4	14.02.2025	08.01.2025	30.01.2025	31.01.2025	Light and building automation, ventilation	
	5	28.02.2025	22.01.2025	13.02.2025	14.02.2025		
March StadtBauwelt 245	6	14.03.2025	05.02.2025	27.02.2025	28.02.2025	Sanitary, heating, air conditioning, spa	ISH, Frankfurt am Main, 17.-21.03.2025
	7	28.03.2025	19.02.2025	13.03.2025	14.03.2025		
April	8	11.04.2025	05.03.2025	27.03.2025	28.03.2025	Sustainable construction	
	9	25.04.2025	17.03.2025	08.04.2025	09.04.2025		
May	10	09.05.2025	31.03.2025	23.04.2025	24.04.2025	Digitalization (BIM, digital construction processes)	Biennale of Architecture, Venice, 10.05.-23.05.2025
	11	23.05.2025	14.04.2025	08.05.2025	09.05.2025		
June StadtBauwelt 246	12	06.06.2025	29.04.2025	21.05.2025	22.05.2025	Facade, building envelope	
	13	20.06.2025	14.05.2025	03.06.2025	04.06.2025		

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

Month	Issue	Erscheinungs-termin	Editorial deadline	Advertising deadline Advertisements	Advertising deadline Job market	Bauwelt Praxis (further information on page 17)	Trade fairs/ Events
July	14	04.07.2025	27.05.2025	18.06.2025	20.06.2025	Finishing, drywall, acoustics	
	15	18.07.2025	11.06.2025	03.07.2025	04.07.2025		
August	16	01.08.2025	25.06.2025	17.07.2025	18.07.2025	Building security, windows, doors, access control, fire protection	
	17	15.08.2025	09.07.2025	31.07.2025	01.08.2025		
	18	29.08.2025	23.07.2025	14.08.2025	15.08.2025		
September	19	12.09.2025	06.08.2025	28.08.2025	29.08.2025		
StadtBauwelt 247	20	26.09.2025	20.08.2025	11.09.2025	12.09.2025		
October	21	10.10.2025	02.09.2025	24.09.2025	25.09.2025	Masonry	Expo Real, Munich, 6.-8.10.2025
	22	24.10.2025	17.09.2025	09.10.2025	10.10.2025		
November	23	07.11.2025	31.09.2025	23.10.2025	24.10.2025	Roof, insulation, sealing	Bauwelt Kongress, Berlin, November 2025
	24	21.11.2025	15.10.2025	06.11.2025	07.11.2025		
December	25	05.12.2025	29.10.2025	20.11.2025	21.11.2025	Circular Construction, re-use, recycle	
StadtBauwelt 248	26	19.12.2025	10.11.2025	04.12.2025	05.12.2025		

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

Month	Issue	Publishing date	Editorial deadline	Advertising deadline Advertise-ments	Advertising deadline Job market	Bauwelt Praxis (further information on page 17)	Trade fairs/ Events
January	1	02.01.2026	22.11.2025	10.12.2025	11.12.2025		
	2	16.01.2026	05.12.2025	23.12.2025	02.01.2026		
	3	30.01.2026	18.12.2025	15.01.2026	16.01.2026		
February	4	13.02.2026	07.01.2026	19.01.2026	20.01.2026	Light and building automation, ventilation	Light + Building Frankfurt am Main, 8.-13.03.2026
	5	27.02.2026	21.01.2026	12.02.2026	13.02.2026		
March	6	13.03.2026	04.02.2026	26.02.2026	27.02.2026	Digitalization (BIM, digital construction processes)	digitalBau, Cologne, 24.-26.03.2026
StadtBauwelt 249	7	27.03.2026	18.02.2026	12.03.2026	13.03.2026		
April	8	10.04.2026	04.03.2026	26.03.2026	27.03.2026	Sustainable construction	

The complete schedule and topic plan for 2026 will appear in the media data 2026.



Circulation audit:

Circulation analysis: Copies per issue
(1. July 2023 to 30. June 2024)

Copies actually distributed (tvA):	11,763	thereof abroad:	423
- thereof E-Paper:	3,453	thereof abroad:	183
Copies sold:	3,776	thereof abroad:	359
Subscriptions:	3,718	thereof abroad:	354
Other sales:	49	thereof abroad:	5
Single copy sales:	9	thereof abroad:	3
Free copies:	7,987	thereof abroad:	61
Archive and specimen:	519		

Geographic distribution analysis:

Business regions	Copies actually distributed	
	%*	Copies
Domestic	96.4	11,340
Abroad	3.6	423
Copies actually distributed (tvA)	100.0	11,763

* The percentages have been rounded to one decimal place.

Summary of the survey method:














1. Method: Dissemination analysis by file evaluation - total survey
 2. Basic population: actual circulation 11,763 = 100 %, Not included in the survey 0
 3. Sample: total survey
 4. Target person of the study: not applicable
 5. Period of study: August 2024
 6. Execution of the study: Bauerlag BV GmbH
- Details on the survey method are available from the publishing company.

Distribution by Nielsen-Areas/German states:

Vertrieb	Copies actually distributed	
	%*	Copies
Nielsen-Area I		
Schleswig-Holstein	2.6	300
Hamburg	2.3	270
Niedersachsen	8.6	1,006
Bremen	0.9	105
Nielsen-Area II		
Nordrhein-Westfalen	17.5	2,058
Nielsen-Area IIIa		
Hessen	7.5	881
Rheinland-Pfalz	4.3	504
Saarland	0.6	73
Nielsen-Area IIIb		
Baden-Württemberg	12.1	1,420
Nielsen-Area IV		
Bayern	13.2	1,547
Nielsen-Area V		
Berlin	6.0	711
Nielsen-Area VI		
Mecklenburg-Vorpommern	2.5	292
Brandenburg	5.5	651
Sachsen-Anhalt	2.5	299
Nielsen-Area VII		
Thüringen	4.2	496
Sachsen	6.2	727
Copies truly distributed in domestic area	96.4	11,340

* The percentages have been rounded to one decimal place.

Ad price, bleed format (plus 3 mm bleed on all pages)

<p>2/1 Page</p>  <p>Bleed format: 470 x 297 mm</p> <p>Price (b/w to 4c) 18,640.00 €</p>	<p>1/1 Page</p>  <p>Bleed format: 235 x 297 mm</p> <p>Price (b/w to 4c) 9,740.00 €</p>	<p>Juniorpage</p>  <p>Bleed format: 151 x 199 mm</p> <p>Price (b/w to 4c) 7,200.00 €</p>	<p>1/2 Page, horiz.</p>  <p>Bleed format: 235 x 155 mm</p> <p>Price (b/w to 4c) 6,580.00 €</p>	<p>1/2 Page, vertical</p>  <p>Bleed format: 115 x 297 mm</p> <p>Price (b/w to 4c) 6,580.00 €</p>
<p>1/3 Page, vertical</p>  <p>Bleed format: 79 x 297 mm</p> <p>Price (b/w to 4c) 5,590.00 €</p>	<p>1/3 Page, horiz.</p>  <p>Bleed format: 235 x 111 mm</p> <p>Price (b/w to 4c) 5,590.00 €</p>	<p>1/4 Page, vertical</p>  <p>Bleed format: 61 x 297 mm</p> <p>Price (b/w to 4c) 5,130.00 €</p>	<p>1/4 Page, horiz.</p>  <p>Bleed format: 235 x 89 mm</p> <p>Price (b/w to 4c) 5,130.00 €</p>	<p>1/4 Page, Col.</p>  <p>Bleed format: 115 x 155 mm</p> <p>Price (b/w to 4c) 5,130.00 €</p>
<p>1/8 Page, vertical</p>  <p>Bleed format: 61 x 155 mm</p> <p>Price (b/w to 4c) 3,630.00 €</p>	<p>1/8 Page, horiz.</p>  <p>Bleed format: 235 x 56 mm</p> <p>Price (b/w to 4c) 3,630.00 €</p>	<p>1/8 Page, Col.</p>  <p>Bleed format: 115 x 89 mm</p> <p>Price (b/w to 4c) 3,630.00 €</p>	<p>Advertorial 1/1 Page* 9,740.00 €</p> <p>Advertorial 1/2 Page** 6,580.00 €</p>	

* Price surcharge for design by the publisher 500.00 €; ** Price surcharge for design by the publisher 250.00 €
All prices plus 19 % VAT. Agency commission: 15 %. You can find the general terms and conditions at: <https://bauverlag.de/en/terms>

Additional charges:

Placement: Inside front cover, inside back cover and back cover 1,160.00 €
Other prescribed positions 20 %

Special colour: Each color 1,590.00 €

Discounts: Published within 12 months
(Insertion year, beginning with the appearance 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 %

Architecture combination

5 % / 20 % architecture combination discount
with DBZ Deutsche Bauzeitschrift

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, 51 mm wide)	6.40 €
Job offers colour	per height mm (1 column, 51 mm wide)	11.50 €
Situation wanted b/w	per height mm (1 column, 51 mm wide)	3.60 €
Opportunity ad, Purchase/sale b/w	per height mm (1 column, 51 mm wide)	6.40 €
Column width:	2 column, 105 mm 3 column, 159 mm 4 column, 213 mm	

Special ad types:

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

2-pages	6,270.00 €
4-pages	11,910.00 €
6-pages	17,320.00 €
8-pages	21,650.00 €
(others on request)	

Discount according to quantity scale: 1 sheet = 1 advertising page
Please deliver bound inserts in untrimmed format of 241 mm wide
and 303 mm high (four or more pages: folded). Untrimmed format
of bound inserts: Bound inserts: 241 x 305 mm, head trim: 6 mm
Footer trim: 6 mm, side trim: 3 mm each

Loose inserts (not discountable)

Maximum size 220 x 290 mm

Weight of loose insert	Price %
Full insert till 25 g and 2 mm thickness (higher weights and thicknesses on request.)	380.00 €

Print inserts up to 25g and 2 mm thick (Price pro %) (higher weights and thicknesses on request)	440.00 €
-----------------------------------------------------------------------------------------------------	----------

For partial occupancy: selection costs per selection	160.00 €
------------------------------------------------------	----------

Glued ad media

Postcard	Price %
Required delivery quantity	100.00 € 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
Tanja Sturm
Gutenbergstraße 4
69181 Leimen, Germany

Delivery memo: „Für Bauwelt Issue ...“

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.

Magazine format: 235 mm wide x 297 mm high;
untrimmed: 241 mm wide x 303 mm high

Print space: 213 mm wide x 262 mm high
3 Columns à 69 mm

Printing and binding methods: Offset printing, adhesive binding

Data transmission: - Transfer via FTP: on request
- by e-Mail (bis 10MB):
order.management@bauverlag.de

For larger volumes of data, please contact:
Miss José Knurr, Phone: +49 5241 2151-3322

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

Terms of payment: Net invoice value within 10 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

Prerequisites/Notes



Uniform format/motif; same colours.

For discounts – frequency discounts, volume discounts, combination discounts – one block counts as one placement (see regular rate)

Ad sizes and rates for the block of 2

Your discount: 25%

All prices are subject to statutory VAT.


 +  = **A** = Bauwelt block of 2 (2 Bauwelt issues in 1 month)

Format	Alignment	Width x height mm	Price (b/w to 4c) (€)	Format	Alignment	Width x height mm	Price (b/w to 4c) (€)
2/1 Page		470 x 297	27,960.00	1/3 Page	horiz.	235 x 111	8,385.00
1/1 Page		235 x 297	14,610.00		vertical	61 x 297	
Juniorpage		151 x 199	10,800.00	1/4 Page	horiz.	235 x 89	7,695.00
1/2 Page	horiz.	235 x 155	9,870.00		vertical	61 x 297	
	vertical	115 x 297		1/8 Page	horiz.	235 x 56	5,445.00
					vertical	61 x 155	

Ad sizes and rates for the block of 3

Your discount: 45%

All prices are subject to statutory VAT.

 +  = **B** = Bauwelt block of 3 (3 Bauwelt issues in 2 months)

Format	Alignment	Width x height mm	Price (b/w to 4c) (€)	Format	Alignment	Width x height mm	Price (b/w to 4c) (€)
2/1 Page		470 x 297	30,756.00	1/3 Page	horiz.	235 x 111	9,224.00
1/1 Page		235 x 297	16,071.00		vertical	61 x 297	
Juniorpage		151 x 199	11,880.00	1/4 Page	horiz.	235 x 89	8,465.00
1/2 Page	horiz.	235 x 155	10,857.00		vertical	61 x 297	
	vertical	115 x 297		1/8 Page	horiz.	235 x 56	5,990.00
					vertical	61 x 155	

Ad sizes and rates for the block of 4

Your discount: 50%

All prices are subject to statutory VAT.

 = **C** = Bauwelt block of 4 (4 Bauwelt issues in 3 months)

Format	Alignment	Width x height mm	Price (b/w to 4c) (€)	Format	Alignment	Width x height mm	Price (b/w to 4c) (€)
2/1 Page		470 x 297	37,280.00	1/3 Page	horiz	235 x 111	11,180.00
1/1 Page		235 x 297	19,480.00		vertical	61 x 297	
Juniorpage		151 x 199	14,400.00	1/4 Page	horiz	235 x 89	10,260.00
1/2 Page	horiz	235 x 155	13,160.00		vertical	61 x 297	
	vertical	115 x 297		1/8 Page	horiz	235 x 56	7,260.00
					vertical	61 x 155	

Special colours:

block of	block of 3	block of 4
2,380.00 €	2,620.00 €	3,170.00 €

DBZ + **Bauwelt** - architecture combinations: The strong advertising duo

The wide coverage of a qualified target group is decisive. By advertising in **DBZ** and **Bauwelt**, you directly address the product decision-makers among the architects and construction engineers. With our Architecture combinations you optimize your media planning at the same time.

Only 5% overlap in the joint subscriber circle of **DBZ** and **Bauwelt** and excellent utilization date will convince you.

Your advantage:

architecture combo **2** **3** and **4** contain the discount of up to 50%, 45% or 25% respectively for the **Bauwelt**-Block placement!

Architecture combo



DBZ + Bauwelt

1 = DBZ single advert
combined with
Bauwelt single advert
→ altogether 2 advert placements



special discount 20%

prerequisite: uniform format.
Placing within one month.
note: In the quantity/times/combination scale
the **architecture combination 1**
counts as one page/placement.

Architecture combo



DBZ + Bauwelt

2 = DBZ single advert
combined with
Bauwelt block of 2
→ altogether 3 advert placements



special discount 5%

prerequisite: uniform format.
Publication dates within one
discount year
note: In the quantity/times/combination scale
the **architecture combination 2**
counts as one page/placement.

DBZ + Bauwelt – architecture combinations

Architecture combo 3 = DBZ single advert combined with **Bauwelt** block of 3
→ altogether 4 advert placements



special discount 5%
prerequisite: uniform format.
Publication dates within one discount year
note: In the quantity/times/combination scale the **Architecture combination 3** counts as one page/placement.

Architecture combo 4 = DBZ single advert combined with **Bauwelt** block of 4
→ altogether 5 advert placements



special discount 5%
prerequisite: uniform format.
Publication dates within one discount year
note: In the quantity/times/combination scale the **Architecture combination 4** counts as one page/placement.

Example: 1/1 page 4c

	DBZ*	+	Bauwelt*	=	Regular price	Combination discount	Price
Combo 1 *	13,880.00 €	+	9,740.00 €	=	23,620.00 €	20 %	18,896.00 €
Combo 2 *	13,880.00 €	+	14,610.00 €	=	28,490.00 €	5 %	27,066.00 €
Combo 3 *	13,880.00 €	+	16,071.00 €	=	29,951.00 €	5 %	28,453.00 €
Combo 4 *	13,880.00 €	+	19,480.00 €	=	33,360.00 €	5 %	31,692.00 €

Any placements additional charges and bleed additional charges are also discounted at the corresponding discount rates. * According to valid price list

Plan with us ... 10x per year, the **Bauwelt** editors research to compile an overview on construction products, construction components, construction systems and their application. Ten subject areas, coordinated with the year's key trade fairs for architects and the construction sector, bring together all relevant new products launched on the market in one **Bauwelt Praxis** issue. Decision-makers in the sector air their views, building structures are discussed with a focus on the materials used, interviews are conducted with architects and building professionals. Background information, solid material research as well as contact details on the marketplace pages round off this extensive extra section in **Bauwelt**.

Bauwelt Praxis-combination:
2 Issues 10% / 4 Issues 15% / 6 Issues 20%
(without additional block discounts)

4

PD: 14.02.2025
ED: 08.01.2025
AS: 30.01.2025

February

Lighting and building automation,
ventilation



6

PD: 14.03.2025
ED: 05.02.2025
AS: 27.02.2025

March

Sanitary, heating, air conditioning, spa



8

PD: 11.04.2025
ED: 05.03.2025
AS: 27.03.2025

April

Sustainable building

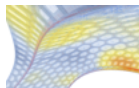


10

PD: 09.05.2025
ED: 31.03.2025
AS: 23.04.2025

May

Digitalization (BIM, digital construction
processes, digital planning and design)



publishing date = PD, editorial deadline = ED, advertising deadline = AD

12

PD: 06.06.2025
ED: 29.04.2025
AS: 21.05.2025

June

Facade, building envelope



15

PD: 18.07.2025
ED: 11.06.2025
AS: 03.07.2025

July

Finishing, drywall construction,
acoustics



18

PD: 29.08.2025
ED: 23.07.2025
AS: 14.08.2025

August

Building security, windows, doors,
fire protection



21

PD: 10.10.2025
ED: 02.09.2025
AS: 24.09.2025

October

Masonry



23

PD: 07.11.2025
ED: 31.09.2025
AS: 23.10.2025

November

Roof, insulation, sealing



25

PD: 05.12.2025
ED: 29.10.2025
AS: 20.11.2025

December

Circular construction, re-use,
recycling



Editorial contact: mail@bauwelt.de

Secure this exclusive special form of advertising
and book the Bauwelt Praxis front page flap!

Front page format: 104 mm x 100 mm
Back page format: 115 mm x 297 mm
(plus 3 mm bleed on all pages)
Placement: See illustration*
Price for a Bauwelt Praxis Issue: 7,500.00 € plus VAT.

from 3 x PRAXIS cover 1/2 page 4c + format on front page 20% block discount
from 5 x PRAXIS cover 1/2 page 4c + format on front page 25% block discount
from 7 x PRAXIS cover 1/2 Page 4c + format on front page 30% block discount

Customer discount and AE commission are granted,
this does not apply to additional Bauwelt or
Architecture combination discounts.

* Placement is exclusively in the printed edition,
not in the e-paper



Job advertisements in the wide-reaching journals Bauwelt and DBZ

Choose the job markets in these journals if you want to fill your vacant positions with the best candidates. Place your job ad in **Bauwelt** and **DBZ** – the wide-reaching journals in the architecture segment, which you can combine for optimum impact.

PRINT rates

1 column, per mm height, non-discountable

Bauwelt **DBZ**

Job vacancy ad, black/white	6.40 €	
Job vacancy ad, colored	11.50 €	
Situation wanted ad	3.60 €	
Business contacts	6.40 €	
Competitions	6.40 €	
Column width, 1 column	51 mm	47 mm
Column width, 2 column	105 mm	98 mm
Column width, 3 column	159 mm	149 mm
Column width, 4 column	213 mm	200 mm

Attractive 25 % combo-discount or simultaneous placing of ads in DBZ and Bauwelt

Print and online combination rates (4 weeks online from publication date):

For architecture firms from an order value of: 480.00 €
 Immediate placement online: 200.00 €

For universities from an order value of: 1,150.00 €
 Immediate placement online: 300.00 €

For institutes/companies from an order value of: 1,250.00 €
 Immediate placement online: 300.00 €

ONLINE rates (not discountable)

For architecture firms:

Online placement: 480.00 €

For universities:

Online placement: 1,150.00 €

For institutes/companies:

Online placement: 1,250.00 €

Widen your online reach now!

Order your job ad quickly and easily at
<https://stellenmarkt.bauwelt.de>

- Visible online for 4 weeks
- Attractive rates for extensions
- Listing in next available Bauwelt issue (10 090 copies)
- Mailing of your ad in the Bauwelt newsletter direct to 12 600 recipients

Company profile:

For one month: 130.00 €
 For one year: 1,300.00 €

Just contact us:

Email: stellenmarkt@bauverlag.de
 Phone: + 49 5241 2151-3000



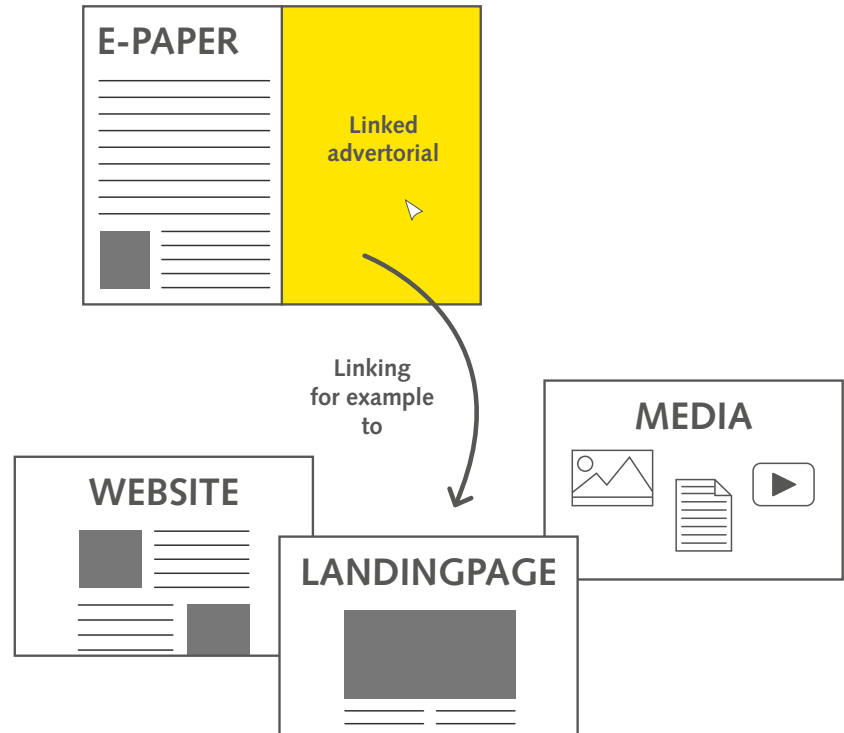
Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper (epaper.bauwelt.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: 490.00 €

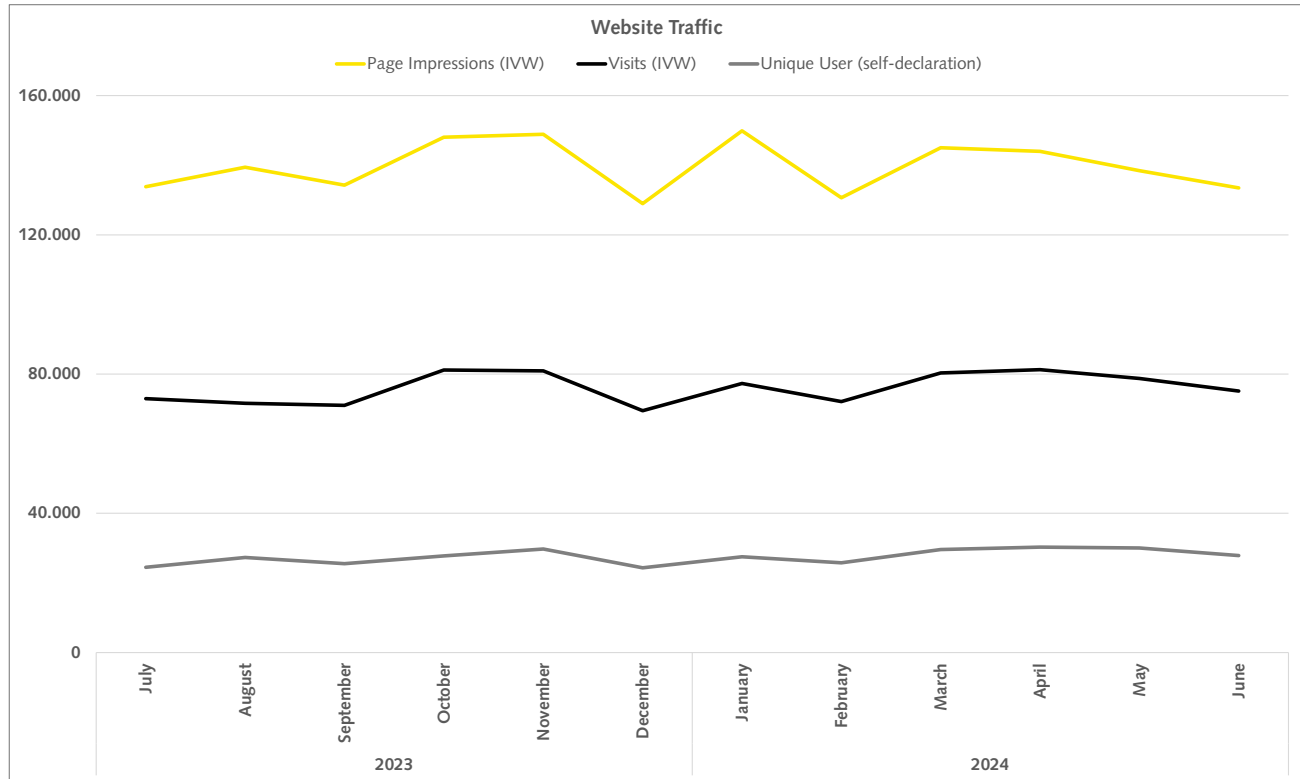


DIGITAL

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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):

Form of advertising	Placement Desktop and tablet	Size in pixel (W x H) Desktop and tablet	Placement Mobile	Size in pixel (W x H) Mobile	Price for 28 days / 4 weeks
Fullsize banner	Content	468 x 60	Content	300 x 50 (6:1)	1,386.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	1,736.00 €
Medium rectangle	Content	320 x 330	Content	300 x 250	2,436.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	2,086.00 € 2,268.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 320 x 330	Content	300 x 250	2,086.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	2,436.00 € 2,604.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	2,786.00 € 2,954.00 € (sticky)
Mega Banner	Am Kopf der Page/ content	1000 x 330	Content	300 x 75 (4:1)	3,486.00 €
Wallpaper	Above and next to the content	728 x 90 und 120 x 600	Content	300 x 250	3,318.00 €
Expandable wallpaper	Above and next to the content	728 x 90 und 120 x 600 (300 x 600)	Content	300 x 600	4,116.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	13,062.00 € (Price for 12 weeks)
Job offer	In the job market	Individual	In the job market	Individual	1,250.00 €

All display banners rotate with a maximum of 2 other banners in the same position. Please always supply the respective desktop and mobile format. Other formats on request.
All prices plus 19% VAT, agency commission: 15%. You can find our technical specifications with a presentation of the formats at <https://bauerlag.de/downloads/spec-sheet-online.pdf>.
You can find the general terms and conditions at <https://bauerlag.de/en/terms>

Discounts:

Published within 12 months (Insertion year)

Staggered repeat discount

12 Weeks	5 %
26 Weeks	10 %
52 Weeks	15 %

Special ad types:**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

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 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:

- booked site
- Customer name
- Order number
- Target-URL
- Booking period
- Form of advertising
- Motif name
- Contact person for inquiries

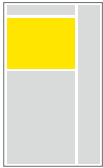
Issues	Publication date	Booking deadline
1/2025	03.01.2025	13.12.2024
2/2025	10.01.2025	20.12.2024
3/2025	17.01.2025	08.01.2025
4/2025	24.01.2025	15.01.2025
5/2025	31.01.2025	22.01.2025
6/2025	07.02.2025	29.01.2025
7/2025	14.02.2025	05.02.2025
8/2025	21.02.2025	12.02.2025
9/2025	28.02.2025	19.02.2025
10/2025	07.03.2025	26.02.2025
11/2025	14.03.2025	05.03.2025
12/2025	21.03.2025	12.03.2025
13/2025	28.03.2025	19.03.2025
14/2025	04.04.2025	26.03.2025
15/2025	11.04.2025	02.04.2025
16/2025	17.04.2025	08.04.2025
17/2025	25.04.2025	14.04.2025
18/2025	02.05.2025	22.04.2025
19/2025	09.05.2025	29.04.2025
20/2025	16.05.2025	07.05.2025
21/2025	23.05.2025	14.05.2025
22/2025	30.05.2025	20.05.2025
23/2025	06.06.2025	27.05.2025
24/2025	13.06.2025	03.06.2025
25/2025	20.06.2025	10.06.2025
26/2025	27.06.2025	17.06.2025

Issues	Publication date	Booking deadline
27/2025	04.07.2025	25.06.2025
28/2025	11.07.2025	02.07.2025
29/2025	18.07.2025	09.07.2025
30/2025	25.07.2025	16.07.2025
31/2025	01.08.2025	23.07.2025
32/2025	08.08.2025	30.07.2025
33/2025	15.08.2025	06.08.2025
34/2025	22.08.2025	13.08.2025
35/2025	29.08.2025	20.08.2025
36/2025	05.09.2025	27.08.2025
37/2025	12.09.2025	03.09.2025
38/2025	19.09.2025	10.09.2025
39/2025	26.09.2025	17.09.2025
40/2025	02.10.2025	23.09.2025
41/2025	10.10.2025	30.09.2025
42/2025	17.10.2025	08.10.2025
43/2025	24.10.2025	15.10.2025
44/2025	31.10.2025	22.10.2025
45/2025	07.11.2025	29.10.2025
46/2025	14.11.2025	05.11.2025
47/2025	21.11.2025	12.11.2025
48/2025	28.11.2025	19.11.2025
49/2025	05.12.2025	26.11.2025
50/2025	12.12.2025	03.12.2025
51/2025	19.12.2025	10.12.2025

Recipients: Architects, planning civil engineers, interior designers
Circulation: 12,376 Recipients
Openingrate net: 22.9%
(source: Inxmail, average per month July 2023 to June 2024)

Prices and forms of advertising:

Text ad premium

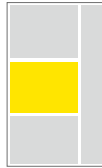


- 1. Text ad in the Newsletter
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
980.00€

Text ad

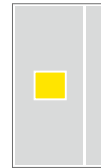


- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
820.00€

Medium rectangle

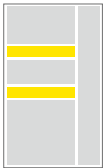


Format:
300 x 250 px

Placement:
content

Price:
980.00€

Fullsize banner

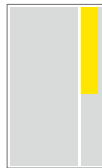


Format:
468 x 60 px

Placement:
content

Price:
660.00€

Skyscraper

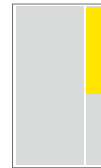


Format:
120 x 600 px

Placement:
next to the
content

Price:
820.00€

Wide skyscraper

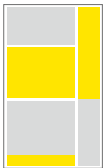


Format:
160 x 600 px

Placement:
next to
the content

Price:
980.00€

Newsletter takeover

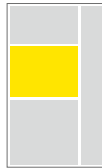


- up to 4 text ads
- 3 fullsize banner
- 1 skyscraper

Placement:
content, exclusiv

Price:
6,080.00€

Job offer



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

Placement:
content

Price:
820.00€

Discounts:

Published within 12 months
(Insertion year)

Staggered repeat discount

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

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:

- booked newsletter
- Customer name
- Order number
- Target URL
- Contact person for inquiries

You will get a reporting about the recipients, Opening rate and ad-clicks.



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.Bauwelt.de (can still be found via search after the 4 weeks)
- Medium rectangle with placement on the complete website as teaser with link to the online article
- 2 Text ads in the [Bauwelt newsletter](#) with link to the online article
- Promoted Facebook post via the Facebook fan page of [Bauwelt](#) with link to the online article

Price: 4,088.00 € plus VAT.
(Price for 28 days / 4 weeks)

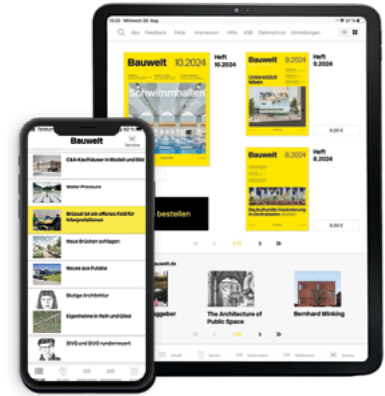
The screenshot shows a web page from 'Bauwelt'. At the top, there is a search bar and navigation links for 'Stellenmarkt', 'Wettbewerbe', 'Termine', and 'Login'. Below the navigation, there are tabs for 'ARCHIV', 'RUBRIKEN', 'HEFT', 'BAUWELT-Preis', 'EXTRAS', and 'KONGRESS'. The main content area features a large image of a man in a green shirt with the text 'BAUEN FÜR MÜNCHEN' overlaid. To the right of the image is the article title 'Bauen für München: Karriere als Bauingenieur*in bei den SMM'. Below the title is a short introductory paragraph. Further down, there are two more article teasers: 'Münchner Freiheit: Sie bringen München schneller ans Ziel' and 'Barrierefreiheit und Klimaschutz an der Linie 15/25'. Each teaser includes a short paragraph of text.



All prices plus 19 % VAT. Agency commission: 15 %. You can find the general terms and conditions at: <https://bauverlag.de/en/terms>

What does the **Bauwelt app** offer?

- selected articles appear in the app
- job market updated daily
- competitive tendering updated daily
- all relevant schedules and exhibition critiques
- extended photo spreads and interactive elements
- construction-map



App forms of advertising:

Exclusive allocation

Your fullsize ad is linked in full-format and pops up in the app after a certain time interval or after a number of interactions.

Price: 1,370.00 €
per month, plus VAT.

Targeted placement

Your ad directly following a certain article.

Price: 1,640.00 €
per month, plus VAT.

Superbanner

Advertise yourself with your banner above each article in the "news" category.

Price: 1,020.00 €
per month, plus VAT.

Kiosk button

High presence through the kiosk button by placement on the kiosk homepage directly under the current issue.

Price: 810.00 €
per month, plus VAT.

Looking for something? Find it here!

Make sure that market players in the construction and property sector can find you.

EINKAUFSFÜHRER BAU

Bauverlag's EINKAUFSFÜHRER BAU is the online search engine for construction professionals. At www.EINKAUFSFUEHRER-BAU.de, they can find the manufacturers of all construction products.

BUILDING TRADES COMPANIES AND ENGINEERS

(from the painting and decorating, stucco, plastering, drywall construction, carpentry, joinery, roofing and timber construction, electricians, plumbing, HVAC, metal engineering)

CONSTRUCTION COMPANIES (in building construction, civil engineering, road construction, garden and landscaping and tunnel construction)

TRADE

(construction machinery, construction materials, roofing materials, civil engineering supplies)

FACILITY MANAGERS AND HOUSING ASSOCIATIONS

ARCHITECTS AND PLANNING & CONSTRUCTION ENGINEERS

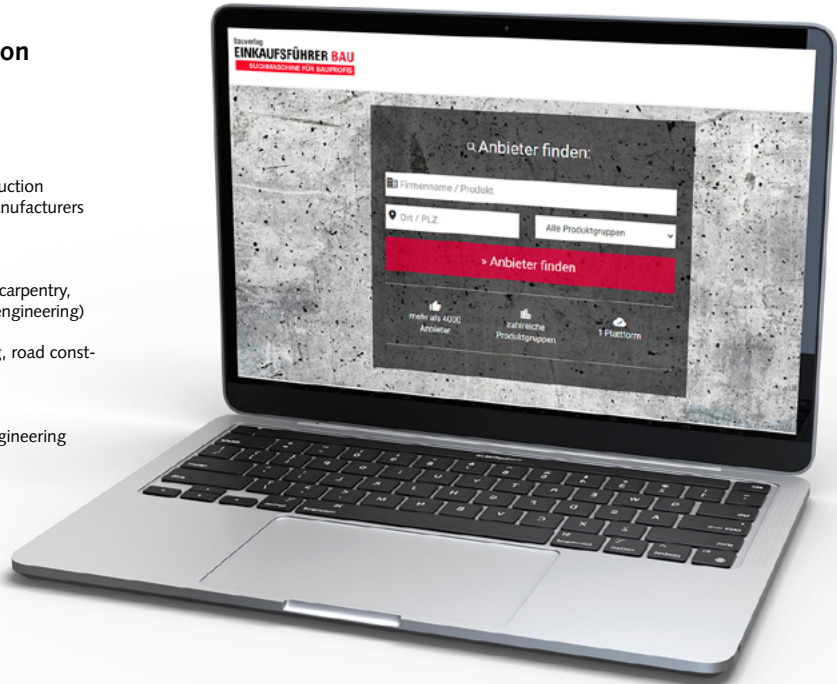
Request a quote now!

Narin Yelman

Senior Sales Manager

Phone: +49 5241 2151-4433

E-Mail: narin.yelman@bauverlag.de



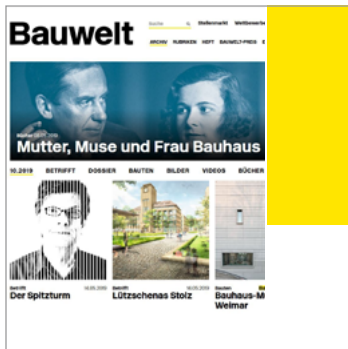
PORTFOLIO

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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.Bauwelt.de



Wide skyscraper in 2
Bauwelt Newslettern

Duration 4 weeks
Price: 4,271.40 € plus VAT.

Crossmedia product advertising package



Online advertorial on
www.Bauwelt.de

Duration 4 weeks
Price: 9,601.20 € plus VAT.



1/2 Page Advertorial
advertorial or advert in the
print edition of Bauwelt

We will be happy to put together further packages with suitable digital and print formats for you on request.

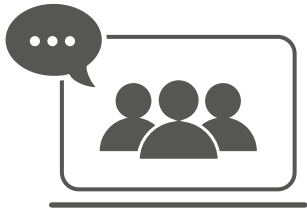
All prices plus 19 % VAT. Agency commission: 15 %. You can find the general terms and conditions at: <https://bauverlag.de/en/terms>

Gain valuable leads with the strong media brand Bauwelt!

Webinar

Choose an interesting topic, create an exciting Presentation and have the webinar moderated by our expert **Bauwelt** editorial team and organized by the experienced Bauverlag event team. You will receive the contact details of the participants.

Price: 6,490.00 €*



Ask for our detailed information flyer!

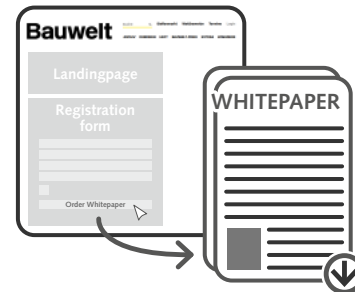
*Price plus 19% VAT.

Please note that we require a lead time of 8 weeks. You can find the general terms and conditions at <https://bauverlag.de/en/terms>.

Whitepaper

Publish your neutral, technically sound information on a topic of interest to the target group in a useful white paper on **Bauwelt.de**. Interested users order the white paper and you will receive the contact details afterwards.

Price: on request





Video advertorials that will convince you!

Moving images attract attention. Content and products can be presented in a more lively and emotional way, making them easier to perceive.

In contrast to classic commercials, video advertorials convey information, tips or stories that appear valuable to the viewer while subtly promoting a product, service or brand.

The focus is often on providing the audience with useful content while raising awareness of the advertised brand, without the advertising taking center stage.

Bauverlag not only has access to the target group, but also the expertise to implement an individual storyline perfectly and tailor-made for the customer in the construction industry. The Bauverlag brands also provide neutrality and credibility for your communication goals.

When will we realize our joint video project?

Please contact us



Erdal Top
Director Video & Digital Services
Phone: +49 5241 2151-3344
E-Mail: erdal.top@bauverlag.de



bau|||verlag Events

Networking für Architektur und Bau

The portal for networking in architecture and the construction industry

Bauverlag organizes and plans 85 events every year. These include in-house events such as congresses, trade fairs and specialist forums. In addition, customer events are designed, planned and carried out.

Our events offer you

- Networking and information transfer
- Contact with your target group and top decision-makers in architecture and the construction industry
- Neutral specialist presentations on trends and developments
- Intensive exchange of ideas and information
- In-depth information through accompanying trade exhibitions
- New, innovative discussion and presentation formats

Expand your network. Take advantage of the professional exchange with colleagues and industry experts!

Please contact us



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Your partner for content marketing, individual communication solutions and networking

We support you in reaching your target group with something special. In close cooperation with our specialist editorial teams, we develop customized online and print formats as well as specialist events for you.

Bauverlag Creative offers you

- Supplements, brochures, white papers
- Websites and microsites
- Editorial videos and image films
- Social media content
- Moderation and event management

Become visible. Use the reach and channels of Bauverlag!

Please contact us



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THE BAUVERLAG

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Building. Knowledge. Passion.

Architecture / Processing & recycling / Building materials / Construction companies / Job market / Technical building equipment / Fabricators / Housing and real estate industry



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We will support your media plannings – just give us a call or send us an e-mail!



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We will support your media plannings – just give us a call or send us an e-mail!

