

Bauwelt

MEDIA DATA 2024

Communication solutions for the target group of architects, urban designers and civil engineers



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Bauwelt

Bauwelt - forum for analyses and comments on the latest issues in architecture and urban planning, issued every two weeks. The **Bauwelt** is a medium of opinion and tendency; it generates relevance for readers from the discussion, assessment and classification of all the latest architectural, urban planning and building policy issues: what opportunities and challenges does the current housing situation present? What does the energy revolution mean for architects and planners? How does demographic change impact on urban development? What role do investors and project developers play today? The solutions to these and other important issues of building today and in the future are elaborated in an interdisciplinary manner and discussed in the **Bauwelt** with assessments coming from different perspectives. These and other aspects are addressed through reports in the magazine, in published projects and in other sections. The special **StadtBauwelt** issue is published four times a year and is dedicated to the issues surrounding urban development and urban culture, with an increased circulation for those in the construction and property industries, academia and state and local planning authorities. The **Bauwelt** editorial team researches an overview of building products, components, building systems and constructions and their application 10 times a year. Decision-makers from the industry have their say, structural works are discussed with a focus on the use of materials, and interviews are conducted with architects and contractors.



Publication frequency

26 issues per year
biweekly,
always on Friday



Copies actually distributed

10,745 Copies



Volume analysis

Magazine format 235 mm x 297 mm
Total volume 1,647 pages
Editorial section 1,398 pages
Advertising section 249 pages

Month	Issue	Publishing date	Editorial deadline	Advertising deadline Advertise- ments	Advertising deadline Job market	construction&research further information on page 15	Trade fairs/ Events
January	1	05.01.2024	27.11.2023	18.12.2023	19.12.2023		
	2	19.01.2024	11.12.2023	04.01.2024	05.01.2024	Digitalization (BIM, digital construction processes)	
February	3	02.02.2024	20.12.2023	18.01.2024	19.01.2024		digitalBAU, Cologne, Germany (20.–22.02.2024)
	4	16.02.2024	10.01.2024	01.02.2024	02.02.2024	Light and building automation, ventilation	
March	5	01.03.2024	24.01.2024	15.02.2024	16.02.2024		Light + Building, Frankfurt am Main, Germany (03.–08.03.2024)
	6	15.03.2024	07.02.2024	29.02.2024	01.03.2024	Sanitary, heating, air conditioning, spa	SHK+E, Essen, Germany (19.–22.03.2024)
StadtBauwelt 241	7	28.03.2024	20.02.2024	13.03.2024	14.03.2024		
April	8	12.04.2024	05.03.2024	26.03.2024	27.03.2024		IFH-IN THERM, Nürnberg, germany (23.–26.04.2024)
	9	26.04.2024	18.03.2024	11.04.2024	12.04.2024	Sustainable construction (materials, cradle-to-cradle, CO2 reduction)	
May	10	10.05.2024	28.03.2024	23.04.2024	24.04.2024		
	11	24.05.2024	16.04.2024	07.05.2024	08.05.2024		
June	12	07.06.2024	30.04.2024	22.05.2024	23.05.2024	Facade, building envelope	
	StadtBauwelt 242	13	21.06.2024	15.05.2024	06.06.2024		07.06.2024

Stellenmarkt-Anzeigenschluss einen Werktag später!

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	construction&research further information on page 15	Trade fairs/ Events
July	14	05.07.2024	29.05.2024	20.06.2024	21.06.2024		
	15	19.07.2024	12.06.2024	04.07.2024	05.07.2024	Finishing, drywall, acoustics	
August	16	02.08.2024	26.06.2024	18.07.2024	19.07.2024		
	17	16.08.2024	10.07.2024	01.08.2024	02.08.2024		
	18	30.08.2024	24.07.2024	15.08.2024	16.08.2024		
September	19	13.09.2024	07.08.2024	29.08.2024	30.08.2024	Building security (windows, doors, access control, fire protection)	Orgatec, Cologne, Germany (22.–25.10.2024)
StadtBauwelt 243	20	27.09.2024	20.08.2024	12.09.2024	13.09.2024		
October	21	11.10.2024	03.09.2024	25.09.2024	26.09.2024	Masonry	EXPO REAL, Munich, Germany (07.–09.10.2024)
	22	25.10.2024	10.09.2024	10.10.2024	11.10.2024		
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		
December	25	06.12.2024	30.10.2024	21.11.2024	22.11.2024	BAU 2025	BAU 2025, Munich, Germany (13.–17.01.2025)
	StadtBauwelt 244	26	20.12.2024	11.11.2024	05.12.2024		

Job Market advertising deadline is one working day later!

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



Circulation audit:

Circulation analysis:

Copies per issue
(1st July 2022 till 30th June 2023)

Print run:	9,298		
Copies actually distributed:	10,745	thereof abroad:	567
- thereof E-Paper:	2,381	thereof abroad:	109
Copies sold:	4,110	thereof abroad:	405
Subscriptions:	4,047	thereof abroad:	399
Other sales:	55	thereof abroad:	5
Single copy sales:	9	thereof abroad:	1
Free copies:	6,635	thereof abroad:	53
Archive and specimen:	933		

Geographic distribution analysis:

Business regions	Copies actually distributed	
	%	Copies
Domestic	95.7	10,178
Abroad	4.3	567
Copies actually distributed	100.0	10,745














Summary of the survey method:

1. Method: Dissemination analysis by file evaluation - total survey
 2. Basic population: actual circulation 10,745 = 100 %, not covered by the examination 0
 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.

Distribution by Nielsen-Areas/German states:

Distribution	Copies actually distributed	
	%	Copies
Nielsen-Area I		
Schleswig-Holstein	2.5	267
Hamburg	2.2	241
Lower Saxony	8.4	898
Bremen	0.9	94
Nielsen-Area II		
North Rhine Westphalia	17.3	1,855
Nielsen-Area IIIa		
Hesse	7.3	787
Rhineland-Palatinate	4.2	450
Saarland	0.6	65
Nielsen-Area IIIb		
Baden-Württemberg	11.9	1,277
Nielsen-Area IV		
Bavaria	13.0	1,399
Nielsen-Area V		
Berlin	6.0	644
Nielsen-Area VI		
Mecklenburg-Vorpommern	2.4	261
Brandenburg	5.4	581
Saxony-Anhalt	2.5	267
Nielsen-Area VII		
Thuringia	4.1	443
Saxony	6.0	649
Copies truly distributed in domestic area	94.7	10,178

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

2/1 Page  Bleed format: 470 x 297 mm Price (b/w to 4c) 17,990.00 €	1/1 Page  Bleed format: 235 x 297 mm Price (b/w to 4c) 9,400.00 €	Juniorage  Bleed format: 151 x 199 mm Price (b/w to 4c) 6,950.00 €	1/2 Page, horiz.  Bleed format: 235 x 155 mm Price (b/w to 4c) 6,350.00 €	1/2 Page, vertical  Bleed format: 115 x 297 mm Price (b/w to 4c) 6,350.00 €
1/3 Page, vertical  Bleed format: 79 x 297 mm Price (b/w to 4c) 5,400.00 €	1/3 Page, horiz.  Bleed format: 235 x 111 mm Price (b/w to 4c) 5,400.00 €	1/4 Page, vertical  Bleed format: 61 x 297 mm Price (b/w to 4c) 4,950.00 €	1/4 Page, horiz.  Bleed format: 235 x 89 mm Price (b/w to 4c) 4,950.00 €	1/4 Page, Col.  Bleed format: 115 x 155 mm Price (b/w to 4c) 4,950.00 €
1/8 Page, vertical  Bleed format: 61 x 155 mm Price (b/w to 4c) 3,500.00 €	1/8 Page, horiz.  Bleed format: 235 x 56 mm Price (b/w to 4c) 3,500.00 €	1/8 Page, Col.  Bleed format: 115 x 89 mm Price (b/w to 4c) 3,500.00 €	Advertorial 1/1 Page* 9,400.00 € Advertorial 1/2 Page** 6,350.00 €	

* 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 1,120.00 €
Other prescribed positions: 20 %

Special colour: Each color 1,530.00 €

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 %

Architecture combination

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

Crossmedia discount

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

Bauverlag publishing house combination

Publisher combination with all titles of Bauverlag „Combination Advantages“ 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)	6.20 €
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)	3.50 €
Opportunity ad, Purchase/sale b/w	per height mm (1 column, 51 mm wide)	6.20 €
Column width:	2 columns, 105 mm 3 columns, 159 mm 4 columns, 213 mm	

Special ad types:

bound inserts (sample - front page/back page required)	
2-pages	6,050.00 €
4-pages	11,500.00 €
6-pages	16,720.00 €
8-pages	20,900.00 €
(others on request)	

Discounts as per scale of discounts: 1 sheet = 1 ad page
Please supply bound inserts in untrimmed format of 241 mm wide and 303 mm high (four pages and more: folded). Raw format of bound-in inserts: bound inserts: 241 x 305 mm, head trim: 5 mm foot trim: 3 mm, lateral trim: 3 mm each

loose insert (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)	365.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	420.00 €
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

Delivery memo: „For 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.

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

For larger volumes of data, please contact:
Josée 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.

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	26,985.00	1/3 Page	horiz.	235 x 111	7,815.00
1/1 Page		235 x 297	14,100.00		vertical	61 x 297	
Juniorpage		151 x 199	10,425.00	1/4 Page	horiz.	235 x 89	7,140.00
1/2 Page	horiz.	235 x 155	9,525.00		vertical	61 x 297	
	vertical	115 x 297		1/8 Page	horiz.	235 x 56	5,085.00
					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	29,684.00	1/3 Page	horiz.	235 x 111	8,910.00
1/1 Page		235 x 297	15,510.00		vertical	61 x 297	
Juniorpage		151 x 199	11,468.00	1/4 Page	horiz.	235 x 89	8,168.00
1/2 Page	horiz.	235 x 155	10,478.00		vertical	61 x 297	
	vertical	115 x 297		1/8 Page	horiz.	235 x 56	5,775.00
					vertical	61 x 155	

Ad sizes and rates for the block of 4

All prices are subject to statutory VAT.

Your discount: 50%

 =  = Bauwelt block of 3 (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	35,980.00	1/3 Page	horiz.	235 x 111	10,800.00
1/1 Page		235 x 297	18,800.00		vertical	61 x 297	
Juniorpage		151 x 199	13,900.00	1/4 Page	horiz.	235 x 89	9,900.00
1/2 Page	horiz.	235 x 155	12,700.00		vertical	61 x 297	
	vertical	115 x 297		1/8 Page	horiz.	235 x 56	7,000.00
					vertical	61 x 155	

Special colours:

block of 2 2,295.00 €	block of 3 2,525.00 €	block of 4 3,060.00 €
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DBZ + **Bauwelt**- architecture combinations: The strong advertising duo

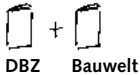
The wide coverage of a qualified target group is decisive. By advertising in **DBZ** and **Bauwelt**, you directly address the product decision-makers among the architects and construction engineers. With our Architecture Combinations you optimize your media planning at the same time.

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

Your advantage:

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

Architecture combi



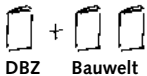
1 = DBZ single advert
combined with
Bauwelt single advert
→ altogether 2 advert placements



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 combi



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 combi



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 combi



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
Combi 1 *	13,400.00 €	+	9,400.00 €	=	22,800.00 €	20 %	18,240.00 €
Combi 2 *	13,400.00 €	+	14,100.00 €	=	27,500.00 €	5%	26,125.00 €
Combi 3 *	13,400.00 €	+	15,510.00 €	=	28,910.00 €	5%	27,465.00 €
Combi 4 *	13,400.00 €	+	18,800.00 €	=	32,200.00 €	5%	30,550.00 €

Possible placements surcharges and bleed surcharges will also be rebated with the corresponding discount rates. * according to 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**.

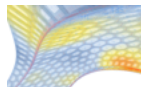
Bauwelt Praxis-combination:
2 Issues 10%/4 Issues 15%/6 Issues 20%
(without further Block-Discount)

2

PD: 19.01.2024
ED: 11.12.2023
AD: 04.01.2024

January

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



4

PD: 16.02.2024
ED: 10.01.2024
AD: 01.02.2024

February

Light and building automation, ventilation

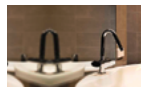


6

PD: 15.03.2024
ED: 07.02.2024
AD: 29.02.2024

March

Plumbing, heating, air conditioning, spa



9

PD: 26.04.2024
ED: 18.03.2024
AD: 11.04.2024

April

Sustainable construction (materials, cradle-to-cradle, CO2 reduction)



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

12

ET: 07.06.2024
ED: 30.04.2024
AD: 22.05.2024

June

Facade, building envelope



15

ET: 19.07.2024
ED: 12.06.2024
AD: 04.07.2024

July

Finishing, drywall, acoustics



18

PD: 30.08.2024
ED: 24.07.2024
AD: 15.08.2024

August

Building security (windows, doors, access control, fire protection)



21

PD: 11.10.2024
ED: 03.09.2024
AD: 25.09.2024

October

Masonry



23

PD: 08.11.2024
ED: 02.10.2024
AD: 23.10.2024

Novembre

Roof, insulation, waterproofing



25

PD: 06.12.2024
ED: 30.10.2024
AD: 21.11.2024

Decembre

BAU 2025



Editorial contact: praxis@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
from 5 x PRAXIS cover 1/2 page 4c + format on front page
from 7 x PRAXIS cover 1/2 Page 4c + format on front page

20% block discount
25% block discount
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	6.20 €	
Job vacancy ad, 2-colour	9.80 €	
Job vacancy ad, 3-colour	10.80 €	
Job vacancy ad, 4-colour	11.50 €	
Situation wanted ad	3.50 €	
Business contacts	6.20 €	
Competitions	6.20 €	
Column width, 1 column	51 mm	47 mm
Column width, 2 columns	105 mm	98 mm
Column width, 3 columns	159 mm	149 mm
Column width, 4 columns	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: 460.00 €
Immediate placement online: 200.00 €

For universities from an order value of: 1,100.00 €
Immediate placement online: 300.00 €

For institutes/companies from an order value of: 1,200.00 €
Immediate placement online: 300.00 €

ONLINE rates (from 01.01.2023, non-discountable)

For architecture firms:

Online-Schaltung: 460.00 €

For universities:

Online placement: 1,100.00 €

For institutes/companies:

Online placement: 1,200.00 €

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: 120.00 €
For one year: 1,250.00 €

Just contact us:

Email: stellenmarkt@bauverlag.de

Phone: + 49 5241 2151-3000



www.Bauwelt.de

The digital content at www.Bauwelt.de is attracting increasing interest from architects and construction planners and engineers. For day-to-day working, the cross-media linking of PRINT and ONLINE is indispensable.

Bauwelt Newsletter

The Bauwelt Newsletter provides weekly updates on relevant topics concerning architecture, building legislation and construction practice.



Page
impressions

134,539 per month



Visits

71,602 per month



Unique
user

30,734 per month



Newsletter
contacts

12,396 Ø recipients

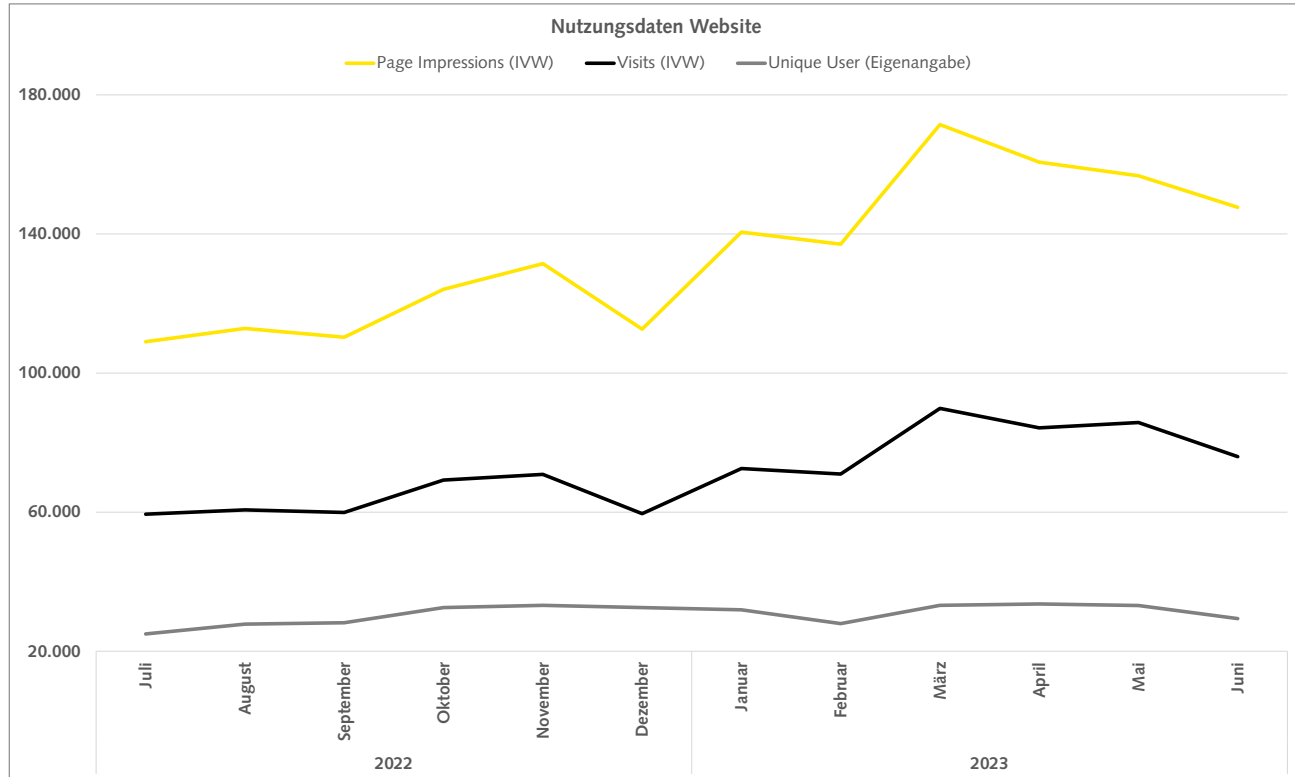


Social media
followers

Over 28,000 followers
on all channels

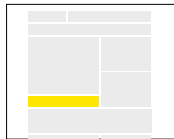
Counted: August 2022

Traffic audit:



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

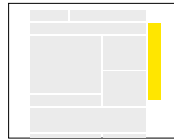
Prices and forms of advertising (price for 28 days / 4 weeks):



Fullsize banner

Format (w x h):
468 x 60 px

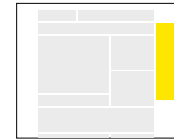
1,344.00 €



Skyscraper

Format (w x h):
120 x 600 px

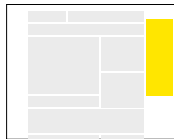
2,016.00 €



Wide skyscraper

Format (w x h):
160 x 600 px

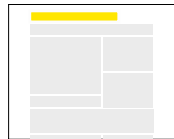
2,352.00 €



Half page

Format (w x h):
300 x 600 px

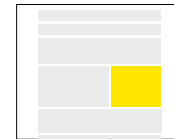
2,688.00 €



Superbanner

Format (w x h):
728 x 90 px

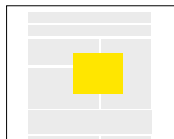
1,680.00 €



Medium rectangle

Format (w x h):
320 x 330 px

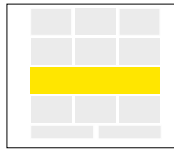
2,352.00 €



Layer ad

Format (w x h):
400 x 400 px

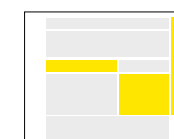
On Request



Mega banner

Format (w x h):
1000 x 330 px

3,360.00 €



Ad bundle

- Fullsize banner
- Skyscraper
- Medium rectangle

2,016.00 €

Advertising formats	Placement	Format (pixel, width x height)	Price in €/4 weeks
Skyscraper sticky	website, in rotation with max. two additional	120 x 600	2,184.00
Wide skyscraper sticky	website, in rotation with max. two additional	160 x 600	2,520.00
Half page sticky	website, in rotation with max. two additional	300 x 600	2,856.00
Wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600	3,206.00
Expandable wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	3,969.00
Situations vacant	Architecture firms Institutes Universities	individual	400.00 1,200.00 1,100.00
Microsite	own navigation within the website, duration 12 weeks	individual	12,600.00

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	05.01.2024	19.12.2023
2/2024	12.01.2024	03.01.2024
3/2024	19.01.2024	10.01.2024
4/2024	26.01.2024	17.01.2024
5/2024	02.02.2024	24.01.2024
6/2024	09.02.2024	31.01.2024
7/2024	16.02.2024	07.02.2024
8/2024	23.02.2024	14.02.2024
9/2024	01.03.2024	21.02.2024
10/2024	08.03.2024	28.02.2024
11/2024	15.03.2024	06.03.2024
12/2024	22.03.2024	13.03.2024
13/2024	28.03.2024	19.03.2024
14/2024	05.04.2024	26.03.2024
15/2024	12.04.2024	03.04.2024
16/2024	19.04.2024	10.04.2024
17/2024	26.04.2024	17.04.2024
18/2024	03.05.2024	23.04.2024
19/2024	10.05.2024	29.04.2024
20/2024	17.05.2024	07.05.2024
21/2024	24.05.2024	14.05.2024
22/2024	31.05.2024	21.05.2024
23/2024	07.06.2024	28.05.2024
24/2024	14.06.2024	05.06.2024
25/2024	21.06.2024	12.06.2024
26/2024	28.06.2024	19.06.2024

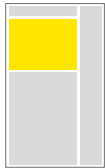
Issue	Publishing date	Booking deadline
27/2024	05.07.2024	26.06.2024
28/2024	12.07.2024	03.07.2024
29/2024	19.07.2024	10.07.2024
30/2024	26.07.2024	17.07.2024
31/2024	02.08.2024	24.07.2024
32/2024	09.08.2024	31.07.2024
33/2024	16.08.2024	07.08.2024
34/2024	23.08.2024	14.08.2024
35/2024	30.08.2024	21.08.2024
36/2024	06.09.2024	28.08.2024
37/2024	13.09.2024	04.09.2024
38/2024	20.09.2024	11.09.2024
39/2024	27.09.2024	18.09.2024
40/2024	04.10.2024	24.09.2024
41/2024	11.10.2024	01.10.2024
42/2024	18.10.2024	09.10.2024
43/2024	25.10.2024	16.10.2024
44/2024	01.11.2024	23.10.2024
45/2024	08.11.2024	29.10.2024
46/2024	15.11.2024	06.11.2024
47/2024	22.11.2024	13.11.2024
48/2024	29.11.2024	20.11.2024
49/2024	06.12.2024	27.11.2024
50/2024	13.12.2024	04.12.2024
51/2024	20.12.2024	11.12.2024

Recipients: Recipients: Architects, construction planners and engineers, interior designers

Circulation: 12,396 recipients
openingrate net: 23.4%
(source: Inxmail, average per month July 2022 until June 2023)

Prices and forms of advertising:

Text ad premium

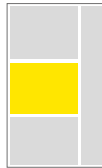


- first text ad in newsletter
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
925.00€

Text ad

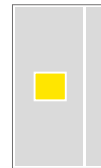


- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
770.00€

Medium rectangle

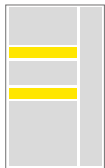


Format:
300 x 250 px

Placement:
content

Price:
925.00€

Fullsize banner

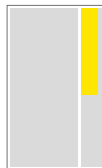


Format:
468 x 60 px

Placement:
content

Price:
615.00€

Skyscraper

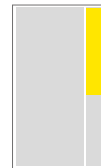


Format:
120 x 600 px

Placement:
next to the content

Price:
770.00€

Wide skyscraper

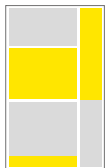


Format:
160 x 600 px

Placement:
next to the content

Price:
925.00€

Newsletter takeover

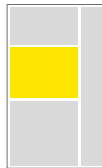


- up to 4 text ads,
- 3 fullsize banner
- 1 skyscraper

Placement:
content, exclusive

Price:
5,695.00€

Situations vacant



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

Placement:
content

Price:
770.00€

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:
www.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: 4 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.



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.

The online-advertorial comes with a comprehensive 4-week communications package consisting of the following components:

- permanent online posts on www.Bauwelt.de (these remain accessible via the search function after the 4-week period has expired)
- medium rectangle with placement across the entire website as a teaser with a link to the online post
- 2 text ads in [Bauwelt newsletter](#) with a link to the online post
- advertised Facebook post via Facebook fanpage of [Bauwelt](#) with a link to the online post

Price: 3,948.00 € plus VAT.
(Price for 28 days / 4 weeks)

The screenshot shows the Bauwelt website interface. At the top, there is a search bar and navigation links for 'Stellenmarkt', 'Wettbewerbe', 'Termine', and 'Login'. Below the navigation, there are menu items: '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 SWM'. 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'. A blue circular Facebook logo is overlaid on the bottom right of the screenshot.

Whitepaper

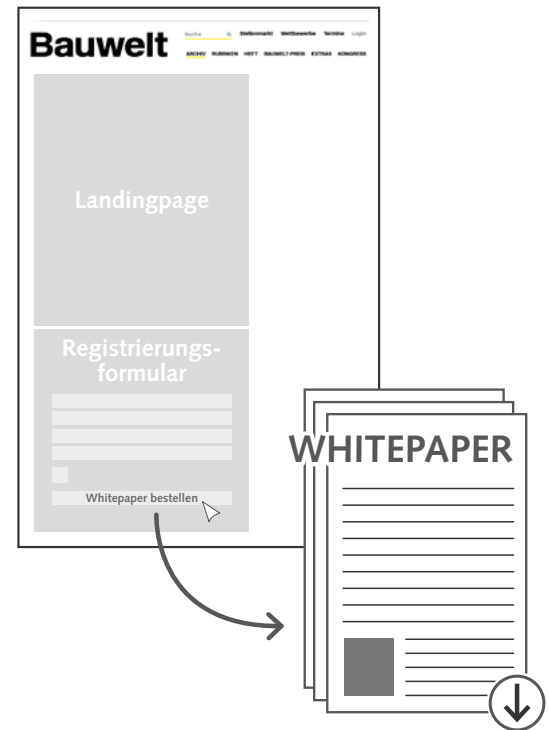
Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on www.bft-international.de. Interested users receive the white paper in exchange for their contact details.

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



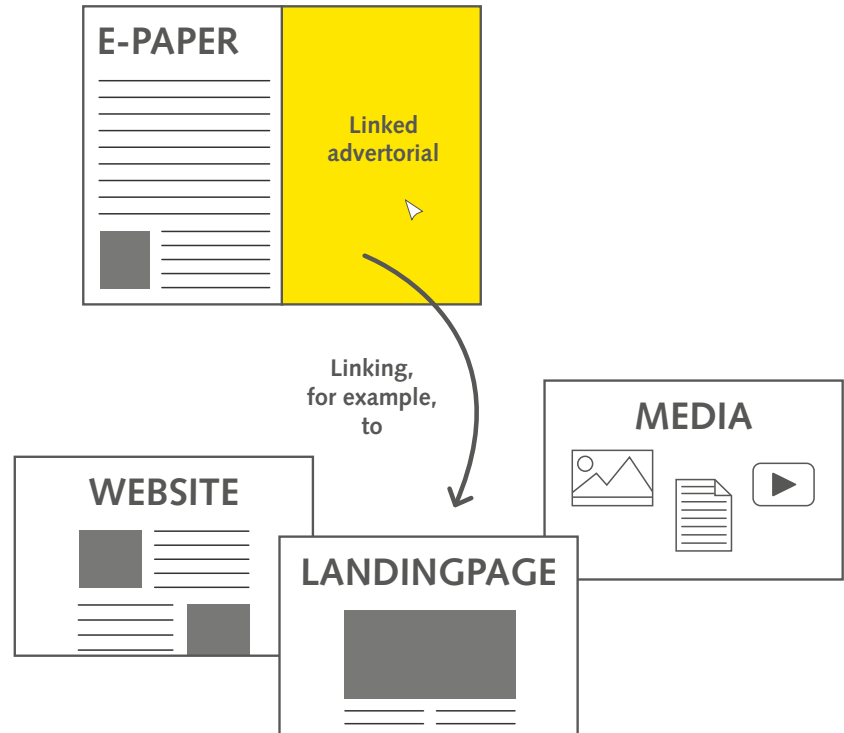
Linking in E-Paper

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:

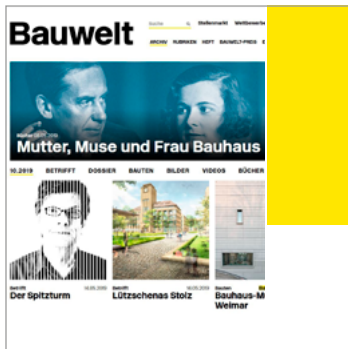
- **Interactivity:** Readers can click directly on ads to get more information or buy products online.
- **Enhanced user experience:** Readers get direct access to relevant content or products.
- **Enhanced information content:** Ads can provide additional information or media on web pages through links.

Price: 490.00 €



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.Bauwelt.de



Wide skyscraper in 2
Bauwelt Newslettern

Duration 4 weeks
Price: 4,084.20 € plus VAT.

Crossmedia product advertising package



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



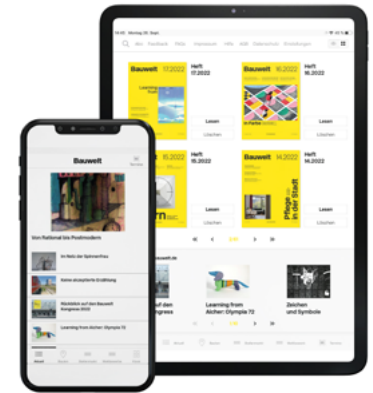
1/2 page advertorial or
advert in the print edition of
Bauwelt

Duration 4 weeks
Price: 9,493.20 € plus VAT.

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

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: 1,320.00 €
per month, plus VAT.

Targeted placement

Your ad directly following a certain article.

Price: 1,580.00 €
per month, plus VAT.

Superbanner

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

Price: 980.00 €
per month, plus VAT.

Kiosk button

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

Price: 780.00 €
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

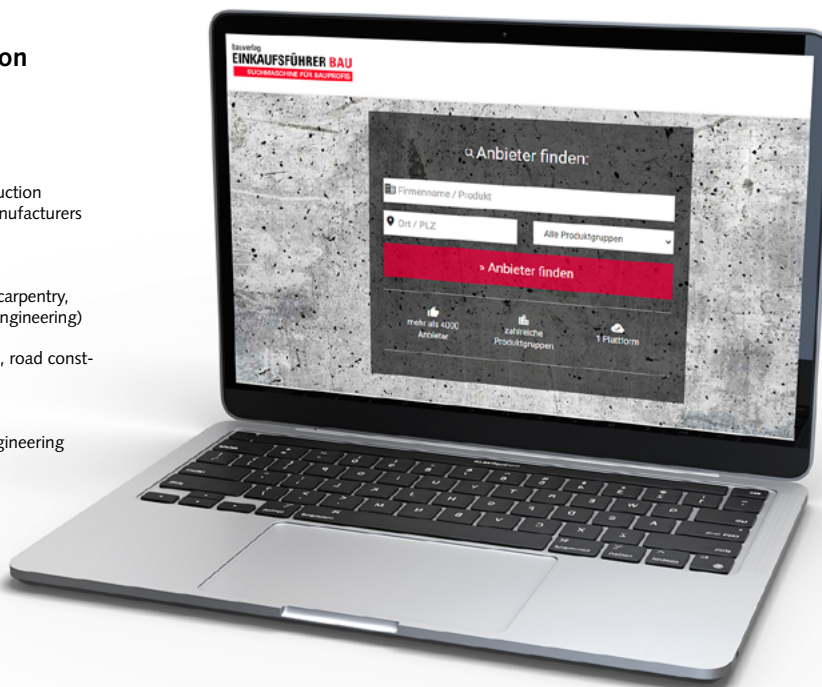
(construction machinery, construction materials, roofing materials, civil engineering supplies)

FACILITY MANAGERS AND HOUSING ASSOCIATIONS

ARCHITECTS AND PLANNING & CONSTRUCTION ENGINEERS

Request a quote now!

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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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