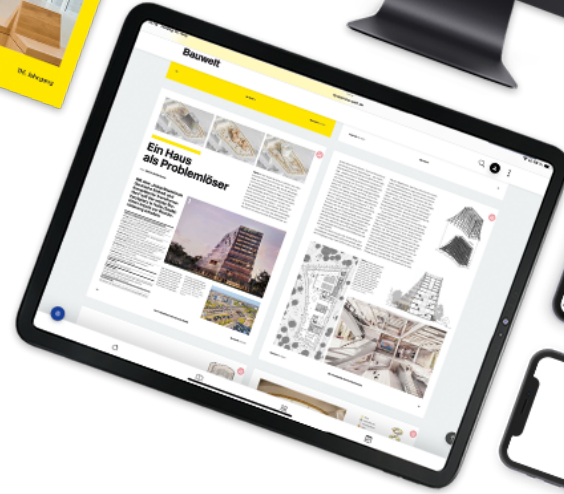
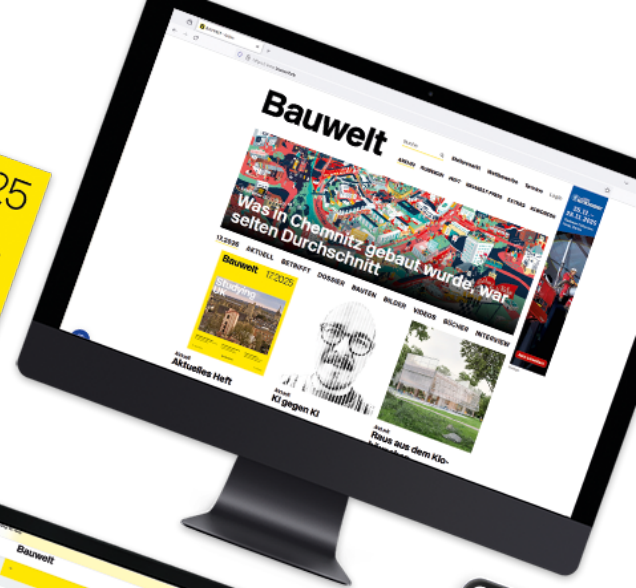


MEDIA DATA

2026 (SHORT VERSION)

Target groups

- Architects
- Urban planners
- Planners in civil engineering



Bauwelt

Bauwelt.de

bau || || verlag 



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 21 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.



257,649

Copies / year

copies actually distributed 12,269
thereof E-Paper: 4,624
Publication frequency 21x / Year



1,603,224

Page impressions website / year

Page Impressions 133,602 / Month
Visits 71,163 / Month
Unique User 26,006 / Month



632,247

Newsletter recipients / year

Recipients 12,397 / Issue
Openingrate net 23.3 %
Publication frequency 51x / Year



34,400

Follower social media

Month	Issue	Publishing date	Editorial deadline	Advertising deadline Advertise- ments	Advertising deadline Job market	Bauwelt Praxis (further information on page 7)	Trade fairs/ Events
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	
	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	Bauwelt Kongress, Berlin, 2.-3.12.2025
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 Advertisements	Advertising deadline Job market	Bauwelt Praxis (further information on page 7)	Trade fairs/ Events
January	1	02.01.2026	19.11.2025	11.12.2025	10.12.2025		
	2	16.01.2026	04.12.2025	02.01.2026	23.12.2025		
	3	30.01.2026	22.12.2025	15.01.2026	16.01.2026		
February	4	13.02.2026	07.01.2026	29.01.2026	30.01.2026	Lighting and building automation	Light+Building, Frankfurt am Main, 8.-13.3.2026
	5	27.02.2026	21.01.2026	12.02.2026	13.02.2026		
March StadtBauwelt 249	6	13.03.2026	04.02.2026	26.02.2026	27.02.2026	Digitalization, BIM, KI	DigitalBau, Cologne, 24.-26.3.2026
	7	27.03.2026	18.02.2026	12.03.2026	13.03.2026		
April	8	10.04.2026	03.03.2026	24.03.2026	25.03.2026	Roof, insulation, sealing	
	9	24.04.2026	17.03.2026	09.04.2026	10.04.2026		
May	10	08.05.2026	31.03.2026	23.04.2026	24.04.2026	Plumbing, heating, air conditioning, spa	
	11	22.05.2026	14.04.2026	06.05.2026	07.05.2026		
June StadtBauwelt 250	12	05.06.2026	28.04.2026	19.05.2026	20.05.2026	Facade, building envelope	
	13	19.06.2026	13.05.2026	03.06.2026	05.06.2026		

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 7)	Trade fairs/ Events
July	14	10.07.2026	02.06.2026	25.06.2026	26.06.2026	Finishing, drywall construction, acoustics	
	15	31.07.2026	24.06.2026	16.07.2026	17.07.2026		
August	16	28.08.2026	22.07.2026	13.08.2026	14.08.2026	Building security, windows, doors, fire protection	
September	17	25.09.2026	19.08.2026	10.09.2026	11.09.2026		
October	18	23.10.2026	16.09.2026	08.10.2026	09.10.2026	Masonry	
November	19	20.11.2026	14.10.2026	05.11.2026	06.11.2026	System construction, modular construction, building components	
December	20	04.12.2026	28.10.2026	19.11.2026	20.11.2026	BAU 27 - Sustainable construction	
StadtBauwelt 251	21	18.12.2026	09.11.2026	03.12.2026	04.12.2026		

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	Trade fairs/ Events
January	1	22.01.2027	16.12.2026	07.01.2027	08.01.2027	BAU 27, München, 11.-15.01.2027
February	2	19.02.2027	13.01.2027	04.02.2027	05.02.2027	ISH, Frankfurt am Main, 15.-19.03.2027
March	3	19.03.2027	10.02.2027	03.03.2027	04.03.2027	
April	4	16.04.2027	10.03.2027	01.04.2027	02.04.2027	

The complete schedule and topic plan for 2027 will appear in the media data 2027.

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)

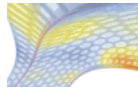
4 **February**
Lighting and building automation

PD: 13.02.2026
ED: 07.01.2026
AD: 29.01.2026



6 **March**
Digitalization, BIM, KI

PD: 13.03.2026
ED: 04.02.2026
AD: 26.02.2026



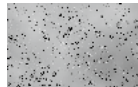
8 **April**
Roof, insulation, sealing

PD: 10.04.2026
ED: 03.03.2026
AD: 24.03.2026



10 **May**
Plumbing, heating, air conditioning, spa

PD: 08.05.2026
ED: 31.03.2026
AD: 23.04.2026



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

12 **June**
Facade, building envelope

PD: 05.06.2026
ED: 28.04.2026
AD: 19.05.2026



15 **July**
Finishing, drywall construction, acoustics

PD: 31.07.2026
ED: 24.06.2026
AD: 16.07.2026



16 **August**
Building security, windows, doors, fire protection

PD: 28.08.2026
ED: 22.07.2026
AD: 13.08.2026



18 **October**
Masonry

PD: 23.10.2026
ED: 16.09.2026
AD: 08.10.2026



19 **November**
System construction, modular construction, building components

PD: 20.11.2026
ED: 14.10.2026
AD: 05.11.2026
















20 **December**
BAU 27 - Sustainable construction

PD: 04.12.2026
ED: 28.10.2026
AD: 19.11.2026

BAU

Editorial contact: mail@bauwelt.de

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

<p>2/1 Page</p>  <p>Bleed format: 470 x 297 mm</p> <p>Price (b/w to 4c) 19,290.00 €</p>	<p>1/1 Page</p>  <p>Bleed format: 235 x 297 mm</p> <p>Price (b/w to 4c) 10,080.00 €</p>	<p>Juniorpage</p>  <p>Bleed format: 151 x 199 mm</p> <p>Price (b/w to 4c) 7,450.00 €</p>	<p>1/2 Page, horiz.</p>  <p>Bleed format: 235 x 155 mm</p> <p>Price (b/w to 4c) 6,810.00 €</p>	<p>1/2 Page, vertical</p>  <p>Bleed format: 115 x 297 mm</p> <p>Price (b/w to 4c) 6,810.00 €</p>
<p>1/3 Page, vertical</p>  <p>Bleed format: 79 x 297 mm</p> <p>Price (b/w to 4c) 5,790.00 €</p>	<p>1/3 Page, horiz.</p>  <p>Bleed format: 235 x 111 mm</p> <p>Price (b/w to 4c) 5,790.00 €</p>	<p>1/4 Page, vertical</p>  <p>Bleed format: 61 x 297 mm</p> <p>Price (b/w to 4c) 5,310.00 €</p>	<p>1/4 Page, horiz.</p>  <p>Bleed format: 235 x 89 mm</p> <p>Price (b/w to 4c) 5,310.00 €</p>	<p>1/4 Page, Col.</p>  <p>Bleed format: 115 x 155 mm</p> <p>Price (b/w to 4c) 5,310.00 €</p>
<p>1/8 Page, vertical</p>  <p>Bleed format: 61 x 155 mm</p> <p>Price (b/w to 4c) 3,760.00 €</p>	<p>1/8 Page, horiz.</p>  <p>Bleed format: 235 x 56 mm</p> <p>Price (b/w to 4c) 3,760.00 €</p>	<p>1/8 Page, Col.</p>  <p>Bleed format: 115 x 89 mm</p> <p>Price (b/w to 4c) 3,760.00 €</p>	<p>Advertorial 1/1 Page* 10,080.00 €</p> <p>Advertorial 1/2 Page** 6,810.00 €</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 terms and conditions at: <https://bauverlag.de/en/terms>

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	6.60 €	
Job vacancy ad, colored	11.90 €	
Situation wanted ad	3.80 €	
Business contacts	6.60 €	
Competitions	6.60 €	
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: 500.00 €
 Immediate placement online: 210.00 €

For universities from an order value of: 1,190.00 €
 Immediate placement online: 310.00 €

For institutes/companies from an order value of: 1,290.00 €
 Immediate placement online: 310.00 €

ONLINE rates (not discountable)

For architecture firms:

Online placement: 500.00 €

For universities:

Online placement: 1,190.00 €

For institutes/companies:

Online placement: 1,290.00 €

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: 135.00 €
 For one Year: 1,350.00 €

Just contact us:

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



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)	1,428.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	1,792.00 €
Medium rectangle	Content	320 x 330	Content	320 x 330	2,520.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	2,156.00 € 2,352.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 320 x 330	Content	320 x 330	2,156.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	2,520.00 € 2,702.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	2,884.00 € 3,052.00 € (sticky)
Mega Banner	At the top of the website/ content	1000 x 330	Content	300 x 75 (4:1)	3,584.00 €
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	320 x 330	3,416.00 €
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	4,256.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	13,608.00 € (Price for 12 weeks)
Job offers	In the job market	Individual	In the job market	Individual	1,290.00 €

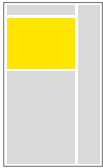
All display banners rotate with a maximum of 2 other banners in the same position. Please always supply the respective desktop and mobile format. Other formats on request.
All prices plus 19% VAT, agency commission: 15%. You can find our technical specifications with a presentation of the formats at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

Issue	Publishing date	Booking deadline
1/2026	02.01.2026	15.12.2025
2/2026	09.01.2026	19.12.2025
3/2026	16.01.2026	07.01.2026
4/2026	23.01.2026	14.01.2026
5/2026	30.01.2026	21.01.2026
6/2026	06.02.2026	28.01.2026
7/2026	13.02.2026	04.02.2026
8/2026	20.02.2026	11.02.2026
9/2026	27.02.2026	18.02.2026
10/2026	06.03.2026	25.02.2026
11/2026	13.03.2026	04.03.2026
12/2026	20.03.2026	11.03.2026
13/2026	27.03.2026	18.03.2026
14/2026	02.04.2026	24.03.2026
15/2026	10.04.2026	30.03.2026
16/2026	17.04.2026	08.04.2026
17/2026	24.04.2026	15.04.2026
18/2026	30.04.2026	21.04.2026
19/2026	08.05.2026	28.04.2026
20/2026	15.05.2026	05.05.2026
21/2026	22.05.2026	12.05.2026
22/2026	29.05.2026	19.05.2026
23/2026	05.06.2026	26.05.2026
24/2026	12.06.2026	02.06.2026
25/2026	19.06.2026	10.06.2026
26/2026	26.06.2026	17.06.2026

Issue	Publishing date	Booking deadline
27/2026	03.07.2026	24.06.2026
28/2026	10.07.2026	01.07.2026
29/2026	17.07.2026	08.07.2026
30/2026	24.07.2026	15.07.2026
31/2026	31.07.2026	22.07.2026
32/2026	07.08.2026	29.07.2026
33/2026	14.08.2026	05.08.2026
34/2026	21.08.2026	12.08.2026
35/2026	28.08.2026	19.08.2026
36/2026	04.09.2026	26.08.2026
37/2026	11.09.2026	02.09.2026
38/2026	18.09.2026	09.09.2026
39/2026	25.09.2026	16.09.2026
40/2026	02.10.2026	23.09.2026
41/2026	09.10.2026	30.09.2026
42/2026	16.10.2026	07.10.2026
43/2026	23.10.2026	12.10.2026
44/2026	30.10.2026	21.10.2026
45/2026	06.11.2026	28.10.2026
46/2026	13.11.2026	04.11.2026
47/2026	20.11.2026	11.11.2026
48/2026	27.11.2026	18.11.2026
49/2026	04.12.2026	25.11.2026
50/2026	11.12.2026	02.12.2026
51/2026	18.12.2026	09.12.2026

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:
1,030.00€

Text ad

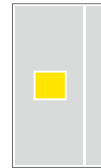


- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
860.00€

Medium rectangle

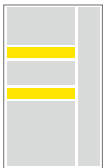


Format:
300 x 250 px

Placement:
content

Price:
1,030.00€

Fullsize banner

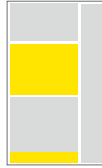


Format:
468 x 60 px

Placement:
content

Price:
690.00€

Newsletter takeover

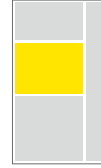


- up to 4 text ads
- 3 fullsize banner

Placement:
content, exclusive

Price:
6,370.00€

Job offers



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

Placement:
content

Price:
860.00€

Discounts:

Published within 12 months
(Insertion year)

Staggered repeat discount

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

Online-advertorial

Show our users your expertise on a topic, demonstrate your problem-solving skills, or explain the benefits of your product in detail - the occasions for an online advertorial can be many and varied.

The online-advertorial is promoted with a comprehensive 4-week communication package consisting of the following components:

- permanent online contribution on www.Bauwelt.de (can still be found via search after 4 weeks)
- Medium rectangle with placement on the complete website as teaser with link to the online article
- 2 Text ads in [Bauwelt Newsletter](#) with link to the online article
- Promoted facebook and instagram post via the two social media channels of [Bauwelt](#) with link to the online article

Price: 4,270.00 € plus VAT.
(Price for 28 days / 4 weeks)

The screenshot shows a web page from 'Bauwelt'. At the top, there is a navigation bar with 'Suche', 'Stellenmarkt', 'Wettbewerbe', 'Termine', and 'Login'. Below this is a secondary navigation bar with '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: 'Münchener Freiheit: Sie bringen München schneller ans Ziel' and 'Barrierefreiheit und Klimaschutz an der Linie 15/25'. The bottom of the page features two large social media icons: Facebook and Instagram.

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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The complete media data is only available in German. You can find it at
www.bauverlag.de/bauwelt-mediadaten

