

MEDIA DATA 2025

Target groups

- Housing companies
- Property developers
- House and property administrations
- Authorities and associations
- Architecture and planning offices
- Project developers

BBB
BundesBauBlatt

BundesBaublatt.de



bau|||verlag



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für Wohnen, Stadtentwicklung
und Bauwesen

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BundesBauBlatt

Clarity, reliability and credibility: the **BundesBauBlatt** is the brand for the housing industry. Under the editorship of the Federal Building Ministry, which, however, only supports us in an idealistic way, the **BundesBauBlatt** has been the must-read for all local authorities in Germany for more than 70 years. With this readership and our complete journalistic independence, we have achieved a truly unique selling point. The **BundesBauBlatt** also reaches all decision-makers in housing companies and associations. We regularly provide board members, managing directors and executives with important information for their day-to-day work through our magazine issues, our website and our e-paper version. We always look at events from the perspective of all stakeholders.



96.640

Copies / year

copies actually distributed 9.664
thereof E-Paper: 3.291
Publication frequency 10x / Year



521.448

Page impressions website / year

Page Impressions 43.454 / Month
Visits 33.827 / Month
Unique User 17.993 / Month



64.062

Newsletter recipients / year

Recipients 3.559 / Issue
Openingrate net 27,2 %
Publication frequency 18x / Year

PRINT

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Issue	Dates	Main topics			Fairs/ events
11/2024	Publication date: 04.11.2024 Editorial deadline: 04.10.2024 Advertising deadline: 10.10.2024	Building Redevelopment <ul style="list-style-type: none"> - Elevators: Retrofitting - Bathrooms: Plaster and tiles - Barrier-free: Home modifications - (Flat) roofs: Maintenance, repairs and insulation - Paint/facades/TICS - Design concepts - Floors: Floor coverings - Interior insulation: If nothing's possible on the outside - Masonry: Energy-efficient building blocks 	Energy <ul style="list-style-type: none"> - Billing: Heating and operating costs - Contracting: Heating, electricity, hot water - Supply: Tenant electricity - Energy efficiency: Thermography - Heating engineering: Underfloor heating - Ventilation engineering: Energy saving - Heat pumps: Climate-friendly and cost-efficient heating 	City and Community <ul style="list-style-type: none"> - Waste management: Disposal - Outdoor installations: Playgrounds - Heritage preservation: Energy-efficiency refurbishment - Paint/facades/TICS: Design opportunities - Sustainable communities: Living, homes and working - Urbanization: The city of tomorrow 	
12/2024	Publication date: 02.12.2024 Editorial deadline: 08.11.2024 Advertising deadline: 08.11.2024	Housing Construction <ul style="list-style-type: none"> - Bathrooms: Accessible for senior citizens and disabled residents - Paint/facades/TICS: Fire protection - (Flat) roofs: Planning and construction - Healthy building: Construction materials - Heightening buildings: Adding living space - Stairways: Safe and quiet - Serial and modular construction: Timber, steel, bricks, concrete 	Building Services Engineering <ul style="list-style-type: none"> - Elevators: Drive systems - Fire protection: Smoke alarms - Electrical installation: Intelligent systems - Roofs/lighting: Daylight systems - Heating engineering: Surface heating on floors, walls and ceilings - Security and locking systems: Locking systems and door intercoms - Water engineering: Potable water analysis & legionella bacteria prevention 	Market & Management <ul style="list-style-type: none"> - Waste management: Challenge and opportunity - Accounting and taxation: Latest info - BIM: The three letters for the new way of planning - Demographic change: Living without barriers - Digitalization: Shaping change - Facility management: Building management - Financing: Low-cost construction - Tenancy law: News, info and case studies - Services: Deposit management and credit assessment - Climate change: A challenge for the housing sector 	

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

Issue	Dates	Main topics			Fairs/ events
1-2/2025	Publication date: 14.02.2025 Editorial deadline: 15.01.2025 Advertising deadline: 23.01.2025	Building in existing structures - Elevators: Retrofitting - Bathrooms: Renovation and redesign - Balconies, patios, terraces: Conversion and refurbishment - Barrier-free: Living for multi generations - Windows and doors: Sound insulation - Paint/facades/TICS: Colour design concepts - Stairways: Refurbishment - Dry construction: Installation walls	Energy - Billing: Heating and utility costs - Renewable energies: Heating with solar and geothermal energy and wood - Gas-fired condensing appliances: Lower cost heating - Heating engineering: Meters and logging devices - Heating engineering: Storage and flow heaters - Smart meters: Intelligent electricity meters - Supply: Tenant electricity - Heat pumps: Without oil and gas	Cities and Communities - Outdoor installations: Letter and parcel boxes - Electromobility: Towns and cities on the move - Paint/facades/TICS: Colourful and vibrant neighbourhoods - Conversion of military sites: From barracks to urban community - Lighting planning: Energy-saving lights, LED & Co. - Parking systems: Automated solutions - Urbanization: Opportunities and risks - Communities: Affordable and climate-friendly homes	
3/2025	Publication date: 13.03.2025 Editorial deadline: 14.02.2025 Advertising deadline: 19.02.2025	Housing Construction - Elevators: Low-cost solutions - Bathrooms: Planning, design, installation - Balconies, patios, terraces: Barrier-free construction - Timber construction: Modern and ecological - (Flat) roofs: Solar power systems and green roofing - Paint/facades/TICS: Fire protection - Floors: New ideas and trends - Masonry: Thermal and sound insulation - Serial and modular construction: Timber, steel, brick, concrete	Building Services Engineering - Elevators: Retrofitting - Barrier-free: Building communication - Fire protection: Smoke alarms - Electrical installations: More than just switches - Ventilation engineering and air conditioning: Windows, control, air hygiene - Security and locking systems: Locking systems and door intercoms - Smart home: Home networking - Water engineering: Drinkingwater hygiene - Home ventilation: Windows, control, air hygiene	Software/IT - Billing systems: Digital and web-based - Property management: Controlling and steering - CAFM: Maintenance and public safety, - Cloud-computing: Software from the internet - CRM systems: Customer service - Energy billing: Heat, water and electricity consumption - ERP systems: control of business processes - Process optimization: Design, documenting and improving - Security: Data protection	17.-21.03.2025 ISH, Frankfurt am Main

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Issue	Dates	Main topics			Fairs/ events
4/2025	Publication date: 11.04.2025 Editorial deadline: 14.03.2025 Advertising deadline: 20.03.2025	Building in existing structures - Paint/facades/TICS: Algal and fungal attack - Windows and doors: Systems - (Flat) roofs: Maintenance, repair and insulation - Floors: Footfall sound installation - Healthy building: Remediation of contaminated housing - Heightening buildings: Extending living space - Interior insulation: Thermal insulation - Circular planning and refurbishment: Construction methods and building technology - Masonry: Mildew and damp damage - Serial and modular construction: Timber, steel, bricks, concrete	Market & Management - Accounting and taxation: News - Digitalization: Shaping change - BIM: Challenge and opportunity - Demographic change: Barrier-free living - Facility management: Building management - Financing: Tailor-made solutions - Climate change: A tour de force for the housing industry - Artificial intelligence: How living is changing - Tenancy law: News, information and case studies - Sustainability: Responsibility and opportunity	Towns and Communities - Waste management: Collection and disposal - Outdoor amenities: Playgrounds - Balconies, patios and terraces: Flooring - Roof: Green roofing - Electromobility: Transport goes electric - Paint/facades/TICS: Design possibilities - Security engineering: Locking systems (in assisted living facilities) - Underground car parks: Refurbishment - Urban living: Conversion and development of rear yards, flat roofs and industrial wasteland	07.-09.05.2025 The smarter E Europe – Europe's Largest Alliance of Exhibitions for the Energy Industry, Munich 14.-15.05.2025 Real Estate Arena, Hannover
5/2025	Publication date: 16.05.2025 Editorial deadline: 18.04.2025 Advertising deadline: 23.04.2025	Housing Construction - Bathrooms: Suitable for the elderly and the disabled - Electrical installations: Smart assistants - Windows and doors: Functionality and Security - Paint/facades/TICS: Colour design concepts - (Flat) roofs: Planning and construction - Healthy building: Building materials - Serial and modular construction: Timber, steel, bricks, concrete - Stairways: Colour concepts - Dry construction: Acoustic and sound insulation	Energy - Renewable energies: Heating with solar and geothermal energy and wood - Efficiency: Heat pumps - Heating engineering: Heating with renewable raw materials - Heating engineering: With mini-CHP generating power and heat in your own home - Submetering: Reading services for electricity, cooling, heating and water systems - Consumption data: Logging, transfer and processing - Supply: Systems for district and local heating - Heat pumps: Greener heating	Multimedia - Big Data: Collecting, storage and processing data - Data protection: Dealing with personal data - Digitalization: Everything connected - IPTV: TV via internet - Fibre optics: A network for everyone/ everything - Interaction and communication: Social networks, internet services and community platforms - Internet of things: Everything connected to everything - Social media: Tenant retention	

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Issue	Dates	Main topics			Fairs/ events
6/2025	Publication date: 13.06.2025 Editorial deadline: 16.05.2025 Advertising deadline: 20.05.2025	Building in existing structures - Bathrooms: Safety - Balconies, patios and terraces: Conversion and refurbishment - Timber construction: Modern and eco-friendly - Paint/facades/TICS: Algal and fungal attack - Windows and doors: Systems - (Flat) roofs: Energy-efficient refurbishment - Dry construction: Gypsum plaster board and gypsum fibre boards - Masonry: Thermal and sound insulation in brick construction - Serial and modular construction: Timber, steel, bricks, concrete	Building Services Engineering - Elevators: More quality of life - Heating engineering: Gas-fired condensing appliances – efficient and energy-saving - Ventilation engineering and air conditioning: Sustainable and energy-efficient systems - Smart home: Intelligent home automation systems - Security and locking systems: Burglar protection - Water engineering: Drinking water analysis & legionella bacteria prevention	Towns and Communities - Waste management: Disposal - Outdoor installations: Letter and parcel boxes - Outdoor installations: Green spaces - Historic preservation: Energy-efficiency refurbishment - Electromobility: Charging solutions - Conversions: Urban planning on military sites - Lighting engineering: Energy-saving lighting, LED & Co. - Parking systems: Concepts of use	25.-26.06.2025 FeuerTrutz, Nürnberg
7-8/2025	Publication date: 18.07.2025 Editorial deadline: 20.06.2025 Advertising deadline: 26.06.2025	Housing construction - Balconies, patios and terraces: Sealants and coatings - Barrier-free: Living without obstacles - Building structure protection: Sealing and damp-proofing - Paint/facades/TICS: Colour design concepts - (Flat) roofs: Thermal insulation - Floors: Coverings - Masonry: Safety - Redensification: Filling construction gaps - Serial and modular construction: Timber, steel, bricks, concrete	Market & Management - Accounting and taxation: News - BIM: Virtual planning - Demographic change: Homes for senior citizens - Digitalization: Current trends and future challenges - Facility management: Building management - Financing: Funding programmes - Climate change: A tour de force for the housing industry - Tenant involvement: Strengthening bonds, avoiding conflicts - Tenancy law: News, information and case studies - Supply: Tenant electricity	Software/IT - Property management: View on all data - Billing systems: Digital and web-based - CAFM: Maintenance and traffic safety - Cloud computing: Software from the internet - CRM systems: Customer service - Energy billing: Heat, water and electricity consumption - ERP systems: Control of business processes - Planning and budgeting: Solutions - Security: Data protection - Traffic safety obligations: Documentation	

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Issue	Dates	Main topics			Fairs/ events
9/2025	Publication date: 05.09.2025 Editorial deadline: 08.08.2025 Advertising deadline: 14.08.2025	Building in existing structures <ul style="list-style-type: none"> - Bathrooms: Lots of space in small rooms - Paint/facades/TICS: Fire protection - Windows: Functionality and security - Flooring: Footfall noise insulation - Healthy building: Interior finishing - Circular planning and refurbishment: Reuse and recycling - Monolithic construction: Possibilities and advantages - Dry construction: Acoustic and sound insulation - Serial and modular construction: Timber, steel, bricks, concrete - Stairways: Barrier-free design 	Energy <ul style="list-style-type: none"> - Billing: Monitoring - Contracting: Heat supply - Insulation: Cost reduction - Renewable energies: Efficient power generation - Heating engineering: Storage and flow heaters - Tenant electricity: Business models - Consumption: Meters and measurement devices - Supply: Decentralized heating energy and hot water - Smart homes: Energy saving with intelligent management 	Cities and Communities <ul style="list-style-type: none"> - Waste management: Disposal - Outdoor installations : Letter and parcel boxes - Outdoor amenities: Green spaces - Historic preservation: Energy-efficient refurbishment - Electromobility: Charging solutions - Conversion: Urban planning on military sites - Lighting technology: Energy-saving lamps, LED & Co. - Parking systems: Concepts of use 	
10/2025	Publication date: 16.10.2025 Editorial deadline: 04.09.2025 Advertising deadline: 23.09.2025	Housing Construction <ul style="list-style-type: none"> - Balconies, patios and terraces: Adding living space - Roofs: Loft conversion - Insulation: Reducing costs, saving the environment - Paint/facades/TICS: Thermal insulation systems – comparison of insulation materials - Windows: Remote opening/closing - Floors: Footfall noise insulation - Dry construction: Gypsum plaster board and gypsum fibre boards - Serial and modular construction: Timber, steel, bricks, concrete 	Building Services Engineering <ul style="list-style-type: none"> - Fire protection / ventilation systems: Fans - Electrical installations: Intelligently connected - (Flat) roofs / lighting: Daylight systems - Smart homes: The networked house - Heating engineering: Surface heating on floors, walls and ceilings - Water engineering: Potable water hygiene - Home ventilation: Windows, control, air hygiene 	Multimedia <ul style="list-style-type: none"> - Big Data: Collecting, storing and processing data - Digitalization: Changing processes - Fiber optics: One network for everything - Interaction and communication: Social networks - Internet services and neighborhood platforms - Internet: Surfing, phone and TV - Social media: Tenant retention - Media supply: Specialists for the housing industry 	06.-08. Oktober 2025 EXPO REAL, München

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Issue	Dates	Main topics			Fairs/ events
11/2025	Publication date: 21.11.2025 Editorial deadline: 10.10.2025 Advertising deadline: 30.10.2025	Building in existing structures - Elevators: Retrofitting - Bathrooms: Plaster and tiles - Barrier-free: Home modifications - (Flat) roofs: Maintenance, repairs and insulation - Paint/facades/TICS: Design concepts - Floors: Floor coverings - Interior insulation: When nothing works outside - Masonry: Energy-efficient building blocks	Energy - Billing: Heating and operating costs - Contracting: Heating, electricity, hot water - Supply: Tenant electricity - Energy efficiency: Thermography - Heating engineering: Underfloor heating - Ventilation engineering: Energy saving - Heat pumps: Climate-friendly and cost-efficient heating	Cities and Communities - Waste management: Disposal - Outdoor installations: Playgrounds - Historic preservation: Energy-efficiency refurbishment - Electromobility: The future is electric - Paint/facades/TICS: Design opportunities - Sustainable communities: Living, homes and working - Urbanization: The city of tomorrow	
12/2025	Publication date: 19.12.2025 Editorial deadline: 07.11.2025 Advertising deadline: 27.11.2025	Housing Construction - Bathrooms: Suitable for the elderly - Paint/facades/TICS: Fire protection - (Flat) roofs: Planning and construction - Healthy building: Construction materials - Heightening buildings: Adding living space - Stairways: Safe and quiet - Serial and modular construction: Timber, steel, bricks, concrete	Building Services Engineering - Elevators: Drive systems - Fire protection: Smoke alarms - Electrical installation: Intelligent systems - Roofs/lighting: Daylight systems - Heating engineering: Surface heating on floors, walls and ceilings - Security and locking systems: Locking systems and door intercoms - Water engineering: Drinking water analysis & legionella bacteria prevention	Market & Management - Waste management: Challenge and opportunity - Accounting and taxation: News - BIM: The three letters for the new way of planning - Demographic change: Living without barriers - Digitalization: Shaping change - Facility management: Building management - Financing: Low-cost construction - Tenancy law: News, information and case studies - Services: Deposit management and credit assessment - Climate change: A tour de force for the housing sector	

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Issue	Dates	Main topics			Fairs/ events
1-2/2026	Publication date: 06.02.2026 Editorial deadline: 09.01.2026 Advertising deadline: 16.01.2026	Building in existing structures <ul style="list-style-type: none"> - Elevators: Retrofitting - Bathrooms: Renovation and redesign - Balconies, patios, terraces: Conversion and refurbishment - Barrier-free: Living for multi generations - Windows and doors: Sound insulation - Paint/facades/TICS: Colour design concepts - Stairways: Refurbishment - Dry construction: Installation walls 	Energy <ul style="list-style-type: none"> - Billing: Heating and utility costs - Renewable energies: Heating with solar and geothermal energy and wood - Gas-fired condensing appliances: Lower cost heating - Heating engineering: Meters and logging devices - Heating engineering: Storage and flow heaters - Smart meters: Intelligent electricity meters - Supply: Tenant electricity - Heat pumps: Without oil and gas 	Cities and Communities <ul style="list-style-type: none"> - Outdoor installations: Letter and parcel boxes - Electromobility: Towns and cities on the move - Paint/facades/TICS: Colourful and vibrant neighbourhoods - Conversion of military sites: From barracks to urban community - Lighting planning: Energy-saving lights, LED & Co. - Parking systems: Automated solutions - Urbanization: Opportunities and risks - Communities: Affordable and climate-friendly homes 	
3/2026	Publication date: 06.03.2026 Editorial deadline: 06.02.2026 Advertising deadline: 13.02.2026	Housing Construction <ul style="list-style-type: none"> - Elevators: Low-cost solutions - Bathrooms: Planning, design, installation - Balconies, patios, terraces: Barrier-free construction - Timber construction: Modern and ecological - (Flat) roofs: Solar power systems and green roofing - Paint/facades/TICS: Fire protection - Floors: New ideas and trends - Masonry: Thermal and sound insulation - Serial and modular construction: Timber, steel, brick, concrete 	Building Services Engineering <ul style="list-style-type: none"> - Elevators: Retrofitting - Barrier-free: Building communication - Fire protection: Smoke alarms - Electrical installations: More than just switches - Ventilation engineering and air conditioning: Windows, control, air hygiene - Security and locking systems: Locking systems and door intercoms - Smart home: Home networking - Water engineering: Drinkingwater hygiene - Home ventilation: Windows, control, air hygiene 	Software/IT <ul style="list-style-type: none"> - Billing systems: Digital and web-based - Property management: Controlling and steering - CAFM: Maintenance and public safety, - Cloud-computing: Software from the internet - CRM systems: Customer service - Energy billing: Heat, water and electricity consumption - ERP systems: control of business processes - Process optimization: Design, documenting and improving - Security: Data protection 	

The editorial department reserves the right to make changes/additions on grounds of topicality. 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 bis 30. June 2024)

Copies actually distributed:	9.664	thereof abroad:	21
- thereof E-Paper:	3.291	thereof abroad:	7
Copies sold:	873	thereof abroad:	8
Subscriptions:	854	thereof abroad:	0
Other sales:	18		
Single copy sales:	1		
Free copies:	8.791	thereof abroad:	13
Archive and specimen:	111		

Geographic distribution analysis:

Business regions	Copies actually distributed	
	% *	Copies
Domestic	99,8	9.643
Abroad	0,2	21
Copies actually distributed (tvA)	100,00	9.664

* 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 9.664 = 100 %
 3. Sample: total survey
 4. Target person of the study: not applicable
 5. Period of study: August 2024
 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	3,6	352
Hamburg	5,5	534
Lower Saxony	7,3	702
Bremen	0,8	79
Nielsen-Area II		
North Rhine Westphalia	19,7	1.905
Nielsen-Area IIIa		
Hesse	6,9	664
Rhineland-Palatinate	3,7	362
Saarland	0,9	85
Nielsen-Area IIIb		
Baden-Württemberg	12,1	1.166
Nielsen-Area IV		
Bavaria	17,3	1.671
Nielsen-Area V		
Berlin	5,5	531
Nielsen-Area VI		
Mecklenburg-Vorpommern	1,8	171
Brandenburg	3,1	304
Saxony-Anhalt	2,7	264
Nielsen-Area VII		
Thuringia	2,6	250
Saxony	6,2	603
Copies truly distributed in domestic area	99,8	9.643

* The percentages have been rounded to one decimal place.

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

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* 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	920,00 €
	Other prescribed positions	20 %

Special colour:	Each color	1.140,00 €
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Discounts:	Published within 12 months 12 Monthen (Insertionsyear, Beginn mit dem Erscheinen der ersten Anzeige)
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Staggered repeat discount

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

Mengenstaffel

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

Architecture combination

20 % architecture combinations discount with BundesBauBlatt

Crossmedia discount

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

No discount on inserts and additional technical costs.

Classified ads:

(not discountable)		
Job offers b/w	per height mm (1 column, 47 mm wide)	6,40 €
Job offers colour	per height mm (1 column, 47 mm wide)	11,50 €
Situation wanted b/w	per height mm (1 column, 47 mm wide)	3,60 €
Opportunity ad	per height mm (1 column, 47 mm wide)	6,40 €
Purchase/sale b/w		

From a print value of 1,250.00 €, your job posting will be displayed online at www.BundesBauBlatt.de for 4 weeks for free.

Special ad types:

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

2-pages	5.390,00 €
4-pages	6.790,00 €
6-pages	8.040,00 €
8-pages	9.320,00 €
(others on request)	

Discounts as per scale of discount 1 sheet = 1 ad pag
Please supply bound inserts in untrimmed format of 216 mm wide and 303 mm high (four pages and more: folded). Raw format of bound-in inserts: bound inserts: 216 x 307 mm, head trim: 6 mm, foot trim: 3 mm, lateral trim: 3 mm each

Loose inserts (not discountable)

Maximum size 205 x 290 mm

Weight of loose insert	Price %
Full insert till 25 g and 2 mm thickness	380,00 €
(higher weights and thicknesses on request)	
Print insert till 25 g and 2 mm thickness	460,00 €
(higher weights and thicknesses on request)	

For partial occupancy: selection costs per selection	160,00 €
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Glued ad media

Postcard	Price %
Product samples, other tip-ons	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 Frau Tanja Sturm Gutenbergstraße 4 69181 Leimen
Delivery memo:	„For BBB 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: DIN A4 (210 mm wide x 297 mm high;
untrimmed: 216 mm wide x 303 mm high)

Print space: 186 mm wide x 270 mm high
4 Columns à 45 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:
Birgit Grewe, Phone: +49 5241 2151-5151

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

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

Data acceptance/archiving:

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

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

Guarantee:

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

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

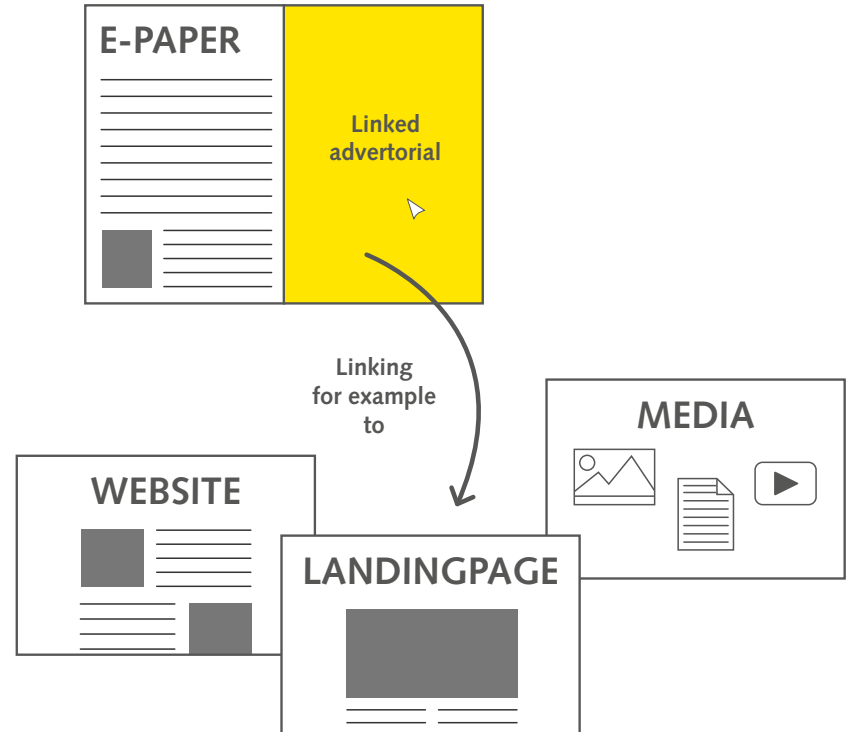
Linking in E-Paper

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

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

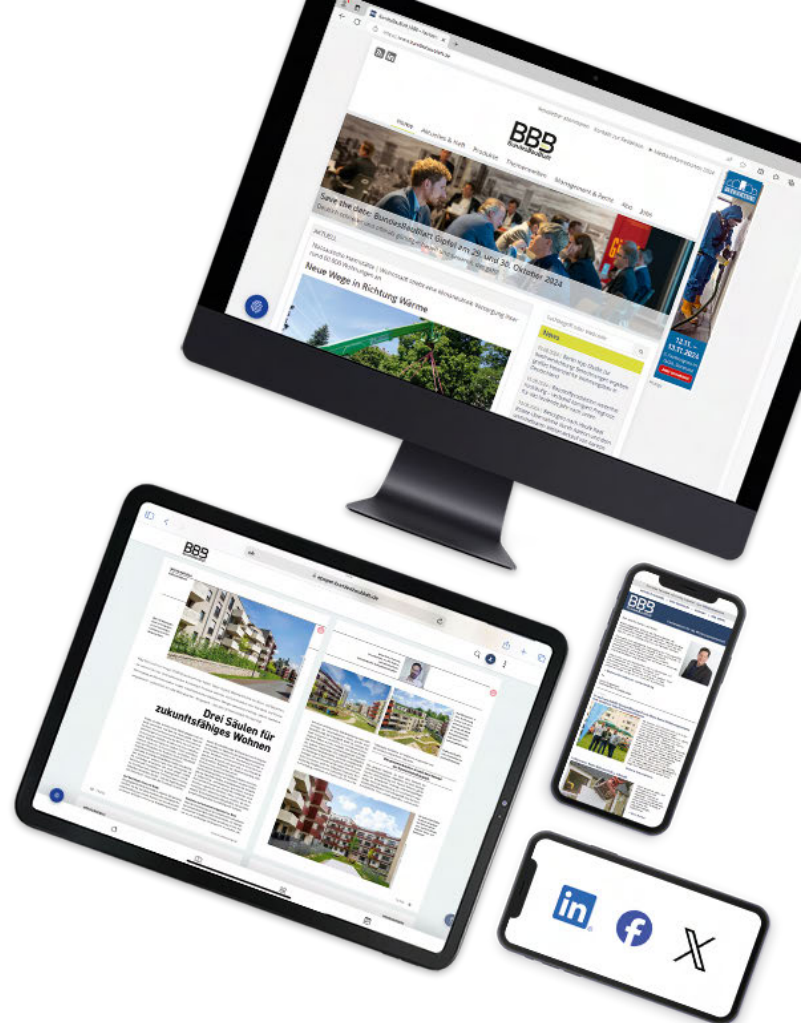
- **Interactivity:** Readers can click directly on ads to get more information or buy products online.
- **Enhanced user experience:** Readers get direct access to relevant content or products
- **Enhanced information content:** Ads can provide additional information or media on web pages through links

Price: 390,00 €

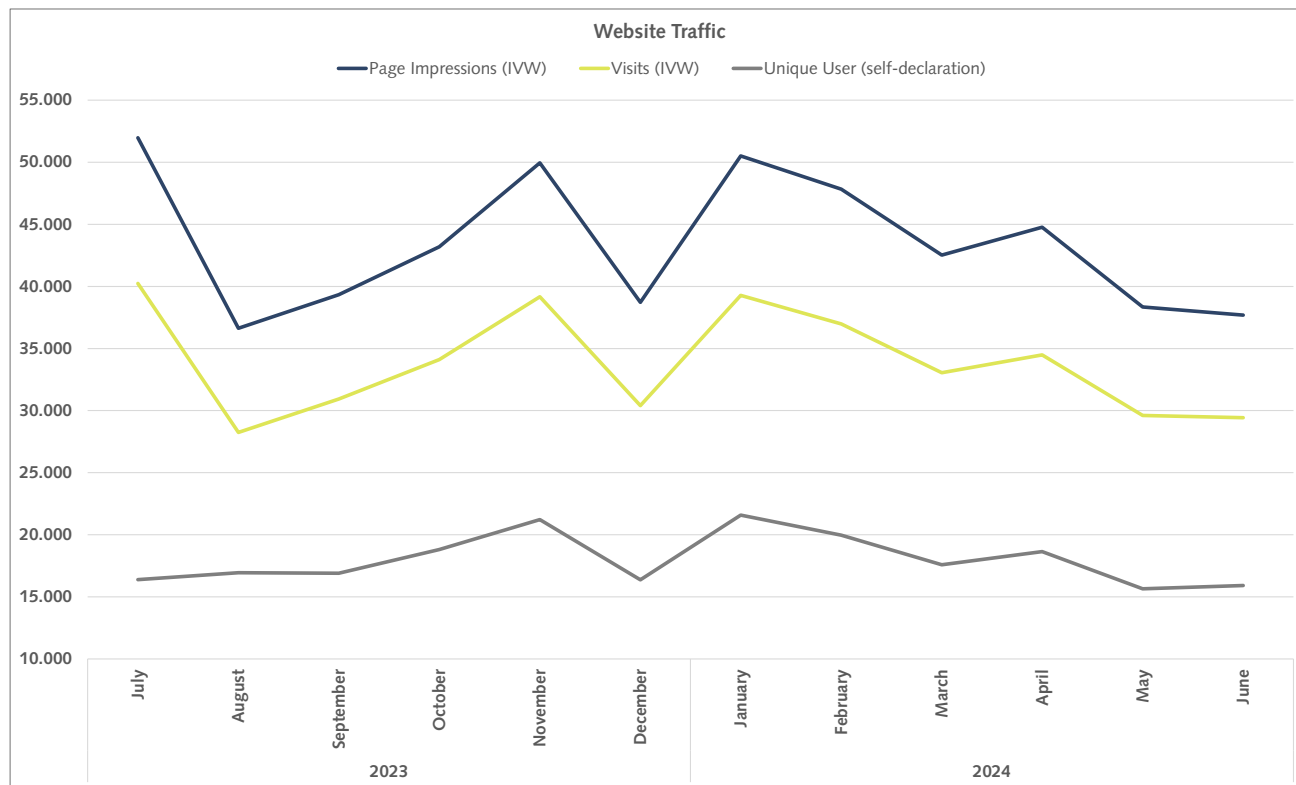


DIGITAL

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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)	658,00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	812,00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	1.134,00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	966,00 € 1.064,00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	966,00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	1.134,00 € 1.218,00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	1.302,00 € 1.372,00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	1.624,00 €
Wallpaper	Above and next to the content	728 x 90 und 120 x 600	Content	300 x 250	1.470,00 €
Expandable wallpaper	Above and next to the content	728 x 90 und 120 x 600 (300 x 600)	Content	300 x 600	1.624,00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	1.218,00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	9.786,00 € (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://bauverlag.de/downloads/spec-sheet-online.pdf>.

You can find the general 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 %

**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 advertisingat
- Motif name
- Contact person for inquiries

Issues	Publishing date	Booking deadline
1/2025	22.01.2025	13.01.2025
2/2025	12.02.2025	03.02.2025
3/2025	26.02.2025	17.02.2025
4/2025	12.03.2025	03.03.2025
5/2025	26.03.2025	17.03.2025
6/2025	16.04.2025	07.04.2025
7/2025	07.05.2025	25.04.2025
8/2025	21.05.2025	12.05.2025
9/2025	11.06.2025	30.05.2025
10/2025	25.06.2025	13.06.2025
11/2025	23.07.2025	14.07.2025
12/2025	27.08.2025	18.08.2025
13/2025	10.09.2025	01.09.2025
14/2025	24.09.2025	15.09.2025
15/2025	08.10.2025	26.09.2025
16/2025	05.11.2025	27.10.2025
17/2025	19.11.2025	10.11.2025
18/2025	03.12.2025	24.11.2025

Recipients:

Managing directors and decision-makers in the housing industry

Circulation:

3.559 Recipients

Openingrate net: 27,2 %

(Quelle: Inxmail, Average per month July 2023 to June 2024)



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:

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.

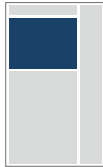
Please send your materials together with the required meta-information:

- 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.

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:
830,00 €

Text ad



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

Placement:
content

Price:
690,00 €

Medium rectangle

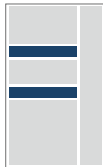


Format:
300 x 250 px

Placement:
content

Price:
830,00 €

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
550,00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the
content

Price:
690,00 €

Wide skyscraper



Format:
160 x 600 px

Placement:
next to
the content

Price:
830,00 €

Newsletter takeover



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

Placement:
content, exklusiv

Price:
5.110,00 €

Job offer



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

Placement:
content

Price:
690,00 €

Discounts:

Published within 12 months
(Insertion year)

Staggered repeat discount

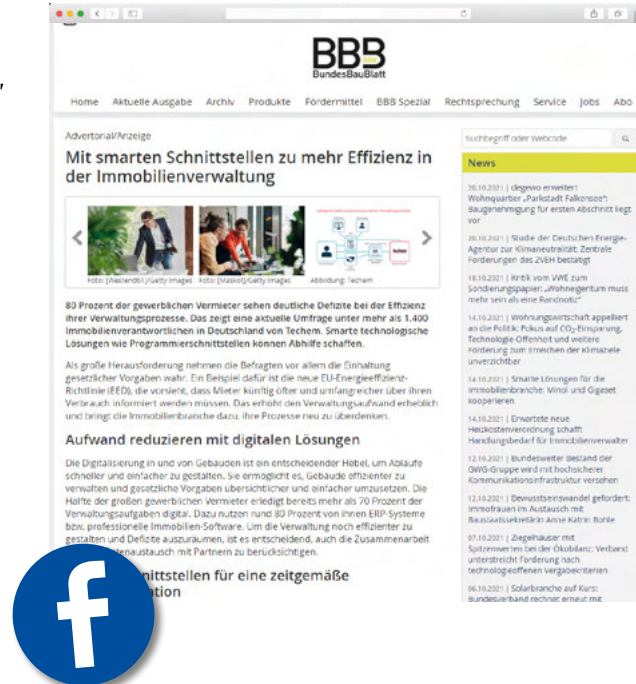
3 times	5 %
6 times	10 %
12 times	15 %

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.BundesBauBlatt.de (can still be found via search after the 4 weeks)
- Editorial teaser on the start page with link to the online article (subject to availability)
- Medium rectangle with placement on the complete website as teaser with link to the online article
- 1 Text ad in the [BBB Newsletter](#) with link to the online article
- Promoted Facebook post via the Facebook fan page of BBB with link to the online article

Price: 2.982,00 € plus VAT.
(Price for 28 days / 4 weeks)



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, electrics, plumbing, HVAC, metal engineering)

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

TRADE

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

FACILITY MANAGERS AND HOUSING ASSOCIATIONS

ARCHITECTS AND PLANNING & CONSTRUCTION ENGINEERS

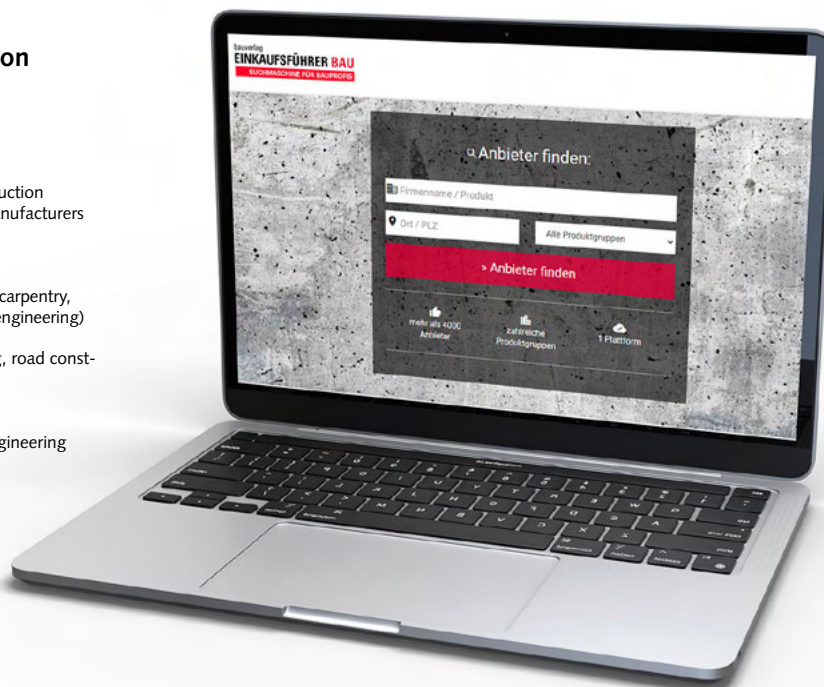
Request a quote now!

Narin Yelman

Senior Sales Manager

Phone: +49 5241 2151-4433

E-Mail: narin.yelman@bauverlag.de



PORTFOLIO

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You want to reach decision-makers in commercially used properties and facilities as well as housing sector companies and associations?

Then the **Architecture combination** is your best option:



Print: (tats. copies actually distributed)*	9.664	+	8.273	=	17.937
Newsletter: (Erreichte Recipients)*	3.559	+	2.013	=	5.572
Website: (Page Impressions)*	43.454	+	14.617	=	58.071

Your combination advantage:

You book: advertisements in the same format in BundesBauBlatt and FACILITY MANAGEMENT

You receive: 20% property combination discount



* Monthly values, average July 2023 - June 2024

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.BundesBauBlatt.de



Wide skyscraper in
BBB Newsletter

Duration 4 weeks
Price: 1.918,80 € plus VAT.

Crossmedia product advertising package



Online advertorial on
www.BundesBauBlatt.de



1/2 Page Advertorial oder
Anzeige in der PrintIssue von
BBB

Duration 4 weeks
Price: 6.463,80 € plus VAT.

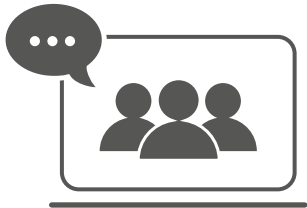
We will be happy to put together further packages with suitable digital and print formats for you on request.

Gain valuable leads with the strong media brand BBB!

Webinar

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

Price: 6.490,00 €*



Whitepaper

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

Price: on request



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>.



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.

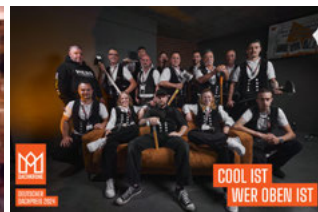
Bauverlag not only has access to the target group, but also the expertise to implement an individual storyline perfectly and tailor-made for the customer in the construction industry. The Bauverlag brands also provide neutrality and credibility for your communication goals.

When will we realize our joint video project?

Please contact us



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Director Video & Digital Services
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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!

