

MEDIA DATA 2026

(SHORT VERSION)

Target groups

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



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Petra Alten

Department B: Building Research and Innovation

Kathrin Hamann

Department W: Housing law, taxation and capital markets

Klaus Dilmetz

Department B: Policy Issues Climate Protection Buildings

N.N.

Press Office

Dr. Birgit Richter

Renovation of municipal facilities in the areas of sport, youth
and culture; public spaces

Christian Schmidt

Federal Office for Building and Regional Planning,
Housing and Climate Protection, Construction Industry



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 75 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.



89,300

Copies / year

copies actually distributed 8,930

thereof E-Paper: 3,240

Publication frequency 10x / Year



394,692

Page impressions website / year

Page Impressions 32,891 / Month

Visits 25,127 / Month

Unique User 13,698 / Month



65,574

Newsletter recipients / year

Recipients 3,643 / Issue

Openingrate net 28.1 %

Publication frequency 18x / Year

Issue	Dates	Main topics		Trade fairs/ Events
11/2025	<p>Publication date: 21.11.2025</p> <p>Editorial deadline: 10.10.2025</p> <p>Advertising deadline: 30.10.2025</p>	<p>Building in existing structures</p> <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 	<p>Energy</p> <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 	<p>Cities and Communities</p> <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
12/2025	<p>Publication date: 19.12.2025</p> <p>Editorial deadline: 14.11.2025</p> <p>Advertising deadline: 27.11.2025</p>	<p>Residential construction</p> <ul style="list-style-type: none"> • Bathrooms: Suitable for seniors and people with disabilities • Special colours/facades/ETICS: Fire protection • (Flat) roofs: Planning and construction • Healthy construction: Building materials • Building extensions: Expanding living space • Stairwells: Safe and quiet • Serial and modular construction: Wood, steel, brick, concrete 	<p>Building technology</p> <ul style="list-style-type: none"> • Lifts: Drive systems • Fire protection: Smoke detectors • Electrical installation: Intelligent systems • Roof/lighting: Daylight systems • Heating technology: Surface heating systems for floors, walls and ceilings • Security and locking technology: Locking systems and door communication • Water technology: Drinking water analysis & Legionella prevention 	<p>Market & Management</p> <ul style="list-style-type: none"> • Waste management: Challenges and opportunities • Accounting and tax knowledge: Latest news • BIM: The three letters of new planning • Demographic change: Barrier-free living • Digitalisation: Shaping change • Facility management: Building management • Financing: Cost-effective construction • Tenancy law: News, information and case studies • Services: Deposit management and credit checks • Climate change: A major effort for the housing industry

Issue	Dates	Main topics	Trade fairs/ Events
1-2/2026	<p>Publication date: 13.03.2026</p> <p>Editorial deadline: 13.02.2026</p> <p>Advertising deadline: 19.02.2026</p>	<p>Building renovation</p> <ul style="list-style-type: none"> Lifts: Retrofitting Bathrooms: Renovation and redesign Balconies and terraces: Conversion and refurbishment Barrier-free: Living for all generations Windows and doors: Sound insulation Special colour/facade/ETICS: Colour design concepts Stairwells: Refurbishment Drywall construction: Installation walls <p>Energy</p> <ul style="list-style-type: none"> Billing: Heating and operating costs Renewable energies: Heating with solar, geothermal and wood energy Gas condensing boilers: Cost-effective heating Heating technology: Recording and measuring devices Heating technology: Storage and instantaneous water heaters Smart meters: Intelligent electricity meters Supply: Tenant electricity Heat pumps: Without oil and gas <p>City and neighbourhood</p> <ul style="list-style-type: none"> Outdoor facilities: Letterboxes and parcel boxes Electric mobility: City on the move Special colour/facade/ETICS: Colourful and lively neighbourhoods Conversion of military sites: From barracks to urban neighbourhoods Lighting design: Energy-saving lamps, LEDs, etc. Parking systems: Automated solutions Urbanisation: Opportunities and risks Neighbourhoods: Affordable and climate-friendly living 	<p>08.-13.03. Light + Building, Frankfurt am Main</p> <p>17.-20.03. SHK+E, Essen</p> <p>24.-26.03. digitalBAU, Cologne</p> <p>24.-27.03. FENSTERBAU FRONTALE + HOLZ-HANDWERK, Nuremberg</p>

Issue	Dates	Main topics	Trade fairs/ Events
3-4/2026	<p>Publication date: 10.04.2026</p> <p>Editorial deadline: 17.03.2026</p> <p>Advertising deadline: 17.03.2026</p>	<p>Building renovation</p> <ul style="list-style-type: none"> • Special colour/facade/ETICS: Algae and fungal infestation • Windows and doors: Systems • (Flat) roof: Maintenance, repair and insulation • Flooring: Impact sound insulation • Healthy building: Renovation of contaminated houses • Building extension: Expanding living space • Internal insulation: Thermal insulation • Recyclable planning and renovation: Construction methods and building technology • Masonry: Mould and moisture damage • Serial and modular construction: Wood, steel, brick, concrete <p>Market & Management</p> <ul style="list-style-type: none"> • Accounting and tax knowledge: Latest news • Digitalisation: Shaping change • BIM: Challenges and opportunities • Demographic change: Barrier-free living • Facility management: Building management • Financing: Tailor-made solutions • Climate change: A major effort for the housing industry • Artificial intelligence: How it is changing housing • Tenancy law: News, information and case studies • Sustainability: Responsibility and opportunities 	<p>City and neighbourhood</p> <ul style="list-style-type: none"> • Waste management: collection and disposal • Outdoor facilities: playgrounds • Balconies and terraces: floor coverings • Roof: greening • Electromobility: transport goes electric • Special colour/facade/ETICS: design options • Security technology: locking systems (in assisted living) • Underground car parks: Renovation • Urban living: Conversion and extension of backyards, flat roofs and industrial wasteland
5/2026	<p>Publication date: 15.05.2026</p> <p>Editorial deadline: 17.04.2026</p> <p>Advertising deadline: 22.04.2026</p>	<p>Residential construction</p> <ul style="list-style-type: none"> • Bathrooms: Suitable for seniors and people with disabilities • Electrical installation: Intelligent aids • Windows and doors: Functionality and security • Special colours/facades/ETICS: Colour design concepts • (Flat) roof: Planning and construction • Healthy construction: Building materials • Serial and modular construction: Wood, steel, brick, concrete • Stairwells: Colour concepts • Drywall construction: Acoustics and sound insulation <p>Energy</p> <ul style="list-style-type: none"> • Renewable energies: Heating with solar, geothermal and wood energy • Efficiency: Heat pumps • Heating technology: Heating with renewable raw materials • Heating technology: Generating your own electricity and heat with mini CHP units • Submetering: Meter reading services for electricity, cooling, heating and water • Consumption data: Recording, forwarding and processing • Supply: Systems for district and local heating • Heat pumps: Greener heating 	<p>Multimedia</p> <ul style="list-style-type: none"> • Big data: collecting, storing and processing data • Data protection: handling personal data • Digitalisation: everything connected • IPTV: television via the internet • Fibre optics: one network for everyone and everything • Interaction and communication: social networks, internet services and neighbourhood platforms • Internet of Things: everything is connected to everything else • Social media: tenant retention

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

Issue	Dates	Main topics	Trade fairs/ Events	
6/2026	<p>Publication date: 12.06.2026</p> <p>Editorial deadline: 15.05.2026</p> <p>Advertising deadline: 22.05.2026</p>	<p>Building renovation</p> <ul style="list-style-type: none"> Bathrooms: Safety Balconies and terraces: Conversion and renovation Building with wood: Modern and ecological Special colours/facades/ETICS: Algae and fungal infestation Windows and doors: Systems (Flat) roofs: Energy-efficient refurbishment Drywall construction: Plasterboard and gypsum fibre boards Masonry: Thermal and sound insulation in brick construction Serial and modular construction: Wood, steel, brick, concrete <p>Building technology</p> <ul style="list-style-type: none"> Lifts: Improved quality of life Heating technology: Gas condensing boilers – efficient and energy-saving Ventilation and air conditioning technology: Sustainable and energy-efficient systems Smart Home: Intelligent home control Security and locking technology: Locking systems and door communication Water technology: Drinking water analysis & Legionella prevention 	<p>City and neighbourhood</p> <ul style="list-style-type: none"> Waste management: disposal Outdoor facilities: letterboxes and parcel boxes Outdoor facilities: green spaces Monument protection: energy-efficient renovation Electromobility: charging solutions Conversion: urban planning on military sites Lighting technology: energy-saving bulbs, LEDs, etc. Parking systems: usage concepts 	<p>23.-25.06. The smarter E Europe – Europe's largest energy industry platform, Munich</p> <p>25.-26.06. FeuerTrutz, Nuremberg</p>
7-8/2026	<p>Publication date: 17.07.2026</p> <p>Editorial deadline: 19.06.2026</p> <p>Advertising deadline: 25.06.2026</p>	<p>Residential construction</p> <ul style="list-style-type: none"> Balconies and terraces: Sealants and coatings Barrier-free: Living without obstacles Building protection: Waterproofing and moisture protection Special colour/facade/ETICS: Colour design concepts (Flat) roofs: Thermal insulation Flooring: Coverings Recyclable planning and construction: Reuse and recycling Masonry: Safety Redensification: Closing gaps between buildings Serial and modular construction: Wood, steel, brick, concrete <p>Market & Management</p> <ul style="list-style-type: none"> Accounting and tax knowledge: Current issues BIM: Virtual planning Demographic change: At home in old age Digitalisation: Current trends and future challenges Facility management: Building management Financing: Subsidy programmes Climate change: A major effort for the housing industry Artificial intelligence: How housing is changing Tenant participation: Strengthening loyalty, avoiding conflicts Tenancy law: News, information and case studies Utilities: Tenant electricity 	<p>Software/IT</p> <ul style="list-style-type: none"> Inventory management: All data at a glance 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	Trade fairs/ Events	
9/2026	<p>Publication date: 04.09.2026</p> <p>Editorial deadline: 07.08.2026</p> <p>Advertising deadline: 13.08.2026</p>	<p>Building in existing structures</p> <ul style="list-style-type: none"> • Bathrooms: Plenty of space in a small area • Special colours/facades/ETICS: Fire protection • Windows: Functionality and security • Flooring: Impact sound insulation • Healthy building: Interior design • Recyclable planning and renovation: Reuse and recycling • Monolithic construction: Possibilities and advantages • Drywall construction: Acoustics and sound insulation • Serial and modular construction: Wood, steel, brick, concrete • Stairwells: Barrier-free design <p>Energy</p> <ul style="list-style-type: none"> • Billing: Monitoring • Contracting: Heat supply • Insulation: Cost reduction • Renewable energies: Efficient electricity production • Heating technology: Storage tanks and instantaneous water heaters • Tenant electricity: Business models • Consumption data recording: Meters and measuring devices • Supply: Decentralised heating and hot water • Smart home: Energy saving through intelligent management 	<p>City and neighbourhood</p> <ul style="list-style-type: none"> • Waste management: disposal • Outdoor facilities: letterboxes and parcel boxes • Outdoor facilities: green spaces • Monument protection: energy-efficient renovation • Electromobility: charging solutions • Conversion: urban planning on military sites • Lighting technology: energy-saving bulbs, LEDs, etc. • Parking systems: usage concepts 	<p>22.-25.09 security, Essen</p>
10/2026	<p>Publication date: 02.10.2026</p> <p>Editorial deadline: 03.09.2026</p> <p>Advertising deadline: 10.09.2026</p>	<p>Residential construction</p> <ul style="list-style-type: none"> • Balconies and terraces: gaining living space • Roof: (interior) conversion • Insulation: reducing costs and protecting the environment • Special colour/facade/ETICS: thermal insulation with system – insulation materials in comparison • Windows: radio remote control • Flooring: Impact sound insulation • Recyclable planning and construction: Building materials • Drywall construction: Plasterboard and gypsum fibre boards • Serial and modular construction: Wood, steel, brick, concrete <p>Building technology</p> <ul style="list-style-type: none"> • Fire protection/ventilation technology: Fans • Electrical installation: Intelligently connected • (Flat) roof/lighting: Daylight systems • Smart home: The networked house • Heating technology: Surface heating on floors, walls and ceilings • Security and locking technology: Burglary protection • Water technology: Drinking water hygiene • Living space ventilation: Windows, control systems, air hygiene 	<p>Multimedia</p> <ul style="list-style-type: none"> • Big data: collecting, storing and processing data • Digitalisation: changes to processes • Fibre optics: a network for everyone and everything • Interaction and communication: social networks, internet services and neighbourhood platforms • Internet: surfing, telephony and TV • Social media: tenant retention • Media provision: specialists for the housing industry 	<p>Oktober EXPO REAL, Munich</p> <p>05.-07.11. denkmal, Leipzig</p>

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anniversary
edition
75 Years
BundesBau-
Blatt

Issue	Dates	Main topics		Trade fairs/ Events
11/2026	<p>Publication date: 06.11.2026</p> <p>Editorial deadline: 09.10.2026</p> <p>Advertising deadline: 15.10.2026</p>	<p>Building renovation</p> <ul style="list-style-type: none"> • Lifts: Retrofitting • Bathrooms: Plaster and tiles • Accessibility: Home adaptations • (Flat) roofs: Maintenance, repair and insulation • Special colours/facades/ETICS: Design concepts • Flooring: Floor coverings • Internal insulation: When nothing else works on the outside • Recyclable planning and renovation: Building materials • Masonry: Energy-efficient building blocks 	<p>Energy</p> <ul style="list-style-type: none"> • Billing: Heating and operating costs • Contracting: Heating, electricity, hot water • Supply: Tenant electricity • Energy efficiency: Thermography • Heating technology: Underfloor and wall heating, ceiling cooling • Ventilation technology: Energy saving • Heat pumps: Climate-friendly and cost-efficient heating 	<p>City and neighbourhood</p> <ul style="list-style-type: none"> • Waste management: Disposal • Outdoor facilities: Playgrounds • Monument protection: Energy-efficient renovation • Electromobility: Electric into the future • Special colour/facade/ETICS: Design options • Sustainable neighbourhoods: Living, residing, and working • Urbanisation: The city of tomorrow
12/2026	<p>Publication date: 04.12.2026</p> <p>Editorial deadline: 06.11.2026</p> <p>Advertising deadline: 12.11.2026</p>	<p>Residential construction</p> <ul style="list-style-type: none"> • Bathrooms: Suitable for seniors and people with disabilities • Special colours/facades/ETICS: Fire protection • (Flat) roofs: Planning and construction • Healthy construction: Building materials • Building extensions: Expanding living space • Stairwells: Safe and quiet • Serial and modular construction: Wood, steel, brick, concrete 	<p>Building technology</p> <ul style="list-style-type: none"> • Lifts: Drive systems • Fire protection: Smoke detectors • Electrical installation: Intelligent systems • Roof/lighting: Daylight systems • Heating technology: Surface heating systems for floors, walls and ceilings • Security and locking technology: Locking systems and door communication • Water technology: Drinking water analysis & Legionella prevention 	<p>Market & Management</p> <ul style="list-style-type: none"> • Waste management: Challenges and opportunities • Accounting and tax knowledge: Latest news • BIM: The three letters of new planning • Demographic change: Barrier-free living • Digitalisation: Shaping change • Facility management: Building management • Financing: Cost-effective construction • Tenancy law: News, information and case studies • Services: Deposit management and credit checks • Climate change: A major effort for the housing industry

Issue	Dates	Main topics		Trade fairs/ Events
1-2/2027	<p>Publication date: 12.02.2027</p> <p>Editorial deadline: 08.01.2027</p> <p>Advertising deadline: 21.01.2027</p>	<p>Building renovation</p> <ul style="list-style-type: none"> • Lifts: Retrofitting • Bathrooms: Renovation and redesign • Balconies and terraces: Conversion and refurbishment • Barrier-free: Living for all generations • Windows and doors: Sound insulation • Special colour/facade/ETICS: Colour design concepts • Stairwells: Refurbishment • Drywall construction: Installation walls 	<p>Energy</p> <ul style="list-style-type: none"> • Billing: Heating and operating costs • Renewable energies: Heating with solar, geothermal and wood energy • Gas condensing boilers: Cost-effective heating • Heating technology: Recording and measuring devices • Heating technology: Storage and instantaneous water heaters • Smart meters: Intelligent electricity meters • Supply: Tenant electricity • Heat pumps: Without oil and gas 	<p>City and neighbourhood</p> <ul style="list-style-type: none"> • Outdoor facilities: Letterboxes and parcel boxes • Electric mobility: City on the move • Special colour/facade/ETICS: Colourful and lively neighbourhoods • Conversion of military sites: From barracks to urban neighbourhoods • Lighting design: Energy-saving lamps, LEDs, etc. • Parking systems: Automated solutions • Urbanisation: Opportunities and risks • Neighbourhoods: Affordable and climate-friendly living
3/2027	<p>Publication date: 05.03.2027</p> <p>Editorial deadline: 05.02.2027</p> <p>Advertising deadline: 11.02.2027</p>	<p>Residential construction</p> <ul style="list-style-type: none"> • Lifts: Cost-effective solutions • Bathrooms: Planning, designing, furnishing • Balconies and terraces: Barrier-free construction • Building with wood: Modern and ecological • (Flat) roofs: Solar panels and greening • Special colours/facades/ETICS: Fire protection • Flooring: New ideas and trends • Masonry: Thermal and sound insulation • Serial and modular construction: Wood, steel, brick, concrete 	<p>Building technology</p> <ul style="list-style-type: none"> • Lifts: Retrofitting • Accessibility: Building communication • Fire protection: Smoke detectors • Electrical installation: More than just switches • Ventilation and air conditioning technology: Windows, controls, air hygiene • Security and locking technology: Locking systems and door communication • Smart home: The connected home • Water technology: Drinking water hygiene • Residential ventilation: Windows, control systems, air hygiene 	<p>Software/IT</p> <ul style="list-style-type: none"> • Accounting systems: digital and web-based • Property management: monitoring and control • 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 • Process optimisation: design, document and improve • Security: data protection

The editorial department reserves the right to make changes/additions on grounds of topicality. The complete editorial schedule for 2027 will be published in the 2027 media data.

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

2/1 Page



Bleed format:
420 x 297 mm

Price (b/w to 4c)

13,190.00 €

1/1 Page



Bleed format:
210 x 297 mm

Price (b/w to 4c)

6,820.00 €

Juniorpage



Bleed format:
148 x 210 mm

Price (b/w to 4c)

4,510.00 €

1/2 Page, horiz.



Bleed format:
210 x 145 mm

Price (b/w to 4c)

4,350.00 €

1/2 Page, vertical



Bleed format:
100 x 297 mm

Price (b/w to 4c)

4,350.00 €

1/3 Page, vertical



Bleed format:
70 x 297 mm

Price (b/w to 4c)

3,090.00 €

1/3 Page, horiz.



Bleed format:
210 x 100 mm

Price (b/w to 4c)

3,090.00 €

1/4 Page, vertical



Bleed format:
52 x 297 mm

Price (b/w to 4c)

2,700.00 €

1/4 Page, horiz.



Bleed format:
210 x 74 mm

Price (b/w to 4c)

2,700.00 €

1/4 Page, Col.



Bleed format:
100 x 145 mm

Price (b/w to 4c)

2,700.00 €

1/8 Page, vertical



Bleed format:
52 x 145 mm

Price (b/w to 4c)

2,090.00 €

1/8 Page, horiz.



Bleed format:
210 x 50 mm

Price (b/w to 4c)

2,090.00 €

Format

Advertisorial 1/1 Page* 6,820.00 €

Advertisorial 1/2 Page** 4,350.00 €

Cover page 7,790.00 €

Cover story 15,440.00 €

Cover story Fair price Issue 4 Real Estate; 10 EXPO REAL 19,300.00 €

Picture of the Month 4,690.00 €

* 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>

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)	672.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	840.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	1,176.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,008.00 € 1,092.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	1,008.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,176.00 € 1,260.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	1,344.00 € 1,428.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	1,680.00 €
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	1,512.00 €
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	1,680.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	1,260.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	10,122.00 € (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	Publication date	Booking deadline
1/2026	21.01.2026	12.01.2026
2/2026	11.02.2026	02.02.2026
3/2026	25.02.2026	16.02.2026
4/2026	11.03.2026	02.03.2026
5/2026	25.03.2026	16.03.2026
6/2026	15.04.2026	02.04.2026
7/2026	06.05.2026	27.04.2026
8/2026	20.05.2026	08.05.2026
9/2026	10.06.2026	29.05.2026
10/2026	24.06.2026	15.06.2026
11/2026	22.07.2026	13.07.2026
12/2026	26.08.2026	17.08.2026
13/2026	09.09.2026	31.08.2026
14/2026	23.09.2026	14.09.2026
15/2026	07.10.2026	28.09.2026
16/2026	04.11.2026	26.10.2026
17/2026	18.11.2026	09.11.2026
18/2026	02.12.2026	23.11.2026

AKTUELLE AUSGABE | HEFT BESTELLEN | KONTAKT

BBB
BundesBauBlatt Fachmedium für die Wohnungswirtschaft

BundesBauBlatt Gipfel: Wir sagen nicht ab!



Es gibt ein Leben nach Corona. Deshalb halten wir am BBB Gipfel am 17. und 19. September 2020 in Berlin weiter feier...

Derzeit sollte es nicht zu einer zweiten Erkrankungswelle kommen, wird auch auf beruflicher Ebene der Wunsch nach persönlichem Kontakt und persönlichen schnell wieder steigen.

[» Hier geht's zur Anmeldung](#)

Aufernecksamkeit wecken, Kontakte knüpfen und Geschäfte abtreiben: Auf dem BBB Gipfel ist das alles möglich. Foto: manico TV/Nicole Stein

→ Anzeigen

Einfache Lüftungslösung mit höchster Effizienz



Das Lüftungssystem freeaR von bluMartin kombiniert die Vorteile zentraler und dezentraler Systeme. Es kommt ganz ohne Zuluftventile und ohne Rauschen nur einem Außenwand-Lüftungsgerät pro Wohnheit aus. Das vereinfacht Planung und Installation. Das sensorgesteuerte freeaR liefert mit einem Wärmedurchgangswert von über 99 % und einem hohen Schallschwellenwert von bis zu 60 Decibel. 2018 wurde das System als kostengünstige Lüftungslösung für den Wohnungsbau ausgezeichnet:

[Mehe erfahren](#)

Wie sieht sinnvolle Umsetzung im Bauträgeralltag aus?



Bauernfreiheit im Neubau – ein Trendthema mit vielen Grautönen.

[» Zum Artikel](#)

Die Anforderungen an barrierefreie Wohnungen sind in der DIN 18040-2 verankert. Foto: Wüstenrot Bau- und Städtebau GmbH

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:
860.00 €

Text ad

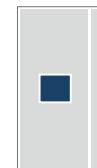


- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
710.00 €

Medium rectangle



Format:
300 x 250 px

Placement:
content

Price:
860.00 €

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
570.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the
content

Price:
710.00 €

Wide skyscraper



Format:
160 x 600 px

Placement:
next to
the content

Price:
860.00 €

Newsletter takeover



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

Placement:
content, exclusive

Price:
5,290.00 €

Job offers



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

Placement:
content

Price:
710.00 €

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 homepage 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 and instagram post via the two social media channels of **BBB** with link to the online article

Price: 3,094.00 € plus VAT.

(Price for 28 days / 4 weeks)



The screenshot shows the BBB website's homepage with the advertorial article "Mit smarten Schnittstellen zu mehr Effizienz in der Immobilienverwaltung" highlighted. The article includes images of people working and a diagram of software interfaces. Below the article, there is a sidebar with news items and a large Facebook logo.

Advertorial/Anzeige

Mit smarten Schnittstellen zu mehr Effizienz in der Immobilienverwaltung

80 Prozent der gewerblichen Vermieter sehen deutliche Defizite bei der Effizienz ihrer Verwaltungsprozesse. Das zeigt eine aktuelle Umfrage unter mehr als 1.400 Immobilienverantwortlichen in Deutschland von Techm. Smarte technologische Lösungen wie Programmierschnittstellen können Hürden schaffen.

Als große Herausforderung nehmen die Befragten vor allen die Einhaltung gesetzlicher Vorgaben wahr. Ein Beispiel dafür ist die neue EU-Energieeffizienz-Richtlinie (EED), die vorsieht, dass Mieter künftig öfter und umfangreicher über ihren Verbrauch informiert werden müssen. Das erfordert den Verwaltungsaufwand erheblich und bringt die Immobilienbranche dazu, ihre Prozesse neu zu überdenken.

Aufwand reduzieren mit digitalen Lösungen

Die Digitalisierung in und von Gebäuden ist ein entscheidender Befragt. Um Abläufe schneller und einfacher zu gestalten, sie ermöglicht Gebäude effizienter zu verwalten und gesetzliche Vorgaben übersichtlicher und einfacher umzusetzen. Die Handlungsempfehlungen der Befragten gehen in die gleiche Richtung: mehr als 80 Prozent der Verwaltungseinheiten digital. Dazu nutzen rund 80 Prozent von ihnen ERP-Systeme bzw. professionelle Immobilien Software. Um die Verwaltung noch effizienter zu gestalten und Defizite auszukämpfen, ist es entscheidend, auch die Zusammenarbeit mit Amtsstellen und Partnern zu berücksichtigen.

Schnittstellen für eine zeitgemäße
Immobilienverwaltung

Building. Knowledge. Passion.

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



Michael Voss,
Publisher, Managing Director
Phone: +49 5241 2151-5511
E-Mail: michael.voss@bauverlag.de



Boris Schade-Bünsow
Managing Director
Phone: +49 30 884106-26
E-Mail: boris.schade-buensow@bauwelt.de
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Bauverlag BV GmbH
Friedrich-Ebert-Straße 62
33330 Gütersloh
Phone: 05241 2151-1000
E-Mail: info@bauverlag.de
www.bauverlag.de



Achim Roggendorf
Editor-in-Chief BundesBauBlatt
Phone: +49 5241 2151-2323
E-Mail: achim.roggendorf@bauverlag.de



Bärbel Ellermann
Head of Job Market
Phone: +49 5241 2151-1919
E-Mail: baerbel.ellermann@bauverlag.de



Denise Spindelndreier
Sales Manager Job Market
Phone: +49 5241 2151-3000
E-Mail: stellenmarkt@bauverlag.de

We will support your media plannings – just give us a call or send us an e-mail!
The complete media data is only available in German. You can find it at www.bauverlag.de/bbb-mediadaten



Bernd Fenske
Key Account Manager
Phone: +49 89 24440-7344
E-Mail: bernd.fenske@bauverlag.de



Axel Gase-Jochens
Head of Digital Sales
Phone: +49 5241 2151-2727
E-Mail: axel.gase-jochens@bauverlag.de



Birgit Grewe
Sales Service Manager
Phone: +49 5241 2151-5151
E-Mail: birgit.grewe@bauverlag.de



Stefan Hoffmann
Head of Sales Operations
Phone: +49 5241 2151-4747
E-Mail: stefan.hoffmann@bauverlag.de



Andreas Kirchgessner
Key Account Manager
Phone: +49 5241 2151-4411
E-Mail: andreas.kirchgessner@bauverlag.de



Erdal Top
Key Account Manager
Phone: +49 5241 2151-3344
E-Mail: erdal.top@bauverlag.de



Narin Yelman
Senior Sales Manager
Phone: +49 5241 2151-4433
E-Mail: narin.yelman@bauverlag.de

We will support your media plannings – just give us a call or send us an e-mail!
The complete media data is only available in German. You can find it at www.bauverlag.de/bbb-mediadaten

