

# BBB

BundesBauBlatt

MEDIA DATA  
2024

Communication solutions for the target  
group of the housing sector



Published by



Bundesministerium  
für Wohnen, Stadtentwicklung  
und Bauwesen

---

**Publisher's editorial committee**

**Petra Alten**

BW Department for Construction, Construction Sector and Federal Buildings

**Kathrin Hamann**

SW Department for Urban Development and Housing, Public Construction Law

**Klaus Dilmetz**

BW Department for Construction, Construction Industry and Federal Buildings

**N.N.**

Press Office at the Federal Ministry for Housing, Urban Development and Building (BMWSB)

**Christian Schmidt**

Federal Office for Building and Regional Planning (BBR), Fundamental Issues of Construction Policy, Construction Sector

**Dr. Birgit Richter**

SW Department for Urban Development and Housing, Public Construction Law

### PRINT

Title portrait

4

Editorial schedule

5

Circulation and  
distribution analysis

10

Prices, formats  
and technical advice

11

Additional benefit Print  
Property combination

15

### WEBSITE

Title portrait

16

Website traffic

17

Prices, formats  
and technical advice

18

Time schedule  
and technical advice

20

Prices, formats  
and technical advice

21

Additional benefit digital  
Online-Advertorial

22

Additional benefit digital  
Whitepaper

23

Additional benefit digital  
Linking in E-Paper

24

Additional benefit digital  
Communication packages

25

Additional benefit digital  
EINKAUFSFÜHRER BAU

26

Contacts  
Publisher, editorial office, job market

27

Contacts  
Sales

28

Our titles  
Overview

29



## BBB BundesBauBlatt

BundesBauBlatt Magazin is the trade magazine for the housing market. Every issue provides the managing directors and boards of housing associations with useful information in three key areas.

As an advertising medium BundesBauBlatt Magazin offers you:

- high context tailored to the interest of the target group
- exclusive distribution of the 12,000 copies to all relevant decision-making groups
- transparent performance data thanks to the only and independently determined readership structure analysis in the sector



**Publication frequency**

10 issues per year



**Copies actually distributed**

11,472 copies



**Volume analysis**

Magazine format DIN A4  
Total volume 654 pages  
Editorial section 545 pages  
Advertising section 109 pages

Issue	Dates	Main topics			Trade fairs/Events
1-2/2024	<p><b>Publication date:</b> 09.02.2024</p> <p><b>Editorial deadline:</b> 12.01.2024</p> <p><b>Advertising deadline:</b> 18.01.2024</p>	<p><b>Building Redevelopment</b></p> <ul style="list-style-type: none"> <li>- <b>Elevators:</b> Retrofitting</li> <li>- <b>Bathrooms:</b> Renovation and redesign</li> <li>- <b>Balconies, patios, terraces:</b> Conversion and refurbishment</li> <li>- <b>Barrier-free:</b> Living for multi generations</li> <li>- <b>Windows and doors:</b> Sound insulation</li> <li>- <b>Paint/facades/TICS:</b> Colour design concepts</li> <li>- <b>Stairways:</b> Refurbishment</li> <li>- <b>Dry construction:</b> Installation walls</li> </ul>	<p><b>Energy</b></p> <ul style="list-style-type: none"> <li>- <b>Billing:</b> Heating and utility costs</li> <li>- <b>Renewable energies:</b> Heating with solar and geothermal energy and wood</li> <li>- <b>Gas-fired condensing appliances:</b> Lower cost heating</li> <li>- <b>Heating engineering:</b> Meters and logging devices</li> <li>- <b>Heating engineering:</b> Storage and flow heaters</li> <li>- <b>Smart meters:</b> Intelligent electricity meters</li> <li>- <b>Supply:</b> Tenant electricity</li> <li>- <b>Heat pumps:</b> Without oil and gas</li> </ul>	<p><b>Towns and Communities</b></p> <ul style="list-style-type: none"> <li>- <b>Outdoor installations:</b> Letter and parcel boxes</li> <li>- <b>Electromobility:</b> Towns and cities on the move</li> <li>- <b>Paint/facades/TICS:</b> Colourful and vibrant neighbourhoods</li> <li>- <b>Conversion of military sites:</b> From barracks to urban community</li> <li>- <b>Lighting planning:</b> Energy-saving lights, LED &amp; Co.</li> <li>- <b>Parking systems:</b> Automated solutions</li> <li>- <b>Urbanization:</b> Opportunities and risks</li> <li>- <b>Communities:</b> Affordable and climate-friendly homes</li> </ul>	<p><b>20.-22.02.2024</b> digitalBAU - Trade show for digital solutions in the construction industry, Cologne</p> <p><b>01.-03.03.2024</b> Gebäude.Energie.Technik GETEC, Freiburg</p> <p><b>03.-08.03.2024</b> Light + Building, Frankfurt am Main</p> <p><b>05.-08.03.2024</b> DACH + HOLZ, Stuttgart</p>
3/2024	<p><b>Publication date:</b> 08.03.2024</p> <p><b>Editorial deadline:</b> 09.02.2024</p> <p><b>Advertising deadline:</b> 15.02.2024</p>	<p><b>Housing Construction</b></p> <ul style="list-style-type: none"> <li>- <b>Elevators:</b> Low-cost solutions</li> <li>- <b>Bathrooms:</b> Planning, design, installation, fittings</li> <li>- <b>Balconies, patios, terraces:</b> Barrier-free construction</li> <li>- <b>Timber construction:</b> Modern and ecological</li> <li>- <b>(Flat) roofs:</b> Solar power systems and greening</li> <li>- <b>Paint/facades/TICS:</b> Fire protection</li> <li>- <b>Floors:</b> New ideas and trends</li> <li>- <b>Masonry:</b> Thermal and sound insulation</li> <li>- <b>Serial and modular construction:</b> Timber, steel, brick, concrete</li> </ul>	<p><b>Building Services Engineering</b></p> <ul style="list-style-type: none"> <li>- <b>Elevators:</b> Retrofitting</li> <li>- <b>Barrier-free:</b> Building communication</li> <li>- <b>Fire protection:</b> Smoke alarms</li> <li>- <b>Electrical installations:</b> More than just switches</li> <li>- <b>Ventilation engineering and air conditioning:</b> Windows, control, air hygiene</li> <li>- <b>Security and locking systems:</b> Locking systems and door intercoms</li> <li>- <b>Smart home:</b> The networked home</li> <li>- <b>Water engineering:</b> Potable water hygiene</li> <li>- <b>Home ventilation:</b> Windows, control, air hygiene</li> </ul>	<p><b>Software/IT</b></p> <ul style="list-style-type: none"> <li>- <b>Billing systems:</b> Digital and web-based</li> <li>- <b>Property management:</b> Controlling and steering</li> <li>- <b>CAFM:</b> Maintenance and public safety,</li> <li>- <b>Cloud-computing:</b> Software from the Internet</li> <li>- <b>CRM systems:</b> Customer service</li> <li>- <b>Energy billing:</b> Heat, water and electricity consumption</li> <li>- <b>ERP systems:</b> control of business processes</li> <li>- <b>Process optimization:</b> Design, documenting and improving</li> <li>- <b>Security:</b> Data protection</li> </ul>	<p><b>19.-23.03.2024</b> SHK+E, Essen</p>

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

Issue	Dates	Main topics			Trade fairs/Events
4/2024	<p><b>Publication date:</b> 12.04.2024</p> <p><b>Editorial deadline:</b> 15.03.2024</p> <p><b>Advertising deadline:</b> 19.03.2024</p>	<p><b>Building Redevelopment</b></p> <ul style="list-style-type: none"> <li>- <b>Paint/facades/TICS:</b> Algal and fungal attack</li> <li>- <b>Windows and doors:</b> Systems</li> <li>- <b>(Flat) roofs:</b> Maintenance, repair and insulation</li> <li>- <b>Floors:</b> Footfall sound installation</li> <li>- <b>Healthy building:</b> Remediation of contaminated housing</li> <li>- <b>Heightening buildings:</b> Extending living space</li> <li>- <b>Interior insulation:</b> Thermal insulation</li> <li>- <b>Masonry:</b> Mildew and damp damage</li> <li>- <b>Serial and modular construction:</b> Timber, steel, bricks, concrete</li> </ul>	<p><b>Market &amp; Management</b></p> <ul style="list-style-type: none"> <li>- <b>Accounting and taxation:</b> Latest information</li> <li>- <b>Digitalization:</b> Shaping change</li> <li>- <b>BIM:</b> Challenge and opportunity</li> <li>- <b>Demographic change:</b> Barrier-free living</li> <li>- <b>Facility management:</b> Building management</li> <li>- <b>Financing:</b> Custom solutions</li> <li>- <b>Tenancy law:</b> News, info and case studies</li> <li>- <b>Sustainability:</b> Responsibility and opportunity</li> </ul>	<p><b>Town and Community</b></p> <ul style="list-style-type: none"> <li>- <b>Waste management:</b> Collection and disposal</li> <li>- <b>Outdoor installations:</b> Playgrounds</li> <li>- <b>Balconies, patios and terraces:</b> Flooring</li> <li>- <b>Roof:</b> Greening</li> <li>- <b>Community E-hubs:</b> More than just car parks</li> <li>- <b>Paint/facades/TICS:</b> Design possibilities</li> <li>- <b>Security engineering:</b> Locking systems (in assisted living complexes)</li> <li>- <b>Underground carparks:</b> Refurbishment</li> <li>- <b>Urban living:</b> Conversion and development of rear yards, flat roofs and industrial wasteland</li> </ul>	<p><b>23.-26.04.2024</b> Farbe, Ausbau &amp; Fassade, Cologne</p>
5/2024	<p><b>Publication date:</b> 17.05.2024</p> <p><b>Editorial deadline:</b> 19.04.2024</p> <p><b>Advertising deadline:</b> 23.04.2024</p>	<p><b>Housing Construction</b></p> <ul style="list-style-type: none"> <li>- <b>Bathrooms:</b> Accessible for senior citizens and disabled residents</li> <li>- <b>Electrical installations:</b> Smart assistants</li> <li>- <b>Windows and doors:</b> Functionality and Security</li> <li>- <b>Paint/facades/TICS:</b> Colour design concepts</li> <li>- <b>(Flat) roofs:</b> Planning and construction</li> <li>- <b>Healthy building:</b> Building materials</li> <li>- <b>Serial and modular construction:</b> Timber, steel, bricks, concrete</li> <li>- <b>Stairways:</b> Colour concepts</li> <li>- <b>Dry construction:</b> Acoustic and sound insulation</li> </ul>	<p><b>Energy</b></p> <ul style="list-style-type: none"> <li>- <b>Renewable energies:</b> Heating with solar and geothermal energy and wood</li> <li>- <b>Efficiency:</b> Heat pumps</li> <li>- <b>Heating engineering:</b> Heating with renewable raw materials</li> <li>- <b>Heating engineering:</b> With mini-CHP generating power and heat in your own home</li> <li>- <b>Submetering:</b> Reading services for electricity, cooling, heating and water systems</li> <li>- <b>Consumption data:</b> Logging, transfer and processing</li> <li>- <b>Supply:</b> Systems for district and local heating</li> <li>- <b>Heat pumps:</b> Greener heating</li> </ul>	<p><b>Multimedia</b></p> <ul style="list-style-type: none"> <li>- <b>Big Data:</b> Collecting, storage and processing data</li> <li>- <b>Data protection:</b> Dealing with personal data</li> <li>- <b>Digitalization:</b> Everything connected</li> <li>- <b>IPTV:</b> TV via the internet</li> <li>- <b>Fibre optics:</b> A network for everyone/ everything</li> <li>- <b>Interaction and communication:</b> Social networks, internet-services and community platforms</li> <li>- <b>Internet of things:</b> Everything connected with everything</li> <li>- <b>Social media:</b> Tenant loyalty</li> </ul>	<p><b>05.-06.06.2024</b> Real Estate Arena, Hannover</p>

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

Issue	Dates	Main topics			Trade fairs/ Events
6/2024	<p><b>Publication date:</b> 14.06.2024</p> <p><b>Editorial deadline:</b> 17.05.2024</p> <p><b>Advertising deadline:</b> 22.05.2024</p>	<p><b>Building redevelopment</b></p> <ul style="list-style-type: none"> <li>- <b>Bathrooms:</b> Safety</li> <li>- <b>Balconies, patios and terraces:</b> Conversion and refurbishment</li> <li>- <b>Timber construction:</b> Modern and eco-friendly</li> <li>- <b>Paint/facades/TICS:</b> Algal and fungal attack</li> <li>- <b>Windows and doors:</b> Systems</li> <li>- <b>(Flat) roofs:</b> Energy-efficient refurbishment</li> <li>- <b>Dry construction:</b> Gypsum plaster board and gypsum fibre boards</li> <li>- <b>Masonry:</b> Thermal and sound insulation in brick construction</li> <li>- <b>Serial and modular construction:</b> Timber, steel, bricks, concrete</li> </ul>	<p><b>Building Services Engineering</b></p> <ul style="list-style-type: none"> <li>- <b>Elevators:</b> More quality of life</li> <li>- <b>Heating engineering:</b> Gas-fired condensing appliances – efficient and energy-saving</li> <li>- <b>Ventilation engineering and air conditioning:</b> Sustainable and energy-efficient systems</li> <li>- <b>Smart home:</b> Intelligent home regulation systems</li> <li>- <b>Security and locking systems:</b> Burglar protection</li> <li>- <b>Water engineering:</b> Potable water analysis &amp; legionella bacteria prevention</li> </ul>	<p><b>Town and Community</b></p> <ul style="list-style-type: none"> <li>- <b>Waste management:</b> Disposal</li> <li>- <b>Outdoor installations:</b> Letter and parcel boxes</li> <li>- <b>Outdoor installations:</b> Green spaces</li> <li>- <b>Building heritage protection:</b> Energy-efficiency refurbishment</li> <li>- <b>Electromobility:</b> Charging solutions</li> <li>- <b>Conversions:</b> Urban planning on military sites</li> <li>- <b>Lighting engineering:</b> Energy-saving lighting, LED &amp; Co.</li> <li>- <b>Parking systems:</b> Usage concepts</li> </ul>	<p><b>19.-21.06.2024</b> The smarter E Europe - EEurope's Largest Alliance of Exhibitions for the Energy Industry, Munich</p> <p><b>26.-27.06.2024</b> FeuerTrutz, Nuremberg</p>
7-8/2024	<p><b>Publication date:</b> 19.07.2024</p> <p><b>Editorial deadline:</b> 21.06.2024</p> <p><b>Advertising deadline:</b> 27.06.2024</p>	<p><b>Housing construction</b></p> <ul style="list-style-type: none"> <li>- <b>Balconies, patios and terraces:</b> Sealants and coatings</li> <li>- <b>Barrier-free:</b> Living without obstacles</li> <li>- <b>Building structure protection:</b> Sealing and damp-proofing</li> <li>- <b>Paint/facades/TICS:</b> Colour design concepts</li> <li>- <b>(Flat) roofs:</b> Thermal insulation</li> <li>- <b>Floors:</b> Coverings</li> <li>- <b>Masonry:</b> Safety</li> <li>- <b>Densification:</b> Filling construction gaps</li> <li>- <b>Serial and modular construction:</b> Timber, steel, bricks, concrete</li> </ul>	<p><b>Market &amp; Management</b></p> <ul style="list-style-type: none"> <li>- <b>Accounting and taxation:</b> Latest info</li> <li>- <b>BIM:</b> Virtual planning</li> <li>- <b>Demographic change:</b> Homes for senior citizens</li> <li>- <b>Digitalization:</b> Current trends and future challenges</li> <li>- <b>Facility management:</b> Building management</li> <li>- <b>Financing:</b> Grant and subsidy schemes</li> <li>- <b>Climate change:</b> A challenge for the housing sector</li> <li>- <b>Tenant associations/ participation:</b> Strengthening bonds, avoiding conflicts</li> <li>- <b>Tenancy law:</b> News, info and case studies</li> <li>- <b>Supply:</b> Tenant electricity</li> </ul>	<p><b>Software/IT</b></p> <ul style="list-style-type: none"> <li>- <b>Billing systems:</b> Digital and web-based</li> <li>- <b>Cloud-computing:</b> Software from the internet</li> <li>- <b>Energy billing:</b> Heat, water and electricity consumption</li> <li>- <b>ERP systems:</b> Controlling business processes</li> <li>- <b>Planning and budgeting:</b> Solutions</li> <li>- <b>Security:</b> Data protection</li> <li>- <b>Public safety obligations:</b> Documentation</li> </ul>	

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

Issue	Dates	Main topics			Trade fairs/ Events
9/2024	<p><b>Publication date:</b> 06.09.2024</p> <p><b>Editorial deadline:</b> 09.08.2024</p> <p><b>Advertising deadline:</b> 15.08.2024</p>	<p><b>Building Redevelopment</b></p> <ul style="list-style-type: none"> <li>- <b>Bathrooms:</b> Lots of space in small rooms</li> <li>- <b>Paint/facades/TICS:</b> Fire protection</li> <li>- <b>Windows:</b> Functionality and security</li> <li>- <b>Flooring:</b> Footfall noise insulation</li> <li>- <b>Healthy building:</b> Interior finishing</li> <li>- <b>Monolithic construction:</b> Possibilities and advantages</li> <li>- <b>Dry construction:</b> Acoustic and sound insulation</li> <li>- <b>Serial and modular construction:</b> Timber, steel, bricks, concrete</li> <li>- <b>Stairways:</b> Barrier-free design</li> </ul>	<p><b>Energy</b></p> <ul style="list-style-type: none"> <li>- <b>Billing:</b> Monitoring</li> <li>- <b>Contracting:</b> Heating supply</li> <li>- <b>Insulation:</b> Cost reduction</li> <li>- <b>Renewable energies:</b> Efficient power generation</li> <li>- <b>Heating engineering:</b> Storage and flow heaters</li> <li>- <b>Tenant electricity:</b> Business models</li> <li>- <b>Consumption:</b> Meters and measurement devices</li> <li>- <b>Supply:</b> Decentralized heating energy and hot water</li> <li>- <b>Smart homes:</b> Energy saving with intelligent management</li> </ul>	<p><b>Multimedia</b></p> <ul style="list-style-type: none"> <li>- <b>Big data:</b> Collecting, storage and processing data</li> <li>- <b>Digitalization:</b> Process changes</li> <li>- <b>Fibre optics:</b> A network for everyone and everything</li> <li>- <b>Interaction and communication:</b> Social networks, internet services and community platforms</li> <li>- <b>Internet:</b> Surfing, telephoning and TV</li> <li>- <b>Social media:</b> Tenant loyalty</li> <li>- <b>Media supply:</b> Specialists for the housing sector</li> </ul>	<p><b>17.-20.09.2024</b> Security, Essen</p>
10/2024	<p><b>Publication date:</b> 04.10.2024</p> <p><b>Editorial deadline:</b> 06.09.2024</p> <p><b>Advertising deadline:</b> 11.09.2024</p>	<p><b>Housing Construction</b></p> <ul style="list-style-type: none"> <li>- <b>Balconies, patios and terraces:</b> Adding living space</li> <li>- <b>Roofs:</b> Loft conversion</li> <li>- <b>Insulation:</b> Reducing costs, saving the environment</li> <li>- <b>Paint/facades/TICS:</b> Thermal insulation systems – comparison of insulation materials</li> <li>- <b>Windows:</b> Remote opening/closing</li> <li>- <b>Floors:</b> Footfall noise insulation</li> <li>- <b>Dry construction:</b> Gypsum plaster board and gypsum fibre boards</li> <li>- <b>Serial and modular construction:</b> Timber, steel, bricks, concrete</li> </ul>	<p><b>Building Services Engineering</b></p> <ul style="list-style-type: none"> <li>- <b>Fire protection / ventilation systems:</b> Fans</li> <li>- <b>Electrical installations:</b> Intelligently connected</li> <li>- <b>(Flat) roofs / lighting:</b> Daylight systems</li> <li>- <b>Smart homes:</b> The networked house</li> <li>- <b>Heating engineering:</b> Surface heating on floors, walls and ceilings</li> <li>- <b>Water engineering:</b> Potable water hygiene</li> <li>- <b>Home ventilation:</b> Windows, control, air hygiene</li> </ul>	<p><b>Multimedia</b></p> <ul style="list-style-type: none"> <li>- <b>Big Data:</b> Collecting, storing and processing data</li> <li>- <b>Digitization:</b> Changes in processes</li> <li>- <b>Fiber optics:</b> A network for all</li> <li>- <b>Interaction and communication:</b> Social networks</li> <li>- <b>Internet services and neighborhood platforms</b></li> <li>- <b>Internet:</b> Surfing, telephony and TV</li> <li>- <b>Social media:</b> Tenant engagement</li> <li>- <b>Media supply:</b> Specialists for the housing industry</li> </ul>	<p><b>07.-09.10.2024</b> EXPO REAL, Munich</p>

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



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

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

Circulation audit:



Circulation analysis:

Copies per issue  
(annual average of July 1st 2022 to June 30th 2023)

Print run:	9,100		
Copies actually distributed (tvA):	11,472	thereof abroad:	22
- thereof E-Paper:	2,592	thereof abroad:	4
Copies sold:	924	thereof abroad:	8
Subscriptions:	904	thereof abroad:	8
Other sales:	19		
Single copy sales:	0		
Free copies:	10,549	thereof abroad:	10
Archive and specimen:	219		

Geographic distribution analysis:

Business regions	Copies actually distributed	
	%	Copies
Domestic	99.8	11,450
Abroad	0.2	22
Copies actually distributed (tvA)	100.00	11,472













**Summary of the survey method:**

1. Method: Dissemination analysis by file evaluation - total survey
  2. Basic population: actual circulation 11,472 = 100 %
  3. Sample: total survey
  4. Target person of the study: not applicable
  5. Period of study: August 2023
  6. Execution of the study: Bauverlag BV GmbH
- Details on the survey method are available from the publishing company.

Distribution by Nielsen-Areas/German states:

Distribution	Copies actually distributed	
	%	Copies
<b>Nielsen-Area I</b>		
Schleswig-Holstein	3.7	424
Hamburg	3.2	367
Lower Saxony	7.5	857
Bremen	0.8	89
<b>Nielsen-Area II</b>		
North Rhine Westphalia	21.0	2,405
<b>Nielsen-Area IIIa</b>		
Hesse	7.0	806
Rhineland-Palatinate	3.8	431
Saarland	0.8	91
<b>Nielsen-Area IIIb</b>		
Baden-Württemberg	13.0	1,488
<b>Nielsen-Area IV</b>		
Bavaria	16.9	1,931
<b>Nielsen-Area V</b>		
Berlin	5.6	647
<b>Nielsen-Area VI</b>		
Mecklenburg-Vorpommern	1.9	219
Brandenburg	2.5	284
Saxony-Anhalt	2.8	320
<b>Nielsen-Area VII</b>		
Thuringia	2.7	314
Saxony	6.8	777
Copies truly distributed in domestic area	99.8	11,450

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

<p><b>2/1 Page</b></p>  <p>Bleed format: 420 x 297 mm</p> <p>Price (b/w to 4c) 12,300.00 €</p>	<p><b>1/1 Page</b></p>  <p>Bleed format: 210 x 297 mm</p> <p>Price (b/w to 4c) 6,360.00 €</p>	<p><b>Juniorage</b></p>  <p>Bleed format: 148 x 210 mm</p> <p>Price (b/w to 4c) 4,210.00 €</p>	<p><b>1/2 Page, horiz.</b></p>  <p>Bleed format: 210 x 145 mm</p> <p>Price (b/w to 4c) 4,050.00 €</p>	<p><b>1/2 Page, vertical</b></p>  <p>Bleed format: 100 x 297 mm</p> <p>Price (b/w to 4c) 4,050.00 €</p>														
<p><b>1/3 Page, vertical</b></p>  <p>Bleed format: 70 x 297 mm</p> <p>Price (b/w to 4c) 2,890.00 €</p>	<p><b>1/3 Page, horiz.</b></p>  <p>Bleed format: 210 x 100 mm</p> <p>Price (b/w to 4c) 2,890.00 €</p>	<p><b>1/4 Page, vertical</b></p>  <p>Bleed format: 52 x 297 mm</p> <p>Price (b/w to 4c) 2,520.00 €</p>	<p><b>1/4 Page, horiz.</b></p>  <p>Bleed format: 210 x 74 mm</p> <p>Price (b/w to 4c) 2,520.00 €</p>	<p><b>1/4 Page, Col.</b></p>  <p>Bleed format: 100 x 145 mm</p> <p>Price (b/w to 4c) 2,520.00 €</p>														
<p><b>1/8 Page, vertical</b></p>  <p>Bleed format: 52 x 145 mm</p> <p>Price (b/w to 4c) 1,950.00 €</p>	<p><b>1/8 Page, horiz.</b></p>  <p>Bleed format: 210 x 50 mm</p> <p>Price (b/w to 4c) 1,950.00 €</p>	<table border="1"> <thead> <tr> <th>Format</th> <th>colour</th> </tr> </thead> <tbody> <tr> <td>Advertorial 1/1 Page*</td> <td>6,360.00 €</td> </tr> <tr> <td>Advertorial 1/2 Page**</td> <td>4,050.00 €</td> </tr> <tr> <td>Cover page</td> <td>7,270.00 €</td> </tr> <tr> <td>Cover story</td> <td>14,400.00 €</td> </tr> <tr> <td>Cover story Fair Price Issue 10 Expo Real</td> <td>18,000.00 €</td> </tr> <tr> <td>Image of the month</td> <td>4,370.00 €</td> </tr> </tbody> </table>			Format	colour	Advertorial 1/1 Page*	6,360.00 €	Advertorial 1/2 Page**	4,050.00 €	Cover page	7,270.00 €	Cover story	14,400.00 €	Cover story Fair Price Issue 10 Expo Real	18,000.00 €	Image of the month	4,370.00 €
Format	colour																	
Advertorial 1/1 Page*	6,360.00 €																	
Advertorial 1/2 Page**	4,050.00 €																	
Cover page	7,270.00 €																	
Cover story	14,400.00 €																	
Cover story Fair Price Issue 10 Expo Real	18,000.00 €																	
Image of the month	4,370.00 €																	

\* Price surcharge for design by the publisher 500.00 €; \*\* Price surcharge for design by the publisher 250.00 €  
All prices are subject to statutory VAT. Agency commission: 15 %. Please find the general terms and conditions at: <https://bauverlag.de/en/terms>

### Additional charges:

**Special positions:** Inside front cover, inside back cover and back cover 890.00 €  
Other prescribed positions: 20 %

**Special colour:** Each color 1,100.00 €

**Discounts:** Published within 12 month,  
(insertion year, starts with publication of the first advertisement)

#### Staggered repeat discount

Staggered repeat discount		Quantity scale	
3 times	3 %	3 pages	5 %
6 times	5 %	6 pages	10 %
12 times	10 %	12 pages	15 %
18 times	15 %	18 pages	20 %
24 times	20 %	24 pages	25 %

#### Architecture combination

20 % architecture combinations discount with  
FACILITY MANAGEMENT

#### Crossmedia discount

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

#### Bauverlag publsiher combination

Publisher combination with all titles of Bauverlag  
„Combination advantages“ on request.

No discount on inserts and additional technical costs.

### Classified ads:

(not discountable)		
Job offers s/w	per height mm (1 column, 47 mm wide)	6.20 €
Job offers colour	per height mm (1 column, 47 mm wide)	11.50 €
Situation wanted s/w	per height mm (1 column, 47 mm wide)	3.50 €
Opportunity ad, Purchase/sale b/w	per height mm (1 column, 47 mm wide)	6.20 €

From a print value of 1,200.00 €, your job posting will be displayed  
online at [www.BandesBauBlatt.de](http://www.BandesBauBlatt.de) for 4 weeks for free.

### Special ad types:

<b>Bound inserts</b> (sample - front page/back page required)	
2-pages	5,200.00 €
4-pages	6,550.00 €
6-pages	7,760.00 €
8-pages	9,000.00 €
(others on request)	

Discounts as per scale of discounts: 1 sheet = 1 ad page

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: 7 mm, foot trim: 3 mm, lateral trim: 3 mm each

Quantity up to 170 g/qm, other weights on request.

#### Loose inserts:

Maximum size 205 x 290 mm	
Weight of loose insert	<b>Price %</b>
Full insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	370.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	440.00 €

For partial occupancy: selection costs per selection 150.00 €

<b>Glued ad media:</b>	<b>Price %</b>
Postcard	95.00 €
Product samples, other tip-ons	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 no ...“

**We will be happy to provide you with information on other special forms of advertising.** Just contact us, we will be pleased to realize your individual customer wishes.

**Terms of payment:**

Net invoice value within 30 days following the date of the invoice, VAT ID No. DE 813382417

**Bank details:**

Bauverlag BV GmbH, Gütersloh  
Sparkasse Gütersloh-Rietberg  
IBAN: DE46 4785 0065 0018 0329 62  
BIC: WELADED1GTL



<b>Magazine format:</b>	210 mm wide, 297 mm high, DIN A4 untrimmed: 216 mm wide, 303 mm high
<b>Print space:</b>	186 mm wide x 270 mm high 4 columns, 45 mm wide
<b>Printing and binding methods:</b>	Offset printing, adhesive binding
<b>Data transmission:</b>	- 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
<b>Data formats:</b>	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.

<b>Colours:</b>	The colour mode is CMYK. The colour profile is ISO Coated v2 300%. If RGB colours are used, there will be colour differences.
<b>Data acceptance/archiving:</b>	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.
<b>Guarantee:</b>	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.

### Property combination

You want to reach decision-makers in commercially used properties and facilities as well as housing sector companies and associations? Then the Property Combination is your best option:

- 10,000 recipients BundesBauBlatt +  
9,000 recipients FACILITY MANAGEMENT =  
19,000 recipients in the property sector
- with BundesBauBlatt decision-makers for privately used residential property  
+ with FACILITY MANAGEMENT decision- makers for industrially used property
- quality of the readers and of the media performance of both titles guaranteed by TNS Infratest

#### Your combination advantage:

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

You receive: 20% property combination discount

property combination = coverage, decision-makers and quality for the best price



**FACILITY MANAGEMENT**

**Target group:** Business managers responsible for properties and estates

**Circulation:** 9,000 Copies

**Price:** 1/1 Page colour 6,990.00 €  
1/2 Page colour 4,610.00 €  
[www.FACILITY-MANAGEMENT.de](http://www.FACILITY-MANAGEMENT.de)



### [www.BundesBauBlatt.de](http://www.BundesBauBlatt.de)

The BBB website supplements and expands the magazine's range of information with industry news, new products, a subsidy database and other important specialist information for decision-makers in the housing industry. It thus offers advertising customers the ideal complement to address this important target group and enables an increase in reach.

### BBB Newsletter

A monthly update is distributed to the decision-makers in the housing sector in the form of the BBB newsletter. Every month the BBB newsletter offers you an opportunity for direct contact with managing directors and boards. With an average opening rate the BBB newsletter has extraordinary reach.



Page  
impressions

45,690 per month



Visits

36,049 per month



Unique  
user

19,405 user

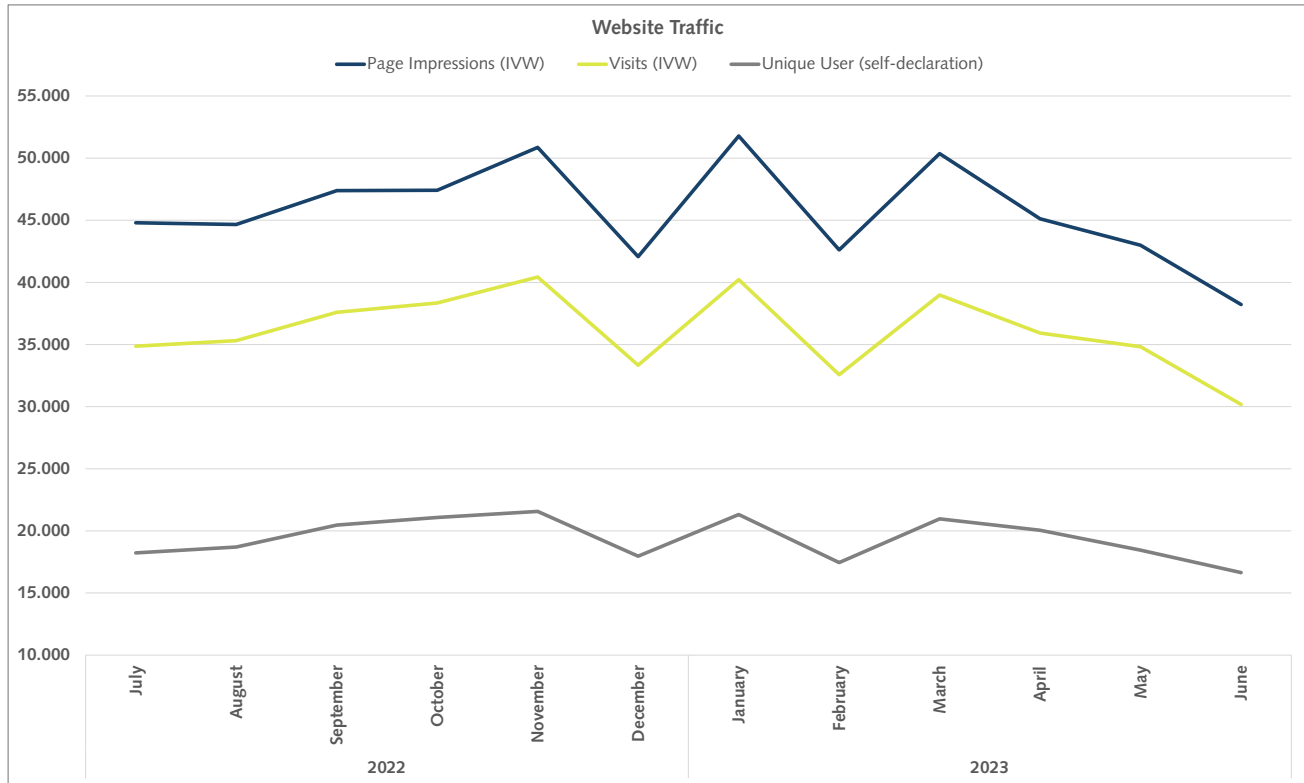


Newsletter  
contacts

3,469  $\emptyset$  recipients

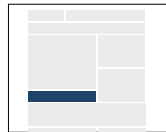


Traffic audit:



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

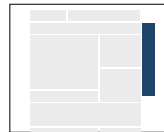
### Price and Werbeformen (Price für 28 Tage / 4 Wochen):



#### Fullsize banner

Format (B x H):  
468 x 60 px

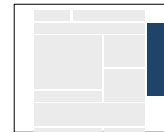
630.00 €



#### Skyscraper

Format (B x H):  
120 x 600 px

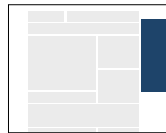
938.00 €



#### Wide skyscraper

Format (B x H):  
160 x 600 px

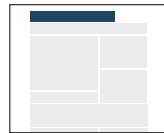
1,099.00 €



#### Half page

Format (B x H):  
300 x 600 px

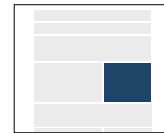
1,253.00 €



#### Superbanner

Format (B x H):  
728 x 90 px

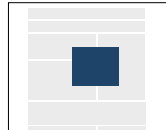
784.00 €



#### Medium rectangle

Format (B x H):  
300 x 250 px

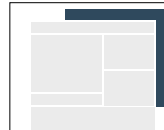
1,099.00 €



#### Layer ad

Format (B x H):  
400 x 400 px

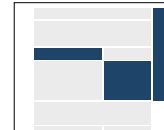
On request



#### Wallpaper

Format (B x H):  
728 x 90 px + 120 x 600 px

1,414.00€



#### Ad bundle

- Fullsize banner
- Skyscraper
- Medium rectangle

938.00 €

Werbeform	Platzierung	Format (pixel, width x height)	Price in €/4 weeks
Skyscraper sticky	website, in rotation with max. two additional	120 x 600	1,022.00
Wide Skyscraper sticky	website, in rotation with max. two additional	160 x 600	1,176.00
Half Page sticky	website, in rotation with max. two additional	300 x 600	1,330.00
Billboard	on all pages except homepage, in rotation with max. two additional	970 x 250	1,568.00
Expandable wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	1,568.00
Situations vacant	in the job market	individual	1,200.00
Microsite	own navigation within the website, duration 12 weeks	individual	9,450.00
OnlinePLUS	addition to an existing online article/advertorial	photos, videos, PDFs	1,176.00

All online advertising formats can be booked exclusively. Prices, availability, other time periods and other formats possible on request.  
All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: <https://bauverlag.de/en/terms>

**Discounts:**

Published within 12 months (Insertion year)

**Staggered repeat discount**

12 weeks	5 %
26 weeks	10 %
52 weeks	15 %

**Online ad specials: additional options**

Wallpaper: coloured, clickable background  
30% additional charge

**We will be happy to provide you with information on other online special forms of advertising.** Just contact us, we will be pleased to realize your individual customer wishes.

**File formats:**

JPG, GIF, Flash, HTML-Tag, Redirect-Tag  
Weight: max. 100 kB per banner

Please also provide a medium rectangle for the online advertising options in order to guarantee optimisation for mobile devices. The kB data given for every advertising material are maximum sizes and represent the total sum of all data defined by the advertising materials (including files to be loaded later, sniffer code, images, flash, etc.).

**For detailed information please see our spec sheet:**  
<https://bauverlag.de/downloads/spec-sheet-online.pdf>

You get a reporting about ad-impressions and ad-clicks after campaign end.

**Delivery address:** Please send your banner to  
[order.management@bauverlag.de](mailto:order.management@bauverlag.de)

**Delivery time:** 7 working days prior to beginning of the campaign. These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign. Otherwise, we can bear no costs for delays caused by late delivery to us.

Please send your materials together with the required meta information:

- booked site
- customer name
- order number
- target-URL
- booking period
- advertising format
- motif name
- contact person for inquiries

Issue	Publishing date	Booking deadline
1/2024	24.01.2024	15.01.2024
2/2024	14.02.2024	05.02.2024
3/2024	28.02.2024	19.02.2024
4/2024	13.03.2024	04.03.2024
5/2024	27.03.2024	18.03.2024
6/2024	17.04.2024	08.04.2024
7/2024	08.05.2024	26.04.2024
8/2024	22.05.2024	10.05.2024
9/2024	12.06.2024	03.06.2024
10/2024	26.06.2024	17.06.2024
11/2024	24.07.2024	15.07.2024
12/2024	28.08.2024	19.08.2024
13/2024	11.09.2024	02.09.2024
14/2024	25.09.2024	16.09.2024
15/2024	09.10.2024	27.09.2024
16/2024	06.11.2024	25.10.2024
17/2024	20.11.2024	11.11.2024
18/2024	04.12.2024	25.11.2024

**Recipients:**  
managing directors and decision-makers in the housing sector

**Circulation:**  
3,469 recipients  
Openingrate net: 26.7 %  
(source: InxMail, average per month July 2022 until June 2023)



**File formats:** JPG or static GIF, max. 20 kB (without animation)

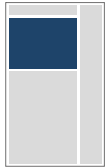
For detailed information please see our spec sheet:  
<https://bauverlag.de/downloads/spec-sheet-online.pdf>

- Format of newsletter:** HTML or text
- Delivery address:** Please send the advertising material for your campaign to:  
order.management@bauverlag.de
- Delivery date:** 7 working days prior to beginning of the campaign. These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign. Otherwise, we can bear no costs for delays caused by late delivery to us.
- Please send your materials together with the required meta-information:
- customer name
  - booked newsletter
  - order number
  - target URL
  - contact person for inquiries

You will get a reporting about the recipients/ opening rate and ad-clicks.

### Price and Werbeformen:

#### Text ad premium



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

**Placement:**  
content

**Price:**  
800.00 €

#### Text ad



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

**Placement:**  
content

**Price:**  
665.00 €

#### Medium rectangle

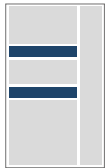


**Format:**  
300 x 250 px

**Placement:**  
content

**Price:**  
800.00 €

#### Fullsize banner



**Format:**  
468 x 60 px

**Placement:**  
content

**Price:**  
535.00 €

#### Skyscraper



**Format:**  
120 x 600 px

**Placement:**  
next to the  
content

**Price:**  
665.00 €

#### Wide skyscraper



**Format:**  
160 x 600 px

**Placement:**  
next to the content

**Price:**  
800.00 €

#### Newsletter takeover



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

**Placement:**  
content, exclusive

**Price:**  
4,930.00 €

#### Situations vacant



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

**Placement:**  
content

**Price:**  
665.00 €

#### 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 knowledge of a particular topic, demonstrate your problem solving abilities or explain why it is beneficial to use your product – there are many reasons why you might consider using an online-advertorial.

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

- permanent online posts on [www.bundesbaublatt.de](http://www.bundesbaublatt.de) (these remain accessible via the search function after the 4-week period has expired)
- medium rectangle with placement across the entire website as a teaser with a link to the online post
- 1 text ad in BBB Newsletter with a link to the online post
- advertised Facebook post via Facebook fanpage of BBB with a link to the online post

**Price: 2,884.00 €** plus VAT.  
(Price for 28 days / 4 weeks)

The screenshot shows the BBB website interface. At the top, there's a navigation bar with links like 'Home', 'Aktuelle Ausgabe', 'Archiv', 'Produkte', 'Fördermittel', 'BBB Spezial', 'Rechtsprechung', 'Service', 'Jobs', and 'Abo'. Below the navigation, there's a search bar and a 'News' section with a list of recent articles. The main content area features an advertorial article with a title 'Mit smarten Schnittstellen zu mehr Effizienz in der Immobilienverwaltung'. The article includes a sub-headline '80 Prozent der gewerblichen Vermieter sehen deutliche Defizite bei der Effizienz ihrer Verwaltungsprozesse...' and a small image showing people in a meeting. A Facebook icon is overlaid on the bottom right of the screenshot.

### Whitepaper

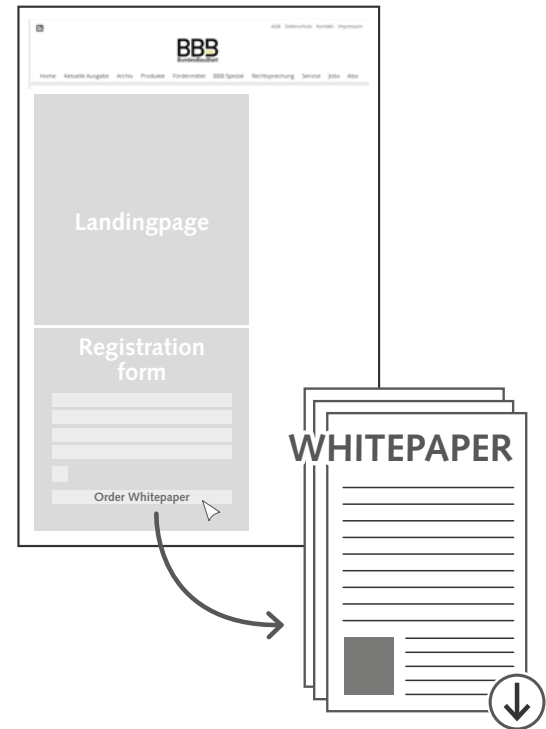
Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on [www.bandesbaublatt.de](http://www.bandesbaublatt.de). Interested users receive the white paper in exchange for their contact details.

We will provide you with the following **services** in close coordination with you:

- Landingpage incl. registration form
- Advertising teaser via our media channels website, newsletter and social media
- Delivery of leads (data protection compliant)

**Duration:** 8 to 12 weeks (variable, by arrangement)

**Price:** on request



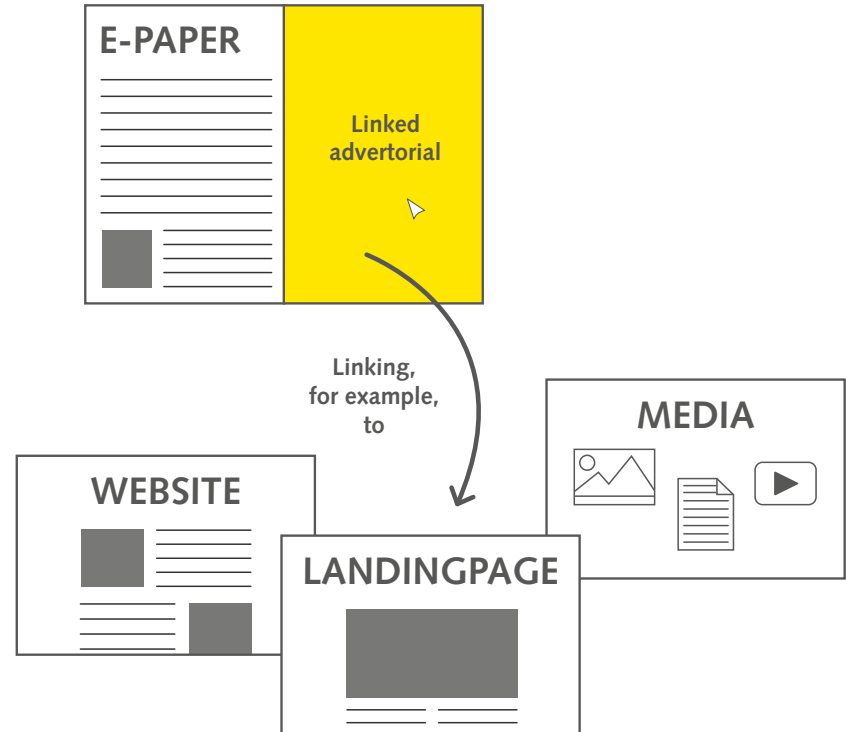
### Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper ([epaper.bandesbaublatt.de](http://epaper.bandesbaublatt.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.

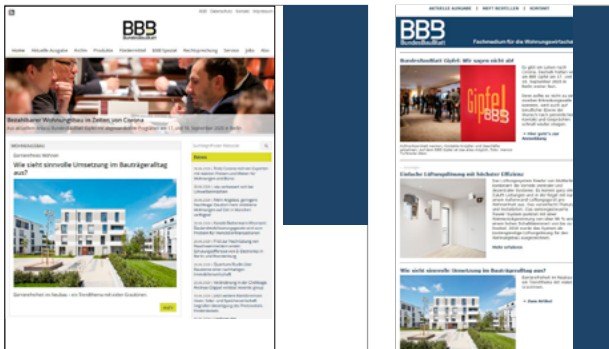
Price: 390.00 €





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



Half page ad on  
[www.BundesBauBlatt.de](http://www.BundesBauBlatt.de)

Wide Skyscraper in  
BBB Newsletter

Duration 4 weeks  
Price: 1,847.70 € plus VAT.

### Cross-media product advertising package



Online-Advertorial on  
[www.BundesBauBlatt.de](http://www.BundesBauBlatt.de)  
(for benefits, see previous page)

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

Duration 4 weeks  
Price: 6,465.60 € plus VAT.

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

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](http://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

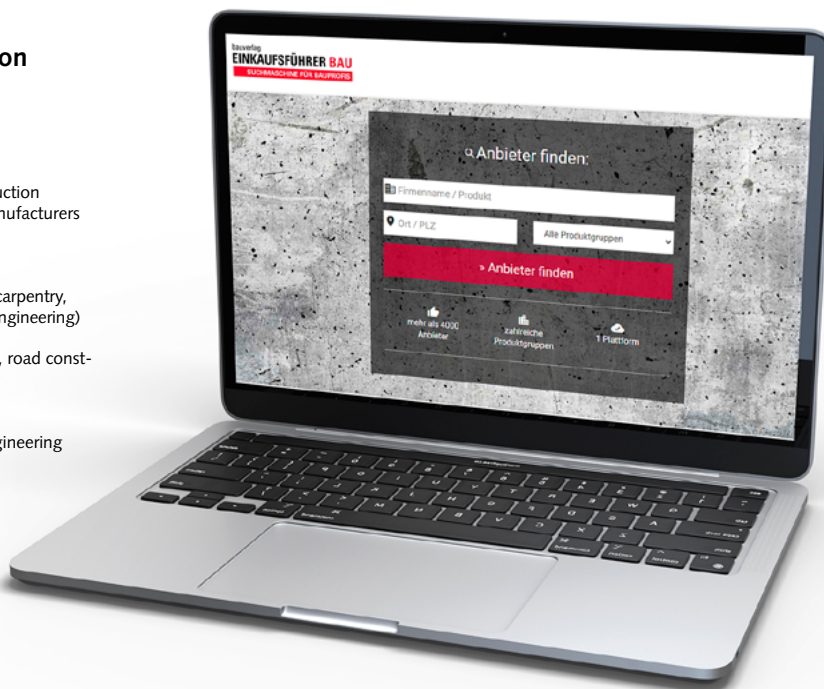
Request a quote now!

Nicole Euler

Sales Manager

Phone: +49 5241 2151-2828

E-Mail: [nicole.euler@bauverlag.de](mailto:nicole.euler@bauverlag.de)





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



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



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



**Christiane Klose**  
**Sales Manager Job Market**  
Phone: +49 5241 2151-3000  
E-Mail: stellenmarkt@bauverlag.de



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

---

We will support your media planning – just give us a call or send us an E-Mail!



**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



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

---

We will support your media planning – just give us a call or send us an E-Mail!

