

MEDIA DATA 2025

Target groups

- Management and decision maker in concrete and precast plants worldwide



bft-international.com

bau || || verlag



Brand profile 03

PRINT

Editorial schedule 05

Circulation and distribution analysis 09

Prices and formats 11

Beton Bauteile Yearbook 14

Cover story 15

Linking in E-Paper 17

DIGITAL

Website traffic 19

Website prices, formats and technical advice 20

Website technical advice 21

Newsletter time schedule 22

Newsletter prices, formats and technical advice 23

Online-advertorial 24

BFT SUPPLIERS' DIRECTORY 25

PORTFOLIO

Communication packages 27

Lead generation 28

Video-advertorial 29

Events 30

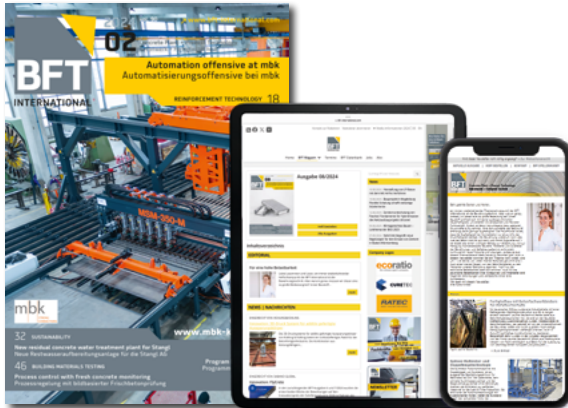
Creative 31

THE BAUVERLAG

Location and management 33

Contacts 34

Other brands 36



BFT INTERNATIONAL Concrete Plant + Precast Technology

BFT INTERNATIONAL is the multimedia information source for manufacturers of concrete products and precast elements as well as for companies active in precast construction. It is aimed primarily at managers in this important industrial sector. At the heart of the Media brand is the industry magazine, which has been recognized for over nine decades and is circulated worldwide. BFT INTERNATIONAL's specialist articles can also be read online on the website and are distributed via the newsletter and the brand's strong social media presence. In this way BFT INTERNATIONAL acts as an intermediary between the building materials machinery/supply industry and concrete plants as well as a platform for an international exchange of experience, taking into account the latest scientific findings.



85,788

Copies / Year

Copies actually distributed 7,149
 Thereof E-Paper: 2,310
 Publication frequency 12x / Year



464,448

Page impressions website / Year

Page Impressions 38,704 / Month
 Visits 24,894 / Month
 Unique User 17,090 / Month



41,304

Newsletter recipients / Year

Recipients 3,442 / Issue
 Openingrate net 20.6 %
 Publication frequency 12x / Year



9,700

Follower social media

PRINT

Editorial schedule	05
Circulation and distribution analysis	09
Prices and formats	11
Beton Bauteile Yearbook	14
Cover story	15
Linking in E-Paper	17



PD = Publication date, ED = Editorial deadline, AD = Advertising deadline

Issue	Dates	Main topics	Trade fairs/events
11/2024	PD: 04.11.2024 ED: 12.09.2024 AD: 10.10.2024	Trade fair edition Big 5 Global Precast parts, concrete products, concrete technology, raw materials Concrete pipes/shafts Precast concrete parts for civil engineering	bauma China (Shanghai, China), 26.11.-29.11.2024 Engineering Days 2024 (Salzburg, Austria), 26.11.-27.11.2024 Beton Indonesia (Jakarta, Indonesia), Nov. 2024 Big 5 Global (Dubai, V. A. E.) Nov. 2024
12/2024	PD: 04.12.2024 ED: 14.10.2024 AD: 12.11.2024	Precast parts, concrete products, concrete technology, raw materials Aftertreatment/finishing Aerated concrete	The Big 5 Show/M.E. Concrete (Dubai, V.A.E.), Dec. 2024
Beton Bauteile 2025	PD: 06.12.2024 ED: 16.08.2024 AD: 24.10.2024	Developments, perspectives and contacts around precast concrete/concrete products, project selection from the fields of architecture, civil engineering, GaLa construction, sustainability, etc.	

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

PD = Publication date, ED = Editorial deadline, AD = Advertising deadline

Issue	Dates	Main topics	Trade fairs/events
1/2025	PD: 06.01.2025 ED: 13.11.2024 AD: 03.12.2024	Precast parts, concrete products, concrete technology, raw materials Mixing technology Fastening and reinforcement technology	BAU (Munich, Germany), 13.01.-17.01.2025 World of Concrete (Las Vegas NV, USA), 21.01.-23.01.2025
2/2025	PD: 06.02.2025 ED: 12.12.2024 AD: 15.01.2025	Precast parts, concrete products, concrete technology, raw materials Concrete products Prestressed concrete Precast concrete parts for civil engineering Formwork construction/ Special molds	The Precast Show (Denver, USA), 05.02.-7.02.2025 Canadian Concrete Expo (Toronto, Kanada), 12.02.-13.02.2025 Big 5 Construct Saudi (Riad, Saudi-Arabien), 15.02.-18.02.2025 The UK Concrete Show (Birmingham, Großbritannien), 26.02.-27.02.2025
3/2025	PD: 06.03.2025 ED: 16.01.2025 AD: 12.02.2025	Precast parts, concrete products, concrete technology, raw materials Curing/finishing Concrete technology bauma preview	69. Betontage (Ulm, Deutschland), 11.03.-13.03.2025
		Special/Issue 69. Betontage 2025	
4/2025	PD: 03.04.2025 ED: 13.02.2025 AD: 12.03.2025	Precast parts, concrete products, concrete technology, raw materials Concrete products/GaLa construction Aerated concrete Raw materials	bauma 2025 (Munich, Germany), 07.04.-13.04.2025 The BIG Show (within Oman Design & Build Week) (Maskat, Oman), 19.05.-21.05.2025
		Trade fair edition bauma 2025	
5/2025	PD: 05.05.2025 ED: 17.03.2025 AD: 08.04.2025	Precast parts, concrete products, concrete technology, raw materials Concrete pipes/shafts Precast concrete parts for civil engineering	Concrete Expo (London, Great Britain), 07.05.-08.05.2025
06/2025	PD: 04.06.2025 ED: 10.04.2025 AD: 12.05.2025	Precast parts, concrete products, concrete technology, raw materials Mixing technology Control and regulation technology	Big 5 Construct South Africa (Johannesburg, South Africa), 08.06.-20.06-2025 Big 5 Construct Ethiopia (Addis Ababa, Ethiopia), 08.06.-30.06.2025

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

PD = Publication date, ED = Editorial deadline, AD = Advertising deadline

Issue	Dates	Main topics	Trade fairs/events
07/2025	PD: 04.07.2025 ED: 15.05.2025 AD: 11.06.2025	Precast parts, concrete products, concrete technology, raw materials Concrete and color Finishing	IFAT Africa (Johannesburg, South Africa), 06.07.-10.07.2025
08/2025	PD: 05.08.2025 ED: 17.06.2025 AD: 14.07.2025	Precast parts, concrete products, concrete technology, raw materials Fastening and reinforcement technology SCC	Concrete Show 2025 (Sao Paulo, Brazil), Aug. 2025
09/2025	PD: 05.09.2025 ED: 11.07.2025 AD: 14.08.2025	Precast parts, concrete products, concrete technology, raw materials Concrete products/GaLa construction Shuttering and molds	Concrete 2025 (Perth, Australia), 07.09.-10.09.2025 Powtech 2025 (Nuremberg, Germany) 23.09.-25.09.2025
10/2025	PD: 06.10.2025 ED: 13.08.2025 AD: 11.09.2025	Precast parts, concrete products, concrete technology, raw materials Prestressed concrete Concrete technology	
11/2025	PD: 05.11.2025 ED: 17.09.2025 AD: 14.10.2025	Precast parts, concrete products, concrete technology, raw materials Concrete pipes/shafts Precast concrete parts for civil engineering	MADE Expo (Milan, Italy), 19.11.-22.11.2025 IAB Tagung 2025 , (Weimar, Germany) tba BIG5 2025, Totally Concrete , Dubai tba
12/2025	PD: 03.12.2025 ED: 15.10.2025 AD: 11.11.2025	Precast parts, concrete products, concrete technology, raw materials Aftertreatment/finishing Aerated concrete	
Beton Bauteile 2026	PD: 05.12.2025 ED: 15.08.2025 AD: 08.10.2025	Developments, perspectives and contacts around precast concrete/concrete products, project selection from the fields of architecture, civil engineering, GaLa construction, sustainability, etc.	

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

PD = Publication date, ED = Editorial deadline, AD = Advertising deadline

Issue	Dates	Main topics	Trade fairs/events
1/2026	PD: 06.01.2026 ED: 17.11.2025 AD: 10.12.2025	Precast parts, concrete products, concrete technology, raw materials Mixing technology Fastening and reinforcement technology	
2/2026	PD: 03.02.2026 ED: 12.12.2025 AD: 14.01.2026	Precast parts, concrete products, concrete technology, raw materials Concrete products Prestressed concrete Precast concrete parts for civil engineering	
3/2026	PD: 04.03.2026 ED: 16.01.2026 AD: 10.02.2026	Precast parts, concrete products, concrete technology, raw materials Curing/finishing Concrete technology	70. Betontage (Ulm, Germany), 10.03.-12.03.2026
		Special/Issue 70. Betontage 2026	

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 to 30. June 2024)

Copies actually distributed (tvA):	7,149	thereof abroad:	3,675
- thereof E-Paper:	2,310	thereof abroad:	1,649
Copies sold:	699	thereof abroad:	160
Subscriptions:	691	thereof abroad:	159
Other sales:	8	thereof abroad:	1
Single copy sales:	0		
Free copies:	6,450	thereof abroad:	3,515
Archive and specimen:	162		

Geographic distribution analysis

Business regions	Proportion of circulation actually distributed	
	%*	Copies
Domestic	25.5	1,825
Abroad	74.5	5,324
Copies actually distributed (tvA)	100.0	7,149

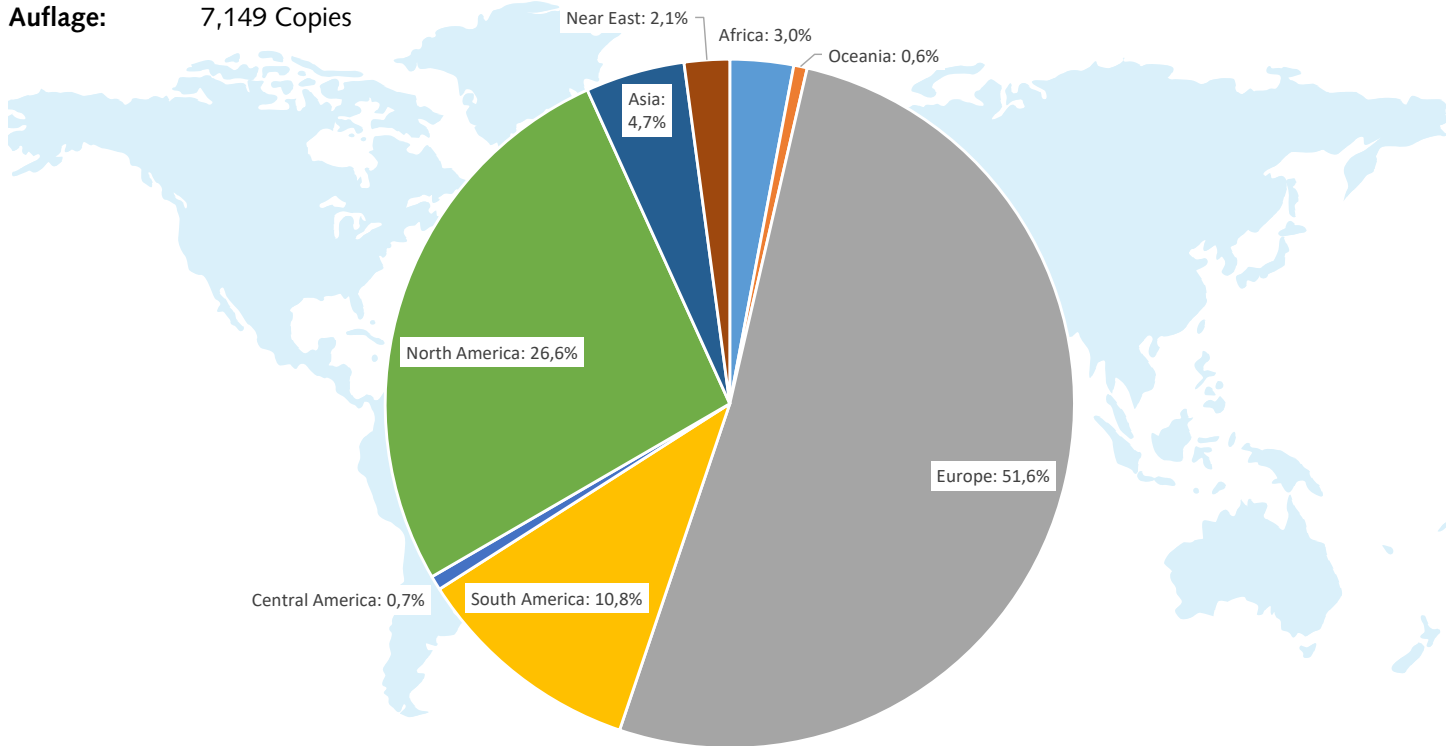
* The percentages have been rounded to one decimal place.

Summary of the survey method:

1. Method: Dissemination analysis by file evaluation - total survey
 2. Basic population: actual circulation 7,149 = 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.

Copies actually distributed

Auflage: 7,149 Copies



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)
8,690.00 €

1/1 Page



Bleed format:
210 x 297 mm

Price (b/w to 4c)
4,710.00 €

Juniorage



Bleed format:
148 x 210 mm

Price (b/w to 4c)
2,850.00 €

1/2 Page, horiz.



Bleed format:
210 x 145 mm

Price (b/w to 4c)
2,690.00 €

1/2 Page, vertical



Bleed format:
100 x 297 mm

Price (b/w to 4c)
2,690.00 €

1/3 Page, vertical



Bleed format:
70 x 297 mm

Price (b/w to 4c)
1,940.00 €

1/3 Page, horiz.



Bleed format:
210 x 100 mm

Price (b/w to 4c)
1,940.00 €

1/4 Page, vertical



Bleed format:
52 x 297 mm

Price (b/w to 4c)
1,680.00 €

1/4 Page, horiz.



Bleed format:
210 x 74 mm

Price (b/w to 4c)
1,680.00 €

1/4 Page, Col.



Bleed format:
100 x 145 mm

Price (b/w to 4c)
1,680.00 €

1/8 Page, vertical



Bleed format:
52 x 145 mm

Price (b/w to 4c)
1,110.00 €

1/8 Page, horiz.



Bleed format:
210 x 50 mm

Price (b/w to 4c)
1,110.00 €

Format	s/w bis 4c
Advertorial 1/1 Page*	4,710.00€
Advertorial 1/2 Page**	2,690.00€
Cover page ***	1,300.00€
Picture of the month	5,280.00€
Picture of the month with online extension	6,370.00€

* Price surcharge for design by the publisher 500.00 €; ** Price surcharge for design by the publisher 250.00 €

*** The cover page can only be booked with the first right-hand 1/1 page in the magazine section. The motif consists of an image (without text) and a company logo.

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	770.00 €
	Other prescribed positions	20.00 €
Special colour:	Each colour	970.00 €

Discounts: Published within 12 months
(Insertion year, beginning with the appearance of the first advertisement)

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

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 (1column, 47 mm wide)	6.40 €
Job offers colour	per height mm (1column, 47 mm wide)	11.50 €
Situation wanted b/w	per height mm (1column, 47 mm wide)	3.60 €
Opportunity ad, Purchase/sale b/w	per height mm (1column, 47 mm wide)	6.40 €

From a print value of 1,250.00 €, your job posting will be displayed online at www.BFT-INTERNATIONAL.com for 4 weeks for free.

Special ad types:

Bound inserts (sample - front page/back page required)	
2-pages	3,960.00 €
4-pages	5,170.00 €
6-pages	on request
8-pages	on request
(others on request)	

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

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

Loose inserts (not discountable)

Maximum size 205 x 290 mm

Weight of loose insert	Price %
Full insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	770.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	820.00 €

For partial occupancy: selection costs per selection 160.00 €

Glued ad media:

Postcard	100.00 €
Required delivery quantity:	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 BFT 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: 210 mm wide, 297 mm high, DIN A4 untrimmed: 216 mm wide, 303 mm high

Print space: 193 mm wide, 282 mm high
4 Columns, 45 mm wide

Printing and binding methods: Offset printing (web offset), adhesive binding

Data transmission: - Transfer via FTP: on request
- by e-Mail (bis 10MB):
order.management@bauverlag.de

For larger volumes of data, please contact:
Vera Wenzel, Phone: +49 5241 2151-4545

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.

ColouED: 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



Circulation:
2,500 Copies

Publication date:
05.12.2025

Advertising deadline:
08.10.2025

I can happily make you an offer - contact me

Narin Yelman
Sales Manager
phone: +49 5241 2151-4433
e-Mail: narin.yelman@bauverlag.de

For many years, Beton Bauteile has been the reference book for extraordinary projects, aesthetics and engineering with prefabricated concrete parts.

Supplier directory



Supply list

without company logo	with company logo	additional line (price per line)
340.00 €	440.00 €	60.00 €

Enjoy working with the
BFT SUPPLIERS' DIRECTORY,
more details on [page 25](#).

Manufacturer directory



Format ads

1/1 Page	1/2 Page
2,120.00 €	1,240.00 €

Company profile



What does the BFT Cover story offer you?

Each BFT cover story package always consists of the exclusive design of the cover page and a full-page advertisement in the magazine. In addition you can choose from one of three attractive additional components:

- an exclusive **report** on a special and interesting recycling plant or
- an exclusive **video shoot** or
- a detailed **online advertorial**.

Further services round off the packages and make them an effective and comprehensive and comprehensive communication solution.



Cover story packages

Use the BFT cover story for your exclusive presence in a BFT Issue!

Package 1

- Cover page
- 1/1 page color ad
- Exclusive project reportage
- Medium rectangle for 8 weeks on www.bft-international.com with Link to the reportage
- Web-optimized PDF of your article (incl. cover page)
- 150 copies of the cover story for own use
- Online PLUS

Package 2

- Cover page
- 1/1 page ad in color
- Exclusive video shoot by Bauverlag (video length approx. 2-3 min) - (company portrait/ product presentation/ trade fair)*
- Publication on the social media channels of recovery
- Medium rectangle for 4 weeks on www.bft-international.com with Link to the video

*plus possible travel costs

Package 3

- Cover page
- 1/1 page color ad
- Online advertorial for 4 weeks
- Advertising teaser with link to the online advertorial:
- Website: Medium Rectangle
- Newsletter: Text ad
- Sponsored Post Facebook

Price: 9,900.00 €

Price in bauma 2025 issue (04/2025): 12,375.00 €

plus 19% VAT



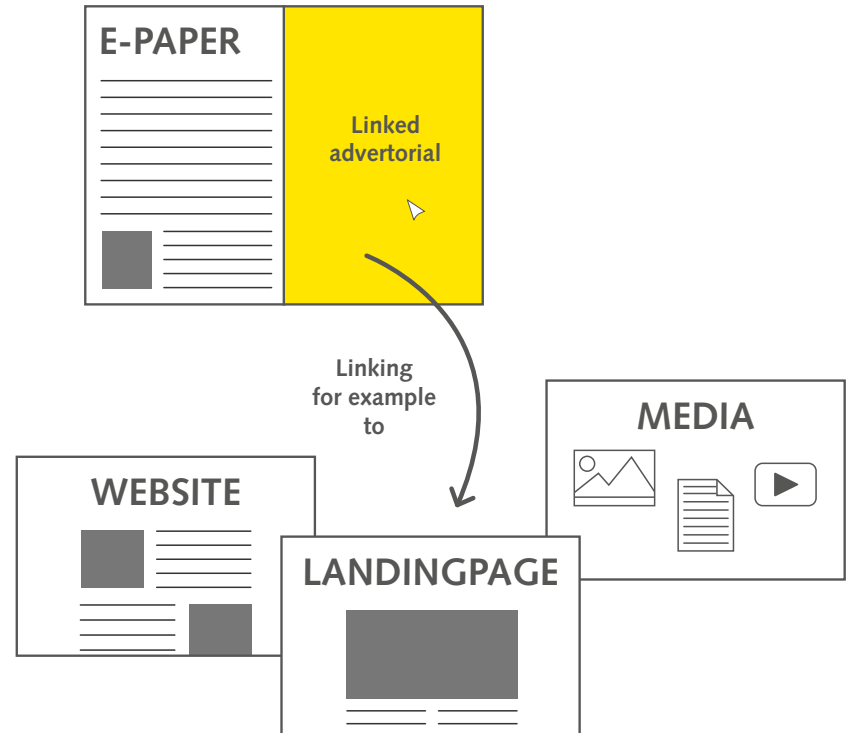
Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper (<https://epaper.bft-international.com>).

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 €

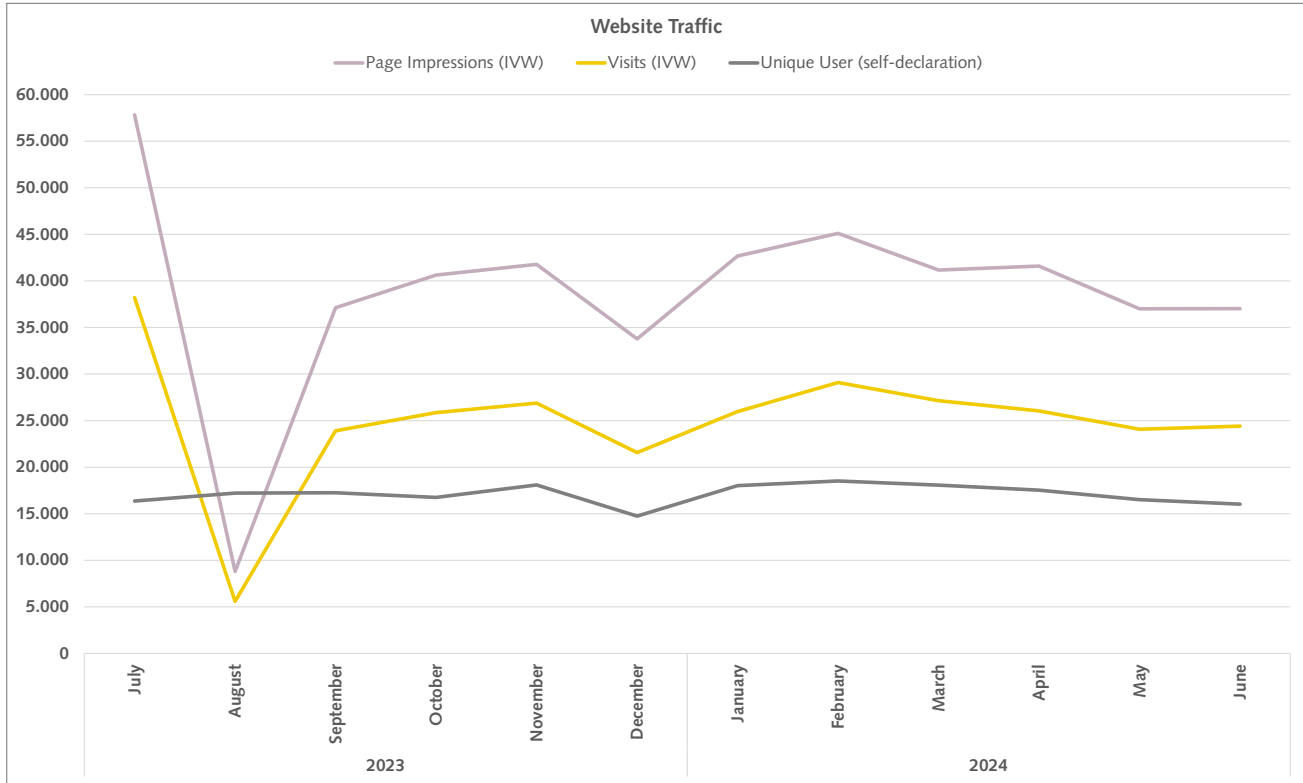


DIGITAL

Website traffic	19
Website prices, formats and technical advice	20
Website technical advice	21
Newsletter time schedule	22
Newsletter prices, formats and technical advice	23
Online-advertorial	24
BFT SUPPLIERS' DIRECTORY	25



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)	630.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	784.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	1,092.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	938.00 € 1,022.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	938.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,092.00 € 1,176.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	1,260.00 € 1,330.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	1,568.00 €
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	1,400.00 €
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	1,568.00 €
Company Logo	Content / Marginal column	200 x 100	Content	200 x 100	392.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	1,176.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	9,744.00 € (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 %

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

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
- advertising format
- motif name
- contact person for inquiries

Issues	Publication date	Booking deadline	Topics
01/2025	06.01.2025	16.12.2024	Mixing technique
02/2025	06.02.2025	28.01.2025	Concrete products/garden construction
03/2025	06.03.2025	25.02.2025	Special/Issue 69. Betontage 2025
04/2025	17.04.2025	08.04.2025	Concrete products/garden construction
05/2025	05.05.2025	23.04.2025	Concrete pipes/manholes
06/2025	05.06.2025	26.05.2025	Mixing technique
07/2025	03.07.2025	24.06.2025	Concrete and special color
08/2025	07.08.2025	29.07.2025	Fastening and reinforcement technology
09/2025	04.09.2025	26.08.2025	Concrete products/garden construction
10/2025	02.10.2025	23.09.2025	Prestressed concrete
11/2025	06.11.2025	28.10.2025	Concrete pipes/manholes
12/2025	04.12.2025	25.11.2025	Post-treatment/finishing

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.

Recipients:

Managing directors and decision makers in concrete and precast plants worldwide

Circulation:

3,442 Recipients

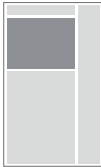
Opening rate nPD: 20.6 %

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



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:
840.00 €

Text ad



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

Placement:
content

Price:
700.00 €

Medium rectangle



Format:
300 x 250 px

Placement:
content

Price:
840.00 €

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
560.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the content

Price:
700.00 €

Wide skyscraper



Format:
160 x 600 px

Placement:
next to the content

Price:
840.00 €

Newsletter takeover



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

Placement:
content, exklusiv

Price:
5,180.00 €

Job offer



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

Placement:
content

Price:
700.00 €

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.BFT-INTERNATIONAL.com (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
- Text ad in the **BFT Newsletter** with link to the online article
- Promoted Facebook post via the Facebook fan page of BFT with link to the online article
- Please deliver the online post in German and English

Price: 2,968.00 € plus VAT.
(Price for 28 days / 4 weeks)




Title: BFT SUPPLIERS' DIRECTORY, www.beja-online.info/en/

Short profile: The BFT SUPPLIERS' DIRECTORY offers detailed information about suppliers in precast concrete technology. You have the possibility to search for the name of a company, a place or a keyword. You can also search for companies in your area by entering your postcode or restrict the selection to a service profile.

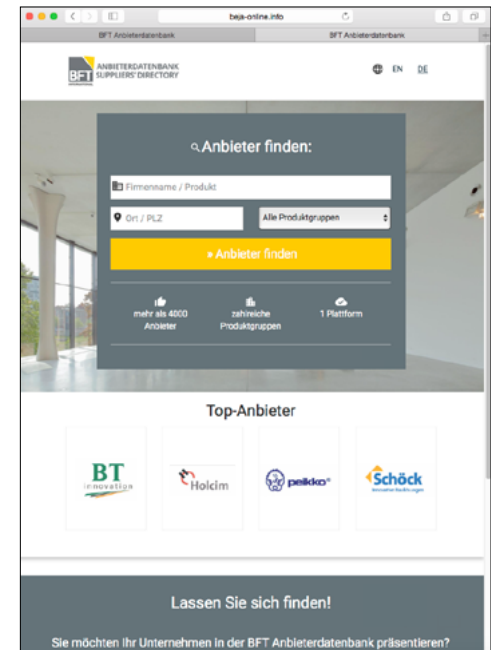
Target group: Managing directors and decision-makers in concrete and precast plants worldwide

Search? Find!

Let the market players in the concrete and precast industry find you.

I can happily make you an offer - contact me!

Narin Yelman
Sales Manager
phone: +49 5241 2151-4433
e-Mail: narin.yelman@bauverlag.de



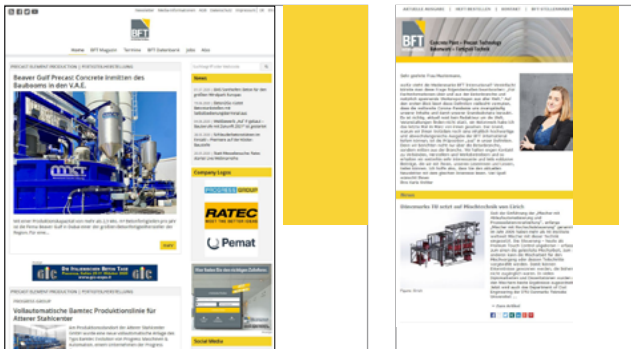
PORTFOLIO

Communication packages	27
Lead generation	28
Video-advertorial	29
Events	30
Creative	31



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.BFT-INTERNATIONAL.com

Wide skyscraper in BFT Newsletter

Duration 4 weeks
Price: 1,890.00 € plus VAT.

Crossmedia product advertising package



Online advertorial on www.BFT-INTERNATIONAL.com

1/2 Page Advertorial advertorial or advert in the print edition of BFT INTERNATIONAL

Duration 4 weeks
Price: 5,092.20 € plus VAT.

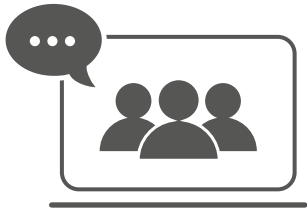
We will be happy to put together further packages with suitable digital and print formats for you on request.

Gain valuable leads with the strong media brand BFT!

Webinar

Choose an interesting topic, create an exciting Presentation and have the webinar moderated by our expert **BFT** 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, well-founded information on a topic of interest to the target group in a useful white paper on **BFT-INTERNATIONAL.com**. Interested high-value 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



Erdal Top
Director Video & Digital Services
Phone: +49 5241 2151-3344
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



Rainer Homeyer-Wenner
Head of Events
Phone: +49 5241 2151-3311
E-Mail: rainer.homeyer-wenner@bauverlag.de



Malte Kienitz
Event Manager
Phone: +49 5241 2151-2424
E-Mail: malte.kienitz@bauverlag.de



Heike Carpenter
Assistenz Eventmanagement
Phone: +49 5241 2151-1155
E-Mail: heike.carpenter@bauverlag.de



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



Christian Ippach
Bauverlag Creative
Phone: +49 5241 2151-7799
E-Mail: christian.ippach@bauverlag.de

THE BAUVERLAG

Location and management	33
Contacts	34
Other brands	36



Building. Knowledge. Passion.

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



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



Boris Schade-Bünsow
Managing Director
Phone: +49 30 8841-0626
E-Mail: boris.schade-buensow@bauwelt.de
Foto: © Jasmin Schuller

Bauverlag BV GmbH
Friedrich-Ebert-Straße 62
33330 Gütersloh
Phone: 05241 2151 1000
E-Mail: info@bauverlag.de

www.bauverlag.de/en



Silvio Schade
Editor-in-Chief BFT International
Phone: +49 5241 2151-6262
E-Mail: silvio.schade@bauverlag.de



Karla Knitter
stellv. Editor-in-Chief BFT International
Phone: +49 5241 2151-4949
E-Mail: karla.knitter@bauverlag.de



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



Ariane Ewers-Busche
Sales Manager Job Market
Phone: +49 5241 2151-3000
E-Mail: stellenmarkt@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 plannings – 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



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



Jens Maurus
Senior Sales Manager
Phone: +49 5241 2151-6565
E-Mail: jens.maurus@bauverlag.de



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



Vera Wenzel
Sales Service Manager
Phone: +49 5241 2151-4545
E-Mail: vera.wenzel@bauverlag.de

We will support your media plannings – just give us a call or send us an e-mail!

