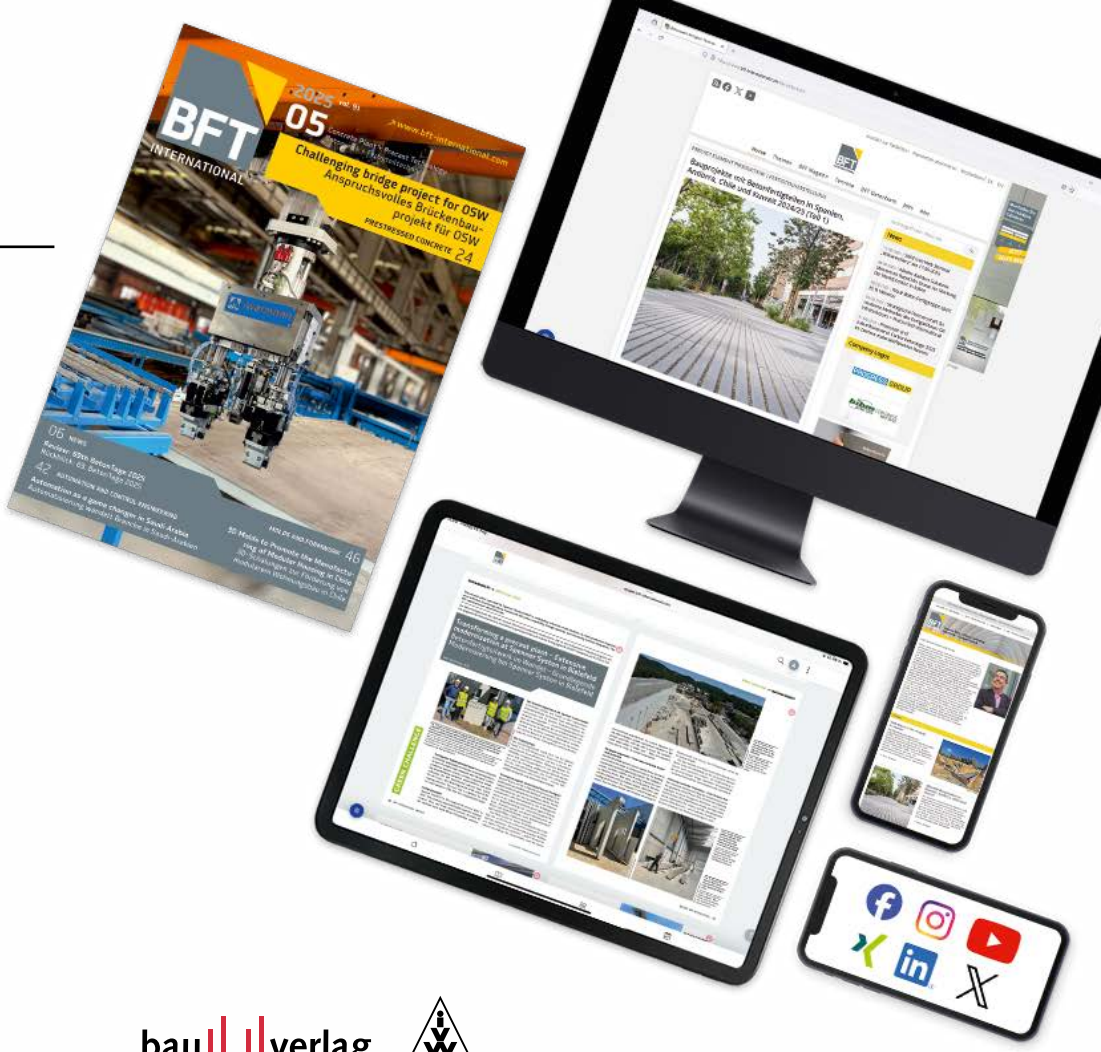
MEDIA DATA 2026

Target groups
– Management and decision maker in concrete and precast plants worldwide



BFT INTERNATIONAL

bft-international.com

bauverlag

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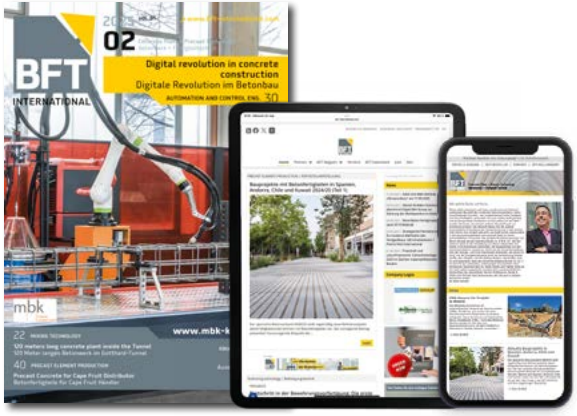

BFT INTERNATIONAL Concrete Plant + Precast Technology

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.

95,394
Copies / year

copies actually distributed	7,338
thereof E-Paper:	2,473
Publication frequency	12x / Year
	+ 1x Beton Bauteile Yearbook

449,172
Page impressions website / year

Page Impressions	37,431 / Month
Visits	23,761 / Month
Unique User	16,840 / Month

39,984
Newsletter recipients / year

Recipients	3,332 /Issue
Openingrate net	21.3 %
Publication frequency	12x / Year

10,600
Follower social media

PRINT

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

Issue	Dates	Main topics	Trade fairs/events
11/2025	**PD:** 19.11.2025 **ED:** 17.09.2025 **AD:** 28.10.2025	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
12/2025	**PD:** 17.12.2025 **ED:** 15.10.2025 **AD:** 25.11.2025	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 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
01/2026	**PD:** 06.01.2026 **ED:** 17.11.2025 **AD:** 04.12.2025	Precast parts, concrete products, concrete technology, raw materials **Mixing technology** **Fastening and reinforcement technology**	**Big 5 Construct Saudi** (Riyadh, Saudi Arabia), 18–21 January 2026 **World of Concrete** (Las Vegas, Nevada, USA), 19–22 January 2026
02/2026	**PD:** 03.02.2026 **ED:** 12.12.2025 **AD:** 12.01.2026	Precast parts, concrete products, concrete technology, raw materials **Concrete products** **Prestressed concrete** **Precast concrete parts for civil engineering**	**The Precast Show** (Kansas City, USA), 4–6 February 2026 **Nepal Buildcon International Expo** (Kathmandu, Nepal), 5–8 February 2026 **Canadian Concrete Expo** (Toronto, Canada), 11–12 February 2026
03/2026	**PD:** 04.03.2026 **ED:** 16.01.2026 **AD:** 10.02.2026	Precast parts, concrete products, concrete technology, raw materials **Curing/finishing** **Concrete technology** **Special/Issue 71. Betontage 2026**	**70th BetonTage (Concrete Days)** (Ulm, Germany), 10–12 March 2026 **Big 5 Construct Saudi** (Riyadh, Saudi Arabia), 11–14 March 2026 **Digitalbau 2026** (Cologne, Germany), 24–26 March 2026 **The UK Concrete Show** (Birmingham, United Kingdom), 25–26 March 2026
04/2026	**PD:** 02.04.2026 **ED:** 12.02.2026 **AD:** 11.03.2026	Precast parts, concrete products, concrete technology, raw materials **Concrete products/GaLa construction** **Aerated concrete** **Raw materials**	**Feicon Batimat** (São Paulo, Brazil), 7–10 April 2026 **SMOPYC** (Zaragoza, Spain), 15–18 April 2026 **NORDBYGG** (Stockholm, Sweden), 21–24 April 2026

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Issue	Dates	Main topics	Trade fairs/events
05/2026	**PD:** 05.05.2026 **ED:** 17.03.2026 **AD:** 13.04.2026	Precast parts, concrete products, concrete technology, raw materials **Concrete pipes/shafts** **Precast concrete parts for civil engineering** **Special/Issue BIBM Congress 2026**	**IFAT 2026** (Munich, Germany), 4–8 May 2026 **SAMOTER** (Verona, Italy), 6–9 May 2026 UK **Construction Week** (London, UK), 12–14 May 2026 **The BIG Show (within Oman Design & Build Week)** (Muscat, Oman), 18–20 May 2026 **BIBM Congress 2026** (Rome, Italy), 20–22 May 2026
06/2026	**PD:** 03.06.2026 **ED:** 10.04.2026 **AD:** 08.05.2026	Precast parts, concrete products, concrete technology, raw materials **Mixing technology** **Control and regulation technology**	**7th Fib Congress** (Lisbon, Portugal), 15–19 June 2026
07/2026	**PD:** 06.07.2026 **ED:** 15.05.2026 **AD:** 12.06.2026	Precast parts, concrete products, concrete technology, raw materials **Concrete and color** **Finishing**	**Korea Build** (Seoul, Republic of Korea), July 2026
08/2026	**PD:** 05.08.2026 **ED:** 17.06.2026 **AD:** 14.07.2026	Precast parts, concrete products, concrete technology, raw materials **Fastening and reinforcement technology** **SCC**	**Concrete Show South America** (São Paulo, Brasilien), August 2026
09/2026	**PD:** 03.09.2026 **ED:** 09.07.2026 **AD:** 12.08.2026	Precast parts, concrete products, concrete technology, raw materials **Concrete products/GaLa construction** **Shuttering and molds**	**GaLaBau 2026** (Nuremberg, Germany) 15–18 September 2026 **Batimat 2026** (Paris, France), 28 September–1 October 2026 **bauma Conexpo India** (Delhi, India), 28 September–1 October 2026

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
10/2026	**PD:** 05.10.2026 **ED:** 11.08.2026 **AD:** 11.09.2026	Precast parts, concrete products, concrete technology, raw materials **Prestressed concrete** **Concrete technology**	**BakuBuild** (Baku, Azerbaijan), October 2026 **UK Construction Week** (Birmingham, United Kingdom), October 2026
11/2026	**PD:** 05.11.2026 **ED:** 17.09.2026 **AD:** 14.10.2026	Precast parts, concrete products, concrete technology, raw materials **Concrete pipes/shafts** **Precast concrete parts for civil engineering**	**BAU China 2026** (Shanghai, China), 24–26 November 2026 **The Big 5 Global** (Dubai, UAE), 24–27 November 2026
12/2026	**PD:** 03.12.2026 **ED:** 15.10.2026 **AD:** 11.11.2026	Precast parts, concrete products, concrete technology, raw materials **Aftertreatment/finishing** **Aerated concrete**	**JAPAN BUILD** (Tokyo,Japan), December 2026
Beton Bauteile 2027	**PD:** 04.12.2026 **ED:** 14.08.2026 **AD:** 07.10.2026	**Developments, perspectives and contacts around precast concrete/concrete products** **Project selection from the fields of architecture, civil engineering, GaLa construction, sustainability, etc.**	

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

Issue	Dates	Main topics	Trade fairs/events
01/2027	**ET:** 06.01.2027 **RS:** 17.11.2026 **AS:** 04.12.2026	Precast parts, concrete products, concrete technology, raw materials **Mixing technology** **Fastening and reinforcement technology**	**Bau 2027** (Munich, Germany), 11–15 January 2027
02/2027	**ET:** 03.02.2027 **RS:** 09.12.2026 **AS:** 12.01.2027	Precast parts, concrete products, concrete technology, raw materials **Concrete products** **Prestressed concrete** **Precast concrete parts for civil engineering** **Special/Issue 70. Betontage 2026**	**71st BetonTage (Concrete Days)** (Ulm, Germany), 23–25 February 2027
03/2027	**ET:** 04.03.2027 **RS:** 15.01.2027 **AS:** 10.02.2027	Precast parts, concrete products, concrete technology, raw materials **Curing/finishing** **Concrete technology**	

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.

Circulation audit:

Circulation analysis: Copies per issue
(1. July 2024 to 30. June 2025)

Copies actually distributed (tvA):	7,338	thereof abroad:	4,762
– thereof E-Paper:	2,473	thereof abroad:	1,842
Copies sold:	654	thereof abroad:	145
Subscriptions:	647	thereof abroad:	145
Other sales:	7	thereof abroad:	0
Single copy sales:	0		
Free copies:	6,684		
Archive and specimen:	135		

Summary of the survey method:
1. Method: Dissemination analysis by file evaluation– total survey
2. Basic population: actual circulation: 7,338 = 100 %
3. Sample: total survey
4. Target person of the study: not applicable
5. Period of study: August 2025
6. Execution of the study: Bauverlag BV GmbH
Details on the survey method are available from the publishing company.

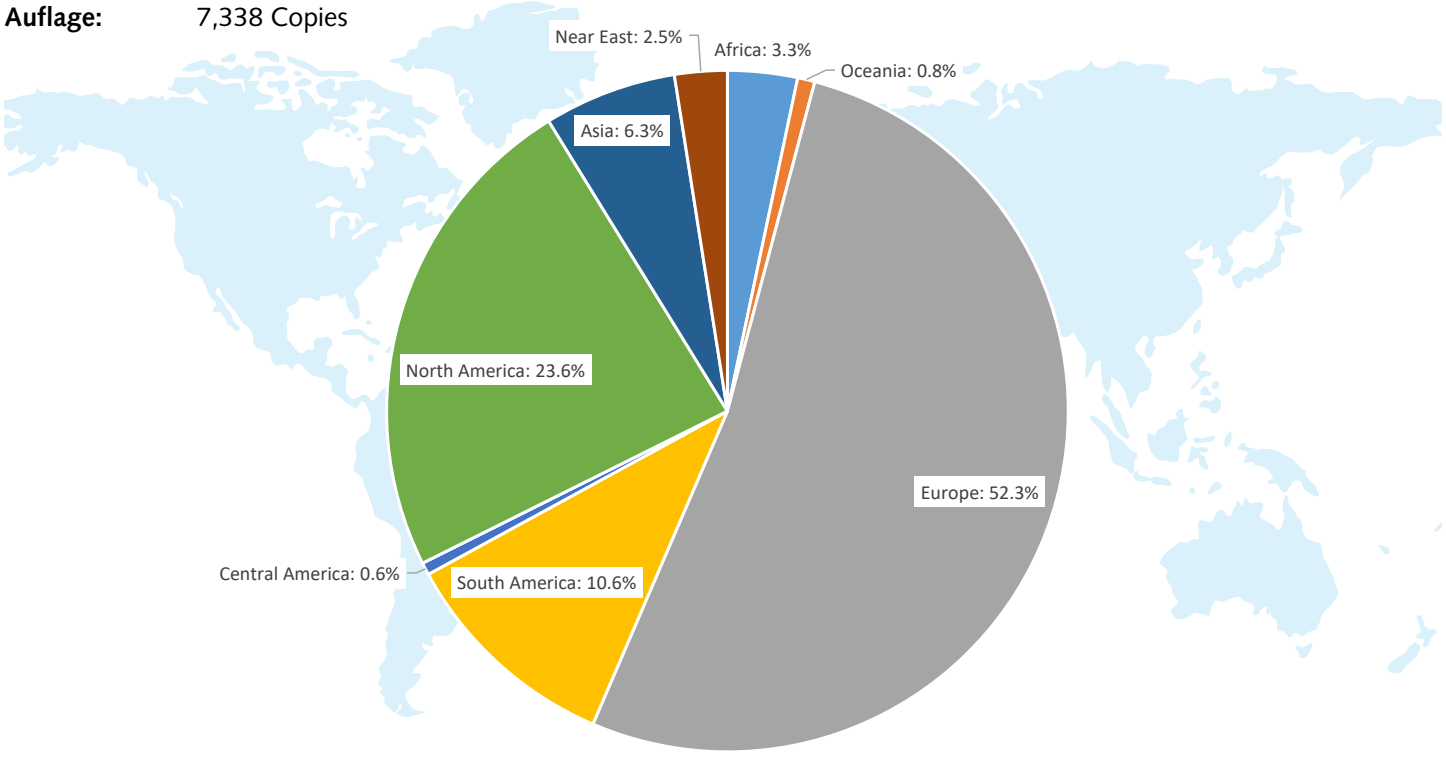
Geographic distribution analysis

	Proportion of circulation actually distributed	
Business regions	%*	Copies
Domestic	35.1	2,576
Abroad	64.9	4,762
Copies actually distributed (tvA)	100.0	7,338

* The percentages have been rounded to one decimal place.

Copies actually distributed

Auflage: 7,338 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)
8,990.00 €

1/1 Page

Bleed format:
210 x 297 mm

Price (b/w to 4c)
4,870.00 €

Juniorpage

Bleed format:
148 x 210 mm

Price (b/w to 4c)
2,950.00 €

1/2 Page, horiz.

Bleed format:
210 x 145 mm

Price (b/w to 4c)
2,780.00 €

1/2 Page, vertical

Bleed format:
100 x 297 mm

Price (b/w to 4c)
2,780.00 €

1/3 Page, vertical

Bleed format:
70 x 297 mm

Price (b/w to 4c)
2,010.00 €

1/3 Page, horiz.

Bleed format:
210 x 100 mm

Price (b/w to 4c)
2,010.00 €

1/4 Page, vertical

Bleed format:
52 x 297 mm

Price (b/w to 4c)
1,740.00 €

1/4 Page, horiz.

Bleed format:
210 x 74 mm

Price (b/w to 4c)
1,740.00 €

1/4 Page, Col.

Bleed format:
100 x 145 mm

Price (b/w to 4c)
1,740.00 €

1/8 Page, vertical

Bleed format:
52 x 145 mm

Price (b/w to 4c)
1,150.00 €

1/8 Page, horiz.

Bleed format:
210 x 50 mm

Price (b/w to 4c)
1,150.00 €

Format	s/w bis 4c
Advertorial 1/1 Page*	4,870.00 €
Advertorial 1/2 Page**	2,780.00 €
Cover page ***	1,350.00 €
Picture of the month	5,460.00 €
Picture of the month with online extension	6,590.00 €

Format	s/w bis 4c
Cover story	10,250.00 €
Cover story Fair price Issue 3 70. Betontage; 5 BIBM Congress	12,813.00 €

* 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 terms and conditions at: https://bauverlag.de/en/terms

Placement: Cover pages (Inside front cover, inside back cover and back cover) 5,670.00 €

Special colour: each colour on request

Discounts: Published within 12 months 12 Monthen
(insertion year, starts with publication 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 (1 column, 47 mm wide)	6.60 €
Job offers colour	per height mm (1 column, 47 mm wide)	11.90 €
Situation wanted b/w	per height mm (1 column, 47 mm wide)	3.80 €
Opportunity ad, Purchase/sale b/w	per height mm (1 column, 47 mm wide)	6.60 €

From a print value of 1,290.00 €, 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	4,100.00 €
4-pages	5,350.00 €
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)	800.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	850.00 €
For partial occupancy: selection costs per selection	170.00 €

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:	Strube Druck & Medien GmbH z. Hd. Klaus Anthes Stimmerswiesen 3 34587 Felsberg
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 – Via email (up to 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.
Colours:	The colour mode is CMYK. The colour profile is ISO Coated v2 300%. If RGB colours are used, there will be colour differences.
Data acceptance/archiving:	All files sent to us must be copies, the originals should remain with you until the respective issue is published for security reasons. The documents and directories must have a unique job and page name. Avoid special characters, spaces and umlauts in your file names if possible. Data is archived, so unchanged repetitions are usually possible. However, no data guarantee is given.
Guarantee:	The client shall assume the guarantee for repro quality and correct data transmission. Deviations due to the delivery of faulty data do not constitute grounds for complaint on the part of the client. Slight deviations in tonal values are within the tolerance range of the printing process
Terms of payment:	Net invoice value within 30 days followingThe date of the invoice, VAT ID No. DE 813382417
Bank details:	Bauverlag BV GmbH, Gütersloh Deutsche Bank Berlin IBAN: DE45 1007 0000 0069 4653 00 BIC: DEUTDEBBXXX

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: 10,250.00 €
Fair Price: 3/2026; 5/2026; 2/2027: 12,813.00 €
plus 19% VAT

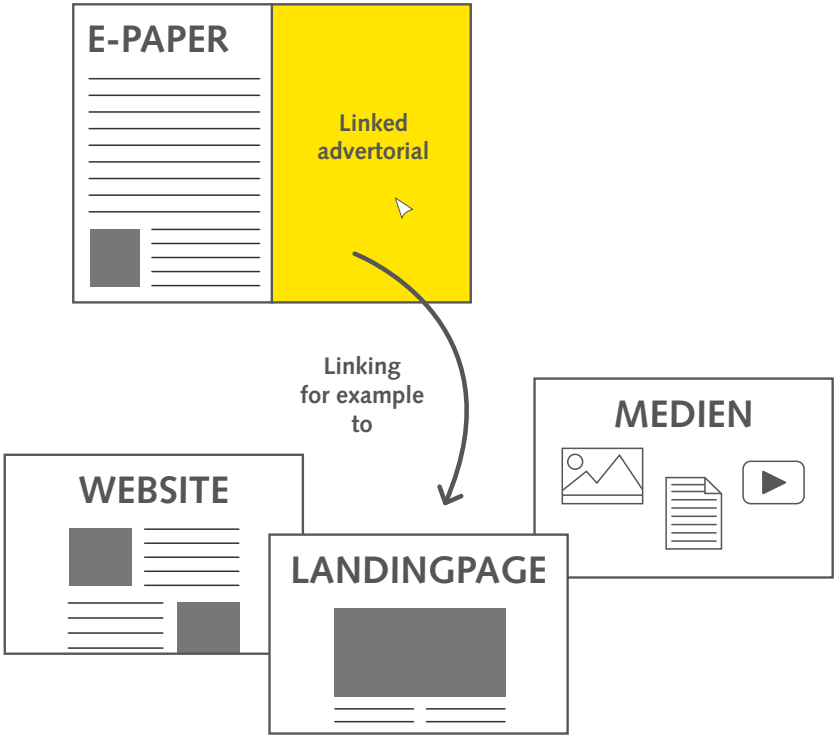
Linking in E-Paper

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: 400.00 €



All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/en/terms

DIGITAL

Website traffic	19
Website prices, formats and technical advice	20
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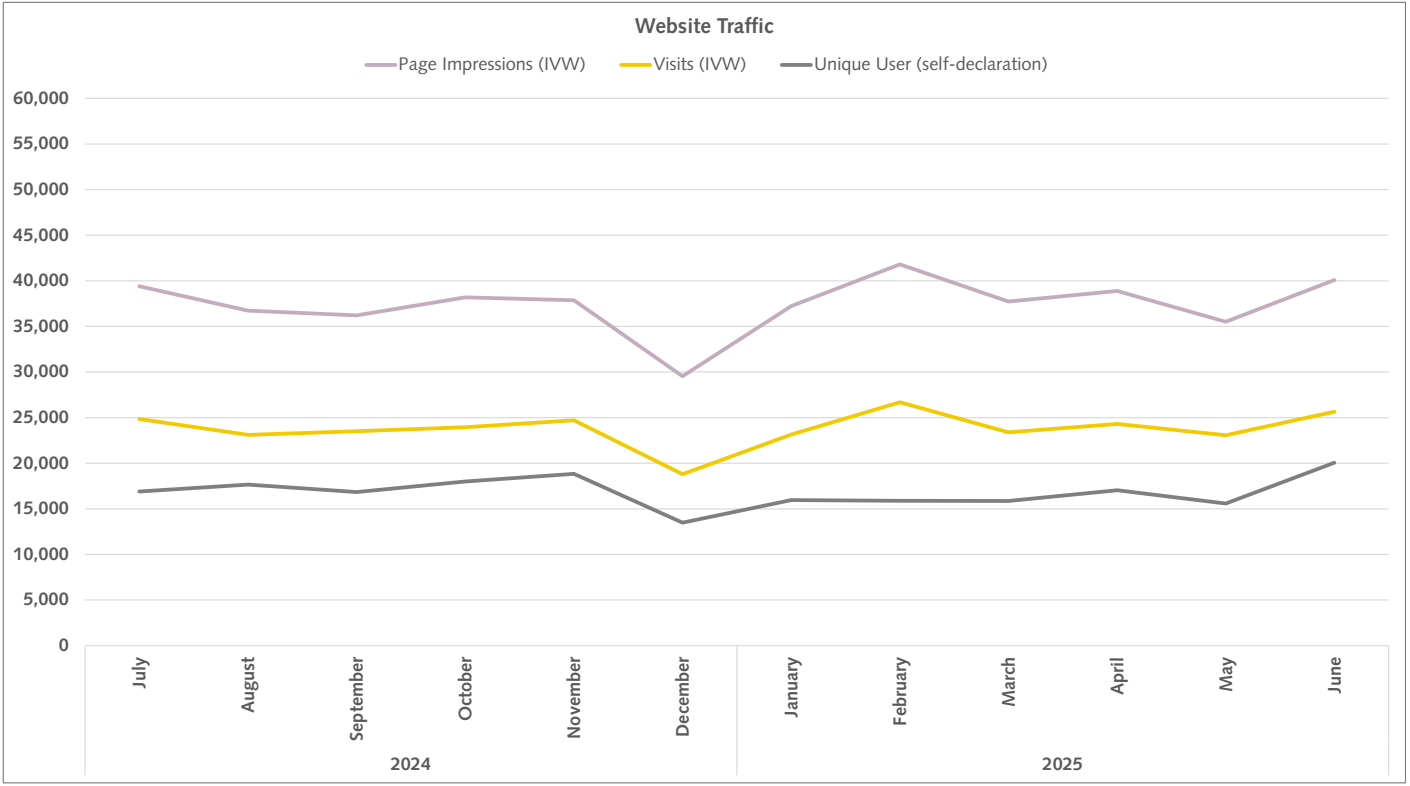
Newsletter prices, formats and technical advice	23
Online-advertorial	24

Traffic audit:



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

Prices and forms of advertising (price for 28 days / 4 weeks):

Form of advertising	**Placement** Desktop and tablet	**Size in pixel (W x H)** Desktop and tablet	**Placement** Mobile	**Size in pixel (W x H)** Mobile	**Price for 28 days /** 4 Weeks
Fullsize banner	Content	468 x 60	Content	300 x 50 (6:1)	**658.00 €**
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	**812.00 €**
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	**1,134.00 €**
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	**966.00 €** **1,064.00 € (sticky)**
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	**966.00 €**
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	**1,134.00 €** **1,218.00 € (sticky)**
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	**1,302.00 €** **1,372.00 € (sticky)**
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	**1,624.00 €**
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	**1,456.00 €**
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	**1,624.00 €**
Company Logo	Content / Marginal column	200 x 100	Content	200 x 100	**406.00 €**
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	**1,218.00 €**
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	**10,080.00 €** **(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

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

Newsletter-Issues	Publication date	Booking deadline	Topics
01/2026	08.01.2026	19.12.2025	Mixing technology
02/2026	05.02.2026	27.01.2026	Concrete products/garden construction
03/2026	05.03.2026	24.02.2026	Special/Issue 70. Betontage 2026
04/2026	02.04.2026	24.03.2026	Concrete products/garden construction
05/2026	07.05.2026	28.04.2026	Concrete pipes/shafts
06/2026	11.06.2026	01.06.2026	Mixing technology
07/2026	02.07.2026	23.06.2026	Concrete and color
08/2026	06.08.2026	28.07.2026	Fastening and reinforcement technology
09/2026	03.09.2026	25.08.2026	Concrete products/GaLa construction
10/2026	01.10.2026	22.09.2026	Prestressed concrete
11/2026	05.11.2026	27.10.2026	Concrete pipes/shafts
12/2026	03.12.2026	24.11.2026	Aftertreatment/finishing

Recipients:
Managing directors and decision makers in concrete and precast plants worldwide

Circulation:
3,332 Recipients
Openingrate net: 21.3 %
(Quelle: Inxmail, Average per Month July 2024 to June 2025)

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

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

Format of newsletter: HTML or text

Delivery address: Please send the advertising material for your campaign to: order.management@bauverlag.de

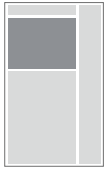
Delivery date: 7 working days prior to beginning of the campaign. These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign. Otherwise, we can bear no costs for delays caused by late delivery to us.

Please send your materials together with the required meta-information:
– booked newsletter
– customer name
– order number
– target URL
– contact person for inquiries

You will get a reporting about the recipients, Opening rate and ad-clicks.

Prices and forms of advertising:

Text ad premium

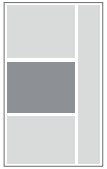


– 1. Text ad in the Newsletter
– headline up to 50 characters
– up to 500 characters
– 1 image (275 x 255 pixel)

Placement:
content

Price:
870.00 €

Text ad

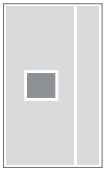


– headline up to 50 characters
– up to 500 characters
– 1 image (275 x 255 pixel)

Placement:
content

Price:
720.00 €

Medium rectangle

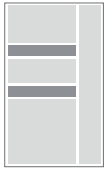


Format:
300 x 250 px

Placement:
content

Price:
870.00 €

Fullsize banner

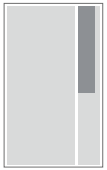


Format:
468 x 60 px

Placement:
content

Price:
580.00 €

Skyscraper

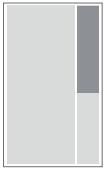


Format:
120 x 600 px

Placement:
next to the content

Price:
720.00 €

Wide skyscraper



Format:
160 x 600 px

Placement:
next to the content

Price:
870.00 €

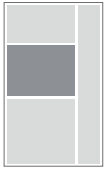
Newsletter takeover

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

Placement:
content, exklusiv

Price:
5,360.00 €

Job offers



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

Placement:
content

Price:
720.00 €

Discounts:

Published within 12 months
(Insertion year)

Staggered repeat discount

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

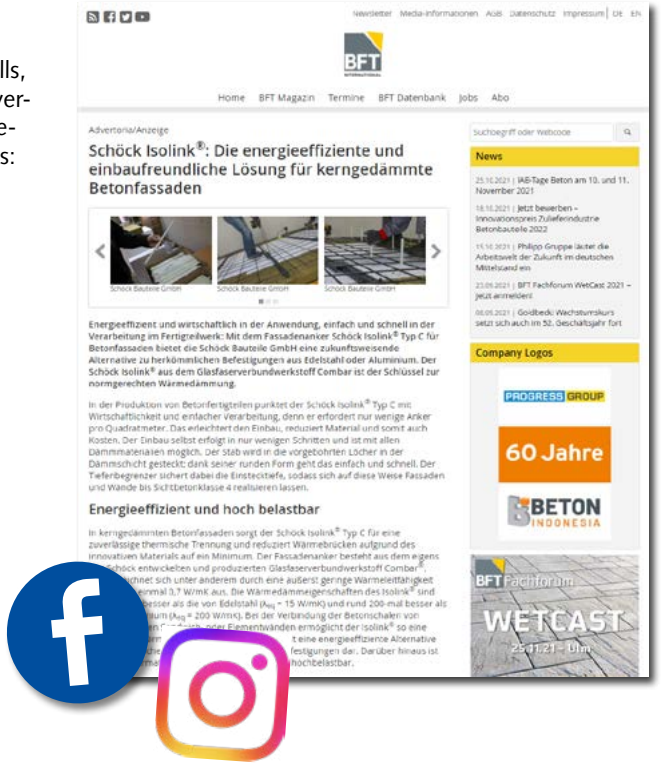
All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/en/terms

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: 3,080.00 € plus VAT.
(Price for 28 days / 4 Weeks)



All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/en/terms

PORTFOLIO

Beton Bauteile Yearbuch	26
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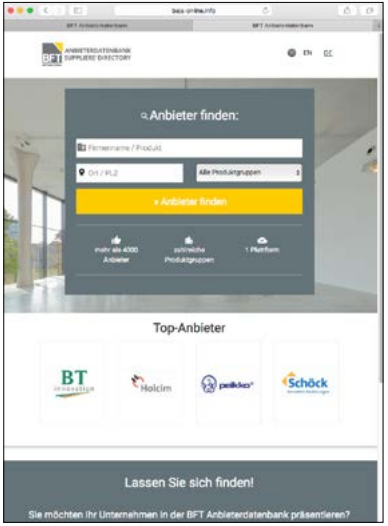
For many years, Beton Bauteile Yearbook has been the inspiring reference work for extraordinary projects, aesthetics, and engineering artistry with precast concrete elements.

Circulation: 2,500 Copies
Publication date: 4.12.2026
Advertising deadline: 7.10.2026

Contact:
Narin Yelman
+49 5241 2151-4433
narin.yelman@bauverlag.de

The BFT supplier directory is the digital supplement to the yearbook and provides detailed information on suppliers of precast concrete technology.

www.beja-online.info/en



Supplier and manufacturer directory

Basic entry per product group
Including company logo: 460.00 €
without company logo: 355.00 €

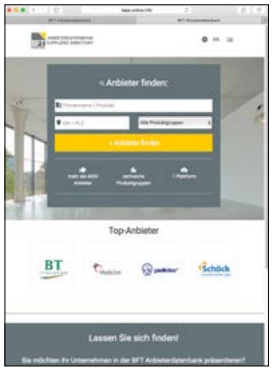
Additional line: je 65.00 €

Advertisement

1/1 Page: 2,195.00 €
1/2 Page: 1,285.00 €

Company profile

1/1 Page: 1,660.00 €



Top providers on the homepage: 440.00 €

Basic entry in connection with print: 70.00 €

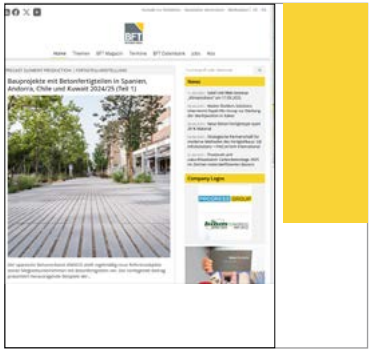
For further information, click here!

Display advertising
Ad Bundle: 675.00 €

All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/en/terms

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: 1,954.80 € plus VAT.

Crossmedia product advertising package

Online-advertorial on
www.BFT-INTERNATIONAL.com

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

Duration 4 weeks
Price: 5,274.00 € plus VAT.

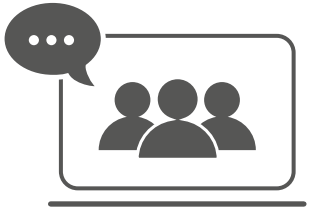
We will be happy to put together further packages with suitable digital and print formats for you on request.

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: 6,690.00 €*



Whitepaper

Publish your neutral, well-foundedinformation 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, no AE/discounts.
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.

bauverlag Digital Services

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

bauverlag 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!

You can find our current events at bauverlag-events.de

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Your partner for content marketing, individual communication solutions and networking

We support you in reaching your target group with something special. In close cooperation with our specialist editorial teams, we develop customized online and print formats as well as specialist events for you.

Bauverlag Creative offers you

– Supplements, brochures, white papers
– Websites and microsites
– Editorial videos and image films
– Social media content
– Moderation and event management

Become visible. Use the reach and channels of Bauverlag!

Please contact us

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

THE BAUVERLAG

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Building. Knowledge. Passion.

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

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AT
MINERAL PROCESSING
EUROPE

bauhandwerk

BBB
BundesBauBlatt
DENKMALSCHUTZ

BFT
05

Bauwelt 8.2025
Herzkammer der Stadt

BS
BRANDSCHUTZ
IM BAUWESEN

COMPUTER
SPEZIAL
DIGITALISIERUNG IM BAUWESEN

dach+holzbau

DBZ
Beton

FACILITY
MANAGEMENT

FLÜSSIGGAS

IKZ
Alle reden drüber, keiner hört davon.

KKA
Kälte Klima Aktuell
2/2025

KÜCHENPLANER

metallbau 4.25

recovery
THE NEW GENERATION

SHKProfi

tab

THIS

tunnel