

# MEDIA DATA 2025

Target groups

- Management and decision maker in concrete and precast plants worldwide



bft-international.com

bau || || verlag



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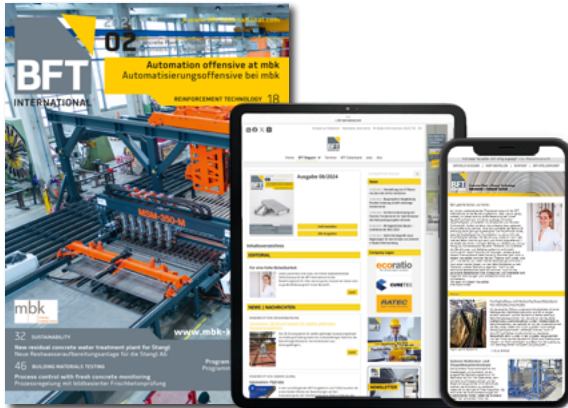
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## BFT INTERNATIONAL Concrete Plant + Precast Technology

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.



**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

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

Issue	Dates	Heftschwerpunkte	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	<b>bauma China</b> (Shanghai, China), 26.11.-29.11.2024 <b>Engineering Days 2024</b> (Salzburg, Austria), 26.11.-27.11.2024 <b>Beton Indonesia</b> (Jakarta, Indonesia), Nov. 2024 <b>Big 5 Global</b> (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	<b>The Big 5 Show/M.E. Concrete</b> (Dubai, V.A.E.), Dec. 2024
Beton Bauteile 2025	PD: 06.12.2024 ED: 16.08.2024 AD: 24.10.2024	<b>Developments, perspectives and contacts around precast concrete/concrete products, project selection from the fields of architecture, civil engineering, GaLa construction, sustainability, etc.</b>	

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	Heftschwerpunkte	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 <b>Mixing technology</b> <b>Fastening and reinforcement technology</b>	<b>BAU</b> (Munich, Germany), 13.01.-17.01.2025 <b>World of Concrete</b> (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 <b>Concrete products</b> <b>Prestressed concrete</b> <b>Precast concrete parts for civil engineering</b> <b>Formwork construction/ Special molds</b>	<b>The Precast Show</b> (Denver, USA), 05.02.-7.02.2025 <b>Canadian Concrete Expo</b> (Toronto, Kanada), 12.02.-13.02.2025 <b>Big 5 Construct Saudi</b> (Riad, Saudi-Arabien), 15.02.-18.02.2025 <b>The UK Concrete Show</b> (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 <b>Curing/finishing</b> <b>Concrete technology</b> <b>bauma preview</b>	<b>69. Betontage</b> (Ulm, Deutschland), 11.03.-13.03.2025
		<b>Special/Issue 69. Betontage 2025</b>	
4/2025	PD: 03.04.2025 ED: 13.02.2025 AD: 12.03.2025	Precast parts, concrete products, concrete technology, raw materials <b>Concrete products/GaLa construction</b> <b>Aerated concrete</b> <b>Raw materials</b>	<b>bauma 2025</b> (Munich, Germany), 07.04.-13.04.2025 <b>The BIG Show (within Oman Design &amp; Build Week)</b> (Maskat, Oman), 19.05.-21.05.2025
		<b>Trade fair edition bauma 2025</b>	
5/2025	PD: 05.05.2025 ED: 17.03.2025 AD: 08.04.2025	Precast parts, concrete products, concrete technology, raw materials <b>Concrete pipes/shafts</b> <b>Precast concrete parts for civil engineering</b>	<b>Concrete Expo</b> (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 <b>Mixing technology</b> <b>Control and regulation technology</b>	<b>Big 5 Construct South Africa</b> (Johannesburg, South Africa), 08.06.-20.06-2025 <b>Big 5 Construct Ethiopia</b> (Addis Ababa, Ethiopia), 08.06.-30.06.2025

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Issue	Dates	Heftschwerpunkte	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 <b>Concrete and color Finishing</b>	<b>IFAT Africa</b> (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 <b>Fastening and reinforcement technology SCC</b>	<b>Concrete Show 2025</b> (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 <b>Concrete products/GaLa construction Shuttering and molds</b>	<b>Concrete 2025</b> (Perth, Australia), 07.09.-10.09.2025 <b>Powtech 2025</b> (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 <b>Prestressed concrete Concrete technology</b>	
11/2025	PD: 05.11.2025 ED: 17.09.2025 AD: 14.10.2025	Precast parts, concrete products, concrete technology, raw materials <b>Concrete pipes/shafts Precast concrete parts for civil engineering</b>	<b>MADE Expo</b> (Milan, Italy), 19.11.-22.11.2025 <b>IAB Tagung 2025</b> , (Weimar, Germany) tba <b>BIG5 2025, Totally Concrete</b> , Dubai tba
12/2025	PD: 03.12.2025 ED: 15.10.2025 AD: 11.11.2025	Precast parts, concrete products, concrete technology, raw materials <b>Aftertreatment/finishing Aerated concrete</b>	
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.	

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

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

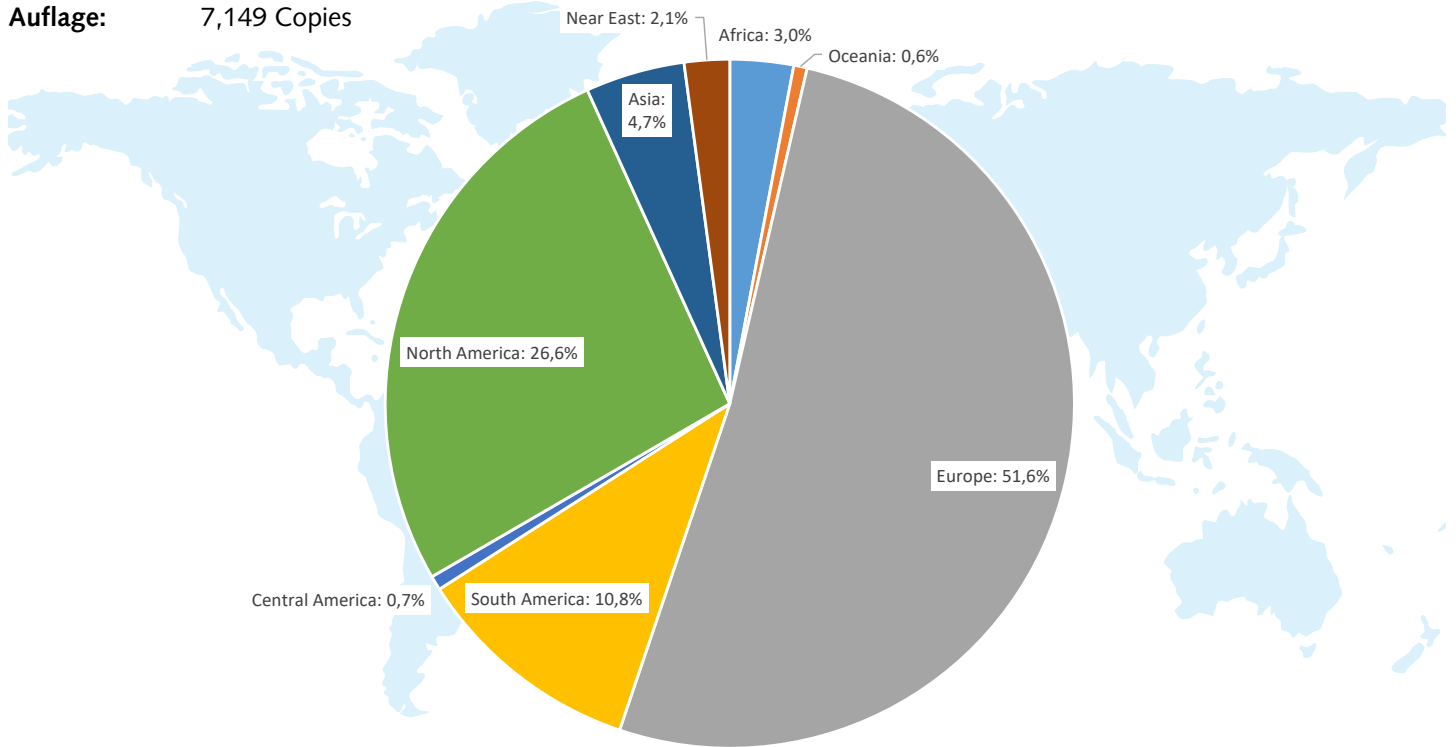
\* The percentages have been rounded to one decimal place.

**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:**

<b>Placement:</b>	Inside front cover, inside back cover and back cover	770.00 €
	Other prescribed positions	20.00 €
<b>Special colour:</b>	Each colour	970.00 €

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

<b>Staggered repeat discount</b>		<b>Quantity scale</b>	
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](http://www.BFT-INTERNATIONAL.com) for 4 weeks for free.

**Special ad types:**

<b>Bound inserts</b> (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	<b>Price %</b>
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](mailto: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 €

Your entry will be automatically renewed if no revocation is received in the directories 6 weeks before the closing date for advertisements. Change requests should be received by the advertising deadline.

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](http://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](http://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





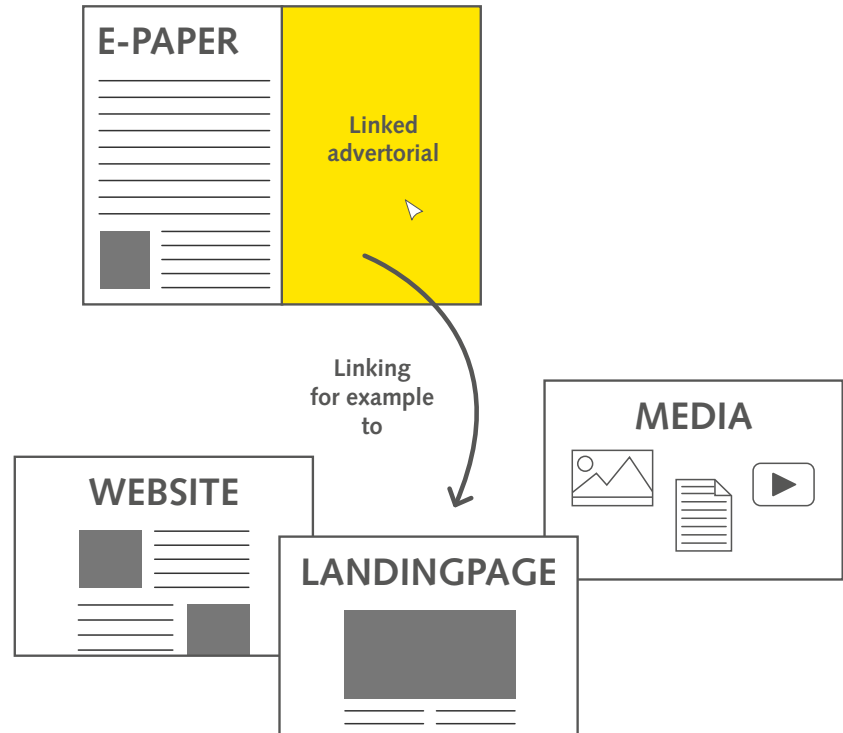
## Linking in E-Paper

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 €



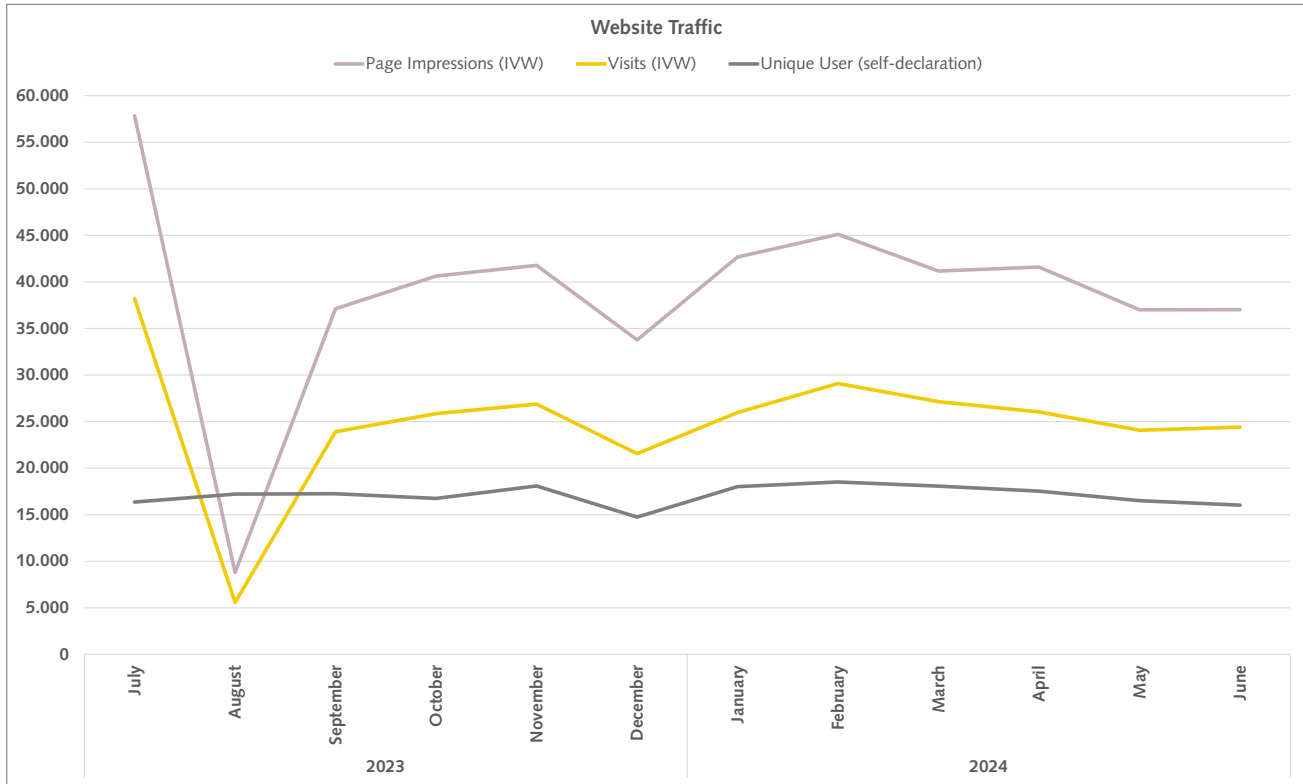
# DIGITAL

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**Traffic audit:**



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

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

Form of advertising	Placement Desktop and tablet	Size in pixel (W x H) Desktop and tablet	Placement Mobile	Size in pixel (W x H) Mobile	Price for 28 days / 4 weeks
Fullsize banner	Content	468 x 60	Content	300 x 50 (6:1)	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

**Informationen zu weiteren Online-SonderForm of advertisingen erhalten Sie gerne von uns.**

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](mailto: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	Erscheinungs-termin	Buchungs-schluss	Themen
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](http://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](mailto: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. Other-wise, 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 %

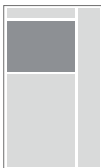
(Quelle: Inxmail, Average per month July 2023 to June 2024)





## 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](http://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/](http://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.

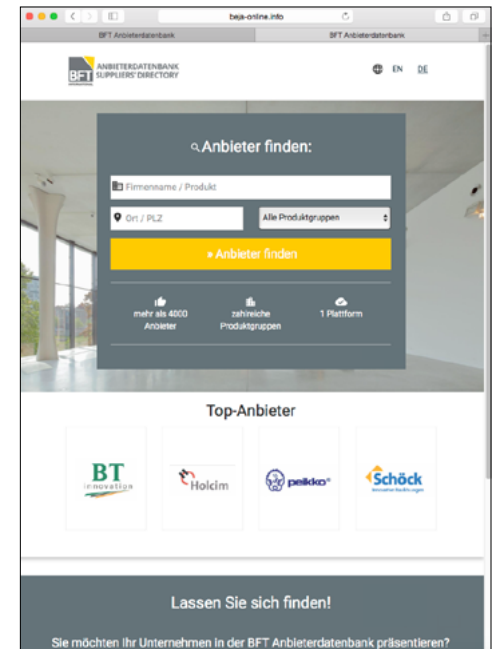
**Target group:** Managing directors and decision-makers in concrete and precast plants worldwide

## 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](mailto:narin.yelman@bauverlag.de)



# PORTFOLIO

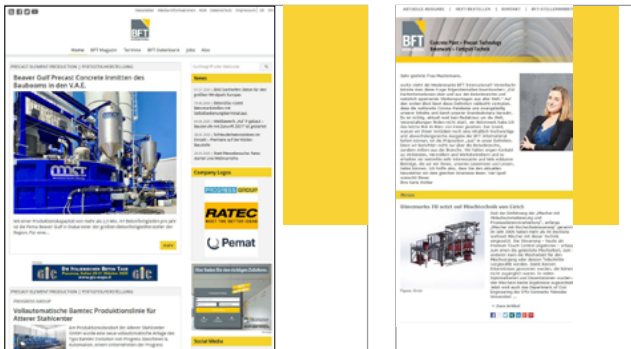
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Our communication package combine an appropriate set of advertising channels based upon your communication goals to ensure that you reach your entire target group.

### Online branding package

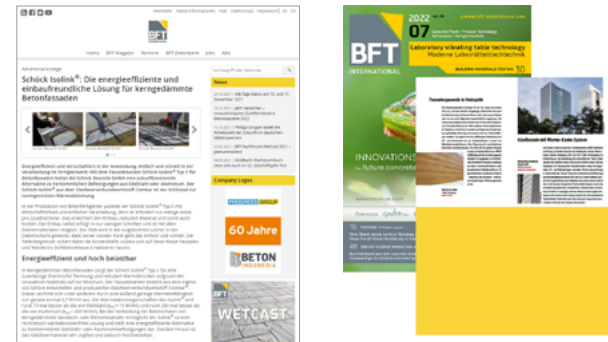


Halfpage ad on [www.BFT-INTERNATIONAL.com](http://www.BFT-INTERNATIONAL.com)

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](http://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.**

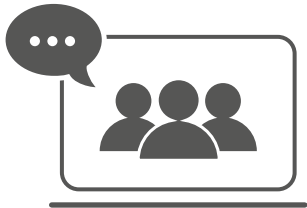
We will be happy to put together further packages with suitable digital and print formats for you on request.

## 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



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## **bau** || || **verlag Events**

Networking für Architektur und Bau

**The portal for networking in architecture and the construction industry**

Bauverlag organizes and plans 85 events every year. These include in-house events such as congresses, trade fairs and specialist forums. In addition, customer events are designed, planned and carried out.

Our events offer you

- Networking and information transfer
- Contact with your target group and top decision-makers in architecture and the construction industry
- Neutral specialist presentations on trends and developments
- Intensive exchange of ideas and information
- In-depth information through accompanying trade exhibitions
- New, innovative discussion and presentation formats

**Expand your network. Take advantage of the professional exchange with colleagues and industry experts!**

### Please contact us



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## Your partner for content marketing, individual communication solutions and networking

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

Bauverlag Creative offers you

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

**Become visible. Use the reach and channels of Bauverlag!**

### Please contact us



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# THE BAUVERLAG

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



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



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