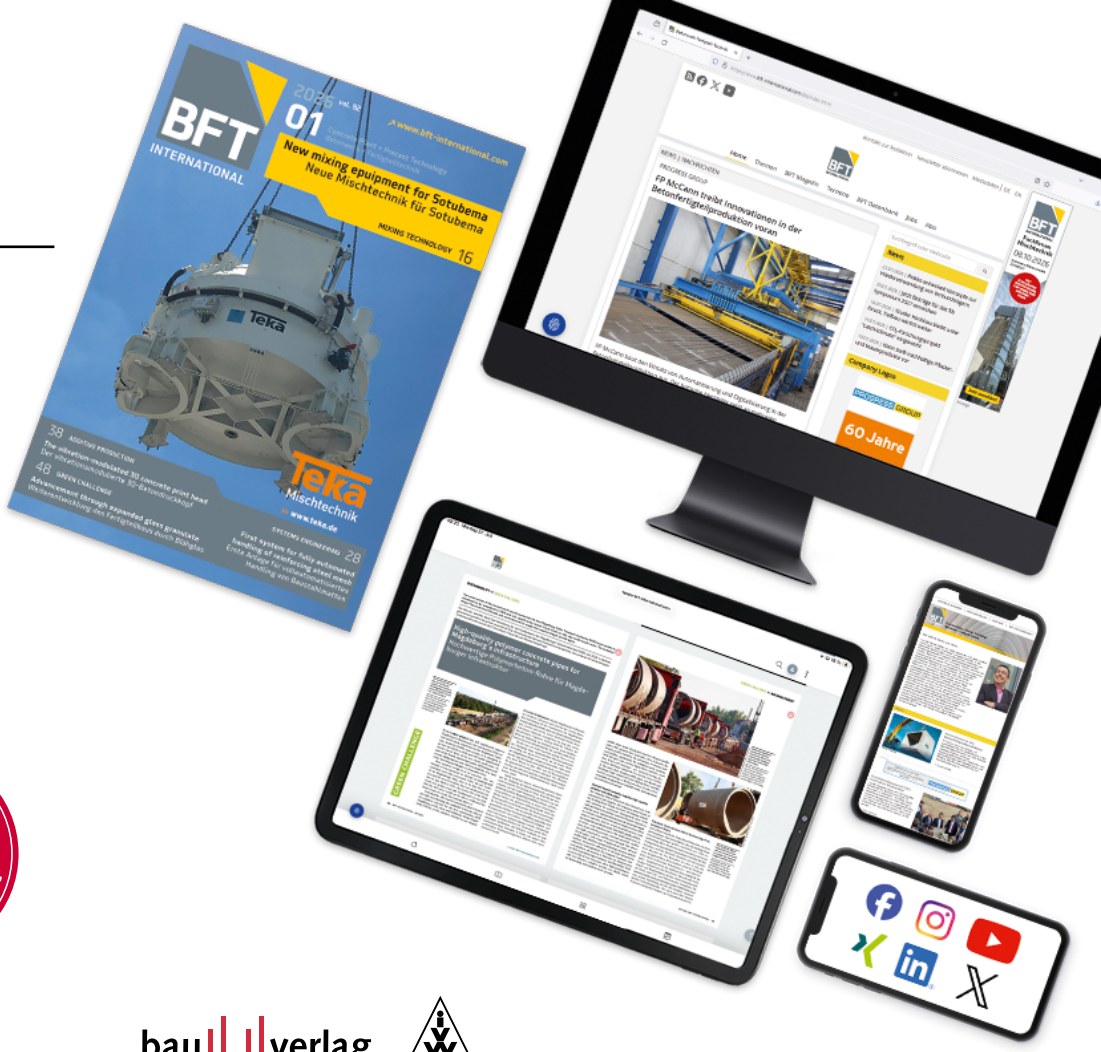
MEDIA DATA 2027

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



BFT INTERNATIONAL

FREE 9/27 COPYTEST

bft-international.com

bauverlag

Brand profile 03

PRINT

Editorial schedule 06
Circulation and distribution analysis 10
Prices and formats 12
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

PORTFOLIO

Concrete Components Yearbook 26
Communication packages 28
Lead generation 29
Video-advertorial 30
Events 31
Creative 32
Bauverlag Job Market/Recruiting 33

THE BAUVERLAG

Location and management 35
Contacts 36
Other brands 37



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.

80,830
Copies / year

copies actually distributed	7,833
thereof E-Paper:	2,907
Publication frequency	10x / Year
+ 1x Concrete Components Yearbook	

450,496
Page impressions website / year

Page Impressions	37,541 / Month
Visits	23,885 / Month
Unique User	18,072 / Month

32,848
Newsletter recipients / year

Recipients	3,285 /Issue
Net open rate	22.1 %
Publication frequency	10x / Year

11,400
Follower social media

BFT International – the precast concrete industry community

In 2027, BFT International will further expand its digital offering:
You no longer have to wait for the next print issue to find out what's happening in the industry.



Through "Digital First," we provide ongoing online coverage of the latest news, developments and projects in the precast concrete industry. High-quality, exclusive articles are published first online for BFT PLUS subscribers and subsequently in the print magazine.
The print magazine remains a strong pillar of BFT International: 10 issues per year continue to offer you a high-quality editorial platform for your communications, complemented by the immediacy and additional opportunities provided by our digital channels.

- Latest industry news – online first
- Exclusive expert insights
- 10 high-quality print issues
- A strong community
- Your advertising in the right editorial context

The Industry Community
BFT International is more than just a trade publication. Through our website, print magazine, newsletter, industry forums and social media, we bring together professionals, companies, experts and decision-makers in the precast concrete industry. For you, this means strong visibility within a professional community and direct access to your target audience.
Selected exclusive articles are available only to subscribers, creating a high-quality environment for your communications and reaching readers with a particular interest in the topics covered.
At the same time, you can place your advertisements alongside relevant editorial content and reach your target audience where they are engaging with relevant technologies, products and developments.

PRINT

Editorial schedule	06
Circulation and distribution analysis	10
Prices and formats	12
Cover story	15
Linking in E-Paper	17



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
Concrete Components Yearbook 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.**	

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 faiED/events
01/2027	**PD:** 07.01.2027 **ED:** 17.11.2026 **AD:** 04.12.2026	Precast Concrete Elements, Concrete Products, Concrete Technology, Raw Materials Mixing Technology **Anchoring and Reinforcement Technology**	**BAU 2027** (Munich, Germany) 11–15 January 2027
02/2027	**PD:** 03.02.2027 **ED:** 09.12.2026 **AD:** 12.01.2027	Precast Concrete Elements, Concrete Products, Concrete Technology, Raw Materials Concrete Products **Prestressed Concrete** Precast Elements for Underground Construction **Special/Issue 71. Betontage 2027**	**The Precast Show** (Salt Lake City, US) 3–5 February 2027 **Canadian Concrete Expo** (Toronto, Canada) 10–11 February 2027 **71st BetonTage** (Ulm, Germany) 23–25 February 2027
03/2027	**PD:** 04.03.2027 **ED:** 15.01.2027 **AD:** 10.02.2027	Precast Concrete Elements, Concrete Products, Concrete Technology, Raw Materials Curing/Finishing **Concrete Technology**	**The UK Concrete Show** (Birmingham, UK) 23–24 March 2027
04/2027	**PD:** 06.04.2027 **ED:** 12.02.2027 **AD:** 11.03.2027	Precast Concrete Elements, Concrete Products, Concrete Technology, Raw Materials Concrete Products/Garden and Landscape Construction **Autoclaved Aerated Concrete**	**Intermat** (Paris, France) 21–24 April 2027
05/2027	**PD:** 04.05.2027 **ED:** 16.03.2027 **AD:** 12.04.2027	Precast Concrete Elements, Concrete Products, Concrete Technology, Raw Materials Concrete Pipes/Manholes Precast Elements for Underground Construction	**UK Construction Week** (London, UK) 11–13 May 2027
06/2027	**PD:** 04.06.2027 **ED:** 11.04.2027 **AD:** 11.05.2027	Precast Concrete Elements, Concrete Products, Concrete Technology, Raw Materials Mixing Technology **Automation and Control Engineering**	**Big 5 Construct Ethiopia** (Addis Ababa, Ethiopia) June 2027 **Big 5 Construct South Africa** (Midrand/Johannesburg, South Africa) June 2027 **The Big 5 Construct Egypt** (Cairo, Egypt) June 2027

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
07-08/2027	**PD:** 13.07.2027 **ED:** 25.05.2027 **AD:** 21.06.2027	Precast Concrete Elements, Concrete Products, Concrete Technology, Raw Materials Concrete and Color, Finishing **Anchoring and Reinforcement Technology** **SCC**	**Concrete Show South America** (São Paulo, Brazil) August 2027 **World of Concrete Asia (WOC Asia)** (Shanghai, China) August 2027
09/2027 FREE COPYTEST Ask for our participation conditions	**PD:** 03.09.2027 **ED:** 16.07.2027 **AD:** 12.08.2027	Precast Concrete Elements, Concrete Products, Concrete Technology, Raw Materials **Concrete Products/Garden and Landscape Construction** **Shuttering and molds**	**Concrete Show South East Asia** (Jakarta, Indonesien) September 2027 **Big 5 Construct Nigeria** (Lagos, Nigeria) September 2027
10/2027	**PD:** 05.10.2027 **ED:** 17.08.2027 **AD:** 13.09.2027	Precast Concrete Elements, Concrete Products, Concrete Technology, Raw Materials Prestressed Concrete **Concrete Technology**	**World of Concrete India** (Mumbai, India) October 2027 **UK Construction Week** (Birmingham, UK) October 2027
11-12/2027	**PD:** 09.11.2027 **ED:** 21.09.2027 **AD:** 15.10.2027	Precast Concrete Elements, Concrete Products, Concrete Technology, Raw Materials Concrete Pipes/Manholes, Precast Elements for Underground Construction **Curing/Finishing**	**The Big 5 Global** (Dubai, UAE) November 2027 **IAB Tage Beton** (Weimar, Germany) November 2027
Concrete Compo-nents Yearbook 2028	**PD:** 06.12.2027 **ED:** 13.08.2027 **AD:** 06.10.2027	Precast Concrete Elements, Concrete Products, Concrete Technology, Raw Materials Developments, Perspectives and Contacts relating to Precast Concrete Elements/ Concrete Products **Selection of Projects from the Fields of Architecture, Civil Engineering, Garden and Landscape 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	Heftschwerpunkte	Trade fairs/events
01/2028	**ET:** 07.01.2028 **RS:** 18.11.2027 **AS:** 07.12.2027	Fertigteile, Betonwaren, Betontechnologie, Rohstoffe Mixing Technology **Anchoring and Reinforcement Technology**	
02/2028	**ET:** 03.02.2028 **RS:** 16.12.2027 **AS:** 12.01.2028	Precast Concrete Elements, Concrete Products, Concrete Technology, Raw Materials Concrete Products **Prestressed Concrete** **P**recast Elements for Underground Construction **Special/Issue 72. Betontage 2028**	**72nd BetonTage** (Ulm, Germany) 15–17 February 2028 **The Precast Show** February 2028 **Canadian Concrete Expo** (Toronto, Canada)
03/2028	**ET:** 02.03.2028 **RS:** 13.01.2028 **AS:** 09.02.2028	Precast Concrete Elements, Concrete Products, Concrete Technology, Raw Materials **Curing/Finishing** **Concrete Technology** **BAUMA PREVIEW**	**digitalBAU** (Cologne, Germany) 21–23 March 2028
04/2028	**ET:** 29.03.2028 **RS:** 09.02.2028 **AS:** 07.03.2028	Precast Concrete Elements, Concrete Products, Concrete Technology, Raw Materials Concrete Products/Garden and Landscape Construction Concrete Technology Autoclaved Aerated Concrete **BAUMA Trade fair issue**	**bauma** (Munich, Germany) 3–9 April 2028

The editorial department reserves the right to make changes/additions on grounds of topicality. The complete editorial schedule for 2028 will be published in the 2028 media data.

Circulation audit: 

Circulation analysis: Copies per issue
(1. July 2025 to 30. June 2026)

Copies actually distributed (tvA):	7,833	thereof abroad:	6,157
- thereof E-Paper:	2,907	thereof abroad:	2,387
Copies sold:	612	thereof abroad:	138
Subscriptions:	605	thereof abroad:	138
Other sales:	6		
Single copy sales:	0		
Free copies:	7,223	thereof abroad:	6,295
Archive and specimen:	74		

Summary of the survey method:
1. Method: Dissemination analysis by file evaluation - total survey
2. Basic population: actual circulation 7,833 = 100 %
3. Sample: total survey
4. Target person of the study: not applicable
5. Period of study: August 2026
6. Execution of the study: Bauverlag BV GmbH
Details on the survey method are available from the publishing company.

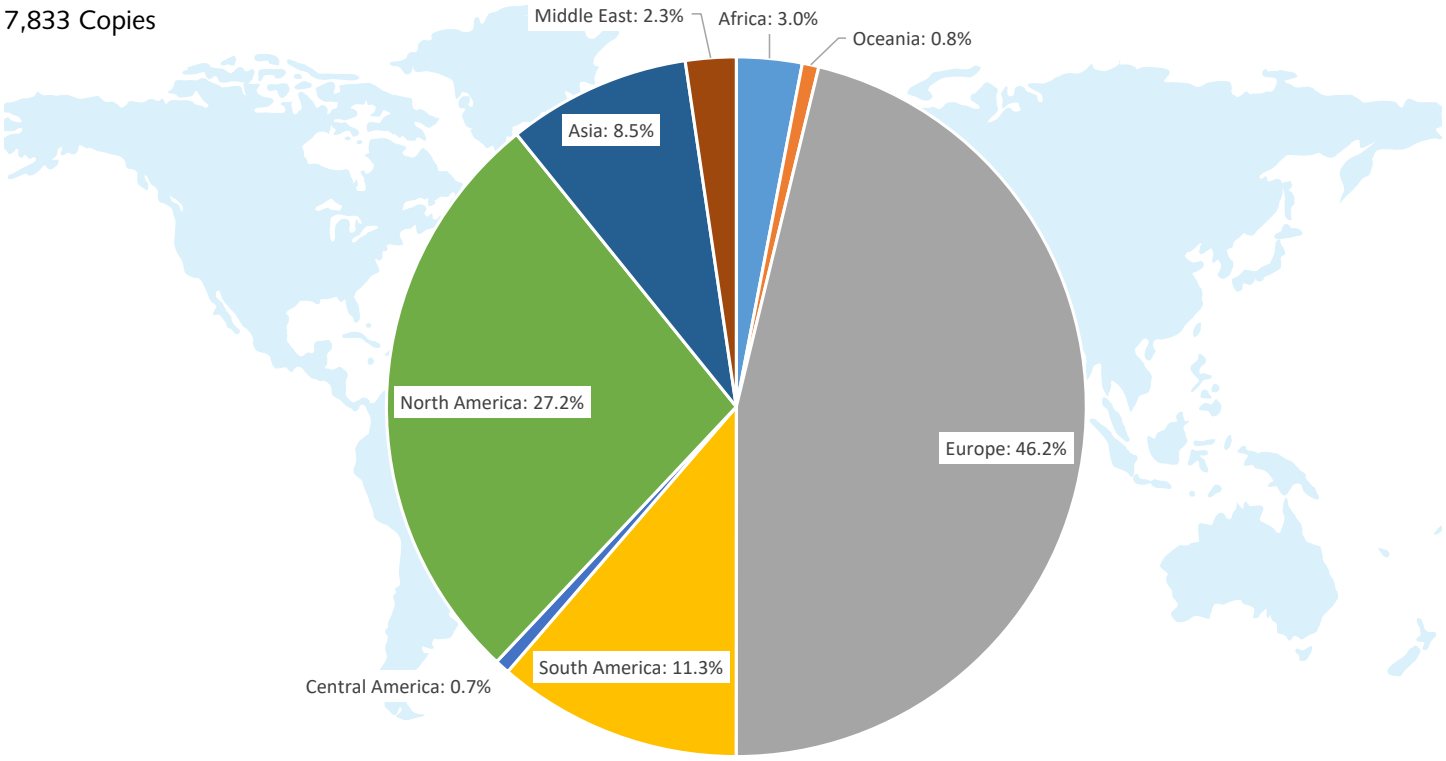
Geographic distribution analysis

	Proportion of circulation actually distributed	
Business regions	%*	Copies
Domestic	21.4	1,676
Abroad	78.6	6,157
Copies actually distributed (tvA)	100.0	7,833

* The percentages have been rounded to one decimal place.

Copies actually distributed

7,833 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)
9,260.00 €

1/1 Page



Bleed format:
210 x 297 mm

Price (b/w to 4c)
5,020.00 €

Juniorpage



Bleed format:
148 x 210 mm

Price (b/w to 4c)
3,040.00 €

1/2 Page, horiz.



Bleed format:
210 x 145 mm

Price (b/w to 4c)
2,865.00 €

1/2 Page, vertical



Bleed format:
100 x 297 mm

Price (b/w to 4c)
2,865.00 €

1/3 Page, vertical



Bleed format:
70 x 297 mm

Price (b/w to 4c)
2,075.00 €

1/3 Page, horiz.



Bleed format:
210 x 100 mm

Price (b/w to 4c)
2,075.00 €

1/4 Page, vertical



Bleed format:
52 x 297 mm

Price (b/w to 4c)
1,795.00 €

1/4 Page, horiz.



Bleed format:
210 x 74 mm

Price (b/w to 4c)
1,795.00 €

1/4 Page, Col.



Bleed format:
100 x 145 mm

Price (b/w to 4c)
1,795.00 €

1/8 Page, vertical



Bleed format:
52 x 145 mm

Price (b/w to 4c)
1,185.00 €

1/8 Page, horiz.



Bleed format:
210 x 50 mm

Price (b/w to 4c)
1,185.00 €

Format	s/w to 4c
Advertorial 1/1 Page*	5,020.00 €
Advertorial 1/2 Page**	2,865.00 €
Cover page ***	1,395.00 €
Picture of the month	5,625.00 €
Picture of the month with online extension	6,790.00 €

Format	s/w to 4c
Cover story	10,560.00 €
Cover story Price in the trade fair edition Issue 2/27, 71. Betontage; 2/28, 72. Betontage; 4/28 bauma	13,200.00 €

* 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) 6,020.00 €

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

Special ad types:

Bound inserts (sample– front page/back page required)

2-pages	4,225.00 €
4-pages	5,515.00 €
6-pages	on request
8-pages	on request

(other 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)	825.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	880.00 €

For partial occupancy: selection costs per selection 180.00 €

Glued ad media:

Postcard	105.00 €
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 D-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:	FTP transfer: upon request To submit print files or if you have any questions, please contact: order.management@bauverlag.de
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 sides. 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:	Invoice net within 10 days of the invoice date, 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: 10,560.00 €
Price in the trade fair edition: 13,200.00 €
(2/27, 71. Betontage; 2/28, 72. Betontage; 4/28 bauma)
plus 19% VAT, eligible for AE



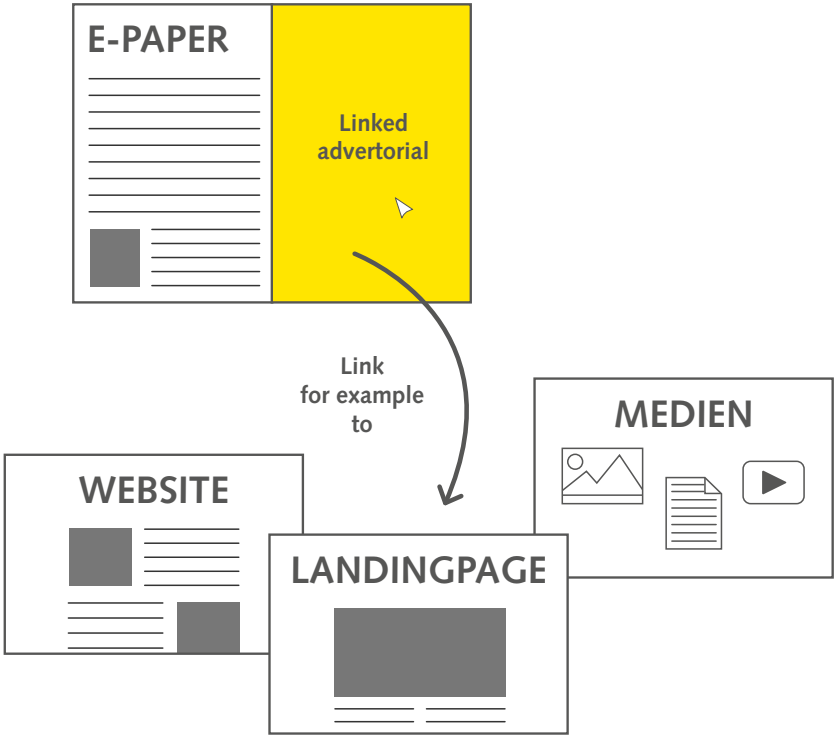
Linking in E-Paper

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: 415.00 €



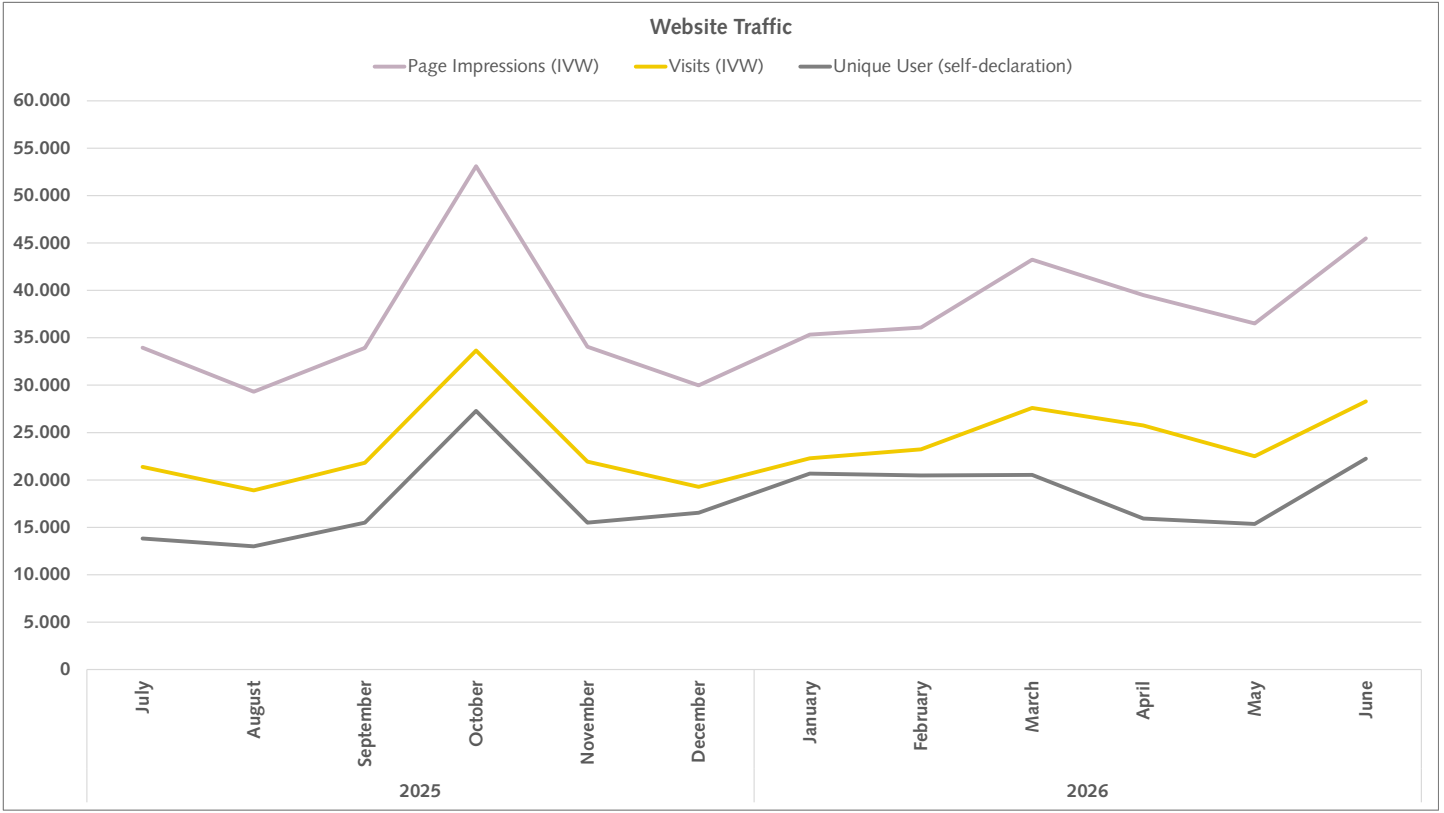
All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/en/terms

DIGITAL

Website traffic	19
Website Prices, formats and technical advice	20
Website Technical advice	21
Newsletter time schedule	22
Newsletter Prices, formats and technical advice	23
Online advertorial	24

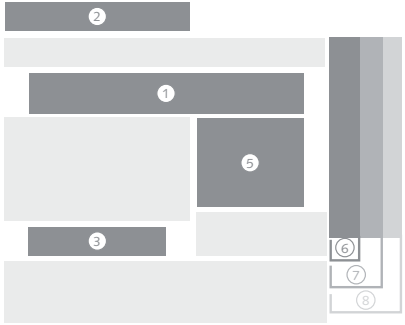


Traffic audit:

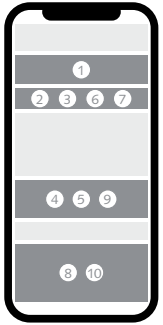


Source for page impressions and visits: IVW, for unique user: Google Analytics/self-reported

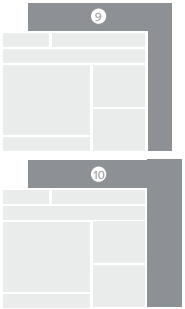
Desktop



Mobile



Special Placements (above and next to the content)



Nr.	Form of advertising	Placement (Desktop)	Desktop (WxH in Pixel)	Mobile (WxH in Pixel)	Price for 28 days/ 4 Weeks plus VAT.
1	Billboard	below the navigation bar, not on the home page	970 x 250	300 x 75 (4:1)	**1,652.00 €**
2	Superbanner	in the page header	728 x 90	300 x 50 (6:1)	**826.00 €**
3	Fullsize banner	content	468 x 60	300 x 50 (6:1)	**672.00 €**
4	Ad Bundle	alternates depending on availability	468 x 60; 120 x 600; 300 x 250	300 x 250	**994.00 €**
5	Medium rectangle	content/marginal column (Desktop)	300 x 250	300 x 250	**1,162.00 €**
6	Skyscraper	to the right of the content	120 x 600 (sticky possible)	300 x 50 (6:1)	**994.00 €** I **1,078.00 €** (sticky)
7	Wide skyscraper	to the right of the content	160 x 600 (sticky possible)	300 x 50 (6:1)	**1,162.00 €** I **1,246.00 €** (sticky)
8	Half page	to the right of the content	300 x 600 (sticky possible)	300 x 600	**1,330.00 €** I **1,414.00 €** (sticky)
9	Wallpaper	above and next to the content	728 x 90+120 x 600	300 x 250	**1,498.00 €**
10	Expandable wallpaper	above and next to the content	728 x 90+300 x 600	300 x 600	**1,652.00 €**
11	Company Logo	content/Marginal column (Desktop)	200 x 100	200 x 100	**420.00 €**

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.
Agency commission: 15%. The terms and conditions can be found at https://bauverlag.de/en/terms

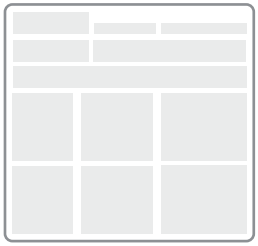
Special Formats



OnlinePLUS
Adding additional media content to an existing online article or advertorial

- Photos
- Videos
- PDFs

1,246.00 €



Microsite
Custom navigation within the website with a unique structure and content

10,374.00 €
Price for 12 Weeks

Booking Information

Discount Scale

Duration	Discount
12 Weeks	5%
24 Weeks	10%
52 Weeks	15%

Additional Option



Wallpaper
Colored, clickable background

+30% Additional charge

Technical specifications

File formats: JPG, GIF, Flash, HTML tag, redirect tag
Size: max. 100 kB per ad format

The kB values specified for each advertising format are maximum sizes and represent the total size of all data that defines the advertising format (including files to be loaded subsequently, sniffer code, images, Flash, etc.).

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

You will receive a report on ad impressions and ad clicks after the campaign ends.

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
– ad format
– motif name
– contact person for inquiries

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

Newsletter-Issues	Publication date	Booking deadline	Topics
01/2027	07.01.2027	18.12.2026	Mixing Technology
02/2027	04.02.2027	26.01.2027	**SPECIAL ISSUE: 71st BetonTage**
03/2027	11.03.2027	02.03.2027	Curing/Finishing
04/2027	08.04.2027	30.03.2027	Concrete Products/Garden and Landscape Construction
05/2027	06.05.2027	27.04.2027	Concrete Pipes/Manholes
06/2027	10.06.2027	01.06.2027	Mixing Technology
07-08/2027	15.07.2027	06.07.2027	Concrete and Color,
09/2027	09.09.2027	31.08.2027	Finishing
10/2027	07.10.2027	28.09.2027	Concrete Products/Garden and Landscape Construction
11-12/2027	11.11.2027	02.11.2027	Prestressed Concrete Concrete Pipes/Manholes, Precast Elements for Underground Construction

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

Circulation:
3,285 Recipients
Net open rate: 22.1 %
(Source: Inxmail, Average per Month July 2025 to June 2026)



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

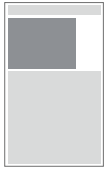
Delivery date: 7 working days prior to beginning of the campaign.
These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign. Otherwise, we can bear no costs for delays caused by late delivery to us.

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

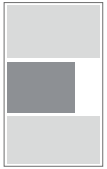


- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
1. Ad in the newsletter

Price:
890.00€

Text ad

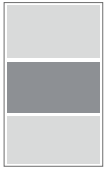


- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
740.00€

Billboard

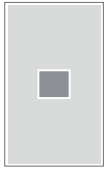


Format:
600 x 200 px (Desktop)
300 x 250 px (Mobile)

Placement:
content

Price:
890.00€

Medium rectangle



Format:
300 x 250 px

Placement:
content

Price:
870.00€

Fullsize banner

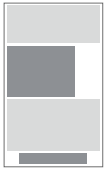


Format:
468 x 60 px (Desktop)
300 x 50 px (Mobile)

Placement:
content

Price:
600.00€

Newsletter takeover

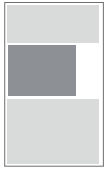


- up to 4 text ads
- 3 fullsize banner
- 1 Billboard

Placement:
content, exklusiv

Price:
5,650.00€

Job offers



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

Placement:
content

Price:
740.00€

Discounts:
Published within 12 months
(Insertion year)

Staggered repeat discount

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

Please always submit the appropriate desktop and mobile formats.
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 submit the online article in German and English

Price: 3,164.00 €
(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

Concrete Components Yearbook	26
Communication packages	28
Lead generation	29
Video-advertorial	30
Events	31
Creative	32
Bauverlag Job Market/Recruiting	33





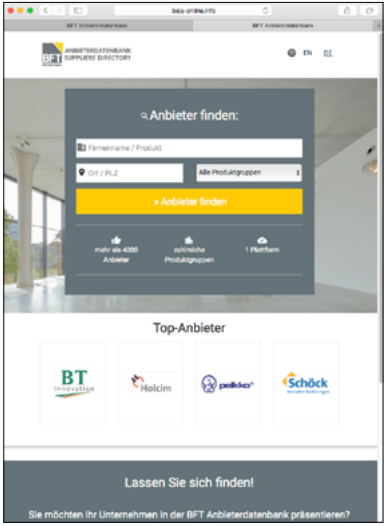
For many years, Concrete Components Yearbook has been the inspiring reference work for extraordinary projects, aesthetics, and engineering artistry with precast concrete elements.

Circulation: 2,500 Copies
Publication date: 6.12.2027
Advertising deadline: 6.10.2027



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



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narin.yelman@bauverlag.de



Supplier and manufacturer directory

Basic entry per product group
including company logo: 475.00 €
without company logo: 370.00 €

Additional line: each 70.00 €

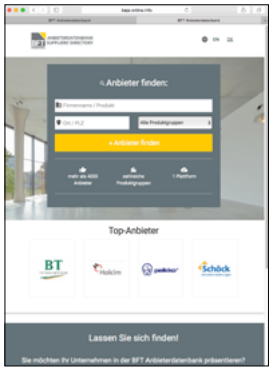


Advertisement

1/1 Page: 2,265.00 €
1/2 Page: 1,325.00 €

Company profile

1/1 Page: 1,710.00 €



Top providers on the homepage: 455.00 €

Basic entry in connection with print: 75.00 €

For further information, click here!

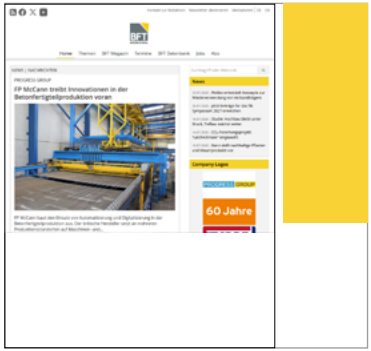


Display advertising
Ad Bundle: 700.00 €

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

Our communication packages 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



Billboard in
BFT Newsletter

Duration 4 weeks
Price: 1,998.00 € 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: 5,426.10 € plus VAT.

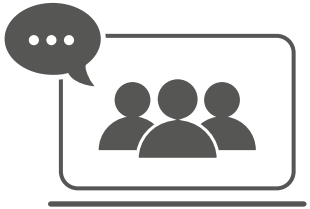
We will be happy to put together further packages with suitable digital and print formats for you on request.

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: 6,890.00 €*



Whitepaper

Publish your neutral, technically sound 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, 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?








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

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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Bauverlag Creative
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E-Mail: christian.ippach@bauverlag.de

Job market

Are you looking for new employees for your company? By posting your ad in our job boards, you can reach highly qualified professionals in your industry.

Online
Positioning in the job market, custom formats, duration: 4 weeks
1,330.00 €

Print:
(For print orders totaling 1,330.00 € or more, online placement is included at no additional cost.)

	per mm of height
Job offers s/w	6.80 €
Job offers farbig	12.30 €
Situation wanted b/w	3.90 €
Opportunity ad Purchase/sale b/w	6.80 €

Please contact us!

Phone: +49 5241 2151-3000
E-Mail: stellenmarkt@bauverlag.de



bau|jobs Recruiting

Recruitment Consulting for the Construction Industry

We're here to help you fill your open positions with the best candidates in the construction industry – those who are the perfect fit for your company. We provide consulting and placement services all under one roof - personally, individually, and competently. Our goal is to find individuals who are a good fit for your company – both professionally and personally – and who will contribute to your company's long-term success.

Transparent, flexible, and risk-free:
Our collaboration is based solely on a success-based fee structure.

Please contact us and talk to us about your needs or your career goals.



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

THE BAUVERLAG

Location and management	35
Contacts	36
Other brands	37



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


AT
MINERAL PROCESSING
EUROPE
NEXT LEVEL CRUSHING


bauhandwerk


BBB
BundesBauBlatt
DENKMALSCHUTZ


BFT
03


Bauwelt 1.2026
Baukunst oder Revolution. Die Revolution lässt sich vermeiden


BS
BRANDSCHUTZ
IM BAUWESEN


COMPUTER
SPEZIAL
DIGITALISIERUNG IM BAUWESEN

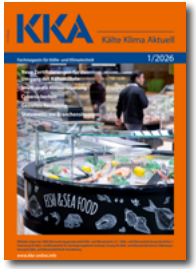

dach+holzbau


DBZ
Beton


FACILITY
MANAGEMENT


FLÜSSIGGAS


IKZ
SANITÄR | HEIZUNG | KLIMA
Planung, Bau und Betrieb
LASS DAS DOCH DEN PROFI MACHEN!


KKA
Kälte Klima Aktuell
1/2026


KÜCHENPLANER


metallbau 6.26
Prämierte Projektleistungen


recovery
Recycling Technology Worldwide


SHKProfi


tab


THIS


tunnel

