

bauhandwerk

DAS PROFIMAGAZIN FÜR AUSBAU, NEUBAU UND SANIERUNG

MEDIA DATA 2024

Communication solutions for the target group of owners of building trades companies, trade professionals and technicians in all trades involved in construction finishing and refurbishment



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bauhandwerk

bauhandwerk is the practically-oriented trade journal for owners of building trade businesses, master craftsmen and technicians who are active in the cross-disciplinary fields of new buildings, finishing work and renovations. Each edition presents at least one building site with specific details of the various processes. The complete scope of work of the relevant trades is explained in the categories finishing work, facades, building protection, construction elements, tools, commercial vehicles and operational management. This concept provides a clearer view of the correct installation of products and components, thus avoiding the need for rectifications and follow-up costs for the company owner. However, the professional know-how for master craftsmen and technicians also allows them to look beyond the horizon of their own trade: they can thus not only acquire skills in handling products and components from other trades but also integrate their own work better in the construction process. This saves not just time, but above all costs. And a building trade business that can offer a wider range of services will also remain competitive in the future.



Publication frequency

10 issues per year



Copies actually distributed

23,373 copies



Volume analysis

Magazine format DIN A4
Total volume 605 pages
Editorial section 527 pages
Advertising section 78 pages

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

Issue No. Month	Dates	Main topics							Trade fairs / Events
		Finishing	Facade	Building preservation	Building elements	Tools	Utility vehicles	Operations management	
1-2/2024 January-February	PD: 15.02.2024 ED: 01.12.2023 AD: 24.01.2024	Dry construction, ceilings, stairs, timber, floors, varnish, conversion	TICS, exterior insulation, render, paint	Waterproofing, repairs, refurbishment, building preservation			Technology, equipment, trailers, drive	Legal matters, management, office	
3/2024 March	PD: 08.03.2024 ED: 05.01.2024 AD: 15.02.2024	Screed, acoustics, interior insulation, paint, timber, fire protection	Render, stucco, paint, timber framing, pointing, refurbishment		Windows, skylights, doors, fire protection, shading	Drilling, bolting, cutting, sawing		Employees, insurance, marketing, workwear	05.-08.03.2024 DACH+HOLZ International , Stuttgart 19.-22.03.2024 Holz-Handwerk , Nuremberg 19.-22.03.2024 Fensterbau Frontale , Nuremberg
4/2024 April	PD: 02.04.2024 ED: 02.02.2024 AD: 07.03.2024	Dry construction, paint, plaster, frames, acoustics, ceilings, conversion	TICS, RVR, ecological building, scaffolding	Conversion for new uses, restoration, cleaning, refurbishment			Test, equipment, electromobility, fleet	Legal matters, training and advanced training, IT	23.-26.04.2024 FAF Farbe, Ausbau und Fassade , Cologne
5/2024 May	PD: 02.05.2024 ED: 04.03.2024 AD: 09.04.2024	Interior insulation, scaffolding, refurbishment, timber, acoustics, fire protection	Render, stucco, fire protection, paint		Windows, doors, frames, glass, fire protection	Fixing, cutting, sanding, bolting, measuring, suction, drilling		Workwear, health protection, work safety	

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

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

Issue No. Month	Dates	Main topics							Trade fairs / Events
		Finishing	Facade	Building preservation	Building elements	Tools	Utility vehicles	Operations management	
6/2024 June	PD: 03.06.2024 ED: 05.04.2024 AD: 07.05.2024	Dry construction, ceilings, screed, floors, conversion	TICS, exterior insulation, render, paint, pointing	Waterproofing, repairs, refurbishment, building preservation			Technology, charging, leasing, insurance	Legal matters, management, training and further training	
7-8/2024 July- August	PD: 12.07.2024 ED: 15.05.2024 AD: 20.06.2024	Interior insulation, paint, plaster, acoustics, ecological building, conversion	Quarried stone, clay bricks, building preservation	Waterproofing, refurbishment, conversion for new uses, restoration		Spraying, mixing, stirring, painting, roller application, smoothing, filling		Employees, insurance, marketing, IT	
9/2024 September	PD: 02.09.2024 ED: 05.07.2024 AD: 09.08.2024	Dry construction, acoustics, ceilings, fire protection, floors, refurbishment, timber	TICS, exterior insulation, timber framing, pointing, render, paint		Windows, skylights, doors, fittings, glazing, frames		Test, electromobility, fleet, equipment	Legal matters, training and further training, workwear	
10/2024 October	PD: 01.10.2024 ED: 05.08.2024 AD: 09.09.2024	Interior insulation, paint, varnish, stucco, conversion	Scaffolding, ecological building, fire protection	Modernization, restoration, refurbishment		Drilling, bolting, cutting, sawing		Health protection, occupational safety, insurance	
11/2024 November	PD: 04.11.2024 ED: 03.09.2024 AD: 10.10.2024	Dry construction, acoustics, ceilings, stairs, screed, modernization	Natural stone, clay bricks, render, stucco, paint, building preservation	Repairs, cleaning, waterproofing, reinforcement, conversion for new use			Test, charging, insurance, operations	Legal matters, management, training and further training	
12/2024 December	PD: 02.12.2024 ED: 02.10.2024 AD: 08.11.2024	Interior insulation, timber, plaster, paint, varnish, floors	TICS, RVR, scaffolding, ecological building, exterior insulation, modernization		Windows, skylights, doors, building preservation, fire protection, glass	Fixing, cutting, sanding, bolting, measuring, suction		Employees, insurance, marketing, workwear	13.-17.01.2025 BAU , Munich



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

At a glance: The key editorial features and the bauhandwerk issues in which we report on them:

Topic	Issues
Waterproofing	1-2, 6, 7-8, 11
Acoustics	1-2, 4, 5, 7-8, 9
Trailers	1-2
Occupational safety	5, 10
Vehicle equipment	1-2, 4, 9
Exterior insulation	1-2, 6, 9, 12
Fixings	5, 12
Fittings	9
Workwear	3, 5, 10, 12
Floors	3, 6, 9, 12
Drilling	3, 5, 10
Fire protection	3, 5, 9, 10, 12
Skylights	3, 9, 12
Ceilings	1-2, 4, 6, 9, 11
Building preservation	1-2, 6, 7-8, 11, 12
Screed	3, 6, 11
IT	4, 7-8
Electromobility	4, 9
Timber framing	3, 9
Paint	1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12
Windows	3, 5, 9, 12
Reinforcement	11

Topic	Issues
Cutting	5, 12
Pointing	3, 6, 9
Scaffolding	4, 5, 10, 12
Health protection	5, 10
Smoothing	7-8
Glass	5, 12
Timber	1-2, 3, 5, 9, 12
Interior insulation	3, 5, 7-8, 10, 12
Maintenance	1-2, 6, 10
Varnish	1-2, 10, 12
Management	1-2, 6, 11
Marketing	3, 7-8, 12
Measuring	5, 12
Mixing	7-8
Quarried stone	7-8, 11
Ecological building	4, 7-8, 10, 12
Render	1-2, 3, 4, 5, 6, 7-8, 9, 11, 12
Legal matters	1-2, 4, 6, 9, 11
Cleaning	4, 7-8, 11
Repairs	11
Restoration	4, 7-8, 10
Roller application	7-8

Topic	Issues
Stirring	7-8
Modernization	1-2, 4, 6, 10, 12
Suction	5, 12
Grinding	5, 12
Cutting	3, 10
Bolting	3, 5, 10, 12
Filling	7-8
Painting	7-8
Spraying	7-8
Stucco	3, 5, 10, 11
Transporters	1-2, 4, 6, 9, 12
Stairs	1-2, 11
Dry construction	1-2, 4, 6, 9, 11
Doors	3, 5, 9, 12
Conversion	1-2, 4, 6, 7-8, 10
Conversion for new uses	4, 7-8, 11
Glazing	9
Shading	3
Insurance	3, 7-8, 10, 12
RVR	4, 12
TICS	1-2, 4, 6, 9, 12
Frames	5, 9
Clay bricks	7-8, 11

Subject to changes. Product reports are published in each issue, irrespective of feature topics.

Please send your press releases include print-ready graphics and photos by the editorial deadline of the respective issue to: Thomas.Wieckhorst@bauverlag.de

Circulation audit:



Circulation analysis:

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

Print run:	18,867		
Copies actually distributed (tvA):	23,373	thereof abroad:	46
- thereof E-Paper:	4,851	thereof abroad:	8
Copies sold:	884	thereof abroad:	26
Subscriptions:	874	thereof abroad:	26
Other sales:	9		
Single copy sales:	0		
Free copies:	22,489	thereof abroad:	12
Archive and specimen:	346		

Geographic distribution analysis:

Business regions	Copies actually distributed	
	%	Copies
Domestic	99.8	23,327
Abroad	0.2	46
Copies actually distributed (tvA)	100.0	23,373














Summary of the survey method:

1. Method: Dissemination analysis by file evaluation - total survey
 2. Basic population: actual circulation 23,373 = 100 %
 3. Sample: total survey
 4. Target person of the study: not applicable
 5. Period of study: August 2023
 6. Execution of the study: Bauverlag BV GmbH
- Details on the survey method are available from the publishing company.

Distribution by Nielsen-Areas/German states:

Distribution	Copies actually distributed	
	%	Copies
Nielsen-Area I		
Schleswig-Holstein	3.3	777
Hamburg	1.5	357
Lower Saxony	8.8	2,056
Bremen	0.6	132
Nielsen-Area II		
North Rhine Westphalia	20.6	4,804
Nielsen-Area IIIa		
Hesse	7.2	1,678
Rhineland-Palatinate	5.6	1,318
Saarland	1.2	273
Nielsen-Area IIIb		
Baden-Württemberg	14.0	3,279
Nielsen-Area IV		
Bavaria	16.8	3,921
Nielsen-Area V		
Berlin	3.1	736
Nielsen-Area VI		
Mecklenburg-Vorpommern	1.8	420
Brandenburg	3.4	804
Saxony-Anhalt	2.4	564
Nielsen-Area VII		
Thuringia	3.3	781
Saxony	6.1	1,427
Copies truly distributed in domestic area	99.8	23,327

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

<p>2/1 Page</p>  <p>Bleed format: 420 x 297 mm</p> <p>Price (b/w to 4c) 16,490.00 €</p>	<p>1/1 Page</p>  <p>Bleed format: 210 x 297 mm</p> <p>Price (b/w to 4c) 8,750.00 €</p>	<p>Juniorage</p>  <p>Bleed format: 148 x 210 mm</p> <p>Price (b/w to 4c) 5,200.00 €</p>	<p>1/2 Page, horiz.</p>  <p>Bleed format: 210 x 145 mm</p> <p>Price (b/w to 4c) 5,100.00 €</p>	<p>1/2 Page, vertical</p>  <p>Bleed format: 100 x 297 mm</p> <p>Price (b/w to 4c) 5,100.00 €</p>												
<p>1/3 Page, vertical</p>  <p>Bleed format: 70 x 297 mm</p> <p>Price (b/w to 4c) 4,100.00 €</p>	<p>1/3 Page, horiz.</p>  <p>Bleed format: 210 x 100 mm</p> <p>Price (b/w to 4c) 4,100.00 €</p>	<p>1/4 Page, vertical</p>  <p>Bleed format: 52 x 297 mm</p> <p>Price (b/w to 4c) 3,550.00 €</p>	<p>1/4 Page, horiz.</p>  <p>Bleed format: 210 x 74 mm</p> <p>Price (b/w to 4c) 3,550.00 €</p>	<p>1/4 Page, Col.</p>  <p>Bleed format: 100 x 145 mm</p> <p>Price (b/w to 4c) 3,550.00 €</p>												
<p>1/8 Page, vertical</p>  <p>Bleed format: 52 x 145 mm</p> <p>Price (b/w to 4c) 2,630.00 €</p>	<p>1/8 Page, horiz.</p>  <p>Bleed format: 210 x 50 mm</p> <p>Price (b/w to 4c) 2,630.00 €</p>	<p>1/8 Page, Col.</p>  <p>Bleed format: 100 x 74 mm</p> <p>Price (b/w to 4c) 2,630.00 €</p>	<table border="1"> <thead> <tr> <th>Format</th> <th>b/w to 4c</th> </tr> </thead> <tbody> <tr> <td>Advertorial 1/1 Page*</td> <td>8,750.00 €</td> </tr> <tr> <td>Advertorial 1/2 Page**</td> <td>5,100.00 €</td> </tr> <tr> <td>Cover page</td> <td>10,700.00 €</td> </tr> <tr> <td>Cover story</td> <td>18,500.00 €</td> </tr> <tr> <td>Cover story Fair Price Issue 12 Bau</td> <td>23,125.00 €</td> </tr> </tbody> </table>		Format	b/w to 4c	Advertorial 1/1 Page*	8,750.00 €	Advertorial 1/2 Page**	5,100.00 €	Cover page	10,700.00 €	Cover story	18,500.00 €	Cover story Fair Price Issue 12 Bau	23,125.00 €
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Cover story	18,500.00 €															
Cover story Fair Price Issue 12 Bau	23,125.00 €															

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

All prices are subject to statutory VAT. Agency commission: 15 %. Please find the general terms and conditions at: <https://bauverlag.de/en/terms>

Additional charges:

Special positions: Inside front cover, inside back cover and back cover 685.00 €
Other prescribed positions: 20 %

Special colour: Each color 1,120.00 €

Discounts: Published within 12 month,
(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, 44 mm wide)	6.20 €	
Job offers colour	per height mm (1 column, 44 mm wide)	11.50 €	
Situation wanted s/w	per height mm (1 column, 44 mm wide)	3.50 €	
Opportunity ad, Purchase/sale b/w	per height mm (1 column, 44 mm wide)	6.20 €	

From a print value of 1,200.00 €, your job posting will be displayed online at www.bauhandwerk.de for 4 weeks for free.

Special ad types:

Bound inserts (sample - front page/back page required)		
2-pages		6,590.00 €
4-pages		12,150.00 €
(others on request)		

Discounts as per scale of discounts: 1 sheet = 1 ad page
Please supply bound inserts in untrimmed format of 231 mm wide and 303 mm high (four pages and more: folded).

Loose inserts:

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)	340.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	400.00 €

For partial occupancy: selection costs per selection 150.00 €

Glued ad media:
Postcard 95.00 €
Product samples, other tip-ons on request

Technical costs are not eligible for commission and are not discountable.

Required delivery quantity: according to order confirmation
Delivery address: westermann druck GmbH

Georg-Westermann-Allee 66
Tor 1 / Name Auftragsbetreuer
38104 Braunschweig
„Für bauhandwerk Issue ...“

Delivery memo:

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

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

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



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, adhesive binding
Data transmission:	- transmission by FTP: upon request - by e-mail (up to 10 MB): order.management@bauverlag.de For larger volumes of data, please contact: Sandra Pohlmann Phone: +49 5241 2151-4848
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.

Business structure data

Branches/business areas/business type	Percentage of surveyed readers	
	%	Projected (approx.)
Building trade business	88.8	21,263
Architectural company	3.2	766
Property developers	2.0	479
Company planning departments	0.8	192
Building trades	1.2	287
Others	4.0	958
	100.0	23,945

Business structure data

Size of the economic unit by employees	Percentage of surveyed readers	
	%	Projected (approx.)
Up to 4 employees	53.2	12,739
5 to 9 employees	28.4	6,800
10 to 19 employees	10.0	2,395
20 to 49 employees	3.2	766
50 to 99 employees	0.8	192
100 and more employees	1.2	287
No details	3.2	766
	100.0	23,945

Business structure data

Main trade	Percentage of surveyed readers	
	%	Projected (approx.)
Painters and decorators	24.0	5,747
Carpenters/joiners	23.2	5,555
Building contractors (bricklayers, pointers, concrete builders)	17.6	4,214
Stucco plasterer	8.4	2,011
Dry and acoustic construction professionals	4.0	958
Flooring fitters	3.6	862
Cabinet makers	2.8	670
Carpenter	1.2	287
Roofers	1.2	287
Other trades	2.0	479
No details	0.8	192
Non-trades	11.2	2,683
	100.0	23,945

Business structure data

Other trades	Percentage of surveyed readers	
	%	Projected (approx.)
Dry and acoustic construction professionals	31.6	7,567
Painters and decorators	26.4	6,321
Flooring construction	22.0	5,268
Carpenters / joiners	20.0	4,789
Stucco plasterers	19.6	4,693
Building contractors (bricklayers, bricklayers, pointers, concrete builders)	16.8	4,023
Wood and building conservation professionals, waterproofing	13.6	3,257
Screed installers	11.6	2,778
Carpenters	7.2	1,724
Roofers	3.6	862
Other trades	9.6	2,299
No details	18.0	4,310
Non-trades	11.2	2,683

Multiple answers (100.0 % =23,945)

Business structure data

Executed construction measures	Percentage of surveyed readers	
	%	Projected (approx.)
Sound and thermal insulation	50.8	12,164
Dry construction	44.4	10,632
Plastering	41.2	9,865
Waterproofing	41.2	9,865
TICS installation	38.4	9,195
Façade painting	36.0	8,620
Scaffolding erection	35.6	8,524
Painting and decoration	33.6	8,046
Interior finishing – wood	31.6	7,567
Window and door installation	28.8	6,896
Window and door construction	22.8	5,459
Pointing	21.2	5,076
Timber frame refurbishment	20.8	4,981
Parquet installation	19.2	4,597
Stucco plastering	18.4	4,406
Acoustic construction	15.2	3,640
Screed installation	14.0	3,352
Tile laying	12.0	2,873
Roofing and roof sealing	6.8	1,628
Masonry and concrete work	4.0	958
Earthmoving and demolition	1.6	383

Multiple answers (100,0 % = 23,945)

Summary of the survey method

1. Method: Readership structure analysis based on telephone survey – random interviews
2. Basic population: Basic population (actually distributed copies): 23,945 = 100 %. Not included in the survey: 3,088 = 12.9 %
3. Random sample: 250 net interviews, 70.4 % utilization, random selection
4. Target person of the survey: surveyed was the main reader in the WLK
5. Survey period: 14.12.2011 to 06.02.2012
6. Survey conducted by: TNS Emnid Medien- und Sozialforschung GmbH, Bielefeld

Personal structure data

Position in business	Percentage of surveyed readers	
	%	Projected (approx.)
Owner, managing director	86.0	20,593
Foremen, construction site supervisor, master	5.2	1,245
Assistant	0.4	96
Commercial employees	3.2	766
Technical employees	3.6	862
Others	1.6	383
	100.0	23,945

Personal structure data

Decision-making competence	Percentage of surveyed readers	
	%	Projected (approx.)
Makes decisions alone	78.4	18,773
Makes decisions with others	29.6	7,088
Make suggestions and advises	61.2	14,654
Gives recommendations	50.4	12,068
Not involved in making decisions	2.8	670
Does not apply in the working area	1.2	287

Multiple answers (100.0 % = 23,945)

Usage data

Page contact chance	Percentage of surveyed readers	
	%	Projected (approx.)
All or almost all pages	48.4	11,589
Around three quarters	13.2	3,161
Around a half	21.6	5,172
Around a quarter	10.8	2,586
Only few pages, random	5.6	1,341
Almost none or none	0.4	96
Page contact chance	72.4	

Multiple answers (100.0 % = 23,945)

The detailed survey method can be requested from the publisher.



www.bauhandwerk.de

www.bauhandwerk.de is the online information platform for owners and managers of building trade companies involved in interior and exterior refurbishment and new builds.

www.bauhandwerk.de complements the bauhandwerk trade magazine with up-to-the-minute news, product announcements and background reports on masonry, dry construction, interior finishing, fire protection, plaster and stucco, insulation, TICS, paints and structural preservation.

bauhandwerk Newsletter

The bauhandwerk Newsletter provides information to the owners and management of construction trade businesses by email with news from the branch. Latest reports on events and products, as well as technical articles from the print edition update decision-makers on a monthly basis.



Page
impressions

138,094 per month



Visits

110,145 per month



Unique
user

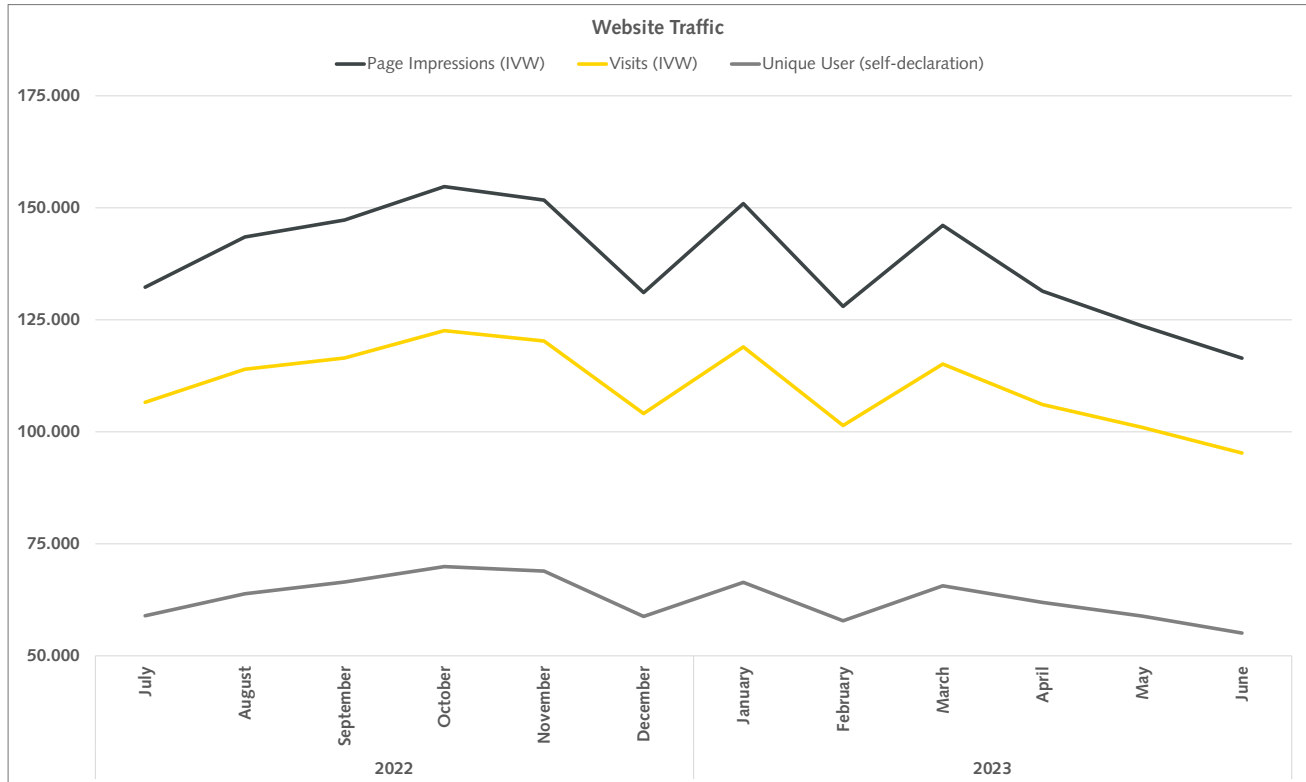
62,707 user



Newsletter
contacs

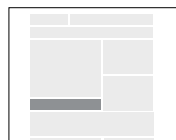
5,521 Ø recipients

Traffic audit:



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

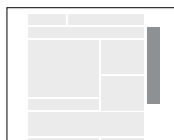
Prices and forms of advertising (price for 28 days / 4 weeks):



Fullsize Banner

Format (B x H):
468 x 60 px

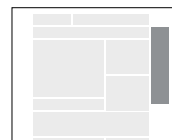
973.00 €



Skyscraper

Format (B x H):
120 x 600 px

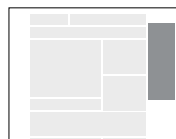
1,456.00 €



Wide skyscraper

Format (B x H):
160 x 600 px

1,701.00 €



Half Page

Format (B x H):
300 x 600 px

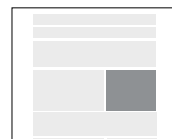
1,946.00 €



Superbanner

Format (B x H):
728 x 90 px

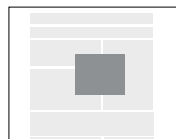
1,218.00 €



Medium rectangle

Format (B x H):
300 x 250 px

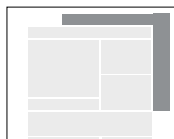
1,701.00 €



Layer Ad

Format (B x H):
400 x 400 px

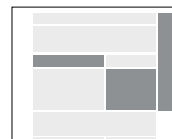
On Request



Wallpaper

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

2,191.00€



Ad bundle

- Fullsize banner
- Skyscraper
- Medium rectangle

1,456.00 €

Advertising formats	Placement	Format (pixel, width x height)	Price in €/4 weeks
Skyscraper sticky	website, in rotation with max. two additional	120 x 600	1,582.00
Wide skyscraper sticky	website, in rotation with max. two additional	160 x 600	1,827.00
Half page sticky	website, in rotation with max. two additional	300 x 600	2,065.00
Billboard	on all pages except homepage, in rotation with max. two additional	970 x 250	2,436.00
Expandable wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	2,436.00
Situations vacant	in the job market	individual	1,200.00
Microsite	own navigation within the website, duration 12 weeks	individual	10,668.00
OnlinePLUS	addition to an existing online article/advertorial	photos, videos, PDFs	1,827.00

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

Discounts:

Published within 12 months (Insertion year)

Staggered repeat discount

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

Online ad specials: additional options

Wallpaper: coloured, clickable background
30% additional charge

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

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

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

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

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

Delivery address: Please send your banner to
order.management@bauverlag.de

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

Please send your materials together with the required meta information:

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

Issue	Publishing date	Booking deadline
January	19.01.2024	10.01.2024
February	09.02.2004	31.01.2024
March	01.03.2024	21.02.2024
April	03.04.2024	21.03.2024
May	02.05.2024	22.04.2024
June	02.06.2024	22.05.2024
July	03.07.2024	24.06.2024
August	19.08.2024	08.08.2024
September	03.09.2024	23.08.2024
October	04.10.2024	24.09.2024
November	04.11.2024	23.10.2024
December	02.12.2024	21.11.2024



Recipients: The bauhandwerk Newsletter reaches managers and owners of construction trade businesses operating in the different trades involved in the construction of newbuilds, building extension and refurbishment.

Circulation: 5,521 recipients
 Openingrate net: 24.9 %
 (source: Inxmail, average per month July 2022 until June 2023)

File formats:

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

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

Format of newsletter: HTML or text

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

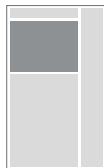
Delivery date: 7 working days prior to beginning of the campaign.
 These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign
 Otherwise, we can bear no costs for delays caused by late delivery to us.

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

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

Prices and forms of advertising:

Text ad premium

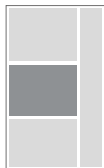


- first text ad in newsletter
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
1,045.00 €

Text ad

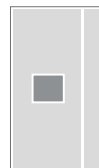


- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
870.00 €

Medium rectangle

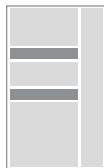


Format:
300 x 250 px

Placement:
content

Price:
1,045.00 €

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
700.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the
content

Price:
870.00 €

Wide skyscraper

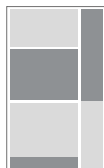


Format:
160 x 600 px

Placement:
next to the content

Price:
1,045.00 €

Newsletter takeover



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

Placement:
content, exclusive

Price:
6,450.00 €

Situations vacant



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

Placement:
content

Price:
870.00 €

Discounts:

Published within 12 months
(Insertion year)

Staggered repeat discount

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

Online-advertorial

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

- Permanent online posts on www.bauhandwerk.de (these remain accessible via the search function after the 4-week period has expired)
- Editorial teaser on the homepage with link to the online post (subject to availability)
- Medium rectangle with placement across the entire website as a teaser with a link to the online post
- Text ad in **bauhandwerk Newsletter** with a link to the online post
- Advertised Facebook post via Facebook fanpage of **bauhandwerk** with a link to the online post

Price: 3,290.00 € plus VAT.
(Price for 28 days / 4 weeks)



Whitepaper

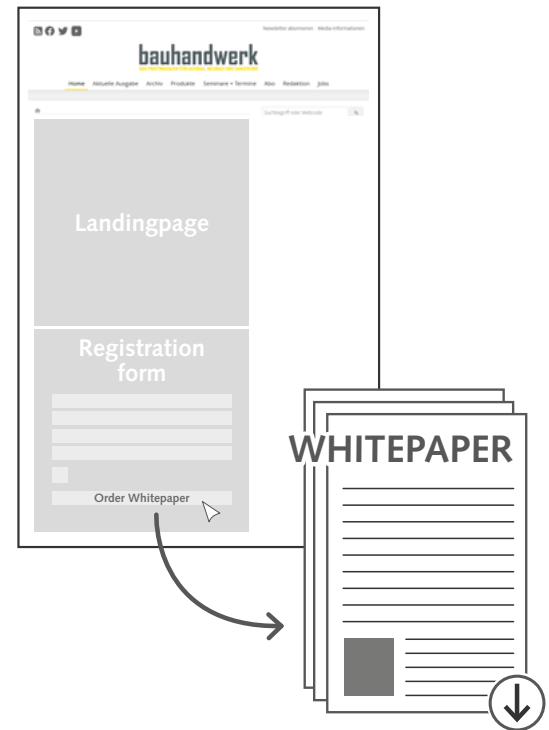
Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on www.bauhandwerk.de. Interested users receive the white paper in exchange for their contact details.

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

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

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

Price: on request



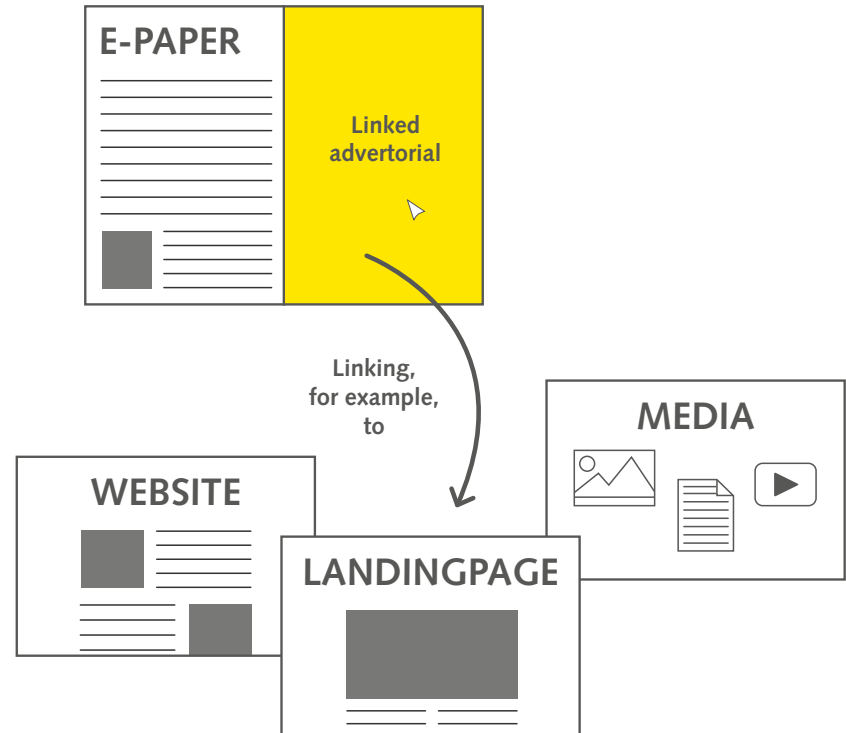
Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper (epaper.bauhandwerk.de).

Linking ads in the E-Paper offers the following advantages:

- **Interactivity:** Readers can click directly on ads to get more information or buy products online.
- **Enhanced user experience:** Readers get direct access to relevant content or products.
- **Enhanced information content:** Ads can provide additional information or media on web pages through links.

Price: 390.00 €



bauhandwerk YouTube Kanal

It's not just daily life that's rapidly developing, but the work world too – every day of every month and at an ever increasing frequency.

bauhandwerk is reacting to this shift in information handling.

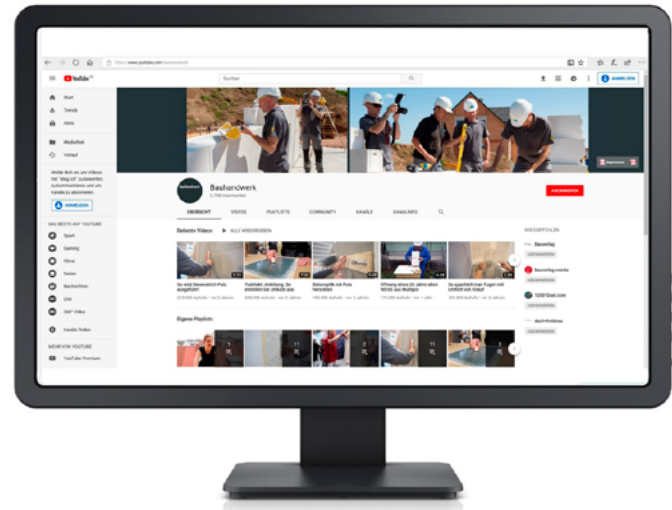
It is the only brand in the construction industry to create its own specialist informational materials in the bauhandwerk editorial department, which also produces **exclusive videos, which are unique for the industry and created with the help of experts.**

This exclusive product is shared with the target audience via all of bauhandwerk media channels.

Scope of services:

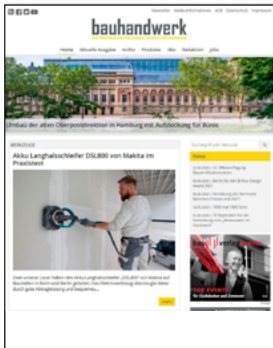
- research, preparation and coordination of the storyboard
- on-site shooting sessions
- post-production of videos (film, editing, voice-overs if necessary)
- press coverage in bauhandwerk
- or advertisements in bauhandwerk
- presentation on www.bauhandwerk.de
- presentation on bauhandwerk YouTube channel
- video for marketing/distribution, optionally with raw material for customers

Price on request



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

Online branding package



Half page ad on
www.bauhandwerk.de



Wide skyscraper in
bauhandwerk Newsletter

Duration 4 weeks
Price: 2,691.90 € plus VAT.

Cross-media product advertising package



Online-Advertorial on
www.bauhandwerk.de
(for benefits, see previous page)

Duration 4 weeks
Price: 7,776.00 € plus VAT.



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

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

Looking for something? Find it here!

Make sure that market players in the construction and property sector can find you.

EINKAUFSFÜHRER BAU

Bauverlag's EINKAUFSFÜHRER BAU is the online search engine for construction professionals. At www.EINKAUFSFUEHRER-BAU.de, they can find the manufacturers of all construction products.

BUILDING TRADES COMPANIES AND ENGINEERS

(from the painting and decorating, stucco, plastering, drywall construction, carpentry, joinery, roofing and timber construction, electrics, plumbing, HVAC, metal engineering)

CONSTRUCTION COMPANIES (in building construction, civil engineering, road construction, garden und landscaping and tunnel construction)

TRADE

(construction machinery, construction materials, roofing materials, civil engineering supplies)

FACILITY MANAGERS AND HOUSING ASSOCIATIONS

ARCHITECTS AND PLANNING & CONSTRUCTION ENGINEERS

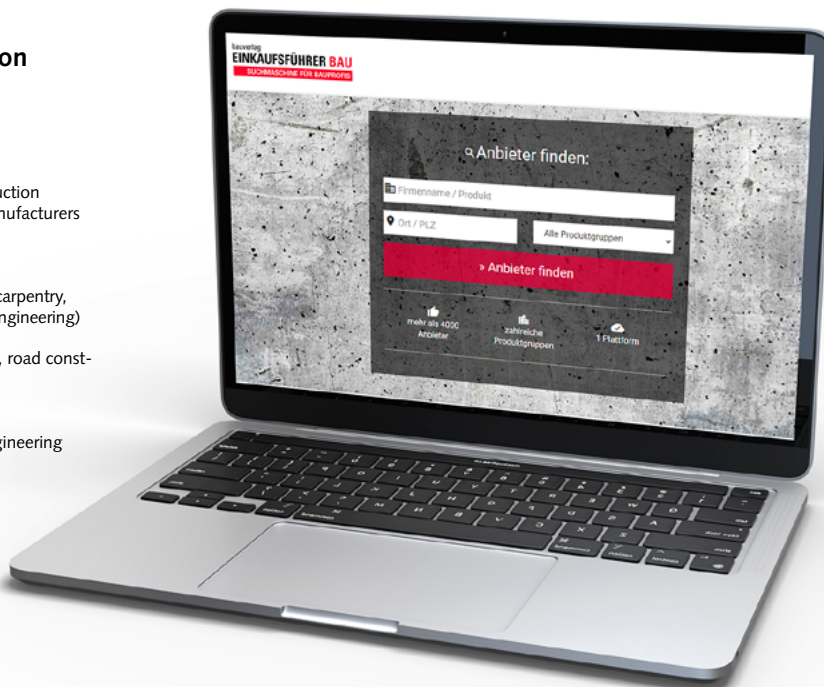
Request a quote now!

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



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