

MEDIA DATA 2025

Target group

- Tradesmen who work across all trades in new construction expansion and renovation



bauhandwerk
DAS PROFIMAGAZIN FÜR AUSBAU, NEUBAU UND SANIERUNG

Bauhandwerk.de

bau || || verlag



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bauhandwerk

bauhandwerk is the leading brand for specialist information for owners of craft businesses, master craftsmen and technicians who are across all trades involved in new builds, extensions and renovations. In each printed issue of the brand, we present at least one construction site in a process-oriented way. The topics classified ads finishing, façades, building protection, building elements, tools, commercial vehicles and operational management cover the entire spectrum of work carried out by the trades working in these areas. We offer this content and other current news at www.bauhandwerk.de. At www.youtube.com/bauhandwerk, we present the assembly of components, the functioning of tools and the execution of trade techniques in detailed videos. Short, concise information is available on Xing, Facebook and Instagram. We also send out a monthly newsletter with selected top topics.



199,510

Copies / Year

copies actually distributed 19,951
thereof E-Paper: 6,846
Publication frequency 10x / Year



1,967,244

Page impressions website / Year

Page Impressions 163,937 / Month
Visits 130,631 / Month
Unique User 58,561 / Month



71,136

Newsletter recipients / Year

Recipients 5,928 / Issue
Openingrate net 26.7 %
Publication frequency 12x / Year



8,400

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PRINT

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

Issue Month	Dates	Main topics							Trade fairs / Events	
		Finishing	Facade	Building preservation	Building elements	Tools	Utility vehicles	Operations management		
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, operation	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, Germany

The editors reserve the right to change topics for reasons of topicality.

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

Issue Month	Dates	Main topics					Utility vehicles	Operations management	Trade fairs / Events
		Finishing	Facade	Building preservation	Building elements	Tools			
1-2/2025 January-February	PD: 24.02.2025 ED: 20.12.2024 AD: 31.01.2025	Drywall, ceilings, stairs, wood, floors, paint, remodeling	ETICS, external insulation, plaster, special color	Waterproofing, repair, renovation, monument protection			Technology, equipment, trailer, drive	Law, Management, Office	13.-17.01.2025 BAU , Munich, Germany
3/2025 March	PD: 14.03.2025 ED: 14.01.2025 AD: 20.02.2025	screed, acoustics, interior insulation, special color, wood, fire protection	Plaster, stucco, special color, half-timbering, joints, renovation		Windows, skylights, doors, fire protection, shading	Drilling, screwing, cutting, sawing		Employees, insurance, marketing, workwear	
4/2025 April	PD: 01.04.2025 ED: 02.02.2025 AD: 10.03.2025	Dry construction, special color, plaster, frames, acoustics, ceilings, conversion	ETICS, VHF, ecological building, scaffolding	Conversion, restoration, cleaning, refurbishment		Access technology - Ladders and climbing aids	Test, Equipment, Electromobility, Fleet	Law, education and training, IT	
5/2025 May	PD: 02.05.2025 ED: 04.03.2025 AD: 07.04.2025	Interior insulation, scaffolding, renovation, wood, acoustics, fire protection	Plaster, stucco, fire protection, special color		Windows, doors, frames, glass, fire protection	Fastening, milling, grinding, screwing, measuring, vacuuming, drilling		Workwear, health protection, occupational safety	
6/2025 June	PD: 02.06.2025 ED: 05.04.2025 AD: 08.05.2025	Dry construction, ceilings, screed, floors, conversion	ETICS, external insulation, plaster, special color, joints	Waterproofing, repair, renovation, monument protection			Technology, cargo, leasing, insurance	Law, management, education and training	

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Issue Month	Dates	Main topics					Utility vehicles	Operations management	Trade fairs / Events
		Finishing	Facade	Building preservation	Building elements	Tools			
7-8/2025 July- August	PD: 14.07.2025 ED: 15.05.2025 AD: 20.06.2025	Interior insulation, Special color, Plaster, Acoustics, Ecological building, Conversion	Natural stone, brick, monument protection, cleaning	Waterproofing, refurbishment, conversion, restoration		Spraying, mixing, stirring, brushing, rolling, smoothing, filling		Employees, insurance, marketing, IT	
9/2025 September	PD: 01.09.2025 ED: 05.07.2025 AD: 08.08.2025	Dry construction, acoustics, ceilings, fire protection, floors, renovation, wood	ETICS, external insulation, half-timbering, joints, plaster, special color		Windows, skylights, doors, fittings, glazing, frames	Access technology - Ladders and climbing aids	Test, electromobility, fleet, equipment	Legal, education and training, workwear	
10/2025 October	PD: 01.10.2025 ED: 05.08.2025 AD: 09.09.2025	Interior insulation, special color, paint, stucco, renovation	Scaffolding, ecological building, fire protection	Refurbishment, restoration, repair		Drilling, screwing, cutting, sawing		Health protection, occupational safety, insurance	
11/2025 November	PD: 03.11.2025 ED: 03.09.2025 AD: 09.10.2025	Dry construction, acoustics, ceilings, stairs, screed, renovation	Natural stone, brick, plaster, stucco, special color, monument protection	Repair, cleaning, sealing, consolidation, conversion			Test, loading, insurance, operation	Law, management, education and training	04. - 07.11.2025 A+A – Safety, Security and Health at Work Düsseldorf, Germany
12/2025 December	PD: 01.12.2025 ED: 02.10.2025 AD: 07.11.2025	Interior insulation, wood, plaster, special color, paint, floors	ETICS, VHF, scaffolding, ecological building, external insulation, renovation		Windows, skylights, doors, monument protection, fire protection, glass	Fastening, milling, grinding, screwing, measuring, vacuuming		Employees, insurance, marketing, workwear	

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Issue Month	Dates	Main topics					Utility vehicles	Operations management	Trade fairs / Events
		Finishing	Facade	Building preservation	Building elements	Tools			
1-2/2026 January-February	PD: 02.02.2026 ED: 01.12.2025 AD: 09.01.2026	Drywall, ceilings, stairs, wood, floors, paint, remodeling	ETICS, external insulation, plaster, special color	Waterproofing, repair, renovation, monument protection			Technology, equipment, trailer, drive	Law, Management, Office	24.-27.02.2026 DACH+HOLZ Cologne, Germany
3/2026 March	PD: 02.03.2026 ED: 02.01.2026 AD: 06.02.2026	screed, acoustics, interior insulation, special color, wood, fire protection	Plaster, stucco, special color, half-timbering, joints, renovation		Windows, skylights, doors, fire protection, shading	Drilling, screwing, cutting and sawing		Employees, insurance, marketing, workwear	24.-27.03.2026 FENSTERBAU FRONTALE Nuremberg, Germany 24.-27.03.2026 HOLZ-HANDWERK Nuremberg, Germany

The editors reserve the right to change topics for reasons of topicality. The complete Editorial schedule 2026 will be published in Media data 2026.

The most important editorial topics at a glance and the corresponding issues of **bauhandwerk** in which we report on them:

Thema	Issues
Acoustics	1-2, 4, 5, 7-8, 9
Bricks	7-8, 11
Ceilings	1-2, 4, 6, 9, 11
Cleaning	4, 7-8, 11
Consolidation	11
Conversion	4, 7-8, 11
Cutting	3, 10
doors	3, 5, 9, 12
Drilling	3, 5, 10
Dry construction	1-2, 4, 6, 9, 11
Ecological building	4, 7-8, 10, 12
EDP	4, 7-8
Electromobility	4, 9
ETICS	1-2, 4, 6, 9, 12
Exterior insulation	1-2, 6, 9, 12
Fastening	5, 12
Filling	7-8
Fire protection	3, 5, 9, 10, 12
Fittings	9
Floors	3, 6, 9, 12
Frames	5, 9
glass	5, 12
Glazing	9

Thema	Issues
Grinding	5, 12
Health protection	5, 10
Insurance	3, 7-8, 10, 12
Interior insulation	3, 5, 7-8, 10, 12
Joints	3, 6, 9
Ladders	4, 9
Law	1-2, 4, 6, 9, 11
management	1-2, 6, 11
marketing	3, 7-8, 12
Measuring	5, 12
Milling	5, 12
Mixing	7-8
Monument protection	1-2, 6, 7-8, 11, 12
Natural stone	7-8, 11
Paint	1-2, 10, 12
Painting	7-8
Plaster	1-2, 3, 4, 5, 6, 7-8, 9, 11, 12
Remediation	1-2, 4, 6, 10, 12
Remodeling	1-2, 4, 6, 7-8, 10
Repair	11
Restoration	1-2, 6, 10
Rollers	7-8
Scaffolding	4, 5, 10, 12

Thema	Issues
screed	3, 6, 11
Screwing	3, 5, 10, 12
Sealing	1-2, 6, 7-8, 11
Shading	3
skylights	3, 9, 12
Smoothing	7-8
Special color	1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12
Spraying	7-8
Stairs	1-2, 11
Stirring	7-8
Stucco	3, 5, 10, 11
Timber framing	3, 9
Trailers	1-2
Transporter	1-2, 4, 6, 9, 12
Vacuuming	5, 12
Vehicle equipment	1-2, 4, 9
VHF	4, 12
Windows	3, 5, 9, 12
Wood	1-2, 3, 5, 9, 12
Work safety	5, 10
Workwear	3, 5, 10, 12

Subject to change without notice. Product reports are published in every issue, regardless of the main topic. Please send your press releases including printable images by the editorial deadline of the respective issue to: Thomas.Wieckhorst@bauverlag.de

Circulation audit: 
 Circulation analysis: Copies per issue
 (1. Juli 2023 bis 30. Juni 2024)

Copies actually distributed:	19,951	thereof abroad:	35
- thereof E-Paper:	6,846	thereof abroad:	14
Copies sold:	808	thereof abroad:	24
Subscriptions:	802	thereof abroad:	0
Other sales:	6		
Single copy sales:	0		
Free copies:	19,143	thereof abroad:	11
Archive and specimen:	195		

Geographic distribution analysis:

Business regions	Copies actually distributed	
	%*	Copies
Domestic	99.8	19,916
Abroad	0.2	35
Copies actually distributed (tvA)	100.0	19,951

* 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 19,951 = 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.

Distribution by Nielsen-Areas/German states:

Vertrieb	Copies actually distributed	
	%*	Copies
Nielsen-Area I		
Schleswig-Holstein	3.3	664
Hamburg	1.5	306
Niedersachsen	8.7	1,742
Bremen	0.6	113
Nielsen-Area II		
Nordrhein-Westfalen	20.5	4,088
Nielsen-Area IIIa		
Hessen	7.2	1,430
Rheinland-Pfalz	5.7	1,135
Saarland	1.2	235
Nielsen-Area IIIb		
Baden-Württemberg	14.1	2,822
Nielsen-Area IV		
Bayern	16.7	3,341
Nielsen-Area V		
Berlin	3.1	621
Nielsen-Area VI		
Mecklenburg-Vorpommern	1.8	358
Brandenburg	3.4	688
Sachsen-Anhalt	2.4	482
Nielsen-Area VII		
Thüringen	3.3	667
Sachsen	6.1	1,224
Copies truly distributed in domestic area	99.8	19,916

* The percentages have been rounded to one decimal place.

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) 17,080.00 €</p>	<p>1/1 Page</p>  <p>Bleed format: 210 x 297 mm</p> <p>Price (b/w to 4c) 9,070.00 €</p>	<p>Juniorpage</p>  <p>Bleed format: 148 x 210 mm</p> <p>Price (b/w to 4c) 5,390.00 €</p>	<p>1/2 Page, horiz.</p>  <p>Bleed format: 210 x 145 mm</p> <p>Price (b/w to 4c) 5,280.00 €</p>	<p>1/2 Page, vertical</p>  <p>Bleed format: 100 x 297 mm</p> <p>Price (b/w to 4c) 5,280.00 €</p>														
<p>1/3 Page, vertical</p>  <p>Bleed format: 70 x 297 mm</p> <p>Price (b/w to 4c) 4,250.00 €</p>	<p>1/3 Page, horiz.</p>  <p>Bleed format: 210 x 100 mm</p> <p>Price (b/w to 4c) 4,250.00 €</p>	<p>1/4 Page, vertical</p>  <p>Bleed format: 52 x 297 mm</p> <p>Price (b/w to 4c) 3,680.00 €</p>	<p>1/4 Page, horiz.</p>  <p>Bleed format: 210 x 74 mm</p> <p>Price (b/w to 4c) 3,680.00 €</p>	<p>1/4 Page, Col.</p>  <p>Bleed format: 100 x 145 mm</p> <p>Price (b/w to 4c) 3,680.00 €</p>														
<p>1/8 Page, vertical</p>  <p>Bleed format: 52 x 145 mm</p> <p>Price (b/w to 4c) 2,720.00 €</p>	<p>1/8 Page, horiz.</p>  <p>Bleed format: 210 x 50 mm</p> <p>Price (b/w to 4c) 2,720.00 €</p>	<p>1/8 Page, Col.</p>  <p>Bleed format: 100 x 74 mm</p> <p>Price (b/w to 4c) 2,720.00 €</p>	<table border="1"> <thead> <tr> <th>Format</th> <th>s/w bis 4c</th> </tr> </thead> <tbody> <tr> <td>Advertorial 1/1 Page*</td> <td>9,070.00 €</td> </tr> <tr> <td>Advertorial 1/2 Page**</td> <td>5,280.00 €</td> </tr> <tr> <td>Cover page</td> <td>10,930.00 €</td> </tr> <tr> <td>Cover story Grundprice</td> <td>18,340.00 €</td> </tr> <tr> <td>Cover story Fair price Issue 1</td> <td>22,925.00 €</td> </tr> <tr> <td>BAU</td> <td></td> </tr> </tbody> </table>		Format	s/w bis 4c	Advertorial 1/1 Page*	9,070.00 €	Advertorial 1/2 Page**	5,280.00 €	Cover page	10,930.00 €	Cover story Grundprice	18,340.00 €	Cover story Fair price Issue 1	22,925.00 €	BAU	
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BAU																		

* Price surcharge for design by the publisher 500.00 €; ** Price surcharge for design by the publisher 250.00 €
All prices plus 19 % VAT. Agency commission: 15 %. You can find the general terms and conditions at: <https://bauverlag.de/en/terms>

Additional charges:

Placement:	Inside front cover, inside back cover and back cover	710.00 €
	Other prescribed positions	20 %
Special colour:	Each color	1,160.00 €

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

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

Crossmedia discount

Discounts for print and online advertising and crossmedia advertising campaigns on request.

No discount on inserts and additional technical costs.

Classified ads:	(not discountable)	
	Job offers b/w	per height mm (1 column, 44 mm wide) 6.40 €
	Job offers colour	per height mm (1 column, 44 mm wide) 11.50 €
	Situation wanted b/w	per height mm (1 column, 44 mm wide) 3.60 €
	Opportunity ad, Purchase/sale b/w	per height mm (1 column, 44 mm wide) 6.40 €

From a print value of 1,250.00 €, your job posting will be displayed online at www.bauhandwerk.de online for 4 weeks for free.

Special ad types:

Bound inserts (sample - front page/back page required)	
2-pages	6,830.00 €
4-pages	12,590.00 €
(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

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)	350.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	410.00 €

For partial occupancy: selection costs per selection 160.00 €

Glued ad media

Postcard	Price %
Product sample, other glued ad media	100.00 € 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, Germany
Delivery memo: „For bauhandwerk 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: DIN A4 (210 mm wide x 297 mm high;
untrimmed: 216 mm wide x 303 mm high)

Print space: 190 mm wide x 271 mm high
4 Columns à 45 mm

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

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

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.

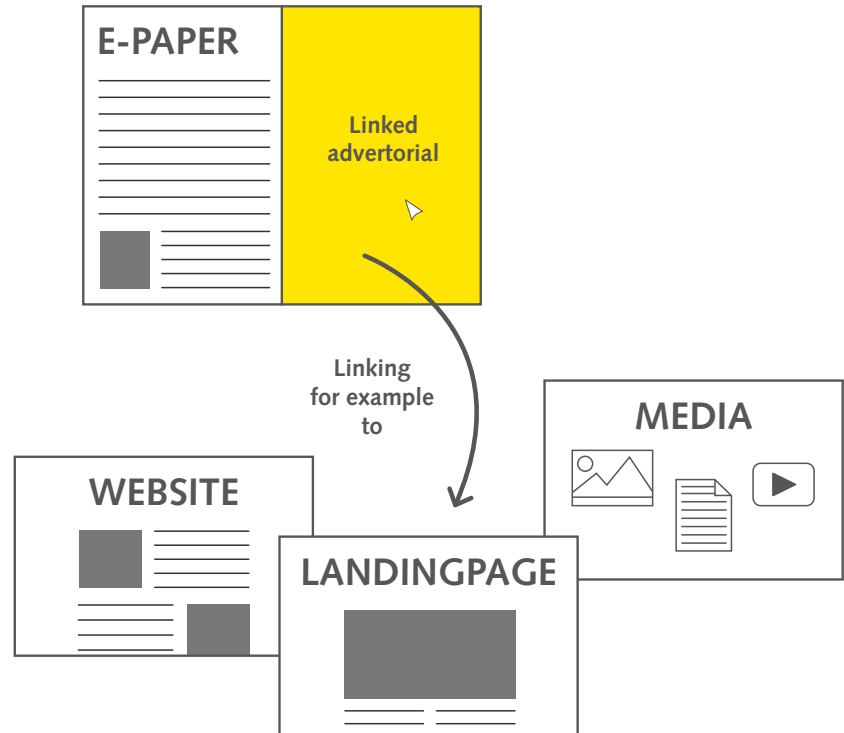
Linking in E-Paper

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 €

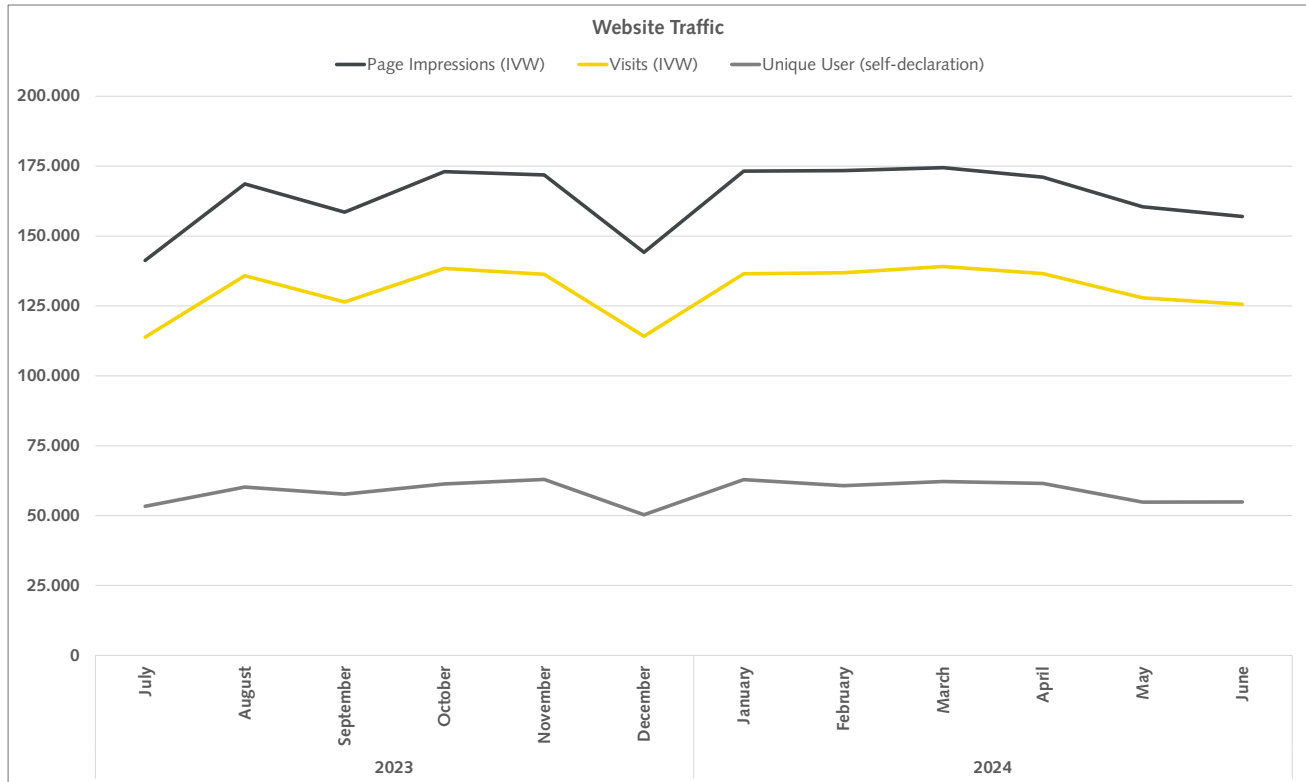


DIGITAL

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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)	1,008.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	1,260.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	1,764.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,512.00 € 1,638.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	1,512.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,764.00 € 1,890.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	2,016.00 € 2,142.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	2,520.00 €
Wallpaper	Above and next to the content	728 x 90 und 120 x 600	Content	300 x 250	2,268.00 €
Expandable wallpaper	Above and next to the content	728 x 90 und 120 x 600 (300 x 600)	Content	300 x 600	2,520.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	1,890.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	11,046.00 € (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 %

Special ad types:

additional options

Wallpaper: coloured, clickable background

30% additional charge

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

File formats:

JPG, GIF, Flash, HTML-Tag, Redirect-Tag

Weight: max. 100 kB per banner

The kB data given for every advertising material are maximum sizes and represent the total sum of all data defined by the advertising materials (including files to be loaded later, sniffer code, images, flash, etc.).

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

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

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

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

Please send your materials together with the required meta information:

- booked site
- Customer name
- Order number
- Target-URL
- Booking period
- Form of advertisingat
- Motif name
- Contact person for inquiries

Issues	Publication date	Booking deadline
Januar	07.01.2025	17.12.2024
Februar	03.02.2025	23.01.2025
März	03.03.2025	20.02.2025
April	01.04.2025	21.03.2025
Mai	02.05.2025	22.04.2025
Juni	02.06.2025	21.05.2025
Juli	01.07.2025	20.06.2025
August	13.08.2025	04.08.2025
September	01.09.2025	21.08.2025
Oktober	01.10.2025	22.09.2025
November	03.11.2025	23.10.2025
Dezember	01.12.2025	20.11.2025



Recipients: The bauhandwerk newsletter reaches managers and owners of trade businesses that are active across all trades in new construction, expansion and renovation.

Circulation: 5,928 Recipients
Openingrate net: 26.7 %
(Quelle: Inxmail, Average per month July 2023 to June 2024)

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:
 – booked newsletter
 – Customer name
 – Order number
 – Target URL
 – Contact person for inquiries

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

Prices and forms of advertising:

Text ad premium



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

Placement:
content

Price:
1,080.00 €

Text ad



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

Placement:
content

Price:
900.00 €

Medium rectangle

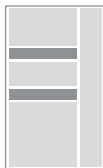


Format:
300 x 250 px

Placement:
content

Price:
1,080.00 €

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
720.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the
content

Price:
900.00 €

Wide skyscraper

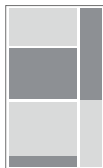


Format:
160 x 600 px

Placement:
next to
the content

Price:
1,080.00 €

Newsletter takeover



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

Placement:
content, exklusiv

Price:
6,680.00 €

Job offer



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

Placement:
content

Price:
900.00 €

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.bauhandwerk.de (can still be found via search after the 4 weeks)
- redaktioneller Teaser auf der Startseite 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
- 1 Text ad in the **bauhandwerk Newsletter** with link to the online article
- Promoted Facebook post via the Facebook fan page of **bauhandwerk** with link to the online article

Price: 3,402.00 € plus VAT.
(Price for 28 days / 4 weeks)



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 and landscaping and tunnel construction)

TRADE

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

FACILITY MANAGERS AND HOUSING ASSOCIATIONS

ARCHITECTS AND PLANNING & CONSTRUCTION ENGINEERS

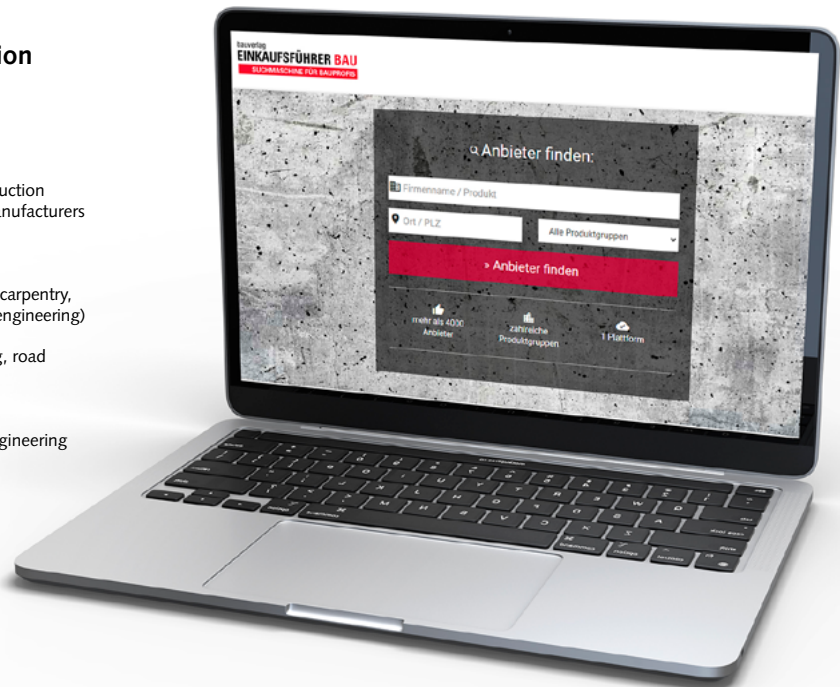
Request a quote now!

Narin Yelman

Sales Manager

Telefon: +49 5241 2151-4433

E-Mail: narin.yelman@bauverlag.de



PORTFOLIO

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Our communication packages combine suitable advertising measures - tailored to your communication objective - so that your target group is addressed comprehensively.

Online branding package



Halfpage ad on www.bauhandwerk.de



Wide skyscraper in bauhandwerk Newsletter

Duration 4 weeks
Price: 2,786.40 € plus VAT.

Crossmedia product advertising package



Online advertorial on www.bauhandwerk.de



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

Duration 4 weeks
Price: 7,813.80 € plus VAT.

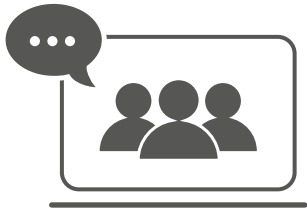
We will be happy to put together further packages with suitable digital and print formats for you on request.

Gain valuable leads with the strong media brand bauhandwerk!

Webinar

Choose an interesting topic, create an exciting Presentation and have the webinar moderated by our expert **bauhandwerk** 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, technically sound information on a topic of interest to the target group in a useful white paper on **bauhandwerk.de**. 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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Director Video & Digital Services
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E-Mail: erdal.top@bauverlag.de



bau|||verlag Events

Networking für Architektur und Bau

The portal for networking in architecture and the construction industry

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

Our events offer you

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

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

Please contact us



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Assistance Eventmanagement

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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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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!



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

