

MEDIA DATA

2026 (SHORT VERSION)

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 



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.



181,490

Copies / year

copies actually distributed 18,149
thereof E-Paper: 6,837
Publication frequency 10x / Year



1,692,744

Page impressions website / year

Page Impressions 141,062 / Month
Visits 111,747 / Month
Unique User 51,111 / Month



74,460

Newsletter recipients / year

Recipients 6,205 / Issue
Openingrate net 27.4 %
Publication frequency 12x / Year



11,100

Follower social media

PD = Publication date, ED = Editorial deadline, AD = Advertorial Deadline

Issue Month	Dates	Main topics						Utility vehicles	Operations management	Trade fairs / Events
		Finishing	Facade	Building preservation	Building elements	Tools				
11/2025 November	PD: 17.11.2025 ED: 03.09.2025 AD: 23.10.2025	Drywall construction, acoustics, ceilings, stairs, screed, renovation	Natural stone, brick, plaster, stucco, special colours, monument protection	Repair, cleaning, sealing, reinforcement, conversion Testing, loading, insurance, operation				Testing, loading, insurance, operation	Law, management, training and further education	04.-07.11.2025 A+A – International trade fair and congress for safety and health at work Düsseldorf
12/2025 December	PD: 15.12.2025 ED: 02.10.2025 AD: 21.11.2025	Interior insulation, wood, plaster, special colours, paint, floors	External thermal insulation composite systems, ventilated facade cladding, scaffolding, ecological construction, exterior insulation, renovation		Windows, skylights, doors, monument protection, fire protection, glass	Fastening, milling, grinding, screwing, measuring, vacuuming			Employees, insurance, marketing, workwear	

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

PD = Publication date, ED = Editorial deadline, AD = Advertorial Deadline

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: 20.02.2026 ED: 19.12.2025 AD: 29.01.2026	Drywall construction, ceilings, stairs, wood, floors, paint, conversion	ETICS, exterior insulation, plaster, special colours	Waterproofing, repair, renovation, monument protection				Technology, equipment, trailers, drive	Law, management, office	DACH+HOLZ International , 24.-27.02.2026, Cologne
3/2026 March	PD: 13.03.2026 ED: 12.01.2026 AD: 19.02.2026	Screed, acoustics, interior insulation, special colours, wood, fire protection	Plaster, stucco, special colours, half-timbering, joints, renovation		Windows, skylights, doors, fire protection, shading	Drilling, screwing, cutting, sawing			Employees, insurance, marketing, workwear	IHM Internationale Handwerksmesse , 04.-08.03.2026, Munich digitalBAU , 24.-26.03.2026, Cologne FENSTERBAU FRONTALE , 24.-27.03.2026, Nuremberg HOLZ-HANDWERK , 24.-27.03.2026, Nuremberg
4/2026 April	PD: 01.04.2026 ED: 02.02.2026 AD: 10.03.2026	Drywall construction, special colours, plaster, frames, acoustics, ceilings, conversion	ETICS, VHF, ecological construction, scaffolding	Conversion, restoration, cleaning, renovation				Testing, equipment, electromobility, fleet	Law, training and further education, IT	
5/2026 May	PD: 04.05.2026 ED: 02.03.2026 AD: 09.04.2026	Interior insulation, scaffolding, renovation, wood, acoustics, fire protection	Plaster, stucco, fire protection, special colours		Windows, doors, frames, glass, fire protection	Fastening, milling, grinding, screwing, measuring, vacuuming, drilling			Workwear, health protection, occupational safety	

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Issue Month	Dates	Main topics							Trade fairs / Events
		Finishing	Facade	Building preservation	Building elements	Tools	Utility vehicles	Operations management	
6/2026 June	PD: 01.06.2026 ED: 02.04.2026 AD: 06.05.2026	Drywall construction, ceilings, screed, floors, conversion	ETICS, external insulation, plaster, special colours, joints	Waterproofing, repair, renovation, monument protection			Technology, freight, leasing, insurance	Law, management, training and further education	EPT Estrich Parkett Fliese, 25.-27.06.2026, Feuchtwangen
7-8/2026 July- August	PD: 14.07.2026 ED: 15.05.2026 AD: 22.06.2026	Interior insulation, special colours, plaster, acoustics, ecological construction, renovation	Natural stone, bricks, monument protection, cleaning	Waterproofing, refurbishment, conversion, restoration		Spraying, mixing, stirring, painting, rolling, smoothing, filling		Employees, insurance, marketing, IT	
9/2026 September	PD: 01.09.2026 ED: 03.07.2026 AD: 10.08.2026	Drywall construction, acoustics, ceilings, fire protection, floors, renovation, wood	ETICS, external insulation, half-timbering, joints, plaster, special colour		Windows, skylights, doors, fittings, glazing, frames		Testing, electro-mobility, fleet, equipment	Law, training and further education, workwear	NordBau, 09.-13.09.2026, Neumünster IAA Transportation, 15.-20.09.2026, Hannover
10/2026 October	PD: 01.10.2026 ED: 03.08.2026 AD: 09.09.2026	Interior insulation, special colours, paint, stucco, conversion	Scaffolding, ecological construction, fire protection	Renovation, restoration, repair		Drilling, screwing, cutting, sawing		Health protection, occupational safety, insurance	
11/2026 November	PD: 02.11.2026 ED: 03.09.2026 AD: 09.10.2026	Drywall construction, acoustics, ceilings, stairs, screed, renovation	Natural stone, brick, plaster, stucco, special colours, monument protection	Repair, cleaning, sealing, reinforcement, conversion			Testing, loading, insurance, operation	Law, management, training and further education	Denkmal, 05.-07.11.2026, Leipzig
12/2026 December	PD: 01.12.2026 ED: 02.10.2026 AD: 09.11.2026	Interior insulation, wood, plaster, special colours, paint, floors	ETICS, VHF, scaffolding, ecological construction, external insulation, renovation		Windows, skylights, doors, monument protection, fire protection, glass	Fastening, milling, grinding, screwing, measuring, vacuuming		Preliminary reporting on the BAU 2027 trade fair, employees, insurance, marketing, workwear	BAU, 11.-15.01.2027, Munich














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1-2/2027 January-February	PD: 19.02.2027 ED: 18.12.2026 AD: 28.01.2027	Drywall construction, ceilings, stairs, wood, floors, paint, conversion	ETICS, exterior insulation, plaster, special colours	Waterproofing, repair, renovation, monument protection				Technology, equipment, trailers, drive	Follow-up report on the BAU 2027 trade fair, law, management, office	BAU, 11.-15.01.2027, Munich
3/2027 March	PD: 12.03.2027 ED: 13.01.2027 AD: 18.02.2027	Screed, acoustics, interior insulation, special colours, wood, fire protection	Plaster, stucco, special colours, half-timbering, joints, renovation		Windows, skylights, doors, fire protection, shading	Drilling, screwing, cutting, sawing			Employees, insurance, marketing, workwear	

The editorial department reserves the right to make changes/additions on grounds of topicality. The complete editorial schedule for 2027 will be published in the 2027 media data.

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) 17,680.00 €</p>	<p>1/1 Page</p>  <p>Bleed format: 210 x 297 mm</p> <p>Price (b/w to 4c) 9,390.00 €</p>	<p>Juneorpage</p>  <p>Bleed format: 148 x 210 mm</p> <p>Price (b/w to 4c) 5,580.00 €</p>	<p>1/2 Page, horiz.</p>  <p>Bleed format: 210 x 145 mm</p> <p>Price (b/w to 4c) 5,460.00 €</p>	<p>1/2 Page, vertical</p>  <p>Bleed format: 100 x 297 mm</p> <p>Price (b/w to 4c) 5,460.00 €</p>												
<p>1/3 Page, vertical</p>  <p>Bleed format: 70 x 297 mm</p> <p>Price (b/w to 4c) 4,400.00 €</p>	<p>1/3 Page, horiz.</p>  <p>Bleed format: 210 x 100 mm</p> <p>Price (b/w to 4c) 4,400.00 €</p>	<p>1/4 Page, vertical</p>  <p>Bleed format: 52 x 297 mm</p> <p>Price (b/w to 4c) 3,810.00 €</p>	<p>1/4 Page, horiz.</p>  <p>Bleed format: 210 x 74 mm</p> <p>Price (b/w to 4c) 3,810.00 €</p>	<p>1/4 Page, Col.</p>  <p>Bleed format: 100 x 145 mm</p> <p>Price (b/w to 4c) 3,810.00 €</p>												
<p>1/8 Page, vertical</p>  <p>Bleed format: 52 x 145 mm</p> <p>Price (b/w to 4c) 2,820.00 €</p>	<p>1/8 Page, horiz.</p>  <p>Bleed format: 210 x 50 mm</p> <p>Price (b/w to 4c) 2,820.00 €</p>	<p>1/8 Page, Col.</p>  <p>Bleed format: 100 x 74 mm</p> <p>Price (b/w to 4c) 2,820.00 €</p>	<table border="1"> <thead> <tr> <th>Format</th> <th></th> </tr> </thead> <tbody> <tr> <td>Advertorial 1/1 Page*</td> <td>9,390.00 €</td> </tr> <tr> <td>Advertorial 1/2 Page**</td> <td>5,460.00 €</td> </tr> <tr> <td>Cover page</td> <td>11,310.00 €</td> </tr> <tr> <td>Cover story base price</td> <td>18,980.00 €</td> </tr> <tr> <td>Cover story Fair price Issue 3/2026 IHM; 12/2026 and 1/2027 BAU</td> <td>23,725.00 €</td> </tr> </tbody> </table>		Format		Advertorial 1/1 Page*	9,390.00 €	Advertorial 1/2 Page**	5,460.00 €	Cover page	11,310.00 €	Cover story base price	18,980.00 €	Cover story Fair price Issue 3/2026 IHM; 12/2026 and 1/2027 BAU	23,725.00 €
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* 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 terms and conditions at: <https://bauverlag.de/en/terms>

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)	1,050.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	1,302.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	1,820.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,568.00 € 1,694.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	1,568.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,820.00 € 1,960.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	2,086.00 € 2,212.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	2,604.00 €
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	2,352.00 €
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	2,604.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	1,960.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	11,424.00 € (Price for 12 weeks)
Job offers	In the job market	Individual	In the job market	Individual	1,290.00 €

All display banners rotate with a maximum of 2 other banners in the same position. Please always supply the respective desktop and mobile format. Other formats on request.
All prices plus 19% VAT, agency commission: 15%. You can find our technical specifications with a presentation of the formats at <https://bauverlag.de/downloads/spec-sheet-online.pdf>.
You can find the general terms and conditions at <https://bauverlag.de/en/terms>

Issue	Publishing date	Booking deadline
January	09.01.2026	17.12.2025
February	11.02.2026	02.02.2026
March	09.03.2026	26.02.2026
April	01.04.2026	23.03.2026
May	04.05.2026	22.04.2026
June	01.06.2026	20.05.2026
July	06.07.2026	25.06.2026
August	17.08.2026	06.08.2026
September	01.09.2026	21.08.2026
October	01.10.2026	22.09.2026
November	02.11.2026	22.10.2026
December	01.12.2026	20.11.2026

bauhandwerk
DAS PROFIMAGAZIN FÜR AUSBAU, NEUBAU UND SANIERUNG

Gehr geehrte Damen und Herren,

Künstliche Intelligenz fällt rasend schnell Einzug in die Baubranche. Kaum zu glauben, dass es jetzt sogar möglich war sich häufigen Besprechungen zu finden, noch bevor diese überhaupt ausgeschrieben werden. Und wer sich bei Sanierungen durch das Wirrwarr von Bauzeichnungen kämpft, der kann einen neuen KI-basierten Bot nutzen, um sich über rechtliche Bedingungen zu informieren.

In unserem August-Newsletter, der sich wie üblich digitaler Themen widmet, stellen wir das aktuelle Ende von Winterbau und den Start des kalten Baues im Bestand vor. Dazu gibt es Software-Tipps für Materialkauf, Werkzeugverwaltung, Passablenvermessung und die weichen Umgang mit E-Bestellungen.

Besonders spannend ist das digitale Handwerk mit 20.000 Kleinbaustellen, die die Wirkung von Sanierungsmaßnahmen anschauen. Entfallen möchte ich Ihnen auch die Netzwerk-Formate des Mittelstand Digital Zentrums Bau: Handwerkerkongress und Handwerker kommen online zusammen, um sich über ihre digitalen Erfahrungen auszutauschen. Aus der morgendlichen Runde „BOAUFREUSE“ mit jeweils speziellen Themen hat sich die „BauWaco“ als offene Diskussionsrunde entwickelt.

Welche Ansätze zur Digitalisierung verfolgen Sie bereits in Ihrem Betrieb? Wie stellen Sie zum Einsatz von KI im Handwerk oder nutzen Sie bereits KI-Tools für Ihre Arbeit? Wir freuen uns über Ihr Feedback an: Michaela.Probst@bwhvvernetzt.de.

Viele Grüße!
Ihre Bauhandwerk-Redaktion
Michaela Probst

„Anzeige“
Echte Profis machen keine Kompromisse

Machen Sie bei der Sanierung keine halben Sachen. Überzeugen Sie mit moderner Technik, dem ersten rechnergestützten WDV-System. Durch seinen intelligenten Aufbau lassen sich alle Bauteilbereiche am Ende der Maßung vortrennen trennen und wiederverwerten. Dadurch sparen sie nicht nur Materialkosten und CO₂, sondern auch natürliche Ressourcen. Zugleich bietet das vollautomatisierte, deutschsprachige System höchsten Brandschutz und Hochdruckfest.

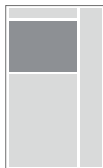
weber überredet: Elter: die Zukunft ist so hell wie alle.

Digitale Themen und Tipps in der Frühstückspause

Wie lassen sich digitale Tools am besten für den eigenen Betrieb nutzen? Was bringt Künstliche Intelligenz? Das Mittelstand-Digital Zentrum Bau (Völsky, Oberbayer) bringt Handwerker beim Frühstück zusammen. Die beiden Zentren sind...

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:
1,120.00 €

Text ad

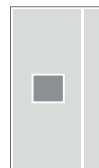


- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
930.00 €

Medium rectangle

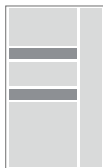


Format:
300 x 250 px

Placement:
content

Price:
1,120.00 €

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
740.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the
content

Price:
930.00 €

Wide skyscraper

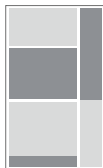


Format:
160 x 600 px

Placement:
next to
the content

Price:
1,120.00 €

Newsletter takeover



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

Placement:
content, exclusive

Price:
6,870.00 €

Job offers



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

Placement:
content

Price:
930.00 €

Discounts:

Published within 12 months
(Insertion year)

Staggered repeat discount

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

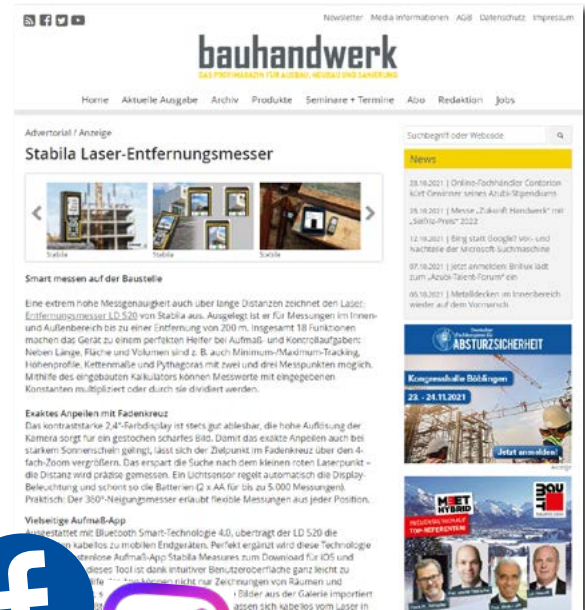
Online-advertorial

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)
- Editorial teaser on the homepage 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 and instagram post via the two social media channels of **bauhandwerk** with link to the online article

Price: 3,528.00 € plus VAT.
(Price for 28 days / 4 weeks)



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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Photo: © Jasmin Schuller

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