

MEDIA DATA 2025

Target group

- Architecture and engineering offices
- Housing/building management companies
- Building management departments
- Craft businesses



bsbrandschutz.de



Brand profile	03		
PRINT		PORTFOLIO	
Editorial schedule	05	Communication packages	17
Prices and formats	06	Lead generation	18
Formats and technical advice	08	Video advertorial	19
		Events	20
DIGITAL		Creative	21
Website Traffic	10	Baujobs	22
Website Prices, formats and technical advice	11		
Website Technical advice	12	THE BAUVERLAG	
Newsletter Time schedule	13	Location and management	24
Newsletter Prices, formats and technical advice	14	Contacts	25
Online advertorial	15	Other brands	27



BS BRANDSCHUTZ im Bauwesen

The **BS BRANDSCHUTZ** brand is published twice a year as a supplement to the trade journals DBZ, Bauwelt, tab, FACILITY MANAGEMENT, bauhandwerk and BundesBauBlatt. The magazine reaches architecture and planning offices, construction planning departments in industry and public authorities, engineering offices for technical building equipment, craft businesses, construction/building management departments in industrial companies and local authorities as well as housing and building management companies, property developers, building authorities and building administrations. In addition to six newsletters per year, **BS BRANDSCHUTZ** presents itself online at www.BSBRANDSCHUTZ.de with the latest news and information on new products, events and the e-paper issue.



139,254
Copies / Year

copies actually distributed 69,627
thereof E-Paper: 26,827
Publication frequency 2x / Year



196,032
Page impressions website / Year

Page Impressions 16,336 / Month
Visits 12,584 / Month
Unique User 7,025 / Month



12,180
Newsletter recipients / Year

Recipients 2,030 / Issue
Openingrate net 38.8 %
Publication frequency 6x / Year

PRINT














Editorial schedule	05
Prices and formats	06
Formats and technical advice	08



Issue	Dates	Specialist topics in the Classified ads: <small>The editors reserve the right to change topics for reasons of topicality.</small>	Trade fairs/events
1/2025	Publication date 30.05.2025 Editorial deadline 24.04.2025 Anzeigenschluss 07.05.2025	Fire alarm technology, automation of fire protection systems, fire doors and walls, fire-resistant glass, smoke barriers, lighting and smoke extraction, pipe and cable insulation, gas extinguishing systems pipes and lines, gas extinguishing systems	Feuertrutz , Nuremberg, Germany 25.– 26.06.2025
2/2025	Publication date 17.11.2025 Editorial deadline 13.10.2025 Advertising deadline 23.10.2025	Fire dampers, mechanical smoke extraction, safe evacuation, safety stairwells, sprinkler technology, fire prevention through oxygen reduction, fire protection in timber construction	

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

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

<p>2/1 Page</p>  <p>Bleed format: 400 x 280 mm</p> <p>Price (b/w to 4c) 19,630.00 €</p>	<p>1/1 Page</p>  <p>Bleed format: 200 x 280 mm</p> <p>Price (b/w to 4c) 11,910.00 €</p>	<p>Juniorpage</p>  <p>Bleed format: 140 x 200 mm</p> <p>Price (b/w to 4c) 7,760.00 €</p>	<p>1/2 Page, horiz.</p>  <p>Bleed format: 200 x 140 mm</p> <p>Price (b/w to 4c) 7,670.00 €</p>	<p>1/2 Page, vertical</p>  <p>Bleed format: 100 x 280 mm</p> <p>Price (b/w to 4c) 7,670.00 €</p>
<p>1/3 Page, vertical</p>  <p>Bleed format: 67 x 280 mm</p> <p>Price (b/w to 4c) 6,210.00 €</p>	<p>1/3 Page, horiz.</p>  <p>Bleed format: 200 x 93 mm</p> <p>Price (b/w to 4c) 6,210.00 €</p>	<p>1/4 Page, vertical</p>  <p>Bleed format: 50 x 280 mm</p> <p>Price (b/w to 4c) 5,570.00 €</p>	<p>1/4 Page, horiz.</p>  <p>Bleed format: 200 x 70 mm</p> <p>Price (b/w to 4c) 5,570.00 €</p>	<p>1/4 Page, Col.</p>  <p>Bleed format: 100 x 140 mm</p> <p>Price (b/w to 4c) 5,570.00 €</p>
<p>1/8 Page, vertical</p>  <p>Bleed format: 50 x 140 mm</p> <p>Price (b/w to 4c) 4,520.00 €</p>	<p>1/8 Page, horiz.</p>  <p>Bleed format: 200 x 40 mm</p> <p>Price (b/w to 4c) 4,520.00 €</p>	<p>1/8 Page, Col.</p>  <p>Bleed format: 100 x 70 mm</p> <p>Price (b/w to 4c) 4,520.00 €</p>	<p>Advertorial 1/1 Page* 11,910.00 €</p> <p>Advertorial 1/2 Page** 7,670.00 €</p> <hr/> <p>Cover page combination*** 13,460.00 €</p>	

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

*** Consisting of the cover page (206 x 162 mm) and a 1/2-page horizontal ad on the contents page

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:

Placement: Inside front cover, inside back cover and back cover 1,690.00 €
Other prescribed positions 20 %

Special colour: Each color 1,310.00 €

Discounts: **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, 45 mm wide)	6.40 €
Job offers colour	per height mm (1 column, 45 mm wide)	11.50 €
Situation wanted b/w	per height mm (1 column, 45 mm wide)	3.60 €
Opportunity ad, Purchase/sale b/w	per height mm (1 column, 45 mm wide)	6.40 €

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

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: 200 mm wide x 280 mm high;
(untrimmed: 206 mm wide x 286 mm high)

Print space: 170 mm wide x 242 mm high
4 Columns à 43 mm

Printing and binding methods: Offset printing (web offset), 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:
Alexandra Kaleja, Phone: +49 5241 2151-5454

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

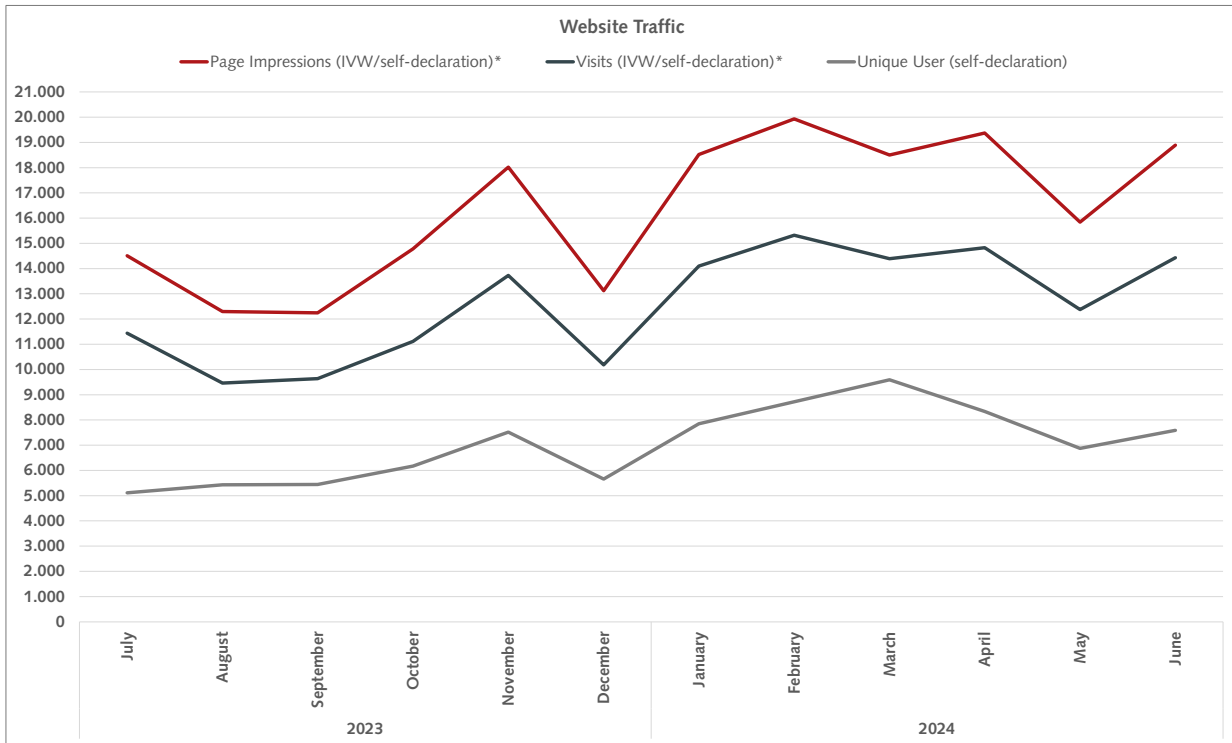
Bank details: Bauverlag BV GmbH, Gütersloh
Sparkasse Gütersloh-Rietberg
IBAN: DE46 4785 0065 0018 0329 62
BIC: WELADED1GTL

DIGITAL

Website Traffic	10
Website Prices, formats and technical advice	11
Website Technical advice	12
Newsletter Time schedule	13
Newsletter Prices, formats and technical advice	14
Online advertorial	15



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)	462.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	574.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	798.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	686.00 € 742.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	686.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	798.00 € 854.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	910.00 € 980.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	1,148.00 €
Wallpaper	Above and next to the content	728 x 90 und 120 x 600	Content	300 x 250	1,036.00 €
Expandable wallpaper	Above and next to the content	728 x 90 und 120 x 600 (300 x 600)	Content	300 x 600	1,148.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	854.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	6,342.00 € (Price for 12 weeks)
Job offer	In the job market	Individual	In the job market	Individual	1,250.00 €

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

Discounts:

Published within 12 months (Insertion year)

Staggered repeat discount

12 Weeks	5 %
26 Weeks	10 %
52 Weeks	15 %

Online ad specials:

additional options

Wallpaper: coloured, clickable background

30% additional charge

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 advertising
- Motif name
- Contact person for inquiries

Newsletter-Issues	Publication date	Booking deadline	Trade fairs / Events
01/2025	06.02.2025	28.01.2025	
02/2025	10.04.2025	01.04.2025	
03/2025	17.06.2025	05.06.2025	Feuertutz 25.-26.06.2025
04/2025	21.08.2025	12.08.2025	
05/2025	16.10.2025	07.10.2025	
06/2025	04.12.2025	25.11.2025	

Recipients: Architectural and engineering firms
Housing/building management companies, building management departments, craft businesses

Circulation: 2,030 Recipients
Openingrate net: 38.8 %
(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.

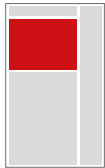
Please send your materials together with the required

- 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:
670.00 €

Text ad



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

Placement:
content

Price:
560.00 €

Medium rectangle

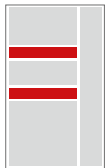


Format:
300 x 250 px

Placement:
content

Price:
670.00 €

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
450.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the
content

Price:
560.00 €

Wide skyscraper



Format:
160 x 600 px

Placement:
next to
the content

Price:
670.00 €

Newsletter takeover



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

Placement:
content, exklusiv

Price:
4,130.00 €

Job offer



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

Placement:
content

Price:
560.00 €

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.BSBRANDSCHUTZ.de (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 **BS BRANDSCHUTZ Newsletter** with link to the online article

Price: 1,848.00 € plus VAT.
(Price for 28 days / 4 weeks)

The screenshot shows the website interface for BS BRANDSCHUTZ IM BAUWESEN. The main content area features an advertorial titled "Flexibler Brandschutz für Fugen". The text describes the ZZ[®] 530 system, highlighting its flexibility and fire resistance. It includes a grid of six images showing different installation scenarios for the fire protection system in various joint configurations. Below the images, there is a copyright notice for ZAPP-ZIMMERMANN and a detailed description of the system's benefits, such as its ease of installation and fire resistance. The website also features a navigation menu, a search bar, and a sidebar with a "News" section listing recent articles and a "TROX" advertisement for a fire protection product.

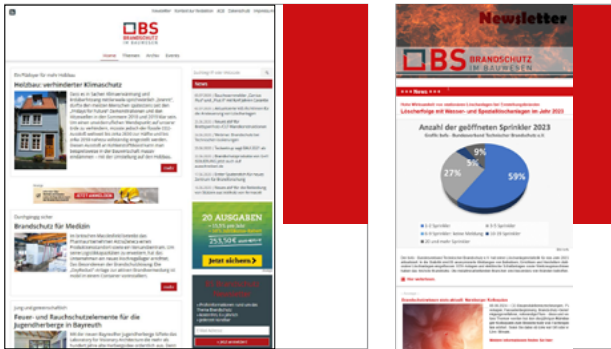
PORTFOLIO

Communication packages	17
Lead generation	18
Video advertorial	19
Events	20
Creative	21



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

Online branding package



Halfpage ad on www.BSBRANDSCHUTZ.de

Wide skyscraper in **BS BRANDSCHUTZ Newsletter**

Duration 4 weeks
Price: 1,422.00 € plus VAT.

Crossmedia product advertising package



Online advertorial on www.BSBRANDSCHUTZ.de

1/2 Page advertorial or advert in the print edition of **BS BRANDSCHUTZ**

Duration 4 weeks
Price: 8,566.20 € plus VAT.

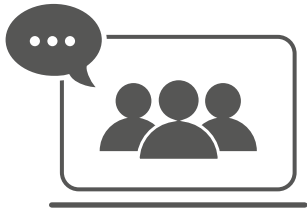
We will be happy to put together further packages with suitable digital and print formats for you on request.

Gain valuable leads with the strong media brand BS BRANDSCHUTZ!

Webinar

Choose an interesting topic, create an exciting Presentation and have the webinar moderated by our expert **BS BRANDSCHUTZ** 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 www.bsbrandschutz.de. Interested users 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



Erdal Top
Director Video & Digital Services
Phone: +49 5241 2151-3344
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



Rainer Homeyer-Wenner
Head of Events

Phone: +49 5241 2151-3311
E-Mail: rainer.homeyer-wenner@bauverlag.de



Malte Kienitz
Event Manager

Phone: +49 5241 2151-2424
E-Mail: malte.kienitz@bauverlag.de



Heike Carpenter
Assistance Eventmanagement

Phone: +49 5241 2151-1155
E-Mail: heike.carpenter@bauverlag.de



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



Christian Ippach
Bauverlag Creative
Phone: +49 5241 2151-7799
E-Mail: christian.ippach@bauverlag.de

bau || || jobs

One platform, six strong brands, hundreds of jobs

bau || || jobs is the joint job market of IKZ, tab, SHK Profi, KKA Kälte Klima Aktuell, BS Brandschutz and Computer Spezial



Online price
1,250.00 €
plus VAT

Only the best jobs
in our industry

THE BAUVERLAG

Location and management	23
Contacts	24
Other brands	26



Building. Knowledge. Passion.

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



Michael Voss
Herausgeber, Geschäftsführer
Phone: +49 5241 2151-5511
E-Mail: michael.voss@bauverlag.de



Boris Schade-Bünsow
Geschäftsführer
Phone: +49 30 884106-26
E-Mail: boris.schade-buensow@bauwelt.de
Foto: © Jasmin Schuller

Bauverlag BV GmbH
Friedrich-Ebert-Straße 62
33330 Gütersloh
Phone: +49 5241 2151-1000
E-Mail: info@bauverlag.de

<https://bauverlag.de/en>



Markus Münzfeld
**Head of Editorial Office for Building Services/
Equipment**
Phone: +49 5241 2151-3232
E-Mail: markus.muenzfeld@bauverlag.de



Bärbel Ellermann
Head of Job Market
Phone: +49 5241 2151-1919
E-Mail: baerbel.ellermann@bauverlag.de



Ariane Ewers-Busche
Sales Manager Job Market
Phone: +49 5241 2151-3000
E-Mail: stellenmarkt@bauverlag.de



Christiane Klose
Sales Manager Job Market
Phone: +49 5241 2151-3000
E-Mail: stellenmarkt@bauverlag.de



Denise Spindelndreier
Sales Manager Job Market
Phone: +49 5241 2151-3000
E-Mail: stellenmarkt@bauverlag.de

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



Bernd Fenske
Key Account Manager
Phone: +49 89 24440-7344
E-Mail: bernd.fenske@bauverlag.de



Axel Gase-Jochens
Head of Digital Sales
Phone: +49 5241 2151-2727
E-Mail: axel.gase-jochens@bauverlag.de



Stefan Hoffmann
Head of Sales Operations
Phone: +49 5241 2151-4747
E-Mail: stefan.hoffmann@bauverlag.de



Alexandra Kaleja
Sales Service Manager
Phone: +49 5241 2151-5454
E-Mail: alexandra.kaleja@bauverlag.de



Andreas Kirchgessner
Key Account Manager
Phone: +49 5241 2151-4411
E-Mail: andreas.kirchgessner@bauverlag.de



Erdal Top
Key Account Manager
Phone: +49 5241 2151-3344
E-Mail: erdal.top@bauverlag.de



Narin Yelman
Senior Sales Manager
Phone: +49 5241 2151-4433
E-Mail: narin.yelman@bauverlag.de

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

