

Communication solutions for architects,  
craftsmen, planning construction engineer,  
technical equipment in buildings, facility  
manager, social housing companies



## PRINT

Title portrait

3

Editorial schedule

4

Prices, formats  
and technical advice

5

## WEBSITE

Portrait

8

Website traffic

9

Prices, formats  
and technical advice

10

## NEWSLETTER

Time schedule  
and technical advice

12

Prices, formats  
and technical advice

13

Additional benefit digital  
Online-advertorial

14

Additional benefit digital  
Whitepaper

15

Additional benefit digital  
Communication packages

16

Contacts  
Publisher, editorial office, job market

17

Contacts  
Sales

18

Our titles  
Overview

19



## BS BRANDSCHUTZ

**BS BRANDSCHUTZ** is published twice a year with a total print-run of 72,000 copies per issue. As a supplement to the subscribers of the trade magazines **DBZ Deutsche BauZeitschrift**, **Bauwelt**, **tab** – the Trade Magazine for the Building Services Sector, **FACILITY MANAGEMENT**, **bauhandwerk** and **BundesBauBlatt**, **BS BRANDSCHUTZ** reaches architect and design companies, design departments in industry and public authorities, engineering offices in technical building services, the building trades, construction/building management departments in industrial enterprises and public authorities, as well as housing and facility management, property developers, building authorities and planning departments. Geared to the readers' wide-ranging work and activities, the reports are compiled appropriately and published exclusively in the **BS BRANDSCHUTZ** supplement.

The reports are divided into the following sections:

- structural fire protection
- fire protection in building services and
- justice + organisation



Publication  
frequency

2 issues per year



Volume analysis

Magazine format 200 x 280mm  
Total volume 128 pages  
Editorial section 100 pages  
Advertising section 28 pages

THE **BS BRANDSCHUTZ** SUPPLEMENT ON FIRE PROTECTION IS  
DELIVERED WITH THE FOLLOWING HOST PUBLICATIONS:

**bauhandwerk**  
DAS PROFIMAGAZIN FÜR AUSBAU, NEUBAU UND SANIERUNG

**Bauwelt**

**BBB**  
BundesBauBlatt














**DBZ**  
DEUTSCHE BAUZEITSCHRIFT

**FACILITY  
MANAGEMENT**  
Integration | Planung | Gebäudemanagement

**tab**  
Das Fachmedium der TGA-Branche

Issue	Dates	<b>Features in the sections:</b> The editorial department reserves the right to make changes on grounds of topicality	Trade fairs/events
1/2024	<b>Publication date</b> 03.06.2024  <b>Editorial deadline</b> 18.04.2024  <b>Advertising deadline</b> 07.05.2024	Fire alarm systems, automation of fire protection equipment, fire doors and barriers, fire-safety glass, smoke curtains/barriers, light & smoke extraction systems, pipe and supply line lagging, gas extinguishing systems	<b>Feuertrutz Nürnberg</b> 26.– 27.06.2024
2/2024	<b>Publication date</b> 18.10.2024  <b>Editorial deadline</b> 09.09.2024  <b>Advertising deadline</b> 25.09.2024	Fire dampers, mechanical smoke extraction, safe evacuation, safety stairways, sprinkler systems, fire avoidance with oxygen reduction, fire protection in timber construction	

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

<p><b>2/1 Page</b></p>  <p>Bleed format: 400 x 280 mm</p> <p>Price (b/w to 4c) 18,950.00 €</p>	<p><b>1/1 Page</b></p>  <p>Bleed format: 200 x 280 mm</p> <p>Price (b/w to 4c) 11,500.00 €</p>	<p><b>Juniorage</b></p>  <p>Bleed format: 140 x 200 mm</p> <p>Price (b/w to 4c) 7,490.00 €</p>	<p><b>1/2 Page, horiz.</b></p>  <p>Bleed format: 200 x 140 mm</p> <p>Price (b/w to 4c) 7,400.00 €</p>	<p><b>1/2 Page, vertical</b></p>  <p>Bleed format: 100 x 280 mm</p> <p>Price (b/w to 4c) 7,400.00 €</p>
<p><b>1/3 Page, vertical</b></p>  <p>Bleed format: 67 x 280 mm</p> <p>Price (b/w to 4c) 5,990.00 €</p>	<p><b>1/3 Page, horiz.</b></p>  <p>Bleed format: 200 x 93 mm</p> <p>Price (b/w to 4c) 5,990.00 €</p>	<p><b>1/4 Page, vertical</b></p>  <p>Bleed format: 50 x 280 mm</p> <p>Price (b/w to 4c) 5,380.00 €</p>	<p><b>1/4 Page, horiz.</b></p>  <p>Bleed format: 200 x 70 mm</p> <p>Price (b/w to 4c) 5,380.00 €</p>	<p><b>1/4 Page, Col.</b></p>  <p>Bleed format: 100 x 140 mm</p> <p>Price (b/w to 4c) 5,380.00 €</p>
<p><b>1/8 Page, vertical</b></p>  <p>Bleed format: 50 x 140 mm</p> <p>Price (b/w to 4c) 4,360.00 €</p>	<p><b>1/8 Page, horiz.</b></p>  <p>Bleed format: 200 x 40 mm</p> <p>Price (b/w to 4c) 4,360.00 €</p>	<p><b>1/8 Page, Col.</b></p>  <p>Bleed format: 100 x 70 mm</p> <p>Price (b/w to 4c) 4,360.00 €</p>	<p><b>Advertorial 1/1 Page*</b> 11,500.00 €</p> <p><b>Advertorial 1/2 Page**</b> 7,400.00 €</p> <hr/> <p><b>Cover page combination***</b> 12,990.00 €</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:**

**Special positions:** Inside front cover, inside back cover and back cover 1,635.00 €  
Other prescribed positions: 20 %

**Special colour:** Each color 1,260.00 €

**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) 6.20 €  
Job offers colour per height mm (1 column, 45 mm wide) 11.50 €  
Situation wanted b/w per heightn mm (1 column, 45 mm wide) 3.50 €  
Opportunity ad, per height mm  
Purchase/sale b/w (1 column, 45 mm wide) 6.20 €

From a print value of 1,200.00 €, your job posting will be displayed online at [www.BSBRANDSCHUTZ.de](http://www.BSBRANDSCHUTZ.de) for 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.

**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:** 200 mm wide x 280 mm high;  
untrimmed: 206 mm wide, 286 mm high

**Print space:** 170 mm wide, 242 mm high  
4 columns, 43 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:  
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.



### BSBRANDSCHUTZ.de

[www.BSBRANDSCHUTZ.de](http://www.BSBRANDSCHUTZ.de) is the online information platform for architects, craftsmen, planning construction engineer, technical equipment in buildings, facility manager and social housing companies.

[www.BSBRANDSCHUTZ.de](http://www.BSBRANDSCHUTZ.de) completes the **BS BRANDSCHUTZ** and the **BS BRANDSCHUTZ Newsletter** trade magazine with up-to-the-minute news, product announcements and background reports.

### BS BRANDSCHUTZ Newsletter

Specialists in the areas fire protection for buildings and structures will be kept up to date with current reports, product innovations and tips on interesting specialist articles and events.



Page  
impressions

11,170 per month



Visits

8,581 per month



Unique  
user

4,940 user  
+26% growth per year

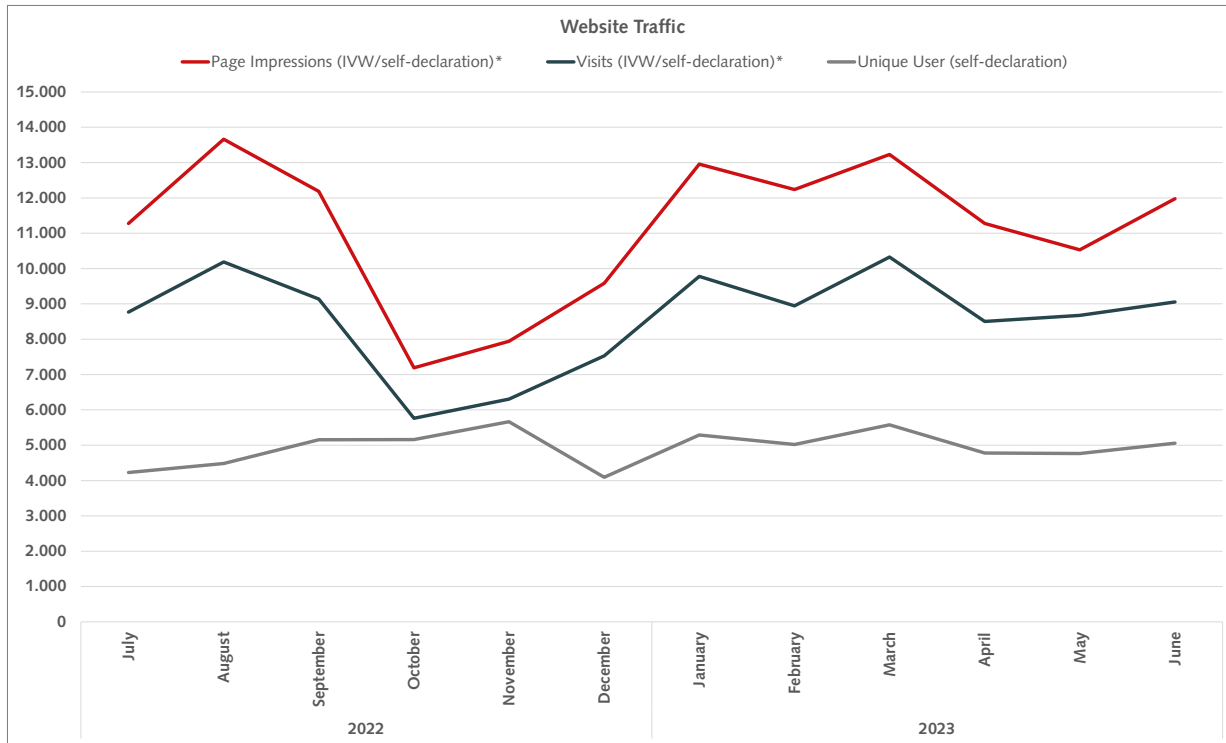


Newsletter  
contacs

1,831 Ø recipients  
+14% growth per year



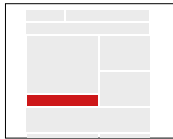
Traffic audit: 



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

\*No measurement via IVW took place in October and November 2022, therefore the data from our own survey is shown in these months as a substitute.

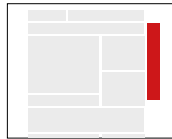
### Prices and forms of advertising (price for 28 days / 4 weeks):



**Fullsize banner**

Format (B x H):  
468 x 60 px

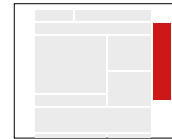
**441.00 €**



**Skyscraper**

Format (B x H):  
120 x 600 px

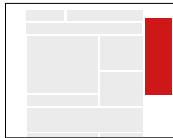
**658.00 €**



**Wide skyscraper**

Format (B x H):  
160 x 600 px

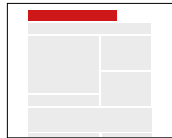
**770.00 €**



**Half page**

Format (B x H):  
300 x 600 px

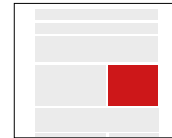
**875.00 €**



**Superbanner**

Format (B x H):  
728 x 90 px

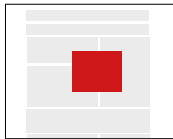
**546.00 €**



**Medium rectangle**

Format (B x H):  
300 x 250 px

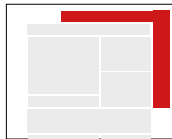
**770.00 €**



**Layer ad**

Format (B x H):  
400 x 400 px

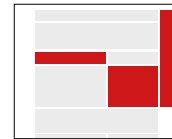
**on request**



**Wallpaper**

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

**987.00 €**



**Ad bundle**

- Fullsize banner  
- Skyscraper  
- Medium rectangle

**658.00 €**

Advertising formats	Placement	Format (pixel, width x height)	Price in €/4 weeks
Skyscraper sticky	website, in rotation with max. two additional	120 x 600	714.00
Wide skyscraper sticky	website, in rotation with max. two additional	160 x 600	819.00
Half page sticky	website, in rotation with max. two additional	300 x 600	931.00
Billboard	on all pages except homepage, in rotation with max. two additional	970 x 250	1,092.00
Expandable wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	1,092.00
Situations vacant	in the job market	individual	1,200.00
Microsite	own navigation within the website, duration 12 weeks	individual	5,754.00
OnlinePLUS	addition to an existing online article/advertorial	photos, videos, PDFs	819.00

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](mailto: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	Trade fairs / Events
BS-NL 1	08.02.2024	30.01.2024	
BS-NL 2	11.04.2024	02.04.2024	
BS-NL 3	13.06.2024	04.06.2024	Feuertutz 26.-27.06.
BS-NL 4	29.08.2024	20.08.2024	
BS-NL 5	31.10.2024	22.10.2024	
BS-NL 6	28.11.2024	19.11.2024	

**Recipients:** architects, craftsmen, planning construction engineer, technical equipment in buildings, facility manager, social housing companies

**Circulation:** 1,831 recipients  
Openingrate net: 38.2 %  
(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:**  
[www.bauverlag.de/downloads/spec-sheet-online.pdf](http://www.bauverlag.de/downloads/spec-sheet-online.pdf)

**Format of newsletter:**

HTML or text

**Delivery address:**

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

**Delivery date:**

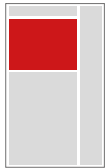
7 working days prior to beginning of the campaign.  
These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign  
Otherwise, we can bear no costs for delays caused by late delivery to us.

Please send your materials together with the required meta-information:  
– 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:**  
650.00 €

### Text ad



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

**Placement:**  
content

**Price:**  
540.00 €

### Medium rectangle

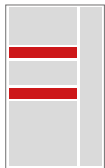


**Format:**  
300 x 250 px

**Placement:**  
content

**Price:**  
650.00 €

### Fullsize banner



**Format:**  
468 x 60 px

**Placement:**  
content

**Price:**  
430.00 €

### Skyscraper



**Format:**  
120 x 600 px

**Placement:**  
next to the content

**Price:**  
540.00 €

### Wide skyscraper



**Format:**  
160 x 600 px

**Placement:**  
next to the content

**Price:**  
650.00 €

### Newsletter takeover



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

**Placement:**  
content, exclusive

**Price:**  
3,990.00 €

### Situations vacant



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

**Placement:**  
content

**Price:**  
540.00 €

### 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.BSBRANDSCHUTZ.de](http://www.BSBRANDSCHUTZ.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 **BS BRANDSCHUTZ Newsletter** with a link to the online post

**Price: 1,652.00 €** plus VAT.  
(Price for 28 days / 4 weeks)

The screenshot shows the BS BRANDSCHUTZ website interface. At the top, there is a navigation bar with links for 'Home', 'Themen', 'Archiv', 'Events', and 'Stellenmarkt'. The main content area features an advertorial titled 'Flexibler Brandschutz für Fugen'. The text describes the ZZ® G50 system, highlighting its flexibility and ease of installation. Below the text are several images showing different installation scenarios for the fire protection system in various wall and ceiling configurations. A sidebar on the right contains a search bar, a 'News' section with a list of recent articles, and a grid of product images. At the bottom of the advertorial, there is a 'TROX' advertisement for 'Standhaft. Flexibel. Universell.' and a 'NEU' badge for 'Die EK2-EU Entrauchungsklappe'.

## Whitepaper

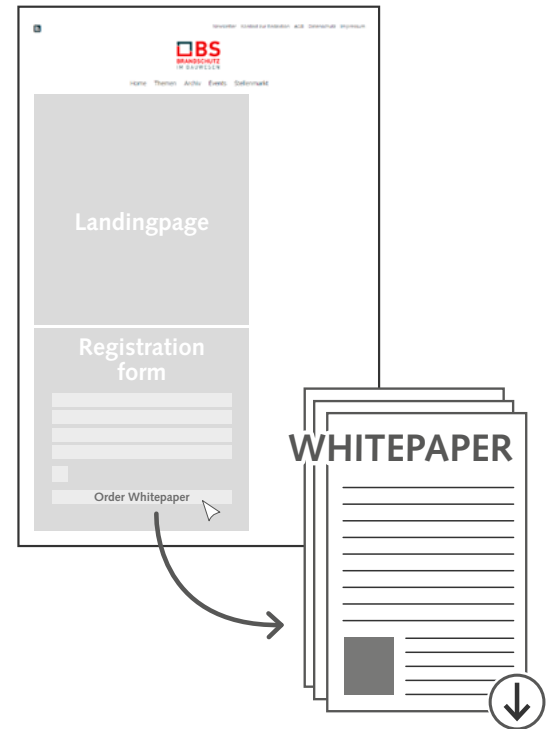
Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on [www.BSBrandschutz.de](http://www.BSBrandschutz.de). Interested users receive the white paper in exchange for their contact details.

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)

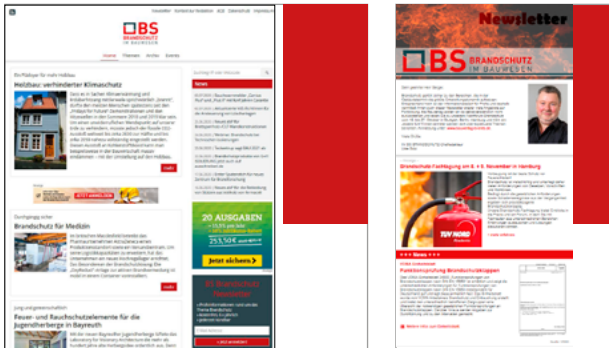
**Duration:** 8 to 12 weeks (variable, by arrangement)

**Price:** on request



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](http://www.BSBRANDSCHUTZ.de)

Wide skyscraper in  
**BS BRANDSCHUTZ**  
Newsletter

Duration 4 weeks  
Price: **1,372.50 €** plus VAT.

### Crossmedia product advertising package



Online-advertorial on  
[www.BSBRANDSCHUTZ.de](http://www.BSBRANDSCHUTZ.de)  
(for services see previous page)

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

Duration 4 weeks  
Price: **8,371.80 €** plus VAT.

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





**Michael Voss**  
**Publisher and Managing Director**  
Phone: +49 5241 2151-5511  
E-Mail: michael.voss@bauverlag.de



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



**Dr. Uwe Bolz**  
**Editor-in-Chief BS BRANDSCHUTZ**  
Phone: +49 5241 2151-1188  
E-Mail: uwe.bolz@bauverlag.de



**Elke Stempien**  
**Editorial Office**  
Phone: +49 5241 2151-8787  
E-Mail: elke.stempien@bauverlag.de



**Bärbel Ellermann**  
**Head of Telesales & Job Market**  
Phone: +49 5241 2151-1919  
E-Mail: baerbel.ellermann@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 planning – just give us a call or send us an E-Mail!



**Simon Fahr**  
Senior Sales Manager  
Phone: +49 8362 5054 990  
E-Mail: s.fahr@strobmediagroup.de



**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



**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



**Ralf Kirchgessner**  
Senior Sales Manager  
Phone: +49 5241 2151-4455  
E-Mail: ralf.kirchgessner@bauverlag.de



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



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

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

