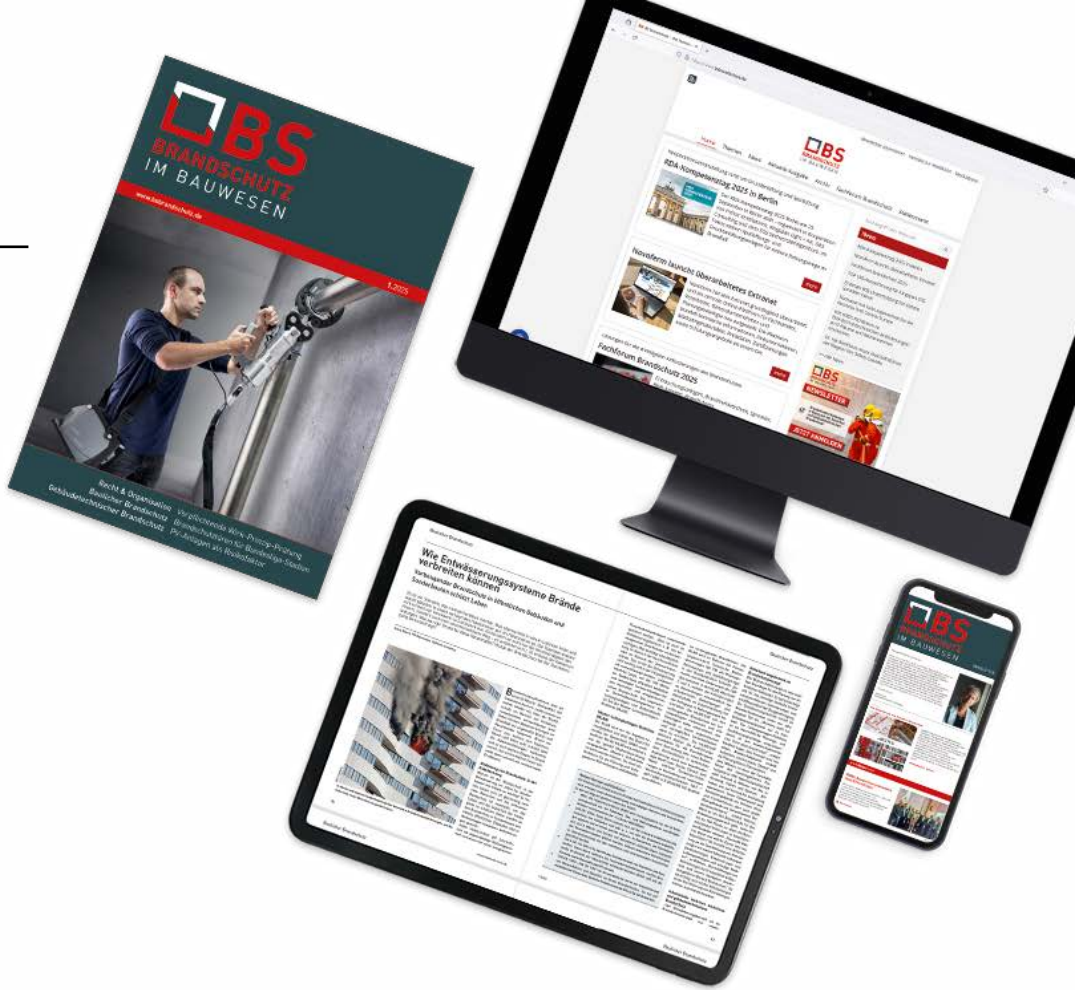
MEDIA DATA 2026 (SHORT VERSION)

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



BS BRANDSCHUTZ IM BAUWESEN

bsbrandschutz.de

bauverlag



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.

139,502
Copies / year

copies actually distributed	69,751
thereof E-Paper:	29,051
Publication frequency	2x / Year

197,964
Page impressions website / year

Page Impressions	16,497 / Month
Visits	12,879 / Month
Unique User	6,947 / Month

13,920
Newsletter recipients / year

Recipients	2,320 / Issue
Openingrate net	38.8 %
Publication frequency	6x / Year

Issue	Dates	Specialist topics in the Classified ads: The editors reserve the right to change topics for reasons of topicality.	Trade fairs/events
1/2026	**Publication date** 13.05.2026 **Editorial deadline** 09.04.2026 **Advertorial deadline** 21.04.2026	Fire alarm technology, automation of fire protection equipment, fire doors and walls, fire-resistant glass, smoke curtains, lighting and smoke extraction, insulation of pipes and ducts, gas extinguishing systems	**Feuertrutz,** Nuremberg 24.-25.06 2026
2/2026	**Publication date** 09.09.2026 **Editorial deadline** 06.08.2026 **Advertorial deadline** 18.08.2026	Fire dampers, mechanical smoke extraction, safe evacuation, safety stairwells, sprinkler technology, fire prevention through oxygen reduction, fire protection in timber construction	

Can't find the topic you're looking for?
Please contact our editorial team. We will be happy to consider including your topic in a suitable issue. You can find our contact details on page 11.
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)

2/1 Page



Bleed format:
400 x 280 mm

Price (b/w to 4c)
20,320.00 €

1/1 Page



Bleed format:
200 x 280 mm

Price (b/w to 4c)
12,330.00 €

Juniorpage



Bleed format:
140 x 200 mm

Price (b/w to 4c)
8,030.00 €

1/2 Page, horiz.



Bleed format:
200 x 140 mm

Price (b/w to 4c)
7,940.00 €

1/2 Page, vertical



Bleed format:
100 x 280 mm

Price (b/w to 4c)
7,940.00 €

1/3 Page, vertical



Bleed format:
67 x 280 mm

Price (b/w to 4c)
6,430.00 €

1/3 Page, horiz.



Bleed format:
200 x 93 mm

Price (b/w to 4c)
6,430.00 €

1/4 Page, vertical



Bleed format:
50 x 280 mm

Price (b/w to 4c)
5,760.00 €

1/4 Page, horiz.



Bleed format:
200 x 70 mm

Price (b/w to 4c)
5,760.00 €

1/4 Page, Col.



Bleed format:
100 x 140 mm

Price (b/w to 4c)
5,760.00 €

1/8 Page, vertical



Bleed format:
50 x 140 mm

Price (b/w to 4c)
4,680.00 €

1/8 Page, horiz.



Bleed format:
200 x 40 mm

Price (b/w to 4c)
4,680.00 €

1/8 Page, Col.



Bleed format:
100 x 70 mm

Price (b/w to 4c)
4,680.00 €

Advertorial 1/1 Page*	12,330.00 €
Advertorial 1/2 Page**	7,940.00 €
Cover page combination***	13,930.00 €

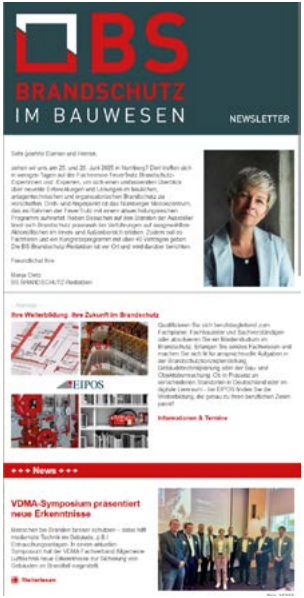
* Price surcharge for design by the publisher 500.00 €; ** Price surcharge for design by the publisher 250.00 €
*** Consisting of the cover page (206 x 162 mm) and a ½-page horizontal ad on the contents page
All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/en/terms

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)	**476.00 €**
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	**588.00 €**
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	**826.00 €**
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	**714.00 €** **770.00 € (sticky)**
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	**714.00 €**
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	**826.00 €** **882.00 € (sticky)**
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	**938.00 €** **1008.00 € (sticky)**
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	**1,176.00 €**
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	**1,064.00 €**
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	**1,176.00 €**
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	**882.00 €**
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	**7,140.00 €** **(Price for 12 weeks)**
Job offers	In the job market	Individual	In the job market	Individual	**1,290.00 €**

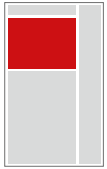
All display banners rotate with a maximum of 2 other banners in the same position. Please always supply the respective desktop and mobile format. Other formats on request.
All prices plus 19% VAT, agency commission: 15%. You can find our technical specifications with a presentation of the formats at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

Issues	Publication date	Booking deadline	Trade fairs / Events
01/2026	05.02.2026	27.01.2026	
02/2026	09.04.2026	27.03.2026	
03/2026	16.06.2026	05.06.2026	Feuertrutz 24.-25.06. 2026
04/2026	20.08.2026	11.08.2026	
05/2026	15.10.2026	06.10.2026	
06/2026	03.12.2026	24.11.2026	



Prices and forms of advertising:

Text ad premium

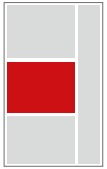


- 1. text ad in the Newsletter
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
690.00 €

Text ad

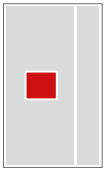


- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
580.00 €

Medium rectangle

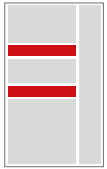


Format:
300 x 250 px

Placement:
content

Price:
690.00 €

Fullsize banner

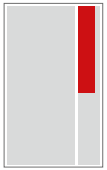


Format:
468 x 60 px

Placement:
content

Price:
460.00 €

Skyscraper

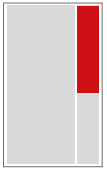


Format:
120 x 600 px

Placement:
next to the
content

Price:
580.00 €

Wide skyscraper



Format:
160 x 600 px

Placement:
next to
the content

Price:
690.00 €

Newsletter takeover

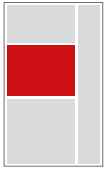


- up to 4 text ads
- 3 fullsize banner
- 1 skyscraper

Placement:
content, ecklusive

Price:
4,270.00 €

Job offers



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

Placement:
content

Price:
580.00 €

Discounts:

Published within 12 months
(Insertion year)

Staggered repeat discount

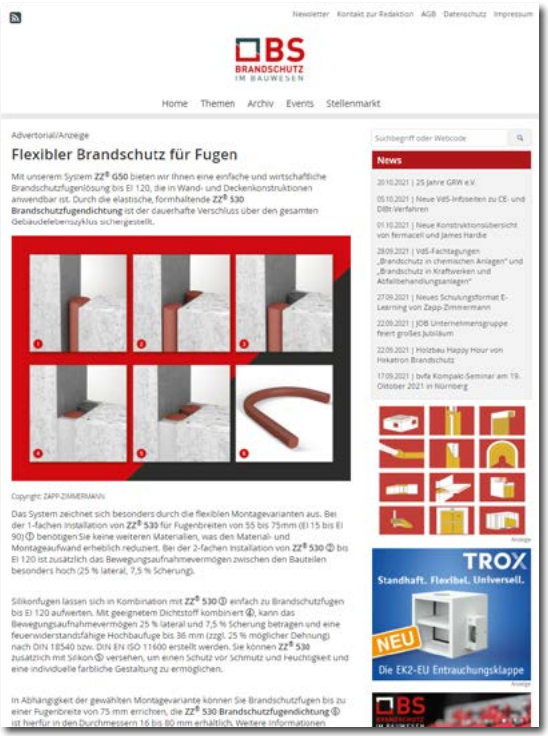
3 times	5 %
6 times	10 %
12 times	15 %

All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/en/terms

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: 2,100.00 € plus VAT.
(Price for 28 days / 4 Weeks)

All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/en/terms

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AT
MINERAL PROCESSING
EUROPE


bauhandwerk


BBB
BundesBauBlatt
DENKMALSCHUTZ


BFT
05


Bauwelt 8.2025
Herzkammer der Stadt


BS
BRANDSCHUTZ
IM BAUWESEN


COMPUTER
SPEZIAL
DIGITALISIERUNG IM BAUWESEN


dach+holzbau


DBZ
Beton


FACILITY
MANAGEMENT


FLÜSSIGGAS


IKZ
Alle reden drüber, keiner hört davon.


KKA
Kälte Klima Aktuell
2/2025


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recovery
THE NEW GENERATION


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