

MEDIA DATA 2024

Communication solutions for the target group of architects, craftsmen, planning construction engineer, building construction companies, technical equipment in buildings, engineering offices civil- and road construction



PRINT

Title portrait

3

Editorial schedule

4

Prices, formats
and technical advice

5

WEBSITE

Portrait

8

Nutzungsdaten

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

COMPUTER SPEZIAL

COMPUTER SPEZIAL is published twice a year with a total circulation of 45,000 copies for each issue. As a supplement to the trade journals **DBZ Deutsche BauZeitschrift**, **Bauwelt**, **tab**, **bauhandwerk** and **THIS**, the magazine reaches architects, construction workers, civil engineers (planning), contractors, TGA specialist engineers and engineering offices in civil engineering and road construction.



Publication
frequency

2 issues per year



Volume analysis

Magazine format 200 x 280mm
Total volume 106 pages
Editorial section 90 pages
Advertising section 16 pages

THE SUPPLEMENT **COMPUTER SPEZIAL** IS DELIVERED WITH THE FOLLOWING HOST PUBLICATIONS:

DBZ
DEUTSCHE BAUZEITSCHRIFT

Bauwelt

tab
Das Fachmedium der TGA-Branche














bauhandwerk
DAS PROFIMAGAZIN FÜR AUSBAU, NEUBAU UND SANIERUNG

THIS
BAUUNTERNEHMER | PLANER | ENTSCHEIDER

Issue/ Month	Dates	Scheduled features	Trade fairs/Events
1/2024 March	Publication date 06.02.2024 Editorial deadline 02.01.2024 Advertising deadline 15.01.2024	Digitalization BIM CAD Tendering, contracting, accounting Project and cost management Artificial Intelligence (AI) Surveying	20.02.-22.02.2024 DigitalBAU Conference
2/2024 November	Publication date 22.11.2024 Editorial deadline 16.10.2024 Advertising deadline 30.10.2024	Digitalization BIM CAD Tendering, contracting, accounting Project and cost management Artificial Intelligence (AI) Surveying	13.01.-18.01.2025 BAU

The editorial department reserves the right to make changes and 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) 16,490.00 €</p>	<p>1/1 Page</p>  <p>Bleed format: 200 x 280 mm</p> <p>Price (b/w to 4c) 9,200.00 €</p>	<p>Juniorpage</p>  <p>Bleed format: 140 x 200 mm</p> <p>Price (b/w to 4c) 5,250.00 €</p>	<p>1/2 Page, horiz.</p>  <p>Bleed format: 200 x 140 mm</p> <p>Price (b/w to 4c) 5,180.00 €</p>	<p>1/2 Page, vertical</p>  <p>Bleed format: 100 x 280 mm</p> <p>Price (b/w to 4c) 5,180.00 €</p>								
<p>1/3 Page, vertical</p>  <p>Bleed format: 67 x 280 mm</p> <p>Price (b/w to 4c) 3,630.00 €</p>	<p>1/3 Page, horiz.</p>  <p>Bleed format: 200 x 93 mm</p> <p>Price (b/w to 4c) 3,630.00 €</p>	<p>1/4 Page, vertical</p>  <p>Bleed format: 50 x 280 mm</p> <p>Price (b/w to 4c) 3,070.00 €</p>	<p>1/4 Page, horiz.</p>  <p>Bleed format: 200 x 70 mm</p> <p>Price (b/w to 4c) 3,070.00 €</p>	<p>1/4 Page, Col.</p>  <p>Bleed format: 100 x 140 mm</p> <p>Price (b/w to 4c) 3,070.00 €</p>								
<p>1/8 Page, vertical</p>  <p>Bleed format: 50 x 140 mm</p> <p>Price (b/w to 4c) 2,200.00 €</p>	<p>1/8 Page, horiz.</p>  <p>Bleed format: 200 x 40 mm</p> <p>Price (b/w to 4c) 2,200.00 €</p>	<p>1/8 Page, Col.</p>  <p>Bleed format: 100 x 70 mm</p> <p>Price (b/w to 4c) 2,200.00 €</p>	<table border="1"> <tbody> <tr> <td>Advertorial 1/1 Page*</td> <td>9,200.00 €</td> </tr> <tr> <td>Advertorial 1/2 Page**</td> <td>5,180.00 €</td> </tr> <tr> <td colspan="2"><hr/></td> </tr> <tr> <td>Cover page combination***</td> <td>10,990.00 €</td> </tr> </tbody> </table>		Advertorial 1/1 Page*	9,200.00 €	Advertorial 1/2 Page**	5,180.00 €	<hr/>		Cover page combination***	10,990.00 €
Advertorial 1/1 Page*	9,200.00 €											
Advertorial 1/2 Page**	5,180.00 €											
<hr/>												
Cover page combination***	10,990.00 €											

* 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 175 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 1,440.00 €
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 height mm (1 column, 45 mm wide)	3.50 €
Opportunity ad, Purchase/sale b/w	per height mm (1 column, 45 mm wide)	6.20 €

From a print value of 1,200.00 €, your job posting will be displayed online at www.COMPUTER-SPEZIAL.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.




COMPUTER-SPEZIAL.de

www.COMPUTER-SPEZIAL.de is an online stage for architects, craftsmen, planning construction engineers, building construction companies, technical equipment in buildings, engineering offices civil- and road construction. The www.COMPUTER-SPEZIAL.de supplement by delivering the latest news, product announcements and background reports.

COMPUTER SPEZIAL Newsletter

The **COMPUTER SPEZIAL Newsletter** newsletter informs architects, craftsmen, planning construction engineers, building construction companies, the suppliers of technical equipment for buildings, engineering offices, civil and road construction contractors per email about news from the industry. Latest news and new products, as well as professional articles from the print edition keep the target group up to date six times a year.

 **Page impressions**

2,343 per month

 **Visits**

1,598 per month

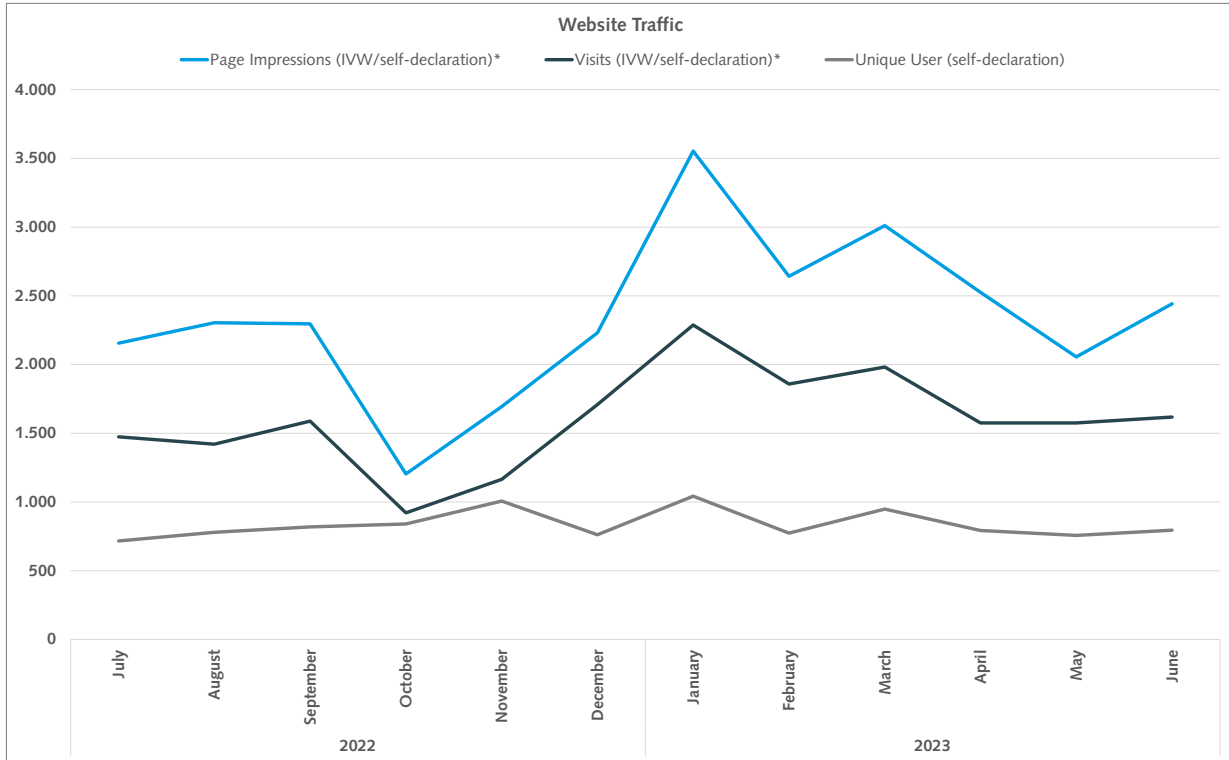
 **Unique user**

836 user

 **Newsletter contacts**

11,434 Ø recipients

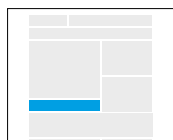
Traffic audit:



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.

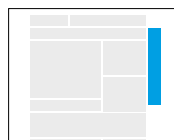
Prices and forms of advertising (price for 28 days / 4 weeks):



Fullsize banner

Format (B x H):
468 x 60 px

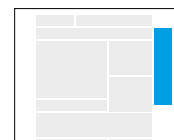
217.00 €



Skyscraper

Format (B x H):
120 x 600 px

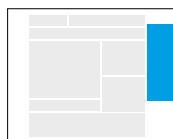
329.00 €



Wide skyscraper

Format (B x H):
160 x 600 px

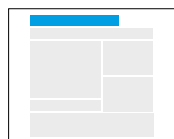
385.00 €



Half page

Format (B x H):
300 x 600 px

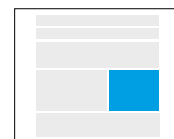
434.00 €



Superbanner

Format (B x H):
728 x 90 px

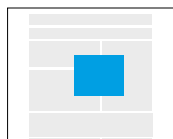
273.00 €



Medium rectangle

Format (B x H):
300 x 250 px

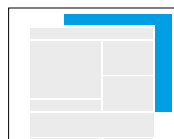
385.00 €



Layer ad

Format (B x H):
400 x 400 px

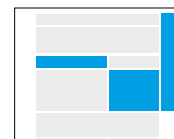
on request



Wallpaper

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

490.00 €



Ad bundle

- Fullsize banner
- Skyscraper
- Medium rectangle

329.00 €

Advertising formats	Placement	Format (pixel, width x height)	Price in €/4 weeks
Skyscraper sticky	website, in rotation with max. two additional	120 x 600	357.00
Wide skyscraper sticky	website, in rotation with max. two additional	160 x 600	413.00
Half page sticky	website, in rotation with max. two additional	300 x 600	462.00
Billboard	on all pages except homepage, in rotation with max. two additional	970 x 250	546.00
Expandable wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	546.00
Situations vacant	in the job market	individual	1,200.00
Microsite	own navigation within the website, duration 12 weeks	individual	5,817.00
OnlinePLUS	addition to an existing online article/advertorial	photos, videos, PDFs	413.00

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

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	Themes	Trade fairs / Events
CS-NL 1	06.02.2024	26.01.2024	Fair digitalBAU 2024	20.02.-22.02.2024 DigitalBAU Conference
CS-NL 2	12.03.2024	01.03.2024		
CS-NL 3	16.04.2024	05.04.2024		
CS-NL 4	27.06.2024	18.06.2024		
CS-NL 5	25.09.2024	16.09.2024		
CS-NL 6	17.12.2024	06.12.2024	Fair BAU 2025	13.01.-18.01.2025 BAU

Recipients: architects, craftsmen, planning construction engineer, building construction companies, technical equipment in buildings, engineering offices civil- and road construction

Circulation: 11,434 recipients
Openingrate net: 15.3 %
(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

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.

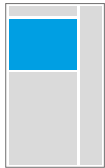
Please send your materials together with the required meta-information:

- customer name
- booked newsletter
- order number
- target URL
- contact person for inquiries

You will receive a report on 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:
1,155.00 €

Text ad



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

Placement:
content

Price:
960.00 €

Medium rectangle

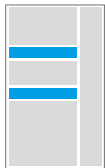


Format:
300 x 250 px

Placement:
content

Price:
1,155.00 €

Fullsize banner

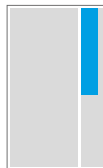


Format:
468 x 60 px

Platzierung:
im Content

Price:
770.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the content

Price:
965.00 €

Wide skyscraper



Format:
160 x 600 px

Placement:
next to the content

Price:
1,155.00 €

Situations vacant



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

Placement:
content

Price:
960.00 €

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.COMPUTER-SPEZIAL.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 **COMPUTER SPEZIAL Newsletter** with a link to the online post

Price: 1,673.00 € plus VAT.
(Price for 28 days / 4 weeks)

The screenshot shows the homepage of COMPUTER SPEZIAL. The main article is titled "Wie man Software ohne Kopfschmerzen einführt" (How to introduce software without headaches). The article text discusses the challenges of software implementation, such as the need to adapt processes and workflows, and the importance of a structured approach. It mentions that introducing new software is a complex task that requires careful planning and communication. The article is accompanied by a photograph of a man in a suit sitting at a desk with a laptop, looking thoughtful with his hand on his forehead. To the right of the article, there is a sidebar with a search bar and a "News" section listing various industry events and news items. At the bottom of the page, there is a "NEWSLETTER" sign-up section with a "JETZT ANMELDEN" (Sign up now) button. The overall layout is clean and professional, typical of a trade publication website.

Whitepaper

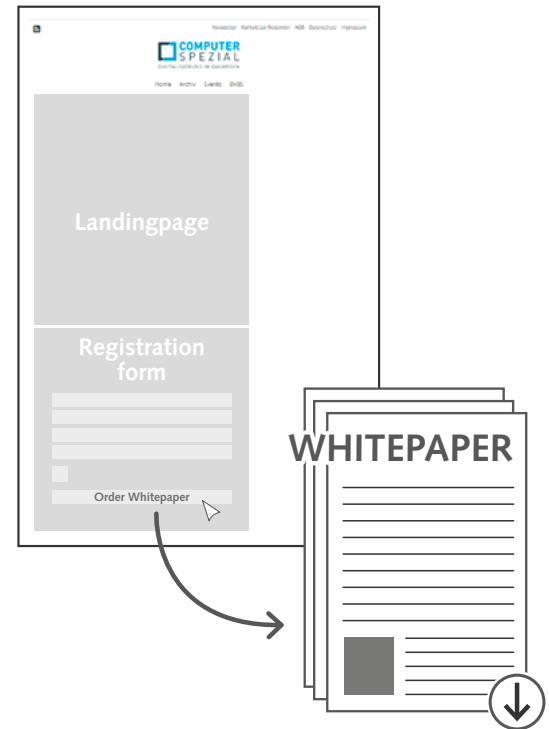
Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on **www.computer-spezial.de**. Interested users receive the white paper in exchange for their contact details.

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.COMPUTER-SPEZIAL.de

Wide skyscraper in
**COMPUTER SPEZIAL
Newsletter**

Duration 4 weeks
Price: 1,430.10 € plus VAT.

Crossmedia product advertising package



Online-advertorial on
www.COMPUTER-SPEZIAL.de
(for services see previous page)

1/2 page advertorial or
advert in the print edition of
COMPUTER SPEZIAL

Duration 4 weeks
Price: 6,392.70 € plus VAT.

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



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

