MEDIA DATA 2026 (SHORT VERSION)

Target group:
- Architects
- Building trade companies
- Planners in the civil engineering
- Specialist engineering offices TGA
- Civil, vertical and road construction engineering offices



COMPUTER SPEZIAL
DIGITALISIERUNG IM BAUWESEN

computer-spezial.de

bauverlag



COMPUTER SPEZIAL – Digitalisierung im Bauwesen

The **COMPUTER SPEZIAL** brand is published twice a year as a supplement to the trade journals DBZ, Bauwelt, tab, bauhandwerk and THIS. The magazine reaches architects, building trades, civil engineering planners, technical engineering offices, civil engineering and road construction engineering offices. The content focuses on digitalization, building information modeling (BIM), CAD, tendering, awarding and invoicing (AVA), project and cost management and surveying. In addition to six newsletters per year, **COMPUTER SPEZIAL** presents itself online at **www.computer-spezial.de** with the latest news and information on new products, events and the e-paper issue.

79,524
Copies / year

copies actually distributed	39,762
thereof E-Paper:	28,762
Publication frequency	2x / Year

33,924
Page impressions website / year

Page Impressions	2,827 / Month
Visits	1,951 / Month
Unique User	969 / Month

60,276
Newsletter recipients / year

Recipients	10,046 / Issue
Openingrate net	14.7 %
Publication frequency	6x / Year

Issue/ Month	Dates	Scheduled features	Trade fairs/events
1/2026 March	**Publication date** 16.02.2026 **Editorial deadline** 13.01.2026 **Advertorial deadline** 23.01.2026	**Digitalisation:** cloud systems, inventory recording, big data **BIM:** from design planning to facility management, digital twin **CAD:** data transfer, 3D planning **Project management:** tendering, awarding contracts, invoicing (AVA), project and cost management **Artificial intelligence (AI):** areas of application in construction (planning) processes, implementation examples **Surveying:** room and façade recording	**digitalBAU** 24.-26.03.2026, Cologne
2/2026 October	**Publication date** 19.10.2026 **Editorial deadline** 15.09.2026 **Advertorial deadline** 25.09.2026	**Digitalisation:** from office to construction site processes, VR/AR support, data analysis **BIM:** data collection, data transfer and maintenance, collision checks **CAD:** from 2D to 3D, use in construction site processes **Project management:** tendering, awarding contracts, invoicing (AVA), project and cost management **Artificial intelligence (AI):** solutions for skills shortages, AI in construction planning and execution **Surveying:** measurement and construction supervision	**BAU** 11.-15.01.2027, Munich

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)
17,680.00 €

1/1 Page



Bleed format:
200 x 280 mm

Price (b/w to 4c)
9,860.00 €

Juniorpage



Bleed format:
140 x 200 mm

Price (b/w to 4c)
5,630.00 €

1/2 Page, horiz.



Bleed format:
200 x 140 mm

Price (b/w to 4c)
5,560.00 €

1/2 Page, vertical



Bleed format:
100 x 280 mm

Price (b/w to 4c)
5,560.00 €

1/3 Page, vertical



Bleed format:
67 x 280 mm

Price (b/w to 4c)
3,890.00 €

1/3 Page, horiz.



Bleed format:
200 x 93 mm

Price (b/w to 4c)
3,890.00 €

1/4 Page, vertical



Bleed format:
50 x 280 mm

Price (b/w to 4c)
3,290.00 €

1/4 Page, horiz.



Bleed format:
200 x 70 mm

Price (b/w to 4c)
3,290.00 €

1/4 Page, Col.



Bleed format:
100 x 140 mm

Price (b/w to 4c)
3,290.00 €

1/8 Page, vertical



Bleed format:
50 x 140 mm

Price (b/w to 4c)
2,360.00 €

1/8 Page, horiz.



Bleed format:
200 x 40 mm

Price (b/w to 4c)
2,360.00 €

1/8 Page, Col.



Bleed format:
100 x 70 mm

Price (b/w to 4c)
2,360.00 €

Advertorial 1/1 Page*	9,860.00 €
Advertorial 1/2 Page**	5,560.00 €
Cover page combination***	11,790.00 €

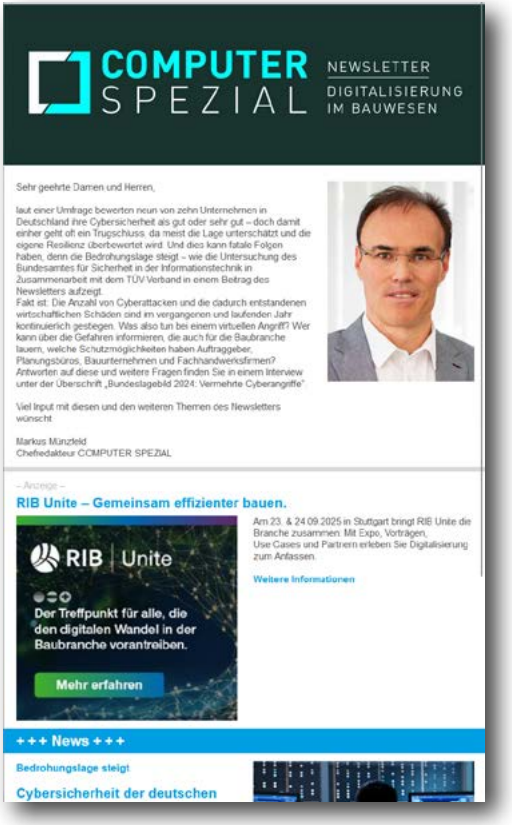
* Price surcharge for design by the publisher 500.00 €; ** Price surcharge for design by the publisher 250.00 €;
*** Consisting of the cover page (206 x 175 mm) and a ½-page horizontal ad on the contents page
All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: 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)	**238.00 €**
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	**294.00 €**
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	**406.00 €**
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	**350.00 €** **378.00 € (sticky)**
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	**350.00 €**
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	**406.00 €** **434.00 € (sticky)**
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	**476.00 €** **504.00 € (sticky)**
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	**588.00 €**
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	**532.00 €**
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	**588.00 €**
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	**434.00 €**
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 €**

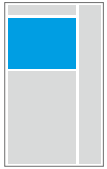
All display banners rotate with a maximum of 2 other banners in the same position. Please always supply the respective desktop and mobile format. Other formats on request.
All prices plus 19% VAT, agency commission: 15%. You can find our technical specifications with a presentation of the formats at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

Issue	Publishing date	Booking deadline	Themes	Trade fairs / Events
1/2026	18.02.2026	09.02.2026		
2/2026	16.03.2026	05.03.2026	Trade fair digitalBAU	**digitalBAU** 24.-26.03.2026, Cologne
3/2026	13.05.2026	04.05.2026		
4/2026	08.07.2026	29.06.2026		
5/2026	23.09.2026	14.09.2026		
6/2026	02.12.2026	23.11.2026	Trade fair BAU	**BAU** 11.-15.01.2027, Munich



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:
1,230.00 €

Text ad

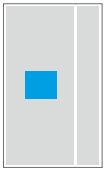


- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
1,020.00 €

Medium rectangle

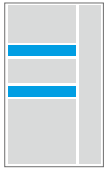


Format:
300 x 250 px

Placement:
content

Price:
1,230.00 €

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
820.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the
content

Price:
1,020.00 €

Wide skyscraper

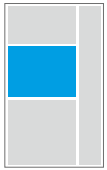


Format:
160 x 600 px

Placement:
next to
the content

Price:
1,230.00 €

Job offers



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

Placement:
content

Price:
1,020.00 €

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.COMPUTER-SPEZIAL.de** (can still be foand 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 **COMPUTER SPEZIAL Newsletter** with link to the online article



Price: 2,114.00 € plus VAT.
(Price for 28 days / 4 Weeks)

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AT
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05


Bauwelt 8.2025
Herzkammer der Stadt


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SPEZIAL
DIGITALISIERUNG IM BAUWESEN


dach+holzbau


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Beton


FACILITY
MANAGEMENT


FLÜSSIGGAS


IKZ
Alle reden drüber, keiner hört davon.


KKA
Kälte Klima Aktuell
2/2025


KÜCHENPLANER


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recovery
THE NEW GENERATION


SHKProfi


tab


THIS


tunnel

