

MEDIA DATA 2025

Target group:

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



computer-spezial.de



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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.



115,578

Copies / Year

copies actually distributed 57,789
thereof E-Paper: 29,199
Publication frequency 2x / Year



38,016

Page impressions website / Year

Page Impressions 3,168 / Month
Visits 2,152 / Month
Unique User 1,059 / Month



63,756

Newsletter recipients / Year

Recipients 10,626 / Issue
Openingrate net 14.6 %
Publication frequency 6x / Year

PRINT

Editorial schedule
Prices and formats
Formats and technical advice

05
07
09
















Issue/ Month	Dates	Scheduled features	Trade fairs/events
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 , Munich, Germany

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

Issue/ Month	Dates	Scheduled features	Trade fairs/events
1/2025 April	<p>Publication date 29.04.2025</p> <p>Editorial deadline 24.03.2025</p> <p>Advertising deadline 03.04.2025</p>	<p>Digitalization: cloud systems, inventory, big data BIM: from design planning to facility management, digital twin CAD: data transfer, 3D planning Project management: tendering, awarding, invoicing (AVA), project and cost management Artificial intelligence (AI): areas of application in the construction (planning) process, examples of implementation Surveying: room and façade recording</p>	
2/2025 October	<p>Publication date 22.10.2025</p> <p>Editorial deadline 17.09.2025</p> <p>Advertising deadline 29.09.2025</p>	<p>Digitalization: from the office to the construction site, VR/AR support, data analysis BIM: data acquisition, data transfer and maintenance, collision checks CAD: from 2D to 3D, use in the construction site process Project management: tendering, awarding, invoicing (AVA), project and cost management Artificial intelligence (AI): solution for skills shortages, AI in construction planning and execution Surveying: measurement and construction supervision</p>	<p>24.03.-26.03.2026 digitalBAU, Cologne, Germany</p>

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) 17,080.00 €</p>	<p>1/1 Page</p>  <p>Bleed format: 200 x 280 mm</p> <p>Price (b/w to 4c) 9,530.00 €</p>	<p>Juniorpage</p>  <p>Bleed format: 140 x 200 mm</p> <p>Price (b/w to 4c) 5,440.00 €</p>	<p>1/2 Page, horiz.</p>  <p>Bleed format: 200 x 140 mm</p> <p>Price (b/w to 4c) 5,370.00 €</p>	<p>1/2 Page, vertical</p>  <p>Bleed format: 100 x 280 mm</p> <p>Price (b/w to 4c) 5,370.00 €</p>
<p>1/3 Page, vertical</p>  <p>Bleed format: 67 x 280 mm</p> <p>Price (b/w to 4c) 3,760.00 €</p>	<p>1/3 Page, horiz.</p>  <p>Bleed format: 200 x 93 mm</p> <p>Price (b/w to 4c) 3,760.00 €</p>	<p>1/4 Page, vertical</p>  <p>Bleed format: 50 x 280 mm</p> <p>Price (b/w to 4c) 3,180.00 €</p>	<p>1/4 Page, horiz.</p>  <p>Bleed format: 200 x 70 mm</p> <p>Price (b/w to 4c) 3,180.00 €</p>	<p>1/4 Page, Col.</p>  <p>Bleed format: 100 x 140 mm</p> <p>Price (b/w to 4c) 3,180.00 €</p>
<p>1/8 Page, vertical</p>  <p>Bleed format: 50 x 140 mm</p> <p>Price (b/w to 4c) 2,280.00 €</p>	<p>1/8 Page, horiz.</p>  <p>Bleed format: 200 x 40 mm</p> <p>Price (b/w to 4c) 2,280.00 €</p>	<p>1/8 Page, Col.</p>  <p>Bleed format: 100 x 70 mm</p> <p>Price (b/w to 4c) 2,280.00 €</p>	<p>Advertorial 1/1 Page* 9,530.00 €</p> <p>Advertorial 1/2 Page** 5,370.00 €</p> <hr/> <p>Cover pagenkombination*** 11,390.00 €</p> <hr/>	

* 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:

Placement:	Inside front cover, inside back cover and back cover	1,490.00 €
	Other prescribed positions	20 %

Special colour:	Each colour	1,310.00 €
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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,	per height mm	
Purchase/sale b/w	(1 column, 45 mm wide)	6.50 €

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.

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

Datenübermittlung - Transfer via FTP: on 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

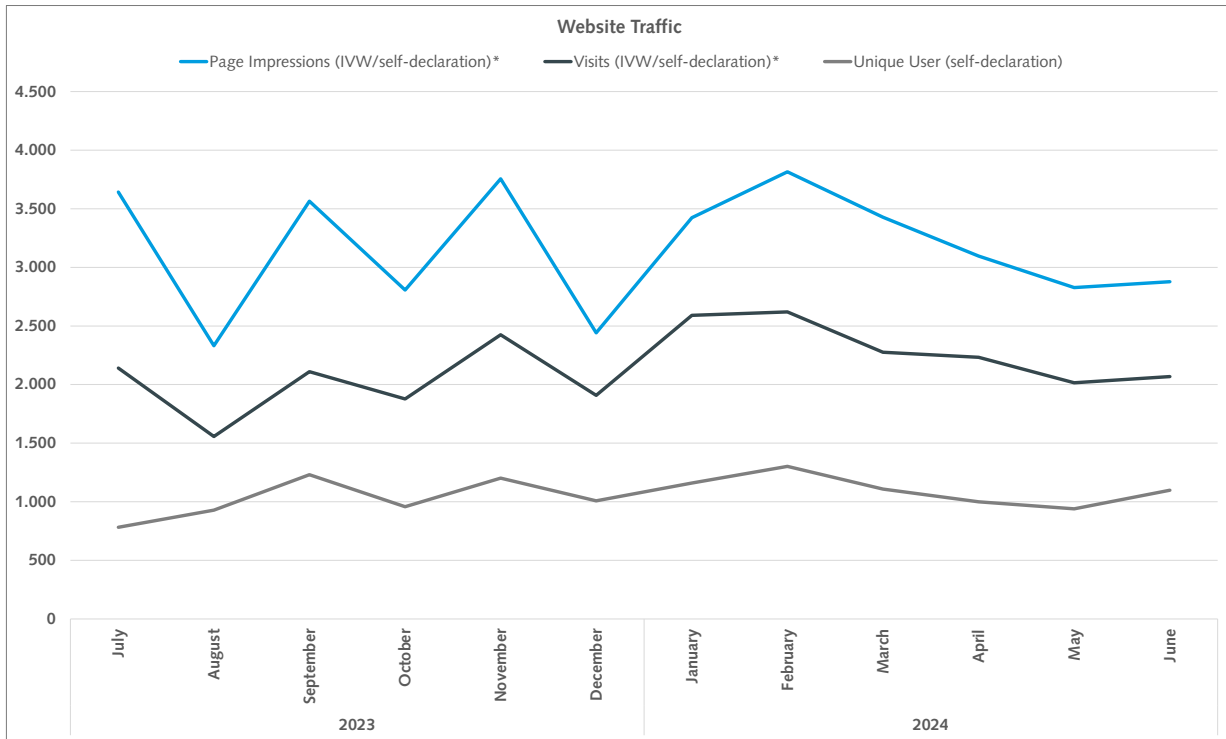
Bank details: Bauverlag BV GmbH, Gütersloh
Sparkasse Gütersloh-Rietberg
IBAN: DE46 4785 0065 0018 0329 62
BIC: WELADED1GTL

DIGITAL

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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)	224.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	280.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	392.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	336.00 € 364.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	336.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	392.00 € 420.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	448.00 € 476.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	560.00 €
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	504.00 €
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	560.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	420.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	6,384.00 € (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

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 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 advertisingat
- Motif name
- Contact person for inquiries

Issue	Publishing date	Booking deadline	Themes	Trade fairs / Events
1/2025	08.01.2025	18.12.2024	Messe BAU	BAU 13.-17.01.2025, München
2/2025	12.03.2025	03.03.2025		
3/2025	14.05.2025	05.05.2025		
4/2025	09.07.2025	30.06.2025		
5/2025	24.09.2025	15.09.2025		
6/2025	03.12.2025	24.11.2025		

Recipients: Architects, building tradesmen, planning civil engineers, building contractors, specialist engineers TGA, engineering offices for civil engineering and road construction

Circulation: 10,626 Recipients
Openingrate net: 14.6 %
(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.

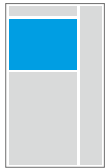
Please send your materials together with the required meta-information:

- 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:
1,190.00 €

Text ad



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

Placement:
content

Price:
990.00 €

Medium rectangle

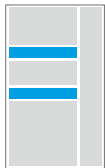


Format:
300 x 250 px

Placement:
content

Price:
1,190.00 €

Fullsize banner

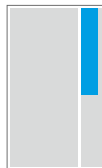


Format:
468 x 60 px

Placement:
content

Price:
790.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the
content

Price:
990.00 €

Wide skyscraper



Format:
160 x 600 px

Placement:
next to
the content

Price:
1,190.00 €

Job offer



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

Placement:
content

Price:
990.00 €

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.COMPUTER-SPEZIAL.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 **COMPUTER SPEZIAL Newsletter** with link to the online article

Price: 1,862.00 € plus VAT.
(Price for 28 days / 4 weeks)

The screenshot shows the website interface for 'COMPUTER SPEZIAL'. The main article is titled 'Wie man Software ohne Kopfschmerzen einführt'. The text discusses the challenges of software implementation and offers advice. A photo shows a man looking stressed at a computer. Below the article is a 'Newsletter' section with a 'JETZT ANMELDEN' button. The right sidebar contains a search bar and a 'News' list with various articles.

PORTFOLIO

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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: 1,474.20 € plus VAT.

Crossmedia product advertising package



Online advertorial on
www.COMPUTER-SPEZIAL.de

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

Duration 4 weeks
Price: 6,508.80 € 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 COMPUTER SPEZIAL!

Webinar

Choose an interesting topic, create an exciting Presentation and have the webinar moderated by our expert **COMPUTER SPEZIAL** 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.COMPUTER-SPEZIAL.de. Interested high-value 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



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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



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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

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Building. Knowledge. Passion.

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



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



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

