

Communication solutions for
the target group architects and
construction planning engineers

Journal of the **BDB** Bund Deutscher Baumeister,
Architekten und Ingenieure e.V.



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DBZ Deutsche BauZeitschrift

The **DBZ** stands for relevance, construction practice and cooperation at eye level. The **DBZ Deutsche BauZeitschrift** is published 11 times a year with a special issue on the subject. We also publish suitable architectural and engineering projects as well as specialist articles on construction technology. The Architecture section is supplemented by other projects for which a special product or material solution is presented. New products, materials and building systems are presented on two main topics in each issue. The practical construction topics of digitisation, law, building damage and office management complete the editorial offering for decision-makers in the planning and execution process. Every year in October, the special edition **DBZ Hotel** appears with exemplary hotel properties and their diverse criteria for efficiency, functionality and design. We reach our target group of students and graduates twice a year with the publication DER ENTWURF.



**Publication
frequency**

10 issues per year



**Copies
actually
distributed**

29,030 copies



Volume analysis

Total volume 1,053 pages
Editorial section 868 pages
Advertising section 185 pages

Issue No. Month	Dates	Features	Main topics products	Trade fairs/Events
1-2/2024	Publication date: 08.02.2024 Editorial deadline: 01.12.2023 Advertising deadline: 17.01.2024	Light and Technology Lighting concepts and planning for office, retail, industry, art and culture, education, health, hospitality, lighting technology, smart building, building automation, integral planning, digital planning and construction processes	Preview Light+Building Intelligent building technology, energy generation and storage, outdoor and indoor lighting, technical luminaires and lamps, switch systems, controls, smart home, BUS systems, light management systems, luminaires, spotlights, downlights, LED, lighting technology and concepts, communication systems, energy management, charging infrastructure Preview digitalBAU BIM, CAD, AVA, software for tendering, awarding contracts, invoicing, scheduling, project planning and management, cost planning, room book, quantity takeoff, cost management, tender preparation, costing and invoicing, office organization software for architects and planning offices, mobile construction site documentation, defect management, construction diary, formwork and reinforcement planning, construction schedule, SiGePlan, computers, mobile devices, plotters, 2D/3D printing systems, printers, screens, workstation equipment, presentation systems, visualization, AR/VR doors, gates, windows Garage doors, garage door openers, industrial doors, sectional doors, glass doors, interior doors, functional doors, frames, fire doors, sandwich elements, profiles, fittings, roller shutters, door and window fittings, window frames, glazing, sliding windows, roof windows	11.01.-14.01.2024 DOMOTEX , Hannover 14.01.-18.01.2024 imm cologne , Köln 17.-19.01.2024 Allgäuer Baufachkongress , Oberstdorf 19.-23.02.2024 R+T , Stuttgart 20.-22.02.2024 digitalBAU , Köln
3/2024	Publication date: 01.03.2024 Editorial deadline: 02.01.2024 Advertising deadline: 08.02.2024	Living Cluster living, co-living, smart living, inter-generational living, micro-living, flexible living concepts, multi-storey housing, living and working, mixed-use, low-cost housing, prefabrication, elementary construction, post-densification/addition of storeys, living in the neighborhood/ residential environment, participation	Bathroom, sanitary Bathroom design, barrier-free bathroom, fittings, showers, bathtubs, shower enclosures, shower cabins, bathroom furniture, accessories, tiles, sanitary ceramics, swimming pool, sauna, wellness Heating, air conditioning, ventilation Heating systems, heating equipment, radiators, heating technology, air conditioning systems, ventilation systems, electric heating systems, underfloor heating, heat pumps, heat recovery, geothermal energy, geothermal heat exchangers, renewable energies, solar technology, solar modules, electricity storage/solar, photovoltaics, combined heat and power plant, cogeneration systems, control technology, control engineering Floor, wall, ceiling Wooden floor coverings, tiles, parquet, linoleum, screeds, coatings, wall finishes, wood preservative paints, wood preservative systems, interior insulation, interior plasters, wallpaper, paints. Ceiling systems, suspended ceilings, acoustic ceilings, metal panels, plasterboard and fiber systems.	03.-08.03.2024 Light + Building , Frankfurt am Main 12.-15.03.2024 MIPIM , Cannes 19.-22.03.2024 FENSTERBAU FRONTALE , Nürnberg 19.-22.03.2024 SHK , Essen



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

The feature topics are supplemented in each issue with alternating sections on digitalization, legal aspects, building damage, and office management.

Issue No. Month	Dates	Features	Main topics products	Trade fairs/Events
4/2024	Publication date: 02.04.2024 Editorial deadline: 01.02.2024 Advertising deadline: 06.03.2024	Rural areas Revitalization of local centers, infrastructure concepts, mobility, small building projects, building beyond the urban centers, community living and working concepts, public buildings as nuclei, open spaces and meeting places, simple building and renovation, demographic change, conversion of buildings to other uses	Finishing, drywall, acoustics Ceiling and wall cladding, pre-wall installation systems, floor systems, interior insulation, joints, connections, sound insulation, ceiling canopies, acoustic, light, ventilation and air-conditioning ceilings, fire protection panels, raised, cavity floors or installation floors, dry subfloors, materials, fire protection, wet room systems, wet room panels, plaster, interior plaster, wallpaper, tension materials, screed, stair construction, railings, floor coverings, tiles, parquet, linoleum, built-in furniture, interior doors, electrical installation, ventilation outlets, adhesives, seals, joints Facade, wall, insulation Wall builders: bricks, dry masonry, mortar masonry, homogeneous and inhomogeneous, masonry, exposed masonry, facing masonry, load-bearing and non-load-bearing masonry, brick slips, bricks, concrete blocks, expanded clay blocks, hollow blocks, perforated bricks, sand-lime bricks, ETICS, VHF, insulation materials, shaped bricks, clinker bricks, aerated concrete blocks, substructure, energy efficiency, sound insulation, renovation, recycling Paints, plasters, coatings Interior and facade paints, varnishes, glazes, dispersions, adhesives, sealers, concrete protection, fire protection coatings, interior and exterior plaster, plaster systems, waterproofing, impregnation, leveling coatings, paints, ceiling, wall and floor coatings, ecological building materials, stucco, gypsum and lime building materials, monument protection, healthy living, allergy-free, antibacterial, air-purifying coatings, color and material techniques	16.-21.04.2024 Salone del Mobile , Mailand 23.-26.04.2024 ifh INTHERM , Nuremberg 23.-26.04.2024 FAF Farbe - Ausbau + Fassade , Cologne 24.-25.04.24 polis CONVENTION , Düsseldorf
5/2024	Publication date: 02.05.2024 Editorial deadline: 01.03.2024 Advertising deadline: 09.04.2024	Lightweight Construction Hybrid structures, material savings, resource and energy efficiency, elemental and serial construction, stacking, skeleton construction, timber construction, experimental load-bearing structures, manufacturing methods, digitalization, integral planning	System building, modular building, building elements Modules made of steel, wood and concrete, wall and ceiling panels, TGA modules, wooden structures, solid wood, wood materials, glulam, prefabrication, wooden panel construction, frame construction, fire protection, sound insulation, dry construction Glass, windows, sun protection Glass roofs, fire protection glass, functional glass, plexiglass, skylights, toughened safety glass, laminated safety glass, sun protection glass, sun protection systems/ exterior, glass doors, window profiles, fittings, roller shutters, folding shutters, awnings, venetian blinds, slats System construction, modular construction, construction elements Locking and locking systems, escape route systems, burglary protection, safety glass, fire alarm systems, smoke and heat ventilation systems, fire suppression systems, sprinklers, lightning protection, burglar alarm systems	14.-16.05.2024 68. BetonTage , Ulm 16.-17.05.2024 Architecture Matters , Munich

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6/2024	Publication date: 03.06.2024 Editorial deadline: 02.04.2024 Advertising deadline: 07.05.2024	Conversion Refurbishment, building on, conversion, transformation, densification, gaps between buildings, adding storeys, building in the existing fabric, resource- and space-saving building, energy-efficient building, simple building	Masonry Facade, quarry masonry, natural stone, brick, dry masonry, mortar masonry, homogeneous and inhomogeneous masonry, exposed masonry, facing masonry, load-bearing or non-load-bearing masonry, brick slips, bricks, concrete blocks, expanded clay blocks, hollow blocks, perforated bricks, sand-lime bricks, shaped bricks, clinker bricks, aerated concrete, substructure, energy efficiency, sound insulation, renovation, design, recycling Roof, insulation Roof tiles, Roof tile profiles, Natural slate, Roof tiles, Roof membranes, Roof covers, Roof drains, Roof gutters, Roof system components, Roof sealing systems, Roof insulation panels, Roof insulation, Insulation technology, Ecological thermal insulation, Roofing, Roof renovation, Insulation panels Furniture, Interior Home and contract furniture, cabinet and partition system, tables, chairs, armchairs, wallpapers, fabrics, interior design, lighting, room dividers, acoustic elements, media furniture	June 2024 DBZ Modulbau-Kongress 05.-06.06.2024 architect@work , Munich 05.-06.06.2024 Real Estate Arena , Hannover
7-8/2024	Publication date: 01.07.2024 Editorial deadline: 02.05.2024 Advertising deadline: 07.06.2024	Leisure Sports halls and fields, stadiums, swimming pools, spa and wellness, recreational facilities, parks, playgrounds, open space planning and plaza design, youth and community centers.	Floor, wall, ceiling Wood flooring, tile, parquet, linoleum, screeds, coatings, wall finishes, wood preservative paints, wood preservative systems, interior insulation, interior plasters, wallpaper, paints. Ceiling systems, suspended ceilings, acoustic ceilings, metal panels, plasterboard and fiber systems. Bathroom, sanitary bathroom design, barrier-free bathroom, fittings, showers, bathtubs, shower enclosures, shower cabins, bathroom furniture, accessories, tiles, sanitary ceramics, swimming pool, sauna, wellness Outdoor facilities B surfacing, paving, drainage systems, rainwater management, outdoor furniture, screens/walls, greenery, planters, playground equipment, outdoor lights	

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9/2024	Publication date: 02.09.2024 Editorial deadline: 01.07.2024 Advertising deadline: 09.08.2024	Facade Load-bearing and non-load-bearing façade systems, building envelope, materials and cladding, climate-compatible façades, sun protection, green façades, applied research, integral planning	Facade, Wall, Insulation Wall builders: bricks, dry masonry, mortar masonry, homogeneous and inhomogeneous masonry, facing masonry, load-bearing and non-load-bearing masonry, brick slips, bricks, concrete blocks, expanded clay blocks, hollow blocks, perforated bricks, sand-lime bricks, ETICS, VHF, insulation materials, shaped bricks, clinker bricks, aerated concrete blocks, substructure, energy efficiency, sound insulation, renovation, recycling Paints, plasters, coatings Interior and facade paints, varnishes, glazes, dispersions, adhesives, sealers, concrete protection, fire protection coatings, interior and exterior plaster, plaster systems, waterproofing, impregnation, leveling coatings, paints, ceiling, wall and floor coatings, ecological building materials, stucco, gypsum and lime building materials, historic preservation, healthy living, allergy-free, antibacterial, air-purifying coatings, color and material techniques Fire protection, security Locking and locking systems, escape route systems, burglary protection, safety glass, fire alarm systems, smoke and heat ventilation systems, fire fighting systems, sprinklers, lightning protection, burglar alarm systems	27.09.-01.10.2024 CERSAIE , Bologna
10/2024	Publication date: 01.10.2024 Editorial deadline: 01.08.2024 Advertising deadline: 09.09.2024	Work Modern working environments, office structures, changing demands on workplaces, living and working, co-working, workplaces, equipment, acoustics, lighting, indoor climate, materials, transformation	Office, Interior Office and contract furniture, cabinet and partition systems, tables, chairs, armchairs, wallpaper, fabrics, room furnishings, lighting, room dividers, acoustic elements, media furniture BIM, Digital Design and Construction BIM, CAD, AVA, software for tendering, awarding contracts, invoicing, scheduling, project planning and management, cost planning, room book, quantity takeoff, cost management, tender preparation, calculation and invoicing, office organization software for architects and planning offices, mobile construction site documentation, defect management, construction diary, formwork and reinforcement planning, construction schedule, SiGePlan, computers, mobile devices, plotters, 2D/3D printing systems, printers, screens, workstation equipment, presentation systems, visualization, AR/VR Glass, windows, sun protection Glass roofs, fire protection glass, functional glass, plexiglass, skylights, toughened safety glass, laminated safety glass, sun protection glass, sun protection systems/exterior, glass doors, window profiles, fittings, roller shutters, folding shutters, awnings, venetian blinds, slats	07.-09.10.2024 EXPO REAL , Munich 22.-25.10.2024 ORGATEC , Cologne 22.-25.10.2024 glasstec , Düsseldorf

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Special issue Hotel	Publication date: 14.10.2024 Editorial deadline: 12.08.2024 Advertising deadline: 19.09.2024	Current trends in hotel real estate, international hospitality design, sustainable hotel concepts, wellness and SPA, digitalisation in the hospitality industry, ship and yacht design	Bathroom sanitary Fittings, showers, bathtubs, shower trays, shower channels, washbasins, accessories, sanitary ceramics, swimming pool, sauna, wellness, prefabricated bathrooms, installation walls Heating / air conditioning / ventilation Radiators, heating technology, air conditioning systems, ventilation systems, fan coils Light + technology Lighting management systems, luminaires, spotlights, downlights, LED, energy management, e-mobility, switch systems, access control systems, room control systems Floor-wall-ceiling Floor coverings, tiles, natural stone, parquet, coatings, wall surfaces, interior plaster, wallpaper, paints. Ceiling systems, curtains Doors / gates / windows Interior doors, functional doors, frames, fire protection doors, door and window fittings, window sun protection	
11/2024	Publication date: 04.11.2024 Editorial deadline: 02.09.2024 Advertising deadline: 10.10.2024	Experimental building Applied research, material cycles, re-use of building materials, components, products and systems, circularity, sustainable and climate-friendly construction, resource-saving construction, regional building materials	Heating, air conditioning, ventilation Heating systems, heating equipment, radiators, heating technology, air conditioning systems, ventilation systems, electric heating systems, underfloor heating, heat pumps, heat recovery, geothermal energy, geothermal heat exchangers, renewable energies, solar technology, solar modules, electricity storage/solar, photovoltaics, combined heat and power plant, combined heat and power plants, control technology, control engineering Roof, insulation Roof tiles, Roof tile profiles, Natural slate, Roof tiles, Roof membranes, Roof covers, Roof drains, Roof gutters, Roof system components, Roof sealing systems, Roof insulation panels, Roof insulation, Insulation technology, Ecological thermal insulation, Roofing, Roof renovation, Insulation panels Masonry Facade, quarry masonry, natural stone, brick, dry masonry, mortar masonry, homogeneous and inhomogeneous masonry, exposed masonry, facing masonry, load-bearing or non-load-bearing masonry, brick slips, bricks, concrete blocks, expanded clay blocks, hollow blocks, perforated bricks, sand-lime bricks, shaped bricks, clinker bricks, aerated concrete, substructure, energy efficiency, sound insulation, renovation, design, recycling	06.-07.11.2024 architect@work , Berlin

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12/2024	Publication date: 02.12.2024 Editorial deadline: 01.10.2024 Advertising deadline: 08.11.2024	Art and culture Museums, theaters and cinemas, exhibition halls, concert halls, event venues, galleries, public buildings, libraries, temporary usage concepts, art in construction	Finishing, drywall, acoustics Ceiling and wall cladding, pre-wall installation systems, floor systems, interior insulation, joints, connections, sound insulation, ceiling sails, acoustic, light, ventilation, air-conditioning ceilings, fire protection panels, raised, cavity floors resp. installation floors, dry subfloors, materials, fire protection, wet room systems, wet room panels, plaster, interior plaster, wallpaper, tensioning materials, screed, stair construction, railings, floor coverings, tiles, parquet, linoleum, built-in furniture, interior doors, electrical installation, ventilation outlets, adhesives, seals, joints Lighting, building automation Intelligent building technology, energy generation and storage, exterior and interior lighting, technical luminaires and lamps, switch systems, controls, smart home, BUS systems, light management systems, luminaires, spotlights, downlights, LED, lighting technology and concepts, communication systems, energy management, charging infrastructure Doors, gates, entrances Garage doors, garage door drives, industrial doors, sectional doors, glass doors, interior doors, functional doors, frames, fire doors, sandwich elements, profiles, fittings, roller shutters, door fittings, door fittings, letterbox systems, access control	04.-05.12.2024 architect@work , Frankfurt am Main
1-2/2025	Publication date: 02.01.2025 Editorial deadline: 02.11.2024 Advertising deadline: 11.12.2024	The future of building Visions and ideas for architecture and construction, research projects, climate and energy, digital transformation, future of living, resources and recycling, circular economy and material innovations, modular and serial construction, mobility	Preview BAU 2025 Energy/building technology - photovoltaics, solar thermal energy, heating technology, air conditioning/ventilation technology, energy-efficient construction, wall and ceiling constructions, masonry, ETICS, roof constructions, roofing, materials, facade systems, sun protection, windows, doors/gates/frames, roller shutters, lifts and escalators, plasters/paints/colours, adhesives/insulation/insulating materials, sealants, floor coverings, tiles, ceramics, sanitary objects/technology, fittings, building automation/building control, lighting, locks, fittings, burglary protection, access systems, interior materials/products, masonry/bricks, natural stone/artificial stone, wood materials/plastics, interior fittings, finishing systems, structural timber construction, glass building materials, glass facades/structures, foils, chimney/roof building materials, skylights, outdoor furniture, playground equipment, etc.	13.-17.01.2025 BAU , Munich Award ceremony Balthasar-Neumann-Price on the occasion of BAU, Munich

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Circulation audit:

Circulation analysis: Copies per issue
(annual average of July 1st 2022 to June 30th 2023)

Print run:	23,990		
Copies actually distributed (tvA):	29,030	thereof abroad:	361
- thereof E-Paper:	5,406	thereof abroad:	63
Copies sold:	8,072	thereof abroad:	217
Subscriptions:	8,021	thereof abroad:	216
Other sales:	17		
Single copy sales:	35	thereof abroad:	1
Free copies:	20,957	thereof abroad:	81
Archive and specimen:	366		

Geographic distribution analysis:

Business regions	Copies actually distributed	
	%	Copies
Domestic	98.8	28,669
Abroad	1.2	361
Copies actually distributed (tvA)	100.0	29,030

Summary of the survey method:

1. Method: Dissemination analysis by file evaluation - total survey
 2. Basic population: actual circulation 29,030 = 100 %
 3. Sample: total survey
 4. Target person of the study: not applicable
 5. Period of study: August 2023
 6. Execution of the study: Bauerlag BV GmbH
- Details on the survey method are available from the publishing company.

Distribution by Nielsen-Areas/German states:

Distribution	Copies actually distributed	
	%	Copies
Nielsen-Area I		
Schleswig-Holstein	2.9	834
Hamburg	2.4	683
Lower Saxony	8.7	2,533
Bremen	0.6	181
Nielsen-Area II		
North Rhine Westphalia	23.1	6,703
Nielsen-Area IIIa		
Hesse	8.6	2,488
Rhineland-Palatinate	5.3	1,530
Saarland	1.0	289
Nielsen-Area IIIb		
Baden-Württemberg	16.6	4,747
Nielsen-Area IV		
Bavaria	16.3	4,712
Nielsen-Area V		
Berlin	4.1	1,232
Nielsen-Area VI		
Mecklenburg-Vorpommern	1.0	295
Brandenburg	1.9	550
Saxony-Anhalt	1.4	397
Nielsen-Area VII		
Thuringia	1.7	492
Saxony	3.5	1,003
Copies truly distributed in domestic area	98.8	28,669

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

<p>2/1 Page</p>  <p>Bleed format: 450 x 297 mm</p> <p>Price (b/w to 4c) 25,900.00 €</p>	<p>1/1 Page</p>  <p>Bleed format: 225 x 297 mm</p> <p>Price (b/w to 4c) 13,400.00 €</p>	<p>Juniorpage</p>  <p>Bleed format: 141 x 218 mm</p> <p>Price (b/w to 4c) 8,830.00 €</p>	<p>1/2 Page, horiz.</p>  <p>Bleed format: 225 x 147 mm</p> <p>Price (b/w to 4c) 7,990.00 €</p>	<p>1/2 Page, vertical</p>  <p>Bleed format: 107 x 297 mm</p> <p>Price (b/w to 4c) 7,990.00 €</p>
<p>1/3 Page, vertical</p>  <p>Bleed format: 73 x 297 mm</p> <p>Price (b/w to 4c) 6,680.00 €</p>	<p>1/3 Page, horiz.</p>  <p>Bleed format: 225 x 101 mm</p> <p>Price (b/w to 4c) 6,680.00 €</p>	<p>1/4 Page, vertical</p>  <p>Bleed format: 56 x 297 mm</p> <p>Price (b/w to 4c) 5,890.00 €</p>	<p>1/4 Page, horiz.</p>  <p>Bleed format: 225 x 80 mm</p> <p>Price (b/w to 4c) 5,890.00 €</p>	<p>1/4 Page, Col.</p>  <p>Bleed format: 107 x 80 mm</p> <p>Price (b/w to 4c) 5,890.00 €</p>
<p>1/8 Page, vertical</p>  <p>Bleed format: 56 x 147 mm</p> <p>Price (b/w to 4c) 3,990.00 €</p>	<p>1/8 Page, horiz.</p>  <p>Bleed format: 225 x 46 mm</p> <p>Price (b/w to 4c) 3,990.00 €</p>	<p>1/8 Page, Col.</p>  <p>Bleed format: 107 x 80 mm</p> <p>Price (b/w to 4c) 3,990.00 €</p>	<p>Advertorial 1/1 Page* 13,400.00 € Advertorial 1/2 Page** 7,990.00 €</p>	

* Price surcharge for design by the publisher 500.00 €; ** Price surcharge for design by the publisher 250.00 €
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	1,650.00 €
Other prescribed positions:	20 %
Special colour: Each colour	2,030.00 €

Discounts: Published within 12 month,
(insertion year, starts with publication of the first advertisement)

Staggered repeat discount		Quantity scale	
3 times	3 %	3 pages	5 %
6 times	5 %	6 pages	10 %
12 times	10 %	12 pages	15 %
18 times	15 %	18 pages	20 %
24 times	20 %	24 pages	25 %

Architecture combination

5 %/20 % architecture combinations discount with Bauwelt/Bauwelt-Block

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 s/w	per height mm (1 column, 47 mm wide)	6.20 €
Job offers colour	per height mm (1 column, 47 mm wide)	11.50 €
Situation wanted s/w	per height mm (1 column, 47 mm wide)	3.50 €
Opportunity ad, Purchase/sale b/w	per height mm (1 column, 47 mm wide)	6.20 €
Column width:	2 columns, 98 mm 3 columns, 149 mm 4 columns, 200 mm	

Special ad types:
bound inserts (sample - front page/back page required)

2-pages	8,770.00 €
4-pages	16,760.00 €
6-pages	23,370.00 €
8-pages	30,610.00 €
(others on request)	

Discounts as per scale of discounts: 1 sheet = 1 ad page
Please supply bound inserts in untrimmed format of 231 mm wide
and 303 mm high (four pages and more: folded). Raw format

Loose inserts:

Maximum size 220 x 290 mm

	Price %
Weight of loose insert	
Full insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	365.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	420.00 €

For partial occupancy: selection costs per selection 150.00 €

Glued ad media:	Price %
Postcard	95.00€
Product samples, other tip-ons	on request

Technical costs are not eligible for commission and are not discountable.

Required delivery quantity: according to order confirmation

Delivery address: westermann druck GmbH
Georg-Westermann-Allee 66
Tor 1 / Name Auftragsbetreuer
38104 Braunschweig

Delivery memo: „Für DBZ Issue ...“

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: 225 mm wide, 297 mm high, DIN A4
untrimmed: 231 mm wide, 303 mm high

Print space: 200 mm wide x 259 mm high
4 columns, 47 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:

José Knurr, Phone: +49 5241 2151-3322

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.

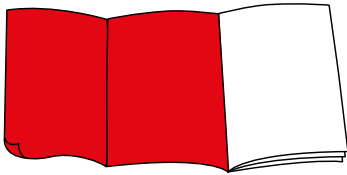
Data acceptance/archiving: All files sent to us must be copies, the originals should remain with you until the respective issue is published for security reasons. The documents and directories must have a unique job and page name. Avoid special characters, spaces and umlauts in your file names if possible.

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.

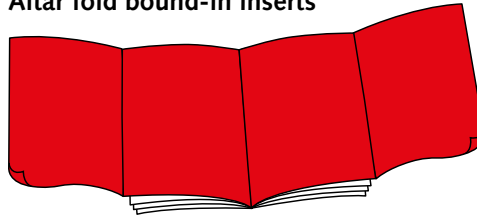
Show off your format with the special advertising formats!

Fold-out cover page



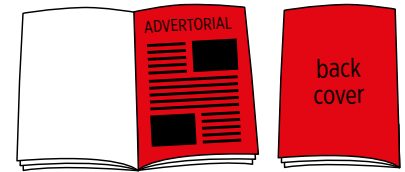
Inside cover folds out once to the left.
A total of 3 pages.

Altar fold bound-in inserts



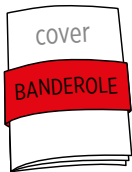
6-page bound-in insert, from which a further page
can be folded out to the left and right.

Back cover + 1/1 advertorial



Format 225 x 297 mm

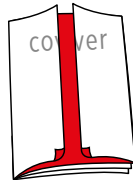
Banderole**



Simply inviting – a paper sleeve that encloses
the entire booklet.

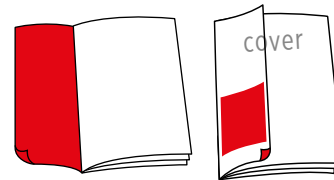
** The banderole is only published in the print run. It must be delivered
ready for use, including the adhesive dot.

Gatefolder



The altar fold on the title page can be unfolded half
a page to the left and half a page to the right.

Cover flap



Half-page title flap on the first cover page

Price on request

DBZ + Bauwelt- architecture combinations: The strong advertising duo

The wide coverage of a qualified target group is decisive. By advertising in **DBZ** and **Bauwelt**, you directly address the product decision-makers among the architects and construction engineers. With our Architecture Combinations you optimize your media planning at the same time.

Only 5% overlap in the joint subscriber circle of **DBZ** and **Bauwelt** and excellent utilization date will convince you.

Your advantage:

architecture combi **2**, **3** and **4** contain the discount of up to 50%, 45% or 25% respectively for the **Bauwelt**-Block placement!

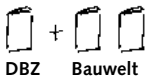
Architecture combi



1 = DBZ single advert
 combined with
Bauwelt single advert
 → altogether 2 advert placements

▶ **special discount 20%**
 prerequisite: uniform format.
 Placing within one month.
 note: In the quantity/times/combination scale
 the **architecture combination 1**
 counts as one page/placement.

Architecture combi

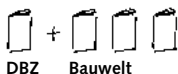


2 = DBZ single advert
 combined with
Bauwelt block of 2
 → altogether 3 advert placements

▶ **special discount 5%**
 prerequisite: uniform format.
 Publication dates within one
 discount year
 note: In the quantity/times/combination scale
 the **architecture combination 2**
 counts as one page/placement.

DBZ + Bauwelt – architecture combinations

Architecture combi



3 = DBZ single advert
combined
with **Bauwelt** block of 3
→ altogether 4 advert placements



special discount 5%

prerequisite: uniform format.
Publication dates within one
discount year

note: In the quantity/times/combination
scale the **Architecture combination 3**
counts as one page/placement.

Architecture combi



4 = DBZ single advert
combined
with **Bauwelt** block of 4
→ altogether 5 advert placements



special discount 5%

prerequisite: uniform format.
Publication dates within one
discount year

note: In the quantity/times/combination
scale the **Architecture combination 4**
counts as one page/placement.

example: 1/1 page 4c

	DBZ*	+	Bauwelt*	=	Regular price	Combination discount	Price
Combi 1 *	13,400.00 €	+	9,400.00 €	=	22,800.00 €	20 %	18,240.00 €
Combi 2 *	13,400.00 €	+	14,100.00 €	=	27,500.00 €	5%	26,125.00 €
Combi 3 *	13,400.00 €	+	15,510.00 €	=	28,910.00 €	5%	27,465.00 €
Combi 4 *	13,400.00 €	+	18,800.00 €	=	32,200.00 €	5%	30,550.00 €

Possible placements surcharges and bleed surcharges will also be rebated with the corresponding discount rates. * according to price list

Special issue Hotel

Target group:

interior designers (BDIA members), architects (large offices, project design)
TOP hotels, hotel chains, hotel managers

Topics:

Hotel projects, interior, lighting, fire protection, building automation,
decoration, wellness areas, spas, air conditioning, facades, product presentations

Publication date: 14.10.2024

Editorial deadline: 12.08.2024

Advertising deadline: 19.09.2024

Circulation: 10,800 copies

Language: german and english

Price:

Format	colour
2/1 page	7,300.00
1/1 page	5,600.00
1/2 page	3,230.00
1/3 page	2,600.00
inside front cover	6,790.00
back cover	6,790.00



Job advertisements in the wide-reaching journals Bauwelt and DBZ

Choose the job markets in these journals if you want to fill your vacant positions with the best candidates. Place your job ad in **Bauwelt** and **DBZ** – the wide-reaching journals in the architecture segment, which you can combine for optimum impact.

PRINT rates

1 column, per mm height, non-discountable

Bauwelt **DBZ**

Job vacancy ad, black/white	6.20 €	
Job vacancy ad, 2-colour	9.80 €	
Job vacancy ad, 3-colour	10.80 €	
Job vacancy ad, 4-colour	11.50 €	
Situation wanted ad	3.50 €	
Business contacts	6.20 €	
Competitions	6.20 €	
Column width, 1 column	51 mm	47 mm
Column width, 2 columns	105 mm	98 mm
Column width, 3 columns	159 mm	149 mm
Column width, 4 columns	213 mm	200 mm

Attractive 25 % combo-discount or simultaneous placing of ads in DBZ and Bauwelt

Print and online combination rates (4 weeks online from publication date):

For architecture firms from an order value of: 460.00 €
Immediate placement online: 200.00 €

For universities from an order value of: 1,100.00 €
Immediate placement online: 300.00 €

For institutes/companies from an order value of: 1,200.00 €
Immediate placement online: 300.00 €

ONLINE rates (non-discountable)

For architecture firms:
Online placement: 460.00 €

For universities:
Online placement: 1,100.00 €

For institutes/companies:
Online placement: 1,200.00 €

Widen your online reach now!

Order your job ad quickly and easily at
<https://stellenmarkt.dbz.de>

- Visible online for 4 weeks
- Attractive rates for extensions
- Listing in next available Bauwelt issue (10 090 copies)
- Mailing of your ad in the Bauwelt newsletter direct to 12 600 recipients

Company profile:
For one month: 120.00 €
For one year: 1,250.00 €

Just contact us:
E-Mail: stellenmarkt@bauverlag.de
Phone: + 49 5241 2151-3000



DBZ.de

The online reports at DBZ.de are attracting increasing interest from architects and construction engineers. For daily working life, the cross-media interlinking of PRINT and ONLINE is essential. Latest reports and new product presentations as well as more in-depth information on the DBZ website complement the core competence of the print issue and newsletter. For architects and construction engineers an important guide and competent source of information for the realization of planning projects.

DBZ Newsletter

The DBZ Newsletter is issued twice weekly, providing information on relevant subjects concerning architecture, legal aspects and construction practices.



Page impressions

116,597 per month



Visits

83,224 per month



Unique user

40,047 user



Newsletter contacts

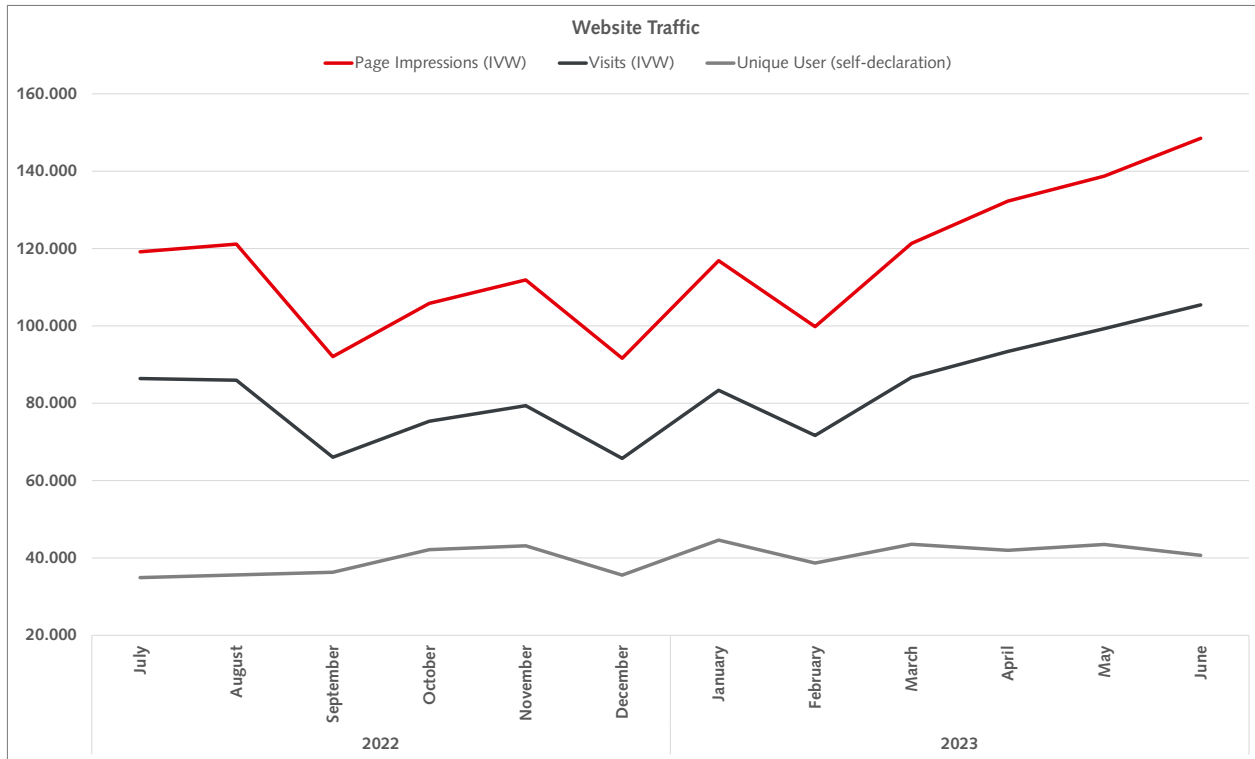
8,545 Ø recipients



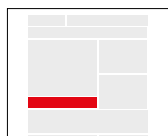
Podcast

ca. 1,800 downloads/
streams per month

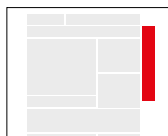
Traffic audit:



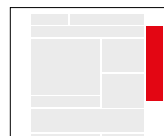
Source for page impressions and visits: IVW, for unique user: Google Analytics/self-reported

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

Fullsize banner

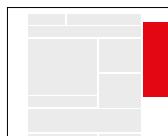
 Format (B x H):
 468 x 60 px

1,064.00 €

Skyscraper

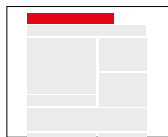
 Format (B x H):
 120 x 600 px

1,596.00 €

Wide skyscraper

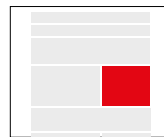
 Format (B x H):
 160 x 600 px

1,862.00 €

Half page

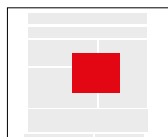
 Format (B x H):
 300 x 600 px

2,128.00€

Superbanner

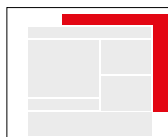
 Format (B x H):
 728 x 90 px

1,330.00 €

Medium rectangle

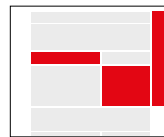
 Format (B x H):
 300 x 250 px

1,862.00 €

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

2,548.00€

Ad bundle

 - Fullsize banner
 - Skyscraper
 - Medium rectangle

1,596.00 €

Advertising formats	Placement	Format (pixel, width x height)	Price in €/4 weeks
Skyscraper sticky	website, in rotation with max. two additional	120 x 600	1,729.00
Wide skyscraper sticky	website, in rotation with max. two additional	160 x 600	1,995.00
Half page sticky	website, in rotation with max. two additional	300 x 600	2,261.00
Billboard	Website ohne Startpage, in Rotation mit max. 2 weiteren	970 x 250	2,660.00
Expandable wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	3,178.00
Situations vacant	Architecture firms Institutes Universities	individual	400.00 1,200.00 1,100.00
Microsite	own navigation within the website, duration 12 weeks	individual	12,054.00
OnlinePLUS	addition to an existing online article/advertorial	photos, videos, PDFs	1,995.00

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
1/2024	05.01.2024	20.12.2023
2/2024	09.01.2024	21.12.2023
3/2024	16.01.2024	05.01.2024
4/2024	23.01.2024	12.01.2024
5/2024	30.01.2024	19.01.2024
6/2024	06.02.2024	26.01.2024
7/2024	13.02.2024	02.02.2024
8/2024	20.02.2024	09.02.2024
9/2024	27.02.2024	16.02.2024
10/2024	05.03.2024	23.02.2024
11/2024	12.03.2024	01.03.2024
12/2024	19.03.2024	08.03.2024
13/2024	26.03.2024	15.03.2024
14/2024	02.04.2024	20.03.2024
15/2024	09.04.2024	27.03.2024
16/2024	16.04.2024	05.04.2024
17/2024	23.04.2024	12.04.2024
18/2024	30.04.2024	19.04.2024
19/2024	07.05.2024	25.04.2024
20/2024	14.05.2024	02.05.2024
21/2024	21.05.2024	10.05.2024
22/2024	28.05.2024	16.05.2024
23/2024	04.06.2024	23.05.2024
24/2024	11.06.2024	31.05.2024
25/2024	18.06.2024	07.06.2024
26/2024	25.06.2024	14.06.2024

Issue	Publishing date	Booking deadline
27/2024	02.07.2024	21.06.2024
28/2024	09.07.2024	28.06.2024
29/2024	16.07.2024	05.07.2024
30/2024	23.07.2024	12.07.2024
31/2024	30.07.2024	19.07.2024
32/2024	06.08.2024	26.07.2024
33/2024	13.08.2024	02.08.2024
34/2024	20.08.2024	09.08.2024
35/2024	27.08.2024	16.08.2024
36/2024	03.09.2024	23.08.2024
37/2024	10.09.2024	30.08.2024
38/2024	17.09.2024	06.09.2024
39/2024	24.09.2024	13.09.2024
40/2024	01.10.2024	20.09.2024
41/2024	08.10.2024	27.09.2024
42/2024	15.10.2024	04.10.2024
43/2024	22.10.2024	11.10.2024
44/2024	29.10.2024	18.10.2024
45/2024	05.11.2024	24.10.2024
46/2024	12.11.2024	31.10.2024
47/2024	19.11.2024	08.11.2024
48/2024	26.11.2024	15.11.2024
49/2024	03.12.2024	22.11.2024
50/2024	10.12.2024	29.11.2024
51/2024	17.12.2024	06.12.2024
52/2024	20.12.2024	11.12.2024

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:
985.00 €

Text ad

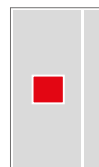


- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
820.00 €

Medium rectangle

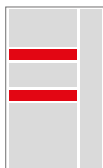


Format:
300 x 250 px

Placement:
content

Price:
985.00 €

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
670.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the
content

Price:
820.00 €

Wide skyscraper



Format:
160 x 600 px

Placement:
next to the content

Price:
985.00 €

Newsletter takeover



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

Placement:
content, exclusive

Price:
6,110.00 €

Situations vacant



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

Placement:
content

Price:
820.00 €

Discounts:

published within 12 months
(Insertion year)

Staggered repeat discount

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

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: 4 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.

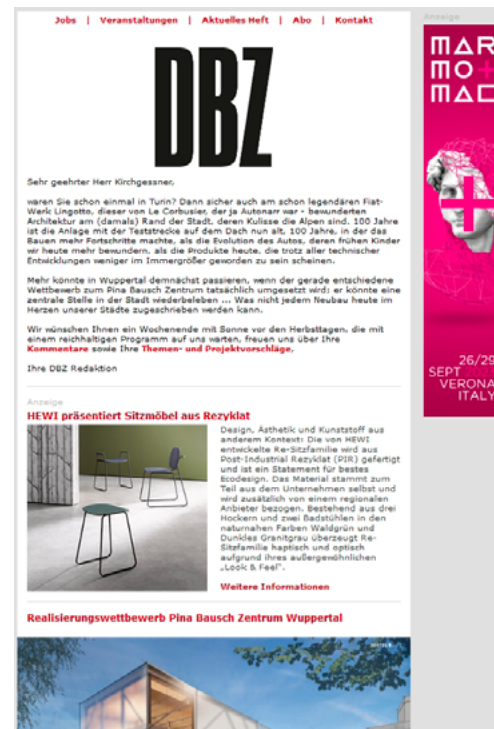
Please send your materials together with the required meta-information:

- 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.

Circulation: **Recipients**
Architects and construction planners and engineers

8,545 recipients
openingrate net: 19.2%
(source: Inxmail, average per month July 2022 until June 2023)



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 **DBZ.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
- 2 text ads in **DBZ Newsletter** newsletter with a link to the online post
- advertised social media post via the **DBZ's** Facebook and Instagram page with a link to the online post

Price: 3,752.00 € plus VAT.
(Price for 28 days / 4 weeks)



Whitepaper

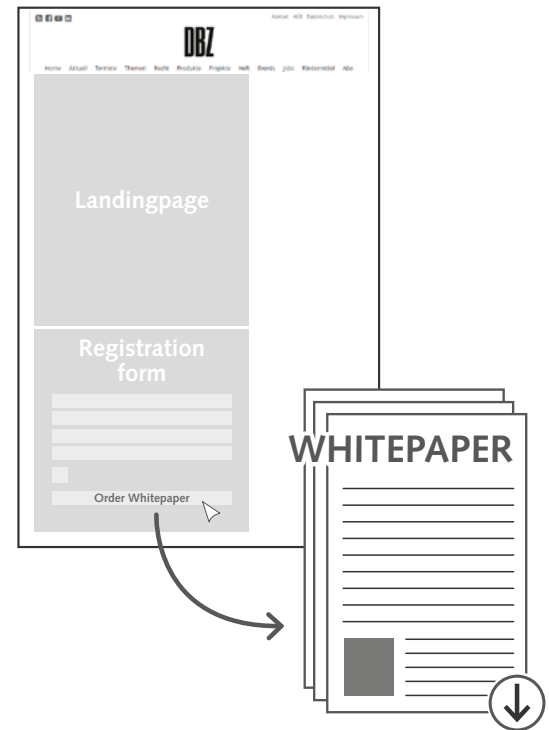
Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on **www.dbz.de**. Interested users receive the white paper in exchange for their contact details.

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



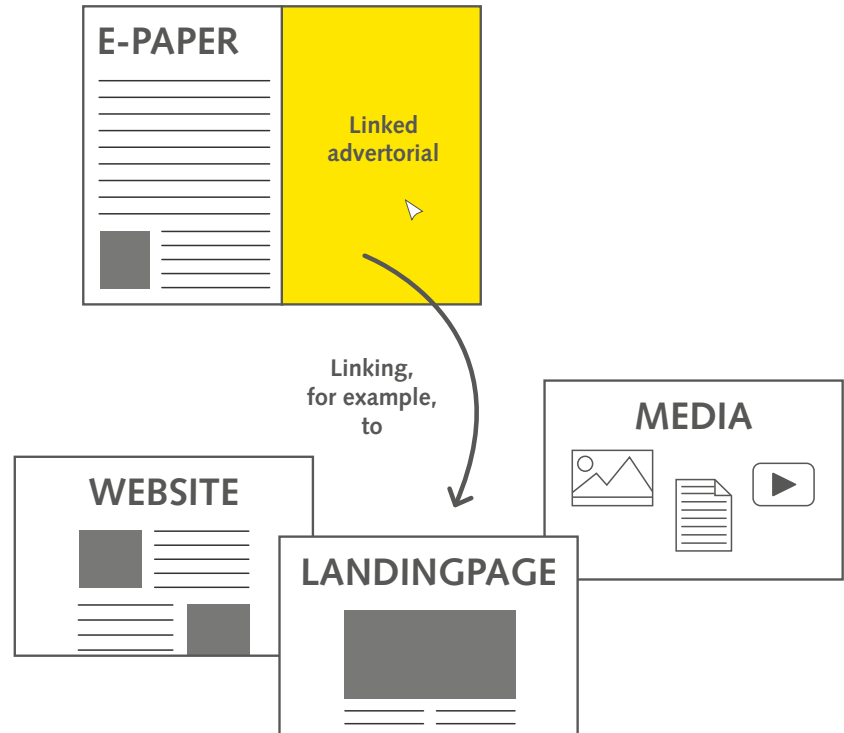
Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper (epaper.dbz.de).

Linking ads in the E-Paper offers the following advantages:

- **Interactivity:** Readers can click directly on ads to get more information or buy products online.
- **Enhanced user experience:** Readers get direct access to relevant content or products.
- **Enhanced information content:** Ads can provide additional information or media on web pages through links.

Price: 490.00 €

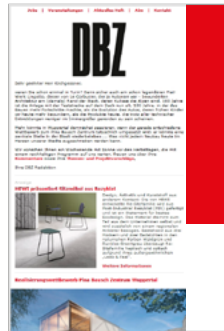


Our communication package combine an appropriate set of advertising channels based upon your communication goals to ensure that you reach your entire target group.

Branding-Paket Online



Halfpage ad on **DBZ.de**



Wide Skyscraper in 2 **DBZ Newsletters**

Duration 4 weeks
Price: **3,688.20 €** plus VAT.

Cross-media product advertising package



Online-Advertorial on **DBZ.de**
(for benefits, see previous page)



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

Duration 4 weeks
Price: **10,792.80 €** plus VAT.

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

DBZ Podcast

The DBZ gives you an insight into the world of architecture and discusses exciting trends in the construction sector. The DBZ editors turns architecture into a listening experience and, with the DBZ podcast, they contribute to the architectural discourse.

Exclusive podcast: 4,990.00€ per episode

Native audio ad: 1,990.00€ per episode



The podcast

every 14 days
Ø 30 minutes

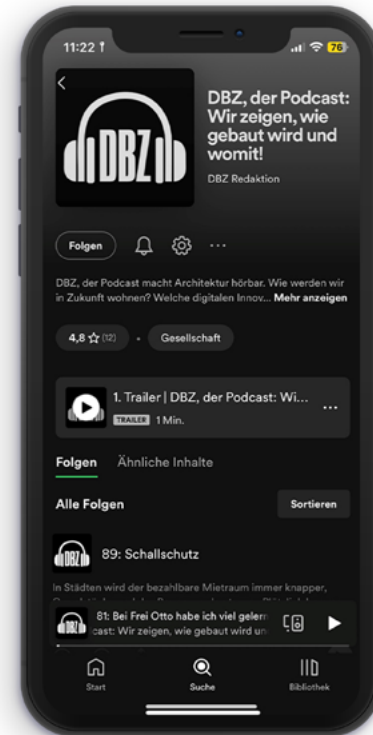


Publikum (June 2023)

1,265 listeners
2,986 downloads/streams

Listen to the podcast

Ask for our full details.



Looking for something? Find it here!

Make sure that market players in the construction and property sector can find you.

EINKAUFSFÜHRER BAU

Bauverlag's EINKAUFSFÜHRER BAU is the online search engine for construction professionals. At www.EINKAUFSFUEHRER-BAU.de, they can find the manufacturers of all construction products.

BUILDING TRADES COMPANIES AND ENGINEERS

(from the painting and decorating, stucco, plastering, drywall construction, carpentry, joinery, roofing and timber construction, electrics, plumbing, HVAC, metal engineering)

CONSTRUCTION COMPANIES (in building construction, civil engineering, road construction, garden and landscaping and tunnel construction)

TRADE

(construction machinery, construction materials, roofing materials, civil engineering supplies)

FACILITY MANAGERS AND HOUSING ASSOCIATIONS

ARCHITECTS AND PLANNING & CONSTRUCTION ENGINEERS

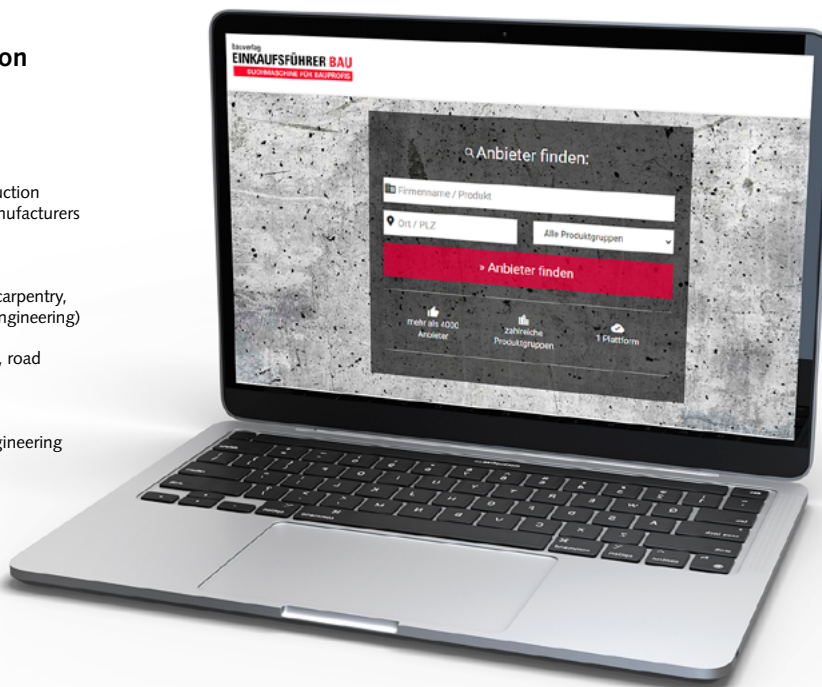
Request a quote now!

Nicole Euler

Sales Manager

Phone: +49 5241 2151-2828

E-Mail: nicole.euler@bauverlag.de





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



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