

MEDIA DATA 2026 (SHORT VERSION)

Target groups

- Architects
- people working in civil engineering

Journal of the

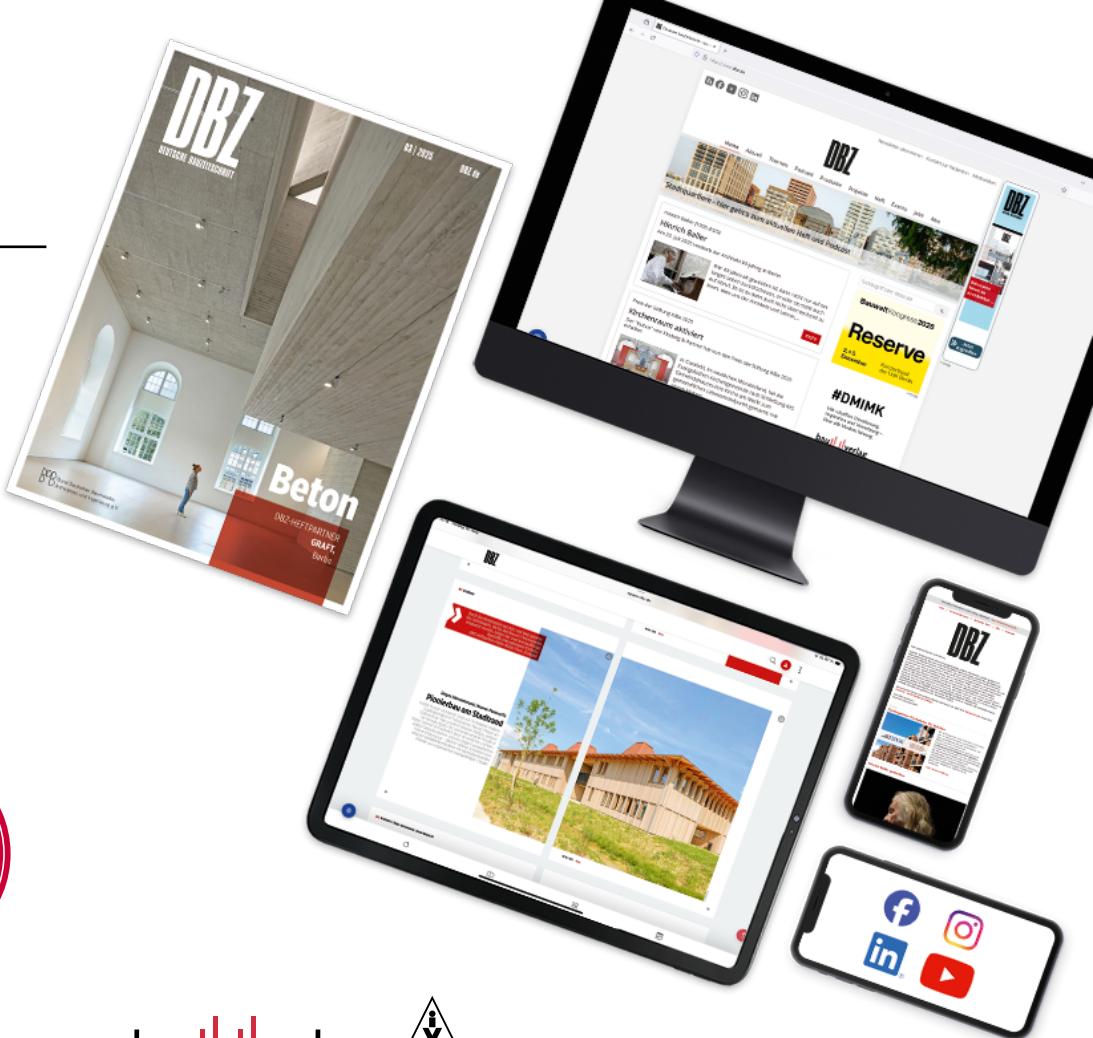
BDI Bund Deutscher Baumeister,
Architekten und Ingenieure e.V.

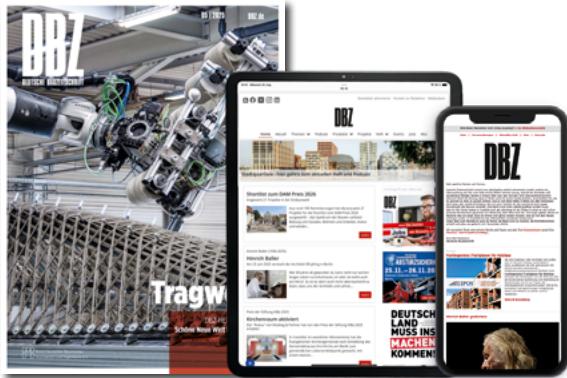
DBZ
DEUTSCHE BAUZEITSCHRIFT



DBZ.de

bau || verlag



**DBZ**

The **DBZ** brand provides practical reports on architecture and civil engineering and uses a variety of media channels for this purpose. The print media channel is dedicated to a specific topic 10 times a year. In addition, we publish architecture and engineering projects as well as technical construction articles. Other projects are presented with special product and material solutions. The practical construction topics of digitalization, law, building damage and office management complete the editorial offering for decision-makers in the planning and execution process. The DBZ's media channels are print, digital (www.dbz.de), the **DBZ** podcast, the newsletter and all common social media channels.

**273,933**
Copies/year

copies actually distributed 24,903
thereof E-Paper: 8,377
Publication frequency 10x/Year
+ 1 special edition

**1,727,004**
Page impressions website/year

Page Impressions 143,917/Month
Visits 103,630/Month
Unique User 38,410/Month

**427,533**
Newsletter recipients/year

Recipients 8,383/Issue
Openingrate net 20.1 %
Publication frequency 51x/Year

**13,000**
Follower social media

Issue No. Month	Dates	Magazine topics	Key topics Products	Trade fairs/events
11/2025	Publication date: 17.11.2025 Editorial deadline: 02.09.2025 Advertising deadline: 23.10.2025	Building in existing areas Focus on resources – space-saving construction, vacant lots, redensification, conversion, repurposing, renovation, extensions, and additions	Floors, walls, ceilings Wood flooring, tiles, parquet, linoleum, screeds, coatings, wall surfaces, wood protection Special colors, wood protection systems, interior insulation, interior plasters, wallpaper, special colors. Ceiling systems, suspended ceilings, acoustic ceilings, metal panels, plasterboard and fiber systems Finishing, drywall construction, acoustics Ceiling and wall coverings, pre-wall installation systems, floor systems, interior insulation, joints, connections, sound insulation, ceiling panels, acoustic, lighting, ventilation, and climate control ceilings, fire protection panels, double and cavity floors or installation floors, dry subfloors, materials, fire protection, wet room systems, moisture-resistant 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 Fire protection, security Locking systems and locking mechanisms, escape route systems, burglary protection, safety glass, fire alarm systems, smoke and heat extraction systems, firefighting systems, sprinklers, lightning protection, burglar alarm systems	
12/2025	Publication date: 15.12.2025 Editorial deadline: 02.10.2025 Advertising deadline: 21.11.2025	Housing Cluster housing, co-living, smart living, multigenerational housing, micro-living, flexible living concepts, multi-story residential construction, living and working, mixed-use, affordable housing, prefabrication, modular construction, redensification/additional stories	Lighting, building automation Intelligent building technology, energy generation and storage, outdoor and indoor lighting, technical lights and lamps, switch systems, controls, smart home, BUS systems, lighting management systems, lights, spotlights, downlights, LED, lighting technology and concepts, communication systems, energy management, charging infrastructure Bathrooms, sanitary facilities Bathroom design, barrier-free bathrooms, fittings, showers, bathtubs, shower enclosures, shower cubicles, bathroom furniture, accessories, tiles, sanitary ceramics, swimming pools, saunas, wellness Heating, air conditioning, ventilation Heating systems, heating appliances, 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 plants, cogeneration plants, combined heat and power, control technology, regulation technology	

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

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

Issue No. Month	Dates	Magazine topics	Key topics Products	Trade fairs/events
1-2/2026	<p>Publication date: 02.02.2026</p> <p>Editorial deadline: 01.12.2025</p> <p>Advertising deadline: 09.01.2026</p>	<p>Future of Higher Education and Science Changes in study conditions, the higher education landscape in Germany, student associations and student councils, career entry, self-employment, teaching and research in the context of third-party funding, actors in teaching, research, and science, interdisciplinary teaching, climate-friendly teaching, new learning architectures, AI in teaching and architecture, current research on materials, new manufacturing methods</p>	<p>System construction, modular/serial construction Modules made of steel, wood, and concrete, wall and ceiling panels, TGA modules, wooden structures, solid wood, wood-based materials, glued laminated timber, prefabrication, wood panel construction, frame construction, fire protection, sound insulation, drywall construction</p> <p>BIM, AI, software BIM, CAD, AVA, software for tendering, awarding contracts, billing, scheduling, project planning and management, cost planning, room book, quantity determination, cost management, quotation preparation, calculation and invoicing, office organization software for architects and planning offices, mobile construction site documentation, defect management, construction log, formwork and reinforcement planning, construction schedule, safety and health plan, computers, mobile devices, plotters, 2D/3D printing systems, printers, monitors, workplace equipment, presentation systems, visualization, AR/VR</p> <p>Office Office and contract furniture, cabinet and partition wall systems, tables, chairs, armchairs, wallpaper, fabrics, interior design, lighting, room dividers, acoustic elements, media furniture</p>	<p>Allgäuer Baufachkongress, Oberstdorf (14.-16.01.2026)</p> <p>imm cologne, Cologne (20.-23.01.2026)</p> <p>R+T, Stuttgart (15.-19.02.2026)</p> <p>Dach + Holz, Cologne (24.-26.02.2026)</p>
3/2026	<p>Publication date: 03.03.2026</p> <p>Editorial deadline: 05.01.2026</p> <p>Advertising deadline: 09.02.2026</p>	<p>Research buildings Research, laboratory, and institute buildings, universities, and colleges</p>	<p>Building automation Intelligent building technology, energy generation and storage, control systems, smart homes, BUS systems, lighting management systems, communication systems, energy management, charging infrastructure</p> <p>Floors, walls, ceilings Wood flooring, tiles, parquet, linoleum, screeds, coatings, wall surfaces, wood protection, special colors, wood protection systems, interior insulation, interior plasters, wallpaper, special colors. Ceiling systems, suspended ceilings, acoustic ceilings, metal panels, plasterboard, and fiber systems</p> <p>Fire protection, security Locking systems and locking mechanisms, escape route systems, burglary protection, safety glass, fire alarm systems, smoke and heat extraction systems, firefighting systems, sprinklers, lightning protection, burglar alarm systems</p>	<p>light + building, Frankfurt (08.-13.03.2026)</p> <p>Ulmer Betontage, Ulm (10.-12.03.2026)</p> <p>digitalBAU, Cologne (24.-26.03.2026)</p> <p>MIPIM, Cannes (09.-13.03.2026)</p>

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4/2026	<p>Publication date: 01.04.2026</p> <p>Editorial deadline: 02.03.2026</p> <p>Advertising deadline: 10.03.2026</p>	<p>Materials Building with specific materials: concrete, wood, steel, brick, glass, stone, clay, carbon. Material innovations, applied research, material cycles, reduce, reuse, recycle, urban mining, circular economy, cradle to cradle</p>	<p>Concrete, cement Lightweight concrete, in-situ concrete, insulating concrete, precast concrete elements, (ultra) lightweight concrete, reinforced concrete structures, concrete properties, concrete core activation, ceiling systems, reinforcement technology, aggregates, formwork systems, facades, cement, mortar, concrete blocks, aerated concrete, substructures, energy efficiency, sound insulation, renovation, recycling</p> <p>Special colors, plasters, coatings Interior and facades Special colors, paints, glazes, dispersions, adhesives, sealants, concrete protection, fire protection coatings, interior and exterior plaster, plaster systems, waterproofing, impregnations, leveling layers, coatings, 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</p> <p>Glass, windows, sun protection Glass roofs, fire-resistant glass, functional glass, plexiglass, skylights, ESG, VSG, sun protection glass, sun protection systems/exterior-interior, glass doors, window profiles, fittings, roller shutters, folding shutters, awnings, blinds, slats</p>	<p>Architecture Matters, Munich (15.-16.04.2026)</p> <p>Salone del Mobile, Mailand (21.-26.04.2026)</p>
5/2026	<p>Publication date: 02.05.2026</p> <p>Editorial deadline: 02.04.2026</p> <p>Advertising deadline: 10.04.2026</p>	<p>Kindergartens Daycare centers, kindergartens, playgrounds, children's homes, child-friendly rooms in public buildings. Facilities for childcare, education, and leisure activities for children. Play and learning rooms, outdoor facilities</p>	<p>Finishing, drywall construction, acoustics Ceiling and wall coverings, pre-wall installation systems, flooring systems, interior insulation, joints, connections, sound insulation, ceiling panels, acoustic, lighting, ventilation, and climate control ceilings, fire protection panels, double and cavity floors or installation floors, dry subfloors, materials, fire protection, wet room systems, moisture-resistant panels, plaster, interior plaster, wallpaper, tension fabrics, screed, stair construction, railings, floor coverings, tiles, parquet, linoleum, built-in furniture, interior doors, electrical installation, ventilation outlets, adhesives, seals, joints</p> <p>Bathroom, sanitary Bathroom design, barrier-free bathrooms, fittings, showers, bathtubs, shower enclosures, shower cubicles, bathroom furniture, accessories, tiles, sanitary ceramics</p> <p>Roof, insulation Roof tiles, roof tile profiles, natural slate, roof tiles, roofing membranes, roof coverings, roof drains, gutters, roof system components, roof waterproofing systems, roof insulation boards, roof insulation, insulation technology, ecological thermal insulation, roof covering, roof renovation, insulation boards</p>	<p>polis Convention, Düsseldorf (06.-07.05.2026)</p>



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6/2026	Publication date: 02.06.2026 Editorial deadline: 01.05.2026 Advertising deadline: 07.05.2026	Transformation Change or conversion of buildings, repurposing, adaptation, extension, modification of buildings. Resources – space-saving construction, vacant lots, redensification, building in existing areas	System construction, modular/serial construction Modules made of steel, wood, and concrete, wall and ceiling panels, TGA modules, wooden structures, solid wood, wood-based materials, glued laminated timber, prefabrication, wood panel construction, frame construction, fire protection, sound insulation, drywall construction Outdoor facilities Coverings, paving, drainage systems, rainwater management, outdoor furniture, privacy screens/walls, greening, planters, playground equipment, outdoor lighting Floors, walls, ceilings Wood flooring, tiles, parquet, linoleum, screeds, coatings, wall surfaces, wood protection, special colors, wood protection systems, interior insulation, interior plasters, wallpaper, special colors. Ceiling systems, suspended ceilings, acoustic ceilings, metal panels, plasterboard and fiber systems	Real Estate Arena, Hannover (10.-11.06.2026)
7-8/2026	Publication date: 14.07.2026 Editorial deadline: 05.06.2026 Advertising deadline: 22.06.2026	Support structures for sports facilities high schools, sports halls, swimming pools, stadiums. Experimental support structures, applied research, manufacturing methods, digitalization, integrated planning	Lighting, lighting technology Outdoor and indoor lighting, technical lighting and lamps, switch systems, controls, lighting management systems, luminaires, spotlights, downlights, LEDs, lighting technology and concepts Heating, air conditioning, ventilation Heating systems, heating appliances, 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 plants, cogeneration plants, combined heat and power, control technology, regulation technology Bathrooms, sanitary Bathroom design, barrier-free bathrooms, fittings, showers, bathtubs, shower enclosures, shower cubicles, bathroom furniture, accessories, tiles, sanitary ceramics	

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Issue No. Month	Dates	Magazine topics	Key topics Products	Trade fairs/events
9/2026	<p>Publication date: 01.09.2026</p> <p>Editorial deadline: 07.08.2026</p> <p>Advertising deadline: 10.08.2026</p>	<p>Building envelope Load-bearing and non-load-bearing facades and systems, materials and cladding, climate-friendly facades, sun protection, green facades, applied research, integrated planning</p>	<p>Facade, wall, insulation Wall formers, bricks, dry masonry, mortar masonry, homogeneous and inhomogeneous masonry, exposed masonry, facing masonry, load-bearing and non-load-bearing masonry, brick slips, concrete blocks, expanded clay blocks, hollow blocks, perforated bricks, sand-lime bricks, ETICS, VHF, insulation materials, shaped bricks, clinker, aerated concrete blocks, substructure, energy efficiency, sound insulation, renovation, recycling</p> <p>Masonry Facade, quarry stone masonry, natural stone, bricks, 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</p> <p>Glass, windows, sun protection Glass roofs, fire-resistant glass, functional glass, Plexiglas, skylights, ESG, VSG, sun protection glass, sun protection systems/exterior-interior, glass doors, window profiles, fittings, roller shutters, folding shutters, awnings, blinds, slats</p>	DBZ Modulbaukongress
10/2026	<p>Publication date: 01.10.2026</p> <p>Editorial deadline: 04.09.2026</p> <p>Advertising deadline: 09.09.2026</p>	<p>Residential buildings Cluster living, co-living, multigenerational living, micro-living, flexible living concepts, living and working, mixed-use, affordable housing, prefabrication, element-based construction, serial and modular construction, redensification/ additional stories</p>	<p>Finishing, drywall construction, acoustics Ceiling and wall coverings, pre-wall installation systems, flooring systems, interior insulation, joints, connections, sound insulation, ceiling panels, acoustic, lighting, ventilation, and climate control ceilings, fire protection panels, double and cavity floors or installation floors, dry subfloors, materials, fire protection, wet room systems, moisture-resistant panels, plaster, interior plaster, wallpaper, tension fabrics, screed, stair construction, railings, floor coverings, tiles, parquet, linoleum, built-in furniture, interior doors, electrical installation, ventilation outlets, adhesives, seals, joints</p> <p>Doors, gates, windows 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 and window fittings, window frames, glazing, sliding windows, skylights</p> <p>Interior Living room furniture, sofas, armchairs, daybeds, kitchens, dining room furniture, tables, chairs, lighting, upholstery/fabrics, shelves/shelving systems, curtains, beds, furniture fittings, interior door fittings, door handles, light switches, electrical installation/sockets, interior doors, sliding doors</p>	<p>expo real, Munich (05.-07.10.2026)</p> <p>Orgatec, Cologne (27.-30.10.2026)</p>

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Sonderheft Hotel	<p>Publication date: 15.10.2026</p> <p>Editorial deadline: 18.09.2026</p> <p>Advertising deadline: 23.09.2026</p>	Current trends in hotel real estate, international hospitality design, sustainable hotel concepts, wellness and spa, digitalization in the hospitality industry, ship and yacht design	<p>Lighting, lighting technology Outdoor and indoor lighting, technical lighting and lamps, switch systems, controls, lighting management systems, luminaires, spotlights, downlights, LEDs, lighting technology and concepts</p> <p>Bathrooms, sanitary ware Bathroom design, barrier-free bathrooms, fittings, showers, bathtubs, shower enclosures, shower cubicles, bathroom furniture, accessories, tiles, sanitary ceramics</p> <p>Special colors, plasters, coatings Interior and facade special colors, paints, glazes, dispersions, adhesives, sealants, concrete protection, fire protection coatings, interior and exterior plaster, plaster systems, waterproofing, impregnations, leveling layers, coatings, 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</p> <p>SPA, wellness Saunas, whirlpools, massage chairs, showers, shower heads, fittings</p> <p>Interior Living room furniture, sofas, armchairs, daybeds, kitchens, dining room furniture, tables, chairs, lighting, upholstery/fabrics, shelves/shelving systems, curtains, beds, furniture fittings, interior door fittings, door handles, light switches, electrical installation/sockets, interior doors, sliding doors</p>	denkmal, Leipzig (05.-07.11.2026)

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11/2026	Publication date: 03.11.2026 Editorial deadline: 02.10.2026 Advertising deadline: 12.10.2026	Care facilities (special section on modular construction) Nursing homes, retirement homes, hospices, or assisted living facilities, barrier-free construction, healing architecture	Building automation Intelligent building technology, energy generation and storage, control systems, smart homes, BUS systems, lighting management systems, communication systems, energy management, charging infrastructure Fire protection, security Locking systems and locking devices, escape route systems, burglary protection, safety glass, fire alarm systems, smoke and heat extraction systems, firefighting systems, sprinklers, lightning protection, burglar alarm systems BIM, AI, software BIM, CAD, AVA, software for tendering, awarding contracts, billing, scheduling, project planning and management, cost planning, room book, quantity determination, cost management, quotation preparation, calculation and invoicing, office organization software for architect and planning offices, mobile construction site documentation, defect management, construction log, formwork and reinforcement planning, construction schedule, safety and health plan, computers, mobile devices, plotters, 2D/3D printing systems, printers, monitors, workplace equipment, presentation systems, visualization, AR/VR	
12/2026	Publication date: 01.12.2026 Editorial deadline: 07.11.2026 Advertising deadline: 09.11.2026	Public buildings Cultural buildings, museums, libraries. Theaters and cinemas, exhibition spaces, concert halls, event venues, temporary usage concepts, art in architecture	Office Office and contract furniture, cabinet and partition systems, tables, chairs, armchairs, wallpaper, fabrics, interior design, lighting, room dividers, acoustic elements, media furniture Outdoor facilities Coverings, paving, drainage systems, rainwater management, outdoor furniture, privacy screens/walls, greenery, planters, playground equipment, outdoor lighting Roof, insulation Roof tiles, roof tile profiles, natural slate, roof tiles, roofing membranes, roof coverings, roof drains, gutters, roof system components, roof waterproofing systems, roof insulation boards, roof insulation, insulation technology, ecological thermal insulation, roof covering, roof renovation, insulation boards	

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Issue No. Month	Dates	Magazine topics	Key topics Products	Trade fairs/events
1-2/2027	Publication date: 08.01.2027 Editorial deadline: 06.12.2026 Advertising deadline: 08.12.2026	The future of construction Visions and ideas for architecture and construction, pilot projects, new techniques and materials, research topics, digitalization, transformation of construction, material innovations, circular economy, mobility, forward-looking designs and systems, climate and energy	Preview BAU 2027	BAU, Munich (11. – 15.01.2027)
3/2027	Publication date: 05.03.2027 Editorial deadline: 21.01.2027 Advertising deadline: 11.02.2027	Special structures/infrastructure Supply facilities for electricity and water, transport structures, mobility hubs, traffic control centers, locks, garages, power plants, recycling facilities, maintenance depots	Outdoor facilities Coverings, paving, drainage systems, rainwater management, outdoor furniture, privacy screens/walls, greenery, planters, playground equipment, outdoor lighting Floors, walls, ceilings Wood flooring, tiles, parquet, linoleum, screeds, coatings, wall surfaces, wood protection, special colors, wood protection systems, interior insulation, interior plasters, wallpaper, special colors. Ceiling systems, suspended ceilings, acoustic ceilings, metal panels, plasterboard and fiber systems Facade, wall, insulation Wall formers, 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, aerated concrete blocks, substructure, energy efficiency, sound insulation, renovation, recycling	ISH, Frankfurt (15.-19.03.2027) Ulmer Betontage, Ulm (23.-25.02.2027)

The editorial department reserves the right to make changes/additions on grounds of topicality. The complete editorial schedule for 2027 will be published in the 2027 media data. The topics are supplemented in each issue with alternating sections on digitalization, legal aspects, building damage and office management.

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

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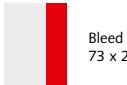


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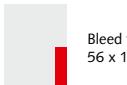


Bleed format:
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Price (b/w to 4c)

6,310.00 €

1/8 Page, vertical



Bleed format:
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4,270.00 €

Advertisorial 1/1 Page*

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8,570.00 €

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The concept

- AI trends and tendencies in the construction industry – discussion and dialogue between DBZ Editor-in-Chief Michael Schuster and AI expert Prof. Jan R. Krause from the Institute for Architecture Media Management AMM at Bochum University of Applied Sciences
- Regular column in every issue of DBZ
- Unique and exclusive to DBZ

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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: 15.10.2026

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Advertising deadline: 23.09.2026

Circulation: 10,800 Copies

Language: german

Prica:

Format	colour
2/1 Page	7,820.00 €
1/1 Page	6,000.00 €
1/2 Page	3,470.00 €
1/3 Page	2,780.00 €
Inside front cover	7,280.00 €
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Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	1,414.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	1,988.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,708.00 € 1,834.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	1,708.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,988.00 € 2,128.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	2,268.00 € 2,422.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	2,842.00 €
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	2,632.00 €
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	3,290.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	2,128.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	12,852.00 € (Price for 12 weeks)
Job offers	In the job market	Individual	In the job market	Individual	1,290.00 €

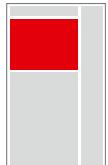
All display banners rotate with a maximum of 2 other banners in the same position. Please always supply the respective desktop and mobile format. Other formats on request.

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	Issue	Publishing date	Booking deadline
1/2026	06.01.2026	15.12.2025	27/2026	07.07.2026	26.06.2026
2/2026	13.01.2026	17.12.2025	28/2026	14.07.2026	03.07.2026
3/2026	20.01.2026	09.01.2026	29/2026	21.07.2026	10.07.2026
4/2026	27.01.2026	16.01.2026	30/2026	28.07.2026	17.07.2026
5/2026	03.02.2026	23.01.2026	31/2026	04.08.2026	24.07.2026
6/2026	10.02.2026	30.01.2026	32/2026	11.08.2026	31.07.2026
7/2026	17.02.2026	06.02.2026	33/2026	18.08.2026	07.08.2026
8/2026	24.02.2026	13.02.2026	34/2026	25.08.2026	14.08.2026
9/2026	03.03.2026	20.02.2026	35/2026	01.09.2026	21.08.2026
10/2026	10.03.2026	27.02.2026	36/2026	08.09.2026	28.08.2026
11/2026	17.03.2026	06.03.2026	37/2026	15.09.2026	04.09.2026
12/2026	24.03.2026	13.03.2026	38/2026	22.09.2026	11.09.2026
13/2026	31.03.2026	20.03.2026	39/2026	29.09.2026	18.09.2026
14/2026	07.04.2026	25.03.2026	40/2026	06.10.2026	25.09.2026
15/2026	14.04.2026	31.03.2026	41/2026	13.10.2026	02.10.2026
16/2026	21.04.2026	10.04.2026	42/2026	20.10.2026	09.10.2026
17/2026	28.04.2026	17.04.2026	43/2026	27.10.2026	16.10.2026
18/2026	05.05.2026	24.04.2026	44/2026	03.11.2026	23.10.2026
19/2026	12.05.2026	30.04.2026	45/2026	10.11.2026	30.10.2026
20/2026	19.05.2026	07.05.2026	46/2026	17.11.2026	06.11.2026
21/2026	26.05.2026	13.05.2026	47/2026	24.11.2026	13.11.2026
22/2026	02.06.2026	21.05.2026	48/2026	01.12.2026	20.11.2026
23/2026	09.06.2026	28.05.2026	49/2026	08.12.2026	27.11.2026
24/2026	16.06.2026	05.06.2026	50/2026	15.12.2026	04.12.2026
25/2026	23.06.2026	12.06.2026	51/2026	22.12.2026	11.12.2026
26/2026	30.06.2026	19.06.2026			

Prices and forms of advertising:

Text ad premium



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

Placement:
content

Price:
1,020.00€

Text ad



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

Placement:
content

Price:
850.00€

Medium rectangle

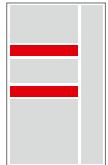


Format:
300 x 250 px

Placement:
content

Price:
1,020.00€

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
680.00€

Skyscraper



Format:
120 x 600 px

Placement:
next to the
content

Price:
850.00€

Wide skyscraper

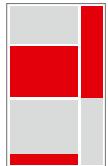


Format:
160 x 600 px

Placement:
next to
the content

Price:
1,020.00€

Newsletter takeover



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

Placement:
content, exklusiv

Price:
6,330.00€

Job offers



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

Placement:
content

Price:
850.00€

Discounts:

Published within 12 months
(Insertion year)

Staggered repeat discount

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

Online-advertorial

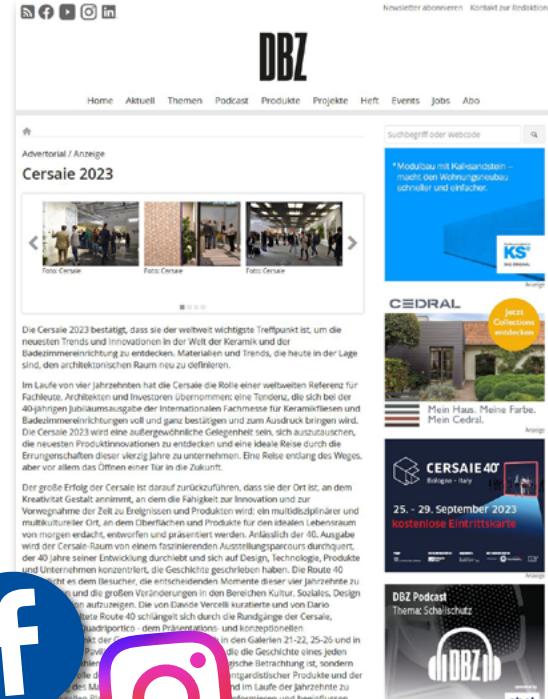
Show our users your expertise on a topic, demonstrate your problem-solving skills, or explain the benefits of your product in detail - the occasions for an online-advertorial can be many and varied.

The online-advertorial is promoted with a comprehensive 4-week communication package consisting of the following components:

- permanent online contribution on **DBZ.de**
(can still be found via search after 4 weeks)
- Editorial teaser on the homepage 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
- 2 Text ads in **DBZ Newsletter** with link to the online article
- Promoted facebook and instagram post via the two social media channels of **DBZ** with link to the online article

Price: 4,004.00 € plus VAT.

(Price for 28 days/4 Weeks)



The screenshot shows the DBZ.de homepage with the 'Advertorial / Anzeige' section for 'Cersaie 2023'. It features a grid of three images from the event, with a 'Foto Cersaie' caption below each. To the right, there is a sidebar with a blue banner for 'Modulbau mit Kehlsteinstein - macht den Wohnungsneubau schneller und einfacher' featuring the KS logo. Below the banner, there are sections for 'CEDRAL' and 'CERSAIE 40'. The 'CERSAIE 40' section includes a 'Mein Haus, Mein Cedral' image, a '25. - 29. September 2023' event date, and a 'Kostenlose Eintrittskarte' button. At the bottom, there is a 'DBZ Podcast' section with a 'Thema: Schallschutz' image. The DBZ logo is in the top right corner of the page.

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

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
DBZ.de

Duration 4 weeks
Price: 3,877.20 € plus VAT.



Wide skyscraper in 2
DBZ Newsletter

Crossmedia product advertising package



Online-advertorial on
DBZ.de

Duration 4 weeks
Price: 11,316.60 € plus VAT.



1/2 page advertorial or
advertisement in the print issue of **DBZ**

We will be happy to put together further packages with suitable digital and print formats for you on request.

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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The complete media data is only available in German. You can find it at www.bauverlag.de/dbz-mediadaten



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The complete media data is only available in German. You can find it at www.bauverlag.de/dbz-mediadaten

