

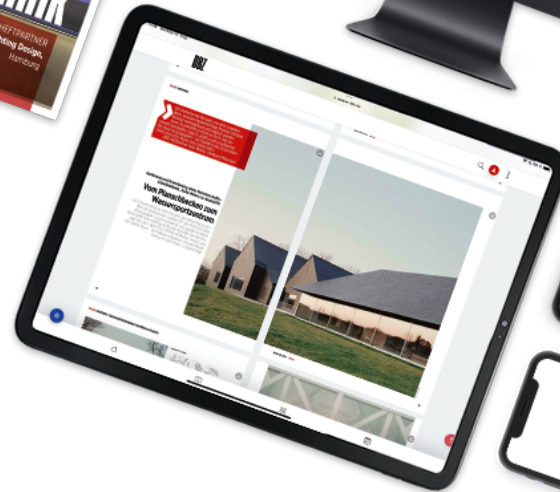
MEDIA DATA 2025

Target groups

- Architects
- people working in
civil engineering

Journal of the

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



DBZ
DEUTSCHE BAUZEITSCHRIFT



DBZ.de

bau || || verlag



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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.



290,224

Copies / year

copies actually distributed 26,384

thereof E-Paper: 8,262

Publication frequency

10x / Year + 1 SH



1,867,212

Page impressions website / year

Page Impressions 155,601 / Month

Visits 110,880 / Month

Unique User 42,934 / Month



433,420

Newsletter recipients / year

Recipients 8,335 / Issue

Openingrate net 19.4 %

Publication frequency 52x / Year



10,200

Follower social media

PRINT

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Issue No. Month	Dates	Topics	Product Focus	Trade Fairs/Events
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
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, letterbox systems, access control	04.-05.12.2024 architect@work , Frankfurt am Main

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Issue No. Month	Dates	Topics	Product Focus	Trade Fairs/Events
1-2/2025	Publication date: 07.01.2025 Editorial deadline: 02.11.2024 Advertising deadline: 04.12.2024	The Future of Buiding Visions and ideas for architecture and construction, pilot projects, new technologies and materials, research topics, digitalisation, transformation of buildings, material innovations, circular economy, mobility, future-oriented constructions and constructions and systems, climate and energy	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 Prize On the occasion of BAU, Munich
3/2025	Publication date: 03.03.2025 Editorial deadline: 02.01.2025 Advertising deadline: 07.02.2025	Building with Concrete Current and exemplary architecture/ engineering structures made of concrete, reinforced concrete, composite structures, exposed concrete, in-situ concrete, precast concrete elements, material combinations, recycled concrete	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 Bathrooms, Sanitary Installations Bathroom design, barrier-free bathrooms, faucets, showers, bathtubs, shower enclosures, cubicles, bathroom furniture, accessories, tiles, ceramic sanitaryware, swimming pools, saunas, 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 heat, geothermal heat exchangers, renewable energies, solar technology, solar modules, power storage / solar energy, photovoltaics, cogeneration units, heating and power stations, cogeneration, control technology, regulation systems	12.-13.03.2025 BetonTage 2025, Ulm 17.-21.03.2025 ISH, Frankfurt am Main

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Issue No. Month	Dates	Topics	Product Focus	Trade Fairs/Events
4/2025	Publication date: 01.04.2025 Editorial deadline: 03.02.2025 Advertising deadline: 10.03.2025	Schools Daycare centres, institutes, universities, libraries, air conditioning and ventilation, acoustics, fire protection, sound insulation, fit-out and materials, open spaces, digitalisation	Lighting, Building Automation Smart building technology, energy generation and storage, outdoor and indoor lighting, technical lights and lamps, switch systems, control systems, smart homes, BUS systems, lighting management systems, light fittings, spotlights, downlights, LED, lighting systems and concepts, communication systems, energy management, charging infrastructure Extension, Dry Construction, Acoustics Ceiling and wall cladding, on-wall installation systems, flooring systems, interior insulation, joints, connections, sound insulation, ceiling canopy, acoustic, illuminated, ventilating and air-handling ceilings, fire protection boards, raised and cavity resp. installation floors, dry screed systems, materials, fire protection, wet room systems, damp proof plaster boards, gypsum, interior plastering, wallpaper, tensioning materials, screed, staircase construction, handrails, flooring, tiles, parquet flooring, linoleum, built-in furniture, interior doors, electric installation, ventilation outlets, adhesives, sealings, joints Paints, Plasters, Coatings Interior and facade paints, varnishes, glazes, emulsions, adhesives, sealants, concrete protective coatings, fireproof coatings, plasters and renders, plaster systems, sealing, waterproofing, levelling coats, paint coatings, ceiling, wall and floor coatings, ecological building materials, stucco, gypsum- and lime-based construction materials, historic preservation, healthy dwelling, non-allergenic, anti-bacterial, air-purifying coatings, painting and material technique	02.-03.04.2025 Architecture Matters , Munich 08.04.2025 ARCHIKON , Stuttgart
	Publication date: 02.05.2025 Editorial deadline: 03.03.2025 Advertising deadline: 08.04.2025	Supporting Structures Material-specific planning: wood, steel, concrete, hybrid, efficient and resource saving, production methods, digitalisation, applied research, integral planning	System Construction, Modular Construction, Building Elements Steel, timber and concrete modules, wall and ceiling panels, TBE modules, timber constructions, solid timber, timber materials, glued laminated timber, prefabrication, timber panel construction, frame construction, fire protection, sound insulation, drywall construction 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 Glass, Windows, Sun Protection Shading glass roofs, fire protection glass, functional glass, plexiglass, light domes, toughened safety glass, laminated safety glass, tinted glass, solar protection systems / exterior-interior, glass doors, window profiles, fittings, roller shutters, folding shutters, awnings, blinds, louvres	07.-08.05.2025 polis , Düsseldorf 14.-15.05.2025 real estate arena , Hanover 10.05.-23.11.2025 Architecture Biennale , Venice 29.05.2025 BDB Baumeistertag and 100 Year Celebration



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Issue No. Month	Dates	Topics	Product Focus	Trade Fairs/Events
6/2025	Publication date: 02.06.2025 Editorial deadline: 01.04.2025 Advertising deadline: 08.05.2025	Timber Construction Timber structures, timber engineering, solid wood, wood materials, laminated timber, system construction, modular timber construction, prefabrication, wood panelling, timber frame construction, structural and natural wood preservation, physical and chemical wood preservation, fire protection, design	Roof, Insulation Roofing tiles, roofing tile profiles, natural slates, roof tiles, roof membranes, roof covering, roof drainage, roof gutters, roof system components, roof sealing systems, roof insulation boards, roof insulation systems, ecological insulation, roof covering, roof refurbishment, insulation boards Fire Protection, Security Locking systems, escape route systems, burglary protection, safety glass, fire alarm systems, smoke and heat exhaust ventilation systems, fire suppression/fighting systems, sprinklers, lightning protection, burglar alarm systems BIM, Digital Planning and Construction BIM, CAD, software for tendering, contract awarding, invoicing, scheduling, planning and management, budget planning, room books, quantity determination, cost management, tendering, costing and invoicing, office organization software for architecture and planning offices, mobile construction site documentation, deficiency management, site journals, formwork and reinforcement planning, construction scheduling, health and safety plans, computers, mobile devices, plotters, 2D-/3D printing systems, printers, monitors, workplace equipment, presentation systems, visualization, AR/VR	01. - 02.07.2025 Modulbau Kongress (Modular Building Congress) , Darmstadt 04. - 06.06.2025 3daysofdesign , Copenhagen
7-8/2025	Publication date: 14.07.2025 Editorial deadline: 02.05.2025 Advertising deadline: 20.06.2025	Urban Quarters Mixed-use (living, working, leisure), integral planning, square design, public (green) spaces, overall energetic assessment, sponge city, climate design, infrastructure, street furniture, roof greening, façade greening, street lighting, climate resilience, 15-minute city	Outdoor Facilities Flooring, paving, drainage systems, rainwater management, outdoor furniture, screens/walls, greenery, planters, playground equipment, outdoor lighting Glass, Windows, Sun Protection Shading glass roofs, fire protection glass, functional glass, plexi glass, light domes, toughened safety glass, laminated safety glass, tinted glass, solar protection systems / exterior-interior, glass doors, window profiles, fittings, roller shutters, folding shutters, awnings, blinds, louvres 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	

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Issue No. Month	Dates	Topics	Product Focus	Trade Fairs/Events
9/2025	Publication date: 01.09.2025 Editorial deadline: 01.07.2025 Advertising deadline: 08.08.2025	Facade Load bearing and non-load bearing facade systems, building envelopes, materials and cladding, climate-compatible facades, sun protection, green facades, applied research, integral planning	Facade, Wall, Insulation Wall builders: bricks, dry masonry, mortar masonry, homogeneous and inhomogeneous brickwork, exposed bricks, faced brickwork, 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, clinkers, aerated concrete blocks, substructure, energy efficiency, sound insulation, refurbishment, recycling Roof, Insulation Roof tiles, roof tile profiles, natural slate, roof tiles, roof membranes, roof covering, roof drainage, roof gutters, roof system components, roof sealing systems, roof insulation panels, roof insulation, insulation technology, ecological thermal insulation, roofing, roof refurbishment, insulation panels, green roofing Masonry Facade, quarry masonry, natural stone, brick, dry masonry, mortar masonry, homogeneous and inhomogeneous masonry, exposed bricks, faced 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, clinkers, aerated concrete, substructure, energy efficiency, sound insulation, renovation, design, recycling	22.-26.09.2025 CERSAIE , Bologna, Italy
10/2025	Publication date: 01.10.2025 Editorial deadline: 01.08.2025 Advertising deadline: 09.09.2025	Corporate Design Architecture in the context of corporate identity, visual representation of corporate values, corporate philosophy through a striking, recognisable architectural language, how to present and communicate corporate and product worlds using the medium of architecture	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 Planning and Construction BIM, CAD, software for tendering, contract awarding, invoicing, scheduling, planning and management, budget planning, room books, quantity determination, cost management, tendering, costing and invoicing, office organization software for architecture and planning offices, mobile construction site documentation, deficiency management, site journals, formwork and reinforcement planning, construction scheduling, health and safety plans, computers, mobile devices, plotters, 2D-/3D printing systems, printers, monitors, workplace equipment, presentation systems, visualization, AR/VR 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 technique	06.-08.10.2025 expo real , Munich

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Issue No. Month	Dates	Topics	Product Focus	Trade Fairs/Events
Special Issue Hotel	Publication date: 13.10.2025 Editorial deadline: 12.08.2025 Advertising deadline: 18.09.2025	Current trends in hotel real estate, international hospitality design, sustainable hotel concepts, wellness and SPA, digitalisation in the hospitality industry, ship and yacht design	<p>Bathrooms, Sanitary Installations Bathroom design, barrier-free bathrooms, faucets, showers, bathtubs, shower enclosures, cubicles, bathroom furniture, accessories, tiles, ceramic sanitaryware, swimming pools, saunas, wellness</p> <p>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, storage battery, photovoltaics, combined heat and power plant, cogeneration, control technology, regulation systems</p> <p>Lighting, Building Automation Intelligent building technology, energy generation and storage, exterior and interior lighting, technical lights and lamps, switch systems, control systems, smart home, BUS systems, light management systems, light fittings, spotlights, downlights, LED, lighting technology and concepts, communication systems, energy management, charging infrastructure</p> <p>Floor, Wall, Ceiling Wooden flooring, tiles, parquet, linoleum, screeds, coatings, wall surfaces, wood protection paints, wood protection systems, interior insulation, interior plasters, wallpapers, paints, ceiling systems, suspended ceilings, acoustic ceilings, metal panels, plasterboard and fibre systems</p> <p>Extension, Dry Construction, 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 and cavity floors resp. installation floors, dry subfloors, materials, fire protection, wet room systems, damp proof plaster boards, gypsum, interior plastering, wallpaper, tensioning materials, screed, staircase construction, handrails, flooring, tiles, parquet flooring, linoleum, built-in furniture, interior doors, electrical installation, ventilation outlets, adhesives, seals, joints</p>	

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Issue No. Month	Dates	Topics	Product Focus	Trade Fairs/Events
11/2025	Publication date: 03.11.2025 Editorial deadline: 02.09.2025 Advertising deadline: 09.10.2025	Building in existing Structures Focus on resource- and space-saving construction, vacant lots, redensification, conversion, repurposing, refurbishment, extensions and additions	Floor, Wall, Ceiling Wooden flooring, tiles, parquet, linoleum, screeds, coatings, wall surfaces, wood protection paints, wood protection systems, interior insulation, interior plasters, wallpapers, paints, ceiling systems, suspended ceilings, acoustic ceilings, metal panels, plasterboard and fibre systems Extension, Dry Construction, 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 and cavity floors resp. installation floors, dry subfloors, materials, fire protection, wet room systems, damp proof plaster boards, gypsum, interior plastering, wallpaper, tensioning materials, screed, staircase construction, handrails, flooring, tiles, parquet flooring, linoleum, built-in furniture, interior doors, electrical installation, ventilation outlets, adhesives, seals, joints Fire Protection, Security Locking systems, escape route systems, burglary protection, safety glass, fire alarm systems, smoke and heat extraction systems, fire suppression/fighting systems, sprinklers, lightning protection, burglar alarm systems	
12/2025	Publication date: 01.12.2025 Editorial deadline: 02.10.2025 Advertising deadline: 07.11.2025	Living Cluster living, co-living, multi-generational living, micro-living, flexible living concepts, multi-storey residential building, living and working, mixed-use, low-cost housing construction, prefabrication, modular construction, redensification / addition of storeys	Lighting, Building Automation Intelligent building technology, energy generation and storage, exterior and interior lighting, technical lights and lamps, switch systems, control systems, smart home, BUS systems, light management systems, light fittings, spotlights, downlights, LED, lighting technology and concepts, communication systems, energy management, charging infrastructure Bathrooms, Sanitary Installations Bathroom design, barrier-free bathrooms, faucets, showers, bathtubs, shower enclosures, cubicles, bathroom furniture, accessories, tiles, ceramic sanitaryware, swimming pools, saunas, 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, control technology, regulations systems	

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Issue No. Month	Dates	Topics	Product Focus	Trade Fairs/Events
1-2/2026	Publication date: 02.02.2026 Editorial deadline: 05.12.2025 Advertising deadline: 09.01.2026	Future University and Science Current research into materials, new manufacturing methods, new learning architectures, re-use, circularity, digitalisation, AI in architecture	BIM, Digital Planning and Construction BIM, CAD, software for tendering, contract awarding, invoicing, scheduling, planning and management, budget planning, room books, quantity determination, cost management, tendering, costing and invoicing, office organization software for architecture and planning offices, mobile construction site documentation, deficiency management, site journals, formwork and reinforcement planning, construction scheduling, health and safety plans, computers, mobile devices, plotters, 2D-/3D printing systems, printers, monitors, workplace equipment, presentation systems, visualization, AR/VR	24.-26.03.2026 digitalBau , Cologne

The full schedule of dates and topics will be published in the 2026 media kit.

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Circulation audit:

Circulation analysis: Copies per issue
(1. Juli 2023 bis 30. Juni 2024)

Copies actually distributed (tvA):	26,384	thereof abroad:	275
- thereof E-Paper:	8,262	thereof abroad:	99
Copies sold:	7,514	thereof abroad:	194
Subscriptions:	7,495	thereof abroad:	0
Other sales:	5		
Single copy sales:	15	thereof abroad:	1
Free copies:	18,870	thereof abroad:	80
Archive and specimen:	253		

Geographic distribution analysis:

Business regions	Copies actually distributed	
	%*	Copies
Domestic	99.0	26,109
Abroad	1.0	275
Copies actually distributed (tvA)	100.0	26,384

*The percentages have been rounded to one decimal place.

Summary of the survey method:

1. Method: Dissemination analysis by file evaluation - total survey
 2. Basic population: actual circulation 26,384 = 100 %
 3. Sample: total survey
 4. Target person of the study: not applicable
 5. Period of study: August 2024
 6. Execution of the study: Bauverlag BV GmbH
- Details on the survey method are available from the publishing company.

Distribution by Nielsen-Areas/German states:

Vertrieb	Copies actually distributed	
	%*	Copies
Nielsen-Gebiet I		
Schleswig-Holstein	2.9	754
Hamburg	2.3	612
Niedersachsen	8.7	2,288
Bremen	0.6	167
Nielsen-Gebiet II		
Nordrhein-Westfalen	23.1	6,095
Nielsen-Gebiet IIIa		
Hessen	8.4	2,221
Rhineland-Palatinate	5.2	1,382
Saarland	1.0	264
Nielsen-Gebiet IIIb		
Baden-Württemberg	16.6	4,378
Nielsen-Gebiet IV		
Bayern	16.4	4,325
Nielsen-Gebiet V		
Berlin	4.2	1,102
Nielsen-Gebiet VI		
Mecklenburg-Vorpommern	1.0	268
Brandenburg	1.9	509
Sachsen-Anhalt	1.4	358
Nielsen-Gebiet VII		
Thüringen	1.7	458
Sachsen	3.5	928
Copies truly distributed in domestic area	99.0	26,109

*The percentages have been rounded to one decimal place.

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

2/1 Page



Bleed format:
450 x 297 mm

Price (b/w to 4c)
26,830.00 €

1/1 Page



Bleed format:
225 x 297 mm

Price (b/w to 4c)
13,880.00 €

Junior Page



Bleed format:
141 x 218 mm

Price (b/w to 4c)
9,150.00 €

1/2 Page, horiz.



Bleed format:
225 x 147 mm

Price (b/w to 4c)
8,280.00 €

1/2 Page, vertical



Bleed format:
107 x 297 mm

Price (b/w to 4c)
8,280.00 €

1/3 Page, vertical



Bleed format:
73 x 297 mm

Price (b/w to 4c)
6,920.00 €

1/3 Page, horiz.



Bleed format:
225 x 101 mm

Price (b/w to 4c)
6,920.00 €

1/4 Page, vertical



Bleed format:
56 x 297 mm

Price (b/w to 4c)
6,100.00 €

1/4 Page, horiz.



Bleed format:
225 x 80 mm

Price (b/w to 4c)
6,100.00 €

1/4 Page, Col.



Bleed format:
107 x 80 mm

Price (b/w to 4c)
6,100.00 €

1/8 Page, vertical



Bleed format:
56 x 147 mm

Price (b/w to 4c)
4,130.00 €

1/8 Page, horiz.



Bleed format:
225 x 46 mm

Price (b/w to 4c)
4,130.00 €

1/8 Page, Col.



Bleed format:
107 x 80 mm

Price (b/w to 4c)
4,130.00 €

Advertorial 1/1 Page*
Advertorial 1/2 Page**

13,880.00 €
8,280.00 €

* 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:

Placement:	Inside front cover, inside back cover and back cover	1,710.00 €
	Other prescribed positions	20 %
Special colour:	Each color	2,100.00 €

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 combination discount
with DBZ Deutsche Bauzeitschrift

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, 47 mm wide)	6.40 €	
Job offers colour	per height mm (1 column, 47 mm wide)	11.50 €	
Situation wanted b/w	per height mm (1 column, 47 mm wide)	3.60 €	
Opportunity ad, Purchase/sale b/w	per height mm (1 column, 47 mm wide)	6.40 €	
Column width:	2-column, 98 mm 3-column, 149 mm 4-column, 200 mm		

Special ad types:

Bound inserts (sample - front page/back page required)

2-pages	9,090.00 €
4-pages	17,360.00 €
6-pages	25,250.00 €
8-pages	31,710.00 €
(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 (not discountable)

Maximum size 220 x 290 mm	
Weight of loose insert	Price %
Full insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	380.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	440.00 €

For partial occupancy: selection costs per selection 160.00 €

Glued ad media

Postcard	Price %
Product samples, other tip-ons	100.00€ 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: „For DBZ Issue ...“

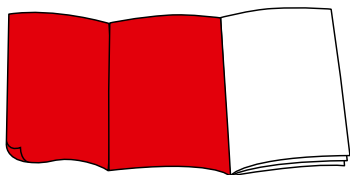
We will be happy to provide you with information on other special forms of advertising. Just contact us, we will be pleased to realize your individual customer wishes.

Magazine format:	225 mm wide x 297 mm high; (untrimmed: 231 mm wide x 303 mm high)
Print space:	200 mm wide x 259 mm high 4 Columns à 47 mm
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: Frau 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
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

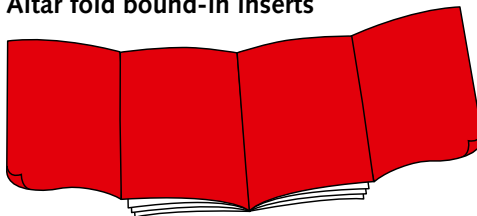
Show off your format with the special advertising formats!

Fold-out cover page



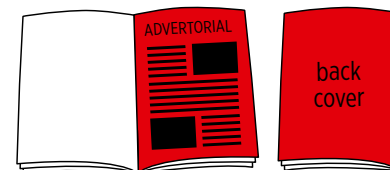
Inside cover folds out once to the left.
A total of 3 pages.

Altar fold bound-in inserts



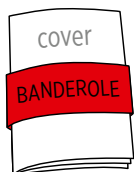
6-page bound-in insert, from which a further page
can be folded out to the left and right.

Back cover + 1/1 advertorial



Format 225 x 297 mm

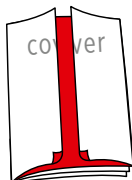
Banderole**



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

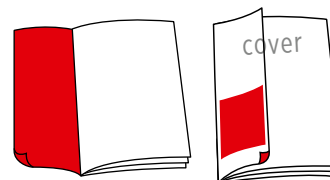
** The banderole is only published in the print run. It must be delivered
ready for use, including the adhesive dot.

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

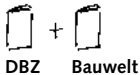
The wide coverage of a qualified target group is decisive. By advertising in **DBZ** and **Bauwelt**, you directly address the product decision-makers among the architects and construction engineers. With our Architecture combinations you optimize your media planning at the same time.

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

Your advantage:

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

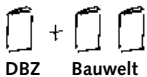
Architecture combo



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 combo

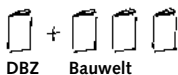


2 = DBZ single advert
combined with
Bauwelt block of 2
→ altogether 3 advert placements

▶ **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 combo 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 combo 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
Combo 1 *	13,880.00 €	+	9,740.00 €	=	23,620.00 €	20 %	18,896.00 €
Combo 2 *	13,880.00 €	+	14,610.00 €	=	28,490.00 €	5 %	27,066.00 €
Combo 3 *	13,880.00 €	+	16,071.00 €	=	29,951.00 €	5 %	28,453.00 €
Combo 4 *	13,880.00 €	+	19,480.00 €	=	33,360.00 €	5 %	31,692.00 €

Any placements additional charges and bleed additional charges are also discounted at the corresponding discount rates. * According to valid 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: 13.10.2025

Editorial deadline: 12.08.2025

Advertising deadline: 18.09.2025

Circulation: 10,800 Copies

Language: german

Price:

Format	colour
2/1 Page	7,560.00 €
1/1 Page	5,800.00 €
1/2 Page	3,350.00 €
1/3 Page	2,690.00 €
Inside front cover	7,030.00 €
Back cover	7,030.00 €



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	6.40 €	
Job vacancy ad, colored	11.50 €	
Situation wanted ad	3.60 €	
Business contacts	6.40 €	
Competitions	6.40 €	
Column width, 1 column	51 mm	47 mm
Column width, 2 column	105 mm	98 mm
Column width, 3 column	159 mm	149 mm
Column width, 4 column	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: 480.00 €
Immediate placement online: 200.00 €

For universities from an order value of: 1,150.00 €
Immediate placement online: 300.00 €

For institutes/companies from an order value of: 1,250.00 €
Immediate placement online: 300.00 €

ONLINE rates (not discountable)

For architecture firms:

Online placement: 480.00 €

For universities:

Online placement: 1,150.00 €

For institutes/companies:

Online placement: 1,250.00 €

Widen your online reach now!

Order your job ad quickly and easily at
<https://stellenmarkt.bauwelt.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: 130.00 €
For one Year: 1,300.00 €

Just contact us:

Email: stellenmarkt@bauverlag.de
Phone: + 49 5241 2151-3000



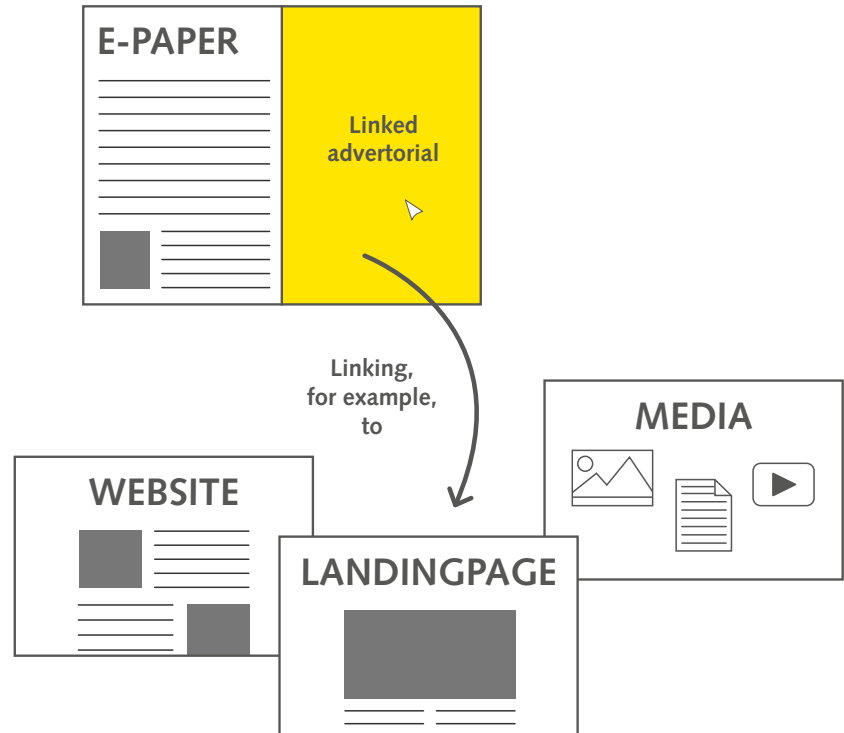
Linking in E-Paper

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:

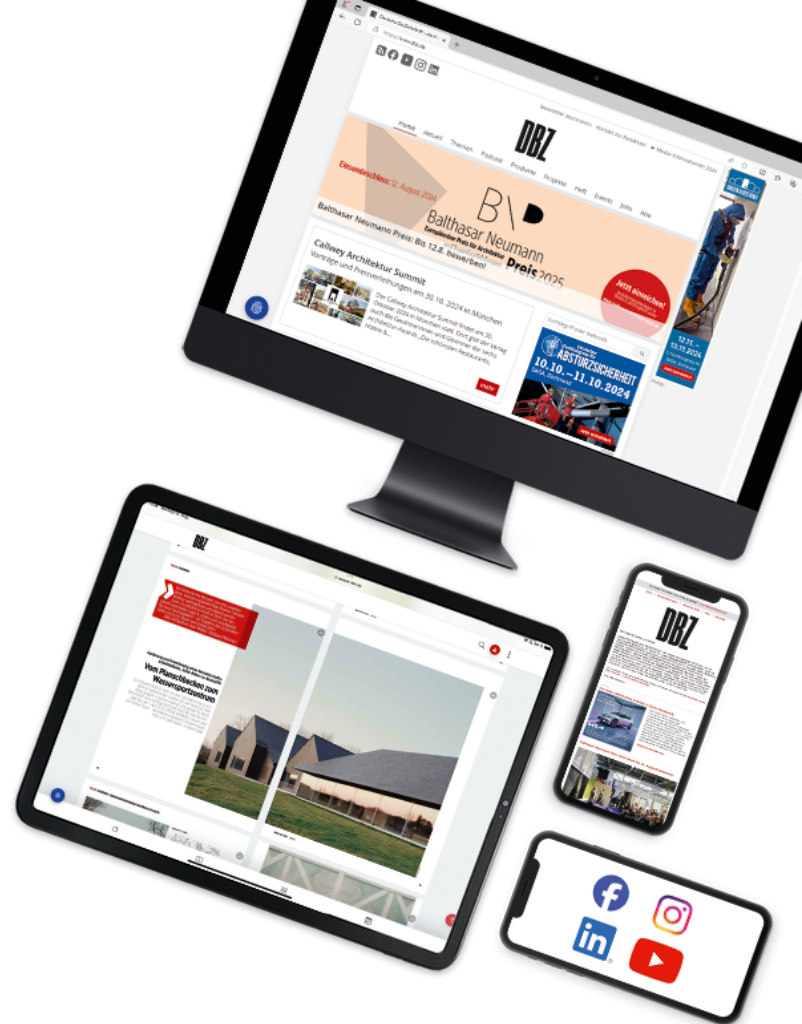
- **Interactivity:** Readers can click directly on ads to get more information or buy products online.
- **Enhanced user experience:** Readers get direct access to relevant content or products
- **Enhanced information content:** Ads can provide additional information or media on web pages through links

Price: 490.00 €

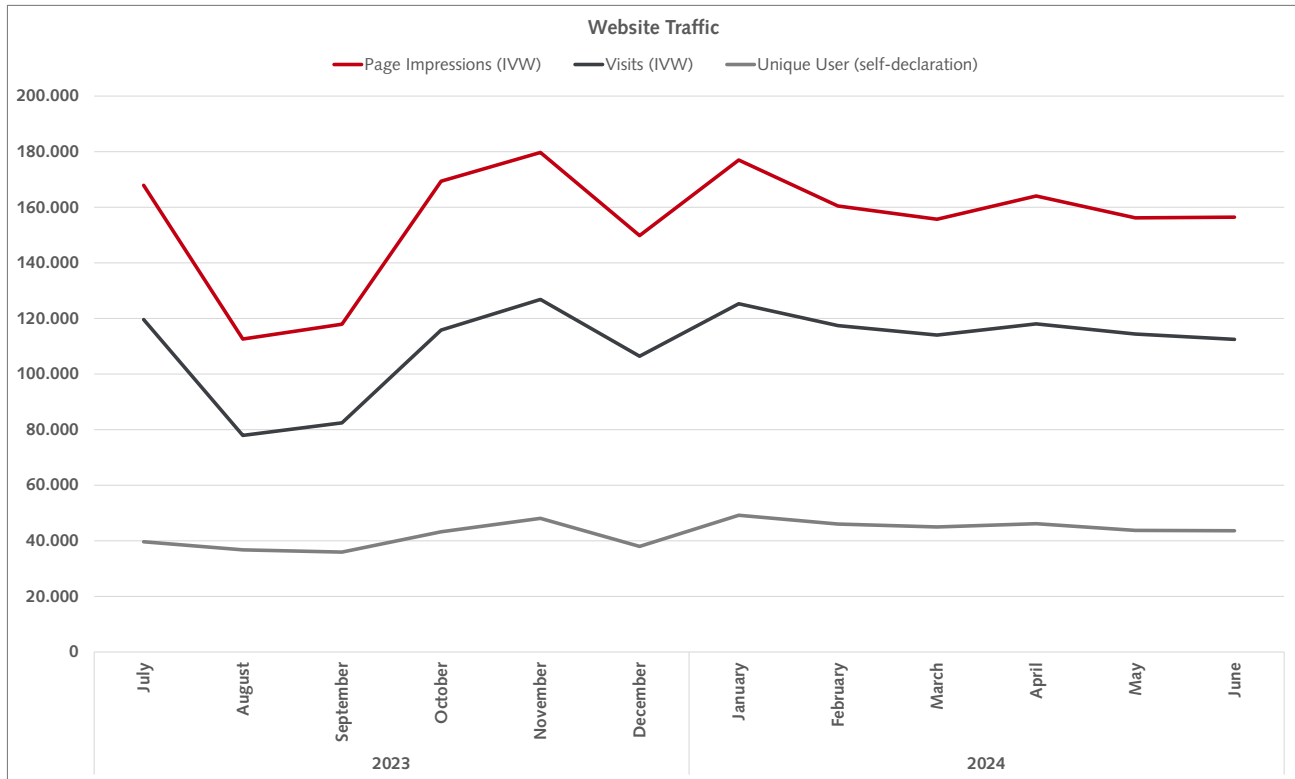


DIGITAL

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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)	1,106.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	1,372.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	1,918.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,652.00 € 1,778.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	1,652.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,918.00 € 2,058.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	2,198.00 € 2,338.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	2,744.00 €
Wallpaper	Above and next to the content	728 x 90 und 120 x 600	Content	300 x 250	2,548.00 €
Expandable wallpaper	Above and next to the content	728 x 90 und 120 x 600 (300 x 600)	Content	300 x 600	3,178.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	2,058.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	12,474.00 € (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 %
24 weeks	10 %
52 Weeks	15 %

Special ad types:**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

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:

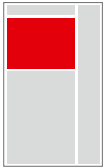
- booked site
- Customer name
- Order number
- Target-URL
- Booking period
- Form of advertisingat
- Motif name
- Contact person for inquiries

Issue	Publishing date	Booking deadline
1/2025	03.01.2025	12.12.2024
2/2025	07.01.2025	17.12.2024
3/2025	14.01.2025	03.01.2025
4/2025	21.01.2025	10.01.2025
5/2025	28.01.2025	17.01.2025
6/2025	04.02.2025	24.01.2025
7/2025	11.02.2025	31.01.2025
8/2025	18.02.2025	07.02.2025
9/2025	25.02.2025	14.02.2025
10/2025	04.03.2025	21.02.2025
11/2025	11.03.2025	28.02.2025
12/2025	18.03.2025	07.03.2025
13/2025	25.03.2025	14.03.2025
14/2025	01.04.2025	21.03.2025
15/2025	08.04.2025	28.03.2025
16/2025	15.04.2025	04.04.2025
17/2025	22.04.2025	09.04.2025
18/2025	29.04.2025	16.04.2025
19/2025	06.05.2025	24.04.2025
20/2025	13.05.2025	02.05.2025
21/2025	20.05.2025	09.05.2025
22/2025	27.05.2025	16.05.2025
23/2025	03.06.2025	22.05.2025
24/2025	10.06.2025	28.05.2025
25/2025	17.06.2025	05.06.2025
26/2025	24.06.2025	12.06.2025

Issue	Publishing date	Booking deadline
27/2025	01.07.2025	20.06.2025
28/2025	08.07.2025	27.06.2025
29/2025	15.07.2025	04.07.2025
30/2025	22.07.2025	11.07.2025
31/2025	29.07.2025	18.07.2025
32/2025	05.08.2025	25.07.2025
33/2025	12.08.2025	01.08.2025
34/2025	19.08.2025	08.08.2025
35/2025	26.08.2025	15.08.2025
36/2025	02.09.2025	22.08.2025
37/2025	09.09.2025	29.08.2025
38/2025	16.09.2025	05.09.2025
39/2025	23.09.2025	12.09.2025
40/2025	30.09.2025	19.09.2025
41/2025	07.10.2025	25.09.2025
42/2025	14.10.2025	02.10.2025
43/2025	21.10.2025	10.10.2025
44/2025	28.10.2025	17.10.2025
45/2025	04.11.2025	24.10.2025
46/2025	11.11.2025	31.10.2025
47/2025	18.11.2025	07.11.2025
48/2025	25.11.2025	14.11.2025
49/2025	02.12.2025	21.11.2025
50/2025	09.12.2025	28.11.2025
51/2025	16.12.2025	05.12.2025
52/2025	23.12.2025	12.12.2025

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:
1,010.00€

Text ad



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

Placement:
content

Price:
840.00€

Medium rectangle

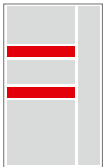


Format:
300 x 250 px

Placement:
content

Price:
1,010.00€

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
680.00€

Skyscraper



Format:
120 x 600 px

Placement:
next to the
content

Price:
840.00€

Wide skyscraper



Format:
160 x 600 px

Placement:
next to
the content

Price:
1,010.00€

Newsletter takeover



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

Placement:
content, exklusiv

Price:
6,330.00€

Job offer



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

Placement:
content

Price:
840.00€

Discounts:

Published within 12 months
(insertion year)

Staggered repeat discount

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

All prices are subject to statutory VAT. Agency commission: 15 %. Please find the general terms and conditions at: <https://bauverlag.de/en/terms>

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

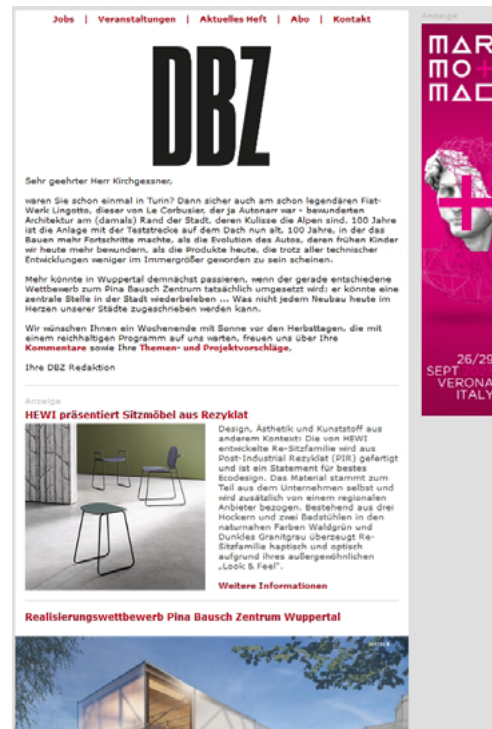
Delivery date: 7 working days prior to beginning of the campaign..
These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign. Otherwise, we can bear no costs for delays caused by late delivery to us.

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.

Circulation: **Recipients:**
Architects and planning engineers
8,335 Recipients
Openingrate net: 19.4%
(source: Inxmail, average per month July 2023 to June 2024)



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: 3,892.00€ plus VAT.
(Price for 28 days / 4 weeks)



All prices are subject to statutory VAT. Agency commission: 15 %. Please find the general terms and conditions at: <https://bauverlag.de/en/terms>

DBZ Podcast

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

Exclusive podcast: 5,170.00€ per episode

Native audio ad: 2,060.00€ per episode



The podcast

every 14 days
Ø 30 minutes



Audience
Ø July 2023 until June 2024

812 listeners
1,451 downloads/streams

Listen to the podcast

Ask for full details.



All prices are subject to statutory VAT. Agency commission: 15 %. Please find the general terms and conditions at: <https://bauverlag.de/en/terms>

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 und landscaping and tunnel construction)

TRADE

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

FACILITY MANAGERS AND HOUSING ASSOCIATIONS

ARCHITECTS AND PLANNING & CONSTRUCTION ENGINEERS

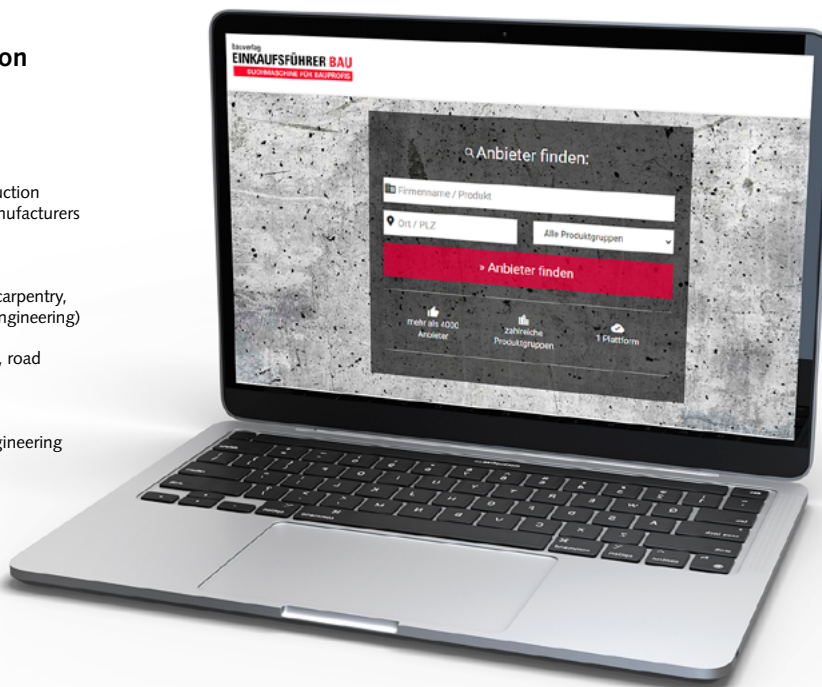
Request a quote now!

Narin Yelman

Sales Manager

Telefon: +49 5241 2151-4433

E-Mail: narin.yelman@bauverlag.de



PORTFOLIO

Communication packages	34
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Our communication package combines 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



Wide skyscraper in 2 DBZ newsletters

Duration 4 weeks
Price: 3,796.20 € plus VAT.

Crossmedia product advertising package



Online advertorial on DBZ.de



1/2 Page Advertorial or advert in the print edition of DBZ

Duration 4 weeks
Price: 10,954.80 € plus VAT.

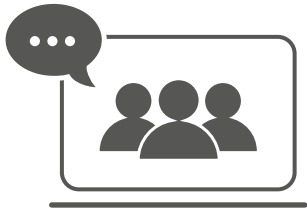
We will be happy to put together further packages with suitable digital and print formats for you on request.

Gain valuable leads with the strong media brand DBZ!

Webinar

Choose an interesting topic, create an exciting presentation and have the webinar moderated by our expert **DBZ** 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, well-founded information on a topic of interest to the target group in a useful white paper on **DBZ.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!

All prices are subject to statutory VAT. Agency commission: 15 %. Please 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
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