

MEDIA DATA 2026 (SHORT VERSION)

Target groups

- Roofing companies
- Sheet metal worker and tinsmiths
- Carpentries
- Roofing materials trade



dach+holzbau
DAS PROFIMAGAZIN FÜR DACHDECKER UND ZIMMERER

dach-holzbau.de

bau || verlag





dach+holzbau

dach+holzbau is the leading brand for specialist information in the target group of managing directors of roofing, tinsmith and timber construction companies. **dach+holzbau** reports on construction projects, new tools and current topics for the roofing and timber construction industry. The brand also offers the latest news, product reports and coverage of the most important industry events via all media channels such as print and digital (www.dach-holzbau.de). The **dach+holzbau newsletter** informs readers monthly about news from the industry and refers to the most important topics on the website www.dach-holzbau.de. The online presence is complemented by dach+holzbau's social media channels on Facebook, Instagram and YouTube.



124.216

Copies / year

copies actually distributed 15.527
thereof E-Paper: 5.842
Publication frequency 8x / Year



674.316

Page impressions website / year

Page Impressions 56.193 / Month
Visits 41.789 / Month
Unique User 23.611 / Month



20.088

Newsletter recipients / year

Recipients 1.674 / Issue
Openingrate net 36.0 %
Publication frequency 12x / Year



4.600

Follower social media

PD = Publication date, ED = Editorial deadline, AD = Advertising deadline

Issue	Dates	Roof	Timber construction	Tools/products	Operations management and vehicle fleet	Industry	Trade fairs/events
1/2026	PD: 12.02.2026 ED: 16.01.2026 AD: 21.01.2026	<ul style="list-style-type: none"> - Flat roofs: renovation and new construction - Pitched roofs: energy-efficient roof renovations - Metal roofs and metal façades - Roof measurements and roof inspections with drones - Photovoltaic and solar systems on pitched and flat roofs 	<ul style="list-style-type: none"> - Timber frame construction - Wooden façades and wood-based materials - Trimming and prefabrication - Structural, physical and chemical wood protection - Workwear for workshops and businesses 	<ul style="list-style-type: none"> - New products for the DACH+HOLZ 2026 trade fair - Power tools for roofers and carpenters - Cranes and aerial work platforms, trailers for commercial vehicles - Insulation materials (flat roofs, pitched roofs, timber construction) - Tools for sheet metal working 	Digitalisation: Tools & software solutions for construction site planning and operational management	Outlook and preliminary reporting on the DACH+HOLZ 2026 trade fair in Cologne	24.-27.02.2026, DACH+HOLZ International , Cologne 24.-27.03.2026, HOLZ-HANDWERK , Nuremberg
2/2026	PD: 30.03.2026 ED: 03.03.2026 AD: 06.03.2026	<ul style="list-style-type: none"> - Flat roofs (insulation, waterproofing, fastening technology) - Installation and maintenance of photovoltaic systems on pitched and flat roofs - Green roofs - Roof drainage 	<ul style="list-style-type: none"> - Facades made of wood and wood-based materials - Terraces and balconies in timber construction - Half-timbered renovation - Fastening technology in timber construction 	<ul style="list-style-type: none"> - Roof waterproofing membranes, flat roof insulation materials - Solar modules (in-roof and on-roof modules) - Photovoltaic substructures - Solar roof hooks, solar roof tiles / solar roof elements - Flat roof windows, daylight systems, skylights 	<ul style="list-style-type: none"> - Commercial vehicles in practical testing - Vehicle equipment and trailers 	Follow-up report on the DACH+HOLZ 2026 trade fair in Cologne	

The editors reserve the right to change/add topics for reasons of topicality.

PD = Publication date, ED = Editorial deadline, AD = Advertising deadline

Issue	Dates	Roof	Timber construction	Tools/products	Operations management and vehicle fleet	Industry	Trade fairs/events
3/2026	PD: 21.05.2026 ED: 20.04.2026 AD: 28.04.2026	<ul style="list-style-type: none"> - Pitched roofs (new builds and roof renovations) - Installation, maintenance and inspection of roof windows, skylights, strip lights and domelights, as well as flat roof windows - Flat roof insulation and waterproofing - Fall protection on roofs 	<ul style="list-style-type: none"> - Solid wood construction (glued laminated timber, cross-laminated timber) - Prefabrication in timber construction (including with joinery machines and assembly tables) - Software for planning and design in timber construction - Fire protection in timber construction 	<ul style="list-style-type: none"> - Mobile cranes, trailer cranes, aerial work platforms - Fall protection systems and protective scaffolding - Roof safety scaffolding - Anchor points and rope safety systems - Products for flat roof waterproofing 	Attracting skilled workers and trainees to the company: best practice examples		<p>29.05.2026 German Roofing Award Ceremony "Dachkrone 2026", Bielefeld</p> <p>23. - 25.06.2026 Messe Intersolar Europe, Munich</p>
4/2026	PD: 26.06.2026 ED: 22.05.2026 AD: 03.06.2026	<ul style="list-style-type: none"> - Green roofs and retention roofs - Roof drainage - Metal roofs, metal facades, VHF - Installation and maintenance of photovoltaic systems - Protection against UV radiation on the roof 	<ul style="list-style-type: none"> - Facades made of wood and panel materials - Timber frame construction - Wood preservation - Building renovation, restoration and refurbishment of half-timbered buildings 	<ul style="list-style-type: none"> - Roof drains and roof gullies, downpipes - Wood stains, special wood colours, wood varnishes, wood oils - Vapour barrier membranes and underlay membranes - Wood composite materials (HPL, WPC, etc.) - Aluminium composite panels - Workwear with UV protection for summer 	<ul style="list-style-type: none"> - Commercial vehicles in practical testing - Vehicle equipment and trailers 	Follow-up report on the German Roofing Award "Dachkrone 2026"	

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Issue	Dates	Roof	Timber construction	Tools/products	Operations management and vehicle fleet	Industry	Trade fairs/events
5/2026	PD: 31.07.2026 ED: 30.06.2026 AD: 09.07.2026	<ul style="list-style-type: none"> - Skylights, roof windows, strip lights and domed skylights - Flat roof renovation (insulation, waterproofing) - Roof drainage - Fall protection and occupational safety 	<ul style="list-style-type: none"> - Building with wood and other natural building materials - Wooden roof elements - Wooden flat roofs - Prefabrication and joinery in timber construction companies 	<ul style="list-style-type: none"> - Attic and roof edge profiles, attic drainage - Skylights, roof windows, strip lights and domed skylights - Wood fibre insulation materials, - Joinery equipment, assembly tables for carpentry companies - Power tools 	Women in the trades: portraits and potential	Training and further education in the roofing and carpentry trades: Tips for starting training	
6/2026	PD: 18.09.2026 ED: 21.08.2026 AD: 27.08.2026	<ul style="list-style-type: none"> - Metal roofs and metal facades - Plumbing and tinsmith work on roofs and facades - Pitched roofs (new construction and energy-efficient roof renovation) - Occupational safety and fall protection 	<ul style="list-style-type: none"> - Timber engineering: innovations and projects - Structural, physical and chemical wood protection - Software solutions for timber construction - Fire protection solutions 	<ul style="list-style-type: none"> - Mobile cranes, trailer cranes, aerial work platforms - Stage protection systems, scaffolding - Anchor points, rope safety systems, fall arresters - Sandwich panels (roof and façade) - Roof insulation materials (PUR/PIR, mineral wool, rock wool, wood fibre insulation materials, etc.) 	<ul style="list-style-type: none"> - Commercial vehicles in practical testing - Vehicle equipment and trailers 	<p>22.-27.9.2026 Worldskills 2026 (World Skills Championships Professions), Shanghai</p> <p>13.-15.10.2026 Gedatec, trade fair for the electrical, HVAC and roofing guilds, Berlin</p>	

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Issue	Dates	Roof	Timber construction	Tools/products	Operations management and vehicle fleet	Industry	Trade fairs/events
7/2026	PD: 23.10.2026 ED: 21.09.2026 AD: 23.09.2026	<ul style="list-style-type: none"> - Moisture measurement and leak detection in flat roofs - Green roofs and retention roofs - Roof windows, skylights, domed skylights, skylights - Roof renovation (pitched roof/flat roof) 	<ul style="list-style-type: none"> - Truss renovation - Timber frame construction and timber stud construction - Sound insulation in timber construction - Weather protection during the construction phase 	<ul style="list-style-type: none"> - Workwear for autumn and winter: work trousers, jackets, safety shoes and more - Sound insulation tapes - Weather protection membranes - Systems for leak and moisture detection in flat roofs 	Digitalisation: tools and software solutions for construction site planning and operational management		
8/2026	PD: 11.12.2026 ED: 11.11.2026 AD: 19.11.2026	<ul style="list-style-type: none"> - Snow guards and snow retention systems for pitched roofs - Flat roofs (renovation and new construction), inverted roofs - Metal roofs and metal façades - Fastening technology for flat roofs 	<ul style="list-style-type: none"> - Prefabrication in timber construction companies - Timber module construction - Digitalisation and software solutions - Climate-friendly, sustainable construction 	<ul style="list-style-type: none"> - New products at the BAU 2027 trade fair in Munich - Drywall panels (plasterboard and gypsum fibre boards) - Software for operational management and factory planning - Snow guard systems, snow clearance on flat roofs 	<ul style="list-style-type: none"> - Commercial vehicles in practical testing - Vehicle equipment and trailers 	Outlook and preliminary reports on the BAU 2027 trade fair in Munich	11.-15.01.2027, BAU 2027 , Messe München

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Issue	Dates	Roof	Timber construction	Tools/products	Operations management and vehicle fleet	Industry	Trade fairs/events
1/2027	PD: 12.02.2027 ED: 20.01.2027 AD: 21.01.2027	<ul style="list-style-type: none"> - Flat roof renovation - Energy-efficient pitched roof renovation - Metal roofs and metal façades - Digitalisation in the roofing trade 	<ul style="list-style-type: none"> - Wood preservation (physical, chemical, structural) - Timber frame construction - Connection technology and fastening systems - Solid wood construction 	<ul style="list-style-type: none"> - New products from the BAU 2027 trade fair in Munich - Roof waterproofing membranes - Roof insulation materials (PUR, PIR, mineral wool, wood fibre insulation materials, etc.) - Aluminium composite panels, standing seam sheets 		Follow-up report on the BAU 2027 trade fair in Munich	11.-15.01.2027, BAU 2027 , Messe München

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.

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

2/1 Page	1/1 Page	Juniorpage	1/2 Page, horiz.	1/2 Page, vertical
				
Bleed format: 420 x 297 mm	Bleed format: 210 x 297 mm	Bleed format: 148 x 210 mm	Bleed format: 210 x 145 mm	Bleed format: 100 x 297 mm
Price (b/w to 4c) 12.780,00 €	Price (b/w to 4c) 6.810,00 €	Price (b/w to 4c) 3.930,00 €	Price (b/w to 4c) 3.830,00 €	Price (b/w to 4c) 3.830,00 €
1/3 Page, vertical	1/3 Page, horiz.	1/4 Page, vertical	1/4 Page, horiz.	1/4 Page, Col.
				
Bleed format: 70 x 297 mm	Bleed format: 210 x 100 mm	Bleed format: 52 x 297 mm	Bleed format: 210 x 74 mm	Bleed format: 100 x 145 mm
Price (b/w to 4c) 2.890,00 €	Price (b/w to 4c) 2.890,00 €	Price (b/w to 4c) 2.310,00 €	Price (b/w to 4c) 2.310,00 €	Price (b/w to 4c) 2.310,00 €
1/8 Page, vertical	1/8 Page, horiz.	Format		
		Advertisorial 1/1 Page*	6.810,00€	
Bleed format: 52 x 145 mm	Bleed format: 210 x 50 mm	Advertisorial 1/2 Page**	3.830,00€	
Price (b/w to 4c) 1.520,00 €	Price (b/w to 4c) 1.520,00 €	Cover story basic prive	14.690,00€	
		Cover story Fair price Issue 1 DACH+HOLZ; 3 Dachkrone; 8 BAU	18.363,00€	
		Cover page	11.580,00€	

* Price surcharge for design by the publisher 500,00 €; ** Price surcharge for design by the publisher 250,00 €

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

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

Form of advertising	Placement Desktop and tablet	Size in pixel (W x H) Desktop and tablet	Placement Mobile	Size in pixel (W x H) Mobile	Price for 28 days / 4 Weeks
Fullsize banner	Content	468 x 60	Content	300 x 50 (6:1)	672,00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	826,00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	1.162,00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	980,00 € 1.078,00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	980,00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	1.162,00 € 1.232,00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	1.316,00 € 1.400,00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	1.652,00 €
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	1.498,00 €
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	1.652,00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	1.232,00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	9.912,00 € (Price for 12 weeks)
Job offers	In the job market	Individual	In the job market	Individual	1.290,00 €

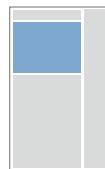
All display banners rotate with a maximum of 2 other banners in the same position. Please always supply the respective desktop and mobile format. Other formats on request.

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Issues	Publication date	Booking deadline	Topics	Trade fairs / Events	Issues	Publication date	Booking deadline	Topics	Trade fairs / Events
1/2026	15.01.2026	06.01.2026	Preliminary coverage of the DACH+HOLZ trade fair	24.-27.02.2026 Trade fair DACH+HOLZ, Cologne	1/2027	21.01.2027	12.01.2027		Follow-up reports from the BAU 2027 trade fair in Munich
13/2026	12.02.2026	03.02.2026	Highlights of the DACH+HOLZ 2026 trade fair	24.-27.02.2026 Trade fair DACH+HOLZ, Cologne					
2/2026	19.02.2026	10.02.2026	Tips and dates for the DACH+HOLZ 2026 trade fair in Cologne	24.-27.02.2026 Trade fair DACH+HOLZ, Cologne					
3/2026	19.03.2026	10.03.2026		24.03.2026 Award ceremony of Deutschen Baupreis at the trade fair digitalBAU, Cologne					
4/2026	23.04.2026	14.04.2026							
5/2026	21.05.2026	11.05.2026		29.05.2026 German Roofing Award Ceremony "Dachkrone 2026"					
6/2026	18.06.2026	09.06.2026		23. - 25.06.2026 Trade fair Intersolar Europe, Munich					
7/2026	23.07.2026	14.07.2026							
8/2026	20.08.2026	11.08.2026							
9/2026	17.09.2026	08.09.2026							
10/2026	16.10.2026	07.10.2026		October/November 2026 10. Deutscher Fachkongress für Absturzsicherheit					
11/2026	19.11.2026	10.11.2026							
12/2026	17.12.2026	08.12.2026		11.-15.01.2027 Messe BAU, Munich Outlook and preliminary reports from exhibitors					

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:
750,00 €

Text ad



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

Placement:
content

Price:
620,00 €

Medium rectangle

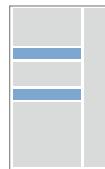


Format:
300 x 250 px

Placement:
content

Price:
750,00 €

Fullsize banner

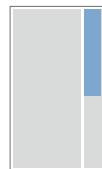


Format:
468 x 60 px

Placement:
content

Price:
500,00 €

Skyscraper

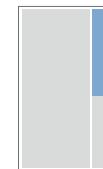


Format:
120 x 600 px

Placement:
next to the
content

Price:
620,00 €

Wide skyscraper

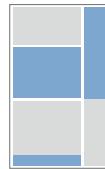


Format:
160 x 600 px

Placement:
next to
the content

Price:
750,00 €

Newsletter takeover



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

Placement:
content, exclusive

Price:
4.600,00 €

Job offers



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

Placement:
content

Price:
620,00 €

Discounts:

Published within 12 months
(Insertion year)

Staggered repeat discount

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

Online-advertorial

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

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

- permanent online contribution on www.dach-holzbau.de
(can still be found via search after the 4 weeks)
- Editorial teaser on the start page with link to the online article
(subject to availability)
- Medium rectangle with placement on the complete website as teaser with link to the online article
- Text ad in the [dach+holzbau Newsletter](#) with link to the online article
- Promoted facebook and instagram post via the two social media channels of [dach+holzbau](#) with link to the online article

Price: 3.038,00 € plus VAT.
(Price for 28 days / 4 Weeks)



The screenshot shows the dach+holzbau website with the following visible elements:

- Header:** dach+holzbau, DAS PROFIMAGAZIN FÜR DACHDECKER UND ZIMMERER, Newsletter, Media-Informationen, AGB, Datenschutz, Impressum.
- Navigation:** Abo, Archiv, Aktuelle Ausgabe, Produkte, Redaktion, Home, Stellenmarkt, Seminare + Termine.
- Section:** Advertorial / Anzeige, Impulse für die Digitalisierung.
- Image:** A thumbnail for an article titled "ZUKUNFTSTAG" with the date "14. 10. 2021".
- Text:** Digitalisierung im Dachhandwerk – wann und wo macht sie Sinn? Und wie können Betriebe durch moderne Hilfsmittel und digitale Kommunikation ihre Effizienz steigern und ihren Geschäftspräzess schlanker gestalten?
- Text:** Diesen und weiteren Fragen widmet sich der „Zukunftstag“ am 14. Oktober 2021 in den Wagenhallen Stuttgart. Die Teilnehmer erwarten spannende Impulsvorträge, ein begleitendes Barcamp sowie ein Forum mit innovativen Tools und Formaten. Abends sorgen Live-Musik und DJ-Set für einen unterhaltsamen Ausklang.
- Text:** Keine Angst vor der Digitalisierung. Die fortschreitende Digitalisierung fordert Handwerksbetrieben einiges ab. Die Beschäftigung mit den zahlreichen neuen Möglichkeiten kostet Zeit, und auch Prozesse lassen sich nicht von heute auf morgen umstellen. Dabei: sind die Aufträge oft schon ohne zusätzliche Aufgaben kaum zu bewältigen.
- Text:** Die gute Nachricht: Es gibt Möglichkeiten, die bereit sind, die Neuerungen und ihre Erfordernisse mit einzufangen. Um dem entsprechend zu geben, hat Creaton den Zukunftsstag ins Leben gerufen. Mit einer Mischung aus Impulsverträgen, Barcamp und Forum bietet er Inhabern und Mitarbeitern von Dachdecker- und Zimmererbetrieben neue Denkanstöße und die Möglichkeit zum lebendigen Austausch. Erfahren Sie, wohin sich die Branche entwickelt und lassen Sie sich von Best-Practice-Beispielen inspirieren!
- Text:** Weitere Informationen und Anmeldung unter: <http://www.zukunftsstag.creaton.de>
- Logos:** RHEINZINK, BÖVET, Deutscher Bau Preis.
- Social Media:** Facebook, Twitter, LinkedIn, YouTube, Instagram.

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