

MEDIA DATA 2025

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



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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.**



132,704

Copies / Year

copies actually distributed 16,588
thereof E-Paper: 5,037
Publication frequency 8x / Year



740,664

Page impressions website / Year

Page Impressions 61,722 / Month
Visits 47,475 / Month
Unique User 26,990 / Month



16,440

Newsletter recipients / Year

Recipients 1,370 / Issue
Openingrate net 37.8 %
Publication frequency 12x / Year



3,900

Follower social media

PRINT

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

Issue	Dates	Roof	Timber construction	Tools/products	Workshop + operations / commercial vehicles/Branch topics	Trade fairs/events
7/2024	PD: 15.11.2024 ED: 27.09.2024 AD: 23.10.2024	<ul style="list-style-type: none"> - Fall protection and occupational safety - skylights, rooflights and skylight domes - Flat roofs (insulation and waterproofing membranes) - Metal roofs and facades 	<ul style="list-style-type: none"> - Glulam and cross laminated timber - Flat roofs in timber construction - Insulation materials made from natural and renewable raw materials 	<ul style="list-style-type: none"> - Wood-based panels - Insulation materials (e.g. mineral wool, PU, EPS and XPS, wood fiber and cellulose insulation materials) - scaffolding, railings, anchorage points and fall protection - workwear 	<ul style="list-style-type: none"> - Commercial vehicles in the field test 	
8/2024	PD: 19.12.2024 ED: 15.11.2024 AD: 27.11.2024	<ul style="list-style-type: none"> - Pitched roof (new construction and renovation) - Snow protection - Highlights at the BAU trade fair for roofing companies and tinsmiths - Metal roofs and metal facades 	<ul style="list-style-type: none"> - Wood hybrid construction, prefabrication and modular construction - Timber frame construction and drywall construction, joining technology - Digitization and software for carpenters - Highlights at the BAU trade fair for timber construction companies 	<ul style="list-style-type: none"> - Products Special: Innovations at the BAU 2025 trade fair in Munich 	<ul style="list-style-type: none"> - Preview of special topics and new products at the BAU 2025 in Munich 	13.-17.01.2025 BAU, München

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
1/2025	PD: 28.02.2025 ED: 03.02.2025 AD: 06.02.2025	<ul style="list-style-type: none"> - Pitched roofs (new build and energy-efficient renovation) - Roof windows, skylights and dormers and dormers (installation and replacement) - pitched roof insulation materials 	<ul style="list-style-type: none"> - Timber frame construction - Joining techniques in timber construction - Protection and care of wooden facades (constructive, physical, chemical) - Fire protection in timber construction 	Products Special: Innovations from the BAU trade fair in Munich	Company portrait: Presentation of a roofing company or carpentry business	Follow-up report on the BAU trade fair with exhibitor- and visitor-figures	13.-17.01.2025 BAU 2025 , Munich, Germany
2/2025	PD: 03.04.2025 ED: 07.03.2025 AD: 12.03.2025	<ul style="list-style-type: none"> - Flat roofs (insulation, waterproofing) - 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 - timber frame renovation - Traditional carpentry 	<ul style="list-style-type: none"> - Roof waterproofing membranes, flat roof insulation materials - Solar modules (in-roof and on-roof modules) - Photovoltaic sub-structures - Solar roof hooks, solar fasteners - Solar roof tiles - Flat roof windows, daylight systems 	Commercial vehicles in a practical test	Preview of special topics and new products at the Intersolar trade fair in Munich	07.-09.05.2025 Intersolar Europe , Munich, Germany
3/2025	PD: 09.05.2025 ED: 07.04.2025 AD: 14.04.2025	<ul style="list-style-type: none"> - Pitched roof (new build and roof renovation) - Roof windows, skylights, continuous rooflights rooflights, skylight domes, flat roof windows - Flat roofs, balconies and terraces - Fall protection and occupational safety 	<ul style="list-style-type: none"> - Solid wood construction - Joinery machines, prefabrication - CNC machining centers - Timber construction software 	<ul style="list-style-type: none"> - Truck cranes, trailer cranes, aerial work platforms, mobile cranes, - Permanent and temporary guard rails - Anchorage points lifeline and rail systems - Flat roof waterproofing (liquid plastic, sprayable waterproofing materials) 	Company portrait: Presentation of a roofing company or carpentry business	<ul style="list-style-type: none"> - Highlights at the LIGNA trade fair in Hanover 	16.05.2025 Award ceremony of the German Roof Award „Dachkrone“ , Lokschnuppen, Bielefeld, Germany 26.-30.05.2025 LIGNA , Hannover, Germany

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Issue	Dates	Roof	Timber construction	Tools/products	Operations management and vehicle fleet	Industry	Trade fairs/events
4/2025	PD: 20.06.2025 ED: 19.05.2025 AD: 26.05.2025	<ul style="list-style-type: none"> - Green roofs and retention roofs - Roof drainage, roof drains - Ventilated rainscreen facade - Metal roofs and metal facades - Installation and maintenance of photovoltaic systems 	<ul style="list-style-type: none"> - Building in existing structures and renovation - Facades made of wood and panel materials - Timber frame construction - Wood protection 	<ul style="list-style-type: none"> - Wood profiles and wood-based materials, wood joining systems - Power tools for carpenters - Wood colours, varnishes and oils, varnishes and oils for exterior use - Facade tiles and facade panels 	Commercial vehicles in a practical test	Review of the award ceremony of the „Dachkrone 2025“	
5/2025	PD: 24.07.2025 ED: 27.06.2025 AD: 02.07.2025	<ul style="list-style-type: none"> - Roof windows, skylights, continuous rooflights and skylight domes - Flat roof renovation (insulation, sealing) - Roof drainage - Photovoltaic and solar systems 	<ul style="list-style-type: none"> - Building with wood and natural building materials - Roof elements and flat roofs in timber construction - Solid wood construction and solid wood elements 	<ul style="list-style-type: none"> - Parapet and roof edge profiles, parapet drainage - Roof windows, skylights, Continuous rooflights, skylight domes, SHEV systems - Wood fiber insulation materials 	Company portrait: Presentation of a roofing company or carpentry business	Initial and further training in the roofing and carpentry trades	
6/2025	PD: 18.09.2025 ED: 18.08.2025 AD: 27.08.2025	<ul style="list-style-type: none"> - Metal roofs and metal facades - Tinsmith work - Pitched roofs (new build and energy-efficient roof renovation) - Occupational safety and fall protection 	<ul style="list-style-type: none"> - Prefabrication and joinery systems, automation - Multi-storey timber construction and solid timber construction - Software solutions for timber construction - fire protection 	<ul style="list-style-type: none"> - Truck cranes, trailer cranes, aerial work platforms - Side guard rails, scaffolding - Anchorage points, rope safety systems, fall arresters - Sandwich panels (roof and façade) 	Commercial vehicles in a practical test	Software solutions for craft businesses	

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Issue	Dates	Roof	Timber construction	Tools/products	Operations management and vehicle fleet	Industry	Trade fairs/events
7/2025	PD: 23.10.2025 ED: 22.09.2025 AD: 23.09.2025	<ul style="list-style-type: none"> - Moisture measurement and leak detection in flat roofs - Roof windows, skylights and sliding roof windows - Pitched roof insulation - Flat roof maintenance and inspection 	<ul style="list-style-type: none"> - Timber frame 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 fall and winter: Work pants, jackets, work shoes and more - Leaf protection for gutters and downpipes 	Company portrait: Presentation of a roofing company or carpentry business		04.-07.11.2025 A+A - International trade fair and congress for safety and health at work , Düsseldorf, Germany
8/2025	PD: 18.12.2025 ED: 21.11.2025 AD: 26.11.2025	<ul style="list-style-type: none"> - Snow protection and snow guard systems - Winter construction sites - Flat roof (renovation and new build), inverted roof 	<ul style="list-style-type: none"> - Timber frame construction - Drywall construction and interior fittings, underfloor heating systems - Digitization and software for timber construction 	<ul style="list-style-type: none"> - Flat roof insulation materials, gradient insulation - Products for airtightness (airtight membranes, sprayable sealants, adhesive tapes, etc.) 	Commercial vehicles in a practical test	Preview of the topics and highlights at the trade fair DACH+HOLZ 2026 (if available)	24.-27.02.2026 DACH+HOLZ International , Cologne, Germany

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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 roof: renovation and new construction - Pitched roofs: insulation and renovation - Metal roofs and metal facades 	<ul style="list-style-type: none"> - Timber frame construction - Wooden facades and wood-based materials - Joinery and prefabrication 	<ul style="list-style-type: none"> - Power tools for roofers and carpenters - Cranes and lifting platforms - Insulation materials flat roof, pitched roof, timber construction - Tools for sheet metal working 		Special products at the DACH+HOLZ 2026 trade fair	24.-27.02.2026 DACH+HOLZ International , Cologne, Germany

The editors reserve the right to change/add topics for reasons of topicality. The complete Editorial schedule 2026 will be published in media data 2026.

The most important editorial topics and the corresponding issues of **dach + holzbau** in which we report on them:

Thema	Issues
Anchorage points	3 u. 6/2025; 1/2026
Balcony waterproofing	3, 5/2025
Commercial vehicles	2, 4, 6, 8/2025
Concrete roof tiles	1, 3, 6, 7/2025
Connection technology	1, 3, 6 und 8/2025
Continuous rooflights, skylight domes	3, 5, 7/2025
Cranes	3 u. 6/2025; 1/2026
Facade	2, 4, 6/2025
Fall protection	3 u. 6/2025; 1/2026
Fire protection	1, 6/2025
Flat roof	2, 3, 4, 7, 8/2025
Green roofs	2, 4/2025
Joinery systems	3 u. 6/2025; 1/2026
Ladders	3 u. 6/2025; 1/2026
Lifting platform	3 u. 6/2025; 1/2026
Liquid applied waterproofing	2, 3, 5, 8/2025
Metal roofs and metal facades	4 u. 6/2025; 1/2026
Photovoltaics and solar	2, 4, 5/2025

Thema	Issues
Pitched roof	1, 3, 6 und 7/2025; 1/2026
Pitched roof insulation	1, 3, 6, 7/2025
Roof drainage	2, 4, 5/2025
Roof tiles	1, 3, 6/2025
Scaffolding and guardrails (roof edge guardrails, fall protection systems)	3 u. 6/2025; 1/2026
Screws	1, 2 u. 4/2025; 1/2026
Skylights and flat roof windows	1, 3, 5, 7/2025
Snow protection	08/2025
Software	3, 6, 8/2025
Solid timber construction	3, 5, 6/2025
Storm clips	1, 2, 3, 6/2025
Terraces (wood, thermo-wood, wood plastic composites (WPC) and more)	2, 3/2025
Timber frame construction	1, 4, 7, 8, 1/2026
UV and sun protection	1 u. 4/2025, 1/2026
Waterproofing (flat roof and building waterproofing)	1, 2, 3, 4/2025

Thema	Issues
Wood protection (constructive, physical and chemical)	1, 2, 4/2025 u. 1/2026
Working platforms, aerial work platforms	3 u. 6/2025; 1/2026
Workwear	1, 7/2025

Subject to change without notice. Product reports are published in every issue, regardless of the main topic.
Please send your press releases including printable images by the editorial deadline of the respective issue to: stephan.thomas@bauverlag.de



Circulation audit:

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

Copies actually distributed (tvA):	16,588	thereof abroad:	18
- thereof E-Paper:	5,037	thereof abroad:	10
Copies sold:	226	thereof abroad:	6
Subscriptions:	219	thereof abroad:	6
Other sales:	1		
Single copy sales:	5		
Free copies:	16,363	thereof abroad:	12
Archive and specimen:	224		

Geographic distribution analysis:

Business regions	Copies actually distributed	
	%*	Copies
Domestic	99.9	16,570
Abroad	0.1	18
Copies actually distributed (tvA)	100.0	16,588

* 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 16,588 = 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:

Distribution	Copies actually distributed	
	%*	Copies
Nielsen-Area I		
Schleswig-Holstein	4.3	712
Hamburg	1.3	214
Niedersachsen	9.6	1,592
Bremen	0.5	75
Nielsen-Area II		
Nordrhein-Westfalen	19.1	3,168
Nielsen-Area IIIa		
Hessen	6.4	1,056
Rheinland-Pfalz	6.0	992
Saarland	1.3	213
Nielsen-Area IIIb		
Baden-Württemberg	13.9	2,303
Nielsen-Area IV		
Bayern	18.2	3,019
Nielsen-Area V		
Berlin	2.1	352
Nielsen-Area VI		
Mecklenburg-Vorpommern	2.2	372
Brandenburg	3.6	594
Sachsen-Anhalt	2.7	443
Nielsen-Area VII		
Thüringen	3.3	542
Sachsen	5.6	923
Copies truly distributed in domestic area	99.9	16,570






* The percentages have been rounded to one decimal place.






Branches/industry sectors/trades/professional groups



Recipient structure	Copies actually distributed	
	% *	Copies
Roofers	45.3	7,514
Carpenters	39.5	6,549
Other trades (building plumbing, tinsmiths, etc.)	5.5	916
Architects, construction planning engineers	1.8	292
Roofing materials trade	6.0	1,000
Training / further training	0.6	94
Others	1.3	223
Copies actually distributed	100.0	16,588

* The percentages have been rounded to one decimal place.

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

<p>2/1 Page</p>  <p>Bleed format: 420 x 297 mm</p> <p>Price (b/w to 4c) 12,350.00 €</p>	<p>1/1 Page</p>  <p>Bleed format: 210 x 297 mm</p> <p>Price (b/w to 4c) 6,580.00 €</p>	<p>Juniorpage</p>  <p>Bleed format: 148 x 210 mm</p> <p>Price (b/w to 4c) 3,800.00 €</p>	<p>1/2 Page, horiz.</p>  <p>Bleed format: 210 x 145 mm</p> <p>Price (b/w to 4c) 3,700.00 €</p>	<p>1/2 Page, vertical</p>  <p>Bleed format: 100 x 297 mm</p> <p>Price (b/w to 4c) 3,700.00 €</p>
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<p>1/3 Page, vertical</p>  <p>Bleed format: 70 x 297 mm</p> <p>Price (b/w to 4c) 2,790.00 €</p>	<p>1/3 Page, horiz.</p>  <p>Bleed format: 210 x 100 mm</p> <p>Price (b/w to 4c) 2,790.00 €</p>	<p>1/4 Page, vertical</p>  <p>Bleed format: 52 x 297 mm</p> <p>Price (b/w to 4c) 2,230.00 €</p>	<p>1/4 Page, horiz.</p>  <p>Bleed format: 210 x 74 mm</p> <p>Price (b/w to 4c) 2,230.00 €</p>	<p>1/4 Page, Col.</p>  <p>Bleed format: 100 x 145 mm</p> <p>Price (b/w to 4c) 2,230.00 €</p>
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<p>1/8 Page, vertical</p>  <p>Bleed format: 52 x 145 mm</p> <p>Price (b/w to 4c) 1,470.00 €</p>	<p>1/8 Page, horiz.</p>  <p>Bleed format: 210 x 50 mm</p> <p>Price (b/w to 4c) 1,470.00 €</p>
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Format	s/w bis 4c
Advertorial 1/1 Page*	6,580.00€
Advertorial 1/2 Page**	3,700.00€
Cover story Grundprice	14,190.00€
Cover story Fair price Issues 1.3	17,738.00€
BAU, LIGNA, Dackrone	
Cover page	11,190.00€

* 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 general terms and conditions at: <https://bauverlag.de/en/terms>

Additional charges:

Placement: Inside front cover, inside back cover and back cover 560.00 €
Other prescribed positions 20 %

Special colour: Each color 1,170.00 €

Discounts: Published within 12 months
(Insertionsyear, beginning with the appearance 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 %

Crossmedia discount

Discounts For print and online advertising and cross-media campaigns on request.

No discount on inserts and additional technical costs

Classified ads: (not discountable)

Job offers b/w	per height mm (1 column, 44 mm wide)	6.40 €
Job offers colour	per height mm (1 column, 44 mm wide)	11.50 €
Situation wanted b/w	per height mm (1 column, 44 mm wide)	3.60 €
Gelegenheitsanzeigen, Purchase/sale b/w	per height mm (1 column, 44 mm wide)	6.40 €

From a print value of 1,250.00 €, your job posting will be displayed online at www.dach-holzbau.de or 4 weeks for free.

Special ad types:

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

2-pages 5,280.00 €
4-pages 10,000.00 €
(others on request)

Please supply bound inserts in untrimmed format of 216 mm wide and 303 mm high (four pages and more: folded).

Raw format of bound-in inserts: bound inserts: 216 x 307 mm, head trim: 6 mm, foot trim: 3 mm, lateral trim: 3 mm each

Loose inserts (not discountable)

Maximum size 205 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

	Price %
Postcard	100.00 €
Product sample, other glued ad media	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, Germany

Delivery memo: For „dach+holzbau 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: DIN A4 (210 mm wide x 297 mm high; untrimmed: 216 mm wide x 303 mm high)

Print space: 190 mm wide x 271 mm high
4 Columns à 41 mm

Printing and binding methods: Offset printing, adhesive binding

Data transmission: - Transfer via FTP: on request
- by e-mail (up to 10 MB):
order.management@bauverlag.de

For larger volumes of data, please contact:
Sandra Pohlmann, Phone: +49 5241 2151-4848

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

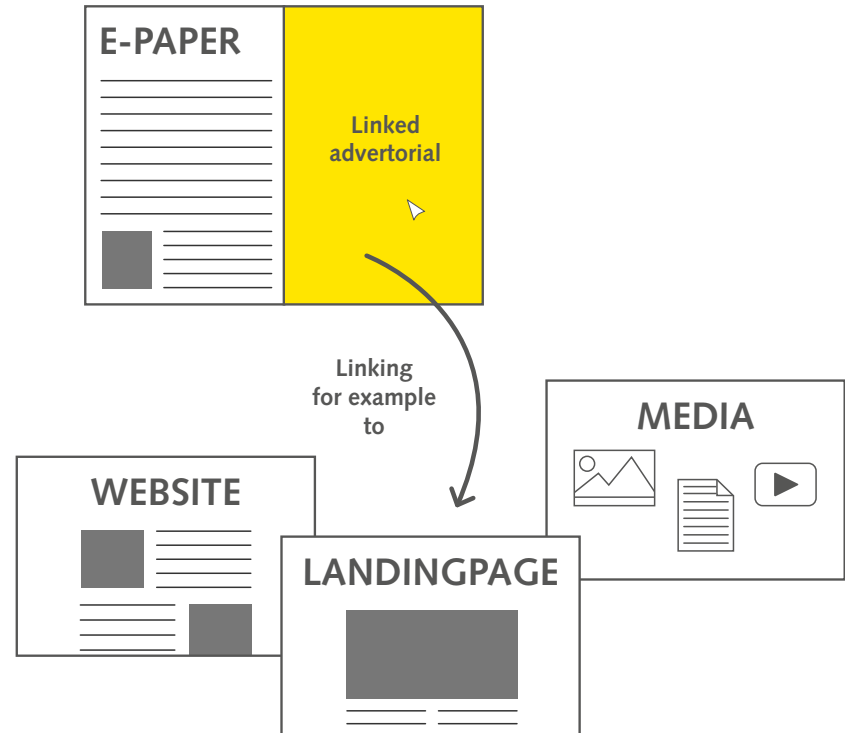
Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper (epaper.dach-holzbau.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: 390.00 €

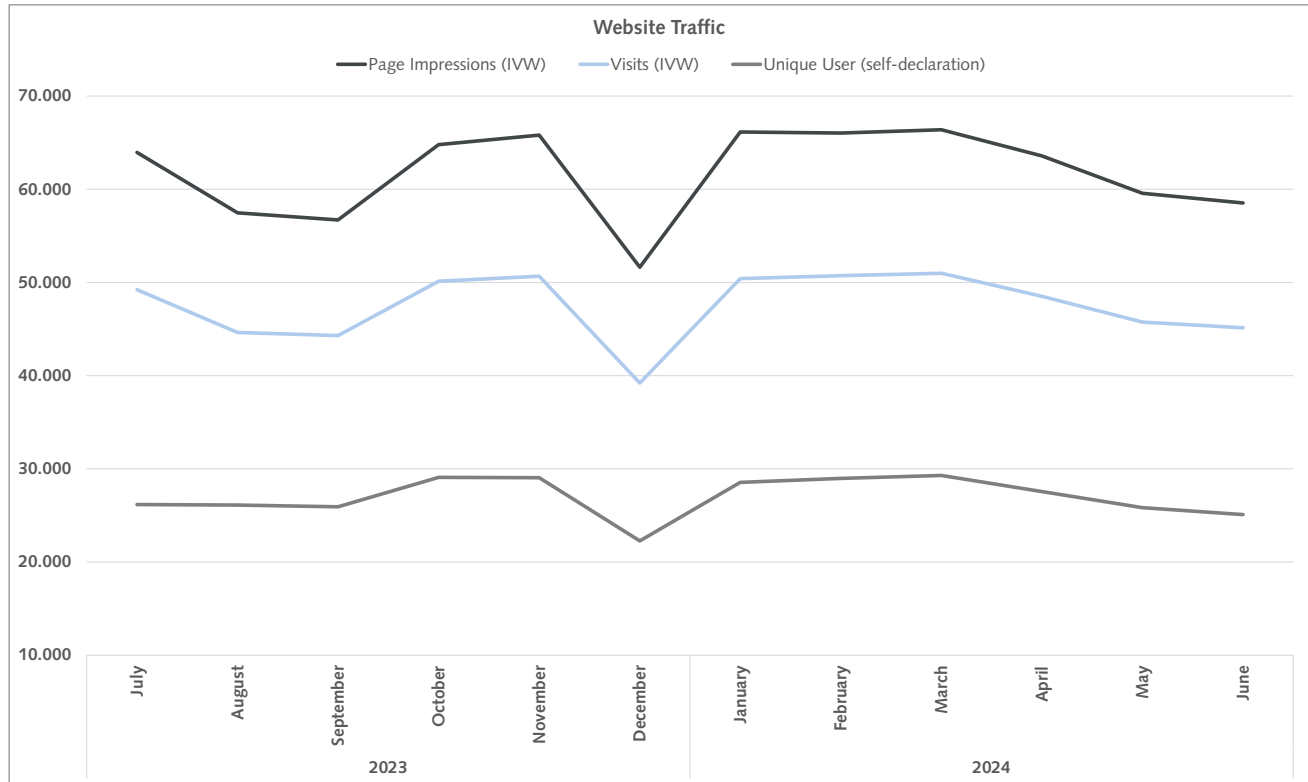


DIGITAL

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Zugriffskontrolle 



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)	644.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	798.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	1,120.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	952.00 € 1,036.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	952.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,120.00 € 1,190.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	1,274.00 € 1,358.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	1,596.00 €
Wallpaper	Above and next to the content	728 x 90 und 120 x 600	Content	300 x 250	1,442.00 €
Expandable wallpaper	Above and next to the content	728 x 90 und 120 x 600 (300 x 600)	Content	300 x 600	1,596.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	1,190.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	9,576.00 € (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 advertising
- Motif name
- Contact person for inquiries

Issues	Publication date	Booking deadline	Topics	Trade fairs / Events
1/2025	08.01.2025	18.12.2024	Preview of the special topics and new products at the BAU 2025	13.-17.01.2025 BAU 2025, Munich, Germany
2/2025	06.02.2025	28.01.2025		
3/2025	07.03.2025	26.02.2025		
4/2025	08.04.2025	28.03.2025		
5/2025	08.05.2025	28.04.2025		7.-9.5.2025 Intersolar, Munich, Germany 26.-30.05.2025 LIGNA, Hannover, Germany
6/2025	05.06.2025	26.05.2025		
7/2025	03.07.2025	24.06.2025		
8/2025	07.08.2025	29.07.2025		
9/2025	04.09.2025	26.08.2025		
10/2025	02.10.2025	23.09.2025		
11/2025	11.11.2025	31.10.2025		
12/2025	17.12.2025	08.12.2025	Preview of the highlights at the trade fair DACH+HOLZ International	DACH+HOLZ, Cologne, Germany, 24.-27.02.2026

Recipients: Roofers and tinsmiths, carpenters and roofing materials trade

Circulation: 1,370 Recipients
Opening rate net: 37.8%
(Source: Inxmail, average per month July 2023 to June 2024)



File formats:

JPG or static GIF, max. 20 kB (without animation)

For detailed information please see our spec sheet:
<https://bauverlag.de/downloads/spec-sheet-online.pdf>

Format of newsletter:

HTML or text

Delivery address:

Please send the advertising material for your campaign to:
order.management@bauverlag.de

Delivery date:

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

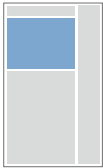
Please send your materials together with the required meta-information:

- booked newsletter
- Customer name
- Order number
- Target URL
- Contact person for inquiries

You will get a reporting about the recipients, Opening rate and ad-clicks.

Prices and forms of advertising:

Text ad premium

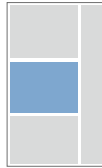


- 1. Text ad in the Newsletter
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
720.00 €

Text ad



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

Placement:
content

Price:
600.00 €

Medium rectangle

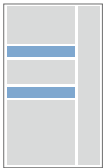


Format:
300 x 250 px

Placement:
content

Price:
720.00 €

Fullsize banner

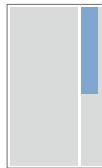


Format:
468 x 60 px

Placement:
content

Price:
480.00 €

Skyscraper

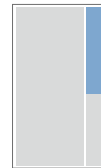


Format:
120 x 600 px

Placement:
next to the
content

Price:
600.00 €

Wide skyscraper

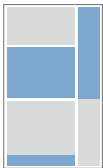


Format:
160 x 600 px

Placement:
next to
the content

Price:
720.00 €

Newsletter takeover



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

Placement:
content, exclusive

Price:
4,440.00 €

Job offer



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

Placement:
content

Price:
600.00 €

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 article 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](#) linking to the online article
- advertised posting on the [dach+holzbau](#) social media channels on Facebook & Instagram with link to the online article

Price: 2,926.00 € plus VAT.
(Price for 28 days / 4 weeks)

The screenshot shows the homepage of the 'dach+holzbau' website. At the top, there are social media icons for Facebook, Instagram, and YouTube, along with a newsletter sign-up link and links for 'Media-Informationen', 'AGB', 'Datenschutz', and 'Impressum'. The main header features the 'dach+holzbau' logo and the tagline 'DAS PROFIMAGAZIN FÜR DACHDECKER UND ZIMMERER'. Below the header, there are navigation links for 'Abo', 'Archiv', 'Aktuelle Ausgabe', 'Produkte', 'Redaktion', 'Home', 'Stellenmarkt', 'Seminare + Termine', and a search bar.

The main content area is titled 'Impulse für die Digitalisierung' and features a carousel of images for an event in Stuttgart. Below the carousel, there is a text block titled 'Digitalisierung im Dachhandwerk - wann und wo macht sie Sinn?' followed by a paragraph of text. Below this, there is a section titled 'Keine Angst vor der Digitalisierung' with another paragraph. At the bottom of the text block, there is a link for 'Weitere Informationen und Anmeldung unter: <http://www.zukunftstag-creation.de>'. Below the text, there is a box for 'CREATION GmbH' with the address '89071 Wertingen' and a right-pointing arrow. To the right of the text, there are social media icons for Facebook, Twitter, LinkedIn, and YouTube.

On the right side of the page, there is a sidebar with a search bar and a 'News' section. The 'News' section lists several articles with thumbnails, including 'Hohe Preise für Baumaterialien', 'Neue Manager für Kreislaufwirtschaft und Recycling bei Ura', 'Suprema investiert in neues Dämmstoffwerk in Frankreich', and 'Deutscher Holzbaupreis 2021 im Lösswerraum'. Below the news section, there is a large advertisement for 'RHEINZINK' with the logo and the text 'RHEINZINK'. Below that, there is another advertisement for 'BOMEX' with the headline 'FÜR EINE BESSER GEDÄMMTE WELT' and the sub-headline 'Mit #Glaswolle aus Recycling'. At the bottom right, there is a small advertisement for 'Deutscher Holzbaupreis 2021'.



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

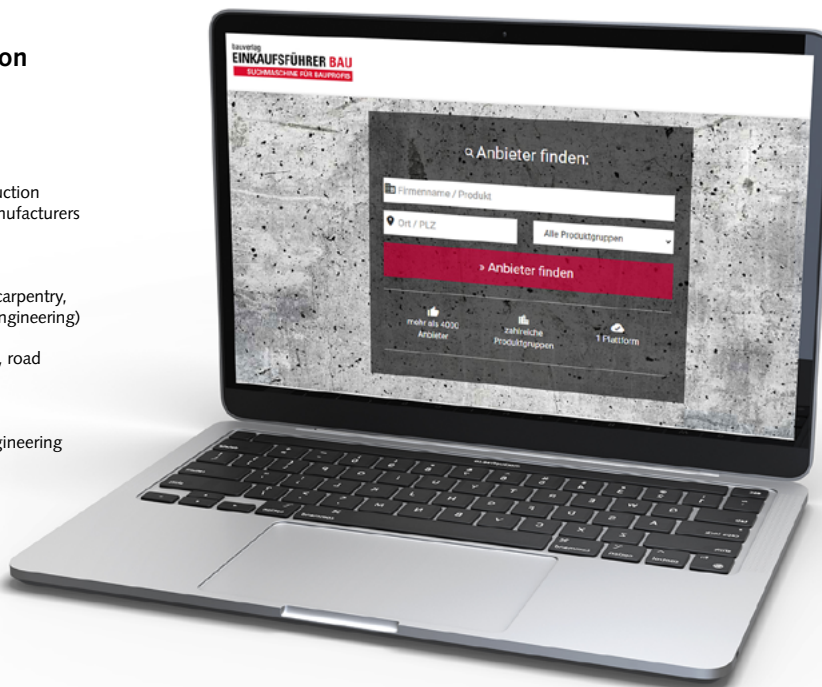
Request a quote now!

Narin Yelman

Sales Manager

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PORTFOLIO

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

Online branding package



Halfpage ad on
www.dach-holzbau.de

Wide skyscraper in
dach+holzbau Newsletter

Duration 4 weeks
Price: 1,794.60 € plus VAT.

Crossmedia product advertising package



Online advertorial on
www.dach-holzbau.de

1/2 Page advertorial or advert
in the print edition of
dach+holzbau

Duration 4 weeks
Price: 5,963.40 € 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 dach+holzbau!

Webinar

Choose an interesting topic, create an exciting presentation and have the webinar moderated by our expert **dach+holzbau** editorial team and organized by the experienced Bauverlag event team. You will receive the contact details of the participants.

Price: 6,490.00 €*



Whitepaper

Publish your neutral, technically sound information on a topic of interest to the target group in a useful white paper on dach-holzbau.de. Interested users order the white paper and you will receive the contact details afterwards.

Price: on request



Ask for our detailed information flyer!

*Price plus 19% VAT.

Please note that we require a lead time of 8 weeks. You can find the general terms and conditions at <https://bauverlag.de/en/terms>.



Video advertorials that will convince you!

Moving images attract attention. Content and products can be presented in a more lively and emotional way, making them easier to perceive.

In contrast to classic commercials, video advertorials convey information, tips or stories that appear valuable to the viewer while subtly promoting a product, service or brand.

The focus is often on providing the audience with useful content while raising awareness of the advertised brand, without the advertising taking center stage.

Bauverlag not only has access to the target group, but also the expertise to implement an individual storyline perfectly and tailor-made for the customer in the construction industry. The Bauverlag brands also provide neutrality and credibility for your communication goals.

When will we realize our joint video project?

Please contact us



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E-Mail: erdal.top@bauverlag.de



bau|||verlag Events

Networking für Architektur und Bau

The portal for networking in architecture and the construction industry

Bauverlag organizes and plans 85 events every year. These include in-house events such as congresses, trade fairs and specialist forums. In addition, customer events are designed, planned and carried out.

Our events offer you

- Networking and information transfer
- Contact with your target group and top decision-makers in architecture and the construction industry
- Neutral specialist presentations on trends and developments
- Intensive exchange of ideas and information
- In-depth information through accompanying trade exhibitions
- New, innovative discussion and presentation formats

Expand your network. Take advantage of the professional exchange with colleagues and industry experts!

Please contact us



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Your partner for content marketing, individual communication solutions and networking

We support you in reaching your target group with something special. In close cooperation with our specialist editorial teams, we develop customized online and print formats as well as specialist events for you.

Bauverlag Creative offers you

- Supplements, brochures, white papers
- Websites and microsites
- Editorial videos and image films
- Social media content
- Moderation and event management

Become visible. Use the reach and channels of Bauverlag!

Please contact us



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THE BAUVERLAG

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Building. Knowledge. Passion.

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



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



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

