

dach+holzbau

DAS PROFIMAGAZIN FÜR DACHDECKER UND ZIMMERER

MEDIA DATA 2024

Communication solutions for the target group of roofers, building plumbers, carpenters and roofing materials trade



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dach+holzbau

dach + holzbau - the professional magazine for roofers, building plumbers and carpenters – reports six times a year on building projects, current trends and new products in roofing and timber construction. This magazine is directed at roofers, building plumbers, carpenters and the roof building materials trade and also reaches the subscribers to the bauhandwerk trade magazine.



Publication frequency

8 issues per year



Copies actually distributed

17,228 copies



Volume analysis

Magazine format DIN A4
Total volume 498 pages
Editorial section 418 pages
Advertising section 80 pages

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

Issue No.	Dates	Roof	Timber construction	Tools/products	Workshop + Operations / Utility vehicles /Branch topics	Trade fairs/events
1/2024	PD: 21.02.2024 ED: 26.01.2024 AD: 30.01.2024	<ul style="list-style-type: none"> - Pitched roof (new construction and energetic renovation) - skylight - Rafter and inter-rafter insulation - roof drainage 	<ul style="list-style-type: none"> - Timber frame construction - Joining technology - Wood protection (constructive, physical, chemical) - Fire protection in multi-storey timber construction 	<p>Products Special: Innovations at the DACH+HOLZ 2024 trade fair in Stuttgart</p>	<ul style="list-style-type: none"> - Previews and highlights at the DACH+HOLZ trade fair in Stuttgart and the HOLZ-HANDWERK trade fair in Nuremberg 	<p>05.-08.03.2024 DACH+HOLZ International, Stuttgart</p> <p>19.-22.03.2024 HOLZ-HANDWERK, Nuremberg</p>
2/2024	PD: 08.04.2024 ED: 23.02.2024 AD: 13.03.2024	<ul style="list-style-type: none"> - Flat roof (insulation, waterproofing, roof drainage) - Solar panels and photovoltaic systems - Fall protection - arcade rooflights, skylights, skylight domes, SHEV systems 	<ul style="list-style-type: none"> - Software and time recording systems - Solid wood construction - Wood hybrid construction - Joinery systems, prefabrication and occupational safety 	<ul style="list-style-type: none"> - Roof gullies, roof drains, downpipes - Flat roof insulation materials and roof waterproofing membranes - Solar modules, solar substructures 	<ul style="list-style-type: none"> - Commercial vehicles in the field test 	
3/2024	PD: 23.05.2024 ED: 19.04.2024 AD: 26.04.2024	<ul style="list-style-type: none"> - Green roofs, solar panels and photovoltaic systems - Flat roof (insulation, waterproofing, roof drainage) - Fall protection and work safety - Cranes and material hoists 	<ul style="list-style-type: none"> - Fire protection - Facade and wood preservation - Terraces and balconies - Joining technology and wood joining systems 	<ul style="list-style-type: none"> - Green roof systems - Terrace substructures - Scaffolds, railings, anchor points, PSAgA and climbing technology - workwear 	<ul style="list-style-type: none"> - Highlights at the BAU trade fair, Munich - Preliminary reports on the LIGNA trade fair, Hanover 	<p>31.05.2024, Award of the German Roof Award „Dachkrone“, Gütersloh</p>
4/2024	PD: 04.07.2024 ED: 29.05.2024 AD: 12.06.2024	<ul style="list-style-type: none"> - Green roofs, solar modules and photovoltaic systems - Ventilated curtain facade (VHF) - Pitched roof (new construction and energy-efficient renovation) - Terrace and balcony waterproofing 	<ul style="list-style-type: none"> - Ventilated curtain wall (VHF) - Timber frame construction - Wooden facades - Wood protection 	<ul style="list-style-type: none"> - Drones, measurement services - Software and time recording systems - Press brakes and guillotine shears 	<ul style="list-style-type: none"> - UV protection and sun protection on the construction site - Follow-up reporting on the German Roof Award „Dachkrone 2024“ 	

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

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

Issue No.	Dates	Roof	Timber construction	Tools/products	Workshop + Operations / Utility vehicles /Branch topics	Trade fairs/events
5/2024	PD: 04.09.2024 ED: 26.07.2024 AD: 13.08.2024	<ul style="list-style-type: none"> - Skylights, skylights, arcade rooflights and skylight domes - Flat roof (insulation and waterproofing) - roof drainage - Attic and roof edge profiles 	<ul style="list-style-type: none"> - Ecological timber construction - Renovation and construction in existing buildings - Timber frame construction - Occupational safety and access technology 	<ul style="list-style-type: none"> - Wood fiber insulating materials, cellulose insulating materials - Clay plasters and clay building boards - Wood-based materials, OSB boards 		
6/2024	PD: 04.10.2024 ED: 16.08.2024 AD: 11.09.2024	<ul style="list-style-type: none"> - Ventilated curtain facade (VHF) - Metal roofs and metal facades - Pitched roof (new construction and renovation) - Cranes and material hoists 	<ul style="list-style-type: none"> - Prefabrication and joinery - Multi-storey timber construction, solid wood construction - Joining technology and wood joining systems - Fire protection 	<ul style="list-style-type: none"> - Wood materials - joinery machines, assembly tables - gypsum fiberboards, gypsum plasterboards 	- Commercial vehicles in the field test	
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, skylights, arcade rooflights and skylight domes - Flat roofs (insulation and waterproofing) - 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, bio-based insulation materials 	<ul style="list-style-type: none"> - Wood-based panels - Insulation materials (e.g. mineral wool, PUR/PIR, EPS and XPS, wood fiber and cellulose insulation materials) - scaffolding, railings, anchor points - Workwear 	- 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 dry construction, joining technology - Digitization and software for carpenters - Highlights at the BAU trade fair for timber construction companies 	- Products Special: Innovations at the BAU 2023 trade fair in Munich	- Preliminary reports and highlights at the BAU trade fair in Munich	13.-17.01.2025 BAU , Munich,

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

At a glance: The key editorial topics and the **dach + holzbau** issues in which we report on them:

Topic	Issue
Anchor points	2, 3, 7
Balcony sealing	3, 4
Cherry pickers	1, 3, 6, 8
Commercial vehicles	2, 6, 7
Composite materials (e.g. aluminum composite panels)	4, 6
Connection technology	1, 3, 6, 8
Continuous rooflights, skylight domes	1, 5, 7
Concrete roofing tiles	1, 4, 6, 8
Cranes	1, 3, 6
Facade	3, 4, 6
Fall protection	2, 3, 7
Fire protection	1, 3, 6
Flat roof	2, 3, 5, 7
Green roof	3, 4
Joinery systems	2, 6, 8
Ladders	1, 2, 3, 7
Liquid synthetic	2, 3, 5, 7
Metal roofs and metal facades	6, 7, 8
Occupational safety	2, 3, 7

Topic	Issue
Over-rafter insulation	1, 4, 6, 8
Photovoltaics and solar	3, 4
Pitched roof	1, 4, 6, 8
Roof drainage system	1, 2, 3, 5
Roof greening	3, 4
Roof tiles	1, 4, 6, 8
Roof windows	1, 5, 7
Scaffolding and railings (roof edge railings, side protection systems)	2, 3, 7
Screws	1, 3, 6, 8
Sealing (roof and structure sealing)	2, 3, 5, 7, 8
Skylights	2, 5, 7
Slates	1, 4, 6
Snow protection	8
Software	2, 4, 8
Solid wood construction	2, 6
Storm clamps	1, 4, 6, 8
Terraces (wooden, ther- mowood and composite decking)	3, 4
Timber frame construction	1, 4, 5, 8

Topic	Issue
UV protection and sunscreen	4
Wood hybrid construction	2, 8
Wood protection (constructive, physical and chemical)	1, 3, 4
Working platforms / cherry pickers	2, 3, 7
Workwear	3, 7

Subject to changes. Product reports are published in every issue, irrespective of the issue features.

Please send your press releases including print-ready graphics and photos by the editorial deadline of the specific issue to: stephan.thomas@bauverlag.de



Circulation audit:

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

Print run:	15,175		
Copies actually distributed (tvA):	17,228	thereof abroad:	35
- thereof E-Paper:	2,368	thereof abroad:	6
Copies sold:	230	thereof abroad:	7
Subscriptions:	228	thereof abroad:	7
Other sales:	1		
Single copy sales:	1		
Free copies:	16,998	thereof abroad:	22
Archive and specimen:	315		

Geographic distribution analysis:

Business regions	Copies actually distributed	
	%	Copies
Domestic	99.8	17,193
Abroad	0.2	35
Copies actually distributed (tvA)	100.0	17,228

Summary of the survey method:

1. Method: Dissemination analysis by file evaluation - total survey
 2. Basic population: actual circulation 17,228 = 100 %
 3. Sample: total survey
 4. Target person of the study: not applicable
 5. Period of study: August 2023
 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	4.1	712
Hamburg	1.2	209
Lower Saxony	9.8	1,680
Bremen	0.4	75
Nielsen-Area II		
North Rhine Westphalia	18.8	3,251
Nielsen-Area IIIa		
Hesse	6.7	1,148
Rhineland-Palatinate	5.9	1,009
Saarland	1.3	223
Nielsen-Area IIIb		
Baden-Württemberg	14.1	2,437
Nielsen-Area IV		
Bavaria	18.3	3,122
Nielsen-Area V		
Berlin	2.1	365
Nielsen-Area VI		
Mecklenburg-Vorpommern	2.0	346
Brandenburg	3.6	614
Saxony-Anhalt	2.6	453
Nielsen-Area VII		
Thuringia	3.4	592
Saxony	5.6	957
Copies truly distributed in domestic area	99.8	17,193

Branches/industry sectors/trades/professional groups

Recipient structure	Percentage of copies actually distributed	
	%	Copies
Roofers	45.9	7,911
Carpenters	39.5	6,803
Other trades (building plumbing, joiners, etc.)	5.4	935
Architects, construction planning engineers	1.7	292
Roofing materials trade	5.6	962
Training / further training	0.5	94
Others	1.3	231
Copies actually distributed	100.0	17,228

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

2/1 Page



Bleed format:
420 x 297 mm

Price (b/w to 4c)
11,920.00 €

1/1 Page



Bleed format:
210 x 297 mm

Price (b/w to 4c)
6,350.00 €

Juniorage



Bleed format:
148 x 210 mm

Price (b/w to 4c)
3,670.00 €

1/2 Page, horiz.



Bleed format:
210 x 145 mm

Price (b/w to 4c)
3,570.00 €

1/2 Page, vertical



Bleed format:
100 x 297 mm

Price (b/w to 4c)
3,570.00 €

1/3 Page, vertical



Bleed format:
70 x 297 mm

Price (b/w to 4c)
2,690.00 €

1/3 Page, horiz.



Bleed format:
210 x 100 mm

Price (b/w to 4c)
2,690.00 €

1/4 Page, vertical



Bleed format:
52 x 297 mm

Price (b/w to 4c)
2,150.00 €

1/4 Page, horiz.



Bleed format:
210 x 74 mm

Price (b/w to 4c)
2,150.00 €

1/4 Page, Col.



Bleed format:
100 x 145 mm

Price (b/w to 4c)
2,150.00 €

1/8 Page, vertical



Bleed format:
52 x 145 mm

Price (b/w to 4c)
1,420.00 €

1/8 Page, horiz.



Bleed format:
210 x 50 mm

Price (b/w to 4c)
1,420.00 €

Format	b/w to 4c
Advertorial 1/1 Page*	6,350.00€
Advertorial 1/2 Page**	3,570.00€
Cover story	13,700.00€
Cover story Fair Price Issues 1, 8 Bau, Dach+Holz	17,125.00€
Cover page	10,800.00€

* 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:

Special positions: Inside front cover, inside back cover and back cover 540 €
Other prescribed positions: 20 %

Special colour: Each color 1,130 €

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

Staggered repeat discount

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 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)	6.20 €
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)	3.50 €
Opportunity ad, Purchase/sale b/w	per height mm (1 column, 47 mm wide)	6.20 €

From a print value of 1,200.00 €, your job posting will be displayed online at www.dach-holzbau.de for 4 weeks for free.

Special ad types:

Bound inserts (sample - front page/back page required)	
2-pages	5,100 €
4-pages (others on request)	9,650 €

Discounts as per scale of discounts: 1 sheet = 1 ad page
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: 7 mm, foot trim: 3 mm, lateral trim: 3 mm each

Loose inserts:

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)	365.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	420.00 €

For partial occupancy: selection costs per selection 150.00 €

Glued ad media: Price %
 Postcard 95 €
 Product samples, other tip-ons on request

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

Required delivery quantity: according to order confirmation
 Delivery address: westermann druck GmbH
 Georg-Westermann-Allee 66
 Tor 1 / Name Auftragsbetreuer
 38104 Braunschweig

Delivery memo: 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.

Terms of payment: Net invoice value within 30 days following the date of the invoice, VAT ID No. DE 813382417

Bank details: Bauverlag BV GmbH, Gütersloh
 Sparkasse Gütersloh-Rietberg
 IBAN: DE46 4785 0065 0018 0329 62
 BIC: WELADED1GTL



Magazine format: 210 mm wide, 297 mm high, DIN A4
untrimmed: 216 mm wide, 303 mm high

Print space: 190 mm wide x 271 mm high
4 columns, 41 mm wide

Printing and binding methods: Offset printing, adhesive binding

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

For larger volumes of data, please contact:
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.



www.dach-holzbau.de

www.dach-holzbau.de is the online information platform for the owners and managers of roofing, building plumbing, tinsmithing and carpentry companies involved in interior and exterior refurbishment and new builds. www.dach-holzbau.de completes the dach+holzbau trade magazine with up-to-the-minute news, product announcements and background reports.

dach+holzbau Newsletter

The [dach+holzbau Newsletter](#) newsletter informs the owners and managers of roofing, building plumbing, tinsmithing and carpentry companies per e-mail about news from the industry. Latest news and product novelties as well as references to the top topics of the website keep the decision-makers up to date 8 times a year.



Page
impressions

58,752 per month



Visits

44,935 per month




Unique
user

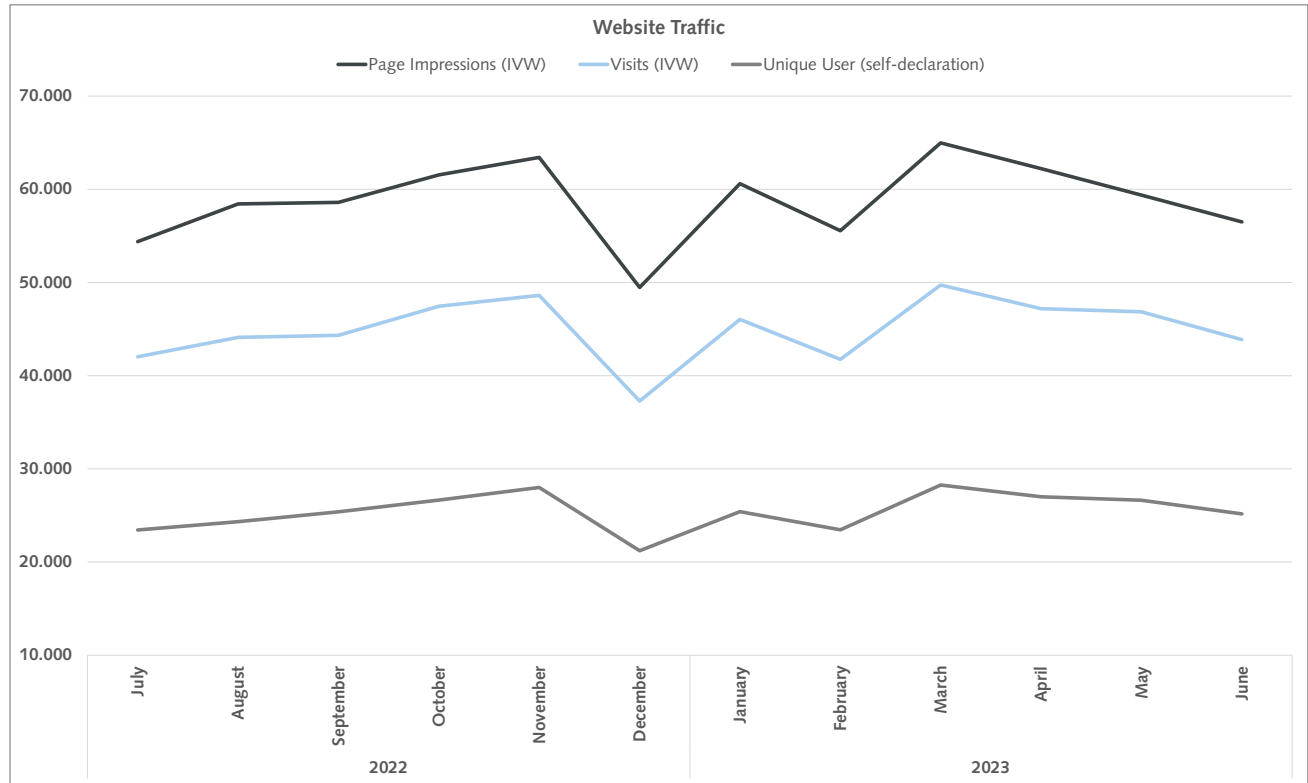
25,414 user



Newsletter
contacts

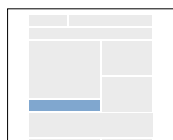
1,101 recipients

traffic audit: 



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

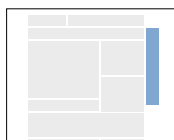
Prices and forms of advertising (price for 28 days / 4 weeks):



Fullsize banner

Format (B x H):
468 x 60 px

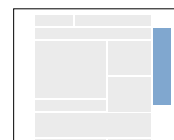
616.00 €



Skyscraper

Format (B x H):
120 x 600 px

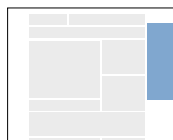
924.00 €



Wide skyscraper

Format (B x H):
160 x 600 px

1,078.00 €



Half page

Format (B x H):
300 x 600 px

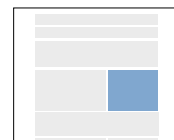
1,232.00 €



Superbanner

Format (B x H):
728 x 90 px

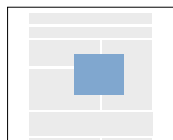
770.00 €



Medium rectangle

Format (B x H):
300 x 250 px

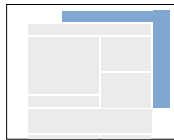
1,078.00 €



Layer ad

Format (B x H):
400 x 400 px

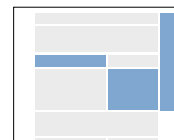
on request



Wallpaper

Format (B x H):
728 x 90 px + 120 x 600 px

1,386.00 €



Ad bundle

- Fullsize banner
- Skyscraper
- Medium rectangle

924.00 €

Advertising formats	Placement	Format (pixel, width x height)	Price in €/4 weeks
Skyscraper sticky	website, in rotation with max. two additional	120 x 600	1,001.00
Wide Skyscraper sticky	website, in rotation with max. two additional	160 x 600	1,155.00
Half page sticky	website, in rotation with max. two additional	300 x 600	1,309.00
Billboard	on all pages except homepage, in rotation with max. two additional	970 x 250	1,540.00
Expandable wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	1,540.00
Situations vacant	in the job market	individual	1,200.00
Microsite	own navigation within the website, duration 12 weeks	individual	9,240.00
OnlinePLUS	addition to an existing online article/advertorial	photos, videos, PDFs	1,155.00

All online advertising formats can be booked exclusively. Prices, availability, other time periods and other formats possible on request.
All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: <https://bauverlag.de/en/terms>

Discounts:

Published within 12 months (Insertion year)

Staggered repeat discount

12 weeks	5 %
26 weeks	10 %
52 weeks	15 %

Online ad specials: additional options

Wallpaper: coloured, clickable background
30% additional charge

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

File formats:

JPG, GIF, Flash, HTML-Tag, Redirect-Tag
Weight: max. 100 kB per banner

Please also provide a medium rectangle for the online advertising options in order to guarantee optimisation for mobile devices. The kB data given for every advertising material are maximum sizes and represent the total sum of all data defined by the advertising materials (including files to be loaded later, sniffer code, images, flash, etc.).

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

You get a reporting about ad-impressions and ad-clicks after campaign end.

Delivery address: Please send your banner to
order.management@bauverlag.de

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

Please send your materials together with the required meta information:

- booked site
- customer name
- order number
- target-URL
- booking period
- advertising format
- motif name
- contact person for inquiries

Issue	Publishing date	Booking deadline	Trade fairs / Events
1/2024	30.01.2024	19.01.2024	
2/2024	27.02.2024	16.02.2024	05.-08.03.2024 Messe DACH+HOLZ International, Stuttgart
3/2024	14.03.2024	01.03.2024	19.-22.03.2024 Messe HOLZ-HANDWERK, Nürnberg
4/2024	18.04.2024	09.04.2024	
5/2024	16.05.2024	06.05.2024	24.05.2024 Verleihung des Deutschen DachPrices "Dachkrone", Bielefeld
6/2024	27.06.2024	18.06.2024	
7/2024	17.07.2024	08.07.2024	
8/2024	14.08.2024	05.08.2024	
9/2024	12.09.2024	03.09.2024	
10/2024	08.10.2024	26.09.2024	
11/2024	13.11.2024	04.11.2024	
12/2024	18.12.2024	09.12.2024	13.-17.01.2025, Messe BAU, München

Recipients: roofers, building plumbers, carpenters, roof building material trade

Circulation: 1,101 recipients
Openingrate net: 39.3%
(source: Inxmail, average per month July 2022 until June 2023)



File formats:

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

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

Format of newsletter:

HTML or text

Delivery address:

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

Delivery date:

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.

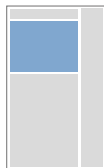
Please send your materials together with the required meta-information:

- customer name
- booked newsletter
- order number
- target URL
- contact person for inquiries

You will get a reporting about the recipients/opening rate and ad-clicks.

Prices and forms of advertising:

Text ad premium

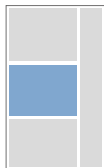


- first text ad in newsletter
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
690.00 €

Text ad

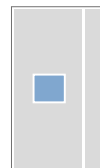


- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
575.00 €

Medium Rectangle

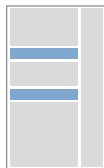


Format:
300 x 250 px

Platzierung:
im Content

Price:
690.00 €

Fullsize banner

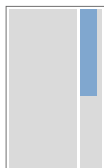


Format:
468 x 60 px

Placement:
content

Price:
460.00 €

Skyscraper

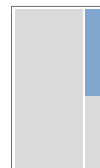


Format:
120 x 600 px

Placement:
next to the
content

Price:
575.00 €

Wide skyscraper

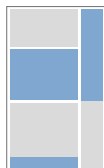


Format:
160 x 600 px

Placement:
next to the content

Price:
690.00 €

Newsletter takeover

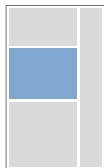


- up to 4 text ads,
- 3 fullsize banner
- 1 skyscraper

Placement:
content, exclusive

Price:
4,255.00 €

Situations vacant



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

Placement:
content

Price:
575.00 €

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 knowledge of a particular topic, demonstrate your problem solving abilities or explain why it is beneficial to use your product – there are many reasons why you might consider using an online-advertorial.

- Permanent online posts on www.dach-holzbau.de (these remain accessible via the search function after the 4-week period has expired)
- Editorial teaser on the homepage with link to the online post (subject to availability)
- Medium rectangle with placement across the entire website as a teaser with a link to the online post
- Text ad in [dach+holzbau Newsletter](#) with a link to the online post
- Advertised Facebook post via Facebook fanpage of [dach+holzbau](#) with a link to the online post

Price: **2,828 €** plus VAT.
(Price for 28 days / 4 weeks)



Whitepaper

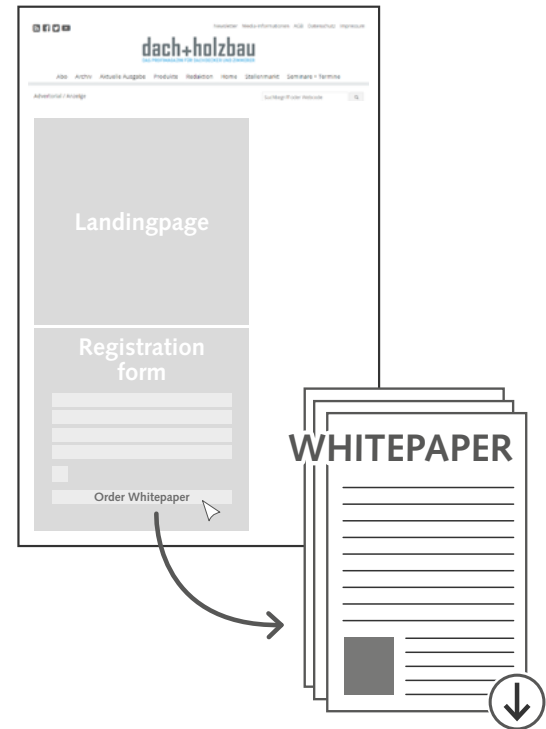
Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on www.dach-holzbau.de. Interested users receive the white paper in exchange for their contact details.

We will provide you with the following **services** in close coordination with you:

- Landingpage incl. registration form
- Advertising teaser via our media channels website, newsletter and social media
- Delivery of leads (data protection compliant)

Duration: 8 to 12 weeks (variable, by arrangement)

Price: on request



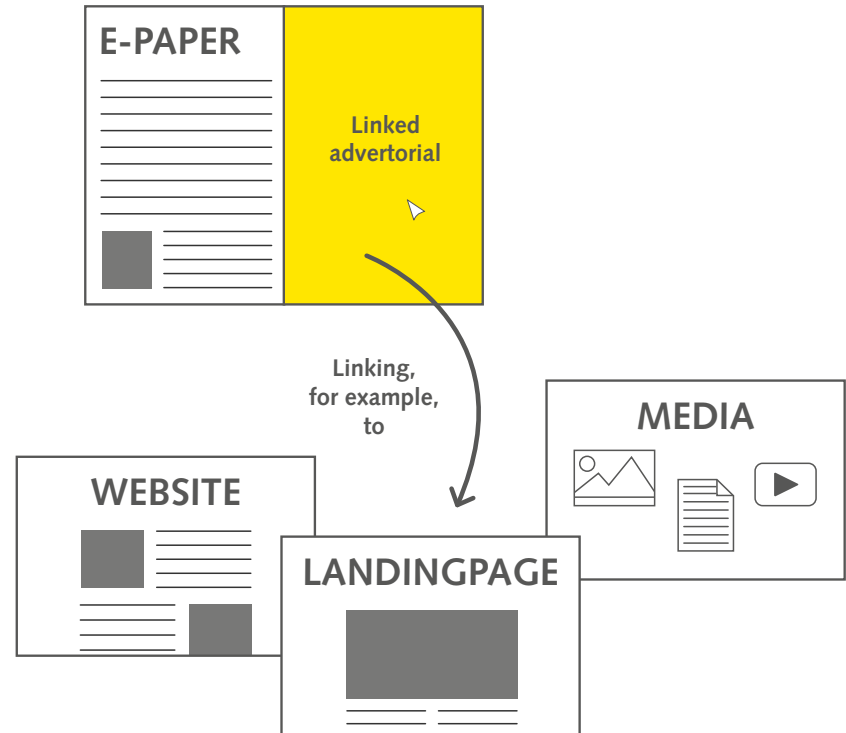
Linking in E-Paper

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



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: 1,729.80 € plus VAT.

Crossmedia product advertising package



Online-advertorial on www.dach-holzbau.de (for services see previous page)

Duration 4 weeks
Price: 5,983.20 € plus VAT.



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

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

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

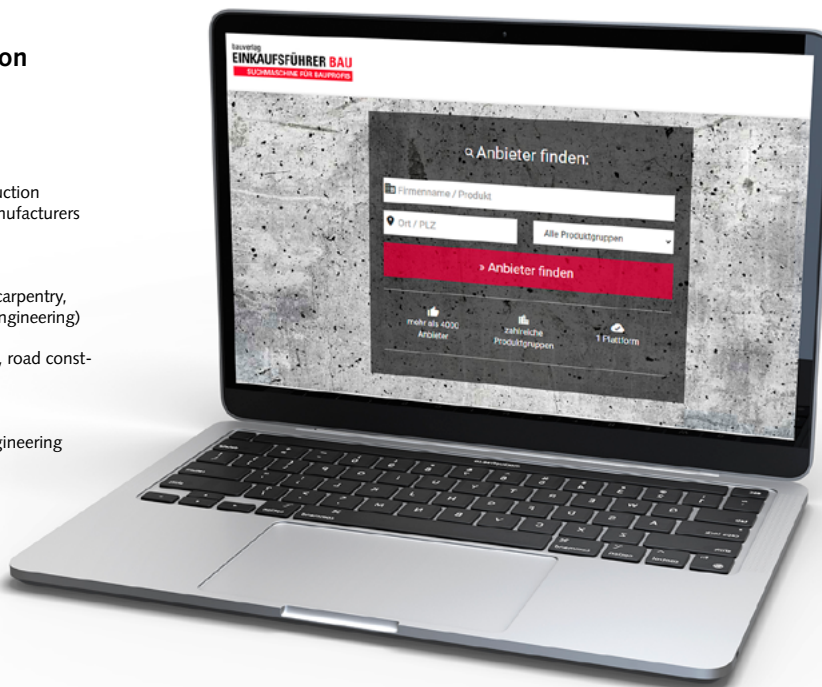
Request a quote now!

Nicole Euler

Sales Manager

Telephone: +49 5241 2151-2828

E-Mail: nicole.euler@bauverlag.de





Michael Voss
Publisher and Managing Director
Phone: +49 5241 2151-5511
E-Mail: michael.voss@bauverlag.de



Stephan Thomas
Editor-in-Chief dach+holzbau
Phone: +49 5241 2151-6767
E-Mail: stephan.thomas@bauverlag.de



Johanna Ruhl
Editorial Office
Phone: +49 5241 2151-2244
E-Mail: johanna.ruhl@bauverlag.de



Bärbel Ellermann
Head of Telesales & Job Market
Phone: +49 5241 2151-1919
E-Mail: baerbel.ellermann@bauverlag.de



Christiane Klose
Sales Manager Job Market
Phone: +49 5241 2151-3000
E-Mail: stellenmarkt@bauverlag.de



Denise Spindelndreier
Sales Manager Job Market
Phone: +49 5241 2151-3000
E-Mail: stellenmarkt@bauverlag.de

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



Nicole Euler
Sales Manager
Phone: +49 5241 2151-2828
E-Mail: nicole.euler@bauverlag.de



Simon Fahr
Senior Sales Manager
Phone: +49 8362 5054 990
E-Mail: s.fahr@strobmediagroup.de



Bernd Fenske
Key Account Manager
Phone: +49 89 24440-7344
E-Mail: bernd.fenske@bauverlag.de



Axel Gase-Jochens
Head of Digital Sales
Phone: +49 5241 2151-2727
E-Mail: axel.gase-jochens@bauverlag.de



Andreas Kirchgessner
Key Account Manager
Phone: +49 5241 2151-4411
E-Mail: andreas.kirchgessner@bauverlag.de



Oliver Kugel
Senior Sales Manager
Phone: +49 5241 2151-3131
E-Mail: oliver.kugel@bauverlag.de



Sandra Pohlmann
Sales Service Manager
Phone: +49 5241 2151-4848
E-Mail: sandra.pohlmann@bauverlag.de



Erdal Top
Key Account Manager
Phone: +49 5241 2151-3344
E-Mail: erdal.top@bauverlag.de

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