

# MEDIA DATA 2026 (SHORT VERSION)

## Target groups

- Business management  
Responsible for Commercial,  
public or industrially used  
real estate and properties

# FACILITY MANAGEMENT

Integration | Planung | Gebäudemanagement



FACILITY-MANAGEMENT.de

bau|||verlag





### FACILITY MANAGEMENT

As an integrated management discipline, facility management covers the entire life cycle of a property and thus supports the company's objectives by ensuring that the building infrastructure is economically, logistically and technically optimized. Especially in times of climate change and ESG reporting, FM makes a decisive contribution to the decarbonization of the building stock. The **FACILITY MANAGEMENT** brand is aimed at managers responsible for real estate and properties used for commercial, public and industrial purposes. In addition to integral planning and the workplace concept, it also focuses on technical, infrastructural and commercial building and energy management. The print magazine is accompanied by a daily updated website, 18 newsletters and various social media channels.



# 50,556

Copies / year

copies actually distributed 8,426

thereof E-Paper: 3,272

Publication frequency 6x / Year



# 164,268

Page impressions website / year

Page Impressions 13,689 / Month

Visits 9,287 / Month

Unique User 4,549 / Month



# 37,386

Newsletter recipients / year

Recipients 2,077 / Issue

Openingrate net 26.0 %

Publication frequency 18x / Year

Issue Month	Dates	Topics	Trade fairs/events
<b>1/2026</b> <b>January/February</b>	<b>Publication date:</b> 23.02.2026 <b>Editorial deadline:</b> 22.01.2026 <b>Advertising deadline:</b> 30.01.2026	<ul style="list-style-type: none"> <li>• Manage to zero: ESG reporting in facility management</li> <li>• Energy management – implementation of energy inspections in accordance with GEG</li> <li>• New Work: workplace design and operational implementation</li> <li>• Redevelopment of existing properties – how to get planning and conversion under control</li> <li>• Tendering and awarding contracts in facility management</li> <li>• Building systems technology: the camera as an intelligent sensor</li> <li>• From building information modelling (BIM) and digital twins to the digital construction site</li> </ul>	10.–12. February 2026 <b>E-World</b> 08.–13. March 2026 <b>Light+ Building</b> 13.–17. March 2026 <b>Internorga</b> 24.–26. March 2026 <b>digital BAU</b> 24.–27. March 2026 <b>Fensterbau Frontale</b>
<b>2/2026</b> <b>March/April</b>	<b>Publication date:</b> 10.04.2026 <b>Editorial deadline:</b> 06.03.2026 <b>Advertising deadline:</b> 17.03.2026	<ul style="list-style-type: none"> <li>• Planning, building and operating with AI – from hype to game changer</li> <li>• Potential inventory: greater efficiency through energy-efficient upgrading of the building envelope</li> <li>• BIM methodology as the basis for all real estate life cycle phases</li> <li>• Lighting management in office and administrative buildings</li> <li>• Greater climate protection and CO2 reduction through modern home and building automation</li> <li>• Intelligent dashboards enable building data collection and evaluation</li> <li>• Networked security technology</li> </ul>	14.–17. April 2026 <b>IFH/Intherm</b> 20.–24. April 2026 <b>Hannover Messe</b> 22.–23. April 2026 <b>Construction Summit</b> 4.–8. May 2026 <b>IFAT</b> 6.–7. May 2026 <b>polis convention</b>
<b>3/2026</b> <b>May/June</b>	<b>Publication date:</b> 29.05.2026 <b>Editorial deadline:</b> 27.05.2026 <b>Advertising deadline:</b> 05.05.2026	<ul style="list-style-type: none"> <li>• Key figures for analysing the usage and operating costs of buildings</li> <li>• Energy management and networked energy solutions</li> <li>• Solar energy for commercial properties</li> <li>• Circular construction – how to make resource-efficient projects a success</li> <li>• Building cleaning: solutions for washroom hygiene</li> <li>• Digital construction process optimisation and conversion of existing properties</li> <li>• Charging infrastructure and e-mobility</li> </ul>	19.5.2026 <b>Tag der Immobilienwirtschaft 2026</b> 1.–6. June 2026 <b>Interschutz</b> 10.–11. June 2026 <b>Real Estate Arena</b> 16.–17. June 2026 <b>PARKEN</b> 23.–25. June 2026 <b>Smarter E Europe</b> 23.–25. June 2026 <b>Power2Drive Europe</b>

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

Issue Month	Dates	Topics	Trade fairs/events
<b>4/2026</b> <b>July/August</b>	<b>Publication date:</b> 10.08.2026 <b>Editorial deadline:</b> 20.07.2026 <b>Advertising deadline:</b> 17.07.2026	<ul style="list-style-type: none"> <li>• Building technology vs. user requirements</li> <li>• Access control, time recording and new work</li> <li>• Focus on building cleaning – what to consider when tendering</li> <li>• Lightning and surge protection for PV systems in commercial properties</li> <li>• Cybersecurity for businesses: preventing AI attacks</li> <li>• Smart lighting concepts for energy-efficient properties</li> <li>• Simplifying operator tasks with digital data</li> </ul>	15.–18. September 2026 <b>GaLaBau</b> 22.–25. September 2026 <b>Security</b>
<b>Who is Who im FACILITY MANAGEMENT 2026</b>	<b>Publication date:</b> 17.09.2026 <b>Editorial deadline:</b> 20.07.2026 <b>Advertising deadline:</b> 21.07.2026	<b>Who is Who im FACILITY MANAGEMENT</b>	
<b>5/2026</b> <b>September/October</b>	<b>Publication date:</b> 23.09.2026 <b>Editorial deadline:</b> 20.08.2026 <b>Advertising deadline:</b> 01.09.2026	<ul style="list-style-type: none"> <li>• Technical facility management for municipal properties</li> <li>• IT security in building automation</li> <li>• Biodiversity: the property industry at a turning point</li> <li>• What to consider in international FM contracts</li> <li>• Reducing wastewater costs through greywater recycling</li> <li>• Office: which spaces and office furniture are really important</li> <li>• E-mobility tax saving model: fleet management between users and benefits</li> </ul>	5.–7. October 2026 <b>Expo Real</b> 13.–15. October 2026 <b>Chillventa</b> 27.–30. October 2026 <b>Orgatec</b>
<b>6/2026</b> <b>November/December</b>	<b>Publication date:</b> 13.11.2026 <b>Editorial deadline:</b> 10.10.2026 <b>Advertising deadline:</b> 22.10.2026	<ul style="list-style-type: none"> <li>• Staffing levels in FM</li> <li>• Network operation, energy supply and metering services for a wide range of property portfolios</li> <li>• Electromobility: Transparent billing for the company fleet</li> <li>• Counteracting cost increases through networked building technology</li> <li>• Fire protection: What obligations operators, planners and service providers have</li> <li>• Tips for introducing CAFM</li> <li>• FM in branch operations: saving costs and optimally compensating for staff shortages</li> </ul>	19.–21. November 2026 <b>GET Nord</b> 11.–15. Januar 2027 <b>BAU</b> 17.–19. Januar 2027 <b>HOGA</b>

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

Issue Month	Dates	Topics	Trade fairs/events
<b>1/2027</b> <b>January/ February</b>	<b>Publication date:</b> 20.02.2027 <b>Editorial deadline:</b> 13.01.2027 <b>Advertising deadline:</b> 29.01.2027	<ul style="list-style-type: none"> <li>• Sustainable building automation</li> <li>• Operator responsibility: between compliance and cost-effectiveness</li> <li>• The potential of digitalisation: introduction of CAFM systems</li> </ul>	
<b>2/2027</b> <b>March/April</b>	<b>Publication date:</b> 15.04.2027 <b>Editorial deadline:</b> 25.02.2027 <b>Advertising deadline:</b> 24.03.2027	<ul style="list-style-type: none"> <li>• Lighting management: implementation of energy-efficient systems</li> <li>• Predictive maintenance with IT support</li> <li>• Where to put the office? Space management in the office and home office</li> <li>• Energy-efficient and cost-effective building operation</li> </ul>	

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



Bleed format:  
420 x 297 mm

Price (b/w to 4c)  
14,480.00 €

### 1/1 Page



Bleed format:  
210 x 297 mm

Price (b/w to 4c)  
7,490.00 €

### Juneorpage



Bleed format:  
148 x 210 mm

Price (b/w to 4c)  
5,070.00 €

### 1/2 Page, horiz.



Bleed format:  
210 x 145 mm

Price (b/w to 4c)  
4,950.00 €

### 1/2 Page, vertical



Bleed format:  
100 x 297 mm

Price (b/w to 4c)  
4,950.00 €

### 1/3 Page, vertical



Bleed format:  
70 x 297 mm

Price (b/w to 4c)  
4,040.00 €

### 1/3 Page, horiz.



Bleed format:  
210 x 100 mm

Price (b/w to 4c)  
4,040.00 €

### 1/4 Page, vertical



Bleed format:  
52 x 297 mm

Price (b/w to 4c)  
3,540.00 €

### 1/4 Page, horiz.



Bleed format:  
210 x 74 mm

Price (b/w to 4c)  
3,540.00 €

### 1/4 Page, Col.



Bleed format:  
100 x 145 mm

Price (b/w to 4c)  
3,540.00 €

### 1/8 Page, vertical



Bleed format:  
52 x 145 mm

Price (b/w to 4c)  
2,900.00 €

### 1/8 Page, horiz.



Bleed format:  
210 x 50 mm

Price (b/w to 4c)  
2,900.00 €

### 1/8 Page, Col.



Bleed format:  
100 x 74 mm

Price (b/w to 4c)  
2,900.00 €

Format	
Advertorial 1/1 Page *	7,490.00 €
Advertorial 1/2 Page **	4,950.00 €
Cover story	15,220.00 €
Cover story Fair price Issue 3 Real Estate; 5 EXPO REAL	19,025.00 €
Cover page	8,470.00 €

\* 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)	546.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	686.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	966.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	826.00 € 896.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	826.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	966.00 € 1,036.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	1,106.00 € 1,176.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	1,372.00 €
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	1,232.00 €
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	1,372.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	1,036.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	9,702.00 € (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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You can find the general terms and conditions at <https://bauverlag.de/en/terms>

Issue	Publishing date	Booking deadline
01/2026	12.01.2026	18.12.2025
02/2026	11.02.2026	02.02.2026
03/2026	05.03.2026	24.02.2026
04/2026	24.03.2026	13.03.2026
05/2026	01.04.2026	23.03.2026
06/2026	21.04.2026	10.04.2026
07/2026	05.05.2026	23.04.2026
08/2026	28.05.2026	18.05.2026
09/2026	10.06.2026	29.05.2026
10/2026	07.07.2026	26.06.2026
11/2026	18.08.2026	07.08.2026
12/2026	09.09.2026	31.08.2026
13/2026	22.09.2026	11.09.2026
14/2026	05.10.2026	24.09.2026
15/2026	27.10.2026	16.10.2026
16/2026	12.11.2026	03.11.2026
17/2026	30.11.2026	19.11.2026
18/2026	16.12.2026	07.12.2026


## FACILITY MANAGEMENT

Integration | Planung | Gebäudemanagement

Sehr geehrte Damen und Herren,

der Fröhe Vogel fängt bekanntermaßen den Winter! Das gilt auch für uns, denn für unseren diesjährigen deutschen Kongress für Gebäudemanagement in November in Berlin haben wir tolle neuen Fakten: Die mittlerweile 9. Ausgabe des Kongresses mit dem Schwerpunktthema Planung – Architektur – Betrieb zeigt, dass gut geplante und umgesetzte Altkonzepte nicht nur zur Unfallverhütung beitragen, sondern auch während der Bauausführung und im Betrieb enorme Kosten sparen kann. Das können die Gewinner unserer Preiswettbewerbe auch – schicken Sie einfach eine Mail an [events@bauverlag.de](mailto:events@bauverlag.de). Viel Glück!

Ihre FACILITY MANAGEMENT Redaktionen  
Kerstin Gierke



Prolog:


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Miele macht Ihnen die Beschaffung von professioneller Wasch- und Geschirrspültechnik ganz einfach.


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Weitere Informationen



Aktuelle Themen

### Struktureller Wandel in der klassischen Immobilien-Prozesskette



REM-Studie 2025

Die klassische Aufteilung in Asset Management (AM), Property Management (PM) und Facility Management (FM) steht vor einem strukturellen Wandel. Das zeigt eine aktuelle Marktstudie der Unternehmen Anspage Asset Management, DGM Deutsche Gesellschaft für Immobilienmanagement, Gregey RA, General Real Estate, Heco Property Partners, HRI Real Estate, Lins Recycling und Stalag Property and Facility Services, die von Real Management Consultants durchgeführt wurde.

Mehr zur aktuellen Studie

Lehrgang „Fachwirtin Facility Management (GEFMA)“ an der TAE



### 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:**  
770.00 €

#### Text ad

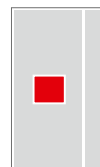


- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

**Placement:**  
content

**Price:**  
640.00 €

#### Medium rectangle

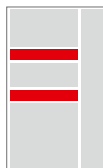


**Format:**  
300 x 250 px

**Placement:**  
content

**Price:**  
770.00 €

#### Fullsize banner



**Format:**  
468 x 60 px

**Placement:**  
content

**Price:**  
510.00 €

#### Skyscraper



**Format:**  
120 x 600 px

**Placement:**  
next to the  
content

**Price:**  
640.00 €

#### Wide skyscraper



**Format:**  
160 x 600 px

**Placement:**  
next to  
the content

**Price:**  
770.00 €

#### Newsletter takeover



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

**Placement:**  
content, exclusive

**Price:**  
4,760.00 €

#### Job offers



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

**Placement:**  
content

**Price:**  
640.00 €

#### Discounts:

Published within 12 months  
(insertion year)

#### Staggered repeat discount

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

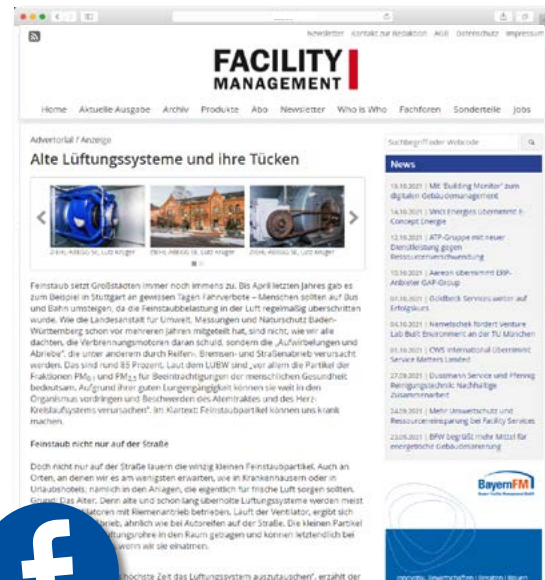
### Online-advertorial

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.FACILITY-MANAGEMENT.de](http://www.FACILITY-MANAGEMENT.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
- 1 Text ad in the **FACILITY MANAGEMENT Newsletter** with link to the online article
- Promoted Facebook post via the Facebook fan page of **FACILITY MANAGEMENT** with link to the online article

**Price: 2,954.00 € plus VAT.**  
(Price for 28 days / 4 Weeks)



## Building. Knowledge. Passion.

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