

MEDIA DATA 2025

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



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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.



49.638

Copies / Year

copies actually distributed 8.273
thereof E-Paper: 2.225
Publication frequency 6x / Year



175.404

Page impressions website / Year

Page Impressions 14.617 / Month
Visits 10.042 / Month
Unique User 5.224 / Month



36.234

Newsletter recipients / Year

Recipients 2.013 / Issue
Openingrate net 23,2 %
Publication frequency 18x / Year

PRINT

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Issue Month	Dates	Themen	Trade fairs/events
6/2024 November/ Dezember	Publication date: 18.11.2024 Editorial deadline: 13.10.2024 Advertising deadline: 24.10.2024	<ul style="list-style-type: none"> • Flexible space concepts and new work • Intelligent parking management • Winter service and operator obligations • Drinking water hygiene in healthcare • Energy supply in hospitals • Tendering of cleaning services • Secure IoT infrastructure 	21.-23.11.2024 GET Nord , Hamburg

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

Issue Month	Dates	Themen	Trade fairs/events
1/2025 January/ February	Publication date: 20.02.2025 Editorial deadline: 13.01.2025 Advertising deadline: 29.01.2025	<ul style="list-style-type: none"> • Efficient use of energy sources in existing buildings • Upheavals in the real estate industry? How to deal with AI, ESG & Co? • FM as a cross-life cycle task: From the planning to the utilization phase • Modern lighting systems: Sustainable and energy-efficient • Skills shortage: How standardization through software can help • Efficient parking space management • Maintenance of logistics properties 	12.01.-16.01.2025, Imm Cologne 13.01.-17.01.2025, BAU Munich 16.01.-19.01.2025, Domotex
2/2025 March/April	Publication date: 10.04.2025 Editorial deadline: 03.03.2025 Advertising deadline: 19.03.2025	<ul style="list-style-type: none"> • FM-driven sustainability initiatives • Current developments regarding the Building Energy Act • BIM projects put into practice: Working with IFC data • What impact does working from home have on today's properties? • E-mobility: Planning and building of charging infrastructure • Modern water management in large properties • Intelligent building control thanks to AI and IoT 	05.03.-06.03.2025, Construction Summit 14.03.-18.03.2025, Internorga 17.03.-21.03.2025, ISH 2025 31.03.-04.04.2025, Hannover Messe
3/2025 Mai/June	Publication date: 05.06.2025 Editorial deadline: 02.05.2025 Advertising deadline: 13.05.2025	<ul style="list-style-type: none"> • Refurbishing existing systems: New refrigeration systems for increased efficiency • Comparison of operating costs: Mechatronic and electronic locking solutions • Daylight control and HCL • More than operator responsibility: Energy inspection of air conditioning systems • Acoustics: More peace in open-plan offices • Photovoltaics for trade and industry • How to prevent energy losses in new and existing properties 	14.05.-15.05.2025, Real Estate Arena 14.05.-15.05.2025, Cybersecurity Summit 24.06.-25.06.2025, EXPO LIVING & CARE 25.06.-26.06.2025, SicherheitsExpo Munich Juni 2025, Effizienz Forum Juni 2025, EM-Power Europe Juni 2025, Power2Drive Europe Juni 2025, The Smarter E Europe

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

Issue Month	Dates	Themen	Trade fairs/events
4/2025 July/August	Publication date: 24.07.2025 Editorial deadline: 20.06.2025 Advertising deadline: 02.07.2025	<ul style="list-style-type: none"> • New technologies for e-mobility • Fire protection and voice alarm systems in commercial and industrial properties • Ecology, energy efficiency and cost-effectiveness: Pathways to a climate-active building • Technical commissioning management according to VDI 6039 • Digitalization: Installation, maintenance, monitoring or optimization of operational systems • Focus office: How circular construction changes use • Best practice daytime cleaning?! 	
Who is Who in FACILITY MANAGEMENT 2025	Publication date: 15.09.2025 Editorial deadline: 11.07.2025 Advertising deadline: 17.07.2025	Who is Who in FACILITY MANAGEMENT	
5/2025 September/October	Publication date: 25.09.2025 Editorial deadline: 20.08.2025 Advertising deadline: 03.09.2025	<ul style="list-style-type: none"> • Operating in a legally compliant and cost-effective manner with CAFM • Keeping an eye on ESG risks of corporate real estate • Office concepts in the field of tension between historical substance and modern use • Cost optimization in FM: Why retendering is not always effective • Effective space management • Cyber security for systems requiring monitoring • Software for real estate and facility management 	09.09.-10.09.2025, Schulbau Hamburg 23.-26.09.2025 CMS - Europe's place to be for the cleaning industry
6/2025 November/December	Publication date: 13.11.2025 Editorial deadline: 10.10.2025 Advertising deadline: 22.10.2025	<ul style="list-style-type: none"> • Contracting in hospitals • AI solutions for TBE planning • Artificial intelligence in property cleaning • Applied vehicle fleet management • Automated fire alarm systems • Guideline GEFMA 160: CO2 emissions from facility services • Sustainable evaluation of existing buildings according to DIN EN 17680-12-2023 	06.-08.10. 2025, Expo Real

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

Issue Month	Dates	Themen	Trade fairs/events
1/2026 January/ February	Publication date: 19.02.2026 Editorial deadline: 12.01.2026 Advertising deadline: 28.01.2026	<ul style="list-style-type: none"> • Efficient lighting and building technology in commercial construction • Network safety technology • Energy management 	
2/2026 March/April	Publication date: 14.04.2026 Editorial deadline: 25.02.2026 Advertising deadline: 24.03.2026	<ul style="list-style-type: none"> • Tendering and contracting in facility management (FM) • Sustainability in FM: ESG and sustainable building operation • Office and workplace: New work principles 	

The complete schedule and topic plan for 2026 will appear in the media data 2026.



Circulation audit:

Circulation analysis: Copies per issue
(1. July 2023 to 30. June 2024)

Copies actually distributed (tvA):	8.273	thereof abroad:	70
- thereof E-Paper:	2.225	thereof abroad:	20
Copies sold:	833	thereof abroad:	39
Subscriptions:	830	thereof abroad:	39
Other sales:	2		
Single copy sales:	1		
Free copies:	7.439	thereof abroad:	32
Archive and specimen:	90		

Geographic distribution analysis:

Business regions	Copies actually distributed	
	%*	Copies
Domestic	99,2	8.203
Abroad	0,8	70
Copies actually distributed (tvA)	100,0	8.273

* 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 8.273 = 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-Gebiet I		
Schleswig-Holstein	3,1	258
Hamburg	3,2	265
Lower Saxony	7,1	584
Bremen	0,9	78
Nielsen-Gebiet II		
North Rhine Westphalia	22,6	1.870
Nielsen-Gebiet IIIa		
Hesse	8,6	711
Rhineland-Palatinate	4,1	337
Saarland	0,9	71
Nielsen-Gebiet IIIb		
Baden-Württemberg	12,5	1.037
Nielsen-Gebiet IV		
Bavaria	17,9	1.482
Nielsen-Gebiet V		
Berlin	6,0	493
Nielsen-Gebiet VI		
Mecklenburg-Vorpommern	1,4	116
Brandenburg	2,3	188
Saxony-Anhalt	1,6	131
Nielsen-Gebiet VII		
Thuringia	2,4	197
Saxony	4,7	385
Copies truly distributed in domestic area	99,2	8.203

* 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) 13.990,00 €</p>	<p>1/1 Page</p>  <p>Bleed format: 210 x 297 mm</p> <p>Price (b/w to 4c) 7.240,00 €</p>	<p>Juniorage</p>  <p>Bleed format: 148 x 210 mm</p> <p>Price (b/w to 4c) 4.900,00 €</p>	<p>1/2 Page, horiz.</p>  <p>Bleed format: 210 x 145 mm</p> <p>Price (b/w to 4c) 4.780,00 €</p>	<p>1/2 Page, vertical</p>  <p>Bleed format: 100 x 297 mm</p> <p>Price (b/w to 4c) 4.780,00 €</p>												
<p>1/3 Page, vertical</p>  <p>Bleed format: 70 x 297 mm</p> <p>Price (b/w to 4c) 3.900,00 €</p>	<p>1/3 Page, horiz.</p>  <p>Bleed format: 210 x 100 mm</p> <p>Price (b/w to 4c) 3.900,00 €</p>	<p>1/4 Page, vertical</p>  <p>Bleed format: 52 x 297 mm</p> <p>Price (b/w to 4c) 3.420,00 €</p>	<p>1/4 Page, horiz.</p>  <p>Bleed format: 210 x 74 mm</p> <p>Price (b/w to 4c) 3.420,00 €</p>	<p>1/4 Page, Col.</p>  <p>Bleed format: 100 x 145 mm</p> <p>Price (b/w to 4c) 3.420,00 €</p>												
<p>1/8 Page, vertical</p>  <p>Bleed format: 52 x 145 mm</p> <p>Price (b/w to 4c) 2.800,00 €</p>	<p>1/8 Page, horiz.</p>  <p>Bleed format: 210 x 50 mm</p> <p>Price (b/w to 4c) 2.800,00 €</p>	<p>1/8 Page, Col.</p>  <p>Bleed format: 100 x 74 mm</p> <p>Price (b/w to 4c) 2.800,00 €</p>	<table border="1"> <thead> <tr> <th>Format</th> <th>colored</th> </tr> </thead> <tbody> <tr> <td>Advertorial 1/1 Page *</td> <td>7.240,00 €</td> </tr> <tr> <td>Advertorial 1/2 Page **</td> <td>4.780,00 €</td> </tr> <tr> <td>Cover story</td> <td>14.710,00 €</td> </tr> <tr> <td>Cover story Fair price Issue 3, 6 Real Estate, EXPO REAL</td> <td>18.388,00 €</td> </tr> <tr> <td>Cover page</td> <td>8.180,00 €</td> </tr> </tbody> </table>		Format	colored	Advertorial 1/1 Page *	7.240,00 €	Advertorial 1/2 Page **	4.780,00 €	Cover story	14.710,00 €	Cover story Fair price Issue 3, 6 Real Estate, EXPO REAL	18.388,00 €	Cover page	8.180,00 €
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Cover page	8.180,00 €															

* 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>

Additional charges:

Placement:	Inside front cover, inside back cover and back cover	1.070,00 €
	Other prescribed positions	20 %

Special colour:	Each color	1.140,00 €
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All additional charges are discountable.

Discounts:	Published within 12 month (insertion year, starts with publication of the first advertisement)
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Staggered repeat discount		Quantity scale	
3 times	3 %	3 pages	5 %
6 times	5 %	6 pages	10 %
12 times	10 %	12 pages	15 %
18 times	15 %	18 pages	20 %
24 times	20 %	24 pages	25 %

Architecture combination

20 % architecture combinations discount with BandesBauBlatt

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 (1column, 47 mm wide)	6,40 €
Job offers colour	per height mm (1column, 47 mm wide)	11,50 €
Situation wanted b/w	per height mm (1column, 47 mm wide)	3,60 €
Opportunity ad, Purchase/sale b/w	per height mm (1column, 45 mm wide)	6,40 €

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

Special ad types:

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

2-pages	5.420,00 €
4-pages	9.810,00 €
6-pages	14.610,00 €
8-pages	18.960,00 €

Discounts as per scale of discount: 1 sheet = 1 ad pag
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)	460,00 €

For partial occupancy: selection costs per selection 160,00 €

Glued ad media

	Price %
Postcard	100,00 €
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:	Print Media Group GmbH Niederlassung Leimen Frau Tanja Sturm Gutenbergstraße 4 69181 Leimen
Delivery memo:	„For FACILITY MANAGEMENT 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)	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.
Print space:	166 mm wide x 246 mm high 4 Columns à 45 mm		Data is archived, so unchanged repetitions are usually possible. However, no data guarantee is given.
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: Birgit Grewe, Phone: +49 5241 2151 5151	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
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.	Terms of payment:	Net invoice value within 10 days following the date of the invoice, VAT ID No. DE 813382417
Colours:	The colour mode is CMYK. The colour profile is ISO Coated v2 300%. If RGB colours are used, there will be colour differences.	Bank details:	Bauverlag BV GmbH, Gütersloh Sparkasse Gütersloh-Rietberg IBAN: DE46 4785 0065 0018 0329 62 BIC: WELADED1GTL

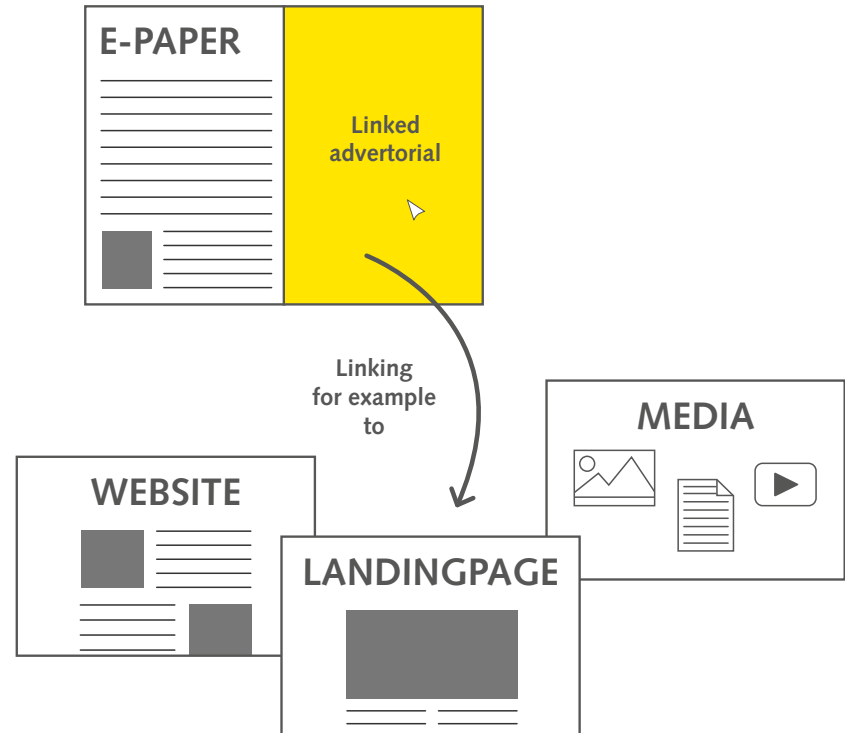
Linking in E-Paper

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

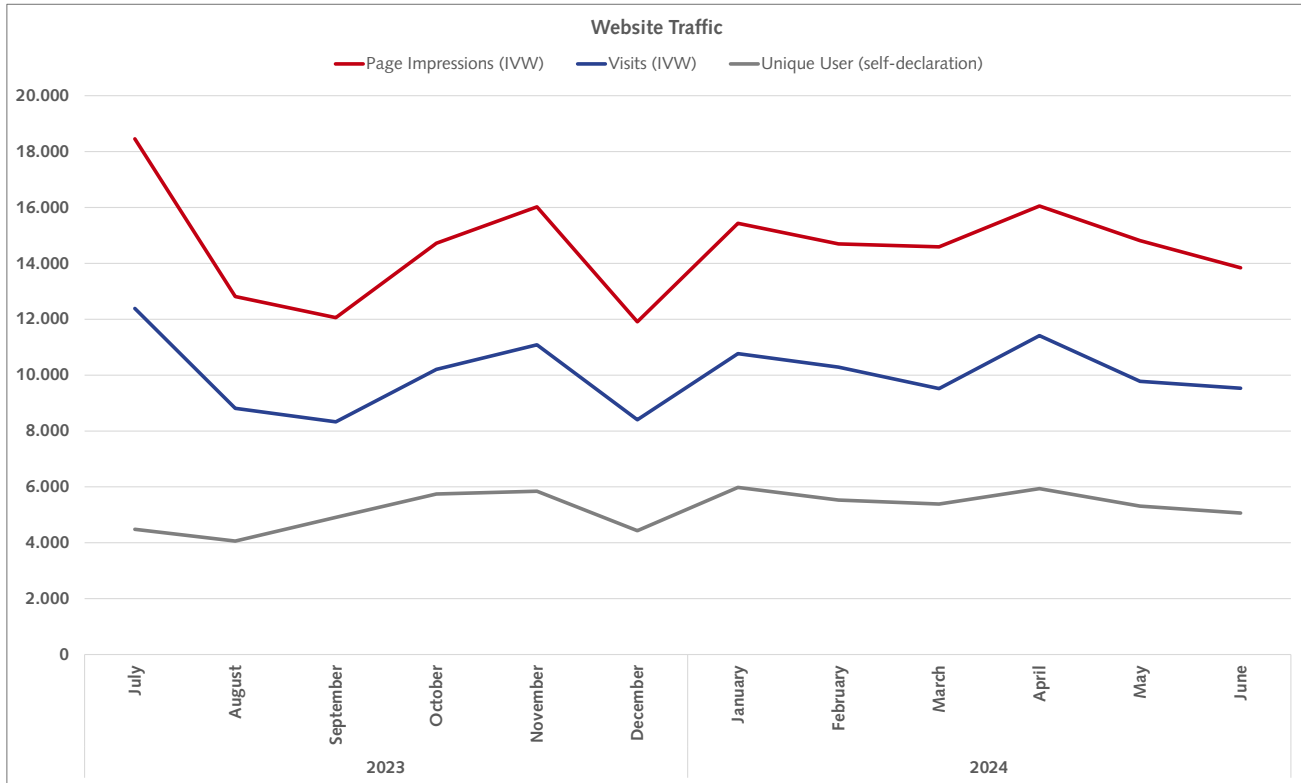


DIGITAL

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Traffic audit:



(Source for page impressions and visits: IVW, for unique user: Google Analytics/self-reported; Durchschnitt pro Month July 2023 to June 2024)

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)	532,00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	672,00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	938,00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	798,00 € 868,00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	798,00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	938,00 € 1.008,00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	1.078,00 € 1.134,00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	1.344,00 €
Wallpaper	Above and next to the content	728 x 90 und 120 x 600	Content	300 x 250	1.204,00 €
Expandable wallpaper	Above and next to the content	728 x 90 und 120 x 600 (300 x 600)	Content	300 x 600	1.344,00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	1.008,00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	9.366,00 € (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 %
26 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

Issue	Publishing date	Booking deadline
01/2025	13.01.2025	02.01.2025
02/2025	17.02.2025	06.02.2025
03/2025	03.03.2025	20.02.2025
04/2025	17.03.2025	06.03.2025
05/2025	01.04.2025	21.03.2025
06/2025	23.04.2025	10.04.2025
07/2025	08.05.2025	28.04.2025
08/2025	22.05.2025	13.05.2025
09/2025	09.06.2025	28.05.2025
10/2025	02.07.2025	23.06.2025
11/2025	14.08.2025	05.08.2025
12/2025	09.09.2025	29.08.2025
13/2025	22.09.2025	11.09.2025
14/2025	16.10.2025	07.10.2025
15/2025	30.10.2025	21.10.2025
16/2025	13.11.2025	04.11.2025
17/2025	28.11.2025	19.11.2025
18/2025	17.12.2025	08.12.2025

Recipients:
Management and operations
in recycling plants worldwide

Circulation:
2.013 Recipients
Openingrate net: 23,2%
(Quelle: Inxmail, Durchschnitt pro 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:
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:
– 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:
750,00 €

Text ad

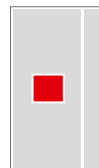


- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
620,00 €

Medium rectangle

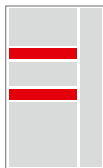


Format:
300 x 250 px

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, exklusiv

Price:
4.600,00 €

Job offer



- 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

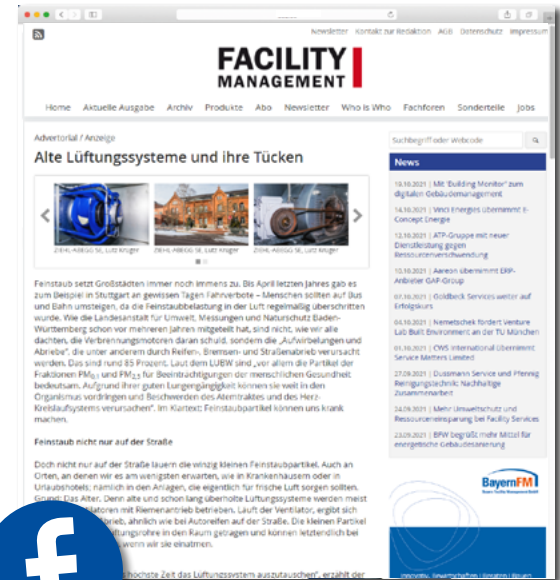
3 times	5 %
6 times	10 %
12 times	15 %

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.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: 2.856,00 € plus VAT.
(Price for 28 days / 4 weeks)



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, electricians, plumbing, HVAC, metal engineering)

CONSTRUCTION COMPANIES (in building construction, civil engineering, road construction, garden and landscaping and tunnel construction)

TRADE

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

FACILITY MANAGERS AND HOUSING ASSOCIATIONS

ARCHITECTS AND PLANNING & CONSTRUCTION ENGINEERS

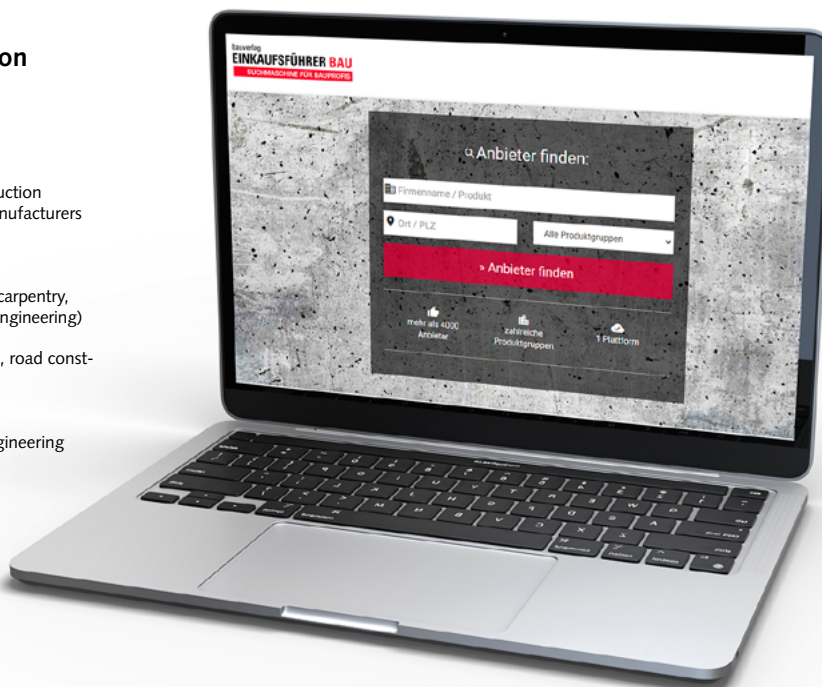
Request a quote now!

Narin Yelman

Senior Sales Manager

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E-Mail: narin.yelman@bauverlag.de



PORTFOLIO

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Who is Who in FACILITY MANAGEMENT

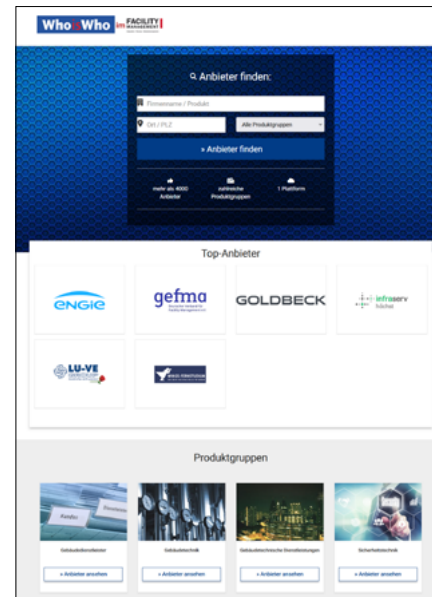
offers you a fast and directly access to the products and services of the technical, infrastructural and commercial facility management.

You can present your company, your products and services the desicion makers of the real estate industry.



PRINT:

Publication date: 15.09.2025
Editorial deadline: 11.07.2025
Advertising deadline: 17.07.2025



ONLINE:

www.FM-whoiswho.de

Advertisements

Advertisement 1/1 page colour
2.750,00 €



Printing area wide x high
Bleed wide x high
(* additionally 3 mm bleed on the cut sizes)

100 mm x 90 mm
120 mm x 210 mm*

Company portrait
2.750,00 €



Company data + logo
approx. 2,000 characters,
1-2 photos

Base board
1.140,00 €



220 mm x 45 mm
240 mm x 58 mm*

1/2 Page colour
1.140,00 €



100 mm x 90 mm
120 mm x 102 mm*

Advertising opportunities PRINT + ONLINE

	Basic entry	Basic package	Classic package	Premium package
Trade name + address incl. e-mail, website, phone, fax	✓	✓	✓	✓
Product group	1	5	10	15
Company's logo		✓	✓	✓
Advertisement 1/1 page colour			✓	✓
Linking e-mail address + internet (online)			✓	✓
Company's logo on homepage (online)				✓
Presentation in FACILITY MANAGEMENT newsletter (online)				1-malig
Product information (online)				✓
These prices are valid for 12 months.	80,00 €	580,00 €	2.020,00 €	3.060,00 €

The following advertising forms can also be added:

Basic entry	80,00 €
Company's logo	120,00 €
Product group	110,00 €
Establishment	80,00 €
Basic entry + logo	200,00 €
These prices are valid for 12 months.	

For further information:

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You want to reach decision-makers in commercially used properties and facilities as well as housing sector companies and associations?

Then the **Architecture combination** is your best option:



Print: (copies actually distributed)*	8.273	+	9.664	=	17.937
Newsletter: (Recipients achieved)*	2.013	+	3.559	=	5.572
Website: (Page Impressions)*	14.617	+	43.454	=	58.071



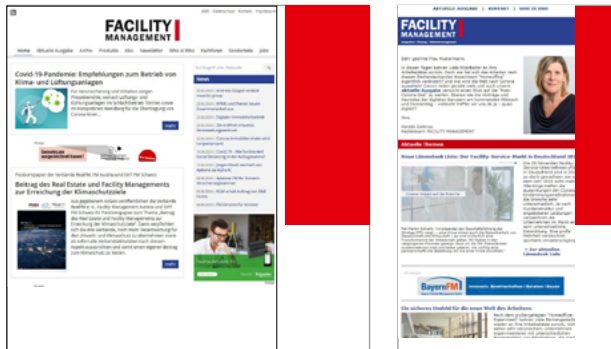
Your combination advantage:

- You book: advertisements in the same format in BundesBauBlatt and FACILITY MANAGEMENT
- You receive: 20% property combination discount

* Monthly values, average July 2023 - June 2024

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.FACILITY-MANAGEMENT.de

Wide skyscraper in
FM Newsletter

Duration 4 weeks
Price: 1.645,20 € plus VAT.

Crossmedia product advertising package



Online advertorial on
www.FACILITY-MANAGEMENT.de

1/2 page advertorial or advert
in the print edition of
FACILITY MANAGEMENT

Duration 4 weeks
Price: 6.872,40 € plus VAT.

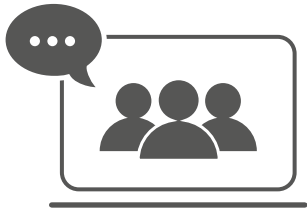
We will be happy to put together further packages with suitable digital and print formats for you on request.

Gain valuable leads with the strong media brand FACILITY MANAGEMENT!

Webinar

Choose an interesting topic, create an exciting Presentation and have the webinar moderated by our expert **FACILITY MANAGEMENT** 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 die Zielgruppe interessanten Thema in einem nutz-wertigen Whitepaper auf **FACILITY-MANAGEMENT.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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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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Architecture / Processing & recycling / Building materials / Construction companies / Job market / Technical building equipment / Fabricators / Housing and real estate industry



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