

## MEDIA DATA 2024

Communication solutions for the target group of refrigeration and air conditioning engineers



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## KKA Kälte Klima Aktuell

**KKA Kälte Klima Aktuell** is the magazine for companies in the refrigeration and air conditioning systems sector. Focus of each issue are user- and field-oriented articles and reports to give readers valuable support in their day-to-day work. Reports on opportunities for further training, tips for successful company management, association and company news, product information and a comprehensive section with up-to-date news round off the KKA content.

Journal for: ÜWG Überwachungsgemeinschaft Kälte- und Klimatechnik e.V., Kälte- und KlimatechnikInnung Nordrhein, Fachinnung für Kälte- und Klimatechnik für den Regierungsbezirk Arnsberg, Innung für Kälte- und Klimatechnik Bremen-Oldenburg, Innung für Kälte- und Klimatechnik Berlin-Brandenburg



**Publication frequency**

6 issues per year  
+ 1 special issue



**Copies actually distributed**

3,811 copies



**Copies sold**

1,142 copies



**Subscriptions**

1,130 copies



**Volume analysis**

Magazine format DIN A4  
Total volume 652 pages  
Editorial section 505 pages  
Advertising section 147 pages

Issue	Dates	Main topics	Trade fairs/Events
<b>1/2024</b>	<b>Publication date:</b> 15.02.2024 <b>Editorial deadline:</b> 02.01.2024 <b>Advertising deadline:</b> 24.01.2024	<ul style="list-style-type: none"> <li>- Heat pumps</li> <li>- Refrigerants</li> <li>- Industrial refrigeration</li> <li>- Measurement and control technology</li> <li>- Fire protection</li> <li>- Insulation</li> <li>- Vehicle fleet</li> </ul>	20.-22. February 2024 <b>digitalBAU</b> , Cologne Germany 03.-08. March 2024 <b>Light + Building</b> , Frankfurt, Germany 19.-22. March 2024 <b>SHK+E</b> , Essen Germany
<b>2/2024</b>	<b>Publication date:</b> 04.04.2024 <b>Editorial deadline:</b> 21.02.2024 <b>Advertising deadline:</b> 11.03.2024	<ul style="list-style-type: none"> <li>- Air conditioning</li> <li>- Chilled water systems</li> <li>- Rental refrigeration/air conditioning</li> <li>- Ventilators</li> <li>- Software</li> <li>- Fastening technology</li> <li>- Accessories/Tools</li> </ul>	22.-26. April 2024 <b>Hannover Messe</b> , Hannover, Germany 23.-26. April 2024 <b>ifh INTHERM</b> , Nürnberg, Germany
<b>Special issue</b> <b>Cooling of</b> <b>Data centers</b>	<b>Publication date:</b> 02.05.2024 <b>Editorial deadline:</b> 19.03.2024 <b>Advertising deadline:</b> 09.04.2024	<p><b>This special issue focuses on the topics related to data center cooling.</b>  <b>See separate price list on page 12.</b></p>	
<b>3/2024</b>	<b>Publication date:</b> 06.06.2024 <b>Editorial deadline:</b> 22.04.2024 <b>Advertising deadline:</b> 13.05.2024	<ul style="list-style-type: none"> <li>- Refrigeration</li> <li>- Ventilation technology</li> <li>- Sorption technology</li> <li>- Compressors</li> <li>- Refrigerant/heat carrier</li> <li>- Refrigerant</li> <li>- Workwear</li> </ul>	19. - 21. June 2024 <b>Intersolar</b> - The smarter E, Munich, Germany June 2024 <b>Supermarkt-Symposium</b> , Darmstadt, Germany

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

Issue	Dates	Main topics	Trade fairs/Events
<b>4/2024</b>	<b>Publication date:</b> 01.08.2024 <b>Editorial deadline:</b> 21.06.2024 <b>Advertising deadline:</b> 10.07.2024	<ul style="list-style-type: none"> <li>- Heat exchanger</li> <li>- Supermarket refrigeration</li> <li>- industrial refrigeration</li> <li>- Chilled water systems</li> <li>- Rental refrigeration/air conditioning</li> <li>- Measurement and control technology</li> <li>- Vehicle fleet</li> </ul>	
<b>5/2024</b>	<b>Publication date:</b> 23.09.2024 <b>Editorial deadline:</b> 12.08.2024 <b>Advertising deadline:</b> 30.08.2024	<ul style="list-style-type: none"> <li>- IT/Server Cooling</li> <li>- Ventilators</li> <li>- Heat pumps</li> <li>- Air conditioning</li> <li>- Compressor</li> <li>- Accessories/Tools</li> <li>- Insulation</li> </ul>	08.-10. October 2024 <b>Chillventa</b> , Nürnberg, Germany 20.-22. Novembre 2024 <b>DKV Jahrestagung</b> 21.-23. Novembre 2024 <b>GET Nord</b> , Hamburg, Germany
<b>Trade directory refrigeration and air-conditioning technology</b>	<b>Publication date:</b> 25.09.2024 <b>Editorial deadline:</b> 13.06.2024 <b>Advertising deadline:</b> 26.07.2024		
<b>6/2024</b>	<b>Publication date:</b> 28.11.2024 <b>Editorial deadline:</b> 16.10.2024 <b>Advertising deadline:</b> 06.11.2024	<ul style="list-style-type: none"> <li>- Heat exchangers</li> <li>- Refrigerated furniture</li> <li>- Refrigeration/heat carriers</li> <li>- Sorption technology</li> <li>- Software</li> <li>- Fire Protection</li> <li>- Fastening technology</li> </ul>	

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

At a glance the key editorial features and the KKA Kälte Klima Aktuell issues in which we report on them:

Features	Issues
Accessories/Tools	2, 5
Air conditioning	2, 5
Chilled water systems	2, 4
Compressors	3, 5
Fans	2, 5
Fastening technology	2, 6
Fire protection	1, 6
Heat exchangers	4, 6
Heat pumps	1, 5
Industrial refrigeration	1, 4
Insulation	1, 5
IT/Server cooling	5
Measurement and control technology	1, 4
Refrigerant	1, 3
Refrigerated cabinets	3, 6
Refrigeration/heat transfer media	3, 6
Rental refrigeration/air conditioning	2, 4
Software	2, 6
Sorption technology	3, 6
Supermarket refrigeration	4
Vehicle fleet	1, 4
Ventilation technology	3
Workwear	3

New product announcements are published in every issue. Please send your press releases including printable photos/illustrations to arrive at the latest four weeks before publication date to the editorial department: [mattias.schmitt@bauverlag.de](mailto:mattias.schmitt@bauverlag.de)  
 Many of these features are also included by the editors in our journals **SHK Profi** and **tab Das Fachmedium der TGA-Branche**.


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

Print run:	3,369		
Copies actually distributed:	3,811	thereof abroad:	292
- thereof E-Paper:	573	thereof abroad:	24
Copies sold:	1,142	thereof abroad:	102
Subscriptions:	1,130	thereof abroad:	97
Other sales:	11		
Single copy sales:	2		
Free copies:	2,669		
Archive and specimen:	132		

**Geographic distribution analysis:**

Business regions	Copies actually distributed	
	%	Copies
Domestic	92.3	3,519
Abroad	7.7	292
Copies actually distributed	100.0	3,811

**Summary of the survey method:**

1. Method: Dissemination analysis by file evaluation - total survey
  2. Basic population: actual circulation 3,811 = 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.

**Industries/sectors/company types:**

Distribution by Nielsen-Areas/German states:	Copies actually distributed	
	%	Copies
<b>Distribution</b>		
<b>Nielsen-Area I</b>		
Schleswig-Holstein	3.1	119
Hamburg	2.5	96
Lower Saxony	8.3	315
Bremen	0.8	32
<b>Nielsen-Area II</b>		
North Rhine Westphalia	22.3	851
<b>Nielsen-Area IIIa</b>		
Hesse	7.2	273
Rhineland-Palatinate	5.0	190
Saarland	0.8	30
<b>Nielsen-Area IIIb</b>		
Baden-Württemberg	12.7	483
<b>Nielsen-Area IV</b>		
Bavaria	14.0	532
<b>Nielsen-Area V</b>		
Berlin	3.4	130
<b>Nielsen-Area VI</b>		
Mecklenburg-Vorpommern	1.6	61
Brandenburg	1.8	69
Saxony-Anhalt	1.9	72
<b>Nielsen-Area VII</b>		
Thuringia	2.1	79
Saxony	4.9	187
Copies truly distributed in domestic area	92.3%	3,519

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

<p><b>2/1 Page</b></p>  <p>Bleed format: 420 x 297 mm</p> <p>Price (b/w to 4c) 4,750.00 €</p>	<p><b>1/1 Page</b></p>  <p>Bleed format: 210 x 297 mm</p> <p>Price (b/w to 4c) 2,390.00 €</p>	<p><b>Juniorpage</b></p>  <p>Bleed format: 148 x 210 mm</p> <p>Price (b/w to 4c) 1,550.00 €</p>	<p><b>1/2 Page, horiz.</b></p>  <p>Bleed format: 210 x 145 mm</p> <p>Price (b/w to 4c) 1,490.00 €</p>	<p><b>1/2 Page, vertical</b></p>  <p>Bleed format: 100 x 297 mm</p> <p>Price (b/w to 4c) 1,490.00 €</p>										
<p><b>1/3 Page, vertical</b></p>  <p>Bleed format: 70 x 297 mm</p> <p>Price (b/w to 4c) 1,275.00 €</p>	<p><b>1/3 Page, horiz.</b></p>  <p>Bleed format: 210 x 100 mm</p> <p>Price (b/w to 4c) 1,275.00 €</p>	<p><b>1/4 Page, vertical</b></p>  <p>Bleed format: 52 x 297 mm</p> <p>Price (b/w to 4c) 1,120.00 €</p>	<p><b>1/4 Page, horiz.</b></p>  <p>Bleed format: 210 x 74 mm</p> <p>Price (b/w to 4c) 1,120.00 €</p>	<p><b>1/4 Page, Col.</b></p>  <p>Bleed format: 100 x 145 mm</p> <p>Price (b/w to 4c) 1,120.00 €</p>										
<p><b>1/8 Page, vertical</b></p>  <p>Bleed format: 52 x 145 mm</p> <p>Price (b/w to 4c) 950.00 €</p>	<p><b>1/8 Page, horiz.</b></p>  <p>Bleed format: 210 x 50 mm</p> <p>Price (b/w to 4c) 950.00 €</p>	<p><b>1/8 Page, Col.</b></p>  <p>Bleed format: 100 x 74 mm</p> <p>Price (b/w to 4c) 950.00 €</p>	<table border="1"> <tbody> <tr> <td><b>Advertorial 1/1 Page*</b></td> <td>2,390.00 €</td> </tr> <tr> <td><b>Advertorial 1/2 Page**</b></td> <td>1,490.00 €</td> </tr> <tr> <td><b>Cover story</b></td> <td>7,400.00 €</td> </tr> <tr> <td><b>Cover story fair price Issue 5</b></td> <td>9,250.00 €</td> </tr> <tr> <td>Chillventa</td> <td></td> </tr> </tbody> </table>		<b>Advertorial 1/1 Page*</b>	2,390.00 €	<b>Advertorial 1/2 Page**</b>	1,490.00 €	<b>Cover story</b>	7,400.00 €	<b>Cover story fair price Issue 5</b>	9,250.00 €	Chillventa	
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Chillventa														

\* 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:**

<b>Special positions:</b> Inside front cover, inside back cover and back cover	400.00 €
Other prescribed positions:	20 %
<b>Special colour:</b> Each colour	425.00 €

All charges are discountable.

<b>Discounts:</b>	Published within 12 month, (insertion year, starts with publication of the first advertisement)
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<b>Staggered repeat discount</b>		<b>Quantity scale</b>	
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 %

**Combination with fabric refrigeration and of refrigeration and air conditioning**
**Crossmedia discount**

Discounts for print and online advertising and crossmedia advertising campaigns on request.

**Classified ads:**

(not discountable)		
Job offers b/w	per height mm (1 column, 44 mm wide)	6.20 €
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)	3.50 €
Opportunity ad, Purchase/sale b/w	per height mm (1 column, 44 mm wide)	6.20 €

From a print value of 1,200.00 €, your job posting will be displayed online at [www.KKA-online.info](http://www.KKA-online.info) for 4 weeks for free.

**Special ad types:**

<b>Bound inserts</b> (sample - front page/back page required)	
2-pages	1,895.00 €
4-pages	2,440.00 €
(others on request)	

Discount according to quantity scale: 1 sheet = 1 ad page.  
Please deliver bound inserts in untrimmed format of 231 mm width and 303 mm height (four and more pages: folded).

**Loose inserts:**

Maximum size 205 x 290 mm	
Weight of loose insert	<b>Price %</b>
Full insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	360.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	400.00 €
For partial occupancy: selection costs per selection	150.00 €

**Glued ad media:**  
 Postcard 95,00 €  
 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 KKA 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, 45 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:  
Alexandra Kaleja, Phone: +49 5241 2151-5454

**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.

## Cooling of data centers

In addition to the six issues of **KKA Kälte Klima Aktuell** of a year, the special issue **Cooling of data centers** strengthens the offer of the refrigeration and air conditioning titles of the Bauverlag BV GmbH. The special issue concentrates thematically fully on the topics edge around the cooling of data centers.

- Circulation:** 7,200 copies (+ 800 E-Paper)
- Target group:**
- 56.25 % = 4,050 cold and climate engineering companies
  - 31.25 % = 2,250 refrigeration/air conditioning planners in engineering and architecture firms
  - 12.50 % = 900 selected leaders in the technical property management
- Size of journal:** 210 mm wide x 297 mm high
- Publication date:** 02.05.2024
- Advertising deadline:** 09.04.2024
- Editorial deadline:** 19.03.2024

Prices from 01.10.2023, plus VAT.

Format		Width x height mm	b/w to 4c
2/1 Page		420 x 297	7,500 €
1/1 Page		210 x 297	3,800 €
Juniorpage		148 x 210	2,475 €
1/2 Page	vertical	100 x 297	2,425 €
	horiz.	210 x 145	2,425 €
1/3 Page	vertical	70 x 297	1,975 €
	horiz.	210 x 100	1,975 €
1/4 Page	vertical	52 x 297	1,750 €
	horiz.	210 x 74	1,750 €
	Col.	100 x 145	1,750 €
1/8 Page	horiz.	210 x 50	1,450 €
	Col.	100 x 74	1,450 €



## Trade directory refrigeration and air-conditioning technology

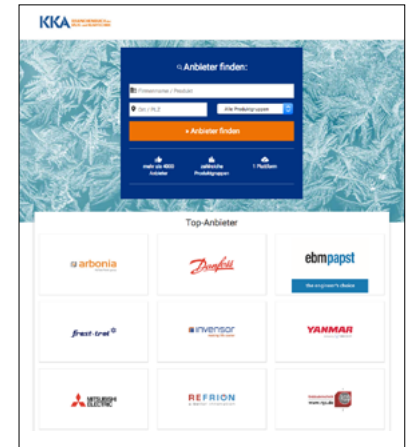
By order of the trade association BIV we will publish the most comprehensive trade directory of refrigeration and air-conditioning technology. From an editorial point of view, the publication will offer annually the addresses of all association members, both in alphabetical order and arranged by postcode, the addresses of all important suppliers and manufacturers in the field of refrigeration and air-conditioning technology, a list of all suppliers arranged by categories which will allow to find quickly the appropriate suppliers for a product selected and important standards, regulations, provisions as well as chemical and physical basics for manufacturers of refrigerating plants.



Trade directory refrigeration and air-conditioning technology



KKA Kälte Klima Aktuell Newsletter



www.KKA-branchenbuch.de

Circulation: 3,600 copies  
Publication date: 25.09.2024  
Advertising deadline: 26.07.2024

## Advertisements

1,200.00 €

**1/1 Page colour**  
800.00 €



148 mm x 210 mm\*

**1/2 Page colour vertical**  
800.00 €



74 mm x 210 mm\*

**1/2 Page colour horiz.**



148 mm x 105 mm\*

bleed wide x high  
\*additionally 3 mm bleed on the cut sizes

## How to be present PRINT

	Basic entry	Basic package	Classic package	Premium package
Trade name + address incl. e-mail adress, Website, telephone, fax	✓	✓	✓	✓
Product group	1	5	10	20
Company's logo		✓	✓	✓
Linking of your advertisement in the PDF			✓	✓
Advertisement 1/1 page colour			✓	✓
Linking e-mail address + internet				✓
Company's logo on homepage (online)				✓
Presentation in KKA Kälte Klima Aktuell newsletter (online)				unique
Product information (online)				✓
These prices are valid for 12 months.	130.00 €	210.00 €	1,450.00 €	2,450.00 €

The following advertising forms can also be added:

Company's logo	40.00 €
Product group	15.00 €
Additional line	20.00 €
Establishment	65.00 €
Linking of your advertisement in the PDF	30.00 €

These prices are valid for 12 months.

### For further information:

Ariane Ewers-Busche | Sales Manager  
Phone: +49 5241 2151-3737  
E-Mail: ariane.ewers-busche@bauverlag.de



### KKA-online.info

More and more cold and climatation engineers are using the internet in their day-to-day work.

[www.KKA-online.info](http://www.KKA-online.info) complements the printed edition and also provides readers with an additional interactive component with extensive user benefits. As in the printed issue, the online pages of **KKA Kälte Klima Aktuell** focus on current topics. These are presented in competent, focussed and application oriented reports. Together with **KKA Kälte Klima Aktuell**, **KKA newsletter** and [www.KKA-online.info](http://www.KKA-online.info) provides a targetgroup-friendly platform with crossmedia synergies for your advertising campaigns.

### KKA Kälte Klima Aktuell Newsletter

The **KKA Kälte Klima Aktuell newsletter** informs the decision makers about news in the branch by e-mail. The latest reports and articles from the printed issue keep the cold and climatation engineers up to date once a month.



 **Page impressions**

56,634 per month

 **Visits**

37,132 per month

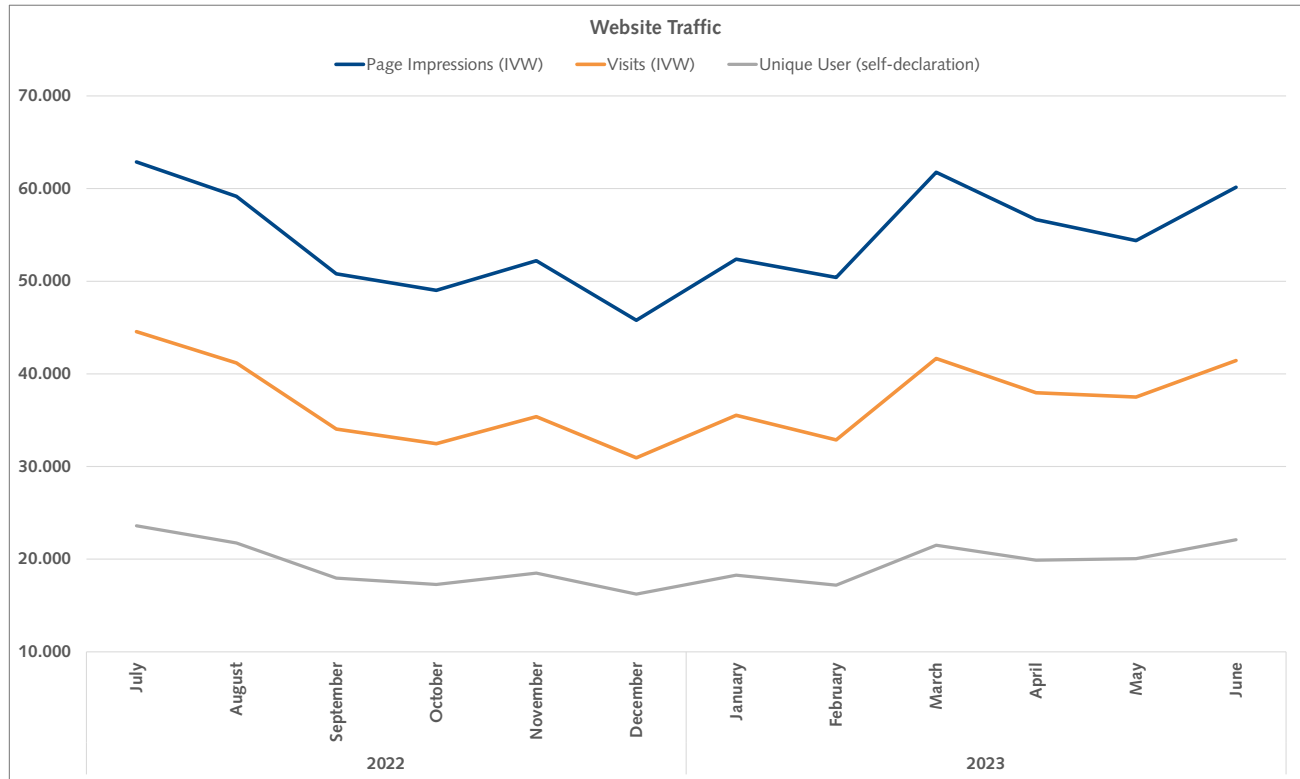
 **Unique user**

19,523 user

 **Newsletter contacts**

2,435 Ø recipients

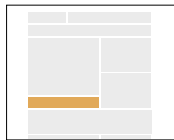
Traffic audit:



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



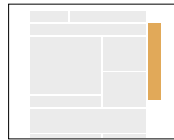
Prices and forms of advertising (price for 28 days / 4 weeks):



**Fullsize banner**

Format (w x h):  
468 x 60 px

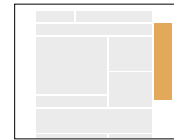
**630.00 €**



**Skyscraper**

Format (w x h):  
120 x 600 px

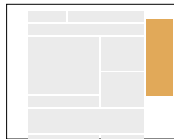
**952.00 €**



**Wide skyscraper**

Format (w x h):  
160 x 600 px

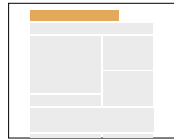
**1,106.00 €**



**Half page**

Format (w x h):  
300 x 600 px

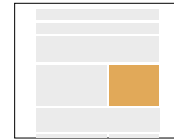
**1,267.00 €**



**Superbanner**

Format (w x h):  
728 x 90 px

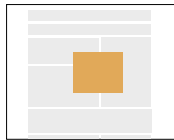
**791.00 €**



**Medium rectangle**

Format (w x h):  
300 x 250 px

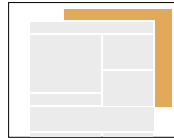
**1,106.00 €**



**Layer Ad**

Format (B x H):  
400 x 400 px

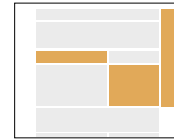
**On Request**



**Wallpaper**

(w x h):  
728 x 90 px + 120 x 600 px

**1,421.00 €**



**Ad Bundle**

- Fullsize banner  
- Skyscraper  
- Medium rectangle

**952.00 €**

Advertising formats	Placement	Format (pixel, width x height)	Price in €/4 weeks
Skyscraper sticky	website, in rotation with max. two additional	120 x 600	1,029.00
Wide skyscraper sticky	website, in rotation with max. two additional	160 x 600	1,190.00
Half page sticky	website, in rotation with max. two additional	300 x 600	1,344.00
Billboard	on all pages except homepage, in rotation with max. two additional	970 x 250	1,582.00
Expandable wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	1,582.00
Situations vacant	in the job market	individuell	1,200.00
Microsite	own navigation within the website, duration 12 weeks	individuell	7,308.00
OnlinePLUS	addition to an existing online article/advertorial	Fotos, Videos, PDFs	1,190.00

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](mailto: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
1/2024	10.01.2024	22.12.2023
2/2024	07.02.2024	29.01.2024
3/2024	06.03.2024	26.02.2024
4/2024	03.04.2024	21.03.2024
5/2024	02.05.2024	22.04.2024
6/2024	05.06.2024	27.05.2024
7/2024	03.07.2024	24.06.2024
8/2024	31.07.2024	22.07.2024
9/2024	04.09.2024	26.08.2024
10/2024	18.09.2024	09.09.2024
11/2024	02.10.2024	23.09.2024
12/2024	06.11.2024	25.10.2024
13/2024	04.12.2024	25.11.2024



**Recipients:**

The KKA Kälte Klima Aktuell newsletter reaches refrigeration and air conditioning contractors

**Circulation:**

2,435 recipients  
Openingrate net: 38.0 %  
(source: Inxmail, average per month July 2022 til June 2023)

**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.

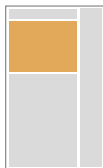
Please send your materials together with the required meta-information:

- 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:**  
800.00 €

**Text ad**

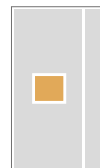


- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

**Placement:**  
content

**Price:**  
665.00 €

**Medium rectangle**

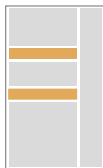


**Format:**  
300 x 250 px

**Placement:**  
content

**Price:**  
800.00 €

**Fullsize banner**

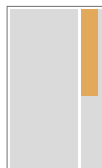


**Format:**  
468 x 60 px

**Placement:**  
content

**Price:**  
535.00 €

**Skyscraper**

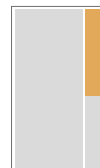


**Format:**  
120 x 600 px

**Placement:**  
next to the content

**Price:**  
665.00 €

**Wide Skyscraper**

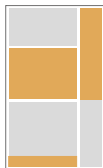


**Format:**  
160 x 600 px

**Placement:**  
next to the content

**Price:**  
800.00 €

**Newsletter takeover**



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

**Placement:**  
content, exclusive

**Price:**  
4,930.00 €

**Situations vacant**



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

**Placement:**  
content

**Price:**  
665.00 €

**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 contribution at [www.KKA-online.info](http://www.KKA-online.info) (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 **KKA newsletter** with link to the online article
- Sponsored Facebook post via Facebook fanpage of **KKA** with a link to the online post

**Price: 2,492.00 € plus VAT.**  
(Price for 28 days / 4 weeks)

The screenshot shows the KKA website interface. At the top, there is a navigation bar with the KKA logo and the text 'Kälte Klima Aktuell'. Below the navigation bar, there are links for 'Home', 'Aktuelle Ausgabe', 'Archiv', 'Produkte', 'Abo', 'Stellenmarkt', and 'Branchenbuch'. The main content area features an article titled 'Die Zukunft der mobilen Kältebranche' with a sub-header 'Advertorial/Anzeige'. The article includes a carousel of images showing various mobile refrigeration units and a person using a mobile device. The text discusses trends like sustainability, digitalization, and individualization in the mobile refrigeration industry. On the right side, there is a search bar and a 'News' section with a list of recent articles. Below the article, there are several promotional banners for KKA events, Emerson products, and Bocklub.



## Whitepaper

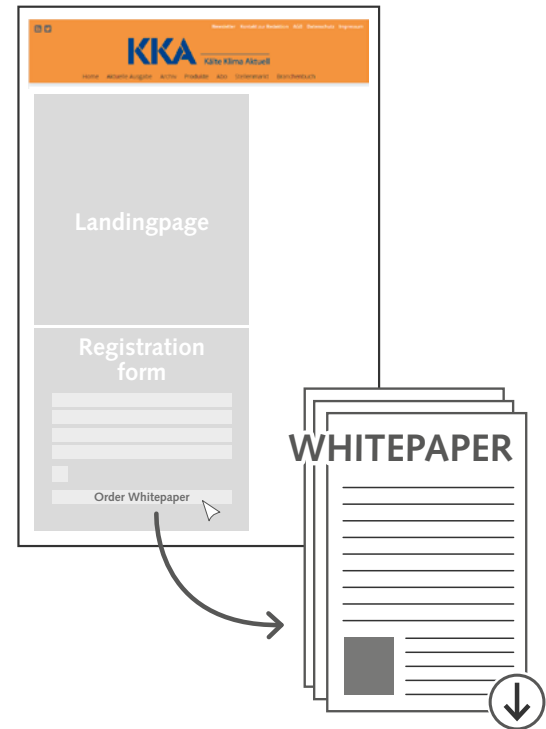
Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on **www.bft-international.de**. Interested users receive the white paper in exchange for their contact details.

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



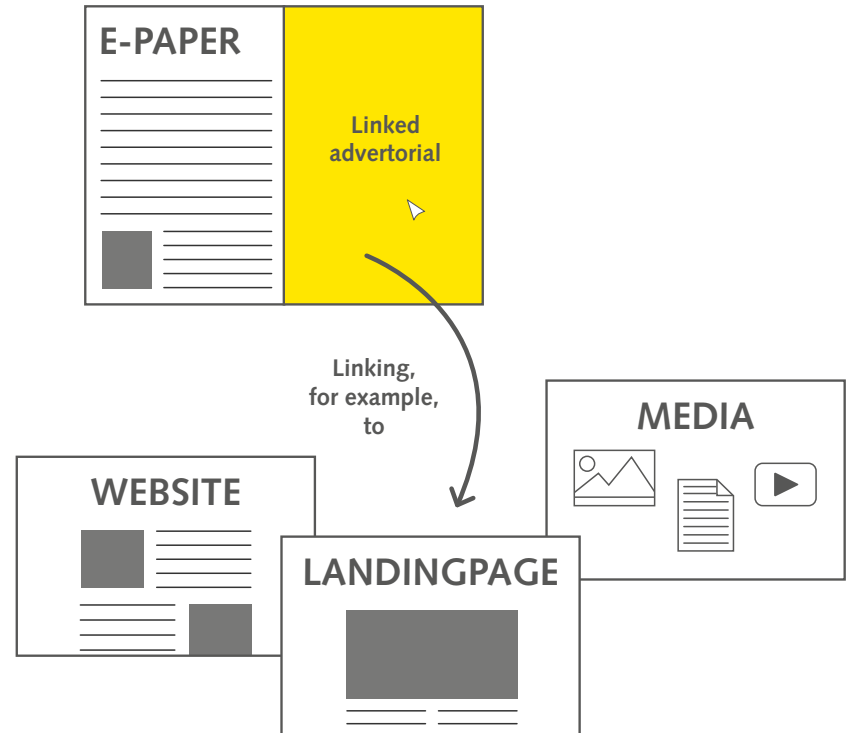
## Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper ([epaper.bauhandwerk.de](http://epaper.bauhandwerk.de)).

Linking ads in the E-Paper offers the following advantages:

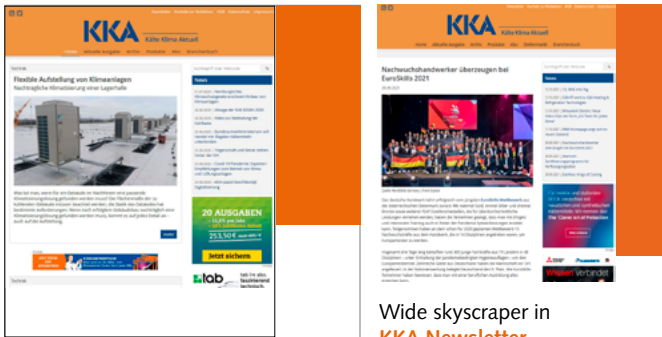
- **Interactivity:** Readers can click directly on ads to get more information or buy products online.
- **Enhanced user experience:** Readers get direct access to relevant content or products.
- **Enhanced information content:** Ads can provide additional information or media on web pages through links.

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**



Wide skyscraper in  
KKA Newsletter

Halfpage ad on  
[www.KKA-online.info](http://www.KKA-online.info)

Duration 4 weeks  
Price: 1,860.30 € plus VAT.

**Crossmedia product advertising package**



Online-advertorial on  
[www.KKA-online.info](http://www.KKA-online.info)  
(for services see previous page)

1/2 page advertorial or advert  
in the print edition of **KKA**

Duration 4 weeks  
Price: 3,808.80 € plus VAT.

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](http://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

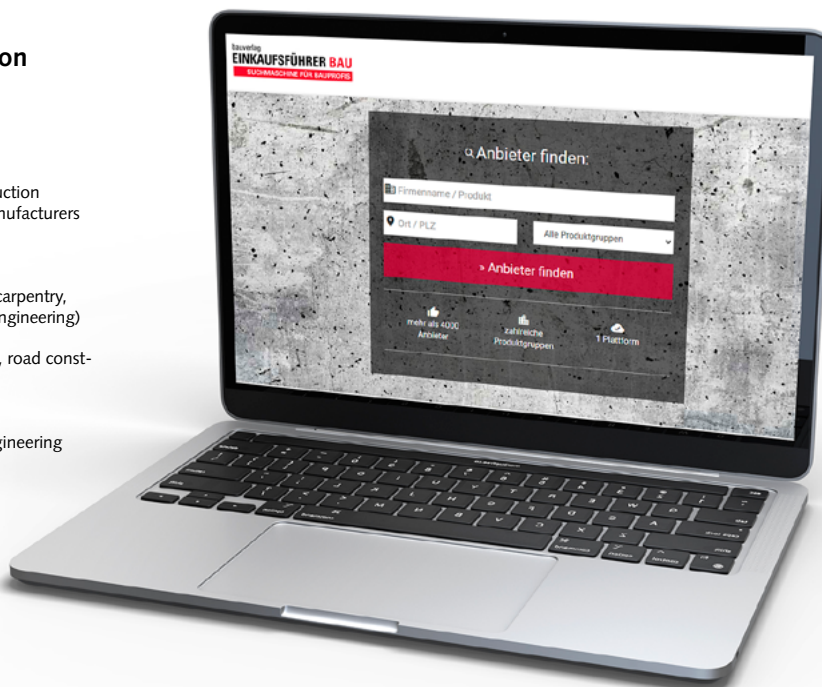
Request a quote now!

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

