

MEDIA DATA 2025

Target group
- Refrigeration and
air conditioning engineers



kka-online.info

bau|||verlag



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KKA Kälte Klima Aktuell

The **KKA** brand provides specialist information via the MEDIA channels print, digital (www.KKA-online.info), the **KKA newsletter** and the **KKA social media channels**: Facebook, instagram, X, XING **KKA** also organizes specialist forums for its target group several times a year with the opportunity for personal exchange with the editorial team and other people from the target group.



26,299

Copies / Year

copies actually distributed 3,757
 thereof E-Paper: 928
 Publication frequency 6x / Year
 + 1 Sonderissue



646,428

Page impressions website / Year

Page Impressions 53,869 / Month
 Visits 34,563 / Month
 Unique User 18,736 / Month



34,044

Newsletter recipients / Year

Recipients 2,837 / Issue
 Openingrate net 40.2 %
 Publication frequency 12x / Year

PRINT

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Issue	Dates	Main topics	Trade fairs/events
6/2024	Publication date: 28.11.2024 Editorial deadline: 16.10.2024 Advertising deadline: 06.11.2024	<ul style="list-style-type: none"> - Heat exchangers - Refrigerated furniture - Refrigeration/heat carriers - Sorption technology - Software - Fire Protection - Fastening technology 	

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

Issue	Dates	Main topics	Trade fairs/events
1/2025	Publication date: 06.02.2025 Editorial deadline: 20.12.2024 Advertising deadline: 15.01.2025	- IT/server cooling - fans - Heat pumps - Air conditioning technology - Compressors - Accessories/tools - Insulation	17.-20.03.2025 ISH, Frankfurt
2/2025	Publication date: 03.04.2025 Editorial deadline: 25.02.2025 Advertising deadline: 12.03.2025	- Refrigerated cabinets - Ventilation technology - Sorption technology - Refrigerants - Cooling/heat transfer media - software - Vehicle fleet	
Special Issue High temperature and large heat pumps	Publication date: 08.05.2025 Editorial deadline: 27.03.2025 Advertising deadline: 11.04.2025	This special issue focuses thematically on high-temperature and large heat pumps See separate price list on page 14.	
3/2025	Publication date: 12.06.2025 Editorial deadline: 02.05.2025 Advertising deadline: 19.05.2025	- Industrial refrigeration - Cold water systems - Rental refrigeration/air conditioning - Sorption technology - Insulation - Fire protection - Fastening technology	26.06.2025 Supermarkt-Symposium , Darmstadt

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

Issue	Dates	Main topics	Trade fairs/events
4/2025	Publication date: 07.08.2025 Editorial deadline: 01.07.2025 Advertising deadline: 16.07.2025	<ul style="list-style-type: none"> - Heat exchanger - Supermarket refrigeration - Refrigerants - Refrigerated cabinets - IT/server cooling - Ventilation technology - Workwear 	
5/2025	Publication date: 02.10.2025 Editorial deadline: 26.08.2025 Advertising deadline: 10.09.2025	<ul style="list-style-type: none"> - Air conditioning technology - Compressors - Cooling/heat transfer media - fans - Cold water systems - Fastening technology - Accessories/Tools 	28.-29.10.2025 Heat Pump Summit, Nuremberg 19.-21.11.2025 DKV Annual Conference
Refrigeration and air conditioning technology sector directory 2026	Publication date: 25.09.2025 Editorial deadline: 12.06.2025 Advertising deadline: 25.07.2025		
6/2025	Publication date: 27.11.2025 Editorial deadline: 20.10.2025 Advertising deadline: 05.11.2025	<ul style="list-style-type: none"> - Heat pumps - Heat exchangers - Industrial refrigeration - Measurement, control and regulation technology - Fire protection - software - Vehicle fleet 	

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

Issue	Dates	Main topics	Trade fairs/events
1/2026	Publication date: 06.02.2026 Editorial deadline: 19.12.2025 Advertising deadline: 15.01.2026	<ul style="list-style-type: none"> - Refrigerated cabinets - Supermarket refrigeration - Refrigerants - Air conditioning - compressors - Insulation - Workwear 	22.-26.02.2026 EuroShop 2026 , Dusseldorf

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

The most important editorial topics at a glance and the corresponding issues in KKA Kälte Klima Aktuell, in which we report on them:

Thema	Issues
Accessories/tools	1, 5
Air conditioning technology	1, 5
Cold water systems	3, 5
Cold/heat carriers	2, 5
Compressors	1, 5
Fans	1, 5
Fastening technology	3, 5
Fire protection	3, 6
Heat exchangers	1, 4, 6
Heat pumps	6
Industrial refrigeration	3, 6
Insulation	1, 3
IT/server cooling	1, 4
Measurement, control and regulation technology	6
Refrigerant	2, 4
Refrigerated cabinets	2, 4
Rental refrigeration/air conditioning	3
Software	2, 6
Sorption technology	2, 3
Supermarket refrigeration	4
Vehicle fleet	2, 6
Ventilation technology	2, 4
Workwear	4

New products are published in every issue. Please send your press releases including printable images no later than 4 weeks before the publication date to the editorial team: matthias.schmitt@bauverlag.de

The editorial team also takes up many of these key topics in the titles **SHK Profi** and **tab Das Fachmedium der TGA-Branche**.

Industries/business sectors/company types:

Recipient groups	Percentage of readers identified	
	%	Projection (approx.)
Refrigeration and air conditioning systems	55.7	2,094
Manufacturer of refrigeration and air conditioning systems	9.9	371
Users in commercial, industrial and business enterprises.	5.9	221
Wholesale and retail	7.1	265
SHK companies	3.0	112
Specialist planning offices	4.9	183
Vocational schools, vertical schools and universities of applied sciences	0.3	12
Other	4.6%	172
not specified	8.7%	327
Copies actually distributed	100.0	3,757

Size of the business entity:

According to employees	Percentage of readers identified	
	%	Copies
1-9 Employees	49.3	1,852
10-19 Employees	19.6	735
20-49 Employees	12.4	467
50-99 Employees	3.0	114
100-199 Employees	3.2	120
200 and more employees	3.9	146
not specified	8.6	323
Copies actually distributed	100.0	3,757


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

Copies actually distributed (tvA):	3,757	thereof abroad:	341
- thereof E-Paper:	928	thereof abroad:	71
Copies sold:	1,095	thereof abroad:	97
Subscriptions:	1,079	thereof abroad:	93
Other sales:	12	thereof abroad:	4
Single copy sales:	3		
Free copies:	2,663	thereof abroad:	244
Archive and specimen:	146		

Geographic distribution analysis:

Business regions	Copies actually distributed	
	% *	Copies
Domestic	90.9	3,416
Abroad	9.1	341
Copies actually distributed (tvA)	100.0	3,757

*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 3,757 = 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:	Copies actually distributed	
	% *	Copies
Nielsen-Area I		
Schleswig-Holstein	3.0	111
Hamburg	2.5	95
Niedersachsen	8.2	308
Bremen	0.7	27
Nielsen-Area II		
Nordrhein-Westfalen	22.0	827
Nielsen-Area IIIa		
Hessen	6.7	253
Rheinland-Pfalz	4.2	159
Saarland	0.8	29
Nielsen-Area IIIb		
Baden-Württemberg	13.4	502
Nielsen-Area IV		
Bayern	16.3	612
Nielsen-Area V		
Berlin	2.9	108
Nielsen-Area VI		
Mecklenburg-Vorpommern	1.3	49
Brandenburg	1.8	67
Sachsen-Anhalt	1.5	58
Nielsen-Area VII		
Thüringen	1.9	71
Sachsen	3.7	140
Copies truly distributed in domestic area	90.9	3,416

*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) 4,920.00 €</p>	<p>1/1 Page</p>  <p>Bleed format: 210 x 297 mm</p> <p>Price (b/w to 4c) 2,480.00 €</p>	<p>Juniorage</p>  <p>Bleed format: 148 x 210 mm</p> <p>Price (b/w to 4c) 1,610.00 €</p>	<p>1/2 Page, horiz.</p>  <p>Bleed format: 210 x 145 mm</p> <p>Price (b/w to 4c) 1,540.00 €</p>	<p>1/2 Page, vertical</p>  <p>Bleed format: 100 x 297 mm</p> <p>Price (b/w to 4c) 1,540.00 €</p>								
<p>1/3 Page, vertical</p>  <p>Bleed format: 70 x 297 mm</p> <p>Price (b/w to 4c) 1,320.00 €</p>	<p>1/3 Page, horiz.</p>  <p>Bleed format: 210 x 100 mm</p> <p>Price (b/w to 4c) 1,320.00 €</p>	<p>1/4 Page, vertical</p>  <p>Bleed format: 52 x 297 mm</p> <p>Price (b/w to 4c) 1,160.00 €</p>	<p>1/4 Page, horiz.</p>  <p>Bleed format: 210 x 74 mm</p> <p>Price (b/w to 4c) 1,160.00 €</p>	<p>1/4 Page, Col.</p>  <p>Bleed format: 100 x 145 mm</p> <p>Price (b/w to 4c) 1,160.00 €</p>								
<p>1/8 Page, vertical</p>  <p>Bleed format: 52 x 145 mm</p> <p>Price (b/w to 4c) 980.00 €</p>	<p>1/8 Page, horiz.</p>  <p>Bleed format: 210 x 50 mm</p> <p>Price (b/w to 4c) 980.00 €</p>	<p>1/8 Page, Col.</p>  <p>Bleed format: 100 x 74 mm</p> <p>Price (b/w to 4c) 980.00 €</p>	<table border="1"> <tbody> <tr> <td>Advertorial 1/1 Page*</td> <td>2,480.00 €</td> </tr> <tr> <td>Advertorial 1/2 Page**</td> <td>1,540.00 €</td> </tr> <tr> <td>Cover story</td> <td>7,670.00 €</td> </tr> <tr> <td>Cover story Fair price Issue 1 ISH</td> <td>9,588.00 €</td> </tr> </tbody> </table>		Advertorial 1/1 Page*	2,480.00 €	Advertorial 1/2 Page**	1,540.00 €	Cover story	7,670.00 €	Cover story Fair price Issue 1 ISH	9,588.00 €
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Cover story	7,670.00 €											
Cover story Fair price Issue 1 ISH	9,588.00 €											

* 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:

Placement:	Inside front cover, inside back cover and back cover	410.00 €
	Other prescribed positions	20 %
Special colour:	Each colour	440.00 €

All additional costs are discountable.

Discounts:	Published within 12 months 12 Monthen (Insertion year, beginning with the appearance 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 %

Combination with fabric refrigeration and industry directory of refrigeration and air conditioning technology
Crossmedia discount

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

Classified ads:	(not discountable)	
Job offers b/w	per height mm (1 column, 44 mm wide)	6.40 €
Job offers colour	per height mm (1 column, 44 mm wide)	11.50 €
Situation wanted b/w	per height mm (1 column, 44 mm wide)	3.60 €
Gelegenheitsanzeigen Purchase/sale b/w	per height mm (1 column, 44 mm wide)	6.40 €

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

Special ad types:
Bound inserts (sample - front page/back page required)

2-pages	1,960.00 €
4-pages	2,530.00 €

(others on request)

Please supply bound inserts in untrimmed format of 216 mm wide and 303 mm high (four pages and more: folded).
 Raw format of bound-in inserts: bound inserts: 216 x 307 mm, head trim: 6 mm, foot trim: 3 mm, lateral trim: 3 mm each

Loose inserts (not discountable)

maximum size 205 x 290 mm

Weight of loose insert	Price %
Full insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	370.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	410.00 €

For partial occupancy: selection costs per selection 160.00 €

Glued ad media

Postcard	Price %
Required delivery quantity:	100.00 € 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, Germany
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.

Magazine format: DIN A4 (210 mm wide x 297 mm high; untrimmed: 216 mm wide x 303 mm high)

Print space: 190 mm wide x 271 mm high
4 Columns à 45 mm

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

Terms of payment: Net invoice value within 10 days following the date of the invoice,
VAT ID No. DE 813382417

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

High temperature and large heat pumps

In addition to the six issues **KKA Kälte Klima Aktuell** of a year, the special issue **High temperature and large heat pumps** strengthens the range of refrigeration and air-conditioning titles published by bauverlag BV GmbH.

The special issue concentrates fully on the topics relating to high-temperature and large heat pumps

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 elected leaders in the technical property management

Magazine format: 210 mm wide x 297 mm high

Publication date: 08.05.2025

Advertising deadline: 27.03.2025

Editorial deadline: 11.04.2025

Format		Width x height mm	b/w to 4c
2/1 Page		420 x 297	7,770 €
1/1 Page		210 x 297	3,940 €
Juniorpage		148 x 210	2,560 €
1/2 Page	vertical	100 x 297	2,510 €
	horiz.	210 x 145	2,510 €
1/3 Page	vertical	70 x 297	2,050 €
	horiz.	210 x 100	2,050 €
1/4 Page	vertical	52 x 297	1,810 €
	horiz.	210 x 74	1,810 €
	Col.	100 x 145	1,810 €
1/8 Page	horiz.	210 x 50	1,500 €
	Col.	100 x 74	1,500 €



All prices are subject to statutory VAT. Agency commission: 15 %. Please find the general terms and conditions at: <https://bauverlag.de/en/terms>

Trade directory refrigeration and air-conditioning technology

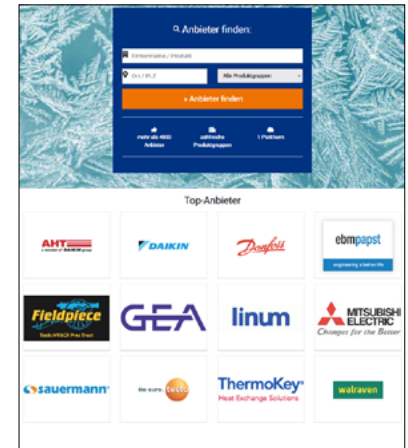
By order of the trade association BIV we will publish the most comprehensive trade directory of refrigeration and air-conditioning technology. From an editorial point of view, the publication will offer annually the addresses of all association members, both in alphabetical order and arranged by postcode, 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: 24.09.2025
 Advertising deadline: 25.07.2025

Advertisements

1/1 Page colour
1,240.00 €



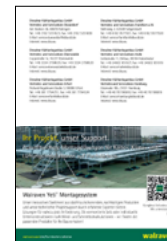
148 mm x 210 mm*

1/2 Page colour vertical
830.00 €



74 mm x 210 mm*

1/2 Page colour horiz.
830.00 €



148 mm x 105 mm*

bleed wide x high

Advertising opportunities PRINT + ONLINE

	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)				1-times
Product information (online)				✓
These prices are valid for 12 months.	130.00 €	220.00 €	1,500.00 €	2,540.00 €

The following advertising forms can also be added:

Company's logo	40.00 €
Product group	20.00 €
Additional line	20.00 €
Establishment	70.00 €
Linking of your advertisement in the PDF	30.00 €

The prices are per month.

Further information is available here:

Narin Yelman | Sales Manager

Phone: +49 5241 2151-4433

E-Mail: narin.yelman@bauverlag.de

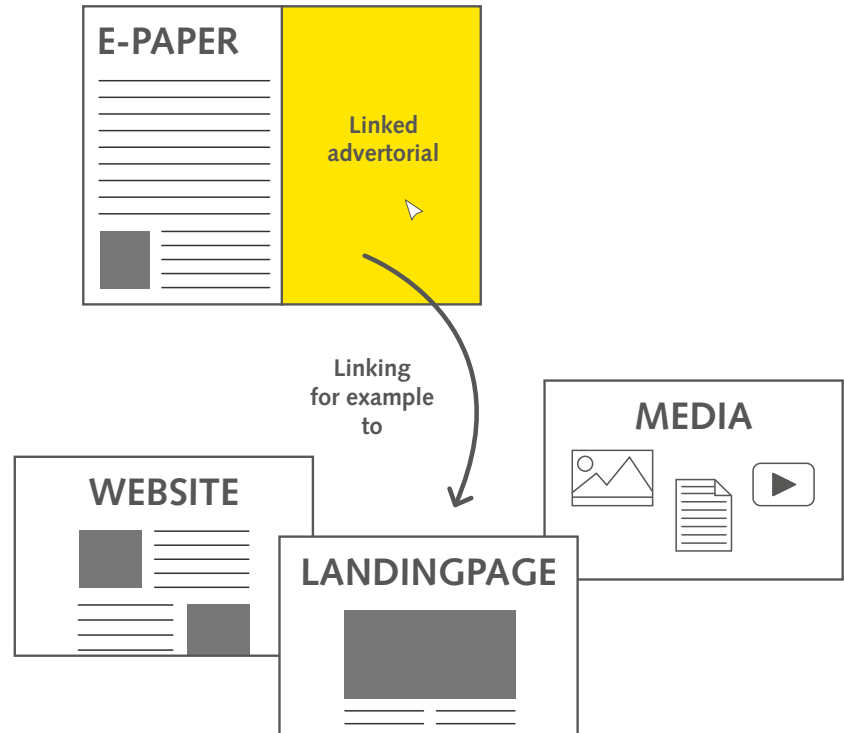
Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper (epaper.kka-online.info).

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 €

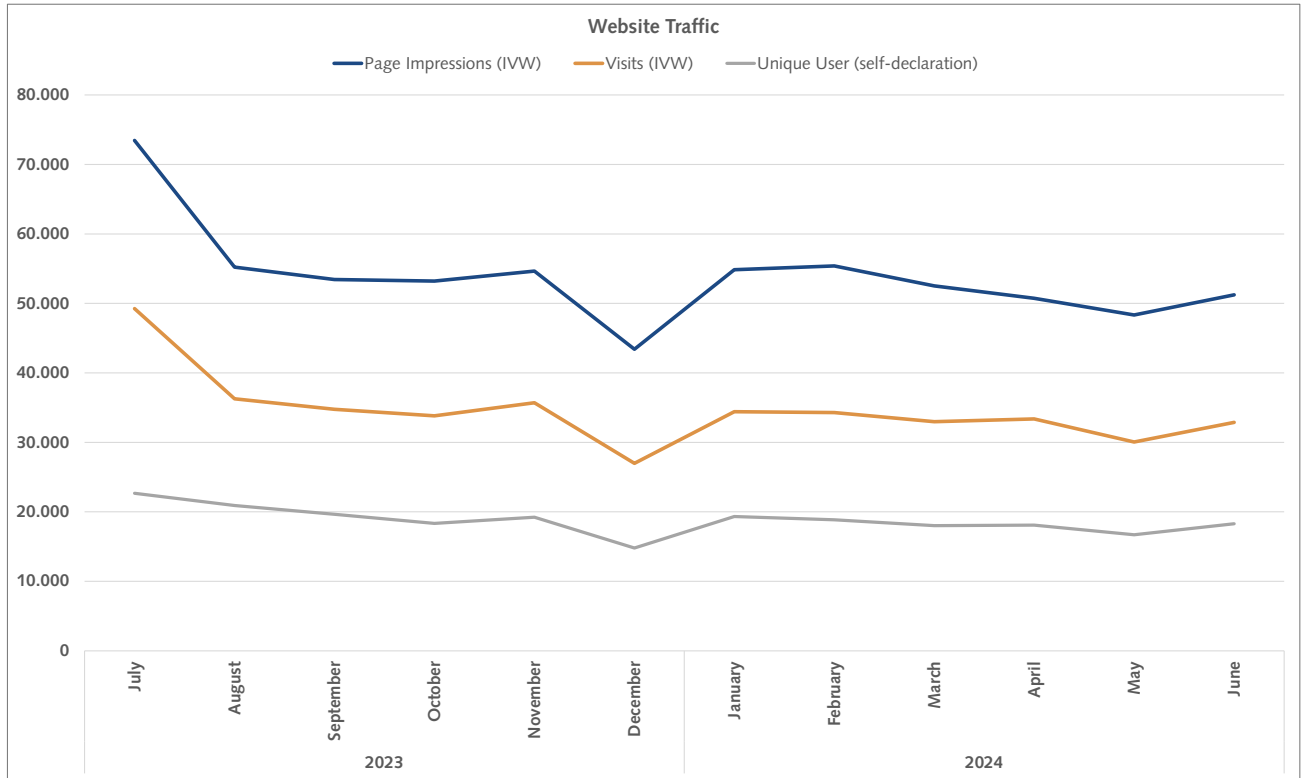


DIGITAL

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Traffic audit:



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

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)	658.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	812.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	1,134.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	980.00 € 1,064.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	980.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,134.00 € 1,218.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	1,302.00 € 1,386.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	1,638.00 €
Wallpaper	Above and next to the content	728 x 90 und 120 x 600	Content	300 x 250	1,470.00 €
Expandable wallpaper	Above and next to the content	728 x 90 und 120 x 600 (300 x 600)	Content	300 x 600	1,624.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	1,218.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	8,862.00 € (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 advertisingat
- Motif name
- Contact person for inquiries

Issues	Publication date	Booking deadline
1/2025	08.01.2025	18.12.2024
2/2025	05.02.2025	27.01.2025
3/2025	05.03.2025	24.02.2025
4/2025	02.04.2025	24.03.2025
5/2025	07.05.2025	25.04.2025
6/2025	11.06.2025	30.05.2025
7/2025	09.07.2025	30.06.2025
8/2025	06.08.2025	28.07.2025
9/2025	03.09.2025	25.08.2025
10/2025	01.10.2025	22.09.2025
11/2025	05.11.2025	27.10.2025
12/2025	03.12.2025	24.11.2025



Recipients:

The KKA Kälte Klima Aktuell newsletter reaches refrigeration and air conditioning system manufacturers

Circulation:

2,837 Recipients
Openingrate net: 40.2 %
(Quelle: Inxmail, Average per Month July 2023 to June 2024)

File formats:

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

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

Format of newsletter:

HTML or text

Delivery address:

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

Delivery date:

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

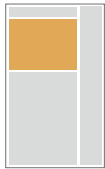
Please send your materials together with the required meta-information:

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

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

Prices and forms of advertising:

Text ad premium



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

Placement:
content

Price:
830.00 €

Text ad



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

Placement:
content

Price:
690.00 €

Medium rectangle

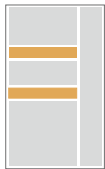


Format:
300 x 250 px

Placement:
content

Price:
830.00 €

Fullsize banner

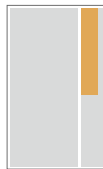


Format:
468 x 60 px

Placement:
content

Price:
550.00 €

Skyscraper

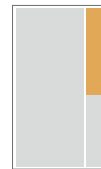


Format:
120 x 600 px

Placement:
next to the content

Price:
690.00 €

Wide skyscraper



Format:
160 x 600 px

Placement:
next to the content

Price:
830.00 €

Newsletter takeover



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

Placement:
content, exklusiv

Price:
5,110.00 €

Job offer



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

Placement:
content

Price:
690.00 €

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.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
- Promoted Facebook post via the Facebook fan page of **KKA** with link to the online article

Price: 2,688.00 € plus VAT.
(Price for 28 days / 4 weeks)

The screenshot shows the KKA website interface. At the top, there's a navigation bar with 'Home', 'Aktuelle Ausgabe', 'Archiv', 'Produkte', 'Abo', 'Stellenmarkt', and 'Branchenbuch'. The main content area features an article titled 'Sichere Rohrleitungssysteme: Kuhlräume im Zentrallager'. Below the title are three images of industrial refrigeration systems. The article text discusses high requirements for food safety and hygiene, the importance of ecological considerations, and the benefits of the HFCO (High-Performance Cold Chain) technology. A sidebar on the right contains a search bar, a 'News' section with various headlines, and a 'Zukunft der Gebäudeautomation' (Future of Building Automation) section with a graphic showing various smart building components.



All prices are subject to statutory VAT. Agency commission: 15 %. Please find the general terms and conditions at: <https://bauverlag.de/en/terms>

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 and landscaping and tunnel construction)

TRADE

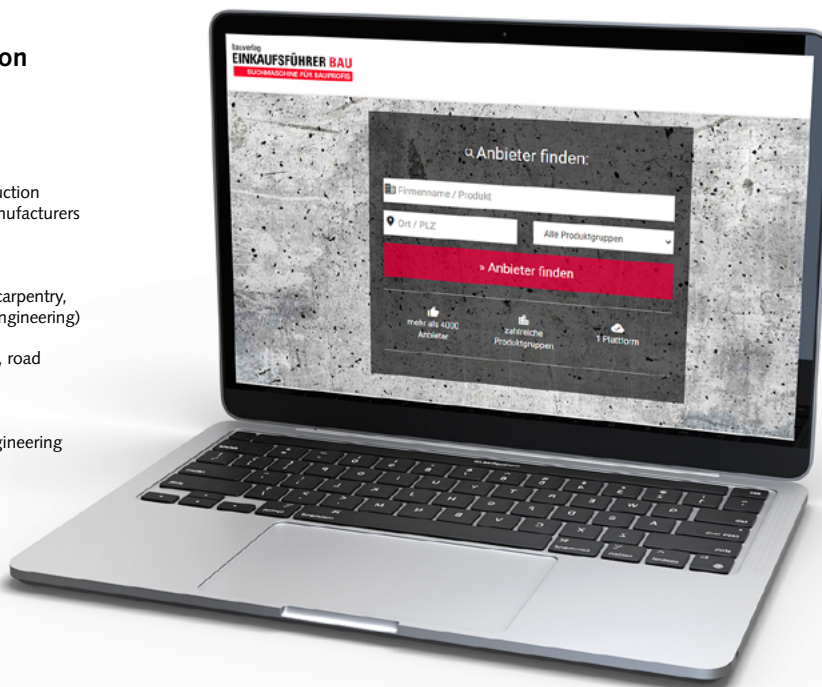
(construction machinery, construction materials, roofing materials, civil engineering supplies)

FACILITY MANAGERS AND HOUSING ASSOCIATIONS

ARCHITECTS AND PLANNING & CONSTRUCTION ENGINEERS

Request a quote now!

Narin Yelman
Sales Manager
Telefon: +49 5241 2151-4433
E-Mail: narin.yelman@bauverlag.de



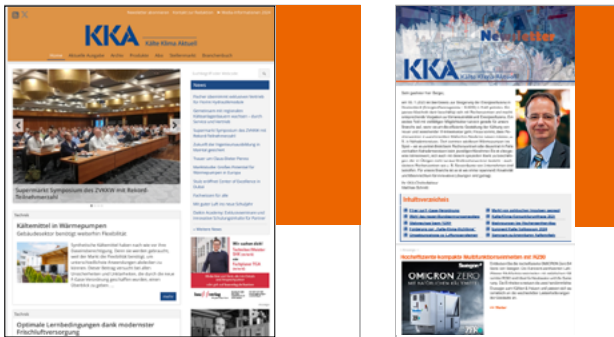
PORTFOLIO

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

Online branding package



Halfpage ad on www.KKA-online.info

Wide skyscraper in [KKA Newsletter](#)

Duration 4 weeks
Price: 1,918.80 € plus VAT.

Crossmedia product advertising package



Online advertorial on www.KKA-online.info

1/2 page advertorial or advert in the print edition of [KKA](#)

Duration 4 weeks
Price: 3,805.20 € 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 KKA!

Webinar

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

Price: 6,490.00 €*



Whitepaper

Publish your neutral, technically sound information on a topic of interest to the target group in a useful white paper on kka-online.info. 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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Director Video & Digital Services
Phone: +49 5241 2151-3344
E-Mail: erdal.top@bauverlag.de



bau|||verlag Events

Networking für Architektur und Bau

The portal for networking in architecture and the construction industry

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

Our events offer you

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

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

Please contact us



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Your partner for content marketing, individual communication solutions and networking

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

Bauverlag Creative offers you

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

Become visible. Use the reach and channels of Bauverlag!

Please contact us



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bau || || jobs

One platform, six strong brands, hundreds of jobs

bau || || jobs is the joint job market of IKZ, tab, SHK Profi, KKA Kälte Klima Aktuell, BS Brandschutz and Computer Spezial



Online price
1,250.00 €
plus VAT

Only the best jobs
in our industry

THE BAUVERLAG

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Building. Knowledge. Passion.

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



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

