MEDIA DATA 2026 (SHORT VERSION)

Target groups
- Company and Management in metal and steel construction with focus on design, execution and production



metallbau
KONSTRUKTION, AUSFÜHRUNG UND FERTIGUNG

metallbau-magazin.de

bauverlag



metallbau

metallbau is the leading brand for specialist information for structural metal and steel construction and is aimed primarily at companies and management in the D-A-CH region. In Germany, Austria and Switzerland, around 25,000 companies belong to this sector. The editorial content of **metallbau** is published via all media channels such as print, digital via the website (**metallbau-magazin.de**), newsletter and social media channels (Facebook, Instagram, LinkedIn, youtube) The portfolio of the readers includes windows, doors, facades, gates, conservatories, balconies, stairs, halls, fences, railings, steel structures, etc. The companies are mostly responsible for the factory planning, production, assembly and partly for the maintenance of their building elements. They also use machines such as laser, plasma, flame or water cutting systems to produce parts for industry. In addition, metallbau addresses assembly companies that exclusively install system elements.

166,200
Copies / year

copies actually distributed	16,620
thereof E-Paper:	6,469
Publication frequency	10x / Year

277,260
Page impressions website / year

Page Impressions	23,105 / Month
Visits	15,932 / Month
Unique User	9,169 / Month

22,008
Newsletter recipients / year

Recipients	1,834 /Issue
Openingrate net	32.9 %
Publication frequency	12x / Year

3,000
Follower social media

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

Issue	Dates	Feature topics	Other topics	Specials/Market surveys	Trade fairs/events
1-2/2026	**PD:** 16.02.2026 **RS:** 16.01.2026 **AD:** 23.01.2026	Building connections Doors, windows Market potential for patio roofs **User report:** Project management software	Automation Efficient warehouse management Commercial vehicles	**Product journal:** Gates, drives, controls **Reader test:** Cordless machine	20.01.-23.01.2026 **SwissBau**, Basel
		special section: annual review 2025			
3/2026	**PD:** 16.03.2026 **RS:** 19.02.2026 **AD:** 20.02.2026	Prefabrication in window construction Quality assurance **Project:** Sustainable building envelope	AI use in metal/steel construction Mechatronics Plug & Play Transport of heavy elements	**Fensterbau Trade Fair Special:** Windows, doors, façades, smart buildings, smart homes, sealing, sun protection, fittings, locking technology, software, fire protection system profiles, power tools	3.3.-6.3.2026 **Eisenwarenmesse**, Cologne 24.03.-27.03.2026 **Fensterbau Frontale**, Nuremberg 24.03.-26.03.2026 **digitalBau**, Cologne
4/2026	**PD:** 15.04.2026 **RS:** 13.03.2026 **AD:** 20.03.2026	Risk reduction in costing Digitised processes in metal construction **User report:** Systems for glass balustrades	Prices and availability of building materials Operational energy management Fastening solutions & tape protection	**Product journal:** E-tools **Product journal:** Workwear	13.04.-17.04.2026 **wire & tube**, Düsseldorf 21.04.-24.04.2026 **Schweissen**, Messe Wels
5/2026	**PD:** 08.05.2026 **RS:** 17.04.2026 **AD:** 16.04.2026	Strategic partnerships in facade construction Metalworkers as service technicians **Project:** Metal and glass	Testing procedures for welded joints Staircase construction & fire protection Digital interfaces	**Product journal:** Software **Product journal:** Shading **Reader test:** Electric tools	
6/2026	**PD:** 09.06.2026 **RS:** 18.05.2026 **AD:** 13.05.2026	Machinery financing **Market potential:** Conservatories **User report:** PBZ	Skilled labour shortage, initiatives to attract young talent Modular construction and prefabrication Battery systems for power tools	**Product journal:** Gates, drives, controls **Product journal:** Machines **Austria Special**	16.06.-18.06.2026 **Stanztec**, Pforzheim 10.-11.06.2026 **ift-Tür-/Tortage**, Rosenheim **Bandschutz-Tagung**, Ingenieurkammer West, Düsseldorf
		special section: Austria Special			

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

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Issue	Dates	Feature topics	Other topics	Specials/Market surveys	Trade fairs/events
7-8/2026	**PD:** 17.07.2026 **ED:** 20.06.2026 **AD:** 25.06.2026	**Market potential:** Security technology Decentralised ventilation technology **Project:** Renovation	Regional & international competition Corrosion protection Commercial vehicles	**Product journal:** Balcony railings **Product journal:** Fire protection elements	
9/2026	**PD:** 04.09.2026 **ED:** 15.08.2026 **AD:** 13.08.2026	Bank/credit management Market potential: Window renovation **User report:** Special fittings	Efficient assembly Hybrid construction methods (aluminium/steel/wood/PVC) Project management Renovation	**Product journal:** Surface Technology **Product journal:** Abrasives	
10/2026	**PD:** 06.10.2026 **ED:** 12.09.2026 **AD:** 14.09.2026	Subsidies for metal/steel fabricators Market potential: outdoor living **Project:** glass roof	Corrosion protection Safety on the construction site New processes in welding technology	**Product journal:** Glasses **Product journal:** Transport, lifting and assembly systems **Reader test:** Electric tools	6.10.-8.10.2026 **Aluminium**, Düsseldorf **ift-Fenstertage**, Rosenheim 20.10.-22.10.2026 **Arbeitsschutz aktuell**, Stuttgart 20.10.-23.10.2026 **glasstec** 20.10.-23.10.2026 **EuroBlech**, Hannover
		special section: Switzerland Special			
11/2026	**PD:** 09.11.2026 **ED:** 16.10.2026 **AD:** 16.10.2026	Modernising/retrofitting fittings EPD for companies – example from metal construction **User report:** Cobots in steel/metal construction	Sculptural staircases Developments in cutting processes Commercial vehicles	**Product Journal:** Welding Technology **Product Journal:** CO2 Reduced Materials	
		special section: sustainability			

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12/2026	**PD:** 22.12.2026 **ED:** 25.11.2026 **AD:** 30.11.2026	Sealing systems in comparison **Market potential:** Service technology **Object:** Stainless steel railings & glass	Invisible, concealed fastening Digital documentation processes Further processing of digital measurements	**BAU Trade Fair Special:** E-tools, system profiles, doors, sun protection, locking technology, access solutions, fittings, sealing, smart buildings, windows, facades, gates, glass, software, fastenings **Perimeter Fair Special:** Security technology, sliding gates, fences, gates, barriers, access solutions, bollards	

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Issue	Dates	Feature topics	Other topics	Specials/Market surveys	Trade fairs/events
1-2/2027	**PD:** 05.02.2027 **ED:** 15.01.2027 **AD:** 14.01.2027	BIM-ready today, BIM working methods tomorrow Innovative surface technology **User report:** Sawing machines	Automation for small batches Sustainable coatings Commercial vehicles	**BAU Trade Fair Special:** E-tools, system profiles, doors, sun protection, locking technology, access solutions, fittings, sealing, smart buildings, windows, facades, gates, glass, software **Perimeter Trade Fair Special:** Security technology, sliding gates, fences, gates, barriers, access solutions, bollards	11.01.-15.01.2027 **BAU**, Munich 19.01.-21.01.2027 **Perimeter Protection**, Nuremberg 15.02.10.02.2027 **R + T**, Stuttgart
3/2027	**PD:** 15.03.2027 **ED:** 19.02.2027 **AS:** 19.02.2027	**Smart Building:** Interface management Consultant on site **Object:** Glass roof with NRWG	Business succession Stair systems & planning support Online marketing for metal construction companies	**R+T Trade Fair Special:** Sun protection, shading, patio roofs, smart buildings, summer gardens, gates, sliding gates, fences, drives	

The editorial department reserves the right to make changes/additions on grounds of topicality. The complete editorial schedule for 2027 will be published in the 2027 media data.

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

2/1 Page



Bleed format:
420 x 297 mm

Price (b/w to 4c)
14,480.00 €

1/1 Page



Bleed format:
210 x 297 mm

Price (b/w to 4c)
7,720.00 €

Juniorpage



Bleed format:
148 x 210 mm

Price (b/w to 4c)
4,400.00 €

1/2 Page, horiz.



Bleed format:
210 x 145 mm

Price (b/w to 4c)
4,270.00 €

1/2 Page, vertical



Bleed format:
100 x 297 mm

Price (b/w to 4c)
4,270.00 €

1/3 Page, vertical



Bleed format:
70 x 297 mm

Price (b/w to 4c)
3,000.00 €

1/3 Page, horiz.



Bleed format:
210 x 100 mm

Price (b/w to 4c)
3,000.00 €

1/4 Page, vertical



Bleed format:
52 x 297 mm

Price (b/w to 4c)
2,380.00 €

1/4 Page, horiz.



Bleed format:
210 x 74 mm

Price (b/w to 4c)
2,380.00 €

1/4 Page, Col.



Bleed format:
100 x 145 mm

Price (b/w to 4c)
2,380.00 €

1/8 Page, vertical



Bleed format:
52 x 145 mm

Price (b/w to 4c)
1,360.00 €

1/8 Page, horiz.



Bleed format:
210 x 50 mm

Price (b/w to 4c)
1,360.00 €

1/8 Page, Col.



Bleed format:
100 x 74 mm

Price (b/w to 4c)
1,360.00 €

Format	
Advertorial 1/1 Page*	7,720.00 €
Advertorial 1/2 Page**	4,270.00 €
Cover page	11,690.00 €
Cover story base price	20,050.00 €
Cover story Fair price	25,063.00 €

Issue 3 Fensterbau Frontale; 10 EuroBlech;
1-2/27 R+T

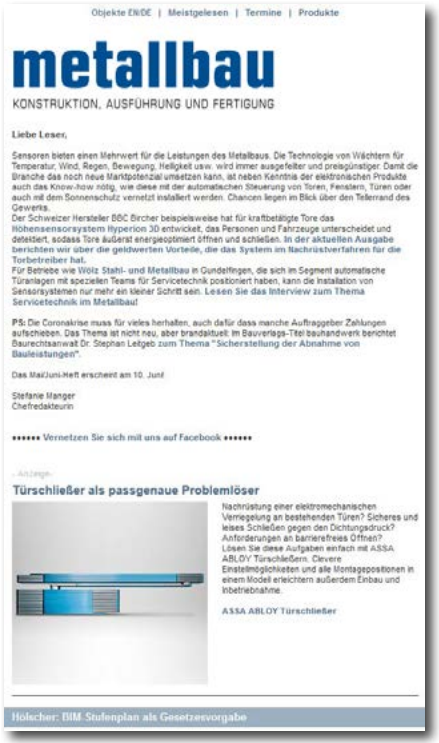
* Price surcharge for design by the publisher 500.00 €; ** Price surcharge for design by the publisher 250.00 €
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Prices and forms of advertising (price for 28 days / 4 weeks):

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)	**798.00 €**
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	**994.00 €**
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	**1,400.00 €**
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	**1,204.00 €** **1,302.00 € (sticky)**
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	**1,204.00 €**
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	**1,400.00 €** **1,498.00 € (sticky)**
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	**1,596.00 €** **1,694.00 € (sticky)**
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	**1,988.00 €**
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	**1,792.00 €**
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	**1,988.00 €**
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	**1,498.00 €**
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	**10,332.00 €** **(Price for 12 weeks)**
Job offers	In the job market	Individual	In the job market	Individual	**1,290.00 €**

All display banners rotate with a maximum of 2 other banners in the same position. Please always supply the respective desktop and mobile format. Other formats on request.
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

Issue	Publishing date	Booking deadline
1/2026	14.01.2026	05.01.2026
2/2026 annual review 2025	18.02.2026	09.02.2026
3/2026	10.03.2026	27.02.2026
4/2026	09.04.2026	27.03.2026
5/2026	05.05.2026	24.04.2026
6/2026	03.06.2026	26.05.2026
7/2026	09.07.2026	30.06.2026
8/2026	17.08.2026	06.08.2026
9/2026	01.09.2026	21.08.2026
10/2026	01.10.2026	22.09.2026
11/2026	05.11.2026	27.10.2026
12/2026	17.12.2026	08.12.2026
1/2027 BAU	08.01.2027	22.12.2026
2/2027	01.02.2027	21.01.2027



Objekte EN/DE | Meistgelesen | Termine | Produkte

metallbau

KONSTRUKTION, AUSFÜHRUNG UND FERTIGUNG

Liebe Leser,

Sensoren bieten einen Mehrwert für die Leistungen des Metallbaus. Die Technologie von Wächtern für Temperatur, Wind, Regen, Bewegung, Helligkeit usw. wird immer ausgefeilter und preisgünstiger. Damit die Branche das noch neue Marktpotenzial umsetzen kann, ist neben Kenntnis der elektronischen Produkte auch das Know-how nötig, wie diese mit der automatischen Steuerung von Toren, Fenstern, Türen oder auch mit dem Sonnenschutz vernetzt installiert werden. Chancen liegen im Blick über den Tellerrand des Gewerks.
Der Schweizer Hersteller BÖC Bircher beispielsweise hat für kraftbetätigte Tore das Höhensensorsystem Hyperion 3D entwickelt, das Personen und Fahrzeuge unterscheidet und detektiert, sodass Tore äußerst energieoptimiert öffnen und schließen. In der aktuellen Ausgabe berichten wir über die geldwerten Vorteile, die das System im Nachrüstverfahren für die Torbetreiber hat.
Für Betriebe wie Wölz Stahl- und Metallbau in Gundelfingen, die sich im Segment automatische Türanlagen mit speziellen Teams für Servicetechnik positioniert haben, kann die Installation von Sensorsystemen nur mehr ein kleiner Schritt sein. Lesen Sie das Interview zum Thema Servicetechnik im Metallbau!

PS: Die Coronakrise muss für vieles herhalten, auch dafür dass manche Auftraggeber Zahlungen aufschieben. Das Thema ist nicht neu, aber brandaktuell: Im Bauverlags-Titel bauhandwerk berichtet Baurechtsanwalt Dr. Stephan Leitgeb zum Thema "Sicherstellung der Abnahme von Bauleistungen".

Das Mai/Juni-Heft erscheint am 10. Juni

Stefanie Manger
Chefredakteurin

•••••• Vernetzen Sie sich mit uns auf Facebook ••••••

– Anzeige –

Türschließer als passgenaue Problemlöser

Nachrüstung einer elektromechanischen Verriegelung an bestehenden Türen? Sicheres und leises Schließen gegen den Dichtungsdruck? Anforderungen an barrierefreies Öffnen? Lösen Sie diese Aufgaben einfach mit ASSA ABLOY Türschließern. Clevere Einstellmöglichkeiten und alle Montagepositionen in einem Modell erleichtern außerdem Einbau und Inbetriebnahme.

ASSA ABLOY Türschließer

Holscher: BIM Stufenplan als Gesetzesvorgabe

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:
730.00 €

Text ad



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

Placement:
content

Price:
610.00 €

Medium rectangle

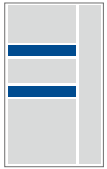


Format:
300 x 250 px

Placement:
content

Price:
730.00 €

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
490.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the content

Price:
610.00 €

Wide skyscraper



Format:
160 x 600 px

Placement:
next to the content

Price:
730.00 €

Newsletter takeover



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

Placement:
content, exklusiv

Price:
4,520.00 €

Job offers



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

Placement:
content

Price:
610.00 €

Discounts:

Published within 12 months
(Insertion year)

Staggered repeat discount

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

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The online-advertorial is promoted with a comprehensive 4-week communication package consisting of the following components:

- permanent online contribution on **www.metallbau-magazin.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
- Text ad in the **metallbau Newsletter** with link to the online article
- Promoted Facebook and Instagram post on both social media channels of **metallbau** with link to the online article



Price: 3,164.00 € plus VAT.
(Price for 28 days / 4 Weeks)

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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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AT
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05


Bauwelt 8.2025
Herzkammer der Stadt


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DIGITALISIERUNG IM BAUWESEN


dach+holzbau


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Beton


FACILITY
MANAGEMENT


FLÜSSIGGAS


IKZ
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KKA
Kälte Klima Aktuell
2/2025


KÜCHENPLANER


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recovery
THE NEW GENERATION


SHKProfi


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