

metallbau

KONSTRUKTION, AUSFÜHRUNG UND FERTIGUNG

MEDIA DATA 2024

Communication solutions for target groups in metal and steel construction with a focus on design, execution and manufacturing



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metallbau

metallbau is aimed primarily at decision-makers from the structural metal and steel construction trade in the D-A-CH countries. This means a total of around 30 000 active companies. Target audiences include both building trade- as well as industrially-oriented processors. The articles take into account the interests of managing directors as well as the working environment of the responsible master craftsmen, technicians, engineers in planning, production and on site. Because interdisciplinary cooperation is becoming increasingly important for the various trades involved in a building project, we also address this entrepreneurial development.

The portfolio for metallbau readers includes classic topics such as windows, doors, facades, gates, heated and unheated conservatories, balconies, stairs, fences and railings. Furthermore, the companies also manufacture components for industry and fellow entrepreneurs on modern machinery such as laser, plasma, gas or water jet cutting systems.



Publication frequency

10 issues per year



Copies actually distributed

20,183 copies



Volume analysis

Magazine format DIN A4
Total volume 608 pages
Editorial section 500 pages
Advertising section 108 pages

ES = Editorial schedule, PD = Publication date, AD = Advertising deadline

Issue	Dates	Feature topics	Other topics	Specials/Market surveys	Trade fairs / Events
1-2/2024	ES: 05.02.2024 PD: 05.01.2024 AD: 12.01.2024	Trends & Market Balcony Construction Waterproofing & Ventilation Facade/ Windows Object: Stairs	Smart Home Occupational safety Drainage balcony construction	MesseSpezial R + T: terrace, lamella roofs, awnings, Venetian blinds, screens, pergolas, industrial doors, sliding gates, swing gates, fences, drives	19.02.-23.02. 2024 R + T, Stuttgart 20.2.-23.02. 2024 METAV, Düsseldorf 28.02.-1.3. 2024 IHM, Munich
		SPECIAL SECTION: REVIEW OF THE YEAR 2023			
3/2024	ES: 05.03.2024 PD: 05.02.2024 AD: 12.02.2024	Listed facade renovation Professional calculation of fastening technology User report: Machine for surface technology	Drives Plug & Play Automation Commercial Vehicles	MesseSpezial Fensterbau/Frontale: Aluminum & steel profiles for door/window/facade construction, fire protection, glass, processing machines for metal construction, software, sealing, ventilation technology for window manufacturers, Product Journal Battery Tools	3.3.-6.3. 2024 Internationale Eisenwarenmessen, Cologne 19.3.-22.03. 2024 FENSTERBAU FRONTALE, Nuremberg
4/2024	ES: 10.04.2024 PD: 08.03.2024 AD: 15.03.2024	Fire protection profile systems T30/T60/T90/T120 made of aluminum & steel in application Efficient assembly in facade/metal construction Object: Winter/summer garden	Opening types for windows Turning and sliding gates Warehouse systematized & digitalized	Product Journal: Fastening Technology Reader Test: Battery machine	15.4.-19.4. 2024 Wire & Tube, Düsseldorf 22.04.-26.4. 2024 Hannover Messe, Hannover
5/2024	ES: 09.05.2024 PD: 09.04.2024 AD: 06.04.2023	Ventilation technology in window/facade construction Further training for jointing specialists for door & window manufacturers Object: VHF metal facade	Operations management Fall protection/railing/glass Burglary protection conforming to standards	Product journal: Sun protection Product journal: Workshop	
6/2024	ES: 10.06.2024 PD: 07.05.2024 AD: 15.05.2024	Service technicians - specialists in mechatronics Locking technology in escape and rescue doors User report: Software	Sawing, cutting, separating Hall construction Metal design	Product Journal: Fire Protection Elements, Glasses, Doors, Windows AustriaSpecial	25.6.-27.6.2024 Stanotec, Pforzheim 27.6.-30.6.2024 Automatica, Munich 5.6.-6.6. 2024 ift-Tür- und Torgate Bandschutz-Tagung Düsseldorf

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

ES = Editorial schedule, PD = Publication date, AD = Advertising deadline

Issue	Dates	Feature topics	Other topics	Specials/Market surveys	Trade fairs / Events
7-8/2024	ES: 19.07.2024 PD: 20.06.2024 AD: 27.06.2024	Element facades Sales strategies for metal constructors Object: Gate construction	Terrace systems Commercial vehicles Fire protection	Product Journal: Safety Technology Reader test: Occupational safety	
9/2024	ES: 09.09.2024 PD: 09.08.2024 AD: 16.08.2024	Quality assurance & digitalization Useful tools for the industry Object: Glass-Metal	Railings for stairs Construction site logistics/work safety Connection/separation technology	Product Journal: Aluminum and steel balcony systems	
10/2024	ES: 08.10.2024 PD: 06.09.2024 AD: 13.09.2024	Changes in standards in metal construction Assembly-friendly locks User report: Robots	Stainless steel processing Gratings in versatile use Innovative fastening technology	Trade fair special EuroBlech: CNC machines, sheet metal working, bending machines, welding technology, water cutting systems Trade fair special glasstec: glass, vacuum glass, triple glass, bonding technology, glass coating, bird protection glass SwitzerlandSpecial	8.10.-10.10.2024 ALUMINIUM , Düsseldorf 22.10.-25.10.2024 glasstec , Düsseldorf 22.10.-25.10.2024 EuroBLECH , Hannover ift-Fensterstage
11/2024	ES: 08.11.2024 PD: 09.10.2024 AD: 16.10.2024	Ventilation & sound insulation in window/facade construction Efficient storage systems in metal construction Object: Sun protection on the facade	Reduction of CO2 footprint Sustainable surface technology Commercial vehicles	Product Journal: Workplace safety/clothing Product Journal: Green Products Reader test: Battery-powered machine	5.11.-7.11.2024 Arbeitsschutz aktuell , Stuttgart
SPECIAL SECTION: SUSTAINABILITY					
12/2024	ES: 20.12.2024 PD: 21.11.2024 AD: 28.11.2024	Innovative surface technology Process-safe joining technology Object: Fence system	2D/3D design in staircase construction Drive/control technology for gates Statics Internal/External	Trade fair special BAU: Profile systems aluminum & steel, industrial doors, gates, patio systems, sectional garage doors, glass, fire protection, facades, windows, doors, railings, balustrades, fittings, sliding doors, fastening, smart home, smart building, sun protection, locking technology, ventilation technology, weather protection, software, processing machines for metal / facade construction. Trade fair special: Perimeter Protection: fences, gates, barriers, bollards, access control, sliding gates, swing gates, burglary protection, security technology, smart building	13.1.-18.1.2025 BAU , München 14.1.-16.1.2025 Perimeter Protection , Nuremberg

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

Key editorial features and the [metallbau](#) issues in which we report on them at a glance:

Feature	Issues
Balconies	1-2,9
Digitalization	3,4,5,6,9,10,12
Doors	3,6,7-8,9,12
Drives	1-2,3,6,12
Facades	1-2,3,4,5,6,9,11,12
Fire protection	3,4,6,12
Fittings	3,4,5,6,11,12
Fixings	3,4,12
Gate/fence construction	1-2,4,7-8,12
Insulation glass	3,5,6,9,10,12
Joining/separating technology	3,6,9,10,12
Locking systems	3,6,7-8,10,12

Feature	Issues
Machines	3,4,10,11,12
Patio systems	1-2,5,7-8,12
Power tools	3,4,11,12
Profiles / facade profiles	1-2,3, 4,6,12
Profiles / facade profiles	3,10
Rails/railings	5,10,12
Security systems	1-2,3,5,6,12
Smart home	1-2,3,11,12
Software, tools	3,4,5,9,12
Stairs	1-2,9,12
Storage systems	4,11
Software, tools	3,4,5,9,12

Feature	Issues
Sun shading/protection	1-2,3,4,11,12
Surface finishing anti-corrosion protection	3,10,11,12
Unheated/heated conservatories	1-2,3,4,5,
Utility vehicles	3,7-8,11
Ventilation systems	1-2,3, 5,11,12
Welding systems	3,9, 10,12
Windows	1-2,3,4,5,6,11,12
Workwear/protective equipment	1-2,9,11,

Subject to changes. Product reports are published in every issue, irrespective of issue features.

Please send your press releases including printable photos/graphics by the editorial deadline of the relevant issue to: stefanie.manger@bauverlag.de

Circulation audit:



Circulation analysis:

Copies per issue
(annual average from 1 July 2022 to 30 June 2023)

Print run:	17,950		
Copies actually distributed (tvA):	20,183	thereof abroad:	2,474
- thereof E-Paper:	2,683	thereof abroad:	302
Copies sold:	793	thereof abroad:	91
Subscriptions:	787	thereof abroad:	91
Other sales:	4		
Single copy sales:	1		
Free copies:	19,390	thereof abroad:	2,081
Archive and specimen:	450		

Geographic distribution analysis:

Business regions	Copies actually distributed	
	%	Copies
Domestic	87.7	17,709
Abroad	12.3	2,474
Copies actually distributed (tvA)	100.0	20,183

Summary of the survey method:

1. Method: Dissemination analysis by file evaluation - total survey
 2. Basic population: actual circulation 20,183 = 100.0 %
 3. Sample: total survey
 4. Target person of the study: not applicable
 5. Period of study: August 2023
 6. Execution of the study: Bauerlag 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-Area I		
Schleswig-Holstein	2.3	462
Hamburg	1.0	193
Lower Saxony	7.9	1,589
Bremen	0.5	97
Nielsen-Area II		
North Rhine Westphalia	20.9	4,209
Nielsen-Area IIIa		
Hesse	6.4	1,301
Rhineland-Palatinate	5.6	1,127
Saarland	1.2	249
Nielsen-Area IIIb		
Baden-Württemberg	12.0	2,421
Nielsen-Area IV		
Bavaria	13.3	2,677
Nielsen-Area V		
Berlin	1.7	348
Nielsen-Area VI		
Mecklenburg-Vorpommern	1.6	330
Brandenburg	3.3	673
Saxony-Anhalt	2.4	488
Nielsen-Area VII		
Thuringia	2.6	524
Saxony	5.1	1,021
Copies truly distributed in domestic area	87.7	17,709

Business structure data

Main business sector	Percentage of surveyed readers	
	%	Projected (approx.)
Structural metal construction / metal working shops	62	12,650
Steel construction	10	2,040
Plant engineering	8	1,633
Construction/construction trades in general	6	1,225
Windows/conservatories/facades	4	816
Contract manufacturing	2	408
Sun protection/shading systems	2	408
Aluminium construction	2	408
Others/no details	4	816
	100	20,404

Business structure data

Size of business entity by employees	Percentage of surveyed readers	
	%	Projected (approx.)
1-4 employees	45	9,182
5-9 employees	18	3,673
10-19 employees	20	4,081
20-49 employees	7	1,428
50-99 employees	4	816
100 and more employees	2	408
No details	4	816
	100	20,404

Business structure data

Construction work executed	Percentage of surveyed readers	
	%	Projected (approx.)
Welding	70	14,283
Metal working	65	13,263
Projecting roofs/roofing	63	12,650
Stairs, rails/railings and balcony construction	60	12,242
Structural steel engineering	56	11,426
Yard gates and fences	56	11,426
Metal design	55	11,222
Gate construction and installation	53	10,814
Door construction and installation	48	9,794
Locking and security systems	44	8,978
Steel, aluminium, PVC window construction and installation (net)	37	7,550
Glass construction	36	7,345
Drive and control systems	35	7,141
Aluminium construction	31	6,325
Fire / smoke production / sound insulation	30	6,121
Sun protection	27	5,509
Facade systems	25	5,101
Aluminium window construction and installation	21	4,285
Steel window construction and installation	20	4,081
Conservatory construction	20	4,081
Roller shutter construction and installation	19	3,877
Hall / facility construction	18	3,673
PVC window construction and installation	17	3,469
Access monitoring/control	17	3,469
Barrier systems	15	3,061
Lock smith work, repairs	3	612

Multiple selections (100 % = 20,404)

Business structure data

Machines used in businesses	Percentage of surveyed readers	
	%	Projected (approx.)
Sawing machines	87	17,751
Welding machines	79	16,119
Transporters/vans up to 3.5 t	77	15,711
Forklifts	60	12,242
Bending machines	57	11,630
Edging/folding machines	52	10,610
Profile machining units	40	8,162
Flame cutting systems	36	7,345
Trucks with more than 3.5 t	25	5,101
Plasma cutters	25	5,101
Lifting platforms	23	4,693
Glass lifting equipment	21	4,285
Laser cutting systems	6	1,224
Water jet cutters	5	1,020

Multiple selections (100 % = 20,404)

Business structure data

Products used in the businesses	Percentage of surveyed readers	
	%	Projected (approx.)
Fixings	76	15,507
Profiles	73	14,895
Fittings	69	14,079
Grids	62	12,650
Glass	56	11,426
Forged parts	52	10,610
Seals	52	10,610
Doors	51	10,406
Drive technology	51	10,406
Projected roofs	51	10,406
Locking systems	49	9,998
Fire protection elements	36	7,345
System fences	33	6,733
Windows	31	6,325
Stair systems	18	3,673
Balcony systems	17	3,469

Multiple selections (100 % = 20,404)

Personnel structure data

Position in the business	Percentage of surveyed readers	
	%	Projected (approx.)
Owners, co-owners, managing directors	80	16,323
Area, department managers	8	1,632
Foremen/master craftsmen	1	204
Skilled workers	2	408
Commercial employees	7	1,429
Others	2	408
	100	20,404

Personnel structure data

Decision-making competence	Percentage of surveyed readers	
	%	Projected (approx.)
Decides alone	59	12,038
Decides together with others	44	8,978
Advises, gives recommendations	32	6,529
Procures information and prepares data for decisions	44	8,978
Not involved in decision making	3	612

Multiple selections (100 % = 20,404)

Summary of the survey method:

1. Method: Readership structure analysis based on telephone survey – random sample survey
2. Population: total copies actually distributed: 20,404 = 100%, not included in the analysis: 2,016 = 9.9 %
3. Random sample: 250 net interview, 70.2 % utilization
4. Survey target persons: Main readers
5. Analysis period: 19.02.2015 to 16.03.2015
6. Survey conducted by:
TNS Infratest Medienforschung GmbH, Bielefeld

Details on the survey method can be requested from the publisher

Topic interest and title profile

Satisfaction with topics covered	Percentage of surveyed readers	
	%	Projected (approx.)
Technical papers	95	19,384
Product information	94	19,180
User reports	91	18,568
Management/business management	85	17,343
Market surveys	83	16,935
Reader tests	77	15,711
Project reports with facade sections	73	14,895
Advertising sections like "Marktplatz" (marketplace) or "Fachmarkt" (specialist market)	82	16,731
Branch reports, e.g. reports on events	72	14,691
Company profiles	76	15,507

Multiple selections (100 % = 20,404)

Topic interest and title profile

Journal title profile	Percentage of surveyed readers	
	%	Projected (approx.)
Easy to read, written in understandable language	98	19,996
Objective and factual	94	19,180
Contains competent reports	94	19,180
Provides useful tips and ideas for day-to-day work	87	17,751
Provides comprehensive information	86	17,547
Based on thorough research	84	17,139
Includes interesting and useful advertisements	83	16,935
Offers clear advantages compared to other journal	61	12,446
Cannot be replaced by other journals	39	7,958

Multiple selections (100 % = 20,404)

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)
13,500.00 €

1/1 Page



Bleed format:
210 x 297 mm

Price (b/w to 4c)
7,200.00 €

Juniorpage



Bleed format:
148 x 210 mm

Price (b/w to 4c)
4,100.00 €

1/2 Page, horiz.



Bleed format:
210 x 145 mm

Price (b/w to 4c)
3,990.00 €

1/2 Page, vertical



Bleed format:
100 x 297 mm

Price (b/w to 4c)
3,990.00 €

1/3 Page, vertical



Bleed format:
70 x 297 mm

Price (b/w to 4c)
2,800.00 €

1/3 Page, horiz.



Bleed format:
210 x 100 mm

Price (b/w to 4c)
2,800.00 €

1/4 Page, vertical



Bleed format:
52 x 297 mm

Price (b/w to 4c)
2,220.00 €

1/4 Page, horiz.



Bleed format:
210 x 74 mm

Price (b/w to 4c)
2,220.00 €

1/4 Page, Col.



Bleed format:
100 x 145 mm

Price (b/w to 4c)
2,220.00 €

1/8 Page, vertical



Bleed format:
52 x 145 mm

Price (b/w to 4c)
1,260.00 €

1/8 Page, horiz.



Bleed format:
210 x 50 mm

Price (b/w to 4c)
1,260.00 €

1/8 Page, Col.



Bleed format:
100 x 74 mm

Price (b/w to 4c)
1,260.00 €

Format	colour
Advertorial 1/1 Page*	7,200.00 €
Advertorial 1/2 Page**	3,990.00 €
Cover page	10,900.00 €
Cover story	18,700.00 €
Cover story Fair Price	23,375.00 €
Issue 1-2, 3, 10, 12 (BAU, EuroBLECH, FENSTERBAU FRONTALE, glasstec, PERIMETER PROTECTION, R+T)	

* 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:

Special positions: Inside front cover, inside back cover and back cover	630.00 €
Right-hand 1/4 Page next to Editorial	235.00 €
Right-hand page next to Contents	265.00 €
Other prescribed positions:	20 %
Special colour: Each color	1,150.00 €

Discounts: Published within 12 month, (insertion year, starts with publication of the first advertisement)

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 %

Crossmedia discount

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

No discount on inserts and additional technical costs.

Rubriken:

(nicht rabattierbar)		
Job offers s/w	per height mm (1 column, 40 mm wide)	6.20 €
Job offers colour	per height mm (1 column, 40 mm wide)	11.50 €
Situation wanted	per height mm (1 column, 40 mm wide)	3.50 €
Surcharge for job ads in text section		20%
Opportunity ad,	per height mm	
Purchase/sale b/w	(1 column, 40 mm wide)	6.20 €

From a print value of 1,200.00 €, your job posting will be displayed online at www.metallbau-magazin.de for 4 weeks for free.

Special ad types:

Bound inserts (sample - front page/back page required)	
2-pages	6,950.00 €
4-pages	10,400.00 €
(others on request)	

Discounts as per scale of discounts: 1 sheet = 1 ad page
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: 7 mm, foot trim: 3 mm, lateral trim: 3 mm each

Loose inserts:

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)	340.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	390.00 €

For partial occupancy: selection costs per selection 150.00 €

Glued ad media:

Postcard
Product samples, other tip-ons

Price %
95.00 €
on request

Technical costs are not eligible for commission and are not discountable.

Required delivery quantity: according to order confirmation

Delivery address: westermann druck GmbH
Georg-Westermann-Allee 66
Tor 1 / Name Auftragsbetreuer
38104 Braunschweig

Delivery memo: „For metallbau 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: 185 mm wide x 275 mm high
4 columns, 43 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:
Sandra Pohlmann, Phone: +49 5241 2151 4848

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.

Ad sizes and rates market place (price in €):

Format		width x height mm	colour
2/1 Page		203 x 268 each page	9,900.00
1/1 Page		176 x 254	5,200.00
3/4 Page		176 x 192	4,200.00
2/3 Page	horiz.	176 x 166	3,720.00
1/2 Page	horiz.	176 x 130	2,900.00
	vertical	86 x 254	
1/3 Page	horiz.	176 x 82	1,990.00
	vertical	55 x 254	
1/4 Page	horiz.	176 x 60	1,560.00
	2-columns	86 x 130	
	vertical	40 x 254	
1/8 Page	horiz.	176 x 28	890.00
	2-columns	86 x 60	
	vertical	40 x 130	
1/16 Page	2-columns	86 x 28	575.00
	1-column	40 x 60	
1/32 Page	1-column	40 x 30	375.00

All prices are net prices. Please check our general terms of sale on:
www.bauverlag.de/downloads/agbs_en.pdf

Discounts:

published within 12 month,
 (insertion year, starts with publication of the first
 advertisement)

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%

Classified section "professional market" (advertising section):

Minimum order: 3 ads

– Price scale: (b/w-prices)

– For 3x times 210.00 each €

– For 6x times 200.00 each €

– For 10x times 170.00 each €

– additional colour (2, 3 or 4 colours) 90.00 €

fixed ad size: 88 mm width x 47 mm height

Classified section "EDV professional market" (advertising section):

Minimum order: 3 ads

– Price scale: (b/w, 2, 3, 4 colours)

– For 3x times 440.00 each €

– For 6x times 410.00 each €

– For 10x times 340.00 each €

fixed ad size: 86 mm width x 60 mm height



metallbau-magazin.de

www.metallbau-magazin.de is intended for entrepreneurs and decision-makers in the metal and steel construction industry and focuses on design, execution, and manufacturing. The online industry platform is currently the number 1 in the specialist segment of metal construction, construction, as the Facebook page with over 1 800 followers. The website supplements the trade journal metallbau with news and project reports - in English too (EN). An overview of products can be called up and the "most-read" icon shows you which articles are the most popular with our readers. Anyone who wants to read the latest articles about a specific company in the sector will be shown a chronological hit list after entering its name in the search field.

metallbau Newsletter

The metallbau newsletter whets its readers' appetite for the specialist articles in the next print edition in an email. At the same time, we use this channel to keep entrepreneurs and decision-makers in the trade informed about the latest news and specialist topics that are only published online because of the magazine's capacity – including articles in the categories technology, management and projects. The newsletter is published once a month, or more frequently in the light of current affairs.



Page
impressions

23,815 per month



Visits

16,605 per month



Unique
user

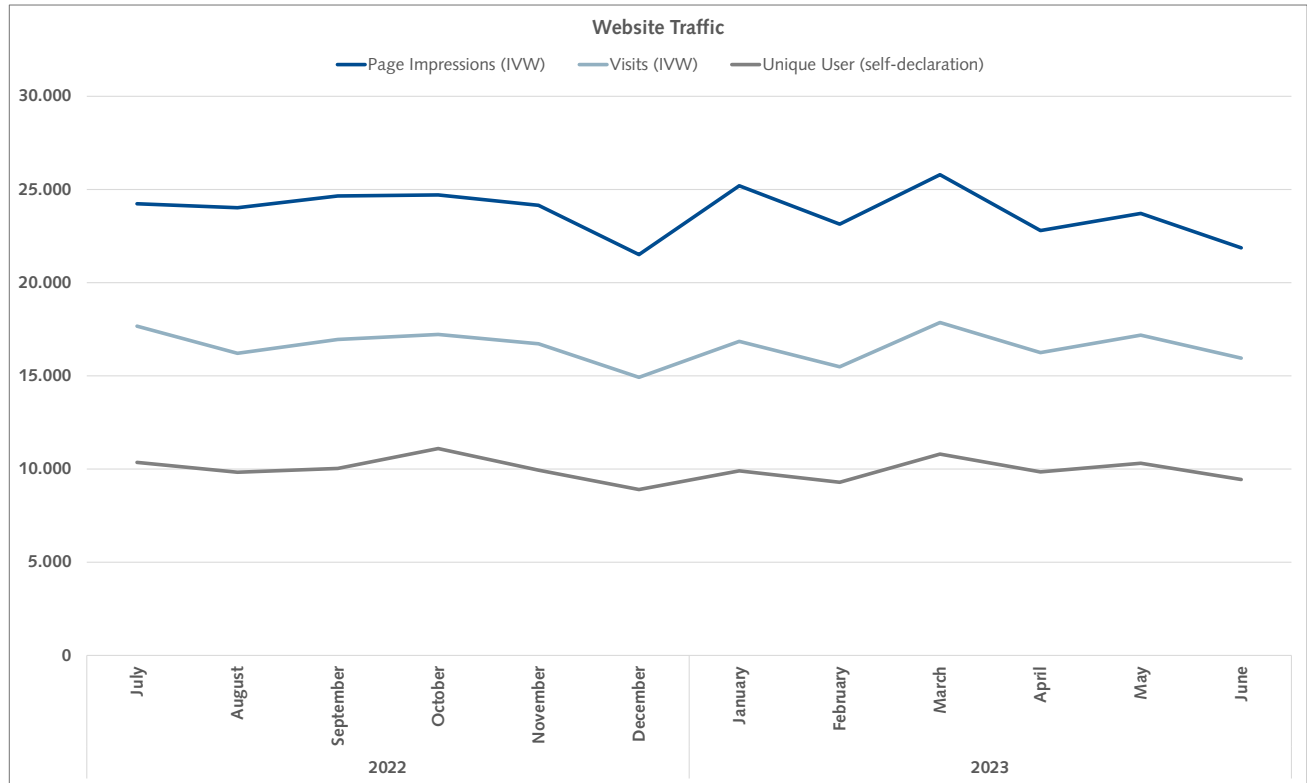
9,979 user



Newsletter
contacts

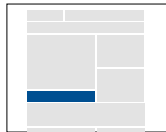
1,820 Ø recipients

Traffic audit:



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

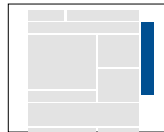
Prices and forms of advertising (price for 28 days / 4 weeks):



Fullsize banner

Format (B x H):
468 x 60 px

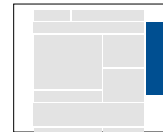
749.00 €



Skyscraper

Format (B x H):
120 x 600 px

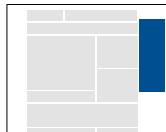
1,127.00 €



Wide skyscraper

Format (B x H):
160 x 600 px

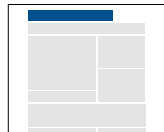
1,316.00 €



Half page

Format (B x H):
300 x 600 px

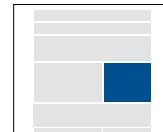
1,498.00 €



Superbanner

Format (B x H):
728 x 90 px

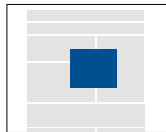
938.00 €



Medium rectangle

Format (B x H):
300 x 250 px

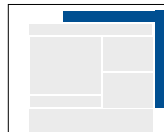
1,316.00 €



Layer ad

Format (B x H):
400 x 400 px

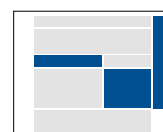
on request



Wallpaper

Format (B x H):
728 x 90 px + 120 x 600 px

1,687.00 €



Ad bundle

- Fullsize banner
- Skyscraper
- Medium rectangle

1,127.00 €

Advertising formats	Placement	Format (pixel, width x height)	Price in €/4 weeks
Skyscraper sticky	website, in rotation with max. two additional	120 x 600	1,218.00
Wide skyscraper sticky	website, in rotation with max. two additional	160 x 600	1,407.00
Half page sticky	website, in rotation with max. two additional	300 x 600	1,596.00
Billboard	on all pages except homepage, in rotation with max. two additional	970 x 250	1,876.00
Expandable wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	1,876.00
Situations vacant	in the job market	individual	1,200.00
Microsite	own navigation within the website, duration 12 weeks	individual	9,618.00
OnlinePLUS	addition to an existing online article/advertorial	photos, videos, PDFs	1,407.00

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

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
Review of the year	25.01.2024	16.01.2024
1/2024	01.02.2024	23.01.2024
R + T Newsletter	05.02.2024	25.01.2024
2/2024	13.02.2024	02.02.2024
3/2024	04.03.2024	22.02.2024
4/2024	08.04.2024	26.03.2024
5/2024	07.05.2024	25.04.2024
6/2024	06.06.2024	27.05.2024
7/2024	17.07.2024	08.07.2024
8/2024	14.08.2024	05.08.2024
9/2024	05.09.2024	27.08.2024
10/2024	08.10.2024	26.09.2024
11/2024	06.11.2024	25.10.2024
12/2024	12.12.2024	03.12.2024



Recipients: The **metallbau Newsletter** reaches company owners, managers and decision-makers in the metals sector with a focus on design, execution and manufacturing.

Circulation: 1,820 recipients
 openingrate net: 31.6%
 (Source: Inxmail, average per month July 2022 until 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 receive a report on the recipients/opening rates 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:
685.00 €

Text ad



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

Placement:
content

Price:
570.00 €

Medium rectangle

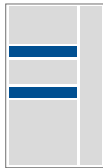


Format:
300 x 250 px

Placement:
content

Price:
685.00 €

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
455.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the content

Price:
570.00 €

Wide skyscraper



Format:
160 x 600 px

Placement:
next to the content

Price:
685.00 €

Newsletter takeover



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

Placement:
content, exclusive

Price:
4,215.00 €

Situations vacant



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

Placement:
content

Price:
570.00 €

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 posts on www.metallbau-magazin.de (these remain accessible via the search function after the 4-week period has expired)
- Editorial teaser on the homepage with link to the online post (subject to availability)
- Medium rectangle with placement across the entire website as a teaser with a link to the online post
- Text ad in [metallbau Newsletter](#) with a link to the online post
- Advertised Facebook post via Facebook fanpage of [metallbau](#) with a link to the online post

Price: 2,940.00 € plus VAT.
(Price for 28 days / 4 weeks)

The screenshot shows the homepage of the metallbau website. At the top, there are social media icons for Facebook, Twitter, and YouTube, along with links for AOB, Datenschutz, Kontakt, and Impressum. The main header features the metallbau logo and the tagline 'KONSTRUKTION, AUSFÜHRUNG UND FERTIGUNG'. Below the header is a navigation menu with links for Home, News, Aktuelle Ausgabe, Termine, Artikel EN/ÖC, Produkte, Meistgelesen, Service, Jobs, and Abo. The main content area is titled 'Advertorial / Anzeige' and features an article titled 'Rundum gut geschützt bei der Metallverarbeitung'. The article text reads: 'Darauf kommt es bei der Auswahl der Persönlichen Schutzausrüstung an'. Below the title is a carousel of three images showing workers in a factory setting, each wearing different types of protective gear. The text continues: 'Es ist laut und heiß. Funken fliegen, Gase und Partikel befinden sich in der Umgebungsluft. Tätigkeiten in der Stahlherzeugung und Metallverarbeitung fordern Mensch und Maschine zu 100 Prozent. Angesichts der speziellen Arbeitsbedingungen ist es umso wichtiger, die gesundheitlichen Risiken zu kennen und sich konsequent dafür zu schützen. Mit jahrzehntelanger Branchenexpertise bietet 3M™ maßgeschneiderte Persönliche Schutzausrüstungen (PSA) für verschiedenste Tätigkeitsbereiche – vom Hochofen über die Weiterverarbeitung bis zum Endprodukt, das geschweißt und geschliffen wird. PSA nach Maß Strahlungswärme und hohe Umgebungstemperaturen sowie Lärm, diffuses Licht, umherfliegende Partikel und feste sowie gasförmige Schadstoffe in der Umgebungsluft zählen zu den Herausforderungen an vielen Arbeitsplätzen in der Metallindustrie. ... bestehenden Helmträgerpflicht benötigen die Mitarbeiter eine ... die exakt auf ihren Arbeitsbereich abgestimmt ist: mit ... und Gesichtsschutz, Atem- und zum Teil auch Hitzeschutz. Die ... PSA-Unterein-anderer sorgt für mehr Sicherheit und Komfort. So ... Hitzeschutzhelme mit weiterer: PSA flexibel nutzbar: 3M Peltor™ ... wiederum schützen nicht nur vor Lärmbelastungen, sondern ...' On the right side of the page, there is a search bar and a 'News' section with a list of recent articles. At the bottom right, there is an advertisement for 'heroal' featuring a blue background and the text 'heroal 6-77 SL Hebe-Schiebesystem'.



Whitepaper

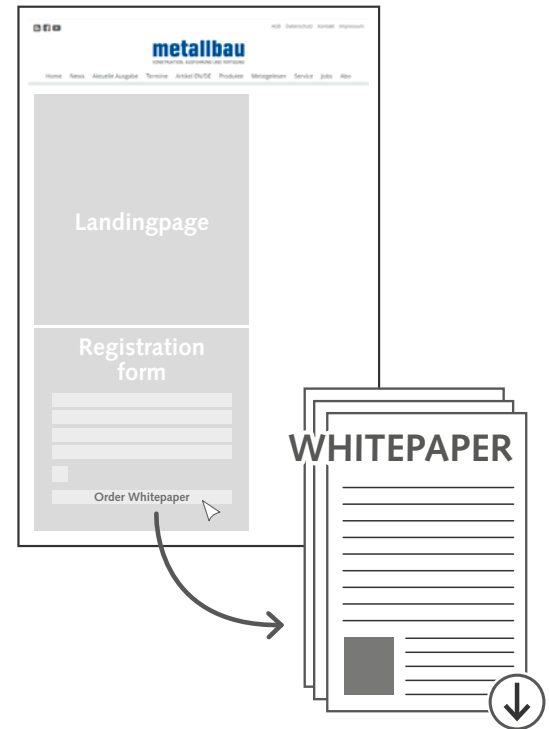
Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on www.metallbau-magazin.de. Interested users receive the white paper in exchange for their contact details.

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



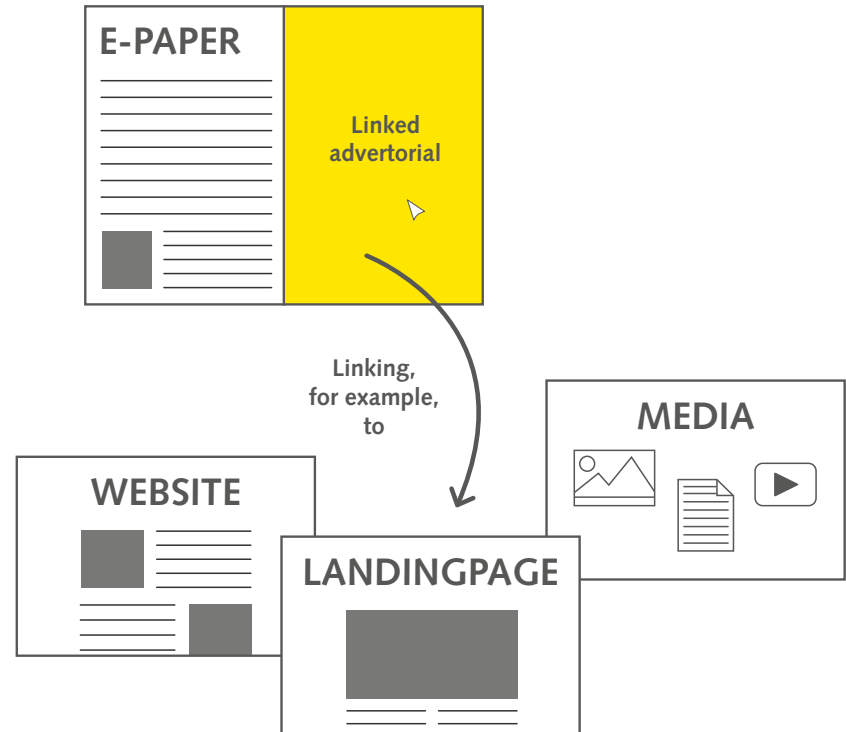
Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper (epaper.metallbau-magazin.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.

Branding-Paket Online



Halfpage ad on
www.metallbau-magazin.de



Wide skyscraper in 2
[metallbau Newsletter](#)

Duration 4 weeks
Price: 1,964.70 € plus VAT.

Produktwerbung-Paket Crossmedia



Online-advertorial on
www.metallbau-magazin.de
(for services see previous page)



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

Duration 4 weeks
Price: 6,462.00 € plus VAT.

We can put together further packages with appropriate digital and print formats upon request.



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