

MEDIA DATA 2025

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

bau || || verlag 

Brand profile 03

PRINT

Editorial schedule 05
Alphabetical theme plan 09
Circulation and distribution analysis 10
Readership structure analysis 11
Prices and formats 14
Formats and technical advice 16
Market place + professional market 17
Linking in E-Paper 18

DIGITAL

Website Traffic 20
Website Prices, formats and technical advice 21
Website Technical advice 22
Newsletter Time schedule 23
Newsletter Prices, formats and technical advice 24
Online-advertorial 25

PORTFOLIO

Communication packages 27
Lead generation 28
Video advertorial 29
Events 30
Creative 31

THE BAUVERLAG

Location and management 33
Contacts 34
Other brands 36



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.



167,510

Copies / year

copies actually distributed 16,751
thereof E-Paper: 4,997
Publication frequency 10x / Year



310,560

Page impressions website / year

Page Impressions 25,880 / Month
Visits 18,005 / Month
Unique User 10,609 / Month



22,500

Newsletter recipients / year

Recipients 1,875 / Issue
Openingrate net 33.2 %
Publication frequency 12x / Year



2,500

Follower social media

PRINT

Editorial schedule	05
Alphabetical theme plan	09
Circulation and distribution analysis	10
Readership structure analysis	11
Prices and formats	14
Formats and technical advice	16
Market place + professional market	17
Linking in E-Paper	18



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

Issue	Dates	Feature topics	Other topics	Specials/Market surveys	Trade fairs/events
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 , Nürnberg

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
1-2/2025	ES: 14.02.2025 PD: 17.01.2025 AD: 23.01.2025	mounting workstations with finesse energy efficiency in facade construction user report: welding technology	smart building challenges in the renovation market tools and resources for apprentices and students in the metal and steel construction trade	trade fair special BAU: profile systems for building envelopes, doors, windows, fittings, locking systems, power tools, sealing, fire protection, fastening, terrace and louvered roofs, awnings, venetian blinds, screens, pergolas, gates, software, glass	13.01.-17.01.2025 BAU , Munich 14.1.-16.01.2025 Perimeter Protection , Nuremberg
		special section: annual review 2024			
3/2025	ES: 17.03.2025 PD: 14.02.2025 AD: 21.02.2025	attracting and retaining employees innovative surface technology project: metal/glass construction	insurance management stock management: hardware & software commercial vehicles	trade fair special perimeter protection: sliding gates, swing gates, fences, drives, access control, bollards, barriers, security technology product-journal: CAD software	12.03.-16.03.2025 IHM , Munich 12.03.-14.03.2025 Zukunft Handwerk , Munich 25.03.-27.03.2025 Fastener Fair , Stuttgart
4/2025	ES: 07.04.2025 PD: 06.03.2025 AD: 14.03.2025	sound insulation in building envelopes service technology & after sales user report: software	drainage for balconies and terraces inhouse energy production certifications in metal and steel construction	product-journal: fittings product-journal: stair systems	31.03. - 04.04. 2025 Hannover Messe , Hannover
5/2025	ES: 07.05.2025 PD: 15.04.2025 AD: 10.04.2025	connected operational processes market potential: hall construction project: balcony construction	circular economy/waste disposal acquisition in metal/steel con- struction BIM - working method	product-journal: workwear and -safety gear product-journal: fastening technology	
6/2025	ES: 09.06.2025 PD: 16.05.2025 AD: 15.05.2025	gate construction: mechanics, electrical engineering & electronics market potential: renovation user report: grinding technology	cost management in metal construction factory planning by service providers 3D printing in steel/metal construction	product-journal: system components/ semi-finished products product-journal: fire protection	04.06.-05.06.2025 ift-Brandschutzforum , Nuremberg 03.06.2025 Brandschutz-Tagung, Ingenieur- kammer West , Düsseldorf
		special section: ÖsterreichSpezial			

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7-8/2025	ES: 18.07.2025 PD: 20.06.2025 AD: 26.06.2025	market potential: solar constructions gratings - diverse applications project: rastening technology	installation of natural smoke and heat ventilation systems corrosion protection commercial vehicles	product-journal: smart home, sun protection, shading product-journal: construction site machinery	
9/2025	ES: 05.09.2025 RS: 15.08.2025 AD: 14.08.2025	standard updating fire protection market potential: modular construction user report: robots in operation	construction site logistics vacuum glass in metal frames quality management	product-journal: security technology trade fair special: welding technology, sawing machines, plasma cutting machines, laser cutting systems, surface technology, abrasives	15.09.-19.09.2025 Schweissen & Schneiden , Essen 25.09.-28.09.2025 NUFAM , Rheinstetten"
10/2025	ES: 06.10.2025 PD: 10.09.2025 AD: 11.09.2025	locking technology with electrical & electronic systems market potential: sun protection object: staircase	innovative materials and building materials lean management in metal construction advanced training in welding technology	Produkt-Journal: Kalkulationssoftware Produkt-Journal: Stahlprofilssysteme	ift-Fenstertage, Rosenheim
special section: SchweizSpezial					
11/2025	ES: 07.11.2025 PD: 17.10.2025 AD: 15.10.2025	standards for windows & facades historic preservation renovation user report: occupational safety	environmental regulations railings/crash protection commercial vehicles	product-journal: aluminum profile systems product-journal: ERP solutions	21.10.-24.10. 2025 Blechexpo , Stuttgart 04.11.-07.11.2025 A+A , Düsseldorf
special section: sustainability					
12/2025	ES: 22.12.2025 PD: 25.11.2025 AD: 28.11.2025	burglar protection – security technology as a sales argument ventilation technology in windows & facades object: metal design	processing of stainless steel railings digital transformation professional sealing	product-journal: ventilated façade panels trade fair special: storage solutions, flame cutting machines, laser cutting systems, waterjet cutting systems, power tools, surfaces, welding technology	

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1-2/2026	ES: 16.02.2026 PD: 16.01.2026 AD: 23.01.2026	construction connections for doors and windows market potential: terrace roofs user report: project management software	automation efficient warehouse management commercial vehicles	product journal: gates, drives, controls reader test: battery-powered machine	
	special section: annual review 2025				
3/2026	ES: 10.03.2026 PD: 16.02.2026 AD: 16.02.2026	prefabrication in window manufacturing quality assurance object: sustainable building envelope	al application in metal/steel construction mechatronics plug & play transport of heavy elements	trade fair special: windows, doors, facades, smart building, smart home, sealing, sun protection, fittings, locking systems	24.03.-27.03.2026 Fensterbau Frontale , Nürnberg

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

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

Feature	Issues
balconies,terraces	4, 5, 7-8, 3/2026
connection-/separation technology	1-2, 4, 9, 10,
digitalization	1-2, 3, 4, 7-8, 9, 10, 11, 12, 1-2/2026
doors	1-2, 6, 9, 10, 11, 12, 1-2/2026, 3/2026
drives	1-2, 3, 5, 6, 9, 10, 1-2/2026, 3/2026
facades	1-2, 3, 4, 6, 10, 11, 12, 3/2026
fastening	1-2, 5, 7-8, 3/2026
fire protection	1-2, 6, 7-8, 9, 3/2026
fittings	1-2, 4, 9,10, 3/2026
gate-/fence construction	1-2, 3, 6, 1-2/2026 3/2026
glass	1-2, 3, 9, 12, 3/2026
power tools	1-2, 7-8, 9, 11, 12, 1-2/2026
railings	4, 5, 6, 7-8, 10,
stairs	4,6, 10
summer-/winter gardens	1-2, 4, 12, 3/2026
sun protection	1-2, 7-8, 10, 3/2026
sustainability, renovation	1-2, 5, 11, 1-2/2026, 3/2026
terrace systems	1-2, 4, 11
windows	1-2, 3, 7-8,10, 11, 12, 1-2/2026, 3/2026
work protection/clothing	1-2, 5, 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
(1. Juli 2023 bis 30. Juni 2024)

Copies actually distributed:	16,751	thereof abroad:	1,767
- thereof E-Paper:	4,997	thereof abroad:	615
Copies sold:	744	thereof abroad:	87
Subscriptions:	738	thereof abroad:	87
Other sales:	4		
Single copy sales:	2		
Free copies:	16,007	thereof abroad:	1,680
Archive and specimen:	296		

Geographic distribution analysis:

Business regions	Copies actually distributed	
	% *	Copies
Domestic	89.5	14,984
Abroad	10.5	1,767
Copies actually distributed (tvA)	100.0	16,751

* 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 16,751 = 100.0 %
 3. Sample: total survey
 4. Target person of the study: not applicable
 5. Period of study: August 2024
 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%	387
Hamburg	1.0%	161
Niedersachsen	7.9%	1,315
Bremen	0.5%	81
Nielsen-Area II		
Nordrhein-Westfalen	21.3%	3,567
Nielsen-Area IIIa		
Hessen	6.7%	1,130
Rheinland-Pfalz	5.3%	884
Saarland	1.3%	220
Nielsen-Area IIIb		
Baden-Württemberg	12.3%	2,061
Nielsen-Area IV		
Bayern	13.3%	2,231
Nielsen-Area V		
Berlin	1.8%	306
Nielsen-Area VI		
Mecklenburg-Vorpommern	1.7%	290
Brandenburg	3.5%	581
Sachsen-Anhalt	2.6%	429
Nielsen-Area VII		
Thüringen	2.7%	459
Sachsen	5.3%	882
Copies truly distributed in domestic area	89.5	14,984

* The percentages have been rounded to one decimal place.

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)

<p>2/1 Page</p>  <p>Bleed format: 420 x 297 mm</p> <p>Price (b/w to 4c) 13,990.00 €</p>	<p>1/1 Page</p>  <p>Bleed format: 210 x 297 mm</p> <p>Price (b/w to 4c) 7,460.00 €</p>	<p>Juniorage</p>  <p>Bleed format: 148 x 210 mm</p> <p>Price (b/w to 4c) 4,250.00 €</p>	<p>1/2 Page, horiz.</p>  <p>Bleed format: 210 x 145 mm</p> <p>Price (b/w to 4c) 4,130.00 €</p>	<p>1/2 Page, vertical</p>  <p>Bleed format: 100 x 297 mm</p> <p>Price (b/w to 4c) 4,130.00 €</p>																
<p>1/3 Page, vertical</p>  <p>Bleed format: 70 x 297 mm</p> <p>Price (b/w to 4c) 2,900.00 €</p>	<p>1/3 Page, horiz.</p>  <p>Bleed format: 210 x 100 mm</p> <p>Price (b/w to 4c) 2,900.00 €</p>	<p>1/4 Page, vertical</p>  <p>Bleed format: 52 x 297 mm</p> <p>Price (b/w to 4c) 2,300.00 €</p>	<p>1/4 Page, horiz.</p>  <p>Bleed format: 210 x 74 mm</p> <p>Price (b/w to 4c) 2,300.00 €</p>	<p>1/4 Page, Col.</p>  <p>Bleed format: 100 x 145 mm</p> <p>Price (b/w to 4c) 2,300.00 €</p>																
<p>1/8 Page, vertical</p>  <p>Bleed format: 52 x 145 mm</p> <p>Price (b/w to 4c) 1,310.00 €</p>	<p>1/8 Page, horiz.</p>  <p>Bleed format: 210 x 50 mm</p> <p>Price (b/w to 4c) 1,310.00 €</p>	<p>1/8 Page, Col.</p>  <p>Bleed format: 100 x 74 mm</p> <p>Price (b/w to 4c) 1,310.00 €</p>	<table border="1"> <thead> <tr> <th>Format</th> <th>farbig</th> </tr> </thead> <tbody> <tr> <td>Advertorial 1/1 Page*</td> <td>7,460.00 €</td> </tr> <tr> <td>Advertorial 1/2 Page**</td> <td>4,130.00 €</td> </tr> <tr> <td>Cover page</td> <td>19,370.00 €</td> </tr> <tr> <td>Cover story Grundprice</td> <td>11,290.00 €</td> </tr> <tr> <td>Cover story Fair price</td> <td>24,213.00 €</td> </tr> <tr> <td colspan="2">Issue 1-2, 3, 9, 3/26</td> </tr> <tr> <td colspan="2">BAU, Perimeter Protection, Schweissen & Schneiden, Fensterbau Frontale</td> </tr> </tbody> </table>		Format	farbig	Advertorial 1/1 Page*	7,460.00 €	Advertorial 1/2 Page**	4,130.00 €	Cover page	19,370.00 €	Cover story Grundprice	11,290.00 €	Cover story Fair price	24,213.00 €	Issue 1-2, 3, 9, 3/26		BAU, Perimeter Protection, Schweissen & Schneiden, Fensterbau Frontale	
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* 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	650.00 €
	Right-hand 1/4 Page next to editorial	240.00 €
	Right-hand page next to contents	270.00 €
	Other prescribed positions:	20 %
Special colour:	Each color	1,190.00 €

Discounts: Published within 12 months 12 Monthen
(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.

Classified ads:	(not discountable)	
Job offers b/w	per height mm (1 column, 40 mm wide)	6.40 €
Job offers colour	per height mm (1 column, 40 mm wide)	11.50 €
Situation wanted	per height mm (1 column, 40 mm wide)	3.60 €
Surcharge for job ads in text section		20%
Opportunity ad, Purchase/sale b/w	per height mm (1column, 40 mm wide)	6.40 €

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

Special ad types:

Bound inserts

2-pages	7,200.00 €
4-pages	10,770.00 €
(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)	350.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	400.00 €

For partial occupancy: selection costs per selection 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:

westermann druck GmbH
Georg-Westermann-Allee 66
Gate 1 / Name order supervisor
38104 Braunschweig, Germany

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.

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

Print space: 185 mm wide x 275 mm high
4 Columns à 43 mm

Printing and binding methods: Offset printing, adhesive binding

Data transmission: - transfer via FTP: on 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

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

AnzeigenPrices and formats, Rubrik Marktplatz (Pricee in €):

Format	Breite x Höhe mm	farbig
2/1 Page	203 x 268 je Page	10,260.00 €
1/1 Page	176 x 254	5,390.00 €
3/4 Page	176 x 192	4,350.00 €
2/3 Page	horiz 176 x 166	3,850.00 €
1/2 Page	horiz 176 x 130	3,000.00 €
	vertical 86 x 254	
1/3 Page	horiz 176 x 82	2,060.00 €
	vertical 55 x 254	
1/4 Page	horiz 176 x 60	1,620.00 €
	2-columns 86 x 130	
	vertical 40 x 254	
1/8 Page	horiz 176 x 28	920.00 €
	2-columns 86 x 60	
	vertical 40 x 130	
1/16 Page	2-columns 86 x 28	600.00 €
	1-columns 40 x 60	
1/32 Page	1-columns 40 x 30	390.00 €

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 3 times 220.00 each €

– for 6 times 210.00 each €

– for 10 times 180.00 each €

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

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 3 times 460.00 each €

– for 6 times 420.00 each €

– for 10 times 350.00 each €

fixed ad size: 86 mm width x 60 mm height

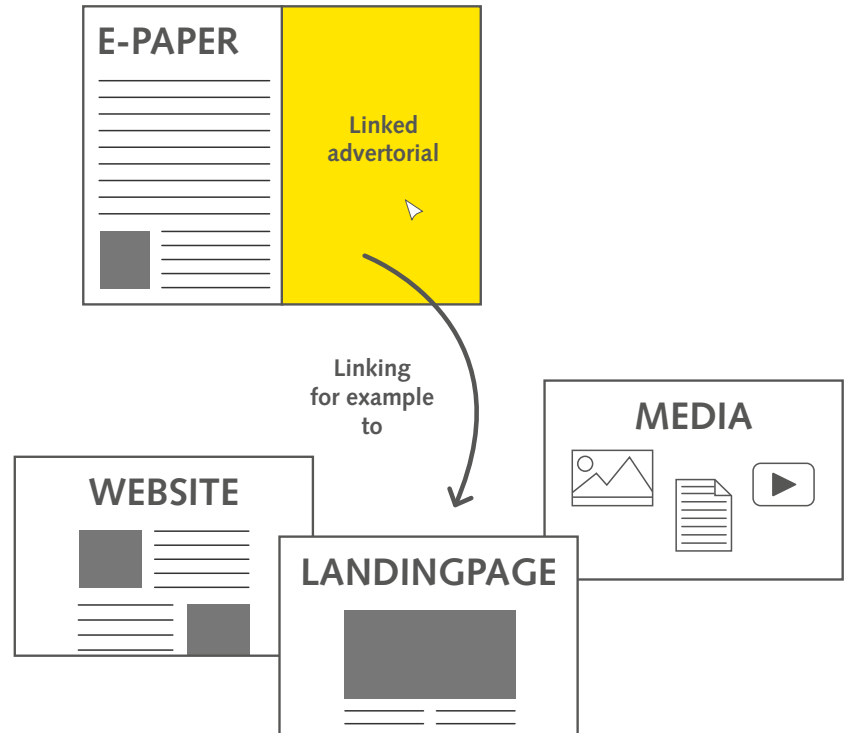
Linking in E-Paper

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 €

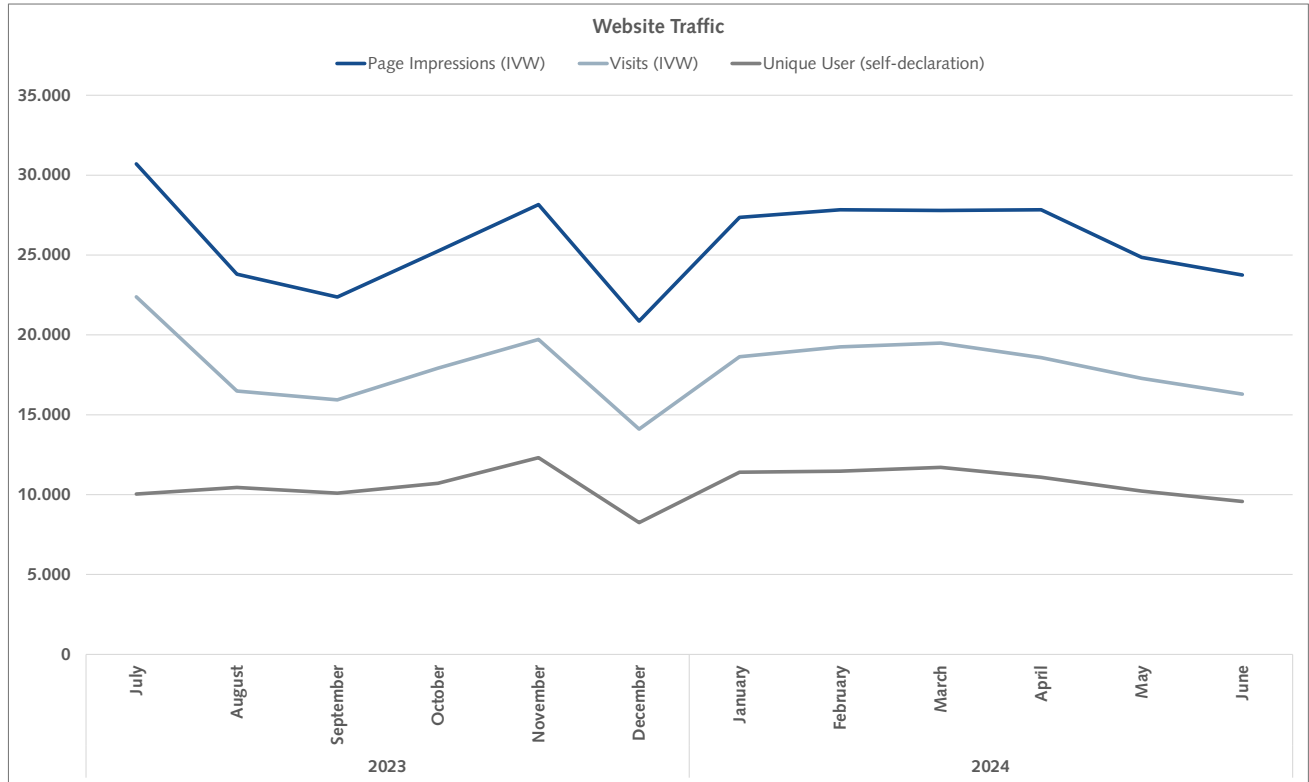


DIGITAL

Website Traffic	20
Website Prices, formats and technical advice	21
Website Technical advice	22
Newsletter Time schedule	23
Newsletter Prices, formats and technical advice	24
Online advertorial	25



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)	770.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	966.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	1,358.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,162.00 € 1,260.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	1,162.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,358.00 € 1,456.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	1,554.00 € 1,652.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	1,932.00 €
Wallpaper	Above and next to the content	728 x 90 und 120 x 600	Content	300 x 250	1,736.00 €
Expandable wallpaper	Above and next to the content	728 x 90 und 120 x 600 (300 x 600)	Content	300 x 600	1,932.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	1,456.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	9,954.00 € (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:

Zusatzoptionen

Wallpaper: farbiger, klickbarer Hintergrund

30% Aufschlag

Informationen zu weiteren Online-SonderForm of advertisingen erhalten Sie gerne von uns.

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 BAU	07.01.2025	17.12.2024
2/2025 Annual review	03.02.2025	23.01.2025
3/2025	12.03.2025	03.03.2025
4/2025	03.04.2025	25.03.2025
5/2025	05.05.2025	23.04.2025
6/2025	05.06.2025	26.05.2025
7/2025	15.07.2025	04.07.2025
8/2025	18.08.2025	07.08.2025
9/2025	04.09.2025	26.08.2025
10/2025	02.10.2025	23.09.2025
11/2025	04.11.2025	24.10.2025
12/2025	18.12.2025	09.12.2025



Recipients: The [metallbau newsletter](#) reaches entrepreneurs and decision decision-makers in the metal industry with a focus on design, execution and production.

Circulation: 1,875 Recipients
Openingrate net: 33.2%
(source: 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:
710.00 €

Text ad



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

Placement:
content

Price:
590.00 €

Medium rectangle

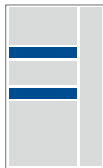


Format:
300 x 250 px

Placement:
content

Price:
710.00 €

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
470.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the content

Price:
590.00 €

Wide skyscraper



Format:
160 x 600 px

Placement:
next to the content

Price:
710.00 €

Newsletter takeover



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

Placement:
content, exklusiv

Price:
4,370.00 €

Job offer



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

Placement:
content

Price:
590.00 €

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.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
- advertised Facebook and Instagram post via the two social media channels of [metallbau](#) with link to the online article

Price: 3,052.00 € plus VAT.
(Price for 28 days / 4 weeks)



The screenshot shows the metallbau website interface. At the top, there are navigation links for Home, News, Aktuelle Ausgabe, Termine, Artikel/EN/OC, Produkte, Meistgelesen, Service, Jobs, and Abo. The main content area features an article titled "Rundum gut geschützt bei der Metallverarbeitung" with a sub-headline "Darauf kommt es bei der Auswahl der Persönlichen Schutzausrüstung an". Below the title is a carousel of three images showing workers in industrial settings wearing safety gear. The article text discusses the importance of personal protective equipment (PSA) in metal processing, mentioning risks like noise, heat, and dust. A sidebar on the right contains a search bar and a "News" section with a list of recent articles. At the bottom right, there is a "heroal" advertisement for a lifting system.

PORTFOLIO

Communication packages	27
Lead generation	28
Video advertorial	29
Events	30
Creative	31



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.metallbau-magazin.de



Wide skyscraper in metallbau Newsletter

Duration 4 weeks

Price: 2,037.60 € plus VAT.

Crossmedia product advertising package



Online advertorial on www.metallbau-magazin.de



1/2 Page advertorial or advert in the print edition of metallbau

Duration 4 weeks

Price: 6,463.80 € plus VAT.

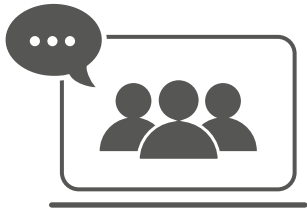
We will be happy to put together further packages with suitable digital and print formats for you on request.

Gain valuable leads with the strong media brand metallbau!

Webinar

Choose an interesting topic, create an exciting Presentation and have the webinar moderated by our expert **metallbau** 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, well-founded information on a topic of interest to the target group in a useful white paper on **metallbau-magazin.de**. Interested high-value 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



Erdal Top
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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THE BAUVERLAG

Location and management	33
Contacts	34
Other brands	36



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!



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

