MEDIA DATA 2026

Target groups
- Managing directors and operations managers in globally active recycling companies

recovery
Recycling Technology Worldwide

recovery-worldwide.com

bauverlag

BIR Member

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recovery – Recycling Technology Worldwide

recovery – Recycling Technology Worldwide informs the global recycling industry, supported by the recovery website and the newsletter, which is published 10 times a year, on all topics relating to the recycling of recyclable materials. The focus is on the recycling of electronic and metal scrap, glass processing and the processing of wood, plastic, household and all types of industrial waste. The focus here is primarily on the technical process flow. recovery is the international specialist brand that places the strongest focus on technology and therefore on your products. Use these optimal environments for your editorial content and your advertising messages. **recovery** offers you communication solutions on all media channels such as print, digital (**www.recovery-worldwide.com**) and social media - Facebook and LinkedIn.

23,094
Copies / Year

Copies actually distributed	3,849
thereof E-Paper:	1,455
Publication frequency	6x / Year

86,292
Page impressions website / Year

Page impressions	7,191 / Month
Visits	4,944 / Month
Unique user	5,061 / Month

20,490
Newsletter recipients / Year

Recipients	2,049 / Issue
Opening rate net	16.9%
Publication frequency	10x / Year

PRINT

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Issue	Dates	Specials	Materials	Machines and Equipment	Trade fairs/events
6/2025	**Publication date:** 11.12.2025 **Editorial deadline:** 26.09.2025 **Advertising deadline:** 13.11.2025	• WEEE Recycling	• Wood & paper • Bio waste & composting plants • WEEE • Electronic waste recycling	• Composting plants • Sorting plants	January 2026 **IERC**, Salzburg/A

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

Issue	Dates	Specials	Materials	Machines and Equipment	Trade fairs/events
1/2026	**Publication date:** 13.03.2026 **Advertising deadline:** 13.02.2026	RECYCLING-TECHNIK	• Scrap metal • Plastics recycling • Domestic and municipal waste	• Scrap presses • Shredders	18.-19.03. **RECYCLING-TECHNIK**, Dortmund/G
2/2026	**Publication date:** 24.04.2026 **Advertising deadline:** 25.03.2026	Special IFAT			04.-07.05. **IFAT**, Munich/G 31.05.-03.06. **BIR**, tbd
3/2026	**Publication date:** 24.06.2026 **Advertising deadline:** 26.05.2026	Special Filtech Trends in recycling	• Bio waste • Industrial waste • Textile waste	• Turners • Composting plants • Filter systems	30.06.-02.07. **Filtech**, Cologne/G
4/2026	**Publication date:** 08.09.2026 **Advertising deadline:** 11.08.2026	Battery recycling	• Waste batteries • Waste electronics • Wood & paper	• Sorting plants • Shredder • Screening technology • Bale presses	**ICBR,** Berlin/G , tbd
5/2026	**Publication date:** 19.10.2026 **Advertising deadline:** 21.09.2026	Special Ecomondo	• Glass waste • Plastics waste • Metal waste	• Granulators • Scrap presses • Sorting plants	26.-28.10 **BIR**, tbd 04.-07.11. **Ecomondo**, Rimini/I
6/2026	**Publication date:** 18.12.2026 **Advertising deadline:** 20.11.2026	WEEE Recycling	• Waste electronics • Industrial waste • Waste tires	• Shredder • Handling machines • Conveyor systems	January 2027 **IERC**, tbd

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

Issue	Dates	Specials	Materials	Machines and Equipment	Trade fairs/events
1/2027	**Publication date:** 16.02.2027 **Advertising deadline:** 19.01.2027	BKM	• Metal waste • Domestic & municipal waste • Automobile recycling	• Scrap presses • Shredder	
2/2027	**Publication date:** 14.04.2027 **Advertising deadline:** 12.02.2027	BIR World Recycling Convention	• Glas recycling • Metal recycling • Plastic recycling	• Crushers • Sorting plants	

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.

Circulation audit:

Circulation analysis: Copies per issue
(1. July 2024 to 30. June 2025)

Copies actually distributed (tvA):	3,849	thereof abroad:	2,531
- thereof E-Paper:	1,455	thereof abroad:	857
Copies sold:	123	thereof abroad:	11
Subscriptions:	123	thereof abroad:	11
Other sales:	0		
Single copy sales:	0		
Free copies:	3,726		
Archive and specimen:	30		

Geographic distribution analysis:

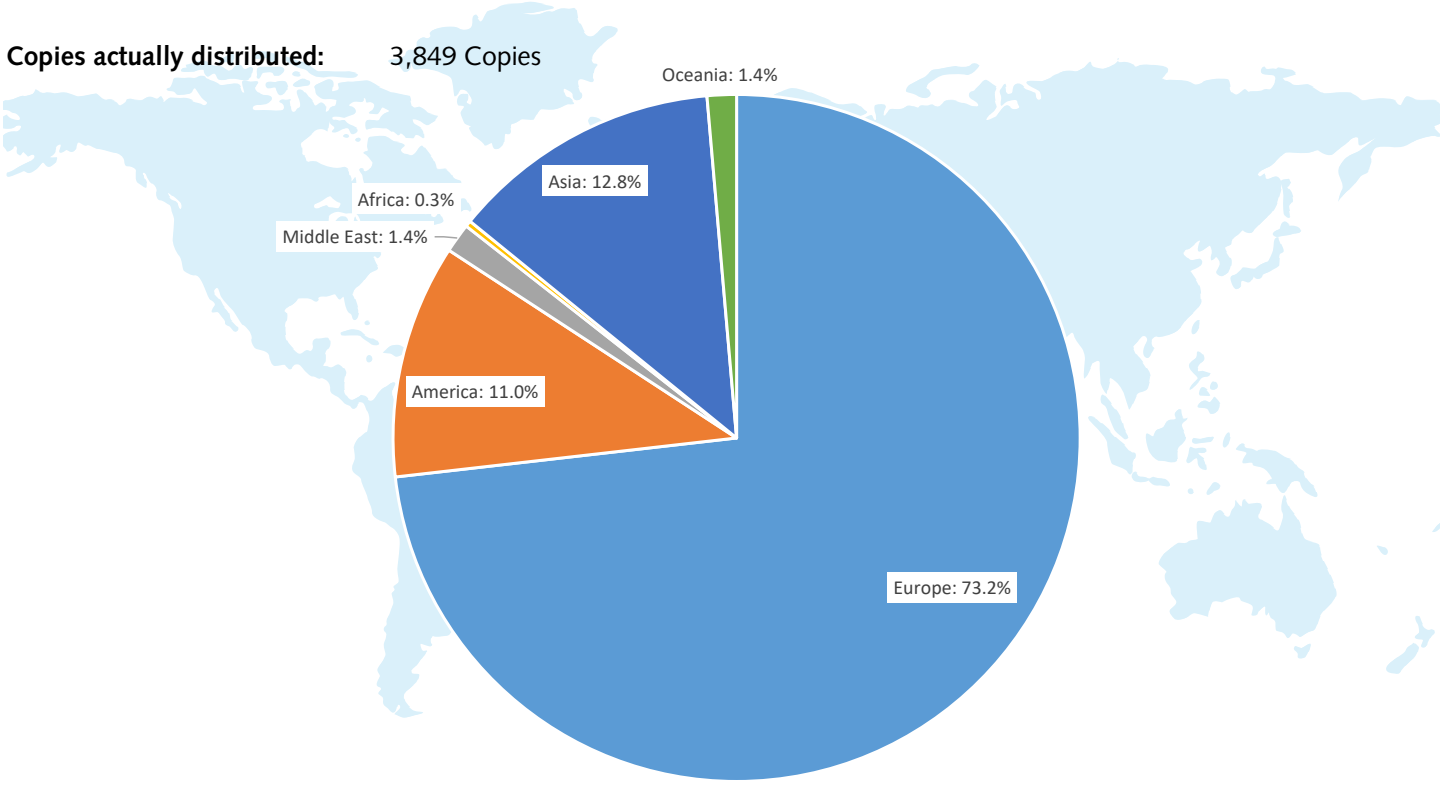
	Copies actually distributed	
Business regions	% *	Copies
Domestic	34.2	1,318
Abroad	65.8	2,531
Copies actually distributed	**100.0**	**3,849**

*The percentages have been rounded to one decimal place.

Summary of the survey method:
1. Method: Dissemination analysis by file evaluation - total survey
2. Basic population: actual circulation 3,849 = 100%
3. Sample: total survey
4. Target person of the study: not applicable
5. Period of study: August 2025
6. Execution of the study: Bauverlag BV GmbH
Details on the survey method are available from the publishing company.

International distribution

Copies actually distributed: 3,849 Copies



Sectors/branches

Readership structure	Copies actually distributed	
	%	Copies
Waste management and recycling companies/Recycling plants	92.3	3,552
Plant and machine engineering	5.1	197
Environment authorities	2.6	100
	100.0	**3,849**

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)
7,230.00 €

1/1 Page

Bleed format:
210 x 297 mm

Price (b/w to 4c)
4,030.00 €

Juniorpage

Bleed format:
148 x 210 mm

Price (b/w to 4c)
2,900.00 €

1/2 Page, horiz.

Bleed format:
210 x 145 mm

Price (b/w to 4c)
2,780.00 €

1/2 Page, vertical

Bleed format:
100 x 297 mm

Price (b/w to 4c)
2,780.00 €

1/3 Page, vertical

Bleed format:
70 x 297 mm

Price (b/w to 4c)
2,130.00 €

1/3 Page, horiz.

Bleed format:
210 x 100 mm

Price (b/w to 4c)
2,130.00 €

1/4 Page, vertical

Bleed format:
52 x 297 mm

Price (b/w to 4c)
1,810.00 €

1/4 Page, horiz.

Bleed format:
210 x 74 mm

Price (b/w to 4c)
1,810.00 €

1/4 Page, corner field

Bleed format:
100 x 145 mm

Price (b/w to 4c)
1,810.00 €

1/8 Page, vertical

Bleed format:
52 x 145 mm

Price (b/w to 4c)
1,550.00 €

1/8 Page, horiz.

Bleed format:
210 x 50 mm

Price (b/w to 4c)
1,550.00 €

1/8 Page, corner field

Bleed format:
100 x 74 mm

Price (b/w to 4c)
1,550.00 €

Format	colour
Advertorial 1/1 Page*	4,030.00 €
Advertorial 1/2 Page**	2,780.00 €
Cover story	8,800.00 €
Fair price Issue 2, IFAT	11,000.00 €
Image of the month	4,500.00 €

* Price surcharge for design by the publisher 500.00 €; ** Price surcharge for design by the publisher 250.00 €
All prices plus 19% VAT. Agency commission 15%. You can find the terms and conditions at: https://bauverlag.de/en/terms

Placement:

Cover pages (Inside front cover, inside back cover and back cover) 4,560.00 €

Discounts:

Published within 12 months
(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, 45 mm wide)	6.60 €
Job offers colorized	per height mm (1 column, 45 mm wide)	11.90 €
Job applications b/w	per height mm (1 column, 45 mm wide)	3.80 €
Opportunity ad, Purchase/sale b/w	per height mm (1 column, 45 mm wide)	6.60 €

From a print value of 1,290.00 €, your job posting will be displayed online at www.recovery-worldwide.com for 4 weeks for free.

Special ad types:

Bound inserts (sample - front page/back page required)
2-pages 2,670.00 €
4-pages 4,180.00 €
(others on request)

Discounts as per scale of discount: 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: 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 strength (higher weights and strength es on request)	850.00 €
Print insert till 25 g and 2 mm strength (higher weights and strength es on request)	950.00 €

For partial occupancy: selection costs per selection 170.00 €

Glued ad media	**Price ‰**
Postcard	100.00 €
Product samples, other tip-ons	on request

Technical costs are not eligible for commission and are not discountable

Required delivery quantity: According to order confirmation
Delivery address: Strube Druck & Medien GmbH
z. Hd. Klaus Anthes
Stimmerswiesen 3
34587 Felsberg
Delivery memo: For recovery 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: 210 mm wide x 297 mm high;
(untrimmed: 216 mm wide x 303 mm high)

Print space: 188 mm wide x 280 mm high
4 Columns à 45 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:
Birgit Grewe, Phone: +49 5241 2151-5151

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
Deutsche Bank Berlin
IBAN: DE45 1007 0000 0069 4653 00
BIC: DEUTDEBBXXX

What does the recovery Cover story offer you?

Each **recovery** cover story package always consists of the exclusive design of the cover page and a full-page advertisement in the magazine. In addition you can choose from one of three attractive additional components:
- an exclusive **report** on a special and interesting recycling plant or
- an exclusive **video shoot** or
- a detailed **online-advertorial**.

Further services round off the packages and make them an effective and comprehensive communication solution.

Cover story packages

Use the **recovery** cover story for your exclusive presence in a **recovery** issue!

Package 1

- Cover page
- 1/1 page color ad
- Exclusive **project report**
- Medium rectangle for 8 weeks on **www.recovery-worldwide.com** with link to the report
- Web-optimized PDF of your article (incl. cover page)
- PDF file of the cover story issue for your own use
- Online PLUS

Package 2

- Cover page
- 1/1 page color ad
- Exclusive **video shoot** by Bauverlag* (video length approx. 2-3 min) - (company portrait/ product presentation/ trade fair)
- Publication on the social media channels of recovery
- Medium rectangle for 4 weeks on **www.recovery-worldwide.com** with link to the video

*Should the video shoot take place outside Germany plus possible travel expenses (travel/hotel)

Package 3

- Cover page
- 1/1 page color ad
- **Online-advertorial** for 4 weeks
- Advertising teaser with link to the online-advertorial:
  - Website: Medium Rectangle
  - Newsletter: Text ad
  - Sponsored Post Facebook

Price: 8,800.00 €
Price in the trade fair edition: 11,000.00 €
plus. 19% VAT

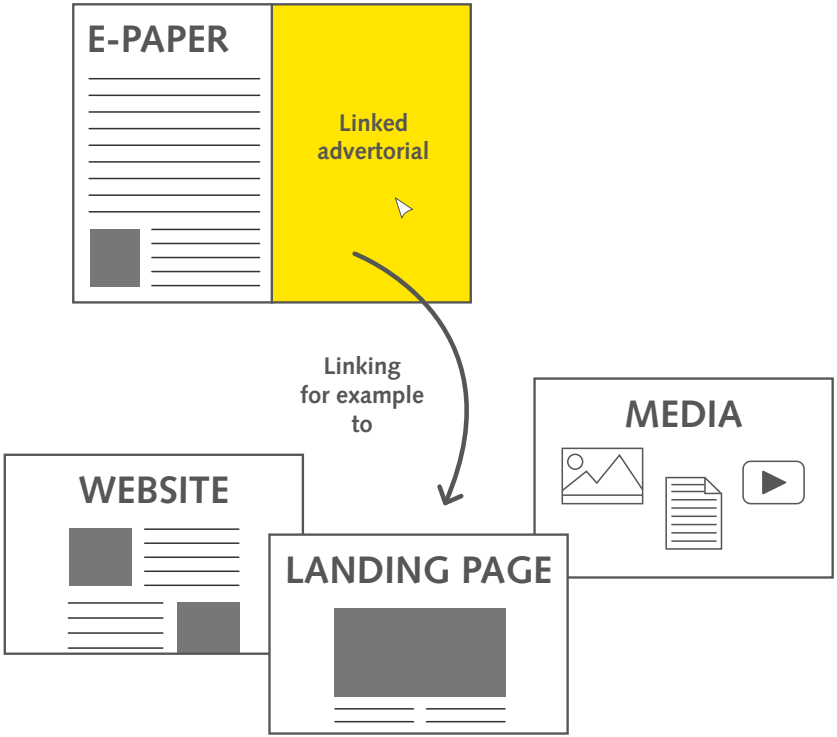
Links in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper (epaper.recovery-worldwide.com).

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: 300.00 €



All prices plus 19% VAT. Agency commission 15%. You can find the terms and conditions at: https://bauverlag.de/en/terms

DIGITAL

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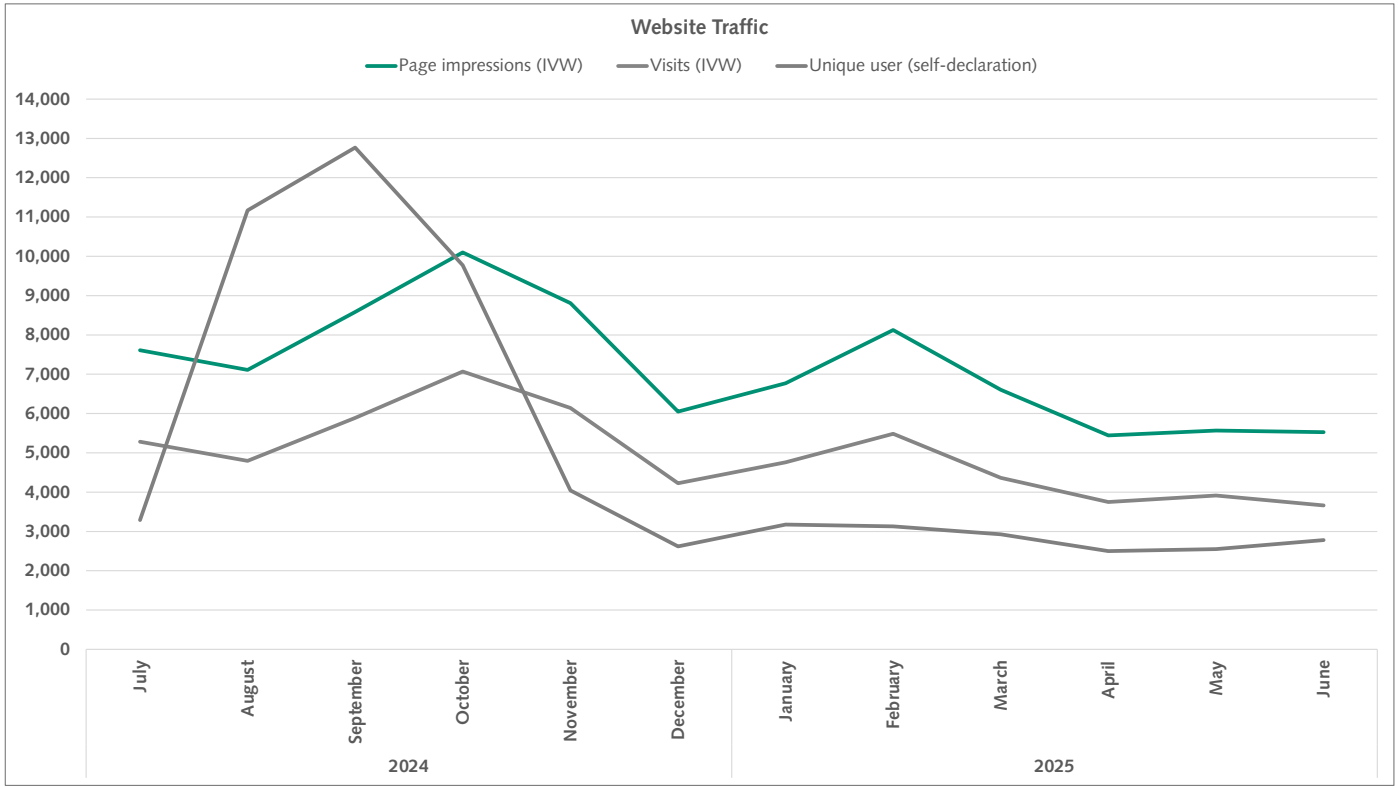
Traffic audit:



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

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

Form of advertising	**Placement** Desktop and tablet	**Size in pixel (W x H)** Desktop and tablet	**Placement** Mobile	**Size in pixel (W x H)** Mobile	**Price for 28 days /** 4 Weeks
Fullsize banner	Content	468 x 60	Content	300 x 50 (6:1)	**266.00 €**
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	**336.00 €**
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	**462.00 €**
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	**406.00 €** **434.00 € (sticky)**
Ad Bundle	Alternating depending on availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	**406.00 €**
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	**462.00 €** **504.00 € (sticky)**
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	**532.00 €** **560.00 € (sticky)**
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	**672.00 €**
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	**616.00 €**
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	**672.00 €**
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	**504.00 €**
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	**8,904.00 €** **(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

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

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 advertising
– Motif name
– Contact person for inquiries

Issues	Publishing date	Booking deadline	Topics
1/2026	03.02.2026	23.01.2026	Waste electronics
2/2026	10.03.2026	27.02.2026	RECYCLING-TECHNIK
3/2026	27.04.2026	16.04.2026	Special IFAT
4/2026	20.05.2026	08.05.2026	Special BIR
5/2026	23.06.2026	12.06.2026	Special Filltech
6/2026	10.07.2026	01.07.2026	Plastic recycling
7/2026	11.08.2026	31.07.2026	Metal recycling
8/2026	01.09.2026	21.08.2026	Special battery recycling
9/2026	27.10.2026	16.10.2026	Special Ecomondo
10/2026	24.11.2026	13.11.2026	Automobile recycling

Recipients:
Management and operations
in recycling plants worldwide

Circulation:
2,049 Recipients
Opening rate net: 16.9%
(Source: Inxmail, average per month July 2024 to June 2025)

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

For detailed information please see our spec sheet:
www.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

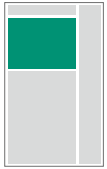
Delivery date: 7 working days prior to beginning of the campaign. These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign. Otherwise, we can bear no costs for delays caused by late delivery to us.

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:
730.00 €

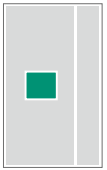
Text ad

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

Placement:
content

Price:
610.00 €

Medium rectangle

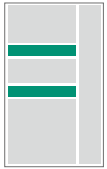


Format:
300 x 250 px

Placement:
content

Price:
730.00 €

Fullsize banner

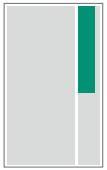


Format:
468 x 60 px

Placement:
content

Price:
490.00 €

Skyscraper

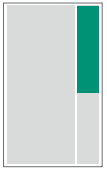


Format:
120 x 600 px

Placement:
next to the
content

Price:
610.00 €

Wide skyscraper



Format:
160 x 600 px

Placement:
next to
the content

Price:
730.00 €

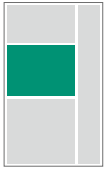
Newsletter takeover

- 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%

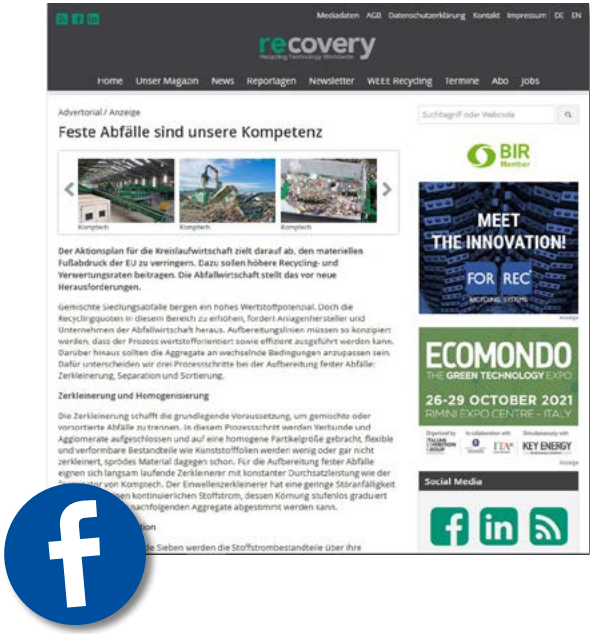
All prices plus 19% VAT. Agency commission 15%. You can find the terms and conditions at: https://bauverlag.de/en/terms

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:

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

- Permanent online contribution on **www.recovery-worldwide.com** (can still be found via search after the 4 weeks)
- Editorial teaser on the start page with link to the online article (subject to availability)
- Medium rectangle with placement on the complete website as teaser with link to the online article
- 1 Text ad in the **recovery newsletter** with link to the online article
- Promoted Facebook post via the Facebook fan page of **recovery** with link to the online article
- Please deliver the online post in German and English



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

All prices plus 19% VAT. Agency commission 15%. You can find the terms and conditions at: https://bauverlag.de/en/terms

PORTFOLIO

Communication packages	25
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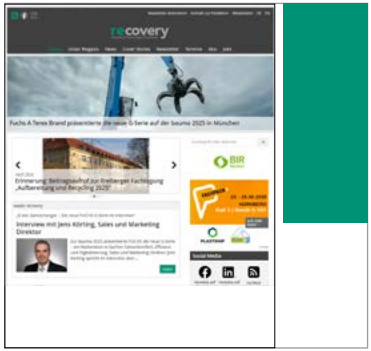
Our communication package combine an appropriate set of advertising channels based upon your communication goals to ensure that you reach your entire target group.

Online branding package



Halfpage ad on
recovery-worldwide.com

Wide skyscraper in
recovery Newsletter

Duration 4 weeks
Price: 1,135.80 € plus VAT.

Crossmedia product advertising package

Online-advertorial on
recovery-worldwide.com

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

Duration 4 weeks
Price: 4,921.20 € plus VAT.

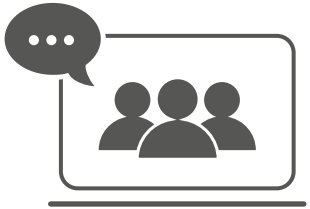
We will be happy to put together further packages with suitable digital and print formats for you on request.

Gain valuable leads with the strong media brand recovery!

Webinar

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

Price: 6,690.00 €*



Whitepaper

Publish your neutral, well-founded information on a topic of interest to the target group in a useful white paper on **recovery-worldwide.com**. Interested users order the white paper and receive the contact details afterwards.

Price: on request

Ask for our detailed information flyer!

*Price plus 19% VAT, no AE/discounts.
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.

bauverlag
Digital Services

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

bauverlag 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!

You can find our current events at bauverlag-events.de

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

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Bauwelt 8.2025
Herzkammer der Stadt

BS
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SPEZIAL
DIGITALISIERUNG IM BAUWESEN

dach+holzbau

DBZ
Beton

FACILITY
MANAGEMENT

FLÜSSIGGAS

IKZ
Alle reden drüber, keiner hört davon.

KKA
Kälte Klima Aktuell
2/2025

KÜCHENPLANER

metallbau 4.25
Auf dem Uhrzeiger tarewärts

recovery
THE NEW GENERATION

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Bakterien im Health Care-Bereich
Feldtests für neue Wärmepumpen
Frische Luft im Krankenhaus

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