

MEDIA DATA 2025

Target groups

- Managing directors and Operations managers in globally active recycling companies



recovery
Recycling Technology Worldwide

recovery-worldwide.com

bau  verlag



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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 6 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.



22,632
Copies / Year

Copies actually distributed 3,772
Thereof E-Paper: 1,315
Publication frequency 6x / Year



89,436
Page impressions website / Year

Page Impressions 7,453 / Month
Visits 5,107 / Month
Unique User 3,145 / Month



12,306
Newsletter recipients / Year

Recipients 2,051 / Issue
Openingrate net 17.7%
Publication frequency 6x / Year

PRINT

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Issue	Dates	Specials	Materials	Machines and Equipment	Trade fairs/events
6/2024	Publication date: 09.12.2024 Editorial deadline: 09.10.2024 Advertising deadline: 11.11.2024	<ul style="list-style-type: none"> • WEEE Recycling 	<ul style="list-style-type: none"> • Wood & Paper • Sewage sludge • WEEE • Industrial waste 	<ul style="list-style-type: none"> • Sorting plants • Bale presses 	January 2025 IERC, Salzburg/Austria

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

Issue	Dates	Specials	Materials	Machines and Equipment	Trade fairs/events
1/2025	Publication date: 24.02.2025 Editorial deadline: 18.12.2024 Advertising deadline: 27.01.2025	<ul style="list-style-type: none"> • BKM 	<ul style="list-style-type: none"> • Scrap metal • Domestic and municipal waste • Automobile recycling 	<ul style="list-style-type: none"> • Scrap presses • Shredders 	02.-03.04., BKM , Berlin/G
2/2025	Publication date: 24.04.2025 Editorial deadline: 24.02.2025 Advertising deadline: 25.03.2025	<ul style="list-style-type: none"> • BIR World Recycling Convention 	<ul style="list-style-type: none"> • Glass recycling • metal recycling • Plastics recycling 	<ul style="list-style-type: none"> • Crushers • Sorting systems 	05.-08.05., Waste Expo , Las Vegas/USA 12.-15.05., ISRI , San Diego/USA 25.-28.05., BIR Convention , tbd
3/2025	Publication date: 18.06.2025 Editorial deadline: 25.04.2025 Advertising deadline: 19.05.2025	<ul style="list-style-type: none"> • Trends in recycling 	<ul style="list-style-type: none"> • Tires • Plastics • Household & municipal waste 	<ul style="list-style-type: none"> • Granulators • Shredders 	
4/2025	Publication date: 04.08.2025 Editorial deadline: 04.06.2025 Advertising deadline: 07.07.2025	<ul style="list-style-type: none"> • Recycling technology Special ICBR, Valencia/E 	<ul style="list-style-type: none"> • Battery recycling • Glass recycling • Metal recycling 	<ul style="list-style-type: none"> • Chippers • Turners 	10.-12.09., ICBR International Congress for Battery Recycling , Basel/CH 11.-12.09., RWM Valencia/E
5/2025	Publication date: 25.09.2025 Editorial deadline: 25.07.2025 Advertising deadline: 28.08.2025	<ul style="list-style-type: none"> • Ecomondo 	<ul style="list-style-type: none"> • Composting • Plastic recycling & secondary fuels 	<ul style="list-style-type: none"> • Presses • Bale presses • Screening technology • Shredders 	07.-10.10., Polluctec , Lyon/F 08.-15.10., K-Messe , Düsseldorf/G 09.-11.10., RecyclingAktiv , Karlsruhe/G 26.-28.10., BIR Convention , tbd 2025 Ecomondo , Rimini/I
6/2025	Publication date: 27.11.2025 Editorial deadline: 26.09.2025 Advertising deadline: 30.10.2025	<ul style="list-style-type: none"> • WEEE Recycling 	<ul style="list-style-type: none"> • Wood & paper • Bio waste & composting plants • WEEE • Electronic waste recycling 	<ul style="list-style-type: none"> • Composting plants • Sorting plants 	Januar 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: 16.02.2026 Editorial deadline: 15.12.2025 Advertising deadline: 19.01.2026	New developments in the recycling industry	<ul style="list-style-type: none"> • Scrap metal • Domestic and municipal waste • Automobile recycling 	<ul style="list-style-type: none"> • Scrap presses • Shredders 	
2/2026	Publication date: 14.04.2026 Editorial deadline: 13.02.2026 Advertising deadline: 17.03.2026	IFAT-Issue			04.-08.05.2026, IFAT, Munich/G

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



Circulation audit:

Circulation analysis: Copies per issue
(1. July 2023 to 30. June 2024)

Copies actually distributed (tvA):	3,772	thereof abroad:	1,494
- thereof E-Paper:	1,315	thereof abroad:	727
Copies sold:	126	thereof abroad:	11
Subscriptions:	126	thereof abroad:	11
Other sales:	0		
Single copy sales:	0		
Free copies:	3,647	thereof abroad:	1,483
Archive and specimen:	168		

Geographic distribution analysis:

Business regions	Copies actually distributed	
	% *	Copies
Domestic	41.1	1,551
Abroad	58.9	2,221
Copies actually distributed	100.0	3,772

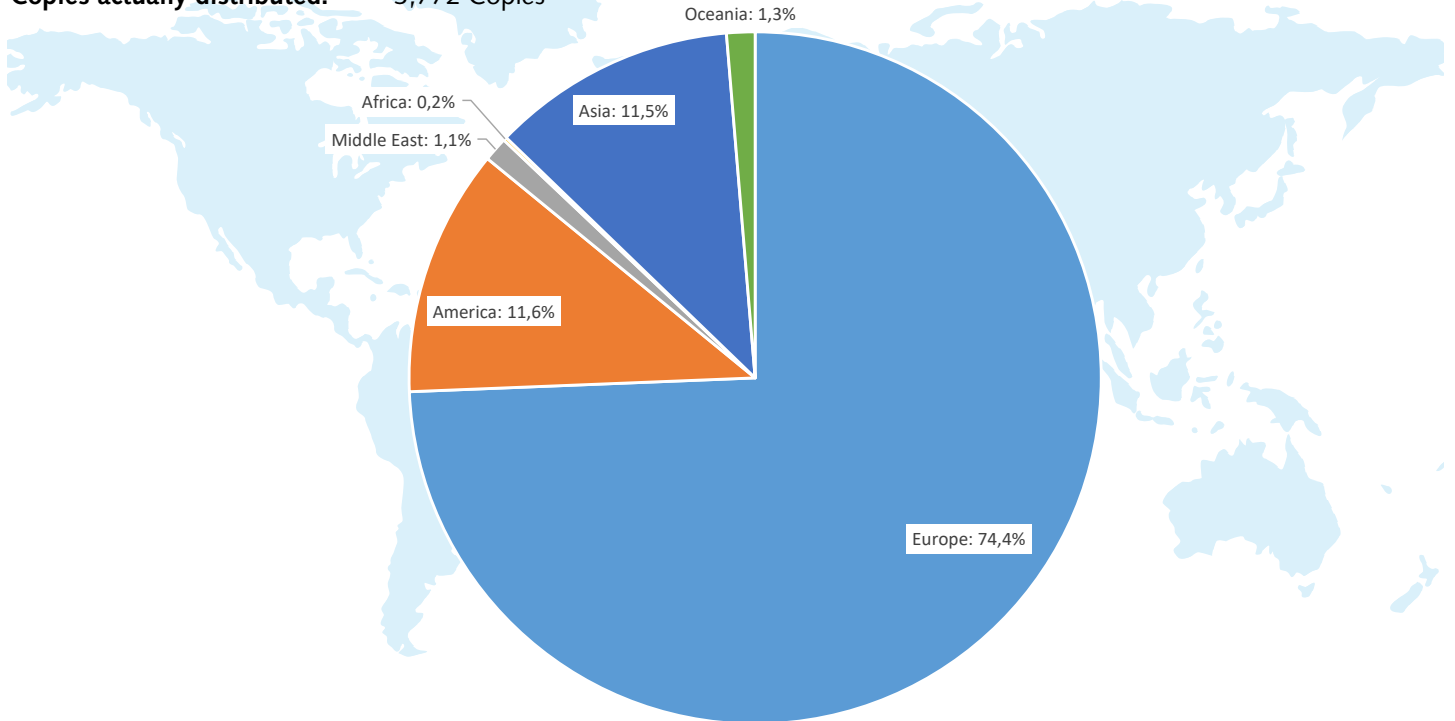
*The percentages have been rounded to one decimal place.

Summary of the survey method:

1. Method: Dissemination analysis by file evaluation - total survey
 2. Basic population: actual circulation 3,772 = 100%
 3. Sample: total survey
 4. Target person of the study: not applicable
 5. Period of study: August 2024
 6. Execution of the study: Bauverlag BV GmbH
- Details on the survey method are available from the publishing company.

International distribution






Copies actually distributed: 3,772 Copies











Sectors/branches

Readership structure	Copies actually distributed	
	%	Copies
Waste management and recycling companies/Recycling plants	93.3	3,518
Plant and machine engineering	4.6	172
Environment authorities	2.2	82
	100.0	3,772

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) 6,990.00 €</p>	<p>1/1 Page</p>  <p>Bleed format: 210 x 297 mm</p> <p>Price (b/w to 4c) 3,890.00 €</p>	<p>Juniorpage</p>  <p>Bleed format: 148 x 210 mm</p> <p>Price (b/w to 4c) 2,800.00 €</p>	<p>1/2 Page, horiz.</p>  <p>Bleed format: 210 x 145 mm</p> <p>Price (b/w to 4c) 2,690.00 €</p>	<p>1/2 Page, vertical</p>  <p>Bleed format: 100 x 297 mm</p> <p>Price (b/w to 4c) 2,690.00 €</p>
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<p>1/3 Page, vertical</p>  <p>Bleed format: 70 x 297 mm</p> <p>Price (b/w to 4c) 2,060.00 €</p>	<p>1/3 Page, horiz.</p>  <p>Bleed format: 210 x 100 mm</p> <p>Price (b/w to 4c) 2,060.00 €</p>	<p>1/4 Page, vertical</p>  <p>Bleed format: 52 x 297 mm</p> <p>Price (b/w to 4c) 1,750.00 €</p>	<p>1/4 Page, horiz.</p>  <p>Bleed format: 210 x 74 mm</p> <p>Price (b/w to 4c) 1,750.00 €</p>	<p>1/4 Page, Col.</p>  <p>Bleed format: 100 x 145 mm</p> <p>Price (b/w to 4c) 1,750.00 €</p>
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<p>1/8 Page, vertical</p>  <p>Bleed format: 52 x 145 mm</p> <p>Price (b/w to 4c) 1,500.00 €</p>	<p>1/8 Page, horiz.</p>  <p>Bleed format: 210 x 50 mm</p> <p>Price (b/w to 4c) 1,500.00 €</p>	<p>1/8 Page, Col.</p>  <p>Bleed format: 100 x 74 mm</p> <p>Price (b/w to 4c) 1,500.00 €</p>
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Format	colour
Advertorial 1/1 Page*	3,890.00 €
Advertorial 1/2 Page**	2,690.00 €
Cover story	8,500.00 €
Cover story Fair price Issue 5, Ecomondo	10,625.00 €
Image of the month	4,350.00 €

* 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>

Additional charges:

Placement: Inside front cover, inside back cover and back cover 520.00 €
Other prescribed positions 20%

Special colour: Each color 900.00 €

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.

Classified ads:

(not discountable)

Job offers b/w	per height mm (1 column, 45 mm wide)	6.40 €
Job offers colour	per height mm (1 column, 45 mm wide)	11.50 €
Situation wanted b/w	per height mm (1 column, 45 mm wide)	3.60 €
Opportunity ad,	per height mm	6.40 €
Purchase/sale b/w	(1 column, 45 mm wide)	

From a print value of 1,250.00 €, 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 2,580.00 €
4-pages 4,040.00 €
(others on request)

Discounts as per scale of discount: 1 sheet = 1 ad pag
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)	8200.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	9200.00 €

For partial occupancy: selection costs per selection 160.00 €

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: Print Media Group GmbH

Niederlassung Leimen
Frau Tanja Sturm
Gutenbergstraße 4
69181 Leimen

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: - transmission by FTP: upon 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 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

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 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 reportage
- Web-optimized PDF of your article (incl. cover page)
- 150 copies of the cover story for own use
- Online PLUS

Package 2

- Cover page
- 1/1 page ad in color
- 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: 8,500.00 €

Price in the trade fair edition 5/2025: 10,625.00 € plus 19% VAT



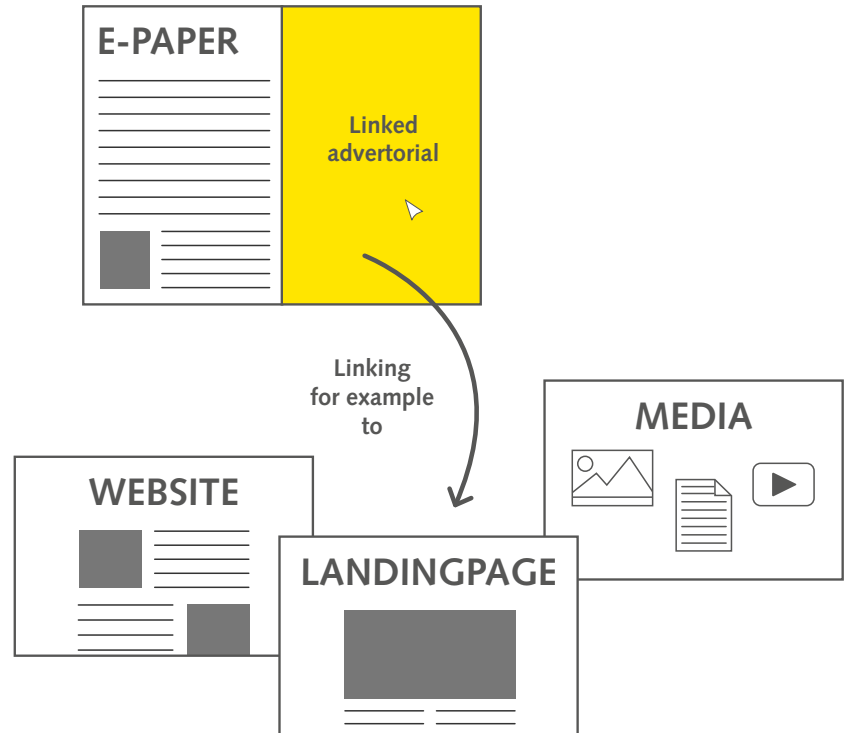
Linking in E-Paper

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: 290.00 €

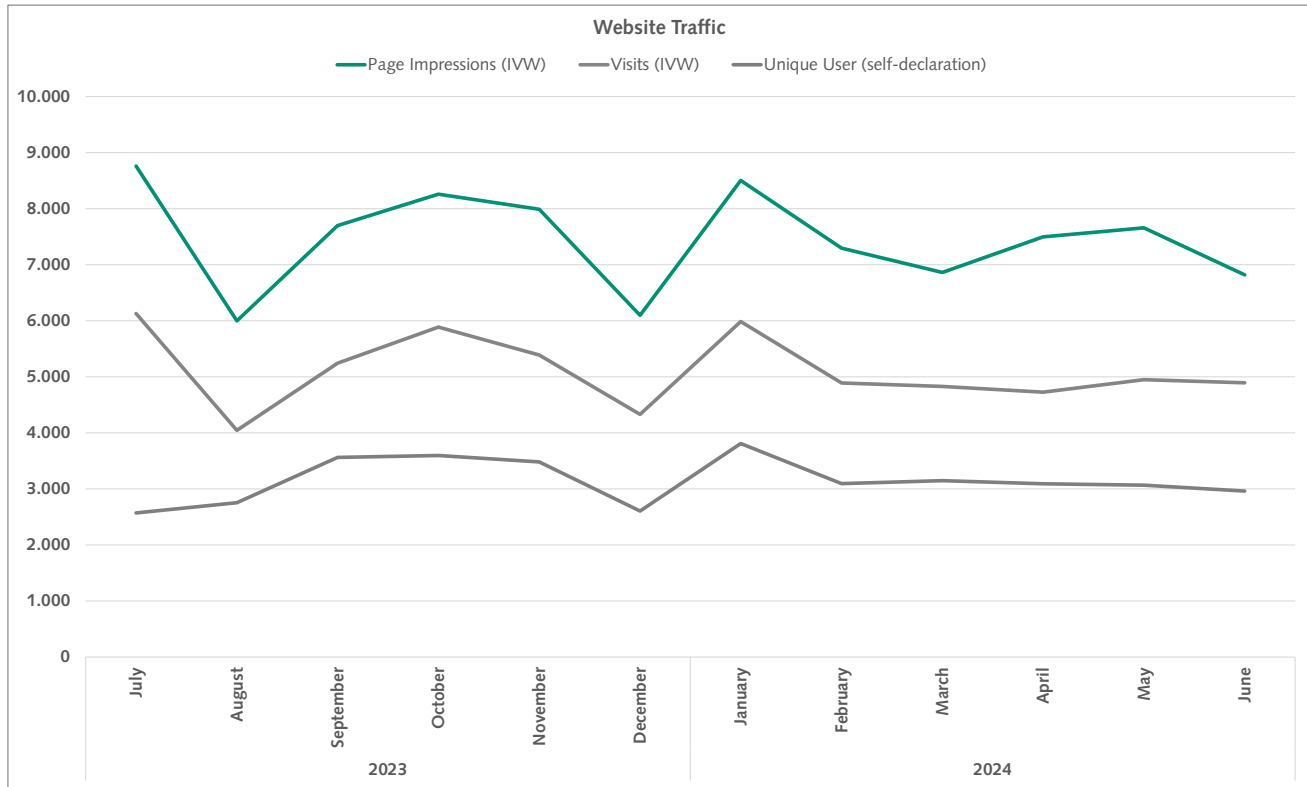


DIGITAL

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Traffic audit:



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

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

Form of advertising	Placement Desktop and tablet	Size in pixel (W x H) Desktop and tablet	Placement Mobile	Size in pixel (W x H) Mobile	Price for 28 days / 4 weeks
Fullsize banner	Content	468 x 60	Content	300 x 50 (6:1)	252.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	322.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	448.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	378.00 € 420.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	378.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	448.00 € 476.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	518.00 € 546.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	644.00 €
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	574.00 €
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	644.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	476.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	8,568.00 € (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://bauerlag.de/downloads/spec-sheet-online.pdf>.
You can find the general terms and conditions at <https://bauerlag.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

Issue	Publishing date	Booking deadline
1/2025	13.03.2025	04.03.2025
2/2025	07.05.2025	25.04.2025
3/2025	03.07.2025	24.06.2025
4/2025	04.09.2025	26.08.2025
5/2025	02.10.2025	23.09.2025
6/2025	11.12.2025	02.12.2025

Recipients:
Management and operations
in recycling plants worldwide

Circulation:
2,051 Recipients
Openingrate net: 17.7%
(Quelle: Inxmail, average per month July 2023
to June 2024)



File formats:

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

For detailed information please see our spec sheet:
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.

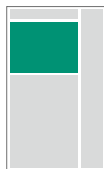
Please send your materials together with the required meta information:

- 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:
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

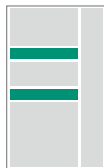


Format:
300 x 250 px

Placement:
content

Price:
710.00 €

Fullsize banner

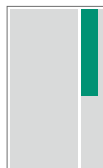


Format:
468 x 60 px

Placement:
content

Price:
470.00 €

Skyscraper

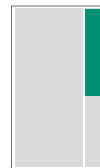


Format:
120 x 600 px

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.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: 2,590.00 € plus VAT.
(Price for 28 days / 4 weeks)

The screenshot shows the recovery website interface. At the top, there is a navigation bar with links for Home, Unser Magazin, News, Reportagen, Newsletter, WEEE Recycling, Termine, and Abo Jobs. The main content area features an article titled "Feste Abfälle sind unsere Kompetenz" (Solid waste is our competence). The article text discusses the circular economy and waste management, mentioning the need for higher recycling and utilization rates. It also mentions the importance of sorting and homogenization of waste. A large blue Facebook logo is overlaid on the bottom left of the screenshot.

PORTFOLIO

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Video-advertorial	27
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Creative	29



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: 1,105.20 € 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: 4,752.00 € plus VAT.

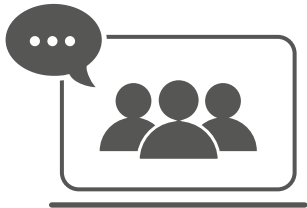
We will be happy to put together further packages with suitable digital and print formats for you on request.

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.

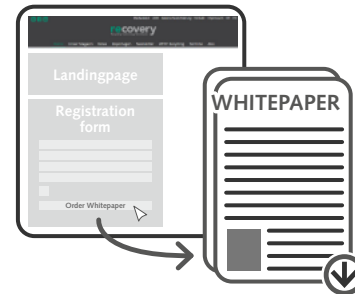
Price: 6,490.00 €*



Whitepaper

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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



Rainer Homeyer-Wenner
Head of Events
Phone: +49 5241 2151-3311
E-Mail: rainer.homeyer-wenner@bauverlag.de



Malte Kienitz
Event Manager
Phone: +49 5241 2151-2424
E-Mail: malte.kienitz@bauverlag.de



Heike Carpenter
Assistance Eventmanagement
Phone: +49 5241 2151-1155
E-Mail: heike.carpenter@bauverlag.de



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
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- Editorial videos and image films
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- Moderation and event management

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Please contact us



Christian Ippach
Bauverlag Creative
Phone: +49 5241 2151-7799
E-Mail: christian.ippach@bauverlag.de

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Michael Voss,
Publisher and Managing Director
Phone: +49 5241 2151-5511
E-Mail: michael.voss@bauverlag.de



Boris Schade-Bünsow
Managing Director
Phone: +49 30 8841-0626
E-Mail: boris.schade-buensow@bauwelt.de
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Bauverlag BV GmbH
Friedrich-Ebert-Straße 62
33330 Gütersloh
Phone: 05241 2151 1000
E-Mail: info@bauverlag.de

<https://bauverlag.de/en>



Dr. Petra Strunk
Editor-in-Chief recovery
Phone: +49 5241 2151-7272
E-Mail: petra.strunk@bauverlag.de



Bärbel Ellermann
Head of Job Market
Phone: +49 5241 2151-1919
E-Mail: baerbel.ellermann@bauverlag.de



Ariane Ewers-Busche
Sales Manager Job Market
Phone: +49 5241 2151-3000
E-Mail: stellenmarkt@bauverlag.de



Christiane Klose
Sales Manager Job Market
Phone: +49 5241 2151-3000
E-Mail: stellenmarkt@bauverlag.de



Denise Spindelndreier
Sales Manager Job Market
Phone: +49 5241 2151-3000
E-Mail: stellenmarkt@bauverlag.de

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



Nicole Dony
Senior Sales Manager
Phone: +49 5241 2151-4242
E-Mail: nicole.dony@bauverlag.de



Bernd Fenske
Key Account Manager
Phone: +49 89 24440-7344
E-Mail: bernd.fenske@bauverlag.de



Axel Gase-Jochens
Head of Digital Sales
Phone: +49 5241 2151-2727
E-Mail: axel.gase-jochens@bauverlag.de



Birgit Grewe
Sales Service Manager
Phone: +49 5241 2151-5151
E-Mail: birgit.grewe@bauverlag.de



Stefan Hoffmann
Head of Sales Operations
Phone: +49 5241 2151-4747
E-Mail: stefan.hoffmann@bauverlag.de



Andreas Kirchgessner
Key Account Manager
Phone: +49 5241 2151-4411
E-Mail: andreas.kirchgessner@bauverlag.de



Petra Schwedersky
Sales Manager
Phone: +49 5241 2151-7676
E-Mail: petra.schwedersky@bauverlag.de



Erdal Top
Key Account Manager
Phone: +49 5241 2151-3344
E-Mail: erdal.top@bauverlag.de

