MEDIA DATA 2024

Communication solutions for the target group of manufacturers of concrete and precast concrete products
<table>
<thead>
<tr>
<th>PRINT</th>
<th>WEBSITE</th>
<th>CONTENT</th>
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<td>Portrait</td>
<td>Additional benefit digital</td>
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<td>Editorial schedule</td>
<td>Website traffic</td>
<td>Linking in E-Paper</td>
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<td>Distribution analysis</td>
<td>Prices, formats and technical advice</td>
<td>BFT SUPPLIERS’ DIRECTORY</td>
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<td>Prices, formats and technical advice</td>
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<td>Additional benefit digital</td>
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<td>Publisher, editorial office, job market</td>
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<td>Online-advertorial</td>
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<td>Additional benefit digital</td>
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<tr>
<td>Whitepaper</td>
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</tr>
</tbody>
</table>

### Additional benefit digital

- Online-advertorial
- Whitepaper

### Communications packages

- Contacts
- Publisher, editorial office, job market

### Additional benefit digital

- Linking in E-Paper
- Communication packages

### Contacts

- Publisher, editorial office, job market
- Sales
- Our titles Overview
BFT INTERNATIONAL Concrete plant + Precast technology

BFT INTERNATIONAL has been the recognized trade journal for manufacturers of concrete and precast concrete products as well as for companies specializing in precast construction for over seven decades. It addresses primarily the executive personnel of this important segment of industry and is distributed worldwide. The technical articles in BFT INTERNATIONAL provide comprehensive information on the mechanical equipment in the plants – ranging from mixing processes to actual production, all the way to the transport of the finished products. The articles, apart from reporting on scientific findings in concrete technology as well as reinforcement and connection engineering, also focus on questions of organization and rationalization. In the case of modern concrete and precast concrete plants, the current technical statuses of the individual production branches are presented. In parallel to this, the product and project presentations provide ideas for design and construction. Furthermore, the innovations of companies and associations and the product news featured make it possible to closely follow what is happening in the precast industry. BFT INTERNATIONAL is a „mediator” between the building materials machinery/supplier industries and precast plants as well as a platform for an international exchange of experience that takes into consideration the latest scientific findings.

Publication frequency

12 issues per year

Copies actually distributed

7,797 copies

Volume analysis

Magazine format DIN A4
Total volume 1,136 pages
Editorial section 891 pages
Advertising section 246 pages
<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Main topics</th>
<th>Trade fairs/Events</th>
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</thead>
<tbody>
<tr>
<td>1/2024</td>
<td>PD: 03.01.2024 ED: 17.11.2023 AD: 04.12.2023</td>
<td>Precast parts, concrete products, concrete technology, raw materials Mixing technology Fastening and reinforcement technology</td>
<td>World of Concrete (Las Vegas NV, USA), 23.01.-25.01.2024</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>The Precast Show (Denver, USA), 08.02.-10.02.2024</td>
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<td></td>
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<td></td>
<td>Canadian Concrete Expo (Toronto, Canada), 14.02.-15.02.2024</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Precast parts general, Concrete products/GaLa construction, Street furnishing</td>
<td>Big 5 Construct Saudi (Riyadh, Saudi Arabia), 26.02.-29.02.2024</td>
</tr>
<tr>
<td>2/2024</td>
<td>PD: 08.02.2024 ED: 15.12.2023 AD: 17.01.2024</td>
<td>Precast parts, concrete products, concrete technology, raw materials</td>
<td>The Precast Show (Denver, USA), 08.02.-10.02.2024</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Precast parts general, Concrete products/GaLa construction, Street furnishing</td>
<td>Canadian Concrete Expo (Toronto, Canada), 14.02.-15.02.2024</td>
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<td>Big 5 Construct Saudi (Riyadh, Saudi Arabia), 26.02.-29.02.2024</td>
</tr>
<tr>
<td>3/2024</td>
<td>PD: 04.03.2024 ED: 11.01.2024 AD: 09.02.2024</td>
<td>Precast parts, concrete products, concrete technology, raw materials</td>
<td>INTERMAT (Paris, France), 24.04.-27.04.2024</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Curing/finishing</td>
<td>The Big Show (within Oman Design &amp; Build Week) (Muscat, Oman), 29.04.-01.05.2024</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Concrete technology</td>
<td></td>
</tr>
<tr>
<td>4/2024</td>
<td>PD: 03.04.2024 ED: 12.02.2024 AD: 08.03.2024</td>
<td>Precast parts, concrete products, concrete technology, raw materials</td>
<td>INTERMAT (Paris, France), 24.04.-27.04.2024</td>
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<tr>
<td></td>
<td></td>
<td>Concrete products/GaLa construction</td>
<td>The Big Show (within Oman Design &amp; Build Week) (Muscat, Oman), 29.04.-01.05.2024</td>
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<tr>
<td></td>
<td></td>
<td>Aerated concrete</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Raw materials</td>
<td></td>
</tr>
<tr>
<td>5/2024</td>
<td>PD: 07.05.2024 ED: 14.03.2024 AD: 12.04.2024</td>
<td>Precast parts, concrete products, concrete technology, raw materials</td>
<td>UK Construction Week (London, Great Britain and Northern Ireland), 07.05.-09.05.2024</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Concrete pipes/shafts</td>
<td>68. Betontage (Ulm, Germany), 14.05.-16.05.2024</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Precast concrete parts for civil engineering</td>
<td></td>
</tr>
<tr>
<td>6/2024</td>
<td>PD: 04.06.2024 ED: 10.04.2024 AD: 08.05.2024</td>
<td>Precast parts, concrete products, concrete technology, raw materials</td>
<td>African Construction Expo &amp; Totally Concrete by BIG 5 (Midrand/ Johannesburg, South Africa), 04.06.-06.06-2024</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mixing technology</td>
<td>The Big 5 Construct Egypt (Kairo, Egypt), 25.06.-27.06.2024</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Control and regulation technology</td>
<td></td>
</tr>
<tr>
<td>07/2024</td>
<td>PD: 04.07.2024 ED: 10.05.2024 AD: 12.06.2024</td>
<td>Precast parts, concrete products, concrete technology, raw materials</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Concrete and color</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Finishing</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Main topics</th>
<th>Trade fairs/Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>08/2024</td>
<td>PD: 02.08.2024</td>
<td>Precast parts, concrete products, concrete technology, raw materials</td>
<td>Concrete Show 2024 (Sao Paulo, Brasil), Aug. 2024</td>
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<tr>
<td></td>
<td>ED: 12.06.2024</td>
<td>Fastening and reinforcement technology</td>
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<tr>
<td></td>
<td>AD: 11.07.2024</td>
<td>New technologies</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Precast parts, concrete products, concrete technology, raw materials</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Constructive prefabricated parts</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Concrete products/GaLa construction</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Shuttering and molds</td>
<td></td>
</tr>
<tr>
<td>09/2024</td>
<td>PD: 04.09.2024</td>
<td>Precast parts, concrete products, concrete technology, raw materials</td>
<td>BATIMAT (Paris, France), 30.09.-03.10.2024</td>
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<tr>
<td></td>
<td>ED: 12.07.2024</td>
<td>Constructive prefabricated parts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>AD: 13.08.2024</td>
<td>Concrete products/GaLa construction</td>
<td>The BIG 5 Construct Nigeria (Lagos, Nigeria), Sep. 2024</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Shuttering and molds</td>
<td></td>
</tr>
<tr>
<td>10/2024</td>
<td>PD: 04.10.2024</td>
<td>Precast parts, concrete products, concrete technology, raw materials</td>
<td>SAIE (Bologna, Italia), 09.10.-12.10.2024</td>
</tr>
<tr>
<td></td>
<td>ED: 13.08.2024</td>
<td>Prestressed concrete</td>
<td></td>
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<tr>
<td></td>
<td>AD: 11.09.2024</td>
<td>Concrete technology</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Trade fair edition Big 5 Global</td>
<td>bauma China (Shanghai, China), 26.11.-29.11.2024</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Precast parts, concrete products, concrete technology, raw materials</td>
<td>Engineering Days 2024 (Salzburg, Austria), 26.11.-27.11.2024</td>
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<tr>
<td></td>
<td></td>
<td>Concrete pipes/shafts</td>
<td>Beton Indonesia (Jakarta, Indonesia), Nov. 2024</td>
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<tr>
<td></td>
<td></td>
<td>Precast concrete parts for civil engineering</td>
<td>Big 5 Global (Dubai, V. A. E.), Nov. 2024</td>
</tr>
<tr>
<td>11/2024</td>
<td>PD: 04.11.2024</td>
<td>Trade fair edition Big 5 Global</td>
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</tr>
<tr>
<td></td>
<td>ED: 12.09.2024</td>
<td>Precast parts, concrete products, concrete technology, raw materials</td>
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<tr>
<td></td>
<td>AD: 10.10.2024</td>
<td>Concrete pipes/shafts</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>trade fair edition Big 5 Global</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Precast concrete parts for civil engineering</td>
<td></td>
</tr>
<tr>
<td>12/2024</td>
<td>PD: 04.12.2024</td>
<td>Precedent parts, concrete products, concrete technology, raw materials</td>
<td>The Big 5 Show/M.E. Concrete (Dubai, V.A.E.), Dec. 2024</td>
</tr>
<tr>
<td></td>
<td>ED: 14.10.2024</td>
<td>Aftertreatment/finishing</td>
<td></td>
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<tr>
<td></td>
<td>AD: 12.11.2024</td>
<td>Aerated concrete</td>
<td></td>
</tr>
<tr>
<td>Beton Bauteile 2025</td>
<td>PD: 06.12.2024</td>
<td>Developments, perspectives and contacts around precast concrete/concrete products, project selection from the fields of architecture, civil engineering, GaLa construction, sustainability, etc.</td>
<td></td>
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<tr>
<td></td>
<td>ED: 16.08.2024</td>
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</tr>
<tr>
<td></td>
<td>AD: 24.10.2024</td>
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</tr>
</tbody>
</table>

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

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

Circulation analysis: Copies per issue
(annual average of July 1st 2022 to June 30th 2023)

Print run: 6,367
Copies actually distributed (tvA): 7,797 thereof abroad: 5,568
- thereof E-Paper: 1,677 thereof abroad: 1,235
Copies sold: 739 thereof abroad: 172
Subscriptions: 731 thereof abroad: 171
Other sales: 8 thereof abroad: 1
Single copy sales: 1
Free copies: 7,058 thereof abroad: 4,161
Archive and specimen copies: 246

Geographical distribution analysis:

<table>
<thead>
<tr>
<th>Area of business</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>28.6%</td>
<td>2,229</td>
</tr>
<tr>
<td>Other countries</td>
<td>71.4%</td>
<td>5,568</td>
</tr>
</tbody>
</table>

Summary of the survey method:
1. Method: Dissemination analysis by file evaluation - total survey
2. Basic population: actual circulation 7,797 = 100 %
3. Sample: total survey
4. Target person of the study: not applicable
5. Period of study: August 2023
6. Execution of the study: Bauverlag BV GmbH
Details on the survey method are available from the publishing company.
International distribution

Copies actually distributed:
7,797 copies

- North America: 27.3%
- Europe: 50.1%
- South America: 11.4%
- Asia: 4.6%
- Near East: 2.1%
- Africa: 3.0%
- Oceania: 0.8%
- Central America: 0.7%
- Asia: 4.6%
- Near East: 2.1%
- Africa: 3.0%
- Oceania: 0.8%
- Central America: 0.7%
- South America: 11.4%
- North America: 27.3%
Ad prices, print space and bleed-format (plus 3 mm bleed to each side)

<table>
<thead>
<tr>
<th>Format</th>
<th>b/w to 4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertorial 1/1 Page*</td>
<td>4,550.00 €</td>
</tr>
<tr>
<td>Advertorial 1/2 Page**</td>
<td>2,600.00 €</td>
</tr>
<tr>
<td>Cover page ***</td>
<td>1,250.00 €</td>
</tr>
<tr>
<td>Image of the month</td>
<td>5,100.00 €</td>
</tr>
<tr>
<td>Image of the month with online extension</td>
<td>6,150.00 €</td>
</tr>
</tbody>
</table>

* Price surcharge for design by the publisher 500.00 €; ** Price surcharge for design by the publisher 250.00 €
*** The cover page can only be booked with the first right-hand 1/1 page in the magazine section. The motif consists of a picture (without text) and a company logo.
All prices are subject to statutory VAT. Agency commission: 15 %. Please find the general terms and conditions at: https://bauverlag.de/en/terms
### Additional charges:

**Special positions:**
- Inside front cover, inside back cover and back cover: 740.00 €
- Other prescribed positions: 20%

**Special colour:**
- Each colour: 936.00 €

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

<table>
<thead>
<tr>
<th>Staggered repeat discount</th>
<th>Quantity scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 times</td>
<td>3 pages</td>
</tr>
<tr>
<td>6 times</td>
<td>6 pages</td>
</tr>
<tr>
<td>12 times</td>
<td>12 pages</td>
</tr>
<tr>
<td>18 times</td>
<td>18 pages</td>
</tr>
<tr>
<td>24 times</td>
<td>24 pages</td>
</tr>
</tbody>
</table>

**Staggered repeat discount**
- 3 times: 3 %
- 6 times: 5 %
- 12 times: 10 %
- 18 times: 15 %
- 24 times: 20 %

**Discounts:**
- 3 times: 3 %
- 6 times: 5 %
- 12 times: 10 %
- 18 times: 15 %
- 24 times: 20 %

**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, 47 mm wide) 6.20 €
- **Job offers colour** per height mm
  - (1 column, 47 mm wide) 11.50 €
- **Situation wanted b/w** per height mm
  - (1 column, 47 mm wide) 3.50 €
- **Opportunity ad,** per height mm
  - (1 column, 47 mm wide) 6.20 €

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

### Special ad types:

**Bound inserts** (sample - front page/back page required)
- 2-pages: 3,825.00 €
- 4-pages: 4,995.00 €
- 6-pages: on request
- 8-pages: 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: 7 mm, foot trim: 3 mm, lateral trim: 3 mm each

Quantity up to 170 g/qm, other weights on request.

### Loose inserts:

**Maximum size** 205 x 290 mm

<table>
<thead>
<tr>
<th>Weight of loose insert</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Full insert till 25 g and 2 mm thickness</td>
<td>745.00 €</td>
</tr>
<tr>
<td>Print insert till 25 g and 2 mm thickness</td>
<td>790.00 €</td>
</tr>
</tbody>
</table>

For partial occupancy: selection costs per selection 150.00 €

Prices, valid from 1st October 2023
<table>
<thead>
<tr>
<th>Glued ad media:</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcard</td>
<td>95.00 €</td>
</tr>
<tr>
<td>Product samples, other tip-ons</td>
<td>on request</td>
</tr>
</tbody>
</table>

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 BFT no. ...“

We will be happy to provide you with information on other special forms of advertising. Just contact us, we will be pleased to realize your individual customer wishes.

Terms of payment: Net invoice value within 30 days following the date of the invoice, VAT ID No. DE 813382417

Bank details: Bauverlag BV GmbH, Gütersloh
Sparkasse Gütersloh-Rietberg
IBAN: DE46 4785 0065 0018 0329 62
BIC: WELADED1GTL

Prices, valid from 1st October 2023
**Magazine format:** 210 mm wide, 297 mm high, DIN A4
untrimmed: 216 mm wide, 303 mm high

**Print space:** 193 mm wide, 282 mm high
4 columns, 45 mm wide

**Printing and binding methods:** Offset printing, adhesive binding

**Data transmission:**
- transmission by FTP: upon request
- by e-mail (up to 10 MB):
  order.management@bauverlag.de

For larger volumes of data, please contact:
Vera Wenzel, phone: +49 5241 2151-4545

**Data formats:** Please deliver the files in the format of the advertise-
ment 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.
For many years, Beton Bauteile has been the reference book for extraordinary projects, aesthetics and engineering with prefabricated concrete parts.

Supplier directory

Manufacturer directory

Company profile

Supply list

<table>
<thead>
<tr>
<th>without company logo</th>
<th>with company logo</th>
<th>additional line (price per line)</th>
</tr>
</thead>
<tbody>
<tr>
<td>330.00 €</td>
<td>420.00 €</td>
<td>55.00 €</td>
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</table>

Format ads

<table>
<thead>
<tr>
<th></th>
<th>1/1 page</th>
<th>1/2 page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>2,050.00 €</td>
<td>1,200.00 €</td>
</tr>
</tbody>
</table>

Enjoy working with the BFT SUPPLIERS’ DIRECTORY, more details on page 22!

Your entry will be automatically renewed if no revocation is received in the directories 6 weeks before the closing date for advertisements. Change requests should be received by the advertising deadline.
Today the internet is a very important source of information for the decision makers in prevar concrete plants. [www.BFT-international.com](http://www.BFT-international.com) the competence of the journal and offers the reader an additional interactive component with a high efficiency. Like in BFT journal, the BFT website pays attention on the international exchange of experience as well as practical information for the daily work. **BFT INTERNATIONAL + BFT website = a perfect platform to use crossmedia synergy.**

### BFT Newsletter

The BFT newsletter informs the decision-makers in concrete plants around the world via e-mail about news in the industry.

<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
<th>Visits</th>
<th>Unique user</th>
<th>Newsletter contacts</th>
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</thead>
<tbody>
<tr>
<td>Page</td>
<td>35,694 per month</td>
<td>22,806 per month</td>
<td>15,758 user</td>
<td>3,548 Ø recipients</td>
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</tbody>
</table>

Source for page impressions and visits: IVW, for unique users: Google Analytics/self-reported; source newsletter: Inxmail/self-reported; average per month July 2022 till June 2023
Traffic audit:

Website Traffic

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):

<table>
<thead>
<tr>
<th>Advertising formats</th>
<th>Placement</th>
<th>Format (pixel, width x height)</th>
<th>Price in €/4 weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fullsize banner</td>
<td>website, in rotation with max. two additional</td>
<td>468 x 60 px</td>
<td>602.00 €</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>website, in rotation with max. two additional</td>
<td>120 x 600 px</td>
<td>910.00 €</td>
</tr>
<tr>
<td>Wide skyscraper</td>
<td>website, in rotation with max. two additional</td>
<td>160 x 600 px</td>
<td>1,057.00 €</td>
</tr>
<tr>
<td>Half page</td>
<td>website, in rotation with max. two additional</td>
<td>300 x 600 px</td>
<td>1,211.00 €</td>
</tr>
<tr>
<td>Superbanner</td>
<td>on all pages except homepage, in rotation with max. two additional</td>
<td>728 x 90 px</td>
<td>756.00 €</td>
</tr>
<tr>
<td>Medium rectangle</td>
<td>website, in rotation with max. two additional</td>
<td>300 x 250 px</td>
<td>1,057.00 €</td>
</tr>
<tr>
<td>Layer ad</td>
<td>website, in rotation with max. two additional</td>
<td>400 x 400 px</td>
<td>on request</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>on all pages except homepage, in rotation with max. two additional</td>
<td>728 x 90 px + 120 x 600 px</td>
<td>1,358.00 €</td>
</tr>
<tr>
<td>Ad bundle</td>
<td>- Fullsize banner</td>
<td></td>
<td>910.00 €</td>
</tr>
<tr>
<td></td>
<td>- Skyscraper</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Medium rectangle</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

All online advertising formats can be booked exclusively. Prices, availability, other time periods and other formats possible on request. All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/en/terms
Discounts:
Published within 12 months (insertion year)

Staggered repeat discount
12 weeks  5 %
26 weeks  10 %
52 weeks  15 %

Online ad specials: additional options
Wallpaper: coloured, clickable background
30% additional charge

We will be happy to provide you with information on other online special forms of advertising. Just contact us, we will be pleased to realize your individual customer wishes.

File formats:  JPEG, GIF, Flash, HTML-Tag, Redirect-Tag
Weight: max. 100 kB per banner

Please also provide a medium rectangle for the online advertising options in order to guarantee optimisation for mobile devices. The kB data given for every advertising material are maximum sizes and represent the total sum of all data defined by the advertising materials (including files to be loaded later, sniffer code, images, flash, etc.).

Delivery address: Please send your banner to order.management@bauverlag.de

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

Please send your materials together with the required meta information:
– booked site
– customer name
– order number
– target-URL
– booking period
– advertising format
– motif name
– contact person for inquiries

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
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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.
### Recipients:
Decision-maker in concrete plants worldwide

### Circulation:
3,548 recipients
Opening rate net: 19.0%
(source: Inxmail, average per month July 2022 til June 2023)

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

### Format of newsletter:
HTML or text

### Delivery address:
Please send the advertising material for your campaign to:
order.management@bauverlag.de

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

Please send your materials together with the required meta-information:
- customer name
- booked newsletter
- order number
- target URL
- contact person for inquiries

You will get a reporting about the recipients/opening rate and ad-clicks.

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<table>
<thead>
<tr>
<th>Issue</th>
<th>Publishing date</th>
<th>Booking deadline</th>
<th>Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>01 / 2024</td>
<td>04.01.2024</td>
<td>18.12.2023</td>
<td>Mixing technology</td>
</tr>
<tr>
<td>02 / 2024</td>
<td>01.02.2024</td>
<td>23.01.2024</td>
<td>Precast parts general</td>
</tr>
<tr>
<td>03 / 2024</td>
<td>07.03.2024</td>
<td>27.02.2024</td>
<td>Post-treatment/finishing</td>
</tr>
<tr>
<td>04 / 2024</td>
<td>04.04.2024</td>
<td>22.03.2024</td>
<td>Concrete products/garden landscape construction</td>
</tr>
<tr>
<td>05 / 2024</td>
<td>02.05.2024</td>
<td>22.04.2024</td>
<td>Concrete days 2024</td>
</tr>
<tr>
<td>06 / 2024</td>
<td>06.06.2024</td>
<td>28.05.2024</td>
<td>Mixing technology</td>
</tr>
<tr>
<td>07 / 2024</td>
<td>04.07.2024</td>
<td>25.06.2024</td>
<td>Concrete and paint</td>
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<tr>
<td>08 / 2024</td>
<td>01.08.2024</td>
<td>23.07.2024</td>
<td>Fastening and reinforcement technology</td>
</tr>
<tr>
<td>09 / 2024</td>
<td>05.09.2024</td>
<td>27.08.2024</td>
<td>Concrete products/garden landscape construction</td>
</tr>
<tr>
<td>10 / 2024</td>
<td>04.10.2024</td>
<td>24.09.2024</td>
<td>Prestressed concrete</td>
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<tr>
<td>11 / 2024</td>
<td>07.11.2024</td>
<td>28.10.2024</td>
<td>Concrete pipes/shafts</td>
</tr>
<tr>
<td>12 / 2024</td>
<td>05.12.2024</td>
<td>26.11.2024</td>
<td>Post-treatment/finishing</td>
</tr>
</tbody>
</table>

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For detailed information please see our spec sheet:
https://bauverlag.de/downloads/spec-sheet-online.pdf
Prices and forms of advertising:

**Text ad premium**
- first text ad in newsletter
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

**Placement:** content
**Price:** 815.00 €

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

**Placement:** content
**Price:** 680.00 €

**Medium rectangle**
- Format: 300 x 250 px
- Placement: content
- Price: 815.00 €

**Fullsize banner**
- Format: 468 x 60 px
- Placement: content
- Price: 545.00 €

**Skyscraper**
- Format: 120 x 600 px
- Placement: next to the content
- Price: 680.00 €

**Wide skyscraper**
- Format: 160 x 600 px
- Placement: next to the content
- Price: 815.00 €

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

**Placement:** content, exclusive
**Price:** 5,035.00 €

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

**Placement:** content
**Price:** 680.00 €

**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 knowledge of a particular topic, demonstrate your problem solving abilities or explain why it is beneficial to use your product – there are many reasons why you might consider using an online-advertorial.

• Permanent online posts on www.BFT-INTERNATIONAL.com (these remain accessible via the search function after the 4-week period has expired)
• Editorial teaser on the homepage with link to the online post (subject to availability)
• Medium rectangle with placement across the entire website as a teaser with a link to the online post
• Text ad in BFT newsletter with a link to the online post
• Advertised Facebook post via Facebook fanpage of BFT with a link to the online post
• Please deliver the online post in German and English

Price: 2,870.00 € plus VAT. (Price for 28 days / 4 weeks)
Whitepaper

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

We will provide you with the following services in close coordination with you:

- Landingpage incl. registration form
- Advertising teaser via our media channels website, newsletter and social media
- Delivery of leads (data protection compliant)

**Duration:** 8 to 12 weeks (variable, by arrangement)

**Price:** on request
Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper (epaper.bauhandwerk.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 €
Title: BFT SUPPLIERS’ DIRECTORY, www.BFT-Anbieterdatenbank.de

Short profile: The BFT SUPPLIERS’ DIRECTORY offers detailed information about suppliers in precast concrete technology. You have the possibility to search for the name of a company, a place or a keyword. You can also search for companies in your area by entering your postcode or restrict the selection to a service profile.

Target group: Managing directors and decision-makers in concrete and precast plants worldwide

Search? Find!
Let the market players in the concrete and precast industry find you.

I can happily make you an offer - contact me!

Bernadett Bissett
Sales Manager
Phone: +49 5241 2151-4141
E-Mail: bernadett.bissett@bauverlag.de
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.BFT-INTERNATIONAL.com
- Wide skyscraper in BFT newsletter

Duration 4 weeks  
Price: 1,823.40 € plus VAT.

**Crossmedia product advertising package**

- Online-advertorial on www.BFT-INTERNATIONAL.com  
  (for services see previous page)
- 1/2 page advertorial or advert in the print edition of BFT INTERNATIONAL

Duration 4 weeks  
Price: 5,148.00 € plus VAT.

We can put together further packages with appropriate digital and print formats upon request.
We will support your media planning – just give us a call or send us an E-Mail!
We will support your media planning – just give us a call or send us an E-Mail!