MEDIA DATA
2024

Communication solutions for the target group of general managers, chief engineers and chief technologists in the cement, lime, gypsum and building materials industry
<table>
<thead>
<tr>
<th>PRINT</th>
<th>WEBSITE</th>
<th>Content</th>
</tr>
</thead>
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<tr>
<td>Title portrait</td>
<td>Title portrait</td>
<td>Additional benefit digital Whitepaper</td>
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<tr>
<td>Editorial schedule</td>
<td>Website traffic</td>
<td>Additional benefit digital Linking in E-Paper</td>
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<tr>
<td>Distribution analysis</td>
<td>Prices, formats and technical advice</td>
<td>Additional benefit digital Communication packages</td>
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<td>Time schedule and technical advice</td>
<td>Contacs Publisher, editorial office, job market</td>
</tr>
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<td>Additional benefit Print Cover story</td>
<td>Prices, formats and technical advice</td>
<td>Contacs Sales</td>
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<td>Our titles Overview</td>
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**ZKG CEMENT LIME GYPSUM**
ZKG CEMENT LIME GYPSUM

For more than a century, ZKG CEMENT LIME GYPSUM has been an internationally leading technical journal for the entire binder industry and its suppliers in the field of mechanical and plant engineering. The journal is published in English. Specialists from all parts of the globe use this source to obtain vital information on cement, limestone and gypsum materials, extraction and preparation methods, thermal and mechanical processes and on production control, plant management and quality control systems. Fundamental topics are rationalization of production, reduction of energy consumption, enhancement of quality and improvement of environmental safety. A further emphasis is on mortar industry topics and the overall field of building materials chemistry. ZKG CEMENT LIME GYPSUM provides up-to-date and highly competent information with its technical and scientific examinations. The ZKG CEMENT LIME GYPSUM job pages provide a forum for systematic recruitment in the fields of mechanical, plant and process engineering and materials science.

**Publication frequency**
8 issues per year

**Copies actually distributed**
3,584 copies

**Volume analysis**
- Magazine format DIN A4
- Total volume 616 pages
- Editorial section 525 pages
- Advertising section 91 pages
<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Main topics</th>
<th>Trade fairs/Events</th>
</tr>
</thead>
</table>
| 1/2024 | Publication date: 28.02.2024 | - Alternative fuels  
- Kiln systems, burner technology, refractory technology  
- Filters and dedusting, waste heat recovery  
- Clinker cooler and crusher, wear protection  
- Storage, silos, halls and domes, air cannons, reclaimers, stackers and unloading systems, conveying technology  
- Software, digitalization, Industrie 4.0 | 15.01.-17.01.2024  
26th Arab International Cement & Building Conference and Exhibition (AICCE26)  
Cairo/Egypt  
15.02.-16.02.2024  
ICCC 18th International Conference on Cement and Concrete  
London/UK |
| 2/2024 | Publication date: 10.04.2024 | Special issue for the IEEE-IAS/PCA Cement Industry Conference 2024  
- Grinding, cement mills  
- Process monitoring and automation, process and quality control  
- Pneumatic transport  
- Filling systems, shipping, loading and unloading equipment  
- Dedusting and filtration technology | 28.04.-02.05.2024  
66th Annual IEEE-IAS/PCA Cement Industry Technical Conference  
Denver, CO/USA  
13.05.-17.05.2024  
IFAT 2024  
Munich/Germany |
| 3/2024 | Publication date: 23.05.2024 | - Plant engineering for lime and gypsum works  
- Blowers and fans  
- Binder systems, construction chemicals, additives and compositions  
- Software, digitalization, Industrie 4.0  
- Weighing and conveying technology, wear protection  
- Packaging and palletizing technology  
- Automation and process control | 06.06.-07.06.2024  
Jahrestagung des Bundesverbandes der Deutschen Kalkindustrie (BVK)  
Würzburg/Germany |

The editorial department reserves the right to make changes/additions on grounds of topicality.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Main topics</th>
<th>Trade fairs/Events</th>
</tr>
</thead>
</table>
| 4/2024 | Publication date: 25.06.2024 | - Alternative fuels  
- Storage, silos, halls and domes, air cannons, reclaimers, stackers and extraction systems, conveying systems  
- Binder systems, construction chemicals, additives and compositions  
- Automation and process control  
- Software, digitalization, Industrie 4.0  
- Drive technology and gear units | |
| | Editorial deadline: 25.04.2024 | | |
| | Advertising deadline: 03.06.2024 | | |
| 5/2024 | Publication date: 31.07.2024 | - Quarrying and crushing, extraction and storage  
- Mills and mill design  
- Blowers and fans  
- Drive technology and gearboxes  
- Plant engineering for lime and gypsum plants  
- Packaging and palletizing technology | |
| | Editorial deadline: 31.05.2024 | | |
| | Advertising deadline: 09.07.2024 | | |
| 6/2024 | Publication date: 10.09.2024 | - Alternative fuels  
- Emission control, environmental technology  
- Kiln systems, burner technology, refractory technology  
- Clinker cooler and crusher  
- Drive technology, gear units, lubricants  
- Software, digitalization, Industrie 4.0  
- Storage, silos, halls and domes, reclaimers, stackers and unloading systems, conveyor technology | 08.10.-11.10.2024  
ILA General Assembly & Symposium 2024  
Oslo/Norway  
October 2024  
International Technical Seminar (TürkÇimento)  
Antalya/Turkey |
| | Editorial deadline: 10.07.2024 | | |
| | Advertising deadline: 19.08.2024 | | |

The editorial department reserves the right to make changes/additions on grounds of topicality.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Dates</th>
<th>Main topics</th>
<th>Trade fairs/Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/2024</td>
<td>Publication date: 24.10.2024  Editorial deadline: 23.08.2024 Advertising deadline: 01.10.2024</td>
<td><strong>Green Challenge</strong>  - Sustainability/sustainable solution in the cement, lime and gypsum industry  - Green cements/green materials  - Clinker-efficient cements  - CO₂ reduction/CO₂ neutral cement production  - CCS/CCSU  - Pioneering solution using hydrogen</td>
<td>06.11.-08.11.2024  <em>9th International VDZ Congress</em>  Düsseldorf/Germany  12.11.-14.11.2024  <em>FILTECH 2024</em>  Cologne/Germany  03.12.-06.12.2024  <em>18th NCB International Conference on Cement, Concrete and Building Materials</em>  New Delhi/India</td>
</tr>
<tr>
<td>8/2024</td>
<td>Publication date: 05.12.2024  Editorial deadline: 04.10.2024 Advertising deadline: 13.11.2024</td>
<td>- Storage, silos, halls and domes, air cannons, reclaimers, stackers and unloading systems, conveyor technology  - Kiln systems, burner technology, refractory technology  - Process monitoring and automation, process and quality control  - Weighing technology, repair and maintenance  - Filling, shipping, loading and unloading equipment and plants  - Packaging and palletizing technology  - Software, digitalization, Industrie 4.0</td>
<td></td>
</tr>
</tbody>
</table>
Circulation audit:  
Circulation analysis: Copies per issue  
(annual average of July 1st 2022 to June 30th 2023)

Print run: 3,448
Copies actually distributed: 3,584 thereof abroad: 3,055
- thereof E-Paper: 447 thereof abroad: 384
Copies sold: 432 thereof abroad: 151
Subscriptions: 427 thereof abroad: 148
Other sales: 5 thereof abroad:
Single copy sales: 0
Free copies: 3,152 thereof abroad: 2,520
Archive and specimen: 311

Geographic distribution analysis

<table>
<thead>
<tr>
<th>Business regions</th>
<th>%</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>14.7</td>
<td>529</td>
</tr>
<tr>
<td>Abroad</td>
<td>85.3</td>
<td>3,055</td>
</tr>
<tr>
<td>Copies actually distributed</td>
<td>100.0</td>
<td>3,584</td>
</tr>
</tbody>
</table>

Summary of the survey method:
1. Method: Dissemination analysis by file evaluation - total survey
2. Basic population: actual circulation 3,584
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:
3,584 copies

Europe: 43,4%
Asia: 29,5%
America: 14,6%
Africa: 6,6%
Middle East: 4,5%
Oceania: 1,3%

Print
Distribution analysis
Ad prices, print space and bleed-format (plus 3 mm bleed to each side)

<table>
<thead>
<tr>
<th>Format</th>
<th>Price (b/w to 4c)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 Page</td>
<td>7,900.00 €</td>
</tr>
<tr>
<td>1/1 Page</td>
<td>4,350.00 €</td>
</tr>
<tr>
<td>Juniorpage</td>
<td>3,100.00 €</td>
</tr>
<tr>
<td>1/2 Page, horiz.</td>
<td>2,990.00 €</td>
</tr>
<tr>
<td>1/2 Page, vertical</td>
<td>2,990.00 €</td>
</tr>
<tr>
<td>1/3 Page, vertical</td>
<td>2,650.00 €</td>
</tr>
<tr>
<td>1/3 Page, horiz.</td>
<td>2,650.00 €</td>
</tr>
<tr>
<td>1/4 Page, vertical</td>
<td>2,390.00 €</td>
</tr>
<tr>
<td>1/4 Page, horiz.</td>
<td>2,390.00 €</td>
</tr>
<tr>
<td>1/4 Page, Col.</td>
<td>2,390.00 €</td>
</tr>
<tr>
<td>1/8 Page, vertical</td>
<td>2,050.00 €</td>
</tr>
<tr>
<td>1/8 Page, horiz.</td>
<td>2,050.00 €</td>
</tr>
</tbody>
</table>

Price surcharge for design by the publisher 500.00 €; ** Price surcharge for design by the publisher 250.00 €
All prices are subject to statutory VAT. Agency commission: 15 %. Please find the general terms and conditions at: https://bauverlag.de/en/terms
Additional charges:
Special positions: Inside front cover, inside back cover and back cover besides table of contents 440.00 €
Other prescribed positions 340.00 €
Special colour: Each color 20 %
Special colour: Each color 990 €

All charges are discountable.

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

Staggered repeat discount

<table>
<thead>
<tr>
<th>Quantity scale</th>
<th>3 times</th>
<th>6 times</th>
<th>12 times</th>
<th>18 times</th>
<th>24 times</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 pages</td>
<td>3 %</td>
<td>5 %</td>
<td>10 %</td>
<td>15 %</td>
<td>20 %</td>
</tr>
<tr>
<td>6 pages</td>
<td>5 %</td>
<td>6 pages</td>
<td>10 %</td>
<td>15 %</td>
<td>20 %</td>
</tr>
<tr>
<td>12 pages</td>
<td>15 %</td>
<td>12 pages</td>
<td>20 %</td>
<td>20 %</td>
<td>25 %</td>
</tr>
</tbody>
</table>

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 6.20 €
Job offers colour per height mm 11.50 €
Situation wanted b/w per height mm 3.50 €
Opportunity ad, per height mm 6.20 €
Purchase/sale b/w per height mm 11.50 €

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

Special ad types:
Bound inserts (sample - front page/back page required)
2-pages 3,995.00 €
4-pages 4,800.00 €

Please supply bound inserts in untrimmed format of 216 mm wide and 303 mm high (four pages and more: folded). Raw format of bound-in inserts: bound inserts: 216 x 307 mm, head trim: 7 mm, foot trim: 3 mm, lateral trim: 3 mm each

Loose inserts:
Maximum size 200 x 290 mm
Weight of loose insert
Full insert till 25 g and 2 mm thickness 795.00 €
Print insert till 25 g and 2 mm thickness 895.00 €

For partial occupancy: selection costs per selection 150.00 €
Glued ad media:  
Postcard 95.00 €  
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 ZKG issue...“

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

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

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

Print
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: 185 mm wide x 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:
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.
ZKG Cover story

1 Neutral cover page with elements and content relating to the topic of the coverstory (in consultation with the editorial staff).
2 1/1 colour advertisement in the same edition.
3 Essential editorial component with exclusive content relating to the topic of the coverstory in collaboration/consultation with the editorial staff.
4 You will receive 50 copies of the ZKG CEMENT LIME GYPSUM edition for your own use.
5 High-profile placement of the coverstory on the www.ZKG.de homepage until the publication date of the next issue.
6 Text ad in the ZKG CEMENT LIME GYPSUM newsletter with a link to your coverstory.
7 On expiry of placement on the homepage, the coverstory will continue to be accessible online. We will continue to promote your coverstory for a further two months via a prominent medium rectangle (link to the coverstory).

Price information on page 9
ZKG.de

More and more readers use the internet for their daily work. The website of ZKG CEMENT LIME GYPSUM completes the competence of the journal and offers the reader an additional interactive component with a high efficiency. Like in ZKG CEMENT LIME GYPSUM journal, the ZKG homepage pays attention on the international exchange of experience as well as practical information for the daily work. ZKG CEMENT LIME GYPSUM, ZKG newsletter + ZKG homepage is a perfect platform to use the crossmedia synergy.

ZKG Newsletter

The ZKG Newsletter reaches general managers, plant managers, engineers and technical managers in the cement, lime, gypsum and concrete industries.

<table>
<thead>
<tr>
<th>Page impressions</th>
<th>Visits</th>
<th>Unique user</th>
<th>Newsletter contacts</th>
</tr>
</thead>
<tbody>
<tr>
<td>17,223 per month</td>
<td>11,048 per month</td>
<td>7,848 user</td>
<td>1,618 Ø recipients</td>
</tr>
</tbody>
</table>

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

Website Traffic

- **Page Impressions (IVW)**
- **Visits (IVW)**
- **Unique User (self-declaration)**

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>Skyscraper sticky</td>
<td>website, in rotation with max. two additional</td>
<td>120 x 600</td>
<td>1,057.00</td>
</tr>
<tr>
<td>Wide skyscraper sticky</td>
<td>website, in rotation with max. two additional</td>
<td>160 x 600</td>
<td>1,218.00</td>
</tr>
<tr>
<td>Half page sticky</td>
<td>website, in rotation with max. two additional</td>
<td>300 x 600</td>
<td>1,379.00</td>
</tr>
<tr>
<td>Billboard</td>
<td>on all pages except homepage, in rotation with max. two additional</td>
<td>970 x 250</td>
<td>1,624.00</td>
</tr>
<tr>
<td>Expandable wallpaper</td>
<td>website, in rotation with max. two additional</td>
<td>728 x 90 + 120 x 600 (300 x 600)</td>
<td>1,624.00</td>
</tr>
<tr>
<td>Situations vacant</td>
<td>in the job market</td>
<td>individual</td>
<td>1,200.00</td>
</tr>
<tr>
<td>Microsite</td>
<td>own navigation within the website, duration 12 weeks</td>
<td>individual</td>
<td>10,185.00</td>
</tr>
<tr>
<td>OnlinePLUS</td>
<td>addition to an existing online article/advertorial</td>
<td>photos, videos, PDFs</td>
<td>1,218.00</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.).

For detailed information please see our spec sheet:
https://bauverlag.de/downloads/spec-sheet-online.pdf

You get a reporting about ad-impressions and ad-clicks after campaign end.

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

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

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

Discounts:
Published within 12 months (Insertion year)

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

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Weight: max. 100 kB per banner

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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.
Issue Publishing date Booking deadline
1/2024 16.01.2024 05.01.2024
2/2024 20.02.2024 09.02.2024
3/2024 12.03.2024 01.03.2024
4/2024 03.04.2024 21.03.2024
5/2024 29.04.2024 18.04.2024
6/2024 16.05.2024 06.05.2024
7/2024 18.06.2024 07.06.2024
8/2024 24.07.2024 15.07.2024
9/2024 14.08.2024 05.08.2024
10/2024 03.09.2024 23.08.2024
11/2024 30.09.2024 19.09.2024
12/2024 16.10.2024 07.10.2024
13/2024 12.11.2024 31.10.2024
14/2024 03.12.2024 22.11.2024

Recipients:
The ZKG Newsletter reaches managing directors, plant managers, engineers and technical managers of the cement, lime, gypsum and concrete industry.

Circulation: 1,618 recipients
openingrate net: 24.4 %
(source: Inxmail, average per month July 2022 til June 2023)

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:
- 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.
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:** 670.00 €

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

**Placement:** content
**Price:** 560.00 €

**Medium rectangle**
**Format:** 300 x 250 px
**Placement:** content
**Price:** 670.00 €

**Fullsize banner**
**Format:** 468 x 60 px
**Placement:** content
**Price:** 450.00 €

**Skyscraper**
**Format:** 120 x 600 px
**Placement:** next to the content
**Price:** 560.00 €

**Wide skyscraper**
**Format:** 160 x 600 px
**Placement:** next to the content
**Price:** 670.00 €

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

**Placement:** content, exclusive
**Price:** 4,150.00 €

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

**Placement:** content
**Price:** 560.00 €

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:

- permanent online contribution on www.ZKG.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
- 2 text ads in the ZKG newsletter with link to the online contribution
- Promoted Facebook post via the Facebook fan page of ZKG with link to the online contribution
- please deliver the online contribution in English to

Price: 3,129.00 € 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 €
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.ZKG.de
- Wide skyscraper in ZKG Newsletter

Duration 4 weeks
Price: 1,774.80 € plus VAT.

Crossmedia product advertising package

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

Duration 4 weeks
Price: 5,732.10 € 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!
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