


MEDIA DATA 2024

Communication solutions for the target group
of professional engineers in the building services
sector

Journal of the BTGA 



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tab The Journal for the Building Services Sector

As one of the leading magazines in the building services sector, tab covers the entire spectrum of building services – from the concept to the serviceable building – and provides insights into fringe areas, such as electrical engineering, energy monitoring and building automation. The building services engineers for heating, ventilation, air conditioning, cooling/refrigeration, sanitary, electrical and energy engineering mediate between innovation and application, between industry, design/planning and practice. tab supports these engineers in their day-to-day work and in their function as professional interface managers in their interaction with the technical trades and all involved with the building. In addition to its competent technical content, tab provides key information on project controlling, documentation, archiving, available subsidies and legally compliant planning. Thanks to its optimized distribution, tab provides access to the competent decision-makers in the sector as well as to the professionals of tomorrow. tab contains a wide variety of sector-relevant information. This information is filtered, concentrated and prepared in a clearly structured form ready to archive.



**Publication
frequency**

10 issues per year



**Copies
actually
distributed**

12,138 copies



**Copies
sold**

1,539 copies



subscriptions

1,529 copies



Volume analysis

Magazine format DIN A4
Total volume 658 pages
Editorial section 540 pages
Advertising section 118 pages

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

Issue No. Month	Dates	Selection of Planned Features Besides many technical articles, every issue contains articles from the areas Study & Career, Case Law, Certification and Controlling	Trade fairs/Events
1/2 2024 January/ February	PD: 21.02.2024 ED: 05.01.2024 AD: 30.01.2024	Heating: heat distribution, heat transfer, pumps, pressure maintenance and degassing. Air-conditioning: energy savings in large-scale central ventilation and air-conditioning systems, fans Automation: energy saving by building automation, MSR technology, software solutions Fire protection: organizational measures - escape route control, fire and smoke detection systems Products: Sanitary technology behind the wall / light	20.-22.02.2024 digitalBAU , Cologne 03.-08.03.2024 Light + Building , Frankfurt am Main
3/2024 March	PD: 14.03.2024 ED: 29.01.2024 AD: 21.02.2024	Energy: I&C technology for energy saving - thermography, sensor technology and monitoring Ventilation: Controlled ventilation in residential buildings, centralized and decentralized solutions Sanitary: Sanitary technology in public areas, security against vandalism, infection control, drinking water hygiene Electrical: Uninterruptible power supply (UPS), instrumentation and control technology for peak load management Software: Integral planning - cost savings and shorter construction times Products: Refrigeration, air conditioning, ventilation / automation technology	19.-22.03.2024 SHK+E , Essen
4/2024 April	PD: 16.04.2024 ED: 04.03.2024 AD: 21.03.2024	Heating: local and district heating distribution, transfer stations Air conditioning: mono and multi-split units for temperature control in office and commercial buildings, VRF technology Water: rainwater harvesting and flood protection (check valves, lifting stations, infiltration) Automation: retrofitting of existing buildings to smart buildings with I&C technology and software solutions Solar: PV and battery storage to supply residential and commercial buildings, integration of e-mobility Products: Pressure maintenance and degassing / software	23.-26.4.2024 ifh INTHERM , Nuremberg
5/2024 May	PD: 06.05.2024 ED: 22.03.2024 AD: 11.04.2024	Refrigeration: cooling and heat recovery in data centers Sanitation: drinking water hygiene, recommissioning of installations after business interruptions Security: access solutions, security in escape and rescue routes, intelligent door technology Software: BIM as a holistic process up to the end of a building's use phase Products: Heat generator / electrical	
6/2024 June	PD: 04.06.2024 ED: 19.04.2024 AD: 08.05.2024	Heating: heat pumps for large-scale applications Climate: humidification and dehumidification, air hygiene, infection and health protection Electo: Optimization of energy efficiency through I&C technology and automation Solar: Solar thermal and latent heat storage for year-round supply of cold and heat Products: MSR / water treatment and drinking water hygiene	19.-21.06.2024, The smarter E Europe , Munich 26.-28.06.2024, Feuertrutz , Nuremberg

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

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

Issue No. Month	Dates	Selection of Planned Features Besides many technical articles, every issue contains articles from the areas Study & Career, Case Law, Certification and Controlling	Trade fairs/Events
7/8 2024 July/ August	PD: 02.07.2024 ED: 22.05.2024 AD: 10.06.2024	Air conditioning: heating and cooling with concrete core activation, development of regenerative energy sources Refrigeration: refrigeration for air conditioning, VRF, compressor technology, recooling plants Sanitary: sanitary technology in health care, drinking water hygiene, infection and legionella protection Automation: data transmission and BUS systems Products: Fire protection / Solar	
9/2024 September	PD: 30.08.2024 ED: 23.07.2024 AD: 08.08.2024	Heating: hydraulic systems - planning, balancing and optimization Ventilation: Air hygiene in schools and public spaces, filter technology and UV irradiation Security: Cybersecurity of automated buildings against external attacks Software: Digitalization in the planning office - office organization, documentation, cyber security Products: Refrigeration, air conditioning, ventilation / heat generators	17.-20.09.2024, Security, Essen
10/2024 October	PD: 30.09.2024 ED: 21.08.2024 AD: 06.09.2024	Energy: Generation of process heat and cold with heat pumps from waste heat flows. Climate: Temperature control of halls with thermally activated surfaces and radiation elements Electric: PV, electricity storage technology and e-mobility in residential buildings in commercial enterprises Water: Efficient pump technology for heating, air conditioning, refrigeration, hydraulically balanced systems Products: Software / access control and escape route design	08.-10.10.2024, Chillventa, Nuremberg
11/2024 November	PD: 04.11.2024 ED: 23.09.2024 AD: 10.10.2024	Ventilation: Ventilation in kitchens taking into account hygiene aspects and fire protection. Installation: Prefabricated installation systems, industrialization in the construction industry Automation: Room automation with optimized heating and cooling technology, lighting and presence sensors Fire protection: Building services fire protection (fire and smoke detection systems, smoke extraction, extinguishing technology) Products: Heat distribution and transfer / bathroom equipment	21.-23.11.2024, GET Nord, Hamburg
12/2024 December	PD: 02.12.2024 ED: 22.10.2024 AD: 08.11.2024	Heating: heat generators (heat pumps, boilers, CHP, biomass) Ventilation: Efficiency increase through fan replacement and other ventilation-related measures Electrical: control cabinets and BUS technology Software: TGA software and cloud services Products: Automation technology / e-mobility	

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



Circulation audit:

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

Print run:	10,517		
Copies actually distributed (tvA):	12,138	thereof abroad:	102
- thereof E-Paper:	1,867	thereof abroad:	15
Copies sold:	1,539	thereof abroad:	73
Subscriptions:	1,529	thereof abroad:	73
Other sales:	5		
Single copy sales:	5		
Free copies:	10,599	thereof abroad:	14
Archive and specimen:	246		

Geographic distribution analysis:

Business regions	Copies actually distributed	
	%	Copies
Domestic	99.2	12,036
Abroad	0.8	102
Tatsächlich copies actually distributed (tvA)	100.0	12,138

Summary of the survey method:

1. Method: Dissemination analysis by file evaluation - total survey
 2. Basic population: actual circulation 12,138 = 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.

Distribution by Nielsen-Areas/German states:

Distribution	Copies actually distributed	
	%	Copies
Nielsen-Area I		
Schleswig-Holstein	2.5	305
Hamburg	2.7	330
Lower Saxony	8.4	1,021
Bremen	1.0	123
Nielsen-Area II		
North Rhine Westphalia	20.8	2,522
Nielsen-Area IIIa		
Hesse	8.8	1,063
Rhineland-Palatinate	4.9	589
Saarland	1.6	195
Nielsen-Area IIIb		
Baden-Württemberg	13.4	1,627
Nielsen-Area IV		
Bavaria	15.9	1,935
Nielsen-Area V		
Berlin	4.6	561
Nielsen-Area VI		
Mecklenburg-Vorpommern	2.0	243
Brandenburg	2.9	354
Saxony-Anhalt	2.4	296
Nielsen-Area VII		
Thuringia	2.5	307
Saxony	4.7	565
Copies truly distributed in domestic area	99.2	12,036

Business structural data

Branches / economic sectors / fields / professional groups	Percentage of surveyed readers	
	%	Projected (approx.)
Building services planning firms	42.4	4,974
Architects and construction engineering firms	28.1	3,296
Building services planning department in industry, business, trades	9.4	1,103
Building services planning department in the public sector	4.2	493
HVAC installation contractors with planning department	2.9	340
Building services plant engineering	2.1	246
Construction trades	1.6	188
Research, development, universities	0.7	82
Others, no details	8.6	1,009
	100.0	11,731

Business structural data

Size of the economic entity by employees	Percentage of surveyed readers	
	%	Projected (approx.)
1-10 employees	76.0	8,916
11-20 employees	7.7	903
21-50 employees	5.5	645
51 and more employees	8.7	1,021
No details	2.1	246
	100.0	11,731

Summary of the survey method:

1. Method: Readership structure analysis by telephone survey – random survey
2. Population: actually distributed copies 11 371 = 100 %
3. Random sample: 240 interviews
4. Survey target person: Main readers
5. Survey period: 9 February to 17 March 2017
6. Survey conducted by: Kantar TNS, Media Research Bielefeld

Details on the survey method are available from the publishing company

Personal structural data

Position in business	Percentage of surveyed readers	
	%	Projected (approx.)
Owners/employees/managing directors	75.1	8,810
Area and department managers	9.9	1,162
Technical employees	12.2	1,431
Other employees	2.8	328
	100.0	11,731

Business structural data

Executed planning services	Percentage of surveyed readers	
	%	Projected (approx.)
Energy/solar	67.0	7,860
Heating systems	66.9	7,848
Sanitary engineering	66.8	7,836
Water/waste water systems	65.3	7,660
Air conditioning/ventilation systems	64.7	7,590
Fire protection systems	64.2	7,531
Building automation/control & regulation	54.1	6,346
Electrical engineering/security systems	45.7	5,361
Refrigeration engineering	45.4	5,326
Security, communication engineering	36.6	4,294
Lifts / conveying systems	29.4	3,449
Construction planning – general	5.7	669
Kitchens, laboratory systems	1.1	129

Multiple answers (100% = 11,731 copies)

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) 12,990.00 €</p>	<p>1/1 Page</p>  <p>Bleed format: 210 x 297 mm</p> <p>Price (b/w to 4c) 6,670.00 €</p>	<p>Juniorage</p>  <p>Bleed format: 148 x 210 mm</p> <p>Price (b/w to 4c) 4,290.00 €</p>	<p>1/2 Page, horiz.</p>  <p>Bleed format: 210 x 145 mm</p> <p>Price (b/w to 4c) 4,250.00 €</p>	<p>1/2 Page, vertical</p>  <p>Bleed format: 100 x 297 mm</p> <p>Price (b/w to 4c) 4,250.00 €</p>												
<p>1/3 Page, vertical</p>  <p>Bleed format: 70 x 297 mm</p> <p>Price (b/w to 4c) 3,490.00 €</p>	<p>1/3 Page, horiz.</p>  <p>Bleed format: 210 x 100 mm</p> <p>Price (b/w to 4c) 3,490.00 €</p>	<p>1/4 Page, vertical</p>  <p>Bleed format: 52 x 297 mm</p> <p>Price (b/w to 4c) 3,120.00 €</p>	<p>1/4 Page, horiz.</p>  <p>Bleed format: 210 x 74 mm</p> <p>Price (b/w to 4c) 3,120.00 €</p>	<p>1/4 Page, Col.</p>  <p>Bleed format: 100 x 145 mm</p> <p>Price (b/w to 4c) 3,120.00 €</p>												
<p>1/8 Page, vertical</p>  <p>Bleed format: 52 x 145 mm</p> <p>Price (b/w to 4c) 2,490.00 €</p>	<p>1/8 Page, horiz.</p>  <p>Bleed format: 210 x 50 mm</p> <p>Price (b/w to 4c) 2,490.00 €</p>	<p>1/8 Page, Col.</p>  <p>Bleed format: 100 x 74 mm</p> <p>Price (b/w to 4c) 2,490.00 €</p>	<table border="1"> <tbody> <tr> <td>Advertorial 1/1 Page*</td> <td>6,670.00€</td> </tr> <tr> <td>Advertorial 1/2 Page**</td> <td>4,250.00€</td> </tr> <tr> <td>Product highlight</td> <td>3,360.00€</td> </tr> <tr> <td>Cover story</td> <td>13,800.00€</td> </tr> <tr> <td>Cover story Fair Price Issue 1-2, 3, 4, 11 (light + building, SHK+E, IFH, GET Nord)</td> <td>17,250.00€</td> </tr> <tr> <td>Cover page combinaton Consisting of the title page and 1/2 page horiz. ad on the contents page</td> <td>9,250.00 €</td> </tr> </tbody> </table>		Advertorial 1/1 Page*	6,670.00€	Advertorial 1/2 Page**	4,250.00€	Product highlight	3,360.00€	Cover story	13,800.00€	Cover story Fair Price Issue 1-2, 3, 4, 11 (light + building, SHK+E, IFH, GET Nord)	17,250.00€	Cover page combinaton Consisting of the title page and 1/2 page horiz. ad on the contents page	9,250.00 €
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* Price surcharge for design by the publisher 500.00 €; ** Price surcharge for design by the publisher 250.00 €

All prices are subject to statutory VAT. Agency commission: 15 %. Please find the general terms and conditions at: <https://bauverlag.de/en/terms>

Additional charges:

Special positions: Inside front cover, inside back cover and back cover	890.00€
Other prescribed positions:	20%
Special colour: Each color	1,140.00€

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, 44 mm wide)		6.20 €
Job offers colour	per height mm	
(1 column, 44 mm wide)		11.50 €
Situation wanted s/w	per height mm	
(1 column, 44 mm wide)		3.50 €
Opportunity ad,	per height mm	
Purchase/sale b/w	(1 column, 44 mm wide)	6.20 €

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

Special ad types:

Bound inserts (sample - front page/back page required)	
2-pages	5,030.00 €
4-pages	8,945.00 €
6-pages	13,335.00 €
8-pages	17,320.00 €
(others on request)	

Discounts as per scale of discounts: 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: 7 mm, foot trim: 3 mm, lateral trim: 3 mm each

Loose inserts:

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)	345.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	395.00 €

For partial occupancy: selection costs per selection 150.00 €

Glued ad media: Price %
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 tab 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: Bauerlag BV GmbH, Gütersloh
Sparkasse Gütersloh-Rietberg
IBAN: DE46 4785 0065 0018 0329 62
BIC: WELADED1GTL



Magazine format: 210 mm wide, 297 mm high, DIN A4
untrimmed: 216 mm wide, 303 mm high

Print space: 188 mm wide x 270 mm high
4 columns, 45 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:
Alexandra Kaleja, Phone: +49 5241 2151-5454

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.

Product highlight

The special advertising form in tab magazin

Guiding princip

A manufacturer of exclusive products requires an exclusive presentation space

- attention-grabbing special form of advertising
- attractive page layout
- placement in „your“ subject area

Book „your“ exclusive front page:

- 1/1 page colour
- with a large photo (upright format 210 x 297 mm)
- info text and contact details

Processing:

Please provide us with your photo and text.

We will build up the product highlight page for you.

Price: 3,360 €

All prices are subject to statutory VAT.

- ANZEIGE - Produkt-Highlight

„GSWT®-Technologie“
Hocheffiziente Wärmerückgewinnung

Die Firma SEW® GmbH aus Kempten bietet mit der GSWT®-Technologie eine sehr sichere und hygienisch einwandfreie Wärmerückgewinnung für Lüftungsanlagen an.

Das Besondere an dieser Technik ist der Gegenstrom-Schicht-Wärmetauscher (GSWT®). In diesem Wärmetauscher findet ein sehr effizienter Temperaturausgleich zwischen Luft und Wasser statt.

Die beiden Wärmetauscher - einer in der Außenluft- und einer in der Fortluft- sind gleichzeitig nebeneinander getrennte Systeme in Modulbauweise. Damit gewährleistet die Technik eine absolute keim- und schadstofffreie Wärmerückgewinnung, z.B. Keime oder Viren in der Abluft werden systembedingt nicht auf die Zuluft übertragen auch nicht bei einem Wartungsdefekt.

Durch ihre kompakte Bauweise eignet sich die GSWT®-Technologie auch für den Einsatz bei besapten Platzverhältnissen. Bestehende Lüftungsanlagen können so optimiert werden.

Die sonst üblicherweise notwendigen Kaltzentralen und Rückkühlwerke können vollständig entfallen und kleinere Heizwassererwärmung benötigt.

Damit spart die GSWT®-Technologie nicht nur erheblich Investitionskosten ein sondern schafft auch ohne Verzicht auf Leistung und Komfort neue Gebäudelösungsmöglichkeiten für das Gebäude.

SEW GmbH
47924 Kempten
02152 9156-0
info@sew-kempten.de
www.sew-kempten.de



Prüfung im Bau von Pumpen- und Armaturenbaugruppen (PAG) Gewerk WRIG

What is the **tab** cover story?

The **tab cover story** is an exclusive report on a project, which is presented in detail and announced prominently on the cover page.

Combined with a comprehensive advertising package, the **tab cover story** can be used as an attractive communication package.



tab Titelstory

- Cover page image (in consultation with the editorial department, logo can be integrated)
- 1/1-page ad in the same issue
- exclusive article in the issue and on the website
- Editorial references in the newsletter
- 150 copies for own use

Price information on page 8






www.tab.de

More and more professional engineers are using the internet in their day-to-day work. www.tab.de complements the core competence of the print issue and provides the readers with an additional and highly useful interactive component. Like the print issue, the online version of **tab the trade magazine for the Building Services** Sector focuses on practical information for the day-to-day work of the professional engineer. This information is provided in a competent, focussed and application-oriented form. In combination with **tab**, **tab newsletter** and www.tab.de provides a platform dedicated to the target group with crossmedia synergies for advertisers and their advertising campaigns.

tab Newsletter

The tab newsletter informs technical building services engineers by e-mail about news in the industry as well as the top topics of the current issue. There are two to four newsletters per month, one of which focuses on a specific topic.

 **Page impressions**

46,589 per month
+25 % growth in the year

 **Visits**

32,217 per month

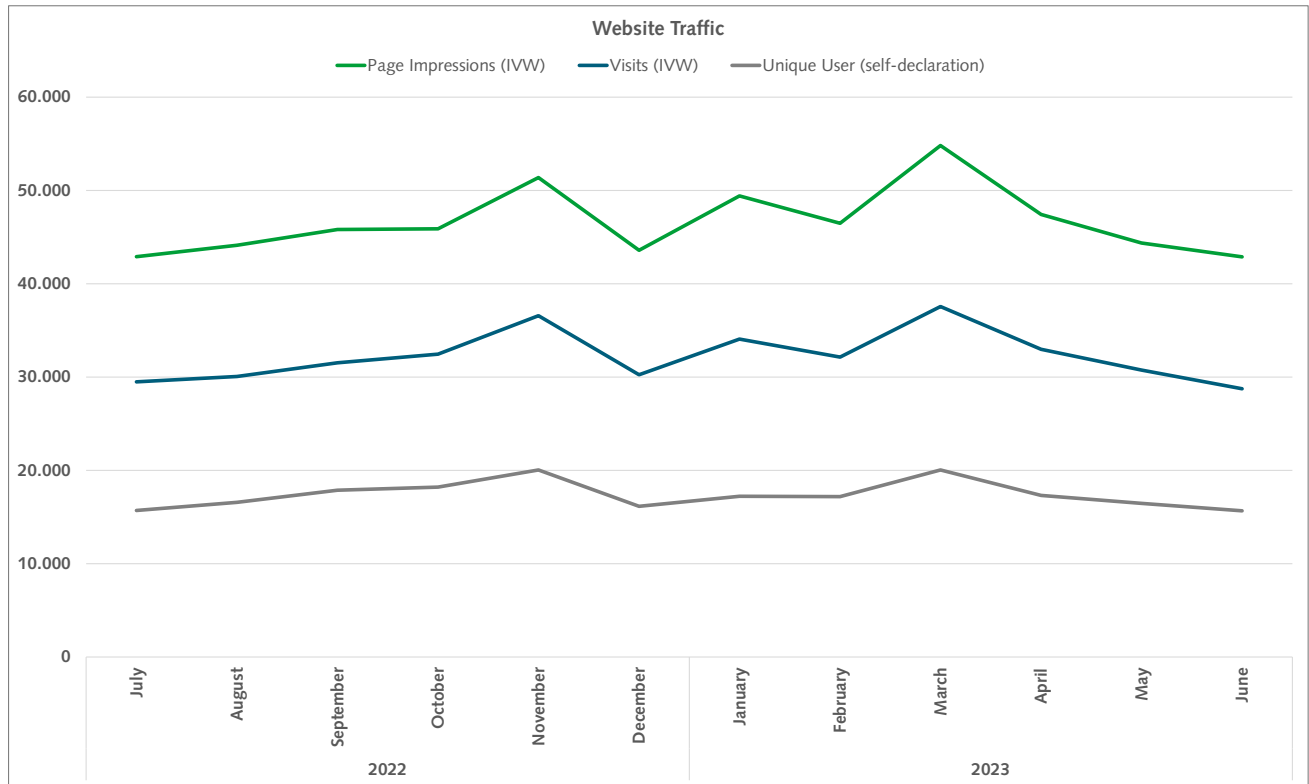
 **Unique user**

17,374 user

 **Newsletter contacs**

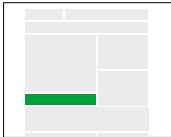
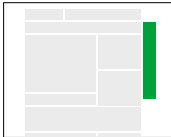
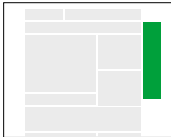
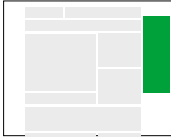

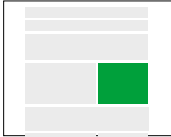
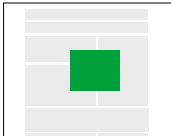
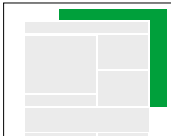
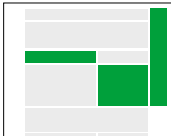
4,865 Ø recipients

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):

	<p>Fullsize Bbanner</p> <p>Format (B x H): 468 x 60 px</p> <p>658.00 €</p>		<p>Skyscraper</p> <p>Format (B x H): 120 x 600 px</p> <p>980.00 €</p>		<p>Wide skyscraper</p> <p>Format (B x H): 160 x 600 px</p> <p>1,148.00 €</p>
	<p>Half page</p> <p>Format (B x H): 300 x 600 px</p> <p>1,309.00 €</p>		<p>Superbanner</p> <p>Format (B x H): 728 x 90 px</p> <p>819.00 €</p>		<p>Medium rectangle</p> <p>Format (B x H): 300 x 250 px</p> <p>1,148.00 €</p>
	<p>Layer ad</p> <p>Format (B x H): 400 x 400 px</p> <p>on request</p>		<p>Wallpaper</p> <p>Format (B x H): 728 x 90 px + 120 x 600 px</p> <p>1,477.00 €</p>		<p>Ad bundle</p> <ul style="list-style-type: none"> - Fullsize banner - Skyscraper - Medium rectangle <p>980.00 €</p>

Advertising formats	Placement	Format (pixel, width x height)	Price in €/4 weeks
Skyscraper sticky	website, in rotation with max. two additional	120 x 600	1,064.00
Wide skyscraper sticky	website, in rotation with max. two additional	160 x 600	1,225.00
Half page sticky	website, in rotation with max. two additional	300 x 600	1,393.00
Billboard	on all pages except homepage, in rotation with max. two additional	970 x 250	1,638.00
Expandable wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	1,638.00
Situations vacant	in the job market	individual	1,200.00
Microsite	own navigation within the website, duration 12 weeks	individual	10,500.00
OnlinePLUS	addition to an existing online article/advertorial	photos, videos, PDFs	1,225.00

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: JPG, 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

Newsletter	Publishing date	Booking deadline	Themes	Events/Trade fairs
tab-NL 1	18.01.2024	09.01.2024		
tab-NL 2	01.02.2024	23.01.2024	BUILDING AUTOMATION	
tab-NL 3	15.02.2024	06.02.2024		DIGITALBAU 20.-22.02.
tab-NL 4	22.02.2024	13.02.2024	VENTILATION / AIR CONDITIONING	
tab-NL 5	29.02.2024	20.02.2024		LIGHT + BUILDING 03.-08.03.
tab-NL 6	07.03.2024	27.02.2024		
tab-NL 7	14.03.2024	05.03.2024		SHK+E ESSEN 19.-22.03.
tab-NL 8	21.03.2024	12.03.2024		
tab-NL 9	11.04.2024	02.04.2024		
tab-NL 10	18.04.2024	09.04.2024		IFH NÜRNBERG 23.-26.4.
tab-NL 11	25.04.2024	16.04.2024		
tab-NL 12	02.05.2024	22.04.2024		
tab-NL 13	10.05.2024	29.04.2024		
tab-NL 14	16.05.2024	06.05.2024	SOFTWARE	
tab-NL 15	23.05.2024	13.05.2024		
tab-NL 16	06.06.2024	27.05.2024		
tab-NL 17	13.06.2024	04.06.2024		THE SMARTER EUROPE MÜNCHEN, 19.-21.06.
tab-NL 18	20.06.2024	11.06.2024		FEUERTRUTZ NÜRNBERG 26.-28.06.
tab-NL 19	11.07.2024	02.07.2024		
tab-NL 20	25.07.2024	16.07.2024		
tab-NL 21	08.08.2024	30.07.2024		

Newsletter	Publishing date	Booking deadline	Themes	Events/Trade fairs
tab-NL 22	22.08.2024	13.08.2024	SANITARY	
tab-NL 23	05.09.2024	27.08.2024		
tab-NL 24	12.09.2024	03.09.2024		SECURITY ESSEN 17.-20.09.
tab-NL 25	19.09.2024	10.09.2024		
tab-NL 26	26.09.2024	17.09.2024		
tab-NL 27	02.10.2024	23.09.2024		CHILLVENTA 08.-10.10.
tab-NL 28	10.10.2024	30.09.2024		
tab-NL 29	17.10.2024	08.10.2024	IT SECURITY	
tab-NL 30	24.10.2024	15.10.2024		
tab-NL 31	31.10.2024	22.10.2024	ELECTRIC	
tab-NL 32	07.11.2024	28.10.2024		
tab-NL 33	14.11.2024	05.11.2024		GET NORD 21.-23.11.
tab-NL 34	21.11.2024	12.11.2024		
tab-NL 35	05.12.2024	26.11.2024	HEATING	
tab-NL 36	19.12.2024	10.12.2024		

Recipients:

professional engineers in building services

Circulation:

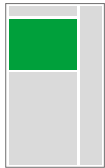
4,865 recipients

Openingrate net: 21.8 %

(source: Inxmail, average per month July 2022 until June 2023)

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:
790.00 €

Text ad



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

Placement:
content

Price:
660.00 €

Medium rectangle

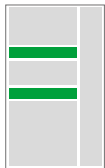


Format:
300 x 250 px

Placement:
content

Price:
790.00 €

Fullsize banner

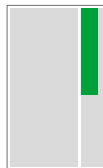


Format:
468 x 60 px

Placement:
content

Price:
525.00 €

Skyscraper

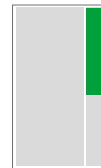


Format:
120 x 600 px

Placement:
next to the content

Price:
660.00 €

Wide skyscraper

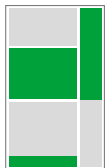


Format:
160 x 600 px

Placement:
next to the content

Price:
790.00 €

Newsletter takeover

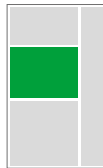


- up to 4 text ads,
- 3 fullsize banner
- 1 skyscraper

Placement:
content, exclusive

Price:
4,875.00 €

Situations vacant



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

Placement:
content

Price:
660.00 €

Discounts:

Published within 12 months
(insertion year)

Staggered repeat discount

3 times	5 %
6 times	10 %
12 times	15 %

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

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

Format of newsletter: HTML or text

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

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

Please send your materials together with the required

- meta-information:
- 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.



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.tab.de (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 [tab Newsletter](#) with a link to the online post
- Advertised Facebook post via Facebook fanpage of [tab](#) with a link to the online post

Price: 2,898.00 € plus VAT.
(Price for 28 days / 4 weeks)



Suchbegriff oder Webcode

News

22.09.2021 | Aco-Seminare wieder in Präsenz

22.09.2021 | Carsten Diesperer bei Helios Ventilatoren zurück

21.09.2021 | ausschreiben.de Thementage für Produktanbieter

21.09.2021 | Betriebsstart im neuen Alfa Local Service Center

20.09.2021 | BTGA gründet Fachbereich „Elektronik“

20.09.2021 | IBM-Daten von Kiefer

20.09.2021 | „Smart Home“-Kostenkennwerte

20.09.2021 | Webinar-Reihe und technische Schulungen von Advantec

17.09.2021 | SG Frankfurt/Bauwerkstatt/gering

16.09.2021 | MFA baut Projektierungsapartments aus

01 **Sanitätssystem**

TECE

Alle Inhalte digital

KKA

Facebook logo

Whitepaper

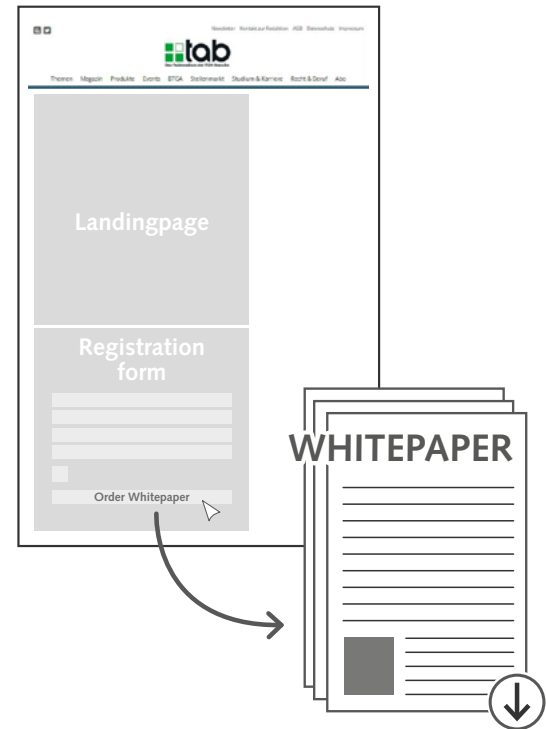
Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on **www.tab.de**. Interested users receive the white paper in exchange for their contact details.

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



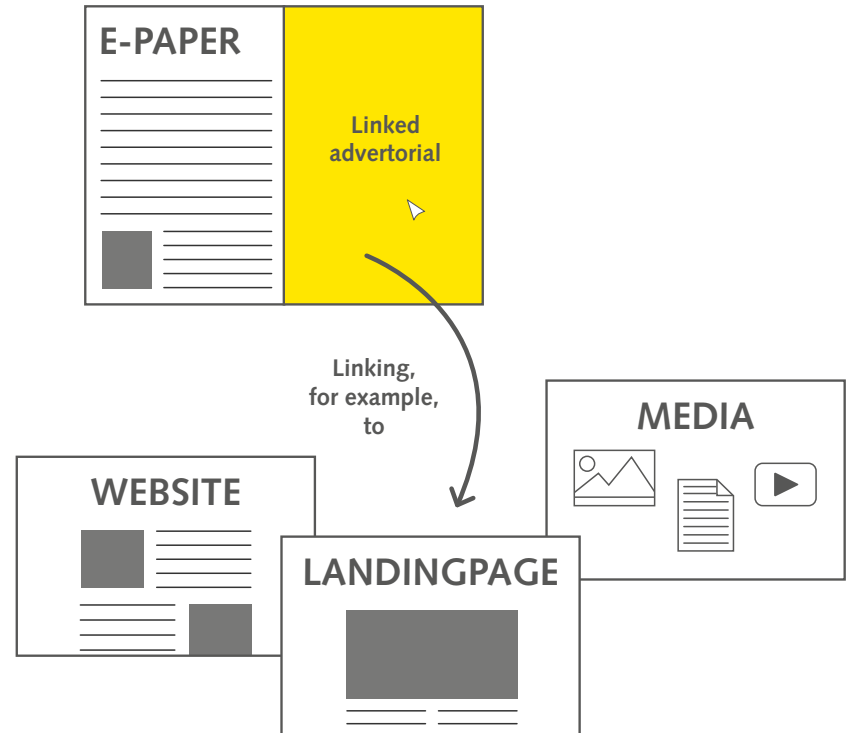
Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper (epaper.tab.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.tab.de



Wide skyscraper in 2 [tab Newsletter](http://www.tab.de)

Duration 4 weeks
Price: 2,600.10 € plus VAT.

Crossmedia product advertising package



Online-advertorial on www.tab.de
(for services see previous page)



1/2 page advertorial or advert in the print edition of [tab](http://www.tab.de)

Duration 4 weeks
Price: 6,658.20 € plus VAT.

We can put together further packages with appropriate digital and print formats upon request.



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We will support your media planning – just give us a call or send us an E-Mail!

