

MEDIA DATA 2025

Target group
- Specialist planners of technical
building services



tab.de



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tab – Das Fachmedium der TGA-Branche

As the leading brand of specialist information for technical building equipment (TGA), **tab** covers all trades of TGA, in particular the areas of heating, ventilation, air conditioning, refrigeration, sanitary, electrical and energy technology as well as building automation, fire protection and sound insulation. The reader and user target group is predominantly specialist planners for TGA.

www.tab.de complements the core competence of the Printissue and offers the reader an additional interactive component with high utility value. As in the print issues, the **tab's** online presence focuses on practical information for the daily work of specialist engineers and technicians. The online offering is rounded off with 36 newsletters per year and additional information via the **tab social media channels: Facebook, LinkedIn and XING.**



122,440

Copies / Year

copies actually distributed 12,244
thereof E-Paper: 2,750
Publication frequency 10x / Year



625,356

Page impressions website / Year

Page Impressions 52,113 / Month
Visits 32,946 / Month
Unique User 18,287 / Month



172,908

Newsletter recipients / Year

Recipients 4,803 / Issue
Openingrate net 24.1 %
Publication frequency 36x / Year

PRINT

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

Issue 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
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 Dezember	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.

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1/2 2025 January/ February	PD: 19.02.2025 ED: 16.01.2025 AD: 28.01.2025	Air conditioning: Heating and cooling with concrete core activation, air humidification and dehumidification, VRF air conditioning technology Heating: local and district heating, transfer stations, bivalent heating systems Building automation: Retrofitting existing properties to create smart buildings with I&C technology and software solutions Electrical: Uninterruptible power supply (UPS), peak load management Water: Swimming pool technology, rainwater harvesting and protection against backwater/flooding Products: Heating technology / software	
3/2025 March	PD: 10.03.2025 ED: 04.02.2025 AD: 14.02.2025	ISH trade fair: Product news from A to Z, preliminary report and reports on the trade fair Air conditioning: Central air conditioning technology, heat/cold transfer, air distribution, sound insulation Heating: Heat pumps, heat storage, heat distribution and transfer Building automation: From sensor and actuator technology to building management systems Electrical: Photovoltaics, electricity storage technology and e-mobility in public and private buildings Sanitary: Sanitary technology in the public sector, drinking water heating and hygiene	17. - 20.03.2025, ISH , Frankfurt am Main, Germany
4/2025 April	PD: 14.04.2025 ED: 11.03.2025 AD: 21.03.2025	Air conditioning: Refrigeration for industry and commerce, recooling plants, air hygiene Heating: Hydraulic systems - planning, balancing and optimization Installation: Industrial prefabrication (modular construction) Fire protection: Fire extinguishing systems and equipment, fire alarm technology, smoke and heat extraction systems (SHEVS) Software: TGA software for planning and calculation, BIM, digital twin products: Air conditioning and refrigeration technology / sanitary and wastewater technology / building automation	07. - 09.05.2025, The smarter E Europe , Munich, Germany
5/2025 May	PD: 14.05.2025 ED: 07.04.2025 AD: 17.04.2025	Air conditioning: Decentralized air conditioning technology, ventilation and air conditioning units, fans Heating: heat generators (heat pumps, boilers, CHP units, biomass), pressurization and degassing Building automation/security: communication interfaces, system monitoring, access/security solutions Electrical: network technology, networking of TGA systems Sanitary: drinking water treatment and distribution, pressure boosting systems products: Solar technology / fire protection technology	
6/2025 June	PD: 11.06.2025 ED: 06.05.2025 AD: 16.05.2025	Air conditioning: ventilation and air conditioning systems for commercial and administrative buildings as well as training, sports and event facilities Water: wastewater technology, rainwater drainage Installation: Planning of cable route systems Fire protection: fire dampers, fire protection systems Solar: Photovoltaics and solar thermal for residential and commercial buildings products: Heating technology / electrical engineering	25. - 26.06.2025, Feuertrutz , Nuremberg, Germany

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Issue 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 2025 July/ August	PD: 09.07.2025 ED: 06.06.2025 AD: 16.06.2025	Air conditioning: heat/cold transfer, energy storage, sound insulation Heating: Bivalent heating systems, heat distribution and transfer Building automation: system optimization for heating and air conditioning technology, lighting, presence sensors Electrical: switch cabinets, controllers, protective devices Software: Software for tendering, awarding, invoicing (AVA) and construction management Products: Air conditioning and refrigeration technology / installation technology	
9/2025 September	PD: 10.09.2025 ED: 07.08.2025 AD: 19.08.2025	Air conditioning: Ventilation and air conditioning systems for residential buildings, health and care facilities Heating: heat storage, hydraulic systems - planning, balancing and optimization Fire protection: Fire extinguishing systems and equipment, fire alarm technology, smoke and heat extraction systems (SHEVS) Sanitary: Furnishings for residential and hotel buildings, drinking water heating and hygiene Solar: Photovoltaics and solar thermal For buildings with high hot water/electricity requirements Products: Building automation / software	
10/2025 October	PD: 08.10.2025 ED: 03.09.2025 AD: 15.09.2025	Air conditioning: cooling and heat recovery in data centers, fans, air hygiene Heating: heat generators, process heating and cooling (e.g. with heat pumps from waste heat streams) Building automation: energy saving through I&C technology, software solutions Electrical: photovoltaics, electricity storage technology and e-mobility in public and private buildings Software: TGA software for planning and calculation, BIM, digital twin Products: Sanitary and wastewater technology / solar technology	
11/2025 November	PD: 05.11.2025 ED: 01.10.2025 AD: 14.10.2025	Air conditioning: Central air conditioning technology, air treatment systems, VRF air conditioning technology Water: Swimming pool technology, rainwater utilization and protection against backwater/flooding Installation: Industrial prefabrication (modular construction) Fire protection: Fire protection insulation and equipment, fire bulkhead systems Products: Heating technology / air conditioning and refrigeration technology / electrical engineering	November 2025, Heatexpo , Dortmund, Germany
12/2025 December	PD: 03.12.2025 ED: 30.10.2025 AD: 11.11.2025	Air conditioning: Ventilation and air conditioning systems for commercial and administrative buildings as well as training, sports and event facilities Heating: Bivalent heating systems, heat distribution and transfer, pressurization and degassing Building automation/security: system monitoring, data transmission, access/security solutions Electrical: lightning and surge protection, direct current systems Sanitary: Drinking water treatment and distribution, sanitary technology for public buildings Products: Installation technology / fire protection technology	

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1/2 2026 Januar/ Februar	ET: 18.02.2026 ED: 15.01.2026 AD: 27.01.2026	Air conditioning: ventilation and air conditioning systems for residential buildings, health and care facilities Heating: heat generators (heat pumps, boilers, CHP, biomass), pressurization and degassing Building automation: system optimization for heating and air conditioning technology, lighting, presence sensors Electrical: switch cabinets, controllers, protective devices Water: wastewater technology, rainwater drainage Products: Air conditioning and refrigeration technology / installation technology	
3/2026 März	ET: 10.03.2026 ED: 04.02.2026 AD: 16.02.2026	SHK+E Essen trade fair: Product news from A to Z, preliminary report and reports on the trade fair Air conditioning: Decentralized air conditioning technology, ventilation and air conditioning units, fans Heating: Heat pumps, heat storage, heat distribution and transfer Building automation: Retrofitting existing properties into smart buildings with I&C technology and software solutions Electrical: switch cabinets, controllers, protective devices Sanitary: Furnishings for residential and hotel buildings, drinking water heating and hygiene	17. - 20.03.2026, SHK+E , Essen, Germany
4/2026 April	ET: 04.04.2026 ED: 03.03.2026 AD: 13.03.2026	IFH/Intherm trade fair: Product news from A to Z, preliminary report and reports on the trade fair Air conditioning: Central air conditioning technology, air treatment systems, VRF air conditioning technology Heating: Bivalent heating systems, heat distribution and transfer Installation: Industrial prefabrication (modular construction) Fire protection: Fire protection insulation and equipment, fire protection systems Software: TGA software for planning and calculation, BIM, digital twin	14. - 17.04.2026, IFH/Intherm , Nuremberg, Germany

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

The most important editorial topics at a glance and the corresponding issues in the **tab** in which we report on them:

Themes	Issues	Themes	Issues	Themes	Issues	Themes	Issues
Access/security solutions for buildings	4, 5, 9, 12	Electrical engineering	1-2, 3, 5, 6, 7-8, 10, 11, 12	Heat storage	1-2, 3, 6, 9, 11	Pressure maintenance and degassing	1-2, 5, 6, 11, 12
Air distribution	jede Issue	Electrical: Network technology	5, 6, 11	Heat transfer	1-2, 3, 6, 7-8, 10, 11, 12	Process cooling	1-2, 6, 10, 11
Air humidification and dehumidification	1-2, 4, 6, 7-8, 9, 11, 12	Electrical: Protective devices	6, 7-8, 11	Heat/cold transfer (air conditioning technology)	3, 4, 6, 7-8, 9, 11, 12	Process heat	1-2, 6, 10, 11
Air hygiene	4, 6, 7-8, 9, 10, 11, 12	Electrical: Regulators	6, 7-8, 11	Hydraulic systems	1-2, 4, 6, 9, 11	Rainwater drainage	4, 6, 10
Backwater flaps/technology	1-2, 4, 10, 11	E-mobility	3, 6, 10, 11	Industrial prefabrication	4, 7, 11, 12	Rainwater utilization	1-2, 11
Bivalent heating systems	1-2, 6, 7-8, 11, 12	Fans	4, 5, 6, 7-8, 9, 10, 11, 12	Installation technology	4, 6, 7-8, 11, 12	Recooling plants	4, 6, 7-8, 9, 11, 12
Building automation	1-2, 3, 4, 5, 7, 9, 10, 12	Fire bulkhead systems	5, 6, 11, 12	Lighting	7	Refrigeration	4, 6, 7-8, 9, 11, 12
Building security	4, 5, 9, 12	Fire dampers	5, 6, 12	Lightning protection	6, 11, 12	Sanitary technology	3, 4, 5, 9, 10, 12
Central air conditioning technology	3, 4, 6, 7, 9, 11, 12	Fire detection technology	4, 5, 9, 12	Local and district heating	1-2, 6, 11	Sensors	1-2, 3, 4, 7, 9, 10
Cold storage	4, 6, 7-8, 9, 11, 12	Fire extinguishing systems	4, 5, 6, 9, 11, 12	Modular design	4, 7, 11, 12	Serial construction	4, 7, 11, 12
Concrete core activation	1-2, 6, 11	Fire extinguishing systems	4, 5, 9, 12	Monitoring (system/device monitoring)	4, 5, 9, 12	Silencers	3, 4, 6, 7-8, 9, 11, 12
Data transmission (building automation)	1-2, 3, 4, 5, 7, 9, 10, 12	Fire protection equipment	5, 11, 12	MSR technology	1-2, 3, 4, 7, 9, 10	Smoke and heat extraction systems (RWA)	4, 5, 9, 12
Decentralized air conditioning technology	4, 5, 6, 7-8, 9, 11, 12	Fire protection insulation	5, 11, 12	Networking of TGA systems	5, 6, 11	software	1-2, 4, 7-8, 9, 10
Direct current systems	6, 11, 12	Fire protection technology	4, 5, 6, 9, 11, 12	Overvoltage protection	6, 11, 12	Swimming pool technology	1-2, 11
Drinking water distribution	4, 5, 10, 12	Furnishings (sanitary)	4, 9, 10, 12	Peak load management photovoltaics	1-2, 6, 11	Switch cabinets	6, 7-8, 11
Drinking water heating	3, 4, 9, 10, 12	Heat distribution	1-2, 3, 6, 7-8, 10, 11, 12	Power lines	6, 7, 12	Transfer stations	1-2, 6, 11
Drinking water hygiene	3, 4, 5, 9, 10, 12	Heat generators (heat pumps, boilers, CHP, biomass)	1-2, 3, 5, 6, 7-8, 9, 10, 11, 12	Power storage technology	3, 6, 10, 11	Uninterruptible power supply (UPS)	1-2, 6, 11
Drinking water treatment	4, 5, 10, 12	Heat pumps	1-2, 3, 5, 6, 7-8, 9, 10, 11, 12	Pressure boosting systems (drinking water)	4, 5, 10	Ventilation and air conditioning units	jede Issue
						VRF air conditioning technology	1-2, 4, 6, 7-8, 9, 11, 12
						Wastewater technology	4, 6, 10



Circulation audit:

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

Copies actually distributed (tvA):	12,244	thereof abroad:	85
- thereof E-Paper:	2,750	thereof abroad:	22
Copies sold:	1,456	thereof abroad:	70
Subscriptions:	1,452	thereof abroad:	70
Other sales:	3		
Single copy sales:	1		
Free copies:	10,789	thereof abroad:	15
Archive and specimen:	160		

Geographic distribution analysis:

Business regions	Copies actually distributed	
	%*	Copies
Domestic	99.3	12,159
Abroad	0.7	85
Copies actually distributed (tvA)	100.0	12,244

*The percentages have been rounded to one decimal place.

Summary of the survey method:

1. Method: Dissemination analysis by file evaluation - total survey
 2. Basic population: actual circulation 12,244 = 100 %
 3. Sample: total survey
 4. Target person of the study: not applicable
 5. Period of study: August 2024
 6. Execution of the study: Bauverlag BV GmbH
- Details on the survey method are available from the publishing company.

Distribution by Nielsen-Areas/German states:

Distribution	Copies actually distributed	
	%*	Copies
Nielsen-Area I		
Schleswig-Holstein	2.5	303
Hamburg	2.6	322
Niedersachsen	8.3	1,013
Bremen	1.0	119
Nielsen-Area II		
Nordrhein-Westfalen	20.7	2,529
Nielsen-Area IIIa		
Hessen	8.7	1,064
Rheinland-Pfalz	4.8	592
Saarland	1.6	198
Nielsen-Area IIIb		
Baden-Württemberg	13.3	1,623
Nielsen-Area IV		
Bayern	16.2	1,985
Nielsen-Area V		
Berlin	4.9	603
Nielsen-Area VI		
Mecklenburg-Vorpommern	2.0	246
Brandenburg	3.0	368
Sachsen-Anhalt	2.5	305
Nielsen-Area VII		
Thüringen	2.5	301
Sachsen	4.8	588
Copies truly distributed in domestic area	99.3	12,159

*The percentages have been rounded to one decimal place.

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) 13,460.00 €</p>	<p>1/1 Page</p>  <p>Bleed format: 210 x 297 mm</p> <p>Price (b/w to 4c) 6,910.00 €</p>	<p>Juniorage</p>  <p>Bleed format: 148 x 210 mm</p> <p>Price (b/w to 4c) 4,440.00 €</p>	<p>1/2 Page, horiz.</p>  <p>Bleed format: 210 x 145 mm</p> <p>Price (b/w to 4c) 4,400.00 €</p>	<p>1/2 Page, vertical</p>  <p>Bleed format: 100 x 297 mm</p> <p>Price (b/w to 4c) 4,400.00 €</p>																
<p>1/3 Page, vertical</p>  <p>Bleed format: 70 x 297 mm</p> <p>Price (b/w to 4c) 3,620.00 €</p>	<p>1/3 Page, horiz.</p>  <p>Bleed format: 210 x 100 mm</p> <p>Price (b/w to 4c) 3,620.00 €</p>	<p>1/4 Page, vertical</p>  <p>Bleed format: 52 x 297 mm</p> <p>Price (b/w to 4c) 3,230.00 €</p>	<p>1/4 Page, horiz.</p>  <p>Bleed format: 210 x 74 mm</p> <p>Price (b/w to 4c) 3,230.00 €</p>	<p>1/4 Page, Col.</p>  <p>Bleed format: 100 x 145 mm</p> <p>Price (b/w to 4c) 3,230.00 €</p>																
<p>1/8 Page, vertical</p>  <p>Bleed format: 52 x 145 mm</p> <p>Price (b/w to 4c) 2,580.00 €</p>	<p>1/8 Page, horiz.</p>  <p>Bleed format: 210 x 50 mm</p> <p>Price (b/w to 4c) 2,580.00 €</p>	<p>1/8 Page, Col.</p>  <p>Bleed format: 100 x 74 mm</p> <p>Price (b/w to 4c) 2,580.00 €</p>	<table border="1"> <tbody> <tr> <td>Advertorial 1/1 Page*</td> <td>6,910.00€</td> </tr> <tr> <td>Advertorial 1/2 Page**</td> <td>4,400.00€</td> </tr> <tr> <td>Produkt-Highlight</td> <td>3,480.00€</td> </tr> <tr> <td>Cover story</td> <td>14,300.00€</td> </tr> <tr> <td>Cover story Fair price Issue 3</td> <td>17,875.00€</td> </tr> <tr> <td>ISH</td> <td></td> </tr> <tr> <td>Cover page combinaton</td> <td>9,580.00 €</td> </tr> <tr> <td colspan="2">Consisting of the title page and 1/2 page horiz. ad on the contents page</td> </tr> </tbody> </table>		Advertorial 1/1 Page*	6,910.00€	Advertorial 1/2 Page**	4,400.00€	Produkt-Highlight	3,480.00€	Cover story	14,300.00€	Cover story Fair price Issue 3	17,875.00€	ISH		Cover page combinaton	9,580.00 €	Consisting of the title page and 1/2 page horiz. ad on the contents page	
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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:

Placement:	Inside front cover, inside back cover and back cover	920.00 €
	Other prescribed positions	20%
Special colour:	Each color	1,180.00 €

All additional charges are discountable.

Discounts:

Published within 12 months
(Insertion year, beginning with the appearance 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)	6.40 €
Job offers colour	per height mm (1 column, 44 mm wide)	11.50 €
Situation wanted b/w	per height mm (1 column, 44 mm wide)	3.60 €
Opportunity ad, Purchase/sale b/w	per height mm (1 column, 44 mm wide)	6.40 €

From a print value of 1,250.00 €, your job posting will be displayed www.tab.de for 4 weeks for free.

Special ad types:

Bound inserts (sample - front page/back page required)

2-pages	5,210.00 €
4-pages	9,270.00 €
6-pages	13,820.00 €
8-pages	17,940.00 €

(others 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: 6 mm, foot trim: 3 mm, lateral trim: 3 mm each

Loose inserts (not discountable)

Maximum size 205 x 290 mm

	Price %
Weight of loose insert	
Full insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	360.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	410.00 €

For partial occupancy: selection costs per selection 160.00 €

Glued ad media

	Price %
Postcard	100.00 €
Product sample, other glued advertising media	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, Germany
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.

Magazine format: DIN A4 (210 mm wide x 297 mm high; untrimmed: 216 mm wide x 303 mm high)

Print space: 188 mm wide x 270 mm high
4 Columns à 45 mm

Printing and binding methods: Offsetdruck (Bogen), Klebebindung

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

Terms of payment: Net invoice value within 10 days following the date of the invoice,

VAT ID No. DE 813382417

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

Produkt-Highlight

The special form of advertising in the **tab** Das Fachmedium der TGA-Branche

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: 3,480.00 €

Produkt-Highlight

- ANZEIGE -

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

Die beiden Wärmeaustauscher - 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. Kälte 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 Kältezentralen und Rückkühlwerke können vollständig entfallen und kleinere Heizwerke werden benötigt.

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

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



Pfeiler im Bau von Pumpen- und Armaturenbaugruppen (PAG) Gebrüder WIRG

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 12



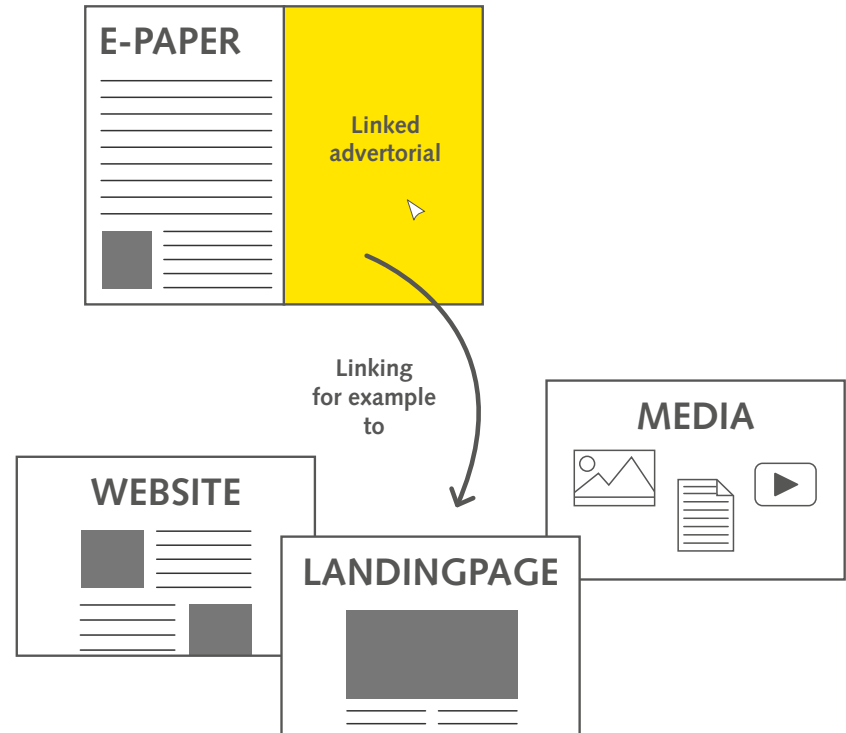
Linking in E-Paper

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 €

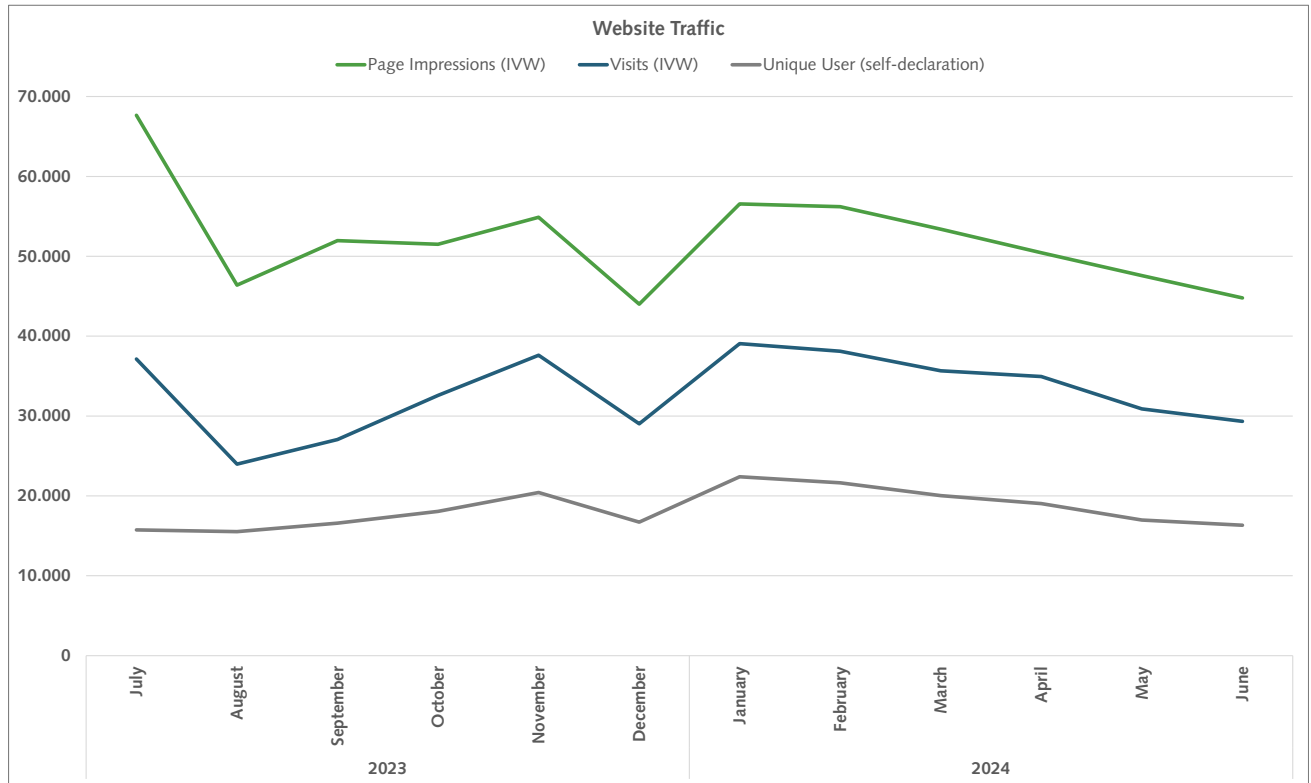


DIGITAL

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Traffic audit:



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

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

Form of advertising	Placement Desktop and tablet	Size in pixel (W x H) Desktop and tablet	Placement Mobile	Size in pixel (W x H) Mobile	Price for 28 days / 4 weeks
Fullsize banner	Content	468 x 60	Content	300 x 50 (6:1)	686.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	854.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	1,190.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,022.00 € 1,106.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	1,022.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,190.00 € 1,274.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	1,358.00 € 1,442.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	1,708.00 €
Wallpaper	Above and next to the content	728 x 90 und 120 x 600	Content	300 x 250	1,540.00 €
Expandable wallpaper	Above and next to the content	728 x 90 und 120 x 600 (300 x 600)	Content	300 x 600	1,708.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	1,274.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	9,786.00 € (Price for 12 weeks)
Job offer	In the job market	Individual	In the job market	Individual	1,250.00 €

All display banners rotate with a maximum of 2 other banners in the same position. Please always supply the respective desktop and mobile format. Other formats on request.
All prices plus 19% VAT, agency commission: 15%. You can find our technical specifications with a presentation of the formats at <https://bauverlag.de/downloads/spec-sheet-online.pdf>.
You can find the general terms and conditions at <https://bauverlag.de/en/terms>

Discounts:

Published within 12 months (Insertion year)

Staggered repeat discount

12 Weeks	5 %
26 Weeks	10 %
52 Weeks	15 %

Special ad types:

additional options

Wallpaper: coloured, clickable background

30% additional charge

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

File formats:

JPG, GIF, Flash, HTML-Tag, Redirect-Tag

Weight: max. 100 kB per banner

The kB data given for every advertising material are maximum sizes and represent the total sum of all data defined by the advertising materials (including files to be loaded later, sniffer code, images, flash, etc.).

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

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

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

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

Please send your materials together with the required meta information:

- booked site
- Customer name
- Order number
- Target-URL
- Booking period
- Form of advertisingat
- Motif name
- Contact person for inquiries

Newsletter	Publication date	Booking deadline	Themes	Trade fairs/events
tab-NL 1	09.01.2025	19.12.2024	FOCUS ON THE BAU TRADE FAIR	13. - 17.01.2025, BAU MUNICH
tab-NL 2	23.01.2025	14.01.2025		
tab-NL 3	06.02.2025	28.01.2025	BUILDING AUTOMATION	
tab-NL 4	20.02.2025	11.02.2025		
tab-NL 5	27.02.2025	18.02.2025		
tab-NL 6	06.03.2025	25.02.2025	FOCUS ON THE ISH TRADE FAIR	
tab-NL 7	13.03.2025	04.03.2025	FOCUS ON THE ISH TRADE FAIR	17. - 20.03.2025, ISH, FRANKFURT A. M.
tab-NL 8	27.03.2025	18.03.2025	FOCUS ON THE ISH TRADE FAIR	
tab-NL 9	03.04.2025	25.03.2025		
tab-NL 10	10.04.2025	01.04.2025		
tab-NL 11	24.04.2025	11.04.2025	SOLAR TECHNOLOGY	07. - 09.05.2025, THE SMARTER E EUROPE, MUNICH
tab-NL 12	08.05.2025	28.04.2025		
tab-NL 13	15.05.2025	06.05.2025	VENTILATION / AIR CONDITION- ING	
tab-NL 14	22.05.2025	13.05.2025		
tab-NL 15	05.06.2025	26.05.2025		
tab-NL 16	12.06.2025	02.06.2025	FIRE PROTEC- TION	25. - 26.06.2025, FEUERTRUTZ, NUREMBERG
tab-NL 17	26.06.2025	16.06.2025		
tab-NL 18	03.07.2025	24.06.2025	SOFTWARE	
tab-NL 19	10.07.2025	01.07.2025		

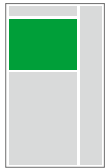
Newsletter	Publication date	Booking deadline	Themes	Trade fairs/events
tab-NL 20	31.07.2025	22.07.2025		
tab-NL 21	21.08.2025	12.08.2025	SANITARY	
tab-NL 22	04.09.2025	26.08.2025		
tab-NL 23	11.09.2025	02.09.2025		
tab-NL 24	18.09.2025	09.09.2025	VENTILATION / AIR CONDITION- ING	
tab-NL 25	25.09.2025	16.09.2025		
tab-NL 26	02.10.2025	23.09.2025	SOFTWARE	
tab-NL 27	09.10.2025	29.09.2025		
tab-NL 28	23.10.2025	14.10.2025	BUILDING AUTO- MATION	
tab-NL 29	30.10.2025	21.10.2025		
tab-NL 30	06.11.2025	28.10.2025	HEATING	NOVEMBER 2025, HEATEXPO, DORTMUND
tab-NL 31	13.11.2025	04.11.2025		
tab-NL 32	20.11.2025	11.11.2025		
tab-NL 33	27.11.2025	18.11.2025	ELECTRIC	
tab-NL 34	04.12.2025	25.11.2025		
tab-NL 35	11.12.2025	02.12.2025		
tab-NL 36	18.12.2025	09.12.2025		

Recipients:
Specialist engineers for technical building equipment

Circulation:
4,803 Recipients
Openingrate net: 24.1 %
(Source: Inxmail, average per month July 2023 to June 2024)

Prices and forms of advertising:

Text ad premium



- 1. Text ad in the Newsletter
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
820.00 €

Text ad



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

Placement:
content

Price:
680.00 €

Medium rectangle

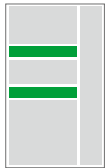


Format:
300 x 250 px

Placement:
content

Price:
820.00 €

Fullsize banner

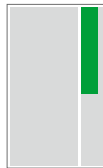


Format:
468 x 60 px

Placement:
content

Price:
540.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the
content

Price:
680.00 €

Wide skyscraper

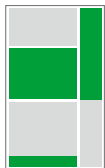


Format:
160 x 600 px

Placement:
next to
the content

Price:
820.00 €

Newsletter takeover



- up to 4 text ads
- 3 Fullsize banner
- 1 skyscraper

Placement:
content, exklusiv

Price:
5,050.00 €

Job offer



- 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 %

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:

- booked newsletter
- Customer name
- Order number
- Target URL
- Contact person for inquiries

You will get a reporting about the recipients,
Opening rate and ad-clicks.



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.tab.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
- Text ad in the **tab Newsletter** with link to the online article
- Promoted Facebook post via the Facebook fan page of **tab** with link to the online article

Price: 2,996.00 € plus VAT.
(Price for 28 days / 4 weeks)



The screenshot shows the website interface for 'tab Das Fachmedium der TGA-Branche'. The main article is titled 'Mobile Stromversorgung in der Industrie'. It features three small images of industrial settings. Below the images, there is a sub-headline: 'Vorübergehende Stromausfälle können in der Industrie schwerwiegende Folgen haben. Ein Produktionsstillstand oder eine Unterbrechung der Logistikprozesse verursacht hohe Kosten und stört die Lieferketten.' The article is categorized under 'Mobile Stromversorgung ist im Wesentlichen in drei Fällen gefragt'. A list of three points follows: 1. Neubau oder Erweiterung von Produktionsanlagen oder Logistikzentren, 2. Wartungsarbeiten am Stromnetz, and 3. Umstellung auf nachhaltige Energien. A Facebook icon is overlaid on the bottom left of the screenshot.

PORTFOLIO

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

Online branding package



Halfpage ad on www.tab.de



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

Duration 4 weeks
Price: 2,698.20 € plus VAT.

Crossmedia product advertising package



Online advertorial on www.tab.de



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

Duration 4 weeks
Price: 6,656.40 € plus VAT.

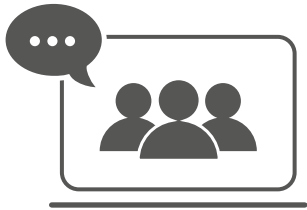
We will be happy to put together further packages with suitable digital and print formats for you on request.

Gain valuable leads with the strong media brand tab!

Webinar

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

Price: 6,490.00 €*



Ask for our detailed information flyer!

*Price plus 19% VAT.

Please note that we require a lead time of 8 weeks. You can find the general terms and conditions at <https://bauverlag.de/en/terms>.

Whitepaper

Publish your neutral, technically sound information on a topic of interest to the target group in a useful white paper on **tab.de**. Interested users order the white paper and you will receive the contact details afterwards.

Price: on request





Video advertorials that will convince you!

Moving images attract attention. Content and products can be presented in a more lively and emotional way, making them easier to perceive.

In contrast to classic commercials, video advertorials convey information, tips or stories that appear valuable to the viewer while subtly promoting a product, service or brand.

The focus is often on providing the audience with useful content while raising awareness of the advertised brand, without the advertising taking center stage.

Bauverlag not only has access to the target group, but also the expertise to implement an individual storyline perfectly and tailor-made for the customer in the construction industry. The Bauverlag brands also provide neutrality and credibility for your communication goals.

When will we realize our joint video project?

Please contact us



Erdal Top
Director Video & Digital Services
Phone: +49 5241 2151-3344
E-Mail: erdal.top@bauverlag.de



bau|||verlag Events

Networking für Architektur und Bau

The portal for networking in architecture and the construction industry

Bauverlag organizes and plans 85 events every year. These include in-house events such as congresses, trade fairs and specialist forums. In addition, customer events are designed, planned and carried out.

Our events offer you

- Networking and information transfer
- Contact with your target group and top decision-makers in architecture and the construction industry
- Neutral specialist presentations on trends and developments
- Intensive exchange of ideas and information
- In-depth information through accompanying trade exhibitions
- New, innovative discussion and presentation formats

Expand your network. Take advantage of the professional exchange with colleagues and industry experts!

Please contact us



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Your partner for content marketing, individual communication solutions and networking

We support you in reaching your target group with something special. In close cooperation with our specialist editorial teams, we develop customized online and print formats as well as specialist events for you.

Bauverlag Creative offers you

- Supplements, brochures, white papers
- Websites and microsites
- Editorial videos and image films
- Social media content
- Moderation and event management

Become visible. Use the reach and channels of Bauverlag!

Please contact us



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bau || || jobs

One platform, six strong brands, hundreds of jobs

bau || || jobs is the joint job market of IKZ, tab, SHK Profi, KKA Kälte Klima Aktuell, BS Brandschutz and Computer Spezial



Online price
1,250.00 €
plus VAT

Only the best jobs
in our industry

THE BAUVERLAG

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Building. Knowledge. Passion.

Architecture / Processing & recycling / Building materials / Construction companies / Job market / Technical building equipment / Fabricators / Housing and real estate industry



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



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

