

MEDIA DATA

2026 (SHORT VERSION)

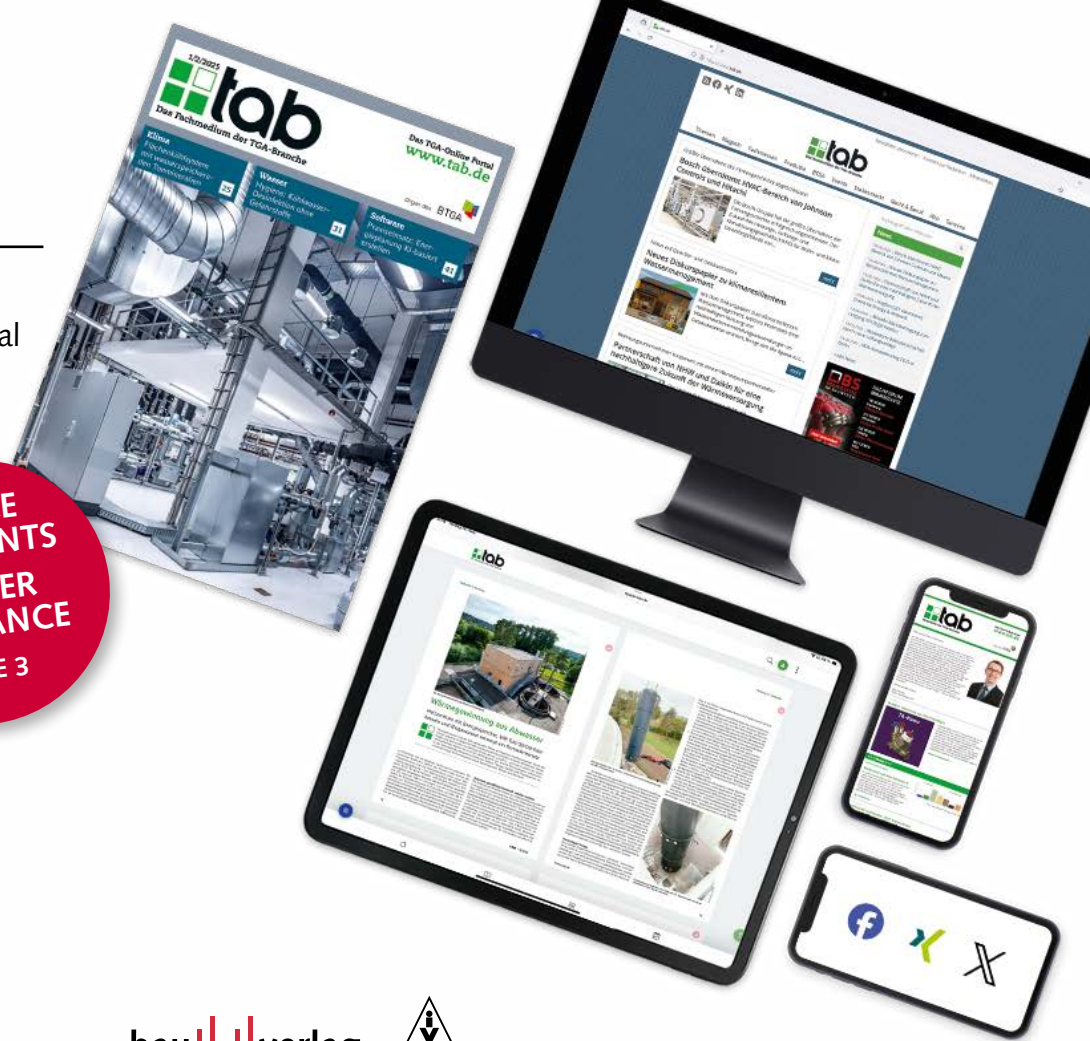
Target group
- Specialist planners of technical
building services

MORE
CONTENTS
HIGHER
RELEVANCE
PAGE 3



tab.de

bau|||verlag





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.**



69,954

Copies / year

copies actually distributed 11,659

thereof E-Paper: 2,701

Publication frequency 6x / Year



480,360

Page impressions website / year

Page Impressions 40,030 / Month

Visits 25,286 / Month

Unique User 14,080 / Month



177,228

Newsletter recipients / year

Recipients 4,923 / Issue

Openingrate net 24.4 %

Publication frequency 36 / Year

More content – More up-to-date – Closer to your target group

In 2026, the trade publication **tab** will offer even more: we are expanding our print and online offerings!



More topicality

More content

Daily news

With **'ONLINE FIRST'**, we are taking the step of reporting comprehensively and immediately online on the entire editorial spectrum, whether it be specialist articles and interviews on important industry topics, exciting property reports (new: 'Project of the Week'), product announcements or daily news – this brings us **closer to current events** with text, image and video production. A bonus for you and our readers!



6 times a year at all important trade fairs and events

All topics covered in every issue

Expansion of the magazine's scope

Our **tab trade journals** also offer **more content**, which we have expanded in individual issues to include additional topics and focused on important industry events. In each issue, we report on the core areas of heating, ventilation, air conditioning and refrigeration technology, sanitation and building automation.

Last but not least, you will also always find **all product and topic areas**, such as electrical, water, fire protection, law and software.

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

Issue Month	Dates	Excerpt from the planned specialist topics In addition to many technical articles, each issue also contains articles from the fields of studies and careers, case law, certification and controlling.	Trade fairs/events
1/2026	PD: 02.03.2026 ED: 29.01.2026 AD: 06.02.2026	Light + Building trade fair / SHK+E Essen trade fair: Product news from A to Z, preliminary report and news about the trade fairs Air conditioning: Central and decentralised air conditioning technology, air treatment systems, VRF technology, fans Heating: Heat generators (heat pumps, boilers, CHP, biomass), pressure maintenance and degassing Building automation/security: From sensor and actuator technology to building management systems, access/security solutions Electrical: Lighting technology, photovoltaics, electricity storage technology and e-mobility in public and private buildings Sanitary: Sanitary fixtures for residential and hotel buildings, drinking water heating and hygiene Software: TGA software for planning and calculation, BIM, digital twin	Light + Building, 08. - 13.03.2026, Frankfurt a. M. SHK+E Essen, 17. - 20.03.2026, Essen digitalBAU, 24. - 26.03.2026, Cologne
2/2026	PD: 07.04.2026 ED: 04.03.2026 AD: 12.03.2026	IFH/Intherm trade fair: Product news from A to Z, preliminary report and news about the trade fair Air conditioning: Ventilation and air conditioning systems for commercial and administrative buildings as well as educational, sports and event venues Heating: Bivalent heating systems, heat storage, heat distribution and transfer Building automation: Retrofitting existing properties to smart buildings with MSR technology and software solutions, system monitoring Electrical: Switch cabinets, controllers, DC equipment, protective devices Installation: Industrial prefabrication (modular construction), planning of cable routes Water: Swimming pool technology, rainwater utilisation and protection against backflow/flooding, wastewater technology	IFH/Intherm, 14. - 17.04.2026, Nuremberg
3/2026	PD: 08.06.2026 ED: 04.05.2026 AD: 12.05.2026	Climate: Cooling and heat recovery in data centres, fans, air hygiene Heating: Mobile heating centres, heat transfer, control of heating systems Fire protection: Fire extinguishing systems and equipment, fire alarm technology, smoke and heat extraction systems (RWA) Sanitation: Sanitation technology in public areas, drinking water heating and hygiene Software: Software for tendering, awarding contracts, invoicing (AVA) and construction management Products: Heating technology / Ventilation, air conditioning and refrigeration technology / Sanitation and wastewater technology / Electrical engineering / Building automation / Fire protection / Solar / Software	

Can't find the topic you're looking for?

Please contact our editorial team. We will be happy to consider including your topic in a suitable issue. You can find our contact details on page 14.
The editorial department reserves the right to make changes/additions on grounds of topicality.

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Issue Month	Dates	Excerpt from the planned specialist topics In addition to many technical articles, each issue also contains articles from the fields of studies and careers, case law, certification and controlling.	Trade fairs/events
4/2026	PD: 03.09.2026 ED: 04.08.2026 AD: 12.08.2026	Climate: Ventilation and air conditioning systems for residential buildings, healthcare and nursing facilities, VRF technology, air treatment systems Heating: Local and district heating, transfer stations, bivalent heating systems, pressure maintenance and degassing Building automation/security: From sensor and actuator technology to building management systems, access/security solutions Electrical: Photovoltaics, electricity storage technology and e-mobility in public and private buildings, lighting technology Water: Swimming pool technology, rainwater utilisation and protection against backflow/flooding, wastewater technology Products: Heating technology / Ventilation, air conditioning and refrigeration technology / Sanitary and wastewater technology / Electrical engineering / Building automation / Fire protection / Solar / Software	
5/2026	PD: 05.10.2026 ED: 03.09.2026 AD: 11.09.2026	Chillventa trade fair: Preliminary report and news about the trade fair Air conditioning: Mobile cooling centres, cooling for industry and commerce, recooling plants, air hygiene, fans Heating: Heat generators (heat pumps, boilers, CHP, biomass), hydraulic systems – planning, balancing and optimisation Building automation: Retrofitting existing properties to smart buildings with MSR technology and software solutions, system monitoring Sanitation: Drinking water treatment and distribution, pressure boosting systems Installation: Industrial prefabrication (modular construction), planning of pipe routes Products: Heating technology / ventilation, air conditioning and refrigeration technology / sanitation and wastewater technology / electrical engineering / building automation / fire protection / solar / software	Chillventa, 13. - 15.10.2026, Nuremberg
6/2026	PD: 11.11.2026 ED: 12.10.2026 AD: 20.10.2026	GET Nord trade fair: Product news from A to Z, preliminary report and news about the trade fair Air conditioning: Centralised and decentralised air conditioning technology, heat/cold transfer, air distribution, sound insulation Heating: Bivalent heating systems, heat storage, heat distribution and transfer Fire protection: Fire extinguishing systems and equipment, fire alarm technology, smoke and heat extraction systems (SHE) Electrical: Uninterruptible power supply (UPS), peak load management, direct current systems, protective devices Software: TGA software for planning and calculation, BIM, digital twin Water: Swimming pool technology, rainwater utilisation and protection against backflow/flooding, wastewater technology	GET Nord, 19. - 21.11.2026, Hamburg

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
Issue Month	Dates	Excerpt from the planned specialist topics In addition to many technical articles, each issue also contains articles from the fields of studies and careers, case law, certification and controlling.	Trade fairs/events
1/2027	PD: 05.03.2027 ED: 03.02.2027 AD: 11.02.2027	ISH trade fair: Product news from A to Z, preliminary report and news about the trade fair Air conditioning: Centralised and decentralised air conditioning technology, air treatment systems, VRF technology, fans Heating: Heat generators (heat pumps, boilers, CHP, biomass), heat distribution and transfer, pressure maintenance and degassing Building automation/security: From sensor and actuator technology to building management systems, access/security solutions Electrical: Photovoltaics, electricity storage technology and e-mobility in public and private buildings, lighting technology Sanitary: Sanitary fixtures for residential and hotel buildings, drinking water heating and hygiene Software: TGA software for planning and calculation, BIM, digital twin	ISH, 15. - 19.03.2027, Frankfurt a. M.
2/2027	PD: 27.04.2027 ED: 26.03.2027 AD: 05.04.2027	Climate: Cooling and heat recovery in data centres, air hygiene, air distribution Heating: Mobile heating centres, heat transfer, control of heating systems Building automation: Retrofitting existing properties to smart buildings with MSR technology and software solutions, system monitoring Sanitation: Sanitation technology in public areas, drinking water heating and hygiene Water: Swimming pool technology, rainwater utilisation and protection against backflow/flooding, wastewater technology Products: Heating technology / Air conditioning and refrigeration technology / Sanitation and wastewater technology / Electrical engineering / Building automation / Fire protection / Solar / Software	

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

2/1 Page  Bleed format: 420 x 297 mm Price (b/w to 4c) 13,930.00 €	1/1 Page  Bleed format: 210 x 297 mm Price (b/w to 4c) 7,150.00 €	Juniorpage  Bleed format: 148 x 210 mm Price (b/w to 4c) 4,600.00 €	1/2 Page, horiz.  Bleed format: 210 x 145 mm Price (b/w to 4c) 4,550.00 €	1/2 Page, vertical  Bleed format: 100 x 297 mm Price (b/w to 4c) 4,550.00 €												
1/3 Page, vertical  Bleed format: 70 x 297 mm Price (b/w to 4c) 3,750.00 €	1/3 Page, horiz.  Bleed format: 210 x 100 mm Price (b/w to 4c) 3,750.00 €	1/4 Page, vertical  Bleed format: 52 x 297 mm Price (b/w to 4c) 3,340.00 €	1/4 Page, horiz.  Bleed format: 210 x 74 mm Price (b/w to 4c) 3,340.00 €	1/4 Page, Col.  Bleed format: 100 x 145 mm Price (b/w to 4c) 3,340.00 €												
1/8 Page, vertical  Bleed format: 52 x 145 mm Price (b/w to 4c) 2,670.00 €	1/8 Page, horiz.  Bleed format: 210 x 50 mm Price (b/w to 4c) 2,670.00 €	1/8 Page, Col.  Bleed format: 100 x 74 mm Price (b/w to 4c) 2,670.00 €	<table><tr><td>Advertorial 1/1 Page*</td><td>7,150.00 €</td></tr><tr><td>Advertorial 1/2 Page**</td><td>4,550.00 €</td></tr><tr><td>Produkt-Highlight</td><td>3,600.00 €</td></tr><tr><td>Cover story</td><td>14,800.00 €</td></tr><tr><td>Cover story Fair price Issue 1 Light + Building and SHK+E; 2 IFH/Intherm; 6 GET Nord</td><td>18,500.00 €</td></tr><tr><td>Cover page combination Consisting of the title page and ½ page horiz. ad on the contents page</td><td>9,920.00 €</td></tr></table>		Advertorial 1/1 Page*	7,150.00 €	Advertorial 1/2 Page**	4,550.00 €	Produkt-Highlight	3,600.00 €	Cover story	14,800.00 €	Cover story Fair price Issue 1 Light + Building and SHK+E; 2 IFH/Intherm; 6 GET Nord	18,500.00 €	Cover page combination Consisting of the title page and ½ page horiz. ad on the contents page	9,920.00 €
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* Price surcharge for design by the publisher 500.00 €; ** Price surcharge for design by the publisher 250.00 €
All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: <https://bauverlag.de/en/terms>

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)	714.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	882.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	1,232.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,064.00 € 1,148.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	1,064.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,232.00 € 1,316.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	1,400.00 € 1,498.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	1,764.00 €
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	1,596.00 €
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	1,764.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	1,316.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	10,164.00 € (Price for 12 weeks)
Job offers	In the job market	Individual	In the job market	Individual	1,290.00 €

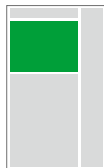
All display banners rotate with a maximum of 2 other banners in the same position. Please always supply the respective desktop and mobile format. Other formats on request.
All prices plus 19% VAT, agency commission: 15%. You can find our technical specifications with a presentation of the formats at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

Newsletter	Publication date	Booking deadline	Topics	Trade fairs/events
01/2026	15.01.2026	06.01.2026		
02/2026	29.01.2026	20.01.2026		
03/2026	05.02.2026	27.01.2026	Software	
04/2026	19.02.2026	10.02.2026	Focus on the Light + Building trade fair and SHK+E Essen trade fair	Light + Building , 08. - 13.03.2026, Frankfurt a. M. SHK+E Essen , 17. - 20.03.2026, Essen
05/2026	26.02.2026	17.02.2026	Focus on the Light + Building trade fair	Light + Building , 08. - 13.03.2026, Frankfurt a. M.
06/2026	10.03.2026	27.02.2026	Focus on the SHK+E Essen trade fair	SHK+E Essen , 17. - 20.03.2026, Essen
07/2026	17.03.2026	06.03.2026	Focus on the digitalBAU trade fair	digitalBAU , 24. - 26.03.2026, Cologne
08/2026	31.03.2026	20.03.2026	Focus on the IFH/Intherm trade fair	IFH/Intherm , 14. - 17.04.2026, Nuremberg
09/2026	07.04.2026	25.03.2026	Focus on the IFH/Intherm trade fair	IFH/Intherm , 14. - 17.04.2026, Nuremberg
10/2026	23.04.2026	14.04.2026		
11/2026	30.04.2026	21.04.2026		
12/2026	07.05.2026	27.04.2026	Ventilation / Air conditioning	
13/2026	21.05.2026	11.05.2026		
14/2026	28.05.2026	18.05.2026		
15/2026	11.06.2026	01.06.2026	Solar technology	Intersolar Europe , 23. - 25.06.2026, Munich
16/2026	18.06.2026	09.06.2026		
17/2026	25.06.2026	16.06.2026		

Newsletter	Publication date	Booking deadline	Topics	Trade fairs/events
18/2026	02.07.2026	23.06.2026	Building automation	
19/2026	16.07.2026	07.07.2026		
20/2026	30.07.2026	21.07.2026		
21/2026	13.08.2026	04.08.2026	Fire protection	
22/2026	27.08.2026	18.08.2026		
23/2026	03.09.2026	25.08.2026		
24/2026	10.09.2026	01.09.2026	Ventilation / Air conditioning	
25/2026	17.09.2026	08.09.2026		
26/2026	29.09.2026	18.09.2026	Focus on the Chillventa trade fair	Chillventa , 13. - 15.10.2026, Nuremberg
27/2026	06.10.2026	25.09.2026	Focus on the Chillventa trade fair	Chillventa , 13. - 15.10.2026, Nuremberg
28/2026	15.10.2026	06.10.2026		
29/2026	22.10.2026	13.10.2026	Software	
30/2026	29.10.2026	20.10.2026		
31/2026	05.11.2026	27.10.2026	Focus on the GET Nord trade fair	GET Nord , 19. - 21.11.2026, Hamburg
32/2026	12.11.2026	03.11.2026	Focus on the GET Nord trade fair	GET Nord , 19. - 21.11.2026, Hamburg
33/2026	26.11.2026	17.11.2026		
34/2026	03.12.2026	24.11.2026	Plumbing	
35/2026	10.12.2026	01.12.2026		
36/2026	17.12.2026	08.12.2026	Electrical	

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:
840.00 €

Text ad



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

Placement:
content

Price:
700.00 €

Medium rectangle

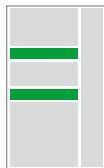


Format:
300 x 250 px

Placement:
content

Price:
840.00 €

Fullsize banner

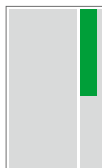


Format:
468 x 60 px

Placement:
content

Price:
560.00 €

Skyscraper

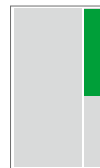


Format:
120 x 600 px

Placement:
next to the
content

Price:
700.00 €

Wide skyscraper

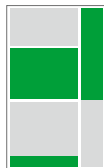


Format:
160 x 600 px

Placement:
next to
the content

Price:
840.00 €

Newsletter takeover

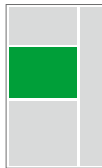


- up to 4 text ads
- 3 fullsize banner
- 1 skyscraper

Placement:
content, exclusive

Price:
5,180.00 €

Job offers



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

Placement:
content

Price:
700.00 €

Discounts:

Published within 12 months
(insertion year)

Staggered repeat discount

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

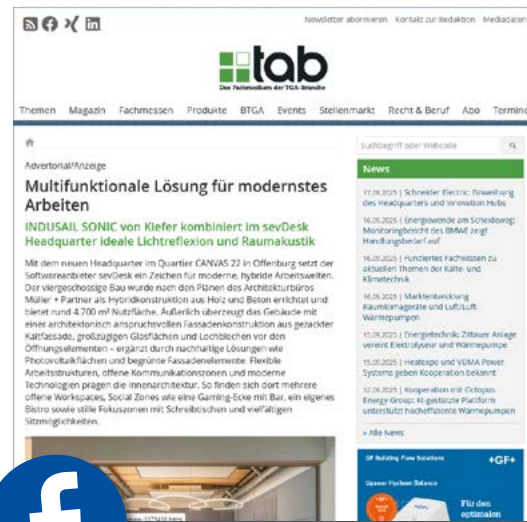
Online-advertorial

Show our users your expertise on a topic, demonstrate your problem-solving skills, or explain the benefits of your product in detail – the occasions for an online-advertorial can be many and varied.

The online-advertorial is promoted with a comprehensive 4-week communication package consisting of the following components:

- permanent online contribution on www.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: 3,108.00 € plus VAT.
(Price for 28 days / 4 Weeks)



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Photo: © Jasmin Schuller

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