

# MEDIA DATA 2025

## Target groups

- Managers in civil engineering, vertical construction, road construction, landscaping, in planning and engineering offices, in local authorities/at public clients, in utility companies and wastewater associations
- Decisionmakers in the building materials and construction machinery trade



TIEFBAU, HOCHBAU, INGENIEURBAU, STRASSENBAU

# THIS

BAUUNTERNEHMER | PLANER | ENTSCHEIDER



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## THIS

The **THIS** brand provides print, web and social media communication solutions for the target group of managers in the construction industry. **THIS** provides qualified specialist information from the fields of civil engineering, vertical construction and road construction. **THIS** also provides information on construction machinery, special foundation engineering and trenchless construction, landscaping, existing buildings and maintenance, concrete and formwork technology, training and recruiting, construction management and construction law as well as digitalization and building information modeling (BIM). The website [www.THIS-magazin.de](http://www.THIS-magazin.de) is a cross-media supplement to the print edition; the **THIS newsletter** also provides regular updates on the most important industry news.



# 216,513

Copies / Year

copies actually distributed 24,057  
thereof E-Paper: 7,888  
Publication frequency 9x / Year



# 399,816

Page impressions website / Year

Page Impressions 33,318 / Month  
Visits 25,944 / Month  
Unique User 14,973 / Month



# 124,580

Newsletter recipients / Year

Recipients 6,229 / Issue  
Openingrate net 18.2 %  
Publication frequency 20x / Year



# 1,700

Follower social media

# PRINT

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Issue Month	Dates	Themes	THIS extra	Events
11-12/2024 November/ December	<p><b>Publication date:</b> 05.12.2024</p> <p><b>Editorial deadline:</b> 13.11.2024</p> <p><b>Advertising deadline:</b> 13.11.2024</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b>  <b>Wastewater disposal:</b> Rainwater management – cleaning and drainage – land drainage  <b>Sewer construction and operation:</b> Drainage design and planning – flushing – self-compacting backfill  <b>BUILDING CONSTRUCTION</b>  <b>Construction methods:</b> Inner-city densification – building redevelopment – renovation – energy-efficiency refurbishment  <b>Masonry Construction:</b> Concrete – sand-lime bricks – lightweight concrete – aerated concrete – clay bricks  <b>CONSTRUCTION ENGINEERING</b>  <b>Scaffolding Systems:</b> Supporting scaffolding – scaffolding systems – stair towers – canopies – fall barriers/protection  <b>Formwork Systems:</b> Frame formwork – climbing formwork – hand-set formwork  <b>ROAD CONSTRUCTION</b>  <b>Newbuilds and Refurbishment:</b> Expansion – repair – road finishing – noise protection – road shoulder surfacing  <b>MAINTENANCE</b>  <b>Refurbishment:</b> Concrete renovation – bridges – buildings – injection technology  <b>CONSTRUCTION MACHINERY</b>  <b>Technology:</b> Digitalization – 3D control – fuel efficiency – fleet management  <b>Excavator Attachments:</b> Tilt rotators – cutting – compactors – drills – grippers – hydraulic coupling  <b>DIGITALIZATION</b>  <b>Software:</b> Building information modelling (BIM) – CAD – digital twin  <b>Construction Site Monitoring:</b> Video control – camera systems – radio transmission</p>		<p><b>BAU 2025</b> (13.-17.01.2025), Munich</p> <p><b>53. VDBUM Großseminar</b> (2025), Willingen</p> <p><b>37. Oldenburger Rohrleitungsforum (2025)</b>, Oldenburg</p>

Issue Month	Dates	Themes	THIS extra	Events
1-2.2025 January / February	<p><b>Publication date:</b> 12.02.2025</p> <p><b>Editorial deadline:</b> 06.01.2025</p> <p><b>Advertising deadline:</b> 21.01.2025</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b>  <b>Wastewater Disposal:</b> Separators – drainage of logistics areas – heavy rain events  <b>Pipeline Construction:</b> Pipe systems – drinking water supply – house connections  <b>BUILDING CONSTRUCTION</b>  <b>Construction Methods:</b> Inner-city densification – building redevelopment – renovation  <b>Masonry Construction:</b> Concrete – sand-lime bricks – lightweight concrete – aerated concrete – clay bricks  <b>CONSTRUCTION ENGINEERING</b>  <b>Scaffolding Systems:</b> Supporting scaffolding – scaffolding systems – stair towers – canopies – fall barriers/ protection  <b>Formwork:</b> Formwork systems – exposed concrete – formwork and scaffolding design – formwork shells  <b>ROAD CONSTRUCTION</b>  <b>Asphalt Installation:</b> Finishers – temperature measurement – installation inspection – course thickness measurement  <b>CONSTRUCTION MACHINERY</b>  <b>Vehicles:</b> Excavators – wheel-loaders – caterpillars – dump trucks – cranes – accessories – replacement parts  <b>Excavator Attachments:</b> Quick couplers – excavator shovels – demolition shears – hydraulic hammers  <b>DIGITALIZATION</b>  <b>Apps:</b> Logging of working time – building inspection – equipment and accessories tracking  <b>Software:</b> Building information modelling (BIM) – CAD – digital twin  <b>BUILDING LEGISLATION</b>  <b>Building Legislation:</b> VOB – BGB – legislative changes – recent judgements – EU standards and regulations – legal practices</p>		<p>18.-19.02.2025  <b>25. Göttinger Abwassertage</b>, Göttingen</p> <p>13.-14.03.2025  <b>37. Lindauer Seminar 2025</b>, Lindau</p> <p>19.-20.03.2025  <b>33. Dresdner Brückenbau-symposium</b>, Dresden</p>

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Issue Month	Dates	Themes	THIS extra	Events
3.2025 March	<p><b>Publication date:</b> 19.03.2025</p> <p><b>Editorial deadline:</b> 03.02.2025</p> <p><b>Advertising deadline:</b> 25.02.2025</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b>  <b>Broadband and Network Development:</b> Trenchless laying – laying fibre-optic cables – cable route engineering  <b>Trenchless Engineering:</b> Microtunnelling – horizontal pipe jacking – flush drilling – burst lining – soil displacement hammers  <b>CONSTRUCTION ENGINEERING</b>  <b>Concrete Systems:</b> In-situ concrete construction – carbon concrete – transport and preparation of concrete and mortar  <b>Formwork Systems:</b> Frame formwork – climbing formwork – hand-set formwork  <b>ROAD CONSTRUCTION</b>  <b>Newbuilds and Refurbishment:</b> Expansion – repair – road finishing – noise protection – road shoulder surfacing  <b>Road Construction Machines:</b> Milling cutters – crushers – asphalt and concrete road finishers – rollers – 3D control  <b>CONSTRUCTION MATERIALS</b>  <b>Facades:</b> Mineral insulation – injected insulation – clinker bricks – fixing systems  <b>CONSTRUCTION MACHINERY</b>  <b>Technology:</b> Digitalization – 3D control – fuel efficiency – field reports – new products  <b>Excavator Attachments:</b> Tilt rotators – cutting – compactors – drills – grippers – hydraulic coupling  <b>DIGITALIZATION</b>  <b>Construction Site Monitoring:</b> Video control – camera systems – radio transmission  <b>Software:</b> Data exchange – data organization – smart documentation  <b>CONSTRUCTION MANAGEMENT</b>  <b>Company Management:</b> Financing – insurance – leasing – controlling</p>		07.-13.04.2025 bauma 2025, Munich
4.2025 April	<p><b>Publication date:</b> 06.05.2025</p> <p><b>Editorial deadline:</b> 03.03.2025</p> <p><b>Advertising deadline:</b> 07.04.2025</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b>  <b>Wastewater disposal:</b> Rainwater management – cleaning and drainage – land drainage  <b>Sewer inspection:</b> Robots – automatic camera systems – laser measurement – quality control  <b>BUILDING CONSTRUCTION</b>  <b>Site Remediation:</b> Asbestos disposal – low-dust construction – redevelopment – electrically powered construction machines  <b>Facades:</b> Facade elements – facade fixing – mineral insulation – injected insulation – clinker bricks  <b>CONSTRUCTION ENGINEERING</b>  <b>Construction Monitoring:</b> Apps – digitalization – temperature measurement – pressure control – compaction measurement  <b>Exposed Concrete:</b> Formwork shells – coatings – aggregates  <b>LANDSCAPING</b>  <b>Surfacing:</b> Pavers and paver laying systems – natural and concrete slabs – road construction  <b>MAINTENANCE</b>  <b>Refurbishment:</b> Concrete repair – bridges – building structures – injection systems  <b>CONSTRUCTION MACHINERY</b>  <b>Operation and Maintenance:</b> Fleet management – service – manufacturer services – replacement part ordering  <b>UTILITY VEHICLES</b>  <b>Transport:</b> Construction machinery transport – heavy duty – trailers – dump trucks – low-loaders  <b>DIGITALIZATION</b>  <b>Vehicles:</b> Fleet management – consumption control – deployment planning – anti-theft protection</p>	<p><b>Bridge construction</b>  - Digitalization / BIM / Planning  - Public sector  - Formwork  - Scaffolding</p>	

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Issue Month	Dates	Themes	THIS extra	Events
5.2025 May / June	<p><b>Publication date:</b> 28.05.2025</p> <p><b>Editorial deadline:</b> 01.04.2025</p> <p><b>Advertising deadline:</b> 06.05.2025</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b>  <b>Earthworks and Landfill Engineering:</b> Geotextiles – landfill building materials – dyke construction – well construction  <b>Sewer Renovation:</b> Tube liners – leak testing – renovation – repairs – close fit – flooding processes  <b>CONSTRUCTION ENGINEERING</b>  <b>Scaffolding Systems:</b> Supporting scaffolding – scaffolding systems – stair towers – canopies – fall barriers/protection  <b>Formwork Systems:</b> Wall formwork – ceiling formwork – girder formwork – climbing formwork – hand-set formwork  <b>ROAD CONSTRUCTION</b>  <b>Traffic Route Engineering:</b> Pavements – squares – cycle paths – markings – roundabouts – road shoulder surfacing  <b>Railway Construction:</b> Track construction – using railroad excavators  <b>LANDSCAPING</b>  <b>Construction Machinery:</b> Special machines – attachments  <b>Garden design and landscaping:</b> Garden design – landscaping – sports facility construction – tree protection  <b>CONSTRUCTION MATERIALS</b>  <b>Masonry Bricks:</b> Sand-lime bricks – high-precision clay units – aerated concrete blocks – cellular concrete blocks  <b>CONSTRUCTION MACHINERY</b>  <b>Excavator Attachments:</b> Tilt rotators – cutters – compactors – drills – grippers – hydraulic coupling  <b>DIGITALIZATION</b>  <b>Construction Machinery:</b> Fleet management – data transfer  <b>Hardware:</b> Notebooks, tablets and smartphones for use on construction sites</p>		
6-7.2025 July	<p><b>Publication date:</b> 01.07.2025</p> <p><b>Editorial deadline:</b> 09.05.2025</p> <p><b>Advertising deadline:</b> 05.06.2025</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b>  <b>Pipeline Construction:</b> Wastewater lines in open construction – tube lining – pipe systems  <b>Geothermal Systems:</b> Near-surface geothermal system – drills – drilling systems  <b>CIVIL &amp; UNDERGROUND ENGINEERING</b>  <b>Construction Site Facilities:</b> Construction site safety – lighting – barriers – generators / power generation  <b>Building Redevelopment:</b> Renovation – protection of the building fabric – energy-efficiency refurbishment – TICS  <b>CONSTRUCTION ENGINEERING</b>  <b>Formwork Systems:</b> Wall formwork – ceiling formwork – girder formwork – climbing formwork – hand-set formwork  <b>LANDSCAPING</b>  <b>Drainage:</b> Drainage of roads, paths and squares – rainwater management  <b>Paving:</b> Concrete blocks – concrete slabs – natural stone – laying systems – joining mortar  <b>MAINTENANCE</b>  <b>Flooring:</b> Sealing – flow coating – self-smoothing coating – mortar screeds  <b>CONSTRUCTION MACHINERY</b>  <b>Procurement:</b> Purchasing – hire-purchase – hire – leasing – auctions  <b>DIGITALIZATION</b>  <b>Software:</b> Design tools – using clouds and servers – data management  <b>CONSTRUCTION MANAGEMENT</b>  <b>Company Management:</b> Human Resources – recruiting – further training</p>	<p>„Sponge city“</p> <ul style="list-style-type: none"> <li>- Climate change adaptation</li> <li>- Roof and facade greening</li> <li>- Heavy rain risk management</li> </ul>	

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8.2025 August	<p><b>Publication date:</b> 06.08.2025</p> <p><b>Editorial deadline:</b> 11.06.2025</p> <p><b>Advertising deadline:</b> 15.07.2025</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b>  <b>Special underground engineering:</b> Securing excavation and foundation pits – foundation – sheet piling – diaphragm walls – drills  <b>Products:</b> Concrete pipes – cast pipes – plastic pipes – vitrified clay pipes – shoring and lining systems – shaft covers  <b>CONSTRUCTION ENGINEERING</b>  <b>Scaffolding Systems:</b> Supporting scaffolding – scaffolding systems – stair towers – canopies – fall barriers/protection  <b>Refurbishment:</b> Maintenance – construction chemistry – concrete technology  <b>ROAD CONSTRUCTION</b>  <b>Traffic Route Engineering:</b> Pavements – squares – cycle paths – markings – roundabouts – road shoulder surfacing  <b>Earth Moving:</b> Excavated soil – quantity evaluation – landfills – disposal – logistics  <b>LANDSCAPING</b>  <b>Drainage:</b> Line drainage – facade drainage channels – slotted frames – shaft covers – channel systems  <b>BUILDING MATERIALS</b>  <b>Mortar:</b> Cement mortar – lime mortar – gypsum mortar – fireclay mortar – screeds  <b>MAINTENANCE</b>  <b>Industrial floors:</b> Underground carparks – multistorey carparks – anti-slip systems – path/route marking  <b>CONSTRUCTION MACHINERY</b>  <b>Vehicles:</b> Excavators – wheel-loaders – caterpillars – dump trucks – cranes – accessories – replacement parts  <b>DIGITALIZATION</b>  <b>Service:</b> Manufacturer design tools – design and planning support – services</p>	<p><b>Building in existing structures</b>  - Legal regulations  - Protective measures, methods and products  - Dust avoidance</p>	<p>10.-14.09.2025  <b>NordBau 2025</b>,  Neumünster</p>
9.2025 September	<p><b>Publication date:</b> 10.09.2025</p> <p><b>Editorial deadline:</b> 11.07.2025</p> <p><b>Advertising deadline:</b> 19.08.2025</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b>  <b>Wastewater disposal:</b> Separators – drainage of logistics areas – heavy rain events  <b>Earthmoving / Landfill Engineering:</b> Earth moving – compaction – surveying  <b>CIVIL &amp; UNDERGROUND ENGINEERING</b>  <b>Construction systems:</b> Masonry systems – large formats – sound insulation – thermal insulation – EnEv  <b>Construction Equipment in Building Construction:</b> Lifts/hoists – cranes – mini-cranes – working platforms – professional tools  <b>CONSTRUCTION ENGINEERING</b>  <b>Formwork:</b> Formwork systems – exposed concrete – formwork and scaffolding design – formwork shells  <b>LANDSCAPING</b>  <b>Surfacing:</b> Unsealing sealed areas – joint mortar – drainage – compaction – path construction  <b>Paving:</b> Concrete blocks – concrete slabs – natural stone – laying systems – joining mortar  <b>MAINTENANCE</b>  <b>Industry floors:</b> Industrial kitchens – chemical resistance – food grade suitability  <b>CONSTRUCTION MACHINERY</b>  <b>Excavator Attachments:</b> Quick couplers – excavator shovels – demolition shears – hydraulic hammers  <b>UTILITY VEHICLES</b>  <b>Construction-HGVs – transporters – mobile Cranes – truck-mounted cranes</b>  <b>DIGITALIZATION</b>  <b>Fleet Management– consumption control – deployment planning – anti-theft protection</b></p>	<p><b>Construction machines with electric drive</b>  - Battery technologies  - Application optimization  - Rent vs. buy  - Electricity on construction sites</p>	<p>07.-09.10.2025  <b>Intergeo 2025</b>,  Frankfurt/Main</p> <p>09.-11.10.2025  <b>RecyclingAKTIV &amp; TiefbauLIVE (RATL)</b>,  Rheinstetten</p>

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Issue Month	Dates	Themes	THIS extra	Events
10.2025 October	<p><b>Publication date:</b> 22.10.2025</p> <p><b>Editorial deadline:</b> 01.09.2025</p> <p><b>Advertising deadline:</b> 29.09.2025</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b>  <b>Trenchless Engineering:</b> Microtunnelling – horizontal pipe jacking – flush drilling – burst lining – soil displacement hammers  <b>Sewer Renovation:</b> Tube liners – leak testing – renovation – repairs – shaft covers  <b>CONSTRUCTION ENGINEERING</b>  <b>Scaffolding Systems:</b> Supporting scaffolding – scaffolding systems – stair towers – canopies – fall barriers/protection  <b>Refurbishment:</b> Maintenance – construction chemistry – concrete technology  <b>ROAD CONSTRUCTION</b>  <b>Highway Construction:</b> Design – earthmoving – asphalt installation – asphalt inspection  <b>Road construction machinery:</b> Milling cutters – crushers – asphalt and concrete road finishers – rollers – 3D control  <b>LANDSCAPING</b>  <b>Drainage Systems:</b> Drainage pipes – drainage shafts – blind drains – storage units – drainage systems  <b>CONSTRUCTION MACHINERY</b>  <b>Machines:</b> Excavators – wheel-loaders – caterpillars – dump trucks – cranes – accessories – new products  <b>UTILITY VEHICLES</b>  <b>Products:</b> Construction HGVs – transporters – mobile cranes – truck-mounted cranes – specialist equipment  <b>DIGITALIZATION</b>  <b>Fleet Management:</b> Consumption control – retrofitting systems – software  <b>CONSTRUCTION MANAGEMENT</b>  <b>Human Resources:</b> Human Resources – recruiting – further training</p>	<p><b>Occupational safety</b>  - Fall protection  - Protective clothing  - Subscription models  - Services for construction companies</p>	<p>25.-26.11.2025  <b>9. Deutscher Fachkongress für Absturz-sicherheit</b></p> <p>November 2025  <b>2. Fachkongress Bauen im Bestand</b></p>
11-12.2025 November/ December	<p><b>Publication date:</b> 04.12.2025</p> <p><b>Editorial deadline:</b> 10.10.2025</p> <p><b>Advertising deadline:</b> 12.11.2025</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b>  <b>Wastewater disposal:</b> Rainwater management – cleaning and drainage – land drainage  <b>Sewer construction and operation:</b> Drainage design and planning – flushing – self-compacting backfill  <b>BUILDING CONSTRUCTION</b>  <b>Construction methods:</b> Inner-city densification – building redevelopment – renovation – energy-efficiency refurbishment  <b>Masonry Construction:</b> Concrete – sand-lime bricks – lightweight concrete – aerated concrete – clay bricks  <b>CONSTRUCTION ENGINEERING</b>  <b>Scaffolding Systems:</b> Supporting scaffolding – scaffolding systems – stair towers – canopies – fall barriers/protection  <b>Formwork Systems:</b> Frame formwork – climbing formwork – hand-set formwork  <b>ROAD CONSTRUCTION</b>  <b>Newbuilds and Refurbishment:</b> Expansion – repair – road finishing – noise protection – road shoulder surfacing  <b>MAINTENANCE</b>  <b>Refurbishment:</b> Concrete renovation – bridges – buildings – injection technology  <b>CONSTRUCTION MACHINERY</b>  <b>Technology:</b> Digitalization – 3D control – fuel efficiency – fleet management  <b>Excavator Attachments:</b> Tilt rotators – cutting – compactors – drills – grippers – hydraulic coupling  <b>DIGITALIZATION</b>  <b>Software:</b> Building information modelling (BIM) – CAD – digital twin  <b>Construction Site Monitoring:</b> Video control – camera systems – radio transmission</p>		



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Issue Month	Dates	Themes	THIS extra	Events
1-2.2026 January / February	<b>Publication date:</b> 11.02.2026  <b>Editorial deadline:</b> 05.01.2026  <b>Advertising deadline:</b> 20.01.2026	<b>CIVIL &amp; UNDERGROUND ENGINEERING</b> <b>Wastewater Disposal:</b> Separators – drainage of logistics areas – heavy rain events <b>Pipeline Construction:</b> Pipe systems – drinking water supply – house connections <b>BUILDING CONSTRUCTION</b> <b>Construction Methods:</b> Inner-city densification – building redevelopment – renovation <b>Masonry Construction:</b> Concrete – sand-lime bricks – lightweight concrete – aerated concrete – clay bricks <b>CONSTRUCTION ENGINEERING</b> <b>Scaffolding Systems:</b> Supporting scaffolding – scaffolding systems – stair towers – canopies – fall barriers/ protection <b>Formwork:</b> Formwork systems – exposed concrete – formwork and scaffolding design – formwork shells <b>ROAD CONSTRUCTION</b> <b>Asphalt Installation:</b> Finishers – temperature measurement – installation inspection – course thickness measurement <b>CONSTRUCTION MACHINERY</b> <b>Vehicles:</b> Excavators – wheel-loaders – caterpillars – dump trucks – cranes – accessories – replacement parts <b>Excavator Attachments:</b> Quick couplers – excavator shovels – demolition shears – hydraulic hammers <b>DIGITALIZATION</b> <b>Apps:</b> Logging of working time – building inspection – equipment and accessories tracking <b>Software:</b> Building information modelling (BIM) – CAD – digital twin <b>BUILDING LEGISLATION</b> <b>Building Legislation:</b> VOB – BGB – legislative changes – recent judgements – EU standards and regulations – legal practices		January 2026 <b>16. Allgäuer Baufachkongress</b> , Oberstdorf  January 2026 <b>InfraTech 2026</b> , Essen  February 2026 <b>38. Oldenburger Rohrleitungsforum</b> , Oldenburg  February 2026 <b>54. VDBUM Großseminar 2026</b> , Willingen  February 2026 <b>26. Göttinger Abwassertage</b> , Göttingen  25.-27.02.2026 <b>23. Deutsche Asphalttage Berchtesgaden</b> , Berchtesgaden  24.-26.03.2026 <b>digitalBAU 2026</b> , Cologne  March 2026 <b>38. Lindauer Seminar 2026</b> , Lindau  March 2026 <b>34. Dresdner Brückenbausymposium</b> , Dresden

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### Circulation audit:

**Circulation analysis:** Copies per issue  
(1st of July 2023 to 30th of June 2024)

Copies actually distributed:	24,057	thereof abroad:	93
- thereof E-Paper:	7,888	thereof abroad:	32
Copies sold:	619	thereof abroad:	79
Subscriptions:	609	thereof abroad:	79
Other sales:	9		
Single copy sales:	1		
Free copies:	23,439	thereof abroad:	14
Archive and specimen:	247		

### Geographic distribution analysis:

Business regions	Copies actually distributed	
	%*	Copies
Domestic	99.6	23,964
Abroad	0.4	93
Copies actually distributed (tvA)	100.0	24,057

\* 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 24,057 = 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.

### Circulation nach Nielsen-Areas/Federal states

Distribution	Copies actually distributed	
	%*	Copies
<b>Nielsen-Area I</b>		
Schleswig-Holstein	3.1	736
Hamburg	1.7	415
Niedersachsen	9.4	2,253
Bremen	0.7	162
<b>Nielsen-Area II</b>		
Nordrhein-Westfalen	22.8	5,473
<b>Nielsen-Area IIIa</b>		
Hessen	8.7	2,091
Rheinland-Pfalz	5.7	1,367
Saarland	1.2	281
<b>Nielsen-Area IIIb</b>		
Baden-Württemberg	15.4	3,695
<b>Nielsen-Area IV</b>		
Bayern	16.6	4,001
<b>Nielsen-Area V</b>		
Berlin	3.4	823
<b>Nielsen-Area VI</b>		
Mecklenburg-Vorpommern	1.2	291
Brandenburg	2.0	493
Sachsen-Anhalt	1.5	372
<b>Nielsen-Area VII</b>		
Thüringen	2.4	569
Sachsen	3.9	942
Copies truly distributed in domestic area	99.6	23,964

\* The percentages have been rounded to one decimal place.

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

<p><b>2/1 Page</b></p>  <p>Bleed format: 420 x 297 mm</p> <p>Price (b/w to 4c) 12,300.00 €</p>	<p><b>1/1 Page</b></p>  <p>Bleed format: 210 x 297 mm</p> <p>Price (b/w to 4c) 6,480.00 €</p>	<p><b>Juniorage</b></p>  <p>Bleed format: 148 x 210 mm</p> <p>Price (b/w to 4c) 4,510.00 €</p>	<p><b>1/2 Page, horiz.</b></p>  <p>Bleed format: 210 x 145 mm</p> <p>Price (b/w to 4c) 4,400.00 €</p>	<p><b>1/2 Page, vertical</b></p>  <p>Bleed format: 100 x 297 mm</p> <p>Price (b/w to 4c) 4,400.00 €</p>																				
<p><b>1/3 Page, vertical</b></p>  <p>Bleed format: 70 x 297 mm</p> <p>Price (b/w to 4c) 3,660.00 €</p>	<p><b>1/3 Page, horiz.</b></p>  <p>Bleed format: 210 x 100 mm</p> <p>Price (b/w to 4c) 3,660.00 €</p>	<p><b>1/4 Page, vertical</b></p>  <p>Bleed format: 52 x 297 mm</p> <p>Price (b/w to 4c) 3,060.00 €</p>	<p><b>1/4 Page, horiz.</b></p>  <p>Bleed format: 210 x 74 mm</p> <p>Price (b/w to 4c) 3,060.00 €</p>	<p><b>1/4 Page, Col.</b></p>  <p>Bleed format: 100 x 145 mm</p> <p>Price (b/w to 4c) 3,060.00 €</p>																				
<p><b>1/8 Page, vertical</b></p>  <p>Bleed format: 52 x 145 mm</p> <p>Price (b/w to 4c) 1,970.00 €</p>	<p><b>1/8 Page, horiz.</b></p>  <p>Bleed format: 210 x 50 mm</p> <p>Price (b/w to 4c) 1,970.00 €</p>	<p><b>1/8 Page, Col.</b></p>  <p>Bleed format: 100 x 74 mm</p> <p>Price (b/w to 4c) 1,970.00 €</p>	<table border="1"> <thead> <tr> <th>Format</th> <th>farbig</th> </tr> </thead> <tbody> <tr> <td>Advertorial 1/1 Page*</td> <td>6,480.00 €</td> </tr> <tr> <td>Advertorial 1/2 Page**</td> <td>4,400.00 €</td> </tr> <tr> <td>Advertorial altar fold</td> <td>10,260.00 €</td> </tr> <tr> <td>Cover story - Communication package 1</td> <td>15,850.00 €</td> </tr> <tr> <td>Fair price***</td> <td>19,813.00 €</td> </tr> <tr> <td>Cover story - Communication package 2</td> <td>9,740.00 €</td> </tr> <tr> <td>Fair price***</td> <td>12,175.00 €</td> </tr> <tr> <td>Picture of the month (motif and text on agreement with the editorial department)</td> <td>5,100.00 €</td> </tr> <tr> <td>Additionally with extension online</td> <td>6,210.00 €</td> </tr> </tbody> </table> <p>*** Issues 3, 10, 1-2/26</p>		Format	farbig	Advertorial 1/1 Page*	6,480.00 €	Advertorial 1/2 Page**	4,400.00 €	Advertorial altar fold	10,260.00 €	Cover story - Communication package 1	15,850.00 €	Fair price***	19,813.00 €	Cover story - Communication package 2	9,740.00 €	Fair price***	12,175.00 €	Picture of the month (motif and text on agreement with the editorial department)	5,100.00 €	Additionally with extension online	6,210.00 €
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Additionally with extension online	6,210.00 €																							

\* 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

<b>Placement:</b>	Inside front cover, inside back cover and back cover	670.00 €
	1/2 Page vertical in content	4,920.00 €
	1/4 Page vertical in editorial	3,490.00 €
	Other prescribed positions	20 %
<b>Special color:</b>	Each color	1,030.00 €

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.

o discount on inserts and additional technical costs.

## Classified ads:

(not discountable)		
Job offers b/w	per height mm (1 column, 45 mm wide)	6.40 €
Job offers color	per height mm (1 column, 45 mm wide)	11.50 €
Situation wanted b/w	per height mm (1 column, 45 mm wide)	3.60 €
Occasional ad	per height mm	
Purchase/sale b/w	(1 column, 45 mm wide)	6.40 €

Possible classified ads and further information on the construction indicator can be found on page 16.

From a print value of 1,250.00 €, your job posting will be displayed online at [www.THIS-magazin.de](http://www.THIS-magazin.de) or 4 weeks for free.

## Special ad types:

### Bound inserts

2-pages (others on request)	4,730.00 €
--------------------------------	------------

Please supply bound inserts in untrimmed format of 216 mm wide and 303 mm high (four pages and more: folded).  
Raw format of bound-in inserts: bound inserts: 216 x 307 mm, head trim: 6 mm, foot trim: 3 mm, lateral trim: 3 mm each

### Loose inserts (not discountable)

Maximum size 205 x 290 mm

Weight of loose insert	CPM (cost per mille).
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

	CPM (cost per mille).
Postcard	100.00 €
Product sample, other glued ad media	on request

Technical costs are not eligible for commission and are not discountable

Required delivery quantity: According to order confirmation

Delivery address: westermann druck GmbH  
Georg-Westermann-Allee 66  
Tor 1 / name of order manager  
38104 Braunschweig, Germany

Delivery memo: For THIS-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.

<b>Magazine format:</b>	DIN A4 (210 mm wide x 297 mm high; untrimmed: 216 mm wide x 303 mm high)	<b>Data acceptance/archiving:</b>	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.
<b>Print space:</b>	188 mm wide x 258 mm high 4 columns à 45 mm		Data is archived, so unchanged repetitions are usually possible. However, no data guarantee is given.
<b>Printing and binding methods:</b>	Offset printing, adhesive binding	<b>Guarantee:</b>	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
<b>Data transmission:</b>	- Transfer via FTP: on request - by e-mail (up to 10 MB): order.management@bauverlag.de  For larger volumes of data, please contact: Vera Wenzel, Phone: +49 5241 2151-4545		
<b>Data formats:</b>	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.	<b>Terms of payment:</b>	Net invoice value within 10 days following the date of the invoice, VAT ID No. DE 813382417
<b>Colors:</b>	The color mode is CMYK. The color profile is ISO Coated v2 300%. If RGB colors are used, there will be color differences.	<b>Bank details:</b>	Bauverlag BV GmbH, Gütersloh Sparkasse Gütersloh-Rietberg IBAN: DE46 4785 0065 0018 0329 62 BIC: WELADED1GTL

## Branch/Sector/Area/Professional Groups:

Recipient structure	Copies actually distributed	
	%	Copies
Underground engineering	12.6	3,027
Road construction	9.1	2,180
Building construction and civil engineering	17.1	4,116
Building construction	38.3	9,213
Engineering offices and consultants	5.3	1,281
Public contracting authorities	4.8	1,155
Utility companies	1.2	277
Wastewater association	1.4	327
Construction materials and machines trade	1.6	385
Gardening and landscaping	8.7	2,096
<b>Copies actually distributed</b>	<b>100.0</b>	<b>24,057</b>



## What is the THIS cover story?

The **THIS cover story** is an exclusive report which is presented in detail heralded prominently on the cover page.

Combined with an extensive advertising package, the THIS coverstory becomes an attractive communication package – here we offer you two variants.

Ask for further information!

THIS BAUNTERNEHMER | PLANNER | ENTSCHEIDER

5.4.2024

14 Ein System – viele Lösungen

- Mit fairem und partnerschaftlichem Umgang zum Erfolg
- Vorbegrender Brandschutz im öffentlichen und Wohnungs-Bau
- Baustützwerte Brückenlagern aus Recyclingbeton
- KI in der Baustellenlogistik

### Stiel, Riegel, Diagonale

#### Drei Grundbauteile für alle Baustelleneinrichtungen

Das Prinzip des Layer AllroundGerüst Systems lässt sich auf alle Grundbauteile herübertragen. Stiel, Riegel und Diagonale bilden das Grundgerüst für alle Baustelleneinrichtungen.

**Die Bauteile** sind: Stiele, Riegel, Diagonale, Überbrückungen, Kleinfuß, Treppentritt, Kantenstütze, Überbrückungen, Überbrückungen. Die Längs- und Querschnitte der Bauteile sind durch die Bauteileigenschaften des AllroundGerüst Systems sichergestellt. Die Bauteile sind aus hochfestem Stahl gefertigt und sind für den Einsatz in allen Baustelleneinrichtungen geeignet. Die Bauteile sind durch die Bauteileigenschaften des AllroundGerüst Systems sichergestellt. Die Bauteile sind aus hochfestem Stahl gefertigt und sind für den Einsatz in allen Baustelleneinrichtungen geeignet.

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**Schnell, sicher und nachhaltig**  
 Die Bauteile sind für den Einsatz in allen Baustelleneinrichtungen geeignet. Die Bauteile sind aus hochfestem Stahl gefertigt und sind für den Einsatz in allen Baustelleneinrichtungen geeignet.

### Ein System – viele Lösungen

#### Das Layer AllroundGerüst ist der „Allrounder“ auf Baustellen

Trag- und Bewehrungselemente, Treppentritte und Überbrückungen sowie Baustelleneinrichtungen. Alle diese Baustelleneinrichtungen lassen sich mit dem AllroundGerüst schnell und sicher lösen aus Serienteilen.

**Die Bauteile** sind: Stiele, Riegel, Diagonale, Überbrückungen, Kleinfuß, Treppentritt, Kantenstütze, Überbrückungen, Überbrückungen. Die Längs- und Querschnitte der Bauteile sind durch die Bauteileigenschaften des AllroundGerüst Systems sichergestellt. Die Bauteile sind aus hochfestem Stahl gefertigt und sind für den Einsatz in allen Baustelleneinrichtungen geeignet.

## Construction indicator

Place your ad in the construction indicator!

- you choose the category for your advertisement
- attractive prices: 6.20 € per mm (1column, 45mm wide)
- no color surcharge!

- concrete formwork
- special heavy construction
- noise protection
- road building
- garden construction and landscaping
- container
- construction machines
- attachment
- cranes/truck-mounted crane/deck crane
- software
- vehicles, trailer
- construction engineering
- canalization/sewer rehabilitation
- surface anchor
- rainwater management
- masonry
- building materials
- concrete technics
- other

BAUANZEIGER

**Stellenmarkt**

RECHNUNGSHOF  
RHEINLAND-PFALZ

Beim **RECHNUNGSHOF RHEINLAND-PFALZ** mit Sitz in Speyer ist zum nächstmöglichen Zeitpunkt **bewerzungsfrei** für die **Außenstelle in Koblenz, alternativ auch für den Dienstsitz Speyer oder für die Außenstelle in Trier,**

eine Stelle als **Prüferin/Prüfer für den Bereich „Tiefbau“**

zu besetzen.

Voraussetzung ist ein abgeschlossenes Studium (Dipl.-Ing. Fachhochschule/Bachelor) der Fachrichtung Bauingenieurwesen. Die Laufbahnprüfung des gehobenen technischen Verwaltungsdienstes ist von Vorteil.

Bewerbungen senden Sie bitte bis **spätestens Freitag, 2. März 2018** an:

Rechnungshof Rheinland-Pfalz, Präsidialabteilung,  
Postfach 17 89, 67327 Speyer

oder elektronisch im Format pdf unter dem Stichwort **„Tiefbau“** möglichst in einer Datei, nicht größer als 10 MB, an:

Poststelle@rechnungshof-rp.de

Nähere Informationen über den Rechnungshof Rheinland-Pfalz, die zu besetzende Stelle sowie das Anforderungsprofil und die erforderlichen Bewerbungsunterlagen finden Sie im Internet unter:

<http://www.rechnungshof-rp.de>

Bei Rückfragen wenden Sie sich bitte an Herrn Ludwig, Tel. 06232-617127, oder an Frau Jung, Tel. 06232-617199.

**Baummaschinen und Zubehör**

Bagger  
Radlader  
Walzenzüge  
Dumper  
Rüttelplatten  
u.v.a.m.

Ihr starker Mietpartner

Geldern • Essen • Bergheim Tel. (02831) 131-0

KANAL OBERREITER

Ihr kompetenter Partner rund um den Kanal

Wir sind ein erfahrungsbereichs- und stetig wachsendes unternehmerisches Unternehmen in einer zukunftsreichen Branche mit den Themenbereichen Kanalreinigung, TV-Kanaluntersuchung, Rohr- und Kanalreinigung, Ökostromerzeugung, Bewässerung sowie Sondermaßtransport. Als inhabergeführter Betrieb ist es uns wichtig für Kunden und Mitarbeiter gleichermaßen ein zuverlässiges Partner zu sein. Wir legen ein intensives und abwechslungsreiches Arbeitsgebiet in engagierten Team bei in einem modernen Arbeitsplatz und überdurchschnittlichen sozialen Leistungen.

Zum weiteren Ausbau unserer Bereiche suchen wir zum nächstmöglichen Termin einen:

Abteilungsleiter / Oberbauleiter (m/w) - Kanalreinigung

**Stellenziel:**

Prinzipiell Ziel ist die selbständige und verantwortliche Leitung der Bereiche der Kanalreinigung (organisations-, technischer und personeller Hinsicht), einschließlich der betriebswirtschaftlichen Verantwortung für das Betriebsergebnis der gesamten Abteilung.

**Ihre Aufgaben:**

- Betreuung und Überwachung der unterstellten Bauleiter sowie deren Baustellen
- Prüfung der Aufträge
- Kontrolle und Freigabe der Ausgangsrechnungen
- Schriftliche Büro / Verwaltung und Buchhaltung
- Fachliche Verantwortung für Personal in dem ausgeführten Projekten
- Betreuung des direkt unterstellten Personals

**Ihr Profil:**

- Sie verfügen über Führungskompetenzen in einem verantwortungsvollen Bereich
- Sie sind Baugewerke, Techniker oder Meister und haben bereits mindestens 10-jährige Berufserfahrung im Baugewerbe
- Sie verfügen über ein ausgeprägtes technisches Fachwissen
- Sie haben gute Kenntnisse in MS Office und der Microsoft-Office 2010
- Sie haben gute Kenntnisse in VOB sowie über die Normen und deren Anwendung
- Sie verfügen zusätzlich über gute Deutschkenntnisse in Wort und Schrift

**Wir bieten:**

- eine sichere und unbefristete Arbeitsstelle mit gutem Arbeitslohn in einem familiär geführten Unternehmen mit flachen Hierarchien ohne bürokratische Barrieren
- ein Betriebsklima auch zur privaten Nutzung
- ein sehr lukratives und festes Gehalt
- sehr viel Freiraum für Ihr selbständiges, unternehmerisches und baufachliches Können
- individuelle Förderung durch ein umfangreiches Programm zur fachlichen und persönlichen Weiterbildung
- eine Umgebung, die kompetent arbeitet, in der man dennoch zum Lachen nicht in den Keller geht!

**Haben wir Ihr Interesse geweckt?**  
Geben Sie Ihre Zukunft in einem innovativen und lebendigen Unternehmen und senden Sie Ihre aussagefähige und vollständige Bewerbung einschließlich Angaben zur Gehaltsvorstellung und Verfügbarkeit an:

Kanal Oberreiter GmbH      Telefon: +49 8671 9965-0  
Westphalen 5                      www.kanal-oberreiter.de  
94513 Vögling am Inn              oober@kanal-oberreiter.de

1/2018 THIS 95

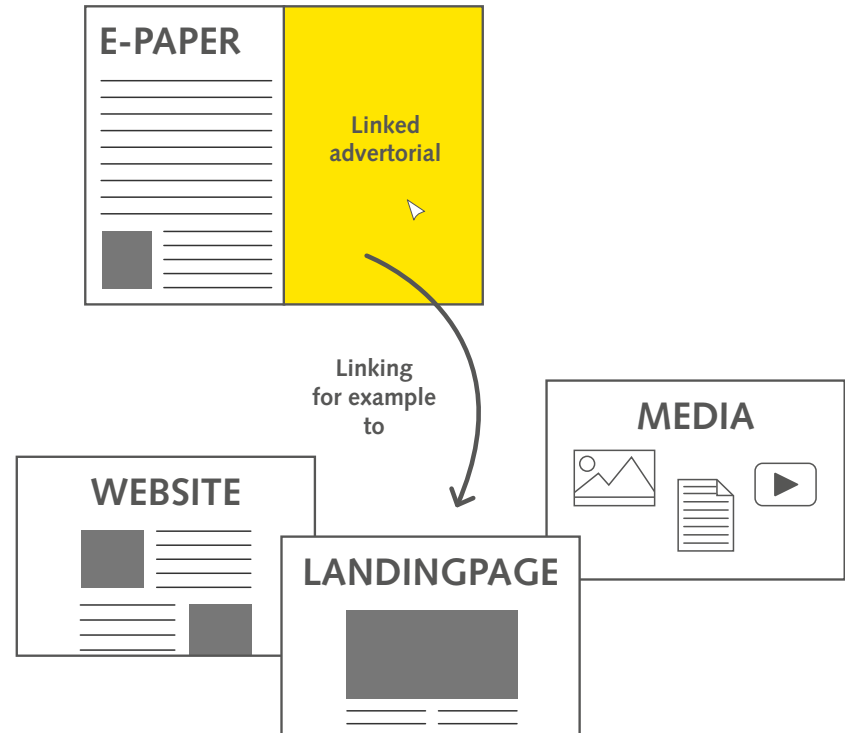
## Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper ([epaper.this-magazin.de](http://epaper.this-magazin.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

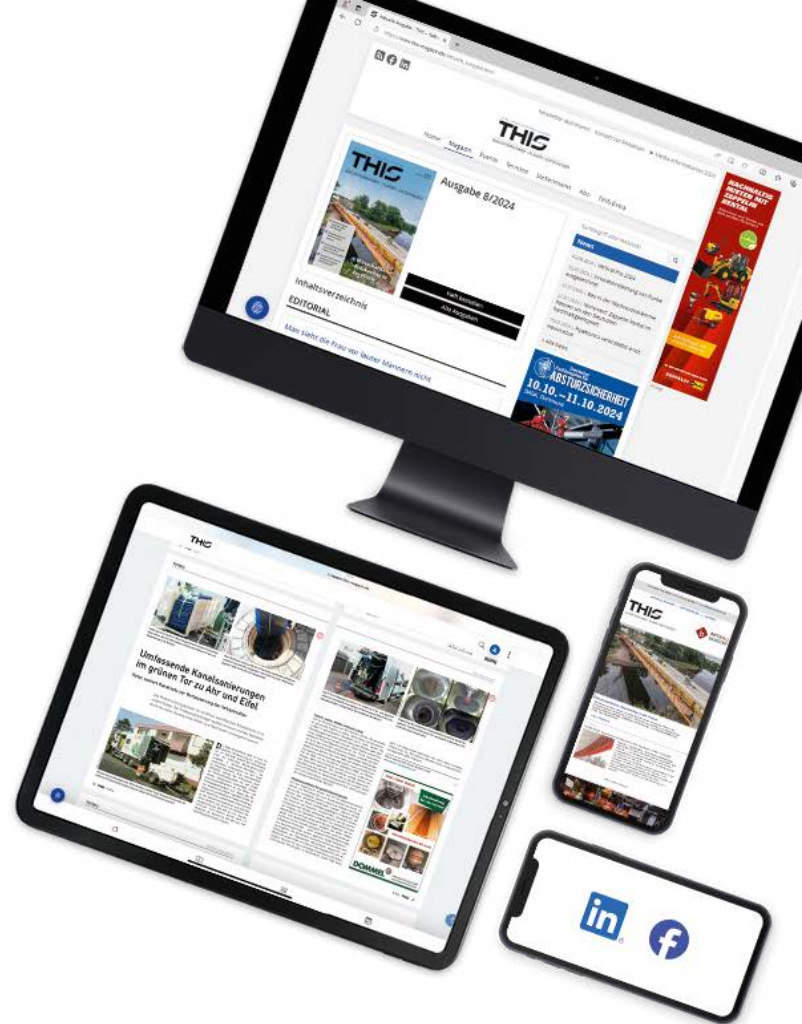
Price: 390.00 €



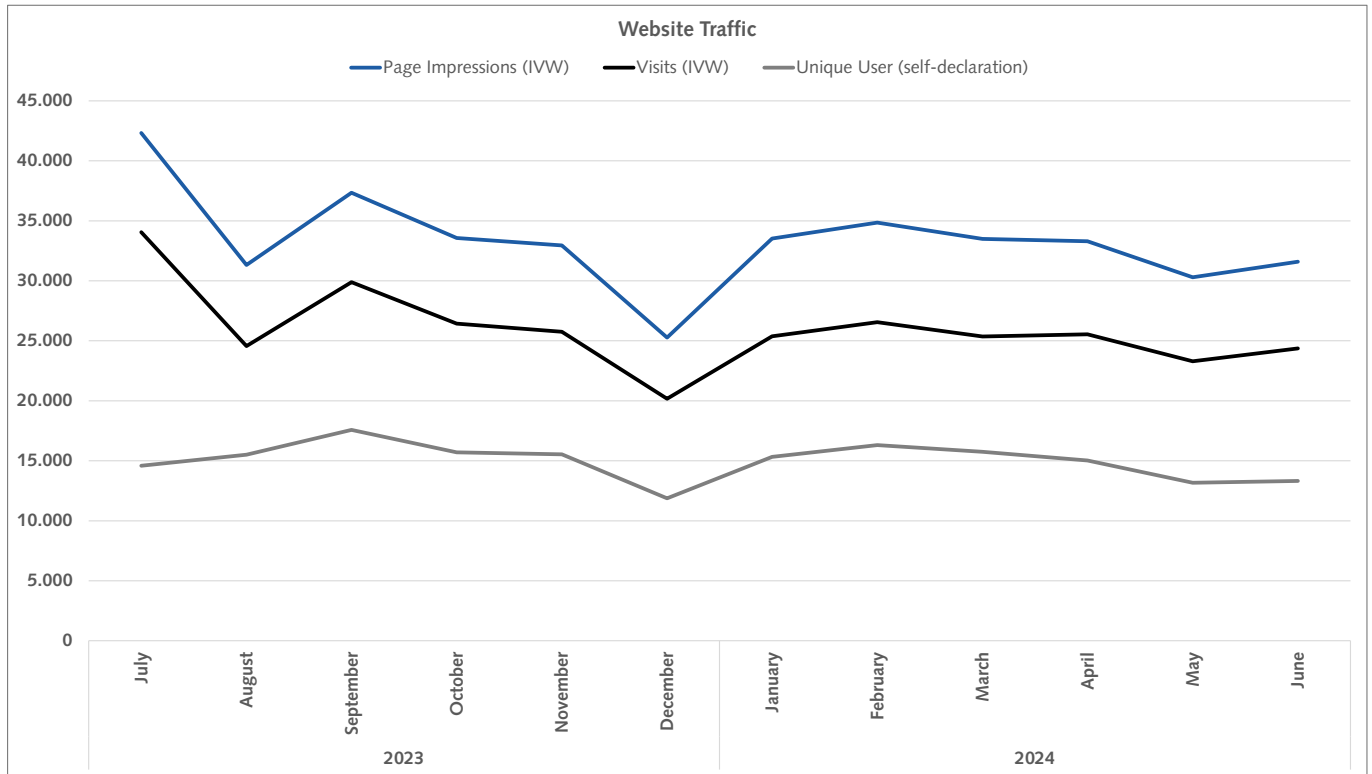
# DIGITAL

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Website traffic	21
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EINKAUFSFÜHRER BAU	28



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)	<b>686.00 €</b>
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	<b>854.00 €</b>
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	<b>1,190.00 €</b>
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	<b>1,022.00 €</b> <b>1,106.00 € (sticky)</b>
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	<b>1,022.00 €</b>
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	<b>1,190.00 €</b> <b>1,274.00 € (sticky)</b>
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	<b>1,358.00 €</b> <b>1,456.00 € (sticky)</b>
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	<b>1,708.00 €</b>
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	<b>1,540.00 €</b>
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	<b>1,708.00 €</b>
Company Logo	Content / Marginal column	200 x 100	Content	200 x 100	<b>434.00 €</b>
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	<b>1,274.00 €</b>
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	<b>10,920.00 €</b> <b>(Price for 12 weeks)</b>
Job offer	In the job market	Individual	In the job market	Individual	<b>1,250.00 €</b>

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 %
24 weeks	10 %
52 weeks	15 %

**Special ad types:****additional options**

Wallpaper: colored, 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.

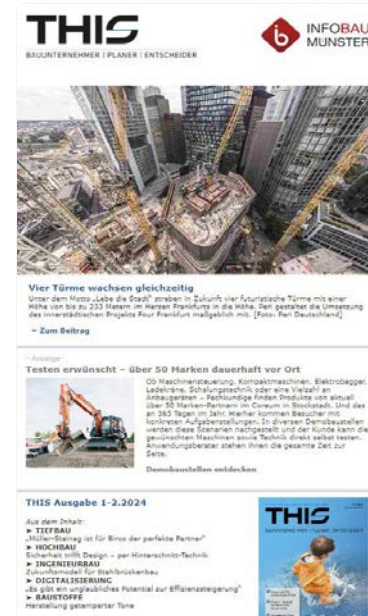
**Delivery address:** Please send the advertising material for your campaign to:  
[order.management@bauverlag.de](mailto:order.management@bauverlag.de)

**Delivery date:** 7 working days prior to the 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 advertising
- Motif name
- Contact person for inquiries

Newsletter-Issue	Publishing date	Advertising deadline	Trade fairs / events
1/2025	07.01.2025	17.12.2024	13.-17.01.2025 <b>BAU 2025, Munich</b>
2/2025	29.01.2025	20.01.2025	06.-07.02.2025 <b>37. Oldenburger Rohrleitungsforum, Oldenburg</b> 11.-14.02.2025 <b>53. VDBUM Großseminar 2025, Willingen</b>
3/2025	11.02.2025	31.01.2025	
4/2025	27.02.2025	18.02.2025	13.-14.03.2025 <b>37. Lindauer Seminar 2025, Lindau</b> 19.-20.03.2025 <b>33. Dresdner Brückenbausymposium, Dresden</b>
5/2025	13.03.2025	04.03.2025	
6/2025	31.03.2025	20.03.2025	07.-13.04.2025 <b>bauma 2025, Munich</b>
7/2025	16.04.2025	07.04.2025	
8/2025	05.05.2025	23.04.2025	
9/2025	23.05.2025	14.05.2025	
10/2025	12.06.2025	02.06.2025	
11/2025	30.06.2025	18.06.2025	
12/2025	10.07.2025	01.07.2025	
13/2025	30.07.2025	21.07.2025	
14/2025	14.08.2025	05.08.2025	
15/2025	02.09.2025	22.08.2025	10.-14.09.2025 <b>NordBau 2025, Neumünster</b>
16/2025	18.09.2025	09.09.2025	07.-09.10.2025, <b>Intergeo 2025, Frankfurt/Main</b>
17/2025	07.10.2025	25.09.2025	09.-11.10.2025 <b>RecyclingAKTIV &amp; TiefbauLIVE (RATL), Rheinstetten</b>
18/2025	29.10.2025	20.10.2025	
19/2025	17.11.2025	06.11.2025	
20/2025	09.12.2025	28.11.2025	January 2026 <b>16. Allgäuer Baufachkongress, Oberstdorf</b> January 2026, <b>InfraTech 2026, Essen</b>



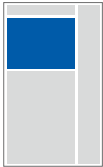
**Recipients:** Managers in vertical construction, civil engineering, road construction, engineering offices, local authorities/public clients, utility companies, wastewater associations and decisionmakers in the building materials and construction machinery trade

**Circulation:** 6,229 recipients  
Opening rate net: 18.2 %  
(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:**  
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

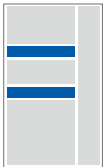


**Format:**  
300 x 250 px

**Placement:**  
content

**Price:**  
1,070.00 €

## Fullsize banner



**Format:**  
468 x 60 px

**Placement:**  
content

**Price:**  
750.00 €

## Skyscraper



**Format:**  
120 x 600 px

**Placement:**  
next to the  
content

**Price:**  
960.00 €

## Wide skyscraper



**Format:**  
160 x 600 px

**Placement:**  
next to  
the content

**Price:**  
1,070.00 €

## Newsletter takeover



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

**Placement:**  
content, exklusiv

**Price:**  
6,010.00 €

## Job offer



- 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 %

**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](mailto:order.management@bauverlag.de)

**Delivery date:** 7 working days prior to the 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.




BAUUNTERNEHMER | PLANER | ENTSCHEIDER



**Erfolgreiche Verleihung des Deutschen Baupreises 2024**

Am 20. Februar wurden im Rahmen der Messe digital(BAU), der bedeutendsten Messe für Digitalisierung im Bauwesen, die Preisträger des wissenschaftlich fundierten Leistungswettbewerbs „Deutscher Baupreis 2024“ ausgezeichnet. (Foto: Bauverlag/Endal Top)

[» Zum Beitrag](#)

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**THIS Ausgabe 1-2.2024**

Aus dem Inhalt:

- **TIEFBAU**  
Innovative Lösungen von Funkte für den Umgang mit Regenwasser
- **HOCHBAU**  
Industriehäbe nachhaltig gedacht
- **INGENIEURBAU**  
Restaurierung der Kathedrale in Zagreb
- **STRASSENBAU**  
Behälter aus mit Planktonkristall aus abgedichtet
- **DIGITALISIERUNG**  
Bereich für eine funktionsreiche Kreislaufwirtschaft

Hier geht's zur aktuellen Ausgabe 1-2.2024



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- Anzeige -

**RIB Planertag 2024: Erfolgreich digital planen**

Der dritte RIB Planertag am 25. April 2024 bringt Experten und Interessierte aus der Bau- und Immobilienbranche zu den Themen Digitalisierung, BIM und Nachhaltigkeit zusammen. Die Teilnehmenden sammeln aus erster Hand

## 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.THIS-magazin.de](http://www.THIS-magazin.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
- Two text ads in the **THIS Newsletter** with link to the online article
- Promoted Facebook post via the Facebook fan page of **THIS** with link to the online article

**Price: 3,374.00 € plus VAT.**  
(Price for 28 days / 4 weeks)

The screenshot shows the THIS website interface. At the top, there are navigation links for 'Home', 'Magazin', 'Events', 'Termine', 'Stellenmarkt', and 'Albo', along with a 'Tiefbau-Special' link. The main content area features an article titled 'Effizientes Container-Terminal im Binnenhafen' with three small images showing construction equipment. Below the images is a text block starting with 'Im modernisierten bayernhafen Regensburg werden die drei Verkehrsträger Schiff, Bahn und Lkw intelligent miteinander verknüpft, um die Umwelt zu entlasten.' To the right of the article is a sidebar with a search bar and a 'News' section listing various construction-related events and seminars. A large blue Facebook 'f' logo is overlaid on the bottom right of the screenshot.

**Looking for something? Find it here!**

**Make sure that market players in the construction and property sector can find you.**

### EINKAUFSFÜHRER BAU

Bauverlag's EINKAUFSFÜHRER BAU is the online search engine for construction professionals. At [www.EINKAUFSFUEHRER-BAU.de](http://www.EINKAUFSFUEHRER-BAU.de), they can find the manufacturers of all construction products.

#### BUILDING TRADES COMPANIES AND ENGINEERS

(from the painting and decorating, stucco, plastering, drywall construction, carpentry, joinery, roofing and timber construction, electrics, plumbing, HVAC, metal engineering)

CONSTRUCTION COMPANIES (in building construction, civil engineering, road construction, garden und landscaping and tunnel construction)

#### TRADE

(construction machinery, construction materials, roofing materials, civil engineering supplies)

FACILITY MANAGERS AND HOUSING ASSOCIATIONS

ARCHITECTS AND PLANNING & CONSTRUCTION ENGINEERS

**Request a quote now!**

Narin Yelman

Sales Manager

Phone: +49 5241 2151-4433

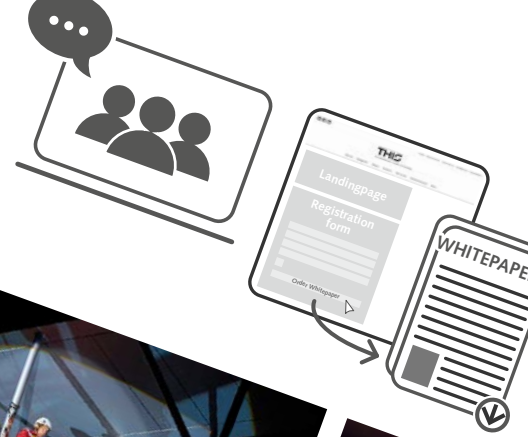
E-Mail: [narin.yelman@bauverlag.de](mailto:narin.yelman@bauverlag.de)



# PORTFOLIO

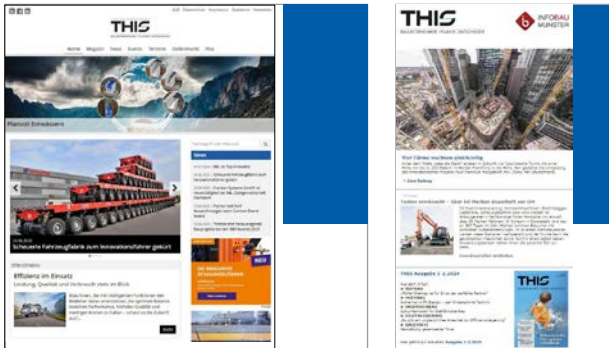
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Our communication package combines an appropriate set of advertising channels based upon your communication goals to ensure that you reach your entire target group.

### Online branding package

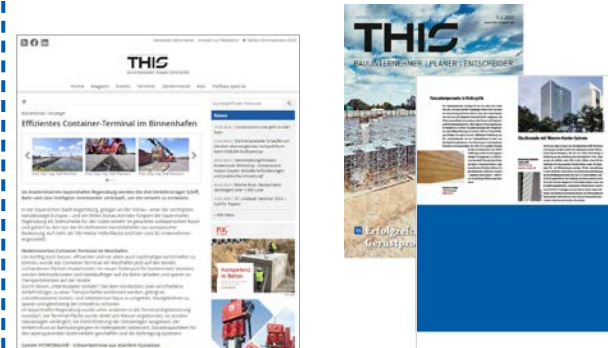


Halfpage ad on [www.THIS-magazin.de](http://www.THIS-magazin.de)

Wide skyscraper in [THIS Newsletter](#)

Duration 4 weeks  
**Price: 2,185.20 € plus VAT.**

### Crossmedia product advertising package



Online advertorial on [www.THIS-magazin.de](http://www.THIS-magazin.de)

1/2 Page advertorial or advert in the print edition of [THIS](#)

Duration 4 weeks  
**Price: 6,996.60 € 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 THIS!

### Webinar

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

**Price: 6,490.00 €\***



### Whitepaper

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

**Price: on request**



## Ask for our detailed information flyer!

\*Price plus VAT, no discounts

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>.



### 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 decisionmakers 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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 E-Mail: christian.ippach@bauverlag.de

# 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!

