

# THIS

BAUUNTERNEHMER | PLANER | ENTSCHEIDER

## MEDIA DATA 2024

Print-, web- und social media-communication solutions for the target group of executives in civil engineering, structural engineering, engineering, road construction, gardening and landscaping, communities/public sector customers, utility companies, waste water association as well as decision makers within construction material shops



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## THIS — Tiefbau Hochbau Ingenieurbau Strassenbau

From products through projects to processes, **THIS - Tiefbau Hochbau Ingenieurbau Strassenbau** delivers qualified information on civil and underground engineering, building construction, construction engineering and road construction. In addition, THIS reports on construction machinery and utility vehicles, special underground engineering and trenchless engineering, horticulture and landscaping and earth moving, masonry construction, thermal insulation and redevelopment, asphalt installation, bridge and roadway maintenance, concrete installation and formwork, advanced training and employability to construction management and legislation as well as digitalization and building information modelling (BIM).



### Publication frequency

9 issues per year



### Copies actually distributed

28,056 copies



### Volume analysis

Magazine format DIN A4  
 Total volume 950 pages  
 Editorial section 798 pages  
 Advertising section 152 pages

Issue No. Month	Dates	Issue features	THIS EXTRA	Trade fairs / Events
1-2/2024 January/ February	<p><b>Publication date:</b> 15.02.2024</p> <p><b>Editorial deadline:</b> 24.01.2024</p> <p><b>Advertising deadline:</b> 24.01.2024</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b>  <b>Waste-water 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><b>24. Göttinger Abwassertage</b> (20.-21.02.2024), Göttingen</p> <p><b>Deutsche Asphalttage 2024</b> (21.- 23.02.2024), Berchtesgarden</p> <p><b>digitalBAU 2024</b> (20.- 22.02.2024), Cologne</p> <p><b>Preisverleihung Deutscher Baupreis 2024</b></p> <p><b>Dach+Holz 2024</b> (05.03.- 08.03.2024), Stuttgart</p> <p><b>36. Lindauer Seminar</b> (14.- 15.03.2024), Lindau/Bodensee</p>
3/2024 March	<p><b>Publication date:</b> 21.03.2024</p> <p><b>Editorial deadline:</b> 28.02.2024</p> <p><b>Advertising deadline:</b> 28.02.2024</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>FFacades:</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>	<p><b>3D concrete printing</b></p> <ul style="list-style-type: none"> <li>- State of the art</li> <li>- Fields of application</li> <li>- Robotics</li> <li>- Requirements for concretes</li> </ul>	

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

Issue No. Month	Dates	Issue features	THIS EXTRA	Trade fairs / Events
4/2024 April	<p><b>Publication date:</b> 25.04.2024</p> <p><b>Editorial deadline:</b> 03.04.2024</p> <p><b>Advertising deadline:</b> 03.04.2024</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b>  <b>Waste-water disposal:</b> Rain-water 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                      - Planning status of the public sector                      - formwork                      - Scaffolds</p>	<p>IFAT (13.- 17.05.2024), Munich</p>
5-6/2024 May/June	<p><b>Publication date:</b> 06.06.2024</p> <p><b>Editorial deadline:</b> 15.05.2024</p> <p><b>Advertising deadline:</b> 13.05.2024</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>	<p><b>Ecological housing</b>                      - Regulations / Certifications                      - Ecological building materials                      - Hybrid construction                      - Wood vs. brick / sand-lime brick</p>	



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Issue No. Month	Dates	Issue features	THIS EXTRA	Trade fairs / Events
7/2024 July	<p><b>Publication date:</b> 04.07.2024</p> <p><b>Editorial deadline:</b> 12.06.2024</p> <p><b>Advertising deadline:</b> 12.06.2024</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b>  <b>Pipeline Construction:</b> Waste-water 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 – rain-water 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> Personnel management – recruiting – further training</p>	<p><b>Civil Engineering Special</b>  - „Sponge city“ / blue-green infrastructure  - Climate change adaptation  - Roof and facade greening  - Heavy rain Risk Management</p>	
8/2024 August	<p><b>Publication date:</b> 08.08.2024</p> <p><b>Editorial deadline:</b> 17.07.2024</p> <p><b>Advertising deadline:</b> 17.07.2024</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 car parks – multistorey car parks – 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>Power tools</b>  - Battery Technology  - Digitization / Apps  - Manage / Maintain  - Rent vs. buy</p>	

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Issue No. Month	Dates	Issue features	THIS EXTRA	Trade fairs / Events
9/2024 September	<p><b>Publication date:</b> 05.09.2024</p> <p><b>Editorial deadline:</b> 14.08.2024</p> <p><b>Advertising deadline:</b> 14.08.2024</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b>  <b>Waste-water 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>            Construction-HGVs – Transporters – Mobile Cranes – truck-mounted cranes  <b>DIGITALIZATION</b>            Fleet Management – consumption control – deployment planning – anti-theft protection</p>	<p><b>Construction machines with electric drive</b>            - Battery Technologies            - Application Optimization            - Rent vs. buy            - Electricity on the construction site</p>	<p><b>GalLaBAU</b> (11.-14.09.2024), Nuremberg</p> <p><b>Intergeo</b> (24.-26.09.2024), Stuttgart</p> <p><b>69. NordBau</b> (September 2024), Neumünster</p>
10/2024 October	<p><b>Publication date:</b> 17.10.2024</p> <p><b>Editorial deadline:</b> 25.09.2024</p> <p><b>Advertising deadline:</b> 24.09.2024</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> Personnel management – Recruiting – further training</p>	<p><b>Occupational safety</b>            - Fall protection            - Protective clothing            - Subscription models            - Services for construction companies</p>	<p><b>8. Deutscher Fachkongress für Absturzsicherheit</b> (November 2024)</p>

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Issue No. Month	Dates	Issue features	THIS EXTRA	Trade fairs / 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>Waste-water disposal:</b> Rain-water management – cleaning and drainage – land drainage  <b>Sewer construction and operation:</b> Drainage design and planning – flushing – self-compacting backfill</p> <p><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</p> <p><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</p> <p><b>ROAD CONSTRUCTION</b>  <b>Newbuilds and Refurbishment:</b> Expansion – repair – road finishing – noise protection – road shoulder surfacing</p> <p><b>MAINTENANCE</b>  <b>Refurbishment:</b> Concrete renovation – bridges – buildings – injection technology</p> <p><b>CONSTRUCTION MACHINERY</b>  <b>Technology:</b> Digitalization – 3D control – fuel efficiency – fleet management</p> <p><b>Excavator Attachments:</b> Tilt rotators – cutting – compactors – drills – grippers – hydraulic coupling</p> <p><b>DIGITALIZATION</b>  <b>Software:</b> Building Information Modelling (BIM) – Building information modelling (BIM) – CAD – digital twin</p> <p><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 (2025),</b> Willingen</p> <p><b>37. Oldenburger Rohrleitungsforum</b> (2025), Oldenburg</p>

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**Circulation audit:**

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

Print run:	25,306		
Copies actually distributed (tvA):	28,056	thereof abroad:	105
- thereof E-Paper:	3,505	thereof abroad:	12
Copies sold:	651	thereof abroad:	81
Subscriptions:	641	thereof abroad:	81
Other sales:	9		
Single copy sales:	1		
Free copies:	27,405	thereof abroad:	12
Archive and specimen:	756		

**3 Geographic distribution analysis:**

Business regions	Copies actually distributed	
	%	Copies
Domestic	99.6	27,951
Abroad	0.4	105
Copies actually distributed (tvA)	100.0	28,056














**Summary of the survey method:**

1. Method: Dissemination analysis by file evaluation - total survey
  2. Basic population: actual circulation 28,056 = 100 %
  3. Sample: total survey
  4. Target person of the study: not applicable
  5. Period of study: August 2023
  6. Execution of the study: Bauverlag BV GmbH
- Details on the survey method are available from the publishing company.

**Distribution by Nielsen-Areas/German states:**

Distribution	Copies actually distributed	
	%	Copies
<b>Nielsen-Area I</b>		
Schleswig-Holstein	3.1	859
Hamburg	1.7	483
Lower Saxony	9.3	2,612
Bremen	0.7	187
<b>Nielsen-Area II</b>		
North Rhine Westphalia	22.7	6,378
<b>Nielsen-Area IIIa</b>		
Hesse	8.7	2,446
Rhineland-Palatinate	5.7	1,599
Saarland	1.2	327
<b>Nielsen-Area IIIb</b>		
Baden-Württemberg	15.3	4,287
<b>Nielsen-Area IV</b>		
Bavaria	16.7	4,680
<b>Nielsen-Area V</b>		
Berlin	3.4	962
<b>Nielsen-Area VI</b>		
Mecklenburg-Vorpommern	1.2	340
Brandenburg	2.1	588
Saxony-Anhalt	1.6	435
<b>Nielsen-Area VII</b>		
Thuringia	2.4	666
Saxony	3.9	1,102
Copies truly distributed in domestic area	99.6	27,951

## 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) 11,870.00 €</p>	<p><b>1/1 Page</b></p>  <p>Bleed format: 210 x 297 mm</p> <p>Price (b/w to 4c) 6,250.00 €</p>	<p><b>Juniorspage</b></p>  <p>Bleed format: 148 x 210 mm</p> <p>Price (b/w to 4c) 4,350.00 €</p>	<p><b>1/2 Page, horiz.</b></p>  <p>Bleed format: 210 x 145 mm</p> <p>Price (b/w to 4c) 4,250.00 €</p>	<p><b>1/2 Page, vertical</b></p>  <p>Bleed format: 100 x 297 mm</p> <p>Price (b/w to 4c) 4,250.00 €</p>																				
<p><b>1/3 Page, vertical</b></p>  <p>Bleed format: 70 x 297 mm</p> <p>Price (b/w to 4c) 3,530.00 €</p>	<p><b>1/3 Page, horiz.</b></p>  <p>Bleed format: 210 x 100 mm</p> <p>Price (b/w to 4c) 3,530.00 €</p>	<p><b>1/4 Page, vertical</b></p>  <p>Bleed format: 52 x 297 mm</p> <p>Price (b/w to 4c) 2,950.00 €</p>	<p><b>1/4 Page, horiz.</b></p>  <p>Bleed format: 210 x 74 mm</p> <p>Price (b/w to 4c) 2,950.00 €</p>	<p><b>1/4 Page, Col.</b></p>  <p>Bleed format: 100 x 145 mm</p> <p>Price (b/w to 4c) 2,950.00 €</p>																				
<p><b>1/8 Page, vertical</b></p>  <p>Bleed format: 52 x 145 mm</p> <p>Price (b/w to 4c) 1,900.00 €</p>	<p><b>1/8 Page, horiz.</b></p>  <p>Bleed format: 210 x 50 mm</p> <p>Price (b/w to 4c) 1,900.00 €</p>	<p><b>1/8 Page, Col.</b></p>  <p>Bleed format: 100 x 74 mm</p> <p>Price (b/w to 4c) 1,900.00 €</p>	<table border="1"> <thead> <tr> <th>Format</th> <th>colour</th> </tr> </thead> <tbody> <tr> <td>Advertorial 1/1 Page*</td> <td>6,250.00 €</td> </tr> <tr> <td>Advertorial 1/2 Page**</td> <td>4,250.00 €</td> </tr> <tr> <td>Advertorial altar fold</td> <td>9,900.00 €</td> </tr> <tr> <td>Cover story - Communication package 1</td> <td>15,300.00 €</td> </tr> <tr> <td>Fair Price***</td> <td>19,125.00 €</td> </tr> <tr> <td>Cover story - Communication package 2</td> <td>9,400.00 €</td> </tr> <tr> <td>Fair Price***</td> <td>11,750.00 €</td> </tr> <tr> <td>Picture of the month (motif and text on agreement with the editorial department)</td> <td>4,920.00 €</td> </tr> <tr> <td>Additionally with extension online</td> <td>5,995.00 €</td> </tr> </tbody> </table> <p>*** Issues 4, 9, 11-12 (BAU, GaLaBau, IFAT)</p>		Format	colour	Advertorial 1/1 Page*	6,250.00 €	Advertorial 1/2 Page**	4,250.00 €	Advertorial altar fold	9,900.00 €	Cover story - Communication package 1	15,300.00 €	Fair Price***	19,125.00 €	Cover story - Communication package 2	9,400.00 €	Fair Price***	11,750.00 €	Picture of the month (motif and text on agreement with the editorial department)	4,920.00 €	Additionally with extension online	5,995.00 €
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\* Price surcharge for design by the publisher 500.00 €;

\*\* Price surcharge for design by the publisher 250.00 €

All prices are subject to statutory VAT. Agency commission: 15 %.

Please find the general terms and conditions at: <https://bauverlag.de/en/terms>

**Additional charges:**

<b>Special positions:</b> Inside front cover, inside back cover and back cover	650.00 €
1/2 Page vertical in content	4,750.00 €
1/4 Page vertical in editorial	3,370.00 €
Other prescribed positions	20 %
<b>Special colour:</b> Each color	998.00 €

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

<b>Staggered repeat discount</b>		<b>Quantity scale</b>	
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, 45 mm wide)	6.20 €
Job offers colour	per height mm (1 column, 45 mm wide)	11.50 €
Situation wanted b/w	per height mm (1 column, 45 mm wide)	3.50 €
Opportunity ad, Purchase/sale b/w	per height mm (1 column, 45 mm wide)	6.20 €

You can find possible sections and further information on the Bauanzeiger on page 16.

From a print value of 1,200.00 €, your job posting will be displayed online at [www.THIS-magazin.de](http://www.THIS-magazin.de) for 4 weeks for free.

**Special ad types:**

<b>Bound inserts</b> (sample - front page/back page required) 2-pages (others on request)	4,570 €
---	---------

Discounts as per scale of discounts: 1 sheet = 1 ad page

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

Quantity up to 170 g/qm, other weights on request.

**Loose inserts:**

Maximum size 205 x 290 mm	
Weight of loose insert	<b>Price %</b>
Full insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	345.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	395.00 €

For partial occupancy: selection costs per selection 150.00 €

<b>Glued ad media:</b>	<b>Price %</b>
Postcard	95.00 €
Product samples, other tip-ons	on request

Technical costs are not eligible for commission and are not discountable.

Required delivery quantity: according to order confirmation  
 Delivery address: westermann druck GmbH

Georg-Westermann-Allee 66  
 Tor 1 / Name Auftragsbetreuer  
 38104 Braunschweig

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.

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

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



<b>Magazine format:</b>	210 mm wide, 297 mm high, DIN A4 untrimmed: 216 mm wide, 303 mm high	<b>Colours:</b>	The colour mode is CMYK. The colour profile is ISO Coated v2 300%. If RGB colours are used, there will be colour differences.
<b>Print space:</b>	188 mm wide, 258 mm high 4 columns, 45 mm wide	<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>Printing and binding methods:</b>	Offset printing, adhesive binding		
<b>Data transmission:</b>	- transmission by FTP: upon 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>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.

## Branch/Sector/Area/Professional Groups:

Recipient structure	Copies actually distributed	
	%	Copies
Underground engineering	12.2	3,418
Road construction	8.6	2,400
Building construction and civil engineering	16.2	4,546
Building construction	38.9	10,921
Engineering offices and consultants	5.1	1,429
Public contracting authorities	4.9	1,365
Utility companies	1.2	339
Waste-water association	1.4	387
Construction materials and machines trade	1.6	455
Gardening and landscaping	10.0	2,796
<b>Copies actually distributed (tVA)</b>	<b>100.0</b>	<b>28,056</b>



### 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 bevorzugt für die **Außenstelle in Koblenz, alternativ auch für den Dienort 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, Postfach 17 69, 67327 Speyer, oder elektronisch im Format pdf unter dem **Blichwort „Tiefbau“** einschließlich der berufswirtschaftlichen Vereinerwortung für das Betriebsergebnis der gemeinsamen Abteilung.  
 Poststelle@rechnungshof.rlp.de  
 Nähere Informationen über den Rechnungshof Rheinland-Pfalz, die zu besetzende Stelle sowie das Anforderungsprofil und die einschlägigen Bewerbungsunterlagen finden Sie im Internet unter:  
<http://www.rechnungshof-rlp.de>  
 Bei Rückfragen wenden Sie sich bitte an Herrn Ludwig, Tel. 06232-611927, oder an Frau Jung, Tel. 06232-617199.

**Baummaschinen und Zubehör**

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

**Ihr starker Mietpartner**  
 Galders • Essen • Bergheim Tel. (02831) 131-0

**KANAL OBERREITER**  
Als kompetenter Partner rund um den Kanal

Wir sind ein erfolgreiches, dynamisches und stetig wachsendes unternehmerisches Unternehmen in einer zukunftsreichen Branche mit den Themenbereichen Kanalreinigung, TK-Kanalunterstützung, Rohr- und Kanalreinigung, Dichtwerkstoffung, Gewässerreinigung sowie Sondermaßanfertigung. Für inhabergeführte Betriebe ist es uns wichtig für Kunden und Mitarbeiter die besten und sich auszahlenden Partner zu sein. Wir stellen ein interessantes und abwechslungsreiches Aufgabenspektrum im engagierten Team bei einem modernen Arbeitsplatz und überdurchschnittlichen sozialen Leistungen.

Zum weiteren Ausbau unserer Bereiche suchen wir zum nächstmöglichen Termin einen

**Abtriebsleiter / Oberbauleiter (m/w) - Kanalreinigung**

**Schwerpunkte:**  
 - verantwortliche und wirtschaftliche Leitung der Bereiche der Kanalreinigung in organisatorischer, technischer und personeller Hinsicht, einschließlich der berufswirtschaftlichen Vereinerwortung für das Betriebsergebnis der gemeinsamen Abteilung.

**Wir Aufgaben:**  
 - Betreuung und Überwachung der unterstellten Bauleiter sowie deren Baustellen  
 - Prüfung der Aufträge  
 - Kontrolle und Freigabe der Abrechnungsdokumente  
 - Schnittstelle Büro / Verwaltung und Baustelle  
 - fachliche Verantwortung für Personal in den ausgeführten Projekten  
 - Beratung und Schulung des unterstellten Personals

**Wir bieten:**  
 - eine sichere und unbefristete Arbeitsstelle mit gutem Arbeitsort in einem familiär geführten Unternehmen mit flachen Hierarchien ohne bürokratische Barrieren  
 - eine Überforderung und eine große Herausforderung  
 - ein sehr lukratives und festes Gehalt  
 - sehr viel Freizeit für Ihr selbständiges, unternehmerisches und berufliches Können  
 - individuelle Förderung durch ein umfangreiches Programm zur fachlichen und persönlichen Weiterbildung  
 - eine Umgebung, die kompetent arbeitet, in die man danach zum Lachen nicht in den Keller geht!

**Haben wir Ihr Interesse geweckt?**  
 Gestatten Sie Ihre Zukunft in einem modernen und innovativen Unternehmen und senden Sie Ihre aussagefähige und vollständige Bewerbungsunterlagen einschließlich Angaben zur Gehaltsvorstellung und Verfügbarkeit an:  
 Kanal Oberreiter GmbH      Telefon +49 8471 9945-0  
 Westhofen 5                      www.kanal-oberreiter.de  
 68413 Völkelt am Inn              info@kanal-oberreiter.de

1/2018 THIS 95



READERS GIVE  
THE MAGAZINE A  
SCORE OF  
**2,3**

**90%**  
OF READERS THINK  
THAT THIS IS RELIABLE  
& OBJECTIVE

**90%**  
OBTAIN INFORMATION  
ABOUT INDUSTRY-  
RELATED TOPICS FROM  
MAGAZINES

**63%**  
OF READERS  
(VERY MUCH)  
LIKE THIS

THE CONTACT  
OPPORTUNITY PER  
PAGE IS **51%** ;  
I.E. ON AVERAGE,  
READERS TAKE AN IN-  
DEPTH LOOK AT MORE  
THAN EVERY 2ND PAGE

**78%**  
OF READERS THINK  
THAT THIS CONTAINS  
COMPETENT ARTICLES



### [www.THIS-magazin.de](http://www.THIS-magazin.de)

In the construction trades, the internet is a commonly used source of information for day-to-day work. [www.THIS-magazin.de](http://www.THIS-magazin.de) complements the printed edition and also provides readers with an additional interactive component with extensive user benefits. As in the printed issue, the THIS online pages focus on current topics. These are presented in competent, focussed and application-oriented reports. Together with the THIS magazine, THIS newsletter and [www.THIS-magazin.de](http://www.THIS-magazin.de) provide a target-group-friendly platform with cross-media synergies for your advertising campaigns.

### THIS Newsletter

The **THIS Newsletter** complements the core competence of the print edition and offers the reader an additional interactive component with high utility value. In addition to the magazine and the website, we have developed the newsletter into a target group-oriented platform for their crossmedia communication.



Page  
impressions

31,587 per month



Visits

24,912 per month



Unique  
user

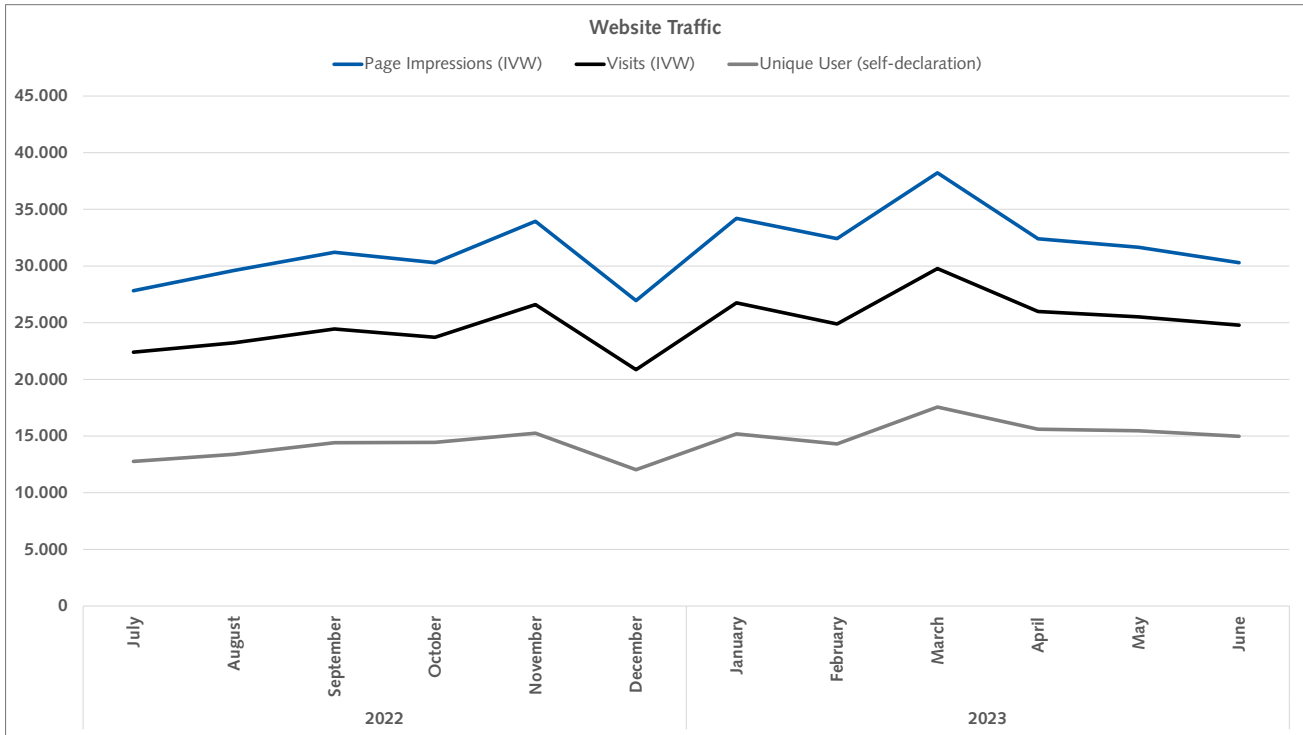
14,616 user



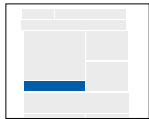
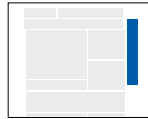
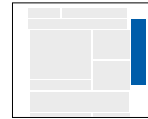
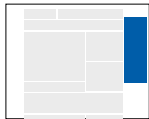
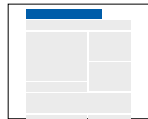
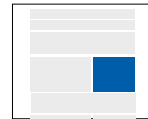
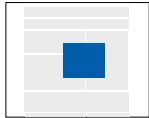
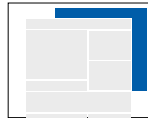
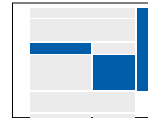
Newsletter  
contacts

6,639 Ø recipients

## Traffic audit:



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

**Prices and forms of advertising (price for 28 days / 4 weeks):**
**Fullsize Banner**
 Format (B x H):  
 468 x 60 px
**658.00 €****Skyscraper**
 Format (B x H):  
 120 x 600 px
**987.00 €****Wide skyscraper**
 Format (B x H):  
 160 x 600 px
**1,148.00 €****Half Page**
 Format (B x H):  
 300 x 600 px
**1,309.00 €****Superbanner**
 Format (B x H):  
 728 x 90 px
**819.00 €****Medium rectangle**
 Format (B x H):  
 300 x 250 px
**1,148.00 €****Layer Ad**
 Format (B x H):  
 400 x 400 px
**On Request****Wallpaper**
 Format (B x H):  
 728 x 90 px + 120 x 600 px
**1,477.00 €****Ad bundle**
 - Fullsize banner  
 - Skyscraper  
 - Medium rectangle
**987.00 €**

Advertising formats	Placement	Format (pixel, width x height)	Price in €/4 weeks
Skyscraper sticky	website, in rotation with max. two additional	120 x 600	1,064.00
Wide skyscraper sticky	website, in rotation with max. two additional	160 x 600	1,232.00
Half page sticky	website, in rotation with max. two additional	300 x 600	1,393.00
Billboard	on all pages except homepage, in rotation with max. two additional	970 x 250	1,638.00
Expandable wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	1,638.00
Situations vacant	in the job market	individual	1,200.00
Microsite	own navigation within the website, duration 12 weeks	individual	10,500.00
OnlinePLUS	addition to an existing online article/advertorial	photos, videos, PDFs	1,232.00
Company logo	website, in rotation with max. two additional	200 x 100	413.00

All online advertising formats can be booked exclusively. Prices, availability, other time periods and other formats possible on request.  
 All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: <https://bauverlag.de/en/terms>

**Discounts:**

published within 12 months (Insertion year)

**Staggered repeat discount**

12 weeks	5 %
26 weeks	10 %
52 weeks	15 %

**Online ad specials: additional options**

wallpaper: coloured, clickable background

30% additional charge

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

**File formats:**

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

Weight: max. 100 kB per banner

Please also provide a medium rectangle for the online advertising options in order to guarantee optimisation for mobile devices. The kB data given for every advertising material are maximum sizes and represent the total sum of all data defined by the advertising materials (including files to be loaded later, sniffer code, images, flash, etc.).

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

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

**Delivery address:** Please send your banner to  
[order.management@bauverlag.de](mailto:order.management@bauverlag.de)

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

Please send your materials together with the required meta information:

- booked site
- customer name
- order number
- target-URL
- booking period
- advertising format
- motif name
- contact person for inquiries


Newsletter-Issue	Publishing date	Booking deadline
1/2024	30.01.2024	19.01.2024
2/2024	13.02.2024	02.02.2024
3/2024	27.02.2024	16.02.2024
4/2024	12.03.2024	01.03.2024
5/2024	26.03.2024	15.03.2024
6/2024	09.04.2024	27.03.2024
7/2024	23.04.2024	12.04.2024
8/2024	07.05.2024	25.04.2024
9/2024	28.05.2024	16.05.2024
10/2024	11.06.2024	31.05.2024
11/2024	25.06.2024	14.06.2024
12/2024	09.07.2024	28.06.2024
13/2024	23.07.2024	12.07.2024
14/2024	06.08.2024	26.07.2024
15/2024	20.08.2024	09.08.2024
16/2024	03.09.2024	23.08.2024
17/2024	17.09.2024	06.09.2024
18/2024	01.10.2024	20.09.2024
19/2024	15.10.2024	04.10.2024
20/2024	29.10.2024	18.10.2024
21/2024	12.11.2024	31.10.2024
22/2024	26.11.2024	15.11.2024
23/2024	10.12.2024	29.11.2024

**Recipients:** executives in civil engineering, structural engineering, engineering, road construction, Gala building within engineer offices, communities/public sector customers, utility companies, waste water association as well as decision makers within construction material shops

**Circulation:** 6,639 recipients  
Openingrate net: 15.5%  
(source: Inxmail, average per month July 2022 until June 2023)

# THIS


BAUUNTERNEHMER | PLANER | ENTSCHIEDER



**„Als Service-Führer ist es wichtig, die Kunden zu verstehen“**

Gespräch mit Paschal, Geschäftsführer Dr.-Ing. Dr.-rer.-pol. Marius Wunder über neue Produkte zur Bauma, über alte und neue Wege, Kunden zu erreichen, und über Paschals Anstrengungen, die Preise für ihre Kunden stabil zu halten.

→ [Zum Interview](#)



Paschal

- Anzeige -

**MÜLLER Vibrationstechnik**



Optimale Maschinen und Geräteausrüstungen sind der Schlüssel für wirtschaftliches Arbeiten bei Hafen- und Spezialtiefbauprojekten. **terra infrastructure GmbH** – ehemals Thyssenkrupp Infrastructure GmbH – stellt Kunden die komplette Maschinenteknik zum Einbringen von Spundwänden, Röhren, Trägern und anderen Rammprofilen für leichte bis schwere Rammarbeiten bereit. Ebenso im Portfolio: Überzeugende technische Konzepte für eine wirtschaftliche Umsetzung der Baumaßnahmen.

Weitere Informationen

**THIS Ausgabe 8.2022**



Mit geringem Gewicht, praktischen Abmessungen, Langlebigkeit und hoher Funktionalität empfiehlt sich die System-Leichtschalung NeoR von Paschal für viele Einsatzgebiete. Mit dem neuen NeoR Multi-Element bietet sie nun noch mehr Flexibilität.

**Aus dem Inhalt:**

- TIEFBAU  
Abfall vermeiden mit Flüssigboden
- INGENIEURBAU  
Modulares Gerüstsystem für die Fassade
- GALABAU  
Sichersteine für die Schwammstadt
- BAUMANAGEMENT  
Attraktivitätssteigerung der Bauleitung

Hier geht's zur aktuellen [Ausgabe 8.2022](#)

- Anzeige -



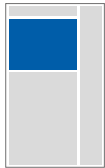
Umfassende ERP-Lösung

100% Cloud & 100% Bau

WEITER ANMELDEN

## Prices and forms of advertising:

### Text ad premium



- first text ad in newsletter
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

**Placement:**  
content

**Price:**  
815.00 €

### Text ad



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

**Placement:**  
content

**Price:**  
680.00 €

### Medium rectangle

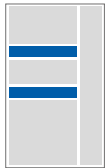


**Format:**  
300 x 250 px

**Placement:**  
content

**Price:**  
1,070.00 €

### Fullsize banner



**Format:**  
468 x 60 px

**Placement:**  
content

**Price:**  
750.00 €

### Skyscraper

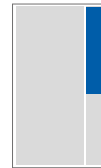


**Format:**  
120 x 600 px

**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, exclusive

**Price:**  
5,930.00 €

### Situations vacant



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

**Placement:**  
content

**Price:**  
680.00 €

### Rabatte:

bei Abnahme innerhalb von  
12 Monaten (Insertionsjahr)

### Malstaffel

3 Schaltungen	5 %
6 Schaltungen	10 %
12 Schaltungen	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 beginning of the campaign.  
 These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign  
 Otherwise, we can bear no costs for delays caused by late delivery to us.

Please send your materials together with the required

meta-information:

- customer name
- booked newsletter
- order number
- target URL
- contact person for inquiries

You will get a reporting about the recipients/opening rate and ad-clicks.

## THIS


BAUUNTERNEHMER | PLANER | ENTSCHEIDER



**„Als Service-Führer ist es wichtig, die Kunden zu verstehen“**

Gespräch mit Paschal-Geschäftsführer Dr.-Ing. Dr. rer.-pol. Marius Wunder über neue Produkte zur Bauma, über alte und neue Wege, Kunden zu erreichen, und über Paschals Anstrengungen, die Preise für ihre Kunden stabil zu halten.

➔ Zum Interview



Paschal

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- Anzeige -

**MÜLLER Vibrationstechnik**

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Weitere Informationen

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Abfall vermeiden mit Flüssigboden
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- GALABAU  
Sickersteine für die Schwammstadt
- BAUMANAGEMENT  
Attraktivitätssteigerung der Bauleitung

Hier geht's zur aktuellen **Ausgabe 8.2022**

---

- Anzeige -



**Umfassende ERP-Lösung**

WEIDEL



### Online-advertorial

Show our users your knowledge of a particular topic, demonstrate your problem solving abilities or explain why it is beneficial to use your product – there are many reasons why you might consider using an online-advertorial.

- Permanent online posts on [www.THIS-magazin.de](http://www.THIS-magazin.de) (these remain accessible via the search function after the 4-week period has expired)
- Editorial teaser on the homepage with link to the online post (subject to availability)
- Medium rectangle with placement across the entire website as a teaser with a link to the online post
- 2 text ads in [THIS Newsletter](#) with a link to the online post
- Advertised Facebook post via Facebook fanpage of [THIS](#) with a link to the online post

**Price: 3,255.00 €** plus VAT.  
(Price for 28 days / 4 weeks)

The screenshot shows the homepage of the THIS magazine website. The main article is titled "Zeit sparen mit professionellem Mängelmanagement" with the sub-headline "123quality macht's möglich". Below the title are three small images: a construction site, a person using a tablet, and a person at a desk. The article text discusses the challenges of managing defects in construction and introduces the 123quality app. A blue Facebook logo is overlaid on the bottom left of the screenshot. On the right side, there is a "News" sidebar with a list of recent articles and a "MUNK GROUP" advertisement for Günzburger Steigtechnik.



## Whitepaper

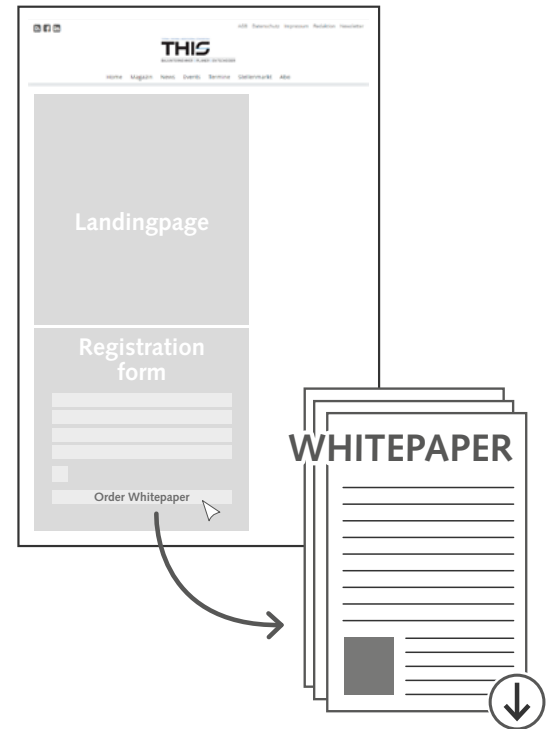
Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on **www.this-magazin.de**. Interested users receive the white paper in exchange for their contact details.

We will provide you with the following **services** in close coordination with you:

- Landingpage incl. registration form
- Advertising teaser via our media channels website, newsletter and social media
- Delivery of leads (data protection compliant)

**Duration:** 8 to 12 weeks (variable, by arrangement)

**Price:** on request



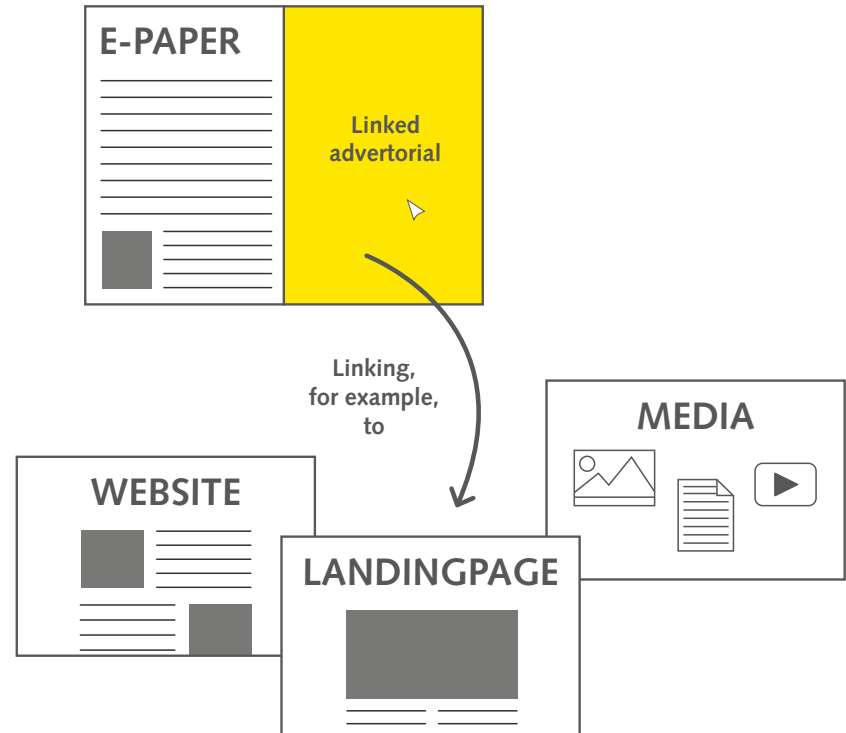
## Linking in E-Paper

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

Linking ads in the E-Paper offers the following advantages:

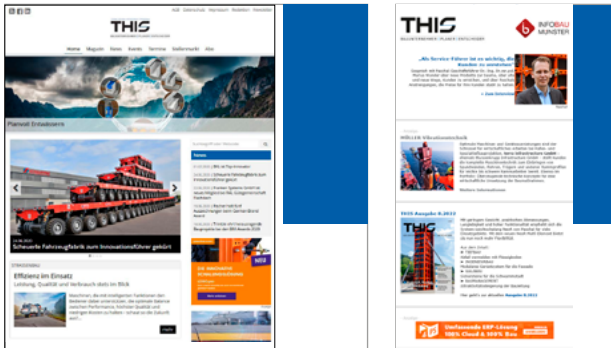
- **Interactivity:** Readers can click directly on ads to get more information or buy products online.
- **Enhanced user experience:** Readers get direct access to relevant content or products.
- **Enhanced information content:** Ads can provide additional information or media on web pages through links.

Price: 390.00 €



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.THIS-magazin.de](http://www.THIS-magazin.de)

Wide skyscraper in  
[THIS Newsletter](#)

Duration 4 weeks  
Price: 2,141.10 € plus VAT.

### Crossmedia product advertising package



Online-advertorial on  
[www.THIS-magazin.de](http://www.THIS-magazin.de)  
(for services see previous page)

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

Duration 4 weeks  
Price: 6,979.50 € plus VAT.

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

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 and landscaping and tunnel construction)

### TRADE

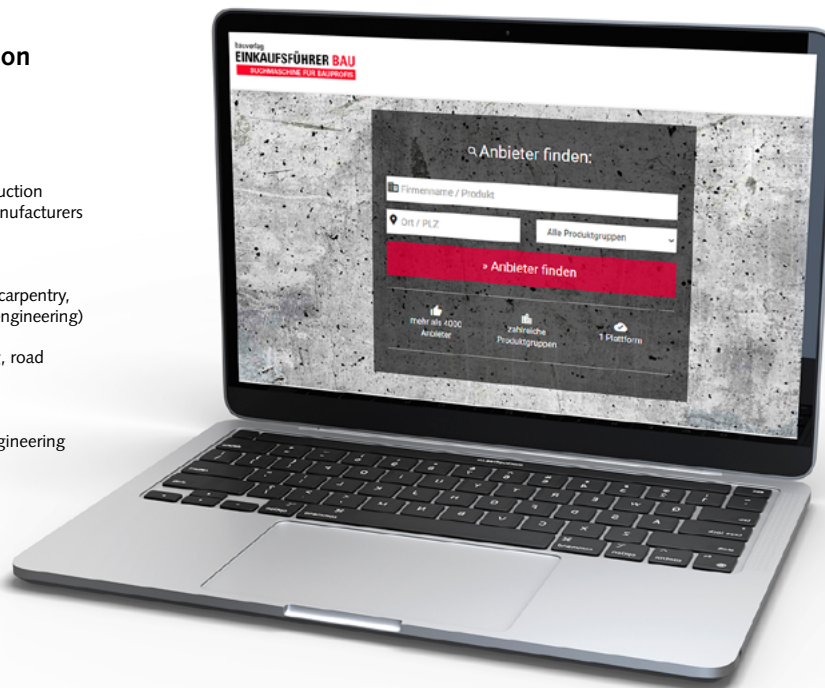
(construction machinery, construction materials, roofing materials, civil engineering supplies)

FACILITY MANAGERS AND HOUSING ASSOCIATIONS

ARCHITECTS AND PLANNING & CONSTRUCTION ENGINEERS

Request a quote now!

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



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