

MEDIA DATA 2026 (SHORT VERSION)

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

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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 is a cross-media supplement to the print edition; the **THIS newsletter** also provides regular updates on the most important industry news.



191,106

Copies / year

copies actually distributed 21,234

thereof E-Paper: 6,223

Publication frequency 9x / Year



380,280

Page impressions website / year

Page Impressions 31,690 / Month

Visits 24,109 / Month

Unique User 12,842 / Month



117,420

Newsletter recipients / year

Recipients 5,871 / Issue

Openingrate net 17.0 %

Publication frequency 20x / Year

Issue Month	Dates	Themes	THIS extra	Trade fairs / events
1-2.2026 January/ February	Publication date: 20.02.2026 Editorial deadline: 05.01.2026 Advertising deadline: 29.01.2026	CIVIL & UNDERGROUND ENGINEERING Wastewater disposal: Separators – Drainage of logistics areas – Heavy rainfall events Pipeline construction: Pipe systems – Drinking water supply – House connections BUILDING CONSTRUCTION Construction methods: Inner-city densification – Building in existing structures – Renovation Masonry construction: Concrete – Sand-lime brick – Lightweight concrete – Aerated concrete – Brick ENGINEERING Scaffolding technology: Support scaffolding – System scaffolding – Stair towers – Roofing – Fall protection Formwork technology: Formwork systems – Exposed concrete – Formwork and scaffolding planning – Formwork skins ROAD CONSTRUCTION Asphalt paving: Pavers – Temperature measurement – Paving control – Layer thickness measurement CONSTRUCTION MACHINERY Vehicles: Excavators – Wheel loaders – Tracked excavators – Dumpers – Cranes – Accessories – Spare parts Excavator attachments: Quick couplers – Excavator buckets – Demolition grapples – Hydraulic hammers DIGITALISATION Apps: Working time recording – Construction acceptance – Equipment and accessory location Software: Building Information Modelling (BIM) – CAD – Digital twin CONSTRUCTION LAW Construction law: VOB – BGB – Legislative changes – Current judgements – EU standards and regulations – Legal practice		24.02.-25.02.2026 26. Göttinger Abwassertage , Göttingen 24.02.-27.02.2026 Dach+Holz 2026 , Cologne 25.02.-27.02.2026 23. Deutsche Asphalttage , Berchtesgaden 10.03.-12.03.2026 70. BetonTage , Ulm 12.03.-13.03.2026 38. Lindauer Seminar 2026 , Lindau/Bodensee

Issue Month	Dates	Themes	THIS extra	Trade fairs / events
3.2026 March	Publication date: 20.03.2026 Editorial deadline: 02.02.2026 Advertising deadline: 26.02.2026	CIVIL & UNDERGROUND ENGINEERING Broadband and network expansion: Trenchless laying – Fibre optic cable laying – Cable trench construction Trenchless construction: Microtunnelling – Horizontal pipe jacking – Flushing drilling – Pipe bursting – Earth rockets ENGINEERING CONSTRUCTION Concrete technology: In-situ concrete construction – Carbon concrete – Transport and preparation of concrete and mortar Formwork systems: Frame formwork – Climbing formwork – Hand formwork ROAD CONSTRUCTION New construction and renovation: Expansion – Repair – Pavement construction – Noise protection – Shoulder reinforcement Road construction machinery: Milling machines – Crushers – Asphalt and concrete pavers – Rollers – 3D control BUILDING MATERIALS Facades: Mineral insulation – Spray insulation – Clinker – Fastening systems CONSTRUCTION MACHINERY Technology: Digitalisation – 3D control – Fuel efficiency – Application reports – New products Excavator attachments: Tiltrotators – Milling machines – Compactors – Drills – Grabs – Hydraulic couplings DIGITISATION Construction site monitoring: video surveillance – camera systems – radio transmission Software: data exchange – data organisation – smart documentation CONSTRUCTION MANAGEMENT Business management: financing – insurance – leasing – controlling		18.03.-19.03.2026 35. Dresdner Brücken- bausymposium , Dresden 24.03.-26.03.2026 digitalBAU 2026 , Cologne 24.03.2026 Award ceremony Deutscher Baupreis 2026 at the digitalBAU
4.2026 April	Publication date: 21.04.2026 Editorial deadline: 02.03.2026 Advertising deadline: 26.03.2026	CIVIL & UNDERGROUND ENGINEERING Wastewater disposal: Rainwater management – Cleaning and infiltration – Property drainage Sewer inspection: Robots – Automatic camera systems – Laser measurement – Quality control BUILDING CONSTRUCTION Contaminated site remediation: Asbestos disposal – Low-dust construction – Building renovation – Electric construction machinery Facades: Facade elements – Facade fastening – Mineral insulation – Spray insulation – Clinker ENGINEERING Construction supervision: Apps – Digitalisation – Temperature measurement – Pressure control – Compaction measurement Exposed concrete: Formwork skins – Coatings – Aggregates Landscaping Surface paving: Paving stones and laying systems – Natural and concrete stones – Path construction MAINTENANCE Renovation: Concrete renovation – Bridges – Buildings – Injection technology CONSTRUCTION MACHINERY Operation and maintenance: Fleet management – Service – Manufacturer services – Spare parts ordering COMMERCIAL VEHICLES Transport: Construction machinery transport – Heavy goods – Trailers – Tippers – Low loaders DIGITISATION Vehicles: Fleet management – Consumption control – Resource planning – Theft protection	Bridge construction - Digitalisation / BIM / Planning - Planning status of the public sector - Formwork - Scaffolding	04.05.-07.05.2026 IFAT 2026 , Munich 06.05.-09.05.2026 SaMoTer , Verona/Italy

The editorial team reserves the right to change topics for reasons of topicality.

Issue Month	Dates	Themes	THIS extra	Trade fairs / events
5.2026 May/June	Publication date: 28.05.2026 Editorial deadline: 01.04.2026 Advertising deadline: 04.05.2026	CIVIL & UNDERGROUND ENGINEERING Earthworks and landfill construction: Geotextiles – Landfill construction materials – Dyke construction – Well construction Sewer rehabilitation: Pipe liners – Leak testing – Renovation – Repair – Close fit – Flooding method ENGINEERING Scaffolding technology: Support scaffolding – System scaffolding – Stair towers – Roofing – Fall protection Formwork systems: Wall formwork – Ceiling formwork – Beam formwork – Climbing formwork – Hand formwork ROAD CONSTRUCTION Traffic route construction: Pavements – Squares – Cycle paths – Markings – Roundabouts – Verge reinforcement Railway construction: Track construction – Use of track excavators LANDSCAPE CONSTRUCTION Construction machinery: Special machinery – Attachments Landscape construction: Horticulture – Landscaping – Sports facility construction – Tree protection BUILDING MATERIALS Wall blocks: Sand-lime bricks – Flat bricks – Aerated concrete blocks – Aerated concrete blocks CONSTRUCTION MACHINERY Excavator attachments: Tilt rotators – Milling machines – Compactors – Drills – Grabs – Hydraulic couplings DIGITALISATION Construction machinery: Fleet management – Data transmission Hardware: Notebooks, tablets and smartphones for use on construction sites		
6-7.2026 July	Publication date: 06.07.2026 Editorial deadline: 18.05.2026 Advertising deadline: 12.06.2026	CIVIL & UNDERGROUND ENGINEERING Pipeline construction: Open-cut sewage pipes – Hose lining – Pipe systems Geothermal energy: Near-surface geothermal energy – Drilling rigs – Drilling technology BUILDING CONSTRUCTION Construction site equipment: Construction site safety – Lighting – Barriers – Generators / Power generation Building renovation: Renovation – Protection of building fabric – Energy-efficient refurbishment – WDMV CIVIL ENGINEERING Formwork systems: Wall formwork – Ceiling formwork – Beam formwork – Climbing formwork – Manual formwork LANDSCAPING Drainage: Drainage of roads, paths and squares – Rainwater management Paving: Concrete blocks – Concrete slabs – Natural stones – Laying technology – Joint mortar MAINTENANCE Floors: Sealing – Self-levelling coatings – Strewn coatings – Mortar coatings CONSTRUCTION MACHINERY Procurement: Purchase – hire purchase – rental – leasing – auctions DIGITISATION Software: Planning tools – use of cloud and server – data management CONSTRUCTION MANAGEMENT Company management: Personnel management – recruiting – further training	Sponge city - Climate change adaptation - Roof and façade greening - Heavy rain risk management	



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8.2026 August	Publication date: 18.08.2026 Editorial deadline: 26.06.2026 Advertising deadline: 27.07.2026	CIVIL & UNDERGROUND ENGINEERING Special civil engineering: Excavation support – Foundations – Sheet piling – Sealing walls – Drilling equipment Products: Concrete pipes – Cast iron pipes – Plastic pipes – Vitrified clay pipes – Shoring systems – Manhole covers ENGINEERING Scaffolding technology: Support scaffolding – System scaffolding – Stair towers – Roofing – Fall protection Renovation: Maintenance – Construction chemicals – Concrete technology ROAD CONSTRUCTION Traffic route construction: Pavements – Squares – Cycle paths – Markings – Roundabouts – Verge reinforcement Earthworks: Soil excavation – Quantity determination – Landfills – Disposal – Logistics LANDSCAPING Drainage: Linear drainage – Facade gutters – Slotted frames – Manhole covers – Gutter systems BUILDING MATERIALS Mortar: Cement mortar – Lime mortar – Gypsum mortar – Fireclay mortar – Screeds MAINTENANCE Industrial floors: Underground car parks – Multi-storey car parks – Slip resistance – Path markings CONSTRUCTION MACHINERY Excavators – Wheel loaders – Tracked excavators – Dumpers – Cranes – Accessories – Spare parts DIGITISATION Service: Manufacturers' planning tools – Planning support – Services	Electric construction machinery - Battery technologies - Optimising use - Renting vs. buying - Electricity on the construction site	02.09.-05.09.2026 steinexpo , Homburg/ Nieder-Ofleiden September 2026 71. Nordbau , Neumünster 15.09.-17.09.2026 Intergeo , Munich 15.09.-18.09.2026 GaLaBau 2026 , Nuremberg
9.2026 September	Publication date: 23.09.2026 Editorial deadline: 24.07.2026 Advertising deadline: 01.09.2026	CIVIL & UNDERGROUND ENGINEERING Wastewater disposal: Separators – Drainage of logistics areas – Heavy rainfall events Earthworks/landfill construction: Earthmoving – Compaction – Surveying technology BUILDING CONSTRUCTION Construction technology: Wall systems – Large formats – Sound insulation – Thermal insulation – EnEv Construction equipment in building construction: Lifts – Cranes – Mini cranes – Work platforms – Professional tools ENGINEERING CONSTRUCTION Formwork technology: Formwork systems – Exposed concrete – Formwork and scaffolding planning – Formwork skins LANDSCAPE CONSTRUCTION Surface reinforcement: Unsealing – Joint mortar – Drainage – Compaction – Path construction Paving: Concrete blocks – Concrete slabs – Natural stones – Laying technology – Joint mortar MAINTENANCE Industrial floors: Industrial kitchens – Chemical resistance – Food suitability CONSTRUCTION MACHINERY Excavator attachments: Quick couplers – Excavator buckets – Demolition grapples – Hydraulic hammers COMMERCIAL VEHICLES Construction trucks – Transporters – Mobile cranes – Tower cranes DIGITISATION Fleet management – Consumption control – Resource planning – Theft protection	Building in existing structures - Battery technology - Digitalisation/apps - Management/maintenance - Renting vs. buying	

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Issue Month	Dates	Themes	THIS extra	Trade fairs / events
10-11.2026 October	Publication date: 02.11.2026 Editorial deadline: 18.09.2026 Advertising deadline: 09.10.2026	CIVIL & UNDERGROUND ENGINEERING Trenchless construction: Microtunnelling – Horizontal pipe jacking – Jet grouting – Pipe bursting – Earth rockets Sewer rehabilitation: Pipe lining – Leak testing – Renovation – Repair – Manhole covers ENGINEERING Scaffolding technology: Support scaffolding – System scaffolding – Stair towers – Roofing – Fall protection Renovation: Maintenance – Construction chemicals – Concrete technology ROAD CONSTRUCTION Highway construction: Planning – Earthmoving – Asphalt paving – Asphalt inspection Road construction machinery: Milling machines – Crushers – Asphalt and concrete pavers – Rollers – 3D control LANDSCAPING Infiltration systems: Drainage pipes – Drainage shafts – Infiltration trenches – Storage tanks – Drainage systems CONSTRUCTION MACHINERY Excavators – Wheel loaders – Tracked excavators – Dumpers – Cranes – Accessories – New products COMMERCIAL VEHICLES Products: Construction trucks – Transporters – Mobile cranes – Truck-mounted cranes – Special equipment DIGITALISATION Fleet management: Consumption control – Retrofitting – Software CONSTRUCTION MANAGEMENT Human resources: Personnel management – Recruiting – Further training	Occupational safety - Fall protection - Protective workwear - Subscription models - Services for construction companies	October/November 2026 10. Deutscher Fachkongress für Absturzsicherheit 2026
12.2026 November/ December	Publication date: 11.12.2026 Editorial deadline: 16.10.2026 Advertising deadline: 19.11.2026	CIVIL & UNDERGROUND ENGINEERING Wastewater disposal: Rainwater management – Cleaning and infiltration – Property drainage Sewer construction and operation: Drainage planning – Flushing – Self-compacting backfill material BUILDING CONSTRUCTION Construction methods: Inner-city densification – Building in existing structures – Energy-efficient renovation Masonry construction: Concrete – Sand-lime brick – Lightweight concrete – Aerated concrete – Brick ENGINEERING Scaffolding technology: Support scaffolding – System scaffolding – Stair towers – Roofing – Fall protection Formwork systems: Frame formwork – Climbing formwork – Manual formwork ROAD CONSTRUCTION New construction and refurbishment: Expansion – Repair – Ceiling construction – Noise protection – Verge reinforcement MAINTENANCE Refurbishment: Concrete refurbishment – Bridges – Buildings – Injection technology CONSTRUCTION MACHINERY Technology: Digitalisation – 3D control – Fuel efficiency – Fleet management Excavator attachments: Tiltrotators – Milling machines – Compactors – Drills – Grabs – Hydraulic couplings DIGITISATION Software: Building Information Modelling (BIM) – CAD – Digital twin Construction site monitoring: Video surveillance – Camera systems – Radio transmission		11.01.-15.01.2027 BAU 2027, Munich January 2027 Tiefbau-Forum, Ulm

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Issue Month	Dates	Themes	THIS extra	Trade fairs / events
1-2.2027 January/ February	Publication date: 15.02.2027 Editorial deadline: 04.01.2027 Advertising deadline: 22.01.2027	CIVIL & UNDERGROUND ENGINEERING Wastewater disposal: Separators – Drainage of logistics areas – Heavy rainfall events Pipeline construction: Pipe systems – Drinking water supply – House connections BUILDING CONSTRUCTION Construction methods: Inner-city densification – Building in existing structures – Renovation Masonry construction: Concrete – Sand-lime brick – Lightweight concrete – Aerated concrete – Brick ENGINEERING Scaffolding technology: Support scaffolding – System scaffolding – Stair towers – Roofing – Fall protection Formwork technology: Formwork systems – exposed concrete – formwork and scaffolding planning – formwork skins ROAD CONSTRUCTION Asphalt paving: Pavers – temperature measurement – paving control – layer thickness measurement CONSTRUCTION MACHINERY Vehicles: Excavators – Wheel loaders – Tracked excavators – Dumpers – Cranes – Accessories – Spare parts Excavator attachments: Quick couplers – Excavator buckets – Demolition grapples – Hydraulic hammers DIGITALISATION Apps: Working time recording – Construction acceptance – Equipment and accessory location Software: Building Information Modelling (BIM) – CAD – Digital twin CONSTRUCTION LAW Construction law: VOB – BGB – Legislative changes – Current judgements – EU standards and regulations – Legal practice		February 2027 55. VDBUM Großseminar, Willingen February 2027 39. Oldenburger Rohrlei- tungsforum, Oldenburg 23.02.-25.02.2027 71. BetonTage, Ulm

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

2/1 Page

Bleed format:
420 x 297 mmPrice (b/w to 4c)
12,730.00 €

1/1 Page

Bleed format:
210 x 297 mmPrice (b/w to 4c)
6,710.00 €

Juniorpage

Bleed format:
148 x 210 mmPrice (b/w to 4c)
4,670.00 €

1/2 Page, horiz.

Bleed format:
210 x 145 mmPrice (b/w to 4c)
4,550.00 €

1/2 Page, vertical

Bleed format:
100 x 297 mmPrice (b/w to 4c)
4,550.00 €

1/3 Page, vertical

Bleed format:
70 x 297 mmPrice (b/w to 4c)
3,790.00 €

1/3 Page, horiz.

Bleed format:
210 x 100 mmPrice (b/w to 4c)
3,790.00 €

1/4 Page, vertical

Bleed format:
52 x 297 mmPrice (b/w to 4c)
3,170.00 €

1/4 Page, horiz.

Bleed format:
210 x 74 mmPrice (b/w to 4c)
3,170.00 €

1/4 Page, Col.

Bleed format:
100 x 145 mmPrice (b/w to 4c)
3,170.00 €

1/8 Page, vertical

Bleed format:
52 x 145 mmPrice (b/w to 4c)
2,040.00 €

1/8 Page, horiz.

Bleed format:
210 x 50 mmPrice (b/w to 4c)
2,040.00 €

1/8 Page, Col.

Bleed format:
100 x 74 mmPrice (b/w to 4c)
2,040.00 €

Format	
Advertorial 1/1 Page*	6,710.00 €
Advertorial 1/2 Page**	4,550.00 €
Advertorial altar fold	10,620.00 €
Communication package 1: Cover story	16,400.00 €
Fair price***	20,500.00 €
Communication package 2: Feature	10,080.00 €
Fair price***	12,600.00 €
Picture of the month (motif and text on agreement with the editorial department)	5,280.00 €
Additionally with extension online	6,430.00 €

* 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 %.

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*** Issue 4 IFAT; 8 GaLaBau; 10-11 DFKAS; 12 BAU

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

Form of advertising	Placement Desktop and tablet	Size in pixel (W x H) Desktop and tablet	Placement Mobile	Size in pixel (W x H) Mobile	Price for 28 days / 4 Weeks
Fullsize banner	Content	468 x 60	Content	300 x 50 (6:1)	714.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	882.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	1,232.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,064.00 € 1,148.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	1,064.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	1,232.00 € 1,316.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	1,400.00 € 1,512.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	1,764.00 €
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	1,596.00 €
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	1,764.00 €
Company Logo	Content / Marginal column	200 x 100	Content	200 x 100	448.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	1,316.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	11,298.00 € (Price for 12 weeks)
Job offers	In the job market	Individual	In the job market	Individual	1,290.00 €

All display banners rotate with a maximum of 2 other banners in the same position. Please always supply the respective desktop and mobile format. Other formats on request.

All prices plus 19% VAT, agency commission: 15%. You can find our technical specifications with a presentation of the formats at <https://bauverlag.de/downloads/spec-sheet-online.pdf>.

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Newsletter-Issue	Publishing date	Advertising deadline	Trade fairs / events
1.2026	13.01.2026	02.01.2026	13.01.-15.01.2026 InfraTech 2026 , Essen 14.01.-16.01.2026 Allgäuer Baufachkongress , Oberstdorf 22.01.2026 Tiefbau-Forum 2026 , Ulm
2.2026	29.01.2026	20.01.2026	05.02.-06.02.2026 38. Oldenburger Rohrleitungsforum , Oldenburg 10.02.-13.02.2026 54. VDBUM Großseminar , Willingen 24.02.-25.02.2026 26. Göttinger Abwassertage , Göttingen 24.02.-27.02.2026 Dach+Holz 2026 , Cologne 25.02.-27.02.2026 23. Deutsche Asphalttage , Berchtesgaden
4.2026	27.02.2026	18.02.2026	10.03.-12.03.2026 70. BetonTage , Ulm 12.03.-13.03.2026 38. Lindauer Seminar 2026 , Lindau/Bodensee 18.03.-19.03.2026 35. Dresdner Brückenbausymposium , Dresden 24.03.-26.03.2026 digitalBAU 2026 , Cologne 24.03.2026 Award ceremony Deutscher Baupreis 2026 at the digitalBAU
6.2026	31.03.2026	20.03.2026	
7.2026	14.04.2026	01.04.2026	04.05.-07.05.2026 IFAT 2026 , Munich
8.2026	30.04.2026	21.04.2026	06.05.-09.05.2026 SaMoTer , Verona/Italy

Newsletter-Issue	Publishing date	Advertising deadline	Trade fairs / events
9.2026	19.05.2026	07.05.2026	
10.2026	09.06.2026	28.05.2026	
11.2026	30.06.2026	19.06.2026	
12.2026	14.07.2026	03.07.2026	
13.2026	31.07.2026	22.07.2026	
14.2026	13.08.2026	04.08.2026	02.09.-05.09.2026 steinexpo , Homberg/Nieder-Ofleiden September 2026 71. NordBau , Neumünster
15.2026	02.09.2026	24.08.2026	15.09.-17.09.2026 Intergeo , Munich 15.09.-18.09.2026 GaLaBau 2026 , Nuremberg October/November 2026 10. Deutscher Fachkongress für Absturzsicherheit 2026
16.2026	22.09.2026	11.09.2026	
17.2026	07.10.2026	28.09.2026	
18.2026	29.10.2026	20.10.2026	
19.2026	18.11.2026	09.11.2026	
20.2026	15.12.2026	04.12.2026	11.01.-15.01.2027 BAU 2027 , Munich

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:
870.00 €

Text ad



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

Placement:
content

Price:
720.00 €

Medium rectangle

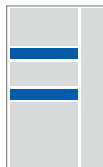


Format:
300 x 250 px

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:
6,090.00 €

Job offers



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

Placement:
content

Price:
720.00 €

Discounts:

Published within 12 months
(Insertion year)

Staggered repeat discount

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

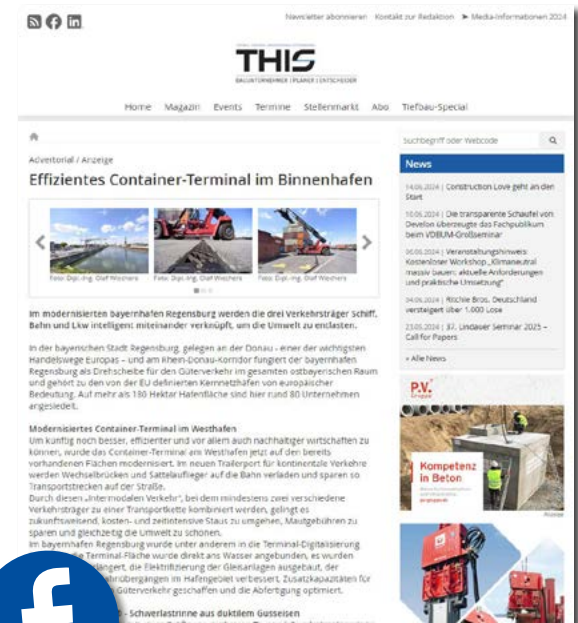
Online-advertorial

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

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

- Permanent online contribution on www.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: 3,486.00 € plus VAT.
(Price for 28 days / 4 Weeks)



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