

# MEDIA DATA 2026

(SHORT VERSION)

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## 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



TIEBAU, 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](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.



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

Issue Month	Dates	Themes	THIS extra	Trade fairs / events
3.2026 March	<p><b>Publication date:</b> 20.03.2026</p> <p><b>Editorial deadline:</b> 02.02.2026</p> <p><b>Advertising deadline:</b> 26.02.2026</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b> 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</p> <p><b>ENGINEERING CONSTRUCTION</b> Concrete technology: In-situ concrete construction – Carbon concrete – Transport and preparation of concrete and mortar Formwork systems: Frame formwork – Climbing formwork – Hand formwork</p> <p><b>ROAD CONSTRUCTION</b> 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</p> <p><b>BUILDING MATERIALS</b> Facades: Mineral insulation – Spray insulation – Clinker – Fastening systems</p> <p><b>CONSTRUCTION MACHINERY</b> Technology: Digitalisation – 3D control – Fuel efficiency – Application reports – New products Excavator attachments: Tiltrotators – Milling machines – Compactors – Drills – Grabs – Hydraulic couplings</p> <p><b>DIGITISATION</b> Construction site monitoring: video surveillance – camera systems – radio transmission Software: data exchange – data organisation – smart documentation</p> <p><b>CONSTRUCTION MANAGEMENT</b> Business management: financing – insurance – leasing – controlling</p>		18.03.-19.03.2026 35. <b>Dresdner Brückenbausymposium</b> , Dresden  24.03.-26.03.2026 <b>digitalBAU 2026</b> , Cologne  24.03.2026 <b>Award ceremony</b> <b>Deutscher Baupreis 2026</b> at the digitalBAU
4.2026 April	<p><b>Publication date:</b> 21.04.2026</p> <p><b>Editorial deadline:</b> 02.03.2026</p> <p><b>Advertising deadline:</b> 26.03.2026</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b> Wastewater disposal: Rainwater management – Cleaning and infiltration – Property drainage Sewer inspection: Robots – Automatic camera systems – Laser measurement – Quality control</p> <p><b>BUILDING CONSTRUCTION</b> Contaminated site remediation: Asbestos disposal – Low-dust construction – Building renovation – Electric construction machinery Facades: Facade elements – Facade fastening – Mineral insulation – Spray insulation – Clinker</p> <p><b>ENGINEERING</b> Construction supervision: Apps – Digitalisation – Temperature measurement – Pressure control – Compaction measurement Exposed concrete: Formwork skins – Coatings – Aggregates</p> <p><b>Landscaping</b> Surface paving: Paving stones and laying systems – Natural and concrete stones – Path construction</p> <p><b>MAINTENANCE</b> Renovation: Concrete renovation – Bridges – Buildings – Injection technology</p> <p><b>CONSTRUCTION MACHINERY</b> Operation and maintenance: Fleet management – Service – Manufacturer services – Spare parts ordering</p> <p><b>COMMERCIAL VEHICLES</b> Transport: Construction machinery transport – Heavy goods – Trailers – Tippers – Low loaders</p> <p><b>DIGITISATION</b> Vehicles: Fleet management – Consumption control – Resource planning – Theft protection</p>	<b>Bridge construction</b> - Digitalisation / BIM / Planning - Planning status of the public sector - Formwork - Scaffolding	04.05.-07.05.2026 <b>IFAT 2026</b> , Munich  06.05.-09.05.2026 <b>SaMoTer</b> , 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	<p><b>Publication date:</b> 28.05.2026</p> <p><b>Editorial deadline:</b> 01.04.2026</p> <p><b>Advertising deadline:</b> 04.05.2026</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b></p> <p><b>Earthworks and landfill construction:</b> Geotextiles – Landfill construction materials – Dyke construction – Well construction</p> <p><b>Sewer rehabilitation:</b> Pipe liners – Leak testing – Renovation – Repair – Close fit – Flooding method</p> <p><b>ENGINEERING</b></p> <p><b>Scaffolding technology:</b> Support scaffolding – System scaffolding – Stair towers – Roofing – Fall protection</p> <p><b>Formwork systems:</b> Wall formwork – Ceiling formwork – Beam formwork – Climbing formwork – Hand formwork</p> <p><b>ROAD CONSTRUCTION</b></p> <p><b>Traffic route construction:</b> Pavements – Squares – Cycle paths – Markings – Roundabouts – Verge reinforcement</p> <p><b>Railway construction:</b> Track construction – Use of track excavators</p> <p><b>LANDSCAPE CONSTRUCTION</b></p> <p><b>Construction machinery:</b> Special machinery – Attachments</p> <p><b>Landscape construction:</b> Horticulture – Landscaping – Sports facility construction – Tree protection</p> <p><b>BUILDING MATERIALS</b></p> <p><b>Wall blocks:</b> Sand-lime bricks – Flat bricks – Aerated concrete blocks – Aerated concrete blocks</p> <p><b>CONSTRUCTION MACHINERY</b></p> <p><b>Excavator attachments:</b> Tilt rotators – Milling machines – Compactors – Drills – Grabs – Hydraulic couplings</p> <p><b>DIGITALISATION</b></p> <p><b>Construction machinery:</b> Fleet management – Data transmission</p> <p><b>Hardware:</b> Notebooks, tablets and smartphones for use on construction sites</p>		
6-7.2026 July	<p><b>Publication date:</b> 06.07.2026</p> <p><b>Editorial deadline:</b> 18.05.2026</p> <p><b>Advertising deadline:</b> 12.06.2026</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b></p> <p><b>Pipeline construction:</b> Open-cut sewage pipes – Hose lining – Pipe systems</p> <p><b>Geothermal energy:</b> Near-surface geothermal energy – Drilling rigs – Drilling technology</p> <p><b>BUILDING CONSTRUCTION</b></p> <p><b>Construction site equipment:</b> Construction site safety – Lighting – Barriers – Generators / Power generation</p> <p><b>Building renovation:</b> Renovation – Protection of building fabric – Energy-efficient refurbishment – WDMV</p> <p><b>CIVIL ENGINEERING</b></p> <p><b>Formwork systems:</b> Wall formwork – Ceiling formwork – Beam formwork – Climbing formwork – Manual formwork</p> <p><b>LANDSCAPING</b></p> <p><b>Drainage:</b> Drainage of roads, paths and squares – Rainwater management</p> <p><b>Paving:</b> Concrete blocks – Concrete slabs – Natural stones – Laying technology – Joint mortar</p> <p><b>MAINTENANCE</b></p> <p><b>Floors:</b> Sealing – Self-leveling coatings – Strewn coatings – Mortar coatings</p> <p><b>CONSTRUCTION MACHINERY</b></p> <p><b>Procurement:</b> Purchase – hire purchase – rental – leasing – auctions</p> <p><b>DIGITISATION</b></p> <p><b>Software:</b> Planning tools – use of cloud and server – data management</p> <p><b>CONSTRUCTION MANAGEMENT</b></p> <p><b>Company management:</b> Personnel management – recruiting – further training</p>	<p><b>Sponge city</b></p> <ul style="list-style-type: none"> <li>- Climate change adaptation</li> <li>- Roof and façade greening</li> <li>- Heavy rain risk management</li> </ul>	

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8.2026 August	<p><b>Publication date:</b> 18.08.2026</p> <p><b>Editorial deadline:</b> 26.06.2026</p> <p><b>Advertising deadline:</b> 27.07.2026</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b></p> <p><b>Special civil engineering:</b> Excavation support – Foundations – Sheet piling – Sealing walls – Drilling equipment</p> <p>Products: Concrete pipes – Cast iron pipes – Plastic pipes – Vitrified clay pipes – Shoring systems – Manhole covers</p> <p><b>ENGINEERING</b></p> <p><b>Scaffolding technology:</b> Support scaffolding – System scaffolding – Stair towers – Roofing – Fall protection</p> <p><b>Renovation:</b> Maintenance – Construction chemicals – Concrete technology</p> <p><b>ROAD CONSTRUCTION</b></p> <p><b>Traffic route construction:</b> Pavements – Squares – Cycle paths – Markings – Roundabouts – Verge reinforcement</p> <p><b>Earthworks:</b> Soil excavation – Quantity determination – Landfills – Disposal – Logistics</p> <p><b>LANDSCAPING</b></p> <p><b>Drainage:</b> Linear drainage – Facade gutters – Slotted frames – Manhole covers – Gutter systems</p> <p><b>BUILDING MATERIALS</b></p> <p><b>Mortar:</b> Cement mortar – Lime mortar – Gypsum mortar – Fireclay mortar – Screeds</p> <p><b>MAINTENANCE</b></p> <p><b>Industrial floors:</b> Underground car parks – Multi-storey car parks – Slip resistance – Path markings</p> <p><b>CONSTRUCTION MACHINERY</b></p> <p>Excavators – Wheel loaders – Tracked excavators – Dumpers – Cranes – Accessories – Spare parts</p> <p><b>DIGITISATION</b></p> <p><b>Service:</b> Manufacturers' planning tools – Planning support – Services</p>	<p><b>Electric construction machinery</b></p> <ul style="list-style-type: none"> <li>- Battery technologies</li> <li>- Optimising use</li> <li>- Renting vs. buying</li> <li>- Electricity on the construction site</li> </ul>	<p>02.09.-05.09.2026 <b>steinexpo</b>, Homberg/ Nieder-Ofleiden</p> <p>September 2026 <b>71. Nordbau</b>, Neumünster</p> <p>15.09.-17.09.2026 <b>Intergeo</b>, Munich</p> <p>15.09.-18.09.2026 <b>GaLaBau 2026</b>, Nuremberg</p>
9.2026 September	<p><b>Publication date:</b> 23.09.2026</p> <p><b>Editorial deadline:</b> 24.07.2026</p> <p><b>Advertising deadline:</b> 01.09.2026</p>	<p><b>CIVIL &amp; UNDERGROUND ENGINEERING</b></p> <p><b>Wastewater disposal:</b> Separators – Drainage of logistics areas – Heavy rainfall events</p> <p><b>Earthworks/landfill construction:</b> Earthmoving – Compaction – Surveying technology</p> <p><b>BUILDING CONSTRUCTION</b></p> <p><b>Construction technology:</b> Wall systems – Large formats – Sound insulation – Thermal insulation – EnEv</p> <p><b>Construction equipment in building construction:</b> Lifts – Cranes – Mini cranes – Work platforms – Professional tools</p> <p><b>ENGINEERING CONSTRUCTION</b></p> <p><b>Formwork technology:</b> Formwork systems – Exposed concrete – Formwork and scaffolding planning – Formwork skins</p> <p><b>LANDSCAPE CONSTRUCTION</b></p> <p><b>Surface reinforcement:</b> Unsealing – Joint mortar – Drainage – Compaction – Path construction</p> <p><b>Paving:</b> Concrete blocks – Concrete slabs – Natural stones – Laying technology – Joint mortar</p> <p><b>MAINTENANCE</b></p> <p><b>Industrial floors:</b> Industrial kitchens – Chemical resistance – Food suitability</p> <p><b>CONSTRUCTION MACHINERY</b></p> <p><b>Excavator attachments:</b> Quick couplers – Excavator buckets – Demolition grapples – Hydraulic hammers</p> <p><b>COMMERCIAL VEHICLES</b></p> <p>Construction trucks – Transporters – Mobile cranes – Tower cranes</p> <p><b>DIGITISATION</b></p> <p>Fleet management – Consumption control – Resource planning – Theft protection</p>	<p><b>Building in existing structures</b></p> <ul style="list-style-type: none"> <li>- Battery technology</li> <li>- Digitalisation/ apps</li> <li>- Management /maintenance</li> <li>- Renting vs. buying</li> </ul>	

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

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

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

## 2/1 Page

Bleed format:  
420 x 297 mm

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## 1/1 Page

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Price (b/w to 4c)

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## Juniorpage

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Price (b/w to 4c)

4,550.00 €

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4,550.00 €

## 1/3 Page, vertical

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Price (b/w to 4c)

3,170.00 €

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2,040.00 €

## 1/8 Page, horiz.

Bleed format:  
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Price (b/w to 4c)

2,040.00 €

## 1/8 Page, Col.

Bleed format:  
100 x 74 mm

Price (b/w to 4c)

2,040.00 €

## Format

Advertisorial 1/1 Page*	6,710.00 €
Advertisorial 1/2 Page**	4,550.00 €
Advertisorial altar fold	10,620.00 €
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Picture of the month (motif and text on agreement with the editorial department)	5,280.00 €
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\* Price surcharge for design by the publisher 500.00 €

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

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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 €
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Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	1,400.00 € 1,512.00 € (sticky)
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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 €
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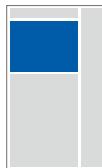
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Newsletter-issue	Publishing date	Advertising deadline	Trade fairs / events
1.2026	13.01.2026	02.01.2026	13.01.-15.01.2026 <b>InfraTech 2026</b> , Essen 14.01.-16.01.2026 <b>Allgäuer Baufachkongress</b> , Oberstdorf 22.01.2026
2.2026	29.01.2026	20.01.2026	Tiefbau-Forum 2026, Ulm 05.02.-06.02.2026 <b>38. Oldenburger Rohrleitungsforum</b> , Oldenburg 10.02.-13.02.2026 <b>54. VDBUM Großseminar</b> , Willingen
3.2026	13.02.2026	04.02.2026	24.02.-25.02.2026 <b>26. Göttinger Abwassertage</b> , Göttingen 24.02.-27.02.2026 <b>Dach+Holz 2026</b> , Cologne 25.02.-27.02.2026 <b>23. Deutsche Asphalttage</b> , Berchtesgaden
4.2026	27.02.2026	18.02.2026	10.03.-12.03.2026 <b>70. BetonTage</b> , Ulm 12.03.-13.03.2026 <b>38. Lindauer Seminar 2026</b> , Lindau/Bodensee
5.2026	16.03.2026	05.03.2026	18.03.-19.03.2026 <b>35. Dresdner Brückenbausymposium</b> , Dresden 24.03.-26.03.2026 <b>digitalBAU 2026</b> , Cologne 24.03.2026 <b>Award ceremony Deutscher Baupreis</b> <b>2026</b> at the <b>digitalBAU</b>
6.2026	31.03.2026	20.03.2026	
7.2026	14.04.2026	01.04.2026	04.05.-07.05.2026 <b>IFAT 2026</b> , Munich
8.2026	30.04.2026	21.04.2026	06.05.-09.05.2026 <b>SaMoTer</b> , 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 <b>steinexpo</b> , Homberg/Nieder-Ofleiden September 2026 <b>71. NordBau</b> , Neumünster
15.2026	02.09.2026	24.08.2026	15.09.-17.09.2026 <b>Intergo</b> , Munich 15.09.-18.09.2026 <b>GaLaBau 2026</b> , Nuremberg
16.2026	22.09.2026	11.09.2026	October/November 2026 <b>10. Deutscher Fachkongress für</b> <b>Absturzsicherheit 2026</b>
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 <b>BAU 2027</b> , 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

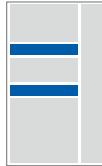


**Format:**  
300 x 250 px

**Placement:**  
content

**Price:**  
1,070.00 €

## Fullsize banner

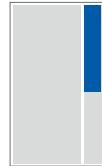


**Format:**  
468 x 60 px

**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](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: 3,486.00 € plus VAT.**  
(Price for 28 days / 4 Weeks)

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**THIS**  
BAUVERLAGER | PUBLIKUMSFESTSCHREIBER

**Effizientes Container-Terminal im Binnenhafen**



Foto: Dipl.-Ing. Gert Wehner



Foto: Dipl.-Ing. Gert Wehner



Foto: Dipl.-Ing. Gert Wehner

im modernisierte **bayerischen** Regensburg werden die drei Verkehrssträger Schiff, Bahn und LKW intelligent miteinander verknüpft, um die Umwelt zu entlasten.

In der bayrischen Stadt Regensburg, gelegen an der Donau, einer der wichtigsten Handelswege Europas – und am Kern-Dreieck-Korridor führt der bayrisches Regensburg als Drehkreuz für den Güterverkehr im gesamten ostbayerischen Raum und gehört zu den von der EU definierten Kernstädten von europäischer Bedeutung. Auf mehr als 180 Hektar Hafenfläche sind hier rund 80 Unternehmen angesiedelt.

**Modernisiertes Container-Terminal im Westhafen**

Um künftig noch besser, effizienter und vor allem auch nachhaltiger wirtschaften zu können, wurde das Container-Terminal am Westhafen jetzt auf den bereits vorhandenen Flächen modernisiert. Im neuen Traillager für kontinentale Verkehre und dem neu errichteten und ausgebauten Lager für die Bahn verladen und sparen so Transportstrecken auf einer Straße.

Durch diesen „Intelligenten Verkehr“, bei dem mindestens zwei verschiedene Verkehrssträger zu einer Transportkette kombiniert werden, gelingt es zukünftig Kosten- und Zeitminimierung zu erreichen, die Umwelt zu schonen und gleichzeitig die Güter zu sicherer und zuverlässiger zu transportieren. In die „terminal-Digitalisierung“ im bayrischen Regensburg investiert der Betreiber nun erneut. Die Terminal-Fläche wurde direkt ans Wasser angebunden, der Hafenbahnhof erweitert, die Elektromobilisierung der Gleisanlagen ausgebaut, der Übergang im Hafengelände verbessert, Zusatzkapazitäten für Güterverkehr geschaffen und die Abfertigung optimiert.

**Kompetenz in Beton**

[P.V. Beton](#)

**Wasser**

[Wasser](#)



## **Building. Knowledge. Passion.**

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Photo: © Jasmin Schuller

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