MEDIA DATA 2026

Target group
– Management and decision makers in the heavy clay industry

Ziegelindustrie International
Brick and Tile Industry International

zi-online.info

bau verlag

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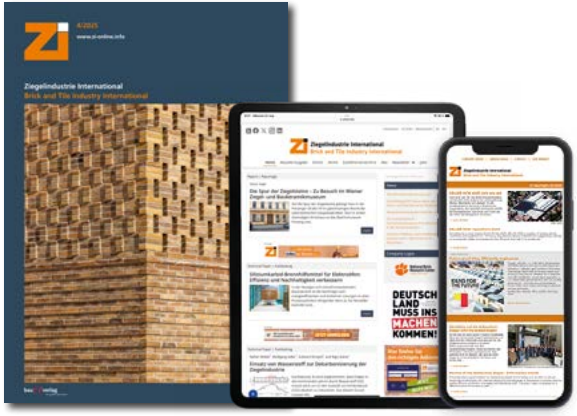

Zi Ziegelindustrie International

Zi Ziegelindustrie International is the leading international bilingual (English/German) trade journal for the heavy clay industry. Whether in print or as an e-paper, the trade journal informs managers and specialists in the clay brick and tile industry worldwide. The focus is on technical and scientific innovations, as well as current industry events and happenings. For all users who prefer digital media, the online presence at **www.zi-online.info** also offers the latest news and media-specific tools. The monthly **Zi newsletter** provides regular updates on **Zi Ziegelindustrie International** topics. The social media channels of **Zi Ziegelindustrie International** always keep you up to date on heavy clay topics. (Facebook, X, LinkedIn and Instagram).

21,372
Copies / year

copies actually distributed	3,562
thereof E-Paper:	1,731
Publication frequency	6x / Year

168,432
Page impressions website / year

Page Impressions	14,036 / Month
Visits	8,505 / Month
Unique User	5,269 / Month

12,168
Newsletter recipients / year

Recipients	1,014 / Issue
Openingrate net	32.5 %
Publication frequency	12x / Year

1,900
Follower social media

PRINT

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Issue	Publication Dates	Editorial Deadline	Advertising Deadline	Features	Trade fairs/events
06/25	24.11.2025	27.10.2025	31.10.2025	**Internal transport, setting, unloading, packing, despatch, control, measuring and robotics, maintenance**	**Würzburger Ziegellehrgang**
Bricks	08.12.2025	22.09.2025	07.10.2025	**Outstanding brick architecture**	

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

Issue	Publication Dates	Editorial Deadline	Advertising Deadline	Features	Trade fairs/events
01/26	21.01.2026	08.12.2025	19.12.2025	**Plant engineering, raw materials, energy** **Preliminary reports Ceramitec 2026**	28. – 30.01.2026, **Indian Ceramics Asia**, Helipad Exhibition Centre in Gandhinagar, Gujarat, India
02/26	16.03.2026	16.02.2026	20.02.2026	**Raw materials, mining operations, raw material storage and processing, shaping** **Special/Issue Ceramitec 2026**	24. – 26.03.2026, **Ceramitec 2026**, Munich, Germany 03. – 07.05.2026, **Batimatec 2025**, Palais des Expositions SAFEX, Algier, Algeria
03/26	18.05.2026	20.04.2026	23.04.2026	**Plant engineering, raw materials, energy saving and cost reduction**	18. – 19.06.2026, **TBE Congress, Toulouse**, France **Annual Meeting BVZi**
04/26	20.07.2026	22.06.2026	26.06.2026	**Drying and firing technology, refractory materials, firing aids and TOW lining**	22. – 25.09.2026, **Tecna 2026**, Rimini, Italy
05/26	28.09.2026	31.08.2026	04.09.2026	**Plant engineering, raw materials, energy, engobes, glazes**	**IZF-Seminar,** Essen, Germany **Clemson Brick Forum,** Civic Center of Anderson, Anderson, South Carolina, USA
06/26	23.11.2026	26.10.2026	30.10.2026	**Internal transport, setting, unloading, packaging, shipping, control, measurement and robot technology, maintenance**	**Würzburg Brick Maker's Course,** Würzburg, Germany
Bricks	23.11.2026	21.09.2026	22.09.2026	**Outstanding brick architecture**	

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

Issue	Publication Dates	Editorial Deadline	Advertising Deadline	Features	Trade fairs/events
01/27	01.02.2027	04.01.2027	08.01.2027	**Plant engineering, raw materials, energy**	

The editorial department reserves the right to make changes/additions on grounds of topicality. The complete editorial schedule for 2027 will be published in the 2027 media data.

Circulation audit:

Circulation analysis: Copies per issue
(1. July 2024 to 30. June 2025)

Copies actually distributed (tvA):	3,562	thereof abroad:	2,400
– thereof E-Paper:	1,731	thereof abroad:	1,307
Copies sold:	373	thereof abroad:	98
Subscriptions:	366	thereof abroad:	96
Other sales:	7		
Single copy sales:	0		
Free copies:	3,189		
Archive and specimen:	119		

Geographic distribution analysis:

	Copies actually distributed	
Business regions	**%***	**Copies**
Domestic	32.6	1,162
Abroad	67.4	2,400
Copies actually distributed (tvA)	100.0	3,562

* The percentages have been rounded to one decimal place.

Summary of the survey method:
1. Method: Dissemination analysis by file evaluation – total survey
2. Basic population: actual circulation 3,562 = 100 %
3. Sample: total survey
4. Target person of the study: not applicable
5. Period of study: August 2025
6. Execution of the study: Bauverlag BV GmbH

Details on the survey method are available from the publishing company.

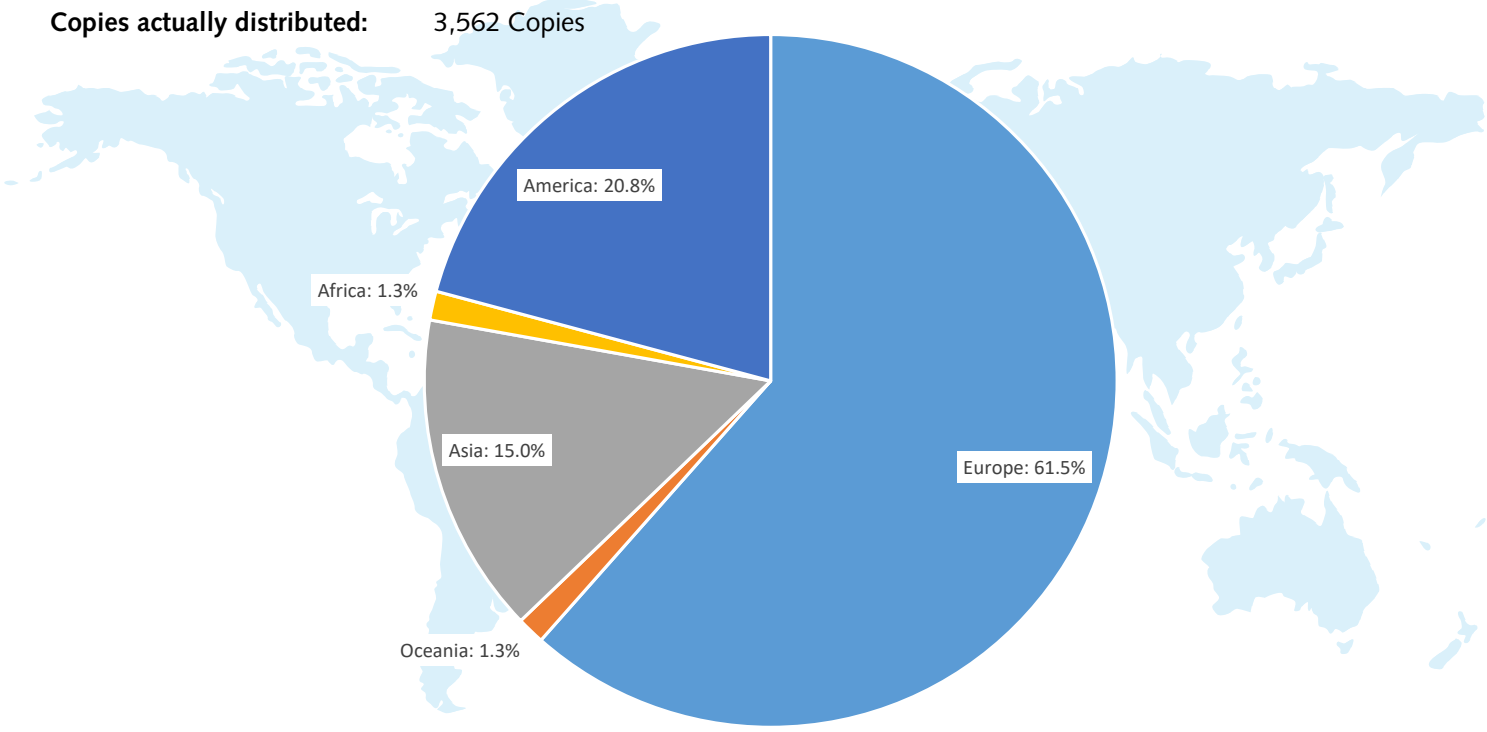
Abroads Circulation:

	Copies actually distributed	
Vertrieb	**%***	**Copies**
Europe	61.5	2,192
Oceania	1.3	46
Asia	15.0	534
Africa	1.3	48
America	20.8	742
Total	**100.0**	**3,562**

* The percentages have been rounded to one decimal place.

International distribution

Copies actually distributed: 3,562 Copies



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

2/1 Page

Bleed format:
420 x 297 mm

Price (b/w to 4c)
9,060.00 €

1/1 Page

Bleed format:
210 x 297 mm

Price (b/w to 4c)
5,250.00 €

Juneorpage

Bleed format:
148 x 210 mm

Price (b/w to 4c)
3,040.00 €

1/2 Page, horiz.

Bleed format:
210 x 145 mm

Price (b/w to 4c)
2,980.00 €

1/2 Page, vertical

Bleed format:
100 x 297 mm

Price (b/w to 4c)
2,980.00 €

1/3 Page, vertical

Bleed format:
70 x 297 mm

Price (b/w to 4c)
2,010.00 €

1/3 Page, horiz.

Bleed format:
210 x 100 mm

Price (b/w to 4c)
2,010.00 €

1/4 Page, vertical

Bleed format:
52 x 297 mm

Price (b/w to 4c)
1,740.00 €

1/4 Page, horiz.

Bleed format:
210 x 74 mm

Price (b/w to 4c)
1,740.00 €

1/4 Page, Col.

Bleed format:
100 x 145 mm

Price (b/w to 4c)
1,740.00 €

1/8 Page, vertical

Bleed format:
52 x 145 mm

Price (b/w to 4c)
1,250.00 €

1/8 Page, horiz.

Bleed format:
210 x 50 mm

Price (b/w to 4c)
1,250.00 €

1/8 Page, Col.

Bleed format:
100 x 74 mm

Price (b/w to 4c)
1,250.00 €

Format	s/w to 4c
Advertorial 1/1 Page *	5,250.00€
Advertorial 1/2 Page **	2,980.00€

* Price surcharge for design by the publisher 500.00 €; ** Price surcharge for design by the publisher 250.00 €
All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/en/terms

Placement:

Cover pages (Inside front cover, inside back cover and back cover)	5,900.00 €

Special colour:

Each colour	on request

All charges are discountable.

Discounts:

Published within 12 months
(insertion year, starts with publication of the first advertisement)

Staggered repeat discount			**Quantity scale**
3 times	3 %	3 Pages	5 %
6 times	5 %	6 Pages	10 %
12 times	10 %	12 Pages	15 %
18 times	15 %	18 Pages	20 %
24 times	20 %	24 Pages	25 %

Crossmedia discount
Discounts for print and online advertising and crossmedia advertising campaigns on request.

No discount on inserts and additional technical costs.

Classified ads::

(not discountable)

Job offerse b/w (1 column, 45 mm wide)	per height mm	6.60 €
Job offerse colours (1 column, 45 mm wide)	per height mm	11.80 €
Situation wanted b/w (1 column, 45 mm wide)	per height mm	3.80 €
Opportunity ad, Purchase/sale b/w	per height mm (1 column, 45 mm wide)	6.60 €

From a print value of 1,290.00 €, your job posting will be displayed online at www.Zi-online.info online for 4 weeks for free.

Special ad types:

Bound inserts (sample – front page/back page required)

2-pages	4,250.00 €
4-pages	7,180.00 €
6-pages	8,890.00 €

(others on request)

Discount according to quantity scale: 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)

Loose inserts (not discountable)
Maximum size 200 x 290 mm

Weight of loose insert	**Price ‰**
Full insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	550.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	630.00 €

For partial occupancy: selection costs per selection 170.00 €

Glued ad media	**Price ‰**
Postcard	100.00 €
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:	Strube Druck & Medien GmbH z. Hd. Klaus Anthes Stimmerswiesen 3 34587 Felsberg
Delivery memo:	„For Zi 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.

Magazine format: DIN A4 (210 mm wide x 297 mm high; untrimmed: 216 mm wide x 303 mm high)

Print space: 177 mm wide, 270 mm high
4 Columns à 45 mm

Printing and binding methods: Offset printing, adhesive binding

Data transmission:
– 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 / Tel.: +49 5241 2151-4545

Data formats: 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.

Colours: The colour mode is CMYK. The colour profile is ISO Coated v2 300%. If RGB colours are used, there will be colour differences.

Data acceptance/archiving: 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.

Data is archived, so unchanged repetitions are usually possible. However, no data guarantee is given.

Guarantee: 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

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

Bank details: Bauverlag BV GmbH, Gütersloh
Deutsche Bank Berlin
IBAN: DE45 1007 0000 0069 4653 00
BIC: DEUTDEBBXXX

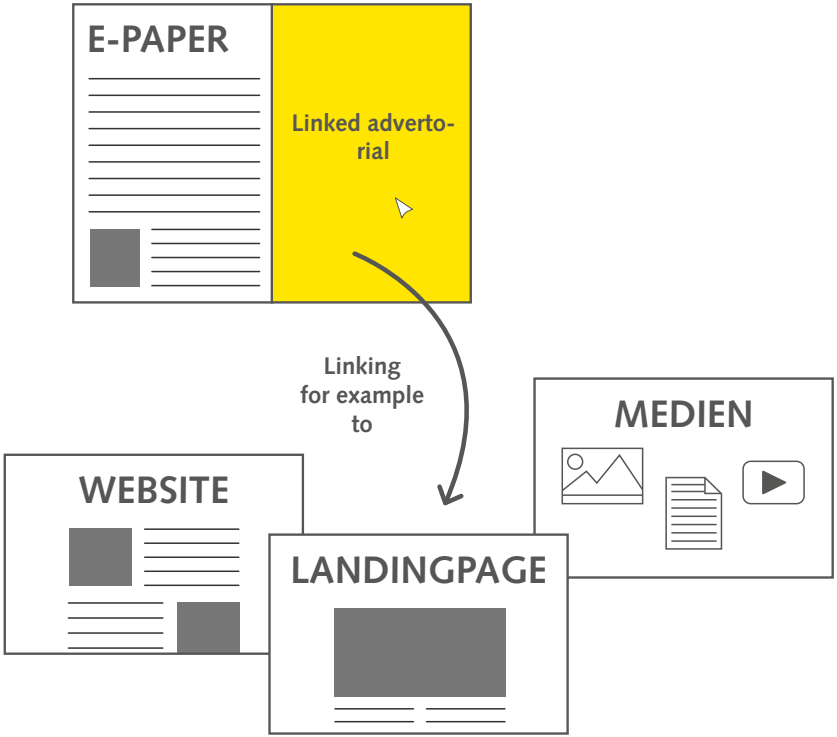
Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper (**epaper.zi-online.info**).

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: 300.00 €



All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/en/terms

DIGITAL

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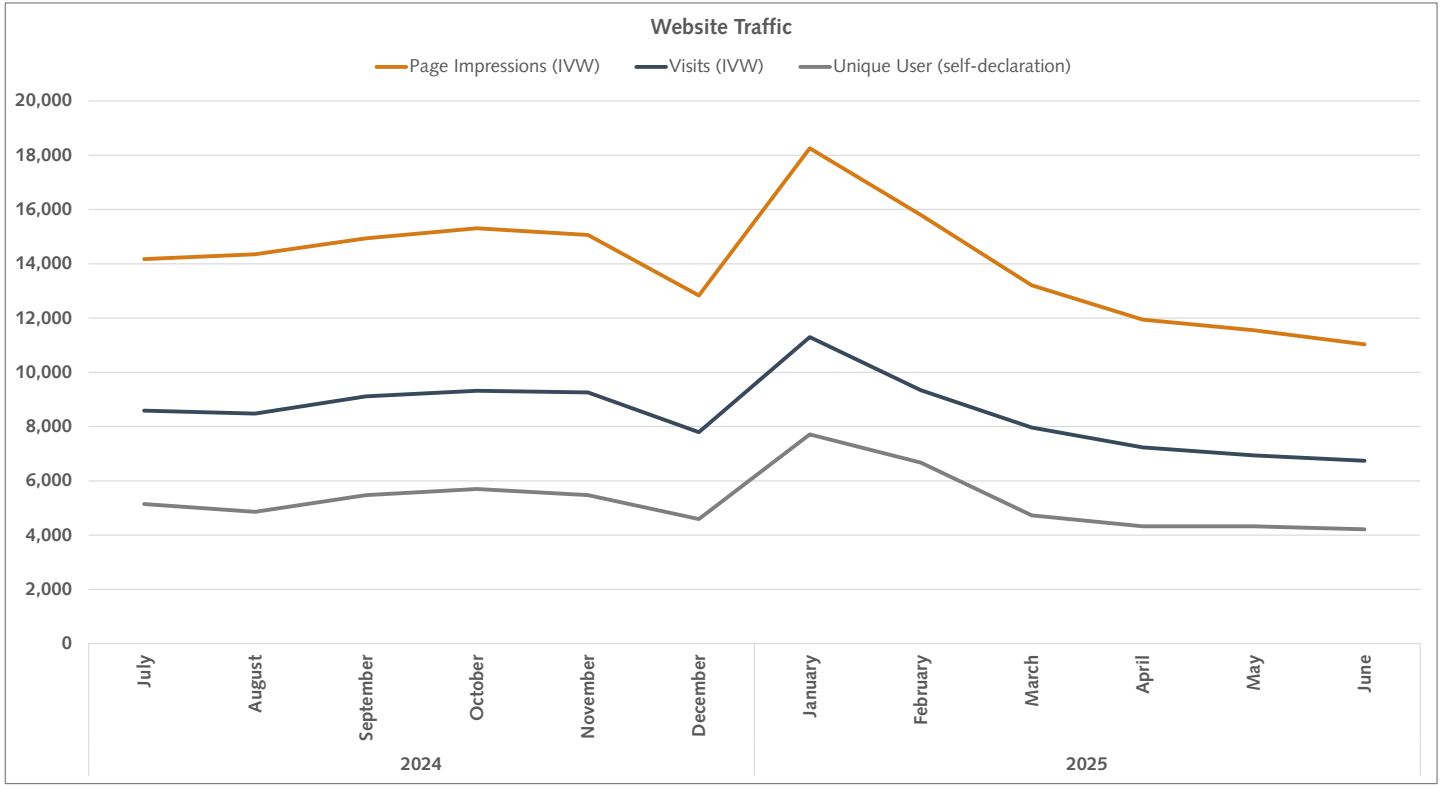
Traffic audit:



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

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

Form of advertising	**Placement** Desktop and tablet	**Size in pixel (W x H)** Desktop and tablet	**Placement** Mobile	**Size in pixel (W x H)** Mobile	**Price for 28 days /** 4 Weeks
Fullsize banner	Content	468 x 60	Content	300 x 50 (6:1)	**546.00 €**
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	**686.00 €**
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	**966.00 €**
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	**826.00 €** **896.00 € (sticky)**
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	**826.00 €**
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	**966.00 €** **1,036.00 € (sticky)**
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	**1,106.00 €** **1,176.00 € (sticky)**
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	**1,372.00 €**
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	**1,232.00 €**
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	**1,372.00 €**
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	**1,036.00 €**
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	**9,786.00 €** **(Price for 12 weeks)**
Job offers	In the job market	Individual	In the job market	Individual	**1,290.00 €**

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

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

The kB data given for every advertising material are maximum sizes and represent the total sum of all data defined by the advertising materials (including files to be loaded later, sniffer code, images, flash, etc.).

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

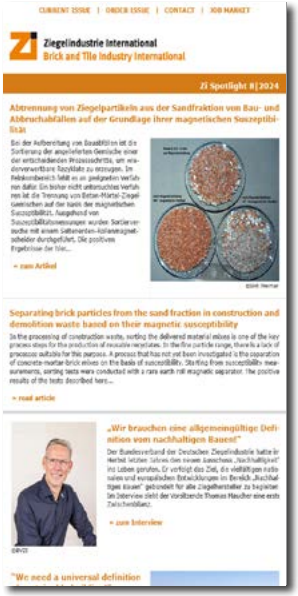
You get a reporting about ad-impressions and ad-clicks after campaign end.

Delivery address:
Please send the advertising material for your campaign to:
order.management@bauverlag.de

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:
– booked site
– Customer name
– Order number
– Target-URL
– Booking period
– Form of advertisingat
– Motif name
– Contact person for inquiries

Issues	Publishing date	Booking deadlin
01/26	22.01.2026	13.01.2026
02/26	19.02.2026	10.02.2026
03/26	19.03.2026	10.03.2026
04/26	16.04.2026	07.04.2026
05/26	21.05.2026	12.05.2026
06/26	18.06.2026	09.06.2026
07/26	16.07.2026	07.07.2026
08/26	13.08.2026	04.08.2026
09/26	17.09.2026	08.09.2026
10/26	15.10.2026	06.10.2026
11/26	12.11.2026	03.11.2026
12/26	17.12.2026	08.12.2026
01/27	21.01.2027	12.01.2027



File formats: JPG or static GIF, max. 20 kB (without animation)

For detailed information please see our spec sheet: www.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

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

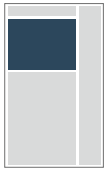
You will get a reporting about the recipients, Opening rate and ad-clicks.

Recipients: The **Zi Brick and Tile Industry International Newsletter** reaches decision decision-makers in brick plants.

Circulation: 1,014 Recipients
Opening rate net: 32.5%
(Quelle: Inxmail; Average per Month July 2024 to June 2025)

Prices and forms of advertising:

Text ad premium

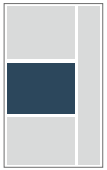


– 1. Text ad in the Newsletter
– headline up to 50 characters
– up to 500 characters
– 1 image (275 x 255 pixel)

Placement:
content

Price:
830.00 €

Text ad

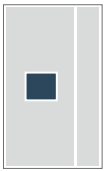


– headline up to 50 characters
– up to 500 characters
– 1 image (275 x 255 pixel)

Placement:
content

Price:
690.00 €

Medium rectangle

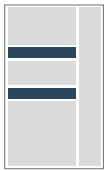


Format:
300 x 250 px

Placement:
content

Price:
830.00 €

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
550.00 €

Skyscraper

Format:
120 x 600 px

Placement:
next to the
content

Price:
690.00 €

Wide skyscraper

Format:
160 x 600 px

Placement:
next to
the content

Price:
830.00 €

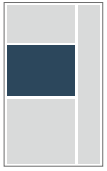
Newsletter takeover

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

Placement:
content, exklusiv

Price:
5,100.00 €

Job offers



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

Placement:
content

Price:
690.00 €

Discounts:

Published within 12 months
(Insertion year)

Staggered repeat discount

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

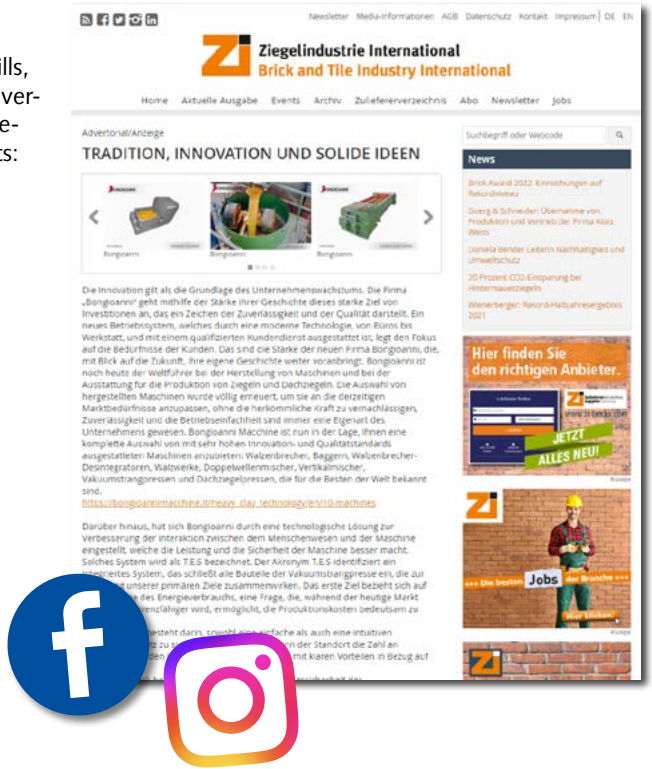
All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/en/terms

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.Zi-online.info** (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
- 1 Text ad in the **Zi Newsletter** with link to the online article
- Promoted Facebook post via the Facebook fan page of **Zi** with link to the online article
- Please deliver the online post in German and English

Price: 2,982.00 € plus VAT.
(Price for 28 days / 4 Weeks)



All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/en/terms

PORTFOLIO

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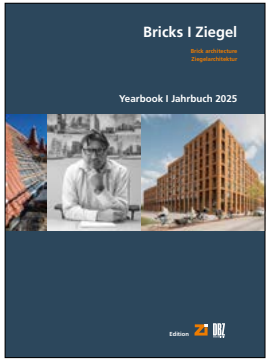
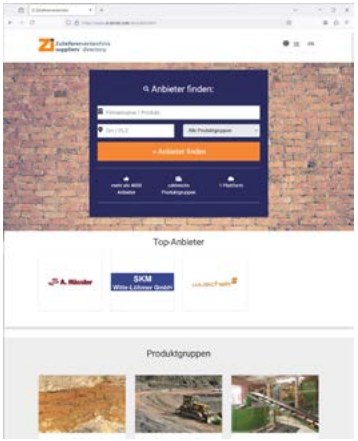


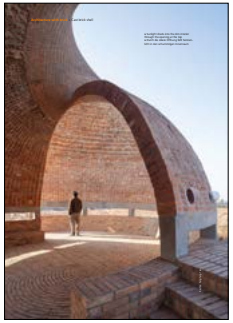
Zi Bricks – many exciting articles highlight the wide range of possible uses for bricks as a building material.

Circulation: 3,000 Copies
Publication date: 23.11.2026
Advertising deadline: 22.09.2026



The Zi Suppliers´ Directory is the digital supplement to the Yearbook and provides detailed information on suppliers to the brick industry.

www.zi-bricks.com



Contacts:
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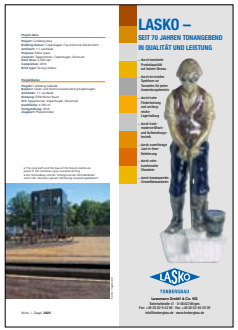
Senior Sales Manager
Phone: +49 5241 2151 – 4433
E-Mail: narin.yelman@bauverlag.de

Further forms of advertising can be found at https://bauverlag.de/zi-bricks

List of suppliers

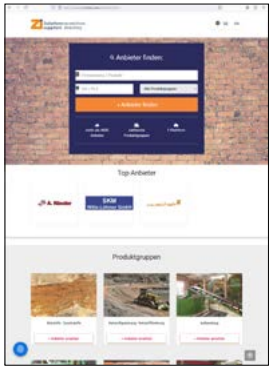
Basic entry per product group including company logo: 35.00 €

Additional line: je 35.00 €



advertisement

1/1 Page: 3,810.00 €
1/2 Page: 2,145.00 €



Top providers on the home page: 435.00 €

Company profile: 170.00 €

Display advertising
Ad Bundle: 675.00 €

Our communication packages 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.Zi-online.info

Wide skyscraper in
Zi Newsletter

Duration 4 weeks
Price: 1,742.40 € plus VAT.

Crossmedia product advertising package

Online-advertorial on
www.Zi-online.info

1/2 page advertorial or
advert in the print edition
of Zi

Duration 4 weeks
Price: 5,365.80 € plus VAT.

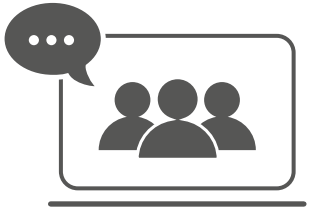
We will be happy to put together further packages with suitable digital and print formats for you on request.

Gain valuable leads with the strong media brand Zi!

Webinar

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

Price: 6,690.00 €*



Whitepaper

Publish your neutral, well-founded information on a topic of interest to the target group in a useful white paper on **zi-online.info**. Interested high-value order the white paper and you will receive the contact details afterwards.

Price: on request

Ask for our detailed information flyer!

*Price plus 19% VAT, no AE/discounts.
Please note that we require a lead time of 8 weeks. You can find the general terms and conditions at https://bauverlag.de/en/terms.

bauverlag
Digital Services

Video advertorials that will convince you!

Moving images attract attention. Content and products can be presented in a more lively and emotional way, making them easier to perceive.
In contrast to classic commercials, video advertorials convey information, tips or stories that appear valuable to the viewer while subtly promoting a product, service or brand.
The focus is often on providing the audience with useful content while raising awareness of the advertised brand, without the advertising taking center stage.

Bauverlag not only has access to the target group, but also the expertise to implement an individual storyline perfectly and tailor-made for the customer in the construction industry. The Bauverlag brands also provide neutrality and credibility for your communication goals.

When will we realize our joint video project?

Please contact us

Erdal Top
Director Video & Digital Services
Phone: +49 5241 2151-3344
E-Mail: erdal.top@bauverlag.de

bauverlag Events
Networking für Architektur und Bau

The portal for networking in architecture and the construction industry

Bauverlag organizes and plans 85 events every year. These include in-house events such as congresses, trade fairs and specialist forums. In addition, customer events are designed, planned and carried out.

Our events offer you

- Networking and information transfer
- Contact with your target group and top decision-makers in architecture and the construction industry
- Neutral specialist presentations on trends and developments
- Intensive exchange of ideas and information
- In-depth information through accompanying trade exhibitions
- New, innovative discussion and presentation formats

Expand your network. Take advantage of the professional exchange with colleagues and industry experts!

You can find our current events at bauverlag-events.de

Please contact us

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Your partner for content marketing, individual communication solutions and networking

We support you in reaching your target group with something special. In close cooperation with our specialist editorial teams, we develop customized online and print formats as well as specialist events for you.

Bauverlag Creative offers you

– Supplements, brochures, white papers
– Websites and microsites
– Editorial videos and image films
– Social media content
– Moderation and event management

Become visible. Use the reach and channels of Bauverlag!

Please contact us

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THE BAUVERLAG

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Building. Knowledge. Passion.

Architecture / Processing & recycling / Building materials / Construction companies / Job market / Technical building equipment / Fabricators / Housing and real estate industry

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BFT
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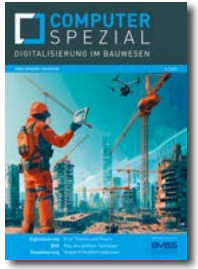
Bauwelt 8.2025
Herzkammer der Stadt

BS
BRANDSCHUTZ
IM BAUWESEN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SPEZIAL
DIGITALISIERUNG IM BAUWESEN

dach+holzbau

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Beton

FACILITY
MANAGEMENT

FLÜSSIGGAS

IKZ
Alle reden drüber, keiner hört davon.

KKA
Kälte Klima Aktuell
2/2025

KÜCHENPLANER

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