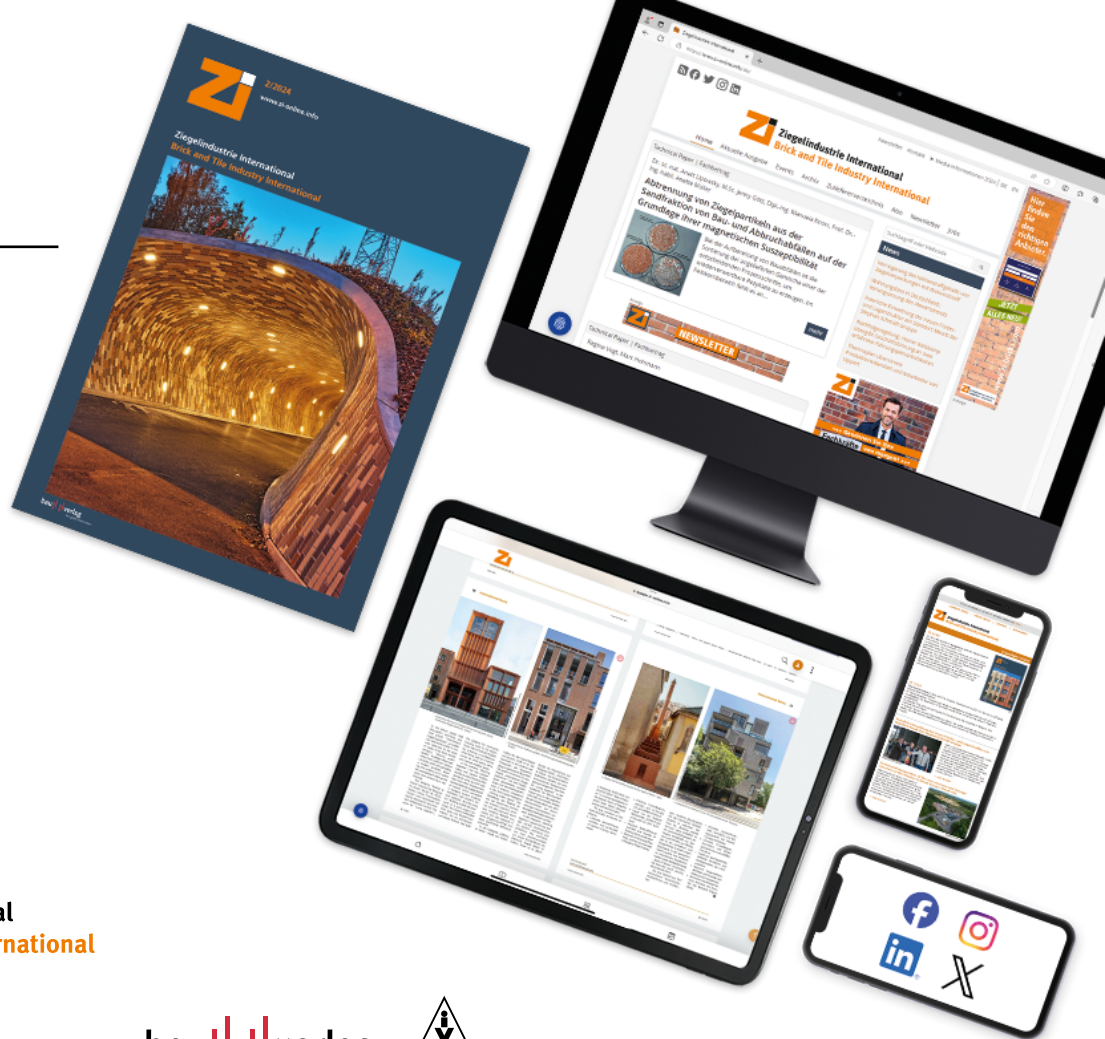


MEDIA DATA 2025

Target group

- Management and Decision maker in the heavy clay industry



Zi Ziegelindustrie International
Brick and Tile Industry International

zi-online.info

bau|||verlag 



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PRINT

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DIGITAL

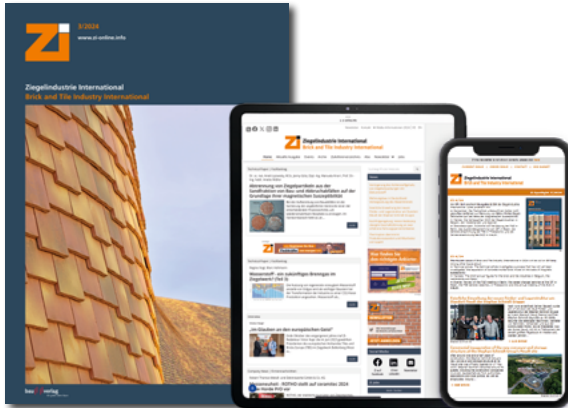
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Zi Ziegelindustrie International

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).



23,460

Copies / Year

Copies actually distributed 3,910

Thereof E-Paper: 1,059

Publication frequency 6x / Year



174,672

Page impressions website / Year

Page Impressions 14,556 / Month

Visits

8,697 / Month

Unique User

5,364 / Month



11,160

Newsletter recipients / Year

Recipients 930 / Issue

Openingrate net 33.1 %

Publication frequency 12x / Year



1,800

Follower social media

PRINT

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Issue	Publication Dates	Editorial Deadline	Advertising Deadline	Features	Trade fairs/Events
06/24	18.11.2024	21.10.2024	24.10.2024	Internal transport Setting, unloading, packing, shipping, Control and measurement and robotics, Maintenance	ClayTech UK Würzburger Ziegellehrgang
Bricks	09.12.2024	16.09.2024	14.10.2024	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
01/25	10.02.2025	13.01.2025	17.01.2025	Plant engineering, raw materials, energy	05. - 07.03.2025, Indian Ceramics Asia , Helipad Exhibition Centre in Gandhinagar, Gujarat, Indie
02/25	07.04.2025	10.03.2025	14.03.2025	Raw materials, mine operation, raw material storage and -processing, moulding	04. - 08.05.2025, Batimatec 2025 , Palais des Expositions SAFEX, Algier, Algerie
03/25	02.06.2025	05.05.2025	08.05.2025	Plant engineering, raw materials, energy saving and -cost reduction	Annual meeting TBE Annual meeting BVZi
04/25	28.07.2025	30.06.2025	04.07.2025	Drying and firing technology, refractories, kiln furniture and TOW delivery	
05/25	22.09.2025	29.08.2025	29.08.2025	Plant engineering, raw materials, energy, engobes, glazes	IZF-Seminar , Essen, Germany Clemson Brick Forum Civic Center of Anderson, Anderson, South Carolina, USA
06/25	24.11.2025	27.10.2025	31.10.2025	Internal transport, setting, unloading, packing, despatch, control, measuring and robotics, maintenance	Würzburger Ziegellehgang
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	08.12.2026	12.12.2026	Plant engineering, raw materials, energy	
02/26	16.03.2026	16.02.2026	20.02.2026	Raw materials, mine operation, raw material storage and -processing, moulding	24. – 26.03.2026, Ceramitec 2026, Munich, Germany

The complete schedule and topic plan for 2026 will appear in the media data 2026.

Circulation audit:



Circulation analysis: Copies per issue
(1. July 2023 to 30. June 2024)

Copies actually distributed (tvA):	3,910	thereof abroad:	2,091
- thereof E-Paper:	1,049	thereof abroad:	859
Copies sold:	385	thereof abroad:	100
Subscriptions:	378	thereof abroad:	98
Other sales:	7	thereof abroad:	2
Single copy sales:	0		
Free copies:	3,525	thereof abroad:	1,992
Archive and specimen:	214		

Geographic distribution analysis:

Business regions	Copies actually distributed	
	%*	Copies
Domestic	24.5	960
Abroad	75.5	2,950
Copies actually distributed (tvA)	100.0	3,910

* The percentages have been rounded to one decimal place.

Geographical distribution analysis:

Distribution	Copies actually distributed	
	%*	Copies
Europe	61.5	2,404
Oceania	1.2	47
Asia	15.0	586
Africa	1.3	51
America	21.0	822
Total	100.0	3,910

* The percentages have been rounded to one decimal place.

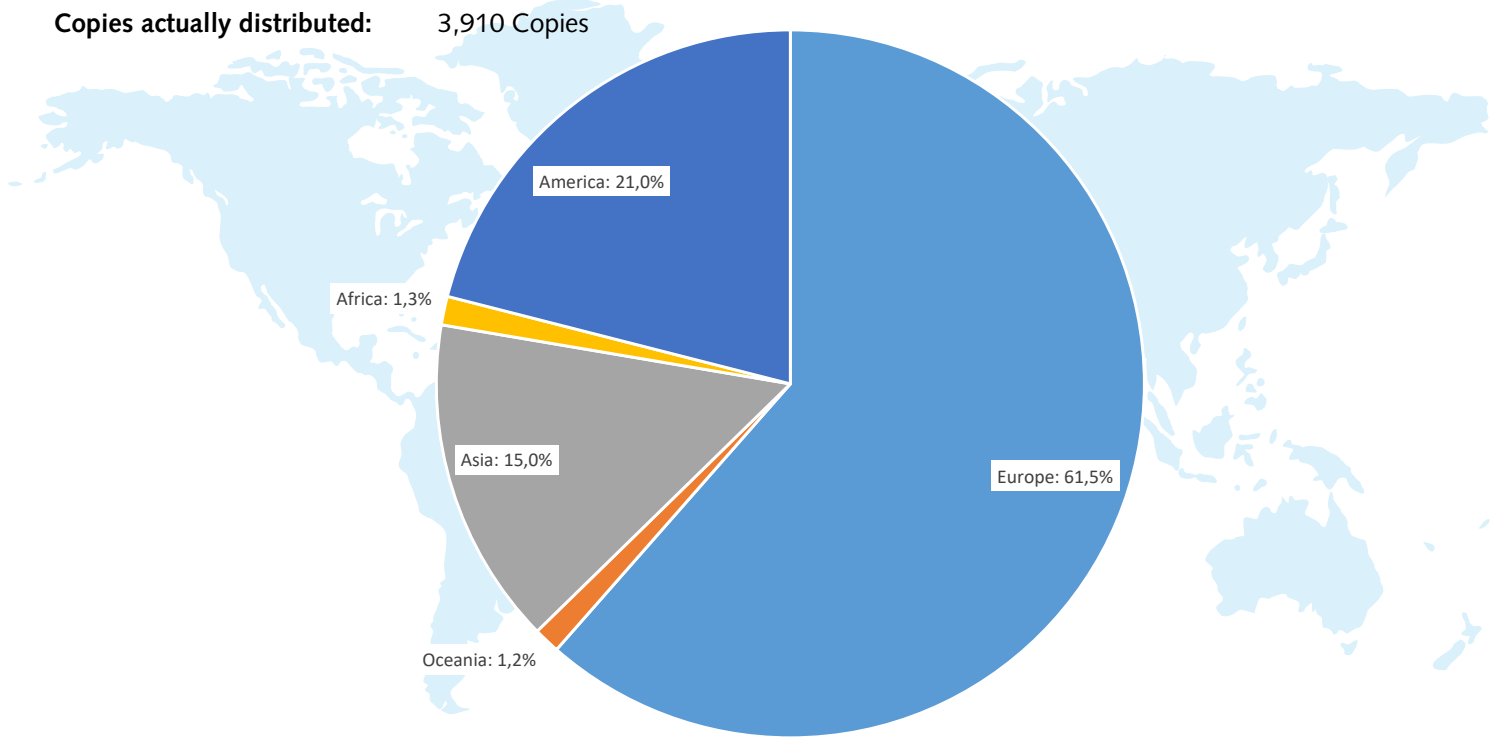
Summary of the survey method:

1. Method: Dissemination analysis by file evaluation - total survey
 2. Basic population: actual circulation 4,402 = 100 %
 3. Sample: total survey
 4. Target person of the study: not applicable
 5. Period of study: August 2024
 6. Execution of the study: Bauverlag BV GmbH
- Details on the survey method are available from the publishing company.
















International distribution

Copies actually distributed: 3,910 Copies





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

<p>2/1 Page</p>  <p>Bleed format: 420 x 297 mm</p> <p>Price (b/w to 4c) 8,750.00 €</p>	<p>1/1 Page</p>  <p>Bleed format: 210 x 297 mm</p> <p>Price (b/w to 4c) 5,070.00 €</p>	<p>Juniorpage</p>  <p>Bleed format: 148 x 210 mm</p> <p>Price (b/w to 4c) 2,940.00 €</p>	<p>1/2 Page, horiz.</p>  <p>Bleed format: 210 x 145 mm</p> <p>Price (b/w to 4c) 2,880.00 €</p>	<p>1/2 Page, vertical</p>  <p>Bleed format: 100 x 297 mm</p> <p>Price (b/w to 4c) 2,880.00 €</p>						
<p>1/3 Page, vertical</p>  <p>Bleed format: 70 x 297 mm</p> <p>Price (b/w to 4c) 1,940.00 €</p>	<p>1/3 Page, horiz.</p>  <p>Bleed format: 210 x 100 mm</p> <p>Price (b/w to 4c) 1,940.00 €</p>	<p>1/4 Page, vertical</p>  <p>Bleed format: 52 x 297 mm</p> <p>Price (b/w to 4c) 1,680.00 €</p>	<p>1/4 Page, horiz.</p>  <p>Bleed format: 210 x 74 mm</p> <p>Price (b/w to 4c) 1,680.00 €</p>	<p>1/4 Page, Col.</p>  <p>Bleed format: 100 x 145 mm</p> <p>Price (b/w to 4c) 1,680.00 €</p>						
<p>1/8 Page, vertical</p>  <p>Bleed format: 52 x 145 mm</p> <p>Price (b/w to 4c) 1,210.00 €</p>	<p>1/8 Page, horiz.</p>  <p>Bleed format: 210 x 50 mm</p> <p>Price (b/w to 4c) 1,210.00 €</p>	<p>1/8 Page, Col.</p>  <p>Bleed format: 100 x 74 mm</p> <p>Price (b/w to 4c) 1,210.00 €</p>	<table border="1"> <thead> <tr> <th>Format</th> <th>s/w bis 4c</th> </tr> </thead> <tbody> <tr> <td>Advertorial 1/1 Page *</td> <td>5,070.00€</td> </tr> <tr> <td>Advertorial 1/2 Page **</td> <td>2,880.00€</td> </tr> </tbody> </table>		Format	s/w bis 4c	Advertorial 1/1 Page *	5,070.00€	Advertorial 1/2 Page **	2,880.00€
Format	s/w bis 4c									
Advertorial 1/1 Page *	5,070.00€									
Advertorial 1/2 Page **	2,880.00€									

* 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>



Additional charges

Placement:	Inside front cover, inside back cover and back cover	630.00 €
	Other prescribed positions	20 %
Special colour:	Each color	1,100.00 €

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 offers b/w	per height mm (1 column, 45 mm wide)		6.40 €
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)	3.60 €	
Opportunity ad,	per height mm		
Purchase/sale b/w	(1 column, 45 mm wide)	6.40 €	

From a print value of 1,250.00 €, 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	4,110.00 €
4-pages	6,940.00 €
6-pages	8,590.00 €

(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)	530.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	610.00 €

For partial occupancy: selection costs per selection 160.00 €

Glued ad media

Postcard	Price %
Product samples, other tip-ons	100.00 € on request

Technical costs are not eligible for commission and are not discountable

Required delivery quantity: according to order confirmation

Delivery address: Print Media Group GmbH
Niederlassung Leimen
Frau Tanja Sturm
Gutenbergstraße 4
69181 Leimen

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



1/1 Page colour	1/2 Page colour	1/3 Page colour	1/4 Page colour	1/8 Page colour
3,680.00 €	2,070.00 €	1,610.00 €	1,190.00 €	980.00 €

Entry in the source of suppliers section per line: 30.00 €

You can find the supplier directory online at <https://www.zi-bricks.com/en>

You can find the online advertising options at <https://www.zi-bricks.com/en/get-your-entry-today-3038020>

Publication date:
08.12.2025
Advertising deadline:
07.10.2025
Edition:
3,000 Copies

I would be happy to make you an offer - please contact me directly.

Narin Yelman
Sales Manager

Phone: +49 5241 2151 - 4433
E-Mail: narin.yelman@bauverlag.de



Detailed information about the company portrait:
approx. 1,400 characters + logo, 1-2 photos



Your entry will be renewed automatically unless you cancel it.
Requests for changes should be submitted by the advertising deadline.

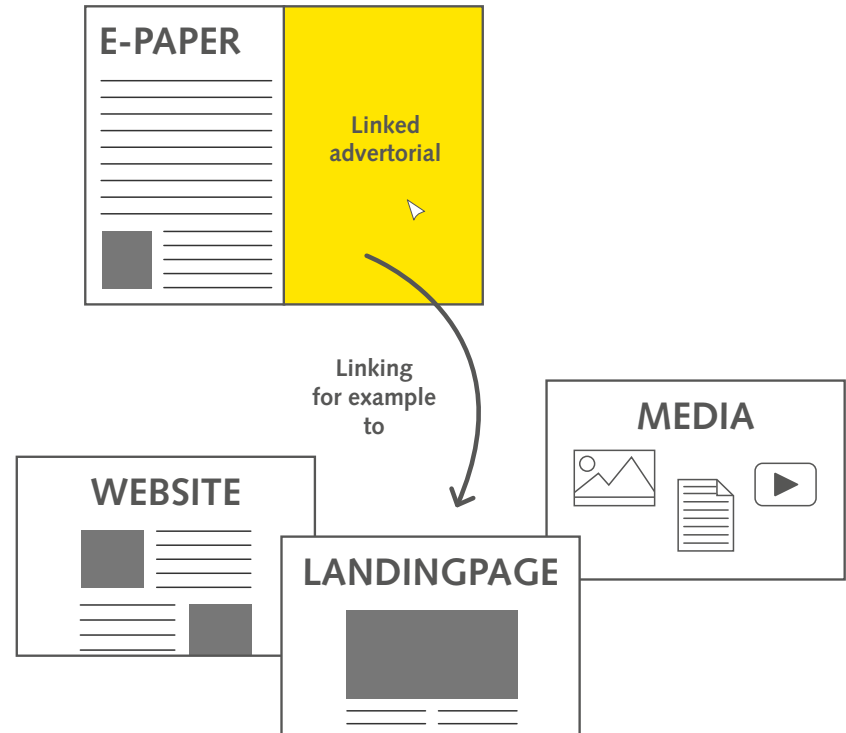
Linking in E-Paper

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: 290.00 €



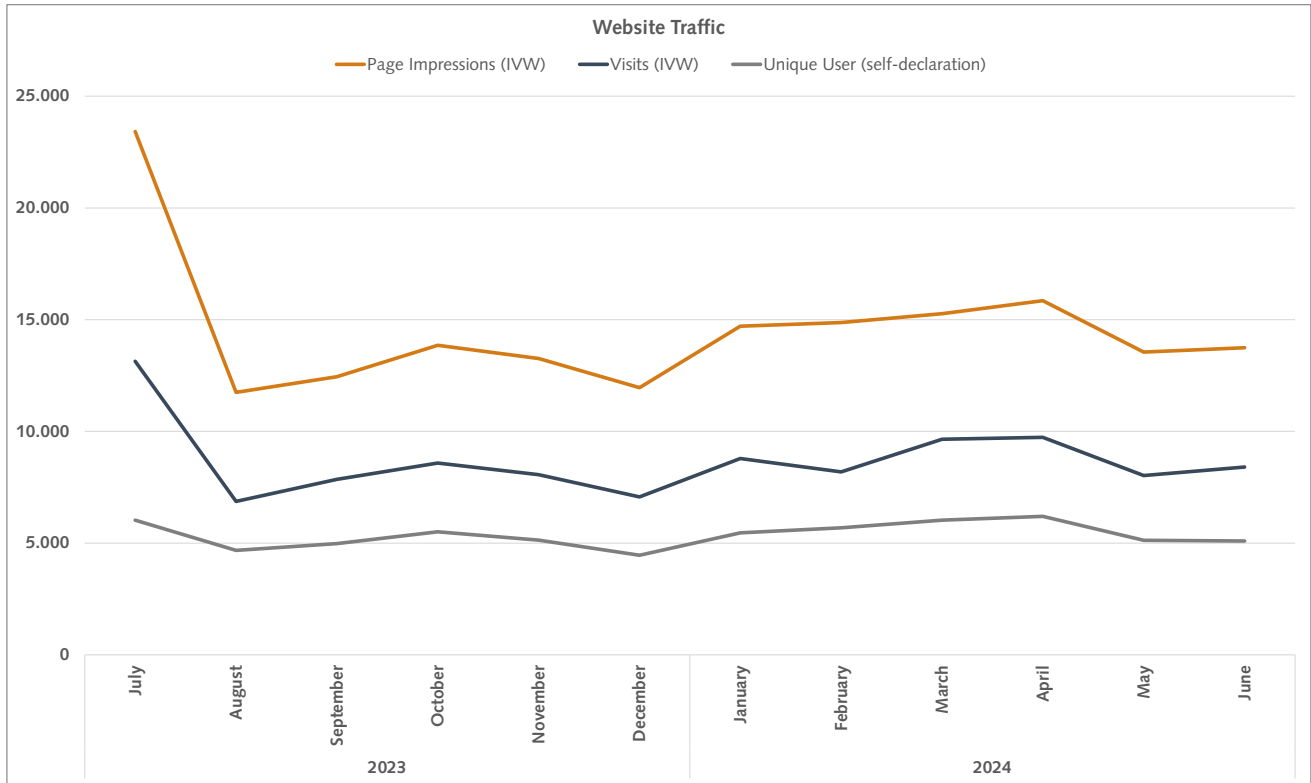
DIGITAL

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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)	532.00 €
Superbanner	At the top of the website	728 x 90	Content	300 x 50 (6:1)	672.00 €
Medium rectangle	Content/ Marginal column	300 x 250	Content	300 x 250	938.00 €
Skyscraper	To the right of the content	120 x 600 (sticky possible)	Content	300 x 50 (6:1)	798.00 € 868.00 € (sticky)
Ad Bundle	Alternating depending On availability	468 x 60 120 x 600 300 x 250	Content	300 x 250	798.00 €
Wide skyscraper	To the right of the content	160 x 600 (sticky possible)	Content	300 x 50 (6:1)	938.00 € 1,008.00 € (sticky)
Half page	To the right of the content	300 x 600 (sticky possible)	Content	300 x 600	1,078.00 € 1,134.00 € (sticky)
Billboard	Under the navigation, not on the start page	970 x 250	Content	300 x 75 (4:1)	1,344.00 €
Wallpaper	Above and next to the content	728 x 90 and 120 x 600	Content	300 x 250	1,204.00 €
Expandable wallpaper	Above and next to the content	728 x 90 and 120 x 600 (300 x 600)	Content	300 x 600	1,344.00 €
OnlinePLUS	Addition to an existing online article/advertorial	Photos, videos, PDFs	Addition to an existing online article/advertorial	Photos, videos, PDFs	1,008.00 €
Microsite	Own navigation within the website	Individual	Own navigation within the website	Individual	9,450.00 € (Price for 12 weeks)
Job offer	In the job market	Individual	In the job market	Individual	1,250.00 €

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://bauerlag.de/downloads/spec-sheet-online.pdf>.

You can find the general terms and conditions at <https://bauerlag.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 deadline
01/25	23.01.2025	14.01.2025
02/25	20.02.2025	11.02.2025
03/25	20.03.2025	11.03.2025
04/25	17.04.2025	08.04.2025
05/25	22.05.2025	13.05.2025
06/25	19.06.2025	10.06.2025
07/25	17.07.2025	08.07.2025
08/25	14.08.2025	05.08.2025
09/25	18.09.2025	09.09.2025
10/25	16.10.2025	07.10.2025
11/25	13.11.2025	04.11.2025
12/25	18.12.2025	09.12.2025



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.

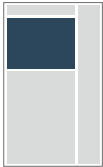
Recipients: The **Zi Brick and Tile Industry International Newsletter** reaches decision decision-makers in brick plants.

Circulation: 930 Recipients
 Openingrate net: 33.1%
 (source: Inxmail, average per month July 2023 to June 2024)



Prices and forms of advertising:

Text ad premium



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

Placement:
content

Price:
810.00 €

Text ad



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

Placement:
content

Price:
670.00 €

Medium rectangle

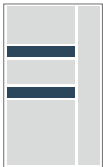


Format:
300 x 250 px

Placement:
content

Price:
810.00 €

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
540.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the
content

Price:
670.00 €

Wide skyscraper



Format:
160 x 600 px

Placement:
next to
the content

Price:
810.00 €

Newsletter takeover



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

Placement:
content, exklusiv

Price:
4,980.00 €

Job offer



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

Placement:
content

Price:
670.00 €

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.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: 2,884.00 € plus VAT.
(Price for 28 days / 4 weeks)



PORTFOLIO

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Creative	27



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.Zi-online.info

Wide skyscraper in [Zi Newsletter](#)

Duration 4 weeks
Price: 1,699.20 € 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: 5,187.60 € plus VAT.

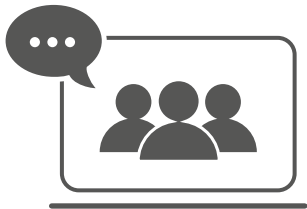
We will be happy to put together further packages with suitable digital and print formats for you on request.

Gain valuable leads with the strong media brand **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: 6,490.00 €*



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.

Please note that we require a lead time of 8 weeks. You can find the general terms and conditions at <https://bauverlag.de/en/terms>.



Video advertorials that will convince you!

Moving images attract attention. Content and products can be presented in a more lively and emotional way, making them easier to perceive.

In contrast to classic commercials, video advertorials convey information, tips or stories that appear valuable to the viewer while subtly promoting a product, service or brand.

The focus is often on providing the audience with useful content while raising awareness of the advertised brand, without the advertising taking center stage.

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

When will we realize our joint video project?

Please contact us



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



bau||verlag Events

Networking für Architektur und Bau

The portal for networking in architecture and the construction industry

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

Our events offer you

- Networking and information transfer
- Contact with your target group and top 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!

Please contact us



Rainer Homeyer-Wenner
Head of Events
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