

# MEDIA DATA 2025

## Target groups

- Management of the cement, lime, gypsum and concrete industries



ZKG.de



bau|||verlag



|               |    |
|---------------|----|
| Brand profile | 03 |
|---------------|----|

## PRINT

|                                       |    |
|---------------------------------------|----|
| Editorial schedule                    | 05 |
| Circulation and distribution analysis | 10 |
| Prices and formats                    | 12 |
| Cover story                           | 15 |
| Linking in E-Paper                    | 17 |

## DIGITAL

|   |    |
|---|----|
| Website traffic                                 | 19 |
| Website prices, formats and technical advice    | 20 |
| Website technical advice                        | 21 |
| Newsletter time schedule                        | 22 |
| Newsletter prices, formats and technical advice | 23 |
| Online-advertorial                              | 24 |

## PORTFOLIO

|                        |    |
|------------------------|----|
| Communication packages | 26 |
| Lead generation        | 27 |
| Video-advertorial      | 28 |
| Events                 | 29 |
| Creative               | 30 |

## THE BAUVERLAG

|                         |    |
|-------------------------|----|
| Location and management | 32 |
| Contacts                | 33 |
| Other brands            | 35 |



## ZKG ZEMENT LIME GYPSUM

For more than a century, **ZKG CEMENT LIME GYPSUM** has been the leading international brand of specialist information in English for the entire binder industry and its suppliers in mechanical and plant engineering. Professionals from all over the world come here to learn about raw materials, extraction and processing methods, thermal and mechanical processes, production control, plant management and quality control systems. Take advantage of this ideal environment for your editorial content and advertising messages. The **ZKG** provides specialist information on all media channels, i.e. print, digital via the website ([www.zkg.de/en](http://www.zkg.de/en)), newsletter and social media channels (Facebook and LinkedIn). Once a year, the **ZKG** dedicates itself to decarbonization and a future-oriented industry with the theme "Green Challenge".



**28,000**

Copies / Year

Copies actually distributed 3,500

Thereof E-Paper: 1,107

Publication frequency 8x / Year



**234,348**

Page impressions website / Year

Page Impressions 19,529 / Month

Visits 12,151 / Month

Unique User 7,654 / Month



**20,844**

Newsletter recipients / Year

Recipients 1,737 / Issue

Openingrate net 27.5%

Publication frequency 12x / Year



**1,700**

Follower social media

# PRINT

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|                                       |    |
|---------------------------------------|----|
| Editorial schedule                    | 05 |
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| Prices and formats                    | 12 |
| Cover story                           | 15 |
| Linking in E-Paper                    | 17 |



| Issue Month | Dates  | Main topics   | Trade fairs/events   |
|-------------|--|---|--|
| 7/2024      | <b>Publication date:</b><br>24.10.2024<br><br><b>Editorial deadline:</b><br>23.08.2024<br><br><b>Advertising deadline:</b><br>01.10.2024 | <b>Green Challenge</b><br>- Sustainability/sustainable solution in the cement, lime and gypsum industry<br>- Green cements/green materials<br>- Clinker-efficient cements<br>- CO <sub>2</sub> reduction/CO <sub>2</sub> neutral cement production<br>- CCS/CCSU<br>- Pioneering solution using hydrogen  | 06.11.-08.11.2024<br><b>9th International VDZ Congress</b><br>Düsseldorf/Germany<br><br>12.11.-14.11.2024<br><b>FILTECH 2024</b><br>Cologne/Germany<br><br>03.12.-06.12.2024<br><b>18th NCB International Conference on Cement, Concrete and Building Materials</b><br>New Delhi/India |
| 8/2024      | <b>Publication date:</b><br>05.12.2024<br><br><b>Editorial deadline:</b><br>04.10.2024<br><br><b>Advertising deadline:</b><br>13.11.2024 | - Storage, silos, halls and domes, air cannons, reclaimers, stackers and unloading systems, conveyor technology<br>- Kiln systems, burner technology, refractory technology<br>- Process monitoring and automation, process and quality control<br>- Weighing technology, repair and maintenance<br>- Filling, shipping, loading and unloading equipment and plants<br>- Packaging and palletizing technology<br>- Software, digitalization, Industry 4.0 |  |

| Issue Month | Dates  | Main topics  | Trade fairs/events  |
|-------------|--|--|---|
| 1/2025      | <b>Publication date:</b><br>28.02.2025<br><br><b>Editorial deadline:</b><br>27.12.2024<br><br><b>Advertising deadline:</b><br>06.02.2025 | <b>Focus on mortar</b><br>- Alternative fuels<br>- Kiln systems, burner technology, refractory technology<br>- Filters and dedusting, waste heat recovery<br>- Clinker cooler and crusher, wear protection<br>- Storage, silos, halls and domes, air cannons, reclaimers, stackers and unloading systems, conveying technology<br>- Software, digitalization, Industry 4.0 |   |
| 2/2025      | <b>Publication date:</b><br>15.04.2025<br><br><b>Editorial deadline:</b><br>16.02.2025<br><br><b>Advertising deadline:</b><br>24.03.2025 | <b>Special issue for the IEEE-IAS/PCA Cement Industry Conference 2024</b><br>- Grinding, cement mills<br>- Process monitoring and automation, process and quality control<br>- Pneumatic transport<br>- Filling systems, shipping, loading and unloading equipment<br>- Dedusting and filtration technology  | 04.05.-08.05.2025<br><b>67th Annual IEEE-IAS/PCA Cement Industry Technical Conference,</b><br>Birmingham, AL/USA          |
| 3/2025      | <b>Publication date:</b><br>04.06.2025<br><br><b>Editorial deadline:</b><br>04.04.2025<br><br><b>Advertising deadline:</b><br>12.05.2025 | <b>Special issue EUROPEAN MORTAR SUMMIT 2025</b><br>- Plant engineering for lime and gypsum works<br>- Binder systems, construction chemicals, additives and compositions<br>- Software, digitalization, Industry 4.0<br>- Weighing and conveying technology, wear protection<br>- Automation and process control  | 26.-27.06.2025<br><b>EUROPEAN MORTAR SUMMIT 2025</b><br>Düsseldorf/Germany<br><br><b>Annual Conference BVK, June 2025</b> |

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

| Issue Month | Dates  | Main topics   | Trade fairs/events  |
|-------------|--|---|---|
| 4-5/2025    | <b>Publication date:</b><br>31.07.2025<br><br><b>Editorial deadline:</b><br>30.05.2025<br><br><b>Advertising deadline:</b><br>09.07.2025 | <ul style="list-style-type: none"> <li>- Alternative fuels</li> <li>- Storage, silos, halls and domes, air cannons, reclaimers, stackers and extraction systems, conveying systems</li> <li>- Binder systems, construction chemicals, additives and compositions</li> <li>- Automation and process control</li> <li>- Software, digitalization, Industry 4.0</li> <li>- Drive technology and gear units</li> <li>- Quarrying and crushing, extraction and storage</li> <li>- Mills and mill design</li> <li>- Blowers and fans</li> <li>- Drive technology and gearboxes</li> <li>- Plant engineering for lime and gypsum plants</li> <li>- Packaging and palletizing technology</li> </ul> |   |
| 6/2025      | <b>Publication date:</b><br>05.09.2025<br><br><b>Editorial deadline:</b><br>04.07.2025<br><br><b>Advertising deadline:</b><br>14.08.2025 | <ul style="list-style-type: none"> <li>- Alternative fuels</li> <li>- Emission control, environmental technology</li> <li>- Kiln systems, burner technology, refractory technology</li> <li>- Clinker cooler and crusher</li> <li>- Drive technology, gear units, lubricants</li> <li>- Software, digitalization, Industry 4.0</li> <li>- Storage, silos, halls and domes, reclaimers, stackers and unloading systems, conveyor technology</li> <li>- Construction chemistry</li> <li>- Automation and process control</li> </ul>   | 23.-25.09.2025<br><b>POWTECH</b> , Nuremberg/Germany<br><br>September 2025<br><b>ILA General Assembly and Symposium</b> ,<br>Sydney/Australia |

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

| Issue Month | Dates  | Main topics   | Trade fairs/events  |
|-------------|--|---|---|
| 7/2025      | <b>Publication date:</b><br>11.11.2025<br><br><b>Editorial deadline:</b><br>28.08.2025<br><br><b>Advertising deadline:</b><br>20.10.2025 | <b>Green Challenge</b><br>- Sustainability/sustainable solution in the cement, lime and gypsum industry<br>- Green cements/green materials<br>- Clinker-efficient cements<br>- CO <sub>2</sub> reduction/CO <sub>2</sub> neutral cement production<br>- CCS/CCSU<br>- Pioneering solution using hydrogen  | November/December 2025<br><b>Arab International Cement &amp; Building Materials Conference and Exhibition (AICCE)</b><br>Place still open |
| 8/2025      | <b>Publication date:</b><br>10.12.2025<br><br><b>Editorial deadline:</b><br>26.09.2025<br><br><b>Advertising deadline:</b><br>18.11.2025 | - Storage, silos, halls and domes, air cannons, reclaimers, stackers and unloading systems, conveyor technology<br>- Kiln systems, burner technology, refractory technology<br>- Process monitoring and automation, process and quality control<br>- Weighing technology, repair and maintenance<br>- Filling, shipping, loading and unloading equipment and plants<br>- Packaging and palletizing technology<br>- Software, digitalization, Industry 4.0 |   |

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



| Issue Month | Dates  | Main topics  | Trade fairs/events  |
|-------------|--|--|---|
| 1/2026      | <b>Publication date:</b><br>26.02.2026<br><br><b>Editorial deadline:</b><br>15.12.2025<br><br><b>Advertising deadline:</b><br>04.02.2026 | <ul style="list-style-type: none"> <li>- Alternative fuels</li> <li>- Kiln systems, burner technology, refractory technology</li> <li>- Filters and dedusting, waste heat recovery</li> <li>- Clinker cooler and crusher, wear protection</li> <li>- Storage, silos, halls and domes, air cannons, reclaimers, stackers and unloading systems, conveying technology</li> <li>- Software, digitalization, Industry 4.0</li> </ul> |   |
| 2/2026      | <b>Publication date:</b><br>15.04.2026<br><br><b>Editorial deadline:</b><br>11.06.2026<br><br><b>Advertising deadline:</b><br>18.03.2026 | <b>Special issue for the IEEE-IAS/PCA Cement Industry Conference 2024</b> <ul style="list-style-type: none"> <li>- Grinding, cement mills</li> <li>- Process monitoring and automation, process and quality control</li> <li>- Pneumatic transport</li> <li>- Filling systems, shipping, loading and unloading equipment</li> <li>- Dedusting and filtration technology</li> </ul>   | Mai 2026<br><b>68th Annual IEEE-IAS/PCA Cement Industry Technical Conference</b> , Ort noch offen |

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 bis 30. June 2024)

|                                    |       |                 |       |
|------------------------------------|-------|-----------------|-------|
| Copies actually distributed (tvA): | 3,500 | thereof abroad: | 1,905 |
| - thereof E-Paper:                 | 1,107 | thereof abroad: | 944   |
| Copies sold:                       | 415   | thereof abroad: | 143   |
| Subscriptions:                     | 410   | thereof abroad: | 141   |
| Other sales:                       | 5     | thereof abroad: | 2     |
| Single copy sales:                 | 0     |                 |       |
| Free copies:                       | 3,085 | thereof abroad: | 1,761 |
| Archive and specimen:              | 207   |                 |       |

**Geographic distribution analysis**

|                             | Copies actually distributed |        |
|-----------------------------|-----------------------------|--------|
| Business regions            | % *                         | Copies |
| Domestic                    | 18.6                        | 651    |
| Abroad                      | 81.4                        | 2,849  |
| Copies actually distributed | 100.0                       | 3,500  |

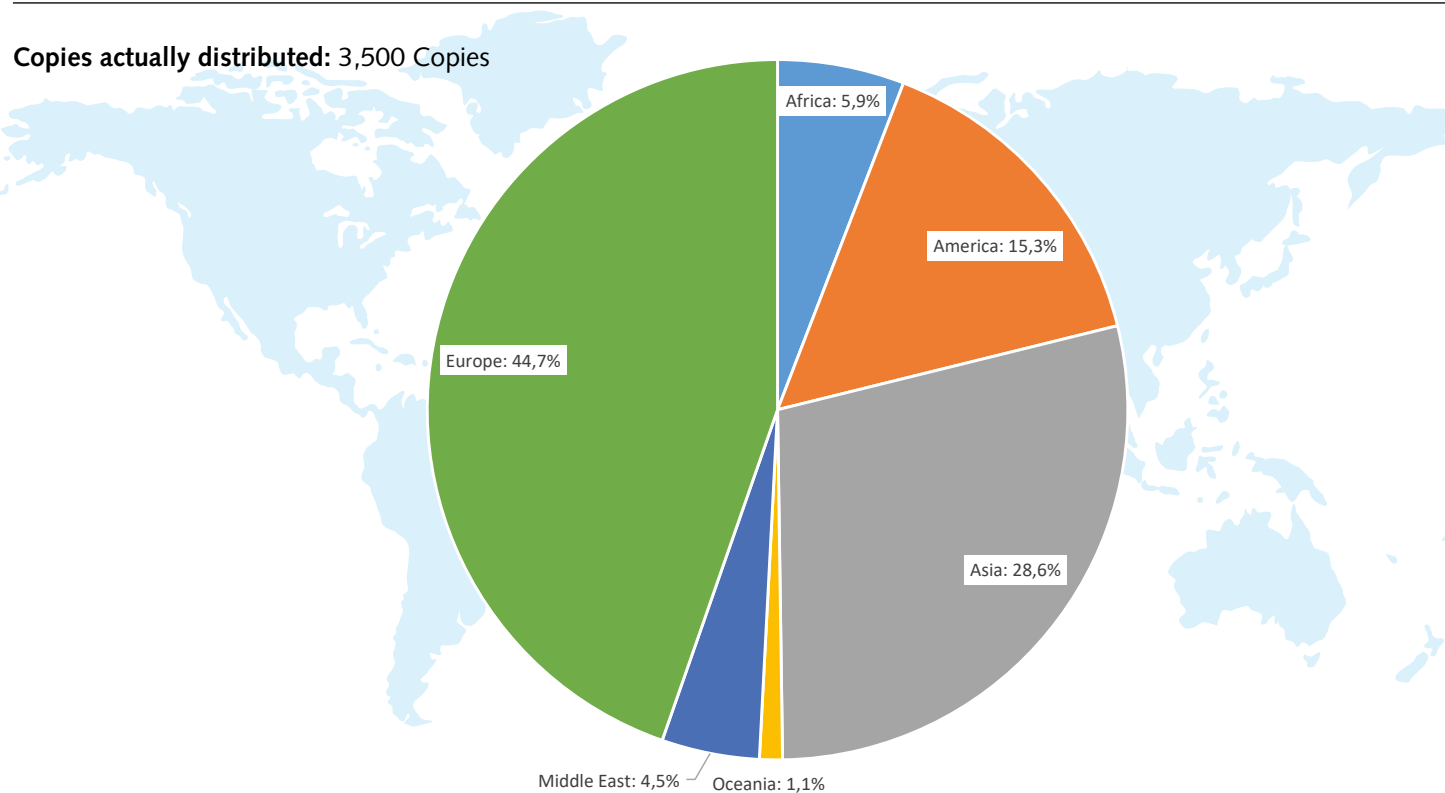
\*The percentages have been rounded to one decimal place.

**Summary of the survey method:**

1. Method: Dissemination analysis by file evaluation - total survey
  2. Basic population: actual circulation 3,500
  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: 3,500 Copies



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

\* \* 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:

|                        |  |            |
|------------------------|--|------------|
| <b>Placement:</b>      | Inside front cover, inside back cover and back cover | 460.00 €   |
|                        | besides table of contents                            | 350.00 €   |
|                        | Other prescribed positions                           | 20%        |
| <b>Special colour:</b> | Each color   | 1,030.00 € |

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          |         | 6.40 € |
|                      | (1 column, 45 mm wide) |         |        |
| Job offers colour    | per height mm          | 11.50 € |        |
|                      | (1 column, 45 mm wide) |         |        |
| Situation wanted b/w | per height mm          | 3.60 €  |        |
|                      | (1 column, 45 mm wide) |         |        |
| Opportunity ad,      | per height mm          | 6.40 €  |        |
| Purchase/sale b/w    | (1 column, 45 mm wide) |         |        |

From a print value of 1,250.00 €, your job posting will be displayed online at [www.ZKG.de](http://www.ZKG.de) for 4 weeks for free

## Special ad types:

### Bound inserts (sample - front page/back page required)

|                     |            |
|---------------------|------------|
| 2-pages             | 3,520.00 € |
| 4-pages             | 4,970.00 € |
| (others on request) |            |

Please supply bound inserts in untrimmed format of 216 mm wide and 303 mm high (four pages and more: folded). Raw format of bound-in inserts: bound inserts: 216 x 307 mm, head trim: 6 mm, foot trim: 3 mm, lateral trim: 3 mm each

### Loose inserts (not discountable)

Maximum size 200 x 290 mm

|   |          |
|---|----------|
| Weight of loose insert                      | Price %  |
| Full insert till 25 g and 2 mm thickness    | 820.00 € |
| (higher weights and thicknesses on request) |          |
| Print insert till 25 g and 2 mm thickness   | 930.00 € |
| (higher weights and thicknesses on request) |          |

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 ZKG 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:** 185 mm wide x 282 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:  
Birgit Grewe, Phone: +49 5241 2151 5151

**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 10 days following  
The date of the invoice,  
VAT ID No. DE 813382417

**Bank details:**

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

## What does the ZKG Cover story offer you?

Each **ZKG CEMENT LIME GYPSUM** cover story package always consists of the exclusive design of the cover page and a full-page advertisement in the magazine. In addition you can choose from one of three attractive additional components:

- an exclusive **report** on a special and interesting recycling plant or
- an exclusive **video shoot** or
- a detailed **online advertorial**.

Further services round off the packages and make them an effective and comprehensive and comprehensive communication solution.



## Cover story packages

Use the **ZKG CEMENT LIME GYPSUM** cover story for your exclusive presence in a **ZKG CEMENT LIME GYPSUM** issue!

### Package 1

- Cover page
- 1/1 page color ad
- Exclusive project reportage
- Medium rectangle for 8 weeks on [www.ZKG.de](http://www.ZKG.de) with Link to the reportage
- Web-optimized PDF of your article (incl. cover page)
- 150 copies of the cover story for own use
- Online PLUS

### Package 2

- Cover page
- 1/1 page ad in color
- Exclusive **video shoot** by Bauverlag (video length approx. 2-3 min) - (company portrait/ product presentation/ trade fair)\*
- Publication on the social media channels of recovery
- Medium rectangle for 4 weeks on [www.ZKG.de](http://www.ZKG.de) with Link to the video

\*Should the video shoot take place outside Germany plus possible travel expenses (travel/hotel)

### Package 3

- Cover page
- 1/1 page color ad
- Online advertorial for 4 weeks
- Advertising teaser with link to the online advertorial:
  - Website: Medium Rectangle
  - Newsletter: Text ad
  - Sponsored Post Facebook

Price: 10,900.00 €

Price in the trade fair edition 2/2025: 13,625.00 €

plus 19% VAT





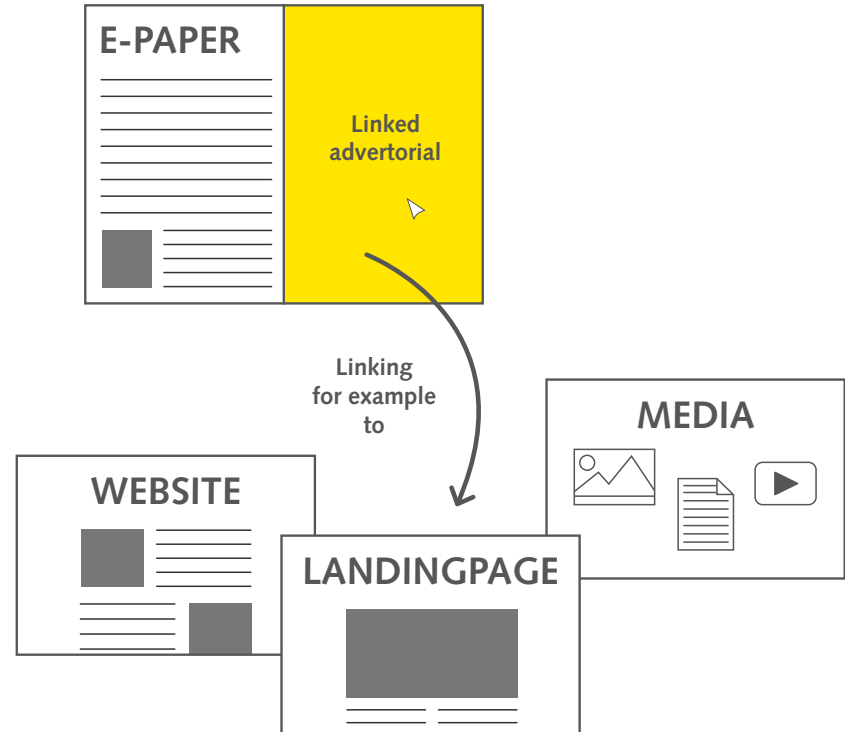
## Linking in E-Paper

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

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

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

**Price: 390.00 €**



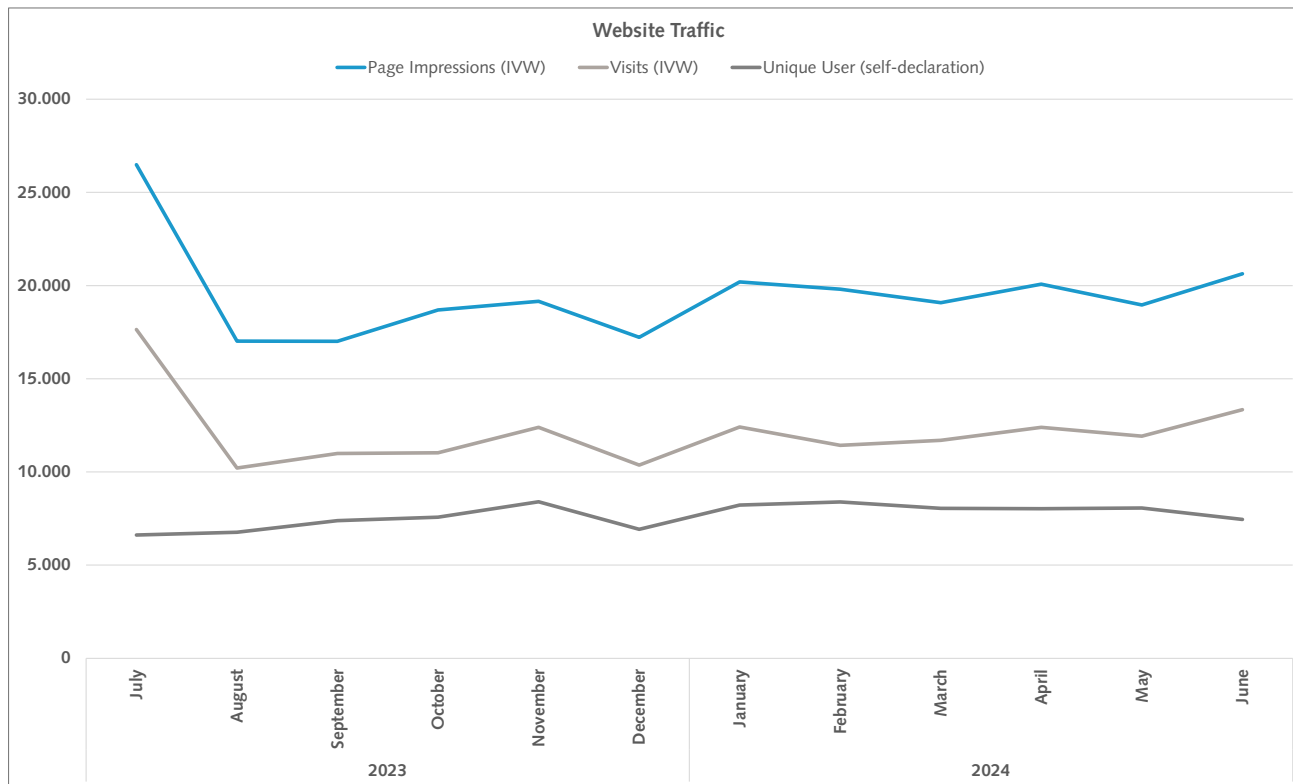
# DIGITAL

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|   |    |
|---|----|
| Website traffic                                 | 19 |
| Website prices, formats and technical advice    | 20 |
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| Newsletter time schedule                        | 22 |
| Newsletter prices, formats and technical advice | 23 |
| Online-advertorial                              | 24 |



**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<br>Desktop and tablet                       | Size in pixel (W x H)<br>Desktop and tablet | Placement<br>Mobile                                   | Size in pixel (W x H)<br>Mobile | Price for 28 days /<br>4 weeks      |
|----------------------|---|---|---|---------------------------------|-------------------------------------|
| Fullsize banner      | Content   | 468 x 60                                    | Content   | 300 x 50 (6:1)                  | 672.00 €                            |
| Superbanner          | At the top of the website                             | 728 x 90                                    | Content   | 300 x 50 (6:1)                  | 840.00 €                            |
| Medium rectangle     | Content/<br>Marginal column                           | 300 x 250                                   | Content   | 300 x 250                       | 1,176.00 €                          |
| Skyscraper           | To the right of the content                           | 120 x 600 (sticky possible)                 | Content   | 300 x 50 (6:1)                  | 1,008.00 €<br>1,092.00 € (sticky)   |
| Ad Bundle            | Alternating depending<br>On availability              | 468 x 60<br>120 x 600<br>300 x 250          | Content   | 300 x 250                       | 1,008.00 €                          |
| Wide skyscraper      | To the right of the content                           | 160 x 600 (sticky possible)                 | Content   | 300 x 50 (6:1)                  | 1,176.00 €<br>1,260.00 € (sticky)   |
| Half page            | To the right of the content                           | 300 x 600 (sticky possible)                 | Content   | 300 x 600                       | 1,344.00 €<br>1,428.00 € (sticky)   |
| Billboard            | Under the navigation,<br>not on the start page        | 970 x 250                                   | Content   | 300 x 75 (4:1)                  | 1,680.00 €                          |
| Wallpaper            | Above and next to the content                         | 728 x 90 and<br>120 x 600                   | Content   | 300 x 250                       | 1,512.00 €                          |
| Expandable wallpaper | Above and next to the content                         | 728 x 90 and<br>120 x 600 (300 x 600)       | Content   | 300 x 600                       | 1,680.00 €                          |
| OnlinePLUS           | Addition to an existing online<br>article/advertorial | Photos, videos, PDFs                        | Addition to an existing online<br>article/advertorial | Photos, videos, PDFs            | 1,260.00 €                          |
| Microsite            | Own navigation<br>within the website                  | Individual                                  | Own navigation<br>within the website                  | Individual                      | 10,206.00 €<br>(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://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](mailto:order.management@bauverlag.de)

**Delivery date:**

7 working days prior to beginning of the campaign

These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign. Otherwise, we can bear no costs for delays caused by late delivery to us.

Please send your materials together with the required meta information:

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

| Issue   | Publishing date | Booking deadline |
|---------|-----------------|------------------|
| 1/2025  | 15.01.2025      | 06.01.2025       |
| 2/2025  | 19.02.2025      | 10.02.2025       |
| 3/2025  | 18.03.2025      | 07.03.2025       |
| 4/2025  | 29.04.2025      | 16.04.2025       |
| 5/2025  | 15.05.2025      | 06.05.2025       |
| 6/2025  | 25.06.2025      | 13.06.2025       |
| 7/2025  | 22.07.2025      | 11.07.2025       |
| 8/2025  | 19.08.2025      | 08.08.2025       |
| 9/2025  | 17.09.2025      | 08.09.2025       |
| 10/2025 | 09.10.2025      | 29.09.2025       |
| 11/2025 | 13.11.2025      | 04.11.2025       |
| 12/2025 | 11.12.2025      | 02.12.2025       |

#### Recipients:

The **ZKG Newsletter** reaches management, plant managers, engineers and technical managers in the cement, lime, gypsum and concrete industry.

#### Circulation:

1,737 Recipients

Openingrate net: 27.5%

(source: Inxmail, average per month July 2023 to June 2024)



#### File formats:

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

#### 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:

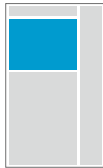
- booked newsletter
- customer name
- order number
- target URL
- contact person for inquiries

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

For detailed information please see our spec sheet:  
[www.bauverlag.de/downloads/spec-sheet-online.pdf](http://www.bauverlag.de/downloads/spec-sheet-online.pdf)

## 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:**  
690.00 €

### Text ad



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

**Placement:**  
content

**Price:**  
580.00 €

### Medium rectangle

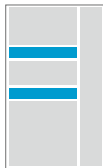


**Format:**  
300 x 250 px

**Placement:**  
content

**Price:**  
690.00 €

### Fullsize banner

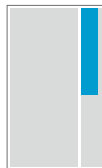


**Format:**  
468 x 60 px

**Placement:**  
content

**Price:**  
470.00 €

### Skyscraper



**Format:**  
120 x 600 px

**Placement:**  
next to the  
content

**Price:**  
580.00 €

### Wide skyscraper



**Format:**  
160 x 600 px

**Placement:**  
next to the  
content

**Price:**  
690.00 €

### Newsletter takeover



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

**Placement:**  
content, exklusiv

**Price:**  
4,300.00 €

### Job offer



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

**Placement:**  
content

**Price:**  
580.00 €

### Discounts:

Published within 12 months  
(Insertion year)

### Staggered repeat discount

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

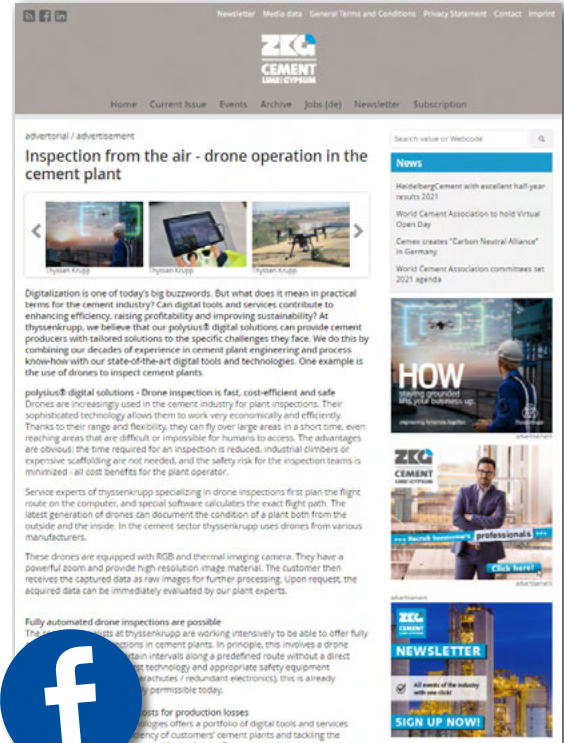
## Online-advertorial

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.ZKG.de](http://www.ZKG.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
- 1 Text ad in the [ZKG Newsletter](#) with link to the online article
- Promoted Facebook post via the Facebook fan page of [ZKG CEMENT LIME GYPSUM](#) with link to the online article
- Please deliver the online post in German and English

**Price: 3,136.00 € plus VAT.**

(Price for 28 days / 4 weeks)





# PORTFOLIO

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|                        |    |
|------------------------|----|
| Communication packages | 26 |
| Lead generation        | 27 |
| Video-advertorial      | 28 |
| Events                 | 29 |
| Creative               | 30 |



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



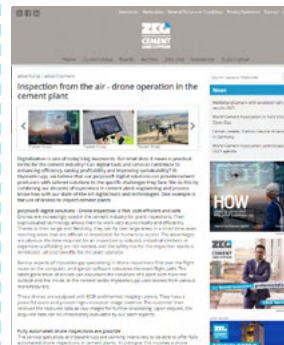
Halfpage ad on  
[www.ZKG.de](http://www.ZKG.de)



Wide skyscraper in  
[ZKG Newsletter](http://ZKG Newsletter)

Duration 4 weeks  
**Price: 1,830.60 €** plus VAT.

### Crossmedia product advertising package



Online advertorial on  
[www.ZKG.de](http://www.ZKG.de)



1/2 page advertorial or advert  
in the print edition of **ZKG  
CEMENT LIME GYPSUM**

Duration 4 weeks  
**Price: 5,612.40 €** plus VAT.

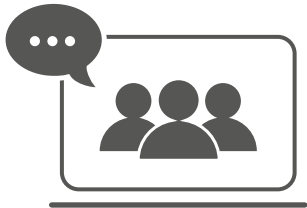
We will be happy to put together further packages with suitable digital and print formats for you on request.

## Gain valuable leads with the strong media brand **ZKG CEMENT LIME GYPSUM!**

### Webinar

Choose an interesting topic, create an exciting Presentation and have the webinar moderated by our expert **ZKG CEMENT LIME GYPSUM** editorial team and organized by the experienced Bauverlag event team. You will receive the contact details of the participants.

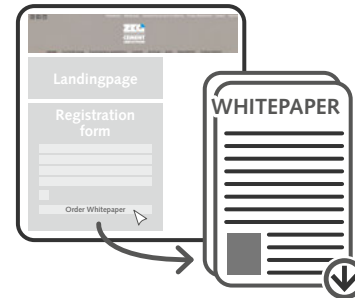
**Price: 6,490.00 €\***



### Whitepaper

Publish your neutral, well-founded information on a topic of interest to the target group in a useful white paper on **ZKG.de**. 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.

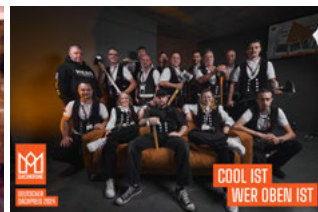
Bauverlag not only has access to the target group, but also the expertise to implement an individual storyline perfectly and tailor-made for the customer in the construction industry. The Bauverlag brands also provide neutrality and credibility for your communication goals.

### When will we realize our joint video project?

### Please contact us



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Director Video & Digital Services  
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E-Mail: [erdal.top@bauverlag.de](mailto: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



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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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|                         |    |
|-------------------------|----|
| Location and management | 32 |
| Contacts                | 33 |
| Other brands            | 35 |



## 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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We will support your media plannings – just give us a call or send us an e-mail!



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We will support your media plannings – just give us a call or send us an e-mail!

