bau MAGAZIN

MEDIA KIT

2027

The magazine & specialist portal for construction machinery, construction equipment & construction vehicles

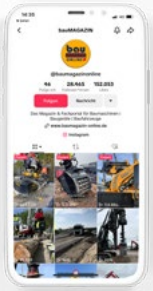


4 EVERYTHING AT ONE VIEW



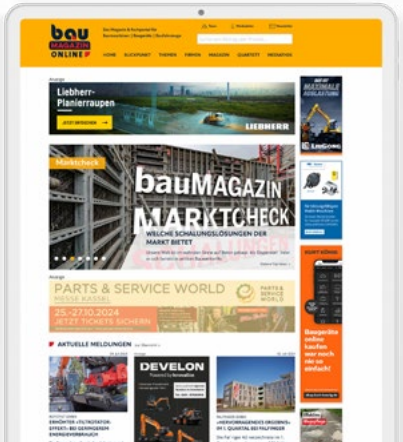
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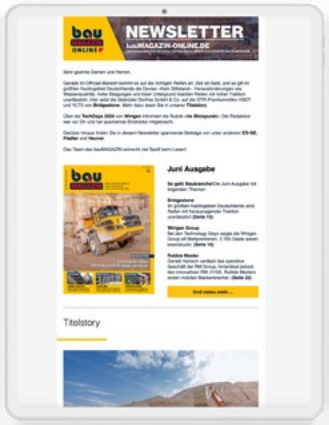


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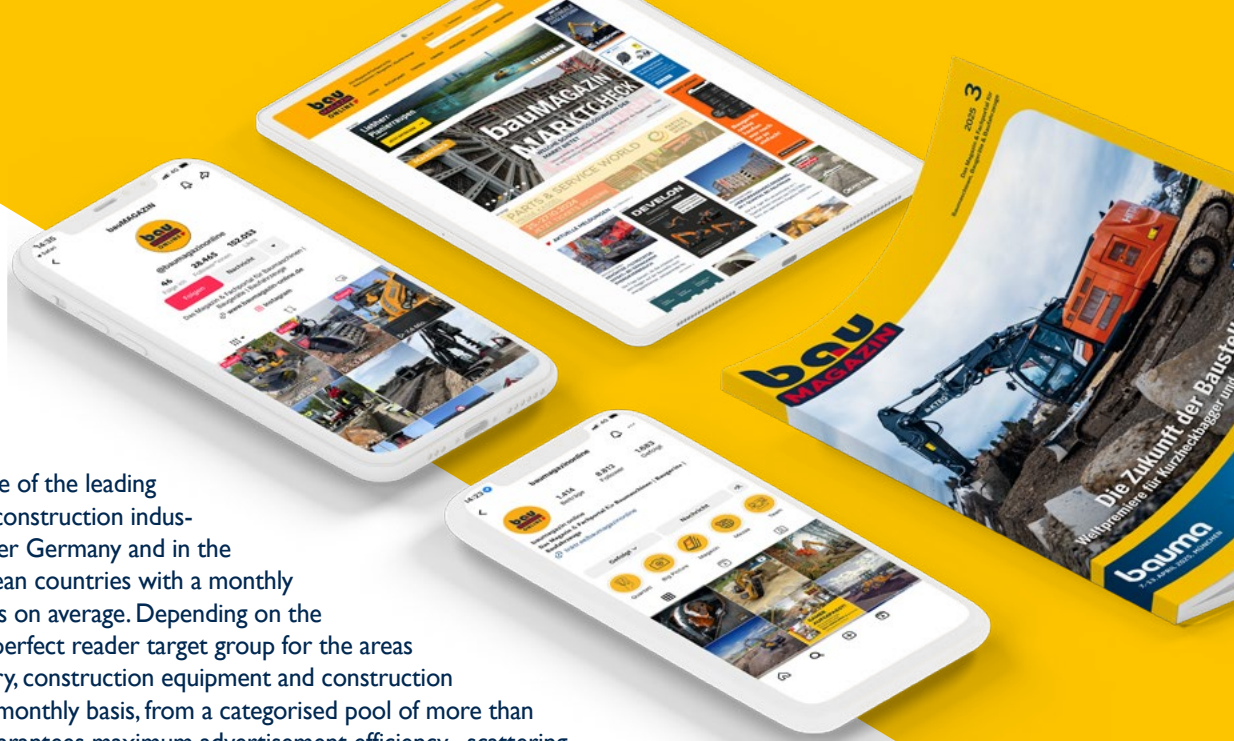
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The bauMAGAZIN is one of the leading trade magazines for the construction industry. It is distributed all over Germany and in the German-speaking European countries with a monthly circulation of 14 500 units on average. Depending on the chosen main-topics, the perfect reader target group for the areas of construction machinery, construction equipment and construction vehicles is selected on a monthly basis, from a categorised pool of more than 61 000 addresses. This guarantees maximum advertisement efficiency – scattering losses are nearly impossible. The topics are prepared up-to-date by our editors with the latest product innovations, constructions site reports, interviews, company profiles, business news or „on-site" appointments by our editors. Furthermore the bauMAGAZIN is present at all important exhibitions reporting on the latest news from the construction industry.

Memberships	IVW - Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.
Organ	–
Management	Andreas Kanat Markus Holl Joachim Plath
Project management	Tobias Haslach
Editorial department	Dan Windhorst Thomas Seibold Jessy von Berg
Key Account Manager	Norman Zenzinger
Advertisements scheduling	Benjamin Chucholowski Emilie Plath Simon Schmalholz
Volume / Year	31st volume, 2027
Mode of publishing	monthly (11 issues including 1 double issue 12 / 1)
Publishing house	SBM Verlag GmbH
Postal address	Hermann-von-Barth-Str. 2 87435 Kempten Germany
Telephone	+49 (0) 831 / 52204-0
Internet	www.baumagazin-online.de
E-Mail	info@baumagazin-online.de

EVERYTHING AT ONE VIEW

Subscription price

	annual subscription
Domestic:	55,00 € (dispatch and 7 % VAT included)
Abroad:	89,00 € (dispatch included)
Retail Price:	8,50 €

(order at: www.baumagazin-online.de/magazin/abo)

ISSN: 1610-3785

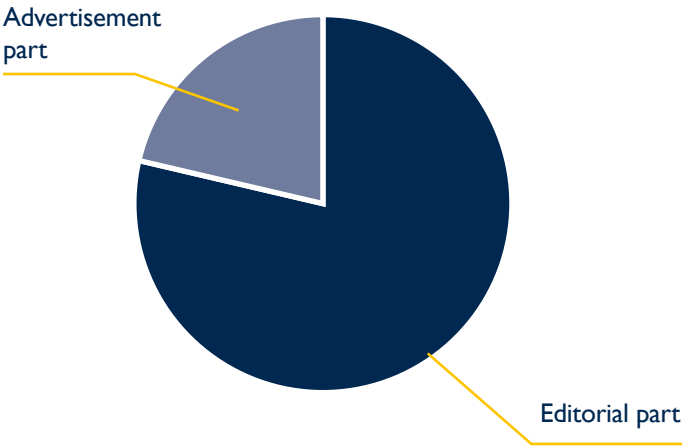
Extend analysis	2025/26	= 11 issues	
Magazine format	DIN A4, 210 mm wide, 297 mm high		
Total extend	1172	pages	= 100,0 %
Editorial part	922	pages	= 78,66 %
Advertisement part including	250	pages	= 21,34 %
Used machinery market	29	pages	= 11,59 %
Special publication „branchenSPEZIALISTEN“	47	pages	= 18,79 %
Special publication Insert	8	units	
Bound inserts	8	units	

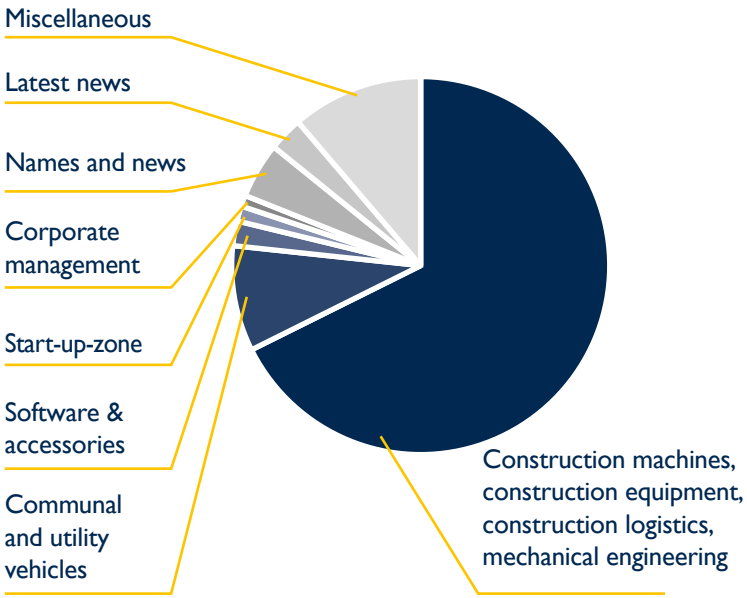
Content analysis of the editorial part

2025/26	922	pages	= 100,00 %
1. Construction machines/construction equipment/ construction logistics/mechanical engineering	624	pages	= 67,65 %
2. Communal and utility vehicles	83	pages	= 9,04 %
3. Software and accessories	19	pages	= 2,11 %
4. Start-up-zone	12	pages	= 1,30 %
5. corporate management	9	pages	= 0,95 %
6. Names and news	44	pages	= 4,77 %
7. Latest news*	27	pages	= 2,93 %
8. Miscellaneous**	104	pages	= 11,25 %

*) Latest news contain: retailer news, anniversaries, events, awards

**) Miscellaneous contains: editorial, table of contents, imprint, list of editorial offices, self-advertising, testimonial, tips for companies





Editions analysis

Copies per issue quarterly average
(Status 4nd quarter 2025 based on the AMF scheme)

Print run	14500
Actually circulated issue	14240
thereof abroad	107
Issue sold	2571
thereof abroad	80
thereof member pieces	–
- copies subscribed	2571
- other sales	–
- single sale	–
Free copies	11669
Residual, archive and sample copies	260

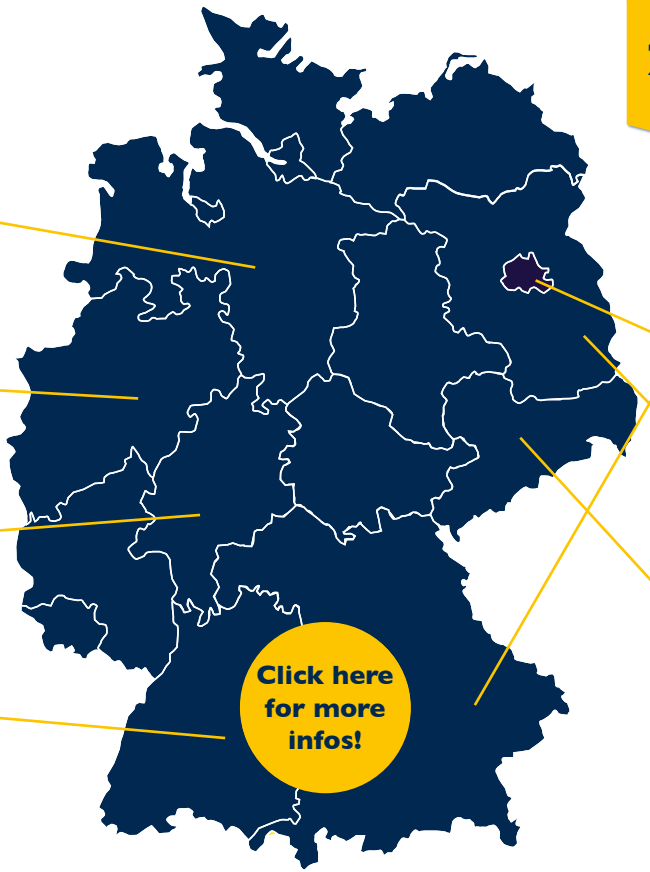
Geographical circulation analysis

Economic area	Share of the actually circulated issue	
	%	copies
Domestic	99,25	14133
Abroad	0,75	107
Actually circulated issue	100,0	14240

Breakdown of the actually circulated issue according to Nielsen areas

Actual domestic circulation	14133
abroad	107

plus **25 807** monthly readers of the bauMAGAZIN online edition



Nielsen area I
Schleswig-Holstein, Hamburg, Bremen, Lower Saxony
1795

Nielsen area II
North Rhine-Westphalia
1995

Nielsen area IIIa
Hessen, Rhineland-Palatinate Saarland
2339

Nielsen area IIIb
Baden-Wuerttemberg
2088

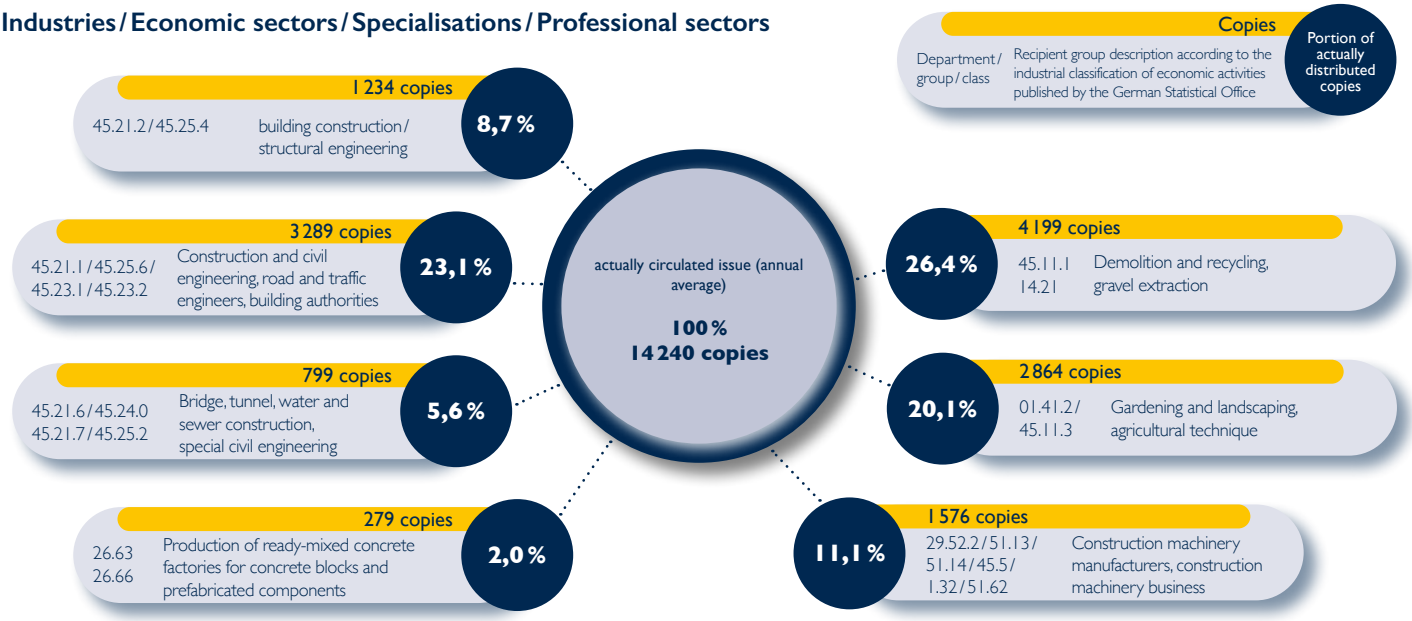
Nielsen area IV
Bavaria
3128

Nielsen area V
Berlin
755

Nielsen area VI
Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt
713

Nielsen areaVII
Thuringia, Saxony
1320

Industries / Economic sectors / Specialisations / Professional sectors



Recipient groups (changing monthly)

Click here for more infos!



Source: The evaluation is based on the in-house recipient file and regular reviews by the publishing company.
The size of the business unit, education, age / sex as well as the size of the municipality have not been considered in the survey.

Statistical number of readers per company: 3,15 (reader analysis 2026)

Readership of the **bauMAGAZIN** is made up of about 61 000 readers working in the building and building industry trade. The reader group is composed of managers in companies with medium to large vehicle and machinery parks.







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PREMIUM PLACEMENTS

1. Cover page, 4-color
200 mm wide x 190 mm high, plus 3 mm bleed
+ Cover story, maximum 2 pages editorial
+ One month presence as advertorial on the baumagazin-online homepage
+ 2 newsletters (incl. cover story + cover motif)
without right of withdrawal / not discountable
(for increased editions on request) — 7.990,– €

2nd cover page, 4-color
210 mm wide x 297 mm high, plus 3 mm bleed — 5.990,– €

3rd cover page, 4-color
210 mm wide x 297 mm high, plus 3 mm bleed — 5.990,– €

4th cover page / back cover, 4-color
210 mm wide x 297 mm high, plus 3 mm bleed — 6.490,– €

2nd cover page / page 3, 4-color
210 mm wide x 297 mm high, plus 3 mm bleed — 5.770,– €

Right page next to editorial, 4 color
210 mm wide x 297 mm high, plus 3 mm bleed — 5.770,– €

Right page next to table of contents, 4 color
210 mm wide x 297 mm high, plus 3 mm bleed — 5.770,– €





SPECIAL ADVERTISING FORMS

Inserts

Loosely inserted

Price per thousand up to 25 g	240,– €
All other 5 g per tsd.	20,– €

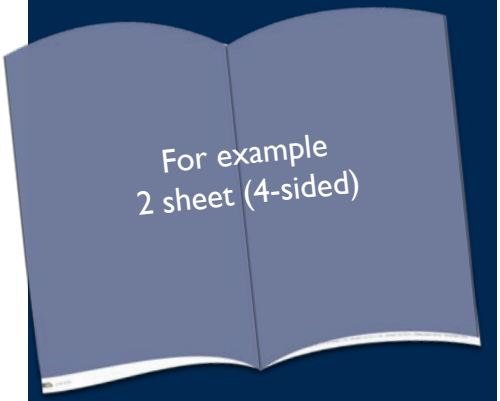
Partial insertion possible from
10 000 copies onwards with 10 % price surcharge
Format: Maximum 200 mm wide x 290 mm high



Bound inserts up to 170 g / m²

1 sheet (2-sided)	3.990,– €
2 sheet (4-sided)	6.980,– €

Bound inserts are discounted.
Multi-sheet bound inserts must be
delivered folded accordingly, but untrimmed.



More Special Forms of Advertising

(e.g.: Banderole, Panorama
Folding Page, Gate Folder etc.)
Price on demand

Click here for more infos!



SPECIAL PUBLICATION
DIE branchenSPEZIALISTEN



This Summer's Highlight

The bauMAGAZIN Special presents leading providers in the construction industry with their products and services. It is published as a separate DIN A4 magazine, printed in high quality and enclosed with bauMAGAZIN.



1.990 €*

Advertorial
1-page OR 1/1-advertisement

The classic: With a 1-page advertorial, you can convey all the important content. OR present your company on a 1-page advertisement.

2 000 to 3 500 characters • 1 to 2 images
Ad: 210 x 297 + 3 mm

Advertising deadline:
07.07.2027



3.500 €*

2-page Advertorial
+ advertisement

The ideal combination:
With the combination of 1,5-page advertorial + ½-page.

3 500 characters • 2 to 3 images
Ad: 210 x 146 + 3 mm

All characters are with spaces. Of course, you will receive a proof before publication.
*plus possible agency fee



Advertorial
2-page OR 2/1-advertisement

The concentrated power:
A 2-page advertorial offers the opportunity to present your content in more detail and thus attract the attention of your target group even better. OR present your company on a 2-page advertisement.

3 500 to 4 000 characters • 2 to 4 images
Ad: 420 x 297 + 3 mm



Increase the attention!

This is how your new products become visible on a grand scale: Our 2-page articles, whether as a pure advertorial, editorial article or linked to a ½-page advertising motif, ensure high visibility among readers.

We take care of the complete design!

The branchenSPEZIALISTEN design relies on large-scale image material combined with interesting texts and important additional information to significantly increase interest in your company and your products and services.

What we need from you

- High-resolution image material (300 dpi),
- consisting of pictures of the products in use as well as detail shots
- Technical data and additional information on your products
- Editorial text material (max. 4 000 characters continuous text, including spaces)
- Company or brand logo + social-media-channels incl. links

ONLINE



Range extension

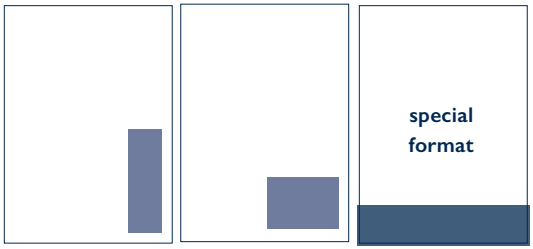
+ Special newsletter
+ Publication on baumagazin-online.de
+ Facebook-Post
+ LinkedIn-Post

ADVERTISEMENT FORMATS

Sizes width x height

t: type area

b: in the bleed
(+ 3 mm bleed)



1/8 horizontal

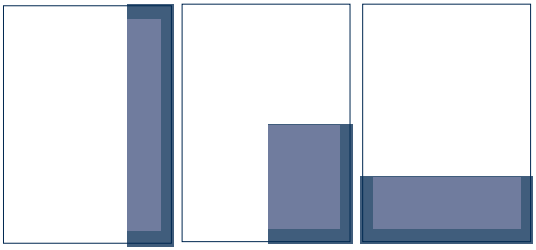
t: 42,5 x 130 mm

1/8 vertical

t: 90 x 65 mm

1/8 vertical

b: 210 x 48 mm



1/4 horizontal

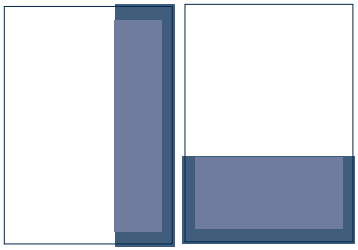
t: 42,5 x 265 mm
b: 55 x 297 mm

1/4 horizontal

t: 90 x 130 mm
b: 102,5 x 146 mm

1/4 vertical

t: 185 x 65 mm
b: 210 x 81 mm

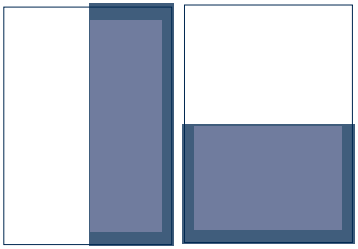


1/3 horizontal

t: 60 x 265 mm
b: 72 x 297 mm

1/3 vertical

t: 185 x 90 mm
b: 210 x 106 mm

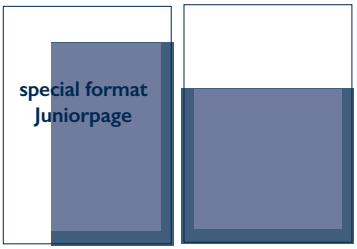


1/2 horizontal

t: 90 x 265 mm
b: 102,5 x 297 mm

1/2 vertical

t: 185 x 130 mm
b: 210 x 146 mm

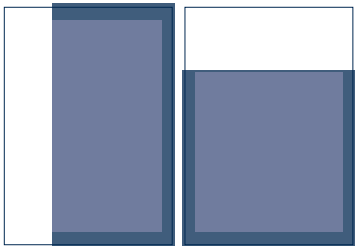


2/3 horizontal

t: 137,5 x 235 mm
b: 150 x 251 mm

2/3 vertical

t: 185 x 175 mm
b: 210 x 191 mm

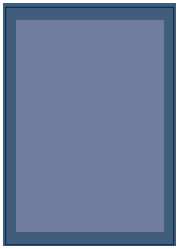


3/4 horizontal

t: 137,5 x 265 mm
b: 150 x 297 mm

3/4 vertical

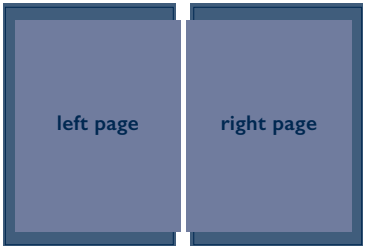
t: 185 x 200 mm
b: 210 x 216 mm



1/1 page

t: 185 x 265 mm
b: 210 x 297 mm

Click here for more infos!



2/1 page

t: 198 x 265 mm on each side
b: 210 x 297 mm on each side

Bleed in the middle 3 mm, with motive extending past the trim line by 5 mm per page.

ADVERTISING RATES

Format	Advertisements in type area Dimensions in mm	bleed-off sizes Dimensions in mm	Type area 4c	Bleed 4c
1/8 page	42,5 x 130 horizontal 90 x 65 vertical		720,– €	
Special format		210 x 48 vertical		1.020,– €
1/4 page	42,5 x 265 horizontal 90 x 130 horizontal 185 x 65 vertical	55 x 297 horizontal 102,5 x 146 horizontal 210 x 81 vertical	1.440,– €	1.590,– €
1/3 page	60 x 265 horizontal 185 x 90 vertical	72 x 297 horizontal 210 x 106 vertical	1.960,– €	2.150,– €
1/2 page	90 x 265 horizontal 185 x 130 vertical	102,5 x 297 horizontal 210 x 146 vertical	2.880,– €	3.170,– €
2/3 page	137,5 x 235 horizontal 185 x 175 vertical	150 x 251 horizontal 210 x 191 vertical	3.810,– €	4.190,– €
3/4 page	137,5 x 265 horizontal 185 x 200 vertical	150 x 297 horizontal 210 x 216 vertical	4.320,– €	4.750,– €
1/1 page	185 x 265	210 x 297	5.250,– €	5.770,– €
2/1 page	2 x 185 x 265	2 x 210 x 297	10.500,– €	11.540,– €

Discounts

In case of purchase within one insertion year
(start with the appearance of the first advertisement):

Time scale:		Quantity scale:	
3 forms of advertising	5 %	2 pages	5 %
6 forms of advertising	10 %	4 pages	10 %
9 forms of advertising	15 %	6 pages	15 %
11 forms of advertising	20 %	8 pages	20 %

Payment conditions

net after receipt of invoice without deduction.
With payment via bank collection or in advance 2 % discount.

VAT no.	DE 198 152 137
Bank details	HypoVereinsbank Kempten Member of UniCredit
IBAN	DE14 7332 0073 6690 4171 87
SWIFT (BIC)	HYVEDEMM428
Tax number	127/137/20036

All prices in € plus applicable statutory VAT rate.
Prices b/w and 3c on request.

TOPIC PLAN

02 February	03 March	04 April	05 May	06 June	07 July
• Road construction/ Renovation • Earthmoving • Site Equipment • Occupational Safety • Sewer and pipeline construction/ Renovation • Foundation engineering/ Tunnel construction • Construction & Commercial Vehicles	• Landscaping/ Paving and Road Construction • Municipal Engineering • Formwork/ Scaffolding/Concrete construction • Lifting Equipment/ Cranes • OEM Machinery, Vehicle, and Drive Technology • Maintenance/ Care/Repair • Handheld Construction Equipment/Small Equipment and Tools • Construction & Commercial Vehicles	• Extraction/ Processing/ Crushing/Screening • Demolition/ Dismantling/Recycling • Earthmoving • Concrete Processing/ Renovation • Construction & Commercial Vehicles	• Sewer and pipeline construction/ Renovation • Recycling, Separation, and Environmental Technology • Foundation engineering/ Tunnel construction • Site Equipment • OEM Machinery, Vehicle, and Drive Technology • Maintenance/ Care/Repair • Construction & Commercial Vehicles	• Landscaping/ Paving and Road Construction • Municipal Engineering • Handheld Construction Equipment/Small Equipment and Tools • Site Equipment • Occupational Safety • Construction & Commercial Vehicles	• Road construction/ Renovation • Sewer and pipeline construction/ Renovation • Formwork/ Scaffolding/ Concrete Construction • Earthmoving • Lifting Equipment/ Cranes • Construction & Commercial Vehicles
	SPECIAL TOPIC FORMWORK AND SCAFFOLDING TECHNOLOGY	**SPECIAL TOPIC** IT IN CONSTRUCTION		**SPECIAL TOPIC** ATTACHMENTS	**SPECIAL SUPPLEMENT** DIE branchen SPEZIALISTEN
DATE					
ED 20.01. AD 27.01. PD 13.02.	ED 17.02. AD 24.02. PD 13.03.	ED 17.03. AD 24.03. PD 10.04.	ED 21.04. AD 28.04. PD 15.05.	ED 26.05. AD 02.06. PD 15.06.	ED 30.06. AD 07.07. PD 24.07.
FAIR ISSUE					
Oldenburger Rohrleitungsforum 04.02.–05.02. VDBUM Großseminar 16.02.–19.02. BetonTage 23.02.–25.02. GeoTHERM expo & congress 25.02.–26.02. Fachtagung Abbruch 05.03.	LogiMAT 16.03.–18.03.	MAWEV SHOW 14.04.–17.04. INTERMAT 21.04.–24.04. Ostbau 22.04.–24.04.	RecyclingAKTIV & TiefbauLIVE (RATL) 03.06.–05.06.	iVT Expo 09.06.–10.06. demopark 20.06.–22.06.	

ED = Editorial Deadline AD = Advertising Deadline PD = Publishing date

08 August	09 September	10 October	11 November	12 / 01 December January
• Extraction / Processing / Crushing / Screening • Demolition / Dismantling / Recycling • IT in Construction / Business Management • OEM Machinery, Vehicle, and Drive Technology • Maintenance / Care / Repair • Concrete Processing / Renovation • Construction & Commercial Vehicles	• Landscaping / Paving and Road Construction • Municipal Engineering • Handheld Construction Equipment / Small Equipment and Tools • Recycling, Separation, and Environmental Technology • Construction & Commercial Vehicles	• Earthmoving • Lifting Equipment / Cranes • Formwork / Scaffolding / Concrete Construction • Occupational Safety • Site Equipment • Construction & Commercial Vehicles **ANNIVERSARY EDITION** 30 YEARS BAUMAGAZIN	• Road construction / Renovation • Sewer and pipeline construction / renovation • Foundation engineering / Tunnel construction • Recycling, Separation, and Environmental Technology • OEM Machinery, Vehicle, and Drive Technology • Maintenance / Care / Repair • Construction & Commercial Vehicles **SPECIAL TOPIC** TIRES	• Extraction / Processing / Crushing / Screening • Demolition / Dismantling / Recycling • Concrete Processing / Renovation • IT in Construction / Business Management • Construction & Commercial Vehicles **SPECIAL TOPIC** CONSTRUCTION SITE OF THE FUTURE
DATE				
ED 28.07. AD 04.08. PD 21.08.	ED 25.08. AD 01.09. PD 18.09.	ED 22.09. AD 29.09. PD 12.10.	ED 20.10. AD 27.10. PD 09.11.	ED 24.11. AD 01.12. PD 18.12.
FAIR ISSUE				
NordBau 08.09.–12.09.	Nufam 22.09.–25.09. Ostbau 23.09.–25.09.	A+A 19.10.–22.10.	Agritechnica 14.11.–20.11. Solids & Recycling-Technik 01.12.–02.12.	

TOPIC MATRIX

Demolition technology/ deconstruction/recycling

issue: 4, 8, 12/1

- Demolition machines
- Demolition robots
- Hydraulic hammers
- Demolition milling machine
- Scissors/tongs/pulveriser
- Recycling- and separation technology
- Equipment and accessories

Safety at work

issue: 2, 6, 10

- Work wear and protective clothing
- Work protection

Construction and utility vehicles

all issues

- Trucks and superstructures
- Dumper/unwinder
- Vehicle equipment
- Garages
- Fleet management/navigation
- Trucks, Flat-bed trailers/trailers
- Tie-down
- Equipment and accessories

Building site equipment Containers

issue: 2, 5, 6, 10

- Lighting technology/ signalling equipment
- Generators/compressors
- Shutoff devices
- Anti-theft protection
- Cleaning technology/equipment
- Site-, living-, office containers
- Modular systems
- Commercial and industrial building

Concrete processing and reconstruction

issue: 4, 8, 12/1

- Drilling technology
- Sawing technology
- Cutting technology
- High pressure-, water jet technology
- Grinding technology
- Equipment and accessories

Earthmoving

issue: 2, 4, 7, 10

- Hydraulic excavator
- Wheel loader
- Dumper
- Doozer
- Machine control
- Wearing parts
- Equipment and accessories

Gardening & landscaping/ pavement construction and road construction

issue: 3, 6, 9

- Compact engines and compact vehicles
- Accessory equipment
- Recycling plants and compost works
- Lawn, garden and property care
- Road rehabilitation
- Pavement laying technology
- Slicing and separation technology
- Installation material
- Drainage engineering
- Hand-guided construction equipment
- Cleaning-/watering technology

Extraction/processing/ crushing/screening

issue: 4, 8, 12/1

- Crusher plants/screening plants
- Hydraulic excavator/wheel loader/ dump truck
- Cable and floating dredgers
- Conveyor belts/cover hoods
- Weighing technology
- Drilling rigs and blasting practice
- Equipment and accessories
- Quick construction halls

Lifting/hoisting/ crane technology

issue: 3, 7, 10

- Automobile cranes, truck-mounted cranes, loading cranes
- Tower cranes
- Ropes, winches, sling gear
- Scissors/working platforms
- Forklifts/telescopes
- Material/passenger lifts
- Safety rails• Control systems

IT at the building site/ construction/management

issue: 4, 8, 12/1

- Construction software
- Rent
- Leasing
- Financing
- Insurance
- Further education

Sewer pipeline construction/ sewer rehabilitation

issue: 2, 5, 7, 11

- Shaft and sewer pipes
- Tube lining
- Shear wall systems
- Special machines
- Suction dredgers
- Compression technology
- Sewer construction laser/Pipecamera
- Construction pumps

Communal machinery

issue: 3, 6, 9

- Equipment racks and vehicles
- Machines and accessories
- Cleaning technology
- Winter service
- Weed control
- Equipment
- Clearing technology

Machine, vehicle and drive technology

issue: 3, 5, 8, 11

- Motors/gear units
- Axles/breaks
- Tyres/running gears
- Hydraulic elements/Equipment
- Electrical-/sensor technology

Recycling, Separation and Environmental Technology

issue: 5, 9, 11

- Recycling and Composting plants
- Separation and Processing plants
- Wood shredders
- Drum screens
- Grabs/Tongs
- Machines and Vehicles

Shuttering/Scaffoldings/ concrete construction

issue: 3, 7, 10

- Concrete formwork
- Scaffolding technology
- Concrete pumps
- Mixing plants
- Concrete rehabilitation
- Equipment and accessories

Civil engineering/ tunnel construction

issue: 2, 5, 11

- Special machines/vehicles
- Piling devices and pullers
- Trench-free building
- Propulsion technology
- Drilling units
- Equipment and accessories

Traffic route engineering/ -rehabilitation

issue: 2, 7, 11

- Road finisher
- Milling and separation technology
- Special machines and devices
- Equipment and accessories
- Soil processing
- Compression technology
- Asphalt mixing plants
- Road sweepers
- Filling material/geotextile
- Noise protection/development

Maintenance/care/repair

issue: 3, 5, 8, 11

- Machine and vehicle maintenance
- Mobile garages
- Fuel, lubricants and oils
- Filter technology
- Wearing parts

Hand-held construction equipment/small appliances and tools

issue: 3, 6, 9

POSSIBLE COMBINATIONS

Print combinations



complete edition:
23 167



complete edition:
23 500



complete edition:
32 167

Online combinations

bau MAGAZIN ONLINE + baustoff PARTNER ONLINE

Reach
Online Edition
(e-paper)
65 307

Coverage portal visits:
41 472

Coverage Newsletter:
36 500

Coverage Social Media
(Facebook, Twitter, Instagram):
89 300

Potential coverage
255 746

bau MAGAZIN ONLINE + bau SICHERHEIT ONLINE

Reach
Online Edition
(e-paper)
48 166

Coverage portal visits:
34 872

Coverage Newsletter:
40 800

Coverage Social Media
(Facebook, Twitter, Instagram):
82 650

Potential coverage
229 988

bau MAGAZIN ONLINE + baustoff PARTNER ONLINE + bau SICHERHEIT ONLINE

Reach
Online Edition
(e-paper)
87 666

Coverage portal visits:
50 872

Coverage Newsletter:
57 600

Coverage Social Media
(Facebook, Twitter, Instagram):
94 550

Potential coverage
322 855

TARGET GROUPS

bauMAGAZIN:
Building construction and civil engineering, road construction, demolition and recycling, extraction and processing, gardening and landscaping, scaffolding, special civil engineering and tunnel construction, ready-mix concrete, concrete block factories, system building factory, construction machinery, manufacturers and trade

baustoffPARTNER:
Complete building trade, fabricators, building materials trade, building materials industry, manufacturers

bauSICHERHEIT:
Professional builders and fabricators, building construction, civil engineering, scaffolding, road construction, gardening and landscaping, safety inspectors, specialists for safety at work, trade (wholesale, retail and technical trade), organisations, trade associations, educational institutions

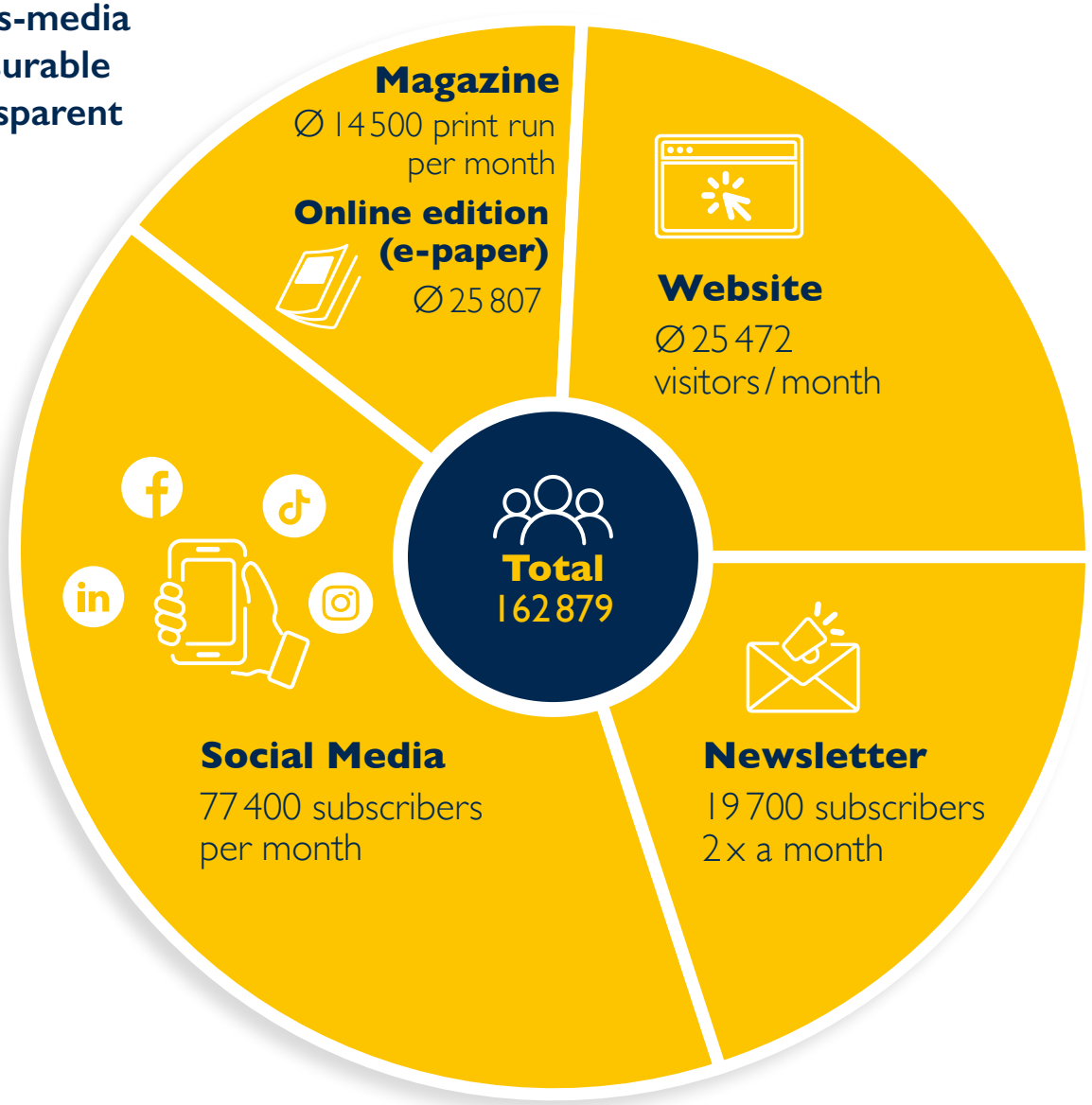


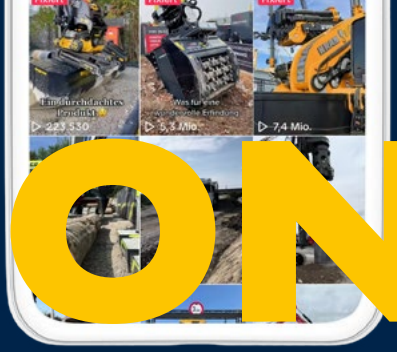
WISSEN, WAS ZÄHLT
Audited circulation
Precise basis for the advertising market

360°-COMMUNICATION

We make you visible.

- Cross-media
- Measurable
- Transparent





ONLINE



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SHORT CHARACTERISTIC

baumagazin-online.de is the digital platform of the bauMAGAZIN, which for years has been one of the most renowned and most circulated trade magazines for construction machinery, construction equipment and construction vehicles in Germany. On top of that, the bauMAGAZIN is also present in Switzerland, the Benelux countries and Northern Italy.

Innovative and highly professional – that is the claim the online portal baumagazin-online.de has. In order to live up to that claim, we always fulfil our readers wish to be up to date in the digital age by keeping them fully informed on a daily basis as well as taking their suggestions into account. In addition to the monthly print-edition, baumagazin-online.de offers various complementary forms of online advertising. Thus, baumagazin-online.de maximizes and multiplies the effectiveness of online advertising by integrating a company's already existing marketing campaign into the marketing-mix.

The content of baumagazin-online.de focuses on the presentation of new and innovative construction machinery, construction equipment and construction vehicles as well as operating reports and detailed reporting on all important trade fairs.

WISSEN, WAS ZÄHLT

Audited circulation
Precise basis for the advertising market

Web-address

baumagazin-online.de
baumagazin-online.at
baumagazin-online.ch

Publisher

SBM Online GmbH
Hermann-von-Barth-Str. 2
87435 Kempten



DISTRIBUTION / DATA AND FACTS

Competence
Detailed reporting, being up-to-date and rapid presentation of information – that are the main characteristics of baumagazin-online.de:

- Latest news about construction machines, construction equipment and construction vehicles
- User reports and coverages about operators
- Extensive listing of manufacturers
- Picture galleries, reports, interviews from fairs and events
- Newsletter (about 19 700 subscribers) – published twice a month
- Facebook, Instagram and LinkedIn – direct contact with users and fans

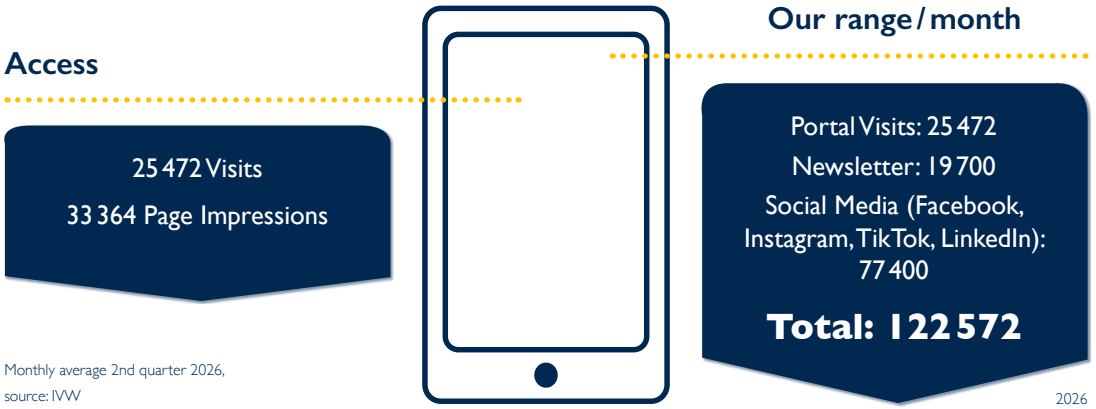
File formats banners: jpg, gif, png

Target groups

- Civil engineering and road constructions
- Demolition and recycling
- Construction machinery industry
- Gardening and landscaping
- Building construction, scaffolding
- Civil engineering, bridge construction, tunnel construction, hydraulic engineering, sewer construction
- Ready-mixed concrete, concrete block manufacturer and pre-cast segment manufacturer

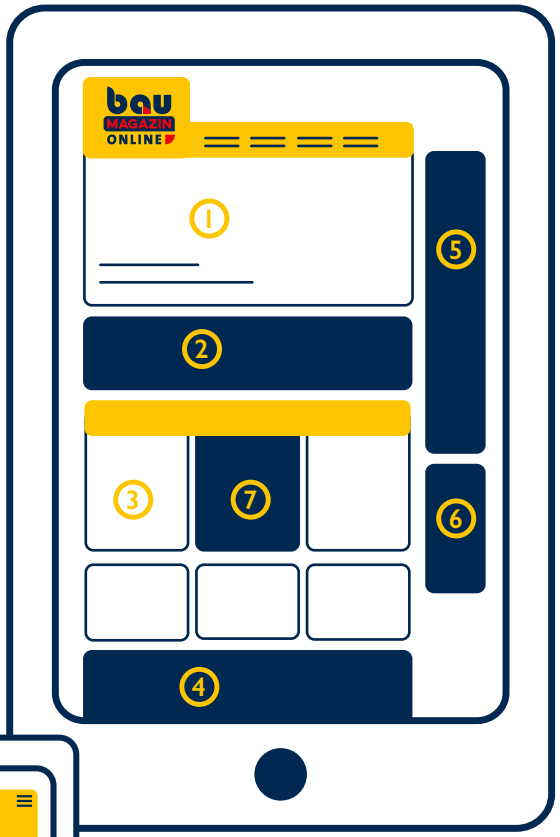
Delivery date
Please send your files at the latest five days before the start of the campaign.

Delivery address
Mauro Di Renzo
mdr@sbm-verlag.de



HOMEPAGE BANNER

HOMEPAGE



MOBILE VERSION



1 Advertorial

Size: 940 x 480 px
Placement: Top-News
Price / week: 700,– €

2 Exclusive-Superbanner

Size: 940 x 200 px
Placement: Directly under the top news
Price / month: 2.000,– €

3 Video-Box

Placement: corporate video, product video etc. (within up-to-date messages)
Price / month: 990,– €

4 Additional visibility in the mobile version

Superbanner

Size: 940 x 200 px
Placement: On the start page (rolling)

4 Superbanner

Size: 940 x 200 px
Placement: On the start page (rolling)
Price / month: 1.500,– €

5 Skyscraper

Size: 160 x 600 px
Placement: right sidebar
Price / month: 990,– €

6 Half-Skyscraper

Size: 160 x 300 px
Placement: right sidebar
Price / month: 750,– €

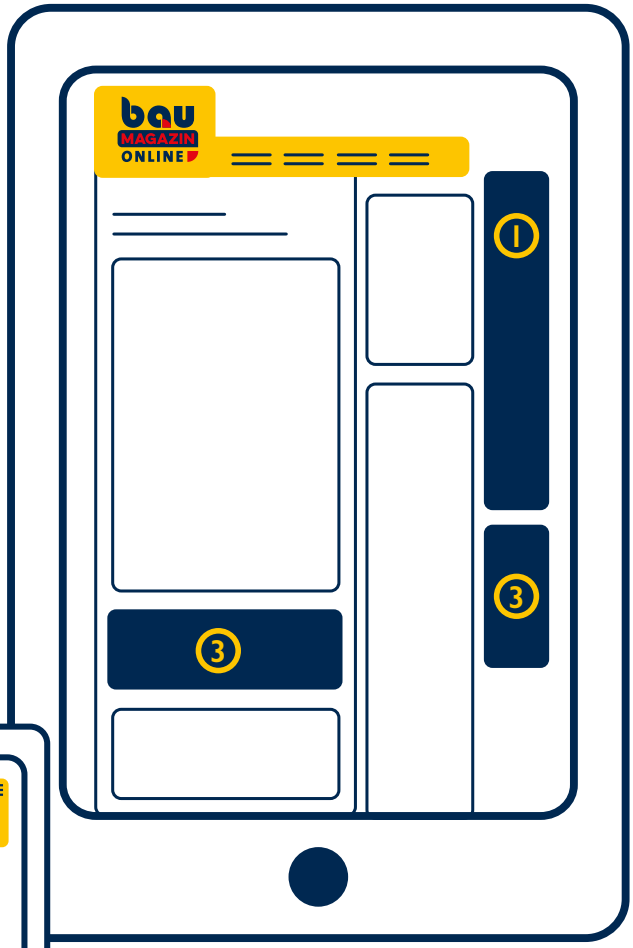
7 Rectangle

Size: 288 x 400 px
Placement: On the start page (rolling)
Price / month: per 890,– €

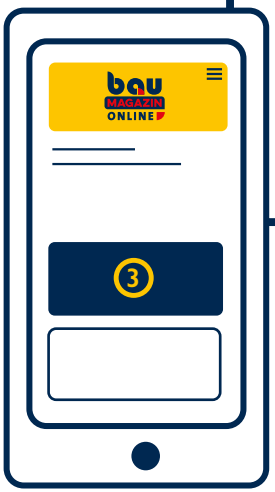
All prices in € plus applicable statutory VAT rate.

NEWSLINE

DETAILED VIEW
NEWSLINE



MOBILE VERSION



1 Skyscraper

Size: 160 x 600 px
Placement: right sidebar, rotating on one of the theme pages
Price / month: 990,– €

2 Half-Skyscraper

Size: 160 x 300 px
Placement: right sidebar, rotating on one of the theme pages
Price / month: 750,– €

3 Wide-Content-Ad

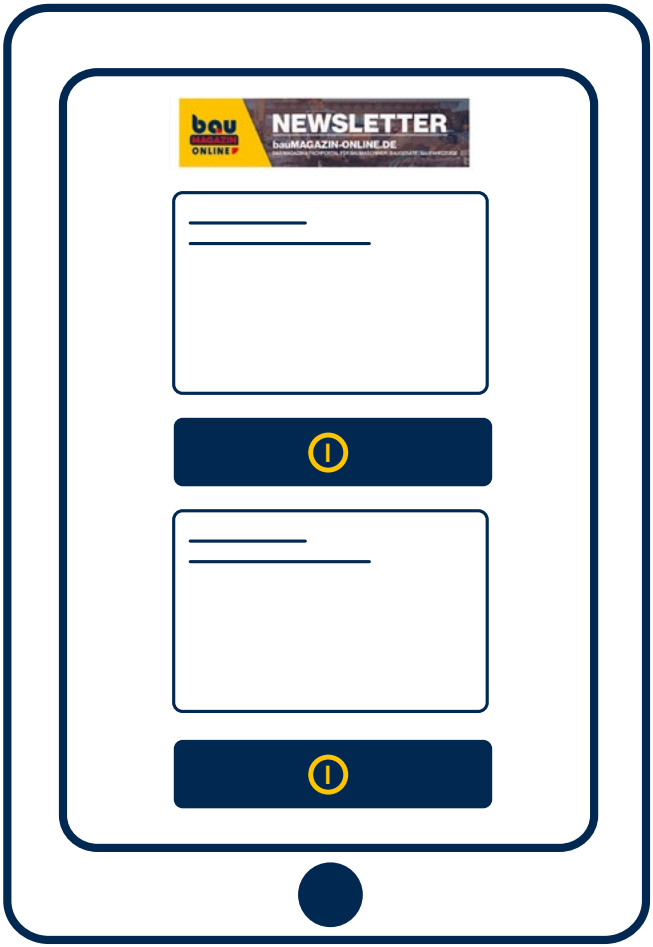
Size: 940 x 300 px
Placement: after click of each message / news within the text
Price / month: 1.500,– €

3 Additional visibility in the mobile version

Wide-Content Ad

Size: 940 x 300 px
Placement: after click of each message / news within the text

NEWSLETTER



1 Advertorial

Size: 600 x 300 px
Price / newsletter: 990,– €
(Text 400 characters
including spaces + 1 image)

2 Advertisement

Size: 600 x 350 px
Price / newsletter: 990,– €

Premium placement

First advertorial / First advertisement in the newsletter
Price: 1.190,– €

Publication dates for issues:

bauMAGAZIN 12/01
29th January

bauMAGAZIN 02
19th February
04th March — Fachtagung Abbruch
12th March

bauMAGAZIN 03
15th March — LOGIMAT
19th March
02nd April

bauMAGAZIN 04
13th April — MAWEV
16th April
20th April — INTERMAT / OSTBAU
30th April

bauMAGAZIN 05
21st May
31st May — RATL
02nd June — RATL
04th June — RATL / IVT

bauMAGAZIN 06
16th June — demopark
18th June — demopark
02nd July
16th July

bauMAGAZIN 07
30th July
06th August — branchenSPEZIALISTEN
13th August

bauMAGAZIN 08
27th August
03rd September — NORDBAU
10th September

bauMAGAZIN 09
17th September — NUFAM
24th September
08th October

bauMAGAZIN 10
15th October — A+A
22nd October
05th November

bauMAGAZIN 11
12th November — AGRITECHNICA
15th November — AGRITECHNICA
19th November
03rd December

bauMAGAZIN 12/01
17th December
31st December

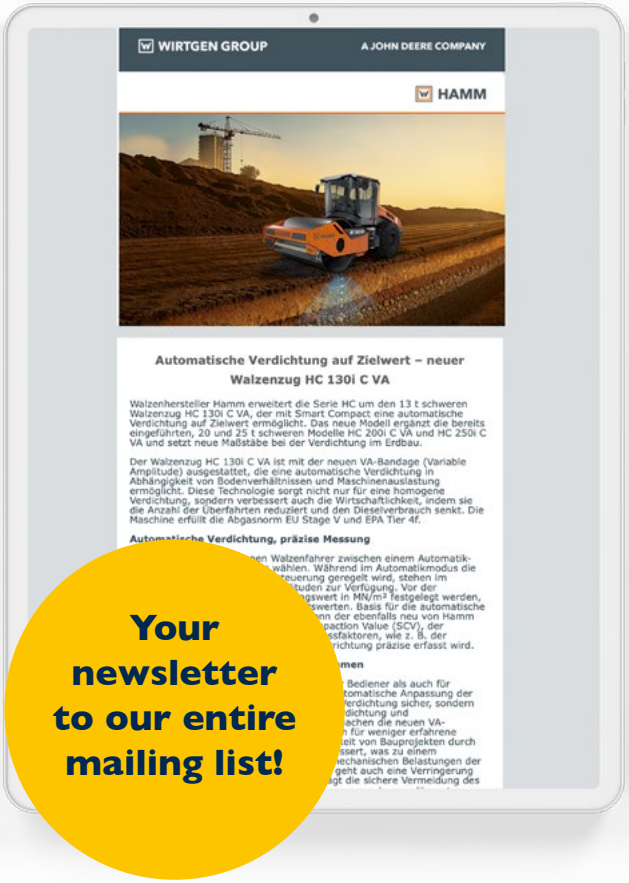
SPECIAL NEWSLETTER

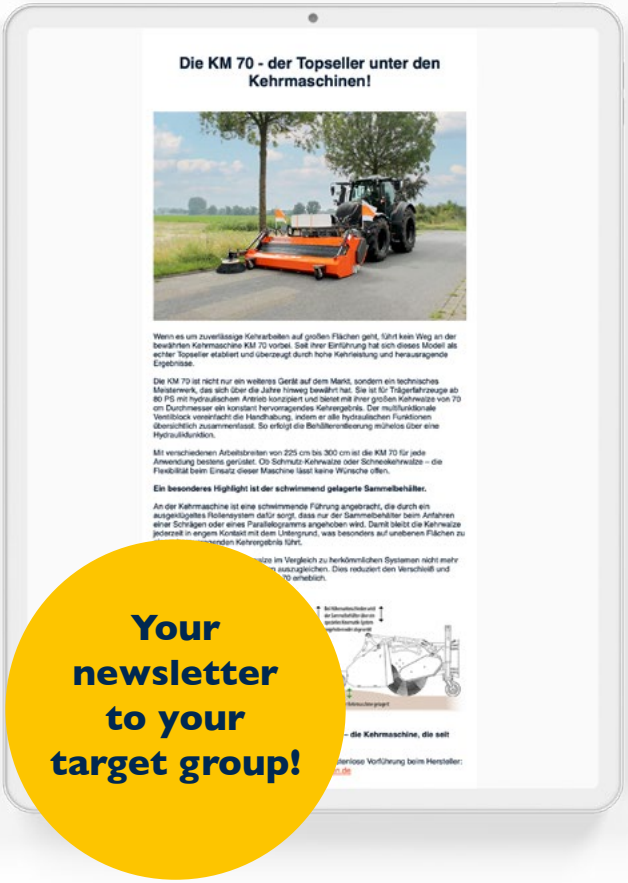
Special newsletter

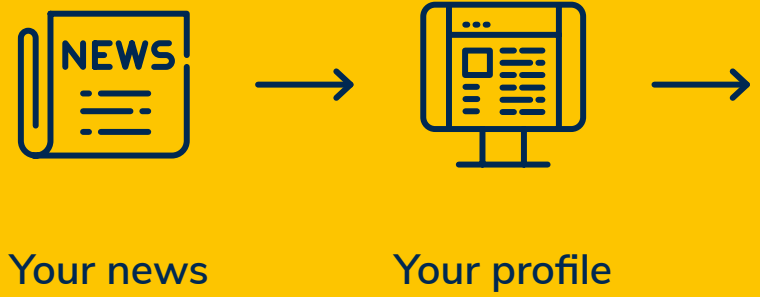
Dispatch to the entire baumagazin-online.de Newsletter-database (DSGVO-compliant).
Price: 3.890,– €

Topic specific special newsletter

Offers the possibility of corresponding selections (e.g. topic-specific, or also manufacturers, dealers, rental companies, up to a maximum of 5 000 e-mail addresses are included.
Price: 2.190,– €
Any other key target group 250,– €









The Partner Package: Visibility across all channels

via our wide-reaching social media channels, newsletters and the bauMAGAZIN and our specialist portal, we make your company news available to an extremely large readership on a daily basis.



Newsletter



Magazine

*subject to editorial approval





Portal

Visibility / Reporting

590,–€*

Partner-package Basic

Your entrance to baumagazin-online.de. We publish your profile on baumagazin-online.de with all the information which is important to you (e.g. contact details, locations, portfolio, videos, pictures, product leaflets, data sheets...).
All articles and messages about your company, your association or your seminar offers, which will be published in the bauMAGAZIN, will also be published on baumagazin-online.de, will be archived and are available to readers at any time.
Your profile on baumagazin-online.de is also linked to your website.

990,–€*

Partner-package Plus

Here you can increase your „Basic-Package“ on baumagazin-online.de with up to five additional press releases each year (if you want as well with a video-link). They will be placed both as an up-to-date message and at the corresponding topic, possibly even as »top news« at the front page of baumagazin-online.de.

1.990,–€*

Partner-package Premium

Our information flatrate* for you.
A guarantee for being permanently present on our portal baumagazin-online.de.

Duration period: one year from the booking date.
All prices are net / net.

* corresponding to our editorial guidelines.

SPONSORED CONTENT

990,–€

Sponsored Content

We publish your advertisement / news / article or desired content on our social media (Facebook, Instagram, LinkedIn) including a link.



PRICELIST

Homepage	Size in pixel	Placement	Prices / month	Monthly online booking option
Superbanner	940 x 200	On the start page (rolling)	1.500,– €	13 units
Exklusive-Superbanner	940 x 200	directly under the top news	2.000,– €	1 unit
Skyscraper	160 x 600	right sidebar	990,– €	8 units
Half-Skyscraper	160 x 300	right sidebar	750,– €	8 units
Video-Box within up-to-date messages		corporate video, product video (within up-to-date messages)	990,– €	3 units
Rectangle	288 x 400	On the start page (rolling)	890,– €	10 units (max. 20)
Advertorial = paid editorial article	940 x 480	Top-News (for customs without partner-package)	700,– €	7 x / 7 days
Newsline	**Size in pixel**	**Placement**	**Prices / month**	**Monthly online booking option**
Wide Content Ad	940 x 300	after click of each message / news within the text	1.500,– €	5 units
Skyscraper	160 x 600	right sidebar, after click of message / news	990,– €	8 units
Half-Skyscraper	160 x 300	right sidebar, after click of message / news	750,– €	8 units
Newsletter	**Size in pixel**	**Placement**	**Prices / month**	**Booking possibility per newsletter**
Advertisement	600 x 350	Advertisement in Newsletter	990,– €	5 units
Advertorial	600 x 300	Advertorial in Newsletter	990,– €	5 units
Premium placement	600 x 300 / 600 x 350	First Advertorial / First Advertisement in Newsletter	1.190,– €	1 unit

The general Terms and conditions for the trade journal bauMAGAZIN and the trade portal baumagazin-online.de can be found at www.baumagazin-online.de/agb

B2B-Display Advertising

Reach B2B users and decision-makers in the **construction industry** with attention-grabbing **Display Advertising**.





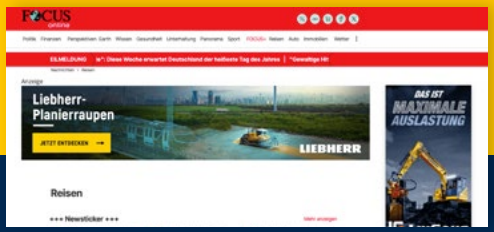
How does audience display targeting work?

1 Experts mark



Users gather information about the construction industry on baumagazin-online.de and receive a cookie that marks them as interested parties.

2 Recognize and address



We will later recognize these users on other websites and display your advertising there in a targeted manner, across devices and without any wastage.

3 Visitors win



Interested parties click on your ad and go directly to your website or a special landing page.

Audience Display Targeting Costs

Campaign concept and creation of 8 different advertising banners which are displayed on the chosen websites of our premium network: 250,– €*

Cost for 1 000 impressions (CPT): 36,– €*

Campaigns can be implemented individually according to budget requirements.

1.230,– €*

PACKAGE 30

- Campaign design
- Banner creation (8 formats)
- 30 000 ad impressions
- **Price ad 100,– €**

2.310,– €*

PACKAGE 60

- Campaign design
- Banner creation (8 formats)
- 60 000 ad impressions
- **Price ad 100,– €**

3.340,– €*

PACKAGE 90

- Campaign design
- Banner creation (8 formats)
- 90 000 ad impressions
- **Price ad 150,– €**

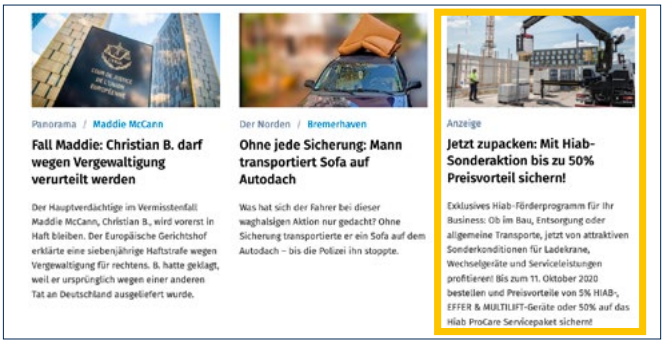
* All prices plus VAT.

Excerpt from our Premium Network



B2B Native Advertising

1. Text-Image-Advertisement



You can reach B2B users and decision-makers specifically on our Premium network with **editorial Text-Image Ads.** These adapt optically to the partner website and are linked to your website or landing-page. Currently only available in Germany.

2. Text-Image + Advertorial



Text-Image-Advertisement



Advertorial

You can reach B2B users in our premium network with **editorial Text-Image ads**.

These adapt optically to the website environment and are linked to an **advertorial**, which is also displayed in the look and feel of the publishing website. This form of advertising has a **very high level of user acceptance** and is particularly suitable for the presentation of products that require explanation, such as in the B2B area.

Reach your target audience with content advertising on over 100 newspaper websites worldwide:



NATIVE ADVERTORIALS

CREATION OF THE VARIOUS AD DESIGNS

1. TEXT + GRAPHIC

455,–€*

2. TEXT + GRAPHIC + ADVERTORIAL

610,–€*

\+

CPC (COST PER CLICK)

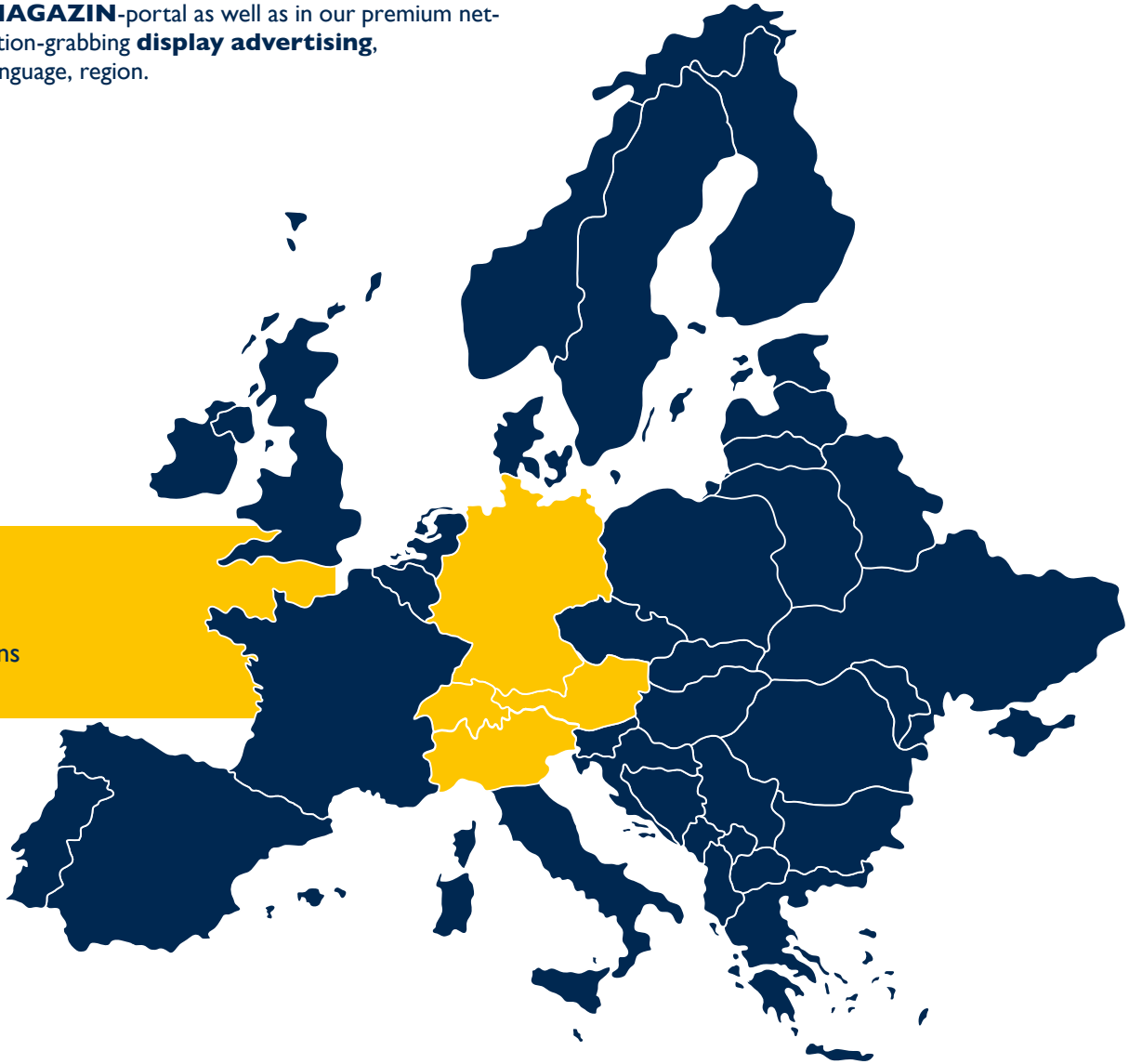
3. COST PER CLICK
(Minimum 200 Clicks)

4,–€*

* Prices not including applicable sales taxes

B2B Geotargeting

Reach B2B users and decision-makers in the **construction industry** according to geographical areas, within the **bauMAGAZIN**-portal as well as in our premium network, with attention-grabbing **display advertising**, e.g. in country, language, region.



PRICES

Relating to Country / Regions of choice.

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High advertising effect
no matter if print or online with the...
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Three portals
One trade

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www.sbm-verlag.de

baumagazin-online.de

bau MAGAZIN

baustoff PARTNER

bau SICHERHEIT