

bau
MAGAZIN

bau
MAGAZIN
ONLINE

THE MAGAZINE &
SPECIALIST PORTAL
FOR

| CONSTRUCTION
MACHINERY
| CONSTRUCTION
EQUIPMENT
| CONSTRUCTION
VEHICLES

MEDIA KIT 2024



SBM
verlag gmbh





EVERYTHING AT ONE VIEW

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 16650 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 61 500 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

Publishing- and project management Editorial department

Tobias Haslach
Dan Windhorst
Thomas Seibold
Norman Zenzinger
Andreas Bilancia
Benjamin Chucholowski
Wolfgang Emmeler

Key Account Manager Advertisements scheduling

Volume/Year Mode of publishing

28th volume, 2024
monthly
(11 issues including
1 double issue 12/1)

Publishing house Postal address

SBM Verlag GmbH
Hermann-von-Barth-Str. 2
87435 Kempten
Germany

Telephone

+49 (0) 8 31 / 5 22 04-0

Internet

www.baumagazin-online.de

E-Mail

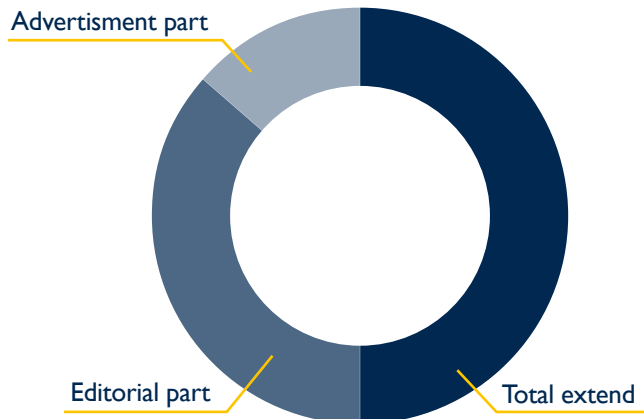
info@baumagazin-online.de

EVERYTHING AT ONE VIEW

Subscription price

	annual subscription
Domestic:	55,00 € (dispatch and VAT included)
Abroad:	89,00 € (dispatch included)
Retail Price:	8,50 € (order at: www.baummagazin-online.de/magazin/abo)
ISSN:	1610-3785

Extend analysis	2022/23	= 11 issues
Magazine format	DIN A4, 210 mm wide, 297 mm high	
Total extend	1 912 pages	= 100,00%
Editorial part	1 395 pages	= 72,95%
Advertisement part including	517 pages	= 27,05%
Used machinery market Special publication	75 pages	= 14,50%
„branchenSPEZIALISTEN“ Special publication	51 pages	= 9,86%
„branchenTREFF“	23 pages	= 4,45%
Insert	10 units	
Bound inserts	4 units	

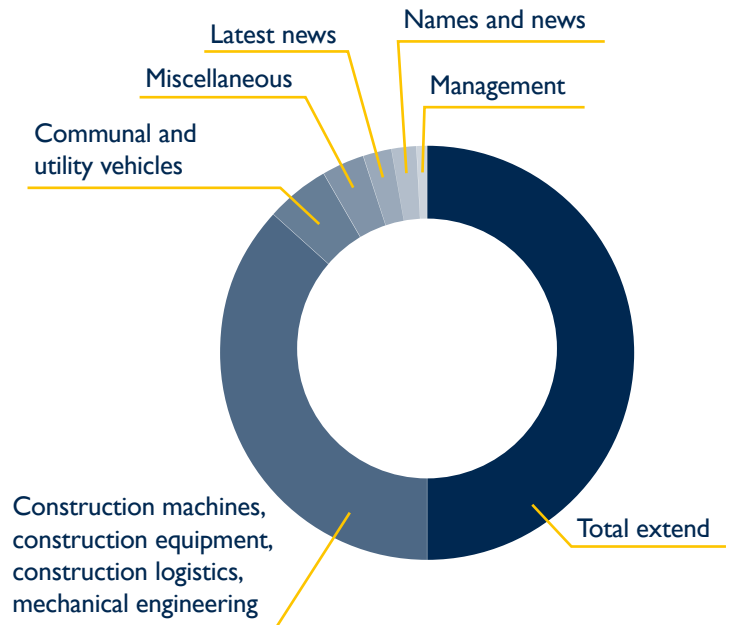


Content analysis of the editorial part

2022/23	1 394 pages	= 100,0%
1. Construction machines/ construction equipment/ construction logistics/ mechanical engineering	1 028 pages	= 73,71%
2. Communal and utility vehicles	138 pages	= 9,92%
3. Management	21 pages	= 1,52%
4. Names and news	55 pages	= 3,96%
5. Latest news*	58 pages	= 4,15%
6. Miscellaneous**	94 pages	= 6,74%

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

***) Miscellaneous contains: Editorial, Table of contents, imprint, list of editorial offices, self-advertising, testimonial, Tipps for companies



Editions analysis

Copies per issue quarterly average
(Status 3rd quarter 2022 based on the AMF scheme)

Print run	17267
Actually circulated issue	16796
thereof abroad	291
Issue sold	3399
thereof abroad	117
thereof member pieces	–
- copies subscribed	3399
- other sales	–
- single sale	–

Free copies

13397

Residual, archive and sample copies

471

Geographical circulation analysis

Economic area	Share of the actually circulated issue	
	%	copies
Domestic	98,2	16505
Abroad	1,8	291
Actually circulated issue	100,0	16796

Breakdown of the actually circulated issue according to Nielsen areas

Actual domestic circulation 16 505
abroad 291

Nielsen area I

Schleswig-Holstein, Hamburg, Bremen, Lower Saxony
2009

Nielsen area II

North Rhine-Westphalia
2315

Nielsen area IIIa

Hessen, Rhineland-Palatinate, Saarland
2799

Nielsen area IIIb

Baden-Wuerttemberg
2491

plus
6242

monthly readers of the bauMAGAZIN online edition

Nielsen area IV

Bavaria
3597

Nielsen area V

Berlin
908

Nielsen area VI

Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt
813

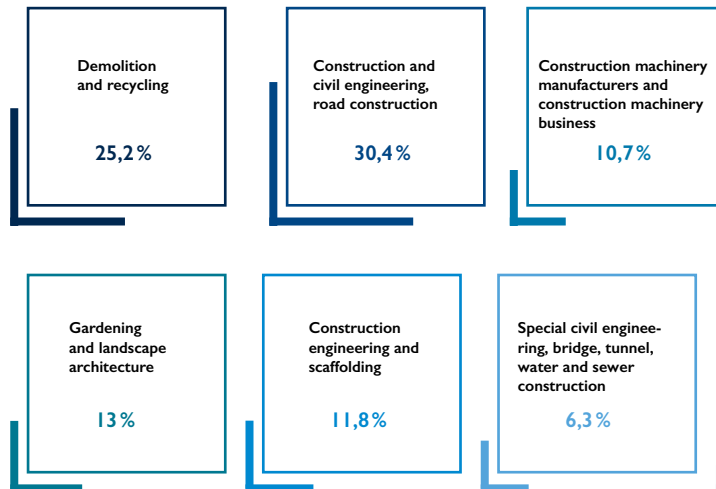
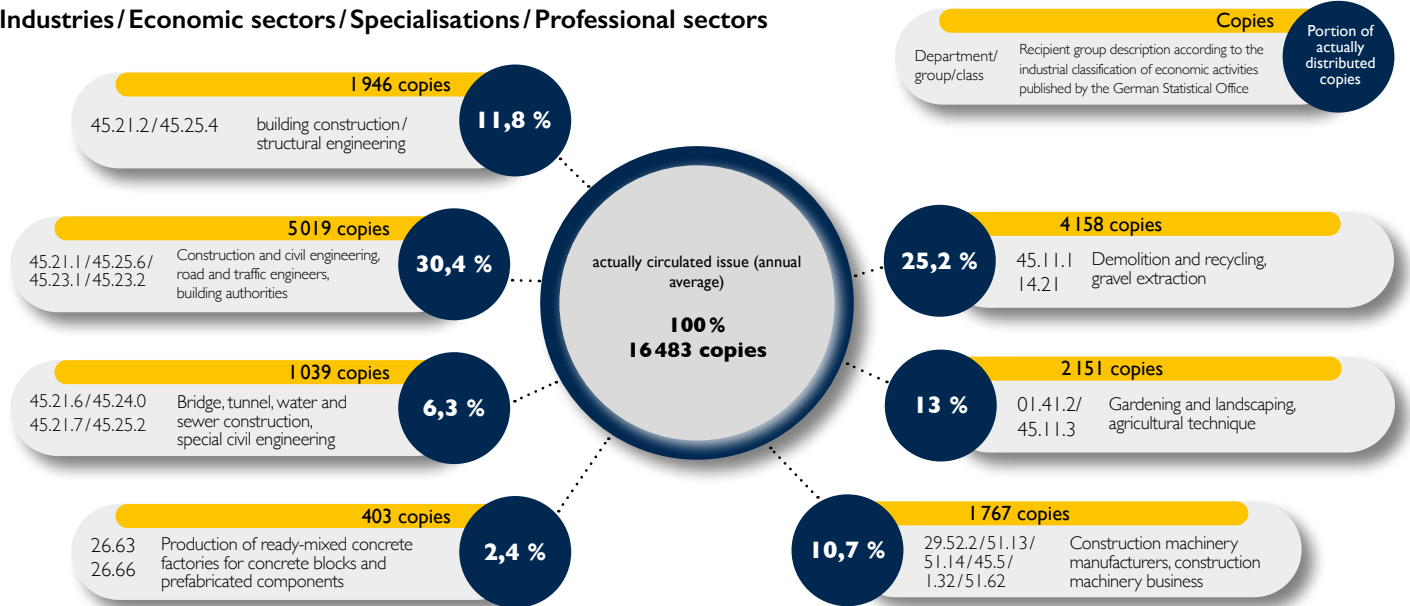
Nielsen area VII

Thuringia, Saxony
1573

Click here for more infos!

EVERYTHING AT ONE VIEW

Industries / Economic sectors / Specialisations / Professional sectors



Statistical number of readers per company: 3,02 (reader analysis 2023)

Readership of the **bauMAGAZIN** is made up of about 61 500 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.

[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.

Special Forms of Advertising



Supplements

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



Cover page, 4-color, (200 mm wide x 180 mm high, plus 3 mm bleed)
 + Cover story, maximum 2 pages editorial
 + 1 month presence as advertorial on the baumagazin-online homepage
 + 2 newsletters (incl. cover story + cover motif)
 without right of withdrawal / not discountable 7 990,- €
 (for increased editions on request)

2nd cover page, 4-color 5 990,- €

3rd cover page, 4-color 5 990,- €

4th cover page / back cover, 4-color 5 990,- €



Other Special Forms of Advertising

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

Price on demand

For example
2 sheet (4-sided)

Binder 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.

**Click here
for more
infos!**

branchen

SPEZIALISTEN 07/24

As the construction industry's reference booklet for products and services, bauMAGAZIN-branchenSPEZIALIST has proven itself over decades – now the popular format is taking a new approach! In the future, the branchenSPEZIALIST will appear in a completely new design: High-quality layouts and impressive panorama double-page spreads with generously placed images present your products, offers and ideas in the best possible light.

ONLINE
range extension

- + special newsletter
- + Publication on baumagazin-online.de
- + Facebook post
- All included!



Advertorial + Advertisement 2 pages

The ideal combination: With the combination of 1.5-page advertorial plus ½-page ad motiv (210 x 146 mm + 3 mm bleed), you combine your textual content with the best possible placed advertisement – more visibility is not possible. The 2 pages can be designed individually according to your wishes.

Advertorial 1 page

The classic: With a 1-page advertorial, you convey all important content via a tried-and-tested format that can be placed prominently and designed according to your own ideas.



1990€*

Advertisement 1 page

Size: 210 x 297 mm
+ 3 mm bleed



Advertorial 2 pages

A double-page advertorial – that’s marketing presence with a sledgehammer! The generous 2-page format can be used to create powerful layouts that encourage readers to read on and give your products and services the biggest stage possible.

FREE

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.



Advertisement 2 pages

Size: 420 x 297 mm + 3 mm bleed

BOOKING DEADLINE: 19th June 2024

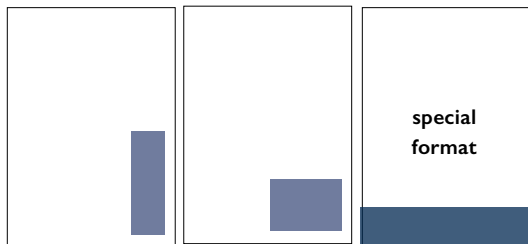


Advertisement Formats

Sizes width x height

t: type area

b: in the bleed
(+ 3 mm bleed)



1/8 horizontal

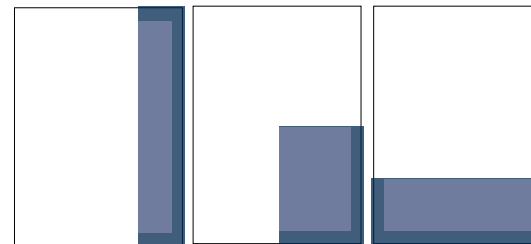
1/8 vertical

1/8 vertical

t: 42,5 x 130 mm

t: 90 x 65 mm

b: 210 x 48 mm



1/4 horizontal

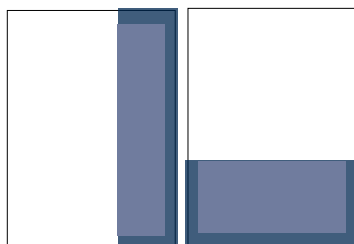
1/4 horizontal

1/4 vertical

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

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

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

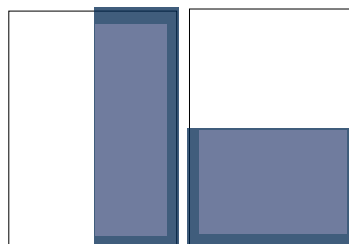


1/3 horizontal

1/3 vertical

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

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

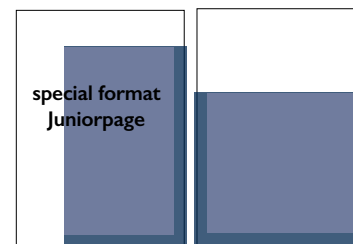


1/2 horizontal

1/2 vertical

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

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

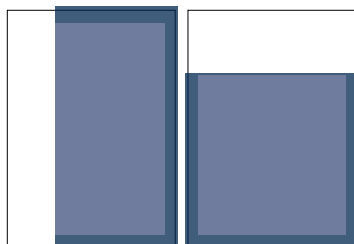


2/3 horizontal

2/3 vertical

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

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

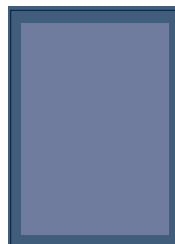


3/4 horizontal

3/4 vertical

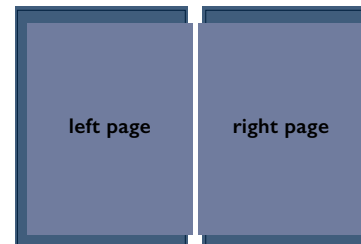
t: 137,5 x 265 mm
b: 150 x 297 mm

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



1/1 page

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



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 horizontal	150 x 297 horizontal 210 x 216 horizontal	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,- €

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

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

100 % 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
IBAN DE 14 7332 0073 6690 4171 87
SWIFT (BIC) HYVEDEMM428
Tax number 127/137/20036

TOPIC PLAN

02 February		03 March		04 April		05 May		06 June		07 July	
<ul style="list-style-type: none"> Highway and road construction/ -maintenance Earthmoving Sewer and pipeline construction/ -maintenance Civil engineering/ tunnel construction Containers Construction and utility vehicles 		<ul style="list-style-type: none"> Landscape contracting/ block pavement construction Municipal machinery OEM Machine, vehicle-, and drive-technology Maintenance/care/ repair Shuttering/ Scaffolding/ concrete construction Lifting/ hoisting/ crane technology Concrete processing and reconstruction Construction and utility vehicles 		<ul style="list-style-type: none"> Extraction/ processing/ crushing/ screening Demolition technology/ deconstruction/ recycling Safety at the construction site/ workwear Building site equipment Construction and utility vehicles 		<ul style="list-style-type: none"> Earthmoving Sewer and pipeline construction/ -maintenance Recycling-, separation and environmental technology Municipal machinery Concrete processing and reconstruction Information technology in construction/ construction management Construction and utility vehicles 		<ul style="list-style-type: none"> Landscape contracting/ block pavement construction Municipal machinery Shuttering/ Scaffolding/ concrete construction OEM Machine, vehicle-, and drive technology Maintenance/care/ repair Containers Construction and utility vehicles 		<ul style="list-style-type: none"> Highway and road construction/ -maintenance Earthmoving Civil engineering/ tunnel construction Sewer and pipeline construction/ -maintenance Lifting/ hoisting/ crane technology Construction and utility vehicles 	
				FAIR EDITION MAWEV + INTERMAT		FAIR EDITION IFAT		SPECIAL TOPIC Shuttering technology		SPECIAL SUPPLEMENT der branchenSPEZIALISTEN	
DATE											
ED	16.01.	ED	13.02.	ED	12.03.	ED	12.04.	ED	13.05.	ED	11.06.
AD	24.01.	AD	21.02.	AD	20.03.	AD	19.04.	AD	21.05.	AD	19.06.
Classified ads section AD	31.01.	Classified ads section AD	28.02.	Classified ads section AD	26.03.	Classified ads section AD	26.04.	Classified ads section AD	27.05.	Classified ads section AD	26.06.
PD	10.02.	PD	09.03.	PD	06.04.	PD	08.05.	PD	08.06.	PD	06.07.
FAIR ISSUE											
Infratech	09.01.–11.01.	Eisenwaren messe	03.03.–06.03.	MAWEV	10.04.–13.04.	Logimat	08.05.–10.05.	The Tire	04.06.–06.06.		
VDBUM	30.01.–02.02.			Intermat	24.04.–27.04.	IFAT	13.05.–17.05.	Hillhead	25.06.–27.06.		
Oldenburger Rohrleitungsforum	08.02.–09.02.	BeBoSa	19.03.–21.03.			Betontage	14.05.–16.05.	IVT Expo	26.06.–27.06.		
Asphalttage	21.02.–23.02.	Fachtagung Abbruch	22.03.								
Geotherm	29.02.–01.03.										

ED = Editorial Deadline AD = Advertising Deadline Classified ads section AD = Closing date used machinery market PD = Publishing date

08 August		09 September		10 October		11 November		12/01 December January	
<ul style="list-style-type: none"> • Extraction / processing / crushing / screening • Demolition technology / deconstruction / recycling • Safety at the construction site / workwear • Building site equipment • Information technology in construction / construction management • Construction and utility vehicles 		<ul style="list-style-type: none"> • Landscape contracting / block pavement construction • Municipal machinery • OEM Machine, vehicle-, and drive technology • Maintenance / care / repair • Concrete processing and reconstruction • Construction and utility vehicles 		<ul style="list-style-type: none"> • Earthmoving • Recycling-, separation and environmental technology • Shuttering / Scaffolding / concrete construction • Lifting / hoisting / crane technology • Containers • Construction and utility vehicles 		<ul style="list-style-type: none"> • Highway and road construction / -maintenance • Sewer and pipeline construction / -maintenance • Civil engineering / tunnel construction • Information technology in construction / construction management • Construction and utility vehicles • Safety at the construction site / workwear 		<ul style="list-style-type: none"> • Extraction / processing / crushing / screening • Demolition technology / deconstruction / recycling • OEM Machine, vehicle-, and drive technology • Maintenance / care / repair • Building site equipment • Construction and utility vehicles 	
SPECIAL TOPIC Tires		FAIR EDITION GaLaBau + IAA		SPECIAL TOPIC Forestry technology / Woody plant care		SPECIAL TOPIC Commercial winter service			
DATE									
ED	09.07.	ED	12.08.	ED	23.09.	ED	21.10.	ED	26.11.
AD	17.07.	AD	21.08.	AD	01.10.	AD	29.10.	AD	04.12.
Classified ads section AD	24.07.	Classified ads section AD	28.08.	Classified ads section AD	09.10.	Classified ads section AD	06.11.	Classified ads section AD	11.12.
PD	03.08.	PD	07.09.	PD	19.10.	PD	16.11.	PD	21.12.
FAIR ISSUE									
		Nordbau	04.09.–08.09.	Solids	09.10.–10.10.	Arbeitsschutz aktuell	05.11.–07.11.		
		GaLaBau	11.09.–14.09.						
		IAA Nutzfahrzeuge	16.09.–22.09.						

Topic Matrix

Demolition technology/ deconstruction / recycling

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

Safety at work

- Work wear and protective clothing
- Work protection

Construction and utility vehicles

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

Building site equipment

- Lighting technology/signalling equipment
- Generators/compressors
- Shutoff devices
- Anti-theft protection
- Cleaning technology/equipment

Concrete processing and reconstruction

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

Earth-moving

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

GaLa construction / pavement construction and road construction

- Compact engines and compact vehicles
- Accessory equipment
- Recycling plants and compost works
- Small devices and tools
- 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

- 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

Lifting / hoisting / crane technology

- 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

Information technology / construction / management

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

Sewer pipeline construction / sewer rehabilitation

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

Communal machinery

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

Machine, vehicle and drive technology

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

Containers

- Site-, living-, office containers
- Modular systems
- Rapid assembly halls
- Commercial and industrial building

Recycling, Separation and Environmental Technology

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

Shuttering / Scaffoldings / concrete construction

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

Civil engineering / tunnel construction

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

Management

- Leasing
- Financing
- Insurance
- Further education

Traffic route engineering / -rehabilitation

- 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

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

Possible Combinations of Our Construction Media

Print combinations



complete edition:
25 650



complete edition:
25 650



complete edition:
34 650

Online combinations



Coverage portal visits:
55 188

Coverage Newsletter:
35 792

Coverage Social Media
(Facebook, Twitter, Instagram):
77 010

Potential coverage
193 640



Coverage portal visits:
41 214

Coverage Newsletter:
32 797

Coverage Social Media
(Facebook, Twitter, Instagram):
74 921

Potential coverage
174 582



Coverage portal visits:
63 287

Coverage Newsletter:
47 751

Coverage Social Media
(Facebook, Twitter, Instagram):
81 743

Potential coverage
227 431

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

bauMAGAZIN



Editorial article

Print run: 16 650



Advertisement

We make you visible.

- Cross-media
- Measurable
- Transparent

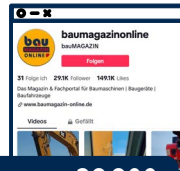
Social Media



Approx. 28 550 subscribers



Approx. 8 500 subscribers



Approx. 29 900 subscribers

Newsletter



2 x a month

Approx. 20 840 subscribers



**YOUR
KEY TARGET GROUP
140 810 CUSTOMERS**

Website



Approx. 33 120 visitors/month

Short characteristic

bauMAGAZIN online 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 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 offers various complementary forms of online advertising. Thus, bauMAGAZIN online 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 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

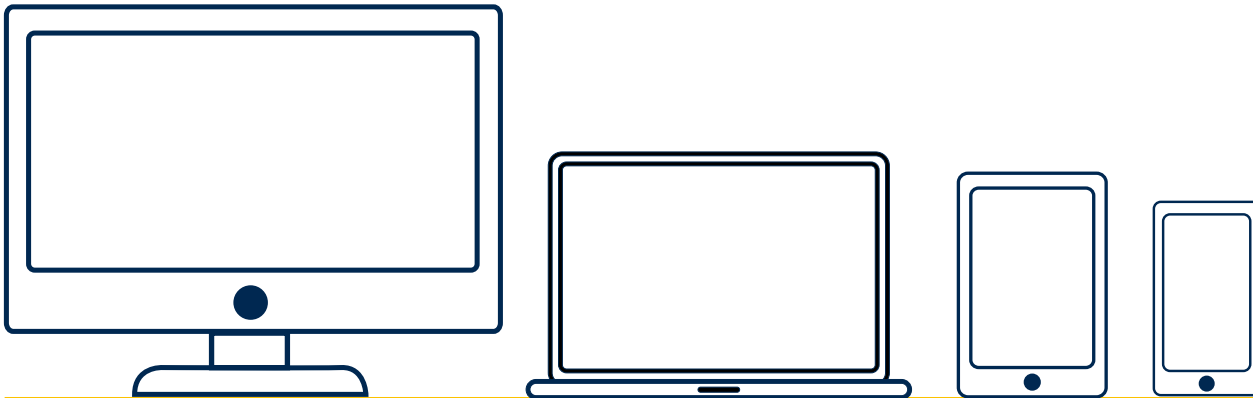
Audited circulation
Precise basis for the advertising market

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:

- 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 (just under 20 000 subscribers) – published twice a month
- Facebook and Instagram – 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

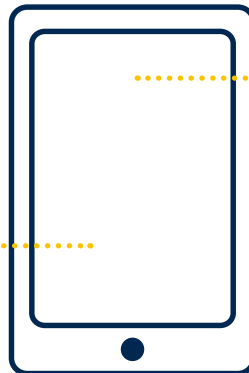
Mauro Di Renzo
mdr@sbm-verlag.de

Access

33 115 Visits

56 971 Page Impressions

Monthly average Juli – September 2023,
source: IVW



Our range/Month

Portal Visits: 33 115

Newsletter: 20 838

Social Media (Facebook,
Instagram, TikTok): 70 188

Total: 124 141

26.09.2023

Homepage Banner

HOMEPAGE

1 Advertorial

Placement: Top-News
Price/week: 700,- €

2 Exclusive-Superbanner

Size: 940 x 200 px
Placement: Directly under the top news
Price/month: 2000,- €

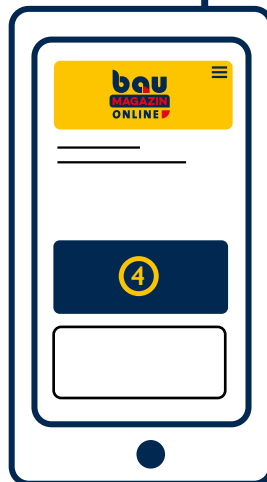
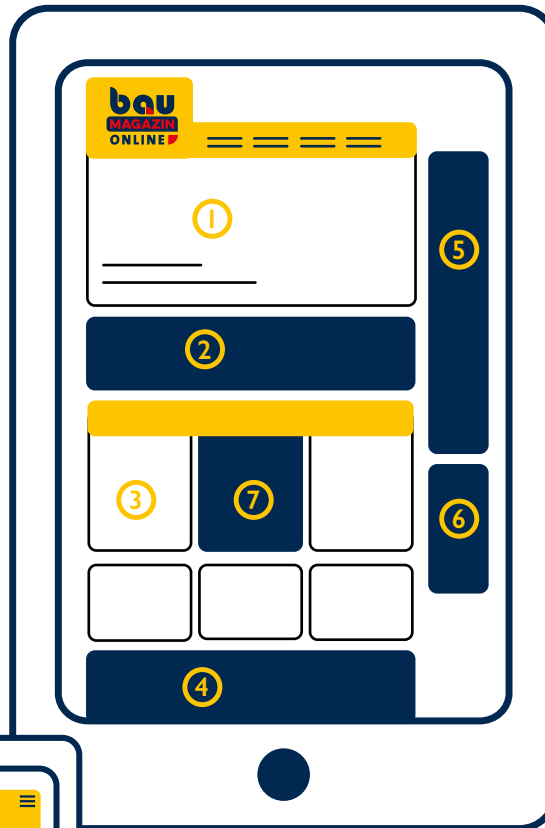
3 Video-Box

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

MOBILEVERSION

4 Additional visibility in the mobile version

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: 1500,- €

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: 650,- €

7 Rectangle

Size: 288 x 350 px
Placement: On the start page (rolling)
Price/month: per 690,- €

All prices in € plus applicable statutory VAT rate.

Newsline

① Skyscraper

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

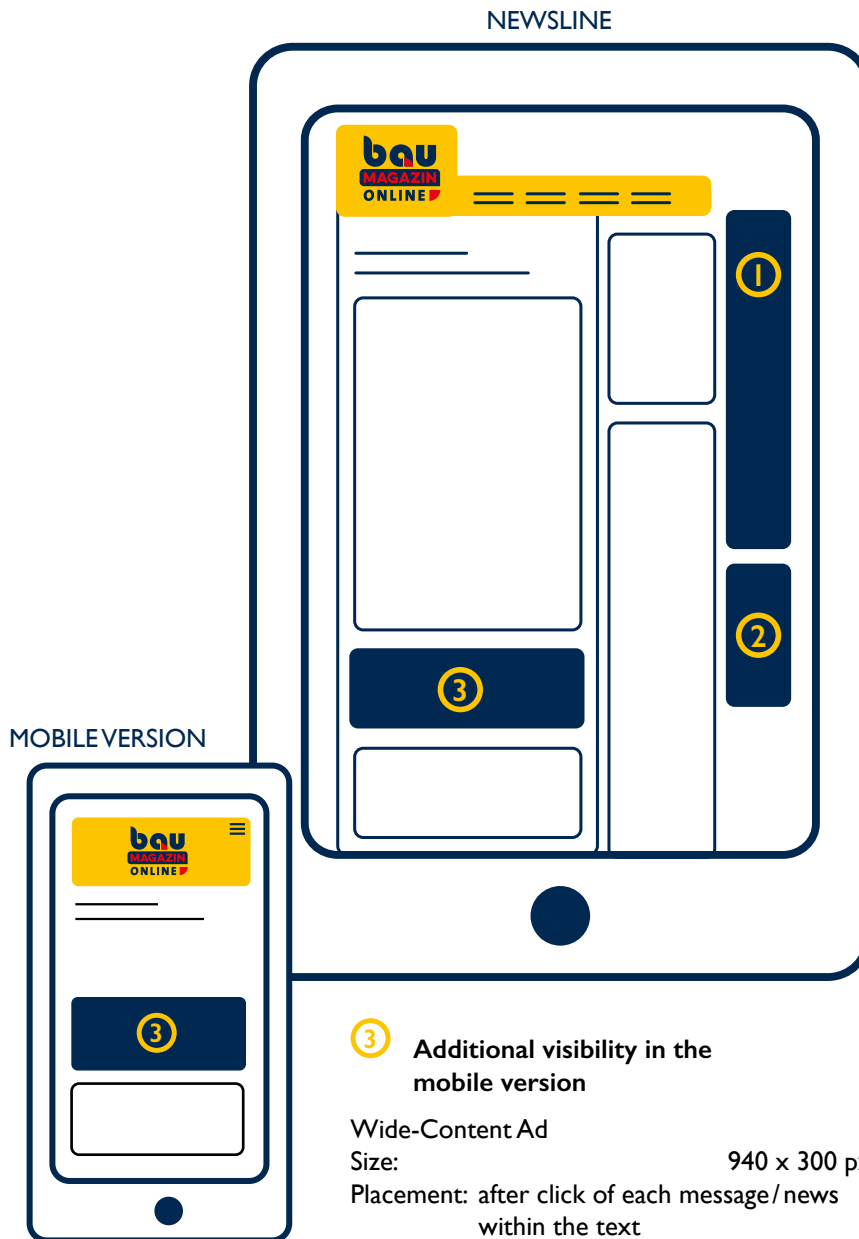
② Half-Skyscraper

Size: 160 x 300 px
 Placement: right sidebar, rotating on one of the theme pages
 Price/month: 650,- €

③ Wide-Content-Ad

Wide-Content Ad
 Size: 940 x 300 px
 Placement: after click of each message/news within the text
 Price/month: 1 500,- €

All prices in € (Euro) plus valid VAT.



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



i Advertising/Advertorial

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

Publication dates

1		8	
12. January		09. August	
26. January		23. August	
2		9	
16. February		02. September (NORDBAU)	
3		06. September	
01. March		09. September (GALABAU)	
15. March		11. September (GALABAU)	
28. March		13. September (IAA)	
4		16. September (IAA)	
05. April (MAWEV)		27. September	
08. April (MAWEV)		10	
12. April		11. October	
19. April (INTERMAT)		25. October	
26. April		11	
5		08. November	
10. May (IFAT)		22. November	
13. May (IFAT)		12	
17. May		06. December	
31. May		20. December	
6		1	
14. June		17. January 2025	
28. June			
7			
12. July			
19. July (BranchenSPEZIALISTEN)			
26. July			

Special Newsletter



Special newsletter

Dispatch to the entire baumagazin-online.de Newsletter-database (DSGVO-compliant).

Price: 3 890,- €

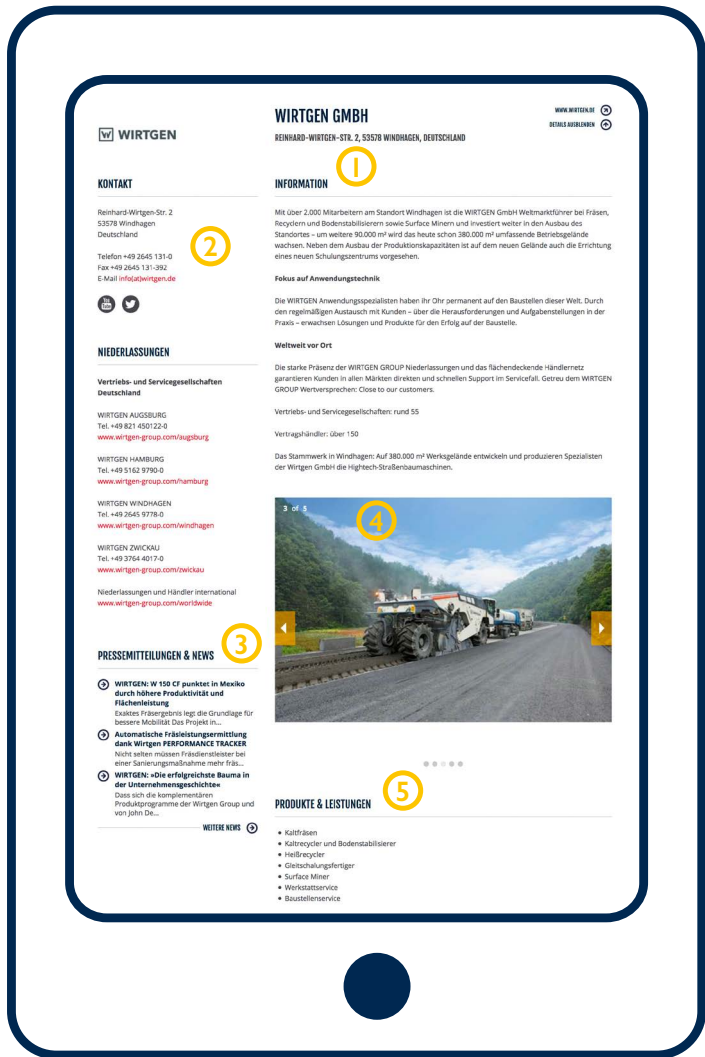


Topic specific special newsletter

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: 1 790,- €
Any other key target group 250 ,- €

Partner-packages



- ① Portfolio
- ② Contact details
- ③ Archive of your press releases

- ④ Product/Company Videos and Images
- ⑤ Product/Service Portfolio

Partner-package Basic

Your entrance to bauMAGAZIN online. We publish your profile on bauMAGAZIN online 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, will be archived and are available to readers at any time. Your profile on bauMAGAZIN online is also linked to your website.

590,- €

Partner-package Plus

Here you can increase your „Basic-Package“ on bauMAGAZIN online 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.

990,- €

Partner-package Premium

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

1 990,- €

Duration period: one year from the booking date. All prices are net/net, plus possible commission for agencies.

* corresponding to our editorial guidelines.

Sponsored Content

990,- €

Sponsored Content

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

The screenshot shows a Facebook post from 'baumAGAZIN' featuring a video of a Volvo truck. The post includes a detailed performance analytics sidebar on the right side.

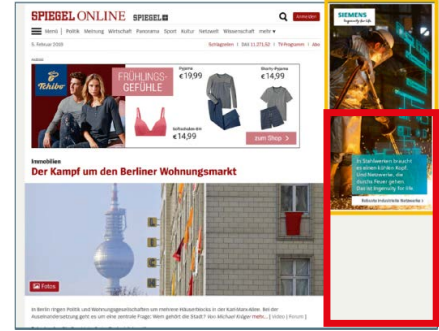
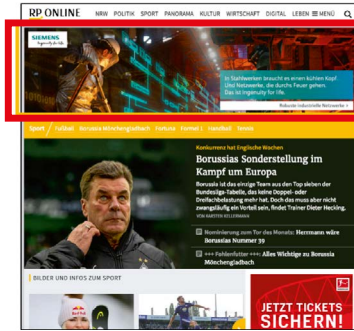
Performance deines Beitrags		
81.899 erreichte Personen		
35.913 3-sekündige Videoaufrufe		
1.103 Reaktionen, Kommentare und geteilte Inhalte #		
835 Gefällt mir	268 Zu einem Beitrag	367 Zu geteilten Inhalten
14 Love	1 Zu einem Beitrag	13 Zu geteilten Inhalten
2 Haha	0 Zu einem Beitrag	2 Zu geteilten Inhalten
26 Wow	7 Zu einem Beitrag	19 Zu geteilten Inhalten
179 Kommentare	90 Zum Beitrag	89 Zu geteilten Inhalten
247 Geteilte Inhalte	247 Zum Beitrag	0 Zu geteilten Inhalten
6.687 Klicks auf Beiträge		
918 Klicks zum Abspielen	1 Link-Klicks	5.768 Andere Klicks #
NEGATIVES FEEDBACK		
8 Beitrag verbergen	0 Als Spam melden	7 Alle Beiträge verbergen
0 Seite gefällt mir nicht mehr		

Pricelist

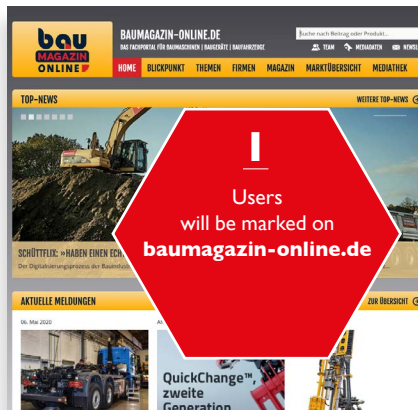
Homepage	Size in pixel	Placement	Prices/month	Monthly online booking option
Superbanner	940 x 200	On the start page (rolling)	1 500,- €	13 units
Exklusive-Superbanner	940 x 200	directly under the top news	2 000,- €	1 unit
Skyscraper	160 x 600	right sidebar	990,- €	8 units
Half-Skyscraper	160 x 300	right sidebar	650,- €	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)	690,- €	10 units (max. 20)
Advertorial = paid editorial article		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	650,- €	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 350	Advertorial in Newsletter	990,- €	5 units

B2B-Display Advertising

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



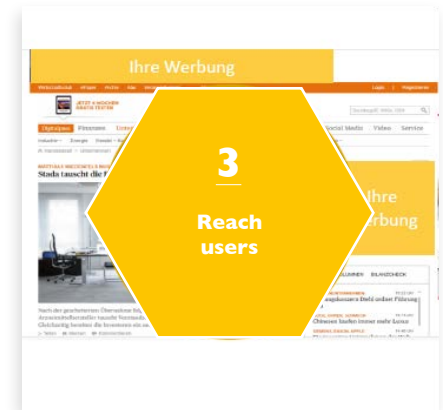
Functionality Audience Display Targeting



An average of **23 351 users a month** marked by cookies.



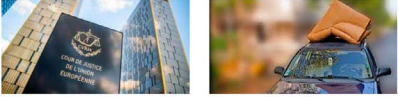
The interested users previously marked on **bau-magazin-online.de** will be found on the web-sites from our network.



We feature your content and your advertising banners for the interested users **without marketing waste**.

B2B Native Advertising

1. Text-Image-Advertisement



Panorama / **Maddie McCann**

Fall Maddie: Christian B. darf wegen Vergewaltigung verurteilt werden

Der Hauptverdächtige im Vermisstenfall Maddie McCann, Christian B., wird vorerst in Haft bleiben. Der Europäische Gerichtshof erklärte eine siebenjährige Haftstrafe wegen Vergewaltigung für rechtmäßig. B. hatte geklagt, weil er ursprünglich wegen einer anderen Tat an Deutschland ausgeliefert wurde.

Der Norden / **Bremerhaven**

Ohne jede Sicherung: Mann transportiert Sofa auf Autodach

Was hat sich der Fahrer bei dieser waghalsigen Aktion nur gedacht? Ohne Sicherung transportierte er ein Sofa auf dem Autodach – bis die Polizei ihn stoppte.


Anzeige

Jetzt zupacken: Mit Hiab-Sonderaktion bis zu 50% Preisvorteil sichern!


Exklusives Hiab-Förderprogramm für ihr Business: Ob im Bau, Entsorgung oder allgemeine Transporte, jetzt von attraktiven Sonderkonditionen für Ladekrane, Wechselgeräte und Serviceleistungen profitieren! Bis zum 11. Oktober 2020 bestellen und Preisvorteile von 5% HIAB-, EFFER & MULTILIFT-Geräte oder 50% auf das Hiab ProCare Servicepaket sichern!

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

2. Text-Image + Advertorial



Das ist ein Screenshot einer News-Website mit dem Titel 'Finanzreporting-Pflichteneine'. Die Anzeige ist in einem roten Rahmen hervorgehoben und enthält den Text: 'Exklusives Hiab-Förderprogramm für ihr Business: Ob im Bau, Entsorgung oder allgemeine Transporte, jetzt von attraktiven Sonderkonditionen für Ladekrane, Wechselgeräte und Serviceleistungen profitieren! Bis zum 11. Oktober 2020 bestellen und Preisvorteile von 5% HIAB-, EFFER & MULTILIFT-Geräte oder 50% auf das Hiab ProCare Servicepaket sichern!'.



Das ist ein Screenshot einer News-Website mit dem Titel 'Neue Weidtalische'. Die Anzeige ist in einem roten Rahmen hervorgehoben und enthält den Text: 'Ladekrane und Container-Wechselgeräte im Förderprogramm für Ihre Investitionen'. Die Anzeige ist als Artikel dargestellt und enthält Bilder von Baustellen und Ladekränen.

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.

TARGETING & LEAD-TOOLS

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 + Advert.

610,- €*

CPC (COST PER CLICK)

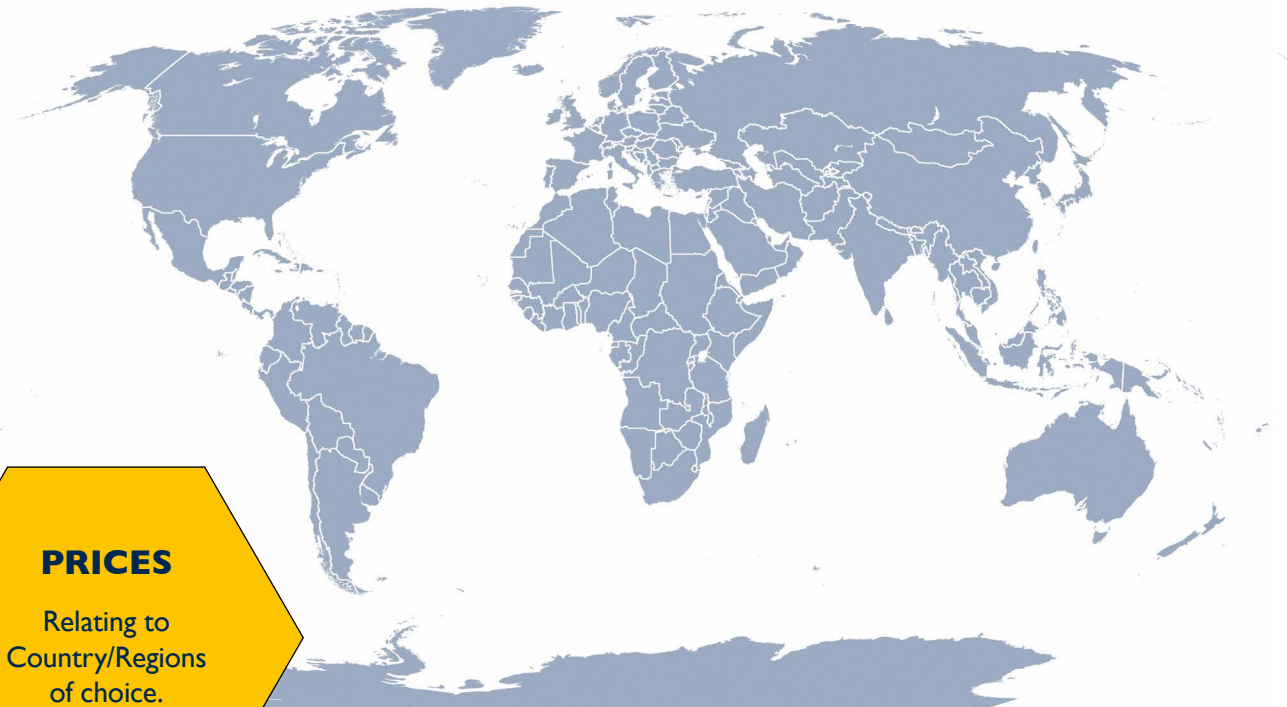
- Cost per Click (Minimum 200 Clicks)

4,- €*

* Prices not including applicable sales taxes, possible AE commission.

B2B Geotargeting

Reach B2B users and decision-makers in the **construction industry** according to geographical areas, within the **bauMAGAZIN**-portals 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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