

BBB

BundesBauBlatt

MEDIA DATA
2024

Communication solutions for the target
group of the housing sector



Published by



Bundesministerium
für Wohnen, Stadtentwicklung
und Bauwesen

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PRINT

Title portrait

4

Editorial schedule

5

Circulation and
distribution analysis

10

Prices, formats
and technical advice

11

Additional benefit Print
Property combination

15

WEBSITE

Title portrait

16

Website traffic

17

Prices, formats
and technical advice

18

NEWSLETTER

Time schedule
and technical advice

20

Prices, formats
and technical advice

21

Additional benefit digital
Online-Advertorial

22

Additional benefit digital
Whitepaper

23

Additional benefit digital
Linking in E-Paper

24

Additional benefit digital
Communication packages

25

Additional benefit digital
EINKAUFSFÜHRER BAU

26

Contacts
Publisher, editorial office, job market

27

Contacts
Sales

28

Our titles
Overview

29



BBB BundesBauBlatt

BundesBauBlatt Magazin is the trade magazine for the housing market. Every issue provides the managing directors and boards of housing associations with useful information in three key areas.

As an advertising medium **BundesBauBlatt Magazin** offers you:

- high context tailored to the interest of the target group
- exclusive distribution of the 12,000 copies to all relevant decision-making groups
- transparent performance data thanks to the only and independently determined readership structure analysis in the sector



Publication frequency

10 issues per year



Copies actually distributed

11,472 copies



Volume analysis

Magazine format DIN A4
Total volume 654 pages
Editorial section 545 pages
Advertising section 109 pages

| Issue | Dates | Main topics | | | Trade fairs/Events |
|----------|--|--|---|---|---|
| 1-2/2024 | Publication date: 09.02.2024 Editorial deadline: 12.01.2024 Advertising deadline: 18.01.2024 | Building Redevelopment <ul style="list-style-type: none"> - Elevators: Retrofitting - Bathrooms: Renovation and redesign - Balconies, patios, terraces: Conversion and refurbishment - Barrier-free: Living for multi generations - Windows and doors: Sound insulation - Paint/facades/TICS: Colour design concepts - Stairways: Refurbishment - Dry construction: Installation walls | Energy <ul style="list-style-type: none"> - Billing: Heating and utility costs - Renewable energies: Heating with solar and geothermal energy and wood - Gas-fired condensing appliances: Lower cost heating - Heating engineering: Meters and logging devices - Heating engineering: Storage and flow heaters - Smart meters: Intelligent electricity meters - Supply: Tenant electricity - Heat pumps: Without oil and gas | Towns and Communities <ul style="list-style-type: none"> - Outdoor installations: Letter and parcel boxes - Electromobility: Towns and cities on the move - Paint/facades/TICS: Colourful and vibrant neighbourhoods - Conversion of military sites: From barracks to urban community - Lighting planning: Energy-saving lights, LED & Co. - Parking systems: Automated solutions - Urbanization: Opportunities and risks - Communities: Affordable and climate-friendly homes | 20.-22.02.2024 digitalBAU - Trade show for digital solutions in the construction industry, Cologne 01.-03.03.2024 Gebäude.Energie.Technik GETEC, Freiburg 03.-08.03.2024 Light + Building, Frankfurt am Main 05.-08.03.2024 DACH + HOLZ, Stuttgart |
| 3/2024 | Publication date: 08.03.2024 Editorial deadline: 09.02.2024 Advertising deadline: 15.02.2024 | Housing Construction <ul style="list-style-type: none"> - Elevators: Low-cost solutions - Bathrooms: Planning, design, installation, fittings - Balconies, patios, terraces: Barrier-free construction - Timber construction: Modern and ecological - (Flat) roofs: Solar power systems and greening - Paint/facades/TICS: Fire protection - Floors: New ideas and trends - Masonry: Thermal and sound insulation - Serial and modular construction: Timber, steel, brick, concrete | Building Services Engineering <ul style="list-style-type: none"> - Elevators: Retrofitting - Barrier-free: Building communication - Fire protection: Smoke alarms - Electrical installations: More than just switches - Ventilation engineering and air conditioning: Windows, control, air hygiene - Security and locking systems: Locking systems and door intercoms - Smart home: The networked home - Water engineering: Potable water hygiene - Home ventilation: Windows, control, air hygiene | Software/IT <ul style="list-style-type: none"> - Billing systems: Digital and web-based - Property management: Controlling and steering - CAFM: Maintenance and public safety, - Cloud-computing: Software from the Internet - CRM systems: Customer service - Energy billing: Heat, water and electricity consumption - ERP systems: control of business processes - Process optimization: Design, documenting and improving - Security: Data protection | 19.-23.03.2024 SHK+E, Essen |

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

| Issue | Dates | Main topics | | | Trade fairs/Events |
|--------|--|--|---|--|---|
| 4/2024 | Publication date: 12.04.2024 Editorial deadline: 15.03.2024 Advertising deadline: 19.03.2024 | Building Redevelopment <ul style="list-style-type: none"> - Paint/facades/TICS: Algal and fungal attack - Windows and doors: Systems - (Flat) roofs: Maintenance, repair and insulation - Floors: Footfall sound installation - Healthy building: Remediation of contaminated housing - Heightening buildings: Extending living space - Interior insulation: Thermal insulation - Masonry: Mildew and damp damage - Serial and modular construction: Timber, steel, bricks, concrete | Market & Management <ul style="list-style-type: none"> - Accounting and taxation: Latest information - Digitalization: Shaping change - BIM: Challenge and opportunity - Demographic change: Barrier-free living - Facility management: Building management - Financing: Custom solutions - Tenancy law: News, info and case studies - Sustainability: Responsibility and opportunity | Town and Community <ul style="list-style-type: none"> - Waste management: Collection and disposal - Outdoor installations: Playgrounds - Balconies, patios and terraces: Flooring - Roof: Greening - Community E-hubs: More than just car parks - Paint/facades/TICS: Design possibilities - Security engineering: Locking systems (in assisted living complexes) - Underground carparks: Refurbishment - Urban living: Conversion and development of rear yards, flat roofs and industrial wasteland | 23.-26.04.2024 Farbe, Ausbau & Fassade, Cologne |
| 5/2024 | Publication date: 17.05.2024 Editorial deadline: 19.04.2024 Advertising deadline: 23.04.2024 | Housing Construction <ul style="list-style-type: none"> - Bathrooms: Accessible for senior citizens and disabled residents - Electrical installations: Smart assistants - Windows and doors: Functionality and Security - Paint/facades/TICS: Colour design concepts - (Flat) roofs: Planning and construction - Healthy building: Building materials - Serial and modular construction: Timber, steel, bricks, concrete - Stairways: Colour concepts - Dry construction: Acoustic and sound insulation | Energy <ul style="list-style-type: none"> - Renewable energies: Heating with solar and geothermal energy and wood - Efficiency: Heat pumps - Heating engineering: Heating with renewable raw materials - Heating engineering: With mini-CHP generating power and heat in your own home - Submetering: Reading services for electricity, cooling, heating and water systems - Consumption data: Logging, transfer and processing - Supply: Systems for district and local heating - Heat pumps: Greener heating | Multimedia <ul style="list-style-type: none"> - Big Data: Collecting, storage and processing data - Data protection: Dealing with personal data - Digitalization: Everything connected - IPTV: TV via the internet - Fibre optics: A network for everyone/ everything - Interaction and communication: Social networks, internet-services and community platforms - Internet of things: Everything connected with everything - Social media: Tenant loyalty | 05.-06.06.2024 Real Estate Arena, Hannover |

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| Issue | Dates | Main topics | | | Trade fairs/ Events |
|----------|--|---|---|---|---|
| 6/2024 | Publication date: 14.06.2024 Editorial deadline: 17.05.2024 Advertising deadline: 22.05.2024 | Building redevelopment - Bathrooms: Safety - Balconies, patios and terraces: Conversion and refurbishment - Timber construction: Modern and eco-friendly - Paint/facades/TICS: Algal and fungal attack - Windows and doors: Systems - (Flat) roofs: Energy-efficient refurbishment - Dry construction: Gypsum plaster board and gypsum fibre boards - Masonry: Thermal and sound insulation in brick construction - Serial and modular construction: Timber, steel, bricks, concrete | Building Services Engineering - Elevators: More quality of life - Heating engineering: Gas-fired condensing appliances – efficient and energy-saving - Ventilation engineering and air conditioning: Sustainable and energy-efficient systems - Smart home: Intelligent home regulation systems - Security and locking systems: Burglar protection - Water engineering: Potable water analysis & legionella bacteria prevention | Town and Community - Waste management: Disposal - Outdoor installations: Letter and parcel boxes - Outdoor installations: Green spaces - Building heritage protection: Energy-efficiency refurbishment - Electromobility: Charging solutions - Conversions: Urban planning on military sites - Lighting engineering: Energy-saving lighting, LED & Co. - Parking systems: Usage concepts | 19.-21.06.2024 The smarter E Europe - EEurope's Largest Alliance of Exhibitions for the Energy Industry, Munich 26.-27.06.2024 FeuerTrutz, Nuremberg |
| 7-8/2024 | Publication date: 19.07.2024 Editorial deadline: 21.06.2024 Advertising deadline: 27.06.2024 | Housing construction - Balconies, patios and terraces: Sealants and coatings - Barrier-free: Living without obstacles - Building structure protection: Sealing and damp-proofing - Paint/facades/TICS: Colour design concepts - (Flat) roofs: Thermal insulation - Floors: Coverings - Masonry: Safety - Densification: Filling construction gaps - Serial and modular construction: Timber, steel, bricks, concrete | Market & Management - Accounting and taxation: Latest info - BIM: Virtual planning - Demographic change: Homes for senior citizens - Digitalization: Current trends and future challenges - Facility management: Building management - Financing: Grant and subsidy schemes - Climate change: A challenge for the housing sector - Tenant associations/ participation: Strengthening bonds, avoiding conflicts - Tenancy law: News, info and case studies - Supply: Tenant electricity | Software/IT - Billing systems: Digital and web-based - Cloud-computing: Software from the internet - Energy billing: Heat, water and electricity consumption - ERP systems: Controlling business processes - Planning and budgeting: Solutions - Security: Data protection - Public safety obligations: Documentation | |

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

| Issue | Dates | Main topics | | | Trade fairs/ Events |
|---------|--|--|--|--|-------------------------------------|
| 9/2024 | Publication date: 06.09.2024 Editorial deadline: 09.08.2024 Advertising deadline: 15.08.2024 | Building Redevelopment <ul style="list-style-type: none"> - Bathrooms: Lots of space in small rooms - Paint/facades/TICS: Fire protection - Windows: Functionality and security - Flooring: Footfall noise insulation - Healthy building: Interior finishing - Monolithic construction: Possibilities and advantages - Dry construction: Acoustic and sound insulation - Serial and modular construction: Timber, steel, bricks, concrete - Stairways: Barrier-free design | Energy <ul style="list-style-type: none"> - Billing: Monitoring - Contracting: Heating supply - Insulation: Cost reduction - Renewable energies: Efficient power generation - Heating engineering: Storage and flow heaters - Tenant electricity: Business models - Consumption: Meters and measurement devices - Supply: Decentralized heating energy and hot water - Smart homes: Energy saving with intelligent management | Multimedia <ul style="list-style-type: none"> - Big data: Collecting, storage and processing data - Digitalization: Process changes - Fibre optics: A network for everyone and everything - Interaction and communication: Social networks, internet services and community platforms - Internet: Surfing, telephoning and TV - Social media: Tenant loyalty - Media supply: Specialists for the housing sector | 17.-20.09.2024 Security, Essen |
| 10/2024 | Publication date: 04.10.2024 Editorial deadline: 06.09.2024 Advertising deadline: 11.09.2024 | Housing Construction <ul style="list-style-type: none"> - Balconies, patios and terraces: Adding living space - Roofs: Loft conversion - Insulation: Reducing costs, saving the environment - Paint/facades/TICS: Thermal insulation systems – comparison of insulation materials - Windows: Remote opening/closing - Floors: Footfall noise insulation - Dry construction: Gypsum plaster board and gypsum fibre boards - Serial and modular construction: Timber, steel, bricks, concrete | Building Services Engineering <ul style="list-style-type: none"> - Fire protection / ventilation systems: Fans - Electrical installations: Intelligently connected - (Flat) roofs / lighting: Daylight systems - Smart homes: The networked house - Heating engineering: Surface heating on floors, walls and ceilings - Water engineering: Potable water hygiene - Home ventilation: Windows, control, air hygiene | Multimedia <ul style="list-style-type: none"> - Big Data: Collecting, storing and processing data - Digitization: Changes in processes - Fiber optics: A network for all - Interaction and communication: Social networks - Internet services and neighborhood platforms - Internet: Surfing, telephony and TV - Social media: Tenant engagement - Media supply: Specialists for the housing industry | 07.-09.10.2024 EXPO REAL, Munich |

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| Issue | Dates | Main topics | | | Trade fairs/ Events |
|---------|--|---|---|---|------------------------|
| 11/2024 | Publication date: 04.11.2024 Editorial deadline: 04.10.2024 Advertising deadline: 10.10.2024 | Building Redevelopment <ul style="list-style-type: none"> - Elevators: Retrofitting - Bathrooms: Plaster and tiles - Barrier-free: Home modifications - (Flat) roofs: Maintenance, repairs and insulation - Paint/facades/TICS - Design concepts - Floors: Floor coverings - Interior insulation: If nothing's possible on the outside - Masonry: Energy-efficient building blocks | Energy <ul style="list-style-type: none"> - Billing: Heating and operating costs - Contracting: Heating, electricity, hot water - Supply: Tenant electricity - Energy efficiency: Thermography - Heating engineering: Underfloor heating - Ventilation engineering: Energy saving - Heat pumps: Climate-friendly and cost-efficient heating | City and Community <ul style="list-style-type: none"> - Waste management: Disposal - Outdoor installations: Playgrounds - Heritage preservation: Energy-efficiency refurbishment - Paint/facades/TICS: Design opportunities - Sustainable communities: Living, homes and working - Urbanization: The city of tomorrow | |
| 12/2024 | Publication date: 02.12.2024 Editorial deadline: 08.11.2024 Advertising deadline: 08.11.2024 | Housing Construction <ul style="list-style-type: none"> - Bathrooms: Accessible for senior citizens and disabled residents - Paint/facades/TICS: Fire protection - (Flat) roofs: Planning and construction - Healthy building: Construction materials - Heightening buildings: Adding living space - Stairways: Safe and quiet - Serial and modular construction: Timber, steel, bricks, concrete | Building Services Engineering <ul style="list-style-type: none"> - Elevators: Drive systems - Fire protection: Smoke alarms - Electrical installation: Intelligent systems - Roofs/lighting: Daylight systems - Heating engineering: Surface heating on floors, walls and ceilings - Security and locking systems: Locking systems and door intercoms - Water engineering: Potable water analysis & legionella bacteria prevention | Market & Management <ul style="list-style-type: none"> - Waste management: Challenge and opportunity - Accounting and taxation: Latest info - BIM: The three letters for the new way of planning - Demographic change: Living without barriers - Digitalization: Shaping change - Facility management: Building management - Financing: Low-cost construction - Tenancy law: News, info and case studies - Services: Deposit management and credit assessment - Climate change: A challenge for the housing sector | |

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Circulation audit:

Circulation analysis:

Copies per issue
(annual average of July 1st 2022 to June 30th 2023)

| | | | |
|------------------------------------|--------|-----------------|----|
| Print run: | 9,100 | | |
| Copies actually distributed (tvA): | 11,472 | thereof abroad: | 22 |
| - thereof E-Paper: | 2,592 | thereof abroad: | 4 |
| Copies sold: | 924 | thereof abroad: | 8 |
| Subscriptions: | 904 | thereof abroad: | 8 |
| Other sales: | 19 | | |
| Single copy sales: | 0 | | |
| Free copies: | 10,549 | thereof abroad: | 10 |
| Archive and specimen: | 219 | | |

Geographic distribution analysis:

| Business regions | Copies actually distributed | |
|-----------------------------------|-----------------------------|--------|
| | % | Copies |
| Domestic | 99.8 | 11,450 |
| Abroad | 0.2 | 22 |
| Copies actually distributed (tvA) | 100.00 | 11,472 |

Summary of the survey method:

1. Method: Dissemination analysis by file evaluation - total survey
 2. Basic population: actual circulation 11,472 = 100 %
 3. Sample: total survey
 4. Target person of the study: not applicable
 5. Period of study: August 2023
 6. Execution of the study: Bauverlag BV GmbH
- Details on the survey method are available from the publishing company.

Distribution by Nielsen-Areas/German states:

| Distribution | Copies actually distributed | |
|---|-----------------------------|--------|
| | % | Copies |
| Nielsen-Area I | | |
| Schleswig-Holstein | 3.7 | 424 |
| Hamburg | 3.2 | 367 |
| Lower Saxony | 7.5 | 857 |
| Bremen | 0.8 | 89 |
| Nielsen-Area II | | |
| North Rhine Westphalia | 21.0 | 2,405 |
| Nielsen-Area IIIa | | |
| Hesse | 7.0 | 806 |
| Rhineland-Palatinate | 3.8 | 431 |
| Saarland | 0.8 | 91 |
| Nielsen-Area IIIb | | |
| Baden-Württemberg | 13.0 | 1,488 |
| Nielsen-Area IV | | |
| Bavaria | 16.9 | 1,931 |
| Nielsen-Area V | | |
| Berlin | 5.6 | 647 |
| Nielsen-Area VI | | |
| Mecklenburg-Vorpommern | 1.9 | 219 |
| Brandenburg | 2.5 | 284 |
| Saxony-Anhalt | 2.8 | 320 |
| Nielsen-Area VII | | |
| Thuringia | 2.7 | 314 |
| Saxony | 6.8 | 777 |
| Copies truly distributed in domestic area | 99.8 | 11,450 |

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 are subject to statutory VAT. Agency commission: 15 %. Please find the general terms and conditions at: <https://bauverlag.de/en/terms>

Additional charges:

Special positions: Inside front cover, inside back cover and back cover 890.00 €
Other prescribed positions: 20 %

Special colour: Each color 1,100.00 €

Discounts: Published within 12 month,
(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 % |

Architecture combination

20 % architecture combinations discount with
FACILITY MANAGEMENT

Crossmedia discount

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

Bauverlag publsiher combination

Publisher combination with all titles of Bauverlag
„Combination advantages“ on request.

No discount on inserts and additional technical costs.

Classified ads:

(not discountable)

| | | |
|--------------------------------------|---|---------|
| Job offers s/w | per height mm (1 column, 47 mm wide) | 6.20 € |
| Job offers colour | per height mm (1 column, 47 mm wide) | 11.50 € |
| Situation wanted s/w | per height mm (1 column, 47 mm wide) | 3.50 € |
| Opportunity ad, Purchase/sale b/w | per height mm (1 column, 47 mm wide) | 6.20 € |

From a print value of 1,200.00 €, your job posting will be displayed
online at www.BandesBauBlatt.de for 4 weeks for free.

Special ad types:

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

| | |
|---------|------------|
| 2-pages | 5,200.00 € |
| 4-pages | 6,550.00 € |
| 6-pages | 7,760.00 € |
| 8-pages | 9,000.00 € |

(others on request)

Discounts as per scale of discounts: 1 sheet = 1 ad page

Please supply bound inserts in untrimmed format of 216 mm
wide and 303 mm high (four pages and more: folded).
Raw format of bound-in inserts: bound inserts: 216 x 307 mm,
head trim: 7 mm, foot trim: 3 mm, lateral trim: 3 mm each

Quantity up to 170 g/qm, other weights on request.

Loose inserts:

Maximum size 205 x 290 mm

| | |
|--|----------------|
| Weight of loose insert | Price % |
| Full insert till 25 g and 2 mm thickness (higher weights and thicknesses on request) | 370.00 € |
| Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request) | 440.00 € |

For partial occupancy: selection costs per selection 150.00 €

Glued ad media:

Postcard

Product samples, other tip-ons

Price %

95.00 €

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 BBB no ...“

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.

Terms of payment:

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

Bank details:

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



Magazine format: 210 mm wide, 297 mm high, DIN A4
untrimmed: 216 mm wide, 303 mm high

Print space: 186 mm wide x 270 mm high
4 columns, 45 mm wide

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.

Property combination

You want to reach decision-makers in commercially used properties and facilities as well as housing sector companies and associations? Then the Property Combination is your best option:

- 10,000 recipients BundesBauBlatt +
9,000 recipients FACILITY MANAGEMENT =
19,000 recipients in the property sector
- with BundesBauBlatt decision-makers for privately used residential property
+ with FACILITY MANAGEMENT decision-makers for industrially used property
- quality of the readers and of the media performance of both titles guaranteed by TNS Infratest

Your combination advantage:

You book: advertisements in the same format in BundesBauBlatt
and FACILITY MANAGEMENT

You receive: 20% property combination discount

property combination = coverage, decision-makers and quality for the best price



FACILITY MANAGEMENT

Target group: Business managers
responsible for properties
and estates

Circulation: 9,000
Copies

Price: 1/1 Page colour 6,990.00 €
1/2 Page colour 4,610.00 €
www.FACILITY-MANAGEMENT.de



www.BundesBauBlatt.de

The BBB website supplements and expands the magazine's range of information with industry news, new products, a subsidy database and other important specialist information for decision-makers in the housing industry. It thus offers advertising customers the ideal complement to address this important target group and enables an increase in reach.

BBB Newsletter

A monthly update is distributed to the decision-makers in the housing sector in the form of the BBB newsletter. Every month the BBB newsletter offers you an opportunity for direct contact with managing directors and boards. With an average opening rate the BBB newsletter has extraordinary reach.



**Page
impressions**

45,690 per month



Visits

36,049 per month



**Unique
user**

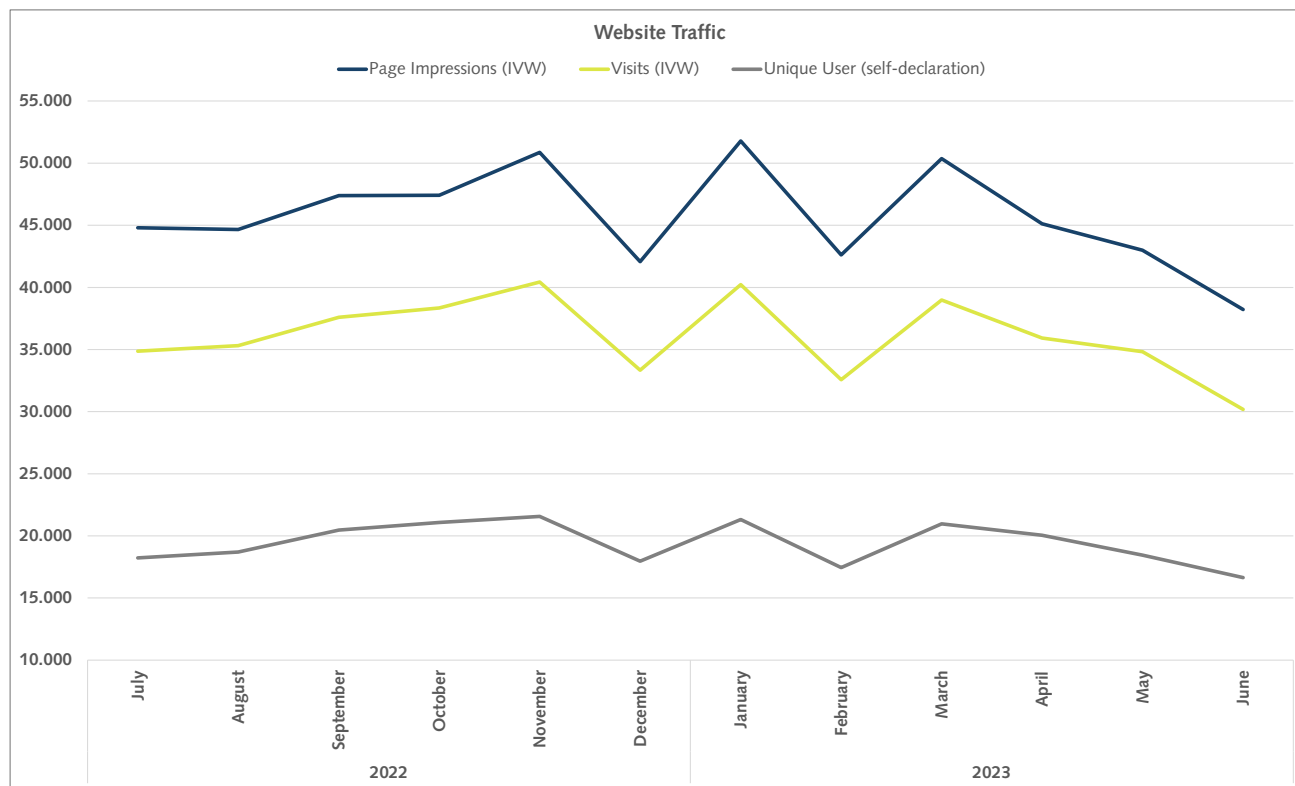
19,405 user



**Newsletter
contacts**

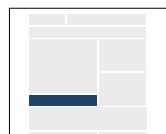
3,469 Ø recipients

Traffic audit:



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

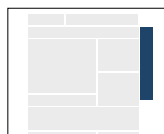
Pricee and Werbeformen (Price für 28 Tage / 4 Wochen):



Fullsize banner

Format (B x H):
468 x 60 px

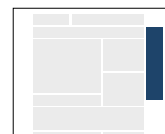
630.00 €



Skyscraper

Format (B x H):
120 x 600 px

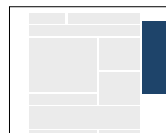
938.00 €



Wide skyscraper

Format (B x H):
160 x 600 px

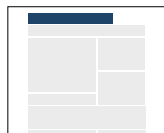
1,099.00 €



Half page

Format (B x H):
300 x 600 px

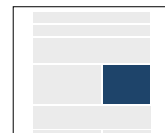
1,253.00 €



Superbanner

Format (B x H):
728 x 90 px

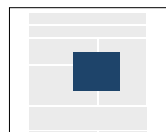
784.00 €



Medium rectangle

Format (B x H):
300 x 250 px

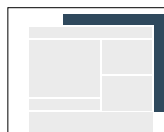
1,099.00 €



Layer ad

Format (B x H):
400 x 400 px

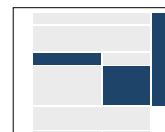
On request



Wallpaper

Format (B x H):
728 x 90 px + 120 x 600 px

1,414.00€



Ad bundle

- Fullsize banner
- Skyscraper
- Medium rectangle

938.00 €

| Werbeform | Platzierung | Format (pixel, width x height) | Price in €/4 weeks |
|------------------------|---|----------------------------------|--------------------|
| Skyscraper sticky | website, in rotation with max. two additional | 120 x 600 | 1,022.00 |
| Wide Skyscraper sticky | website, in rotation with max. two additional | 160 x 600 | 1,176.00 |
| Half Page sticky | website, in rotation with max. two additional | 300 x 600 | 1,330.00 |
| Billboard | on all pages except homepage, in rotation with max. two additional | 970 x 250 | 1,568.00 |
| Expandable wallpaper | website, in rotation with max. two additional | 728 x 90 + 120 x 600 (300 x 600) | 1,568.00 |
| Situations vacant | in the job market | individual | 1,200.00 |
| Microsite | own navigation within the website, duration 12 weeks | individual | 9,450.00 |
| OnlinePLUS | addition to an existing online article/advertorial | photos, videos, PDFs | 1,176.00 |

All online advertising formats can be booked exclusively. Prices, availability, other time periods and other formats possible on request.
All prices plus 19 % VAT. Agency commission 15 %. You can find the 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

Please also provide a medium rectangle for the online advertising options in order to guarantee optimisation for mobile devices. 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 your banner to
order.management@bauverlag.de

Delivery time:

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
- advertising format
- motif name
- contact person for inquiries

| Issue | Publishing date | Booking deadline |
|---------|-----------------|------------------|
| 1/2024 | 24.01.2024 | 15.01.2024 |
| 2/2024 | 14.02.2024 | 05.02.2024 |
| 3/2024 | 28.02.2024 | 19.02.2024 |
| 4/2024 | 13.03.2024 | 04.03.2024 |
| 5/2024 | 27.03.2024 | 18.03.2024 |
| 6/2024 | 17.04.2024 | 08.04.2024 |
| 7/2024 | 08.05.2024 | 26.04.2024 |
| 8/2024 | 22.05.2024 | 10.05.2024 |
| 9/2024 | 12.06.2024 | 03.06.2024 |
| 10/2024 | 26.06.2024 | 17.06.2024 |
| 11/2024 | 24.07.2024 | 15.07.2024 |
| 12/2024 | 28.08.2024 | 19.08.2024 |
| 13/2024 | 11.09.2024 | 02.09.2024 |
| 14/2024 | 25.09.2024 | 16.09.2024 |
| 15/2024 | 09.10.2024 | 27.09.2024 |
| 16/2024 | 06.11.2024 | 25.10.2024 |
| 17/2024 | 20.11.2024 | 11.11.2024 |
| 18/2024 | 04.12.2024 | 25.11.2024 |

Recipients:
managing directors and decision-makers in the housing sector

Circulation:
3,469 recipients
Openingrate net: 26.7 %
(source: InxMail, average per month July 2022 until June 2023)



File formats:

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

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

Format of newsletter:

HTML or text

Delivery address:

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

Delivery date:

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

Please send your materials together with the required meta-information:

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

You will get a reporting about the recipients/ opening rate and ad-clicks.

Pricee and Werbeformen:

Text ad premium



- first text ad in newsletter
- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
800.00 €

Text ad

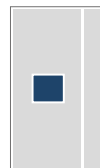


- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

Placement:
content

Price:
665.00 €

Medium rectangle

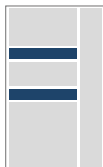


Format:
300 x 250 px

Placement:
content

Price:
800.00 €

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
535.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to the
content

Price:
665.00 €

Wide skyscraper



Format:
160 x 600 px

Placement:
next to the content

Price:
800.00 €

Newsletter takeover



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

Placement:
content, exclusive

Price:
4,930.00 €

Situations vacant



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

Placement:
content

Price:
665.00 €

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 knowledge of a particular topic, demonstrate your problem solving abilities or explain why it is beneficial to use your product – there are many reasons why you might consider using an online-advertorial.

The online-advertorial comes with a comprehensive 4-week communications package consisting of the following components:

- permanent online posts on www.bundesbaublatt.de (these remain accessible via the search function after the 4-week period has expired)
- medium rectangle with placement across the entire website as a teaser with a link to the online post
- 1 text ad in BBB Newsletter with a link to the online post
- advertised Facebook post via Facebook fanpage of BBB with a link to the online post

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



Whitepaper

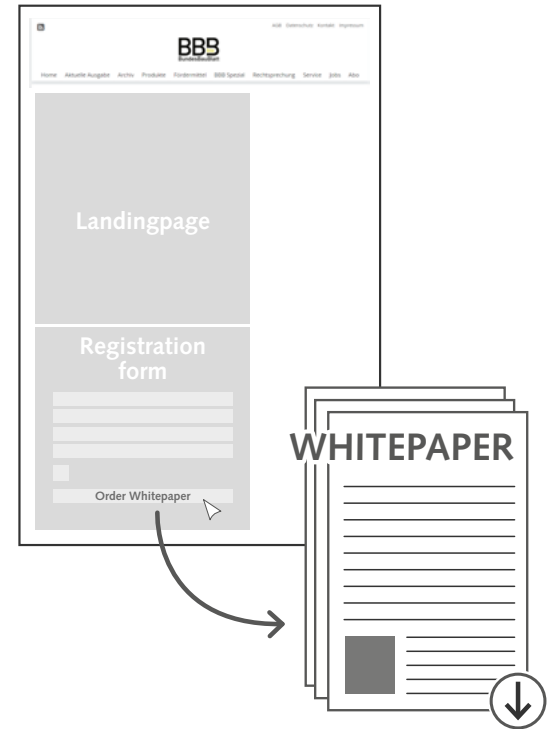
Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on **www.bandesbaublatt.de**. Interested users receive the white paper in exchange for their contact details.

We will provide you with the following **services** in close coordination with you:

- Landingpage incl. registration form
- Advertising teaser via our media channels website, newsletter and social media
- Delivery of leads (data protection compliant)

Duration: 8 to 12 weeks (variable, by arrangement)

Price: on request



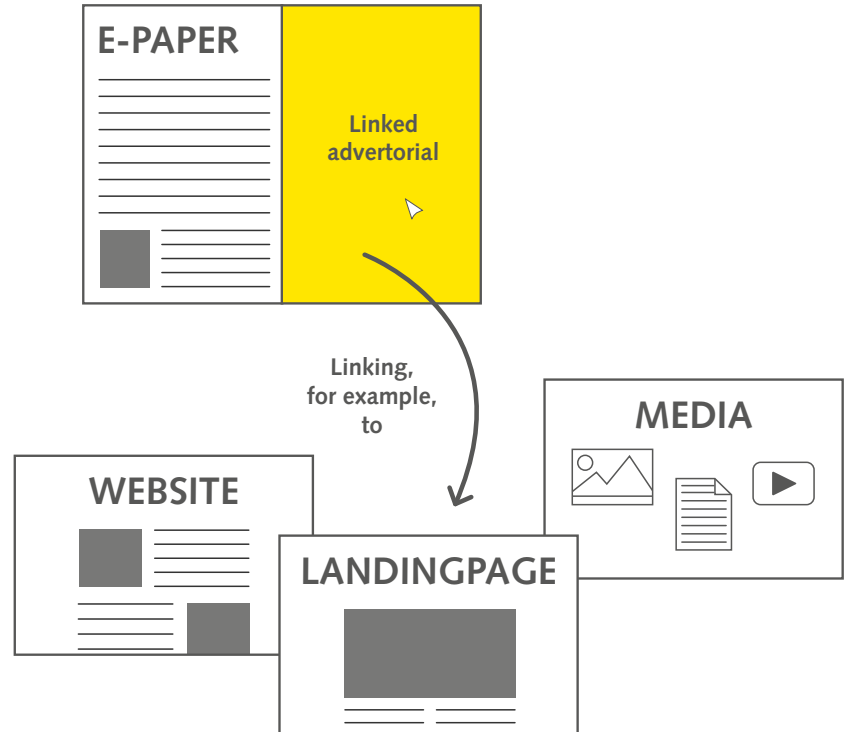
Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper (epaper.bandesbaublatt.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 €



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



Half page ad on
www.BundesBauBlatt.de



Wide Skyscraper in
BBB Newsletter

Duration 4 weeks
Price: 1,847.70 € plus VAT.

Cross-media product advertising package



Online-Advertorial on
www.BundesBauBlatt.de
(for benefits, see previous page)



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

Duration 4 weeks
Price: 6,465.60 € plus VAT.

We can put together further packages with appropriate digital and print formats upon request.

Looking for something? Find it here!

Make sure that market players in the construction and property sector can find you.

EINKAUFSFÜHRER BAU

Bauverlag's EINKAUFSFÜHRER BAU is the online search engine for construction professionals. At www.EINKAUFSFUEHRER-BAU.de, they can find the manufacturers of all construction products.

BUILDING TRADES COMPANIES AND ENGINEERS

(from the painting and decorating, stucco, plastering, drywall construction, carpentry, joinery, roofing and timber construction, electrics, plumbing, HVAC, metal engineering)

CONSTRUCTION COMPANIES (in building construction, civil engineering, road construction, garden und landscaping and tunnel construction)

TRADE

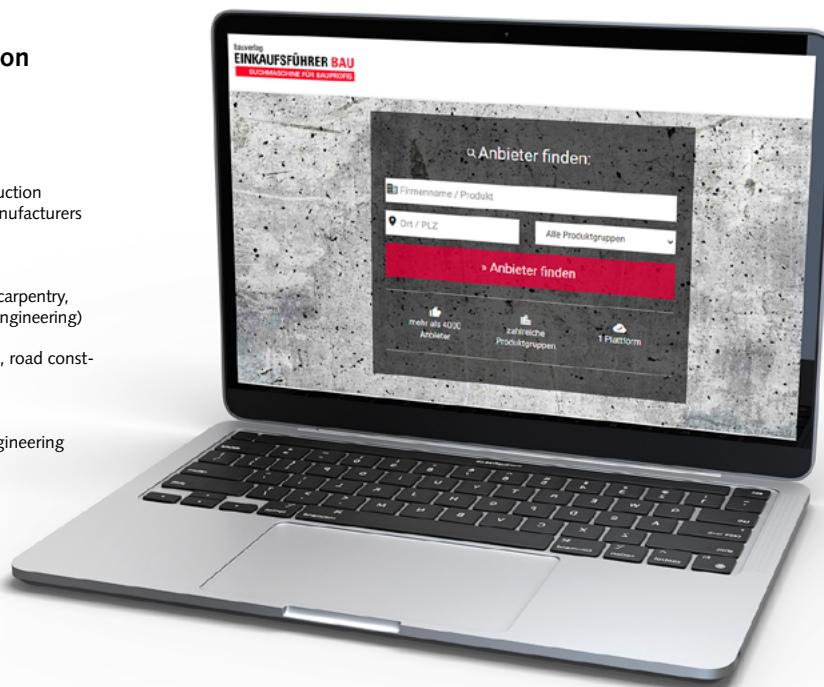
(construction machinery, construction materials, roofing materials, civil engineering supplies)

FACILITY MANAGERS AND HOUSING ASSOCIATIONS

ARCHITECTS AND PLANNING & CONSTRUCTION ENGINEERS

Request a quote now!

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We will support your media planning – just give us a call or send us an E-Mail!



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