

MEDIA DATA 2024

Communication solutions for the target group of the managers of real estate and facilities used for commercial, public or industrial purposes.



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FACILITY MANAGEMENT

FACILITY MANAGEMENT is the magazine for managers of real estate and facilities used for commercial, public or industrial purposes. Special articles contain all the information those interested in facility management require. The latest news, product information, legal issues and other news form the trade complete the editorial. A special feature of the journal is the detailed analysis of a finished project in which exemplary facility or building management schemes are already in operation.



Publication frequency

6 issues per year



Copies actually distributed

9,519 copies



Volume analysis

Magazine format DIN A4
Total volume 368 pages
Editorial section 311 pages
Advertising section 57 pages

Issue	Dates	Themes	Trade fairs/Events
1/2024 January/ February	Publication date: 27.02.2024 Editorial deadline: 15.01.2024 Advertising deadline: 05.02.2024	<ul style="list-style-type: none"> • How is the FM market developing? Trends and topics of the year 2024 • BIM integration • ESG is in the real estate industry • Digitization of buildings: driver for more sustainability • Operation and maintenance of charging infrastructure • Space management • Operator obligations under control 	20.-22.02.2024 digitalBAU , Cologne 03.-08.03.2024 light + building , Frankfurt 12.-15.03.2024 MIPI , Cannes
2/2024 March/April	Publication date: 12.04.2024 Editorial deadline: 01.03.2024 Advertising deadline: 19.03.2024	<ul style="list-style-type: none"> • Energy monitoring and distribution in industrial properties • Modular construction • Lighting management in administrative buildings • IFC interface for the connection of data management systems • Laws, standards and guidelines in FM • Fleet management in SMEs: tips and trends • Access control with AI 	22.-26.04.2024 Hannover Messe , Hannover
3/2024 May/June	Publication date: 17.05.2024 Editorial deadline: 12.04.2024 Advertising deadline: 23.04.2024	<ul style="list-style-type: none"> • E-Mobility: Commercial charging stations • Energy management software in practice • Remote monitoring of fire alarm systems • Optimized cleaning management with CAFM • Green space management • User-centered and energy-efficient building operation • Physical security in companies 	05.-06.06.2024 Real Estate Arena , Hannover 19.-21.06.2024 Intersolar , Munich

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

Issue	Dates	Themes	Trade fairs/Events
4/2024 July/August	Publication date: 15.07.2024 Editorial deadline: 10.06.2024 Advertising deadline: 21.06.2024	<ul style="list-style-type: none"> • Energy guzzler air conditioning: Tips for planning and operation • Security systems in the company: From access to time recording • Digital scheduling of maintenance technicians • Organizing maintenance and inspection schedules and meeting operator responsibilities • Cybersecurity or IT security • Data acquisition for energy and indoor climate management • Service provider control in facility management 	17.-20.09.2024 SECURITY , Essen
5/2024 September/ October	Publication date: 20.09.2024 Editorial deadline: 19.08.2024 Advertising deadline: 29.08.2024	<ul style="list-style-type: none"> • Building in existing buildings • Green roofs and photovoltaics: How operators save money • Building cleaning: Focus on hygiene and sustainability • Planning charging infrastructure in existing properties • Risks and potentials with ESG due diligence • Facades and glass cleaning • Acoustics in the office: concentrated work and visual highlight 	07.- 09.10.2024 EXPO REAL , Munich 22. - 25.10.2024 Orgatec , Frankfurt
6/2024 November/ December	Publication date: 18.11.2024 Editorial deadline: 13.10.2024 Advertising deadline: 24.10.2024	<ul style="list-style-type: none"> • Flexible space concepts and new work • Intelligent parking management • Winter service and operator obligations • Drinking water hygiene in healthcare • Energy supply in hospitals • Tendering of cleaning services • Secure IoT infrastructure 	21.-23.11.2024 GET Nord , Hamburg
Who is Who in FACILITY MANAGEMENT 2024	Publication date: 11.09.2024 Editorial deadline: 01.07.2024 Advertising deadline: 15.07.2024	Who is Who in FACILITY MANAGEMENT	

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



Circulation audit:

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

Print run:	8,988		
Copies actually distributed:	9,519	thereof abroad:	81
- thereof E-Paper:	710	thereof abroad:	6
Copies sold:	883	thereof abroad:	41
Subscriptions:	875	thereof abroad:	41
Other sales:	8		
Single copy sales:	0		
Free copies:	8,636	thereof abroad:	34
Archive and specimen:	178		

Geographic distribution analysis:

Business regions	Copies actually distributed	
	%	Copies
Domestic	99.1	9,438
Abroad	0.9	81
copies distributed	100.0	9,519

Summary of the survey method:

1. Method: Dissemination analysis by file evaluation - total survey
 2. Basic population: actual circulation 9,519 = 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:

	Copies actually distributed	
	%	Copies
Nielsen-Area I		
Schleswig-Holstein	3.1	294
Hamburg	3.2	315
Lower Saxony	7.0	686
Bremen	0.9	90
Nielsen-Area II		
North Rhine Westphalia	22.9	2,170
Nielsen-Area IIIa		
Hesse	8.8	837
Rhineland-Palatinate	4.1	387
Saarland	0.8	79
Nielsen-Area IIIb		
Baden-Württemberg	12.5	1,204
Nielsen-Area IV		
Bavaria	17.6	1,638
Nielsen-Area V		
Berlin	5.9	572
Nielsen-Area VI		
Mecklenburg-Vorpommern	1.4	131
Brandenburg	2.4	224
Saxony-Anhalt	1.5	147
Nielsen-Area VII		
Thuringia	2.4	226
Saxony	4.6	438
Copies truly distributed in domestic area	99.1	9,438

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 Other prescribed positions:	1,030.00 € 20 %
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Special colour	Each color	1,100.00 €
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All charges are discountable.

Discounts	Published within 12 month, (insertion year, starts with publication of the first advertisement)
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Staggered repeat discount

3 times	3 %
6 times	5 %
12 times	10 %
18 times	15 %
24 times	20 %

Quantity scale

3 pages	5 %
6 pages	10 %
12 pages	15 %
18 pages	20 %
24 pages	25 %

Architecture combination

20 % architecture combinations discount with BandesBauBlatt

Crossmedia discount

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

No discount on inserts and additional technical costs.

Classified ads

(not discountable)

Job offers b/w	per height mm (1 column, 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.FACILITY-MANAGEMENT.de for 4 weeks for free.

Special ad types

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

2-pages	5,230.00 €
4-pages	9,470.00 €
6-pages	11,100.00 €
8-pages	18,300.00 €

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

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 €
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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 FACILITY MANAGEMENT
Issue ...“

We will be happy to provide you with information on other special forms of advertising. Just contact us, we will be pleased to realize your individual customer wishes.

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: 166 mm wide x 246 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.

Who is Who in FACILITY MANAGEMENT

offers you a fast and directly access to the products and services of the technical, infrastructural and commercial facility management.

You can present your company, your products and services the desicion makers of the real estate industry.

Publication date: 11.09.2024

Editorial deadline: 01.07.2024

Advertising deadline: 15.07.2024

Circulation: 7,200 copies



advertisements

Advertisement 1/1 page colour
2,650.00 €



Printing area wide x high
Bleed wide x high
(* additionally 3 mm bleed on the cut sizes)

100 mm x 90 mm
120 mm x 210 mm*

Company portrait
2,650.00 €



Company data + logo
approx. 2,000 characters,
1-2 photos

Base board
1,100.00 €



220 mm x 45 mm
240 mm x 58 mm*

1/2 Page colour
1,100.00 €



100 mm x 90 mm
120 mm x 102 mm*

How to present - PRINT

	Basic entry	Basic package	Classic package	Premium package
Trade name + address incl. e-mail, website, phone, fax	✓	✓	✓	✓
Product group	1	5	10	15
Company's logo		✓	✓	✓
Advertisement 1/1 page colour			✓	✓
Linking e-mail address + internet (online)			✓	✓
Company's logo on homepage (online)				✓
Presentation in FACILITY MANAGEMENT newsletter (online)				one-time
Product information (online)				✓
These prices are valid for 12 months.	75.00 €	560.00 €	1,950.00 €	2,950.00 €

For further information:

Narin Yelman
Sales Manager
narin.yelman@bauverlag.de
Phone: +49 5241 80-2344

The following advertising forms can also be added:

Basic entry	75.00 €
Company's logo	120.00 €
Product group	110.00 €
Establishment	75.00 €
Basic entry + logo	195.00 €

These prices are valid for 12 months.

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:

- 9,000 recipients **FACILITY MANAGEMENT** +
10,000 recipients **BundesBauBlatt** =
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



BundesBauBlatt

target group: managing directors and boards of housing associations

edition: 10,000 copies

Price: 1/1 Page colour 6,360.00 €
1/2 Page colour 4,050.00 €

www.BundesBauBlatt.de

Note: Applies for ads from 1/8 page; for the volume/frequency discounts, the Property Combination counts as one page/placement.



www.FACILITY-MANAGEMENT.de

More and more facility managers and decision-makers in technical, commercial and infrastructural building services management are using the internet in their day-to-day work. www.FACILITY-MANAGEMENT.de complements the printed edition and also provides readers with an additional interactive component with extensive user benefits.

As in the printed issue, the online pages of [FACILITY MANAGEMENT](http://www.FACILITY-MANAGEMENT.de) focus on current topics. These are presented in competent, focussed and application-oriented reports. Together with [FACILITY MANAGEMENT](http://www.FACILITY-MANAGEMENT.de), [FACILITY MANAGEMENT newsletter](http://www.FACILITY-MANAGEMENT.de) and www.FACILITY-MANAGEMENT.de provides a target-group-friendly platform with crossmedia synergies for your advertising campaigns.

FACILITY-MANAGEMENT Newsletter

The [FACILITY MANAGEMENT Newsletter](http://www.FACILITY-MANAGEMENT.de) sends readers news from the sector by e-mail. Issued once a month, it keeps facility managers up to speed with the latest news items and articles from the print version of the magazine.



Page
impressions

13,550 per month



Visits

9,351 per month



Unique
user

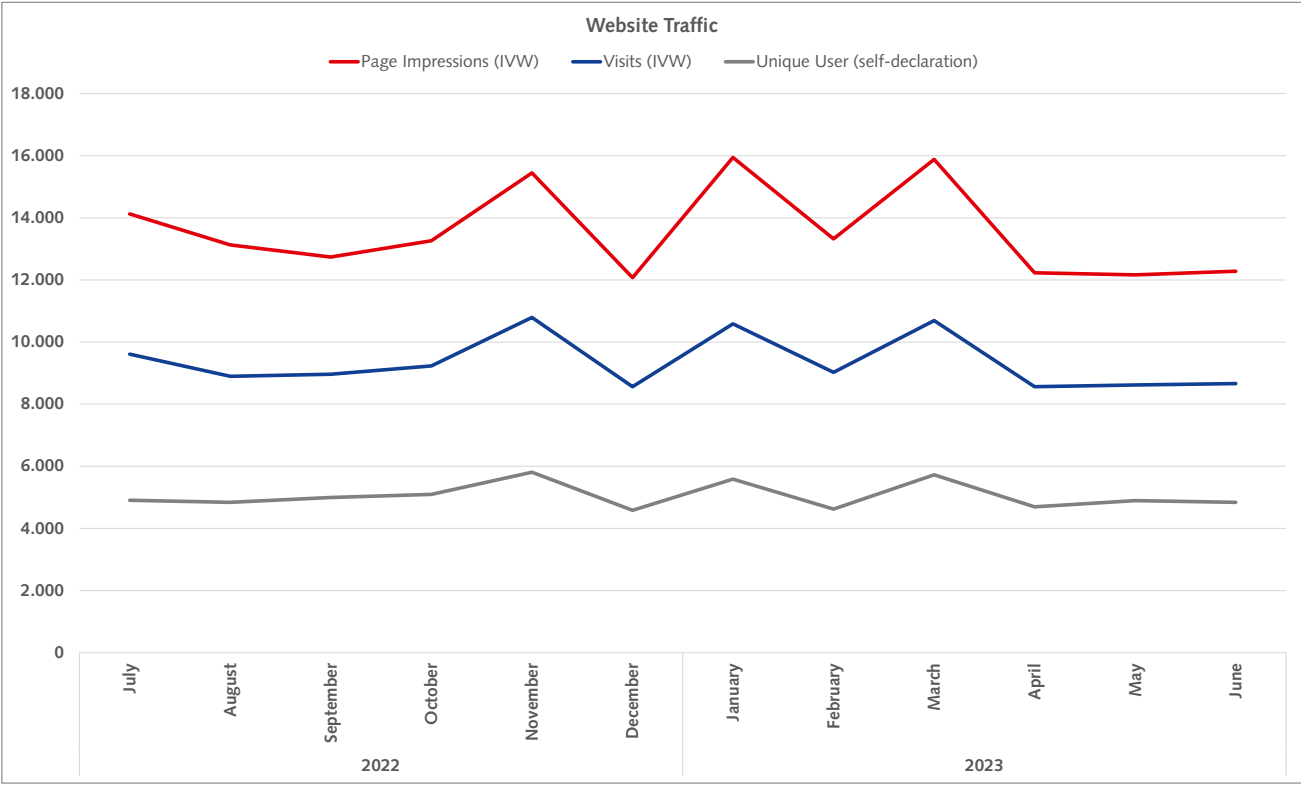
5,048 user



Newsletter
contacts

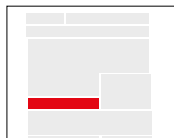
2,058 Ø recipients

Traffic audit:



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

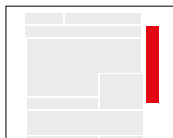
Prices and forms of advertising (price for 28 days / 4 weeks):



Fullsize banner

Format (w x h):
468 x 60 px

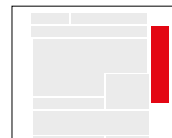
518.00 €



Skyscraper

Format (w x h):
120 x 600 px

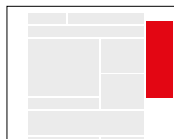
770.00 €



Wide skyscraper

Format (w x h):
160 x 600 px

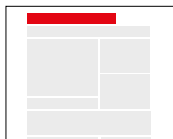
903.00 €



Half page

Format (w x h):
300 x 600 px

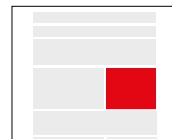
1,029.00 €



Superbanner

Format (w x h):
728 x 90 px

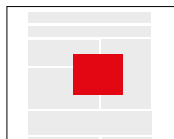
644.00 €



Medium rectangle

Format (w x h):
300 x 250 px

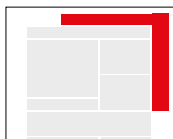
903.00 €



Layer ad

Format (w x h):
400 x 400 px

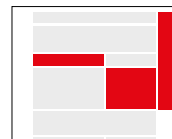
On Request



Wallpaper

Format (w x h):
728 x 90 px + 120 x 600 px

1,162.00 €



Ad bundle

- Fullsize Banner
- Skyscraper
- Medium Rectangle

770.00 €

Advertising formats	Placement	Format (pixel, width x height)	Price €/4 weeks
Skyscraper sticky	website, in rotation with max. two additional	120 x 600	840.00
Wide Skyscraper sticky	website, in rotation with max. two additional	160 x 600	966.00
Half Page sticky	website, in rotation with max. two additional	300 x 600	1,092.00
Billboard	website, in rotation with max. two additional	970 x 250	1,288.00
Expandable Wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	1,288.00
Situations vacant	in content	individual	1,200.00
Microsite	own navigation within the website, duration 12 weeks	individual	8,988.00
OnlinePLUS	addition to an existing online article/advertorial	photos, videos, PDFs	966.00

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: www.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:
www.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	Advertising deadline
1/2024	22.01.2024	11.01.2024
2/2024	19.02.2024	08.02.2024
3/2024	04.03.2024	22.02.2024
4/2024	18.03.2024	07.03.2024
5/2024	04.04.2024	22.03.2024
6/2024	22.04.2024	11.04.2024
7/2024	06.05.2024	24.04.2024
8/2024	21.05.2024	08.05.2024
9/2024	03.06.2024	22.05.2024
10/2024	11.07.2024	20.06.2024
11/2024	05.08.2024	06.08.2024
12/2024	16.09.2024	05.09.2024
13/2024	27.09.2024	18.09.2024
14/2024	16.10.2024	07.10.2024
15/2024	30.10.2024	21.10.2024
16/2024	18.11.2024	07.11.2024
17/2024	29.11.2024	20.11.2024
18/2024	16.12.2024	05.12.2024

Recipients:

Decision-makers in technical, commercial and infrastructural building services management

Circulation:

2,058 recipients

Openingrate net: 21.8%

(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:
www.bauverlag.de/downloads/spec-sheet-online.pdf

Format of newsletter:

HTML or text

Delivery address:

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

Delivery date:

4 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.

Prices and forms of advertising:

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:
720.00 €

Text ad



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

Placement:
content

Price:
600.00 €

Medium rectangle

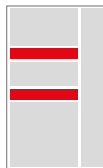


Format:
300 x 250 px

Placement:
content

Price:
720.00 €

Fullsize banner



Format:
468 x 60 px

Placement:
content

Price:
480.00 €

Skyscraper



Format:
120 x 600 px

Placement:
next to
the content

Price:
600.00 €

Wide skyscraper



Format:
160 x 600 px

Placement:
next to
the content

Price:
720.00 €

Newsletter takeover



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

Placement:
content, exclusive

Price:
4,440.00 €

Situations vacant



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

Placement:
content

Price:
600.00 €

Discounts:

published within 12 months
(insertion year)

Staggered repeat discount

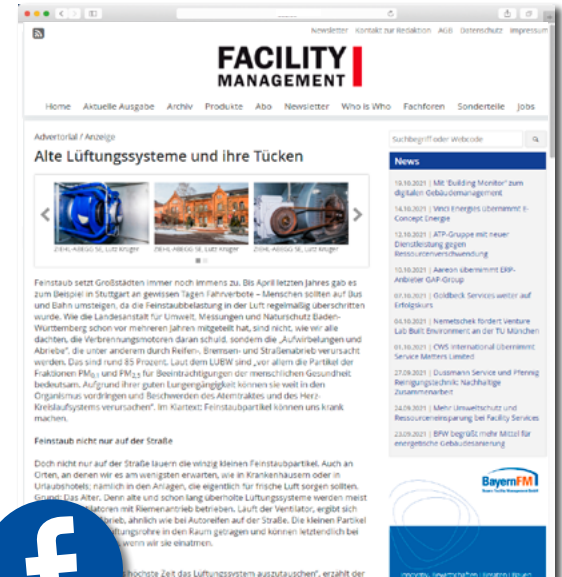
3 times	5 %
6 times	10 %
12 times	15 %

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.FACILITY-MANAGEMENT.de (these remain accessible via the search function after the 4-week period has expired)
- editorial teaser on the homepage with link to the online post (subject to availability)
- medium rectangle with placement across the entire website as a teaser with a link to the online post
- 1 text ads in **FACILITY MANAGEMENT Newsletter** with a link to the online post
- advertised Facebook post via Facebook fanpage of **FACILITY MANAGEMENT** with a link to the online post

Price: 2,751.00 € plus VAT.
(Price for 28 days / 4 weeks)



Whitepaper

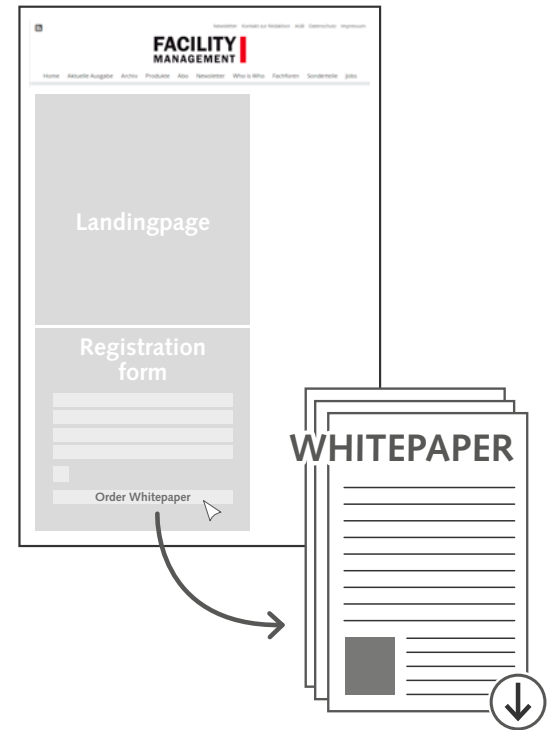
Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on **www.bft-international.de**. Interested users receive the white paper in exchange for their contact details.

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



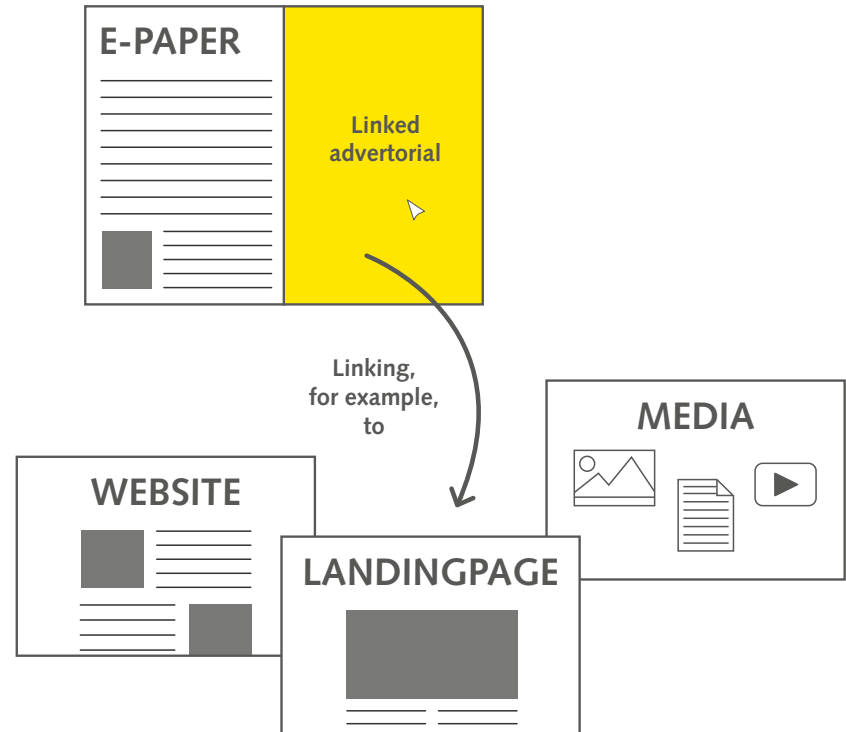
Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper (epaper.bauhandwerk.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.
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Price: 1,574.10 € plus VAT.

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1/2 page advertorial or advert
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TRADE

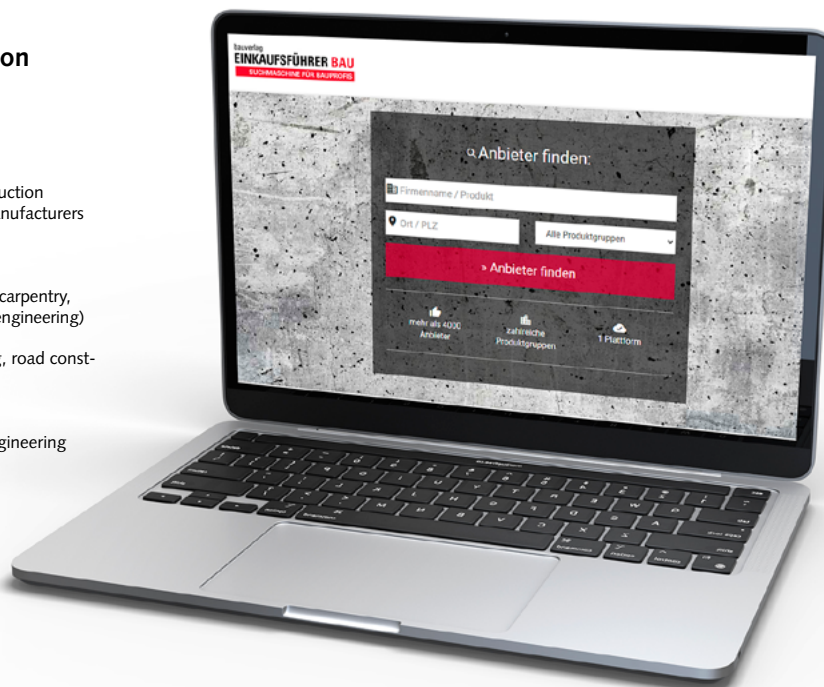
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