

## MEDIA DATA 2024

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Communication solutions for the target group  
of decision makers in brick and tile plants  
worldwide



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## Zi Ziegelindustrie International

**Zi Ziegelindustrie International** is considered by experts in the field to be the leading journal for the entire sector of the heavy clay industry, - clay bricks and tiles, vitrified clay pipes, the refractory and structural ceramics industries. Articles by noteworthy scientists and well-versed practitioners deal here with all questions and process innovations in regard to the production of heavy clay products - from the extraction of the raw material to the preparation and shaping up to the drying, firing and packaging methods. Considerable space is devoted to reporting on current problems. The journal informs the professionals on important structural problems and economic and social issues. The close links of the journal with the scientific research institutes provide a particularly broad basis for an exchange of experience with science and practice throughout the entire world. Since changing over to a complete German-English text the **Zi Ziegelindustrie International** with the attainment meanwhile of worldwide circulation has developed in fact into the most highly regarded international journal in this sector.



**Publication  
frequency**

6 issues per year



**Copies  
actually  
distributed**

4,402 copies



### Volume analysis

Magazine format DIN A4  
Total volume 388 pages  
Editorial section 319 pages  
Advertising section 69 pages

Issue	Publication Dates	Editorial Deadline	Advertising Deadline	Features	Trade fairs/Events
01/24	09.02.2024	18.12.2023	19.01.2024	Plant engineering, raw materials, energy, New Technologies Low-CO2 and -free energy supply	06. - 08.03.2024, <b>Indian Ceramics Asia</b> , Helipad Exhibition Centre in Gandhinagar, Gujarat, India
02/24	29.03.2024	26.02.2024	07.03.2024	Primary and secondary raw materials, alternative raw material concepts, mine operations, raw material storage and processing,	09. - 12.04.2024, <b>Ceramitec 2024</b> , Munich, Germany  05. - 09.05.2024, <b>Batimatec 2024</b> , Palais des Expositions SAFEX, Algier, Algeria
03/24	27.05.2024	29.04.2024	30.04.2024	Anlagenbau, Energie, Formgebung, Engoben, Glasuren	06. - 07.06.2024, <b>Annual meeting TBE</b> Thessaloniki, Greece  <b>Annual meeting BVZi</b>
04/24	22.07.2024	24.06.2024	28.06.2024	Plant engineering, energy, molding, engobes, glazes	
05/24	16.09.2024	26.08.2024	25.08.2024	Plant engineering, raw materials, Energy saving and efficiency improvement, low and zero CO2 energy supply	24. - 27.09.2024, <b>Tecna</b> Rimini Expo Centre, Rimini, Italy  <b>Clemson Brick Forum</b> Civic Center of Anderson, Anderson, South Carolina, USA
06/24	18.11.2024	21.10.2024	24.10.2024	Internal transport Setting, unloading, packing, shipping, Control and measurement and robotics, Maintenance	<b>ClayTech UK</b>  <b>Würzburger Ziegellehrgang</b>
Bricks	09.12.2024	16.09.2024	14.10.2024	Outstanding brick architecture	

### Circulation audit:



### Circulation analysis:

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

Print run:	4,375		
Copies actually distributed:	4,402	thereof abroad:	3,603
- thereof E-Paper:	258	thereof abroad:	213
Copies sold:	406	thereof abroad:	108
Subscriptions:	399	thereof abroad:	106
Other sales:	7	thereof abroad:	2
Single copy sales:	0		
Free copies:	3,997	thereof abroad:	3,282
Archive and specimen:	231		

### Geographic distribution analysis:

	Copies actually distributed	
Business regions	%	Copies
Domestic	18.1	799
Abroad	81.9	3,603
Copies actually distributed:	100.0	4,402

### Geographical distribution analysis:

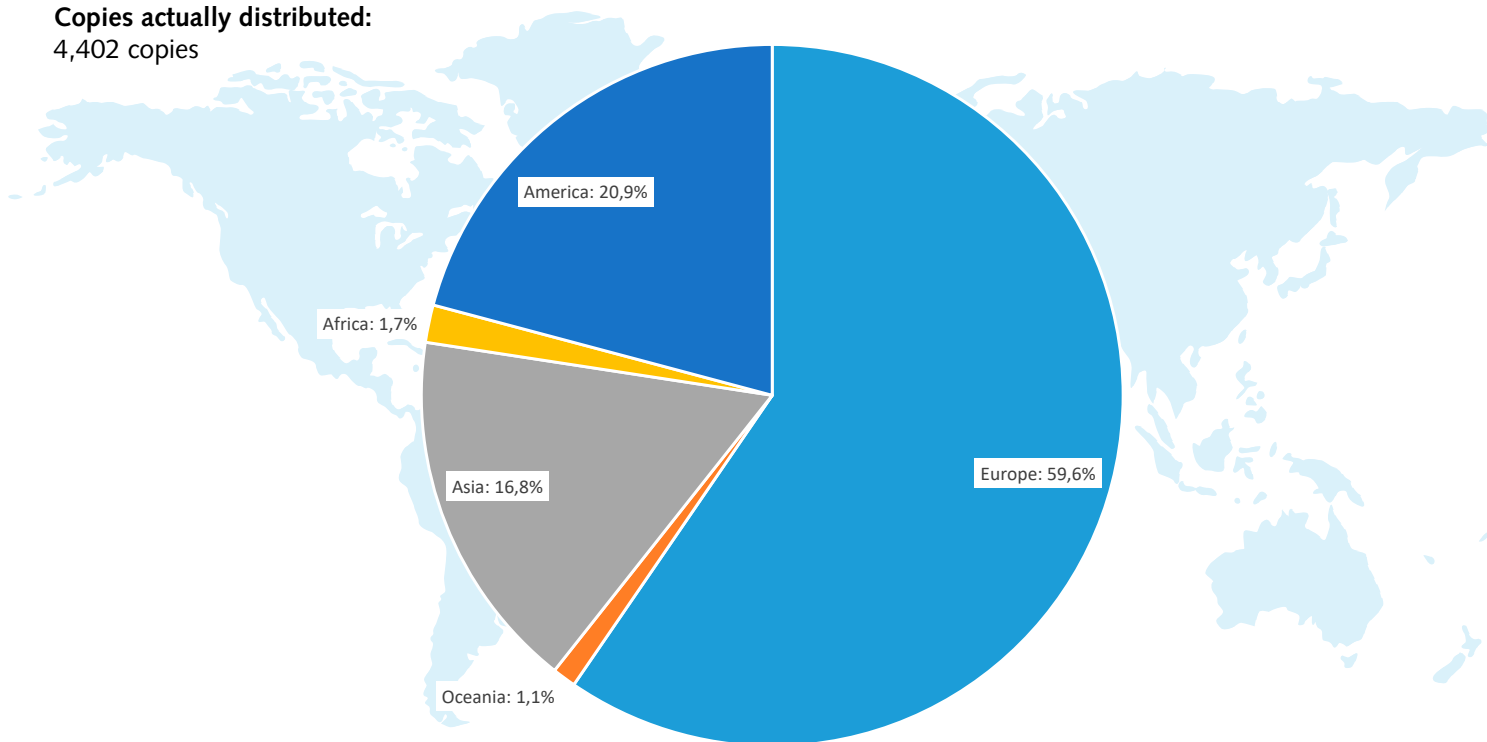
	Copies actually distributed	
Distribution	%	Copies
Europe	59.6	2,622
Oceania	1.1	48
Asia	16.8	738
Africa	1.7	76
America	20.9	918
<b>Total</b>	<b>100.0</b>	<b>4,402</b>

#### Summary of the survey method:

1. Method: Dissemination analysis by file evaluation - total survey
  2. Basic population: actual circulation 4,402 = 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.

## International distribution

**Copies actually distributed:**  
4,402 copies





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

</

\* Price surcharge for design by the publisher 500.00 €; \*\* Price surcharge for design by the publisher 250.00 €

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

**Additional charges:**

<b>Special positions:</b>	Inside front cover, inside back cover and back cover	610.00 €
	Other prescribed positions:	20 %
<b>Special colour:</b>	Each color	1,060.00 €

All charges are eligible for discount.

**Discounts:**

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

**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 %

**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 heightn mm (1 column, 47 mm wide)	11.50 €
Situation wanted b/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.Zi-online.info](http://www.Zi-online.info) for 4 weeks for free.

**Special ad types:**

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

2-pages	3,965.00 €
4-pages	6,695.00 €
6-pages	8,290.00 €
(others on request)	

Discount according to quantity scale: 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).

**Loose inserts (not discountable)**

Maximum size 205 x 290 mm

	Price %
Weight of loose insert	
Full insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	510.00 €
Print insert till 25 g and 2 mm thickness (higher weights and thicknesses on request)	590.00 €
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 Zi 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:** 177 mm wide, 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:  
Vera Wenzel, phone: +49 5241 2151-4545

**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.



1/1 Page colour	1/2 Page colour	1/3 Page colour	1/4 Page colour	1/8 Page colour
3,550.00 €	2,000.00 €	1,550.00 €	1,150.00 €	950.00 €

Entry in the source of suppliers section per line: € 28.00

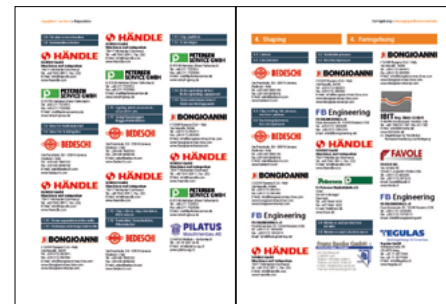
Publication date:  
09.12.2024  
Advertising deadline:  
14.10.2024  
**Circulation:**  
3,000 copies

**I can happily make you an offer - contact me!**

Bernadett Bissett  
Sales Manager  
Phone: +49 5241 2151-4141  
E-Mail: bernadett.bissett@bauerlag.de



Detailed information about the company portrait:  
approx. 1,400 characters + logo, 1-2 photos



Your entry will be renewed automatically unless you cancel it.  
Requests for changes should be submitted by the advertising deadline.



## www.Zi-online.info

In the heavy clay industry, the Internet is a common tool for daily work. [www.Zi-online.info](http://www.Zi-online.info) complements the core competence of the print edition and offers the reader an additional interactive component with high user value. As in the print edition, the online presence of **Zi Ziegelindustrie International** is characterized by objective articles, informative product data and technical content. Together with the **Zi Ziegelindustrie International magazine** and the **Zi newsletters**, [www.Zi-online.info](http://www.Zi-online.info) forms a platform with an affinity to the target group that offers advertisers cross-media synergies for their campaigns. The website [www.Zi-online.info](http://www.Zi-online.info) as well as the monthly e-mail newsletter of **Zi Ziegelindustrie International** present the latest news from the industry, give an overview of current events, inform about the activities of the European brick association „Tiles and Bricks Europe“, introduce interesting books and report on brick architecture in object reports.

## Zi Ziegelindustrie International Newsletter

The **Zi Newsletter** informs by e-mail about news from the industry. The latest news and product innovations as well as references to the top topics of the website keep the recipient up to date once a month.



**Page  
impressions**

12,962 per month



**Visits**

7,639 per month



**Unique  
user**

4,785 User

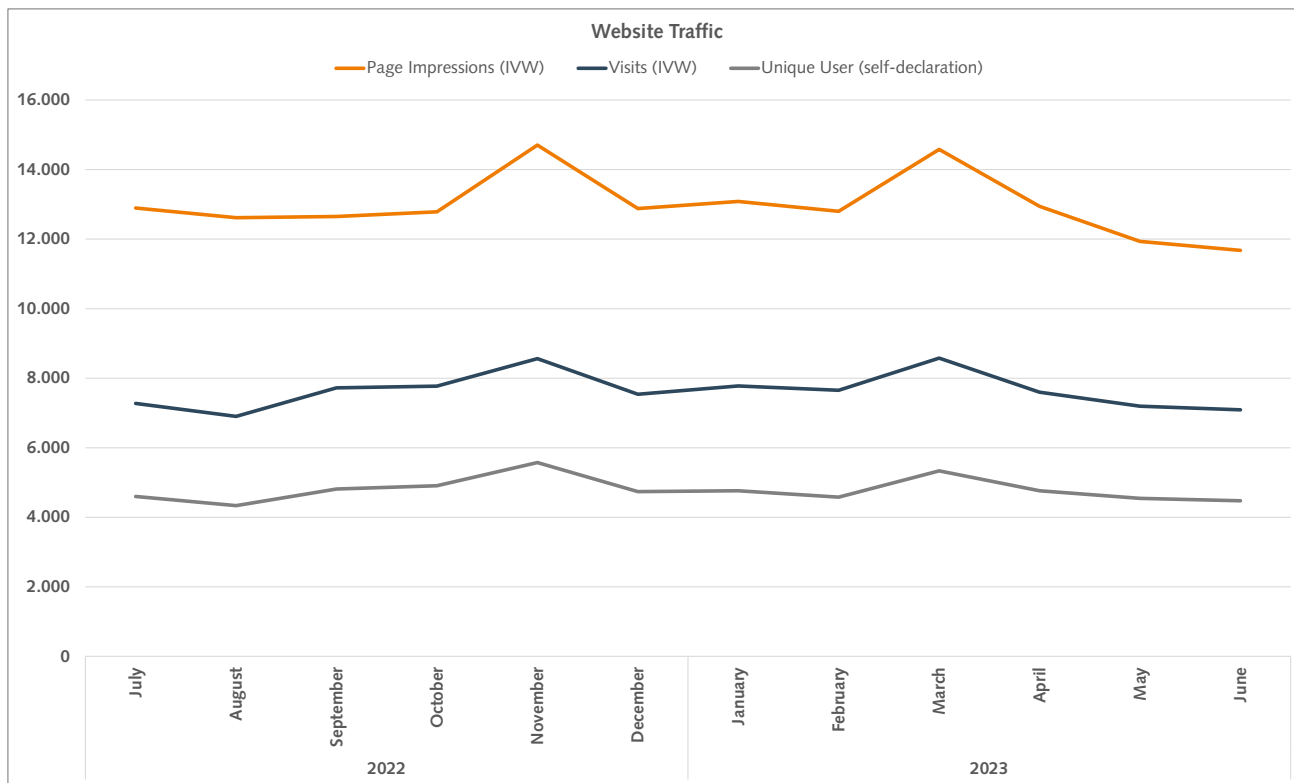


**Newsletter  
contacts**

899 Ø recipients

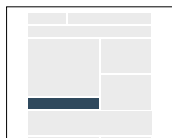


Traffic audit:



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

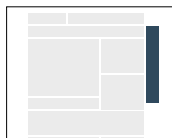
## Prices and forms of advertising (price for 28 days / 4 weeks):



**Fullsize banner**

Format (w x h):  
468 x 60 px

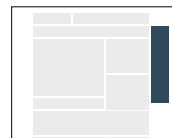
**518.00 €**



**Skyscraper**

Format (w x h):  
120 x 600 px

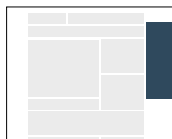
**770.00 €**



**Wide skyscraper**

Format (w x h):  
160 x 600 px

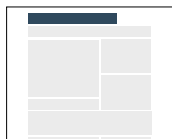
**903.00 €**



**Half page**

Format (w x h):  
300 x 600 px

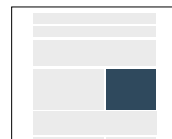
**1,029.00 €**



**Superbanner**

Format (w x h):  
728 x 90 px

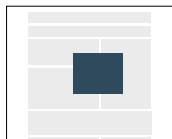
**644.00 €**



**Medium rectangle**

Format (w x h):  
300 x 250 px

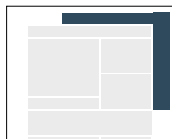
**903.00 €**



**Layer ad**

Format (w x h):  
400 x 400 px

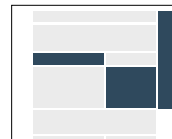
**on request**



**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 in €/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	on all pages except homepage, in rotation with max. two additional	970 x 250	1,288.00
Company logo	website, in rotation with max. two additional	200 x 100	322.00
Expandable wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	1,288.00
Situations vacant	in the job market	individual	1,200.00
Microsite	own navigation within the website, duration 12 weeks	individual	9,135.00
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: <https://bauerlag.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](mailto: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
01/24	25.01.2024	16.01.2024
02/24	22.02.2024	13.02.2024
03/24	21.03.2024	12.03.2024
04/24	18.04.2024	09.04.2024
05/24	23.05.2024	13.05.2024
06/24	20.06.2024	11.06.2024
07/24	18.07.2024	09.07.2024
08/24	15.08.2024	06.08.2024
09/24	12.09.2024	03.09.2024
10/24	17.10.2024	08.10.2024
11/24	14.11.2024	05.11.2024
12/24	12.12.2024	03.12.2024



**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](http://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](mailto:order.management@bauverlag.de)

**Delivery date:**

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

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

- 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.

**Recipients:** Managing directors and decision makers within the heavy clay industry

**Circulation:** 899 recipients  
 Openingrate net: 30.8%  
 (source: Inxmail, average per month  
 July 2022 till June 2023)



### 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:**  
780.00 €

#### Text ad

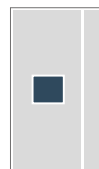


- headline up to 50 characters
- up to 500 characters
- 1 image (275 x 255 pixel)

**Placement:**  
content

**Price:**  
650.00 €

#### Medium rectangle



**Format:**  
300 x 250 px

**Placement:**  
content

**Price:**  
780.00 €

#### Fullsize banner



**Format:**  
468 x 60 px

**Placement:**  
content

**Price:**  
520.00 €

#### Skyscraper



**Format:**  
120 x 600 px

**Placement:**  
next to the content

**Price:**  
650.00 €

#### Wide skyscraper



**Format:**  
160 x 600 px

**Placement:**  
next to the content

**Price:**  
780.00 €

#### Newsletter takeover



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

**Placement:**  
content, exclusive

**Price:**  
4,810.00 €

#### Situations vacant



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

**Placement:**  
content

**Price:**  
650.00 €

#### 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.

- Permanent online posts on [www.Zi-online.info](http://www.Zi-online.info) (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
- Text ad in **Zi Newsletter** with a link to the online post
- Advertised Facebook post via Facebook fanpage of **Zi** with a link to the online post
- Please deliver the online post in German and English

**Price: 2,779.00 € plus VAT.**  
(Price for 28 days / 4 weeks)



## Whitepaper

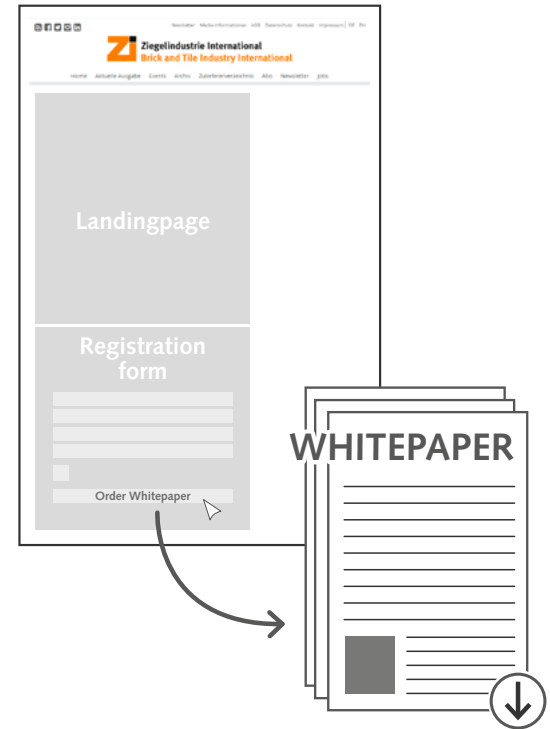
Publish your neutral, technically matured information on a topic of interest to the target group in a useful white paper on **www.bft-international.de**. Interested users receive the white paper in exchange for their contact details.

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



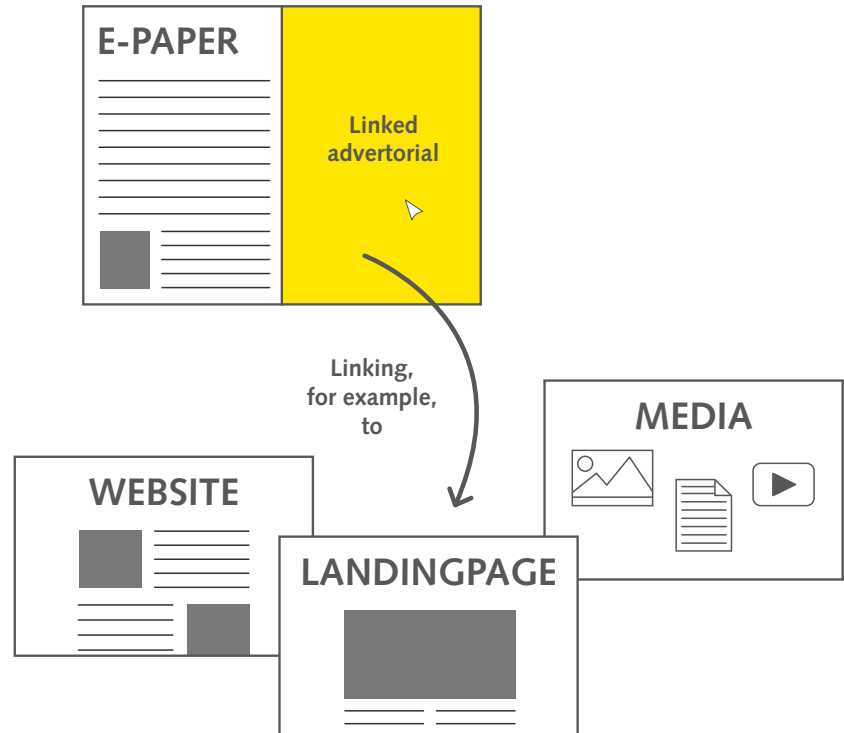
### Linking in E-Paper

Increase the effectiveness of your advertising campaign by linking your advertisement in our E-Paper ([epaper.bauhandwerk.de](http://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.
- **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: 290.00 €

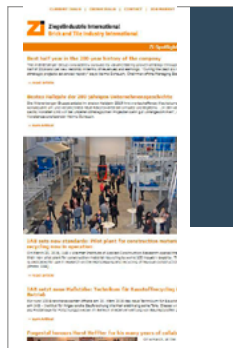


Our communication package combine an appropriate set of advertising channels based upon your communication goals to ensure that you reach your entire target group.

## Online branding package



Halfpage ad on  
[www.Zi-online.info](http://www.Zi-online.info)



Wide skyscraper in  
[Zi Newsletter](http://www.Zi-newsletter.info)

Duration 4 weeks  
**Price: 1,628.10 €** plus VAT.

## Crossmedia product advertising package



Online-advertorial on  
[www.Zi-online.info](http://www.Zi-online.info)  
(for services see previous page)



1/2 page advertorial or  
advert in the print edition of  
[Zi](http://www.Zi-online.info)

Duration 4 weeks  
**Price: 5,228.10 €** plus VAT.

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



**Michael Voss**  
**Publisher and Managing Director**  
Phone: +49 5241 2151-5511  
E-Mail: michael.voss@bauverlag.de



**Victor Kapr**  
**Editor-in-Chief Zi**  
Phone: +49 5241 2151-5050  
E-Mail: victor.kapr@bauverlag.de



**Bärbel Ellermann**  
**Head of Telesales & Job Market**  
Phone: +49 5241 2151-1919  
E-Mail: baerbel.ellermann@bauverlag.de



**Christiane Klose**  
**Sales Manager Job Market**  
Phone: +49 5241 2151-3000  
E-Mail: stellenmarkt@bauverlag.de



**Denise Spindelndreier**  
**Sales Manager Job Market**  
Phone: +49 5241 2151-3000  
E-Mail: stellenmarkt@bauverlag.de

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



**Bernadett Bissett**  
**Sales Manager**  
Phone: +49 5241 2151-4141  
E-Mail: bernadett.bissett@bauverlag.de



**Simon Fahr**  
**Senior Sales Manager**  
Phone: +49 8362 5054 990  
E-Mail: s.fahr@strobmediagroup.de



**Bernd Fenske**  
**Key Account Manager**  
Phone: +49 89 24440-7344  
E-Mail: bernd.fenske@bauverlag.de



**Axel Gase-Jochens**  
**Head of Digital Sales**  
Phone: +49 5241 2151-2727  
E-Mail: axel.gase-jochens@bauverlag.de



**Andreas Kirchgessner**  
**Key Account Manager**  
Phone: +49 5241 2151-4411  
E-Mail: andreas.kirchgessner@bauverlag.de



**Jens Maurus**  
**Senior Sales Manager**  
Phone: +49 5241 2151-6565  
E-Mail: jens.maurus@bauverlag.de



**Erdal Top**  
**Key Account Manager**  
Phone: +49 5241 2151-3344  
E-Mail: erdal.top@bauverlag.de



**Vera Wenzel**  
**Sales Service Manager**  
Phone: +49 5241 2151-4545  
E-Mail: vera.wenzel@bauverlag.de

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