

communication solutions for the  
target group of structural aluminium  
and steel engineering contractors



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**metallbau - communication solutions for the target group**

In which way you ever would like to get in touch to the structural aluminium and steel engineering contractors – whether print, online, digital or in person – **metallbau** in each case offers the right platform.

**PRINT**

**WEBSITE**



**NEWSLETTER**

**INDIVIDUAL**

1 title: **metallbau**

2 short profile: **metallbau** is aimed primarily at decision-makers from the structural metal and steel building trade in the D-A-CH countries. This means a total of around 19,000 active companies. Target audiences include both handicraft as well as industrially-oriented processors. The articles take into account the interests of the Managing Directors as well as the working environment of the responsible master craftsmen, technicians, engineers in planning, production and on site. Because interdisciplinary cooperation is becoming increasingly important for the various trades involved in a building project, we also address this entrepreneurial development.

The portfolio for **metallbau** readers includes classic topics such as windows, doors, facades, gates, winter/summer gardens, balconies, stairs, fences and railings. Furthermore, the companies also manufacture components for industry and fellow entrepreneurs on modern machinery such as laser, plasma, gas or water cutting systems.

The editors keep their readers informed about figures in the various market sectors, technical novelties, completed projects and modern business management. We accompany the constant digitisation and networking of enterprises with reports on brand new technologies and machines in use. The trade journal provides regular information on artisanal and academic paths in the metal and steel construction industry. Company portraits present profiles of contractors, technical reports keep readers up-to-date on standards as well as the use of machinery and software and offer concrete recommendations for practical work. Reader's tests, market overviews and reports on products ensure that readers keep track of suppliers and service companies and can make the right choice for pending investments. Industry experts and technical research and write for the editorial board of **metallbau**.

3 target group: structural aluminium and steel engineering contractors



<b>4 publication frequency:</b>	10 issues
<b>5 size of the journal:</b>	DIN A4 (210 mm wide x 297 mm high)
<b>6 volume/year:</b>	32nd volume 2021
<b>7 sales price:</b>	annual subscription national € 135.00 annual subscription international € 147.00 annual subscription student € 83.00 single copy € 20.00 Further information is available at <a href="http://www.bauverlag-shop.de">www.bauverlag-shop.de</a> .
<b>8 organ:</b>	–
<b>9 membership:</b>	IVW
<b>10 publisher:</b>	Bauverlag BV GmbH Friedrich-Ebert-Str. 62 33330 Gütersloh Germany <a href="http://www.bauverlag.de">www.bauverlag.de</a>
<b>11 publisher:</b>	Michael Voss
<b>12 advertising:</b>	Marco Buch Director Market Strategies & Sales
<b>13 editorial department:</b>	Stefanie Manger Editor-in-Chief phone: +49 5241 2151-3355 e-mail: <a href="mailto:stefanie.manger@bauverlag.de">stefanie.manger@bauverlag.de</a>

**14 print volume analysis 2019 = 10 issues**

<b>total volume:</b>	723 pages = 100.0%
editorial section	603 pages = 83.4%
advertising section	128 pages = 16.6%
including:	
job vacancies and classified ads	35 pages = 29.2%
bound inserts	3 pages = 2.5%
publisher ads	23 pages = 19.2%
loose inserts	15 pieces

**15 page analysis:**

<b>630 pages = 100.0%</b>	
<b>technical contributions, including:</b>	<b>149 pages = 24.7%</b>
tools	24 pages = 4.0%
facades/windows/doors	39 pages = 6.5%
locking and security systems	14 pages = 2.3%
fire protection	13 pages = 2.2%
utility vehicles	10 pages = 1.7%
profile systems	9 pages = 1.5%
welding systems	8 pages = 1.3%
roof	7 pages = 1.2%
balconies, conservatories/sun shading systems	8 pages = 1.3%
fitting technology	5 pages = 0.8%
steel	5 pages = 0.8%
software	3 pages = 0.5%
thermography	3 pages = 0.5%
stairs, railings	1 pages = 0.2%
<b>branches review</b>	<b>130 pages = 21.6%</b>
<b>management</b>	<b>74 pages = 12.3%</b>
<b>SPECIAL</b>	<b>53 pages = 8.8%</b>
editorial/content/etc.	43 pages = 7.1%
object	41 pages = 6.8%
workshop journal/new products	39 pages = 6.5%
interviews/company portraits	31 pages = 5.1%
reader test	19 pages = 3.1%
education and training/staff	14 pages = 2.3%
trade fairs, events	5 pages = 0.8%
technical literature, law	5 pages = 0.8%



1 circulation audit:

2 circulation analysis: copies per issue  
(annual average of July 01<sup>st</sup> 2019 to June 30<sup>th</sup> 2020)

print run:	21,100		
copies distributed:	20,253	hereof abroad:	6,427
copies sold:	892	hereof abroad:	94
subscriptions:	884	there of membership copies:	-
other sales:	7		
single copy sales:	2		
free copies:	19,450		
archive and specimen copies:	758		

3 geographic distribution analysis:

business regions	copies actually distributed	
	%	copies
domestic	68.4	13,916
abroad	31.6	6,427
copies actually distributed	100.0	20,343

**Summary of the survey method:**

1. Method: Dissemination analysis by file evaluation - total survey
2. Basic population: actual circulation 20,253 = 100.0 %, not covered by the examination 1,010 = 5.0 %
3. Sample: total survey
4. Target person of the study: not applicable
5. Period of study: May 2020
6. Execution of the study: Bauverlag BV GmbH

The detailed survey method can be found at [www.metallbau-magazin.de/survey\\_method](http://www.metallbau-magazin.de/survey_method).

3.1 distribution by Nielsen areas/german states:

regions	copies actually distributed	
	%	copies
<b>Nielsen-Gebiet I</b>		
Schleswig-Holstein	2.4	339
Hamburg	1.0	137
Lower Saxony	7.6	1,055
Bremen	0.5	66
<b>Nielsen-Gebiet II</b>		
North Rhine Westphalia	19.9	2,767
<b>Nielsen-Gebiet IIIa</b>		
Hesse	7.0	980
Rhineland-Palatinate	5.7	789
Saarland	1.2	162
<b>Nielsen-Gebiet IIIb</b>		
Baden-Württemberg	16.2	2,258
<b>Nielsen-Gebiet IV</b>		
Bavaria	17.5	2,429
<b>Nielsen-Gebiet V</b>		
Berlin	1.9	258
<b>Nielsen-Gebiet VI</b>		
Mecklenburg-Vorpommern	1.8	254
Brandenburg	3.7	510
Saxony-Anhalt	3.2	440
<b>Nielsen-Gebiet VII</b>		
Thuringie	4.0	555
Saxony	6.6	916
copies truly distributed in domestic area	100.0	13,916

PD = publishing date, ED = editorial deadline, AD = advertising deadline

issue	dates	features	further topics	special/market survey/reader test	events
1-2/2021	PD: 29.01.2021 ED: 08.01.2021 AD: 12.01.2021	<ul style="list-style-type: none"> <li>• Supply chains after the Corona crisis</li> <li>• Market potential: Stair construction</li> <li>• Plug &amp; Play: Shading terraces, summer gardens, conservatories, and windows</li> </ul>	<b>Subject:</b> Glass-aluminium facade <b>Commercial vehicles:</b> Tested by the editors <b>Overview:</b> Associations in the industry	<b>R + T Expo special:</b> Doors/gates, fences, sun protection, terrace systems, smart home	21.-24.02.2021 Eisenwarenmesse, Cologne 22.-26.02.2021 R + T, Stuttgart
	<b>SPECIAL ANNUAL REVIEW</b>				
3/2021	PD: 09.03.2021 ED: 05.02.2021 AD: 18.02.2021	<ul style="list-style-type: none"> <li>• For sales: Showroom &amp; expo booth</li> <li>• Market potential: Balcony construction</li> <li>• Digitalising operational workflows in metal construction</li> </ul>	<b>User report:</b> Welding technology <b>Extraction technology:</b> Good are despite emission	<b>BAU Expo special/Part 2:</b> Windows, stairs, facades, balconies, fire safety, fences, glass, doors, sectional doors, roller doors, sun protection, seals, safety/security technology	10.-14.03.2021 IHM, Munich 23.-26.03.2021 METAV, Dusseldorf
4/2021	PD: 07.04.2021 ED: 05.03.2021 AD: 19.03.2021	<ul style="list-style-type: none"> <li>• Prefabrication: opportunity for efficient production</li> <li>• DIN 18360 in practise</li> <li>• Types of steel and typical applications</li> </ul>	<b>Object report:</b> A stair-project <b>Works report:</b> With the systempartner on site	<b>Product journal:</b> Stairsystems <b>Product journal:</b> Corona-prevention-products	12.-16.04.2021 Hanover Messe, Hanover
5/2021	PD: 07.05.2021 ED: 06.04.2021 AD: 15.04.2021	<ul style="list-style-type: none"> <li>• Constructive glass construction/facade construction</li> <li>• Automatic door/electrical competency</li> <li>• The Corona crisis in review</li> </ul>	<b>Management:</b> Business succession <b>Technology:</b> Coating/surfaces	<b>Product journal:</b> Fasteners <b>Market overview:</b> Smart home	18.-20.05.2021 Fastener Fair Stuttgart, Stuttgart
6/2021	PD: 04.06.2021 ED: 03.05.2021 AD: 11.05.2021	<ul style="list-style-type: none"> <li>• Windows &amp; doors with fire protection</li> <li>• Market potential: Rear ventilated facades</li> <li>• Material incompatibilities when welding</li> </ul>	<b>Technology:</b> Sources of error in screw connections <b>Market potential:</b> Entrance gates <b>Factory report:</b> On site with the system partner	<b>glasstec Expo special:</b> Glass panes, railing profile systems, canopies, glass railings, separating walls <b>Austria Special</b>	9 - 11.06.2021 Intersolar, Munich 15.-18.06. 2021 glasstec, Dusseldorf 23 - 24.06.2021 FeuerTrutz, Nurnberg

PD = publishing date, ED = editorial deadline, AD = advertising deadline

issue	dates	features	further topics	special/market survey/reader test	events
7-8/2021	PD: 19.07.2021 ED: 15.06.2021 AD: 25.06.2021	<ul style="list-style-type: none"> <li>• <b>Glazing with DIN 18008</b></li> <li>• <b>BIM in steel construction</b></li> <li>• <b>Training:</b> International exchange projects</li> </ul>	<b>User report:</b> Tools <b>Fire safety:</b> Report from the <b>International commercial vehicle conference:</b> robust, practical & affordable	<b>Product journal:</b> Panels for rear-ventilated facades <b>Market overview:</b> Glass canopies	
9/2021	PD: 06.09.2021 ED: 03.09.2021 AD: 13.08.2021	<ul style="list-style-type: none"> <li>• <b>Safety on doors</b></li> <li>• <b>Grinding technology:</b> Using tools efficiently</li> <li>• <b>Service technology:</b> Installation &amp; maintenance of power-operated elements</li> </ul>	<b>Subject:</b> Glass-metal design <b>User report:</b> Additive manufacturing/3D printing <b>User test:</b> Electric tools	<b>trade fair for joining, separating, coating</b> <b>Expo special:</b> Welding technology, grinding tools, cutting installations <b>Market overview:</b> Multipoint locking - mechanical/motorised	15. - 19.09.20 24. - 30.09.20 <b>AMB, Stuttgart</b> <b>IAA Nutzfahrzeuge,</b> Hanover
10/2021	PD: 01.10.2021 ED: 30.08.2021 AD: 09.09.2021	<ul style="list-style-type: none"> <li>• <b>Noise protection &amp; safety:</b> Optimising windows with fittings &amp; seals</li> <li>• <b>Digitalised stair construction</b></li> <li>• <b>Useful tools/apps from system partners</b></li> </ul>	<b>User report:</b> CNC processing centre <b>Cooperation:</b> Service providers for manufacturing <b>Management:</b> Insurance	<b>Swiss special</b> <b>Product journal:</b> Workplace clothing	06. - 08.10.20 06. - 08.10.20 20. - 23.10.20 27. - 30.10.20 <b>ALUMINIUM,</b> Dusseldorf <b>Arbeitsschutz</b> aktuell, Stuttgart <b>glasstec,</b> Dusseldorf <b>EuroBLECH,</b> Hanover
11/2021	PD: 27.10.2021 ED: 24.09.2021 AD: 05.10.2021	<ul style="list-style-type: none"> <li>• <b>Innovative welding processes</b></li> <li>• <b>Hall construction:</b> Technologies &amp; trends</li> <li>• <b>Modern warehouses &amp; online shopping</b></li> </ul>	<b>Cooperation:</b> Certificates from structural engineers <b>Technology:</b> Potential of hot-dip galvanisation <b>Technology:</b> Fire protection for steel elements	<b>Product journal:</b> Machines for sheet metal processing, sawing and bending machines <b>Product journal:</b> Electric tools	
<b>SPECIAL SUSTAINABILITY</b>					
12/2021	PD: 06.12.2021 ED: 03.11.2021 AD: 12.11.2021	<ul style="list-style-type: none"> <li>• <b>Digital construction site:</b> Accelerated assembly</li> <li>• <b>Implementation-ready tenders?</b></li> <li>• <b>Standards:</b> Regulations for mechatronics</li> </ul>	<b>Subject:</b> Metal design <b>Market potential:</b> Metal construction & building automation <b>Commercial vehicles:</b> Picked up at IAA & NUFAM	<b>Product journal:</b> Fences, barriers, entry solutions <b>Product journal:</b> Urban furniture	11. - 16.01.21 <b>BAU, Munich</b>

The editors reserve the right to change articles and features.

1 ad sizes and rates (price in €):

format	width x height mm	b/w	coloured
2/1 page	203 x 275	11,700.00	13,030.00
1/1 page	185 x 268	5,880.00	6,870.00
3/4 page horizontal	185 x 200	4,590.00	5,440.00
2/3 page horizontal	185 x 174	4,100.00	4,860.00
1/2 page horizontal	185 x 132	3,080.00	3,760.00
upright	90 x 268		
junior page	132 x 185	3,180.00	3,860.00
1/3 page horizontal	185 x 87	2,050.00	2,590.00
upright	57 x 268		
1/4 page horizontal	185 x 64	1,590.00	2,040.00
2-columns	90 x 132		
upright	43 x 268		
1/8 page horizontal	185 x 30	850.00	1,150.00
2-columns	90 x 65		
upright	43 x 132		
1/16 page 2-columns	90 x 30	455.00	745.00
1-column	43 x 64		

format	coloured
advertorial 1/1 page	6,870.00
advertorial 1/2 page	3,760.00
coverstory	16,990.00
front cover	10,200.00

All prices are net prices. Please check our general terms of sale on:  
[www.bauverlag.de/downloads/agbs\\_en.pdf](http://www.bauverlag.de/downloads/agbs_en.pdf)

2 additional charges:

<b>special positions:</b>	inside front cover	€ 475.00
	inside back cover	€ 475.00
	back cover	€ 577.00
	right page next to editorial	€ 218.00
	right page next to content	€ 240.00
	other prescribed positions:	20 % of b/w rate

**colour:** per special colour € 1,050.00

**sizes:** ads bleeding over the printing area, bleed ads:  
1/1 page € 680.00  
1/2 page or smaller € 382.00

All charges are discountable.

3 discounts:

published within 12 months			
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 %

**crossmedia discount**

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

**Bauverlag combination**

Combination discount for combining the magazines of Bauverlag. Please refer to „combination discount“ on page 30.

Loose inserts and technical cost are not discountable.



**4 classified ads:**

(not discountable)	
situations vacant b/w	€ 3.20
situations vacant colour	€ 3.40
situations wanted b/w	€ 2.20
wanted/for sale	€ 5.20
box number fee	€ 50.00

From a print value of 1,100.00 €, your job posting will be displayed online at www.metallbau-magazin.de for 4 weeks for free.

**5 special ad types:**

<b>bound inserts</b>	
2 pages	€ 6,540.00
4 pages	€ 9,800.00
(others on request)	

Discounts as per scale of discount 1 sheet = 1/1 ad page  
 Please supply bound inserts in untrimmed format of 216 mm wide and 286 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

Required delivery quantity:	21,500 copies
delivery address:	westermann druck GmbH Georg-Westermann-Allee 66 Tor 1 / Name Auftragsbetreuer 38104 Braunschweig Germany
delivery memo:	„for metallbau issue ...“

**Loose inserts** (not discountable)  
 maximum size 205 x 290 mm

Weight of loose insert	price %
up to 25 g and 2 mm thickness	€ 315.00
(higher weights and thicknesses on request)	

For selected circulation: selection costs per selection € 125.00  
 Required delivery quantity: 21,500 copies

delivery address:	westermann druck GmbH Georg-Westermann-Allee 66 Tor 1 / Name Auftragsbetreuer 38104 Braunschweig Germany
delivery memo:	„for metallbau issue ...“

<b>glued ad media:</b>	price %
Postcard	€ 85.00
Product samples	on request

Technical costs are not eligible for commission and are not discountable.

Required delivery quantity:	21,500 copies
delivery address:	westermann druck GmbH Georg-Westermann-Allee 66 Tor 1 / Name Auftragsbetreuer 38104 Braunschweig
delivery memo:	„for metallbau 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.

**6 contact:**

Marco Buch  
 Director Market Strategies & Sales

**7 terms of payment:**

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

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

**1 ad sizes and rates market place** (classified ad section, price in €):

format	columns	width x height mm	b/w	coloured
2/1 page	4-columns	203 x 268 each page	8,490.00	9,425.00
1/1 page	4-columns	176 x 254	4,350.00	4,965.00
3/4 page	4-columns	176 x 192	3,320.00	3,950.00
2/3 page	4-columns	176 x 166	2,850.00	3,490.00
1/2 page	4-columns	176 x 130 horizontal	2,260.00	2,700.00
	2-columns	86 x 254 upright		
1/3 page	4-columns	176 x 82 horizontal	1,515.00	1,855.00
	1-column	55 x 254 upright		
1/4 page	4-columns	176 x 60 horizontal	1,185.00	1,460.00
	2-columns	86 x 130 upright		
	1-column	40 x 254 upright		
1/8 page	4-columns	176 x 28 horizontal	640.00	835.00
	2-columns	86 x 60 upright		
	1-column	40 x 130 upright		
1/16 page	2-columns	86 x 28 horizontal	410.00	536.00
	1-column	40 x 60 upright		
1/32 page	1-column	40 x 30 upright	260.00	350.00

All prices are net prices. Please check our general terms of sale on: [www.bauverlag.de/downloads/agbs\\_en.pdf](http://www.bauverlag.de/downloads/agbs_en.pdf)

**2 discounts:** published within 12 months

**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%
24times 20%	24 pages 25%

**Classified section "professional market":**

– Minimum order: 3 ads		
– Price scale: (b/w-prices)		
– For	3 x times	€ 200.00 each
– For	6 x times	€ 190.00 each
– For	10x times	€ 160.00 each
– additional colour (2, 3 or 4 colours)		€ 80.00

**Classified section "EDV professional market":**

– Minimum order: 3 ads		
– Price scale: (b/w, 2, 3, 4 colours)		
– For	3 x times	€ 420.00 each
– For	6 x times	€ 390.00 each
– For	10x times	€ 320.00 each












fixed ad size: 88 x 47 mm

fixed ad size: 86 x 60 mm












- 1 magazine format:** DIN A4 (210 mm wide x 297 mm high;  
untrimmed: 216 mm wide x 303 mm high)  
**printing area:** 185 mm wide x 268 mm high  
4 columns à 43 mm
- 2 printing and binding methods:** Offset printing, adhesive binding.
- 3 data transfer:** We accept the following data media: CD-ROM, DVD  
Transfer by FTP: on request  
By e-mail (up to 10 MB): [order.management@bauverlag.de](mailto:order.management@bauverlag.de)  
For larger volumes of data, please contact:  
Sandra Pohlmann, phone: +49 5241 2151-4848
- 4 data formats:** Please send your ad data as PDF data files with embedded  
fonts, CMYK colour space or spot colours and 300 dpi reso-  
lution. Alternatively you can send us an EPS file with fonts  
converted to paths and 300 dpi resolution or a TIFF file in  
CMYK colour space with 600 dpi resolution.  
Please note that for open files we may charge editing costs  
depending on the work required. If possible, please use  
only PostScript fonts from the Adobe or Linotype Library.  
If you use any other or modified fonts, please advise us  
accordingly. For reasons relating to licensing laws, you may  
not supply fonts to us. If we do not have the font used,  
you must convert the text section concerned into character  
codes with a graphic program and integrate it as a graphic  
into your document. In such cases, please consult us.
- 5 colours:** Please make sure that the colour range always contains  
Cyan, Magenta, Yellow and Black. Colours which do not  
require their own printing block must be marked as four-  
colour separations. Colour mode: CMYK. With RGB, colour  
differences result.

- 6 proof:** With every data delivery, please enclose an 1:1 laser print-  
out for checking the layout and text. For all contract proof  
ads, digital proofs (with Ugra/FOGRA media wedge V 2.0)  
are required. The colour profile is iso coated v2 300%. If no  
proofs are provided, the publisher assumes absolutely no  
liability for colour shifts/variations in the print image.
- 7 data archiving:** All data files sent to us must be copies; for back-up pur-  
poses, you should store originals until publication of the  
respective issue. The documents and indexes must have a  
unique order and page designation. If possible, please avoid  
special symbols, blanks and umlauts in your data file names.  
Please ensure that you supply all elements used. This applies  
particularly to photos/figures and fonts embedded in EPS  
graphics. Data are archived; repeats without changes are  
therefore generally possible. However, we do not provide a  
data guarantee.
- 8 guarantee:** The printers working for us can only expose what is stored  
on the data media delivered by you. We cannot accept  
liability for any deviations in texts, illustrations and colours.
- 9 contact:** Sandra Pohlmann  
phone: +49 5241 2151-4848  
e-mail: [order.management@bauverlag.de](mailto:order.management@bauverlag.de)

## printing size area

											
<b>format</b>	1/1 page	2/3 upright	2/3 horizontal	1/2 upright	1/2 JP	1/2 horizontal	1/3 upright	1/3 horizontal	1/4 upright	1/4 horizontal	1/4 2-col.
<b>width x height</b> in mm	185 x 275	130 x 275	190 x 180	90 x 275	135 x 190	190 x 135	50 x 275	190 x 90	40 x 275	190 x 65	90 x 135

## bleed size (additionally 3 mm trim to each side)

											
<b>format</b>	1/1 page	2/3 upright	2/3 horizontal	1/2 upright	1/2 JP	1/2 horizontal	1/3 upright	1/3 horizontal	1/4 upright	1/4 horizontal	1/4 2-col.
<b>width x height</b> in mm	210 x 297	140 x 297	210 x 195	100 x 297	145 x 200	210 x 145	58 x 297	210 x 100	50 x 297	210 x 75	100 x 145

1 website: [www.metallbau-magazin.de](http://www.metallbau-magazin.de)

2 short profile: [www.metallbau-magazin.de](http://www.metallbau-magazin.de) is intended for entrepreneurs and decision-makers in the metal and steel construction industry and focuses on design, execution, and manufacturing. The online industry platform is currently the number 1 in the specialist segment of metal construction.

The website supplements the trade journal **metallbau** with news and project reports - in English too (EN). An overview of products can be called up and the "most-read" icon shows you which articles are the most popular with our readers. Anyone who wants to read the latest articles about a specific company in the sector will be shown a chronological hit list after entering its name in the search field.

3 target group: structural aluminium and steel engineering contractors

4 publisher: Bauverlag BV GmbH

**contact editorial department:**  
 Stefanie Manger  
 Editor-in-Chief  
 phone: +49 5241 2151-3355  
 e-mail: [stefanie.manger@bauverlag.de](mailto:stefanie.manger@bauverlag.de)

**contact digital advertising:**  
 Axel Gase-Jochens  
 Head of Digital Sales  
 phone: +49 5241 2151-2727  
 e-mail: [axel.gase-jochens@bauverlag.de](mailto:axel.gase-jochens@bauverlag.de)



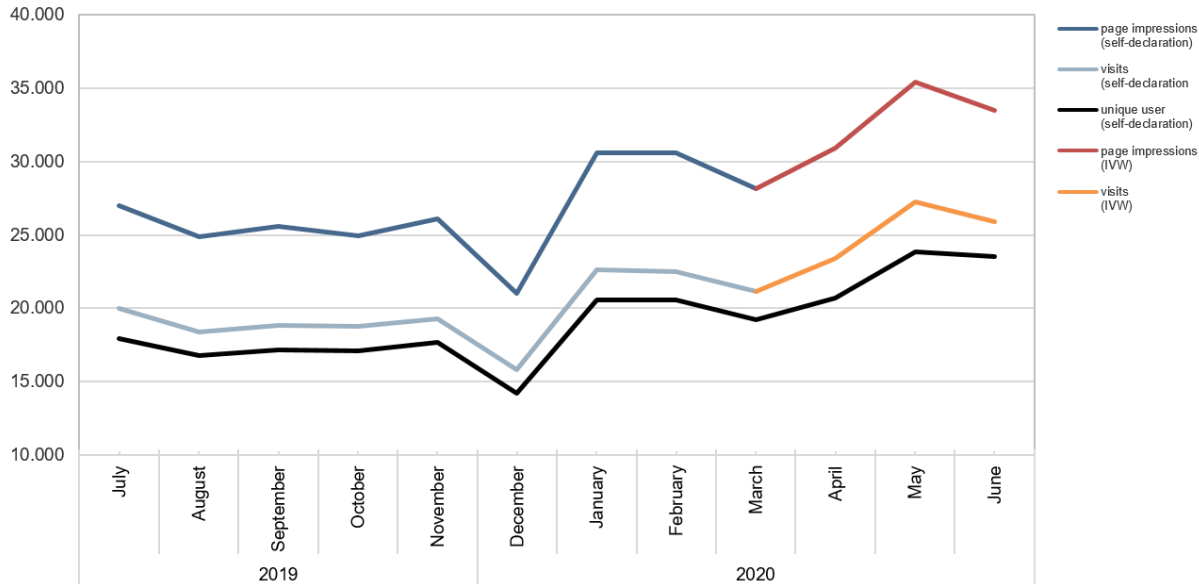
1 traffic audit:



2 website traffic:

page impressions: 33,285  
 visits: 25,529  
 unique user: 22,698

(Source for page impressions and visits: IVW, for unique users: Google Analytics/proprietary information; average per month April 2020 to June 2020)



Source from June 2019 to March 2020: Google Analytics/own reference

Source from April 2020 for page impressions and visits: IVW

Source unique user: Google Analytics/proprietary information

**1 prices and forms of advertising:**

forms of advertising	placement	format (pixel, width x height)	max data size	prices in €/4 weeks
fullsize banner	complete website, in rotation with max. 2 others	468 x 60	100 kB	644.00
superbanner	complete website, in rotation with max. 2 others	728 x 90	100 kB	840.00
skyscraper	complete website, in rotation with max. 2 others	120 x 600	100 kB	1,008.00
skyscraper sticky	complete website, in rotation with max. 2 others	120 x 600	100 kB	1,120.00
wide skyscraper	complete website, in rotation with max. 2 others	160 x 600	100 kB	1,176.00
wide skyscraper sticky	complete website, in rotation with max. 2 others	160 x 600	100 kB	1,288.00
half page	complete website, in rotation with max. 2 others	300 x 600	100 kB	1,372.00
half page sticky	complete website, in rotation with max. 2 others	300 x 600	100 kB	1,456.00
medium rectangle	complete website, in rotation with max. 2 others	300 x 250	100 kB	1,176.00
wallpaper	complete website, in rotation with max. 2 others	728 x 90 + 120 x 600	100 kB	1,540.00
expandable wallpaper	complete website, in rotation with max. 2 others	728 x 90 + 120 x 600 (300 x 600)	100 kB	1,708.00
layer ad	homepage	400 x 400 (with frequency capping)	100 kB	on request
situation vacant	individual	individual	100 kB	1,100.00
microsite	own navigation within the website, duration 12 weeks	individual	100 kB	11,256.00*
onlinePLUS	addition to an existing online article/advertorial	photos, videos, PDFs	100 kB	1,176.00
online-advertorial	see page 25	individual	100 kB	2,660.00
ad bundle	website, in rotation with max. 2 others	consisting of fullsize banner, skyscraper and medium rectangle	100 kB	1,008.00
billboard	on all pages except homepage, in rotation with max. 2 others	970 x 250	100 kB	1,708.00

All prices are subject to statutory VAT. \*Total price for a period of 12 weeks. Please find the general terms and conditions at: [www.bauverlag.de/downloads/agbs\\_en.pdf](http://www.bauverlag.de/downloads/agbs_en.pdf)

**2 discounts:**

published within 12 months  
 3 months 5 %  
 6 months 10 %  
 12 months 15 %

**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.

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 Head of Digital Sales  
 phone: +49 5241 2151-2727  
 e-mail: [axel.gase-jochens@bauverlag.de](mailto:axel.gase-jochens@bauverlag.de)

**3 special advertising formats:**

wallpaper, coloured clickable background  
 30% additional charge





**1 file formats:** GIF, JPG, 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](http://www.bauverlag.de/downloads/spec-sheet-online.pdf)

You get a reporting about ad-impressions and ad-clicks after campaign end.

**2 delivery address:** Please send your banner to [order.management@bauverlag.de](mailto:order.management@bauverlag.de)

**3 delivery deadline:** 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.

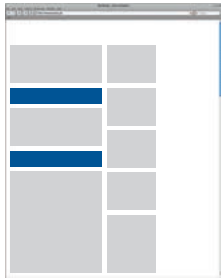
Please send your materials together with the required meta information:

- Customer name
- Booking period
- Booked site
- Advertising format
- Contact person for inquiries
- Motif name
- Target URL

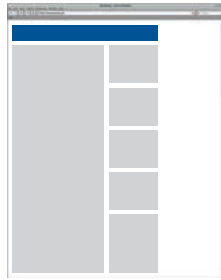
**4 contact person:** If you have any technical queries, please contact:

Sandra Pohlmann  
phone: +49 5241 2151-4848  
e-mail: [order.management@bauverlag.de](mailto:order.management@bauverlag.de)

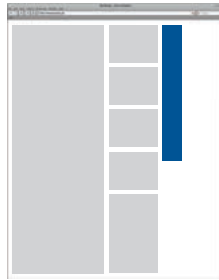
## advertising forms



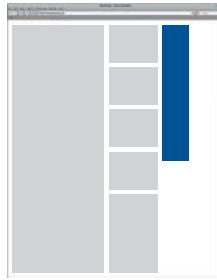
fullsize banner  
 468 x 60



superbanner  
 728 x 90



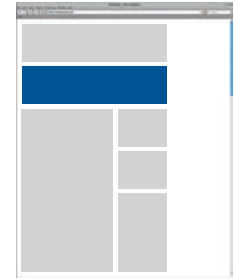
skyscraper  
 120 x 600



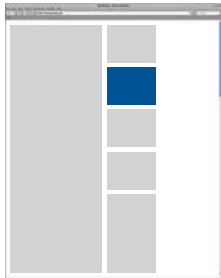
wide Skyscraper  
 160 x 600



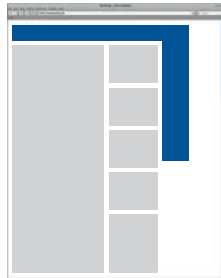
half Page  
 300 x 600



billboard  
 970 x 250



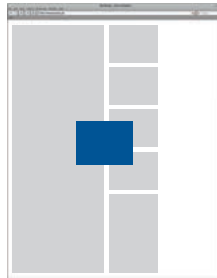
medium rectangle  
 300 x 250



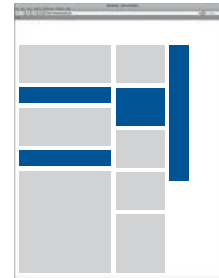
wallpaper  
 728 x 90 + 120 x 600



expandable wallpaper  
 728 x 90 +  
 120 x 600 (300 x 600)



layer ad  
 400 x 400



ad bundle  
 468 x 60  
 120 x 600  
 300 x 250

format  
 width x height  
 in pixel

Please consider our information on data formats and programming.

- 1 name:** metallbau newsletter
- 2 short profile:** The **metallbau newsletter** whets its readers' appetite for the specialist articles in the next print edition in an email. At the same time, we use this channel to keep entrepreneurs and decision-makers in the trade informed about the latest news and specialist topics that are only published online because of the magazine's capacity – including articles in the categories technology, management and projects. The newsletter is published once a month, or more frequently in the light of current affairs.
- 3 target group:** structural aluminium and steel engineering contractors
- 4 publication frequency:** monthly
- 5 publisher:** Bauverlag BV GmbH
- contact editorial department:**  
 Stefanie Manger  
 Editor-in-Chief  
 phone: +49 5241 2151-3355  
 e-mail: stefanie.manger@bauverlag.de
- contact digital advertising:**  
 Axel Gase-Jochens  
 Head of Digital Sales  
 phone: +49 5241 2151-2727  
 e-mail: axel.gase-jochens@bauverlag.de



- 1 recipients: The **metallbau newsletter** reaches structural aluminium and steel engineering contractors.
- 2 circulation: 1531 recipients  
 openingrate gross: 83.48%  
 openingrate net: 25.99%  
 (source: Inxmail; average per month July 2019 until June 2020)





newsletter	publishing date	booking deadline	events
1/2021	07.01.2021	21.12.2020	Hybrid-BAU
2/2021	10.02.2021	03.02.2021	Eisenwarenmesse, R + T
3/2021	18.03.2021	11.03.2021	IHM, METAV, Hannover Messe
4/2021	15.04.2021	08.04.2021	
5/2021	05.05.2021	28.04.2021	Fastener Fair Stuttgart
6/2021	02.06.2021	26.05.2021	Intersolar, glasstec, FeuerTrutz
7/2021	15.07.2021	08.07.2021	
8/2021	19.08.2021	12.08.2021	
9/2021	02.09.2021	26.08.2021	IAA Nutzfahrzeuge, Schweißen & Schneiden, NUFAM
10/2021	29.09.2021	22.09.2021	EMO, A+A
11/2021	25.10.2021	18.10.2021	Blechexpo
12/2021	02.12.2021	25.11.2021	
13/2021	29.01.2021	22.01.2021	Special Edition Newsletter The year 2020 in review

**1 prices and forms:**

advertising forms	placement	format (pixel, width x height)	max. file size	price in €/newsletter
fullsize banner	content	468 x 60	20 kB	435.00
skyscraper	next to the content	120 x 600	20 kB	515.00
wide skyscraper	next to the content	160 x 600	20 kB	620.00
medium rectangle	content	300 x 250	20 kB	629.00
text ad	content	headline up to 50 characters + text up to 500 characters (incl. spaces) + 1 image (275 x 255 pixel) + link	20 kB	515.00
text ad premium	1. text ad in the newsletter, content	headline up to 50 characters + text up to 500 characters (incl. spaces) + 1 image (275 x 255 pixel) + link	20 kB	595.00
situations vacant	content	headline up to 50 characters + text up to 500 characters (incl. spaces) + 1 image (275 x 255 pixel) + link	20 kB	560.00
newsletter takeover	content, exclusive	up to 4 text ads, 3 fullsize banners and 1 skyscraper	20 kB	3,880.00

All prices are net prices. Please check our general terms of sale on: [www.bauverlag.de/downloads/agbs\\_en.pdf](http://www.bauverlag.de/downloads/agbs_en.pdf)

**2 discounts:** published within 12 months

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

**1 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)

**2 format of newsletter:** HTML or text

**3 delivery address:** Please send the advertising material for your campaign to:  
[order.management@bauverlag.de](mailto:order.management@bauverlag.de)

**4 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:

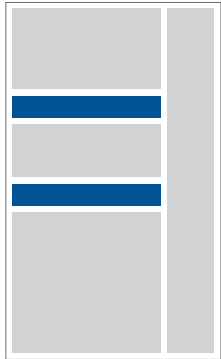
- customer name
- booked newsletter
- order number
- target URL
- contact person for inquiries

Reporting: On request you will get a reporting about the recipients/ opening rate and ad-clicks.

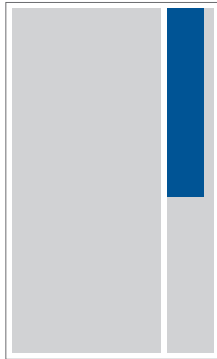
**5 contact:** **If you have any technical queries, please contact:**

Sandra Pohlmann  
phone: +49 5241 2151-4848  
e-mail: [order.management@bauverlag.de](mailto:order.management@bauverlag.de)

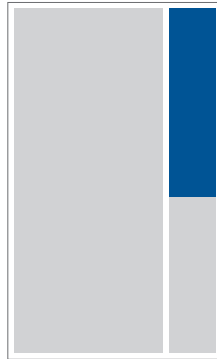
**format**  
 width x height  
 in Pixel



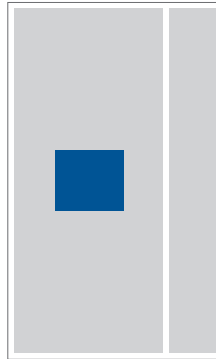
fullsize banner  
 468 x 60



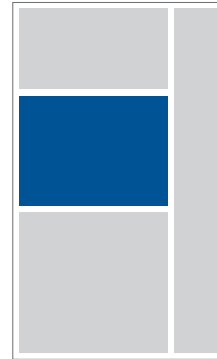
skyscraper  
 120 x 600



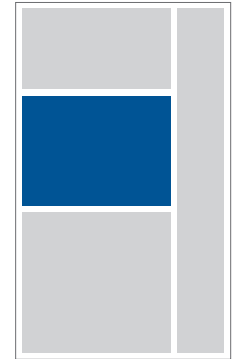
wide skyscraper  
 160 x 600



medium rectangle  
 300 x 250



text ad  
 headline up to 50 characters  
 + up to 500 characters  
 (incl. spaces)  
 + 1 image (275 x 255 pixel)  
 + link



text ad premium  
 headline up to 50 characters  
 + up to 500 characters  
 (incl. spaces)  
 + 1 image (275 x 255 pixel)  
 + link



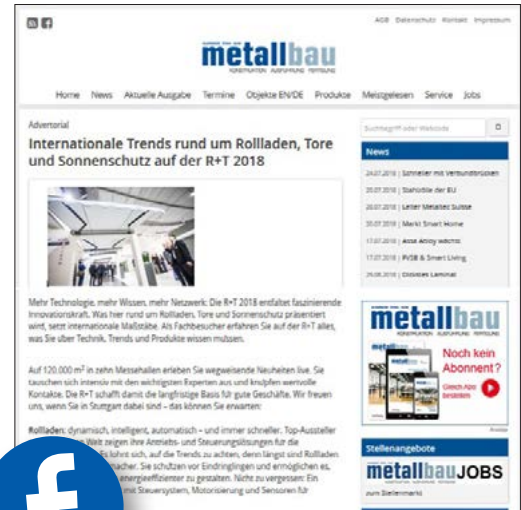
## online-advertorial

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.metallbau-magazin.de](http://www.metallbau-magazin.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
- text ad in [metallbau newsletter](#) with a link to the online post
- advertised facebook post via Facebook fanpage of [metallbau](#) with a link to the online post

price: 2,660.00 € plus VAT.



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.metallbau-magazin.de](http://www.metallbau-magazin.de)



wide skyscraper in metallbau newsletter

duration 4 weeks

price: 1,792.80 € plus VAT.

crossmedia product advertising package



online-advertorial on [www.metallbau-magazin.de](http://www.metallbau-magazin.de) (for services see previous page)



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

duration 4 weeks

price: 5,778.00 € plus VAT.

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

## “We offer full-service project management for publications and events in the construction industry”

As the in-house Bauverlag agency, we operate as knowledge and communication partners for content marketing and events in the building sector. We are familiar with the dynamic trends within the industry and actively include them in our services – together with you. The dice@bauverlag Team includes communications experts, event managers, media designers and IT specialists.

We collaborate with our customers to produce creative and smart marketing solutions – from classic corporate publishing and event management to integrated campaign strategies.

What makes us unique?

- Competent content: our construction expertise
- We know the target groups
- The extensive Bauverlag network



**Rainer Homeyer-Wenner**

Head of agency

+49 5241 2151-3311

rainer.homeyer-wenner@bauverlag.de



## Print

Customer magazines

Staff magazines

PR

Property reports

Technical articles

Case studies

White papers

Books

## Digital

Web design

Landing pages

Websites

Digital storytelling

Apps

Newsletters

Video/moving images

Customer magazines

## Events

Industry events

Conferences

web seminars

Excursions

Architecture trips

Awards

Event apps

Advertising

visit us at:  [dice.bauverlag.de](http://dice.bauverlag.de)

Web seminars are an effective tool to establish and maintain strong customer relationships.

The benefits are perfectly obvious:

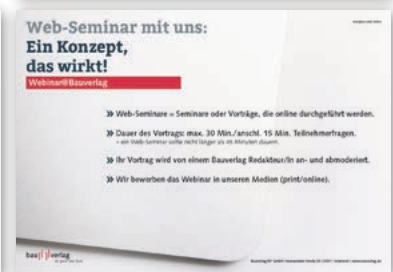
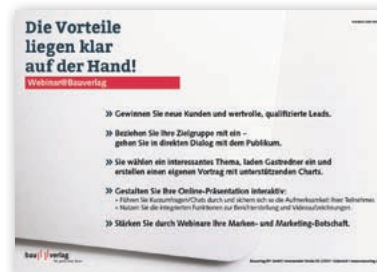
- » Gain new customers and valuable, qualified leads.
- » Get your target group involved, engage your audience in direct dialogue.
- » You choose an interesting topic, invite guest speakers and prepare your own talk with supporting charts.
- » Design your interactive online presentation
- » Strengthen your brand and marketing message with a web seminar

As a media company and event organizer with the appropriate infrastructure, we can actively support you from providing advice, organizing and executing your web seminars, to facilitation by our Editor.

**Basisprice: 5,900.00 €** no agency commission discounts, plus VAT

Interested?

We are happy to advise and inform you!



By booking several of these magazines take advantage of a combined discount with the **Bauverlag Combination**:

AT MINERAL PROCESSING Europe  
 AT MINERAL PROCESSING Worldwide  
 bauhandwerk  
 Bauwelt  
 BFT INTERNATIONAL  
 BS BRANDSCHUTZ  
 BundesBauBlatt  
 COMPUTER SPEZIAL  
 dach+holzbau  
 DBZ Deutsche Bauzeitschrift  
 FACILITY MANAGEMENT  
 KKA Kälte Klima Aktuell  
 metallbau  
 recovery - Recycling Technology Worldwide  
 SHK Profi  
 tab Das Fachmedium der TGA-Branche  
 THIS Tiefbau Hochbau Ingenieurbau Straßenbau  
 tunnel  
 Zi Brick and Tile Industry International  
 ZKG CEMENT LIME GYPSUM

**Conditions:**

Minimum four adverts in two or more magazines.  
 Minimum size 1/4 page; order acceptance within 12 months

**staggered repeat discount**

from 4 adverts .....	3 % discount
from 6 adverts .....	5 % discount
from 12 adverts .....	10 % discount
from 18 adverts .....	15 % discount
from 24 adverts .....	20 % discount
from 48 adverts .....	25 % discount

**quantity scale**

from 4 pages .....	5 % discount
from 6 pages .....	10 % discount
from 12 pages .....	15 % discount
from 18 pages .....	20 % discount
from 24 pages .....	25 % discount

**Please note: The discount scales listed here replace the scales in the respective rate cards of the magazines.**



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Sales Manager  
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**Erdal Top**  
Key Account Manager  
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e-mail: erdal.top@bauverlag.de

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We will support your mediaplannings – just give us a call or send us an e-mail!

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