communication solutions for the target group of manufacturers of concrete and precast concrete products
Communication solutions for the target group consisting of manufacturers of concrete products and precast elements, and companies active in precast construction. However you intend to come into contact with decision-makers – whether in print, online, digitally, or personally – BFT INTERNATIONAL offers you in any case a highly effective platform. Choose a channel from the BFT portfolio or combine several:
1 magazine name: BFT INTERNATIONAL

2 short profile: BFT INTERNATIONAL has been the recognized trade journal for manufacturers of concrete and precast concrete products as well as for companies specializing in precast construction for over seven decades. It addresses primarily the executive personnel of this important segment of industry and is distributed worldwide. The technical articles in BFT INTERNATIONAL provide comprehensive information on the mechanical equipment in the plants – ranging from mixing processes to actual production, all the way to the transport of the finished products. The articles, apart from reporting on scientific findings in concrete technology as well as reinforcement and connection engineering, also focus on questions of organization and rationalization. In the case of modern concrete and precast concrete plants, the current technical statuses of the individual production branches are presented. In parallel to this, the product and project presentations provide ideas for design and construction. Furthermore, the innovations of companies and associations and the product news featured make it possible to closely follow what is happening in the precast industry. BFT INTERNATIONAL is a „mediator” between the building materials machinery/supplier industries and precast plants as well as a platform for an international exchange of experience that takes into consideration the latest scientific findings.

3 target group: manufacturers of concrete and precast concrete products
**4 publication frequency:** monthly

**5 magazine format:** 210 mm wide, 297 mm high, DIN A4

**6 volume/year:** 85. volume 2019

**7 sales price:**
- Germany: €239.00
- foreign country: €251.00
- students: €150.00
- single issue: €26.00

**8 organ:** National Precast Concrete Association (NPCA)

**9 memberships:**
- National Precast Concrete Association (NPCA)

**10 publisher:** Bauverlag BV GmbH
Avenwedder Str. 55
33311 Gütersloh
Germany
www.bauverlag.de

**11 publisher:** –

**12 advertising:**
- Volker Winzer
  Head of advertising market

**13 editorial department:**
- Silvio Schade
  Editor-in-Chief
  phone: +49 5241 80-89103
  fax: +49 5241 80-9411
  e-mail: silvio.schade@bauverlag.de

- Karla Knitter
  Editor
  phone: +49 5241 80-884115
  fax: +49 5241 80-9411
  e-mail: karla.knitter@bauverlag.de

**14 page-analysis:**
- total pages: 1,098 pages = 100.00%
  - editorial section: 882 pages = 80.3%
  - advertising section: 216 pages = 19.7%
  - including:
    - employment and classified ads
      - 2 pages = 0.9%
    - publishing company ads
      - 30 pages = 13.9%

**15 analysis of the content in the editorial section:**
- production and plant technique, plant reports
  - 256 pages = 29.0%
- concrete technology
  - 238 pages = 27.0%
- news
  - 226 pages = 25.6%
- product and construction technique
  - 128 pages = 14.5%
- content
  - 18 pages = 2.0%
- spin-offs, management, interview
  - 16 pages = 1.8%
1. **circulation audit:**

2. **circulation analysis:** copies per issue
   (annual average of July 2017 to June 2018)

<table>
<thead>
<tr>
<th>print run:</th>
<th>8,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>copies distributed:</td>
<td>7,539 thereof abroad: 6,275</td>
</tr>
<tr>
<td>copies sold: subscriptions:</td>
<td>921 898 thereof abroad: 252</td>
</tr>
<tr>
<td>other sales</td>
<td>23</td>
</tr>
<tr>
<td>single copy sales:</td>
<td>-</td>
</tr>
<tr>
<td>free copies:</td>
<td>6,618 thereof abroad: 6,023</td>
</tr>
<tr>
<td>archive and specimen copies:</td>
<td>461</td>
</tr>
</tbody>
</table>

3. **geographical distribution analysis:**

<table>
<thead>
<tr>
<th>area of business</th>
<th>copies actually distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
</tr>
<tr>
<td>Germany</td>
<td>16.7</td>
</tr>
<tr>
<td>foreign countries</td>
<td>83.3</td>
</tr>
<tr>
<td>number of copies actually distributed</td>
<td>100.0</td>
</tr>
</tbody>
</table>
copies distributed

circulation: 7,539 copies

- Africa 8.0%
- Oceania 1.6%
- Europe 47.2%
- Latinamerica 8.9%
- Middleamerica 1.7%
- Asia 11.8%
- Northamerica 18.0%
- Middle East 2.9%
<table>
<thead>
<tr>
<th>issue</th>
<th>dates</th>
<th>topics (as per September 2018)</th>
<th>trade fairs/events</th>
</tr>
</thead>
</table>
| 1/2019    | publishing date: 04.01.2019 advertising deadline: 11.12.2018 | Prefabricated parts, concrete products, concrete technologies fastening and reinforcement techniques, mixing techniques | 14.-19.01. BAU 2019, Munich  
22.-25.01. World of Concrete, Las Vegas  
29.-01.02. Construction Materials OCM, Moscow |
|           |                            | SPECIAL Precast Show 2019                                                                     |                                                                                  |
12.-15.02. BUDMA, Poznan  
19.-21.02. 63. BetonTage 2019, Ulm  
26.-02.03. PCI Convention and National Bridge Conference, Louisville  
28.-02.03. Precast Show 2019, Louisville, Ky |
| 2/2019    | publishing date: 08.02.2019 advertising deadline: 17.01.2019 | Proceedings 63rd BetonTage                                                                   | 01.-03.03. Africa Build, Lagos  
01.-03.03. INTERBUD, Lodz  
01.-04.03. Iran Buildex, Iran  
27.-02.03. Yug Build, Krasnodar  
02.-05.04. MosBuild, Moscow |
|           |                            | SPECIAL 63rd BetonTage 2019                                                                   |                                                                                  |
| 1/2019 Russian Edition | publishing date: 20.02.2019 advertising deadline: 23.01.2019 | Production of prefabricated structural parts, stones, pipes and shafts, concrete technology | 08.-11.03. Construct Expo, Bucharest  
10.-13.03. The Big 5 Saudi, Jeddah  
10.-13.03. The Big 5 Kuwait, Kuwait  
20.-21.03. The UK Concrete Show, Birmingham  
25.-27.03. The Big Show Oman 2019, Mascat |
| 3/2019    | publishing date: 07.03.2019 advertising deadline: 13.02.2019 | Prefabricated parts, concrete products, concrete technology production of prefabricated parts, treatment/finishing | 02.-05.04. MosBuild, Moscow  
03.-07.04. Construma, Budapest  
08.-14.04. bauma 2019, Munich  
09.-11.04. Powtech 2019, Nurnberg  
09.-12.04. Feicon Batimat, Sao Paulo  
17.-19.04. ExpoFerretera 2019, San José  
28.04. Batimatec Expo, Algiers |
<p>|           |                            | preview bauma 2019                                                                            |                                                                                  |
|           |                            | SPECIAL bauma 2019                                                                            |                                                                                  |</p>
<table>
<thead>
<tr>
<th>issue</th>
<th>dates</th>
<th>topics (as per September 2018)</th>
<th>traide fairs/events</th>
</tr>
</thead>
<tbody>
<tr>
<td>5/2019</td>
<td>publishing date: 06.05.2019, advertising deadline: 09.04.2019</td>
<td>Prefabricated parts, concrete products, concrete technology concrete pipes, shafts, prefabricated parts for underground construction</td>
<td>14.-17.05. BB Construmat 2019, Barcelona 22.-24.05. AstanaBuild, Kazakhstan</td>
</tr>
<tr>
<td>2/2019</td>
<td>publishing date: 24.05.2019, advertising deadline: 25.04.2019</td>
<td>Production of prefabricated structural parts, stones, pipes and shafts, concrete technology</td>
<td>08.-14.06. bauma CTT Russia, Moscow</td>
</tr>
<tr>
<td>6/2019</td>
<td>publishing date: 06.06.2019, advertising deadline: 14.05.2019</td>
<td>Prefabricated parts, concrete products, concrete technology mixing, data processing, automation and control technology</td>
<td>08.-14.06. bauma CTT Russia, Moscow</td>
</tr>
<tr>
<td>7/2019</td>
<td>publishing date: 05.07.2019, advertising deadline: 12.06.2019</td>
<td>Prefabricated parts, concrete products, concrete technology mixing, data processing, automation and control technology</td>
<td>16.07. Construction Industry Exhibition Abuja</td>
</tr>
<tr>
<td>8/2019</td>
<td>publishing date: 05.08.2019, advertising deadline: 12.07.2019</td>
<td>Prefabricated parts, concrete products, concrete technology production of prefabricated parts, attachment and reinforcement techniques</td>
<td>August 01.08. Interbuild Africa, Johannesburg 14.-16.08. Concrete Show South America 2019, Sao Paulo</td>
</tr>
<tr>
<td>2/2019</td>
<td>publishing date: 05.08.2019, advertising deadline: 12.07.2019</td>
<td>Production of precast components/elements, concrete blocks and pavers, pipes and manholes, concrete technology</td>
<td>October Edifica/Expo Hormigón, Santiago de Chile</td>
</tr>
<tr>
<td>3/2019</td>
<td>publishing date: 28.08.2019, advertising deadline: 31.07.2019</td>
<td>Production of prefabricated structural parts, stones, pipes and shafts, concrete technology</td>
<td></td>
</tr>
<tr>
<td>Issue</td>
<td>Dates</td>
<td>Topics (as per September 2018)</td>
<td>Trade Fairs/Events</td>
</tr>
<tr>
<td>--------</td>
<td>----------------</td>
<td>----------------------------------------------------------------------------------------------</td>
<td>--------------------------------------------------------</td>
</tr>
<tr>
<td>9/2019</td>
<td>publishing date: 06.09.2019 advertising deadline: 15.08.2019</td>
<td>Prefabricated parts, concrete products, concrete technology concrete products/landscaping, sheathing and moulding</td>
<td>September The Big 5 Construct India, Mumbai September Intermat Asean, Bangkok September Budpragers, Minsk 11.-15.09. MATEXPO, Belgium</td>
</tr>
<tr>
<td>10/2019</td>
<td>publishing date: 07.10.2019 advertising deadline: 12.09.2019</td>
<td>Prefabricated parts, concrete products, concrete technology prestressed concrete</td>
<td>October Excon 2019, Lima 03.-05.10. 54th Annual Convention, Washington 02.-05.10. EDIFICA/EXPOCONSTRUCCION, Santiago de Chile 28.10. YAPI, Ankara</td>
</tr>
<tr>
<td>4/2019 Russian Edition</td>
<td>publishing date: 07.11.2019 advertising deadline: 09.10.2019</td>
<td>Production of prefabricated structural parts, stones, pipes and shafts, concrete technology</td>
<td></td>
</tr>
</tbody>
</table>

The editorial department reserves the right to make changes or additions to the scheduled features to allow for topicality.
### 1 ad sizes and rates (prices in €):

<table>
<thead>
<tr>
<th>format</th>
<th>width x height mm</th>
<th>b/w</th>
<th>colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 page</td>
<td>406 x 282</td>
<td>5,330.00</td>
<td>7,150.00</td>
</tr>
<tr>
<td>1/1 page</td>
<td>193 x 282</td>
<td>2,750.00</td>
<td>3,890.00</td>
</tr>
<tr>
<td>3/4 page horizontal</td>
<td>193 x 197</td>
<td>2,170.00</td>
<td>2,910.00</td>
</tr>
<tr>
<td>vertical</td>
<td>144 x 282</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/3 page horizontal</td>
<td>193 x 190</td>
<td>1,990.00</td>
<td>2,830.00</td>
</tr>
<tr>
<td>vertical</td>
<td>127 x 282</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>193 x 135</td>
<td>1,790.00</td>
<td>2,220.00</td>
</tr>
<tr>
<td>vertical</td>
<td>95 x 282</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Juniropage</td>
<td>127 x 180</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>193 x 90</td>
<td>1,170.00</td>
<td>1,570.00</td>
</tr>
<tr>
<td>vertical</td>
<td>60 x 282</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>193 x 60</td>
<td>910.00</td>
<td>1,370.00</td>
</tr>
<tr>
<td>vertical</td>
<td>95 x 135</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-col.</td>
<td>45 x 282</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/8 page horizontal</td>
<td>193 x 32</td>
<td>510.00</td>
<td>900.00</td>
</tr>
<tr>
<td>2-col.</td>
<td>95 x 66</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Special position:**
- outside back cover: € 810.00
- inside back cover: € 640.00
- inside front cover: € 440.00

**Format:**
- printed over gutter margin: € 195.00
- double-page spread:

**3 discounts:**
- published within 12 months; beginning with publication of the first ad
- amount of ads:
  - 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 discounts” on page 34.

Loose inserts and technical costs are not discountable.

---

*The front cover can only be booked with the first right 1/1 page coloured in the magazine section. The motive consists of a picture (without text) and a company logo.*

All prices are subject to statutory VAT. Please find the general terms and conditions: www.bauverlag.de/downloads/agbs_en.pdf
4 classified ads:

<table>
<thead>
<tr>
<th>Type</th>
<th>Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>job offers</strong></td>
<td>single-column/45 mm wide, b/w</td>
<td>€ 2.90</td>
</tr>
<tr>
<td></td>
<td>single-column/45 mm wide, colour</td>
<td>€ 3.50</td>
</tr>
<tr>
<td><strong>situation wanted</strong></td>
<td>single-column/45 mm wide b/w</td>
<td>€ 2.00</td>
</tr>
<tr>
<td><strong>classified ads</strong></td>
<td>single-column/45 mm wide b/w</td>
<td>€ 2.90</td>
</tr>
<tr>
<td><strong>chiffre fee</strong></td>
<td></td>
<td>€ 16.50</td>
</tr>
</tbody>
</table>

From a print value of 580.00 €, your job posting will be displayed online at www.BFT-international.com for free.

5 special print:

<table>
<thead>
<tr>
<th>Type</th>
<th>Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>bound inserts</strong></td>
<td>2 pages</td>
<td>€ 3,130.00</td>
</tr>
<tr>
<td></td>
<td>4 pages</td>
<td>€ 4,200.00</td>
</tr>
<tr>
<td><strong>loose inserts</strong></td>
<td>maximum size 205 x 290 mm, weight up to 25 g</td>
<td>€ 530.00</td>
</tr>
<tr>
<td></td>
<td>costs for selection</td>
<td>€ 120.00</td>
</tr>
</tbody>
</table>

6 contact:

Volker Winzer  
Head of advertising market

7 terms of payment:

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

bank account:

Bauverlag BV GmbH, Gütersloh  
Deutsche Bank Berlin  
IBAN: DE45 1007 0000 0069 4653 00  
BIC: DEUTDEBBXXX

stuck advertise:

postcards per thousand  
quantity: on request  
price: € 80.00

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

delivery address:

Integralis Industriebuchbinderei,  
Lettershop und Fulfillment GmbH  
Lägenfeldstraße 4  
30952 Ronnenberg  
Germany

delivery memo: “For BFT no. ...”

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

Volker Winzer  
Head of advertising market

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.

Volker Winzer  
Head of advertising market

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

bank account:

Bauverlag BV GmbH, Gütersloh  
Deutsche Bank Berlin  
IBAN: DE45 1007 0000 0069 4653 00  
BIC: DEUTDEBBXXX
1 magazine format: 210 mm wide, 297 mm high, DIN A4
untrimmed: 216 mm wide, 303 mm high

2 print space: 193 mm wide, 282 mm high
4 columns, 45 mm wide

2 printing and binding methods: offset printing, adhesive binding

3 data transfer: we accept the following data carriers: CD-ROM, DVD
transmission by FTP:
upon request
by e-mail (up to 10MB):
order.management@bauverlag.de
For transmission of larger data quantities please contact:
Vera Wenzel, phone: +49 5241 80-75930

4 data formats: Please send your advertisement data as PDF with embedded
fonts, CMYK color space and/or special colors and 300 dpi
resolution. Alternatively, you may also send us an EPS file
with fonts converted in paths and 300 dpi resolution and/
or a TIFF file in the CMYK color space with 600 dpi reso-
lution. Please note that for open files extra costs may be
charged, depending on the expenditure and costs required
for processing. Use, if possible, only PostScript fonts from
the Adobe or Linotype library. Should you use other fonts, or
fonts modified by you, please let us know. Under the license
law, we are not permitted to accepts fonts supplied by you.
If the font used is not available to us, we have to convert
the part of the text concerned into paths, by means of a graphics
program and integrate it as graphics into your document.
Please contact us in such case.

5 colors: Please make sure that the color palette contains in every case
cyan, magenta, yellow, and black. Colors that do not require
their own print format must be marked as four-color prints.
Color mode: CMYK. RGB results in color differences.

6 proof: Please attach a 1:1 laser printout to every data delivery for
status and text checks. Digital proofs (with Ugra/FOGRA,
media quoin V 2.0) are required for all advertisements with
binding colours. The colour profile is iso-coated v2 300%.
If no proofs will be submitted, the publishing house will
basically not be liable for any colour displacements and vari-
tions, respectively, within the image.

7 data archiving: All data sent us must be copies; the originals should be kept
and saved by you for extra safety until such time as the
magazine issue is published. The documents and directories
must have unambiguous order and page designations. Please
avoid, if at all possible, special characters, blank spaces and
umlauts. Please ensure that all of the elements used are
supplied. This refers in particular to images and fonts that are
embedded in EPS graphics.
Data are archived; unchanged repetitions are therefore
generally possible. However, no data warranty or guarantee
is assumed.

8 guarantee: The printer shops that work for us can only expose what
exists on the data carriers you deliver to us. We assume no
liability whatsoever for any deviations in texts, images, or
colors

9 contact: Vera Wenzel
phone: +49 5241 80-75930
e-mail: order.management@bauverlag.de
### Print Size Area

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height (in mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>193 x 282</td>
</tr>
<tr>
<td>2/3 vertical</td>
<td>127 x 282</td>
</tr>
<tr>
<td>2/3 horizontal</td>
<td>193 x 190</td>
</tr>
<tr>
<td>1/2 vertical</td>
<td>95 x 282</td>
</tr>
<tr>
<td>1/2 JP</td>
<td>127 x 180</td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>193 x 135</td>
</tr>
<tr>
<td>1/3 vertical</td>
<td>60 x 282</td>
</tr>
<tr>
<td>1/3 horizontal</td>
<td>193 x 90</td>
</tr>
<tr>
<td>1/4 vertical</td>
<td>45 x 282</td>
</tr>
<tr>
<td>1/4 horizontal</td>
<td>193 x 60</td>
</tr>
<tr>
<td>1/4 2 col.</td>
<td>95 x 135</td>
</tr>
</tbody>
</table>

### Bleed Size (Format with Additionally 3mm Bleed to Each Side)

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height (in mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>210 x 297</td>
</tr>
<tr>
<td>2/3 vertical</td>
<td>134 x 297</td>
</tr>
<tr>
<td>2/3 horizontal</td>
<td>210 x 195</td>
</tr>
<tr>
<td>1/2 vertical</td>
<td>100 x 297</td>
</tr>
<tr>
<td>1/2 JP</td>
<td>135 x 190</td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>210 x 145</td>
</tr>
<tr>
<td>1/3 vertical</td>
<td>68 x 297</td>
</tr>
<tr>
<td>1/3 horizontal</td>
<td>210 x 98</td>
</tr>
<tr>
<td>1/4 vertical</td>
<td>52 x 297</td>
</tr>
<tr>
<td>1/4 horizontal</td>
<td>210 x 68</td>
</tr>
<tr>
<td>1/4 2 col.</td>
<td>100 x 145</td>
</tr>
</tbody>
</table>

### Front Cover Page (Format with Additionally 3mm Bleed to Each Side)

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height (in mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>210 x 297</td>
</tr>
</tbody>
</table>
The special edition Russia with a circulation of 3,000 copies will be distributed to concrete and precast plants and different events in the Russian-speaking regions.

Important information for the BFT Russian Edition advertisements:

1. In case your ad is already in Russian language please send a printable pdf or EPS with min. 300 dpi!

2. In case your ad is in English language only please send as soon as possible an open file in pc format for the correct translation; extra fee per ad € 195.00! For both variants please keep in mind to send us an original proof!

* price for each ad
BFT Latin America Spain Edition 2019

<table>
<thead>
<tr>
<th>format*</th>
<th>price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 page colour</td>
<td>€ 2,165.00</td>
</tr>
<tr>
<td>1/1 page colour</td>
<td>€ 3,790.00</td>
</tr>
</tbody>
</table>

Important information for the BFT Latin America Spain Edition advertisements:

1. In case your ad is already in spanish/portuguese language please send a printable pdf or EPS with min. 300 dpi!

2. In case your ad is in english language only please send as soon as possible an open file in pc format for the correct translation; extra fee per ad € 195.00! For both variants please keep in mind to send us an original proof!

* price for each ad
For many years, Beton Bauteile has been the reference book for extraordinary projects, aesthetics and engineering with prefabricated concrete parts.

I can happily make you an offer - contact me!

Bernadett Bissett
Sales Manager
phone: +49 5241 80-75497
e-mail: bernadett.bissett@bauverlag.de

Enjoy working with the BFT SUPPLIERS’ DIRECTORY, more detail on page 31!
Today the internet is a very important source of information for the decision makers in precast concrete plants. www.BFT-international.com the competence of the journal and offers the reader an additional interactive component with a high efficiency. Like in BFT journal, the BFT website pays attention on the international exchange of experience as well as practical information for the daily work. BFT INTERNATIONAL + BFT website = a perfect platform to use crossmedia synergy.

decision maker in concrete plants worldwide

Bauverlag BV GmbH

contact editorial department:
Silvio Schade
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fax: +49 5241 80-9411
e-mail: silvio.schade@bauverlag.de

Karla Knitter
Editor
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fax: +49 5241 80-9411
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Head of Digital Sales
phone: +49 5241 80-75018
fax: +49 5241 80-6066
e-mail: axel.gase-jochens@bauverlag.de
1 traffic audit: 

2 website traffic: 

- page impressions: 16,576
- visits: 9,494
- unique user: 8,233
(source: Google Analytics; average per month July 2017 - June 2018)
### 1 prices and advertising forms:

<table>
<thead>
<tr>
<th>Advertising Form</th>
<th>Placement</th>
<th>Format in Pixel (Width x Height)</th>
<th>Max. Data Size</th>
<th>Price in €/Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fullsize Banner</td>
<td>Website, in rotation with max. two additional</td>
<td>468 x 60</td>
<td>100 kB</td>
<td>490.00</td>
</tr>
<tr>
<td>Superbanner</td>
<td>Website, in rotation with max. two additional</td>
<td>728 x 90</td>
<td>100 kB</td>
<td>640.00</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>Website, in rotation with max. two additional</td>
<td>120 x 600</td>
<td>100 kB</td>
<td>765.00</td>
</tr>
<tr>
<td>Skyscraper Sticky</td>
<td>Website, in rotation with max. two additional</td>
<td>120 x 600</td>
<td>100 kB</td>
<td>840.00</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>Website, in rotation with max. two additional</td>
<td>160 x 600</td>
<td>100 kB</td>
<td>895.00</td>
</tr>
<tr>
<td>Wide Skyscraper Sticky</td>
<td>Website, in rotation with max. two additional</td>
<td>160 x 600</td>
<td>100 kB</td>
<td>985.00</td>
</tr>
<tr>
<td>Half Page</td>
<td>Website, in rotation with max. two additional</td>
<td>300 x 600</td>
<td>100 kB</td>
<td>1,025.00</td>
</tr>
<tr>
<td>Half Page Sticky</td>
<td>Website, in rotation with max. two additional</td>
<td>300 x 600</td>
<td>100 kB</td>
<td>1,125.00</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>Website, in rotation with max. two additional</td>
<td>300 x 250</td>
<td>100 kB</td>
<td>895.00</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>Website, in rotation with max. two additional</td>
<td>728 x 90 + 120 x 600</td>
<td>100 kB</td>
<td>1,150.00</td>
</tr>
<tr>
<td>Expandable Wallpaper</td>
<td>Website, in rotation with max. two additional</td>
<td>728 x 90 + 120 x 600 (300 x 600)</td>
<td>100 kB</td>
<td>1,280.00</td>
</tr>
<tr>
<td>Company Logo</td>
<td>Website, in rotation with max. six additional</td>
<td>200 x 80</td>
<td>100 kB</td>
<td>330.00</td>
</tr>
<tr>
<td>Layer Ad</td>
<td>Website, in rotation with max. two additional</td>
<td>400 x 400 (with frequency capping)</td>
<td>100 kB</td>
<td>1,280.00</td>
</tr>
<tr>
<td>Situations Vacant</td>
<td>In the job market</td>
<td>Individual</td>
<td>100 kB</td>
<td>600.00</td>
</tr>
<tr>
<td>Microsite</td>
<td>Own navigation within the website, duration 3 months</td>
<td>Individual</td>
<td>100 kB</td>
<td>6,840.00</td>
</tr>
<tr>
<td>OnlinePLUS</td>
<td>Website</td>
<td>Individual</td>
<td>100 kB</td>
<td>895.00</td>
</tr>
<tr>
<td>Online-advertorial</td>
<td>See page 28</td>
<td>Individual</td>
<td>100 kB</td>
<td>1,790.00</td>
</tr>
<tr>
<td>Ad Bundle</td>
<td>Website, in rotation with max. two additional</td>
<td>Consisting of superbanner, skyscraper and medium rectangle</td>
<td>100 kB</td>
<td>765.00</td>
</tr>
</tbody>
</table>

All online advertising formats can be booked exclusively. Rates and availability on request. Please find the general terms and conditions at: www.bauverlag.de/downloads/agbs_en.pdf

### 2 Discounts:

- Published within 12 months:
  - 3 months: 5%
  - 6 months: 10%
  - 12 months: 15%

### 3 Special Advertising Formats:

- 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.

Axel Gase-Jochens
Head of Digital Sales
Phone: +49 5241 80-75018
E-mail: axel.gase-jochens@bauverlag.de
1 file formats: JPG, GIF, Flash, HTML-Tag, redirect-tag

weight: max. 100 kB per banner

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.).

additional information for flash banner:
– The swf-file should support the clickTAG variable: On any click, Flash ads should redirect to the URL specified in the clickTAG argument; there should be no other redirection in between. The variable name must be spelled. “clickTAG” (upper-case TAG; no space between click and TAG) and not “click tag,” “Click Tag,” or any other form.
– Please provide us a alternative GIF- or JPG- file as a fallback-image, which will be delivered to the users which have not installed a Flash Plug-in.
– Please do not use more then 24 frames per sec., we recommend to use a frame rate of 12 frames per sec.

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

On request you will get a reporting about ad-impressions and ad-clicks.

2 delivery address: please send your banner to order.management@bauverlag.de

3 delivery time: 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:
– booked site
– customer name
– order number
– target-URL
– booking period
– advertising format
– motif name
– contact person for inquiries

4 contact person: If you have any technical queries, please contact:
Vera Wenzel
phone: +49 5241 80-75930
e-mail: order.management@bauverlag.de
# forms of advertising

<table>
<thead>
<tr>
<th>Format</th>
<th>Width x Height in Pixel</th>
</tr>
</thead>
<tbody>
<tr>
<td>fullsize banner</td>
<td>468 x 60</td>
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<td>120 x 600</td>
</tr>
<tr>
<td>wide skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>half page</td>
<td>300 x 600</td>
</tr>
<tr>
<td>medium rectangle</td>
<td>300 x 250</td>
</tr>
<tr>
<td>wallpaper</td>
<td>728 x 90 + 120 x 600</td>
</tr>
<tr>
<td>expandable wallpaper</td>
<td>728 x 90 + 120 x 600</td>
</tr>
<tr>
<td>layer ad</td>
<td>400 x 400</td>
</tr>
<tr>
<td>ad bundle</td>
<td>728 x 90 + 120 x 600</td>
</tr>
</tbody>
</table>

Please consider our information on data formats and programming.
The BFT newsletter informs the decision-makers in concrete plants around the world via e-mail about news in the industry.

decision maker in concrete plants worldwide

monthly

Bauverlag BV GmbH

Silvio Schade
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fax: +49 5241 80-9411
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Karla Knitter
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Axel Gase-Jochens
Head of Digital Sales
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fax: +49 5241 80-6066
e-mail: axel.gase-jochens@bauverlag.de
1 recipients: decision maker in concrete plants worldwide

2 circulation: 4,031 recipients
opening rate: 58.15 %
(average per month July 2017 to June 2018)
<table>
<thead>
<tr>
<th>issue</th>
<th>publishing date</th>
<th>booking deadline</th>
<th>trade fairs/events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2019</td>
<td>03.01.2019</td>
<td>18.12.2018</td>
<td>BAU, World of Concrete, Construction Materials OCM</td>
</tr>
<tr>
<td>2/2019</td>
<td>07.02.2019</td>
<td>31.01.2019</td>
<td>Icon Xchange, BUDMA, 63. BetonTag, PCI Convention and National Bridge Conference, Precast Show, Africa Build, INTERBUD, Iran Buildex, Yug Build</td>
</tr>
<tr>
<td>3/2019</td>
<td>07.03.2019</td>
<td>28.02.2019</td>
<td>MosBuild</td>
</tr>
<tr>
<td>5/2019</td>
<td>02.05.2019</td>
<td>25.04.2019</td>
<td>BB Construmat 2019, AstanaBuild</td>
</tr>
<tr>
<td>6/2019</td>
<td>06.06.2019</td>
<td>29.05.2019</td>
<td>Bauma CTT Russia</td>
</tr>
<tr>
<td>8/2019</td>
<td>01.08.2019</td>
<td>25.07.2019</td>
<td>Interbuild Africa, Iran Confair, Concrete Show South America</td>
</tr>
<tr>
<td>9/2019</td>
<td>05.09.2019</td>
<td>29.08.2019</td>
<td>The Big 5 Construct India, Intermat Asean, Budpragers, MATEXPO</td>
</tr>
<tr>
<td>11/2019</td>
<td>08.11.2019</td>
<td>01.11.2019</td>
<td>IranConMin, BATIMAT, The Big 5 Show, Engineering Days</td>
</tr>
</tbody>
</table>
### 1 prices and advertising forms:

<table>
<thead>
<tr>
<th>advertising form</th>
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<th>format in pixel (width x height)</th>
<th>max data size</th>
<th>price in €/newsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td>fullsize banner</td>
<td>in content</td>
<td>468 x 60</td>
<td>50 kB</td>
<td>490.00</td>
</tr>
<tr>
<td>skyscraper next to the content</td>
<td>120 x 600</td>
<td></td>
<td>50 kB</td>
<td>590.00</td>
</tr>
<tr>
<td>wide skyscraper next to the content</td>
<td>160 x 600</td>
<td></td>
<td>50 kB</td>
<td>705.00</td>
</tr>
<tr>
<td>text ad</td>
<td>in content</td>
<td></td>
<td>50 kB</td>
<td>590.00</td>
</tr>
<tr>
<td>text premium</td>
<td>1. text ad in the newsletter, in content</td>
<td>headline up to 50 characters + text up to 500 characters (incl. spaces) + 1 image (275 x 255 pixel) + link</td>
<td>50 kB</td>
<td>680.00</td>
</tr>
<tr>
<td>situations vacant</td>
<td>in the job market</td>
<td>headline up to 50 characters + text up to 500 characters (incl. spaces) + 1 image (275 x 255 pixel) + link</td>
<td>50 kB</td>
<td>550.00</td>
</tr>
<tr>
<td>newsletter takeover</td>
<td>in content, exclusiv</td>
<td>up to 4 text ads, 3 fullsize banners and 1 skyscraper</td>
<td>50 kB</td>
<td>4,420.00</td>
</tr>
</tbody>
</table>

All prices are subject to statutory VAT. Please find the general terms and conditions at: www.bauverlag.de/downloads/agbs_en.pdf

### 2 discount:
- published within 12 months
  - 3 months: 5%
  - 6 months: 10%
  - 12 months: 15%
1 file formats: JPG or static GIF, max. 50 kB (without animation)

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

2 formats: HTML or text

3 delivery address: please send the advertising material for your campaign to: order.management@bauverlag.de

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

Vera Wenzel
phone: +49 5241 80-75930
e-mail: order.management@bauverlag.de
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</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Text Ad</td>
<td></td>
</tr>
<tr>
<td>Text Ad Premium</td>
<td></td>
</tr>
</tbody>
</table>

**Text Ad**
- Title up to 50 characters
- Text up to 500 characters (incl. spaces)
- 1 picture (275 x 255 pixel)
- Link

**Text Ad Premium**
- Title up to 50 characters
- Text up to 500 characters (incl. spaces)
- 1 picture (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.BFT-INTERNATIONAL.com](http://www.BFT-INTERNATIONAL.com) (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 BFT newsletter with a link to the online post

price: 1,790.00 € 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**
  - halfpage ad on www.BFT-INTERNATIONAL.com
  - duration 1 month
  - price: **1,560.00 €** plus VAT.

- **crossmedia product advertising package**
  - wide skyscraper in BFT newsletter
  - online-advertorial on www.BFT-INTERNATIONAL.com
  - 1/2 page advertorial or advert in the print edition of BFT INTERNATIONAL
  - duration 1 month
  - price: **3,610.00 €** plus VAT.

We can put together further packages with appropriate digital and print formats upon request.
Your advertisement with digital added value!

- All editions of BFT INTERNATIONAL are displayed in the app.
- The BFT app is more than just a digital version of the magazine:
  - it illustrates the quality of the BFT in many different ways and intelligently enhances it
  - it offers the reader the opportunity to engage more closely with the BFT brand using various channels
- The BFT app wins reader over with exciting multimedia content, tells stories in a more comprehensive way, and is a standalone digital product itself thanks to innovative elements.
- The BFT app covers all the reader’s communications needs.
- The archive function enables access to the contents of older editions.

Each display of the BFT output automatically appears in the BFT app.

Your ad placement contains a value-added element as desired:

- videos
- photos
- PDF documents
- link to your website
- link to your social media channels
- e-mail contact option

Get even more out of it!
Each additional value added element: € 250.00
All prices are subject to statutory VAT.

kiosk partner

- exclusiv advertising from with a high image value
- directly in the kiosk, in other words on the „homepage“ before an app edition of the magazines is opened
- independent of an advertisement or specialist article in an edition
- displayes permanently

price (display time 4 weeks): € 490.00
All prices are subject to statutory VAT.
The BFT SUPPLIERS’ DIRECTORY offers detailed information about suppliers in precast concrete technology. You have the possibility to search for the name of a company, a place or a keyword. You can also search for companies in your area by entering your postcode or restrict the selection to a service profile.

Managing directors and decision-makers in concrete and precast plants worldwide

Search? Find!
Let the market players in the concrete and precast industry find you.

I can happily make you an offer - contact me!

Bernadett Bissett
Sales Manager
phone: +49 5241 80-75497
e-mail: bernadett.bissett@bauverlag.de
As an agency of Bauverlag we see ourselves as a partner for know-how and communication for Content Marketing and Events in the construction sector. We are in touch with the dynamic developments within the sector and actively make use of them – working with you.

Communication experts, event managers, media designers and IT specialists all make up the DICE@bauverlag team. Together with our customers, we produce creative and intelligent communication and marketing solutions – from classic corporate publishing and event management to integrated planning of campaigns.

**What makes us unique?**
- expertise in the sector: our-construction know-how
- we know the target groups
- the Bauverlag comprehensive network

»WE OFFER COMPLETE PROJECT MANAGEMENT OF PUBLICATION PROJECTS AND EVENTS IN THE CONSTRUCTION INDUSTRY!«
Tell us about your ideas and concerns. Because knowing and understanding exactly what your requirements are, we can offer you effective consulting. That way, we can support you on projects as a partner on equal terms, and complete them successfully. Consulting with us includes not just a clear briefing at the start, but also controlling and feedback after completion of the campaign. Because for us communication has been successful only when you have achieved your goals.

We make it possible to combine good content offering value to the user with the right design in print and digital form. Your message will be experienced live at events. All components are matched to each other in terms of time, content and design. That’s how a perfect piece of architecture is created: your intelligent media solution!

Further information under DICE.bauverlag.de!
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
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 INTERNATIONAL 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.
Sales

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

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