

70 Jahre **BBB** BundesBauBlatt media data 2021

communication solutions for the target group of
managing directors and decision-makers in the
housing sector



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BundesBauBlatt – Professional journal for the housing industry

BundesBauBlatt stands for competence, communication and contacts in the housing sector. The decision-makers in this target group with its high investment potential appreciate the high calibre of **BundesBauBlatt**.

BundesBauBlatt offers you optimum access to this target group with individual marketing – in print, digital, personal!

BundesBauBlatt – communication solutions for the housing sector target group



1 magazine name:

BundesBauBlatt

2 short profile:

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

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

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

3 target group:

managing directors and decision-makers in the housing sector



4 publication frequency: 10 issues

5 magazine format: DIN A4 (210 mm wide x 297 mm high)

6 volume/year: 70th volume 2021

7 sales price:

annual subscription national	€ 230.00
annual subscription abroad	€ 245.00
single copy	€ 29.00

Further information is available at www.bauverlag-shop.de.

8 organ: –

9 memberships: IVW

10 publisher: Bauverlag BV GmbH
Friedrich-Ebert-Str. 62
33330 Gütersloh
Germany

11 publisher: Federal Ministry of the Interior, Building & Community (BMI)

12 advertising: Marco Buch
Director Market Strategies & Sales

13 editorial department: Achim Roggendorf
Editor-in-Chief
phone: +49 5241 2151-2323
e-mail: achim.roggendorf@bauverlag.de

14 page analysis: 2019 = 10 issues

total pages:	644 pages = 100.0 %
editorial section	544 pages = 84.5 %
advertising section	100 pages = 15.5 %
including:	
job vacancies and classified ads	1 page = 1.0 %
bound inserts	4 page = 4.0 %
publisher ads	18 pages = 18.0 %
loose inserts	17 pieces

15 analysis of the content – editorial section:

	544 pages = 100.0 %
building technology	89 pages = 16.4 %
building redevelopment	76 pages = 14.0 %
law and statistics/BMI	62 pages = 11.4 %
city and district development	61 pages = 11.2 %
housing construction	55 pages = 10.1 %
energy	50 pages = 9.2 %
market & management	32 pages = 5.9 %
software/IT	31 pages = 5.7 %
Up to date	27 pages = 5.0 %
columns	22 pages = 4.0 %
multimedia	22 pages = 4.0 %
point of view	12 pages = 2.2 %
expert tip	5 pages = 0.9 %

1 circulation audit:



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

print run:	12,000		
copies distributed:	11,586	thereof abroad:	14
copies sold:	1,014	thereof abroad:	7
subscriptions:	989	thereof membership copies:	0
other sales:	25		
single copy sales:	0		
free copies:	10,572		
archive and specimen copies:	414		

3 geographic distribution analysis:

business regions	copies actually distributed	
	%	copies
domestic	99.86	11,572
abroad	0.14	14
copies actually distributed	100.00	11,586

Summary of the survey method:


1. Method: Dissemination analysis by file evaluation - total survey
2. Basic population: actual circulation 11,528 = 100.0 %, not covered by the examination 56 = 0,5%
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.BundesBauBlatt.de/survey_method.

3.1 distribution by Nielsen areas/german states:

	copies actually distributed	
	%	copies
Nielsen area I		
Schleswig-Holstein	3.5	403
Hamburg	3.1	364
Lower Saxony	7.4	854
Bremen	0.7	81
Nielsen area II		
North Rhine Westphalia	19.2	2,223
Nielsen area IIIa		
Hesse	7.3	848
Rhineland-Palatinate	3.9	446
Saarland	0.9	102
Nielsen area IIIb		
Baden-Württemberg	11.7	1,353
Nielsen area IV		
Bavaria	18.4	2,127
Nielsen area V		
Berlin	5.4	624
Nielsen area VI		
Mecklenburg-Vorpommern	1.8	205
Brandenburg	3.0	349
Saxony-Anhalt	2.6	300
Nielsen area VII		
Thuringia	2.6	301
Saxony	8.6	992
copies actually distributed	100.0	11,572

Issue	Dates	Topics	Trade fairs/events		
1-2/2021 January/ February	<p>Publishing date: 12.02.2021</p> <p>Editorial deadline: 15.01.2021</p> <p>Advertising deadline: 22.01.2021</p>	<p>Construction within existing buildings Lifts: Retrofitting Bathrooms: Renovation and new design Balconies and patios: Renovation and refurbishment Accessible: Living for every generation Windows and doors: Sound insulation Colour/facade/ETICS: Colour design concepts Stairwells: Refurbishment Drywall construction: Installation walls</p>	<p>Energy Accounting: Heating and operation costs Efficiency: Heat pumps Gas condensing boilers: Low-cost heating Heating technology: Floor and wall heating systems, ceiling cooling systems Heating technology: Storage and flow heaters Smart meters: Intelligent electricity meters Supply: Electricity for tenants</p>	<p>City and district development Outdoor facilities: Letter and parcel boxes Electromobility: Model projects Colour/facade/ETICS: Colourful and lively districts Converting military areas: From a barracks to an urban district Light planning: Low energy lamps, LEDs & Co. Parking systems: Automated solutions Urbanisation: Risks and opportunities</p>	<p>19.-21.02. home² - Messe für Immobilien, Bauen und Modernisieren, Hamburg</p> <p>26.-28.02. GETEC, Freiburg</p>
3/2021 March	<p>Publishing date: 12.03.2021</p> <p>Editorial deadline: 12.02.2021</p> <p>Advertising deadline: 18.02.2021</p>	<p>Housing Lifts: Affordable solutions Bathrooms: Plan, design, install Balconies and patios: Accessible building Building with wood: Modern and ecological [Flat] Roof: Solar installations and green roofs Colour/facade/ETICS: Fire protection Floors: New ideas and trends Masonry: Thermal and sound insulation Serial and modular construction: Wood, steel, brick, concrete</p>	<p>Market & Management Finance and taxation: Latest information Digitisation: Shape the future BIM: Challenge and opportunity Demographic change: Living without barriers Facility management: Building management Financing: Tailored solutions Tenancy law: News, info and case studies Sustainability: Responsibility and opportunities</p>	<p>Software/IT Accounting systems: digital and web-based Property management: Supervising and controlling CAFM: Maintenance and safety Cloud computing: Software from the Internet CRM systems: Customer service Energy accounting: Heating, water and electricity consumption Process optimisation: Design, document and improve Security/safety: Data protection</p>	<p>22.-26.03. ISH, Frankfurt am Main</p> <p>12.-16.04. HANNOVER MESSE, Hanover</p>

Issue	Dates	Topics	Trade fairs/events		
4/2021 April	<p>Publishing date: 16.04.2021</p> <p>Editorial deadline: 19.03.2021</p> <p>Advertising deadline: 23.03.2021</p> 	<p>Construction within existing buildings Colour/facade/ETICS: Algae and fungal infestations Windows and doors: Systems (Flat) Roof: Maintain, repair, insulate Floors: Footfall sound insulation Healthy construction: Refurbishing contaminated buildings Adding floors to buildings: Extended living space Interior insulation: Thermal insulation Masonry: Mould and moisture damage Serial and modular construction: Wood, steel, brick, concrete</p>	<p>Building technology Lifts: Retrofitting Accessible: Building communication Fire protection: Smoke alarms Electrical installations: More than just switches Ventilation and air conditioning technology: Windows, control, air hygiene Security and locking technology: Locking systems and door communication Smart home: The networked house Water technology: Drinking water hygiene Residential ventilation: Windows, control, air hygiene</p>	<p>City and district development Waste management: Collection and disposal Outdoor facilities: Playgrounds Balconies and patios: Floor coverings Roofs: Vegetation Colour/facade/ETICS: Design options Security/safety technology: Locking systems (for assisted living) Underground garages: Refurbishment Urban living: Renovation and development of backyards, flat roofs and unused industrial wastelands</p>	
5/2021 May	<p>Publishing date: 21.05.2021</p> <p>Editorial deadline: 23.04.2021</p> <p>Advertising deadline: 28.04.2021</p>	<p>Housing Bathrooms: Suitability for the elderly and disabled persons Electrical installations: Intelligent helpers Windows and doors: Functionality and safety Colour/facade/ETICS: Colour design concepts (Flat) Roof: Planning and construction Healthy construction: Building materials Serial and modular construction: Wood, steel, brick, concrete Stairwells: Colour concepts Drywall construction: Acoustic and noise insulation</p>	<p>Energy Renewable energies: Heating using the sun, geothermal energy and wood Efficiency: Heat pumps Heating technology: Heating with renewable raw materials Heating technology: Generating your own electricity and heat with mini cogeneration units Sub-metering: Meter reading services for electricity, cold, heat and water Consumption data: Recording, transmitting and processing Supply: Systems for district and local heating</p>	<p>Multimedia Big Data: Collect, store, and process data Data protection: Handling personal data Digitisation: Everything connected Television: IPTV Optical fibre: One network for everyone(-thing) Interaction and communication: Social networks, Internet services and platforms for living The Internet of Things: Everything is connected to everything else Social media: Tenant loyalty</p>	<p>09.-11.06. Aareon Congress, Garmisch-Partenkirchen</p> <p>09.-11.06. The smarter E Europe, Munich</p>

Issue	Dates	Topics		Trade fairs/events	
6/2021 June	<p>Publishing date: 18.06.2021</p> <p>Editorial deadline: 21.05.2021</p> <p>Advertising deadline: 27.05.2021</p>	<p>Construction within existing buildings</p> <p>Bathrooms: Security/safety</p> <p>Balconies and patios: Renovation and refurbishment</p> <p>Building with wood: Modern and ecological</p> <p>Colour/facade/ETICS: Algae and fungal infestations</p> <p>Windows and doors: Systems</p> <p>(Flat) Roof: Energy-related rehabilitation</p> <p>Drywall construction: Plasterboard and gypsum fibreboard panels</p> <p>Masonry: Thermal and sound insulation in brick structures</p> <p>Serial and modular construction: Wood, steel, brick, concrete</p>	<p>Building technology</p> <p>Lifts: Better quality of life</p> <p>Heating technology: Gas condensing boilers - efficient and energy-saving</p> <p>Ventilation and air conditioning technology: Sustainable and energy-efficient systems</p> <p>Smart home: Intelligent home automation</p> <p>Security and locking technology: Burglary protection</p> <p>Water technology: Drinking water analysis and preventing legionella</p>	<p>Software/IT</p> <p>Accounting systems: digital and web-based</p> <p>Cloud computing: Software from the Internet</p> <p>Energy accounting: Heating, water and electricity consumption</p> <p>ERP systems: Managing business processes</p> <p>Planning and budgeting: Solutions</p> <p>Security/safety: Data protection</p> <p>Legal duties to maintain safety: Documentation</p>	<p>23.-24.06. FeuerTrutz, Nuremberg</p> <p>23.-24.06. PARKEN, Wiesbaden</p> <p>30.06.-01.07 Servparc, Frankfurt/Main</p>
7-8/2021 July/ August	<p>Publishing date: 23.07.2021</p> <p>Editorial deadline: 25.06.2021</p> <p>Advertising deadline: 01.07.2021</p>	<p>Housing</p> <p>Balconies and patios: Sealants and coatings</p> <p>Accessible: Living without barriers</p> <p>Structural protection: Sealing and moisture protection</p> <p>Colour/facade/ETICS: Colour design concepts</p> <p>(Flat) Roof: Thermal insulation</p> <p>Floors: Coverings</p> <p>Masonry: Security/safety</p> <p>Subsequent densification: Developing empty lots</p> <p>Serial and modular construction: Wood, steel, brick, concrete</p>	<p>Market & Management</p> <p>Finance and taxation: Latest information</p> <p>BIM: Virtual planning</p> <p>Demographic change: At home in old age</p> <p>Digitisation: Current trends and future challenges</p> <p>Facility management: Building management</p> <p>Financing: Support programmes</p> <p>Tenant involvement: Increase loyalty, avoid conflicts</p> <p>Tenancy law: News, info and case studies</p> <p>Supply: Electricity for tenants</p>	<p>City and district development</p> <p>Waste management: Disposal</p> <p>Outdoor facilities: Letter and parcel boxes</p> <p>Outdoor facilities: Green spaces</p> <p>Listed buildings Energy-related rehabilitation</p> <p>Electromobility: Charging solutions</p> <p>Conversion: Urban planning for military areas</p> <p>Lighting technology: Low energy lamps, LEDs & Co.</p> <p>Parking systems: Utilisation concepts</p>	

Issue	Dates	Topics	Trade fairs/events		
9/2021 September	<p>Publishing date: 27.08.2021</p> <p>Editorial deadline: 30.07.2021</p> <p>Advertising deadline: 05.08.2021</p>	<p>Construction within existing buildings</p> <p>Bathrooms: Optimal use of small spaces Colour/facade/ETICS: Fire protection Windows: Functionality and safety Floors: Footfall sound insulation Healthy construction: Interior fittings Monolithic construction: Options and benefits Drywall construction: Acoustic and noise insulation Serial and modular construction: Wood, steel, brick, concrete Stairwells: Accessible design</p>	<p>Energy</p> <p>Accounting: Monitoring Contracting: Provision of heating Insulation: Reducing costs Renewable energies: Efficient generation of electricity Heating technology: Storage and flow heaters Electricity for tenants: Business models Consumption: Meters and measuring devices Supply: Decentralised heating and hot water Smart home: Save energy through intelligent management</p>	<p>Multimedia</p> <p>Big Data: Collect, store, and process data Digitisation: Changing processes Optical fibre: One network for everyone(-thing) Interaction and communication: Social networks, Internet services and platforms for living Internet: Surfing, calling and TV Social media: Tenant loyalty Media supply: Specialists in the housing industry</p>	
10/2021 October	<p>Publishing date: 01.10.2021</p> <p>Editorial deadline: 03.09.2021</p> <p>Advertising deadline: 09.09.2021</p>	<p>Housing</p> <p>Balconies and patios: More living space Roofs: (Interior) fittings Insulation: Reducing costs and protecting the environment Colour/facade/ETICS: Heat insulation systems – A comparison of insulating materials Windows: Wireless remote controls Floors: Footfall sound insulation Drywall construction: Plasterboard and gypsum fibreboard panels Serial and modular construction: Wood, steel, brick, concrete</p>	<p>Building technology</p> <p>Fire safety/ventilation technology: Fans Electrical installations: Intelligent networking (Flat) Roof illumination: Daylight systems Smart home: The networked house Heating technology: Panel heating on floors, walls and ceilings Water technology: Drinking water hygiene Residential ventilation: Windows, control, air hygiene</p>	<p>Software/IT</p> <p>Inventory management: All of the data at a glance CAFM: Maintenance and safety Cloud computing: Software from the Internet CRM systems: Customer service Energy accounting: Heating, water and electricity consumption ERP systems: Managing business processes Planning and budgeting: Solutions Legal duties to maintain safety: Documentation</p>	<p>October</p> <p>EXPO REAL, Munich</p> <p>20.-21.10. KOMMUNALE, Nuremberg</p>



Issue	Dates	Topics			Trade fairs/events
11/2021 November	<p>Publishing date: 05.11.2021</p> <p>Editorial deadline: 08.10.2021</p> <p>Advertising deadline: 14.10.2021</p>	<p>Construction within existing buildings</p> <p>Lifts: Retrofitting</p> <p>Bathrooms: Plaster and tiles</p> <p>Accessible: Adaptations in the home</p> <p>(Flat) Roof: Maintain, repair, insulate</p> <p>Colour/facade/ETICS: Design concepts</p> <p>Floors: Floor coverings</p> <p>Interior insulation: When you can't do anything more outside</p> <p>Masonry: Energy-efficient building blocks</p>	<p>Energy</p> <p>Accounting: Heating and operation costs</p> <p>Contracting: Heating, electricity, hot water</p> <p>Supply: Electricity for tenants</p> <p>Energy efficiency: Thermography</p> <p>Heating technology: Underfloor heating</p> <p>Ventilation technology: Saving energy</p>	<p>City and district development</p> <p>Waste management: Disposal</p> <p>Outdoor facilities: Playgrounds</p> <p>Listed buildings: Energy-related rehabilitation</p> <p>Colour/facade/ETICS: Design options</p> <p>Urbanisation: The city of tomorrow</p>	
12/2021 December	<p>Publishing date: 03.12.2021</p> <p>Editorial deadline: 05.11.2021</p> <p>Advertising deadline: 11.11.2021</p>	<p>Housing</p> <p>Bathrooms: Suitability for the elderly and disabled persons</p> <p>Colour/facade/ETICS: Fire protection</p> <p>(Flat) Roof: Planning and construction</p> <p>Healthy construction: Building materials</p> <p>Adding floors to buildings: Extended living space</p> <p>Stairwells: Safe and quiet</p> <p>Serial and modular construction: Wood, steel, brick, concrete</p>	<p>Building technology</p> <p>Lifts: Drives</p> <p>Fire protection: Smoke alarms</p> <p>Electrical installations: Intelligent systems</p> <p>Roof/illumination: Daylight systems</p> <p>Fire protection: Smoke alarms</p> <p>Heating technology: Panel heating on floors, walls and ceilings</p> <p>Security and locking technology: Locking systems and door communication</p> <p>Water technology: Drinking water analysis and preventing legionella</p>	<p>Market & Management</p> <p>Waste management: Challenge and opportunity</p> <p>Finance and taxation: Latest information</p> <p>BIM: The three letters for the new kind of planning</p> <p>Demographic change: Living without barriers</p> <p>Digitisation: Shape the future</p> <p>Facility management: Building management</p> <p>Financing: Low-cost building</p> <p>Tenancy law: News, info and case studies</p> <p>Services: Deposit management and credit checking</p>	

1 ad sizes and rates (prices in €):

format	width x height mm	b/w	colour
2/1 page	203 x 270 each page	8,410.00	11,300.00
1/1 page	186 x 270	4,200.00	5,820.00
3/4 page horizontal	186 x 198	3,150.00	4,775.00
vertical	135 x 270		4,775.00
2/3 page horizontal	186 x 174	2,800.00	4,420.00
vertical	120 x 270		
1/2 page horizontal	186 x 130	2,100.00	3,720.00
vertical	90 x 270		
juniorpage	122,5 x 186	2,180.00	3,850.00
1/3 page horizontal	186 x 87	1,420.00	2,650.00
vertical	59 x 270		
1/4 page horizontal	186 x 63	1,050.00	2,310.00
2-col,	90 x 130		
vertical	43 x 270		
1/8 page horizontal	186 x 30	540.00	1,790.00
2-col,	90 x 63		

format	colour
advertorial 1/1 page	5,850.00
advertorial 1/2 page	3,750.00
cover story	13,550.00
front page	6,990.00
image of the month	4,200.00

All prices are subject to statutory VAT.

Please find the general terms and conditions at: www.bauerlag.de/downloads/agbs_en.pdf

2 additional charges:

special position	inside front cover and inside back cover	€ 430.00
	back cover	€ 820.00
	other prescribed positions:	15 % of basic b/w rate
colour:	per special colour	€ 1,030.00
formats:	ads bleeding over the printing area, bleed ads:	
	2/1 page	€ 1,185.00
	1/1 page	€ 595.00
	1/2 page and smaller	€ 320.00

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 %

property combination

20 % property combination discount with FACILITY MANAGEMENT

crossmedia discount

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

Bauerlag Combination

Combination discount for combining the magazines of Bauerlag. Please refer to "combination discounts" on page 32.

Loose inserts and technical costs are not discountable.

4 classified ads:

(not discountable)	
situations vacant b/w	€ 3.10
situations vacant colour	€ 3.95
situations wanted	€ 2.35
box number fee	€ 50.00

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

5 special ad types:

bound inserts:

2 pages	€ 4,750.00
4 pages	€ 5,970.00
6 pages	€ 7,100.00
8 pages	€ 8,200.00
(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:	12,300 copies
delivery address:	Wentker Druck GmbH Gutenbergstraße 5-9 48268 Greven Germany

delivery memo: „for BundesBauBlatt issue ...“

loose inserts: (not discountable)

maximum size 205 x 290 mm

weight of loose insert	price %
up to 25 g and 2 mm thickness	€ 340.00
(higher weights and thicknesses on request)	

for selected circulation: selection costs per selection	€ 125.00
required delivery quantity:	12,300 copies

glued ad media:

delivery address:	Integrals Industriebuch- binderei, Lettershop und Fulfillment GmbH Lägenfeldstraße 4 30952 Ronnenberg Germany
delivery memo:	„for BundesBauBlatt issue ...“

postcard	price %
product samples	€ 85.00
	on request

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

required delivery quantity:	12,300 copies
delivery address:	Integrals Industriebuch- binderei, Lettershop und Fulfillment GmbH Lägenfeldstraße 4 30952 Ronnenberg Germany
delivery memo:	„for BundesBauBlatt 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














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

- 1 magazine format:** DIN A4 (210 mm wide x 297 mm high; untrimmed: 216 mm wide x 303 mm high)
- printing area:** 186 mm wide x 270 mm high
4 columns, each 45 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
for larger volumes of data, please contact:
Linda Schlingmann, phone: +49 5241 2151-5353
- 4 data formats:** Please send your ad data as PDF data files with embedded fonts, CMYK colour space or spot colours and 300 dpi resolution. 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:** 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 purposes, 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:** Linda Schlingmann
phone: +49 5241 2151-5353
e-mail: order.management@bauverlag.de

printing size area

													
format	1/1 page	2/3 vertical	2/3 horizontal	1/2 vertical	1/2 junior page	1/2 horizontal	1/3 vertical	1/3 horizontal	1/4 vertical	1/4 horizontal	1/4 2-col.	1/8 horizontal	1/8 2-col.
width x height in mm	186 x 270	120 x 270	186 x 174	90 x 270	122.5 x 186	186 x 130	59 x 270	186 x 87	43 x 270	186 x 63	90 x 130	186 x 30	90 x 63

bleed size (additionally 3 mm trim to each side)

													
format	1/1 page	2/3 vertical	2/3 horizontal	1/2 vertical	1/2 junior page	1/2 horizontal	1/3 vertical	1/3 horizontal	1/4 vertical	1/4 horizontal	1/4 2-col.	1/8 horizontal	1/8 2-col.
width x height in mm	210 x 297	133.5 x 297	210 x 192	102 x 297	133.5 x 191	210 x 144	70 x 297	210 x 102	54 x 297	210 x 79	102 x 142	210 x 46	102 x 75

Property combination: the strong advertising duo

- 12,000 **BundesBauBlatt** recipients + 10,000 **FACILITY MANAGEMENT** recipients
= 22,000 recipients in the property sector
- with **BundesBauBlatt** decision-makers for privately used residential property
+ **FACILITY MANAGEMENT** decision- makers for industrially used property
- quality of the readers and of the media performance of both titles guaranteed by TNS Infratest

Your combination advantage:

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

You receive: 20% property combination discount

property combination =

coverage, decision-makers and quality for the best price

FACILITY MANAGEMENT

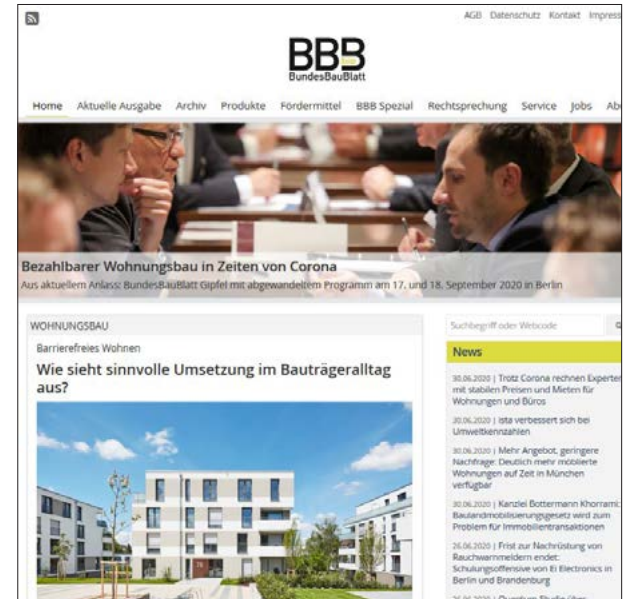
target group: decision-makers for industrially used property

edition: 10,000 copies

price: 1/1 page colour 6,420.00 €
1/2 page colour 4,250.00 €

www.FACILITY-MANAGEMENT.de

- 1 website:** www.BundesBauBlatt.de
- 2 short profile:** The **BBB website** supplements and expands the magazine's range of information with industry news, new products, a subsidy database and other important specialist information for decision-makers in the housing industry. It thus offers advertising customers the ideal complement to address this important target group and enables an increase in reach.
- 3 target group:** managing directors and decision-makers in the housing sector
- 4 publisher:** Bauverlag BV GmbH
- contact editorial department:**
Achim Roggendorf
Editor-in-chief
phone: +49 5241 2151-2323
e-mail: achim.roggendorf@bauverlag.de
- contact digital advertising:**
Axel Gase-Jochens
Head of Digital Sales
phone: +49 5241 2151-2727
e-mail: axel.gase-jochens@bauverlag.de



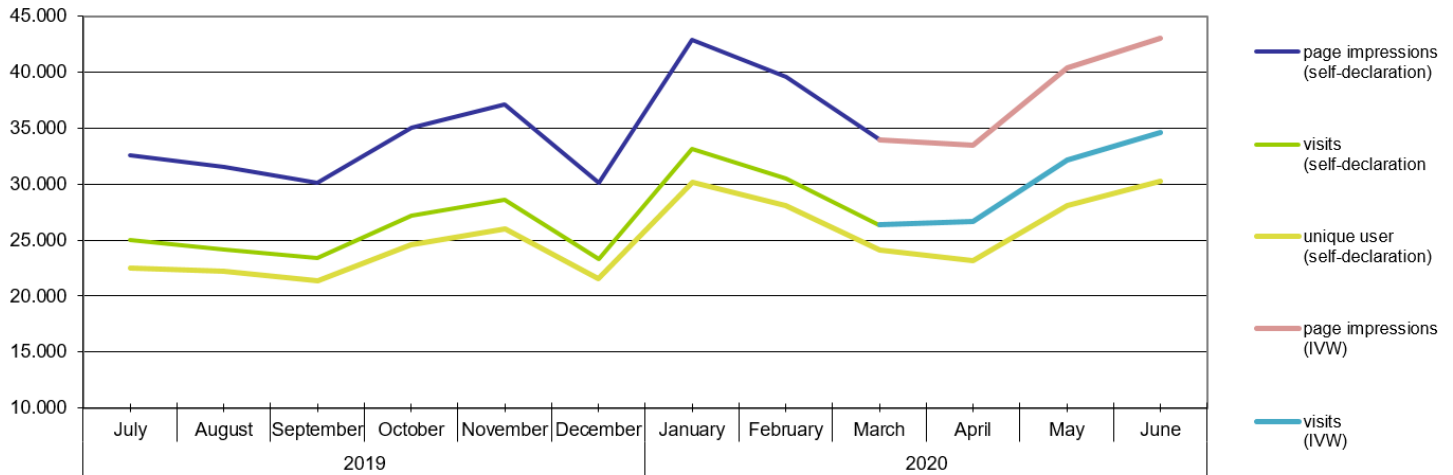
1 traffic audit:



2 website traffic:

page impressions: 38,954
visits: 31,126
unique user: 27,155

(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	560.00
superbanner	complete website, in rotation with max, 2 others	728 x 90	100 kB	672.00
skyscraper	complete website, in rotation with max, 2 others	120 x 600	100 kB	798.00
skyscraper sticky	complete website, in rotation with max, 2 others	120 x 600	100 kB	868.00
wide skyscraper	complete website, in rotation with max, 2 others	160 x 600	100 kB	980.00
wide skyscraper sticky	complete website, in rotation with max, 2 others	160 x 600	100 kB	1,064.00
half page	complete website, in rotation with max, 2 others	300 x 600	100 kB	1,148.00
half page sticky	complete website, in rotation with max, 2 others	300 x 600	100 kB	1,232.00
medium rectangle	complete website, in rotation with max, 2 others	300 x 250	100 kB	980.00
wallpaper	complete website, in rotation with max, 2 others	728 x 90 + 120 x 600	100 kB	1,288.00
expandable wallpaper	complete website, in rotation with max, 2 others	728 x 90 + 120 x 600 (300 x 600)	100 kB	1,456.00
layer ad	homepage	400 x 400 (with frequency capping)	100 kB	on request
situations vacant	in the job market	individual	100 kB	1,100.00
microsite	own navigation within the website, duration 12 weeks	individual	100 kB	9,996.00*
onlinePLUS	addition to an existing online article/advertorial	photos, videos, PDFs	100 kB	1,064.00
online-advertorial	see page 27		100 kB	2,597.00
ad bundle	complete homepage, in rotation with max, 2 others	consisting of fullsize banner, skyscraper and medium rectangle	100 kB	798.00
billboard	on all pages except homepage, in rotation with max, 2 others		100 kB	1,456.00

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
 All online advertising formats can be booked exclusively. Rates and availability on request.

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 2151-2727
 e-mail: axel.gase-jochens@bauverlag.de

1 file formats: JPG, GIF, Flash, HTML-Tag, redirect-Tag
weight: max. 100 kB per banner

Please also provide a medium rectangle for the online advertising options in order to guarantee optimisation for mobile devices.

The kB data given for every advertising material are maximum sizes and represent the total sum of all data defined by the advertising materials (including files to be loaded later, sniffer code, images, flash, etc.).

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

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

2 delivery address: please send your banner to 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:

booked site

- customer name
- order number
- target-URL
- booking period
- advertising format
- motif name
- contact person for inquiries

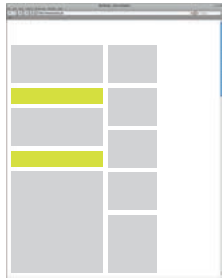
4 contact person: If you have any technical queries, please contact:

Linda Schlingmann

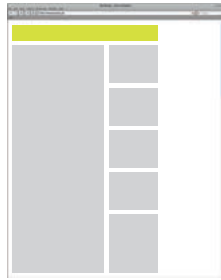
phone: +49 5241 2151-5353

e-mail: order.management@bauverlag.de

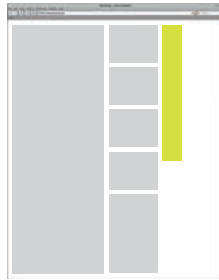
advertising forms



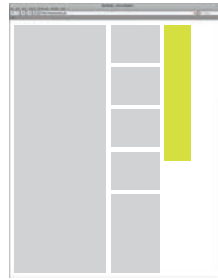
fullsize banner
468 x 60



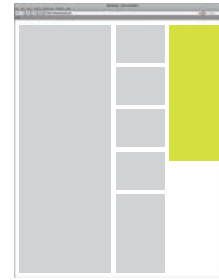
superbanner
728 x 90



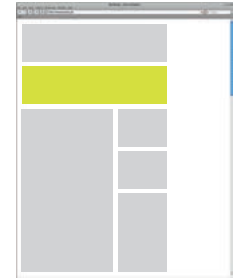
skyscraper
120 x 600



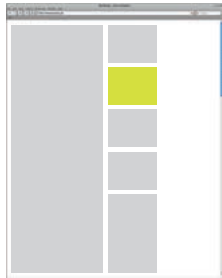
wide Skyscraper
160 x 600



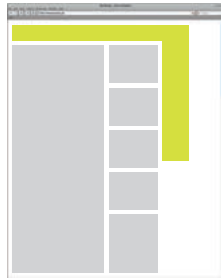
half Page
300 x 600



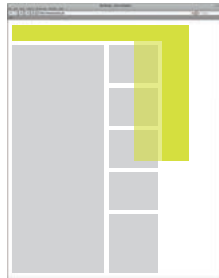
billboard
970 x 250



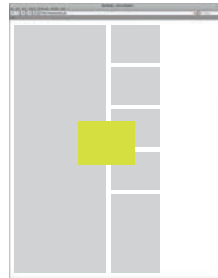
medium rectangle
300 x 250



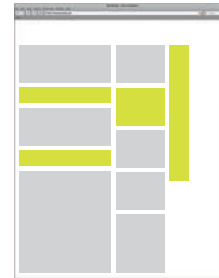
wallpaper
728 x 90 + 120 x 600



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



layer ad
400 x 400

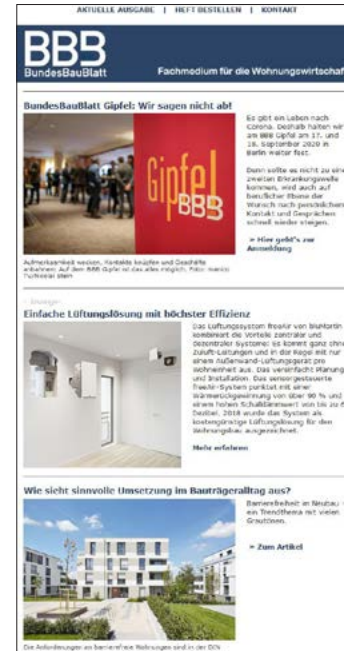


ad bundle
468 x 60
120 x 600
300 x 250

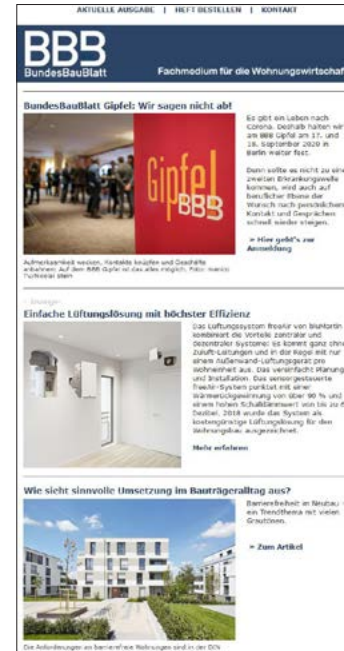
format
width x height
in pixel

Please consider our information on data formats and programming.

- 1 name:** BundesBauBlatt newsletter
- 2 short profile:** A monthly update is distributed to the decision-makers in the housing sector in the form of the **BBB newsletter**. Every month the **BBB newsletter** offers you an opportunity for direct contact with managing directors and boards. With an average opening rate the **BBB newsletter** has extraordinary reach.
- 3 target group:** managing directors and decision-makers in the housing sector
- 4 publication frequency:** monthly
- 5 publisher:** Bauverlag BV GmbH
- contact editorial department:**
Achim Roggendorf
Editor-in-Chief
phone: +49 5241 2151-2323
e-mail: achim.roggendorf@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 **BBB newsletter** reaches managing directors and decision-makers in the housing sector.
- 2 circulation:** 3,299 recipients
 openingrate gross: 92,54%
 openingrate net: 25,60%
 (source: Inxmail: average per month July 2019 until June 2020)



issue	publishing date	booking deadline	trade fairs/events
01/2021	14.01.2021	06.01.2021	home ² - Messe für Immobilien, Bauen und Modernisieren
02/2021	17.02.2021	09.02.2021	GETEC
03/2021	16.03.2021	08.03.2021	Digital-ISH, HANNOVER MESSE
04/2021	20.04.2021	12.04.2021	
05/2021	25.05.2021	14.05.2021	Aareon Kongress, The smarter E Europe
06/2021	22.06.2021	14.06.2021	FeuerTrutz, PARKEN, Servparc
07/2021	27.07.2021	19.07.2021	
08/2021	31.08.2021	23.08.2021	
09/2021	16.09.2021	08.09.2021	
10/2021	06.10.2021	28.09.2021	EXPO REAL, KOMMUNALE
11/2021	10.11.2021	02.11.2021	
12/2021	07.12.2021	29.11.2021	

1 prices and forms of advertising:

forms of advertising	placement	format (pixel, width x height)	max data size	prices in €/newsletter
fullsize banner	content	468 x 60	20 kB	485.00
skyscraper	next to the content	120 x 600	20 kB	590.00
wide skyscraper	next to the content	160 x 600	20 kB	695.00
medium rectangle	content	300 x 250	20 kB	695.00
text ad	content	headline up to 50 characters + text up to 500 characters (incl. spaces) + 1 image (275 x 255 pixel) + link	20 kB	590.00
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	675.00
situations vacant	content	headline up to 50 characters + text up to 500 characters (incl. spaces) + 1 image (275 x 255 pixel) + link	20 kB	575.00
newsletter takeover	content, exclusive	up to 4 text ads, 3 fullsize banners and 1 skyscraper	20 kB	4,405.00

All prices are subject to statutory VAT. Please find the general terms and conditions at: 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

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:

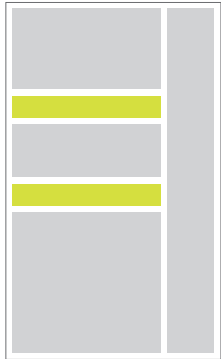
- customer name
- booked newsletter
- order number
- target URL
- contact person for inquiries

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

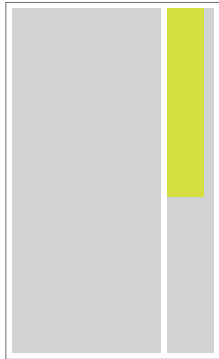
5 contact person: If you have any technical queries, please contact:

Linda Schlingmann
phone: +49 5241 2151-5353
e-mail: order.management@bauverlag.de

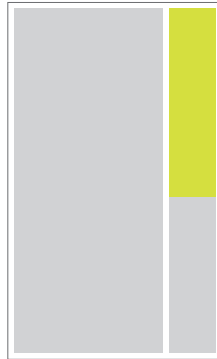
format
width x height
in Pixel



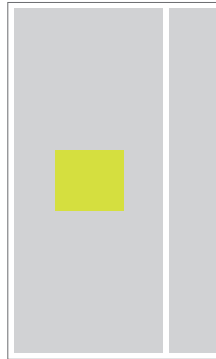
fullsize banner
468 x 60



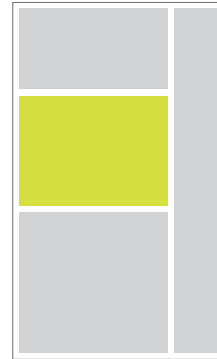
skyscraper
120 x 600



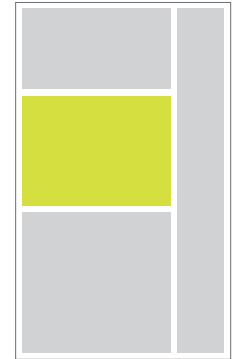
wide skyscraper
160 x 600



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:

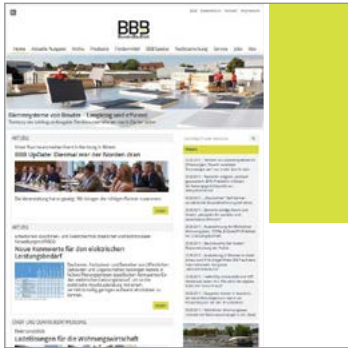
- permanent online posts on www.BundesBauBlatt.de (these remain accessible via the search function after the 4-week period has expired)
- medium rectangle with placement across the entire website as a teaser with a link to the online post
- text ad in **BBB Newsletter** with a link to the online post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

price: **2,597.00 €** 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



halfpage ad on
www.BundesBauBlatt.de



wide skyscraper in
BBB newsletter

duration 4 weeks
price: **1,658.70 €** plus VAT.

crossmedia product advertising package



online-advertorial on
www.BundesBauBlatt.de
(for services see previous page)

duration 4 weeks
price: **5,685,30 €** plus VAT.



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

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

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

The benefits are perfectly obvious:

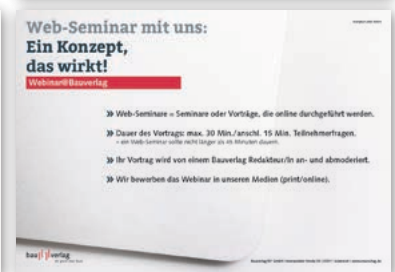
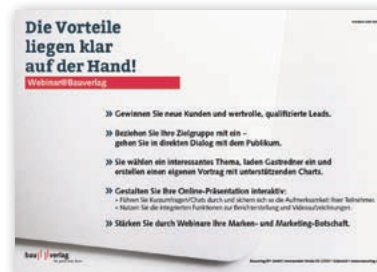
- » Gain new customers and valuable, qualified leads.
- » Get your target group involved, engage your audience in direct dialogue.
- » You choose an interesting topic, invite guest speakers and prepare your own talk with supporting charts.
- » Design your interactive online presentation
- » Strengthen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

**Bernd Fenske**

Key Account Manager
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e-mail: bernd.fenske@bauverlag.de

**Andreas Kirchgessner**

Key Account Manager
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**Paola Pedevilla**

agency abroad Italy
Ediconsult Internazionale S.r.l.
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fax: +39 010 566578
e-mail: costruzioni@ediconsult.com

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Head of Digital Sales
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**Christiane Klose**

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**Erdal Top**

Key Account Manager
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**Marc Jouanny**

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e-mail: marc-jouanny@wanadoo.fr

**Narin Yelman**

Sales Manager
phone: +49 5241 2151-3344
e-mail: narin.yelman@bauverlag.de

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