

# Beton Bauteile 2021

Developments, perspectives and contacts in the field of precast concrete construction

---



Your added value: ONLINE booking options in the - [BFT-suppliers-directory.com](https://www.bft-suppliers-directory.com)  
Digital - Networked - Focused - Individual

<b>Content</b>	Page 2
<b>Portrait</b>	Page 3
<b>Product Groups</b>	Page 4
<b>Print Price List</b>	Page 8
<b>Online Price List</b>	Page 9
<b>Display Advertising</b>	Page 11
<b>Formats and technical specifications</b>	Page 12
<b>Contact</b>	Page 13



[BFT-suppliers-directory.com](https://www.bft-suppliers-directory.com)

**Short description:** Concrete components - a current compendium of modern construction with concrete components. Concrete components are aimed primarily at architects, planners and builders, who want to exploit the benefits of prefabricated construction. Impressive images from pre-completed projects of the recent past underpin the technical and design possibilities of this modern mode of construction.

**Target groups:** Architects · Civil engineers (planning) · Concrete plants

**Circulation:** 2,500 copies

**Dates:** publishing date: 16/11/2020  
advertising deadline: 02/10/2020

### Search? Find!

Let yourself be found by the main market players in the precast concrete industry.

### **1. Plant equipment**

#### **1.1. Machinery and equipment for dosing, mixing, material handling and concrete distribution**

- 1.1.1. Concrete dosing and mixing plants
- 1.1.2. Concrete batching plants
- 1.1.3. Concrete distributors
- 1.1.4. Conveyor systems for concrete and bulk material
  - 1.1.4.1. Conveyor belts
  - 1.1.4.2. Bucket conveyors
  - 1.1.4.3. Others
- 1.1.5. Accessories/Others

#### **1.2. Machinery and equipment for the processing of reinforcing steel**

- 1.2.1. Straightening, bending and cutting machines
- 1.2.2. Welding machines
- 1.2.3. Accessories/Others

#### **1.3. Machinery and equipment for the manufacture of precast concrete elements**

- 1.3.1. Precast concrete production plants
- 1.3.2. Accessories/Others

#### **1.4. Machinery and equipment for the manufacture of pavers, slabs and concrete products**

- 1.4.1. Concrete block machines
- 1.4.2. Slab presses
- 1.4.3. Tilt mold machines
- 1.4.4. Block processing machines
- 1.4.5. Surface finishing machines
  - 1.4.5.1. Shot blasting machines
  - 1.4.5.2. Curling machines
  - 1.4.5.3. Grinding machines
  - 1.4.5.4. Coating machines
  - 1.4.5.5. Tumbling machines
- 1.4.5. Accessories/Others

#### **1.5. Machinery, equipment and accessories for the manufacture of cast stone**

### **1.6. Machinery, equipment and accessories for the manufacture of pipes and manholes**

- 1.6.1. Concrete pipe machines
- 1.6.2. Machines for the manufacture of manhole rings and accessories
- 1.6.3. Accessories/Others
  - 1.6.3.1. Sealing for pipes, manholes and culverts
  - 1.6.3.2. Concrete pipe connections and linings
  - 1.6.3.3. Bottom pallets

### **1.7. Machinery and equipment for the manufacture of autoclaved aerated concrete (AAC) products**

### **1.8. Concrete compaction equipment**

- 1.8.1. Vibrators
- 1.8.2. Vibration tables

### **1.9. Machinery and equipment for concrete curing**

- 1.9.1. Concrete curing – Equipment and facilities
- 1.9.2. Accessories/Others

### **1.10. Packaging machines and plants**

- 1.10.1. Packaging and strapping machines
- 1.10.2. Accessories/Others

### **1.11. Control technology and automation**

- 1.11.1. Control technology/systems
- 1.11.2. Accessories/Others

### **1.12. Accessories/Others**

## **2. Molds and formwork**

- 2.1. Molds for concrete blocks and pavers
- 2.2. Molds for pipes and manholes
- 2.3. Molds for special elements
- 2.4. Magnets and magnetic systems
- 2.5. Formwork
- 2.6. Textured formliners for concrete
- 2.7. Accessories/Others

## **3. Equipment, devices and cranes for handling and transportation at the plant and on the construction s**

- 3.1. Traversers
- 3.2. Production boards
- 3.3. Cranes and crane systems

### **4. Software**

- 4.1. Software
- 4.2. Accessories/Others

### **5. Anchoring- and reinforcement technology**

- 5.1. Anchoring systems
- 5.2. Fastening systems
- 5.3. Balcony connections
- 5.4. Reinforcement couplers
- 5.5. Punching shear reinforcement
- 5.6. Impact sound insulation
- 5.7. Reinforcing steel and reinforcing steel mesh
- 5.8. Spacers
- 5.9. Others

### **6. Installation parts**

- 6.1. Electrical installations
- 6.2. Light
- 6.3. Heating/Cooling
- 6.4. Ventilation
- 6.5. Casement windows
- 6.6. Others

### **7. Raw materials**

- 7.1. Aggregates
- 7.2. Fibers
- 7.3. Cement
- 7.4. Accessories/Others

### **8. Construction chemicals**

- 8.1. Concrete admixtures
- 8.2. Concrete additives – fillers
- 8.3. Adhesives
- 8.4. Surface protection
- 8.5. Release agents
- 8.6. Retarders and deactivators
- 8.7. Waterproofing systems
- 8.8. Sealing systems
- 8.9. Pigments
  - 8.9.1. Granules
  - 8.9.2. Slurries
  - 8.9.3. Colorants
- 8.12. Accessories/Others

### **9. Machinery and equipment for testing, measuring and control technology**

- 9.1. Concrete testing equipment for use on construction sites
- 9.2. Test, measurement and control technology
- 9.3. Testing machines and equipment
- 9.4. Accessories/Others

### Display 1/1 page coloured

€ 1,960.00



185 mm x 270 mm  
210 mm x 297 mm \*

### Display 1/2 page coloured

€ 1,120.00



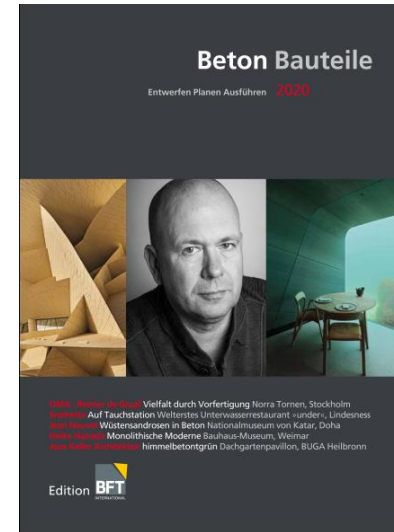
185 mm x 130 mm  
210 mm x 145 mm\*

### Company portrait

€ 1,545.00



Company data + logo  
approx. 1,500 - 2,500 characters,  
2-4 photos



Formats: Type area B x H; Bleed B x H (\*plus 3 mm trim on all sides)

### Further forms of advertising can be booked in the Suppliers Industry supplier directory:

<b>Basic placement per product group plus company logo</b>	€ 400.00
<b>Basic placement per product group without company logo</b>	€ 315.00
<b>Additional lines (price per line)</b>	€ 50.00

The prices are valid for 12 months. Your entry will be automatically renewed if no cancellation is received 6 weeks prior to the advertising deadline in the directories. Change requests should be submitted prior to the advertising closing date.



Bookable in the BFT supplier database [www.beja-online.info](http://www.beja-online.info) in combination with your print placement in the concrete components yearbook

Advertising form	Placement	Format	Price for 12 months
Basic placement including e-mail address and link	Customer detail view	Company name + address incl. phone, fax	€ 50.00
Additional line for basic placement	Customer detail view	unlimited number of characters	€ 10.00
Product group	Customer detail view	unlimited number of characters	€ 96.00
Company profile	Customer detail view	unlimited number of characters	€ 120.00
Product information	Customer detail view	unlimited number of characters	€ 120.00
Logo	Customer detail view + search result list	JPG, GIF or PNG	€ 60.00
Logo "Top Provider"	Logo on the start page	Logo of the customer placement	€ 405.00
Image Gallery - 1 Cover photo	Customer detail view	JPG, GIF or PNG 1200 px wide x max. 500 px high	€ 240.00
Image Gallery - 1 Cover Photo + up to 4 Photos	Customer detail view	JPG, GIF or PNG	€ 360.00
Image Gallery - 1 Cover Photo + up to 14 Photos	Customer detail view	JPG, GIF or PNG	€ 420.00
Social media linking	Customer detail view	Target URL	€ 120.00
Social Media Linking - 2 and more	Customer detail view	Target URL	€ 240.00

Bookable in the BFT supplier database: [www.beja-online.info](http://www.beja-online.info)

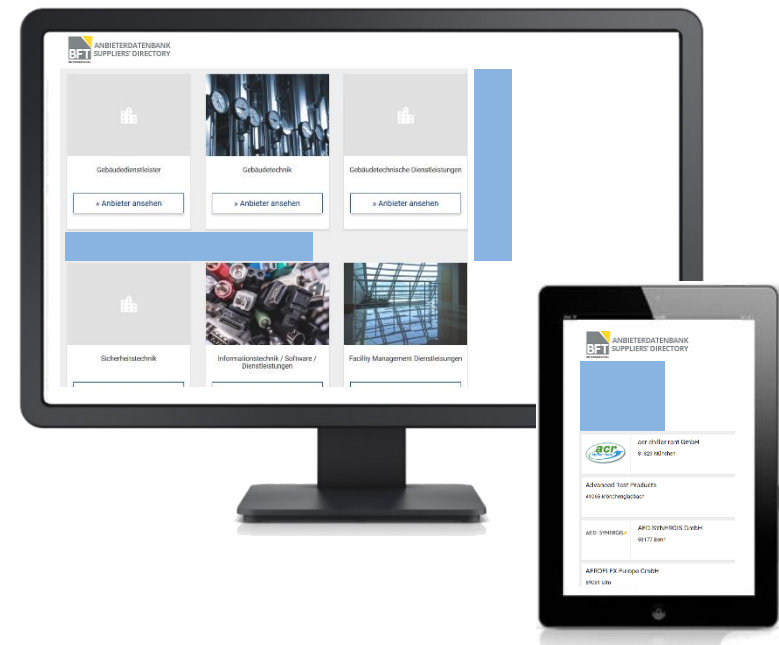
Advertising form	Placement	Format	Price for 12 months
Basic placement including e-mail address and link	Customer detail view	Company name + address incl. phone, fax	€ 230.00
Additional line for basic placement	Customer detail view	unlimited number of characters	€ 45.00
Product group	Customer detail view	unlimited number of characters	€ 96.00
Company profile	Customer detail view	unlimited number of characters	€ 120.00
Product information	Customer detail view	unlimited number of characters	€ 120.00
Logo	Customer detail view + search result list	JPG, GIF or PNG	€ 110.00
Logo "Top Provider"	Logo on the start page	Logo of the customer placement	€ 405.00
Image Gallery - 1 Cover photo	Customer detail view	JPG, GIF or PNG 1200 px wide x max. 500 px high	€ 240.00
Image Gallery - 1 Cover Photo + up to 4 Photos	Customer detail view	JPG, GIF or PNG	€ 360.00
Image Gallery - 1 Cover Photo + up to 14 Photos	Customer detail view	JPG, GIF or PNG	€ 420.00
Social media linking	Customer detail view	Target URL	€ 120.00
Social Media Linking - 2 and more	Customer detail view	Target URL	€ 240.00

### Ad Bundle

Be flexible and benefit from a high presence on the website using the Ad Bundle.

Provide us with a full-size banner, a skyscraper and a medium Rectangle 3 advertising format which will be displayed in turn according to availability, with any parallel delivery being excluded.

Advertising form	format in pixels (width x height)
Fullsize Banner	468 x 60
Skyscraper	120 x 600
Medium Rectangle	300 x 250
<b>Price per year:</b> plus VAT	<b>625.00</b>



### 1 File formats:

JPG, GIF, Flash, HTML tag, redirect tag  
Size: max. 100 kB per advertising form

The kB figures given for each advertising medium are maximum sizes and should be understood as the total sum of all the data that defines the advertising medium (including files to be subsequently loaded, sniffer codes, images and Flash files, etc.).

### Additional information for Flash advertising media:

- An SWF file including variables must be provided. Instead of the click URL, the SWF file contains a variable. This variable is used to transfer the click URL and click count from the HTML code fragment (sniffer code) that is called. All click options must be implemented via this variable.
- In addition to the SWF file, we also require an alternative GIF or JPG file in the format of the booked form of advertising to serve as a fallback image for users who do not have a Flash player installed.
- The frame rate should not exceed 24 frames/sec. We recommend 12 frames/sec.

For the detailed technical specifications for all our online advertising media (full size banners, superbanners etc.), please refer to our data sheet at [www.bauverlag.de/downloads/spec-sheet-online.pdf](http://www.bauverlag.de/downloads/spec-sheet-online.pdf).

Upon request, you can receive an evaluation of the ad impressions and ad clicks after the campaign ends.

### 2 Submission address:

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

### 3 Submission deadline:

4 business days before the campaign starts.

With these lead times, we will then have plenty of time to test the formats together and ensure that your campaign is delivered reliably. We do not accept any liability for any delays caused by late submissions.

When you submit your materials, we also need the required meta information:

- Occupied site
- Customer name
- Order number
- Click URL
- For photos, the image source
- Contact person for further questions

### 4 Contact:

For technical questions, please contact:

Vera Wenzel

phone.: +49 5241 80-75930

e-mail: [order.management@bauverlag.de](mailto:order.management@bauverlag.de)



Bernadett Bissett  
Sales Manager  
phone: +49 5241 80-75497  
[bernadett.bissett@bauverlag.de](mailto:bernadett.bissett@bauverlag.de)



Axel Gase-Jochens  
Head of Digital Sales  
phone: +49 5241 80-75018  
[axel.gase-jochens@bauverlag.de](mailto:axel.gase-jochens@bauverlag.de)