

communication solutions for  
the target group of cool and climate engineers



## PRINT

1	title portrait	page 3
2	distribution analysis	page 5
T	editorial schedule	page 6
P	prices	page 9
F	formats and technical advice	page 11
3-L	reader analysis	page 13
	additional benefit print: special issue large scale refrigeration technology	page 14
	additional benefit print: refrigeration and air-conditioning technology	page 15

## WEBSITE

1	portrait	page 17
N	website traffic	page 18
P	prices and forms of advertising	page 19
F	formats and technical advice	page 20

## NEWSLETTER

1	portrait	page 22
N	distribution	page 23
T	timing schedule	page 24
P	prices and forms of advertising	page 25
F	formats and technical advice	page 26
	additional benefit digital: online-advertorial	page 28
	additional benefit digital: communication packages	page 29

## INDIVIDUAL

DICE@bauverlag	page 30
combination discounts	page 32
contacts	page 33

## KKA Kälte Klima Aktuell –

**Professional journal for the target group of cool and climate engineers**

However you want get into contact with the cool and climate engineers – be it in print, online, digital or face-to-face – **KKA Kälte Klima Aktuell** offers you the right platform in every case.

Choose one channel from the **KKA** portfolio or combine different channels.



trade directory refrigeration and air-conditioning technology



special issue large scale refrigeration technology



KKA Kälte Klima Aktuell



trade directory refrigeration and air-conditioning technology online



tab Fachforum



www.KKA-online.info

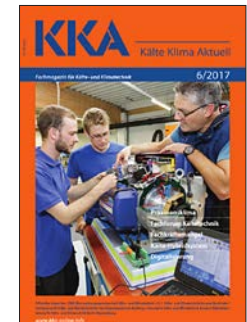
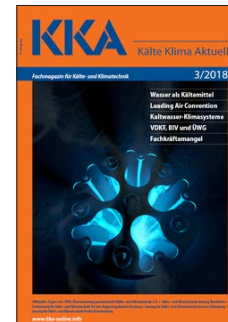


KKA Kälte Klima Aktuell newsletter

1 magazine name: **KKA Kälte Klima Aktuell**

2 short profile: The professional journal **KKA Kälte Klima Aktuell** offers up-to-date information for the decisive target group of the market: executive cool and climate engineers and constructors, manufacturers of plants, operators in trade, industrial and economic companies as well as sanitaryheating- climate companies. Operational and fiscal problems of the daily practice of the target group are treated. Current information, product news, specials, practice and object reports, fair reports, market developments and advanced trainings along with information from the institutions. **KKA Kälte Klima Aktuell** is one of the most important professional sources of information for the decision makers of the industry.

3 target group: cool and climate engineers



**4 publication frequency:** 6 issues + 1 special issue

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

**6 volume/year:** 38<sup>th</sup> volume 2019

**7 sales price:**

annual subscription abroad	€ 101.00
student rate	€ 56.00
single copy	€ 20.00

**8 organ:** ÜWG Überwachungsgemeinschaft Kälte- und Klimatechnik e.V.  
 Kälte- und Klimatechnik-Innung Nordrhein  
 Fachinnung für Kälte- und Klimatechnik für den  
 Regierungsbezirk Arnsberg  
 Innung für Kälte- und Klimatechnik Bremen-Oldenburg  
 Innung für Kälte- und Klimatechnik Berlin-Brandenburg

**9 membership:** IVW

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

**11 editor:** –

**12 advertising:** Markus Gorisch  
 Sales Director

**13 editorial department:** Dipl.-Chem. Christoph Brauneis  
 Editor-in-Chief  
 phone: +49 5241 80-75029  
 fax: +49 5241 80-9313  
 e-mail: christoph.brauneis@bauverlag.de

**14 amount analysis: 2017 = 7 issues**

<b>print volume analysis:</b>	701 pages = 100.0 %
editorial section	540 pages = 77.0 %
advertising section	161 pages = 23.0 %
including	
job vacancies and classified ads	4 pages = 2.4 %
publisher ads	4 pages = 2.5 %
loose inserts	5 pieces

**15 analysis of the content – editorial section:** 540 pages = 100.0 %

refrigeration and air conditioning applications and case studies	118 pages = 21.8 %
papers on fundamental aspects of refrigeration and air conditioning	114 pages = 21.2 %
latest news	80 pages = 14.9 %
company reports	61 pages = 11.3 %
product information	48 pages = 8.8 %
further training/legal matters/company management	43 pages = 8.1 %
reports on trade fairs and market development	37 pages = 6.8 %
information from trade associations	25 pages = 4.6 %
utility vehicle special	14 pages = 2.6 %

1 circulation audit:



2 circulation analysis:

copies per issue  
(annual average of 01<sup>st</sup> July 2017 to 30<sup>th</sup> June 2018)

print run:	4,000		
copies distributed:	3,666	thereof abroad:	201
copies sold:	1,271	thereof abroad:	100
subscriptions:	1.258	thereof membership copies:	0
other sales:	13		
single copy sales:	1		
free copies:	2,395		
archive and specimen copies:	334		

3 geographic distribution analysis:

business regions	copies actually distributed	
	%	copies
domestic	94.5	3,465
abroad	5.5	201
copies actually distributed	100.0	3,666

3.1 distribution by Nielsen areas/german states:

	copies actually distributed	
	%	copies
<b>Nielsen area I</b>		
Schleswig-Holstein	3.6	125
Hamburg	2.8	97
Lower Saxony	9.9	343
Bremen	0.6	21
<b>Nielsen area II</b>		
North Rhine Westphalia	22.2	769
<b>Nielsen area IIIa</b>		
Hesse	9.8	340
Rhineland-Palatinate	4.9	170
Saarland	0.9	31
<b>Nielsen area IIIb</b>		
Baden-Württemberg	15.9	551
<b>Nielsen area IV</b>		
Bavaria	16.4	568
<b>Nielsen area V</b>		
Berlin	2.6	90
<b>Nielsen area VI</b>		
Mecklenburg-Vorpommern	0.6	21
Brandenburg	2.3	80
Saxony-Anhalt	1.5	52
<b>Nielsen area VII</b>		
Thuringia	1.6	55
Saxony	4.4	152
copies actually distributed	100.0	3,466

issue	dates	topics (as per September 2018)	traded fairs/events
1/2019	<b>publishing date:</b> 13.02.2019  <b>advertising deadline:</b> 22.01.2019	<ul style="list-style-type: none"> <li>• Cold water circuits in industry</li> <li>• CO2 refrigeration systems in supermarkets</li> <li>• Cold store evaporators</li> <li>• Refrigeration units</li> <li>• Recycling compressors</li> <li>• Ice storage</li> </ul>	11.-15.03. <b>ISH, Frankfurt, Main</b>
2/2019	<b>publishing date:</b> 08.04.2019  <b>advertising deadline:</b> 15.03.2019	<ul style="list-style-type: none"> <li>• Tool cooling in industry</li> <li>• Uses and limits of R32</li> <li>• Safely measure volume flow rates</li> <li>• Safe installation of air conditioning systems</li> <li>• Ventilation systems in schools</li> <li>• Evaporator for natural coolants</li> </ul>	
<b>SPECIAL: UTILITY/COMMERCIAL VEHICLES</b>			
special issue "large scale refrigeration technology"	<b>publishing date:</b> 06.05.2019  <b>advertising deadline:</b> 09.04.2019	This special issue concentrates on themes relating to large-scale industrial refrigeration. See separate price list on page 14.	
3/2019	<b>publishing date:</b> 12.06.2019  <b>advertising deadline:</b> 17.05.2019	<ul style="list-style-type: none"> <li>• Replacement solutions for high GWP coolants</li> <li>• Corrosion of heat exchangers</li> <li>• Regulating compressor performance</li> <li>• Selecting the right heat transfer medium</li> <li>• Air conditioning in halls</li> <li>• Centralised ventilation systems in care institutions</li> <li>• Rented cooling</li> </ul>	

The editorial department reserves the right to make changes or additions to the scheduled features to allow for topicality.

issue	dates	topics (as per September 2018)	traid fairs/events
4/2019	<b>publishing date:</b> 06.08.2019  <b>advertising deadline:</b> 15.07.2019	<ul style="list-style-type: none"> <li>• Cold water climate control systems</li> <li>• Decentralised cooling in supermarkets</li> <li>• Selecting coolants for industrial use</li> <li>• Hygienic and safe refrigeration of food</li> <li>• Climate control in hotels</li> <li>• Fire safety when installing pipes</li> </ul>	22.-23.10. <b>Heat Pump Summit, Nuremberg</b>
Special issue "trade directory refrigeration and air-conditioning technology 2020"	<b>publishing date:</b> 02.10.2019  <b>advertising deadline:</b> 10.09.2019	<b>A comprehensive reference book which offers you the optimum and – in the German-speaking countries – unique platform for finding an inexpensive, long-term and effective access to the decisive target groups in this market. See separate price list on page 15.</b>	
5/2019	<b>publishing date:</b> 09.10.2019  <b>advertising deadline:</b> 16.09.2019	<ul style="list-style-type: none"> <li>• Heat pumps with R32</li> <li>• Comparison of recooling systems</li> <li>• Designing heat exchangers</li> <li>• Designing air conditioning systems</li> <li>• Ceilings that provide cooling</li> <li>• Fan noise emissions</li> </ul>	
		<b>SPECIAL: UTILITY/COMMERCIAL VEHICLES</b>	
6/2019	<b>publishing date:</b> 06.12.2019  <b>advertising deadline:</b> 14.11.2019	<ul style="list-style-type: none"> <li>• Hydraulics in cold water systems</li> <li>• Ammonia cooling technology for cold stores and freezers</li> <li>• Large heat pumps</li> <li>• Cleaning heat exchangers</li> <li>• Room air conditioners</li> <li>• Avoid compressor damage</li> <li>• Sorption techniques</li> </ul>	

An overview of the main editorial themes and corresponding issues in **KKA Kälte Klima Aktuell** containing reports on these.

topic	issue
cold water systems	1, 4, 6
refrigerants	1, 2, 3, 4, 5, 6
supermarket refrigeration	1, 4, 6
heat exchanger	1, 2, 5
heat pumps	2, 5, 6
measuring, control and regulation technology	2, 3, 6
ventilation equipment	2, 3, 5
compressor	1, 2, 3, 6
insulation	3, 5
air-conditioning technology	2, 3, 4, 5
fire protection	2, 3, 4
software	1, 2, 4, 6
refrigerated cabinets	2, 4, 5
refrigerant/heat transfer fluid	3, 6
ventilatoren	3, 5, 6
sorption technique	1, 6
rental cold/climate	3, 4
fastening technology	2, 5
accessories/tools	1, 4

Information on new products is published in every issue.

Please send us your press releases including printable images to our editing team no later than 4 weeks before the date of publication: [christoph.brauneis@bauverlag.de](mailto:christoph.brauneis@bauverlag.de)

Our editing team also covers many of these themes in **SHK Profi** and **tab Das Fachmedium der TGA-Branche**.

Here you can see the main themes covered:





**1 ad sizes and rates (prices in €):**

format	width x height mm	b/w	colour
2/1 page	405 x 271	2,775.00	4,040.00
1/1 page	190 x 271	1,390.00	2,055.00
3/4 page horizontal	186 x 198	1,060.00	1,730.00
upright	135 x 270		
2/3 page horizontal	190 x 178	935.00	1,600.00
upright	125 x 271		
1/2 page horizontal	190 x 131	695.00	1,285.00
upright	92 x 271		
junior page	127 x 186		
1/3 page horizontal	190 x 87	485.00	1,080.00
upright	60 x 271		
1/4 page horizontal	190 x 65	365.00	955.00
2-col. upright	92 x 135 44 x 271		
1/6 page horizontal	186 x 45	260.00	845.00
1/8 page horizontal	190 x 30	210.00	805.00
2-col. upright	92 x 63		
1/16 page 2-col.	90 x 30	140.00	415.00

format	colour
advertorial 1/1 page	2,055.00
advertorial 1/2 page	1,285.00

All prices are subject to statutory VAT. Please find the general terms and conditions at:  
[www.bauverlag.de/downloads/agbs\\_en.pdf](http://www.bauverlag.de/downloads/agbs_en.pdf)

**2 additional charges:**

**special position:** inside front cover and inside back cover € 190.00  
back cover € 350.00  
other prescribed positions: 20 % of basic b/w rate

**colour:** per special colour € 350.00

**format:** ads bleeding over the printing area, bleed ads:  
2/1 page € 425.00  
1/1 page € 240.00  
1/2 page and smaller € 160.00

All charges are discountable.

**3 discounts:**

published within 12 months

3 times	3 %	3 pages	5 %
6 times	5 %	6 pages	10 %
8 times	10 %	8 pages	15 %

combination possibility with the special issue  
“large scale refrigeration technology” and the  
“trade directory refrigeration and air-conditioning technology”.

**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 32.

Loose inserts and technical costs are not discountable

<b>4 classified ads:</b>	(not discountable)		
	situations vacant b/w	per mm (1 column, 45 mm wide)	€ 2.10
	situations vacant colour	per mm (1 column, 45 mm wide)	€ 2.65
	situations wanted	per mm (1 column, 45 mm wide)	€ 1.00
	classified ads	per mm (1 column, 45 mm wide)	€ 2.10
	box number fee		€ 8.80

From a print value of 580.00 €, your job posting will be displayed online at [www.KKA-online.info](http://www.KKA-online.info) for free.

<b>5 special ad types:</b>	<b>bound Inserts</b> (others on request)	
	2 pages	€ 1,610.00
	4 pages	€ 2,700.00

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).

required delivery quantity: 4,300 copies  
delivery address: Wentker Druck GmbH  
Gutenbergstraße 5-9  
48268 Greven  
Germany  
delivery memo: „for KKA issue ...”

**loose inserts** (not discountable)  
maximum Size 205 x 290 mm

weight of loose insert up to 25 g and 2 mm thickness (higher weights and thicknesses on request)	Preis % € 320.00
--	---------------------

required delivery quantity: 4,300 copies  
delivery address: Integralis Industriebuchbinderei,  
Lettershop und Fulfillment GmbH  
Lägenfeldstraße 4  
30952 Ronnenberg  
Germany  
delivery memo: „for KKA issue ...”

for selected circulation: selection costs per selection € 120.00

**glued ad media:** price %  
postcard € 80.00  
product samples on request  
Technical costs are not eligible for commission and are not discountable.  
required delivery quantity: 4,300 copies  
delivery address: Integralis Industriebuchbinderei,  
Lettershop und Fulfillment GmbH  
Lägenfeldstraße 4  
30952 Ronnenberg  
Germany  
delivery memo: „for KKA 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:** Markus Gorisch  
Sales Director

**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  
Deutsche Bank Berlin  
IBAN: DE45 1007 0000 0069 4653 00  
BIC: DEUTDE33XXX

**1 magazine format:** DIN A4 (210 mm wide x 297 mm high;  
untrimmed: 216 mm wide x 303 mm high)  
**printing area:** 190 mm wide x 271 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:  
Natika Kadi, phone: +49 5241 80-2175

**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 according-  
ly. 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  
purpo- ses, 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 pho-  
tos/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 can not  
accept liability for any deviations in texts, illustrations and  
colours.

**9 contact:** Natika Kadi  
phone: +49 5241 80-2175  
e-mail: order.management@bauverlag.de

## printing size area

											
format	1/1 page	2/3 upright	2/3 horizontal	1/2 upright	1/2 Junior page	1/2 horizontal	1/3 upright	1/3 horizontal	1/4 upright	1/4 horizontal	1/4 2-col.
width x height in mm	190 x 271	125 x 271	190 x 178	92 x 271	127 x 186	190 x 131	60 x 271	190 x 87	44 x 271	190 x 65	92 x 135

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

											
format	1/1 page	2/3 upright	2/3 horizontal	1/2 upright	1/2 junior page	1/2 horizontal	1/3 upright	1/3 horizontal	1/4 upright	1/4 horizontal	1/4 2-col.
width x height in mm	210 x 297	132 x 297	210 x 188	100 x 297	133 x 191	210 x 145	68 x 297	210 x 99	51 x 297	210 x 75	100 x 145

**1.1 sectors/branches/company types:**

recipient group	percentage of readers determined	
	%	Projection (approx.)
proceeding companies for cold, climate, refrigeration and air conditioning	58.9	2,159
manufacturers of cold, climate and refrigeration systems	11.1	407
operators in industrial companies	7.1	260
wholesaler and retailers	7.6	279
sanitary heating climate companies	4.7	172
specialist engineers	4.5	165
alliances	0.6	22
training institutions, universities, colleges of higher education	0.3	11
others	3.4	125
not specified	1.8	66
actually circulated copies	<b>100.0</b>	<b>3,666</b>

**1.2 size of the business unit:**

by employees	percentage of readers determined	
	%	Projection (approx.)
1-9 employees	49.6	1,818
10-19 employees	21.0	770
20-49 employees	13.8	506
50-99 employees	3.5	128
100-199 employees	3.7	136
200 and more employees	4.5	165
no details	3.9	143
actually circulated copies	<b>100.0</b>	<b>3,666</b>

**1.3 job area: function**

	percentage of readers determined	
	%	projection (approx.)
owner, co-owner	54.1	1,983
managing director	14.7	539
unit/department manager/group leader	21.5	788
project manager	2.9	106
master technician	2.6	95
administrative officer	2.3	84
assistant technician	0.3	11
others	0.8	29
not specified	0.8	29
actually circulated copies	<b>100.0</b>	<b>3,666</b>

**1.4 company products/services:**

	percentage of readers determined	
	%	projection (approx.)
air conditioning	80.0	2,933
commercial refrigeration	63.4	2,324
industrial refrigeration	58.1	2,130
heat pumps	50.8	1,862
refrigeration equipment/cold storage rooms	50.2	1,840
control systems/building management systems	47.2	1,730
electrical engineering	45.6	1,672
ventilation systems	45.5	1,668
mobile refrigeration	42.2	1,547
refrigeration transport	24.4	895
insulation systems	17.5	642
no details	11.0	403

multiple answers (100% = 3,666 copies)



## large scale refrigeration technology

The special issue large scale refrigeration technology appears in addition to the six issues of **KKA Kälte Klima Aktuell** and supplemented the offer of the refrigeration and climate professional publications of Bauverlag. Editorial articles, product news and object analyses reference exclusive of large dimensioned high-capacity refrigerating, cooling- and air conditioning machines are published.

**circulation:** 8,000 copies

**target group:** = 4,500 cold and climate engineering companies  
= 2,500 technical building departments  
= 1,000 selected leaders in the technical property management

**size of journal:** 210 mm wide x 297 mm high

**publishing date:** 06.05.2019

**advertising deadline:** 09.04.2019

**discounts:** combined discounts with **KKA** and the trade directory refrigeration and air-conditioning technology

format	columns	width x height mm	b/w €	colour €
2/1 page	8	405 x 271	4,645.00	6,420.00
1/1 page	4	190 x 271	2,320.00	3,225.00
1/2 page	4	190 x 131	1,165.00	2,060.00
	junior page	127 x 186		
	2	92 x 271		
1/3 page	4	190 x 87	775.00	1,675.00
	1	60 x 271		
1/4 page	4	190 x 65	590.00	1,490.00
	2	92 x 135		
	1	44 x 271		
1/8 page	4	190 x 30	310.00	1,225.00
	2	90 x 63		

advertising prices, valid from October 2018

## trade directory refrigeration and air-conditioning technology

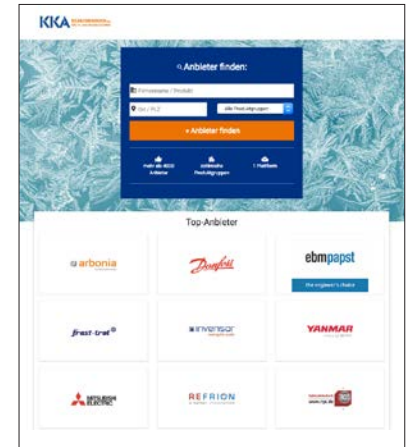
By order of the trade association BIV we will publish the most comprehensive trade directory of refrigeration and air-conditioning technology. From an editorial point of view, the publication will offer annually the addresses of all association members, both in alphabetical order and arranged by postcode, the addresses of all important suppliers and manufacturers in the field of refrigeration and air-conditioning technology, a list of all suppliers arranged by categories which will allow to find quickly the appropriate suppliers for a product selected and important standards, regulations, provisions as well as chemical and physical basics for manufacturers of refrigerating plants.



trade directory refrigeration and air-conditioning technology



KKA Kälte Klima Aktuell newsletter



www.KKA-branchembuch.de

publishing date: 02.10.2019  
advertising deadline: 10.09.2019

advertisements

1/1 page colour  
1,140.00 €



132 mm x 194 mm  
148 mm x 210 mm\*

1/2 page colour vertical  
770.00 €



62 mm x 194 mm  
74 mm x 210 mm\*

1/2 page colour horizontal  
770.00 €



132 mm x 90 mm  
148 mm x 105 mm\*

printing area wide x high  
bleed wide x high  
\*additionally 3 mm bleed on the cut sizes

How to be present print

trade name + address incl. e-mail adress, Website, telephone, fax	✓	✓	✓	✓
product group	1	5	10	20
company's logo		✓	✓	✓
advertisement 1/1 page colour			✓	✓
linking e-mail address + internet				✓
company's logo on homepage (online)				✓
presentation in KKA Kälte Klima Aktuell newsletter (online)				one-time
product information (online)				✓
These prices are valid for 12 months.	120.00 €	200.00 €	1,380.00 €	2,350.00 €

company's logo	40.00 €
product group	20.00 €
additional line	20.00 €
establishment	60.00 €

These prices are valid for 12 months.

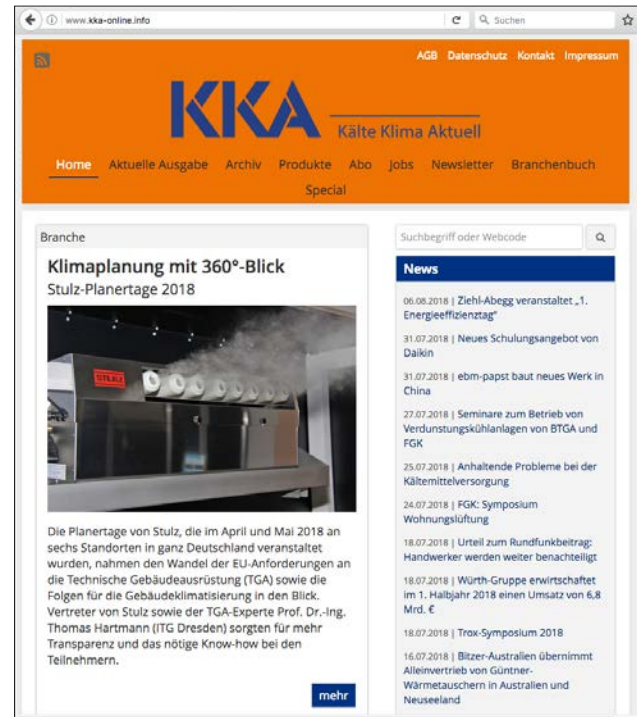
For further information:

Ariane Ewers-Busche  
Sales Manager  
e-mail: ariane.ewers-busche@bauverlag.de  
phone: +49 5241 80-75308

New online advertising opportunities can be found here!

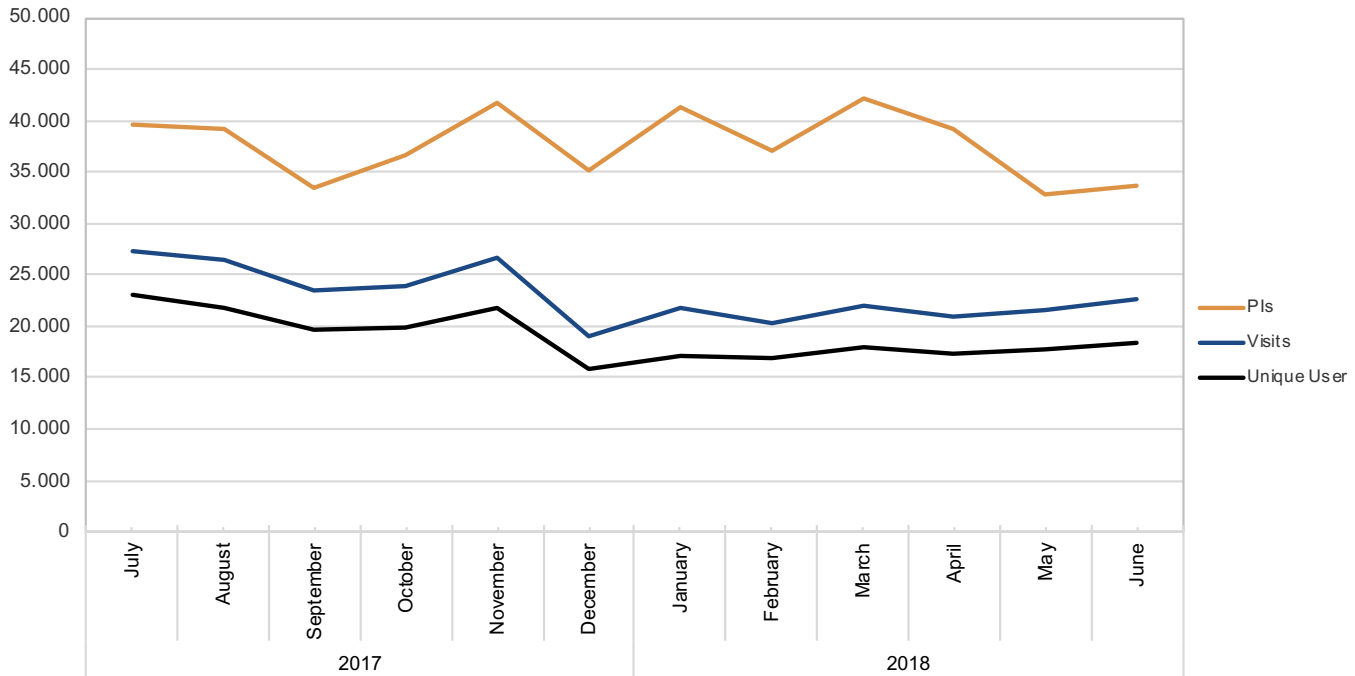


- 1 website:** [www.KKA-online.info](http://www.KKA-online.info)
- 2 short profile:** More and more cold and climatisation engineers are using the internet in their day-to-day work. [www.KKA-online.info](http://www.KKA-online.info) complements the printed edition and also provides readers with an additional interactive component with extensive user benefits. As in the printed issue, the online pages of **KKA Kälte Klima Aktuell** focus on current topics. These are presented in competent, focussed and application oriented reports. Together with **KKA Kälte Klima Aktuell**, **KKA newsletter** and [www.KKA-online.info](http://www.KKA-online.info) provides a targetgroup-friendly platform with crossmedia synergies for your advertising campaigns.
- 3 target group:** proceeding companies for cold, climate, refrigeration and air-conditioning
- 4 publisher:** Bauverlag BV GmbH
- contact editorial department:**  
 Christoph Brauneis  
 Editor-in-Chief  
 phone: +49 5241 80-75029  
 fax: +49 5241 80-9313  
 e-mail: christoph.brauneis@bauverlag.de
- contact digital advertising:**  
 Axel Gase-Jochens  
 Head of Digital Sales  
 phone: +49 5241 80-75018  
 e-mail: axel.gase-jochens@bauverlag.de



1 traffic audit: -

2 website traffic: page impressions: 37,651  
 visits: 23,006  
 unique user: 18,097  
 (source: Google Analytics; monthly average July 2017 until June 2018)



**1 prices and forms of advertising:**

forms of advertising	placement	format (pixel, width x height)	max data size	prices per month €
fullsize banner	complete website, in rotation with max. 2 others	468 x 60	100 kB	490.00
superbanner	complete website, in rotation with max. 2 others	728 x 90	100 kB	615.00
skyscraper	complete website, in rotation with max. 2 others	120 x 600	100 kB	735.00
skyscraper sticky	complete website, in rotation with max. 2 others	120 x 600	100 kB	810.00
wide skyscraper	complete website, in rotation with max. 2 others	160 x 600	100 kB	860.00
wide skyscraper sticky	complete website, in rotation with max. 2 others	160 x 600	100 kB	940.00
halfpage ad	complete website, in rotation with max. 2 others	300 x 600	100 kB	1,020.00
halfpage ad sticky	complete website, in rotation with max. 2 others	300 x 600	100 kB	1,115.00
medium rectangle	complete website, in rotation with max. 2 others	300 x 250	100 kB	985.00
wallpaper	complete website, in rotation with max. 2 others	728 x 90 + 120 x 600	100 kB	1,105.00
expandable wallpaper	complete website, in rotation with max. 2 others	728 x 90 + 120 x 600 (300 x 600)	100 kB	1,230.00
layer ad	complete website, in rotation with max. 2 others	400 x 400 (with frequency capping)	100 kB	1,230.00
situations vacant	job market	individual	100 kB	600.00
microsite	own navigation within the website, duration 3 months	individual	100 kB	6,825.00
onlinePLUS	website	individual	100 kB	1,000.00
online-advertorial	see page 28	individual	100 kB	1,595.00
ad bundle	website, in rotation with max. two additional	consisting of superbanner, skyscraper and medium rectangle	100 kB	735.00

All online advertising formats can be booked exclusively. Rates and availability on request. All prices are subject to statutory VAT. Please find the general terms and conditions at: [www.bauverlag.de/downloads/agbs\\_en.pdf](http://www.bauverlag.de/downloads/agbs_en.pdf)

**2 discounts:**

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

**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](mailto: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:

- Please send a swf-file for Adobe Flash Player 9.
- 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..
- 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.

For detailed information please see our spec sheet:  
[www.bauverlag.de/downloads/spec-sheet-online.pdf](http://www.bauverlag.de/downloads/spec-sheet-online.pdf)

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

**2 delivery address:** Please send the ad media for your campaign to  
[order.management@bauverlag.de](mailto:order.management@bauverlag.de)

**3 delivery deadline:** 4 working days prior to beginning of the campaign.

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

Please send your materials together with the required meta information:

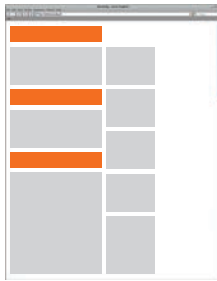
- booked site
- customer name
- order number
- target-URL
- booking period
- advertising format
- motif name
- contact person for inquiries

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

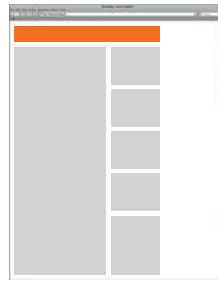
Natika Kadi  
phone: +49 5241 80-2175  
e-mail: [order.management@bauverlag.de](mailto:order.management@bauverlag.de)

# forms of advertising

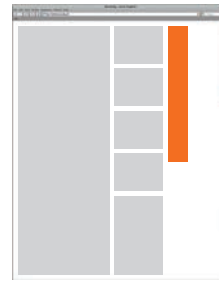
format  
width x height  
in pixel



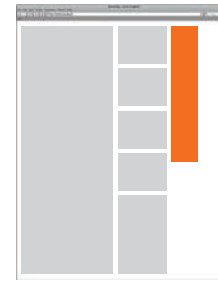
fullsize banner  
468 x 60



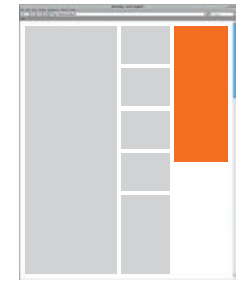
super banner  
728 x 90



skyscraper  
120 x 600

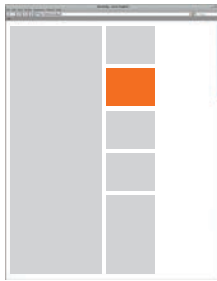


wide skyscraper  
160 x 600

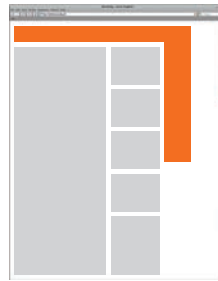


halfpage ad  
300 x 600

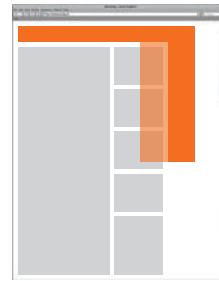
format  
width x height  
in pixel



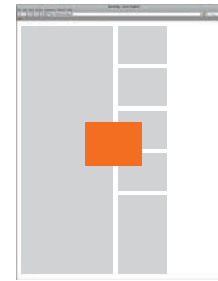
medium rectangle  
300 x 250



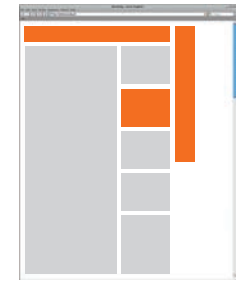
wallpaper  
728 x 90 + 120 x 600



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



layer ad  
400 x 400



ad bundle  
728 x 90 +  
120 x 600 + 300 x 250

Please see our notes on data formats and programming.

- 1 name:** KKA Kälte Klima Aktuell newsletter
- 2 short profile:** The **KKA Kälte Klima Aktuell newsletter** informs the decision makers about news in the branch by e-mail. The latest reports and articles from the printed issue keep the cold and climatization engineers up to date once a month.
- 3 target group:** proceeding companies for cold, climate, refrigeration and air-conditioning technology
- 4 publication frequency:** monthly
- 5 publisher:** Bauverlag BV GmbH
- contact editorial department:**  
 Christoph Brauneis  
 Editor-in-Chief  
 phone: +49 5241 80-75029  
 fax: +49 5241 80-9313  
 e-mail: christoph.brauneis@bauverlag.de
- contact digital advertising:**  
 Axel Gase-Jochens  
 Head of Digital Sales  
 phone: +49 5241 80-75018  
 e-mail: axel.gase-jochens@bauverlag.de



- 1 recipients: The **KKA Kälte Klima Aktuell newsletter** reaches proceeding companies for cold, climate, refrigeration and air-conditioning.
- 2 circulation: 1,110 recipients  
opening rate: 134.23%  
(average per month July 2017 until June 2018)

web.inxmail.com/bauverlag/1 67%

Wir empfehlen Ihnen, den Newsletter in Ihrem Browser zu öffnen.

[Aktuelle Ausgabe](#) | [Alle Informationen](#) | [Kontakt](#) | [Jobbörse](#)

## KKA Kälte Klima Aktuell

Behr gestirte Damen und Herren,

Im Zuge der **F-Gase-Verordnung** (kälte trennbare Kältemittel vorwärts) in den Fokus. Dies betrifft vor allem Propan und R32 bzw. entsprechende A2L-Kältemittel. Beim Umgang mit dem hochentzündlichen Propan ist sicher besondere Aufmerksamkeit erforderlich. Doch erscheint mir die Aufregung um die Brennbarkeit von R32 insoweit etwas überzogen.

Es stimmt zwar, dass R32 brennen kann, aber Betreiber und Anlagenbauer können ziemlich problemlos damit umgehen. R32 ist nur schwer entflammbar – doch was heißt das eigentlich? Damit R32 überhaupt brennen kann, muss (haben einen entsprechenden Zündfunken) eine Sättigung in der Umgebungsluft von 14 % erreicht werden. Selbst wenn das gesamte R32 eines Split-Systems mit 1 kg Füllmenge in einem Raum mit 10 m<sup>3</sup> Grundfläche antreibt, wird ein Sättigungsgas vor gerade einmal 3,4 % erreicht.

Nach ein Tipp für alle, die größeren R32-Anlagen planen: Mit dem R32-Rechner hat per Firma (Italiens ein einfaches Online-Tool) entwickelt, mit dem die jeweils zulässigen maximalen Kältemittelfüllmengen für R32 ermittelt werden können. Sie werden sehen, in den allermeisten Anwendungen besteht kein Grund zur Sorge.

Sommerliche Grüße  
Ihr KKA-Chefredakteur  
Christoph Braunes

---

**Energiewende - EU-Gebäuderichtlinie - News**

**Integrierte Energiewende**

Die Bundesregierung hat sich das Ziel gesetzt, die Treibhausgasemissionen in Deutschland bis 2050 im Vergleich zu 1990 um **80 bis 95 % zu senken**.

Dies erfordert neben einer deutlichen Steigerung der Energieeffizienz auch die verstärkte Nutzung von Strom aus erneuerbaren Energien in allen Verbrauchssektoren – Industrie, Gebäude und Mobilität. Außerdem müssen alle Erzeuger und Verbraucher aus den unterschiedlichen Sektoren in einem intelligenten Energiesystem zusammengeführt und entsprechende technische Infrastrukturen geschaffen werden.

Um die zweite Phase der Energiewende erfolgreich zu gestalten, untersucht die Leibnizstudie **Integrierte Energiewende** für **dena** – im Dialog mit zahlreichen Stakeholdern aus Wissenschaft und Politik sowie über 80 Partnern aus unterschiedlichen Wirtschaftsbranchen und Sektoren – mögliche Transformationspfade, die zu einem klimafreundlichen Energiesystem im Jahr 2050 führen.

[Zum Download der Leitstudie.](#)

---

**Neues EU-Gebäuderichtlinie**

Die **EU-Gebäuderichtlinie (EPBD)** ist die wichtigste Grundlage für technische Anforderungen in Wohn- und Nichtwohngebäuden.

Nach der Veröffentlichung im Juni 2018 haben die EU-Mitgliedsstaaten 20 Monate Zeit, die Richtlinie in nationales Recht umzusetzen; dazu wird die EU-Kommission regelmäßig mehrmals auch eine

newsletter	publishing date	booking deadline	traid fairs/events
1/2019	15.01.2019	08.01.2019	
2/2019	11.02.2019	04.02.2019	
3/2019	05.03.2019	26.02.2019	ISH, Frankfurt/Main
4/2019	10.04.2019	03.04.2019	
5/2019	08.05.2019	30.04.2019	
6/2019	11.06.2019	04.06.2019	
7/2019	09.07.2019	02.07.2019	
8/2019	14.08.2019	07.08.2019	
9/2019	04.09.2019	28.08.2019	
10/2019	10.10.2019	02.10.2019	Heat Pump Summit, Nuremberg
11/2019	12.11.2019	05.11.2019	
12/2019	09.12.2019	02.12.2019	



**1 prices and forms of advertising:**

forms of advertising	placement	format (pixel, width x height)	max data size	prices per month €
fullsize banner	content	468 x 60	50 kB	465.00
skyscraper	next to the content	120 x 600	50 kB	560.00
wide skyscraper	next to the content	160 x 600	50 kB	715.00
text ad	content	headline up to 50 characters + text up to 500 characters (incl. spaces) + 1 image (275 x 255 pixel) + link	50 kB	560.00
text 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	50 kB	645.00
situations vacant	content	headline up to 50 characters + text up to 500 characters (incl. spaces) + 1 image (275 x 255 pixel) + link	50 kB	560.00
newsletter takeover	content, exclusiv	up to 4 text ads, 3 fullsize banners and 1 skyscraper	50 kB	4,195.00

All prices are subject to statutory VAT. Please find the general terms and conditions at: [www.bauverlag.de/downloads/agbs\\_en.pdf](http://www.bauverlag.de/downloads/agbs_en.pdf)

**2 discounts: published within 12 months**

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

**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](http://www.bauverlag.de/downloads/spec-sheet-online.pdf)

**2 formats:** HTML or text

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

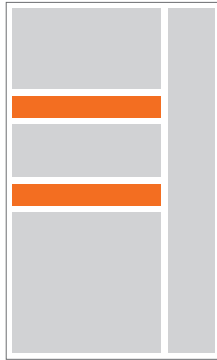
- customer name
- booked newsletter
- order number
- target URL
- contact person for inquiries

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

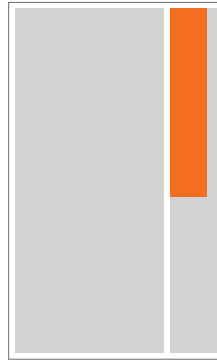
**5 contact person:** **If you have any technical queries, please contact:**

Natika Kadi  
phone: +49 5241 80-2175  
e-mail: [order.management@bauverlag.de](mailto:order.management@bauverlag.de)

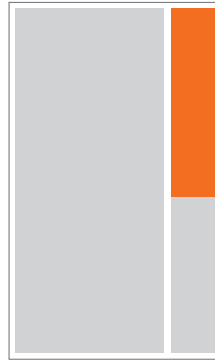
format  
width x height  
in pixel



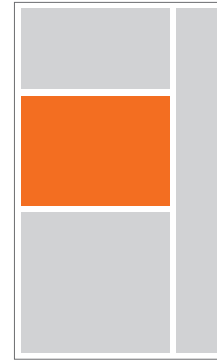
fullsize banner  
468 x 60



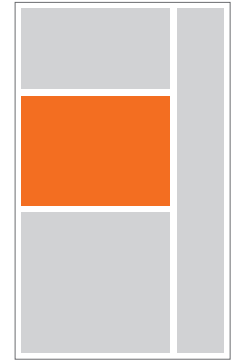
skyscraper  
120 x 600



wide skyscraper  
160 x 600



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



text 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:

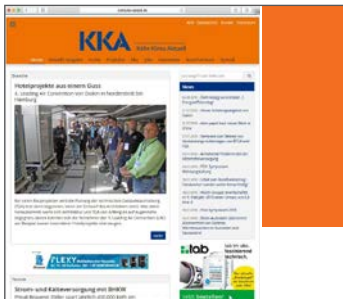
- permanent online posts on [www.KKA-online.info](http://www.KKA-online.info) (these remain accessible via the search function after the 4-week period has expired)
- medium rectangle with placement across the entire website as a teaser with a link to the online post
- text ad in [KKA newsletter](#) with a link to the online post

price: 1,595.00 € 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.KKA-online.info](http://www.KKA-online.info)



wide skyscraper in [KKA newsletter](http://www.KKA-online.info)

duration 1 month  
price: 1,560.00 € plus VAT.

crossmedia product advertising package



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



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

duration 1 month  
price: 2,590.00 € plus VAT.




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

## »WE OFFER COMPLETE PROJECT MANAGEMENT OF PUBLICATION PROJECTS AND EVENTS IN THE CONSTRUCTION INDUSTRY!«

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

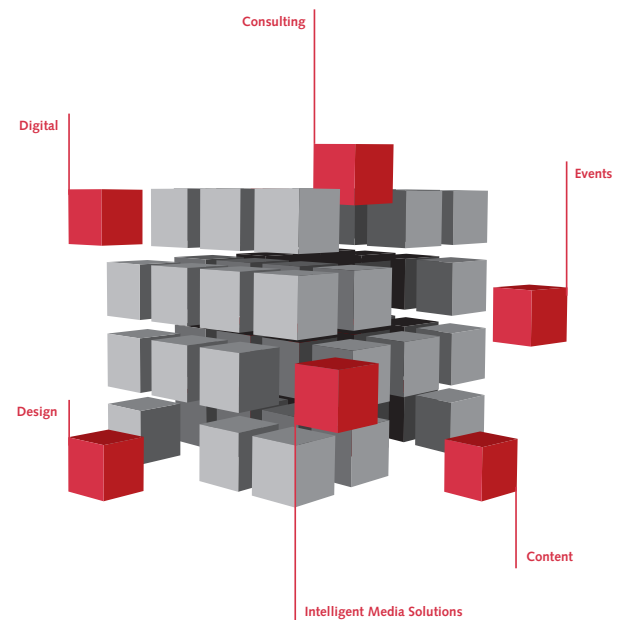


## »WE DEVELOP SOLUTIONS FOR YOUR COMMUNICATIONS NEEDS!«

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](http://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.**



## International Sales

### Sales Manager International

Rita Srowig  
Bauverlag BV GmbH  
Avenwedder Straße 55  
33311 Gütersloh  
Germany  
phone: +49 5241 80-2401  
fax: +49 5241 80-6066  
e-mail: rita.srowig@bauverlag.de

### France, Belgium, Luxembourg

Marc Jouanny  
International Media Press & Marketing  
16, rue Saint Ambroise  
75011 Paris  
phone: +33 1 43553397  
fax: +33 1 43556183  
mobile: +33 608 975057  
e-mail: marc-jouanny@wanadoo.fr

### Italy

Ediconsult Internazionale S.r.l.  
Signora Paola Pedevilla  
Piazza Fontane Marose, 3  
16123 Genova  
phone: +39 010 583684  
fax: +39 010 566578  
e-mail: costruzioni@ediconsult.com

## Digital Sales

### Head of Digital Sales

Axel Gase-Jochens  
Bauverlag BV GmbH  
Avenwedder Straße 55  
33311 Gütersloh  
Germany  
phone: +49 5241 80-75018  
fax: +49 5241 80-6066  
e-mail: axel.gase-jochens@bauverlag.de

---

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

---