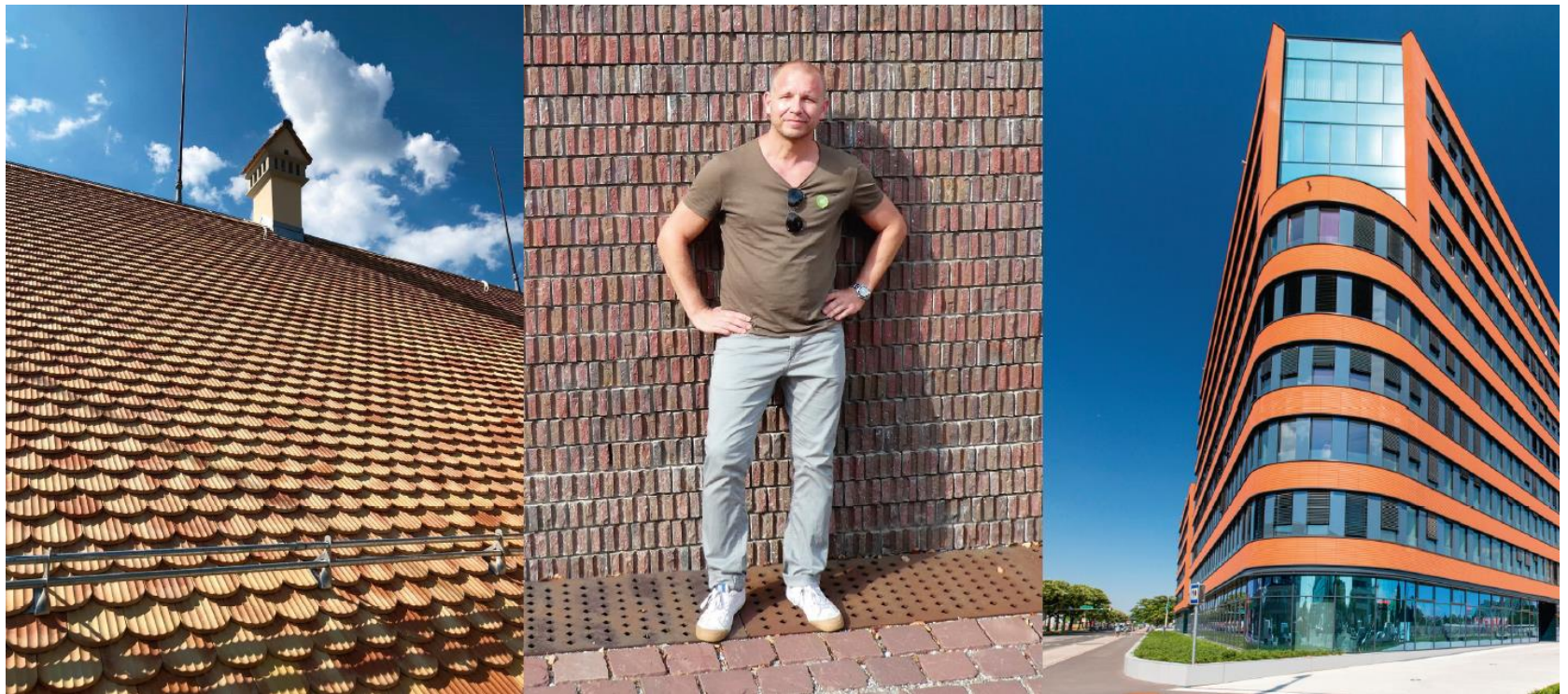


Bricks | Ziegel

2020

The Business Directory and Yearbook for the brick, tile and stoneware industry



ONLINE BOOKING OPTIONS in the provider database - your added value!
Digital - Networked - Focused - Individual

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1 title: Zi-Bricks Business Directory and Yearbook

2 short description: The business directory is the suppliers platform for the brick and tiling industry. The yearbook provides readers with easily understood reports about new technical developments and products in heavy clay ceramics as well as scientific results from research and practice. Zi Bricks dedicates itself to the international exchange of experience for all specialists from the heavy clay ceramics industry and can also used as a training tool.

3 target groups:
brickworks the world over
architects and planners
subscribers to Zi Brick and tile industry international

Searching? Find!

Let yourself be found by the leading market players in the brick an tile industry.



main product groups

- 1 Raw Materials - additives
- 2 Raw material extraction – Raw material haulage
- 3 Preparation
- 4 Shaping
- 5 Surface treatment
- 6 Drying
- 7 Firing – Kiln furniture
- 8 Handling and conveying equipment
- 9 Packaging - Bundling – Strapping - Shrinkwrapping - palletized transport - Storage
- 10 Measurement - Regulation - Control - Laboratory equipment
- 11 Environmental protection – Clean air
- 12 Spares – Replacemant and wearingparts - Wear materials - Accessories Second hand machines
- 13 Services
- 14 Plant engineering (Heavy clay industry)

The complete supplier source directory can be found here:



or on
www.Zi-Bricks.com

ad formats and basic prices

format:	full-colour	b/w
1/1 page	€3,380.00	€2,810.00
1/2 page	€1,900.00	€1,450.00
1/3 page	€1,430.00	€1,150.00
1/4 page	€1,080.00	€900.00
1/8 page	€900.00	€660.00



product and company profile €1,480.00

approx. 1,400 characters
+ logo, 1-2 photos
German/English

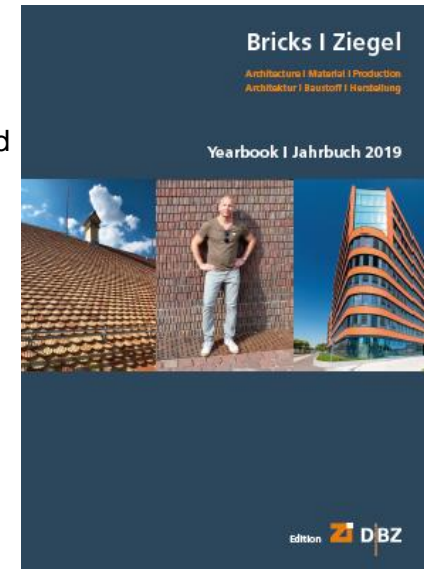
Your entry in the supplier source directory

Price: €25.00 per line

1. The line width is 48 mm, each row comprises about 40 letters. The company name is printed in bold type at no extra cost. The place name, as well as all other information - phone, fax, e-mail/website address or branches – appear in the non-highlighted base font.
2. E-mail and website addresses are calculated as a single line irrespective of the space actually required for them.
3. Supplements to the company information can be added to the entry text as additional paid lines.
4. The keywords themselves are generally free and will be published in two languages, namely German/English.

company logo

Company symbols and logos may be used, provided that they can be integrated typographically in the overall structure of the supplier source section. They count as full lines with regard to their height. The height of a line is **3 mm**.



deadline for booking:	08/10/2019
publication date:	10/12/2019
circulation:	5,000 copies

The prices are valid for 12 months
All prices are subject to statutory VAT.

In addition to your print entry: Entry in the supplier directory online at www.Zi-Bricks.com

advertising format	positioning	format	prices for 12 month €
entry per product group	detailed customer view	company name + adress incl. phone, fax, e-mail, website incl. links	75.00
company portrait from print and online	detailed customer view	approx. 1,400 characters	60.00
company profile, online only	detailed customer view	unlimited characters	150.00
logo	detailed customer view + search result list	JPG, GIF or PNG	60.00
logo "top supplier"	logo on the home page	logo on the home page	405.00
photo gallery - 1 title photo	detailed customer view	JPG, GIF oder PNG 1200 px width x max. 500 px hight	240.00
photo gallery - 1 title photo + 4 photos	detailed customer view	JPG, GIF or PNG	360.00
photo gallery - 1 title photo + 14 photos	detailed customer view	JPG, GIF or PNG	420.00
social media links	detailed customer view	URL	120.00
social media links - 2 and more	detailed customer view	URL	240.00
app download	detailed customer view	URL (appstore + source)	54.00

All prices are subject to statutory VAT.

ad bundle

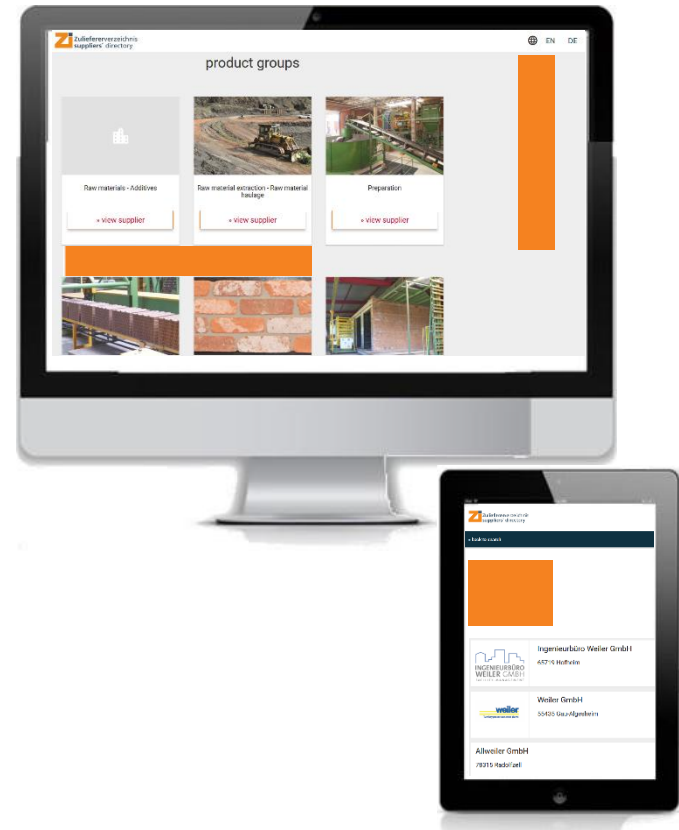
Be flexible and benefit from a high level of visibility on the website with the ad bundle. You provide us with advertising material in the form of a super banner, a skyscraper and a medium rectangle 3, which will be displayed alternately according to availability, whereby parallel distribution is excluded.

format (pixel, width x height)

fullsize banner	468 x 60
skyscraper	120 x 600
medium rectangle	300 x 250

price for 12 months: €625.00

All prices are subject to statutory VAT.



1 file formats:

JPG, GIF, Flash, HTML-tag, redirect-tag

Size: 100 kB per ad format

The kB figures specified for each advertising medium represent 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 its variables is to be delivered. Within the SWF file a variable is used instead of a click URL, using which the click URL and the click count of the called HTML code fragments (sniffer code) is passed. All click options must be implemented via this variable.
- In addition to the SWF file, an alternative GIF or JPG file is required as a fall-back image in the booked advertising format 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 online advertising media (fullsize banners, superbanners etc.), please refer to our data sheet under www.bauverlag.de/downloads/datenblatt-online.pdf.

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

2 delivery address:

Please send the advertising material for your campaign to order.management@bauverlag.de

3 delivery deadline:

4 working days prior to the start of the campaign

With these lead times we wformats and ensure a reliable delivery of your campaign. We do not accept any liability for any delays caused by late deliveries.

ill then have plenty of time together to test the At the time of delivery we require the following meta information:

- occupied site
- customer name
- order number
- click URL
- for photos, the image source
- a contact address for any queries

4 contact:

For technical questions please contact: Karina Heinze

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We work together with you to plan your target group approach - give us a call or send us an e-mail!