

Bricks | Ziegel 2022

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

NEW form
of advertising
now available:
Main spread pages!



PLUS: ONLINE BOOKING OPTIONS in the supplier database
Digital – Networked – Focused – Individual

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- 1 Title:** Zi Bricks Business Directory and Yearbook
- 2 Short description:** The business directory is the supplier 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 be used as a training tool.
- 3 Target groups:** Brickworks the world over
Architects and planners
Subscribers to Zi Brick and Tile Industry International
- 4 Circulation:** 3,000 copies
- 5 Dates:**
- | | |
|-------------------|------------|
| Publication date: | 14/12/2021 |
| Booking deadline: | 13/10/2021 |

Search and find!

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

Main product groups

1. Raw materials – Additives
2. Raw material extraction and production
3. Processing
4. Shaping
5. Surface treatment
6. Drying
7. Firing – Firing aids
8. Transport and conveying equipment
9. Packaging – Bundling – Strapping – Shrink wrapping
– Palleted transport – Storage
10. Measurement – Regulation – Control – Laboratory equipment
11. Environmental protection
12. Spare and wear parts – Wear materials
– Accessories – Used machines
13. Services
14. Plant engineering (heavy clay ceramics)

The complete suppliers' directory
can be found here:



or at www.Zi-Bricks.com

Ad formats and basic prices:

Formats	b/w € plus VAT	Colour € plus VAT
1/1 page	-	3,380.00
1/2 page	-	1,900.00
1/3 page	1,150.00	1,430.00
1/4 page	900.00	1,080.00
1/8 page	660.00	900.00



Product and company portrait

€1,480.00

Approx. 1,400 characters
+ logo, 1–2 photos
German/English

Your entry in the suppliers' directory

Price: €25.00 per line

1. The line width is 48 mm, with each row comprising roughly 40 letters. The company name is printed in bold type at no extra cost. The location and all other details – telephone number, fax number, e-mail/website address or branches – appear in regular body type.
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 (ZZ).
4. The keywords themselves are generally free of charge 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 into the overall structure of the relevant section of the suppliers' directory. They count as full lines with regard to their height. The height of a line is 3 mm.

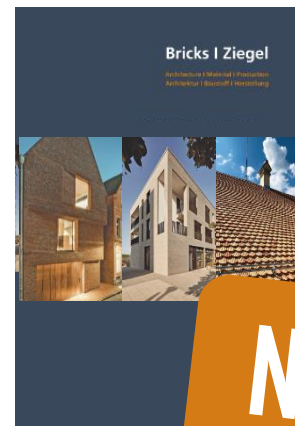
Preorder this exclusive new form of advertising to reserve a main spread in Zi Bricks!

Harness the power of this exceptional advertising platform and get yourself noticed with an ad at the beginning or end of the yearbook.

Not your everyday advertising platform – but one that is ideal for placing your ad.

Ad formats and basic prices:

Format	Price € plus VAT
2/1 page, colour	7,000.00



Supplement your print placement with an ad in the online suppliers' directory at www.Zi-Bricks.com

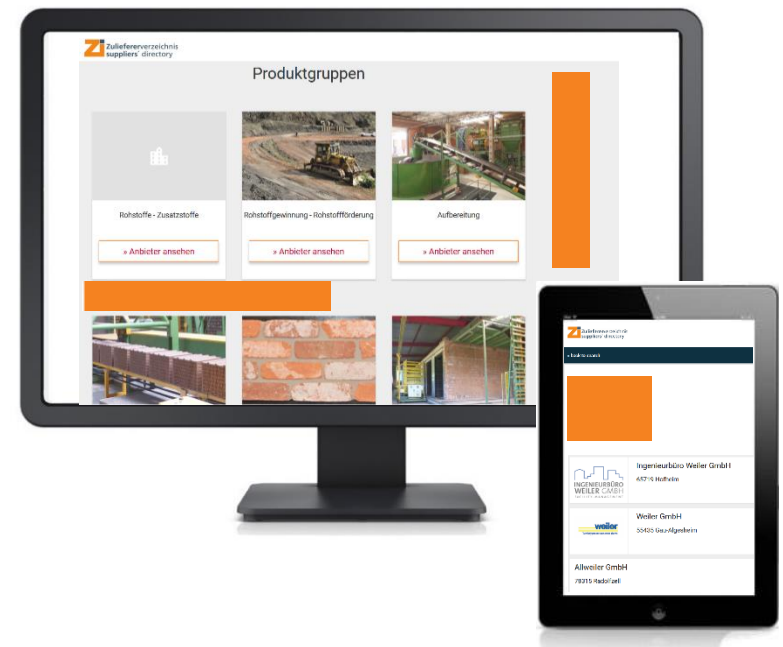
Advertising form	Placement	Format	Price for 12 months € plus VAT
Placement per product group	Customer detail view	Company name, address incl. telephone number, fax number, e-mail address, website incl. link	75.00
Company portrait from print and online	Customer detail view	Approx. 1400 characters (see Print – Price list)	60.00
Company portrait, online only	Customer detail view	Unlimited number of characters	150.00
Logo	Customer detail view + search result list	JPG, GIF or PNG	60.00
"Top Provider" logo	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 + 4 photos	Customer detail view	JPG, GIF or PNG	360.00
Image gallery – 1 cover photo + 14 photos	Customer detail view	JPG, GIF or PNG	420.00
Social media linking	Customer detail view	Destination URL	120.00
Social media linking – 2 links or more	Customer detail view	Destination URL	240.00
App download	Customer detail view	Destination URL (app store + source)	54.00

Ad Bundle

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

You provide us with three lots of advertising material in the form of a full size banner, a skyscraper and a medium rectangle, and we will display them alternately according to availability, ensuring that they are never all shown at the same time.

Advertising form	Format (width x height in pixels)
Full size banner	468x60
Skyscraper	120x600
Medium rectangle	300x250
Price per year €: plus VAT	625.00



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

<https://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

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 2151-4545

order.management@bauverlag.de



Bernadett Bissett
Sales Manager
phone: +49 5241 2151-4141
bernadett.bissett@bauverlag.de

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