



## media data 2021

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communication solutions for  
the target group of cool and climate engineers



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## 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.



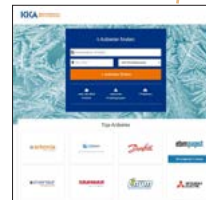
trade directory refrigeration and air-conditioning technology



special issue large scale refrigeration technology



KKA Kälte Klima Aktuell



trade directory refrigeration and air-conditioning technology online



KKA expert forum



www.KKA-online.info

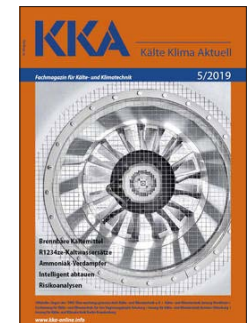
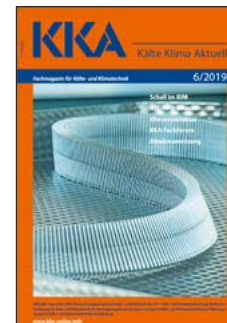
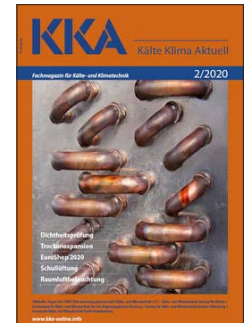


KKA Kälte Klima Aktuell newsletter

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:** 40<sup>th</sup> volume 2021

**7 sales price:**

annual subscription abroad	€ 105.00
annual subscription abroad	€ 117.00
student rate	€ 75.00
single copy	€ 22.00

Further information is available at [www.bauverlag-shop.de](http://www.bauverlag-shop.de).

**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](http://www.bauverlag.de)

**11 editor:** Michael Voss

**12 advertising:** Marco Buch  
Director Market Strategies & Sales

**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](mailto:christoph.brauneis@bauverlag.de)

**14 amount analysis: 2019 = 7 issues**

<b>print volume analysis:</b>	676 pages = 100.0 %
editorial section	513 pages = 75.9 %
advertising section	163 pages = 24.1 %
including	
job vacancies and classified ads	1 pages = 0.6 %
bound inserts	9 pages = 1.8 %
publisher ads	6 pages = 3.7 %
loose inserts	0 pieces

**15 analysis of the content – editorial section:**

	513 pages = 100.0 %
engineering	223 pages = 43.5 %
branch	128 pages = 25.0 %
actual	78 pages = 15.2 %
product	44 pages = 8.6 %
company	30 pages = 5.8 %
utility vehicle	8 pages = 1.6 %
literature	2 pages = 0.4 %

1 circulation audit:

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

print run:	4,000		
copies distributed:	3,600	thereof abroad:	151
copies sold:	1,260	thereof abroad:	106
subscriptions:	1,245	thereof membership copies:	0
other sales:	11		
single copy sales:	1		
free copies:	2,340		
archive and specimen copies:	400		

3 geographic distribution analysis:

business regions	copies actually distributed	
	%	copies
domestic	95.8	3,449
abroad	4.2	151
copies actually distributed	100.0	3,600

**Summary of the survey method:**

- Method: Dissemination analysis by file evaluation - total survey
  - Basic population: actual circulation 3,813 = 100.0 %, not covered by the examination 109 = 2.9%
  - Sample: total survey
  - Target person of the study: not applicable
  - Period of study: May 2020
  - Execution of the study: Bauverlag BV GmbH
- The detailed survey method can be found at [www.KKA-online.info/survey\\_method](http://www.KKA-online.info/survey_method).

3.1 distribution by Nielsen areas/german states:

	copies actually distributed	
	%	copies
<b>Nielsen area I</b>		
Schleswig-Holstein	3.2	110
Hamburg	2.8	96
Lower Saxony	9.3	320
Bremen	0.8	27
<b>Nielsen area II</b>		
North Rhine Westphalia	24.8	854
<b>Nielsen area IIIa</b>		
Hesse	7.5	259
Rhineland-Palatinate	4.9	170
Saarland	0.7	26
<b>Nielsen area IIIb</b>		
Baden-Württemberg	15.2	523
<b>Nielsen area IV</b>		
Bavaria	17.8	614
<b>Nielsen area V</b>		
Berlin	2.6	91
<b>Nielsen area VI</b>		
Mecklenburg-Vorpommern	1.2	40
Brandenburg	1.7	59
Saxony-Anhalt	1.4	50
<b>Nielsen area VII</b>		
Thuringia	1.9	67
Saxony	4.2	145
copies actually distributed	100.0	3,449

PD = publishing date, ED = editorial deadline, AD = advertising deadline

issue	dates	topics	traid fairs/events
1/2021	PD: 11.02.2021 ED: 23.12.2020 AD: 20.01.2021	<ul style="list-style-type: none"> <li>• cold water systems</li> <li>• coolants</li> <li>• supermarket refrigeration</li> <li>• heat exchangers</li> <li>• compressors</li> <li>• software</li> <li>• sorption technology</li> <li>• fastening technology</li> <li>• accessories/tools</li> <li>• IT/server cooling</li> </ul>	13.–15.01. <b>Hybrid-BAU</b>  22.–26.03. <b>Digital-ISH</b>
2/2021	PD: 06.04.2021 ED: 17.02.2021 AD: 11.03.2021	<ul style="list-style-type: none"> <li>• natural coolants</li> <li>• heat exchangers</li> <li>• heat pumps</li> <li>• I&amp;C technology</li> <li>• ventilation technology</li> <li>• compressors</li> <li>• air conditioning technology</li> <li>• fire protection</li> <li>• software</li> <li>• refrigeration units</li> </ul>	12.–16.04. <b>HannoverMesse</b>
special issue "large scale refrigeration technology"	PD: 05.05.2021 ED: 18.03.2021 AD: 13.04.2021	<b>Special edition: large-scale and industrial refrigeration</b>	
3/2021	PD: 10.06.2021 ED: 22.04.2021 AD: 17.05.2021	<ul style="list-style-type: none"> <li>• natural coolants</li> <li>• supermarket refrigeration</li> <li>• I&amp;C technology</li> <li>• ventilation technology</li> <li>• compressors</li> <li>• insulation</li> <li>• air conditioning technology</li> <li>• fire protection</li> <li>• cold/heat transfer media</li> <li>• fans</li> <li>• rented cooling</li> </ul>	08.–11.06. <b>The Smarter E</b>  <b>EM 2021</b>

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

PD = publishing date, ED = editorial deadline, AD = advertising deadline

issue	dates	topics	traded fairs/events
4/2021	PD: 12.08.2021 ED: 29.06.2021 AD: 21.07.2021	<ul style="list-style-type: none"> <li>• room conditioning devices</li> <li>• sorption technology</li> <li>• coagulants</li> <li>• heat reclamation</li> <li>• ammonia plants</li> <li>• room ventilation systems</li> <li>• air humidification</li> </ul>	
5/2021	PD: 07.10.2021 ED: 24.08.2021 AD: 15.09.2021	<ul style="list-style-type: none"> <li>• chillventa product highlights</li> <li>• process cooling</li> <li>• coolants</li> <li>• heat exchangers</li> <li>• hotel air conditioning</li> <li>• large heat pumps</li> <li>• kitchen ventilation</li> <li>• manual worker software</li> </ul>	Forum Refrigeration technology
6/2021	PD: 10.12.2021 ED: 26.10.2021 AD: 18.11.2021	<ul style="list-style-type: none"> <li>• chillventa product highlights</li> <li>• monitoring</li> <li>• CO<sub>2</sub> cooling plants</li> <li>• insulation</li> <li>• water as coolant</li> <li>• cooling technology for ice rinks</li> <li>• evaporative cooling</li> </ul>	

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

topic	issue
accessories/tools	1,4
air conditioning technology	2,3,4,5
cold water systems	1,4,6
cold/heat transfer media	3,6
compressors	1,2,3,6
coolants	1,2,3,4,5,6
fans	3,5,6
fastening technology	1,5
fire protection	2,3,4
heat exchangers	1,2,5
heat pumps	2,5,6
I&C technology	2,3,6
insulation	3,5
IT/server cooling	1,5
refrigeration units	2,4,5
rental cold/air conditioning	3,4
software	1,2,4,6,
sorption technology	1,6
supermarket refrigeratio	1,4,6
ventilation technology	2,3,5

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	2,995.00	4,370.00
1/1 page	190 x 271	1,500.00	2,225.00
3/4 page	horizontal 186 x 198 upright 135 x 270	1,145.00	1,875.00
2/3 page	horizontal 190 x 178 upright 125 x 271	1,010.00	1,730.00
1/2 page	horizontal 190 x 131 upright 92 x 271 junior page 127 x 186	750.00 770.00	1,390.00 1,420.00
1/3 page	horizontal 190 x 87 upright 60 x 271	525.00	1,170.00
1/4 page	horizontal 190 x 65 2-col, upright 92 x 135 44 x 271	397.00	1,020.00
1/6 page	horizontal 186 x 45	285.00	915.00
1/8 page	horizontal 190 x 30 2-col, 92 x 63	225.00	870.00
1/16 page	2-col, 90 x 30	150.00	450.00
format	colour		
advertorial 1/1 page	2,230.00		
advertorial 1/2 page	1,390.00		
coverstory	6,650.00		

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:**

<b>special position:</b>	inside front cover and inside back cover	€ 210.00
	back cover	€ 370.00
	other prescribed positions:	20 % of basic b/w rate
<b>colour:</b>	per special colour	€ 390.00
<b>format:</b>	ads bleeding over the printing area, bleed ads:	
	2/1 page	€ 450.00
	1/1 page	€ 260.00
	1/2 page and smaller	€ 170.00

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 33.

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)	€ 2.30
	situations vacant colour	per mm (1 column, 45 mm wide)	€ 2.85
	situations wanted	per mm (1 column, 45 mm wide)	€ 1.20
	classified ads	per mm (1 column, 45 mm wide)	€ 2.30
	box number fee		€ 50.00
	From a print value of 1,100.00 €, your job posting will be displayed online at <a href="http://www.KKA-online.info">www.KKA-online.info</a> for 4 weeks for free.		

<b>5 special ad types:</b>	<b>bound Inserts</b> (others on request)	
	2 pages	€ 1,740.00
	4 pages	€ 2,920.00

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). 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: 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 %  
€ 335.00

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 € 125.00

**glued ad media:** price %  
postcard € 85.00  
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:** 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

Bauverlag 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:** 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:  
Elke Stempfen, phone: +49 5241 80-2642

**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 accordin-  
gly. 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:** Elke Stempfen  
phone: +49 5241 80-2642  
e-mail: order.management@bauverlag.de

## printing size area

											
<b>format</b>	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.
<b>width x height</b> 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)

											
<b>format</b>	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.
<b>width x height</b> 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	56.9	2,059
manufacturers of cold, climate and refrigeration systems	9.8	354
operators in industrial companies	6.1	221
wholesaler and retailers	7.2	259
sanitary heating climate companies	3.0	108
specialist engineers	4.6	165
training institutions, universities, colleges of higher education	0.3	11
others	4.0	143
not specified	8.2	298
<b>actually circulated copies</b>	<b>100.0</b>	<b>3,618</b>

**1.2 size of the business unit:**

by employees	percentage of readers determined	
	%	projection (approx.)
1–9 employees	50.2	1,818
10–19 employees	21.0	760
20–49 employees	12.8	463
50–99 employees	3.0	108
100–199 employees	3.4	122
200 and more employees	3.5	128
no details	6.1	219
<b>actually circulated copies</b>	<b>100.0</b>	<b>3,618</b>



## 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:** 05.05.2021

**advertising deadline:** 13.04.2021

**editorial deadline:** 18.03.2021

**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	5,025.00	6,940.00
1/1 page	4	190 x 271	2,500.00	3,490.00
1/2 page	4	190 x 131	1,260.00	2,230.00
	junior page	127 x 186	1,260.00	2,230.00
	2	92 x 271	1,260.00	2,230.00
1/3 page	4	190 x 87	840.00	1,810.00
	1	60 x 271	840.00	1,810.00
1/4 page	4	190 x 65	640.00	1,610.00
	2	92 x 135	640.00	1,610.00
	1	44 x 271	640.00	1,610.00
1/8 page	4	190 x 30	335.00	1,330.00
	2	90 x 63	335.00	1,330.00

advertising prices, valid from 1st October 2020

## trade directory refrigeration and air-conditioning technology

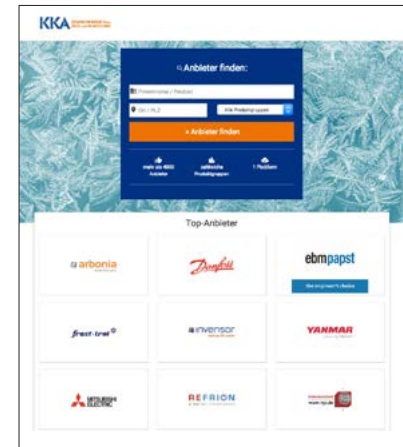
By order of the trade association BIV we will publish the most comprehensive trade directory of refrigeration and air-conditioning technology. From an editorial point of view, the publication will offer annually the addresses of all association members, both in alphabetical order and arranged by postcode, 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-branbuch.de

circulation: 4,000 copies  
publishing date: 30.09.2021  
advertising deadline: 26.08.2021

## 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

	basic entry	basic package	classic package	premium package
trade name + address incl. e-mail adress, Website, telephone, fax	✓	✓	✓	✓
product group	1	5	10	20
company's logo		✓	✓	✓
linking of your advertisement in the PDF			✓	✓
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 €	195.00 €	1,390.00 €	2,350.00 €

### For further information:

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

### The following advertising forms can also be added:

company's logo	35.00 €
product group	12.00 €
additional line	18.00 €
establishment	58.00 €
linking of your advertisement in the PDF	20.00 €


These prices are valid for 12 months.

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](mailto:christoph.brauneis@bauverlag.de)
- contact digital advertising:**  
Axel Gase-Jochens  
Head of Digital Sales  
phone: +49 5241 80-75018  
fax: +49 5241 80-6066  
e-mail: [axel.gase-jochens@bauverlag.de](mailto:axel.gase-jochens@bauverlag.de)

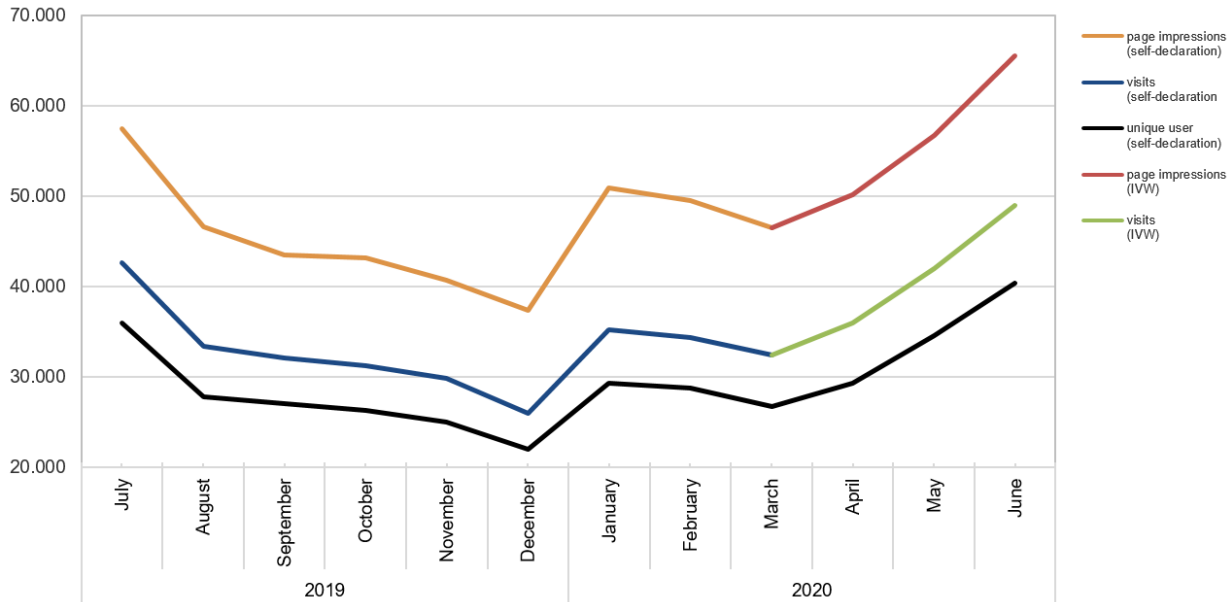


1 traffic audit: 

2 website traffic:

page impressions: 57,480  
visits: 42,311  
unique user: 34,739

(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	532.00
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	924.00
wide skyscraper sticky	complete website, in rotation with max, 2 others	160 x 600	100 kB	1.008.00
halfpage ad	complete website, in rotation with max, 2 others	300 x 600	100 kB	1,092.00
halfpage ad sticky	complete website, in rotation with max, 2 others	300 x 600	100 kB	1,148.00
medium rectangle	complete website, in rotation with max, 2 others	300 x 250	100 kB	924.00
wallpaper	complete website, in rotation with max, 2 others	728 x 90 + 120 x 600	100 kB	1,204.00
expandable wallpaper	complete website, in rotation with max, 2 others	728 x 90 + 120 x 600 (300 x 600)	100 kB	1,316.00
layer ad	homepage	400 x 400 (with frequency capping)	100 kB	on request
situations vacant	job market	individual	100 kB	1,100.00
microsite	own navigation within the website, duration 12 weeks	individual	100 kB	8,736.00*
onlinePLUS	addition to an existing online article/advertorial	photos, videos, PDFs	100 kB	1,092.00
online-advertorial	see page 28	individual	100 kB	1,904.00
ad bundle	website, 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	970 x 250	100 kB	1,316.00

All online advertising formats can be booked exclusively, Rates and availability on request, 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](http://www.bauverlag.de/downloads/agbs_en.pdf)

**2 discounts:**

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

**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)

**3 special advertising formats:**

**additional options**  
 wallpaper: coloured, clickable background  
 30 % additional charge

**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](http://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 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.

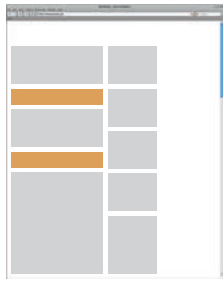
Please send your materials together with the required meta information:

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

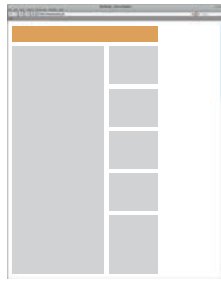
**4 contact person:** If you have any technical queries, please contact:

Elke Stempien  
phone: +49 5241 80-2642  
e-mail: [order.management@bauverlag.de](mailto:order.management@bauverlag.de)

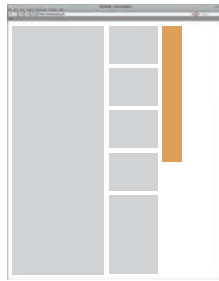
## advertising forms



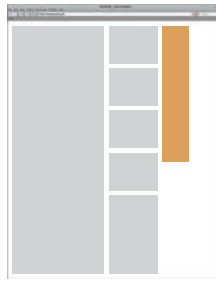
fullsize banner  
468 x 60



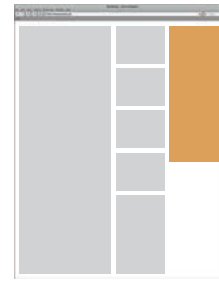
superbanner  
728 x 90



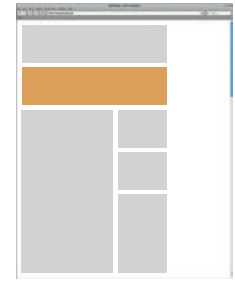
skyscraper  
120 x 600



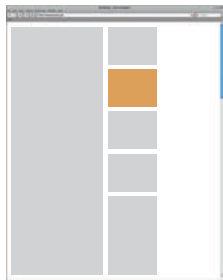
wide Skyscraper  
160 x 600



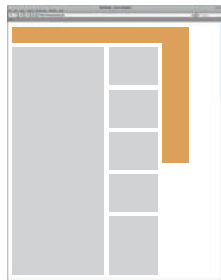
half Page  
300 x 600



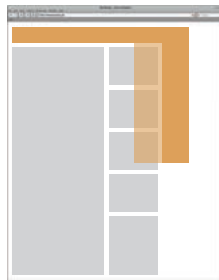
billboard  
970 x 250



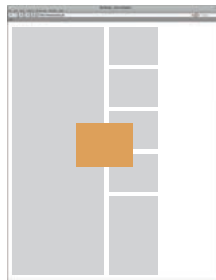
medium rectangle  
300 x 250



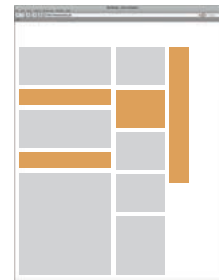
wallpaper  
728 x 90 + 120 x 600



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:** 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  
fax: +49 5241 80-6066  
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: 1,439 recipients  
openingrate gross: 152.37%  
openingrate net: 41.87%  
(source: Inxmail; average per month July 2019 until June 2020)

Sehr geehrte Frau Musterfrau,

die Hoffnung steigt ja bekanntlich zuletzt. Und auch ich hatte bis zum 3. Juni 2020 noch die Hoffnung, dass die Messe Chilventa in Nürnberg im Oktober trotz Corona-Krise stattfinden könnte.

Die durchgeführte Aussteller- und Besucherbefragung der Messgesellschaft hat aber ein klares Verbot gegen eine Durchführung ergeben: Die Chilventa wird also erst wieder 2022 stattfinden.

In 2020 soll es zumindest eine virtuelle Messe geben. Aber auch, wenn man dabei über neue Produkte informiert wird, eine „echte“ Messe mit persönlichen Gesprächen und Live-Präsentationen kann die Online-Variante nur bedingt ersetzen. Ich bedaure daher zusehends die getroffene Entscheidung und hätte mich auch mit einem Messebereich mit Mund-Nase-Schutz anfreunden bzw. arrangieren können.

Seitens der KKA-Redaktion werden wir jedenfalls in der Freizeitspalde, im Newsletter, auf der Homepage, dem Twitter- und XING-Kanal unser Bestes geben, um die Informationssücke, die der Ausfall der Chilventa mit sich bringt, zumindest ein wenig zu stopfen.

Vielle Grüße  
Ihr KKA-Chefredakteur  
Christian Bräunle

**Anzeige**

**Kälte auf Zeit: Mietkälte direkt vom Hersteller**

**Kältewassersatz mieten von 10 bis 500 kW**

MTA Deutschland bietet sofort verfügbare Kältewassersätze auf Mietbasis. Für Sie als Fachbetrieb, Planer oder Anlagenbauer bedeutet das nicht nur schnelle Hilfe bei Ausfall, Wartung oder Umbau. Sie reagieren auch bei Lieferverzögerung bereits bestellter Kältemaschinen und verhindern Stillstandszeiten von Klima und Produktion. Kältewassersätze von 10 bis 500 kW direkt beim Hersteller mieten.

**Weitere Informationen**

newsletter	publishing date	booking deadline	traid fairs/events
1/2021	12.01.2021	04.01.2021	Hybrid-BAU
2/2021	09.02.2021	01.02.2021	
3/2021	03.03.2021	23.02.2021	Digital-ISH
4/2021	07.04.2021	26.03.2021	Hannover Messe
5/2021	04.05.2021	26.05.2021	
6/2021	08.06.2021	28.05.2021	The smarter E
7/2021	07.07.2021	29.06.2021	
8/2021	10.08.2021	02.08.2021	
9/2021	08.09.2021	31.08.2021	expert forum fire protection
10/2021	06.10.2021	28.09.2021	expert forum Refrigeration technology
11/2021	04.11.2021	26.10.2021	Air conditioning technology planning day
12/2021	09.12.2021	01.12.2021	



**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	490.00
skyscraper	next to the content	120 x 600	20 kB	588.00
wide skyscraper	next to the content	160 x 600	20 kB	750.00
medium rectangle	content	300 x 250	20 kB	750.00
text ad	content	headline up to 50 characters + text up to 500 characters (incl. spaces) + 1 image (275 x 255 pixel) + link	20 kB	588.00
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	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, exclusiv	up to 4 text ads, 3 fullsize banners and 1 skyscraper	20 kB	4,410.00

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 disocunts:** 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](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:

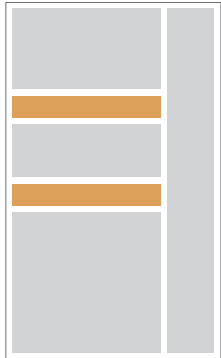
- customer name
- booked newsletter
- order number
- target URL
- contact person for inquiries

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

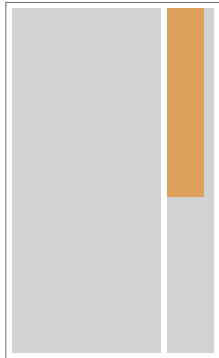
**5 contact person:** If you have any technical queries, please contact:

Elke Stempien  
phone: +49 5241 80-2642  
e-mail: [order.management@bauverlag.de](mailto:order.management@bauverlag.de)

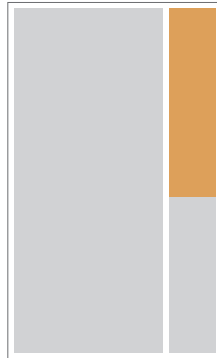
**format**  
width x height  
in Pixel



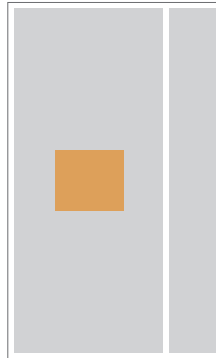
fullsize banner  
468 x 60



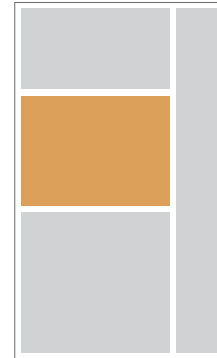
skyscraper  
120 x 600



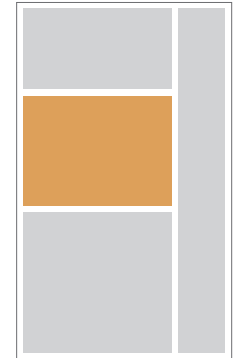
wide skyscraper  
160 x 600



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:

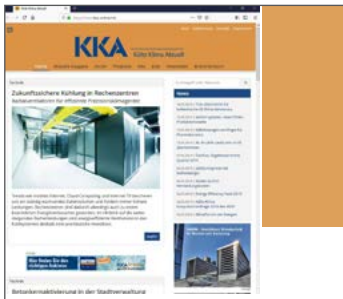
- permanent online posts on [www.KKA-online.info](http://www.KKA-online.info) (these remain accessible via the search function after the 4-week period has expired)
- medium rectangle with placement across the entire website as a teaser with a link to the online post
- text ad in [KKA newsletter](#) with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

price: 1,904.00 € 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 4 weeks  
price: 1,657.80 € plus VAT.

crossmedia product advertising package



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

duration 4 weeks  
price: 2,964.60 € plus VAT.



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

Weitere Pakete mit passenden Digital- und Printformaten schnüren wir für Sie gerne auf Anfrage.

## “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 802173

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](http://dice.bauverlag.de)

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

The benefits are perfectly obvious:

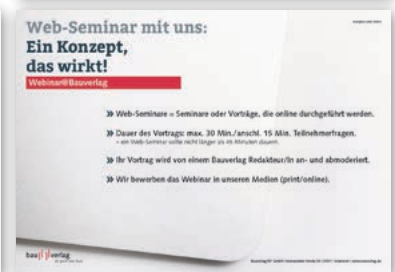
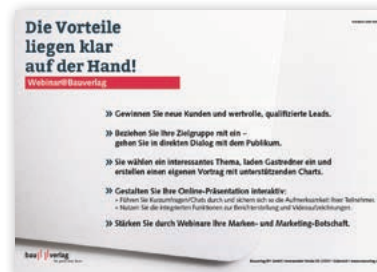
- » Gain new customers and valuable, qualified leads.
- » Get your target group involved, engage your audience in direct dialogue.
- » You choose an interesting topic, invite guest speakers and prepare your own talk with supporting charts.
- » Design your interactive online presentation
- » Strengthen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



**Christian Berger**  
Senior Sales Manager  
phone: +49 5241 80-89972  
fax: +49 5241 80-6066  
e-mail: christian.berger@bauverlag.de



**Axel Gase-Jochens**  
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