

104. Jahrgang | Einzelpreis: 21 €

Baugewerbe

www.baugewerbe-magazin.de

Fachmedium der Baubranche



Greenhill Bikepark

Einsatz am Abhang

FUHRPARK

So hat Alexander Niessen sein Versprechen eingelöst

ELEKTRISIEREND

Volvo Trucks: trotz Lieferengpässen Vorreiter in der E-Lkw-Produktion

KOMMUNIKATION

Eine App für alles: Kommunikation, Projektsteuerung und Networking

ANZIEHEND

Warum Kleidung kaufen, wenn man sie mieten kann?

MEDIA GUIDE 2024

Baugewerbe

Fachmedium der Baubranche

Use the Baugewerbe for your market communication.

Your advantages:

- a credible environment
- high reach
- high utility value for the target groups

With the media brand Baugewerbe as neutral authority, the construction Industry is always well informed.

Baugewerbe is the media brand for the successful construction contractor. Baugewerbe focuses on the four core topics of construction, construction machinery, commercial vehicles, and management, and thus provides a compact overview of current trends and product innovations every month in print and e-paper form and on a daily basis on all digital media channels. Baugewerbe picks up on what moves the industry.

“High target group affinity”

People who make investment decisions in the construction industry every day are oriented towards the construction industry:

- **86% of the recipients are in a leading position (Owner, management, manager in construction/site manager, technical or commercial manager)**
(Recipient file evaluation publisher's reference)

Your successful media brand for the construction industry at a glance...

- Total monthly circulation **15,266** copies
(Source: IVW, average values Q1-Q2/2023)
- **44,660** page impressions monthly average
(Source: IVW-Online 8/2022 – 7/2023)
- Two newsletters per week to over **3,600** subscribers,
(publisher's information 8/2023)
- Over **12,000** followers on the relevant social media channels
(publisher's information 8/2023)

“Baugewerbe, the media brand for your successful B2B communication!”

With Baugewerbe, you can reach the construction industry via the print magazine, the digital offering in the form of website, newsletter, Matchmaker+ social media, and events.

“Reach with Baugewerbe directly the decision makers of the construction industry in a high-quality editorial environment.”

Total monthly circulation 15,266 copies
(Source IVW)

“Around the clock -
With baugewerbe-magazin.de and the relevant Social-Media channels!”

535,923 page views per year (source: IVW Online 08/2022 - 7/2023) on baugewerbe-magazin.de and around 12,000 followers on XING, LinkedIn, Twitter. Instagram and Facebook: Baugewerbe for your successful online communication in the construction industry.

„Baugewerbe Events in presence und digital.“

The Construction Industry Products of the Year Awards Ceremony, Webinar Days, and in-house workshops are events for contractors, executives, and decision-makers in the construction industry.

„Baugewerbe Matchmaker+ –
Your guide to the construction industry“

Generate new leads, attract new employees and present your products and services, job offers, webinars, whitepapers, event tips, videos, webshop, e-paper and much more in the perfect environment.

Title Portrait

Baugewerbe

Fachmedium der Baubranche

1. Title	Baugewerbe – Fachmedium der Baubranche	
2. Short characteristic	<p>The traditional title Baugewerbe offers contractors and decision-makers in the construction industry a compact overview of trends and innovations in the four core sections Construction, Construction Machinery, Commercial Vehicles and Management and addresses what moves the industry. The mix of reports from the field, product innovations and exclusive interviews with top managers provides orientation. The editorial team highlights current construction projects and shows how the use of new technologies and intelligent construction machinery helps companies work more economically and gain an edge over the competition.</p> <p>Baugewerbe reaches its target group in a cross-media and networked way. With the trade magazine, the web portal www. baugewerbe-magazin.de, the newsletters, social media channels and events, Baugewerbe is always available with information and solution-oriented decision-making aids to its target group.</p>	
3. Target group	Readers are contractors, managers and decision-makers in the construction industry	
4. Publication frequency	12 issues per year	
5. Size	DIN A4	
6. Volume	105nd volume 2024	
7. Subscription price	<p>Annual subscription print domestic 213,00 €, thereof 183,60 € booklet, 29,40 € shipping</p> <p>annual subscription print abroad 223,20 €, thereof 183,60 € booklet, 39,60 € shipping</p> <p>Single issue print 21,00 € incl. the current VAT, plus 3,00 € shipping costs.</p>	<p>Annual purchase of digital e-paper (domestic/foreign) 95,00 €, incl. the current VAT, without shipping costs.</p> <p>Single edition digital e-paper (domestic/foreign) 16,99 €, incl. the current VAT without shipping costs.</p>
8. Circulation	15,266 copies	
9. Membership / Participation	IWW, IWW-Online, VZB	
10. Publisher	Pelemedia GmbH Richard-Reitzner-Allee 2, 85540 Haar, Phone: +49 89 25556-1900, www.baugewerbe-magazin.de , www.pelemedia.de	
11. Publisher	Pelemedia GmbH	
12. Advertisements	Gisela Nerke Media consultant Phone: +49 89 9595-3928 mediaservice@nerke.de	
13. Editorial office	Kai Ingmar Link Editor-in-Chief Phone: +49 89 25556-1180 redaktion@baugewerbe-magazin.de	

Circulation / Distribution

Total distribution of Baugewerbe

10,933 + 4,333 = 15,266

Circulation print

Circulation digital
(extended e-paper)

Circulation total

The current e-paper issue is actively distributed via the e-paper newsletter and additionally via the website www.baugewerbe-magazin.de (IVW, average values Q1-Q2/2023)

Trade journal circulation and distribution analysis

1. Print run control



2. Auflagenanalyse	Exemplare pro Ausgabe im Durchschnitt des 1. Halbjahres 2023*
Print run	11,350
Total circulation	10,933 / thereof abroad 139
Paid circulation	272 / thereof abroad 3
Subscribed edition	241 / of which member pieces: –
Other sales	31
Free pieces	10,662
Residual, voucher and archive copies	418

*(01.01.2023 - 30.06.2023)

3. Geographical distribution analysis

Economic area	Share of actual circulation	
	%	copies
Germany	99.0	10,794
Abroad	1.0	139
Tatsächlich verbreitete Auflage	100.0	10,933

3.1 Distribution by postal code

Postal code area 2
1,176 copies

Postal code area 4
1,397 copies

Postal code area 3
1,082 copies

Postal code area 5
1,279 copies

Postal code area 6
901 copies

Postal code area 7
1,263 copies



Postal code area 1
651 copies

Postal code area 0
777 copies

Postal code area 9
978 copies

Postal code area 8
1,290 copies

High-Class Target Group

Sectors/Industries

Department/ Group/ Class	Recipient groups (according to classification of the economic sectors)	Share of total circulation	
		%	copies
	Structural and civil engineering, building construction without prefabricated construction, property developer and prefabricated construction	21.5	2,351
	Garden and landscaping	12.8	1,399
	Civil engineering and tunnel construction, road construction, bridges	13.9	1,520
	Demolition and recycling, disposal, extraction	11.8	1,290
	Concrete construction (ready-mixed concrete, concrete block and precast plants), scaffolding	20.3	2,219
	Construction machinery trade, rental, Manufacturer, Commercial vehicles	19.3	2,110
	Other	0.4	44
	Total circulation	100.0	10,933

Size of the business entity

	Share of total circulation	
	%	copies
1-9 Employees	7.9	864
20-99 employees	29.5	3,225
100-499 employees	34.7	3,794
500-999 Employees	12.2	1,334
More than 1,000 employees	8.4	918
Schools/Universities	3.3	361
Number of employees not yet survey- ed/ not known	1.8	196
Other	2.2	241
Total circulation	100.0	10,933

Position in operation

	Share of total circulation	
	%	copies
Owner/management	36.6	4,001
Executive on site / site manager	26.4	2,886
Technical manager	12.3	1,345
Commercial manager	11.1	1,214
Skilled worker/master	10.7	1,170
Other	2.9	317
Total circulation	100.0	10,933

(Quelle: Verlagsangabe)

Topic Matrix

Advertising in the editorial environment

Category	Products and Topics	Issue (Month)	Newsletter (CW)
Construction - Demolition and recycling	attachments, jaw crushers, crushing plants, disposal companies, milling, extraction, cone crushers, pulverizers, shears, shredders, screening plants, tools and crushers, Extraction	3, 7-8, 10, 11, 12-1,	8, 17,
Construction - Building materials	Production, sustainability & climate change, Building materials trade, Construction site recording, Building materials of the future	1-2, 9,	22, 32,
Construction - Building site	Exhaust gas cleaning, barriers, battery devices, work safety, work clothing, equipment, construction logistics, construction site equipment, containers and room systems, anti-theft devices, scaffolds, scaffold protection/trap nets, small devices, ladders, light/signal technology, measuring and control technology, control-regulating systems and tools, construction site of the future, construction site recording, construction vehicles, exoskeletons & support systems	1-2, 4, 6, 10, 12-1,	
Construction - Concrete	Waterproofing, working scaffolds, building materials, precast concrete parts, concrete pumps, concrete block, screed, scaffolds, ladders, formwork and formwork accessories, special ladders and ready-mix concrete, sustainability	1-2, 4, 6, 9, 11,	2, 29, 38, 49
Construction - Gardening and landscaping	Wastewater treatment, construction materials, dozers, disposal, drainage systems, loaders, mini and compact excavators, pavers, maintenance machines, slabs, plaza and path construction, dozers, rammers, environmental protection, vibratory plates and rollers	7-8, 9,	12, 27, 33, 36, 45,
Construction - Masonry	Waterproofing, building materials, insulating materials, sand-lime bricks, masonry blocks/wall systems, masonry restoration, mixers, mortar, mortar pumps, plaster, agitators, vibratory plates, thermal insulation, cement and bricks, fastenings	3, 5, 7-8,	9, 41, 47,
Construction - Road construction	Asphalt pavers, milling, drainage, maintenance, sweepers, small equipment, paving laying machines, pavers, pumps, rammers, road cleaning, road rehabilitation, compactors, vibratory plates and rollers, municipal technology, road construction of the future	1-2, 5, 6, 11,	22
Construction - Civil engineering and tunnelling	Sewage disposal, excavation equipment, drilling equipment, geothermal, trenchers, cameras/lasers, sewer construction, pumps, pile driving and pulling equipment, pipeline construction, shafts/shaft accessories, special machinery, tunnel formwork and shoring systems	3, 7-8,	23, 43,
Construction machinery - Excavators	3D control, aftermarket, attachments, drive technology, excavators, construction machinery trade, dozers, dumpers, conveyors, graders, hoists, hydraulic excavators, compact excavators, cranes, loaders, engines, wheel loaders, caterpillars, tires, quick-change systems, scrapers and graders, maintenance and accessories, construction machinery of the future	1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12-1,	8, 12, 24, 28, 33, 35, 39, 43, 48,
Commercial vehicles - Cranes and lifting platforms	Drive technology, construction elevators, cranes, crane accessories, wall platforms and telescopes	1-2, 5, 9, 11,	12, 20, 28, 33, 40,
Commercial vehicles	Axles, trailers, drive technology, autonomous driving, construction trucks, electromobility, fleet management, transmissions, dump trucks, cranes, trucks, truck attachments, dump trucks, engines, oils/fuels and lubricants, tires and accessories, heavy-duty transport, safety, special transport, low-loaders, telematics, transportation, vans, environmental protection, maintenance, accessories and suppliers	1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12-1	16, 25, 35, 44,
Digitalization	Apps, BIM, IT in construction, online platforms, software, online shops, control, augmented reality, automation	1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12-1	17, 21, 26, 29, 34, 42, 46,
Digitalization & Management	Aftermarket, subsidies, services, finance, fleet management, communication, leasing, marketing, rental, legal, risk management, seminars & events, telematics, corporate management and insurance and rentals, construction site recording, procurement, financial management, construction management	1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12-1	17, 21, 26, 29, 34, 42, 46,

Topics / Dates 2024

extended e-paper

	Print-Issue with extended e-paper	Construction	Construction Machinery	Commercial Vehicles	Digitalization and Management	Trade Fairs and Events	
January – February	1-2 DP: 07.02.24 AD: 19.01.24 PM: 25.01.24	Concrete construction Scaffolding & formwork	Construction machinery and attachments (earthmoving)	Construction trucks Telematics	Aftermarket Services	12.–14.02.2024 Asphalttage	
		Formwork accessories Building materials Road construction Roads & traffic routes Construction site: equipment, tools, safety	Construction machinery and attachments (civil engineering and tunnel construction) Cranes and lifting platforms	Trailers, superstructures, special superstructures, tippers	BIM IT in construction	52 Jahre VDBUM	
March	3 DP: 13.03.24 AD: 22.02.24 PM: 28.02.24	Civil engineering & tunnel construction	Construction machinery and attachments (road construction)	Trailers, superstructures and special bodies, tippers	Specialists Online-platforms	Fachtagung Abbruch (22.03.2024)	
		Gardening and landscaping Masonry construction	Construction machinery and attachments (demolition, recycling, extraction)	Light commercial vehicles/transporters			
April	4 DP: 17.04.24 AD: 28.03.24 PM: 04.04.24	Special topic: Construction site of the future					
		Concrete construction: Scaffolding and formwork	Construction machinery and attachments (earthmoving)	Special and heavy-duty transportation	Marketing Legal & Risk Management	10.-13.04.2024 MAWEV	
		Formwork accessories Construction site: equipment, tools, safety Demolition & Recycling	Rental, trade and leasing Wheel loader	Fleet management	IT in construction	24.-27.04.2024 Intermat	
May	5 DP: 14.05.24 AD: 25.04.24 PM: 29.04.24	Road & traffic route construction	Construction machinery and attachments (civil engineering and tunnel construction)	Construction trucks Telematics	Aftermarket Subsidies	13.-15.05.2024 IFAT	
		Masonry construction	Construction machinery and attachments (Gardening and landscaping) Cranes and lifting platforms		BIM Building software Artificial intelligence		
June	6 DP: 20.06.24 AD: 31.05.24 PM: 05.06.24	Special topic: Baugewerbe Products of the Year 2024: The award winners					
		Concrete construction: Scaffolding and formwork	Construction machinery and attachments (road construction)	Trailers, superstructures and special bodies, tippers	Financing, Leasing Insurance & Rental		
		Formwork accessories Road and traffic route construction Construction site: equipment, tools, safety	Compact excavator	Light commercial vehicles/transporters	IT in construction Apps		

Subject to alterations.

DP: Date of publication, AD: Advertising deadline, PM: Printing material deadline

Topics / Dates 2024

extended
e-paper

	Print-Issue with extended e-paper	Construction	Construction Machinery	Commercial Vehicles	Digitalization and Management	Trade Fairs and Events
July – August	7-8 DP: 31.07.24 AD: 11.07.24 PM: 17.07.24	Civil engineering and tunnel construction Gardening and landscaping Masonry construction Demolition & Recycling	Construction machinery and attachments (demolition, recycling, extraction) Rental, trade and leasing Wheel loader	Special and heavy-duty transportation Fleet management	Construction site management Aftermarket Artificial intelligence Construction software	
September	9 DP: 04.09.24 AD: 13.08.24 PM: 20.08.24	Concrete construction: Scaffolding and formwork Formwork accessories Building materials Gardening and landscaping	Construction machinery and attachments (earthmoving) Containers: Service and trade Cranes and lifting platforms	Trailers, superstructures and special bodies, tippers Light commercial vehicles/transporters	Marketing Legal & Risk Management BIM IT in construction	11.-14.09.2024 GaLaBau 17.-22.09.2024 IAA Nutzfahrzeuge 30.09.-03.10.24 Batimat
		Special topic: Building site of the future				
October	10 DP: 09.10.24 AD: 16.09.24 PM: 23.09.24	Demolition & Recycling Construction site: equipment, tools, safety	Construction machinery and attachments (road construction) Construction machinery and attachments (landscaping) Compact excavator	Construction trucks Telematics	Marketing Construction-Software	
		Special topic: Resources and recycling				
November	11 DP: 13.11.24 AD: 24.10.24 PM: 30.10.24	Concrete construction: Scaffolding and formwork Formwork accessories Road and traffic route construction	Construction machinery and attachments (civil engineering and tunnel construction) Construction machinery and attachments (demolition, recycling, extraction) Cranes and lifting platforms	Special and heavy-duty transportation Fleet management	Financing, leasing and insurance Specialists IT in construction Online-platforms	Outlook BAU 2025 (13.-17.01.2024) company portraits, product presentations
		Special topic: Baugewerbe Products of the Year 2025: the candidates				
December	12 DP: 18.12.24 AD: 28.11.24 PM: 04.12.24	Demolition and recycling Construction site: equipment, tools, safety	Construction machinery and attachments (earthmoving) Construction machinery and attachments (road construction) Rental, trade and leasing	Trailers, superstructures and special bodies, tippers Light commercial vehicles/transporters	BIM Construction- software	Outlook bauma 25 (07-13.04.2025) company portraits, product presentations

Subject to alterations.

DP: Date of publication, AD: Advertising deadline,
PM: Printing material deadline

Advertising Formats and Rates in EUR

Advertising rates and formats

Advertising Rate Card No.105, valid from 01.01.2024

Size	Width x Height in mm	Rates 1c/2c	Rates 3c/4c
1/1 page	180 x 252	€ 4,480	€ 6,120
Juniorpage	135 x 190	€ 3,240	€ 4,420
1/2 page	88 x 252 vertical 180 x 124 horizontal	€ 2,710	€ 3,690
1/3 page	56 x 252 vertical 180 x 80 horizontal	€ 2,150	€ 2,930
1/4 page	180 x 60 horizontal 88 x 124 Corner	€ 1,740	€ 2,300
1/6 page	56 x 124 vertical 88 x 80 Corner	€ 1,160	€ 1,610
1/8 page	180 x 29 horizontal 88 x 60 Corner	€ 950	€ 1,290
Cover page	210 x 190		€ 9,100
2nd + 4th Cover page	210 x 297		€ 7,230
3rd Cover page	210 x 297		€ 6,280

Discounts

Acceptance within one insertion year.

(Start with the publication of the first advertisement)

Frequency discount		Volume discount	
3 or more insertions	5%	2 or more pages	5 %
6 or more insertions	10%	4 or more pages	10 %
9 or more insertions	15%	6 or more pages	15 %
12 or more insertions	20%	9 or more pages	20 %
		12 or more pages	25 %

No discount on ad specials, inserts or technical costs.

Combined discounts for cross-media campaigns on request.

Surcharges

Placement	Binding placement regulations possible from 1/3 page, surcharge 10%.
Color	Prices listed are for Euroscale, Surcharge for special colors on request
Size	Surcharges for bleed and waistband printing are not charged

Extended e-paper

extended e-paper

In all e-paper editions of our print editions, multimedia content can optionally be integrated into your advertising medium.

Videointegration	€ 500
GIF-Animation	€ 500
Survey	€ 1,900
Image gallery	€ 1,500

Categories

Job offers	25 % discount on the basic advertising price
Job applications	50 % discount on the basic advertising price

Special forms of advertising

Prices for banderole, gate folder, flap, pincer banderole, altar fold display (only in connection with title), Cover Gate Folder, glued Advertising material etc. on request

Your ads appear in the print and digital editions (extended e-paper). The digital edition is also available online at baugewerbe-magazin.de (home page until the new issue is published and then in our archive).



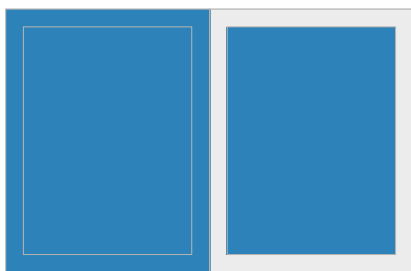
Terms of payment

Direct debit with 2% discount, 10 days net

Bank details: HypoVereinsbank, Munich
IBAN: EN 54 700 20 27 0001 002 1500
BIC: HYVEDEMMXXX

Bleed Formats

Size specifications width x height in mm



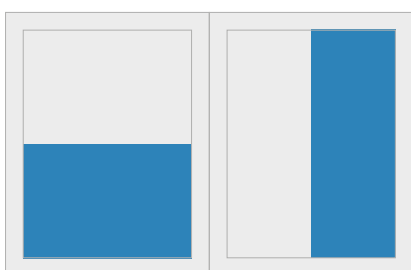
1/1-page

S: 180 x 252 mm
A: 210 x 297 mm



Junior Page

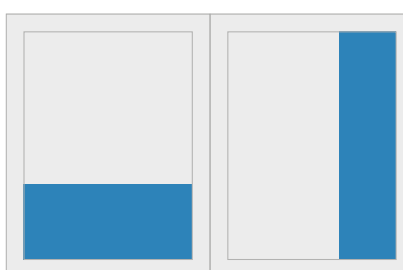
S: 135 x 190 mm
A: 150 x 213 mm



1/2 page horizontal

1/2 page vertical

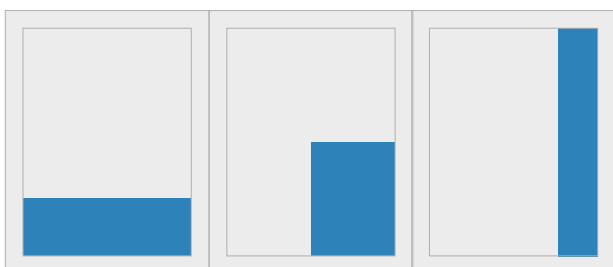
S: 180 x 124 mm S: 88 x 252 mm
A: 210 x 147 mm A: 103 x 297 mm



1/3 page horizontal

1/3 page vertical

S: 180 x 80 mm S: 56 x 252 mm
A: 210 x 103 mm A: 71 x 297 mm

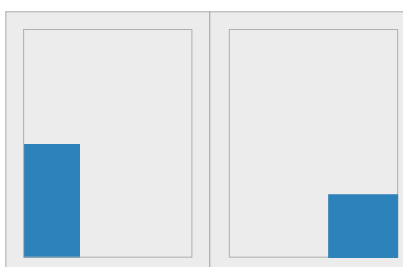


1/4 page horizontal

1/4 page

1/4 page vertical

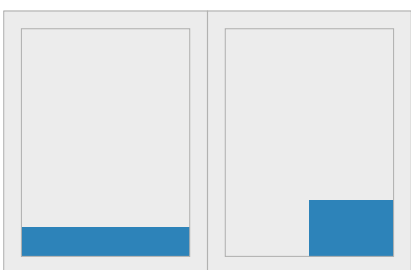
S: 180 x 60 mm S: 88 x 124 mm S: 45 x 252 mm
A: 210 x 83 mm A: 103 x 147 mm A: 60 x 297 mm



1/6 page vertical

1/6 page

S: 56 x 124 mm S: 88 x 80 mm
A: 71 x 147 mm A: 103 x 103 mm



1/8 page horizontal

1/8 page

S: 180 x 29 mm S: 88 x 60 mm
A: 210 x 52 mm A: 103 x 83 mm

Magazine format 210 x 297 mm

S: Type area format

A: Bleed format without bleed

Bleed allowance: 3 mm on the open sides



Special Forms of Advertising



Front page

Size: 210 mm x 190 mm

The content of the front page and cover story is coordinated with the editorial team. Achieve maximum exposure for your products and solutions.

Price: € 9,100



Content Package

1/1 page Advertorial

Price: € 3,980
(not discountable)

Cross Media Package

plus 4 weeks presence of your advertorial under the corresponding section on the website plus a social media posting

Price: € 5,160
(not discountable)



Bound inserts

80 - 135 g/m²

2 sheets = 4 pages € 7.360

3 sheets = 6 pages € 9.670

Required delivery quantity: 12,000 copies



Inserts

Inserts up to 25 g/piece

on request

Partial occupancy by postcode or Nielsen areas

Inserts up to 25g
(not discountable)

€ 280 per thousand
(not discountable)



For your individual advertising presence we offer numerous Special forms of advertising - talk to us.



Shipping address special advertising formats

Delivery note:

For magazine Baugewerbe, issue (No.)
Vogel Druck, Leibnizstr. 5
97204 Höchberg

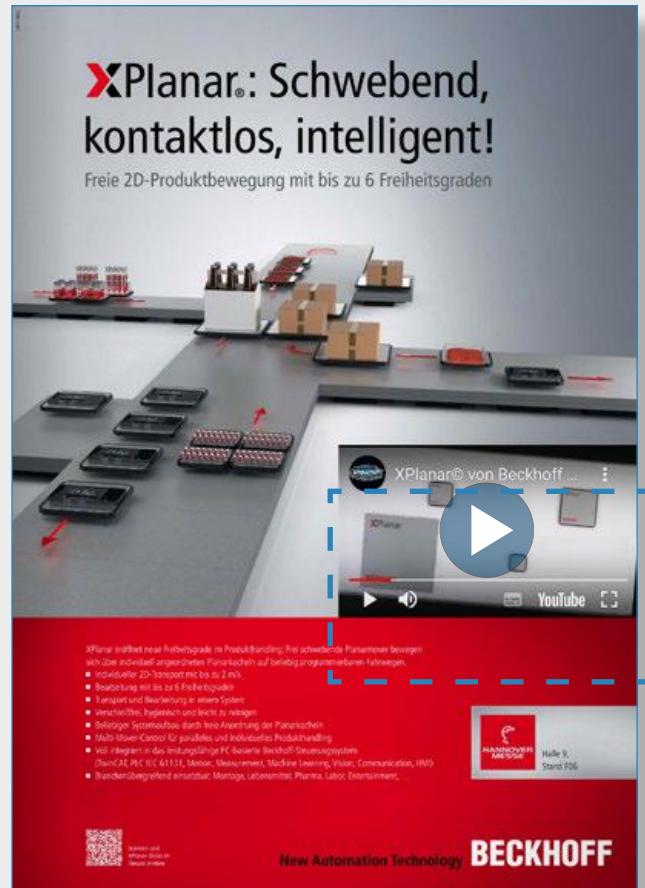
Extended e-paper with Interactive Elements



Get even more attention and reach for your advertising

Use the interactive possibilities of our extended e-paper:

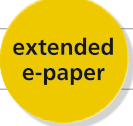
Supplement your advertisement booked in the print edition with interactive elements such as videos, image galleries, GIFs or surveys in the extended e-paper. In this way, you can bring your advertised products and solutions to life and offer users considerable added value.



Extended e-paper

In all e-paper editions of our print editions, multimedia content can optionally be integrated into your advertising medium.

Videointegration	€ 500
GIF-Animation	€ 500
Survey	€ 1,900
Image Galleries	€ 1,500



Baugewerbe Markt – Present your company!

Show lasting market presence in Baugewerbe industry

- Choice of rubric after consultation
- Monthly new issues possible
- Frequency of publication: 10 issues per year
- Duration 6, alternatively 12 months



Classified adverts - sales, purchase requests, real estate, business connections, miscellaneous

Basic price: per mm, 1 column, 43 mm wide.
s/w € 3,5 – 4c: € 5



Present your business card - with your company entry

- Format: 43 mm x 75 mm (width x height)
- Choice of heading after consultation
- Monthly change of motif possible

Booking for **5 issues** per year at total price of **€ 1,500**
Booking for **10 issues** per year at total price of **€ 2,400**



Adverts placed in the market, no Editorial environment

Bookable monthly in the following formats:
1/4 page in 88 mm x 124 mm format price **€ 1.000**
1/6 page in 88 mm x 80 mm format price **€ 775**
1/8 page in 88 mm x 60 mm format price **€ 500**
(width x height)

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MARKTPLATZ

<p>BAUFAHRZEUGE</p> <p>Hebe- und Fördertechnik Zubehör und Ausrüstung</p> <p>FASSI</p> <p>FASSI Ladekrane GmbH Industriestraße 10 63584 Gröndau Tel.: +49 (0) 6051 9121-0 Fax: +49 (0) 6051 9121-20 info@fassigroup.de www.fassigroup.de</p>	<p>Materialumschlag und Krantechnik</p> <p>SENNEBOGEN</p> <p>SENNEBOGEN Maschinenfabrik GmbH Hebelstraße 30 94336 Straubing Deutschland Tel.: +49 (0) 9421 540-0 Fax: +49 (0) 9421 540-888 info@sennebogen.de www.sennebogen.com</p>	<p>MANAGEMENT</p> <p>Beratung am Bau</p> <p>ifa BauConsult</p> <p>ifa-Bau Consult GmbH Industriestraße 2 70565 Stuttgart Tel.: +49 (0) 711 220458-0 Fax: +49 (0) 711 220458-50 info@ifa-bau-consult.com www.ifa-bau-consult.com</p>	
<p>BAUMASCHINEN</p> <p>Laufwerkstechnik, Gummiketten, Zahnsys- teme, Anbaugeräte und Ersatzteile</p> <p>LIS Germany</p> <p>Linser Industrie Service GmbH Camp-Spich-Str. 70 53842 Troisdorf Tel.: +49 (0) 2441 26567-00 Fax: +49 (0) 2441 26567-99 info@linser.eu www.linser.eu</p>	<p>BAUGERÄTE</p> <p>Schalungen und Gerüste</p> <p>PASCHAL</p> <p>PASCHAL-Work G. Maier GmbH Kreuzbühlstraße 5 77790 Steinbach Tel.: +49 (0) 7832 71-0 Fax: +49 (0) 7832 71-209 service@paschal.de www.paschal.de</p>	<p>Hier könnte auch Ihre Kleinanzeige stehen.</p> <p>Es warten attraktive Angebote auf Sie – schon ab € 250,- je Ausgabe können Sie dabei sein!</p>	
<p>BAUSTELLE</p> <p>IT am Bau</p> <p>NEVARIS</p> <p>NEVARIS Bausoftware GmbH Hanna-Kunath-Straße 3 28399 Bremen Tel.: +49 (0) 421 596600 info@nevaris.de www.nevaris.com</p>		<p>Baugewerbe MARKTPLATZ Präsentieren Sie Ihr Unternehmen</p> <p>Erscheinungs- weise: 10 Ausgaben pro Jahr</p> <p>Preis: für 6 Monate € 1.500,-</p> <p>Preis: für 12 Monate € 2.400,-</p>	
<p>Ihre Ansprechpartnerin: Gisela Nerke Telefon: 089 9595-3928 E-Mail: mediaservice@nerke.de</p>			

BAUSTOFF-RECYCLINGSIEB SBR 4

robust
flexibel
wartungsfrei

+49 (0) 3 51 / 8 84 57 40
www.einfach-aufbereiten.de
einfach-aufbereiten@bhs-dresden.de

BAUSTOFF-RECYCLINGSIEB SBR 3

Example


Your benefit:

Your adverts appear in the print and digital editions (extended e-paper).

The digital edition is available online at baugewerbe-magazin.de (homepage until the publication of the new issue and subsequently in our archive).

Print – Technical Data

Technical data / Processing

Printing Process	Processing
Journal format	trimmed format 210 mm wide x 297 mm high plus 3 mm trim on all open pages 
Type area	180 mm wide x 252 mm high 4 columns of 42 mm width
Printing process	Cover: Sheetfed offset Content: Web Offset
Colors	Printing colors (CMYK) according to ISO 12647-2 (PSO). Spot colors on the cover are in arrangement possible. Minor tonal value deviations are with- in the tolerance range of web offset printing justified. Black full tone surfaces should be printed with 40 % halftone in cyan can be underlaid.
Data Formats	Printable closed PDF files. Please one PDF file per single page. relevant graphic and text elements must be at least 5 mm away from the trim. Image resolution 300 dpi
Proof	Color-accurate proof according to "Media Standard Print" (bvdn). Digital proofs with- out FOGRA media wedges are as not color binding.
ICC profile	Cover: isocoated_v2_eci.icc (Fogra 39L) Content: PSO_INP_Paper_eci.icc (Fogra 48L). The corresponding profiles are stored under www.eci.org is available for download.
Data transmission	Please send the data (up to 10 MB) to druckunterlagen@pelemedia.de
Data archiving	Data is archived, unchanged repetitions are therefore usually possible. A data guarantee is however is not taken over.
Warranty	For delays and failures, the can be caused by incorrect data, can we assume no liability.
Contact	Nike Menrath Phone: +49 89 25556-1911 nmenrath@pelemedia.de

Inserts / Bound inserts / Stickers / CDs

Inserts	
Minimum format	105 mm width x 148 mm height
Maximum format	in height and width 10 mm each smaller than the carrier product

Inserts must be trimmed and folded as finished end products be delivered. Folded products have to be closed towards the bundle and be suitable for machine processing.

Bound inserts	
Minimum format	115 mm width x 140 mm height
Maximum format	Format of the carrier product
Bleed	Booklet format: head trim 6 mm, front and foot trim min. 3 mm, add. + 3 mm milled edge in collar

Bound inserts must be delivered untrimmed and folded. Multi-sheet bound-in inserts must be closed towards the binding and folded for be suitable for machine processing.

The type and design of bound inserts must be such that additional preparation and processing is not required. Complications and additional folding and gluing work are handled separately. will be invoiced.

Before acceptance and confirmation of order is a binding sample, if necessary, a dummy sample with size and weight information.

Bound inserts must be designed in such a way that they are recognizable as advertising and cannot be confused with the editorial section. The placement of inserts depends on the technical possibilities. Bound inserts printed on a material other than paper can only be published with the prior consent of the publisher and be accepted by the post office.



Shipping address

Delivery note:

For journal Baugewerbe, issue (No.)
Vogel Druck, Leibnizstr. 5
97204 Höchberg



Terms of payment

Direct debit with 2% discount, 10 days net

Bank Account: HypoVereinsbank, Munich
IBAN: EN 54 700 20 27 0001 002 1500
BIC: HYVEDEMMXXX

Our general terms and conditions apply
(www.baugewerbe-magazin.de/AGB)

Banner Formats Website

ALL

online forms of advertising at a glance

(1) Superbanner

€ 170 / 1,000 Ad Impressions
(728 x 90 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard Ad

€ 260 / 1,000 Ad Impressions
(800 x 250 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard Video Ad

€ 350 / 1,000 Ad Impressions

(3) Skyscraper

€ 180 left side / 1,000 Ad Impressions
€ 220 right side sticky / 1,000 Ad Impressions
(120 x 600 or 160 x 600 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(4) Halfpage Ad

€ 220 / 1,000 Ad Impressions
(300 x 600 Pixel)
* Mobile: 2:1 / 300 x 150 Pixel

(5) Medium Rectangle

€ 180 / 1,000 Ad Impressions, (300 x 250 Pixel)

(5) Medium Rectangle Video Ad

€ 250 / 1,000 Ad Impressions

(6) Baseboard Ad

€ 240 / 1,000 Ad Impressions
(728 x 90 Pixel or 940 x 90 Pixel)
* Mobile: 6:1 / 300 x 50 Pixel

(7) Fullsize

€ 140 / 1,000 Ad Impressions, (468 x 60 Pixel)

(8) Halfsize

€ 120 / 1,000 Ad Impressions, (234 x 60 Pixel)

(9) Landscape Video Ad

€ 430 / 1,000 Ad Impressions



Possible file formats: GIF, JPEG, HTML5,
file size: max. 80 KB, Prices = thousand contact price
Data delivery: 5 working days before start of campaign

Special Formats & Banner Overview Mobile

Special Formats

ALL
online forms of
advertising at a
glance

Baugewerbe

Bau Baumaschinen Nutzfahrzeuge Management Politik und Wirtschaft Service Firmenfinder

Wallpaper (10)

K GEMEINSAM AUF DIE NÄCHSTEN 125 JAHRE
Klassbohrer auf der IAA Transportation
„Together to the next 125 years“

Von ECK Trailern auf der IAA Transportation
Auch die Aerodynamik zählt

ES:GE Nutzfahrzeuge auf der IAA Transportation
Jetzt auch Zugfahrzeuge

Doka auf der Bauma
Schalung – und jetzt auch Gerüst
Auf der bauma vom 24. bis 30. Oktober 2022 präsentiert Doka neben zahlreichen Neu- und Weiterentwicklungen im Schalungsbereich auch das neue Geschäftsfeld „Gerüst“. Kunden sollen gesamtheitliche Lösungen aus einer Hand erhalten. [mehr...](#)

Webinar: Bauprojekte digital verwalten: Die richtige Software für mehr Effizienz und Qualität am Bau

ATLAS auf der Bauma
Kostendämpfung durch Messeverzicht
Der Bagger- und Ladekranhersteller Atlas verzichtet in diesem Jahr auf die Beteiligung an der IAA, Innotrans und bauma. Sowohl die Coronasituation als auch der Krieg in der Ukraine haben spürbare Probleme bei Lieferanten sowie deutliche Preissteigerungen gebracht. [mehr...](#)

PlanRadar
Haben Sie genug von unübersichtlichen Excel-Listen, unvollständigen Informationen und komplizierten Kommunikationswegen? In diesem Webinar erfahren Sie, wie Sie mit PlanRadar Bauprojekte digital verwalten.
[Jetzt Aufzeichnung anschauen >](#)

(10) Wallpaper

€ 240 / 1,000 Ad Impressions
(728 x 90 Pixel / above,
120 x 600 Pixel / right side, or
160 x 600 Pixel / right side)
* Mobile: 2:1 / 300 x 150 Pixel

(11) Sitebar Ad (sticky)

€ 230 / 1,000 Ad Impressions
(300 x 600 Pixel)
* Mobile: 2:1 / 300 x 150 Pixel

Baugewerbe

Bau Baumaschinen Nutzfahrzeuge Management Politik und Wirtschaft Service Firmenfinder

Sitebar Ad sticky (11)

K GEMEINSAM AUF DIE NÄCHSTEN 125 JAHRE
Klassbohrer auf der IAA Transportation
„Together to the next 125 years“

Von ECK Trailern auf der IAA Transportation
Auch die Aerodynamik zählt

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[Jetzt Aufzeichnung anschauen >](#)



Possible file formats: GIF, JPEG, HTML5,
file size: max. 80 KB,
Prices = thousand contact price
Data delivery: 5 working days before start
of campaign

Banner Formats Website Video Ads



New Product: Video Ads

- Integration of video ads on our specialist portals

Placements:

- Billboard Video Ad
 - Medium Rectangle Video Ad
 - Landscape Video Ad (large format)
- (Can be booked individually or as a video rotation package).

Features:

- Video starts automatically without sound, audio can be activated by user interaction.
- Full-responsiveness: can also be played on mobile devices
- Video ad is clickable and can be linked to a target page
- Full tracking: Als, clicks, CTR

Playout:

- On all home, classified and article sites

Data delivery:

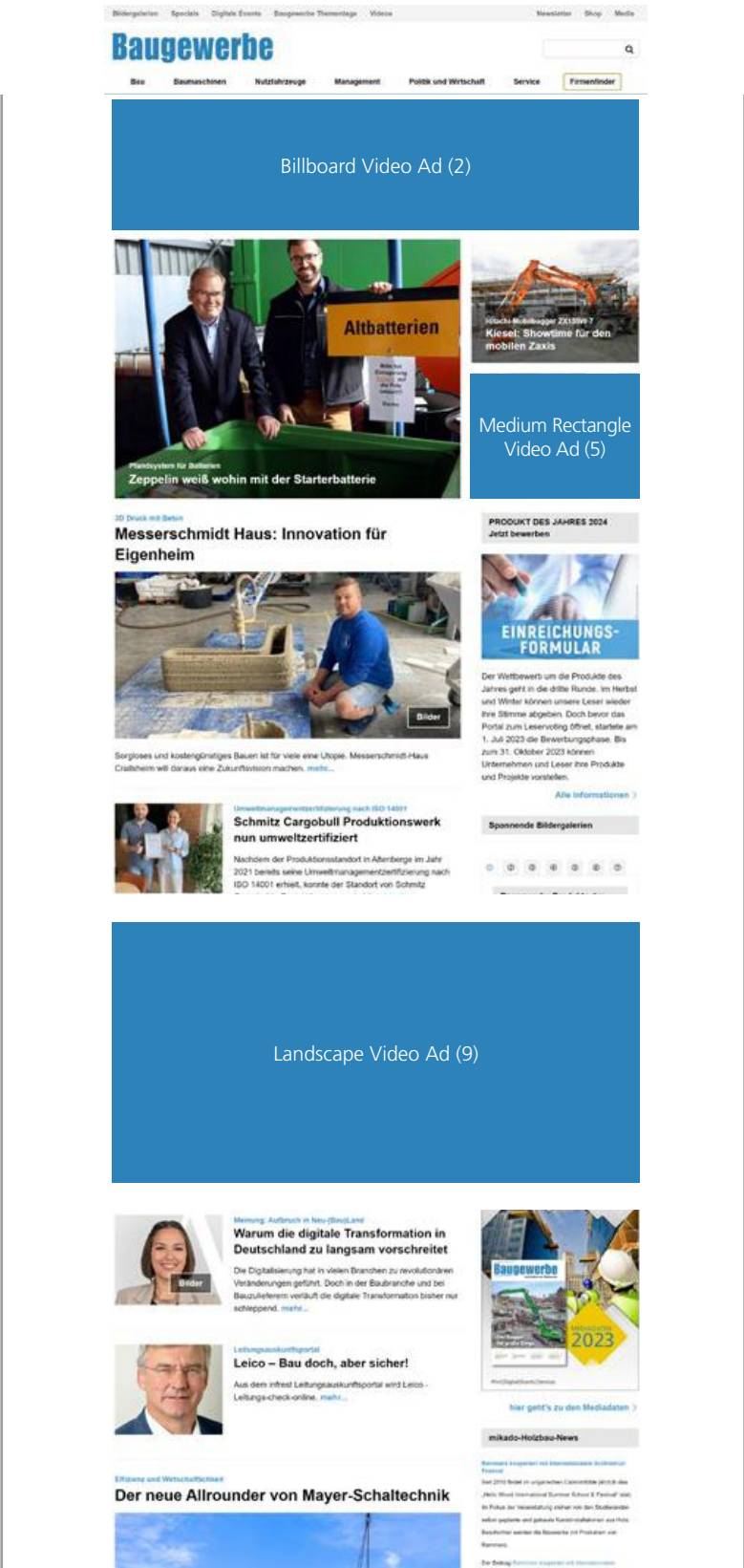
- Convenient delivery of only one video file
- Formats: MPEG4, 3GPP, MOV, AVI, MPEGPS, WMV
- Max size: 512 MB

3GPP / MPEG-4

Resolution	Target bitrate for video files	Target bitrate for Audio files
320 x 240	192 kBit/s	32 kBit/s
176 x 144	56 kBit/s	24 kBit/s

MP4 / H.264 / AAC

Resolution	Target bitrate for video files	Target bitrate for Audio files
1920 x 1080	4.000 kBit/s	128 kBit/s
1280 x 720	3.000 kBit/s	128 kBit/s
1280 x 720	2.000 kBit/s	128 kBit/s
854 x 480	1.500 kBit/s	128 kBit/s
854 x 480	1.000 kBit/s	128 kBit/s
640 x 360	400 kBit/s	96 kBit/s



! Possible file formats: GIF, JPEG, HTML5, file size: max. 80 KB, Prices = thousand contact price
Data delivery: 5 working days before start of campaign

Baugewerbe Matchmaker+

Baugewerbe Matchmaker+ - Your guide to the construction industry

Baugewerbe Matchmaker+ offers everything at a glance: Products and services, webinars, whitepapers, event tips, videos, webshop, e-paper and much more.

Matchmaker+



Topic specials



Videos



Market overviews



Events



E-Paper



Shopping guide



Webinars



Whitepapers

Your advantages:

- Premium profile: Your business card
- Multimedia contents
- Listing of professional articles
- Job offers
- Leads from customers
- Highlighting in the provider search
- Insertion in editorial articles
- Keyword advertising
- Inclusion in newsletter
- Social media postings



Example

	Starter	Premium	Professional
• Individual company presentation with logo, free text, image and links to the website	✓	✓	✓
• Industry/product classification	✓	✓	✓
• Product presentations with images, descriptions and links	✓	✓	✓
• Listing of professional articles in the company profile	✓	✓	✓
• Job offers	✓	✓	✓
• Individual contact information incl. Google Maps integration	✓	✓	✓
• Top listing in search results	✓	✓	✓
• Logo insertion incl. linking in all editorial article pages	✓	✓	✓
• Multimedia content such as videos, interactive e-papers, browseable catalogues, etc.		✓	✓
• White papers, brochures, catalogues, other documents (PDFs)		✓	✓
• Logo insertion incl. link to company profile in newsletters (6x or 12x a year)		✓ (6x/year)	✓ (12x/year)
• Keyword advertising on Baugewerbe: 4 keywords with direct link to the premium profile		✓	✓
• Social media postings: on LinkedIn, Xing, Instagram, Facebook and Twitter (6x/year)			✓
Price	2,990 €	4,990 €	6,190 €

12 months, annual billing - start date freely selectable.

After 12 months, the subscription is extended indefinitely with a notice period of one month. We will gladly setup and maintenance of your profile (setup € 499 one-time, maintenance € 99 monthly)

Lead Generation

Lead-Generierung – Vermitteln Sie Ihr Know-how an die Zielgruppe

ALL

online forms of
advertising at a
glance



The screenshot shows the 'Baugewerbe' website with a form titled 'White Paper kostenfrei anfordern:'. The form includes fields for 'Name', 'Nachname', 'Telefon', 'E-Mail', 'PLZ', and 'Ort'. There are also checkboxes for 'Ich möchte den K&U und die Datenschutzhinweise prüfen und mir ein Exemplar des White Paper anfordern' and 'Ich möchte mir das White Paper gratis anfordern'. A 'White Paper kostenfrei anfordern' button is visible at the bottom of the form.

- Your white paper will be published on www.baugewerbe-magazin.de and promoted with flanking online advertising media.
 - Banner advertising in at least two Baugewerbe newsletters.
 - At least two posts on Baugewerbe social media channels
 - Presentation of your white paper in the teaser area of baugewerbe-magazin.de for two months
- Linking to a landing page created by us with input fields for download request (DSGVO-compliant).
- You generate high visibility on our channels and receive valuable leads after the valuable leads after completion of the campaign.
- We will be happy to provide you with an individual offer and support you in the creation of the whitepaper as well as the advertising material.

Lead campaign with whitepaper

Period: 2 months

Price: € 3,600 plus € 70 per lead

Optionally bookable with a customized newsletter.

Price: € 5,200 plus € 70 per lead

Webinar

If you are looking for an efficient tool for knowledge transfer, webinars are the ideal promotional format. In a webinar you communicate your new products and innovations and actively involve customers live via chat questions. Use a webinar to underline the benefits of your products and, at the same time, your thematic competence and company awareness.

Services:

- Advance announcement of the webinar in at least three Baugewerbe newsletters as well as at least two posts on the Baugewerbe social media channels
- Display Ad to promote your webinar on baugewerbe-magazin.de for one month
- Announcement in a column for a total of one month
- Participant registration
- Briefing of your speaker and technical implementation
- Live broadcast incl. start and end moderation
- The webinar is then available for four weeks as an on-demand webinar for download.



Price: € 4,690

optional plus 1/1 page announcement of the webinar
(Gestaltung der Anzeige erfolgt durch den Verlag)

Price: € 6,890



Possible file formats: GIF, JPEG, HTML, PNG, Iframe,
Redirect specifications correspond to recommended file
size, max. 1 MB possible

Native Advertising

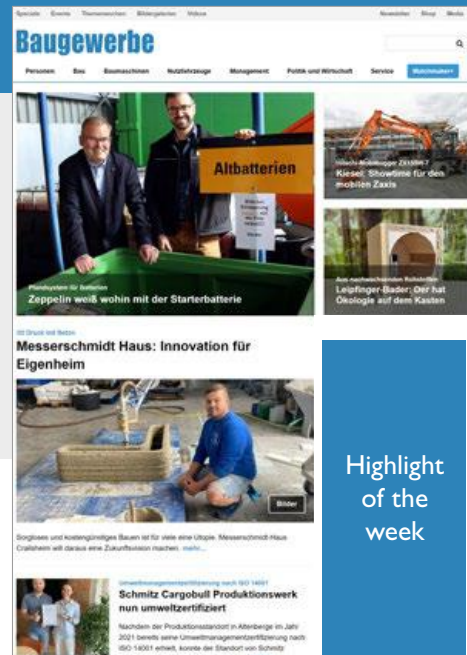
Native advertising – Your information in the look & feel of the editorial articles

The online advertorial is perfectly suited to discuss complex topics about to present to the readers for a longer period of time. Online advertorials are designed in such a way that the user perceives it as an editorial contribution become. In this way, your content will gain a high degree of credibility. Combine the Social Media Plus package for this native communication solution and simultaneously increase your social media reach!



Highlight of the week also including newsletter

- Present your product, webinar or event one week on our website
- Headline: 40 characters including spaces, text: 250 characters incl. spaces, image: 300 x 250 pixels
- Link to your website or one of our designed microsite with your contributions



Highlight of the week



Highlight of the week

Price: € 650

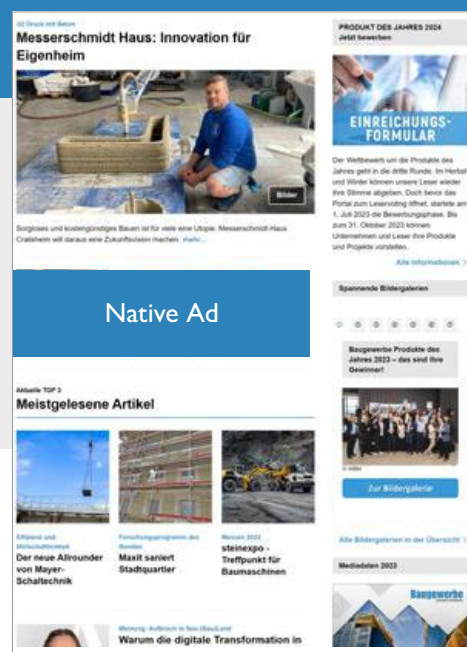
Highlight of the week combi

Price: € 1.580

(including a text ad / native ad in the newsletter, specifications see newsletter page)

Native Ad of the week also including newsletter and Social Media Plus

- Native Ad in the look & feel of our specialist portal
- Headline: 40 characters including spaces, text: 300 characters incl. spaces, image: 180 x 150 pixels
- Link to your website or one of our designed microsite with your contributions



Native Ad



Native Ad of the week

Price: € 870

Native ad combination

Price: € 1,810

(including a text ad / native ad in the newsletter, specifications see newsletter page)

Native ad combination Social Media Plus Price: € 2,430

(zusätzliche Veröffentlichung auf unseren Social-Media-Kanälen)

Social Media Posting

Social media posting – share content successfully through our channels

Complement your market communication and gain more attention for your products, solutions, videos, webinars and services via our social media channels.

Choose your preferred date and use the independent topic environment of Baugewerbe and the reach of an interactive target group.



Bild: Production Perig/stock.adobe.com

Your benefit

- News in real time
- Increase brand awareness
- Smart content for the right target group
- Interactive social media community

Further information



 **Price: € 630**
 (not discountable)

Follower: over 12.000
 (publisher's information, Stand: Juli 2023)



Customized Newsletter

Customized Newsletter – Exclusively your news to the target group

Send your customized information exclusively to Baugewerbe's newsletter address pool.

One message per customized newsletter

Size: 1 image + 1 message + 1 logo

Text: max. 1,500 characters (incl. spaces)

Image width: 630 pixels, maximum image height: 300 pixels

Subject line: max. 100 characters (incl. spaces)

Links: max. 5

Sender: Baugewerbe and advertiser

Dates on request

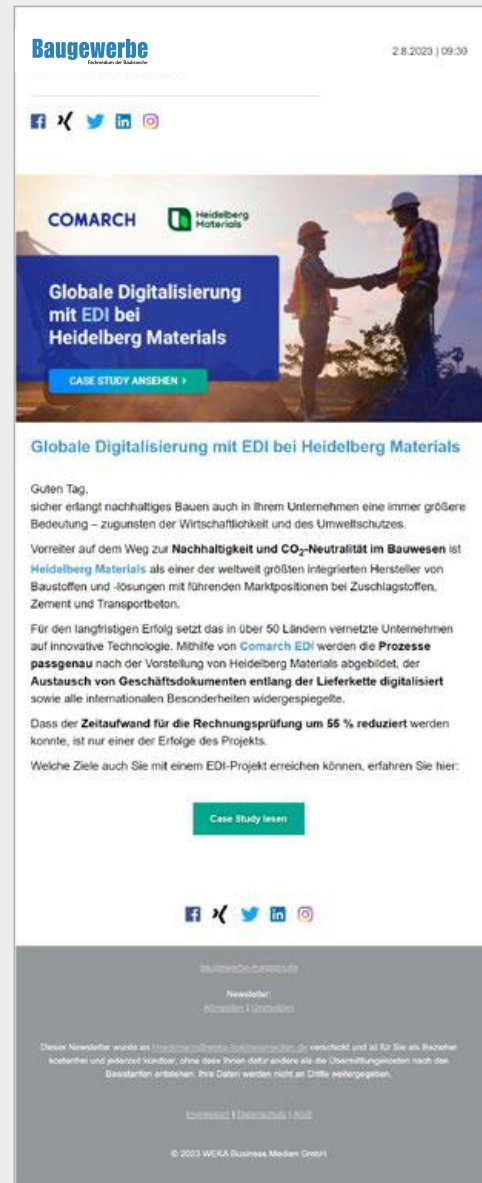
Your advantages:

- Exclusive newsletter for your information
- High attention for your company and your offer
- Individual scheduling
- Maximum 1 customized newsletter per week per company



Price: € 2,930
(not discountable)

Special configurations on request



Example

Banner Formats Newsletter

Premium placement
Leaderboard (1)

Baugewerbe

Lösungen suchen ...

ja wenn wir alle eine Kristallkugel hätten, die die Zukunft sichtbar macht! Oder die wenigstens verrät, wann wieder ein regulärer Messebetrieb möglich und Corona, wie auch immer dann, kein Thema mehr sein wird. Nachdem es diese aber nicht gibt, weiß niemand, ob beispielsweise eine BAU Anfang 2021 stattfinden kann.

Ihr Kai Ingmar Link
Chefredakteur

Position 1
below editorials
(2)

Position 2
Inside the editorial messages
(2)

Position 3
At the end of the editorial messages
(2)

Small Rectangle
(3)

Small Rectangle
(3)

SEPT
24

Appointment entry
Headline for a long title news article over two lines and with a lot text. [More](#)

Advert
Text Ad / Native Ad

5G in Industrie & Logistik

Megatrends wie Industrie 4.0 und autonome Fahrzeuge prägen die Gesellschaft. Diese Anwendungsfelder sind jedoch auf einen schnellen und jederzeit verfügbaren Echtzeit-Datenaustausch angewiesen. Mit 5G wird im Jahr 2020 die neueste Mobilfunkgeneration live gehen und die mobile Datenkommunikation auf ein neues Level heben. Die maximale Datenrate wird sich von 100 Mbit/s (LTE) auf 20 Gbit/s steigern.

Jetzt mehr erfahren...

[More](#)

Advert
Headline for you advert

OT meets IT

Wer auf Dauer erfolgreich sein möchte, kann sich der digitalen Transformation nicht entziehen. Die Digitalisierung und die damit einhergehende Vernetzung ziehen sich wie ein roter Faden durch alle Branchen und Lebensbereiche. Auch in der Produktion ist der Trend angekommen und das beeinflusst die Industrie über alle Ebenen der Produktionspyramide hinweg.

Jetzt mehr erfahren...

[More](#)

Exclusive newsletter

Twice a week Baugewerbe sent its newsletter. Your customers receive tailor-made news, product reports and professional contributions. The baugewerbe newsletter is the perfect platform for product presentations and company or seminar events.

*Status August 2023 (publisher information)

3,600* recipients
28% Opening rate
(average)

(1) Leaderboard

€ 1,280

(630 x 90 Pixel, max. 200 KB),

(2) Text Ad / Native Ad / Video Ad / Billboard

€ 1,010

Possible advertising forms

Text Ad / Native Ad / Video Ad /

Billboard (630 x 200 Pixel, max. 200 KB)

(3) Small Rectangle

€ 410

(291 x 156 Pixel, max. 200 KB),

An image to be supplied by the customer

(logo or logo with textual content)

Appointment entry

€ 590

Text: 130 characters including spaces and ad URL (max. 1 link)

(Incl. entry in the online calendar of events as well as in the magazine category events with colored highlighting)

Text Ad / Native Ad

Visualization like articles

Header + text + image und target-URL (max. 1 link), Image: 225 x 127

Pixel, max. 200 KB, Headline: max. 40 characters, Text: max. 300

characters incl. space

Video Ad

The video opens in a separate window with a click.

Linking to videos on YouTube or Vimeo possible.

Exklusiv-Newsletter

€ 4,290

4 insertions forms (Leaderboard und 3 Text Ads/Billboard)

+ 2 editorial messages

+ Mention within subject heading (no discounts)

The editorial staff of baugewerbe-magazin.de reserves the right to edit the articles in corporation with the customer.



All newsletter advertising forms are optimized for mobile devices.



File format: PNG, JPEG, GIF* (*only without animation)
Data delivery: 5 working days before the start of the campaign

Newsletter Topics and Dates

	CW	Date	Topic
January	2	Tuesday, January 9	Top 10 2023
	2	Thursday, January 11	Construction: Concrete construction
	3	Tuesday, January 16	Heads of the month
	3	Thursday, January 18	SNL: 50 years of VDBUM
	4	Tuesday, January 23	SNL: German Asphalt Days
February	4	Thursday, January 25	SNL: digitalBAU
	5	Tuesday, January 30	Top 10 of the month
	5	Thursday, February 1	Commercial vehicles
	6	Tuesday, February 6	SNL: digitalBAU
	6	Wednesday, February 7	Construction industry e-paper (1-2/24): The new issue is here!
	6	Thursday, February 8	Minds of the month
	7	Tuesday, February 13	SNL: BAUExpo
	7	Thursday, February 15	SNL: digitalBAU
	8	Tuesday, February 20	Construction: Demolition & Recycling
	8	Thursday, February 22	Construction machinery: Wheel loaders
March	9	Tuesday, February 27	SNL: BAUExpo
	9	Thursday, February 29	Construction: Masonry construction
	10	Tuesday, March 5	Top 10 of the month
	10	Thursday, March 7	SNL: Demolition symposium
	11	Tuesday, March 12	Minds of the month
	11	Wednesday, March 13	Construction industry e-paper (3/24): The new issue is here!
	12	Tuesday, March 19	Construction machinery
	12	Thursday, March 21	Construction: GaLaBau
	13	Tuesday, March 26	Municipal technology
	13	Tuesday, March 28	SNL: MAWEV
April	14	Tuesday, April 2	Top 10 of the month
	14	Thursday, April 4	SNL: MAWEV
	15	Tuesday, April 9	SNL: Intermat
	15	Thursday, April 11	Minds of the month
	16	Wednesday, April 17	Construction industry e-paper (4/24): The new issue is here!
	16	Thursday, April 18	Commercial vehicles: Construction trucks
	17	Tuesday, April 23	Digitalization & Management: Software
May	17	Thursday, April 25	Construction: Demolition & Recycling
	18	Tuesday, April 30	SNL: IFAT
	18	Thursday, May 2	Top 10 of the month
	19	Tuesday, May 7	SNL: IFAT
	19	Thursday, May 9	Minds of the month
	20	Tuesday, May 14	Construction industry e-paper (5/24): The new issue is here!
	20	Thursday, May 16	Construction machinery: Cranes
June	21	Tuesday, May 21	Digitalization & Management: Management
	21	Wednesday, May 22	Municipal technology
	22	Tuesday, May 28	Construction: Building materials
	22	Thursday, May 30	Construction Road construction
	23	Tuesday, June 4	Top 10 of the month
	23	Thursday, June 6	Construction: Civil engineering & tunnel construction
	24	Tuesday, June 11	Construction machinery: Wheel loaders
	24	Thursday, June 13	Minds of the month
	25	Tuesday, June 18	Commercial vehicles
	25	Thursday, June 20	Construction industry e-paper (6/24): The new issue is here!
	26	Wednesday, June 26	Digitalization & Management: Visions of the future
	26	Thursday, June 27	Construction

	CW	Date	Topic
July	27	Tuesday, July 2	Top 10 of the month
	27	Thursday, July 4	Construction: GaLaBau
	28	Tuesday, July 9	Minds of the month
	28	Thursday, July 11	Construction machinery
	29	Tuesday, July 16	Digitization & Management
	29	Thursday, July 18	Construction: Concrete construction
	30	Tuesday, July 23	Construction machinery: Excavator
	30	Wednesday, July 31	Construction industry e-paper (7-8/24): The new issue is here!
	31	Thursday, August 1	Top 10 of the month
	32	Tuesday, August 6	Construction: Building materials
August	32	Thursday, August 8	Minds of the month
	33	Tuesday, August 13	SNL: GaLaBau 2024
	33	Thursday, August 15	Construction machinery: Cranes
	34	Tuesday, August 20	Digitalization & Management: Software
	34	Thursday, August 22	Municipal technology
	35	Tuesday, August 27	SNL: IAA Commercial Vehicles
	35	Thursday, August 29	Construction machinery: Wheel loaders
	36	Tuesday, September 3	Top 10 of the month
	37	Wednesday, September 4	Construction industry e-paper (9/24): The new issue is here!
	36	Thursday, September 5	SNL: GaLaBau 2024
September	37	Thursday, September 12	Minds of the month
	38	Tuesday, September 17	SNL: Batimat
	38	Thursday, September 19	Construction: Concrete construction
	39	Tuesday, September 24	Construction machinery: Excavator
	39	Thursday, September 26	Construction: Demolition & Recycling
	40	Tuesday, October 1	Top 10 of the month
	40	Thursday, October 3	Construction machinery: Cranes
	41	Tuesday, October 8	Heads of the month
	41	Wednesday, October 9	Construction industry e-paper (10/24): The new issue is here!
	41	Thursday, October 10	Construction: Masonry construction
October	42	Tuesday, October 15, 2024	Construction
	42	Thursday, October 17	Digitalization & Management
	43	Tuesday, October 22	Construction: Civil engineering & tunnel construction
	43	Thursday, October 24	Construction machinery: Wheel loaders
	44	Tuesday, October 29	Communal technology
	44	Thursday, October 31	Commercial vehicles
	45	Tuesday, November 5	Top 10 of the month
	45	Thursday, November 7	Construction: GaLaBau
	46	Tuesday, November 12	Minds of the month
	46	Wednesday, November 13	Construction E-Paper (11/24): The new issue is here!
November	46	Thursday, November 14	Digitalization & Management: Visions of the future
	47	Thursday, November 21	Masonry construction
	48	Tuesday, November 26	Construction machinery: Excavators
	48	Thursday, November 28	Construction
	49	Tuesday, December 3	Top 10 of the month
	49	Thursday, December 5	Construction: Concrete construction
	50	Tuesday, December 10	Heads of the month
	50	Thursday, December 12	Outlook bauma & BAU
	51	Wednesday, December 18	Construction E-Paper (12/24): The new issue is here!
	52	Tuesday, December 24	Christmas newsletter
December	52	Thursday, December 26	Outlook 2025
		Tuesday, December 31	Review of the year

Terms and Conditions

General Terms and Conditions for Advertisements and Promotion of Pelemedia GmbH

(Status 2024)

Here you will find the General Terms and Conditions (hereinafter referred to as "GTC") of Pelemedia GmbH, which applies to the use of the services of Pelemedia.

For a service requiring registration with Pelemedia, you must give your consent to the service in accordance with the applicable terms of use. To do so, please click on the "Agree" field or check the box in the opt-in procedure to give your consent. Through the Clicking on the "Agree" box or checking the box you declare that you have read the terms and conditions and agree with them. You can also print or download the terms and conditions.

1. Scope of application: The GTC shall apply to all services offered to the user on the Pelemedia website especially for the paid content & services, for the lotteries as well as the marketplace and community area. Deviations from these Terms and Conditions or special terms of use for individual services shall only be deemed as agreed if they have been expressly confirmed in writing by Pelemedia. In particular the The mere omission of an objection on the part of Pelemedia to other general terms and conditions does not mean that these are to be considered shall apply as agreed. Pelemedia shall be entitled to amend these General Terms and Conditions at any time. Pelemedia shall inform the user in good time about the change of the terms and conditions applicable to him. The change shall be deemed to have been approved by the user, if he does not object to the change within one month after receipt of the change notification or terminates the contract. In the event of an objection, Pelemedia shall be entitled to terminate the agreement in due time. Pelemedia in the notification of the changes to the possibilities of objection and termination, the period and the legal consequences, especially with regard to an omitted objection. Within the scope of the amendment of the General Terms and Conditions, Pelemedia is in particular entitled, in the event of the invalidity of a condition to supplement or replace them with effect for existing contracts, in the event of a change in a legal regulation or supreme court jurisdiction, if one or more conditions are changed by this amendment of the contractual relationship, to adapt the affected conditions in such a way as to achieve the purpose of the the changed legal situation, provided that the user is not affected by the new or changed conditions is worse than after the original condition. Any change including the updated version the GTC will be sent to the user by e-mail. Pelemedia is not responsible for the information provided by third parties. Internet services that Pelemedia links to from its pages or that Pelemedia mediates. For these offers the terms of use of the respective providers apply. This applies in particular to cooperation partners on Pelemedia. The offers of the cooperation partners on Pelemedia merely represent a sales platform of the respective partner of Pelemedia. When using the services offered by cooperation partners an independent legal relationship is established between the user and the cooperation partner, which is independent of the is subject to any legal relationship between Pelemedia and the user. The legal relationship between partner and user is exclusively based on the terms and conditions and operating processes of the cooperation partners. Pelemedia assumes no liability or warranty for this.

2. right of access and participation: In principle, all users are entitled to access and participate. The following minimum information is required for competitions. Eligible to participate are all persons who have reached the age of 18, have completed their studies or can provide proof of a declaration of consent from a parent or guardian. Everyone By participating in the game, participants in the competition agree to this in the print edition, to be published on the website with name and photo, as well as in further rights of use for advertising and to consent to distribution purposes. Participation in competitions is open to employees of Pelemedia GmbH, as well as for persons who were involved in the event of the game, are excluded. This also applies to for their relatives. Furthermore, Pelemedia reserves the right to amend the regulations of competitions at any time. to change or correct. Pelemedia concludes contracts for paid content and for the mediation of Internet access only with persons over 18 years of age or with the express consent of the legal representative. In all other respects the Internet pages are not directed to persons in countries which do not allow the provision or the call of the contents placed there. Each user is responsible for obtaining information about any restrictions before accessing these websites and to comply with them.

3. availability: The services of Pelemedia are offered to the user subject to availability. Pelemedia shall endeavor to ensure that the services of Pelemedia are available to the user without interruption. stand. Due to maintenance work and/or further development and/or other malfunctions, the usage possibilities are restricted and/or temporarily interrupted. Thereby it can under certain circumstances can also lead to data loss. This does not give rise to any compensation claims by the affected users. Furthermore, Pelemedia shall be entitled at any time and at its own discretion to without notice or to change or discontinue.

4. contractual relationship: The contractual relationship for the use of chargeable contents of Pelemedia comes by registering with the desired and selected payment system provider, agreeing to the general terms of use and the respective acceptance by Pelemedia. The acceptance by Pelemedia takes place at the latest when access to the paid content is opened. About the use of services of third parties that Pelemedia advertises on its pages or to which Pelemedia provides access via its pages, contractual relationships are established exclusively between the user and the offering third party. Pelemedia assumes no liability or warranty for this.

5. opening of a user account: For certain services on the pages of Pelemedia, the user must or can open a user account. The user affirms that the information provided by him in the context of a registration or in the context of opening a user account on the pages of Pelemedia personal data, in particular his first name, surname and postal address as well as date of birth and the e-mail address are true and correct, and that, if the information given there is Pelemedia will be immediately notified of any changes to the data.

6. payment transactions: The fees for chargeable content shall be confirmed with a the payment system provider to be chosen by the user. The terms of use apply exclusively, of the payment system provider selected by the user in each case, to which reference is made at the given point and appropriate assistance can be given. The remuneration claims are to be settled in accordance with the The customer shall settle the respective terms of use with the selected payment system provider. If the user does not meet his payment obligations or does not carry out payment transactions or such are redebited, Pelemedia shall be entitled, subject to further claims, to deny access of the user. If the blocking is due to outstanding claims and the user balances these claims, the off, the access is unlocked again. Pelemedia reserves the right to involve third parties in the execution of the debt collection to be commissioned.

7. user's obligations: The user undertakes not to use the services of Pelemedia for any purpose other than that for which they are violate applicable legal regulations and any contractual provisions. He undertakes in particular to ensure that any content distributed by him does not infringe any rights of third parties (e.g. copyrights, patent and trademark rights). trademark rights violate that the applicable criminal laws and regulations for the protection of minors are observed and that no racist, Holocaust denying, grossly offensive, pornographic or sexual, endangering young people, extremism, glorifying or trivializing violence, glorifying war promoting a terrorist or extremist political group, inciting it to commit a crime, defamatory statement, insulting or unsuitable for minors or other criminal contents are distributed. The user further undertakes, for the protection of the data, to use the recognized principles of data security and the obligations of the data protection regulations to check e-mails and queries sent to Pelemedia for viruses with the greatest possible care, legal, official and technical regulations, his sensible user name and password and to keep the identification and password secret, not to pass them on, not to tolerate any knowledge or and to take the necessary measures to ensure confidentiality, and in case of any misuse or loss of this information or any suspicion of such misuse or loss will be reported to Pelemedia immediately to be displayed. Indications of misuse of the contents of Pelemedia or the payment system are Pelemedia shall also be notified immediately. The user shall indemnify Pelemedia against any claims of third parties that may against Pelemedia due to violation of their rights by this user. This includes also the costs of appropriate legal prosecution and defence. Pelemedia reserves the right to reasonable suspicion of misuse of the services of Pelemedia or the payment systems of this to block users from accessing their content and any existing user account, and to involve investigating authorities. The user may only assert claims against Pelemedia with undisputed or legally binding claims. The user is only entitled to rights of retention due to claims from the individual, concrete contractual relationship, of which these GTC are a part.

8. Liability: Pelemedia and its representatives or vicarious agents shall not be liable for damages, in particular due to delay, non-performance, poor performance or tortious act exists only in case of infringement essential contractual obligations, the fulfillment of which could be relied upon to a special degree. The exclusion of liability does not apply to intent and gross negligence. Any further liability of Pelemedia is excluded, unless there are mandatory legal regulations. Pelemedia is only liable for foreseeable damages. The Liability for indirect damages, especially consequential damages, unforeseeable damages or untypical Damages as well as loss of profit are excluded. The same applies to the consequences of industrial disputes, accidental damages and force majeure. Pelemedia provides its own information and data as well as information from other providers by means of hyperlinks (Internet links) on the Internet and on mobile devices. This information and data are for information purposes only, without the user having to rely on the topicality, correctness or completeness of the information can be invoked or left. In this respect Pelemedia does not assume any warranty or liability, in particular not for direct or indirect damages caused by the use of the information or data that can be found on the Pelemedia websites. Pelemedia assumes in particular no responsibility for contents or the functionality, accuracy or legality of websites third parties that are referred to by links from the Pelemedia websites. Pelemedia offers discussion forums and Chats on. The contents and information exchanged by users in these forums are not subject to any Control by Pelemedia. For this reason, Pelemedia does not assume any liability for the information posted in the forums. Content and information. The responsibility for the contents published by the user on the pages of Pelemedia, lies exclusively with the user. Pelemedia excludes any liability due to technical or other Interference off. Pelemedia assumes no liability for any damage or loss, in particular during shipment. of the prizes to be handed over in the context of a lottery. The above limitations of liability apply to all contractual and non-contractual claims.

9. Liability for defects: If paid contents are not used due to incomplete or defective services of Pelemedia by the user, the user shall be liable to pay the costs of the service provided by the The complaints will be handled either by Pelemedia or the payment provider immediately after becoming aware of it. Pelemedia shall be liable for justified and timely complaints, Pelemedia shall deliver in the case of incomplete performance and in the case of defective performance according to your choice to repair or replace. The user can demand a reduction of the fees if attempts at rectification or replacement delivery are refused by Pelemedia, are impossible or in any other way fail. There is no right of withdrawal in favour of the user.

10. copyright: All content, information, pictures, videos published on the pages of Pelemedia and databases and computer programs (e.g. widgets) are protected by copyright. The use is only permitted for private personal use. Any use beyond this, in particular the private and commercial duplication, modification, distribution or storage of information or Data, in particular texts, parts of texts, images and film material, require the prior express consent of the author. Consent of Pelemedia. This also applies to the inclusion in electronic databases and duplication on CD-ROM, DVD etc. Private and/or commercial duplication, modification, distribution, reproduction, modification, distribution or use of the or other misuse of computer programs. The user acquires by downloading or the sending of the source code of a computer program does not entitle you to any property rights. There will be no copyrights or other ancillary copyrights. If the service and/or the performances are discontinued, the user is obliged to immediately delete the source code provided. For the rest the legal limits that arise from copyright law and other applicable statutory provisions apply. regulations.

11. contents sent in by the user: The user who (e.g. in the context of competitions, reader actions, Internet competitions) to Pelemedia (e.g. videos, photos, photo series, texts, etc.), declares itself to be in agreement with By sending in the application, you agree that the submitted content may be used free of charge on the Internet and in print copied, distributed and publicly reproduced. The user further declares that all copyright and other rights to the submitted content and that the graphic design of the submitted content (e.g. videos, photos, photo series), which are not only ancillary to a location or are part of depicted meetings, elevators or similar events, agree to the publication are. For persons under 18 years of age, the consent of the legal guardian is required. On the Contributions sent by post cannot be returned to the participant. The users commit no content with illegal, grossly offensive, pornographic or sexual content, content harmful to minors, extremist, glorifying or trivializing violence, glorifying war, advocating a terrorist or extremist political association, inciting to commit a crime, insulting statement or other punishable contents to Pelemedia. Likewise the users not to send content that contains advertising or commercial content. Pelemedia reserves the right to does not intend to publish submitted content. The user shall indemnify Pelemedia in full against all claims of third parties free, which arise from the fact that the user violates his obligations under these terms or - contrary to this declaration - the user does not own all rights to the submitted content or does not have all rights to the persons do not agree with the publication. The submitted contents are personal statements made by users and do not represent the opinion of Pelemedia. The user has no legal claim to Publication of the submitted content.

12. Right of revocation: The user is entitled to revoke his declaration of intent to conclude the contract within two weeks to revoke. The period begins at the earliest with receipt of this instruction. To the period preservation the timely dispatch of the declaration of revocation is sufficient. It must be made in writing without giving reasons and to address to: Pelemedia GmbH, Richard-Reitzner-Allee 2, 85540 Haar In the event of an effective revocation, the services received by both parties are to be returned and, if applicable to publish the use made of it. If the user is able to return the received services in whole or in part or only in a deteriorated condition, compensation must be paid. However, the right of revocation shall not apply if Pelemedia has expressly agreed to the execution of the service with the consent of the user has begun before the end of the revocation period or the user himself has started this execution has caused (e.g. by download etc.).

13. Termination: Each party reserves the right to terminate the contract for good cause. An important reason shall be deemed to exist in particular if the user continues to violate essential provisions of this Terms and Conditions and/or the user commits a misconduct directed against third parties by using the offer used by Pelemedia for illegal purposes or for purposes that are a nuisance to third parties. All cancellations in accordance with these GTC must be made by written notification to the address mentioned in point 12. With If the termination becomes effective, access to the services of Pelemedia shall be blocked.

14 Place of performance/place of jurisdiction: The place of performance shall be the registered office of the provider. In business transactions with merchants, legal entities under public law or special funds under public law is not permitted in the case of legal actions Place of jurisdiction is the registered office of the provider. As far as claims of the provider are not asserted in the dunning procedure the place of jurisdiction for non-merchants shall be determined by their place of residence. German law applies. If the domicile or habitual residence of the client, also for non-traders, is legal action unknown or has the client after conclusion of the contract his domicile or usual residence. If the customer moves his place of residence outside the scope of the law, the place of jurisdiction is the registered office of the provider, if the contract was concluded in writing.

15. Final provisions: In connection with the participation in lotteries legal action is excluded. Should individual provisions of these GTC including these regulations in whole or in part be invalid, the validity of the remaining provisions or parts of such provisions shall remain unaffected. The invalid or missing provisions shall be replaced by the respective legal regulations.

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