

baustoff
PARTNER

MEDIA KIT

2027

The magazine & trade portal
for the building trade



4 EVERYTHING AT ONE VIEW



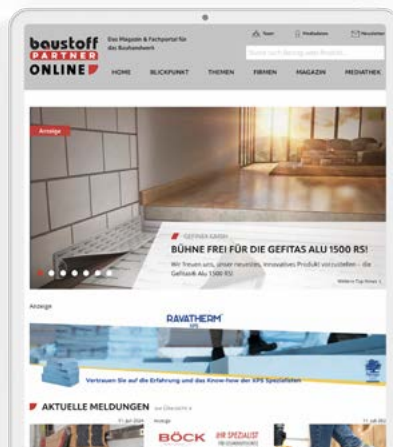
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As one of the leading magazines for the building trade, baustoffPARTNER provides independent, to-the-point information on trends, innovations and developments in the construction industry and the building materials trade, on a monthly basis. We also report compactly and competently on all relevant trade fairs in the building materials industry and on structural or personnel changes within companies and associations. A monthly »Main Topic« as well as company portraits round off our reporting. With our special issues, we highlight particular aspects of the industry and place the editorial focus on relevant topics. baustoffPARTNER is published eleven times a year in Germany and other German-speaking countries, including one double issue (December/January) at the turn of the year.



Memberships

IVW -
Informationsgemeinschaft
zur Feststellung der
Verbreitung von
Werbeträgern e.V.

Organ Management

—
Andreas Kanat
Markus Holl
Joachim Plath

Editorial department

Frauke Fink
Peter Lang
Christine Seif
Markus Maier
Elmar Romanesen

Advertisements scheduling

Volume/Year

28th volume, 2027

Mode of publishing

monthly
(11 issues incl.
one double issue 12/1)

Publishing house

SBM Verlag GmbH

Postal address

Hermann-von-Barth-Str. 2
87435 Kempten

Germany

Telephone

+49 (0) 8 31 / 5 22 04-0

Web

www.baustoff-partner.de

E-Mail

baustoffpartner@sbm-verlag.de

EVERYTHING AT ONE VIEW

Subscription price

	annual subscription
Domestic:	55,00 € (dispatch and VAT included)
Abroad:	82,50 € (dispatch included)
Retail Price:	5,00 €
(order at: www.baustoff-partner.de/magazin/abo)	

ISSN: 1439-5606

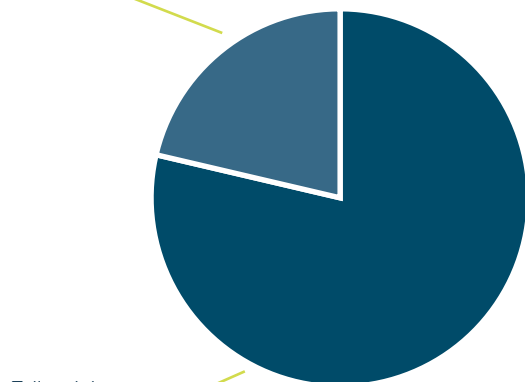
Extend analysis	2025/26	=	11 issues
Magazine format	DIN A4, 210mm wide, 297mm high		
Total extend	925 pages	=	100,0%
Editorial part	728 pages	=	78,66%
Advertisement part	197 pages	=	21,34%
Special publication Insert I	units		

Inhaltsanalyse des redaktionellen Teils

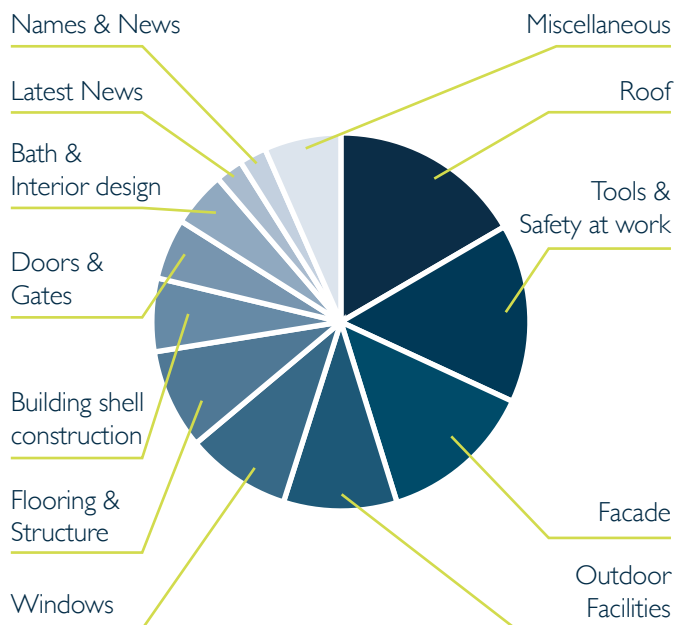
2025/26	728 Pages	=	100,0%
1. Roof	121 Pages	=	11,24%
2. Tools & Safety at work	111 Pages	=	15,30%
3. Facade	97 Pages	=	13,30%
4. Outdoor Facilities	71 Pages	=	9,71%
5. Windows	65 Pages	=	8,99%
6. Flooring & Structure	62 Pages	=	8,56%
7. Building shell construction	46 Pages	=	6,29%
8. Doors & Gates	38 Pages	=	5,21%
9. Bath & Interior design	35 Pages	=	4,76%
10. Latest News	17 Pages	=	2,36%
11. Names & News	17 Pages	=	2,34%
12. Miscellaneous*	48 Pages	=	6,58%

*) Miscellaneous contains: Editorial, Table of contents, imprint, list of editorial offices, preview, self-advertising

Advertisement part



Editorial part



Editions analysis

Copies per issue quarterly average
(Status 1st quarter 2026 based on the AMF scheme)

Print run	8667
Actually circulated issue	8517
thereof abroad	8
Issue sold	16
thereof abroad	—
thereof member pieces	—
- copies subscribed	16
- other sales	—
- single sale	—

Free copies	8501
Residual, archive and sample copies	155

Geographical circulation analysis

Economic area	Share of the actually circulated issue	
	%	copies
Domestic	99,91	8509
Abroad	0,09	8
Actually circulated issue	100,0	8517

Circulation control  IVW connected

Breakdown of the actually circulated issue according to Nielsen areas

Actual domestic circulation 8509
abroad 8

Nielsen area I

Schleswig-Holstein, Hamburg,
Bremen, Lower Saxony
1 182

Nielsen area II

North Rhine-Westphalia
1 662

Nielsen area IIIa

Hessen, Rhineland-Palatinate
Saarland
1 041

Nielsen area IIIb

Baden-Wuerttemberg
1 922

Nielsen area IV

Bavaria
2 179

Nielsen area V

Berlin
189

Nielsen area VI

Mecklenburg-Western
Pomerania, Brandenburg,
Saxony-Anhalt
211

Nielsen area VII

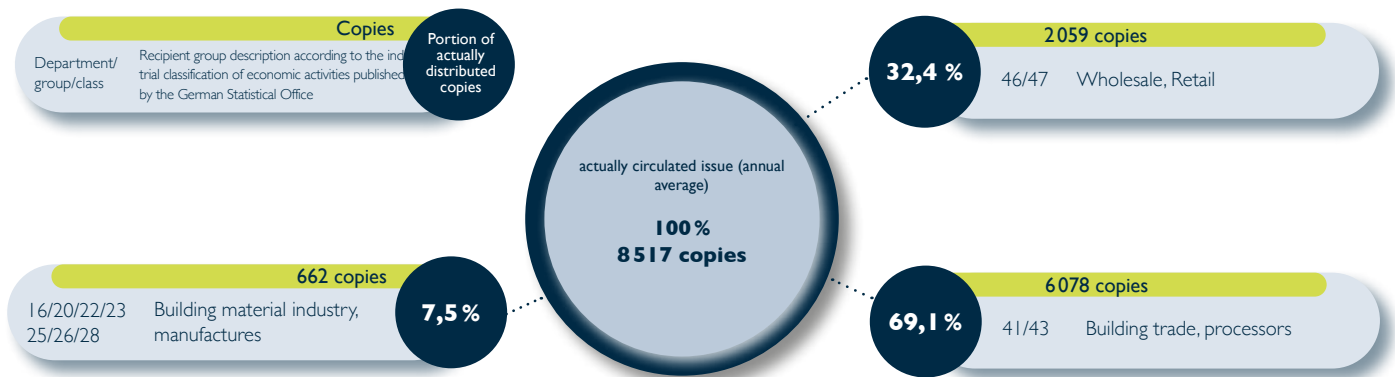
Thuringia, Saxony
155

zzgl.
39 500

monthly readers of the
baustoffPARTNER
online edition

**Click here
for more
infos!**

Industries/Economic sectors/Specialisations/Professional sectors



Recipient groups (changing monthly)



Statistical number of readers per company: 2,75 (reader analysis 2026)

The circle of recipients of the **baustoff PARTNER** is made up of just under 60 000 readers from the building materials industry, the specialized trade as well as the building trade. The readership is made up of company executives.

Source: The evaluation is based on the in-house list of recipients and regular checks by the publishing house. The size of the business unit, education, age/gender and the size of the municipality have not been considered in the evaluation.

Click here for more infos!



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PREMIUM PLACEMENTS

1. Cover page, 4-color

210 mm wide x 234 mm high, plus 3 mm bleed
 + Cover story, maximum 2 pages editorial
 + 1 month presence as advertorial on the baustoff-partner homepage
 + 2 newsletters (incl. cover story + cover motiv)
 without right of withdrawal/ not discountable
 (for increased editions on request)

6 990,- €

2nd cover page, 4-color

210 mm wide x 297 mm high, plus 3 mm bleed

4 250,- €

3rd cover page, 4-color

210 mm wide x 297 mm high, plus 3 mm bleed

4 250,- €

4th cover page / back cover, 4-color

210 mm wide x 297 mm high, plus 3 mm bleed

4 990,- €

2nd cover page / page 3, 4-color

210 mm wide x 297 mm high, plus 3 mm bleed

4 250,- €

right page beside the editorial, 4 color

210 mm wide x 297 mm high, plus 3 mm bleed

4 250,- €



SPECIAL ADVERTISING FORMS

Inserts

Loosely inserted

Price per thousand up to 25 g

240,- €

All other 5 g per tsd.

20,- €

Partial insertion possible from

4 500 copies onwards with 10% price surcharge

Format: Maximum 200 mm wide x 290 mm high



Bound inserts up to 170 g/m²

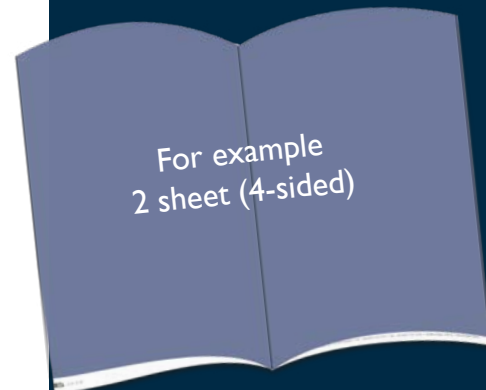
1 sheet (2-sided)

3 100,- €

2 sheet (4-sided)

4 900,- €

Bound inserts are discounted. Multi-sheet bound inserts must be delivered folded accordingly, but untrimmed.



More Special Forms of Advertising

(e.g.: Banderole, Panorama

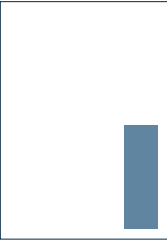
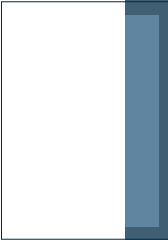
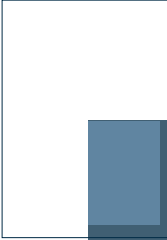
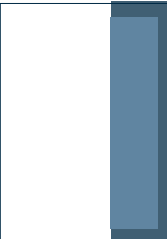
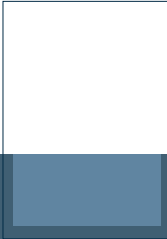
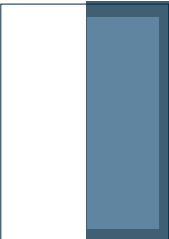
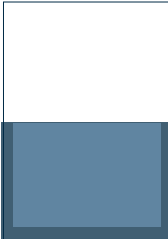
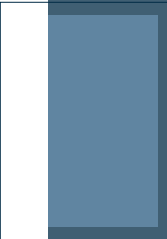
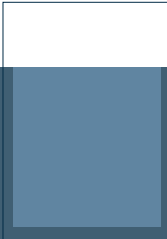
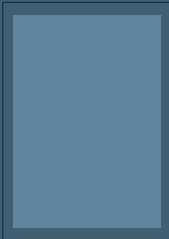
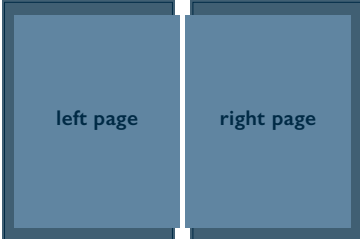
Folding Page, Gate Folder etc.)

Price on demand

Click here
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infos!



ADVERTISEMENT FORMATS

			Sizes width x height		
			t: type area	b: in the bleed (+ 3 mm bleed)	
					
1/8 horizontal	1/8 vertical	1/8 vertical		1/4 horizontal	1/4 vertical
t: 42,5 x 130 mm	t: 90 x 65 mm	b: 210 x 48 mm	t: 42,5 x 265 mm b: 55 x 297 mm	t: 90 x 130 mm b: 102,5 x 146 mm	t: 185 x 65 mm b: 210 x 81 mm
					
1/3 horizontal	1/3 vertical		1/2 horizontal	1/2 vertical	2/3 horizontal
t: 60 x 265 mm b: 72 x 297 mm	t: 185 x 90 mm b: 210 x 106 mm		t: 90 x 265 mm b: 102,5 x 297 mm	t: 185 x 130 mm b: 210 x 146 mm	t: 137,5 x 235 mm b: 150 x 251 mm
					
3/4 horizontal	3/4 vertical		1/1 page	2/1 page	
t: 137,5 x 265 mm b: 150 x 297 mm	t: 185 x 200 mm b: 210 x 216 mm		t: 185 x 265 mm b: 210 x 297 mm	t: 198 x 265 mm per page b: 210 x 297 mm per page	

**Click here
for more
infos!**

Bleed in the middle 3 mm, with motive extending past the trimm line by 5 mm per page.

ADVERTISING RATES

Format	Advertisements in type area Dimensions in mm	bleed-off sizes Dimensions in mm	Type area 4c	Bleed 4c
1/8 page	42,5 x 130 horizontal 90 x 65 vertical		500,- €	
Special format		210 x 48 vertical		700,- €
1/4 page	42,5 x 265 horizontal 90 x 130 horizontal 185 x 65 vertical	55 x 297 horizontal 102,5 x 146 horizontal 210 x 81 vertical	1 020,- €	1 120,- €
1/3 page	60 x 265 horizontal 185 x 90 vertical	72 x 297 horizontal 210 x 106 vertical	1 390,- €	1 530,- €
1/2 page	90 x 265 horizontal 185 x 130 vertical	102,5 x 297 horizontal 210 x 146 vertical	2 040,- €	2 250,- €
2/3 page	137,5 x 235 horizontal 185 x 175 vertical	150 x 251 horizontal 210 x 191 vertical	2 720,- €	2 990,- €
3/4 page	137,5 x 265 horizontal 185 x 200 horizontal	150 x 297 horizontal 210 x 216 horizontal	3 060,- €	3 370,- €
1/1 page	185 x 265	210 x 297	3 720,- €	4 090,- €
2/1 page	2 x 185 x 265	2 x 210 x 297	7 440,- €	8 170,- €

Discounts

In case of purchase within one insertion year
(start with the appearance of the first advertisement):

Time scale:		Quantity scale:	
forms of advertising	5%	2 pages	5%
6 forms of advertising	10%	4 pages	10%
9 forms of advertising	15%	6 pages	15%
11 forms of advertising	20%	8 pages	20%

Payment conditions

100% net after receipt of invoice without deduction.
With payment via bank collection or in advance 2% discount.

VAT no.	DE 198 152 137
Bank details	HypoVereinsbank Kempten Member of Unicredit
IBAN	DE14 7332 0073 6690 4171 87
SWIFT (BIC)	HYVEDEMM428
Tax number	127 / 137 / 20036

All prices in € plus applicable statutory VAT rate.
Prices b/w and 3c on request.

TOPIC PLAN

02 February		03 March		04 April		05 May		06 June		07 July	
ALL TOPICS		OUTDOOR EDITION		INTERIOR EDITION		OUTDOOR EDITION		INTERIOR EDITION		OUTDOOR EDITION	
• Top Topic: BAU Review • Interior Fittings • Door & gate • Flooring & construction • Bathroom • Outdoor facilities • Facade • Shell construction • Windows • Roof • Tools & fastening technology • Occupational health & safety		• Top Topic: Roof & Timber construction • Special Topic: Scaffolding • Outdoor facilities • Facade • Shell construction • Tools & fastening technology		• Top Topic: Windows • Special Topic: Privacy & sun protection • Interior Fittings • Door & gate • Flooring & construction • Tools & fastening technology		• Top Topic: Shell construction • Special Topic: Formwork • Outdoor facilities • Facade • Roof & Timber construction • Tools & fastening technology		• Top Topic: Interior Fittings • Special Topic: Bathroom & heating • Door & gate • Flooring & construction • Tools & fastening technology • Windows		• Top Topic: Facade • Special Topic: Insulation • Outdoor facilities • Shell construction • Roof & Timber construction • Tools & fastening technology	
INCREASED CIRCULATION											
DATE											
ED	27.01.	ED	24.02.	ED	24.03.	ED	14.04.	ED	19.05.	ED	23.06.
AD	03.02.	AD	03.03.	AD	31.03.	AD	21.04.	AD	25.05.	AD	30.06.
PD	20.02.	PD	20.03.	PD	17.04.	PD	08.05.	PD	12.06.	PD	17.07.
FAIR ISSUE											
BAU	11.01.–15.01.										
Domotex	17.01.–20.01.										
R+T	15.02.–19.02.										

ED = Editorial deadline AD = Advertising deadline PD = Publication Date

08 August	09 September	10 October	11 November	12/01 December January
ALL TOPICS	OUTDOOR EDITION	INTERIOR EDITION	ALL TOPICS	ALL TOPICS
• Top Topic: Tools & fastening technology • Interior Fittings • Door & gate • Flooring & construction • Bathroom • Facade • Outdoor facilities • Shell construction • Roof & Timber construction • Tools & fastening technology • Windows • Occupational health & safety	• Top Topic: Outdoor facilities • Facade • Shell construction • Roof & Timber construction • Tools & fastening technology	• Top Topic: Door & gate • Special Topic: Occupational health & safety • Interior Fittings • Flooring & construction • Tools & fastening technology • Windows • Occupational health & safety	• Top Topic: Roof & Timber construction • Outdoor facilities • Facade • Shell construction • Tools & fastening technology	• Top Topic: Floor • Fair Edition: Domotex • Fair Review: A+A • Roof & Timber construction • Facade • Interior Fittings • Shell construction • Door & gate • Tools & fastening technology • Bathroom • Outdoor facilities • Occupational health & safety • Windows
die branchen SPEZIALISTEN				
DATE				
ED 21.07. AD 28.07. PD 14.08.	ED 18.08. AD 25.08. PD 11.09.	ED 15.09. AD 22.09. PD 09.10.	ED 13.10. AD 20.10. PD 06.11.	ED 24.11. AD 01.12. PD 18.12.
FAIR ISSUE				
	Nordbau 08.09.–12.09.	A+A 19.10.–22.10.		Domotex 17.01.–20.01.28

INDOOR

Floor

ISSUE: 02, 04, 06, 08, 10, 12/01

Window

ISSUE: 02, 04, 06, 08, 10, 12/01

Interior Design

ISSUE: 02, 04, 06, 08, 10, 12/01

Door & gates

ISSUE: 02, 04, 06, 08, 10, 12/01

Bathroom & heating

ISSUE: 02, 06, 08, 12/01

OUTDOOR

Outdoor facilities

ISSUE: 02, 03, 05, 07, 08, 09, 11, 12/01

Roof

ISSUE: 02, 03, 05, 07, 08, 09, 11, 12/01

Facade

ISSUE: 02, 03, 05, 07, 08, 09, 11, 12/01

Shell construction

ISSUE: 02, 03, 05, 07, 08, 09, 11, 12/01

Scaffolding

ISSUE: 03

GENERALLY

Safety at work

ISSUE: 02, 08, 10, 12/01

Tools & equipment,
fastening technology

ISSUE: 02, 03, 04, 05, 06, 07, 08, 09, 10, 11, 12/01

Insulation

ISSUE: 06

POSSIBLE COMBINATIONS

Print combinations



complete edition:
23 167



complete edition:
17 667



complete edition:
32 167

Online combinations



Reach of online edition
(e-paper):

65 307

Coverage portal visits:

41 472

Coverage Newsletter:

36 500

Coverage Social Media
(Facebook, Twitter, Instagram):

89 300

Potential coverage
255 746



Reach of online edition
(e-paper):

61 859

Coverage portal visits:

25 400

Coverage Newsletter:

37 900

Coverage Social Media
(Facebook, Twitter, Instagram):

17 150

Potential coverage
159 976



Reach of online edition
(e-paper):

87 666

Coverage portal visits:

50 872

Coverage Newsletter:

57 600

Coverage Social Media
(Facebook, Twitter, Instagram):

94 550

Potential coverage
322 855

TARGET GROUPS

baustoffPARTNER:

Complete building trade, fabricators, building materials trade, building materials industry, manufacturers

bauMAGAZIN:

Building construction and civil engineering, road construction, demolition and recycling, extraction and processing, gardening and landscaping, scaffolding, special civil engineering and tunnel construction, ready-mix concrete, concrete block factories, system building factory, construction machinery, manufacturers and trade

bauSICHERHEIT:

Professional builders and fabricators, building construction, civil engineering, scaffolding, road construction, gardening and landscaping, safety inspectors, specialists for safety at work, trade (wholesale, retail and technical trade), organisations, trade associations, educational institutions



WISSEN, WAS ZÄHLT
Audited circulation
Precise basis for the advertising market

We make
you visible.

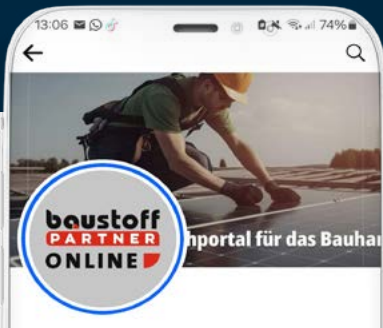
- Cross-media
- Measurable
- Transparent



ONLINE



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SHORT CHARACTERISTIC

baustoff-partner.de is the new digital platform of the baustoffPARTNER, which informs about trends, novelties and developments in the construction industry, every month.

Innovative and highly professional – that is the claim the online portal baustoff-partner.de has. In order to live up to that claim, we always fulfil our readers wish to be up to date in the digital age by keeping them fully informed on a daily basis as well as taking their suggestions into account. In addition to the monthly print-

edition, baustoff-partner.de offers various complementary forms of online advertising. Thus, baustoff-partner.de maximizes and multiplies the effectiveness of online advertising by integrating a company's already existing marketing campaign into the marketing-mix.

The content of baustoff-partner.de focuses on the presentation of innovative trends, new products and developments in the construction industry and the building materials trade. Current news and trade fair reports round off the variety of topics.



WISSEN, WAS ZÄHLT

Audited circulation

Precise basis for the advertising market

Web-address

baustoff-partner.de

Publisher

SBM Online GmbH

Hermann-von-Barth-Str. 2

87435 Kempten



DISTRIBUTION / DATA AND FACTS

Competence

Detailed reporting, being up-to-date and rapid presentation of information – that are the main characteristics of baustoff-partner.de:

- Latest news about the construction trade and the construction industry
- Object and user reports
- Extensive listing of manufacturers
- Picture galleries, reports, interviews from fairs and events
- Newsletter (just under 16800 subscribers), published twice a month
- Facebook and Instagram – direct contact with users and fans

File formats banners: jpg, gif, png

Target groups

- Roof construction
- Facade construction
- Window construction
- Gardening and landscaping
- Industrial & commercial construction
- Drywall construction
- Interior fittings
- Door construction
- Building trade
- Architects and planners

Delivery date

Please send your files at the latest five days before the start of the campaign.

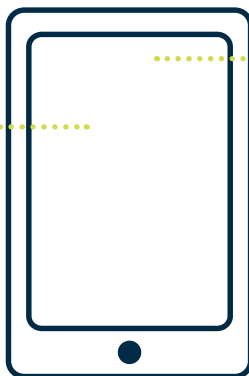
Delivery address

Mauro Di Renzo
mdr@sbm-verlag.de

Access

16 000 Visits
40 150 Page Impressions

Monthly average: 1st quarter 2026,
source: IVW



Our range/month

Portal Visits: 16 000
Newsletter: 16800
Social Media (Facebook,
Instagram, TikTok, LinkedIn):
11900
Total: 44 700

Status: 2026

HOMEPAGE BANNER

HOMEPAGE

① Advertorial

Size: 940x480 px
Placement: Top-News
Price/week: je 450,- €

② Exklusive-Superbanner

Size: 940x200 px
Placement: Directly under the top news
Price/month: 1 500,- €

③ Video-Box

Placement: corporate video, product video etc. (within up-to-date messages)
Price/month: 600,- €

④ Superbanner

Size: 940x200 px
Placement: On the start page (rolling)
Price/month: 990,- €

⑤ Skyscraper

Size: 160x600 px
Placement: right sidebar on home page, topics & newsline
Price/month: 750,- €

⑥ Half-Skyscraper

Size: 160x300 px
Placement: right sidebar on home page, topics & newsline
Price/month: 500,- €

⑦ Rectangle

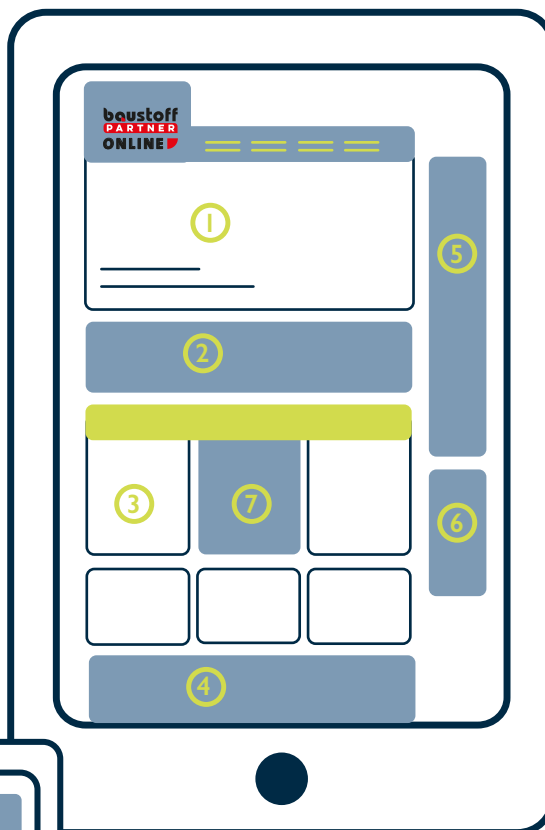
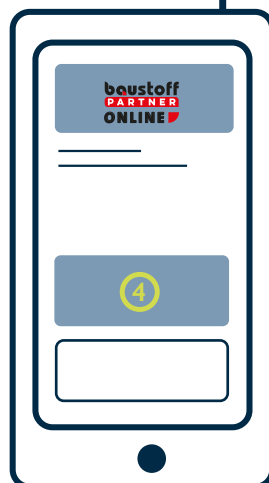
Placement: On the start page (rolling)
Size: 288x400 px
Price/month: je 690,- €

MOBILE VERSION

④ Additional visibility in the mobile version

Superbanner

Size: 940x200 px
Placement: On the start page (rolling)



① Skyscraper

Size: 160x600 px

Placement: right sidebar on home page, topics & newsline

Price/month: 750,- €

② Half-Skyscraper

Size: 160x300 px

Placement: right sidebar on home page, topics & newsline

Price/month: 500,- €

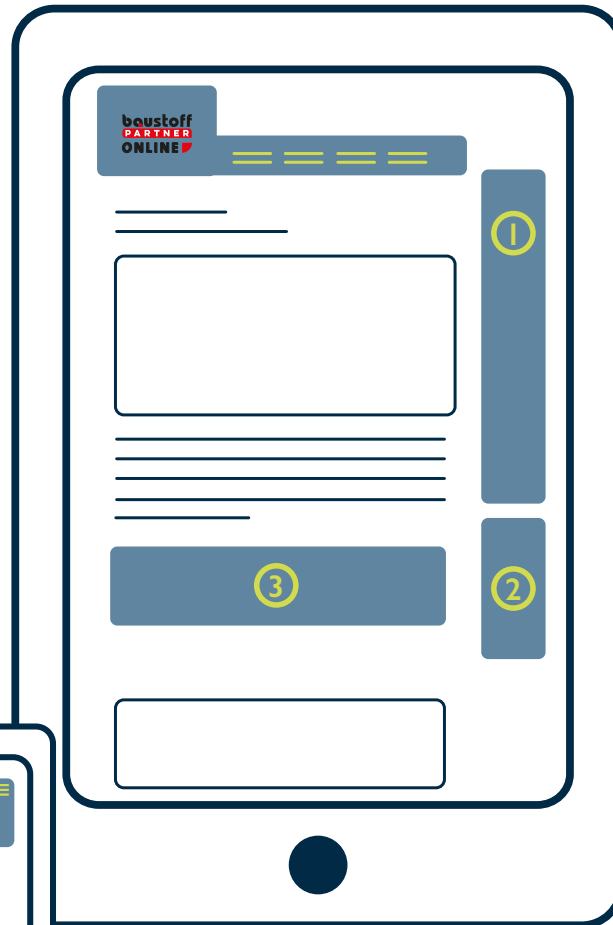
③ Wide-Content-Ad

Size: 940x300 px

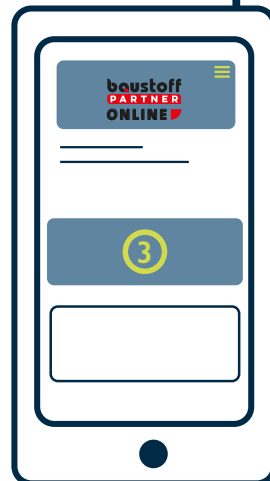
Placement: after click of each message/news within the text, rotates with four companies

Price/month: 990,- €

DETAILED VIEW
NEWSLINE



MOBILE VERSION

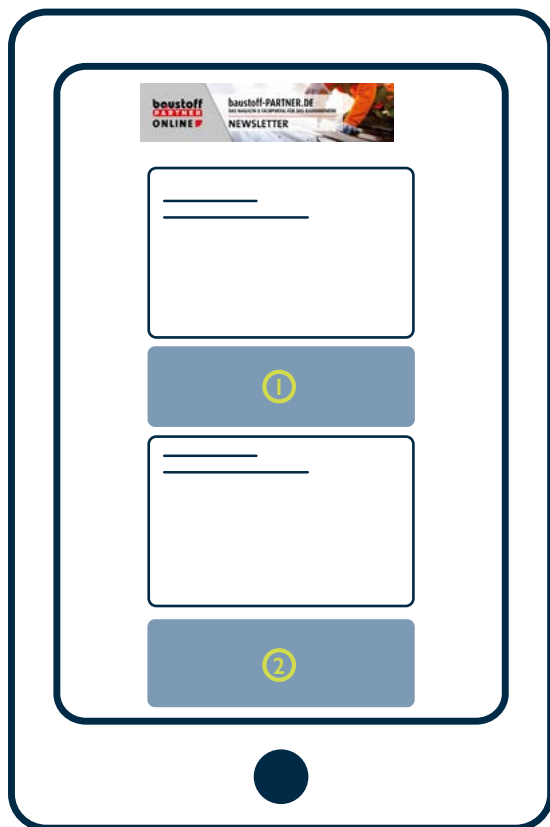


③ Additional visibility in the mobile version

Wide-Content-Ad

Size: 940x300 px

Placement: When calling each message/news within the text



① Advertorial

Size: 600x300 px
Price/newsletter: 990,- €

② Advertisement

Size: 600 x 350 px
Price/Newsletter: 990,- €

Premium placement

First advertorial/First advertisement in the newsletter
Price: 1190,- €

Publication dates

1

04. January
05. January
06. January
07. January
08. January
27. January

2

10. February
24. February

3

10. March
24. March

4

07. April
21. April

5

05. May
12. May
26. May

6

16. June
30. June

7

07. July
21. July

8

04. August
18. August

9

01. September
15. September
29. September

10

13. October
27. October

11

10. November
24. November

12

08. December
22. December

Special newsletter

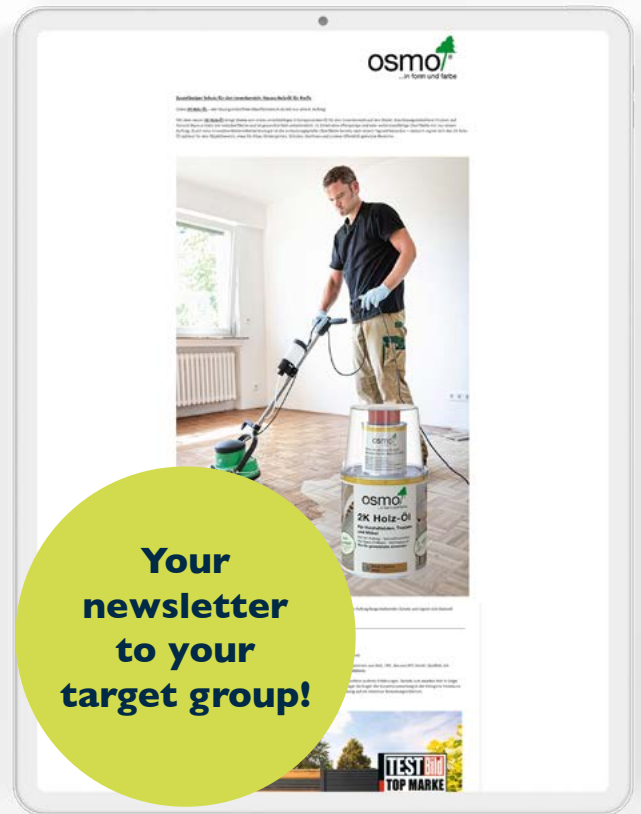
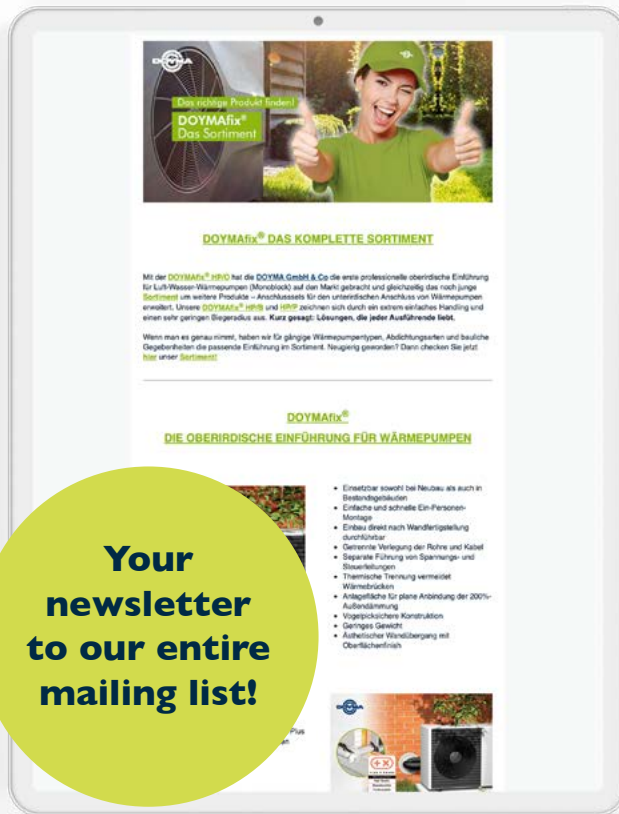
Dispatch to the entire
baustoffPARTNER-online.de Newsletter-
database (DSGVO-compliant).
Price: 3 890,- €

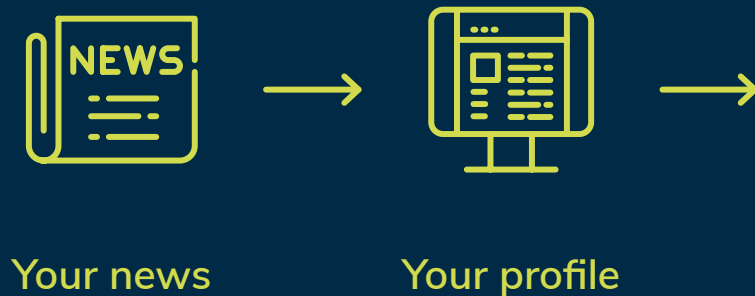
Topic specific special newsletter

Offers the possibility of corresponding
selections (e.g. topic-specific, or also manufacturers, dea-
lers, rental companies, up to a maximum of 2 500 e-mail
addresses are included.

Price: 1 500,- €

Any other key target group 250 ,- €





The Partner Package: Visibility across all channels

via our wide-reaching social media channels, newsletters and the baustoffPARTNER and our specialist portal, we make your company news available to an extremely large readership on a daily basis.

Newsletter



Magazine

*subject to editorial approval



Portal



Visibility/
Reporting

990,- €*

Partner-package

We publish your profile on baustoff-partner.de with all the information which is important to you (e.g. contact details, locations, portfolio, videos, pictures, product leaflets, data sheets...)*. All articles and messages about your company, your association or your seminar offers, which will be published in the baustoffPARTNER will be archived and are available to readers at any time. Our information flatrate* for you. Your profile on baustoff-partner.de is also linked to your website.

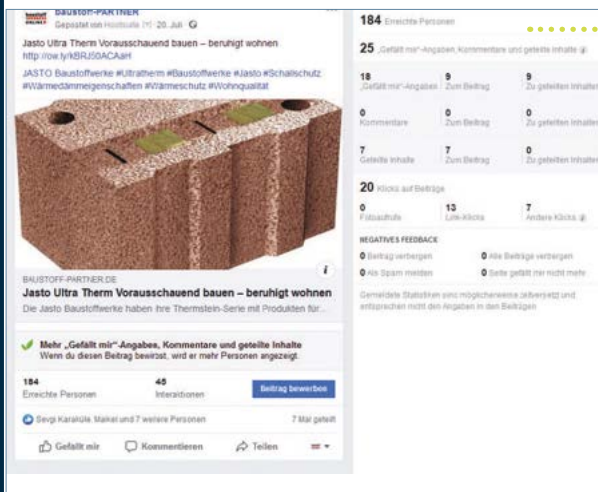
2.990,- €*

360° Partner-package:

The 360° Partner-package combines your permanent online presence on baustoff-partner.de with additional visibility in the print magazine baustoffPARTNER. Your company profile features contact details, locations, portfolio, media, downloads and company news. You will also receive up to three advertorials per year. Benefit across multiple media channels from 11 issues, each with a print run of 8,667 copies, over 39,500 digital readers, approximately 16,000 monthly online visitors, 16,800 newsletter subscribers and over 11,900 social media followers.

Duration period: one year from the booking date. All prices are net/net.

* corresponding to our editorial guidelines.



199,- €

Sponsored Content

We publish your advertisement/news/article or desired content on our social media (Facebook, LinkedIn, Instagram) including a link.

PRICELIST

Homepage	Size in pixel	Placement	Prices/month	Monthly online booking option
Superbanner	940x200	on the start page (rolling)	990,- €	13 units
Exklusive-Superbanner	940x200	directly under the top news	1 500,- €	1 units
Skyscraper	160x600	right sidebar on home page, topics & newslines	750,- €	8 units
Half-Skyscraper	160x300	right sidebar on home page, topics & newslines	500,- €	8 units
Video-Box within up-to-date messages		corporate video, product video (within up-to-date messages)	600,- €	3 unit
Rectangle	288x400	on the start page (rolling)	690,- €	10 units (max. 20)
Advertorial = paid editorial article	940x480	Top-News (for customs without partner-package)	450,- €	7x/7 days
Newsline	Size in pixel	Placement	Prices/month	Monthly online booking option
Wide Content Ad	940x300	after click of each message/news within the text	990,- €	5 unit
Newsletter	Size in pixel	Placement	Prices	Booking possibility per newsletter
Advertisement	600x350	Advertisement in Newsletter	990,- €	5 units
Advertorial	600x300	Advertorial in Newsletter	990,- €	5 units
Premium placement	600x300/600x350	First Advertorial / First Advertisement in Newsletter	1 190,- €	1 unit

The general terms and conditions for the trade journal baustoffPARTNER and the trade portal baustoff-partner.de can be found at www.baustoffpartner-online.de/agb

TARGETING & LEAD-TOOLS

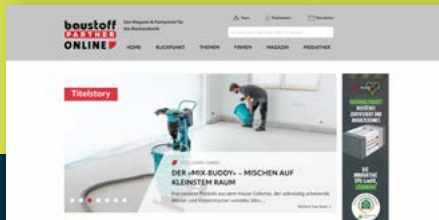
B2B-Display Advertising

Reach B2B users and decision-makers in the **construction industry** with attention-grabbing **Display Advertising**.



How does audience display targeting work?

1 Experts mark



2 Recognize and address



3 Visitors win



Users gather information about the construction industry on baumagazin-online.de and receive a cookie that marks them as interested parties.

We will later recognize these users on other websites and display your advertising there in a targeted manner, across devices and without any wastage.

Interested parties click on your ad and go directly to your website or a special landing page.

Audience Display Targeting Costs

Campaign concept and creation of 8 different advertising banners which are displayed on the chosen websites of our premium network:

250,- €*

Cost for 1 000 impressions (CPT):

36,- €*

Campaigns can be implemented individually according to budget requirements.

1 230,- €*

PACKAGE 30

- Campaign concept creation
- Ad design (up to 8 different graphics)
- 30 000 Ad impressions
- **Price Advantage of 100,- €**

2310,-€*

PACKAGE 60

- Campaign concept creation
- Ad design (up to 8 different graphics)
- 60 000 Ad impressions
- **Price Advantage of 100,- €**

3 340,- €*

PACKAGE 90

- Campaign concept creation
- Ad design (up to 8 different graphics)
- 90 000 Ad impressions
- **Price Advantage of 150,- €**

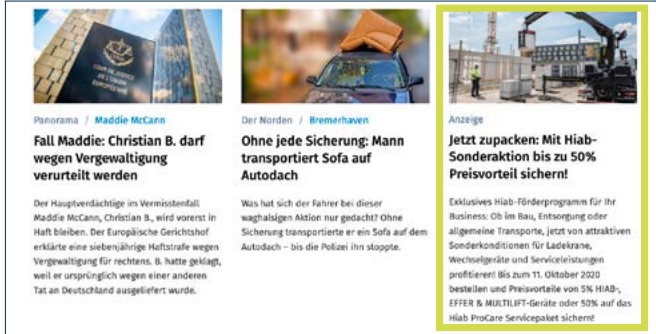
* All prices in € (Euro) plus valid VAT.

Auszug aus unserem Premium- Netzwerk



B2B Native Advertising

1. Text-Image-Advertisement



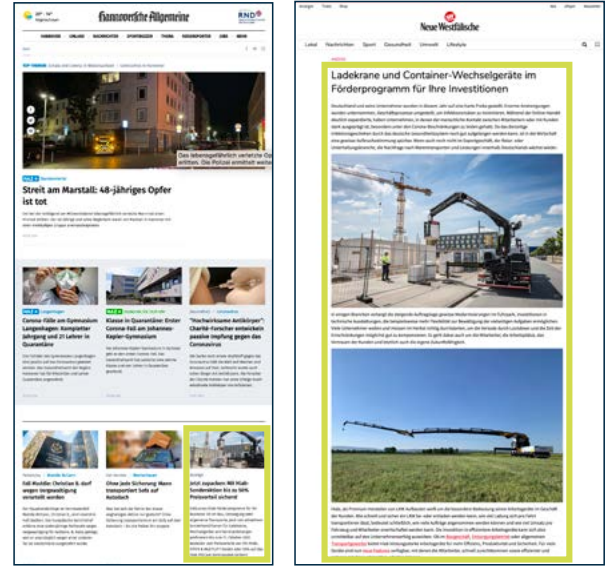
Panorama / Maddie McCann
Fall Maddie: Christian B. darf wegen Vergewaltigung verurteilt werden
Der Hauptverdächtige im Vermisstenfall Maddie McCann, Christian B., wird vorerst in Haft bleiben. Der Europäische Gerichtshof erklärte eine siebenjährige Haftstrafe wegen Vergewaltigung für rechtmäßig. B. hatte geklagt, weil er ursprünglich wegen einer anderen Tat an Deutschland ausgeliefert wurde.

Der Norden / Bremerhaven
Ohne jede Sicherung: Mann transportiert Sofa auf Autodach
Was hat sich der Fahrer bei dieser waghalsigen Aktion nur gedacht? Ohne Sicherung transportierte er ein Sofa auf dem Autodach – bis die Polizei ihn stoppte.

Anzeige
Jetzt zupacken: Mit Hiab-Sonderaktion bis zu 50% Preisvorteil sichern!
Exklusives Hiab-Förderprogramm für ihr Business: Ob im Bau, Entsorgung oder allgemeine Transporte, jetzt von attraktiven Sonderkonditionen für Ladekrane, Wechselgeräte und Serviceleistungen profitieren! Bis zum 11. Oktober 2020 bestellen und Preisvorteile von 5% HIAB, EFFER & MULTILIFT-Geräte oder 50% auf das Hiab ProCare Servicepaket sichern!

You can reach B2B users and decision-makers specifically on our Premium network with **editorial Text-Image Ads**. These adapt optically to the partner website and are linked to your website or landing-page. Currently only available in Germany

2. Text-Image + Advertorial



Frankfurter Allgemeine
Streit am Marstall: 48-jähriges Opfer ist tot
Das lebensgefährlich veraltete Geländespielzeug ist ein tödliches Risiko. Das Polizei-Untersuchungsamt hat eine Untersuchung eingeleitet.

Neue Westfälische
Ladekrane und Container-Wechselgeräte im Förderprogramm für Ihre Investitionen
Investitionen in neue Ladekrane werden immer wichtiger. Die aufwändige Montage, der Transport und die Instandhaltung sind eine große Herausforderung. Die Investition in neue Ladekrane ist eine wichtige Entscheidung. Die Investition in neue Container-Wechselgeräte ist eine wichtige Entscheidung. Die Investition in neue Ladekrane ist eine wichtige Entscheidung. Die Investition in neue Container-Wechselgeräte ist eine wichtige Entscheidung.

Text-Image-Advertisement

Advertorial

You can reach B2B users in our premium network with **editorial Text-Image ads**.

These adapt optically to the website environment and are linked to an **advertorial**, which is also displayed in the look and feel of the publishing website. This form of advertising has a **very high level of user acceptance** and is particularly suitable for the presentation of products that require explanation, such as in the B2B area.

Reach your target audience with
content advertising on over
100 newspaper websites worldwide:



NATIVE ADVERTORIALS

CREATION OF THE VARIOUS AD DESIGNS

1 TEXT + GRAPHIC

455,- €*

2 TEXT + GRAPHIC + ADVERTORIAL

610,- €*

CPC (COST PER CLICK)

3 COST PER CLICK
(Minimum 200 Clicks)

4,- €*

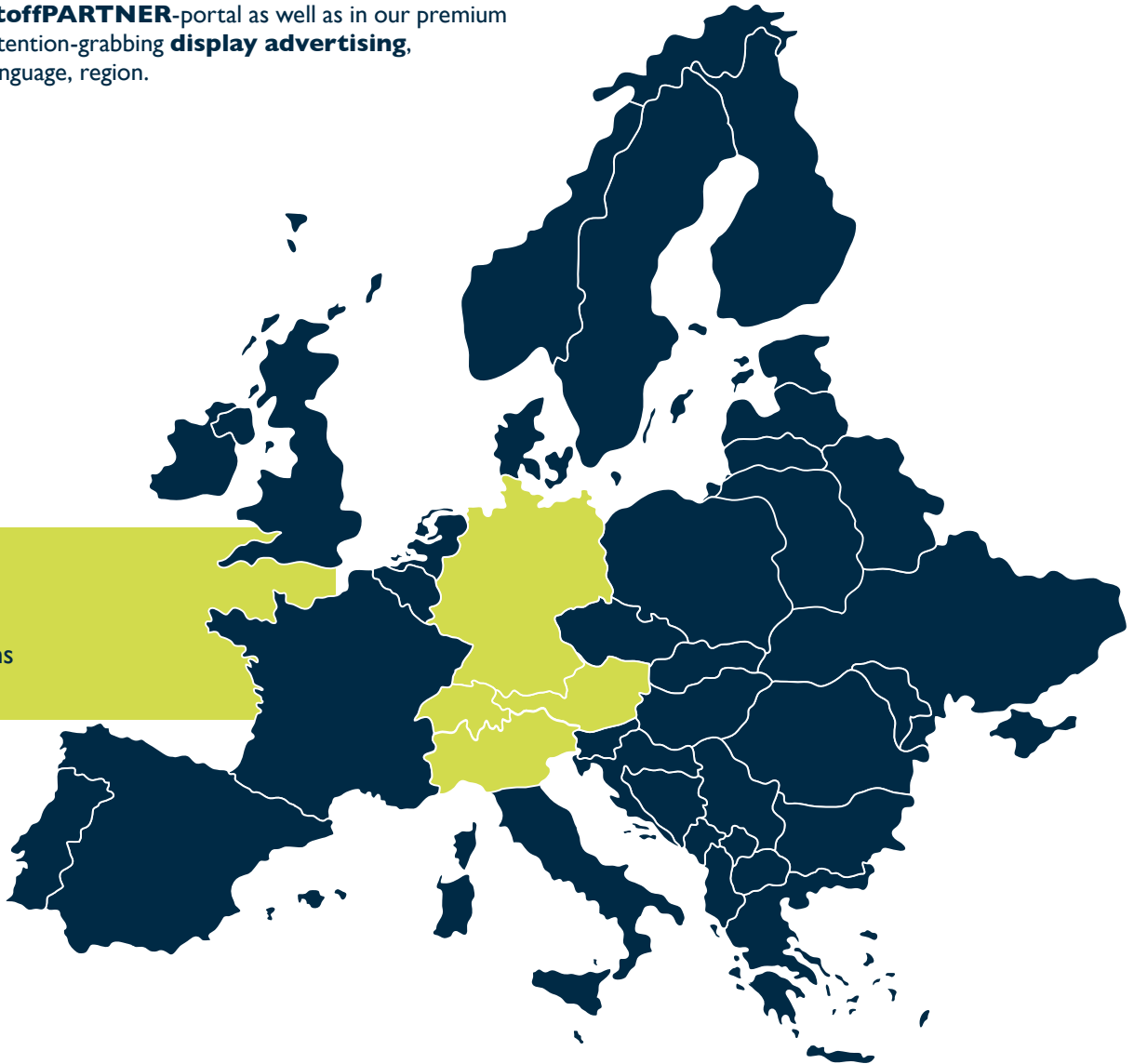
* Prices not including
applicable sales taxes

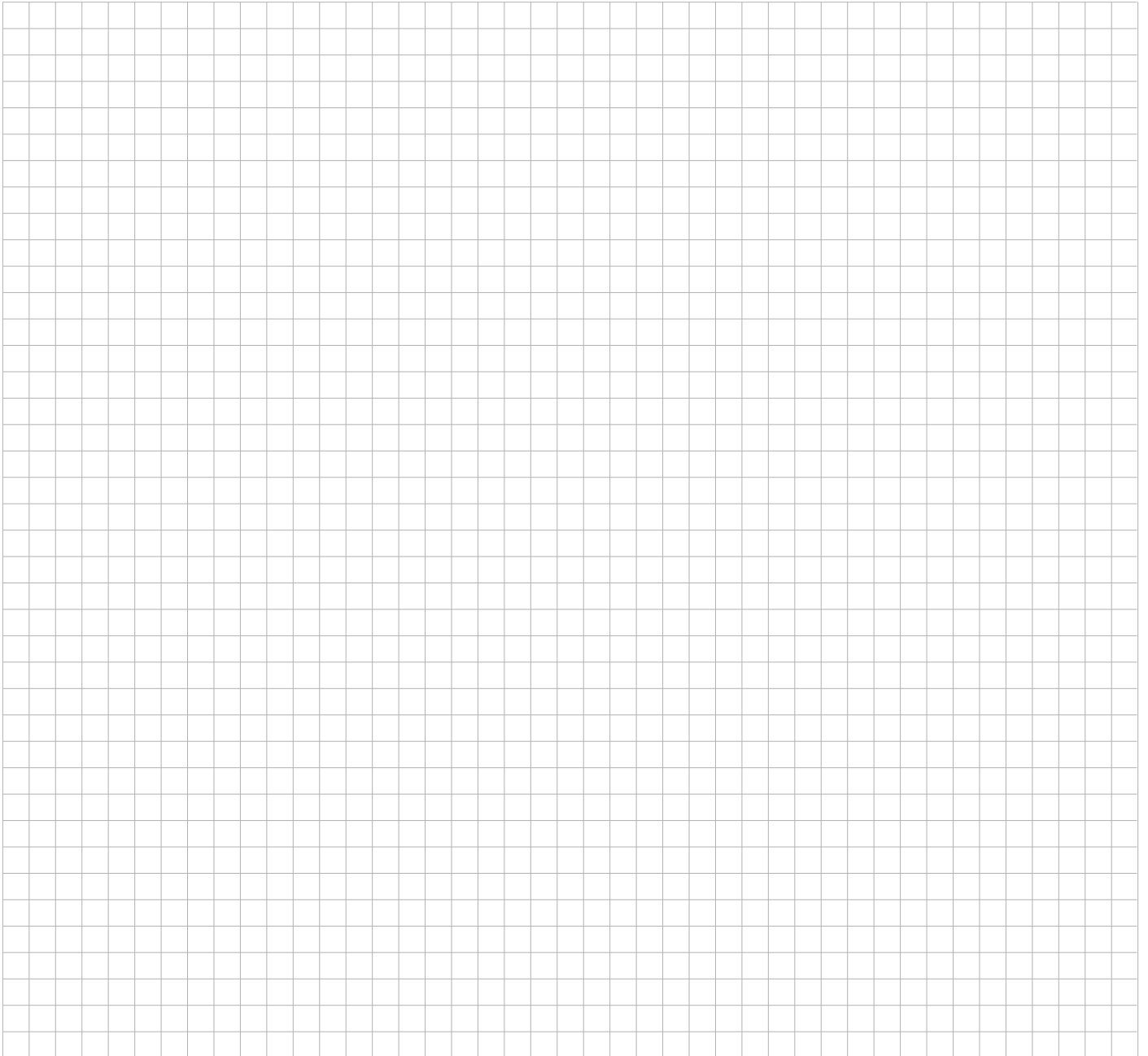
B2B Geotargeting

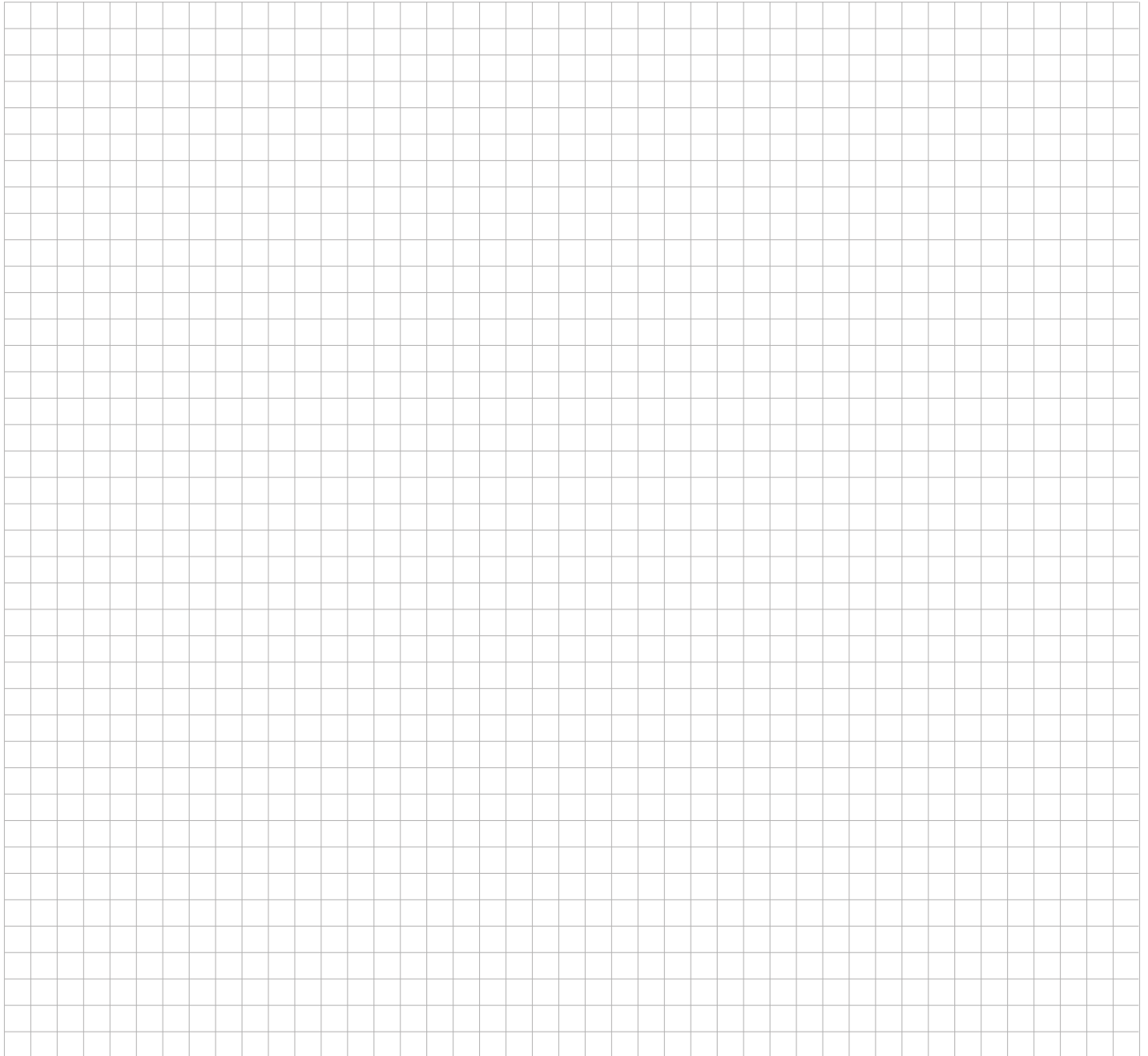
Reach B2B users and decision-makers in the **construction industry** according to geographical areas, within the **baustoffPARTNER**-portal as well as in our premium network, with attention-grabbing **display advertising**, e.g. in country, language, region.

PRICES

Relating to
Country/Regions
of choice.









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High advertising effect
no matter if print or online with the...
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Three portals
One trade

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