

Baugewerbe

Fachmedium der Baubranche

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
2025

Print | Digital | Events | Services

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Use the construction industry for your market communication.

Your advantages:

- A credible environment
- High range
- High utility value for the target groups

"High target group affinity"

People who make investment decisions in the construction industry on a daily basis are guided by the construction industry:

- **87% of recipients are in a managerial position (owner, management, construction manager/ site manager, technical or commercial manager)** (recipient file analysis, publisher's information)

With the media brand Baugewerbe, the construction industry is always well informed

Baugewerbe is the media brand for successful construction companies. Baugewerbe focusses on the four core topics of construction, construction machinery, commercial vehicles and management and thus provides a compact overview of the latest developments in the construction industry on a monthly basis as a print and e-paper magazine and on a daily basis on all digital media channels. current trends and new products. Baugewerbe picks up on what moves the industry.

Your successful media brand for the construction industry at a glance

Total monthly circulation **14,748** copies
(Source: IVW, average values Q1-Q2/2024)

48,314 page views on a monthly average
(Source: IVW-Online 8/2023 - 7/2024)

Two newsletters per week to over
3,500 newsletter subscribers
(Publisher's note 8/2024)

Around **13,000** followers on the relevant social media channels
(Publisher's note 8/2024)

"With Baugewerbe, you can reach decision-makers in the construction industry directly in a high-quality editorial environment."

Total monthly circulation 14,748 copies (Source IVW)

"Around the clock - With baugewerbe-magazin.de and the relevant social media channels!"

579,773 page impressions per year (source: IVW Online 08/2023 - 7/2024) on baugewerbe-magazin.de and around 13,000 Followers on XING, LinkedIn, X, Instagram and Facebook: Baugewerbe for your successful online communication in the construction industry.

"Construction, the media brand for your successful B2B communication!"

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

"Construction industry events in presence and digital."

The award ceremony for the construction industry products of the year, webinar days and in-house workshops are events for building contractors, managers and decision-makers in the construction industry.

Title Portrait

Baugewerbe

Fachmedium der Baubranche

1. Title Baugewerbe - Fachmedium der Baubranche

2. Description The traditional title Baugewerbe offers building 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 picks up on what is moving the industry. The mix of reports from the field, new products 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 to work more economically and gain a competitive edge.

Baugewerbe reaches its target group in a cross-media and networked way. With the trade magazine, the web portal www.baugewerbe-magazin.de, newsletters, social media channels and events, Baugewerbe is always present with information and solution-orientated decision-making aids for its target group.

3. Target Group Readers are managers and investment decision-makers from the construction industry

4. Frequency of Publication 12 issues per year

5. Magazin Format DIN A4

6. Year 106th year 2025

7. Price Subscription Annual subscription print domestic 223,- €
Annual subscription print foreign 243,- €
incl. shipping, incl. VAT.
Single issue print 25,- €
incl. the current VAT, plus € 3.00 shipping costs
Annual subscription digital e-paper (domestic/abroad) € 95
Single issue e-paper € 18 incl. the current VAT.
Single issue digital e-paper (domestic/abroad) €16.99,
incl. current VAT, excluding shipping costs

8. Edition 14,748 copies

9. Membership / Participation IVW, IVW-Online

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. Sales **Gisela Nerke**
Account Managerin
Phone: +49 89 9595-3928
mediaservice@nerke.de

13. Editorial Office **Kai Ingmar Link**
Chefredakteur
Phone: +49 89 25556-1180
redaktion@baugewerbe-magazin.de

Circulation / Distribution

Trade journal Circulation and distribution analysis

1. Circulation control



2. Circulation

Copies per issue on average of the 2nd quarter 2024*

Print run: 10,300 / thereof abroad 415

Actually distributed circulation (TvA): 10,073 / thereof abroad 415

Paid circulation 247 / thereof abroad 3

Subscribed circulation 217 / thereof abroad 3

Other sales 30

Free copies 9,626 / thereof abroad 412

Remaining, voucher and archive copies 227

plus stand-alone ePaper 4,675

*(01.01.2024 – 30.06.2024)

3. Geografische Verbreitungs-Analyse

Economic area	Share of actual circulation	
	%	Copies
Domestic	95.8	9,658
Abroad	4.2	415
Actual circulation	100.0	10,073

Total distribution construction industry

10,073 + 4,675 = 14,748

Print circulation

Digital circulation
(extended e-paper)

Total circulation

The current e-paper edition is actively distributed via the e-paper newsletter and also via the website www.baugewerbe-magazin.de (source: IVW, Q2/2024)

3.1. Distribution by postcode area

Postal routing district 2
870 Copies

Postal routing district 4
1,024 Copies

Postal routing district 3
1,045 Copies

Postal routing district 5
1,027 Copies

Postal routing district 6
1,087 Copies

Postal routing district 7
1,241 Copies

Postal routing district 1
782 Copies

Postal routing district 0
886 Copies

Postal routing district 9
724 Copies

Postal routing district 8
972 Copies



High-Class Target Group

Industries/branches of industry

Department/ Group/ Class	Recipient groups (according to the classification of economic sectors)	Share of actual circulation %
	Building construction and civil engineering, building construction without prefabricated construction, property development and prefabricated construction	21.1
	Gardening and landscaping	12.2
	Civil engineering and tunnelling, road construction, bridges	14.5
	Demolition and recycling, disposal, extraction	12.1
	Concrete construction (ready-mixed concrete, concrete blocks and precast plants), scaffolding	20.7
	Construction machinery trade, Rental, Manufacturer, Commercial vehicles	19.1
	More	0.3
	Actually distributed circulation	100.0

Size of the business entity

	Share of actual circulation %
1-9 employees	8.1
20-99 employees	30.2
100-499 employees	35.4
500-999 employees	11.8
More than 1.000 employees	7.9
Schools/Universities	2.7
Number of employees not yet recorded/not known	1.6
Other	2.3
Actually distributed circulation	100.0

Position in the company

	Share of actual circulation %
Owner/Management	37.3
Site manager/site supervisor	27.2
Technical Manager	12.9
Commercial Manager	10.3
Specialist/Master	10.1
Other	2.2
Actually distributed circulation	100.0

(source: publishers statement)





Topic Matrix

Category	Products and Topics	Issue (number)	Newsletter (CW)
Construction - Demolition & Recycling	Attachments, jaw crushers, crushing plants, waste disposal companies, milling machines, cone crushers, pulverisers, shears, shredders, screening plants, tools and crushers, extraction	3, 7-8, 10, 11, 12	7, 8, 40, 41, 42, 52
Construction - Building materials	Production, sustainability & climate change, building materials trade, construction site recording, building materials of the future	1-2, 9	9, 17, 35, 43, 52
Construction - Building site	Exhaust gas cleaning, barriers, battery-powered devices, occupational safety, work clothing, equipment, construction logistics, construction site equipment, containers and room systems, anti-theft devices, scaffolding protection/trap nets, small devices, ladders, lighting/signalling technology, measurement and control technology, control and regulation systems and tools, construction site of the future, construction site recording, construction vehicles, exoskeletons & auxiliary systems	1-2, 4, 6, 10, 12	15, 16, 45, 52
Construction - Concrete construction	Waterproofing, scaffolding, precast concrete parts, concrete pumps, concrete blocks, screed, scaffolding, ladders, formwork and formwork accessories, special ladders and ready-mixed concrete, sustainability	1-2, 4, 6, 9, 11	2, 4, 5, 12, 16, 21, 26, 32, 45, 49, 52
Construction - Gardening and landscaping	Wastewater treatment, building materials, dozers, waste disposal, drainage systems, loaders, mini and compact excavators, paving stones, maintenance machines, slabs, square and road construction, caterpillars, rammers, environmental protection, vibratory plates and rollers	7-8, 9	16, 21, 30, 43, 13, 52
Construction - Masonry construction	Waterproofing, insulating materials, sand-lime bricks, masonry bricks/wall systems, masonry renovation, mixers, mortar, mortar pumps, plaster, agitators, vibrating plates, thermal insulation, cement and bricks, fastenings	3, 5, 7-8	1, 2, 8, 16, 21, 27, 38, 45, 47, 52
Construction - Road construction	Asphalt pavers, milling machines, drainage, maintenance, sweepers, small equipment, paving machines, paving stones, pumps, rammers, street cleaning, road rehabilitation, compactors, vibratory plates and rollers, municipal technology, road construction of the future	1-2, 5, 6, 11	16, 21, 22,23, 24, 34, 42, 52

Themenmatrix

Category	Products and Topics	Issue (number)	Newsletter (CW)
Construction - Civil engineering & tunnelling	Sewage disposal, excavation equipment, drilling equipment, geothermal energy, trenchers, cameras/lasers, sewer construction, pumps, Pile driving and extracting equipment, pipeline construction, shafts/shaft accessories, special machinery, tunnel formwork and shoring systems	3, 7-8	16, 21, 22, 39, 37, 42, 52
Construction machinery	Hydraulic excavators, compact excavators, wheel loaders, 3D control, attachments, drive technology, excavators, construction machinery trade, dozers, dumpers, graders, caterpillars, tyres, quick-change systems, scrapers and graders, maintenance and accessories, machine control, construction machinery of the future	1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12	3, 10, 11, 13, 14, 16, 21, 23, 24, 25, 31, 34, 48, 50, 52
Construction machinery - Cranes & lifting platforms	Drive technology, construction hoists, cranes, crane accessories, wall platforms, telescopic cranes and special cranes, measuring and testing technology	1-2, 5, 9, 11	10, 18, 23, 24, 44, 46, 52
Commercial vehicles	Axles, trailers, drive technology, autonomous driving, construction trucks, electromobility, fleet management, transmissions, tippers, cranes, trucks, truck attachments, dumpers, engines, oils/fuel and lubricants, tyres and accessories, heavy goods transport, safety, special transport, low-loaders, telematics, transport, vans, environmental protection, maintenance, fleet management	1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12	20, 23, 24, 32, 28, 33, 52
Digitalisation management	Apps, BIM, IT in construction, online platforms, software, online shops, control, augmented reality, automation, aftermarket, subsidies, services, finance, fleet management, communication, leasing, marketing, rental, legal, risk management, seminars & events, telematics, corporate management and insurance and rental, construction site recording, procurement, financial management, construction management	1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12	4, 6, 26, 29, 35, 44, 48, 52

Topics / Dates 2025

	Print edition with Extended E-Paper	Building	Construction Machinery	Commercial Vehicles	Digitalisation and Management	Trade Fairs and Events	
January	Interactive e-paper in cooperation with BAU 2025 PD: 07.01.25 AD: 12.12.24 PM: 16.12.24	TRADE FAIR EDITION CONSTRUCTION 2025 BAU 2025: Techniques, materials, possible applications - hall plans, exhibitors, events, how to get there Timber construction: Timber panel construct., solid timber construct., timber engineering - construct., projects, realisations Roof construction: Pitched roofs, flat roofs, green roofs, PV roofs Baugewerbe: Building materials, scaffolding & formwork; equipment, tools, safety; cranes & lifting platforms; Commercial vehicles & trailers; BIM & IT in construction			Joint e-paper with Dachbaumagazin and Mikado 	BAU Bau 2025 in Munich 13.-18.01.2025 Exhibitor plans and background information	
Januar – February	1-2 PD: 04.02.25 AD: 14.01.25 PM: 21.01.25	Special topic: Construction industry products of the year 2026: The candidates					BAU 13.-17.01.2025 VDBUM major seminar 11.-14.02.2025  Outlook bauma 2025
March	3 PD: 04.03.25 AD: 12.02.25 PM: 13.02.25	Special topic: Hydraulics					Demolition meeting 14.03.2025 bauma 28.-30.04.2025  Trade fair edition
April	4 PD: 01.04.25 AD: 12.03.25 PM: 12.03.25	Special topic: Innovations in construction					bauma 07.-13.04.2025 digitalBAU 28.-30.04.2025  Trade fair edition

Subject to change without notice.

PD: Publication date, **AD:** Advertising deadline, **PM:** Printing material deadline

Topics / Dates 2025

	Print edition with Extended E-Paper	Building	Construction Machinery	Commercial Vehicles	Digitalisation and Management	Trade Fairs and Events	
May	5	PD: 06.05.25 AD: 16.04.25 PM: 17.04.25	Special topic: Alternative drives				
			Road and traffic route construction Masonry construction	Construction machinery and attachments (civil engineering and tunnelling) Construction machinery and attachments (Gardening and landscaping) Cranes and lifting platforms	Construction trucks Telematics	BIM Building software Artificial intelligence Aftermarket Subsidies	
June	6	PD: 18.06.25 AD: 29.05.25 PM: 30.05.25	Special topic: Excavators of tomorrow and the construction industry Products of 2025: The price carriers				
			Concrete construction: Scaffolding and formwork Formwork accessories Roads and traffic route construction Construction site: Equipment, tools, Security	Construction machinery and attachments (road construction) Compact excavator	Trailers, superstructures and special bodies, tippers Light commercial vehicles/transporters	IT in construction Apps Financing, leasing Insurance and letting	Demopark 22.-24.06.2025
July – August	7-8	PD: 28.07.25 AD: 08.07.25 PM: 11.07.25	Special topic: Scaffolding and formwork of the future				
			Civil engineering and tunnelling Gardening and landscaping Masonry construction Demolition and recycling	Construction machinery and attachments (demolition, recycling, extraction) Rental, trade and leasing Wheel loaders Mining Challenges	Special and heavy goods transport Fleet management	Artificial intelligence Construction software Construction site management Aftermarket	Nordbau September 2025

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Topics / Dates 2025

	Print edition with Extended E-Paper	Building	Construction Machinery	Commercial Vehicles	Digitalisation and Management	Trade Fairs and Events	
September	9	Special topic: Hydraulics					Tiefbau-Live 09.-11.10.2025
		PD: 03.09.25 AD: 14.08.25 PM: 18.08.25 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 Alternative drives	Trailers, superstructures and special bodies, tippers Light commercial vehicles/transporters	BIM IT in construction Marketing Legal and risk management		
October	10	Special topic: Gardening and landscaping of tomorrow					A+A – Trade fair and congress for occupational health and safety 04.-07.11.2025
		PD: 02.10.25 AD: 12.09.25 PM: 15.09.25 Demolition and recycling Construction site: Equipment, tools, safety	Construction machinery and attachments (road construction) Construction machinery and attachments (Gardening and landscaping) Compact excavator	Construction trucks Telematics	Construction Software Marketing Networked Construction		
November	11	Special topic: BIM					
		PD: 11.11.25 AD: 22.10.25 PM: 24.10.25 Concrete construction: Scaffolding and formwork Formwork accessories Climate-neutral construction Road and traffic route construction	Construction machinery and attachments (civil engineering and tunnelling) Construction machinery and attachments (demolition, recycling, extraction) Mining Challenges Cranes and lifting platforms	Special and heavy goods transport Fleet management	IT in construction Online platforms Financing, leasing and insurance Specialists		
December	12	Special topic: BIM					Review 2025 Economic outlook 2026
		PD: 11.12.25 AD: 21.11.25 PM: 25.11.25 Demolition and recycling Construction site: Equipment, tools, safety	Construction machinery and attachments (earthmoving) Construction machinery and attachments (road construction) Renting, trading and leasing	Trailers, superstructures and special bodies, tippers Light commercial vehicles/transporters	BIM Construction software Construction site management Aftermarket		

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Advertising Rates

Advertising price list valid from 01.01.2025

Format	Prices 1c / 2c	Prices 3c / 4c
1/1 page	€ 4,700	€ 6,340
Juniorpage	€ 3,400	€ 4,580
1/2 page	€ 2,840	€ 3,820
1/3 page	€ 2,260	€ 3,040
1/4 page	€ 1,830	€ 2,390
1/6 page	€ 1,220	€ 1,670
1/8 page	€ 1,000	€ 1,340
Front page		€ 9,550
Cover pages: U2 + U4 each		€ 7,590
U3		€ 6,590

Special forms of advertising

Prices for banderole, gate folder, flap, pincer banderole, altar fold advert (only in conjunction with title), cover gate folder, affixed advertising material etc. on request

Extended E-Paper

Multimedia content can optionally be integrated into your advertising medium in all e-paper editions of our print editions.

Video integration	€ 500
GIF animation	€ 500
Survey	€ 1,900
Picture gallery	€ 1,500

Discounts

Acceptance within one insertion year.
(Beginning with the publication of the first advertisement)

Painting relay	Quantity scale
with 3 displays 5%	from 2 pages 5 %
with 6 displays 10%	from 4 pages 10 %
with 9 displays 15%	from 6 pages 15 %
with 12 displays 20%	from 9 pages 20 %
	from 12 pages 25 %

No discount on ad specials, inserts and technical costs. Combined discounts for cross-media campaigns on request.

Surcharges

Placement	Binding placement rules possible from 1/3 page, surcharge 10%
Color	Prices quoted are for Euroscale, surcharge for special colors on request
Format	Surcharges for bleed and gutter printing are not charged

Classifieds

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

Your adverts will appear in the print and digital editions (extended e-paper). The digital edition is also available online at baugewerbe-magazin.de (homepage 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

Ad Formats

Dimensions 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

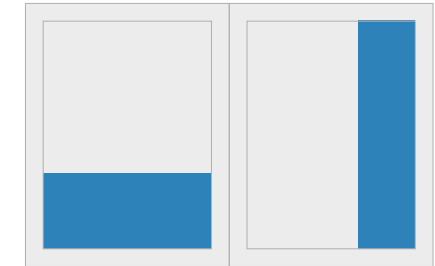


1/2 page horizontal

S: 180 x 124 mm
A: 210 x 147 mm

1/2 page vertical

S: 88 x 252 mm
A: 103 x 297 mm

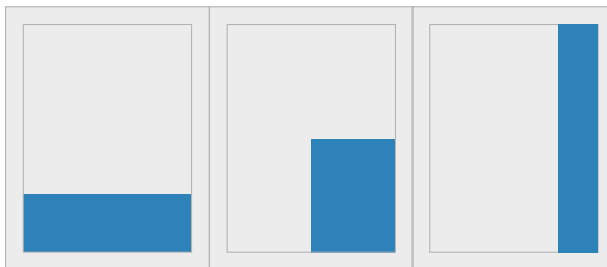


1/3 page horizontal

S: 180 x 80 mm
A: 210 x 103 mm

1/3 page vertical

S: 56 x 252 mm
A: 71 x 297 mm



1/4 page horizontal

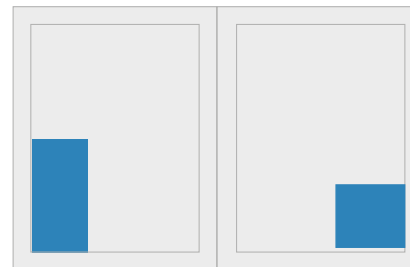
S: 180 x 60 mm
A: 210 x 83 mm

1/4 page vertical

S: 88 x 124 mm
A: 103 x 147 mm

1/4 page vertical

S: 45 x 252 mm
A: 60 x 297 mm

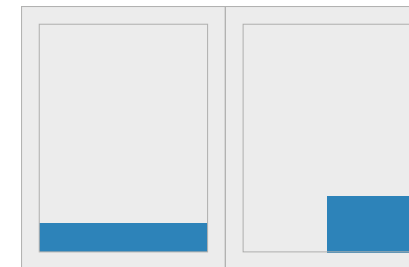


1/6 page vertical

S: 56 x 124 mm
A: 71 x 147 mm

1/6 Seite

S: 88 x 80 mm
A: 103 x 103 mm



1/8 page horizontal

S: 180 x 29 mm
A: 210 x 52 mm

1/8 page

S: 88 x 60 mm
A: 103 x 83 mm

Magazine format 210 x 297 mm

S: Type area format

A: Bleed format without bleeds

Bleed allowance: 3 mm on the open sides



Special Forms of Advertising



Format: 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: € 9,550

Front page



Content package:
1/1 page advertorial

Price: € 4,380
(not discountable)

Cross-media package:
1/1 page advertorial

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

Price: € 5,670
(not discountable)

Content package

Cross-media package



80 - 135 g/m²

2 Sheet = 4 pages € 7,730

3 Sheet = 6 pages € 10,150

Required delivery quantity: 10.400 Copies

Bound-insert



Supplements over 25 g/piece

Full edition Price € 300
(up to 25g, incl. postage) per thousand
(not discountable)

Supplements



We offer numerous special advertising formats for your individual advertising presence - please contact us.



Shipping address for special forms of advertising

Delivery note: For Baugewerbe, issue (no.),
Vogel Druck, Leibnizstr. 5, 97204 Höchberg

Extended e-paper

Even more attention and reach for your advertising

Use the interactive possibilities of our extended e-paper:

Supplement your advert booked in the print edition with interactive elements such as videos, image galleries, GIFs or surveys in the extended e-paper. Bring your advertised products and solutions to life and offer users considerable added value

Prices Extended E-Paper

Multimedia content can optionally be integrated into your advertising medium in all e-paper editions of our print editions.

Video integration € 300

GIF animation € 300

Survey ab € 500

Picture gallery € 700

YouTube video* € 1,900

All prices not discountable

Interaktive Umfragen

Mit unseren flexiblen Umfrage-Tools bieten wir Ihnen unterschiedliche, interaktive Möglichkeiten:

- Option 1:** Ihre eigene Umfrage mit Ihren Fragen und Antwortvorgaben eingebunden in Ihr Anzeigenmotiv.
- Option 2:** Ihre eigene Umfrage mit Ihren Fragen und Antwortvorgaben eingebettet in den redaktionellen Inhalt in einer Rubrik Ihrer Wahl.
- Option 3:** Die Redaktion der makdo liefert eine Umfrage mit 3 Fragen zu Ihrem Systemthema. Ihre Werbung wird als iframe unterhalb der Umfrage eingebettet.

Alle Optionen sind individuell nach Ihren Farb- und Layoutvorgaben anpassbar und werden auf Wunsch mit Ihrem Firmenlogo versehen.

Maßgeschneiderte Lösungen
Gegründet im Jahr 1946, hat sich Goldhofer seit den 1970er auf Anhänger und selbstfahrende Schwerlastmodule spezialisiert. Der Fokus liegt nicht nur auf hydraulischen Systemen und der richtigen Steuerung.

Die Zukunft elektrifiziert
Ein kompakter Radlader erweitert neben Müllabgängen die Null-Emissions-Produktionspalette von Case Construction Equipment.

Fundermax
Für uns Menschen: nachhaltig gesund, geschützt und wirtschaftlich

Baugewerbe
Fachmedium der Baubranche

Interactive Survey: Ist Ihr Unternehmen ausreichend auf mögliche Cyber-Angriffe vorbereitet?

Baugewerbe Market

Construction market - Present your company!

Demonstrate a lasting market presence in the construction industry

- Choice of rubric after consultation
- Monthly new admission possible
- Publication frequency: 10 issues per year
- Term 6, alternatively 12 months

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



Base price: per mm, 1 column, 43 mm wide.
b/w € 3,80 - 4c: € 5,50

Make your mark - with your company entry



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

Booking for **5 issues** per year
at a total price of **€ 1,700**

Booking for **10 issues** per year
at a total price of **€ 2,600**

Adverts placed in the market, no editorial environment

Bookable monthly in the following formats:

1/4 page in 88 mm x 124 mm format
at a price of **€ 1,150**

1/6 page in 88 mm x 80 mm format
at a price of **€ 900**

1/8 page in 88 mm x 60 mm format
at a price of **€ 650**

(width x height)

Your benefit:

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

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

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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 Gründau 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 Heibelstraße 3D 94316 Straubing Deutschland Tel.: +49 (0) 9421 540-0 Fax +49 (0) 9421 540-888 info@sennbogen.de www.sennbogen.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>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>BAUMASCHINEN</p> <p>Laufwerktechnik, 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) 241 26567-00 Fax: +49 (0) 241 26567-99 info@linser.eu www.linser.eu</p>	<p>BAUGERÄTE</p> <p>Schalungen und Gerüste</p> <p>PASCHAL</p> <p>PASCHAL-Werk G. Maier GmbH Kreuzbühstraße 5 77790 Steinbach Tel.: +49 (0) 7832 71-0 Fax: +49 (0) 7832 71-209 service@paschal.de www.paschal.de</p>	<p>BAUSTELLE</p> <p>IT am Bau</p> <p>NEVARIS Bausoftware GmbH Hanna-Kunath-Straße 3 28199 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:</p> <p>Gisela Nerke Telefon: 089 9595-3928 E-Mail: mediaservice@nerke.de</p>			

BAUSTOFF-RECYCLINGSIEB SBR 4

BAUSTOFF-RECYCLINGSIEB SBR 3

Sample

Print – Technical Data

Technical details / Processing

Printing process	Processing
Magazine format	Cropped format 210 mm width x 297 mm height plus 3 mm bleed on all open sides
Type area	180 mm width x 252 mm height 4 columns each 42 mm width
Printing process	Cover: Sheet-fed offset Contents: 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 within 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 without 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-in inserts / stickers / CDs

Supplements	
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 delivered trimmed and folded as finished end products. Folded products must be closed towards the bundle and suitable for machine processing.	
Bound-in insert	
Minimum format	115 mm width x 140 mm height
Maximum format	Format of the carrier product
Trimming	Booklet size: head trim 6 mm, Front and foot trim min. 3 mm, plus + 3 mm trimming margin in the gutter

Bound inserts must be delivered uncut and folded. Multi-page bound inserts must be closed towards the binding and suitable for machine processing. The type and design of bound-in inserts must be such that additional preparation and processing is not required. Difficulties and additional folding and gluing work will be invoiced separately.

Before accepting and confirming the order, a binding sample or, if necessary, a blank sample with size and weight specifications must be submitted.

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 bound inserts depends on the technical possibilities. Bound inserts printed on a material other than paper can only be accepted with the prior consent of Swiss Post, which must be obtained from the publisher.



Shipping address

Delivery note:

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

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



Terms of payment

Direct debit with 2% discount, 10 days net

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

Banner Formats Website



(1) Superbanner

€ 180 / 1,000 Ad Impressions
(728 x 90 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard Ad

€ 270 / 1,000 Ad Impressions, (800 x 250 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard Video Ad

€ 370 / 1,000 Ad Impressions

(3) Skyscraper

€ 190 left side / 1,000 Ad Impressions
€ 230 right side sticky / 1,000 Ad Impressions
(120 x 600 Pixel or 160 x 600 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(4) Halfpage Ad

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

(5) Medium Rectangle

€ 190 / 1,000 Ad Impressions, (300 x 250 Pixel)

(5) Medium Rectangle Video Ad

€ 260 / 1,000 Ad Impressions

(6) Baseboard Ad

€ 270 / 1,000 Ad Impressions
(728 x 90 Pixel or 940 x 90 Pixel)
* Mobile: 6:1 / 300 x 50 Pixel

(7) Fullsize

€ 150 / 1,000 Ad Impressions
(468 x 60 Pixel)

(8) Halfsize

€ 130 / 1,000 Ad Impressions
(234 x 60 Pixel)

(9) Landscape Video Ad

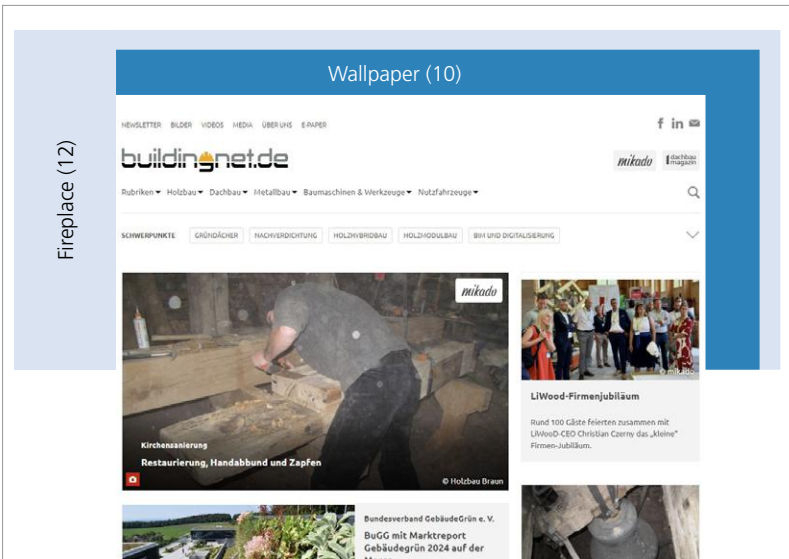
€ 450 / 1,000 Ad Impressions



Possible file formats: GIF, JPEG, HTML5,
file size: max. 80 KB,
Prices = thousand-contact price
Data delivery: 5 working days before campaign start
Specifications Video Ad: see page 20



Banner Formats & Banner Overview Mobile



(10) Wallpaper

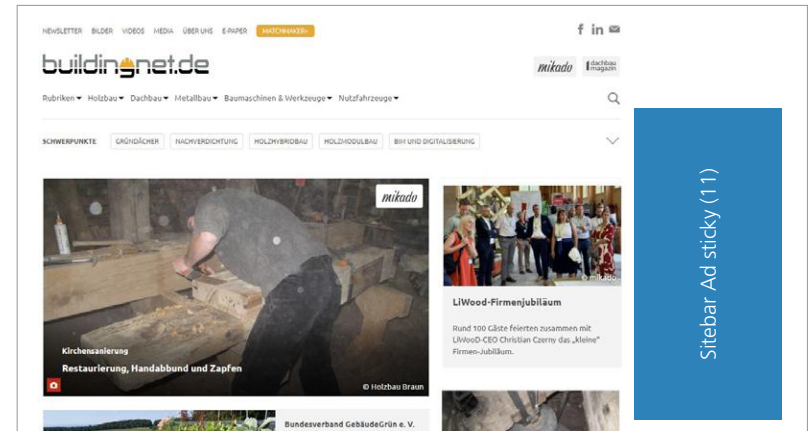
€ 270 / 1,000 Ad Impressions
 (728 x 90 Pixel / above,
 120 x 600 Pixel / right side, or
 160 x 600 Pixel / right side)
 *Mobile: 2:1 / 300 x 150 Pixel

(11) Sitebar Ad (sticky)

€ 260 / 1,000 Ad Impressions
 (300 x 600 Pixel)
 * Mobile: 2:1 / 300 x 150 Pixel

(12) Fireplace

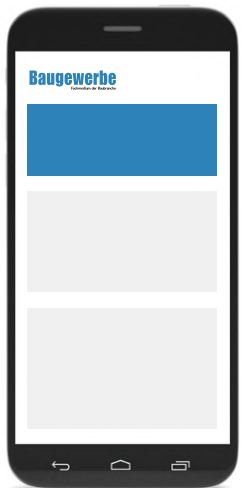
€ 540 / 1,000 Ad Impressions
 1.000 x 90 Pixel top / right side
 and left side each 120 x 600 Pixel
 or 160 x 600 Pixel



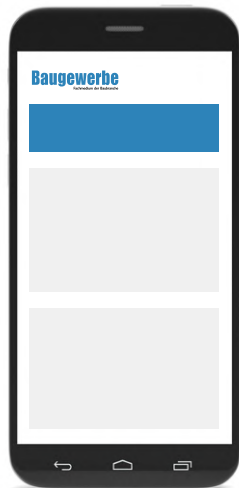
Possible file formats: GIF, JPEG, HTML5 File size: max. 80 KB
 Prices = price per thousand contacts, data delivery: 5 working days
 before campaign start

To ensure that your banner can also be delivered on mobile devices, please also send us the appropriate banner format.

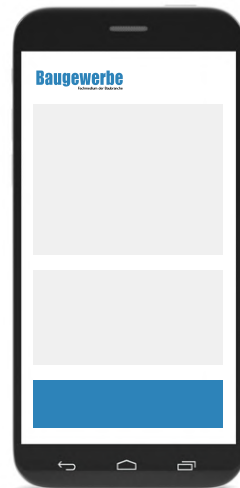
Banner overview mobile



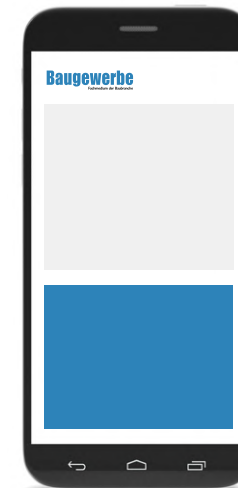
Mobile Content
Ad 4:1
 300 x 75 Pixel
 max. 50 KB



Mobile Content
Ad 6:1
 300 x 50 Pixel
 max. 50 KB



Mobile Content
Ad 6:1
 300 x 50 Pixel
 max. 50 KB



Mobile Content
Ad 2:1
 300 x 150 Pixel
 max. 50 KB

Banner Formats Website Video Ads



Video Ads

- Integration of video adverts 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
- Video advert is clickable and can be linked to a landing page
- Full tracking: Als, clicks, CTR

Playout:

- On all home, category and article sites

Data delivery:

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

3GPP / MPEG-4

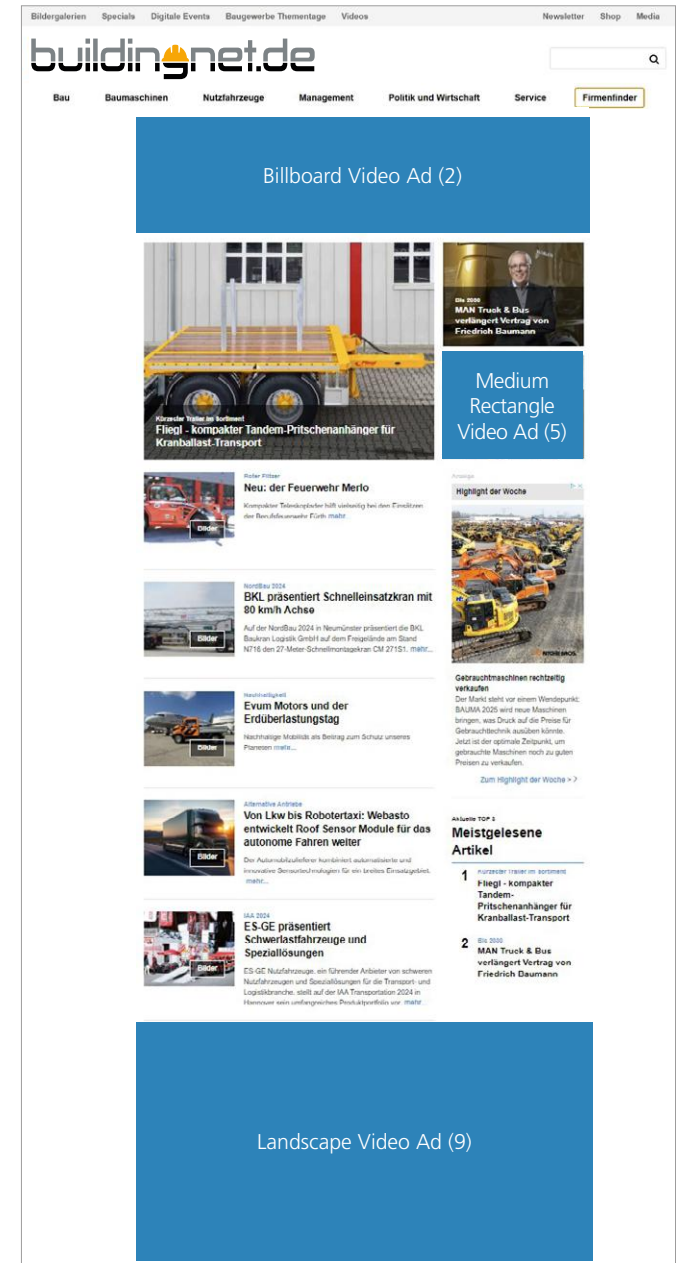
Resolution	Target bit rate for video files	Target bit rate for audio files
320 x 240	192 kBit/s	32 kBit/s
176 x 144	56 kBit/s	24 kBit/s

MP4 / H.264 / AAC

Resolution	Target bit rate for video files	Target bit rate 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



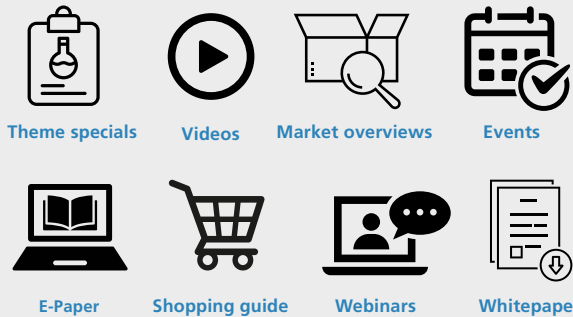
Possible file formats: GIF, JPEG, HTML5,
file size: max. 80 KB,
Prices = thousand-contact price
Data delivery: 5 working days before campaign start



Matchmaker+

Baugewerbe Matchmaker+ – Your guide to the industry

Baugewerbe Matchmaker+ offers everything at a glance: Products and services, webinars, white papers, event tips, videos, market overviews and much more.



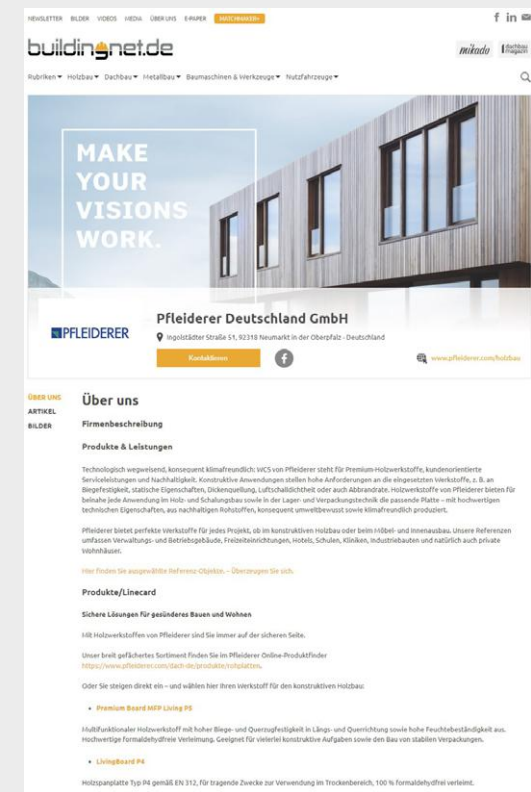
Your advantages:

- Premium profile: Your business card
- Multimedia content
- Listing of articles
- Job offers
- Leads from customers
- Highlighting in the provider search
- Insertion in editorial specialist articles
- Keyword Advertising
- Integration in the newsletter
- Social Media Postings

	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 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, scrollable catalogs, etc		√	√
• White papers, brochures, catalogs, other documents (PDFs)		√	√
• Logo insertion incl. link to company profile in newsletters (6x or 12x per 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 are happy to take care of the setup and maintenance of your profile (setup € 499 one-off, maintenance € 99 per month)



Sample

Native Advertising

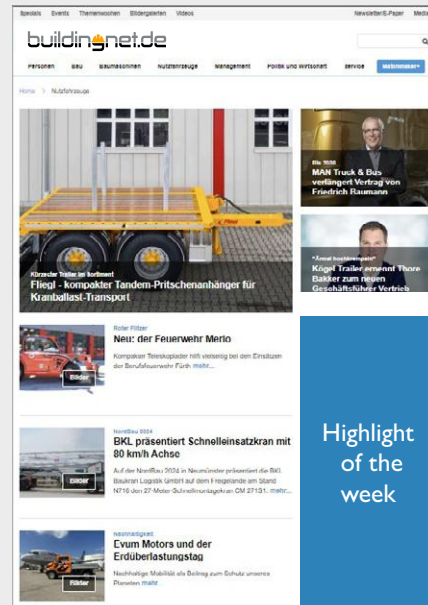
Native advertising - Your information with the look and feel of the editorial offices



The online advertorial is ideal for presenting complex topics to readers over a longer period of time. Online advertorials are designed in such a way that they are perceived by the user as an editorial contribution. This gives your content a high level of credibility. Combine this native communication solution with the Social Media Plus package and increase your social media reach at the same time!

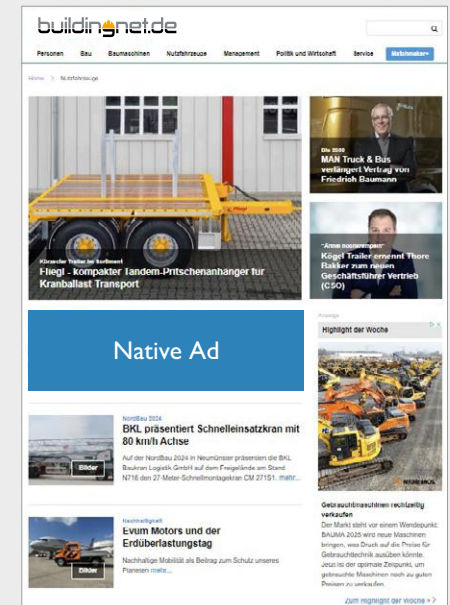
Highlight of the week also including newsletter


- Present your product, webinar or event for a week on our specialist portal
- Headline: 40 characters incl. spaces
Text: 250 characters incl. spaces
Image: 300 x 250 pixels
- Linking to your website or a microsite designed by us with your contributions




Native ad of the week also including newsletter and social media plus

- Native ad with the look & feel of our specialist
- Headline: 40 characters incl. spaces
Text: 300 characters incl. spaces
Image: 180 x 150 Pixel
- Linking to your website or a microsite designed by us with your contributions




Highlight of the week **Price: € 680**
Highlight of the week combi **Price: € 1,660**
 (including a text ad/native ad in the newsletter, see newsletter page for specifications)


Native ad of the week **Price: € 910**
Native ad combi **Price: € 1,900**
 (including a text ad/native ad in the newsletter, see newsletter page for specifications)

Native Ad combi Social Plus **Price: € 2,550**
 (additional publication on our social media channels)

Lead Generation

Whitepaper



- Your whitepaper will be published on buildingnet.de and advertised with accompanying online advertising media.
 - Banner for advertising in at least two newsletters
 - At least two social media posts
 - Presentation of your whitepaper in the teaser area of buildingnet.de for two months
- The link is to a landing page created by us with input fields for download requests (GDPR-compliant).
- You generate a high level of visibility on our channels and receive valuable leads once the campaign is complete.
- We will be happy to provide you with a customised quote and support you in creating the white paper and advertising material.

Webinar

Webinar

If you are looking for an efficient tool for knowledge transfer, then webinars are the ideal advertising format. In a webinar, you can communicate your new products and innovations and actively involve customers in the event live via chat questions. Use a webinar to emphasise the benefits of your products and at the same time your subject expertise and company awareness.

Services:

- Advance notice of the webinar in at least three newsletters and at least two posts on social media posts
- Display ad to promote your webinar on buildingnet.de for one month
- Participant registration
- Briefing of your speaker and technical realisation
- Live broadcast incl. moderation and cancellation
- Forwarding of registration data (company, first name, surname, e-mail)
- Afterwards, the webinar is available for four weeks as a registration-based On-demand webinar available for download on the buildingnet website



Bild: fizkes /stock.adobe.com



Whitepaper:

Period: 2 months

Price: € 3,960 plus **€ 70** per lead

Optionally bookable with a customized newsletter.

Price: € 5,720 plus **€ 70** per lead



Webinar:

Price: € 5,160 (not discountable)

Optionally also with a full-page announcement of the Webinars can be booked in Baugewerbe. (Design by the publisher)

Price: € 7,580



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

Social Media Posting

Social media posting - share content successfully via our channels

Supplement your market communication and generate more attention for your products, solutions, videos, webinars and services via our social media channels. Choose your preferred date and utilise the synergy effect of the independent topic environment of the construction industry and the reach of an interactive target group.



Price: € 690
(not discountable)

Followers: over 13,000
(Publisher's statement, as of August 2024)



Your advantages

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

Customized Newsletter

Customized Newsletter - Exclusively your news to the target group

Send your personalized information exclusively to the Baugewerbe newsletter address pool.

One message per customized newsletter

Scope: 1 image + 1 message + 1 logo

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

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

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

Links: max. 5

Sender: Baugewerbe und advertiser

Dates on request

Advantages:

- Exclusive newsletter for your information
- High level of attention for your company and your offer
- Individual appointment coordination
- Maximum of 1 customized newsletter per week per company



Price: € 2,930

(not discountable)

Special configurations on request



Sample

Banner Formats Newsletter

Baugewerbe sends out its newsletter twice a week. Your customers receive customised news, product reports and specialist articles. The Baugewerbe newsletter is the ideal advertising medium for product presentations and company or seminar events.

*As of August 2024 (publisher's information)

3.500* Recipients
25% opening rate
 (average)

(1) Leaderboard

€ 1,290 (630 x 90 pixels, max. 200 KB),
 Leaderboard exclusive in the e-paper newsletter € 2,590

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

€ 980
 Possible advertising formats
 Text Ad / Native Ad / Video Ad /
 Billboard (630 x 200 Pixel, max. 200 KB)

(3) Small Rectangle

€ 430
 (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 incl. spaces and display URL (max. 1 link)

Text Ad / Native Ad

Visualization like article
 Headline + text + image and target (max. 1 link),
 image: 225 x 127 Pixel, max. 200 KB,
 Headline: max. 40 characters,
 text: max. 300 characters
 each incl. spaces

Video Ad

Click to open the video in a separate window. Links to videos on YouTube or Vimeo possible.

Exklusive newsletter

€ 4,290
 4 insertion forms (leaderboard and 3 text ads/billboard)
 + 2 product news
 + mention in the subject line (not discountable)

The baugewerbe-magazin.de editorial team reserves the right to revise the articles after consultation with the customer.

All newsletter advertising formats are optimized for mobile devices.

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

Newsletter Topics

KW	Date	Brand	Topic
	Friday, 3 January	building.net.de	News of the week
	Monday, 6 January	dachbaumagazin	Pitched roof, BAU 2025 trade fair preview
	Tuesday, 7 January	Baugewerbe mikado dachbaumagazin	E-Paper BAU 2025
2	Tuesday, 7 January	Baugewerbe	TOP 10 2024
	Wednesday, 8 January	mikado	BAU 2025
	Thursday, 9 January	Baugewerbe	SNL: BAU 2025
	Friday, 10 January	building.net.de	News of the week
	Monday, 13 January	dachbaumagazin	Flat roof
	Tuesday, 14 January	Baugewerbe	Heads of the month
3	Wednesday, 15 January	mikado	BIM
	Thursday, 16 January	Baugewerbe	Construction machinery: Excavator
	Friday, 17 January	building.net.de	News of the week
	Monday, 20 January	dachbaumagazin	Green roof
	Tuesday, 21 January	Baugewerbe	Construction: Concrete construction (+Swissbau)
4	Wednesday, 22 January	mikado	Building materials
	Thursday, 23 January	Baugewerbe	Digitalisation & Management
	Friday, 24 January	building.net.de	News of the week
	Monday, 27 January	dachbaumagazin	Insulation
	Tuesday, 28 January	Baugewerbe	Building
5	Wednesday, 29 January	mikado	Mixed buildings
	Friday, 31 January	building.net.de	News of the week
	Monday, 3 February	dachbaumagazin	Metal roof
	Tuesday, 4 February	Baugewerbe	TOP 10 of the month
	Wednesday, 5 February	mikado	TOP 5 of the month
6	Thursday, 6 February	Baugewerbe	SNL: Major seminar VDBUM
	Friday, 7 February	dachbaumagazin	E-Paper: Roofs under monument protection
	Friday, 7 February	building.net.de	News of the week
	Friday, 7 February	mikado	E-Paper Timber Engineering
	Friday, 7 February	Baugewerbe	E-Paper (01-02_25): The new issue is here!
	Monday, 10 February	dachbaumagazin	Occupational safety
	Tuesday, 11 February	Baugewerbe	Demolition and recycling
7	Wednesday, 12 February	mikado	New building
	Thursday, 13 February	Baugewerbe	Heads of the month
	Friday, 14 February	building.net.de	News of the week

KW	Date	Brand	Topic
	Monday, 17 February	dachbaumagazin	Solar roof
	Tuesday, 18 February	Baugewerbe	Masonry construction
8	Wednesday, 19 February	mikado	Timber frame construction
	Friday, 21 February	building.net.de	News of the week
	Tuesday, 25 February	Baugewerbe	SNL: Demolition symposium (14.03.2025)
	Monday, 24 February	dachbaumagazin	Power tools
9	Wednesday, 26 February	mikado	Person of the month
	Thursday, 27 February	Baugewerbe	TOP 10 of the month
	Friday, 28 February	building.net.de	News of the week
	Monday, 3 March	dachbaumagazin	Flat roof
	Tuesday, 4 March	Baugewerbe	Construction industry e-paper (03_25): The new issue is here!
	Wednesday, 5 March	mikado	TOP 5 of the month
10	Thursday, 6 March	Baugewerbe	SNL: bauma 2025
	Friday, 7 March	mikado	E-Paper: Social timber construction
	Friday, 7 March	building.net.de	News of the week
	Monday, 10 March	dachbaumagazin	E-Paper: Sustainability
	Monday, 10 March	dachbaumagazin	Green roof
	Tuesday, 11 March	Baugewerbe	Heads of the month
11	Wednesday, 12 March	mikado	Review BAU 2025
	Thursday, 13 March	Baugewerbe	Hydraulics
	Friday, 14 March	building.net.de	News of the week
	Monday, 17 March	dachbaumagazin	Commercial vehicles
	Tuesday, 18 March	Baugewerbe	Concrete construction
12	Wednesday, 19 March	mikado	Solid wood
	Thursday, 20 March	Baugewerbe	SNL: bauma 2025
	Friday, 21 March	building.net.de	News of the week
	Monday, 24 March	dachbaumagazin	Insulation
	Tuesday, 25 March	Baugewerbe	Construction machinery: Wheel loader
	Wednesday, 26 March	mikado	Person of the month
13	Wednesday, 26 March	Baugewerbe	TOP 10 of the month
	Thursday, 27 March	Baugewerbe	Building
	Friday, 28 March	building.net.de	News of the week
	Monday, 31 March	dachbaumagazin	Pitched roof
14	Tuesday, 1 April	mikado	E-Paper: Hall and commercial construction

Newsletter Topics

KW	Date	Brand	Topic
14	Tuesday, 1 April	Baugewerbe	Construction industry e-paper (04_25): The new issue is here!
	Wednesday, 2 April	<i>mikado</i>	TOP 5 of the month
	Thursday, 3 April	Baugewerbe	SNL: bauma 2025
	Thursday, 3 April	📌 dachbaumagazin	E-Paper: Metal roofs
	Friday, 4 April	buildingnet.de	News of the week
15	Monday, 7 April	📌 dachbaumagazin	Exposure
	Tuesday, 8 April	Baugewerbe	Construction site
	Wednesday, 9 April	<i>mikado</i>	Refurbishment
	Thursday, 10 April	Baugewerbe	Heads of the month
	Friday, 11 April	buildingnet.de	News of the week
16	Monday, 14 April	📌 dachbaumagazin	Metal roof
	Tuesday, 15 April	Baugewerbe	SNL: digitalBAU 2025
	Wednesday, 16 April	<i>mikado</i>	Photovoltaics
	Thursday, 17 April	Baugewerbe	Innovations in construction
	Friday, 18 April	buildingnet.de	News of the week
17	Monday, 21 April	📌 dachbaumagazin	Drainage
	Tuesday, 22 April	Baugewerbe	Masonry construction
	Wednesday, 23 April	<i>mikado</i>	Daycare centres & schools
	Friday, 25 April	buildingnet.de	News of the week
	Saturday, 26 April	Baugewerbe	SNL: digitalBAU 2025
18	Monday, 28 April	📌 dachbaumagazin	Solar roof
	Wednesday, 30 April	<i>mikado</i>	Building materials
	Thursday, 1 May	<i>mikado</i>	E-Paper: Roof extension
	Thursday, 1 May	Baugewerbe	TOP 10 of the month
	Friday, 2 May	buildingnet.de	News of the week
19	Monday, 5 May	📌 dachbaumagazin	Facade
	Tuesday, 6 May	Baugewerbe	Construction industry e-paper (05_25): The new issue is here!
	Wednesday, 7 May	<i>mikado</i>	TOP 5 of the month
	Thursday, 8 May	Baugewerbe	Candidates PdJ
	Friday, 9 May	buildingnet.de	News of the week
20	Monday, 12 May	📌 dachbaumagazin	Workwear
	Tuesday, 13 May	Baugewerbe	Heads of the month
	Wednesday, 14 May	<i>mikado</i>	LIGNA - 50 years

KW	Date	Brand	Topic
20	Thursday, 15 May	Baugewerbe	Commercial vehicles
	Friday, 16 May	buildingnet.de	News of the week
21	Monday, 19 May	📌 dachbaumagazin	Green roof
	Tuesday, 20 May	Baugewerbe	Sustainable building
	Wednesday, 21 May	<i>mikado</i>	Carpentry machines
	Thursday, 22 May	Baugewerbe	Construction machinery: alternative drives
	Friday, 23 May	buildingnet.de	News of the week
22	Monday, 26 May	📌 dachbaumagazin	Airtightness
	Tuesday, 27 May	Baugewerbe	Road construction
	Tuesday, 27 May	📌 dachbaumagazin	E-Paper: Major projects
	Wednesday, 28 May	<i>mikado</i>	Person of the month
	Thursday, 29 May	Baugewerbe	Civil engineering and tunnelling
23	Friday, 30 May	buildingnet.de	News of the week
	Monday, 2 June	📌 dachbaumagazin	Pitched roof
	Monday, 2 June	<i>mikado</i>	E-Paper: Municipal building
	Tuesday, 3 June	Baugewerbe	TOP 10 of the month
	Wednesday, 4 June	<i>mikado</i>	TOP 5 of the month
24	Thursday, 5 June	Baugewerbe	SNL: demopark 2025
	Friday, 6 June	buildingnet.de	News of the week
	Monday, 9 June	📌 dachbaumagazin	Commercial vehicles
	Tuesday, 10 June	Baugewerbe	NL: demopark 2025
	Wednesday, 11 June	<i>mikado</i>	Hall construction
25	Thursday, 12 June	Baugewerbe	Construction industry e-paper (06_25): The new issue is here!
	Friday, 13 June	buildingnet.de	News of the week
	Monday, 16 June	📌 dachbaumagazin	Occupational safety
	Tuesday, 17 June	Baugewerbe	Heads of the month
	Wednesday, 18 June	<i>mikado</i>	Building materials
26	Thursday, 19 June	Baugewerbe	Construction machinery: Excavators of tomorrow
	Friday, 20 June	buildingnet.de	News of the week
	Monday, 23 June	📌 dachbaumagazin	Flat roof
	Tuesday, 24 June	Baugewerbe	Digitalisation & Management
	Wednesday, 25 June	<i>mikado</i>	Modular construction
Thursday, 26 June	Baugewerbe	Concrete construction: Scaffolding and formwork	

Newsletter Topics

KW	Date	Brand	Topic	
26	Friday, 27 June	buildingnet.de	News of the week	
	Monday, 30 June	dachbaumagazin	Insulation	
	Tuesday, 1 July	Baugewerbe	TOP 10 of the month	
	Wednesday, 2 July	mikado	TOP 5 of the month	
27	Thursday, 3 July	Baugewerbe	Masonry construction	
	Friday, 4 July	mikado	E-Paper: Mixed-use buildings - Building in the city	
	Friday, 4 July	dachbaumagazin	E-Paper: Roofs of the future	
	Friday, 4 July	buildingnet.de	News of the week	
	Monday, 7 July	dachbaumagazin	Power tools	
	Tuesday, 8 July	Baugewerbe	Heads of the month	
	28	Wednesday, 9 July	mikado	Additions
	Thursday, 10 July	Baugewerbe	Commercial vehicles	
	Friday, 11 July	buildingnet.de	News of the week	
	Monday, 14 July	dachbaumagazin	Exposure	
	Wednesday, 16 July	mikado	Solar thermal energy & photovoltaics	
	29	Thursday, 17 July	Baugewerbe	Digitalisation & Management
	Friday, 18 July	buildingnet.de	News of the week	
	Saturday, 19 July	Baugewerbe	SNL: Nordbau 2025	
	Monday, 21 July	dachbaumagazin	Facade	
	Tuesday, 22 July	Baugewerbe	Gardening and landscaping	
	30	Wednesday, 23 July	mikado	Safe on the construction site
	Thursday, 24 July	Baugewerbe	SNL: Nordbau 2025	
	Friday, 25 July	buildingnet.de	News of the week	
	Monday, 28 July	dachbaumagazin	Green roof	
	Monday, 28 July	Baugewerbe	Construction industry e-paper (07-08_25): The new issue is here!	
	31	Wednesday, 30 July	mikado	Person of the month
	Thursday, 31 July	Baugewerbe	Construction machinery	
	Friday, 1 August	buildingnet.de	News of the week	
	Monday, 4 August	dachbaumagazin	Metal roof	
	Tuesday, 5 August	Baugewerbe	TOP 10 of the month	
	32	Wednesday, 6 August	mikado	TOP 5 of the month
	Thursday, 7 August	Baugewerbe	Concrete construction: scaffolding and formwork of tomorrow	
	Friday, 8 August	buildingnet.de	News of the week	
	33	Monday, 11 August	dachbaumagazin	Pitched roof
	Monday, 11 August	Baugewerbe	Heads of the month	

KW	Date	Brand	Topic	
	Wednesday, 13 August	mikado	redensification	
	33	Wednesday, 13 August	Baugewerbe	Commercial vehicles
	Friday, 15 August	buildingnet.de	News of the week	
	Monday, 18 August	dachbaumagazin	Drainage	
	Tuesday, 19 August	Baugewerbe	Road construction	
	34	Wednesday, 20 August	mikado	Construction site logistics
	Thursday, 21 August	Baugewerbe	Wheel loader	
	Friday, 22 August	buildingnet.de	News of the week	
	Monday, 25 August	dachbaumagazin	Flat roof	
	Tuesday, 26 August	Baugewerbe	Digitalisation & Management	
	Wednesday, 27 August	mikado	NordBau 2025	
	35	Thursday, 28 August	Baugewerbe	Specialists
	Friday, 29 August	dachbaumagazin	E-Paper: Refurbishment & conservation	
	Friday, 29 August	buildingnet.de	News of the week	
	Friday, 29 August	mikado	E-Paper: Refurbishment & conservation	
	Monday, 1 September	dachbaumagazin	Solar roof	
	Tuesday, 2 September	mikado	E-Paper: Building in existing buildings	
	Tuesday, 2 September	Baugewerbe	TOP 10 of the month	
	36	Wednesday, 3 September	mikado	TOP 5 of the month
	Wednesday, 3 September	Baugewerbe	Construction industry e-paper (09_25): The new issue is here!	
	Thursday, 4 September	dachbaumagazin	E-Paper: Residential construction	
	Friday, 5 September	buildingnet.de	News of the week	
	Monday, 8 September	dachbaumagazin	Occupational safety	
	Tuesday, 9 September	Baugewerbe	Civil engineering and tunnelling	
	37	Wednesday, 10 September	mikado	Building in the city
	Thursday, 11 September	Baugewerbe	Heads of the month	
	Friday, 12 September	buildingnet.de	News of the week	
	Monday, 15 September	dachbaumagazin	Insulation	
	Tuesday, 16 September	Baugewerbe	Construction machinery: Hydraulics	
	38	Wednesday, 17 September	mikado	Building materials
	Thursday, 18 September	Baugewerbe	Masonry construction	
	Friday, 19 September	buildingnet.de	News of the week	
	39	Monday, 22 September	dachbaumagazin	Workwear
Tuesday, 23 September	Baugewerbe	SNL: TiefbauLive		

Newsletter Topics

KW	Date	Brand	Topic
39	Wednesday, 24 September	<i>mikado</i>	Person of the month
	Thursday, 25 September	Baugewerbe	SNL: TiefbauLive
	Friday, 26 September	building.net.de	News of the week
40	Monday, 29 September	📌 dachbaumagazin	Power tools
	Tuesday, 30 September	<i>mikado</i>	E-Paper: Major projects
	Wednesday, 1 October	<i>mikado</i>	Refurbishment
	Thursday, 2 October	📌 dachbaumagazin	E-Paper: Metal facades
	Thursday, 2 October	Baugewerbe	Construction industry e-paper (10_25): The new issue is here!
	Friday, 3 October	building.net.de	News of the week
	Monday, 6 October	📌 dachbaumagazin	Exposure
41	Tuesday, 7 October	Baugewerbe	TOP 10 of the month
	Wednesday, 8 October	<i>mikado</i>	TOP 5 of the month
	Thursday, 9 October	Baugewerbe	Heads of the month
	Friday, 10 October	building.net.de	News of the week
	Monday, 13 October	📌 dachbaumagazin	Metal roof
42	Tuesday, 14 October	Baugewerbe	Digitalisation & Management
	Wednesday, 15 October	<i>mikado</i>	Commercial vehicles
	Thursday, 16 October	Baugewerbe	Road construction
	Friday, 17 October	building.net.de	News of the week
	Monday, 20 October	📌 dachbaumagazin	Pitched roof
43	Tuesday, 21 October	Baugewerbe	SNL: A+A 2025
	Wednesday, 22 October	<i>mikado</i>	Workwear
	Thursday, 23 October	Baugewerbe	Gardening and landscaping of tomorrow
	Friday, 24 October	building.net.de	News of the week
	Monday, 27 October	📌 dachbaumagazin	Green roof
44	Tuesday, 28 October	Baugewerbe	Climate neutrality
	Wednesday, 29 October	<i>mikado</i>	Details in the handle
	Thursday, 30 October	Baugewerbe	Commercial vehicles
	Friday, 31 October	building.net.de	News of the week
	Monday, 3 November	📌 dachbaumagazin	Facade
45	Monday, 3 November	<i>mikado</i>	E-Paper: International timber construction
	Tuesday, 4 November	📌 dachbaumagazin	E-Paper: Industrial buildings
	Tuesday, 4 November	Baugewerbe	TOP 10 of the month
	Wednesday, 5 November	<i>mikado</i>	TOP 5 of the month
	Thursday, 6 November	Baugewerbe	Networked building
	Friday, 7 November	building.net.de	News of the week
	Monday, 10 November	📌 dachbaumagazin	Solar roof

KW	Date	Brand	Topic
46	Tuesday, 11 November	Baugewerbe	Construction industry e-paper (11_25): The new issue is here!
	Wednesday, 12 November	<i>mikado</i>	International Timber Construction Forum (IHF)
	Thursday, 13 November	Baugewerbe	Heads of the month
	Friday, 14 November	building.net.de	News of the week
	Monday, 17 November	📌 dachbaumagazin	Airtightness
47	Tuesday, 18 November	Baugewerbe	Construction machinery
	Wednesday, 19 November	<i>mikado</i>	Market trends: Assembly & production
	Thursday, 20 November	Baugewerbe	Masonry construction
	Friday, 21 November	building.net.de	News of the week
	Monday, 24 November	📌 dachbaumagazin	Drainage
48	Tuesday, 25 November	Baugewerbe	Digitalisation and management: BIM
	Wednesday, 26 November	<i>mikado</i>	Pitched roof
	Thursday, 27 November	Baugewerbe	Wheel loader
	Friday, 28 November	building.net.de	News of the week
	Monday, 1 December	📌 dachbaumagazin	Flat roof
49	Tuesday, 2 December	<i>mikado</i>	E-Paper: Multi-storey timber construction
	Tuesday, 2 December	Baugewerbe	TOP 10 of the month
	Wednesday, 3 December	<i>mikado</i>	TOP 5 of the month
	Thursday, 4 December	📌 dachbaumagazin	E-Paper: International roof construction
	Thursday, 4 December	Baugewerbe	Concrete construction
50	Friday, 5 December	building.net.de	News of the week
	Monday, 8 December	📌 dachbaumagazin	Occupational safety
	Tuesday, 9 December	Baugewerbe	Heads of the month
	Wednesday, 10 December	<i>mikado</i>	Multi-storey timber construction
	Thursday, 11 December	Baugewerbe	Construction industry e-paper (12_25): The new issue is here!
51	Friday, 12 December	building.net.de	News of the week
	Monday, 15 December	📌 dachbaumagazin	Commercial vehicles
	Tuesday, 16 December	Baugewerbe	Construction machinery: Excavator
	Wednesday, 17 December	<i>mikado</i>	Windows & facades
	Thursday, 18 December	Baugewerbe	Digitalisation and management
1/25	Friday, 19 December	building.net.de	News of the week
	Monday, 22 December	📌 dachbaumagazin	Insulation
	Tuesday, 23 December	Baugewerbe	Year in review/Christmas
	Wednesday, 24 December	<i>mikado</i>	Preview Roof + Wood 2026
	Friday, 26 December	building.net.de	News of the week
	Monday, 29 December	📌 dachbaumagazin	Power tools

General Terms and Conditions

General Terms and Conditions for Advertisements and Advertising of Pelemedia GmbH (as at 2024)

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

For a service requiring registration with Pelemedia, you must give your consent to the terms of use applicable to the use of this service. To do this, please click on the "Agree" field or tick the box to give your consent as part of the opt-in procedure. By clicking on the "Agree" box or ticking the box, you declare that you have read the GTC and agree to them. You can also print out or download the GTC.

1. Scope of application: The GTC apply to all services offered to the user on the Pelemedia website, in particular to chargeable content and services, competitions and the marketplace and community area. Deviations from these GTC or special terms of use for individual services shall only be deemed to have been agreed if they have been expressly confirmed in writing by Pelemedia. In particular, the mere omission of an objection by Pelemedia to other general terms and conditions does not mean that they are deemed to have been agreed. Pelemedia is authorised to amend these GTC at any time. Pelemedia will inform the user in good time of any changes to the GTC applicable to the user. The amendment is deemed to have been approved by the user if the user does not object to the amendment or terminate the contract within one month of receipt of the notification of amendment. In the event of an objection, Pelemedia is entitled to terminate the contract with due notice. Pelemedia will make special reference to the possibilities of objection and cancellation, the deadline and the legal consequences, in particular with regard to failure to object, in the notification of the changes.

In particular, Pelemedia is entitled to amend or replace a condition with effect for existing contracts if it becomes invalid, or to amend the affected conditions in accordance with the purpose of the changed legal situation in the event of a change to a statutory provision or supreme court judgement, if this change affects one or more conditions of the contractual relationship, provided that the user is not worse off as a result of the new or amended conditions than under the original conditions. Each amendment, including the updated version of the GTC, will be sent to the User by e-mail. Pelemedia is not responsible for the internet services provided by third parties to which Pelemedia links from its pages or which Pelemedia arranges. The terms of use of the respective providers apply to these services. This applies in particular to co-operation partners on Pelemedia. The offers of the co-operation partners on Pelemedia merely represent a sales platform of the respective partners of Pelemedia. When using the services offered by co-operation partners, a separate legal relationship is established between the user and the co-operation partner, which is independent of any legal relationship between Pelemedia and the user. The legal relationship between the partner and the user is governed exclusively by the terms and conditions and operating processes of the co-operation partner. Pelemedia assumes no liability or warranty for this.

2. Access and participation authorisation: In principle, all users are authorised to access and participate. The following minimum information is required for competitions. All persons over the age of 18 or who can provide a declaration of consent from a parent or legal guardian are eligible to enter. By taking part in the competition, every competition participant agrees to be published in the print edition and on the website with their name and photo, as well as agreeing to further rights of use for advertising and sales purposes. Employees of Pelemedia GmbH and persons involved in the organisation of the game are not permitted to take part in competitions. This also applies to their relatives. Furthermore, Pelemedia reserves the right to change or correct the rules of competitions at any time. Pelemedia only concludes contracts for chargeable content and for the provision of Internet access with persons over the age of 18 or with the express consent of their legal representative. Furthermore, the Internet pages are not directed at persons in countries that prohibit the provision or retrieval of the content posted therein. Each user is responsible for informing themselves about any restrictions before accessing these web pages and for complying with them.

3. Availability: The services of Pelemedia are offered to the user subject to availability. Pelemedia shall endeavour to ensure that the services of Pelemedia are available to the user without disruption. Maintenance work and/or further development and/or other disruptions may limit and/or temporarily interrupt the possibilities of use. This may also result in loss of data. This does not give rise to any claims for compensation on the part of the affected users. Pelemedia is also authorised to change or discontinue the services offered at any time at its own discretion without prior notice.

4. Contractual relationship: The contractual relationship for the use of chargeable content from Pelemedia is established by registering with the desired and selected payment system provider, agreeing to the general terms of use and the respective acceptance by Pelemedia. Acceptance by Pelemedia takes place at the latest when access to the chargeable content is opened. The use of third-party services advertised by Pelemedia on its website, or to which Pelemedia provides access via its website, results in a contractual relationship exclusively between the user and the third party offering the service. Pelemedia assumes no liability or warranty for this.

5. Opening a user account: For certain services on the Pelemedia website, the user must register or can open a user account. The user assures that the services provided by him within the scope of that the personal details provided by the user during registration or when opening a user account on the Pelemedia website, in particular the user's first name, surname and postal address, as well as the date of birth and e-mail address, are true and correct, and that the user will notify Pelemedia immediately of any changes to the details provided.

6. Payment transactions: The fees for chargeable content are settled with a payment system provider to be selected by the user before the service is provided. Only the terms and conditions of use of the payment system provider selected by the user shall apply, to which reference is made at the appropriate point and corresponding assistance is provided. Payment claims must be settled with the selected payment system provider in accordance with the respective terms of use.

If the user does not fulfil his payment obligations or payment actions are not carried out or are charged back, Pelemedia is entitled, subject to further claims, to block the user's access. If access is blocked due to outstanding debts and the user settles these, access will be unblocked again. Pelemedia reserves the right to commission third parties to carry out debt collection.

7. Obligations of the user: The user undertakes not to violate any applicable legal provisions or any contractual provisions when using the services of Pelemedia. In particular, the user undertakes to ensure that any content disseminated by him/her does not infringe the rights of third parties (e.g. copyrights, patent and trade mark rights), copyrights, patent and trademark rights), that the applicable criminal laws and youth protection regulations are observed and that no racist, Holocaust-denying, grossly offensive, pornographic or sexual, youth-endangering, extremist, violence-glorifying or trivialising content is used, glorify or trivialise violence, glorify war, promote a terrorist or extremist political organisation, incite to commit a criminal offence, contain defamatory statements, are insulting or unsuitable for minors or other punishable content. The user further undertakes to comply with the recognised principles of data security in order to protect the data and to observe the obligations of the data protection regulations. The user further undertakes to observe the recognised principles of data security and to comply with the obligations of the data protection regulations, to check any e-mails and queries sent to Pelemedia for viruses with the greatest possible care, to comply with legal, official and technical regulations, to keep any user name and identification and password secret, not to pass them on, not to tolerate or allow them to be known and to take the necessary measures to ensure confidentiality and to notify Pelemedia immediately in the event of misuse or loss of this information or suspicion thereof. Pelemedia must also be notified immediately of any indications of misuse of the contents of Pelemedia or the payment system. The user shall indemnify Pelemedia against any claims asserted by third parties against Pelemedia due to infringement of their rights by this user. This also includes the costs of reasonable legal prosecution and defence. Pelemedia reserves the right to block the user's access to its content and any existing user account and to involve the investigating authorities in the event of justified suspicion of misuse of Pelemedia's services or payment systems. The user may only offset claims by Pelemedia against undisputed or legally enforceable claims. The user is only entitled to rights of retention on the basis of claims arising from the individual, specific contractual relationship of which these GTC form an integral part.

8. Liability: Pelemedia and its representatives or vicarious agents shall only be liable for damages, in particular due to delay, non-performance, poor performance or unauthorised action, in the event of a breach of essential contractual obligations, the fulfilment of which could be relied upon to a particular degree. The exclusion of liability shall not apply to intent and gross negligence. In all other cases, Pelemedia shall not be liable unless mandatory statutory provisions apply. Pelemedia shall only be liable for foreseeable damages. Liability for indirect damages, in particular consequential damages, unforeseeable damages or atypical damages as well as loss of profit is excluded. The same applies to the consequences of labour disputes, accidental damage 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 is provided for information purposes only, without the user being able to rely on the timeliness, accuracy or completeness of the information. In this respect, Pelemedia assumes no warranty or liability, in particular not for direct or indirect damages arising from the use of the information or data found on the Pelemedia websites. In particular, Pelemedia accepts no responsibility for the content or the functionality, accuracy or legality of third-party websites linked to from the Pelemedia websites. Pelemedia offers discussion forums and chats. The content and information exchanged by users in these forums is not subject to any control by Pelemedia. For this reason, Pelemedia accepts no liability for the content and information posted in the forums. The responsibility for the content published by the user on the pages of Pelemedia lies exclusively with the user. Pelemedia excludes any liability for technical or other malfunctions. Pelemedia accepts no liability for any damage or loss, in particular in the dispatch of prizes to be handed over as part of a competition. The above limitations of liability apply to all contractual and non-contractual claims.

9. Liability for defects: If the user objects to chargeable content due to incomplete or defective services provided by Pelemedia, the user must notify either Pelemedia or the payment provider of the objections immediately after becoming aware of them, in accordance with the terms of use of the payment system provider chosen by the user. If Pelemedia is liable for justified and timely complaints

In the event of complaints, Pelemedia shall, in the case of incomplete performance, make subsequent delivery and, in the case of defective performance, either repair or replace the goods at its discretion. The user may demand a reduction in fees if Pelemedia refuses to rectify the defect or supply a replacement, or if this is impossible or fails in any other way. There is no right of withdrawal in favour of the user.

10. Copyright: All content, information, images, videos, databases and computer programmes (e.g. widgets) published on the Pelemedia website are protected by copyright. Use is only permitted for private personal use. Any other use, in particular the private and commercial reproduction, modification, distribution or storage of information or data, in particular of texts, parts of texts, images and film material, requires the prior express consent of Pelemedia. This also applies to inclusion in electronic databases and reproduction on CD-ROM, DVD, etc. Private and/or commercial reproduction, modification, distribution or other misuse of computer programmes is not permitted. The user does not acquire any property rights by downloading or sending the source code of a computer programme. No copyrights or other ancillary copyrights are transferred. If the service and/or the services are discontinued, the user is obliged to delete the source code provided immediately. In all other respects, the legal limits arising from copyright law and other applicable statutory provisions shall apply.

11. Content submitted by the user: Users who submit their own content (e.g. videos, photos, photo series, texts, etc.) to Pelemedia (e.g. as part of competitions, reader campaigns, Internet competitions) agree by submitting their content that the submitted content may be reproduced, distributed and publicly reproduced free of charge on the Internet and in print. The user further declares that he/she owns all copyrights and other rights to the submitted content and that persons depicted on submitted graphic content (e.g. videos, photos, photo series) who are not merely accessories to a location or part of depicted gatherings, processions or similar events agree to the publication. For persons under the age of 18, the consent of the legal guardian is required. Contributions sent by post cannot be returned to the participant. Users undertake not to send to Pelemedia any content that is illegal, grossly offensive, pornographic or sexual, harmful to minors, extremist, glorifies or trivialises violence, glorifies war, promotes a terrorist or extremist political organisation, incites a criminal offence, contains defamatory statements or other punishable content. The user also undertakes not to send any content containing advertising or commercial content. Pelemedia reserves the right not to publish any content sent in. The user indemnifies Pelemedia in full against all third-party claims arising from the fact that the user breaches his/her obligations under these terms and conditions or - contrary to this declaration - the user does not own all rights to the submitted content or persons depicted do not agree to the publication. The content submitted is the personal opinion of the user and does not represent the opinion of Pelemedia. The user has no legal claim to the publication of the submitted content.

12. Right of cancellation: The user is entitled to cancel his declaration of intent to conclude a contract within two weeks. The cancellation period begins at the earliest upon receipt of this instruction. Timely dispatch of the declaration of cancellation is sufficient to meet the deadline. It must be made in writing without giving reasons and addressed to: Pelemedia GmbH, Richard-Reitzner-Allee 2, 85540 Haar
In the event of an effective cancellation, the services received by both parties must be returned and any benefits derived must be surrendered. If the user is unable to return the services received in whole or in part or only in a deteriorated condition, compensation must be paid in this respect. However, the right of cancellation does not apply if Pelemedia has begun to perform the service with the express consent of the user before the end of the cancellation period or if the user has initiated this performance himself (e.g. by downloading, etc.).

13. Termination: Each party reserves the right to terminate the contract for good cause. Good cause exists in particular if the user continues to violate essential provisions of these GTC despite a warning and/or the user commits misconduct directed against third parties by using the Pelemedia service for unlawful purposes or for purposes that harass third parties. All cancellations under these GTC must be made in writing to the address stated in point 12. Access to Pelemedia's services will be blocked once the cancellation takes effect.

14. Place of fulfilment/jurisdiction: The place of fulfilment is the registered office of the provider. In business transactions with merchants, legal entities under public law or special funds under public law, the place of jurisdiction for legal action is the registered office of the provider. Insofar as claims of the provider are not asserted in dunning proceedings, the place of jurisdiction for non-merchants shall be determined by their place of residence. German law shall apply.

If the domicile or habitual residence of the customer, even in the case of non-merchants, is unknown at the time the action is brought or if the customer has moved his domicile or habitual residence outside the area of application of the law after conclusion of the contract, the place of jurisdiction shall be the registered office of the provider if the contract was concluded in writing.

Final provisions: Legal recourse is excluded in connection with participation in competitions. Should individual provisions of these GTC, including these regulations, be wholly or partially invalid, the validity of the remaining provisions or parts of such provisions

Your Contact Persons

Media Sales



Gisela Nerke

Account Manager
Phone: +49 89 9595-3928
mediaservice@nerke.de

Editorial Office



Kai Ingmar Link

Editor-in-Chief
Phone: +49 89 25556-1180
klink@pelemedia.de



Mara Hofacker

Lector
Phone: +49 89 25556-1922
mhofacker@pelemedia.de



Max Kandler

Social Media
Phone: +49 89 25556-1928
mkandler@pelemedia.de

Ingrid Wutz

Assistance
Phone: +49 89 25556-1908
inwutz@pelemedia.de

Online / Market Research



Christoph Dück

Head of Online
Phone: +49 89 25556-1905
cdueck@pelemedia.de



Christian Dressler

Deputy Head of Online
Phone: +49 89 25556-1906
cdressler@pelemedia.de



Nike Menrath

Head of Service I
Disposition | Events
Phone: +49 89 25556-1911
nmenrath@pelemedia.de



Marc Schneider

Head of Data | Distribution | Production |
Authorised signatory
Phone: +49 89 25556-1509
mschneider@pelemedia.de

Publisher



Heike Heckmann

Publishing Director |
Authorized Signatory
Phone: +49 89 25556-1902
heckmann@pelemedia.de



Peter Eberhard

Managing Director
Phone: +49 89 25556-1901
peberhard@pelemedia.de

Baugewerbe
Fachmedium der Baubranche

[www.
buildingnet.de](http://www.buildingnet.de)



buildingnet.de

Baugewerbe
Fachmedium der Baubranche



Pelemedia GmbH
Richard-Reitzner-Allee 2
85540 Haar
Phone: +49 89 25556-1900
info@pelemedia.de