

mikado

Business magazine for timber construction and finishing



MEDIA GUIDE
2025

Print | Digital | Events | Services

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Media Brand

mikado

Business magazine for timber construction and finishing

Use *mikado* for your market communication.

Your advantages:

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

mikado, the business magazine for timber construction and finishing

mikado is the international trade magazine and association organ of Holzbau Deutschland -Bund Deutscher Zimmermeister im Zentralverband des Deutschen Baugewerbes e.V. *mikado* provides balanced, practice-orientated, innovative and constructive information on construction technology, the market and business management and is therefore the magazine for successful decision-makers in carpentry and timber construction companies.

"High target group affinity"

The readership includes timber construction contractors, engineers and -architects, manufacturers and distributors of building materials, components and production equipment as well as important multipliers from guilds, associations and training centres.

mikado,
the business magazine
for timber construction and finishing.
mikado is an
international trade magazine
and the organisation organ of Holzbau
Deutschland - Bund Deutscher Zimmermeister
im Zentralverband des Deutschen
Baugewerbes e.V.
(German Federation of Master
Carpenters).

"With *mikado*, you can reach decision-makers in a high-quality editorial environment."

Total monthly circulation 13,567 copies

"With *mikado*, the industry is always well informed"

mikado provides balanced, practice-orientated, innovative and constructive information on construction technology, the market and business management and is therefore the magazine for successful decision-makers in carpentry and timber construction companies.

"Around the clock - with buildingnet.de and the relevant social media channels!"

With www.buildingnet.de, newsletters and our followers on LinkedIn, Instagram and Facebook: *mikado* for your successful online communication.

"*mikado* events in presence and digital."

The *mikado* webinar theme days, the Products of the Year awards ceremony and in-house workshops are events for decision-makers in the industry.

"*mikado*, the media brand for your successful B2B communication!"

With *mikado*, you can reach and network the entire industry across all media via the print magazine, e-paper, the digital offering in the form of the website, newsletter, Matchmaker+, social media and events.

Title Porträt

mikado

Business magazine for timber construction and finishing

1. Title	<i>mikado</i>
2. Description	<p><i>mikado</i> is the international trade magazine and association organ of Holzbau Deutschland - Bund Deutscher Zimmermeister im Zentralverband des Deutschen Baugewerbes e.V. <i>mikado</i> provides balanced, practice-orientated, innovative and constructive information on construction technology, the market and business management and is therefore the magazine for successful decision-makers in carpentry and timber construction companies.</p> <p>The readership includes timber construction companies, engineers and architects, manufacturers and dealers of building materials, construction elements and production equipment as well as important multipliers from guilds, associations and training centres. The editorial team always focuses on practical reporting with direct benefits for day-to-day work.</p> <p><i>mikado</i> provides competent, authoritative and reliable information about:</p> <ul style="list-style-type: none">• Timber constructions• Successful operational management• Building materials and components• Operating equipment
3. Target Group	Carpentry and timber construction companies, timber construction engineers and architects, manufacturers and distributors of building materials, construction elements and production equipment as well as important multipliers from guilds, associations and training centres.
4. Frequency of Publication	12 issues per year
5. Booklet Format	DIN A4
6. Year	32nd year 2025

7. Subscription Price	Annual subscription print domestic 194€ Annual subscription print foreign 203€ incl. shipping, incl. current VAT. Single issue print 19€ incl. the current VAT, plus 3€ shipping Annual subscription to digital e-paper (domestic/abroad) € 147, incl. current VAT. Single issue digital e-paper (domestic/foreign) €18, incl. current VAT.		
8. Organ	HolzBuilding Deutschland – Bund Deutscher Zimmermeister im Zentralverband des Deutschen Buildinggewerbes in Berlin		
9. Membership / Participation	IVW, IVW-Online		
10. Publisher	Pelemedia GmbH Richard-Reitzner-Allee 2, 85540 Haar Phone: +49 89 25556-1900 www.industrial-production.de, www.pelemedia.de		
11. Publisher	Pelemedia GmbH		
12. Edition	13.567 copies		
13. Sales	Cornelia Schnek Account Managerin Phone: +49 89 25556-1940 cschnek@pelemedia.de		
14. Editorial Office	Christoph Maria Dauner Editor-in-Chief Phone: +49 89 25556-1920 cmdauner@pelemedia.de	Damir Mioc Editor Phone: +49 89 25556-1918 dmioc@pelemedia.de	Jessica Stütz Chief of service Phone: +49 89 25556-1915 jstuetz@pelemedia.de

Circulation / Distribution

Trade journal Circulation and distribution analysis

1. Circulation control



2. Circulation analysis

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

Print run:	10,467
Actually distributed circulation (TvA):	10,143 / thereof abroad 354
Sold circulation	869 / thereof abroad 108
Subscribed circulation	856 / thereof abroad 97
Other sales	13 / thereof abroad 11
Free units	9,074 / thereof abroad 246
ReMayning, voucher and archive copies	354
plus stand-alone paper	3,424

*(01.04.2024 - 30.06.2024)

3. Geographical distribution analysis

Economic area	Share of actual circulation	
	%	Copies
Domes	96.5	9,789
Abroad	3.5	354
Actual circulation	100.0	10,143

Total distribution *mikado*

10,143 + 3,424 = 13,567

Print Circulation

Digital circulation (extended e-paper)

Total circulation

The current digital edition is actively distributed via the e-paper newsletter and also via the website www.buildingnet.de (IVW, Q2.2024)

3.1 Distribution by postcode area

Postal routing district 2
857 copies

Postal routing district 4
936 copies

Postal routing district 3
912 copies

Postal routing district 5
991 copies

Postal routing district 6
893 copies

Postal routing district 7
1,441 copies

Postal routing district 1
707 copies

Postal routing district 0
688 copies

Postal routing district 9
977 copies

Postal routing district 8
1,387 copies



High-Class Target Group

Industries/branches of industry

Recipient groups	Share of actual circulation
	%
Carpentry/timber construction companies	65.5
Timber construction engineers/architects, planners	16.8
Manufacturer and distributor of building materials, construction elements, production equipment, paints and machinery	12.6
Housing associations, authorities, building authorities, technical colleges	1.3
Multipliers from guilds, associations and training centres	1.1
Other	2.7
Actually distributed circulation	100.0

Position in the company

	Share of actual circulation
	%
Owner/Management	47.4
Site manager/site supervisor	24.2
Technical Manager	12.9
Commercial Manager	12.3
Other	2.2
Actually distributed circulation	100.0

(Source: Publisher's statement)










Size of the business entity

	Share of actual circulation
	%
1–9 employees	85.6
10–24 employees	11.6
More than 25 employees	2.8
Actually distributed circulation	100.0

Topic Matrix 2025

Category	Products and Topics	Issue (number)	Newsletter (CW)
Timber construction – Timber panel construction	Solid structural timber (KVH), wood fibre insulation, PUR insulation, cellulose insulation, blown-in insulation, gypsum fibre boards, façade cladding, interior cladding, sound insulation, fire protection (encapsulation), prefabrication, fasteners, turning tables, hall layout, operational work equipment and processes	1-2, 3, 4, 5, 6, 7-8, 8, 9, 10, 11, 12	1, 2,, 4, 7, 8, 11, 15, 17, 18, 20, 21, 25, 26, 37, 38, 40, 47, 52
Timber construction – Solid timber construction	Cross-laminated timber, glulam, cross-laminated timber (CLT), solid wood walls (MHM), solid wood elements, solid wood ceilings, wood-concrete composite ceilings, fasteners, wall structures, insulating materials, building solutions for fire/sound/heat insulation, lift shafts made of solid wood	1-2, 3, 4, 6, 9, 11, 12	1, 2, 4, 7, 11, 12, 17, 18, 20, 21, 25, 26, 33, 37, 38, 46, 52
Timber construction – Timber hybrid construction	Additions, extensions, component connections, renovation, sealing, connecting elements, multi-storey timber construction, staircases, stairwells, mullion-transom façades, hall construction, commercial construction	1-2, 3, 5, 6, 11, 12	1, 2, 4, 5, 7, 11, 15, 17, 18, 20, 24, 25, 26, 28, 33, 37, 38, 40, 44, 46, 50
Timber construction – Timber engineering	Glulam beams, timber structures, (free-span) roof structures, Zollinger construction, timber bridges, special buildings, hall construction, commercial construction, mobile buildings, mixed buildings, connecting materials and systems, fire protection systems	1-2, 3, 4, 10, 11, 12	4, 5, 7, 11, 17, 18, 20, 24, 25, 46
Timber construction – Facade construction	Timber façades, timber-based façades, rendered façades, thermal insulation composite systems (ETICS), structural timber protection in accordance with DIN 68800, wall structures, paints, glazes, colour design, window solutions, roof design	1-2, 6, 7-8, 10, 12	1, 2, 4, 5, 7, 8, 11, 12, 17, 18, 20, 25, 26, 35, 38, 50, 51, 52
Roof construction – Supporting structure & construction	Pitched roofs, softwood roof battens in accordance with CE guidelines, nail plate trusses, solid structural timber, flat wooden roofs, roof insulation materials, skylights, roof safety - personal protective equipment (PPE)	1-2, 5, 7-8, 9, 10	2, 7, 8, 11, 12, 15, 16, 17, 20, 24, 25, 28, 30, 40, 48
Roof construction – Covering & drainage	Roof tiles, ridge tiles, roof tiles, roof waterproofing, prefabricated dormers, dormer connections, temporary rain protection, skylights, drainage solutions, gutters, rain pipes, lighting systems for multi-storey buildings, measurement by drone	1-2, 5, 8, 9, 10	1, 2, 4, 7, 8, 11, 12, 18, 20, 26, 28, 35, 38, 48, 52
Roof construction – Solar thermal & photovoltaics	Solar thermal elements, photovoltaic elements, battery storage, inverters, mounting solutions for PV and solar thermal elements on flat/green/pitched roofs, Mayntenance, accessories, KfW guidelines, amortisation calculation	1-2, 4, 5, 10, 12	1, 2, 4, 7, 11, 12, 16, 17, 18, 20, 24, 25, 26, 29, 35, 38, 52
Commercial vehicles	Panel vans, transporters, vans, trailers, drive technology, electromobility, fleet management, cranes, trucks, heavy goods transport, safety, environmental protection, Mayntenance, accessories, commercial vehicle customisation (interior fittings, transport protection, passenger transport)	3, 7-8, 12	11, 35, 42, 52
Construction site – Logistics & safety	Scaffolding, fall protection, personal protective equipment (PPE), construction site procedures, construction scheduling, time recording, work clothing	3, 5, 7-8, 9, 11	2, 11, 15, 20, 26, 30, 34, 35, 40, 43, 52
Management	Operational management, (manual) machines, operational management/processes, (processing) software, corporate management, marketing	1-2,3, 4, 5, 7-8, 9, 10, 11,12	2, 3, 11, 20, 21, 47, 52





Topics and Dates 2025

Print edition with extended e-paper	Dates	Topic of the Month		Market Trends	Trade Fairs
January Building 2025 trade fair edition Interactive e-paper in cooperation with BAU 2025	PD: 07.01.2025 AD: 12.12.2024 PM: 16.12.2024	BAU 2025	Building 2025: Technologies, materials, applications - Hall plans, exhibitors, events, how to get there Timber construction: Timber panel construction, solid timber construction, timber engineering - constructions, projects, realisations Roof construction: pitched roofs, flat roofs, green roofs, PV roofs Construction: building materials, scaffolding & formwork; equipment, tools, safety; cranes & lifting platforms; commercial vehicles & trailers; BIM & IT in construction	Joint e-paper with dachbaumagazin and Baugewerbe  	BAU BAU 2025 in Munich 13.01. to 18.01.2025 Exhibitor plans and background information
01-02	PD: 07.02.2025 AD: 20.01.2025 PM: 23.01.2025	Timber engineering	Glued laminated timber (glulam), commercial construction, connections, connecting materials and systems, mixed constructions, project examples, timber structure	Software, windows, stairs	
03	PD: 07.03.2025 AD: 17.02.2025 PM: 20.02.2025	Wood for all	New construction and renovation: school buildings, educational buildings, museums, kindergartens, day care centres, university buildings. Retirement homes, assisted living, care facilities. Energy-efficient & subsidisable constructions, mixed construction, insulation, construction, planning, building products, solar thermal energy, photovoltaic systems, fasteners	Innovations at Building 2025 Timber construction and façade systems, software, roof constructions, solar, photovoltaics	 BAU Expo Giesen 07.03. to 09.03.2025
			Products of the year 2025 – Presentation of the nominees		
04	PD: 01.04.2025 AD: 12.03.2025 PM: 17.03.2025	Hall and commercial construction	Logistics centres, sports halls and swimming pools, industrial halls, warehouses, public buildings, schools and kindergartens, administration buildings, assembly halls, agricultural buildings, riding halls, timber engineering, office buildings Management: Commercial vehicles for carpenters	Energy-efficient buildings - photovoltaics, solar thermal energy, insulation systems	  bauma 2025 07.04. to 13.04.2025 The smarter E 07.05. to 09.05.2025
05	PD: 02.05.2025 AD: 10.04.2025 PM: 14.04.2025	Roof extension	Adding storeys in timber frame and solid wood construction, building in the city: redensification & renovation, PV elements & solar thermal energy, insulation materials, roof constructions, roof tiles, roof tiles, laying technology, design options, skylights & shading systems, prefabricated dormers, dry construction systems, building law, construction site logistics/equipment/-safety, project examples Management: Safe on the construction site - fall protection for roofs and façades	Tools, machines, systems - 50 years of LIGNA 2025	 Hanover Trade Fair Centre: 50 years of LIGNA 26.05. to 30.05.2025
06 Edition	PD: 03.06.2025 AD: 14.05.2025 PM: 19.05.2025	Urban timber construction – private and public	Subsidised housing, affordable housing, urban timber construction, schools & kindergartens, construction solutions, serial renovation, thermal insulation, sound insulation, acoustics, fire protection, administrative buildings, sports halls, project examples, wood-based materials, statics, structure, construction systems/materials, cross laminated timber (CLT, CLT), laminated veneer lumber, glue-free solid timber systems, solid timber elements, CLT connection solutions, fire protection ceilings		

Subject to change without notice.

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

Topics and Dates 2025

Print edition with extended e-paper	Dates	Topic of the Month		Market Trends	Trade Fairs
07-08	PD: 04.07.2025 AD: 16.06.2025 PM: 19.06.2025	Mixed-use buildings – Building in the city	Timber frame construction, solid timber construction, timber-concrete composite ceilings; timber-concrete, timber-brick, timber-wood connection details; logistics solutions for construction sites in urban areas; public and private construction: affordable housing with subsidies, modular construction, schools, kindergartens, town halls, administration buildings, office buildings, company headquarters, timber engineering, multi-storey timber construction, fire protection regulations, sound insulation solutions, connecting materials Large summer special: Serial refurbishment Additions to storeys, gap development, monument protection solutions, fire protection, roof coverings, solar solutions suitable for monument protection, interior insulation, façade design, construction site logistics in the city	Construction site logistics - utility vehicles, cranes, safety equipment, fall protection,	Trade fair preview: Product trends at Nordbau 2025 10.09. to 14.09.2025 Neumünster
August Interactive e-paper	PD: 29.08.2025 AD: 11.08.2025 PM: 14.08.2025	Renovation & Maintenance Dach + Holz 2026	Restoration of historic buildings and roof structures, contemporary renovation of commercial buildings, correct planning of extensions, correct fulfilment of monument protection requirements, creating living space in commercial buildings, interior insulation, insulation systems & façade design, detailed solutions & exemplary damage repairs in (historic) existing buildings		Dach+Holz International 2026 in Cologne  Exhibitors, trends and planning
09	PD: 02.09.2025 AD: 13.08.2025 PM: 18.08.2025	Building in existing buildings	Systematic refurbishment, timber frame construction, redensification: New builds, extensions, conversions; fire protection concepts for existing buildings, extensions, roof extensions, sound insulation, energy-efficient refurbishment concepts, residential complexes, administrative and commercial buildings	Production and assembly - extraction systems, fire protection in operation, cranes, logistics	 10.09. to 14.09.2025
10	PD: 01.10.2025 AD: 11.09.2025 PM: 16.09.2025	Major projects - new and existing buildings	Commercial construction, commercial halls, logistics hubs, administrative buildings, bridges, multi-storey timber construction, building class 5, residential complexes, construction in existing buildings, building physics, fire protection, sound insulation in new buildings Carpentry roof: Architecture for pitched roofs - design options for tile, metal and tiled roof surfaces	Window and façade innovations; daylight systems	
11	PD: 03.11.2025 AD: 14.10.2025 PM: 17.10.2025	International timber construction	Residential construction, project examples, large public and commercial buildings, building products, international standardisation	Building with a system - fire protection constructions, insulation systems and connections, wall structures, solid wood construction systems, fasteners, transport solutions	 Internationales Holzbau Forum Innsbruck 2025 02.12. to 05.12.2025
12	PD: 02.12.2025 AD: 12.11.2025 PM: 17.11.2025	Multi-storey timber construction	High-rise buildings, class 5 buildings, fire protection, thermal insulation, building systems/-materials, detailed solutions, sound insulation, design constructions, dimensioning information, building regulations and legally compliant construction, project examples, statics, timber materials, assembly, construction solutions	Fasteners, screws and Brackets	Trade fair preview: Dach + Holz International 2026, 24.02. to 27.02.2026 Cologne 
			Products of the Year 2026 Presentation of the nominees of the year Products		



Subject to change without notice.

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Advertising Rates and Formats

Advertising price list valid from 01.01.2025

Format	Base price b/w	Base price 4c
1/1 page	€ 4,620	€ 7,270
Juneorpage		€ 4,900
1/2 page	€ 2,450	€ 4,620
1/3 page	€ 1,620	€ 3,790
1/4 page	€ 1,330	€ 3,500
1/8 page	€ 780	€ 2,950
Cover pages: U2, U3, U4 each		€ 7,560
1/2 page flap		€ 11,970
1/2 page Table of Contents		€ 5,600
1/4 page Editorial		€ 4,300
U2 + 1. right side		€ 15,040

Extended e-paper

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

Video integration max. 8 MB	€ 300
GIF animation	€ 300
Survey	ab € 500
Picture gallery	€ 700
YouTube video	€ 1,900

Not discountable.

Rubrics

Job offers	25 % discount on the basic advert price for
Job applications	50 % discount on the basic advert price

Discounts

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

Colouring scale from 1/4 page and larger		Quantity scale	
from 3 adverts	5%	from 2 adverts	5 %
from 6 adverts	10%	from 4 adverts	10 %
from 9 adverts	15%	from 6 adverts	15 %
from 12 adverts	20%	from 9 adverts	20 %
		from 12 adverts	25 %

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



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

Ads Formats

Dimensions width x height in mm



1/1 Page

S: 185 x 260 mm
A: 210 x 297 mm



Junior Page

S: 131 x 195 mm
A: 144 x 210 mm

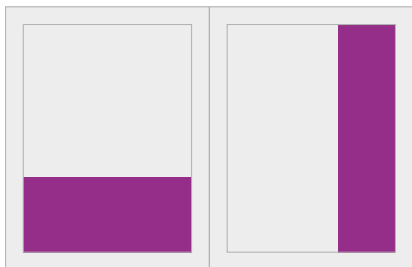


**1/2 page
landscape**

S: 185 x 125mm
A: 210 x 144 mm

**1/2 page
portrait**

S: 90 x 260 mm
A: 102 x 297 mm

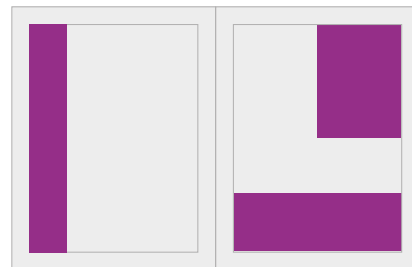


**1/3 page
landscape**

S: 185 x 90 mm
A: 210 x 109 mm

**1/3 page
portrait**

S: 50 x 260 mm
A: 69 x 297 mm



**1/4 page
portrait**

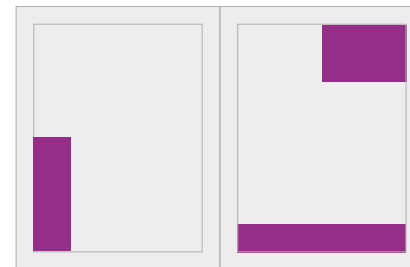
S: 43 x 260 mm
A: 54 x 297 mm

**1/4 page
landscape**

S: 180 x 60 mm
A: 210 x 79 mm

1/4 page corner

S: 90 x 125mm



**1/8 page
portrait**

S: 43 x 125mm

**1/8 page
landscape**

S: 185 x 30 mm

1/4 page corner

S: 90 x 60mm

Magazine format 210x 297 mm

S: Type area format

A: Bleed format without bleeds Bleed
allowance: 5 mm on the open sides



Special Forms of Advertising



Cover Page

Title flap

1/2 page: 105 mm x 297 mm
(untrimmed 111 x 303 mm)

210 mm x 297 mm
(untrimmed 216 x 303 mm)

Price: € 11,400



Content Package

Content package:

1/1 page advertorial

Price: € 4,380
(not discountable)

Crossmedia 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)

Crossmedia Package



Bound-in inserts

80 - 135 g/m²

2 Sheet = 4 pages € 10,280

3 Sheet = 6 pages € 15,280

4 Sheet = 8 pages € 19,850

Required delivery quantity: 10,400 copies



Supplements

Inserts over 25 g/piece on request

Full edition Price
(up to 25g, incl. postage)

€ 480
per thousand
(not discountable)



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



Shipping address for special forms of advertising

Delivery note: For mikado magazine, 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 or advertorial 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	from € 500
Picture gallery	€ 700
YouTube video	€ 1,900

All prices not discountable

Interactive surveys

With our flexible survey tool we offer you different, interactive possibilities:

Option 1: your own survey with your questions and answers integrated into your advert motif.

Option 2: your own survey with your questions and answers embedded in the editorial content in a Category of your choice.

Option 3: The mikado editorial team provides a survey with 3 questions on Your favourite topic. Your advertising is displayed as an iframe below the question is displayed.

All options are customised according to Your colour and layout specifications and can be customised on request with your company logo.



Technical Data

Technical details / Processing

Printing Process	Processing
Magazine format	Cropped format 210 mm wide x 297 mm high plus 3 mm bleed on all open sides
type area	185 mm wide x 260 mm high 4 columns each 45 mm wide
Printing process	Cover: Sheet-fed offset Content: Web offset
Colours	Printing colours (CMYK) according to ISO 12647-2 (PSO). Special colours on the cover are possible on request. Minor tonal value deviations are due to the tolerance range of web offset printing. Solid black areas should be underlaid with a 40 % screen in cyan.
Data formats	Printable closed PDF files. Please send one PDF file per individual page. Relevant graphic and text elements must be at least 5 mm away from the bleed. Image resolution 300 dpi
Proof	Colour proof according to "Medienstandard Druck" (bvdn). Digital proofs without FOGRA media wedges are not considered to be colour binding.
ICC profile	Cover: isocoated_v2_eci.icc (Fogra 39L) Content: PSO_INP_Paper_eci.icc (Fogra 48L) The corresponding profiles are for download at www.eci.org .
data transmission	Please send the data (up to 10 MB) to: druckunterlagen@pelemedia.de
data archiving	Data is archived, unchanged repetitions are therefore generally possible. However, no data guarantee is given.
Guarantee	For delays and errors by incorrect data, we cannot accept any liability.
Contact us	Marc Schneider Phone: +49 89 25556-1509 mschneider@pelemedia.de



Inserts / bound-in inserts / stickers / CDs

Supplements	
Minimum format	105 mm width x 140 mm height
Maximum format	200 mm width x 290 mm height
<p>Inserts must be delivered trimmed and folded as finished end products. Folded products must be closed towards the bundle and be suitable for machine processing.</p> <p>Please note the delivery conditions of our printing partner.</p>	
Bound inserts – at least 4 pages / 100 g/m ²	
Minimum format	105 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 inserts must be such that additional preparation and processing not required. Costs 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 recognisable as advertising and cannot be confused with the editorial section. The placement of bound inserts depends on the technical possibilities. Bound inserts printed on 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 mikado magazine,
issue (no.)
Vogel Druck, Leibnizstr. 5
97204 Höchberg

Our general terms and conditions apply
(www.pelemedia.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

ALL
Online forms of
advertising at
a glance

(1) Superbanner

€ 180 / 1.000 ad impressions
(728 x 90 pixels)
* Mobile: 4:1 / 300 x 75 pixels

(2) Billboard Ad

€ 270 / 1.000 ad impressions, (800 x 250 pixels)
* Mobile: 4:1 / 300 x 75 pixels

(2) Billboard Video Ad

€ 370 / 1.000 ad impressions

(3) Skyscraper

€ 190 left / 1.000 ad impressions
€ 230 right sticky / 1.000 ad impressions
(120 x 600 pixels or 160 x 600 pixels)
* Mobile: 4:1 / 300 x 75 pixels

(4) Halfpage Ad

€ 230 / 1.000 ad impressions
(300 x 600 pixels)
* Mobile: 2:1 / 300 x 150 pixels

(5) Medium Rectangle

€ 190 / 1.000 ad impressions, (300 x 250 pixels)

(5) Medium Rectangle Video Ad

€ 260 / 1.000 ad impressions

(6) Baseboard Ad

€ 250 / 1.000 ad impressions
(728 x 90 pixels or 940 x 90)
* Mobile: 6:1 / 300 x 50 pixels

(7) Fullsize

€ 150 / 1.000 ad impressions
(468 x 60 pixels)

(8) Halfsize

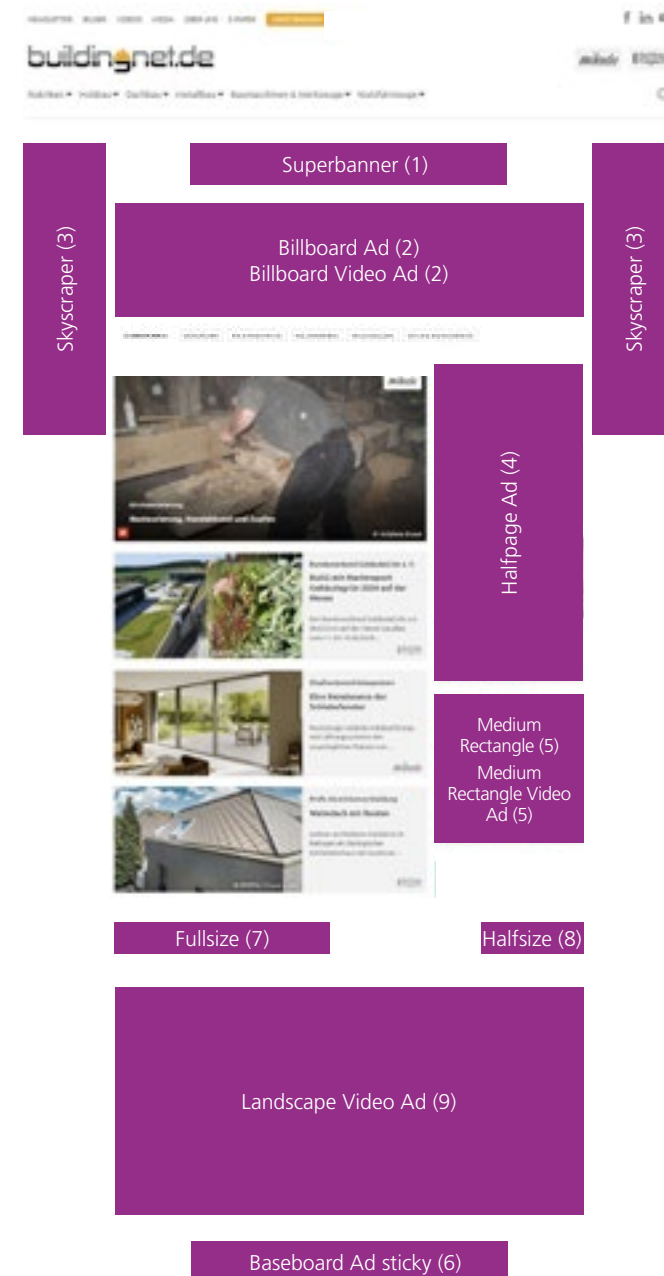
€ 130 / 1.000 ad impressions
(234 x 60 pixels)

(9) Landscape Video Ad

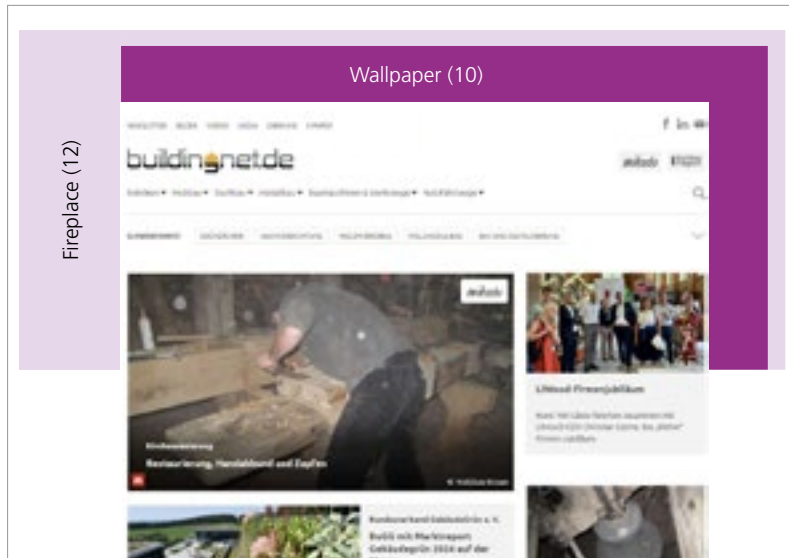
€ 450 / 1.000 ad impressions



Possible file formats: GIF, JPEG, HTML5,
file size: max. 80 KB,
Prices= Thousands-contact-price
Data delivery: 5 working days before campaign start
Specifications Video Ad: see page 18



Banner Formats & Banner Overview Mobile



(10) Wallpaper

€ 270 / 1.000 ad impressions
(728 x 90 pixels / above,
120 x 600 pixels / right, or
160 x 600 pixels / right)
* Mobile: 2:1 / 300 x 150 pixels

(11) Sitebar Ad (sticky)

€ 260 / 1.000 ad impressions
(300 x 600 pixels)
* Mobile: 2:1 / 300 x 150 pixels

(12) Fireplace

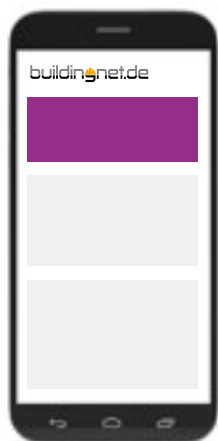
€ 540 / 1.000 ad impressions
(1000 x 90 / 2x 120x60 oder
160x600 pixels)



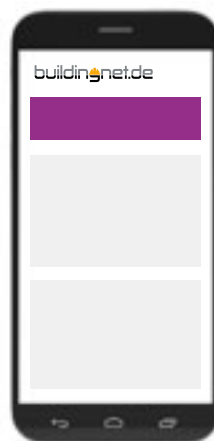
Possible file formats: GIF, JPEG, HTML5 File size: max. 80 KB Prices = price per thousand contacts, data delivery: 5 working days before the start of the campaign

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

Bannerübersicht Mobile



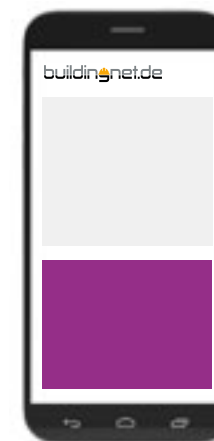
Mobile Content
Ad 4:1
300 x 75 pixels
max. 50 KB



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



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



Mobile Content
Ad 2:1
300 x 150 pixels
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

Playlist:

- 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 Data	Target bit rate for Audio Data
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 Data	Target bit rate for Audio Data
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

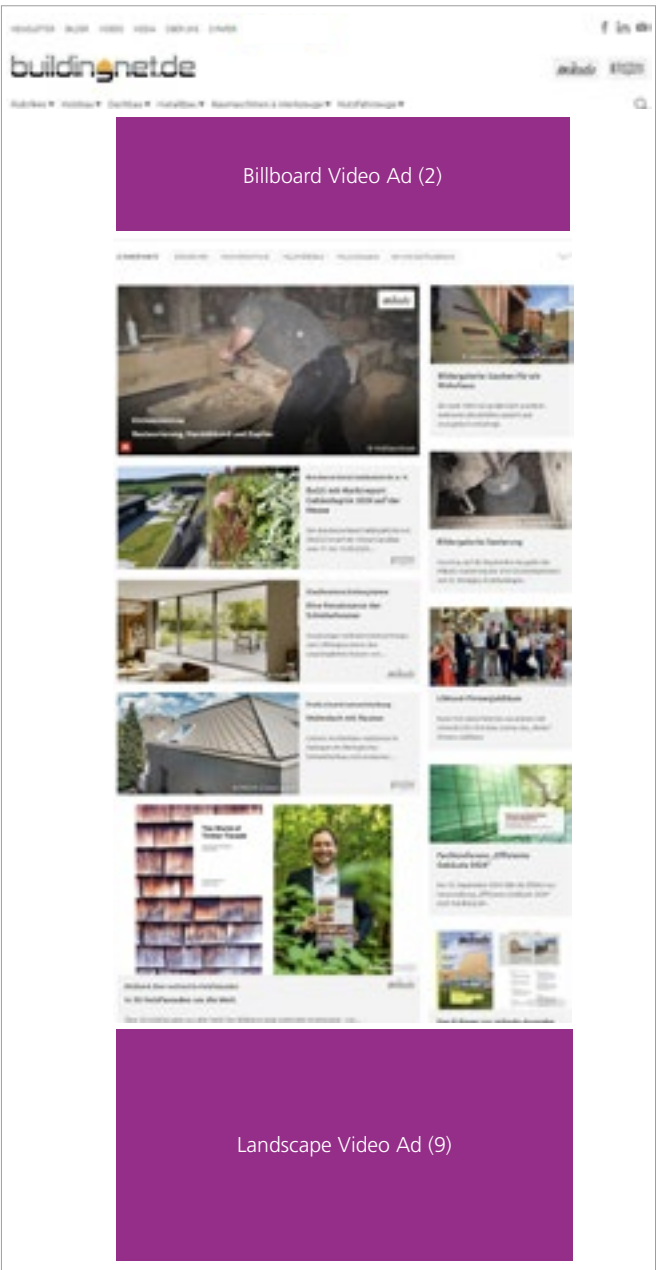
!

Possible file formats: GIF, JPEG, HTML5,

file size: max. 80 KB,

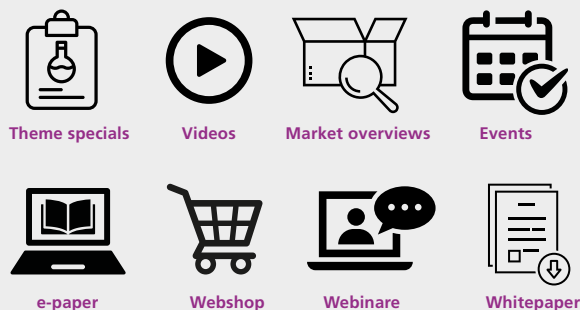
Prices= Thousands-contact-price

Data delivery: 5 working days before campaign start



buildingnet.de Matchmaker+ - Your guide to the industry

buildingnet Matchmaker+ offers everything at a glance: Products and services, webinars, white papers, event tips, videos, web shop, e-paper and much more.

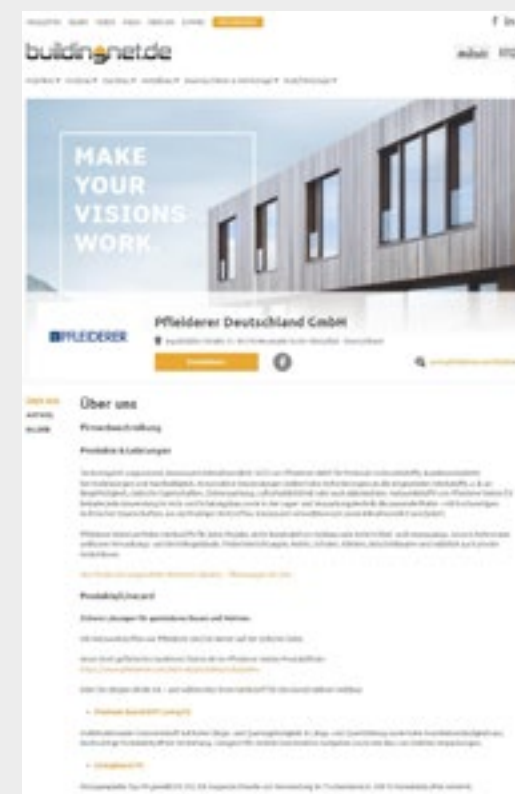


Your advantages:

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

	Starter	Premium	Professional
• Customised company presentation with logo, free text, image and links to the website	✓	✓	✓
• Industry/product categorisation	✓	✓	✓
• Product presentations with images, descriptions and links	✓	✓	✓
• Listing of specialised articles in the company profile	✓	✓	✓
• Job offers	✓	✓	✓
• Customised contact information including 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 catalogues, etc		✓	✓
• White papers, brochures, catalogues, other documents (PDFs)		✓	✓
• Logo insertion incl. link to company profile in newsletters (6x or 12x per year)		✓ (6x/year)	✓ (12x/year)
• Keyword advertising on construction: 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 €

After 12 months, the subscription is extended indefinitely with a cancellation period of one month. We are happy to take care of the setup and Maintenance of your profile (setup€ 499 one-off, Mayntenance€ 99 monthly)



Sample

Native Advertising

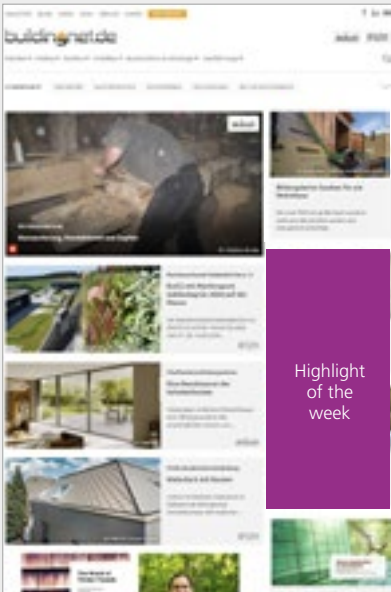
Native advertising - Your information with the look and feel of the editorial offices



e 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!

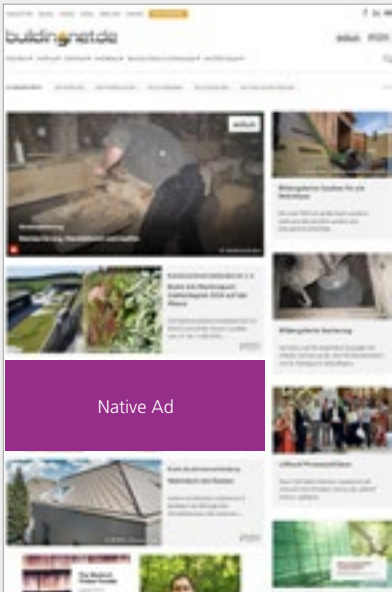
Highlight of the week also including newsletter

- 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 portal
- Headline: 40 characters incl. spaces, text: 300 characters incl. spaces, image: 180 x 150 pixels
- 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 advert/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 advert/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 www.buildingnet.de and advertised with accompanying online advertising media.
 - Banner for advertising in at least two newsletters
 - At least two posts on the social media channels
 - 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.



Whitepaper

Period: 2 month

Price: € 3,960 plus € 70 per Lead

Optionally bookable with a customised newsletter.

Price: € 5,720 plus € 70 per Lead

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 channels
- 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 will be available for four weeks as a registration-based On-demand webinar available for download on the website www.buildingnet.de



Image: fizkes / stock.adobe.com



Webinar

Price: € 5,160

Optionally bookable with a full-page announcement of the webinar in Buildinggewerbe.

(The advert is designed by the publisher)

Price: € 7,580



Possible file formats: GIF, JPEG, HTML, PNG, Iframe, Redirect Details 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 mikado's independent topic environment and the reach of an interactive target group.



Price: € 690
(not discountable)

Followers: over 3,000
(Publisher's statement, as of July 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 personalised information exclusively to the mikado 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 pixels, maximum

image height: 300 pixels Subject line: max. 100 characters (incl. spaces)

Links: max. 5

Sender: mikado and 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 customised newsletter per week per company



Price: € 2,930
(not discountable)

Special configurations on request



Sample

Newsletter Banner Formats

**Premium placement
Leaderboard (1)**

mikado

Dear Mr Mustermann,
The ambitious "Green Ark" project was created for the Meise botanical garden. This project includes the comprehensive renovation of a greenhouse complex with an area of 7,600 square metres and the construction of a pavilion made from the environmentally friendly building material wood. The newly installed pavilion is an example of unusual architecture and was designed in the shape of a hyperboloid, a structure that stands out due to its open and dynamic shape. This design allows natural light to flood in and provides optimum conditions for the plants to grow.
We hope you enjoy reading
Yours, Christoph Maria Dauner, Editor-in-Chief mikado

**Position 1
Below the Editorial
(2)**

**Position 2
Within the editorial news
(2)**

**Position 3
At the end of the editorial news
(2)**

**Small Rectangle
(3)**

**Small Rectangle
(3)**

SEP 24 **Appointment**
Headline for a long title news article over two lines and with a lot of text

**Display
Text ad / Native ad**

LOGO

**Display
Headline for the ad**

Exclusive newsletter

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

*As of August 2024 (publisher's information)

over **3.200***
receiver

(1) Leaderboard

€ 1,290 (exclusively in the e-paper € 2,590)

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

(2) Text advert / Billboard

€ 980

Possible forms of advertising

Text ad / Native ad / Video ad / Billboard

(630 x 200 pixels, max. 200 KB)

(3) Small Rectangle

€ 430

(291 x 156 pixels, 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 advert URL

(max. 1 link)

Text ad / Native ad

Visualisation such as article heading+ Text+ Image and target URL
(max. 1 link)

Image: 225 x 127 pixels, 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. Link to videos on YouTube or Vimeo possible.

Exklusiv-Newsletter

€ 4,290

4 insertion forms (leaderboard and 3 text adverts/billboard)

+ 2 editorial messages

+ Mention in the subject line (not discountable)

The **mikado** editorial team the right to revise the articles after consultation with the customer.




All newsletter advertising formats are optimised for mobile devices



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

Topics Newsletter

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





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

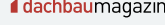




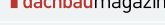

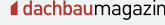

Topics Newsletter

CW	Date	Brand	Topic
14	Tuesday, 1. April	Baugewerbe	Construction industry e-paper (04_25): The new issue is here!
	Wendsday, 2. April	mikado	TOP 5 of the month
	Thursday, 3. April	Baugewerbe	SNL: bauma 2025
	Thursday, 3. April	dachbaumagazin	e-paper: Metal roof
	Friday, 4. April	buildingnet.de	News of the week
15	Monday, 7. April	dachbaumagazin	Exposure
	Tuesday, 8. April	Baugewerbe	Construction site
	Wendsday, 9. April	mikado	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
	Wendsday, 16. April	mikado	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
	Wendsday, 23. April	mikado	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
	Wendsday, 30. April	mikado	Building materials
	Thursday, 1. May	mikado	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!
	Wendsday, 7. May	mikado	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
	Wendsday, 14. May	mikado	LIGNA - 50 Years

CW	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
	Wendsday, 21. May	mikado	Carpentry machines
	Thursday, 22. May	Baugewerbe	Construction machinery: alternative drives
22	Friday, 23. May	buildingnet.de	News of the week
	Monday, 26. May	dachbaumagazin	Airtightness
	Tuesday, 27. May	Baugewerbe	Road construction
	Tuesday, 27. May	dachbaumagazin	E-paper: Major projects
	Wendsday, 28. May	mikado	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	mikado	e-paper: Municipal building
	Tuesday, 3. June	Baugewerbe	TOP 10 of the month
	Wendsday, 4. June	mikado	TOP 5 of the month
	Thursday, 5. June	Baugewerbe	SNL: demopark 2025
	Friday, 6. June	buildingnet.de	News of the week
24	Monday, 9. June	dachbaumagazin	Commercial vehicles
	Tuesday, 10. June	Baugewerbe	NL: demopark 2025
	Wendsday, 11. June	mikado	Hall construction
	Thursday, 12. June	Baugewerbe	Construction industry e-paper (06_25): The new issue is here!
	Friday, 13. June	buildingnet.de	News of the week
25	Monday, 16. June	dachbaumagazin	Occupational safety
	Tuesday, 17. June	Baugewerbe	Heads of the month
	Wendsday, 18. June	mikado	Building materials
	Thursday, 19. June	Baugewerbe	Construction machinery: Excavators of tomorrow
26	Friday, 20. June	buildingnet.de	News of the week
	Monday, 23. June	dachbaumagazin	Flat roof
	Tuesday, 24. June	Baugewerbe	Digitalisation & Management
	Wendsday, 25. June	mikado	Modular construction
	Thursday, 26. June	Baugewerbe	Concrete construction: Scaffolding and formwork

Topics Newsletter

CW	Date	Brand	Topic
26	Friday, 27. June		News of the week
	Monday, 30. June		Insulation
	Tuesday, 1. July	Baugewerbe	TOP 10 of the month
	Wendsday, 2. July	<i>mikado</i>	TOP 5 of the month
27	Thursday, 3. July	Baugewerbe	Masonry construction
	Friday, 4. July	<i>mikado</i>	e-paper: Mixed-use buildings - Building in the city
	Friday, 4. July		e-paper: Roofs of the future
	Friday, 4. July		News of the week
	Monday, 7. July		Power tools
	Tuesday, 8. July	Baugewerbe	Heads of the month
	Wendsday, 9. July	<i>mikado</i>	Additions
	Thursday, 10. July	Baugewerbe	Commercial vehicles
28	Friday, 11. July		News of the week
	Monday, 14. July		Exposure
	Wendsday, 16. July	<i>mikado</i>	Solarthermie & Photovoltaics
	Thursday, 17. July	Baugewerbe	Digitalisation & Management
29	Friday, 18. July		News of the week
	Saturday, 19. July	Baugewerbe	SNL: Nordbau 2025
	Monday, 21. July		Facade
	Tuesday, 22. July	Baugewerbe	Gardening and landscaping
30	Wendsday, 23. July	<i>mikado</i>	Safe on the construction site
	Thursday, 24. July	Baugewerbe	SNL: Nordbau2025
	Friday, 25. July		News of the week
	Monday, 28. July		Green roof
	Monday, 28. July	Baugewerbe	Construction industry e-paper (07-08_25): The new issue is here
	Wendsday, 30. July	<i>mikado</i>	Person of the month
	Thursday, 31. July	Baugewerbe	Construction machinery
	Friday, 1. August		News of the week
	Monday, 4. August		Metal roof
	Tuesday, 5. August	Baugewerbe	TOP 10 of the month
	Wendsday, 6. August	<i>mikado</i>	TOP 5 of the month
	Thursday, 7. August	Baugewerbe	Concrete construction: scaffolding and formwork of tomorrow
32	Friday, 8. August		News of the week
	Monday, 11. August		Pitched roof
	Monday, 11. August	Baugewerbe	Heads of the month

CW	Date	Brand	Topic
	Wendsday, 13. August	<i>mikado</i>	Redensification
	Wendsday, 13. August	Baugewerbe	Commercial vehicles
	Friday, 15. August		News of the week
	Monday, 18. August		Drainage
	Tuesday, 19. August	Baugewerbe	Road construction
	Wendsday, 20. August	<i>mikado</i>	Construction site logistics
	Thursday, 21. August	Baugewerbe	Wheel loader
	Friday, 22. August		News of the week
	Monday, 25. August		Flat roof
	Tuesday, 26. August	Baugewerbe	Digitalisation & Management
	Wendsday, 27. August	<i>mikado</i>	Nordbau2025
	Thursday, 28. August	Baugewerbe	Specialists
35	Friday, 29. August		e-paper: Refurbishment & conservation
	Friday, 29. August		News of the week
	Friday, 29. August	<i>mikado</i>	E-paper: Refurbishment & conservation
	Monday, 1. September		Solar roof
	Tuesday, 2. September	<i>mikado</i>	e-paper: Building in existing buildings
	Tuesday, 2. September	Baugewerbe	TOP 10 of the month
	Wendsday, 3. September	<i>mikado</i>	TOP 5 of the month
	Wendsday, 3. September	Baugewerbe	Construction industry e-paper (09_25): The new issue is here!
	Thursday, 4. September		e-paper: Residential construction
	Friday, 5. September		News of the week
	Monday, 8. September		Occupational safety
	Tuesday, 9. September	Baugewerbe	Civil engineering and tunnelling
37	Wendsday, 10. September	<i>mikado</i>	Building in the city
	Thursday, 11. September	Baugewerbe	Heads of the month
	Friday, 12. September		News of the week
	Monday, 15. September		Insulation
	Tuesday, 16. September	Baugewerbe	Construction machinery: Hydraulics
	Wendsday, 17. September	<i>mikado</i>	Building materials
	Thursday, 18. September	Baugewerbe	Masonry construction
	Friday, 19. September		News of the week
39	Monday, 22. September		Workwear
	Tuesday, 23. September	Baugewerbe	SNL: Tiefbaulive

Topics Newsletter

CW	Date	Brand	Topic
39	Wednesday, 24. September	<i>mikado</i>	Person of the month
	Thursday, 25. September	Baugewerbe	SNL: TiefbauLive
	Friday, 26. September	<i>building.net.de</i>	News of the week
40	Monday, 29. September	📌 <i>dachbaumagazin</i>	Power tools
	Tuesday, 30. September	<i>mikado</i>	e-paper: Major projects
	Wednesday, 1. October	<i>mikado</i>	Refurbishment
	Thursday, 2. October	📌 <i>dachbaumagazin</i>	e-paper: Metal facades
	Thursday, 2. October	Baugewerbe	Construction industry e-paper (10_25): The new issue is here!
	Friday, 3. October	<i>building.net.de</i>	News of the week
41	Monday, 6. October	📌 <i>dachbaumagazin</i>	Exposure
	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	<i>building.net.de</i>	News of the week
42	Monday, 13. October	📌 <i>dachbaumagazin</i>	Metal roof
	Tuesday, 14. October	Baugewerbe	Digitalisation & Management
	Wednesday, 15. October	<i>mikado</i>	Commercial vehicles
	Thursday, 16. October	Baugewerbe	Road construction
	Friday, 17. October	<i>building.net.de</i>	News of the week
43	Monday, 20. October	📌 <i>dachbaumagazin</i>	Pitched roof
	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	<i>building.net.de</i>	News of the week
44	Monday, 27. October	📌 <i>dachbaumagazin</i>	Green roof
	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	<i>building.net.de</i>	News of the week
45	Monday, 3. November	📌 <i>dachbaumagazin</i>	Facade
	Monday, 3. November	<i>mikado</i>	e-paper: International timber construction
	Tuesday, 4. November	📌 <i>dachbaumagazin</i>	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
46	Friday, 7. November	<i>building.net.de</i>	News of the week
	Monday, 10. November	📌 <i>dachbaumagazin</i>	Solar roof

CW	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	<i>building.net.de</i>	News of the week
47	Monday, 17. November	📌 <i>dachbaumagazin</i>	Airtightness
	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	<i>building.net.de</i>	News of the week
48	Monday, 24. November	📌 <i>dachbaumagazin</i>	Drainage
	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	<i>building.net.de</i>	News of the week
49	Monday, 1. December	📌 <i>dachbaumagazin</i>	Flat roof
	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	📌 <i>dachbaumagazin</i>	e-paper: International roof construction
50	Thursday, 4. December	Baugewerbe	Concrete construction
	Friday, 5. December	<i>building.net.de</i>	News of the week
	Monday, 8. December	📌 <i>dachbaumagazin</i>	Occupational safety
	Tuesday, 9. December	Baugewerbe	Heads of the month
	Wednesday, 10. December	<i>mikado</i>	Multi-storey timber construction
51	Thursday, 11. December	Baugewerbe	Construction industry e-paper (12_25): The new issue is here!
	Friday, 12. December	<i>building.net.de</i>	News of the week
	Monday, 15. December	📌 <i>dachbaumagazin</i>	Commercial vehicles
	Tuesday, 16. December	Baugewerbe	Construction machinery: Excavator
	Wednesday, 17. December	<i>mikado</i>	Windows & facades
1/25	Thursday, 18. December	Baugewerbe	Digitalisation and management
	Friday, 19. December	<i>building.net.de</i>	News of the week
	Monday, 22. December	📌 <i>dachbaumagazin</i>	Insulation
	Tuesday, 23. December	Baugewerbe	Year in review/Christmas
	Wednesday, 24. December	<i>mikado</i>	Preview roof+ Wood 2026
	Friday, 26. December	<i>building.net.de</i>	News of the week
	Monday, 29. December	📌 <i>dachbaumagazin</i>	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 "" 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 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 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 amended legal situation in the event of an amendment to a statutory provision or supreme court judgement, if this amendment 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 condition. 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 mediates. 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 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 . Furthermore, Pelemedia 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 in loss of data. This shall 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, 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, his payment obligations or payment actions are not carried out or are charged back, Pelemedia is entitled, subject to further claims, block the user's . If access is blocked due to outstanding debts and user settles these, access will be unblocked again. Pelemedia the right to commission third parties to carry out debt collection.

7. Obligations of the user: The user not to 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, 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 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 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 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 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 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 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 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' its discretion. The user may demand a reduction fees 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 , 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 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 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 publication. For persons under the age of 18, the consent of the legal guardian is required. Contributions sent by post cannot returned to the participant. Users not 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 to commit 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 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 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 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 be the registered office of the provider if the contract was concluded in writing.

15. Final provisions: Legal recourse is 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 shall remain unaffected. The invalid or missing provisions shall be replaced by the respective statutory provisions.

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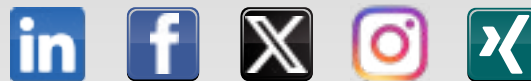
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