

# dachbau magazin

Unternehmer-  
Magazin für  
Dachdeckerbetriebe



**dachbau  
magazin**

Unternehmer-  
Magazin für  
Dachdeckerbetriebe

DÄCHER DER ZUKUNFT

Grüne Oase in der Großstadt

METALLDACH  
Experiment macht Mut

BELICHTUNG  
Schatten macht Spaß

FLACHDACH  
Gebirge macht Arbeit

MEDIA GUIDE  
**2026**

Print | Digital | Events | Services

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**dachbau  
magazin**

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**dachbaumagazin is the media brand for successful entrepreneurs in the roofing trade.**

**Rely on a strong specialist medium for your market communications.**

**Your advantages:**

- Credible editorial environment
- High reach in industry
- Strong utility value and high target group affinity

**With dachbaumagazin, you can reach your target group precisely, across all media and effectively – in print, digital and at events.**

**dachbaumagazin – The business magazine for roofing companies**

**dachbaumagazin** is the practical, constructive and independent business magazine for decision-makers in the roofing trade.

With in-depth information on construction technology, market developments and operational management, it provides valuable insights for successful business management.

**Practical. Decision-maker-oriented. Industry-competent.**

**High target group affinity – Your advertising reaches the right audience**

In addition to roofing companies, the readership of **dachbaumagazin** also includes:

- Plumbing companies
- Carpentry company
- Manufacturers, suppliers and distributors of building materials and components and machinery
- Housing associations
- Authorities and building control offices
- Technical colleges in the industry
- Planners and architects

The editorial team places particular emphasis on practical **reporting with direct benefits**. This results in content that is actively used and valued by the target group – creating a high-quality environment for your advertising message.

**dachbaumagazin – Your media brand for successful B2B-communication**

With **dachbaumagazin**, you can communicate across multiple media and networked across the entire industry – via:

- the monthly print magazine
- the digital e-paper edition
- a website with a wide reach [www.buildingnet.de](http://www.buildingnet.de)
- regular newsletters
- the supplier directory: Company Connectory
- active social media channels
- targeted live and online events
- and tailor-made content creation solutions

**dachbaumagazin** – the communication platform for your advertising message

**Available around the clock – online and on social media**

With [www.buildingnet.de](http://www.buildingnet.de), regular newsletters and an active community on LinkedIn, Instagram and Facebook, **dachbaumagazin** offers a strong platform for successful online communication.

**Your message – visible at all times, directly to your target group.**

**Events – live and digital**

With formats such as:

- Product of the Year Awards
- Webinar theme days
- In-house workshops

... **dachbaumagazin** offers **targeted** points of contact with decision-makers – both digitally and on site.

**Conclusion:** Your communication platform for sustainable market success

**dachbaumagazin** is your cross-media platform for successful B2B-communication in the industry.

**Become a media partner now – and reach decision-makers where they get their information.**

# dachbau magazin

<b>1. Title</b>	<b>dachbaumagazin</b>	<b>6. Subscription price</b>	Annual print subscription within the United Kingdom € 189 Annual subscription, print, abroad: € 197 including shipping, including current VAT
<b>2. Brief description</b>	<p><b>dachbaumagazin</b> is the trade journal for successful entrepreneurs in the roofing trade. <b>dachbaumagazin</b> provides practical, constructive and independent information on construction technology, the market and business management. It is therefore the magazine for decision-makers in roofing companies.</p> <p>The readership also includes plumbing and carpentry companies. Manufacturers, suppliers and distributors of building materials, building components and machinery complete the target group, which also includes housing associations, authorities/building authorities, relevant technical colleges, planners and architects. The editorial team always focuses on practical reporting with direct benefits for everyday business practice.</p>	<b>7. Edition</b>	12,526 copies
<b>3. Target group</b>	Decision-makers in roofing companies, plumbing companies and carpentry contractors, manufacturers, suppliers and distributors of building materials, building components and machinery, housing associations, authorities/building authorities, technical colleges, planners and architects.	<b>8. Membership / Participation</b>	IVW, IVW Online
<b>4. Publication frequency</b>	12 issues per year	<b>9. Publisher</b>	<b>Pelemedia GmbH</b> Richard-Reitzner-Allee 2, 85540 Haar Phone: +49 89 2006573-00 <a href="http://www.buildingnet.de">www.buildingnet.de</a> , <a href="http://www.pelemedia.de">www.pelemedia.de</a>
<b>5. Booklet format</b>	A4	<b>10. Publisher</b>	Pelemedia GmbH
		<b>11. Advertisements</b>	<b>Cornelia Schnek</b> Account Manager +49 89 2006573-31 <a href="mailto:cschnek@pelemedia.de">cschnek@pelemedia.de</a>
		<b>12. Editorial office</b>	<b>Collin Klostermeier</b> Editor-in-Chief and Managing Editor +49 251 924 55 46 <a href="mailto:cklostermeier@extern.pelemedia.de">cklostermeier@extern.pelemedia.de</a>
			<b>Jessica Stütz</b> Chief-of-Service +49 89 2006573-30 <a href="mailto:jstuetz@pelemedia.de">jstuetz@pelemedia.de</a>

# Circulation / Distribution

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## Trade journal circulation and distribution analysis

### 1. Circulation control



### 2. Circulation

#### Average number of copies per issue for the 2nd quarter of 2025\*

Print run: 10,500

circulation (TVA): 10,093 / of which abroad 42

Circulation sold 95 / of which abroad: 23

Subscribed circulation 82 / of which abroad: 12

Other sales 13 / of which abroad: 11

Free pieces 9,998 / of which abroad: 19

Remaining copies, receipt copies and archive copies 407

plus stand-alone e-paper 2,433

\*1 April 2025 – 30 June 2025)

### 3. Geographical distribution analysis

Economic area	Share of actual circulation	
	%	copies
domestic	99.5	10,051
abroad	0.5	42
Actual circulation	100.0	10,093

## Total circulation of dachbaumagazin

**10,093 + 2,433 = 12,526**

Circulation Print

Circulation Digital (e-paper)

Total circulation

*The current digital edition is actively distributed via the e-paper newsletter and additionally via the website [www.buildingnet.de](http://www.buildingnet.de). (IVW, Q2/2025)*

### 3.1. Distribution by postcode areas

Postcode area 2  
897 copies

Postcode area 1  
945 copies

Postcode area 4  
1,037 copies

Postcode area 0  
1,127 copies

Postcode area 3  
1,076 copies

Postcode area 9  
877 copies

Postcode area 5  
1,230 copies

Postcode area 8  
1,107 copies

Postcode area 6  
835 copies



# High-Class Target Group

## Industries/economic sectors

Recipient groups	Proportion of actual circulation %
roofing	74.3
plumbing companies	15.3
Carpentry/Engineered timber construction	4.8
Manufacturers and distributors of building materials, Components and machinery	2.6
Housing associations, authorities, Building authorities, technical colleges, planners, architects	1.3
Multipliers from guilds, Associations and training centres	1.3
Other	0.4
Actual circulation	100.0

## Position in the company

	Proportion of actual circulation %
Owner/Management	75.5
Roofing specialist/master craftsman, Plumber/master plumber	21.2
Construction manager/site manager, Technical manager, Commercial manager	1.4
Other	1.9
Actual circulation	100.0

(Source: Publisher's information)

**dachbaumagazin**  
provides competent  
information, committed  
and reliable via:  

- Roof technology
- Roof architecture
- Operational management
- Operating equipment

## Size of the economic unit

	Proportion of actual circulation %
1–9 employees	85.6
10–24 employees	11.6
More than 25 employees	2.8
Actual circulation	100.0

# Theme Matrix 2026

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Category	Products and Topics	Issue (number)	Newsletter (CW)
Pitched roof	Roof tiles, plain tiles, special tiles, roof stones, slate, fibre cement rhombuses, fibre cement panels, metal roofs, metal rhombuses, underlay membranes, underlay membranes, insulation, vapour barriers, roof penetrations, chimney connections, roof windows, drainagerung, PV-systems, lightning protection, snow protection, storm clips	1-2, 3, 4, 5-6, 9, 11, 12	2, 14, 23, 33, 43, 47
Flat roof	Bitumen waterproofing, plastic waterproofing, liquid waterproofing for lightweight roofs, automatic welding machines, manual welding equipment, moulded parts, parapet covers, main drainage, emergency drainage, gullies, gargoyles, skylights, strip lights, smoke and heat extraction systems, insulation, vapour barriers, flat roof monitoring, PV systems, lightning protection	1-2, 3, 5-6, 9, 11, 12	3, 10, 26, 35, 49
Green roof	Waterproofing, water storage and drainage mats, protective fleece, substrate, retention systems, extensive greening, intensive greening, system greening, steep roof greening, shear protection	1-2, 7-8, 9, 12	4, 11, 21, 31, 44
Metal roof	Zinc sheet, aluminium sheet, lead sheet, copper sheet, plumbing machines and tools	1-2, 4, 5-6, 11	6, 16, 25, 32, 42
Facade	Metal cladding, slate, fibre cement panels, wood-e cladding, substructures, drainage, PV-e systems, green facades	3, 5-6, 10, 11	19, 30, 45
Solar roof	PV modules, solar thermal modules, roof-integrated and mounted solar systems (pitched roof), mounting systems (flat roof), battery storage, combination: PV and green roof	1-2, 4, 5-6, 7-8, 9, 11, 12	8, 18, 22, 36, 46
Exposure	Pitched roof windows, flat roof windows, skylights, strip lights, glass roofs, glass roof tiles, daylight spots, fall protection, fall-through protection, replacement windows, connection sets	1-2, 4, 9, 11, 12	15, 29, 41
Insulation	Mineral wool insulation, glass wool insulation, EPS insulation, XPS insulation, PU insulation, wood fibre insulation, blow-in insulation.	3, 5-6, 7-8, 9, 10, 11, 12	5, 13, 27, 38, 52
Drainage	Solutions for pitched and flat roofs, green roofs and façades	4, 5-6, 9, 10, 11, 12	17, 34, 48
Construction site and workshop	Barriers, workwear, construction logistics, construction site equipment, containers and room systems, theft-protection, scaffolding, scaffolding protection and safety nets, ladders, lighting and signalling technology, constructionlifts, roofing lifts, cranes, trailer cranes, craneaccessories, tools	3, 5-6, 9, 12	20, 28, 39, 40
Commercial vehicles	Transporter, flatbed trucks, tradesmen's vehicles and conversions, diesel engines, e--mobility, hydrogen propulsion, trailers, fleet management, engines, oils/fuel and lubricants, tyres and accessories, loadsecuring, environmental protection, maintenance	3, 5-6, 12	12, 24, 51
Occupational safety	Scaffolding, fall protection, personal protective equipment (PPE), construction site procedures, construction scheduling, time recording	3, 9, 12	7, 37, 50
Management	Apps, BIM, digitalisation, finance, fleet management, IT in the tradesman's office, communication, Marketing, law, online platforms, risk management, seminars, software, corporate management, insurance policies	1-2, 7-8, 9, 11	

# Topics 2026

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Print edition with extended e-paper	Dates	Topic of the Month	Technology in Detail	Special / Trade Fairs
<b>January 2026</b> Extended E-paper	DP: 27.01.26 AD: 12.01.26 PD: 16.01.26	<b>Dach + Holz 2026 Interactive E-Paper in cooperation with GHM</b>	<b>Market trends:</b> New products – roofing innovations, photovoltaics and Solar thermal energy, green roofs, wood-based materials and constructions, facade systems <b>Viewpoints:</b> Actions taken by associations Central Association of German Roofing Contractors Association (ZVDH) and Holzbau Deutschland Roof and timber architecture in Cologne – information, tours	<b>Dach + Holz</b> (24–27 February 2026) – Arrival, Exhibitor plans, special shows, Discussion panels 
<b>1-2/2026</b>	DP: 12.02.26 AD: 23.01.26 PD: 28.01.26	<b>Roofs under listing</b>	- Special bricks for monument preservation - slate roofing - Wood shingle roofing - thatched roof - Renovation of historic metal structures - Historic dormer constructions - Monument preservation and solar power systems	<b>Green roof special</b> - Extensive and intensive greening - Sealing <b>Trade fair special:</b> Dach+Holz International 2026 in Cologne (24–27 February 2026) - Preliminary report on the trade fair - Hall plans - Product preview 
<b>3/2026</b>	DP: 10.03.26 AD: 18.02.26 PD: 23.02.26	<b>International roof construction</b>	- Prestigious architecture: office buildings, railway stations, airports and government buildings - Flat roof, pitched roof and façade - Insulation - Traditional roofing materials reinterpreted - Logistics: Roof work on a major project - Craftsmanship in the implementation of complex architectural designs - Lighting through skylights	<b>Safety on the construction site:</b> Fall protection systems, maintenance access routes and scaffolding <b>Management:</b> Commercial vehicles for Roofers <b>Flat roof specialist</b> - Bitumen, plastic and liquid waterproofing - Detailed training and maintenance - Drainage - Insulation
<b>4/2026</b> <b>dachbau metal</b>	DP: 08.04.26 AD: 19.03.26 PD: 24.03.26	<b>Metal roofs</b>	- Prestigious roofs made of zinc, aluminium, copper and lead in New construction and refurbishment - Substructures - Drainage - Lighting: Skylights in metal roof - Roof decoration - Solar power systems: Electricity from metal roofs - Traditional roofing materials reinterpreted - Safety on metal roofs	Machines for sheet metal working Sophisticated details for metal roofs <b>Metal market:</b> Products for building plumbers
<b>5-6/2026</b>	DP: 27.05.26 AD: 07.05.26 PD: 12.05.26	<b>Major projects</b>	- Airports and railway stations, shopping centres and department stores, public buildings - Flat roof waterproofing - Cladding made of zinc, aluminium, copper, lead and stainless steel - PV roofs and PV façades - Green roofs - Construction site logistics and organisation <b>Management:</b> Commercial vehicles for roofers	<b>Trade fair special:</b> The Smarter E/Intersolar in Munich (23–25 June 2026) 
<b>7-8/2026</b>	DP: 07.07.26 AD: 17.06.26 PD: 22.06.26	<b>Roofs of the future</b>	<b>Property reports and technical articles on future-oriented topics:</b> Solar, green roof, insulation, recycling and sustainability, Software (digital measurement and digital calculation)	<b>Products of the Year 2026: Presentation of the winners</b> 

# Topics 2026

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Print edition with extended e-paper	Dates	Topic of the Month	Technology in Detail	Special / Trade Fairs	
<b>August 2026</b> Extended e-paper	DP: 21.08.26 AD: 10.08.26 PD: 14.08.26	<b>Building envelope – Focus on the façade</b>	Curtain walls and rear-ventilated façades, wood-glass façades, post-and-beam constructions, ETICS, insulation, detailed solutions, fire/sound protection, building systems/materials, execution constructions, cladding, windows, roof windows, façade connections <b>Market trends: Design trends</b> for façades – colours, shapes, constructions		
<b>9/2026</b>	DP: 08.09.26 AD: 19.08.26 PD: 24.08.26	<b>Housing construction</b>	- New construction and refurbishment - Pitched roof: Economical roof structures with large-area tiles - Flat roof: Secure waterproofing for green roofs - Increases - Attic conversion - Solar power systems - Exposure solutions - Roof renovation in housing stock - Drainage	Safety on the construction site: Fall protection and Scaffolding Insulation of steep and flat roofs	<b>Umbrellamarket special: Workwear</b>  NordBAU in Neumünster (9–13 September 2026)
<b>10/2026</b>	DP: 06.10.26 AD: 16.09.26 PD: 21.09.26	<b>Metal façades</b>	- Modern façades made of zinc, aluminium, copper and lead in New construction and refurbishment - Substructures - Integration of drainage - Renovation solutions for damaged façades - Rapid construction progress thanks to prefabricated façade elements - Advice: Good reasons for a metal façade	Execution of metal façades Detailed training and maintenance	<b>Roof market special</b> Products for building plumbers <b>Trade fair special</b> Euroblech in Hanover (20–23 October 2026) 
<b>11/2026</b>	DP: 06.11.26 AD: 19.10.26 PD: 21.10.26	<b>Industrial buildings</b>	- New construction: lightweight metal roofs and economical façades - Energy-efficient refurbishment of flat and shed roofs - Retrofitting solar systems - Fire protection - Skylights and strip lights - Snow load - Emergency drainage	Steep roof: Detailed solutions for roofs made of roof tiles and roof stones	<b>Roof market special</b> Skylights, domed rooflights and strip lights
<b>12/2026</b>	DP: 08.12.26 AD: 18.11.26 PD: 23.11.26	<b>Sustainability</b>	- Roof structures of the future - Green roofs and facades - Solar power systems and storage systems - Solar energy gains through roof windows - Steep roofs: roof tiles and roof stones - Insulation for pitched roofs: mineral wool, wood fibre insulation materials, Cellulose insulation, PU insulation - Flat roofs: bitumen, plastic and liquid waterproofing <b>Management:</b> Commercial vehicles for roofers	Skylights and strip lights occupational safety Tile roofing: details in pitched roofs	<b>BAU</b> <b>Trade fair preview:</b> BAU 2027 in Munich (11–15 January 2027)
<b>1-2/2027</b>	DP: 04.01.27 AD: 02.12.26 PD: 09.12.26	<b>BAU 2027</b>	<b>BAU 2027:</b> Techniques, materials, possible applications – Hall plans, exhibitors, events, directions <b>Roof construction:</b> pitched roofs, flat roofs, green roofs, PV roofs		<b>BAU 2027</b> <b>Trade fair edition</b> 

# Advertisement Prices and Formats

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Advertisement price list valid from 1 January 2026

Format	Base price b/w	Base price 4c
1/1 page	€ 4.120	€ 6.860
Juniorpage		€ 4.490
1/2 page	€ 2.270	€ 4.230
1/3 page	€ 1.500	€ 3.460
1/4 page	€ 1.100	€ 2.700
1/8 page	€ 620	€ 2.510
Cover pages: U2/U3/U4 each		€ 7.190
1/2 page flap		€ 11.610
1/2 page Table of Contents		€ 5.400
1/2 page editorial		€ 4.290
U2 + 1st right side		€ 13.710

## Extended e-paper

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

Video integration max. 8 MB      € 300

GIF animation      € 300

Survey      from € 700

Picture gallery      € 700

YouTube video      € 900

*Not subject to discount.*

## Categories

Job vacancies      25% discount on the basic advertisement price

Job applications      50% discount on the basic advertisement price

## Discounts

Decrease within an insertion year.  
(Commencing with the publication of the first advertisement)

Frequency discount from 1/4 page and larger		Quantity Scale	
from 3 advertisements	5 %	from 2 pages	5 %
from 6 advertisements	10 %	from 4 pages	10 %
from 9 advertisements	15 %	from 6 pages	15 %
from 12 advertisements	20 %	from 9 pages	20 %
		from 12 pages	25 %

*No discounts on ad specials, supplements or technical costs.  
Combined discounts for cross-media campaigns available 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:** HYVEDEMXXXX

# Advertisement Formats

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Dimensions Width x Height in millimetres



**1/1 page**

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



**Juniorpage**

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

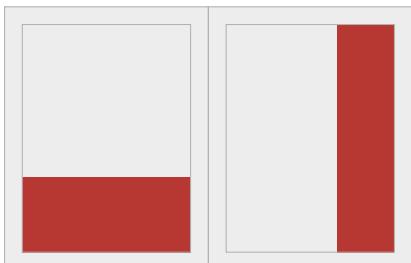


**1/2 page landscape**

**1/2 page high**

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

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



**1/3 page landscape**

**1/3 page high**

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

S: 50 x 260 mm  
A: 63 x 297 mm



**1/4 page high**

**1/4 page landscape**

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

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

**1/4 page corner**

S: 90 x 125 mm



**1/8 page vertical** **1/8 page landscape**

S: 43 x 125 mm

H: 185 x 30 mm

**1/8 page corner**

S: 90 x 60 mm

Booklet format 210 x 297 mm

S: Type area format

A: Trim format without bleed allowances

Bleed allowance: 5 mm on the open sides



**Print advertising material  
please send by email to:**

DISPO.mikado\_dbm@pelemedia.de

# Special Advertising Formats

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Title flap

## Title flap

Front: W 105 mm x H 297 mm  
inside: W 105 mm x H 297 mm

**Price: € 11.610**



Content Package

**Content package:**  
1/1 page advertorial

**Price: € 4.450**  
(non-discountable)

## Crossmedia package:

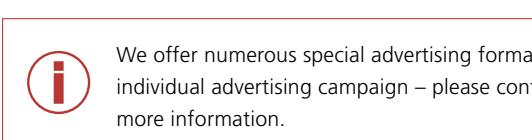
1/1 page advertorial plus 4 weeks' presence of your advertorial under the corresponding heading on the website, as well as a social media post.

**Price: € 5.850**  
(non-discountable)

Crossmedia Package



Insert



	80 - 135 g/m <sup>2</sup>
2 sheets = 4 pages	€ 10.590
3 sheets = 6 pages	€ 15.740
4 sheets = 8 pages	€ 20.450

Required delivery quantity: 10,300 copies



Supplements

Side dishes over 25 g/piece on request

Full edition price (up to 25g, including postage)	€ 490 per thousand (non-discountable)
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We offer numerous special advertising formats for your individual advertising campaign – please contact us for more information.

## Mailing address for special advertising formats

**Delivery note:** For dachbaumagazin, issue (no.)

Vogel Druck, Leibnizstr. 5, 97204 Höchberg

Extended e-paper – More attention. More interaction. More impact.

## In addition to your advertisement booked in the print edition: Take advantage of the interactive features of our extended e-paper:

Increase the reach and impact of your print advertisement through interactive possibilities.  
our extended e-paper.

Supplement your booked advertisement with multimedia content – e.g.:

- Videos
- Picture galleries
- GIFs
- Surveys

This allows you to bring your products and solutions to life and create a more intense user experience.  
and offer your target group genuine added value.

## Prices for Extended e-paper

Multimedia content can be optionally integrated into your advertising material in all e-paper editions of our print editions.  
(The prices quoted are in addition to the print advertisement prices.)

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 a variety of interactive options:  
**Option 1:** Your own survey with Your questions and suggested answers integrated into your advertisement motif.  
**Option 2:** Create your own survey with Your questions and suggested answers embedded in the editorial content in a section of your choice.  
**Option 3:** The editorial team at mikado provides a survey with 3 questions on your desired topic. Your advertising is displayed as an iframe below the Umquestion displayed.  
All options are individually tailored to Your colour and layout specifications customisable and, on request, bearing your company logo.



# Technical Specifications

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## Technical details / Processing

Printing Process	Processing
Magazine format	<p>Trimmed format 210 mm wide x 297 mm high plus 3 mm bleed on all open sides</p> 
Type area	185 mm wide x 260 mm high 4 columns, each 45 mm wide
Printing process	<p>Cover: sheetfed offset Contents: web offset</p> <p>Printing inks (CMYK) according to ISO 12647-2 (PSO). Special colours on the cover are possible by arrangement. Minor tonal value deviations are within the tolerance range of web offset printing. Solid black areas should be underlaid with a 40% cyan screen.</p>
Colours	<p>Printable closed PDF files. Please provide one PDF file per individual page. Relevant graphic and text elements must be at least 5 mm away from the trim line. Image resolution 300 dpi</p>
Proof	Colour-accurate proof according to the German Printing Industry Association "Media Standard Printing" (bvdm). Digital proofs without FOGRA media wedges are not considered colour-accurate.
ICC profile	Cover: isocoated_v2_eci.icc (Fogra 39L) Contents: PSO_INP_Paper_eci.icc (Fogra 48L) The corresponding profiles are available for download at <a href="http://www.eci.org">www.eci.org</a> .
Data transmission	Please send the data (up to 10 MB) to: <a href="mailto:druckunterlagen@pelemedia.de">druckunterlagen@pelemedia.de</a>
Data archiving	Data is archived, so unchanged repetitions are generally possible. However, no data guarantee is provided.
Warranty	We cannot accept any liability for delays or errors caused by incorrect data.
Contact	Marc Schneider Phone: +49 89 2006573-05 <a href="mailto:mschneider@pelemedia.de">mschneider@pelemedia.de</a>

## Inserts / Enclosures / Stick-ins / CDs

Supplements	
Minimum format	105 mm width x 140 mm height
Maximum format	200 mm width x 290 mm height
Inserts must be trimmed and folded and delivered as finished end products. Folded products must be closed at the spine and suitable for machine processing. Please note the delivery conditions of our printing partner.	
Inserts – at least 4 pages / 100g/m <sup>2</sup>	
Minimum format	105 mm width x 140 mm height
Maximum format	Format of the carrier product
Trim	Booklet format: Head trim 6 mm, front and foot trim min. 3 mm, plus + 3 mm milling margin in the spine

Inserts must be delivered uncut and folded. Multi-page inserts must be closed at the spine and suitable for machine processing. Inserts must be designed and produced in such a way that no additional preparation or processing is required. Any complications and additional folding and gluing work will be invoiced separately. Before accepting and confirming an order, a binding sample, or if necessary a blind sample with size and weight specifications, must be submitted.

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 inserts depends on technical possibilities. Inserts printed on materials other than paper can only be accepted by the postal service with the prior consent of the publisher.

	<b>Shipping Address</b> <b>Delivery note:</b> For dachbaumagazin, Issue (no.) Vogel Druck, Leibnizstr. 5 97204 Höchberg
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*Our general terms and conditions apply  
([www.pelemedia.de/AGB](http://www.pelemedia.de/AGB))*

	<b>Terms of Payment</b>  Direct debit with 2% discount, 10 days net
<b>Bank details:</b> HypoVereinsbank, Munich <b>IBAN:</b> DE 54 700 20 27 0001 002 1500 <b>BIC:</b> HYVEDEMMXXX	

## (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 or 970 x 250 Pixels)  
\* Mobile: 4:1 / 300 x 75 Pixels

## (2) Billboard Video Ad

**€ 370** / 1,000 Ad impressions  
(800 x 250 or 970 x 250 Pixels)

## (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  
(300 x 250 Pixels)

## (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

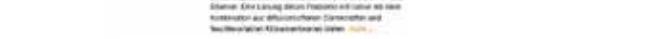
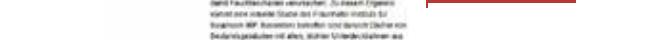
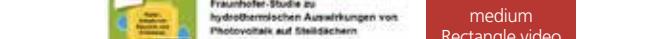
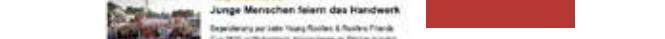
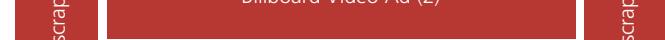
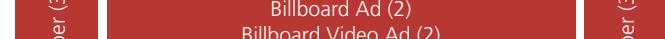
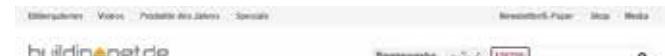
**€ 130** / 1,000 Ad impressions  
(234 x 60 Pixels)

## (9) Landscape Video Ad

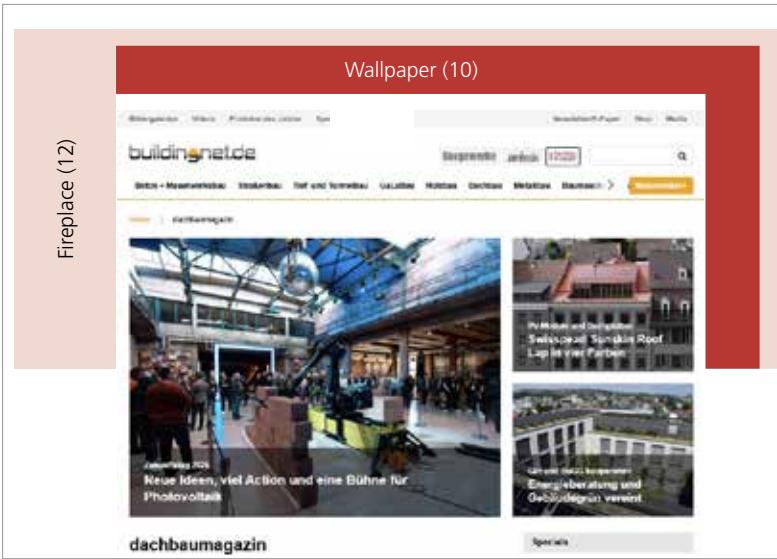
**€ 450** / 1,000 Ad impressions  
(854 x 480 Pixels)



Possible file formats: GIF, JPEG, HTML5,  
File size: max. 80 KB,  
Prices = cost per thousand impressions  
Data delivery: 5 working days before campaign  
launch  
**Video Ad Specifications: see page 17**



Fireplace (12)



## (10) Wallpaper

**€ 270** / 1,000 Ad impressions  
(728 x 90 Pixels / top,  
120 x 600 Pixels / right, or  
160 x 600 Pixels / right)  
\*Mobile: 2:1 / 300 x 150 Pixels

## (11) Sidebar advert (sticky)

**€ 260** / 1,000 Ad impressions  
(300 x 600 Pixels)  
\* Mobile: 2:1 / 300 x 150 Pixels

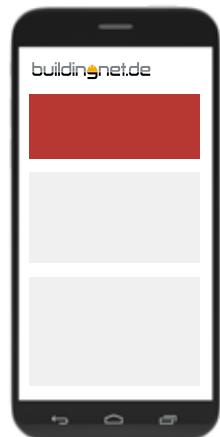
## (12) Fireplace

**€ 540** / 1,000 Ad impressions  
(1000 x 90 / 2x 120x60 or  
160x600 Pixels)

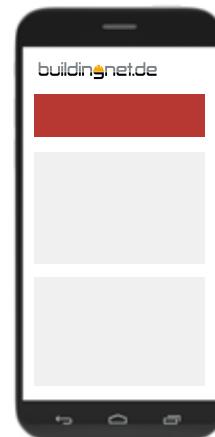
Possible file formats: GIF, JPEG, HTML5 File size: max. 80 KB  
Prices = price per thousand contacts, data delivery: 5 working days before campaign launch

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

## Banner overview Mobile



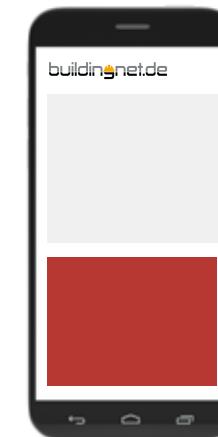
**Mobile Content**  
**Ad 4:1**  
300 x 75 Pixels  
max. 50 KB



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

## Table of Contents

## Video Ads

- Integration of video advertisements on our specialist portals

## Placings:

- Billboard Video Ad
- Medium Rectangle Video Ad
- Landscape video ad (large for

(Can be booked individually or as a video rotation package.)

## Features:

- Video starts automatically without sound; audio can be activated by user interaction via
- Full responsiveness: Also playable on mobile devices
- Video display is clickable and can be linked to a landing page
- Full tracking: AIs, clicks, CTR

## Broadcast

- On all home, category and article sites

### Data delivery:

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

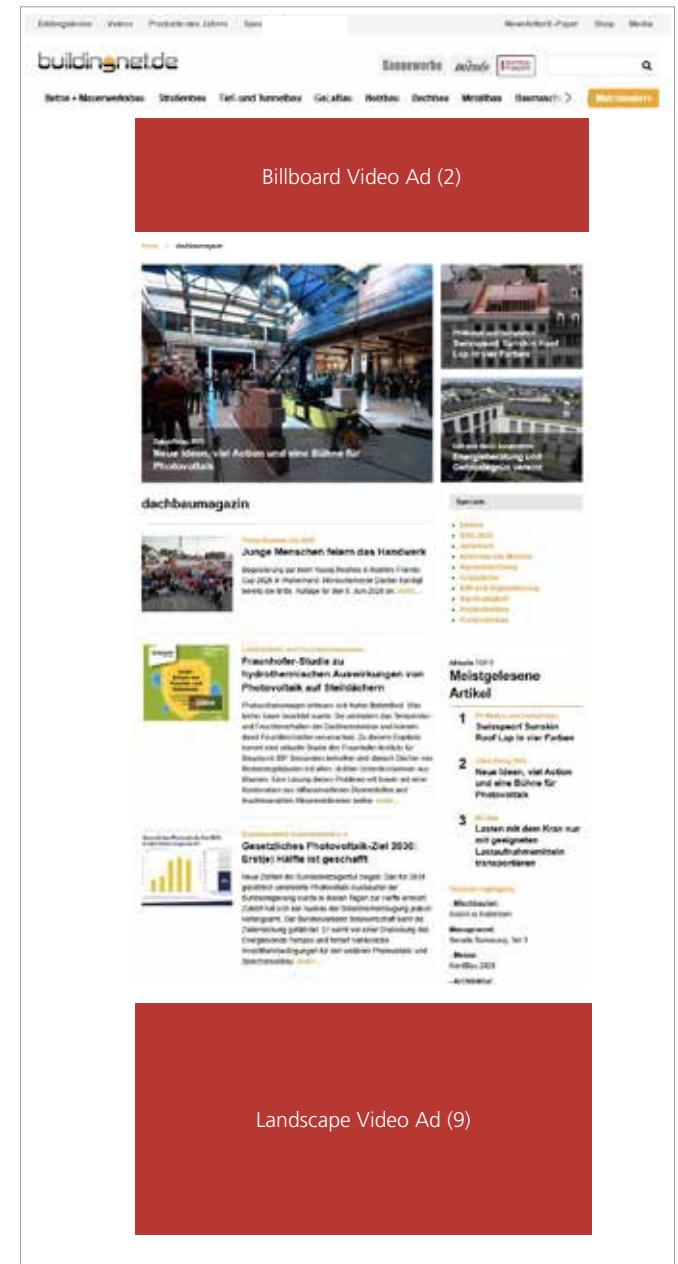
3GPP / MPEG-4

Resolution	Target bitrate 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 = per thousandContact price
- Data delivery: 5 working days before campaign launch



## Company Connectory – The network for companies



**Here, companies can find and connect with each other quickly and efficiently. The smart platform that creates visibility and connections.**

Company Connectory offers everything at a glance: products and services, webinars, white papers, event tips, videos, the web shop, e-papers and much more.

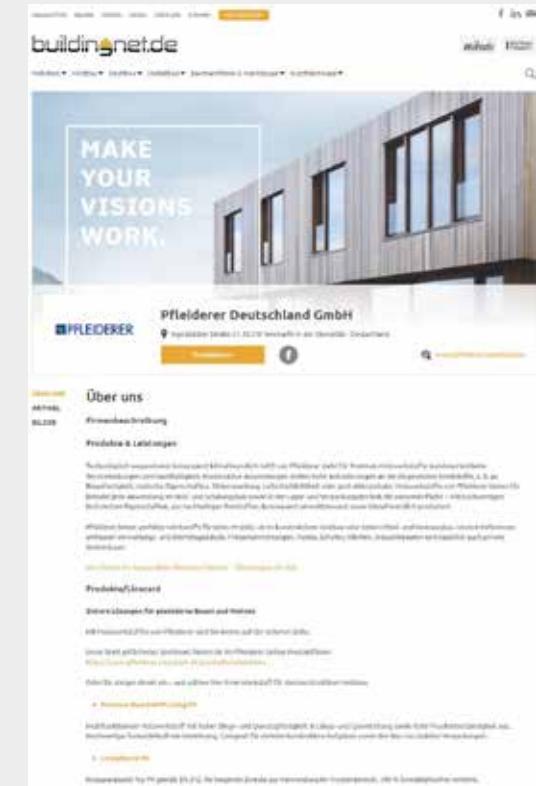
### Your advantages:

- Premium profile: your business card
- Multimedia content
- Listing of specialist articles
- Job offers
- Leads from customers
- Highlighting in the provider search
- Inclusion in editorial specialist articles
- Integration in the newsletter
- Social media posts

	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 technical articles in the company profile	✓	✓	✓
• Job offers	✓	✓	✓
• Individual contact information including Google Maps integration	✓	✓	✓
• Top listing in search results	✓	✓	✓
• Logo display including links on all editorial article pages	✓	✓	✓
• Multimedia content such as videos, interactive e-papers, page-turning catalogues, etc.		✓	✓
• White papers, brochures, catalogues, other documents (PDFs)		✓	✓
• Logo display including link to company profile in newsletters (6x or 12x per year)		✓ (6 times a year)	✓ (12 times a year)
• Social media posts: on LinkedIn, Xing, Instagram, Facebook (6 times a year)			✓
<b>Price</b>	<b>€ 2.990</b>	<b>€ 4.990</b>	<b>€ 6.190</b>

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-time fee, maintenance € 99 monthly).



pattern

## Native advertising – Your content with the look and feel of editorial articles

Online advertorials are the ideal solution for presenting complex topics in a way that is tailored to the target audience and has a long-term impact.

Designed in the style of an editorial article, advertorials are perceived by users as high-quality specialist content, thereby achieving a particularly high level of credibility and relevance.

### Highlight of the week also included in newsletter

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



Highlight of the week

**Price: € 710**

Highlight of the week combi

**Price: € 1.710**

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

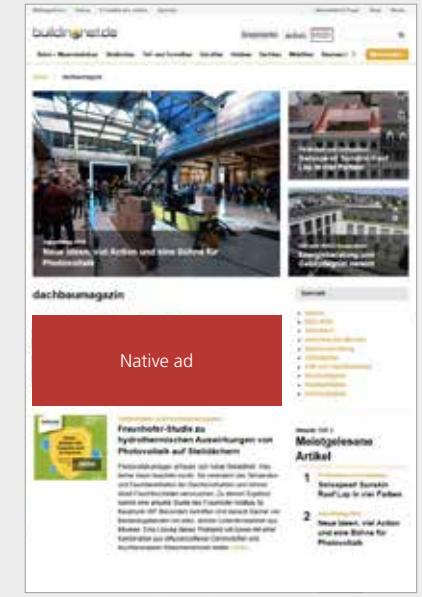


Native communication with a lasting impact.

**Tip:** Combine the online advertorial with our Social Media Plus package to additionally distribute your content via our wide-reaching channels – and specifically increase your visibility on social media.

### Native ad of the week, including newsletter and social media plus

- Native ad with the look and feel of our specialist portal
- Headline: 40 characters including spaces, Text: 300 characters including spaces, Image: 180 x 150 Pixels
- Link to your website or a microsite designed by us with your contributions



Native Ad of the week

**Price: € 940**

Native Ad combi

**Price: € 1.950**

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

Native Ad combi Social Plus **Price: € 2.660**

(additional publication on our social media channels)

## Whitepaper



- Your whitepaper will be published on [www.buildingnet.de](http://www.buildingnet.de) and promoted on with accompanying online advertising materials from .
  - Banner for promotion in at least two newsletters
  - At least two posts on social media channels
  - Presentation of your whitepaper in the teaser area of [buildingnet.de](http://buildingnet.de) for two months
- The link leads to a landingpage we have created with input fields for download requests. (GDPR compliant).
- This generates high visibility on our channels, and receives valuable leads after the campaign has ended.
- We would be happy to provide you with a personalised quote, and atwe can assist you with the creation of the white paper and advertising materials.

### Lead campaign with whitpaper



Period: 2 months

**Price: € 4.080 plus € 70 per lead**

Can also be booked with a customised newsletter.

**Price: € 5.890 plus € 70 per lead**

## Webinar

If you are looking for an efficient tool for knowledge transfer, webinars are the ideal advertising format. In a webinar, you can communicate your latest developments and innovations and actively involve customers in the event via live chat questions. Use a webinar to highlight the benefits of your products while also demonstrating your expertise and raising awareness of your company.

### Services

- Advance notice of the webinar in at least three newsletters and at least two posts on social media channels
- Display advert promoting your webinar on [buildingnet.de](http://buildingnet.de) for one month
- Participant registration
- Briefing of your speaker and technical implementation
- Live broadcast including introduction and closing remarks
- Disclosure of registration data (company, first name, surname, e-mail)
- Afterwards, the webinar will be available for four weeks as a registration-required on-demand webinar for download on the website [www.buildingnet.de](http://www.buildingnet.de).



Image: fizkes /stock.adobe.com

### Webinar:



**Price: € 5.320**

Optionally, you can also book a full-page advertisement for the webinar in [dachbaumagazin](#).

(The advertisement will be designed by the publisher.)

**Price: € 7.810**



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

# Social Media Posting

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## Social media posting – Successfully share your content via our channels

Supplement your market communications in a targeted manner with a social media post via the wide-reaching channels of buildingnet.

Whether it's a new product, solution, video, webinar or service – grab attention where your target group is active.

**More visibility. More attention. More impact.**



**Price: € 750**  
(not eligible for discount)

**Followers: over 3.000**  
(Publisher's information, as of June 2025)



## Your advantages

- Placement in the independent thematic environment of dachbaumagazin
- Individually selectable publication date
- Access to an interactive, industry-specific community

# Customized Newsletter

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Customized newsletter – Exclusive newsletter delivered directly to your target group's inbox

Send your personalised message exclusively to the qualified newsletter distribution list of **dachbaumagazin**.

Your content reaches your target audience directly – ideal for new products, event invitations or company news.

**Maximum visibility – precise, exclusive, effective.**

One message per customised newsletter

**Scope:** 1 image + 1 message + 1 logo

**Text:** max. 1,500 characters (including spaces)

**Image width:** 630 Pixels, maximum image height: 300 Pixels

**Subject line:** max. 100 characters (including spaces)

**Links:** max. 5

**Sender:** dachbaumagazin and advertiser

*Dates on request*

## Advantages:

- Exclusive newsletter for your information
- High visibility for your company and your offerings
- Individual appointment coordination
- Maximum of one customized newsletter per week per company



**Price: € 3.090**

(not eligible for discount)

**Special configurations on request**

**dachbau  
magazin**  
Unternehmer-  
Magazin für  
Dachdeckerbetrieb

15.7.2024 | 10:06



Nachdem sich die erste Staffel großer Beliebtheit erfreute, bringt das Zeppelin Lab die nächste Runde des **Construction-Tech-Podcasts „Baustelle Zukunft“** an den Start. Moderatorin Sandra May und Moderator Wulf Bickenbach sind **auf Baustellen, in Laboren und Bauunternehmen** unterwegs, um die spannendsten **Innovationen und Trends der Baubranche** hinter den Kulissen zu erleben.

**Gleich hier reinhören:**

- [Apple Podcast](#)
- [Spotify](#)
- [YouTube](#)

In der **zweiten Staffel** stehen vor allem die Menschen und Projekte vor Ort im Mittelpunkt.

„Wir haben spannende Projekte zu jedem unserer Themen ausgewählt, sodass unsere Hörerinnen und Hörer hautnah miterleben können, wie Innovationen umgesetzt werden und welchen Mehrwert sie den Menschen bieten“, erklärt Wulf Bickenbach.

Die Folgen drehen sich um die Themen **KI, Urban Mining, Robotik, Innovationsmanagement, Drohnen und Holzbau** und werden ab sofort im zwei Wochen-Rhythmus unter dem Titel **„Baustelle Zukunft“** veröffentlicht und sind auch auf der [Website](#) abrufbar.

Herzliche Grüße, euer **Z LAB** Podcast-Team.

Stay tuned!



pattern



# Newsletter Dates and Topics

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CW	Date	Brand	Topic
1	Thursday, 1 January	<b>Baugewerbe</b>	TOP 10 2025
	Friday, 2 January	<b>buildingnet.de</b>	News of the week
2	Monday, 5 January	<b>1 dachbaumagazin</b>	Steep roof
	Tuesday, 6 January	<b>Baugewerbe</b>	Scaffolding and formwork
3	Wednesday, 7 January	<b>mikado</b>	TOP 5 of the month
	Thursday, 8 January	<b>Baugewerbe</b>	IT in construction: software and tools
	Friday, 9 January	<b>buildingnet.de</b>	News of the week
4	Monday, 12 January	<b>1 dachbaumagazin</b>	Flat roof
	Tuesday, 13 January	<b>Baugewerbe</b>	Construction machinery: excavators, wheel loaders and more
	Wednesday, 14 January	<b>mikado</b>	Building materials
5	Thursday, 15 January	<b>Baugewerbe</b>	Candidates Product of the year
	Friday, 16 January	<b>buildingnet.de</b>	News of the week
	Monday, 19 January	<b>1 dachbaumagazin</b>	Green roof
6	Tuesday, 20 January	<b>Baugewerbe</b>	Masonry construction: building materials, façades, sustainability
	Wednesday, 21 January	<b>mikado</b>	Multi-storey timber construction
	Thursday, 22 January	<b>Baugewerbe</b>	Focus on commercial vehicles: construction site vehicles
7	Friday, 23 January	<b>buildingnet.de</b>	News of the week
	Monday, 26 January	<b>1 dachbaumagazin</b>	Insulation
	Tuesday, 27 January	<b>Baugewerbe</b>	Leaders of the Year 2025
8	Tuesday, 27 January	<b>mikado</b>	Extended e-paper: Roof + Wood 2026
	Wednesday, 28 January	<b>mikado</b>	Building in existing structures
	Thursday, 29 January	<b>Baugewerbe</b>	On the construction site: cranes, lifting platforms and loaders
9	Friday, 30 January	<b>buildingnet.de</b>	News of the week
	Monday, 2 February	<b>1 dachbaumagazin</b>	Metal roof
	Tuesday, 3 February	<b>Baugewerbe</b>	Top 10 January 2026
10	Wednesday, 4 February	<b>mikado</b>	TOP 5 of the month
	Thursday, 5 February	<b>Baugewerbe</b>	SNL: Large seminar VDBUM
	Friday, 6 February	<b>buildingnet.de</b>	News of the week
11	Monday, 9 February	<b>1 dachbaumagazin</b>	Occupational safety
	Tuesday, 10 February	<b>Baugewerbe</b>	Construction site: tools and safety
	Tuesday, 10 February	<b>mikado</b>	E-paper: Timber engineering
12	Wednesday, 11 February	<b>mikado</b>	Hall construction
	Wednesday, 11 February	<b>Baugewerbe</b>	The new issue is here! E-paper 1-2_2026
	Wednesday, 11 February	<b>1 dachbaumagazin</b>	E-paper: Roofs under monument protection
13	Thursday, 12 February	<b>Baugewerbe</b>	Construction software in a reality check
	Monday, 23 March	<b>1 dachbaumagazin</b>	Insulation
	Tuesday, 24 March	<b>Baugewerbe</b>	Landscaping: Machines, tools, projects
14	Wednesday, 25 March	<b>mikado</b>	Management – software and services for carpentry businesses
	Thursday, 26 March	<b>Baugewerbe</b>	Civil engineering and tunnel construction: Successful projects
	Friday, 27 March	<b>buildingnet.de</b>	News of the week

KW	Date	Brand	Topic
7	Friday, 13 February	<b>buildingnet.de</b>	News of the week
	Monday, 16 February	<b>1 dachbaumagazin</b>	Solar roof
8	Tuesday, 17 February	<b>Baugewerbe</b>	People of the month
	Wednesday, 18 February	<b>mikado</b>	Roof + Wood 2026
9	Thursday, 19 February	<b>Baugewerbe</b>	Asphalt Days 2026
	Friday, 20 February	<b>buildingnet.de</b>	News of the week
10	Monday, 23 February	<b>1 dachbaumagazin</b>	Roof+Wood 2026
	Tuesday, 24 February	<b>Baugewerbe</b>	Management in modern construction
11	Wednesday, 25 February	<b>mikado</b>	Hybrid timber construction
	Thursday, 26 February	<b>Baugewerbe</b>	Demolition and recycling
12	Friday, 27 February	<b>buildingnet.de</b>	News of the week
	Monday, 2 March	<b>1 dachbaumagazin</b>	Flat roof
13	Tuesday, 3 March	<b>Baugewerbe</b>	The new issue is here! E-paper 03_2026
	Wednesday, 4 March	<b>mikado</b>	TOP 5 of the month
14	Thursday, 5 March	<b>Baugewerbe</b>	Investment boost for construction?
	Thursday, 5 March	<b>mikado</b>	E-paper: Affordable housing
15	Friday, 6 March	<b>buildingnet.de</b>	News of the week
	Monday, 9 March	<b>1 dachbaumagazin</b>	Green roof
16	Monday, 9 March	<b>1 dachbaumagazin</b>	E-paper: International Roof Construction
	Tuesday, 10 March	<b>Baugewerbe</b>	digitalBAU 2026
17	Wednesday, 11 March	<b>mikado</b>	Trade fair: Holzhandwerk/fensterbau frontale 2026
	Thursday, 12 March	<b>Baugewerbe</b>	SNL: digitalBAU 2026
18	Friday, 13 March	<b>buildingnet.de</b>	News of the week
	Monday, 16 March	<b>1 dachbaumagazin</b>	Commercial vehicles
19	Tuesday, 17 March	<b>Baugewerbe</b>	Top 10 February 2026
	Wednesday, 18 March	<b>mikado</b>	Building materials
20	Thursday, 19 March	<b>Baugewerbe</b>	Forestry technology
	Friday, 20 March	<b>buildingnet.de</b>	News of the week
21	Monday, 23 March	<b>1 dachbaumagazin</b>	Insulation
	Tuesday, 24 March	<b>Baugewerbe</b>	Landscaping: Machines, tools, projects
22	Wednesday, 25 March	<b>mikado</b>	Management – software and services for carpentry businesses
	Thursday, 26 March	<b>Baugewerbe</b>	Civil engineering and tunnel construction: Successful projects
23	Friday, 27 March	<b>buildingnet.de</b>	News of the week
	Monday, 30 March	<b>1 dachbaumagazin</b>	Pitched roof
24	Tuesday, 31 March	<b>Baugewerbe</b>	Fleet management: construction machinery and commercial vehicles in the vehicle fleet
	Tuesday, 31 March	<b>mikado</b>	E-paper: Hall and commercial construction

CW	Date	Brand	Topic
14	Wednesday, 1 April	<b>mikado</b>	TOP 5 of the month
	Wednesday, 1 April	<b>Baugewerbe</b>	The new issue is here! E-Paper 04_2026
	Thursday, 2 April	<b>Baugewerbe</b>	TOP 10 March 2026
	Friday, 3 April	<b>buildingnet.de</b>	News of the week
15	Monday, 6 April	<b>✓ dachbaumagazin</b>	Exposure
	Tuesday, 7 April	<b>Baugewerbe</b>	Safety solutions for scaffolding and formwork
	Tuesday, 7 April	<b>✓ dachbaumagazin</b>	E-paper: Metal roofs
	Wednesday, 8 April	<b>mikado</b>	People of the month
	Thursday, 9 April	<b>Baugewerbe</b>	Heads of the month
	Friday, 10 April	<b>buildingnet.de</b>	News of the week
16	Monday, 13 April	<b>✓ dachbaumagazin</b>	Metal roof
	Tuesday, 14 April	<b>Baugewerbe</b>	Demolition and recycling: machines in the circular economy
	Wednesday, 15 April	<b>mikado</b>	Commercial construction
	Thursday, 16 April	<b>Baugewerbe</b>	Construction site: Personal protective equipment
	Friday, 17 April	<b>buildingnet.de</b>	News of the week
	Monday, 20 April	<b>✓ dachbaumagazin</b>	Drainage
17	Tuesday, 21 April	<b>Baugewerbe</b>	Sustainability in construction
	Wednesday, 22 April	<b>mikado</b>	Commercial vehicles for carpenters
	Thursday, 23 April	<b>Baugewerbe</b>	Commercial vehicles: vans and more
	Friday, 24 April	<b>buildingnet.de</b>	News of the week
	Monday, 27 April	<b>✓ dachbaumagazin</b>	Solar roof
	Tuesday, 28 April	<b>Baugewerbe</b>	IFAT 2026
18	Wednesday, 29 April	<b>mikado</b>	Carpentry machines
	Thursday, 30 April	<b>Baugewerbe</b>	Road construction: Trends 2026
	Friday, 1 May	<b>buildingnet.de</b>	News of the week
	Monday, 4 May	<b>✓ dachbaumagazin</b>	Facade
	Monday, 4 May	<b>mikado</b>	E-paper: Roof extension
	Tuesday, 5 May	<b>Baugewerbe</b>	The new issue is here! E-Paper 05_2026
19	Wednesday, 6 May	<b>mikado</b>	Top 5 of the month
	Thursday, 7 May	<b>Baugewerbe</b>	Top 10 April 2026
	Friday, 8 May	<b>buildingnet.de</b>	News of the week
	Monday, 11 May	<b>✓ dachbaumagazin</b>	Workwear
	Tuesday, 12 May	<b>Baugewerbe</b>	Masonry construction: hybrid construction
	Wednesday, 13 May	<b>mikado</b>	Engineered timber construction
20	Thursday, 14 May	<b>Baugewerbe</b>	Construction 4.0 – Innovations in the industry

KW	Date	Brand	Topic
20	Friday, 15 May	<b>buildingnet.de</b>	News of the week
	Monday, 18 May	<b>✓ dachbaumagazin</b>	Green roof
	Tuesday, 19 May	<b>Baugewerbe</b>	Landscaping – Tomorrow's trends
	Wednesday, 20 May	<b>mikado</b>	Market trends: Roofing
21	Thursday, 21 May	<b>Baugewerbe</b>	Skilled labour shortage in construction
	Friday, 22 May	<b>buildingnet.de</b>	News of the week
	Monday, 25 May	<b>✓ dachbaumagazin</b>	Solar roof
	Tuesday, 26 May	<b>Baugewerbe</b>	Winner PdJ
	Tuesday, 26 May	<b>✓ dachbaumagazin</b>	E-paper: Major projects
	Wednesday, 27 May	<b>mikado</b>	Photovoltaics
22	Thursday, 28 May	<b>Baugewerbe</b>	Climate neutrality
	Friday, 29 May	<b>buildingnet.de</b>	News of the week
	Monday, 1 June	<b>✓ dachbaumagazin</b>	Pitched roof
	Tuesday, 2 June	<b>Baugewerbe</b>	Top 10 May 2026
	Tuesday, 2 June	<b>mikado</b>	E-paper: 33 years of mikado – sustainability conquers the city
	Wednesday, 3 June	<b>mikado</b>	TOP 5 of the month
23	Wednesday, 3 June	<b>Baugewerbe</b>	The new issue is here! E-paper 06_2026
	Thursday, 4 June	<b>Baugewerbe</b>	Civil engineering and tunnel construction: Construction site safety
	Friday, 5 June	<b>buildingnet.de</b>	News of the week
	Monday, 8 June	<b>✓ dachbaumagazin</b>	Commercial vehicles
	Tuesday, 9 June	<b>Baugewerbe</b>	Alternative drive systems
	Wednesday, 10 June	<b>mikado</b>	People of the month
24	Thursday, 11 June	<b>Baugewerbe</b>	Management: Construction planning and safeguarding
	Friday, 12 June	<b>buildingnet.de</b>	News of the week
	Monday, 15 June	<b>✓ dachbaumagazin</b>	Metal roof
	Tuesday, 16 June	<b>Baugewerbe</b>	People of the month
	Wednesday, 17 June	<b>mikado</b>	Educational buildings
	Thursday, 18 June	<b>Baugewerbe</b>	Road construction: machinery, projects, trends
25	Friday, 19 June	<b>buildingnet.de</b>	News of the week
	Monday, 22 June	<b>✓ dachbaumagazin</b>	Flat roof
	Tuesday, 23 June	<b>Baugewerbe</b>	Digitalisation: Construction software in use
	Wednesday, 24 June	<b>mikado</b>	Market trends: Facades
	Thursday, 25 June	<b>Baugewerbe</b>	Construction machinery: hydraulics
	Friday, 26 June	<b>buildingnet.de</b>	News of the week
26	Monday, 29 June	<b>✓ dachbaumagazin</b>	Insulation
	Tuesday, 30 June	<b>Baugewerbe</b>	Construction site: Workwear

CW	Date	Brand	Topic
27	Wednesday, 1 July	<b>mikado</b>	TOP 5 of the month
	Thursday, 2 July	<b>Baugewerbe</b>	AI in construction
	Thursday, 2 July	<b>mikado</b>	E-paper: Building hybrids
	Friday, 3 July	<b>buildingnet.de</b>	News of the week
28	Monday, 6 July	<b>✓ dachbaumagazin</b>	Power tools
	Monday, 6 July	<b>✓ dachbaumagazin</b>	E-paper: Roofs of the future
	Tuesday, 7 July	<b>Baugewerbe</b>	Top 10 June 2026
	Wednesday, 8 July	<b>mikado</b>	Building in the city
	Thursday, 9 July	<b>Baugewerbe</b>	Management: Insurance for construction companies
	Friday, 10 July	<b>buildingnet.de</b>	News of the week
29	Monday, 13 July	<b>✓ dachbaumagazin</b>	Exposure
	Tuesday, 14 July	<b>Baugewerbe</b>	Heads of the Month
	Wednesday, 15 July	<b>mikado</b>	Modular construction
	Thursday, 16 July	<b>Baugewerbe</b>	Ergonomics in everyday working life
	Friday, 17 July	<b>buildingnet.de</b>	News of the week
30	Monday, 20 July	<b>✓ dachbaumagazin</b>	Facade
	Tuesday, 21 July	<b>Baugewerbe</b>	Road construction – sustainability, trends and technology
	Wednesday, 22 July	<b>mikado</b>	Market trends: construction sites, workshops, occupational safety
	Thursday, 23 July	<b>Baugewerbe</b>	Construction site logistics
	Friday, 24 July	<b>buildingnet.de</b>	News of the week
31	Monday, 27 July	<b>✓ dachbaumagazin</b>	Green roof
	Tuesday, 28 July	<b>Baugewerbe</b>	Marketing for construction companies
	Wednesday, 29 July	<b>mikado</b>	NordBau 2026
	Wednesday, 29 July	<b>Baugewerbe</b>	The new issue is here! E-paper 07-08_2026
	Friday, 31 July	<b>buildingnet.de</b>	News of the week
32	Monday, 3 August	<b>✓ dachbaumagazin</b>	Metal roof
	Tuesday, 4 August	<b>Baugewerbe</b>	Masonry construction: Serial construction
	Wednesday, 5 August	<b>mikado</b>	TOP 5 of the month
	Thursday, 6 August	<b>Baugewerbe</b>	Renovation
	Friday, 7 August	<b>buildingnet.de</b>	News of the week
33	Monday, 10 August	<b>✓ dachbaumagazin</b>	Steep roof
	Tuesday, 11 August	<b>Baugewerbe</b>	NordBau 2026
	Wednesday, 12 August	<b>mikado</b>	Building extensions
	Thursday, 13 August	<b>Baugewerbe</b>	People of the Month
	Friday, 14 August	<b>buildingnet.de</b>	News of the week

KW	Date	Brand	Topic
34	Monday, 17 August	<b>✓ dachbaumagazin</b>	Drainage
	Tuesday, 18 August	<b>Baugewerbe</b>	NordBau 2026
	Wednesday, 19 August	<b>mikado</b>	Building materials
	Thursday, 20 August	<b>Baugewerbe</b>	Construction machinery: hydraulics
35	Friday, 21 August	<b>buildingnet.de</b>	buildingnet News of the week
		<b>mikado</b>	Mikado Extended E-Paper: Building envelope
	Monday, 24 August	<b>✓ dachbaumagazin</b>	Flat roof
	Tuesday, 25 August	<b>Baugewerbe</b>	Urban mining
36	Wednesday, 26 August	<b>mikado</b>	People of the month
	Thursday, 27 August	<b>Baugewerbe</b>	Concrete construction: scaffolding and formwork
	Friday, 28 August	<b>buildingnet.de</b>	News of the week
	Monday, 31 August	<b>✓ dachbaumagazin</b>	Solar roof
37	Tuesday, 1 September	<b>Baugewerbe</b>	Start-ups in the construction industry
	Tuesday, 1 September	<b>mikado</b>	E-paper: Building in existing structures
	Wednesday, 2 September	<b>mikado</b>	Top 5 of the month
	Thursday, 3 September	<b>Baugewerbe</b>	GaLaBau 2026
38	Friday, 4 September	<b>buildingnet.de</b>	News of the week
	Monday, 7 September	<b>✓ dachbaumagazin</b>	Occupational safety
	Monday, 7 September	<b>✓ dachbaumagazin</b>	E-paper: Housing construction
	Tuesday, 8 September	<b>Baugewerbe</b>	IAA Transportation 2026
39	Wednesday, 9 September	<b>mikado</b>	Market trends: Design trends for façades
	Wednesday, 9 September	<b>Baugewerbe</b>	The new issue is here! E-paper 09_2026
	Thursday, 10 September	<b>Baugewerbe</b>	Digitalisation: BIM on the construction site
	Friday, 11 September	<b>buildingnet.de</b>	News of the week
40	Monday, 14 September	<b>✓ dachbaumagazin</b>	Insulation
	Tuesday, 15 September	<b>Baugewerbe</b>	Green Building – Sustainability in the Construction Industry
	Wednesday, 16 September	<b>mikado</b>	Renovation
	Thursday, 17 September	<b>Baugewerbe</b>	Top 10 August 2026
41	Friday, 18 September	<b>buildingnet.de</b>	News of the week
	Monday, 21 September	<b>✓ dachbaumagazin</b>	Workwear
	Tuesday, 22 September	<b>Baugewerbe</b>	People of the month
	Wednesday, 23 September	<b>mikado</b>	Steep roof
42	Thursday, 24 September	<b>Baugewerbe</b>	Construction machinery: attachments
	Friday, 25 September	<b>buildingnet.de</b>	News of the week
	Monday, 28 September	<b>✓ dachbaumagazin</b>	Power tools
	Tuesday, 29 September	<b>Baugewerbe</b>	Call for readers to vote for the products of the year 2027
43	Wednesday, 30 September	<b>mikado</b>	Market trends: solid wood construction

CW	Date	Brand	Topic
40	Thursday, 1 October	<b>Baugewerbe</b>	Landscaping: Machines, Tools, Projects
	Thursday, 1 October	<b>mikado</b>	E-paper: Major projects
	Friday, 2 October	<b>buildingnet.de</b>	News of the week
	Monday, 5 October	<b>✓ dachbaumagazin</b>	Exposure
	Monday, 5 October	<b>✓ dachbaumagazin</b>	E-paper: Metal façades
	Tuesday, 6 October	<b>Baugewerbe</b>	Compact machines
41	Wednesday, 7 October	<b>mikado</b>	Top 5 of the month
	Wednesday, 7 October	<b>Baugewerbe</b>	The new issue is here! E-paper 10_2026
	Thursday, 8 October	<b>Baugewerbe</b>	Concrete construction: scaffolding, formwork and more
	Friday, 9 October	<b>buildingnet.de</b>	News of the week
42	Monday, 12 October	<b>✓ dachbaumagazin</b>	Metal roof
	Tuesday, 13 October	<b>Baugewerbe</b>	A+A 2026
	Wednesday, 14 October	<b>mikado</b>	Occupational safety
	Thursday, 15 October	<b>Baugewerbe</b>	Top 10 October 2026
	Friday, 16 October	<b>buildingnet.de</b>	News of the week
	Monday, 19 October	<b>✓ dachbaumagazin</b>	Steep roof
43	Tuesday, 20 October	<b>Baugewerbe</b>	People of the month
	Wednesday, 21 October	<b>mikado</b>	Market trends: solar thermal energy & photovoltaics
	Thursday, 22 October	<b>Baugewerbe</b>	Commercial vehicles: Construction trucks
	Friday, 23 October	<b>buildingnet.de</b>	News of the week
44	Monday, 26 October	<b>✓ dachbaumagazin</b>	Green roof
	Tuesday, 27 October	<b>Baugewerbe</b>	Online platforms for construction companies
	Wednesday, 28 October	<b>mikado</b>	Market trends: hybrid timber construction
	Thursday, 29 October	<b>Baugewerbe</b>	Masonry construction: building materials 2026
	Friday, 30 October	<b>buildingnet.de</b>	News of the week
	Monday, 2 November	<b>✓ dachbaumagazin</b>	Facade
45	Tuesday, 3 November	<b>Baugewerbe</b>	Commercial vehicles: Special superstructures and trailers
	Tuesday, 3 November	<b>mikado</b>	E-paper: International timber construction
	Wednesday, 4 November	<b>mikado</b>	Top 5 of the month
	Thursday, 5 November	<b>Baugewerbe</b>	The new issue is here! E-paper 11_2026
	Thursday, 5 November	<b>✓ dachbaumagazin</b>	E-paper: Industrial buildings
	Friday, 6 November	<b>buildingnet.de</b>	News of the week
46	Monday, 9 November	<b>✓ dachbaumagazin</b>	Solar roof
	Tuesday, 10 November	<b>Baugewerbe</b>	Cranes and lifting platforms
	Wednesday, 11 November	<b>mikado</b>	Residential complexes
	Thursday, 12 November	<b>Baugewerbe</b>	Networked construction
46	Friday, 13 November	<b>buildingnet.de</b>	News of the week

KW	Date	Brand	Topic
47	Monday, 16 November	<b>✓ dachbaumagazin</b>	Steep roof
	Tuesday, 17 November	<b>Baugewerbe</b>	Road and transport infrastructure construction
	Wednesday, 18 November	<b>mikado</b>	Market trends: timber panel construction
	Thursday, 19 November	<b>Baugewerbe</b>	Masonry construction: Facades
	Friday, 20 November	<b>buildingnet.de</b>	News of the week
	Monday, 23 November	<b>✓ dachbaumagazin</b>	Drainage
48	Tuesday, 24 November	<b>Baugewerbe</b>	Rental, leasing, trade
	Wednesday, 25 November	<b>mikado</b>	Redensification
	Thursday, 26 November	<b>Baugewerbe</b>	Demolition, recycling and extraction
	Friday, 27 November	<b>buildingnet.de</b>	News of the week
49	Monday, 30th November	<b>✓ dachbaumagazin</b>	Flat roof
	Tuesday, 1 December	<b>Baugewerbe</b>	Top 10 November 2026
	Tuesday, 1 December	<b>mikado</b>	E-paper: Multi-storey timber construction
	Wednesday, 2 December	<b>mikado</b>	TOP 5 of the month
	Thursday, 3 December	<b>Baugewerbe</b>	Telematics – assistance for manufacturers and users
	Friday, 4 December	<b>buildingnet.de</b>	News of the week
50	Monday, 7 December	<b>✓ dachbaumagazin</b>	Occupational safety
	Monday, 7 December	<b>✓ dachbaumagazin</b>	E-paper: Sustainability
	Tuesday, 8 December	<b>Baugewerbe</b>	Commercial vehicles: Heavy goods transport
	Wednesday, 9 December	<b>mikado</b>	Candidates for the Products of the Year 2027
	Wednesday, 9 December	<b>Baugewerbe</b>	The new issue is here! E-paper 12_2026
	Thursday, 10 December	<b>Baugewerbe</b>	People of the Month
51	Friday, 11 December	<b>buildingnet.de</b>	News of the week
	Monday, 14 December	<b>✓ dachbaumagazin</b>	Commercial vehicles
	Tuesday, 15 December	<b>Baugewerbe</b>	Compact excavators
	Wednesday, 16 December	<b>mikado</b>	Building materials
	Thursday, 17 December	<b>Baugewerbe</b>	Construction machinery: Attachments
	Friday, 18 December	<b>buildingnet.de</b>	News of the week
52	Monday, 21 December	<b>✓ dachbaumagazin</b>	Insulation
	Tuesday, 22 December	<b>Baugewerbe</b>	Concrete construction: scaffolding and formwork
	Wednesday, 23 December	<b>mikado</b>	International timber construction
	Thursday, 24 December	<b>Baugewerbe</b>	Christmas greetings
53	Friday, 25 December	<b>buildingnet.de</b>	News of the week
	Monday, 28 December	<b>✓ dachbaumagazin</b>	BAU 2027
	Tuesday, 29 December	<b>Baugewerbe</b>	Masonry construction: Building materials
	Wednesday, 30 December	<b>mikado</b>	Preview of BAU 2027
	Thursday, 31 December	<b>Baugewerbe</b>	Review of 2026

## General Terms and Conditions for Advertisements and Advertising of Pelemedia GmbH (as of 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 agree to the terms of use applicable to the use of this service. To do so, please click on the "Agree" field or tick the box as part of the opt-in procedure to give your consent. By clicking on the "Agree" field or ticking the box, you declare that you have read and agree to the terms and conditions. You can also print or download the terms and conditions.

**1. Scope:** The General Terms and Conditions apply to all services offered to the user on the Pelemedia website, in particular to paid content and services, competitions, and the marketplace and community area. Deviations from these General Terms and Conditions or special terms of use for individual services shall only be deemed agreed if they have been expressly confirmed in writing by Pelemedia. In particular, the mere failure of Pelemedia to object to other terms and conditions does not mean that these are deemed to have been agreed. Pelemedia is entitled to amend these terms and conditions at any time. Pelemedia will inform the user in good time about any changes to the terms and conditions applicable to them. The change shall be deemed to have been approved by the user if they do not object to the change or terminate the contract within one month of receiving notification of the change. In the event of an objection, Pelemedia is entitled to terminate the contract in due time. In the notification of the changes, Pelemedia will specifically point out the possibilities of objection and termination, the deadline and the legal consequences, in particular with regard to a failure to object.

Within the scope of the amendment to the General Terms and Conditions, Pelemedia is in particular entitled, in the event of a provision being invalid, to supplement or replace it with effect for existing contracts, in the event of a change in a statutory provision or supreme court ruling, if this change affects one or more terms of the contractual relationship, to adapt the affected terms in line with the purpose of the changed legal situation, provided that the new or amended terms do not place the user in a worse position than under the original terms. Any changes, including the updated version of the General Terms and Conditions, will be sent to the user by email. 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 offers. This applies in particular to cooperation partners on Pelemedia. The offers of the cooperation partners on Pelemedia merely represent a sales platform for the respective partners of Pelemedia. When using the offers provided by cooperation partners, an independent legal relationship is established between the user and the cooperation 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 cooperation partner. Pelemedia accepts no liability or warranty for this.

### 2. Access and participation rights: In principle

, all users are entitled to access and participate. The following minimum requirements apply to competitions. All persons who have reached the age of 18 or can provide proof of consent from a parent or guardian are eligible to participate. By participating in the competition, each participant agrees to have their name and photo published in the print edition and on the website, and to consent to further rights of use for advertising and marketing purposes. Employees of Pelemedia GmbH and persons involved in the organisation of the competition are excluded from participating. This also applies to their relatives. Pelemedia also reserves the right to change or amend the rules of competitions at any time. Pelemedia only concludes contracts for paid 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 websites are not intended for persons in countries that prohibit the provision or access to the content posted on them. Each user is responsible for informing themselves about any restrictions before accessing these websites and for complying with them.

**3. Availability:** Pelemedia's services are offered to the user subject to availability. Pelemedia endeavours to ensure that Pelemedia's services are available to the user without disruption. Maintenance work and/or further development and/or other disruptions may restrict and/or temporarily interrupt the possibilities for use. This may also lead to data loss under certain circumstances. This does not give rise to any claims for compensation on the part of the users affected. Pelemedia is also entitled to change or discontinue the services offered at any time at its own discretion without notice.

**4. Contractual relationship:** The contractual relationship regarding the use of Pelemedia's paid content is established by registering with the desired and selected payment system provider, agreeing to the general terms and conditions of use, and acceptance by Pelemedia. Acceptance by Pelemedia takes place at the latest when access to the paid content is opened. The use of third-party services advertised by Pelemedia on its pages or to which Pelemedia provides access via its pages results in contractual relationships exclusively between the user and the third-party provider. Pelemedia accepts 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 personal information provided during registration or when opening a user account on the Pelemedia website, in particular their first name, surname, postal address, date of birth and email address, is true and correct, and that they will notify Pelemedia immediately of any changes to this information.

**6. Payment transactions:** The fees for chargeable content are settled before the service is provided using a payment system provider selected by the user. Only the terms of use of the payment system provider selected by the user apply, which are indicated at the appropriate place and for which corresponding assistance is provided. The fees are to be paid in accordance with the respective terms of use to the selected payment system provider. If the user fails to meet their payment obligations or if payments are not made or are reversed, Pelemedia is entitled, subject to further claims, to block the user's access. If the access is blocked due to outstanding claims

and the user settles these, access will be reactivated. Pelemedia reserves the right to commission third parties to carry out debt collection.

**7. User obligations:** The user undertakes not to violate any applicable legal provisions or contractual terms when using Pelemedia's services. In particular, they undertake to ensure that any content they distribute does not infringe the rights of third parties (e.g. copyrights, patent rights and trademark rights), that applicable criminal laws and youth protection regulations are observed, and that no racist, Holocaust-denying, grossly offensive, pornographic or sexual, youth-endangering, extremist, glorifying or trivialising violence, glorifying war, promoting a terrorist or extremist political association, inciting a criminal offence, containing defamatory statements, offensive or unsuitable for minors or other criminal content. The user further undertakes to observe the recognised principles of data security for the protection of data and to comply with the obligations of the data protection regulations, to check emails and queries sent to Pelemedia for viruses with the greatest possible care, to comply with legal, official and technical regulations, to keep their user name and password secret and password secret, not to disclose them, not to tolerate or enable anyone else to gain knowledge of them, to take the necessary measures to ensure confidentiality and to notify Pelemedia immediately in the event of misuse or loss of this information or any suspicion thereof. Any indications of misuse of Pelemedia's content or payment system must also be reported to Pelemedia immediately. The user indemnifies Pelemedia against any claims by third parties that they may assert against Pelemedia due to the infringement of their rights by this user. This also includes the costs of appropriate legal action and defence. Pelemedia reserves the right, in the event of justified suspicion of misuse of Pelemedia's services or payment systems, to block this user's access to its content and any existing user account, and to involve the investigating authorities. The user may only offset Pelemedia's claims with undisputed or legally binding claims. The user shall only be entitled to rights of retention on the basis of claims arising from the individual, specific contractual relationship of which these General Terms and Conditions 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 tort, in the event of a breach of essential contractual obligations, the fulfilment of which could be particularly relied upon. The exclusion of liability does not apply to intent and gross negligence. Otherwise, Pelemedia shall not be liable unless there are mandatory statutory provisions. Pelemedia shall only be liable for foreseeable damages. Liability for indirect damages, in particular consequential damages, unforeseeable damages or atypical damages, as well as lost profits, is excluded. The same applies to the consequences of industrial disputes, accidental damage and force majeure. Pelemedia provides its own information and data as well as information from other providers via hyperlinks (internet links) on the internet and on mobile devices. This information and data is provided for informational purposes only, without the user being able to rely on or trust the timeliness, accuracy or completeness of the information. Pelemedia therefore accepts no warranty or liability, in particular for direct or indirect damage resulting from the use of the information or data found on the Pelemedia websites. In particular, Pelemedia accepts no responsibility for the content or functionality, accuracy or legality of third-party websites referred to via links from the Pelemedia websites. Pelemedia offers discussion forums and chats. The content and information exchanged by users in these forums is not subject to control by Pelemedia. For this reason, Pelemedia accepts no liability for the content and information posted in the forums. The responsibility for the content that users publish on the Pelemedia website lies solely with the user. Pelemedia excludes any liability for technical or other malfunctions. Pelemedia accepts no liability for any damage or loss, in particular in connection with the dispatch of prizes to be awarded in the context of a competition. The above limitations of liability apply to all contractual and non-contractual claims.

**9. Liability for defects:** If the user complains about paid content due to incomplete or defective services provided by Pelemedia, the user must report the complaints to either Pelemedia or the payment provider 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 due to justified and timely complaints, Pelemedia must deliver the missing service in the case of incomplete performance and, in the case of defective performance, either repair the defect or deliver a replacement, at its discretion. The user may demand a reduction in fees if attempts at rectification or replacement delivery by Pelemedia are refused, impossible or otherwise fail. 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 permitted for private personal use only. Any use beyond this, in particular the private and commercial reproduction, modification, distribution or storage of information or data, in particular texts, text parts, image 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 ownership 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 services are discontinued, the user is obliged to delete the source code provided immediately. In all other respects, the legal restrictions arising from copyright law and other applicable legal provisions apply.

**11. Content submitted by users:** 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 such content that it may be reproduced, distributed and publicly displayed on the internet and in print media free of charge. The user further declares that they own all copyrights and other rights to the submitted content and that persons depicted in submitted graphic content (e.g. videos, photos, photo series) who are not merely incidental 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 a parent or guardian is required. Entries sent by post cannot be returned to the participant. Users undertake not to send 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 criminal activity, contains defamatory statements or is otherwise punishable by law. The user also undertakes not to send any content that contains advertising or commercial content. Pelemedia reserves the right not to publish submitted content. The user fully indemnifies Pelemedia against all third-party claims arising from the user's breach of their obligations under these terms and conditions or – contrary to this declaration – the user not owning all rights to the submitted content or the persons depicted not consenting to its publication. The submitted content 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 withdrawal:** The user is entitled to withdraw their declaration of intent to conclude the contract within two weeks. The period begins at the earliest upon receipt of this instruction. To meet the deadline, it is sufficient to send the declaration of revocation in good time. It must be made in writing without giving reasons and sent to: Pelemedia GmbH, Richard-Reitzner-Allee 2, 85540 Haar, Germany. In the event of an effective revocation, 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 for the loss in value. However, the right of withdrawal does not apply if Pelemedia has begun to perform the service with the express consent of the user before the end of the withdrawal period or if the user has initiated this performance themselves (e.g. by downloading, etc.).

**13. Termination:** Each party reserves the right to terminate the contract for good cause. Good cause shall be deemed to exist in particular if the user continues to violate essential provisions of these General Terms and Conditions despite receiving a warning and/or if the user commits misconduct against third parties by using Pelemedia's services for illegal purposes or for purposes that are harassing to third parties. All terminations under these GTC must be made in writing to the address specified in section 12. Upon termination taking effect, access to Pelemedia's services will be blocked.

**14. Place of performance/place of jurisdiction:** The place of performance 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 summary proceedings, the place of jurisdiction for non-merchants is determined by their place of residence. German law applies.

If the place of residence or habitual abode of the client, including non-merchants, is unknown at the time the action is brought, or if the client has moved his place of residence or habitual abode outside the scope 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.

**15. Final provisions:** Legal recourse is excluded in connection with participation in competitions. Should individual provisions of these General Terms and Conditions, 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 relevant statutory provisions.

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