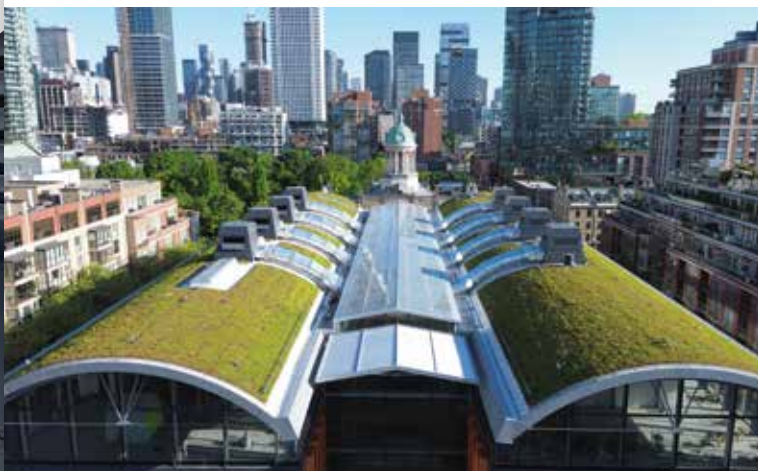


dachbau magazin

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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The logo for 'dachbau magazin' is displayed. 'dachbau' is in a bold, red, sans-serif font, and 'magazin' is in a bold, black, sans-serif font below it.

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media brand

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
- 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, 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

1. Title	dachbaumagazin
2. Brief description	<p>dachbaumagazin is the trade journal for successful entrepreneurs in the roofing trade. dachbaumagazin 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>
3. Target group	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.
4. Publication frequency	12 issues per year
5. Booklet format	A4

6. Subscription price	<p>Annual print subscription within the United Kingdom € 189 Annual subscription, print, abroad: € 197 including shipping, including current VAT</p> <p>Single issue print € 19 including current VAT, plus € 3.00 shipping</p> <p>Annual subscription to digital e-paper (domestic/international) € 147, incl. current VAT, excluding shipping costs</p> <p>Single issue digital e-paper (domestic/international) € 18, including current VAT, excluding shipping costs</p>	
7. Edition	12,526 copies	
8. Membership / Participation	IVW, IVW Online	
9. Publisher	<p>Pelemedia GmbH Richard-Reitzner-Allee 2, 85540 Haar Phone: +49 89 2006573-00 www.buildingnet.de, www.pelemedia.de</p>	
10. Publisher	Pelemedia GmbH	
11. Advertisements	<p>Cornelia Schnek Account Manager +49 89 2006573-31 cschnek@pelemedia.de</p>	
12. Editorial office	<p>Collin Klostermeier Editor-in-Chief and Managing Editor +49 251 924 55 46 cklostermeier@extern.pelemedia.de</p>	<p>Jessica Stütz Chief-of-Service +49 89 2006573-30 jstuetz@pelemedia.de</p>

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. (IVW, Q2/2025)

3.1. Distribution by postcode areas

Postcode area 2
897 copies

Postcode area 4
1,037 copies

Postcode area 3
1,076 copies

Postcode area 5
1,230 copies

Postcode area 6
835 copies

Postcode area 7
956 copies

Postcode area 1
945 copies

Postcode area 0
1,127 copies

Postcode area 9
877 copies

Postcode area 8
1,107 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)

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

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	

Print edition with extended e-paper	Dates	Topic of the Month		Technology in Detail	Special / Trade Fairs
January 2026 Extended E-paper	DP: 27.01.26 AD: 12.01.26 PD: 16.01.26	Dach + Holz 2026 Interactive E-Paper in cooperation with GHM	Market trends: New products – roofing innovations, photovoltaics and Solar thermal energy, green roofs, wood-based materials and constructions, facade systems Viewpoints: Actions taken by associations Central Association of German Roofing Contractors Association (ZVDH) and Holzbau Deutschland Roof and timber architecture in Cologne – information, tours		Dach + Holz (24–27 February 2026) – Arrival, Exhibitor plans, special shows, Discussion panels 
1-2/2026	DP: 12.02.26 AD: 23.01.26 PD: 28.01.26	Roofs under listing	<ul style="list-style-type: none"> - 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 	Solutions for new builds and renovations	Green roof special <ul style="list-style-type: none"> - Extensive and intensive greening - Sealing Trade fair special: Dach+Holz International 2026 in Cologne (24–27 February 2026) <ul style="list-style-type: none"> - Preliminary report on the trade fair - Hall plans - Product preview 
3/2026	DP: 10.03.26 AD: 18.02.26 PD: 23.02.26	International roof construction	<ul style="list-style-type: none"> - 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 	Safety on the construction site: Fall protection systems, maintenance access routes and scaffolding Management: Commercial vehicles for Roofers	Flat roof specialist <ul style="list-style-type: none"> - Bitumen, plastic and liquid waterproofing - Detailed training and maintenance - Drainage - Insulation
4/2026 dachbau metal	DP: 08.04.26 AD: 19.03.26 PD: 24.03.26	Metal roofs	<ul style="list-style-type: none"> - 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 Metal market: Products for building plumbers	
5-6/2026	DP: 27.05.26 AD: 07.05.26 PD: 12.05.26	Major projects	<ul style="list-style-type: none"> - 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 Management: Commercial vehicles for roofers	Insulation of pitched and flat roofs Drainage	Trade fair special: The Smarter E/Intersolar in Munich (23–25 June 2026) 
7–8/2026	DP: 07.07.26 AD: 17.06.26 PD: 22.06.26	Roofs of the future	Property reports and technical articles on future-oriented topics: Solar, green roof, insulation, recycling and sustainability, Software (digital measurement and digital calculation)	Products of the Year 2026: Presentation of the winners 	

Print edition with extended e-paper	Dates	Topic of the Month		Technology in Detail	Special / Trade Fairs
August 2026 Extended e-paper	DP: 21.08.26 AD: 10.08.26 PD: 14.08.26	Building envelope – Focus on the façade	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 Market trends: Design trends for façades – colours, shapes, constructions		
9/2026	DP: 08.09.26 AD: 19.08.26 PD: 24.08.26	Housing construction	<ul style="list-style-type: none"> - 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	Umbrellamarket special: Workwear  NordBAU in Neumünster (9–13 September 2026)
10/2026	DP: 06.10.26 AD: 16.09.26 PD: 21.09.26	Metal façades	<ul style="list-style-type: none"> - 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	Roof market special Products for building plumbers Trade fair special Euroblech in Hanover (20–23 October 2026) 
11/2026	DP: 06.11.26 AD: 19.10.26 PD: 21.10.26	Industrial buildings	<ul style="list-style-type: none"> - 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	Roof market special Skylights, domed rooflights and strip lights
12/2026	DP: 08.12.26 AD: 18.11.26 PD: 23.11.26	Sustainability	<ul style="list-style-type: none"> - 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 Management: Commercial vehicles for roofers	Skylights and strip lights occupational safety Tile roofing: details in pitched roofs	BAU Trade fair preview: BAU 2027 in Munich (11–15 January 2027)
		Products of the Year 2027: Presentation of the nominees 			
1-2/2027	DP: 04.01.27 AD: 02.12.26 PD: 09.12.26	BAU 2027	BAU 2027: Techniques , materials, possible applications – Hall plans, exhibitors, events, directions Roof construction: pitched roofs , flat roofs, green roofs, PV roofs		BAU 2027 Trade fair edition 

Advertisement Prices and Formats

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: HYVEDEMMXXX

Advertisement Formats

Dimensions Width x Height in millimetres



1/1 page

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



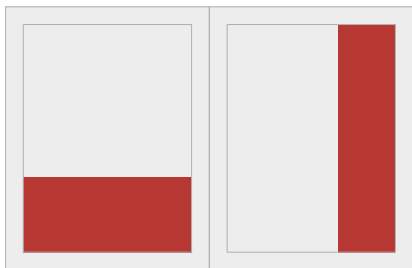
Juniorpage

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



1/2 page landscape 1/2 page high

H: 185 x 125 mm H: 90 x 260 mm
A: 210 x 144 mm A: 102 x 297 mm



1/3 page landscape 1/3 page high

H: 185 x 90 mm S: 50 x 260 mm
A: 210 x 109 mm A: 63 x 297 mm

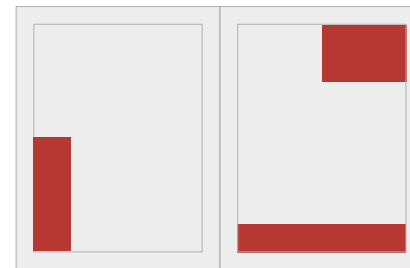


1/4 page high 1/4 page landscape

S: 43 x 260 mm H: 180 x 60 mm
A: 54 x 297 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

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

Price: € 11.610

Title flap



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)

Content Package

Crossmedia Package



80 - 135 g/m²

2 sheets = 4 pages	€ 10.590
3 sheets = 6 pages	€ 15.740
4 sheets = 8 pages	€ 20.450

Required delivery quantity: 10,300 copies

Insert



Side dishes over 25 g/piece on request

Full edition price (up to 25g, including postage)	€ 490 per thousand (non-discountable)
--	---

Supplements



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 details / Processing

Printing Process	Processing
Magazine format	Trimmed 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: sheetfed offset Contents: web offset
Colours	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.
Data formats	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
Proof	Colour-accurate proof according to the German Printing Industry Association "Media Standard Printing" (bvdn). 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 www.eci.org .
Data transmission	Please send the data (up to 10 MB) to: druckunterlagen@pelemedia.de
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 mschneider@pelemedia.de



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 / 100 ^g /m ²	
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.



Shipping Address

Delivery note:

For dachbaumagazin, 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

132.362
page views
per month
(Source: IVW ONLINE
8/2025)

(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

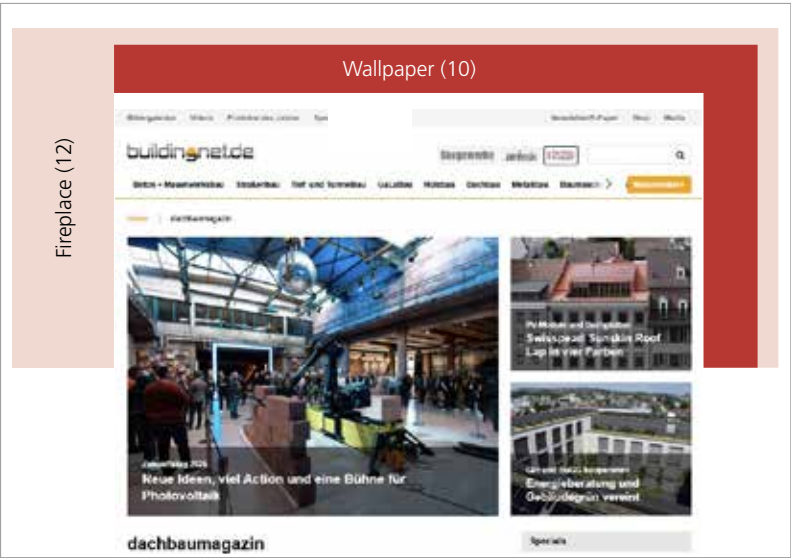
€ 450 / 1,000 Ad impressions
(854 x 480 Pixels)



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





(10) Wallpaper

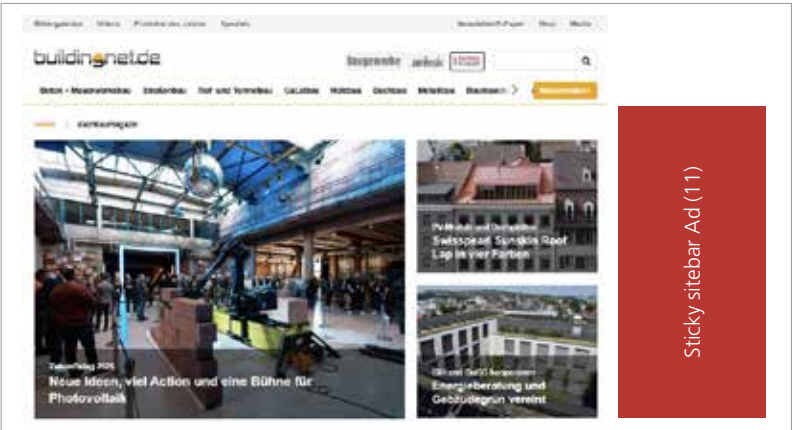
€ 270 / 1,000 Ad impressions
(728 x 90 Pixels / top,
120 x 600 Pixels / right, or
160 x 600 Pixels / right)
* Mobile: 2:1 / 300 x 150 Pixels

(11) Sitebar advert (sticky)

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

(12) Fireplace

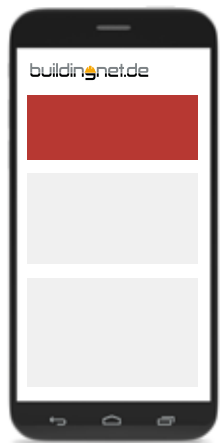
€ 540 / 1,000 Ad impressions
(1000 x 90 / 2x 120x60 or
160x600 Pixels)



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



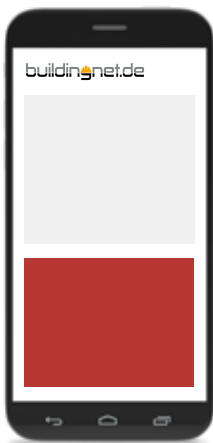
Mobile Content
Ad 4:1
300 x 75 Pixels
max. 50 KB



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

Video Ads

- Integration of video advertisements on our specialist portals

Placings:

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

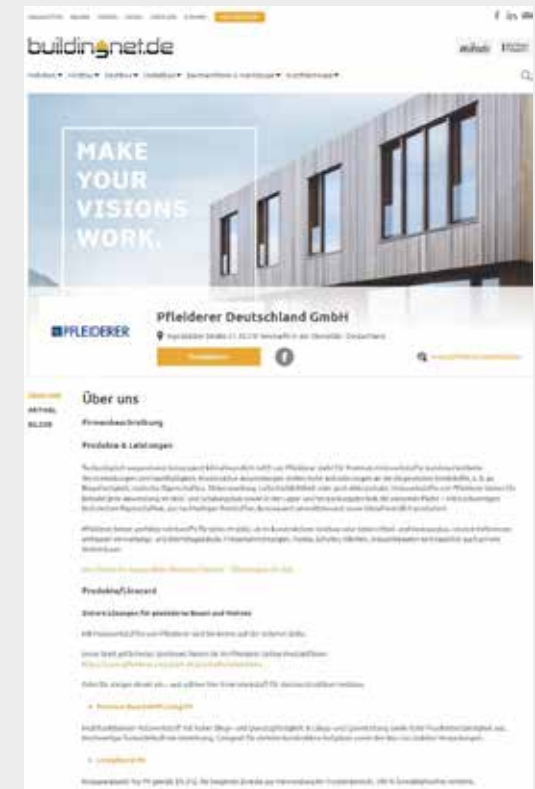
Your advantages:

- 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)			✓
Price	€ 2.990	€ 4.990	€ 6.190

12 months, annual billing – start date freely selectable.

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



pattern

Native Advertising

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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.

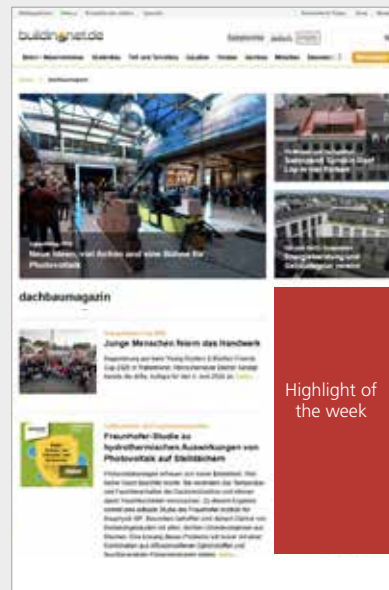


Native communication with a lasting impact.

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.

Highlight of the week also included in newsletter

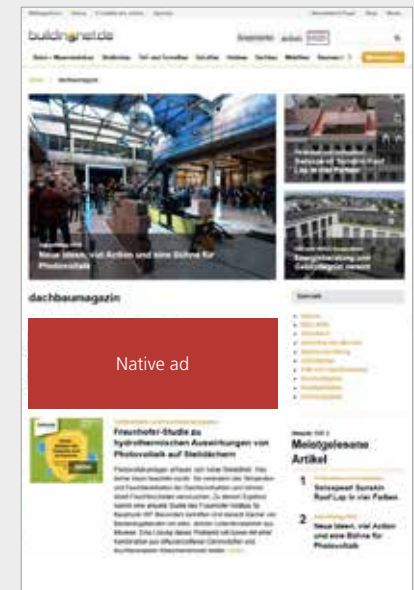
- Present your product, webinar or event for one week on our specialist portal.
- Headline: 40 characters including spaces, Text: 250 characters including spaces, Image: 300 x 250 Pixels
- Link to your website or a microsite designed by us with your contributions



Highlight of the week

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



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)



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)

Whitepaper



- Your whitepaper will be published on 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 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 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.



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 – 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 – 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



pattern

The image shows a vertical stack of newsletter banner formats. At the top is a 'premium placement Leaderboard (1)' with the 'dachbau magazin' logo, a letter from the Editor-in-Chief, and a photo of a man. Below this are three positions: 'Position 1 Below the editorial (2)', 'Position 2 Within the editorial reports (2)', and 'Position 3 At the end of the editorial reports (2)'. These are followed by two 'advertisement' examples: 'Text display / Native advertisement' and 'Headline for the advertisement', both featuring a 'LOGO' and a 'Headline' with a 'MORE' button. At the bottom is 'Position 4 At the end of the newsletter (2)' and an 'Exclusive newsletter' box.

Every week, **dachbaumagazin** sends its newsletter to a qualified group of recipients. The newsletter subscribers receive the latest news, product reports and technical articles – concise, relevant and delivered directly to your inbox.

over **3.000***
recipients

The **dachbaumagazin newsletter** is the ideal advertising medium for:

- Product presentations
- Company announcements
- Seminar and event announcements

Take advantage of this environment for your targeted B2B communication!

*As of June 2025 (publisher's information)

(1) Leaderboard

€ 1.340 (exclusive in the e-paper € 2.670)

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

(2) Text Ad / Billboard

€ 1.020

Possible forms of advertising

Text ad / Native ad / Video ad / Billboard (630 x 200 Pixels, max. 200 KB)

Specifications Text Ad / Native Ad

Visualisation as article

Headline + text + image and
target URL (max. 1 link)

Image: 225 x 127 Pixels, max. 200 KB

Headline: max. 40 characters,

Text: max. 300 characters

including spaces

Video Ad

The video opens in a separate window when clicked.

Links to videos on YouTube or Vimeo are possible.

Exclusive newsletter

€ 4.500

4 types of adverts (leaderboard and 3 text adverts/billboard)

+ 2 editorial announcements

+ Mention in the subject line (not eligible for discount)

The dachbaumagazin editorial team reserves the right to revise articles in 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 launch

Newsletter Dates and Topics

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

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

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

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

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

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

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

KW	Date	Brand	Topic
47	Monday, 16 November	dachbaumagazin	Steep roof
	Tuesday, 17 November	Baugewerbe	Road and transport infrastructure construction
	Wednesday, 18 November	mikado	Market trends: timber panel construction
	Thursday, 19 November	Baugewerbe	Masonry construction: Facades
	Friday, 20 November	building.net.de	News of the week
48	Monday, 23 November	dachbaumagazin	Drainage
	Tuesday, 24 November	Baugewerbe	Rental, leasing, trade
	Wednesday, 25 November	mikado	Redensification
	Thursday, 26 November	Baugewerbe	Demolition, recycling and extraction
	Friday, 27 November	building.net.de	News of the week
49	Monday, 30th November	dachbaumagazin	Flat roof
	Tuesday, 1 December	Baugewerbe	Top 10 November 2026
	Tuesday, 1 December	mikado	E-paper: Multi-storey timber construction
	Wednesday, 2 December	mikado	TOP 5 of the month
	Thursday, 3 December	Baugewerbe	Telematics – assistance for manufacturers and users
50	Friday, 4 December	building.net.de	News of the week
	Monday, 7 December	dachbaumagazin	Occupational safety
	Monday, 7 December	dachbaumagazin	E-paper: Sustainability
	Tuesday, 8 December	Baugewerbe	Commercial vehicles: Heavy goods transport
	Wednesday, 9 December	mikado	Candidates for the Products of the Year 2027
51	Wednesday, 9 December	Baugewerbe	The new issue is here! E-paper 12_2026
	Thursday, 10 December	Baugewerbe	People of the Month
	Friday, 11 December	building.net.de	News of the week
	Monday, 14 December	dachbaumagazin	Commercial vehicles
	Tuesday, 15 December	Baugewerbe	Compact excavators
52	Wednesday, 16 December	mikado	Building materials
	Thursday, 17 December	Baugewerbe	Construction machinery: Attachments
	Friday, 18 December	building.net.de	News of the week
	Monday, 21 December	dachbaumagazin	Insulation
	Tuesday, 22 December	Baugewerbe	Concrete construction: scaffolding and formwork
53	Wednesday, 23 December	mikado	International timber construction
	Thursday, 24 December	Baugewerbe	Christmas greetings
	Friday, 25 December	building.net.de	News of the week
	Monday, 28 December	dachbaumagazin	BAU 2027
	Tuesday, 29 December	Baugewerbe	Masonry construction: Building materials
53	Wednesday, 30 December	mikado	Preview of BAU 2027
	Thursday, 31 December	Baugewerbe	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 not 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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