

Mikado

Business magazine for timber construction and finishing



MEDIA GUIDE
2026

Print | Digital | Events | Services

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mikado

Business magazine for timber construction and finishing

Rely on a strong
Specialist media for your
Market communication.

Your advantages at a glance:

- **Credible environment:** technically sound and firmly established in the industry
- **Wide reach:** print, e-paper and digital channels for maximum visibility
- **High utility value:** relevant content that decision-makers actually read

Convey your message in a credible, industry-specific manner.
Showcase your environment – with *mikado*, you can reach your target group with pinpoint accuracy.

mikado, the media brand for timber construction professionals

mikado is the international trade magazine and official association organ of Holzbau Deutschland – Bund Deutscher Zimmermeister (German Timber Construction Association – Association of German Master Carpenters) within the Zentralverband des Deutschen Baugewerbes e. V. (Central Association of the German Construction Industry).

We provide sound information, practical solutions and innovative ideas relating to construction technology, the market and operational management.

This makes *mikado* essential reading for successful decision-makers in carpentry and timber construction companies.

mikado the business
magazine for timber construction
and finishing. *mikado* is an interna-
tional trade magazine and the official publication
of Holzbau Deutschland – Bund Deutscher Zimmermeister
(German Timber Construction Association –
Association of German Master Carpenters)
within the Central Association of the
German Construction Industry.

Your target group. Without detours.

With *mikado*, you can reach the key decision-makers in timber construction:

- Timber construction contractors, engineers, architects
- Manufacturers and distributors of building materials, building components and production resources
- Multipliers from guilds, associations and training centres

mikado connects you with a highly qualified readership that plans investments, selects products and implements projects.

mikado – For your success B2B-communication

With *mikado*, you can communicate across media and networks 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 provider directory: Company Connectory
- active social media channels
- targeted live and online events
- and tailor-made content creation solutions

mikado – 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, *mikado* offers you a powerful 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

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

Conclusion: Your communication platform for sustainable market success

mikado 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.

mikado

Business magazine for timber construction and finishing

| | |
|---------------------------------|---|
| 1. Title | mikado |
| 2. Brief description | <p>mikado is an international trade magazine and the official publication of Holzbau Deutschland – Bund Deutscher Zimmermeister (German Carpenters' Association) within the Central Association of the German Construction Industry. mikado provides balanced, practical, innovative and constructive information on construction technology, the market and business management, making it the magazine of choice for successful decision-makers in carpentry and timber construction companies.</p> <p>The readership includes timber construction contractors, engineers and architects, manufacturers and distributors of building materials, construction elements and production equipment, as well as important multipliers from guilds, associations and training centres. The editorial team always focuses on practical reporting with direct benefits for everyday work.</p> <p>mikado provides competent, authoritative and reliable information on:</p> <ul style="list-style-type: none"> • Timber structures • Successful business management • Building materials and components • Operating equipment |
| 3. Target group | Carpentry and timber construction companies, timber construction engineers and architects, Manufacturers and distributors of building materials, construction components and production equipment, as well as key multipliers from guilds, associations and training centres. |
| 4. Publication frequency | 12 issues per year |
| 5. Booklet format | A4 |
| 6. Year | 33rd year 2026 |

| | | | |
|--------------------------------------|--|--|---|
| 7. Subscription price | <p>Annual print subscription within the country € 194 Annual subscription, print, abroad: € 203 including shipping, including current VAT</p> <p>Single issue print € 19 including current VAT, plus € 3 shipping</p> <p>Annual subscription to the digital e-paper (domestic/international) € 147, incl. current VAT.</p> <p>Single issue digital e-paper (domestic/international) € 18, including current VAT.</p> | | |
| 8. Organ | Holzbau Deutschland – Association of German Master Carpenters in the Central Association of the German Construction Industry in Berlin | | |
| 9. Membership / Participation | IVW, IVW Online | | |
| 10. Publisher | <p>Pelemedia GmbH Richard-Reitzner-Allee 2, 85540 Haar Phone: +49 89 2006573-00 www.buildingnet.de, www.pelemedia.de</p> | | |
| 11. Publisher | Pelemedia GmbH | | |
| 12. edition | 13,563 copies | | |
| 13. Advertisements | <p>Cornelia Schnek Account Manager +49 89 2006573-31 cschnek@pelemedia.de</p> | | |
| 14. Editorial office | <p>Christoph Maria Dauner Editor-in-Chief +49 89 2006573-28 cmdauner@pelemedia.de</p> | <p>Damir Mioc Editor +49 89 2006573-29 dmioc@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 | Copies per issue in the Average for the second quarter of 2025* |
|---|---|
| Print run: | 10.500 |
| circulation (TvA): | 10,077 / of which abroad 177 |
| Circulation sold | 783 / of which abroad: 89 |
| Subscribed circulation | 768 / of which abroad: 97 |
| Other sales | 15 / of which abroad: 11 |
| Free pieces | 9,294 / of which abroad: 77 |
| Remaining copies, receipt copies and archive copies | 423 |
| plus stand-alone e-paper | 3.486 |

*(1 April 2025 – 30 June 2025)

3. Geographical distribution analysis

| Economic area | Proportion of actual circulation | |
|--------------------|----------------------------------|--------|
| | % | copies |
| Domestic | 98.2 | 9.900 |
| Abroad | 1.8 | 177 |
| Actual circulation | 100.0 | 10.077 |

Total distribution of *mikado*

| | | | | |
|---|---|-------------------------------|---|-------------------|
| 10,077 | + | 3,486 | = | 13,563 |
| Circulation Print | | Circulation Digital (e-paper) | | Total circulation |
| The current digital edition is actively distributed via the e-paper newsletter and also via the website www.buildingnet.de . (IVW, Q2.2025) | | | | |

3.1. Distribution by postcode areas

Postcode area 2
868 copies

Postcode area 4
947 copies

Postcode area 3
923 copies

Postcode area 5
1.002 copies

Postcode area 6
904 copies

Postcode area 7
1.452 copies



Postcode area 1
718 copies

Postcode area 0
699 copies

Postcode area 9
988 copies

Postcode area 8
1.139 copies

High-Class Target Group

Industries/economic sectors

| Recipient groups | Share of actual circulation |
|---|-----------------------------|
| | % |
| Carpentry/timber construction companies | 65.5 |
| Wood construction engineers/architects, planners | 17.1 |
| Manufacturers and distributors of building materials, building components, production equipment, paints and machinery | 12.7 |
| Housing associations, authorities, Building authorities, technical colleges | 1.3 |
| Multipliers from guilds, Associations and training centres | 1.5 |
| Other | 1.9 |
| Actual circulation | 100.0 |

mikado informs
competent, engaging
and reliably via:

- Timber structures
- Successful business management
- Building materials and components
- Operating equipment

Position in the company




| | Share of actual circulation |
|-----------------------------------|-----------------------------|
| | % |
| Owner/Management | 47.4 |
| Construction manager/site manager | 24.4 |
| Technical manager | 12.9 |
| Commercial director | 12.3 |
| Other | 2.0 |
| Actual circulation | 100.0 |




Size of the economic unit

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

(Source: Publisher's information)

| Category | Products and Topics | Issue (number) | Newsletter (CW) |
|--|---|--------------------------------------|---|
| Timber construction – Timber panel construction | Solid structural timber (KVH), wood fibre insulation, PUR insulation, cellulose insulation, blow-in insulation, gypsum fibre boards, façade cladding, interior cladding, sound insulation, fire protection (encapsulation), prefabrication, fasteners, turning tables, hall layout, operational equipment and processes | 1, 3, 4, 5, 6, 7-8, 8, 9, 10, 11, 12 | 2, 3, 4, 7, 8, 12, 16, 18, 20, 21, 25, 26, 33, 38, 47, 50, 52 |
| Timber construction – Solid timber construction | Cross-laminated timber (CLT), solid wood walls (MHM), solid wood elements, solid wood ceilings, wood-concrete composite ceilings, fasteners, wall structures, insulation materials, building physics alkaline solutions for fire/sound/heat protection, lift shafts made of solid wood | 1, 1-2, 3, 4, 6, 9, 11, 12 | 2, 3, 4, 7, 12, 16, 20, 25, 28, 33, 38, 40, 44, 46, 51 |
| Timber construction – Timber-hybrid construction | Extensions, additions, component connections, renovation, waterproofing, fasteners, multi-storey timber construction, stairs, stairwells, post-and-beam facades, hall construction, commercial construction | 1, 1-2, 3, 5, 6, 9, 11, 12 | 3, 4, 5, 7, 9, 16, 20, 25, 26, 28, 31, 33, 34, 37, 38, 40, 44, 46, 50 |
| Timber construction – Structural timber engineering | Glulam beams, timber structures, (self-supporting) roof structures, Zollinger construction, timber bridges, special structures, hall construction, commercial construction, mobile structures, mixed structures, fasteners and fastening systems, fire protection measures directions | 1-2, 4, 10, 11, 12 | 4, 5, 7, 9, 13, 16, 20, 25, 28, 40, 46 |
| Wood construction – Facade construction | Wooden façades, wood-based material façades, plaster façades, external thermal insulation composite systems (ETICS), structural wood protection in accordance with DIN 68800, wall structures, paints, glazes, colour design, window solutions, roof design | 1, 1-2, 3, 6, 8, 10, 12 | 3, 4, 5, 7, 8, 9, 12, 16, 21, 25, 26, 31, 37, 40, 43, 46, 48 |
| Roof construction – Supporting structure & construction | Steep roof, softwood roof battens in accordance with CE guidelines, nail plate trusses, solid structural timber, flat Wooden roofs, roof insulation materials, roof windows, roof safety – personal protective equipment (PPE) | 1, 1-2, 5, 7-8, 9, 10 | 3, 5, 7, 9, 12, 16, 17, 20, 21, 25, 26, 28, 29, 33, 37, 39, 46 |
| Roof construction – Roofing & drainage | Roof tiles, ridge tiles, roof stones, roof waterproofing, prefabricated dormers, dormer connections, temporary rain protection, roof windows, drainage solutions, gutters, downpipes, lighting systems for multistorey buildings, measurement by drone | 1, 1-2, 5, 8, 9, 10 | 3, 4, 7, 8, 12, 16, 21, 24, 28, 31, 34, 38, 43, 50, 51 |
| Roof construction – Solar thermal energy & photovoltaics | Solar thermal elements, photovoltaic elements, battery storage, inverters, mounting solutions for PV and solar thermal elements on flat/green/pitched roofs, maintenance, accessories, KfW guidelines, amortisation profit and loss statement | 1, 1-2, 3, 4, 5, 10, 12 | 4, 7, 12, 16, 20, 22, 24, 25, 28, 29, 33, 38, 39, 43, 48, 52 |
| Commercial vehicles | Box vans, transporters, small lorries, trailers, drive technology, electromobility, fleet management, cranes, lorries, heavy goods transport, safety, environmental protection, maintenance, accessories, commercial vehicle customisation (interior fittings, transport protection, passenger transport) | 3, 7-8, 12 | 13, 17, 38, 42, 53 |
| Construction site – Logistics & Safety | Scaffolding, fall protection, personal protective equipment (PPE), construction site procedures, construction scheduling, time recording | 5, 7-8, 9, 11, 12 | 3, 8, 13, 20, 26, 30, 34, 42, 44, 51 |
| Management | Operations management, (hand) tools, operations management/processes, (joinery) software, business management, marketing | 1, 3, 4, 5, 7-8, 9, 10, 11, 12 | 4, 10, 20, 22, 47, 53 |

| Print edition with extended e-paper | Dates | Topic of the Month | | Market Trends | Trade Fairs |
|--|--|---|---|---|--|
| January 2026 Extended E-paper | DP: 27.01.2026 AD: 12.01.2026 PD: 16.01.2026 | Dach + Holz 2026 Interactive E-paper in collaboration with GHM | Viewpoints: Actions taken by the German Timber Construction Association and the Central Association of German Roofers (ZVDH) Dach + Holz architecture in Cologne – information, tours, visits | New products Roofing + Wood Wood-based materials & constructions, façade systems, roofing innovations, solar thermal energy & photovoltaics | Dach + Holz 24–27.02.2026 Getting there, exhibitor plans, special shows, discussion panels  |
| 1-2/2026 Trade Fair Edition Dach + Holz 2026 | ET: 10.02.2026 AD: 21.01.2026 PD: 26.01.2026 | Structural timber engineering | Glued laminated timber (glulam), commercial construction, connections, fasteners and fastening systems, mixed structures, project examples, timber structures | New products Dach + Holz – Timber Engineering & Construction: Wood-based materials & constructions, façade systems, roof innovations | Dach + Holz 24–27.02.2026 Exhibitor plans and background information  |
| 3/2026 | DP: 06.03.2026 AD: 16.02.2026 PD: 19.02.2026 | Affordable housing – private and public | Cost-effective living space, eligible multi-storey buildings, energy self-sufficient buildings, modular construction (wood frame & solid wood modules), solar thermal energy, photovoltaic systems, residential and terraced housing complexes, mixed construction, insulation, construction, planning, building products, new construction and renovation, KVH, sound and fire protection Management: Software and services for carpentry businesses | Hall plans, exhibitors, innovations for window and staircase construction, trends from sawing and sanding machines to woodworking machines and extraction systems |  FENSTERBAU FRONTALE Woodworking/ fensterbau frontale 24–27 March 2026, Nuremberg |
| 4/2026 | DP: 01.04.2026 AD: 12.03.2026 PD: 17.03.2026 | Indoor and commercial construction | Logistics centres, sports halls and swimming pools, industrial buildings, warehouses, public buildings, schools and nurseries, administrative buildings, assembly halls, agricultural buildings, riding halls, timber engineering, office buildings Review of Dach + Holz 2026 Management: Commercial vehicles for carpenters – vans, construction site vehicles, lorries, cranes | | |
| 5/2026 | DP: 04.05.2026 AD: 14.04.2026 PD: 17.04.2026 | Roof extension | Wood panel and solid wood construction: Building extensions in urban and rural areas – redensification and renovation, PV elements and solar thermal energy, insulation materials, roof structures, roof tiles, roof stones, installation techniques, design options, skylights and shading systems, prefabricated dormers, drywall systems, building law, construction site logistics/facilities/safety, project examples | Roof & facade – insulation, roofing, facade systems, roof windows & lighting solutions, windows & doors | |
| 6/2026 ANNIVERSARY issue 33 years mikado | DP: 02.06.2026 AD: 13.05.2026 PD: 18.05.2026 | Sustainability takes over the city – 33 project examples show how it works | Urban timber construction, subsidised housing, affordable living space, sustainable schools and nurseries, construction solutions, structural engineering, assembly, building systems and materials, serial renovation, thermal insulation, sound insulation, acoustics, fire protection, administrative buildings, sports halls, project examples, wood-based materials, cross-laminated timber (KLH, CLT), laminated veneer lumber, project examples, glue-free solid wood systems, solid wood elements, BSP connection solutions, fire protection ceilings | | |

| Print edition with extended e-paper | Dates | Topic of the Month | | Market Trends | Trade Fairs |
|--|--|---|--|--|--|
| 7–8/2026 | DP: 03.07.2026 AD: 15.06.2026 PD: 18.06.2026 | Building hybrids – optimal living, life, work | Timber frame construction, solid timber construction, timber-concrete composite ceilings; connection details for timber-concrete, timber-brick, timber-timber; Logistics solutions for construction sites in urban areas; Public and private construction: affordable housing with subsidies, modular construction, schools, nurseries, town halls, administrative buildings, office buildings, company headquarters, timber engineering, multi-storey timber construction, fire safety regulations, sound insulation solutions, fasteners | Construction site, workshop, occupational safety – mobile carpentry machines, safety equipment, fall protection, scaffolding logistics, commercial vehicles, cranes |  Trade fair preview: Product trends at Nordbau 2026 09.2026 Neumünster |
| | | | Products of the Year 2026 – All winners, all categories | | |
| August 2026 Extended E-paper | DP: 21.08.2026 AD: 10.08.2026 PD: 14.08.2026 | 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 innovations, windows, roof windows, façade connections | Design trends for façades – colours, shapes, constructions | |
| 9/2026 | DP: 02.09.2026 AD: 13.08.2026 PD: 18.08.2026 | Building in existing structures | Systematic renovation, timber frame construction, redensification: New construction, extensions, conversions; fire protection concepts for existing buildings, extensions, roof extensions, sound insulation, energy-efficient renovation concepts, residential complexes, administrative buildings and industrial buildings | Solid & wood hybrid construction – redensification, renovation, extensions |  09.2026 |
| 10/2026 | DP: 01.10.2026 AD: 11.09.2026 PD: 16.09.2026 | Major projects – New construction and existing buildings | Commercial buildings, industrial halls, logistics hubs, administrative buildings, bridges, multi-storey timber construction, building class 5, residential complexes, building renovation, Building physics, fire protection, sound insulation in new buildings | Solar thermal energy & photovoltaics – making profitable use of roof space | |
| 11/2026 | DP: 04.11.2026 AD: 14.10.2026 PD: 19.10.2026 | International timber construction | Residential construction, project examples, large-scale buildings in the public and commercial sectors, Construction products, international standardisation | Wood panel construction – systematic building, insulation solutions and connections, wall structures, fire protection constructions, solid wood building systems, fasteners, transport solutions |  International Timber Construction Forum Innsbruck 2026 12.2026 |
| 12/2026 | DP: 02.12.2026 AD: 12.11.2026 PD: 17.11.2026 | Multi-storey timber construction | High-rise buildings, buildings in building class 5, fire protection, thermal insulation, building systems/materials, detailed solutions, sound insulation, execution designs, design information, building regulations and legally compliant construction, project examples, statics, wood-based materials, structure, construction solutions | Connecting elements, screws and brackets | BAU Preview BAU 2027 11–15 January 2027 |
| | | | Our nominees for the Products of the Year 2027 introduce themselves | | |
| 1-2/2027 | DP: 04.01.2027 AD: 02.12.2026 PD: 09.12.2026 | BAU 2027 | BAU 2027: Techniques, materials, possible applications – hall plans, exhibitors, events, travel information Timber construction: timber panel construction , solid timber construction, engineered timber construction – designs, projects, implementations | | BAU 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 | € 4.760 | € 7.540 |
| Juniorpage | | € 5.050 |
| 1/2 page | € 2.520 | € 4.760 |
| 1/3 page | € 1.670 | € 3.910 |
| 1/4 page | € 1.360 | € 3.570 |
| 1/8 page | € 800 | € 2.950 |
| Cover pages: U2,U3,U4 each | | € 7.800 |
| 1/2 page flap | | € 12.330 |
| 1/2 page Table of Contents | | € 5.770 |
| 1/4 page editorial | | € 4.430 |
| U2 + 1st right side | | € 15.490 |

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 | € 1.900 |

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 listings | 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



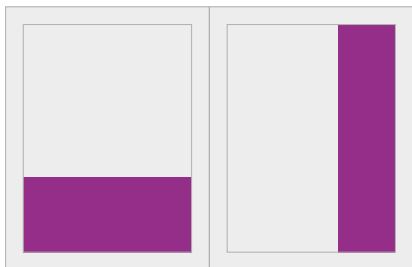
Juniorpage

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



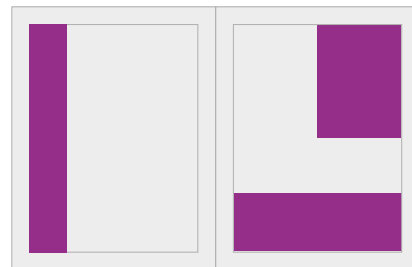
1/2 page landscape 1/2 page high

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

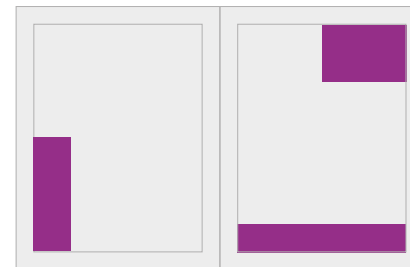


1/4 page high 1/4 page landscape

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 high 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



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: € 12.330

Title flap



Content package:
1/1 page advertorial

Price: € 4.450
(non-discountable)

Crossmedia package:
1/1 page advertorial

plus 4 weeks of visibility for your advertorial in the corresponding section on the website, as well as a social media post.

Price: € 5.850
(non-discountable)

Content Package

Crossmedia Package



80 - 135g/m²

2 sheets = 4 pages € 10.590

3 sheets = 6 pages € 15.740

4 sheets = 8 pages € 20.450

Required delivery quantity: 10.400 copies

Insert



Side dishes over 25 g/piece on request

Full edition price
(up to 25g, including
postage)

€ 490
per thousand
(non-discountable)

Supplements



Mailing address for special advertising formats

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

Vogel Druck, Leibnizstr. 5, 97204 Höchberg



We offer numerous special advertising formats for your individual advertising campaign – please contact us for more information.

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. Example:

- 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 € 700 |
| Picture gallery | € 700 |
| YouTube video | € 1.900 |

* Not eligible for discount

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
Umfrage displayed.

All options are customisable according
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 ele- ments 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 **mikado**, 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

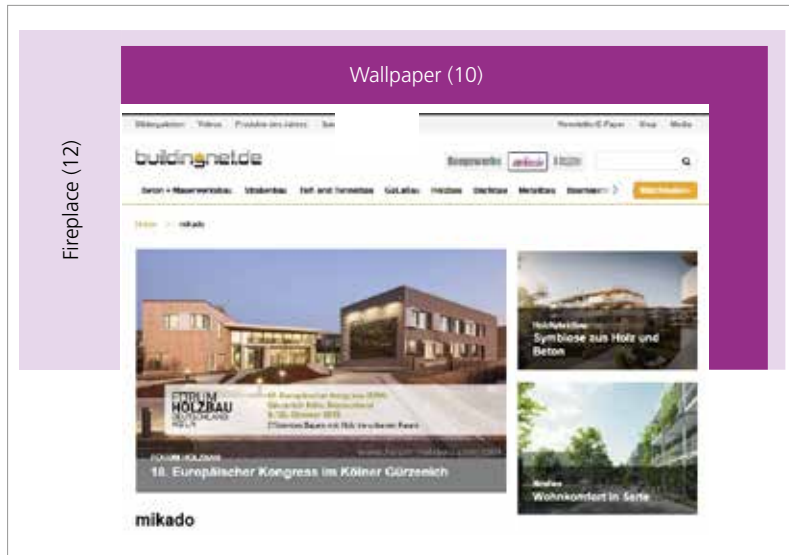
€ 450 / 1.000 Ad impressions
(854 x 480 Pixels)



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

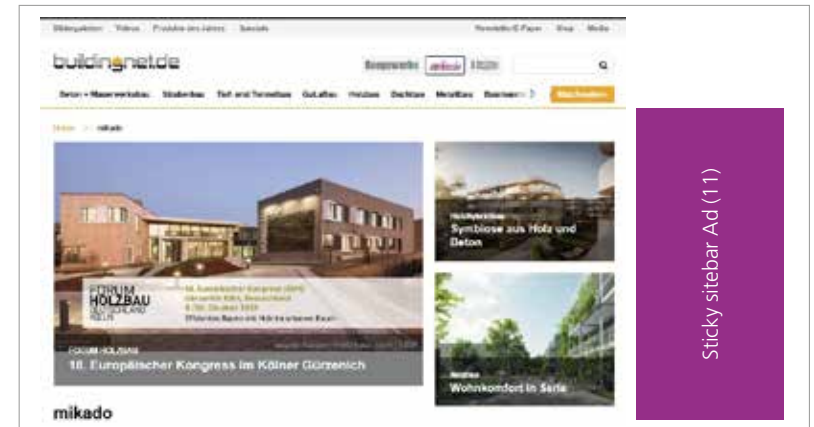
€ 270 / 1.000 Ad impressions
(728 x 90 Pixels / top,
120 x 600 Pixels / right, or
160 x 600 Pixels / right)
* Mobile: 2:1 / 300 x 150 Pixels

(11) Sitebar Ad (sticky)

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

(12) Fireplace

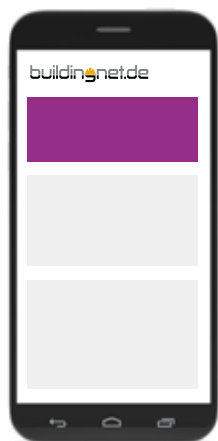
€ 540 / 1.000 Ad impressions
(1000 x 90 / 2x 120x60 or
160x600 Pixels)



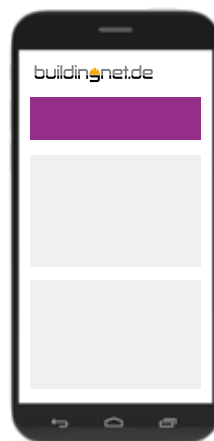
Possible file formats: GIF, JPEG, HTML5 File size: max. 80 KB
Prices = price per thousand contacts, data delivery: 5 working days
before campaign launch

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

Banner overview Mobile



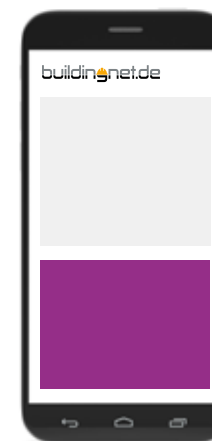
Mobile Content
Ad 4:1
300 x 75 Pixels
max. 50 KB



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
- The video display is clickable and can be linked to a landing page
- Full tracking: Als, 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

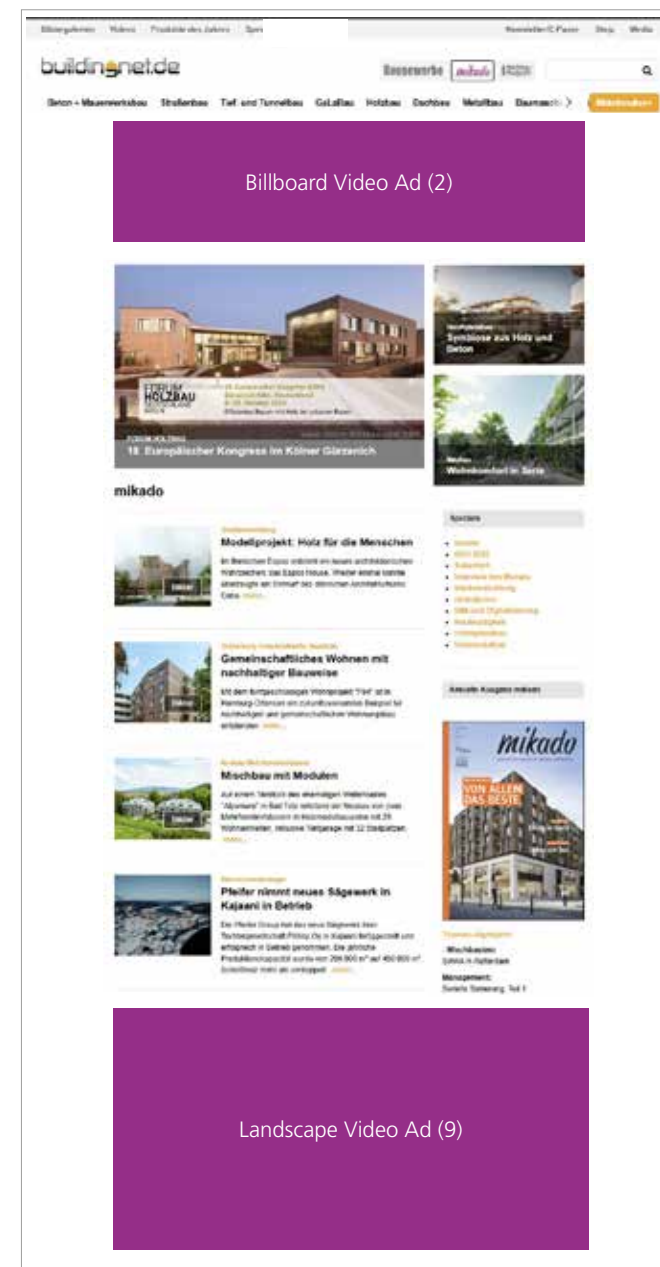
| Resolution | Target bitrate for video files | Target bit rate for audio files |
|------------|--------------------------------|---------------------------------|
| 320 x 240 | 192 kbit/s | 32 kbit/s |
| 176 x 144 | 56 kbit/s | 24 kbit/s |

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 webshop, e-papers and much more.

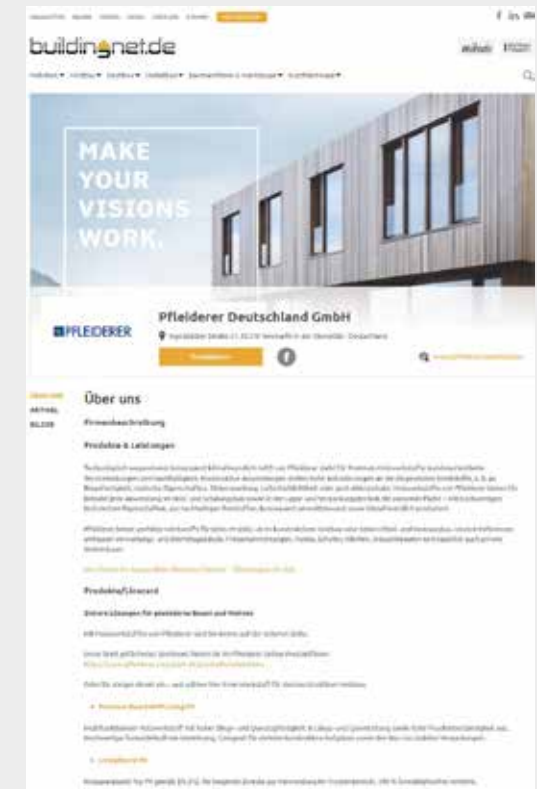
Your advantages:

- 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

[Table of Contents](#)

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.

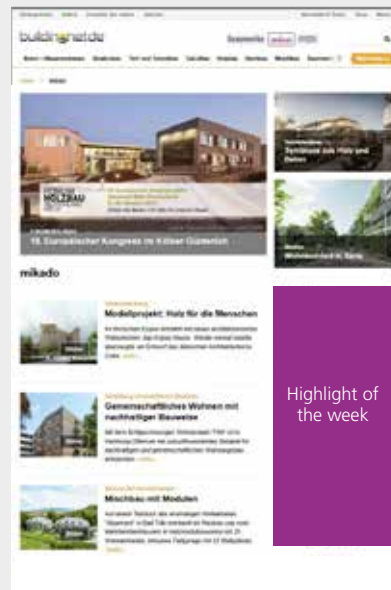


Native communication with a lasting impact.

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

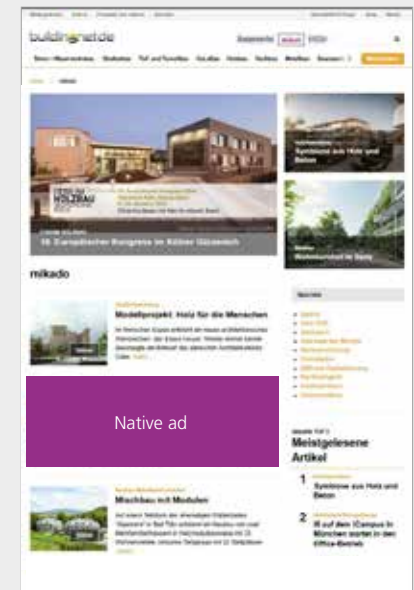
- Present your product, webinar or event for one week on our specialist portal.
- Headline: 40 characters including spaces, Text: 250 characters including spaces, Image: 300 x 250 Pixels
- Link to your website or a microsite designed by us with your contributions



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



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 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 and promoted on with accompanying online advertising materials from .
 - Banner for advertising in at least two newsletters
 - At least two posts on social media channels
 - Presentation of your whitepaper in the teaser section 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 whitepaper

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 ad for the webinar at [mikado](http://mikado.de).
(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 *mikado*
- 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 **mikado's** qualified newsletter distribution list.
Your content reaches your target audience directly – ideal for new products, event invitations or company news.

Maximum visibility – precise, exclusive, effective.

One message per customized 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: **mikado** 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

premium placement
Leaderboard (1)

mikado

Dear Mr. Smith,

The ambitious "Green Ark" project was created for the Meise Botanical Garden. This project involves the comprehensive renovation of a greenhouse complex covering an area of 7,600 square metres and the construction of a pavilion made from environmentally friendly wood.

The newly installed pavilion is an example of unusual architecture and was designed in the shape of a hyperboloid, a structure that stands out for its open and dynamic form. This design allows natural light to flood in and provides optimal conditions for plant growth.

We hope you enjoy reading this publication.
Yours sincerely, Christoph Maria Daurer, Editor-in-Chief, mikado

Position 1
Below the editorial
(2)

Position 2
Within the editorial reports
(2)

Position 3
At the end of the editorial reports
(2)

advertisement
Text display / Native ad

Headline

LOGO

MORE ▶

advertisement
Headline for the advertisement

Headline

MORE ▶

Position 4
At the end of the newsletter
(2)

Exclusive newsletter

Every week, **mikado** sends *its* newsletter to a qualified group of recipients. Newsletter subscribers receive the latest news, product reports and technical articles – compact, relevant and delivered directly to their inbox.

over **3.000***
recipients

The **mikado** 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 *mikado 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

[Table of Contents](#)

| 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 |
| | Tuesday, 17 February | Baugewerbe | People of the month |
| 8 | 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 |
| | Tuesday, 17 March | Baugewerbe | Top 10 February 2026 |
| 12 | 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 |
| 16 | Monday, 13 April | dachbaumagazin | Metal roof |
| | 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 |
| | Monday, 25 May | dachbaumagazin | Solar roof |
| 22 | 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 |
| | Monday, 8 June | dachbaumagazin | Commercial vehicles |
| 24 | 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 |
| | Monday, 15 June | dachbaumagazin | Metal roof |
| 25 | 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 |
| | Friday, 19 June | buildingnet.de | News of the week |
| 26 | Monday, 22 June | dachbaumagazin | Flat roof |
| | Tuesday, 23 June | Baugewerbe | Digitalisation: Construction software in use |
| | Wednesday, 24 June | <i>mikado</i> | Market trends: Facades |
| | Thursday, 25 June | Baugewerbe | Construction machinery: hydraulics |
| 27 | 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 |
| 30 | Monday, 20 July | dachbaumagazin | Facade |
| | 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 |
| 31 | Monday, 27 July | dachbaumagazin | Green roof |
| | 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 |
| 32 | Monday, 3 August | dachbaumagazin | Metal roof |
| | 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 |
| 35 | Monday, 24 August | dachbaumagazin | Flat roof |
| | 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 |
| 37 | Friday, 4 September | buildingnet.de | News of the week |
| | 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 |
| 38 | Wednesday, 9 September | Baugewerbe | The new issue is here! E-paper 09_2026 |
| | Thursday, 10 September | Baugewerbe | Digitalisation: BIM on the construction site |
| | 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 |
| 39 | Wednesday, 16 September | <i>mikado</i> | Renovation |
| | Thursday, 17 September | Baugewerbe | Top 10 August 2026 |
| | Friday, 18 September | buildingnet.de | News of the week |
| | Monday, 21 September | dachbaumagazin | Workwear |
| | Tuesday, 22 September | Baugewerbe | People of the month |
| 40 | 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 |
| | 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 | dachbaummagazin | Exposure |
| | Monday, 5 October | dachbaummagazin | 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 |
| 42 | Friday, 9 October | building.net.de | News of the week |
| | Monday, 12 October | dachbaummagazin | 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 | dachbaummagazin | 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 |
| | Monday, 26 October | dachbaummagazin | Green roof |
| 44 | 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 | dachbaummagazin | 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 | dachbaummagazin | E-paper: Industrial buildings |
| 46 | Friday, 6 November | building.net.de | News of the week |
| | Monday, 9 November | dachbaummagazin | Solar roof |
| | Tuesday, 10 November | Baugewerbe | Cranes and lifting platforms |
| | Wednesday, 11 November | mikado | Residential complexes |
| | Thursday, 12 November | Baugewerbe | Networked construction |
| | Friday, 13 November | building.net.de | News of the week |

| KW | Date | Brand | Topic |
|----|------------------------|-----------------|---|
| 47 | Monday, 16 November | dachbaummagazin | 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 | dachbaummagazin | 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 | dachbaummagazin | 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 | dachbaummagazin | Occupational safety |
| | Monday, 7 December | dachbaummagazin | 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 | dachbaummagazin | 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 | dachbaummagazin | 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 | dachbaummagazin | 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 |

Terms and Conditions

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 of 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 options for 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 in competitions. 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 disseminate 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 his or her 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 the user publishes on the Pelemedia pages lies exclusively with the user. Pelemedia excludes any liability for technical or other malfunctions. Pelemedia accepts no liability for any damage or loss, in particular for 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 part 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 it that the submitted content may be reproduced, distributed and publicly reproduced 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 publica-

tion. 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 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 persons depicted not consenting to 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. Unless the provider's claims are 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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