



WOHNUNGSBAU

### Zuhause im alten Amtsgericht



**FASSADE**  
Haus aus Metall



**BELICHTUNG**  
Licht aus Dachfenstern



**STEILDACH**  
Dämmung aus PU



MEDIA GUIDE  
2025

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## dachbau magazin

Use **dachbau magazin** for your market communication.

### Your advantages:

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

### dachbaumagazin, the business magazine for roofing companies


**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.

### "High target group affinity"

The readership also includes plumbing and carpentry companies. Manufacturers, suppliers and dealers of building materials, building elements and machines complete the target group, which also housing associations, authorities/building authorities, the relevant technical colleges, planners and architects. The editorial team always focuses on practical reporting with direct benefits for day-to-day business practice.



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

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

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

Total monthly circulation 12,118 copies

"With dachbaumagazin, the industry is always well informed!"

**dachbaumagazin** provides competent and reliable information about:

- Roof technology
- Roof architecture
- Company management
- Operating equipment

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


With [www.buildingnet.de](http://www.buildingnet.de), newsletters and our followers on LinkedIn, Instagram and Facebook: dachbaumagazin for your successful online communication.


"dachbaumagazin events in presence and digital."

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

# Title Portrait

# dachbau magazin

|   |   |
|---|---|
| <b>1. Title</b>   | <b>dachbaumagazin</b>   |
| <b>2. Description</b><br> <b>Characteristics</b> | <p>Das <b>dachbaumagazin</b> is the trade journal for the successful Entrepreneurs in the roofing trade. <b>dachbaumagazin</b> provides practical, constructive and independent information on construction technology, the market and business management. It is therefore the magazine for decision-makers in roofing companies.</p> <p>The readership also includes plumbing and carpentry companies. Manufacturers, suppliers and dealers of building materials, building elements and machinery complete the target group, which also includes housing associations, authorities/building authorities, the relevant technical colleges, planners and architects. The editorial team always focuses on practical reporting with direct benefits for day-to-day business practice.</p> |
| <b>3. Target Group</b>  | Decision-makers in roofing companies, plumbing companies and carpentry businesses contractors, manufacturers, suppliers and dealers of building materials, building components and machinery, housing associations, authorities/building authorities, specialised schools, planners and architects.   |
| <b>4. Frequency of Publication</b>  | 12 issues per year  |
| <b>5. Booklet Format</b>  | DIN A4  |

|                                      |   |
|--------------------------------------|---|
| <b>6. Subscription Price</b>         | Annual subscription print domestic 189€<br>Annual subscription print international 197€ incl. shipping, incl. current VAT.<br><br>Single issue print € 19<br>incl. the current VAT, plus 3,00€ shipping<br><br>Annual subscription digital e-paper (domestic/abroad) € 147,<br>incl. current VAT, excluding shipping costs<br><br>Single issue digital e-paper (domestic/foreign) €18,<br>incl. current VAT, excluding shipping costs |
| <b>7. Edition</b>                    | 12,118 copies   |
| <b>8. Membership / Participation</b> | IVW  Online  |
| <b>9. Publisher</b>                  | <b>Pelemedia GmbH</b><br>Richard-Reitzner-Allee 2, 85540 Haar<br>Phone: +49 89 25556-1900<br>www.industrial-production.de, www.pelemedia.de   |
| <b>10. Publisher</b>                 | Pelemedia GmbH  |
| <b>11. Sales</b>                     | <b>Cornelia Schnek</b><br>Account Manager<br>Phone: +49 89 25556-1940<br>cschnek@pelemedia.de   |
| <b>12. Editorial Office</b>          | <b>Collin Klostermeier</b><br>Editor-in-Chief and Chief of Service<br>Phone: +49 251 9245546<br>cklostermeier@extern.pelemedia.de<br><b>Jessica Stütz</b><br>Editor<br>Phone: +49 89 25556-1927<br>jstuetz@pelemedia.de   |

# Circulation / Distribution

## Trade journal Circulation and distribution analysis

### 1. Circulation control



| 2. Circulation                         | Copies per issue on average of the 2nd quarter 2024* |
|--|--|
| Print run                              | 10,450   |
| Actually distributed circulation (TvA) | 10,044 / thereof abroad: 228                         |
| Sold circulation                       | 103 / thereof abroad: 23                             |
| Subscribed circulation                 | 91 / thereof abroad: 12                              |
| Other sales                            | 12 / thereof abroad: 11                              |
| Free units                             | 9,741 / thereof abroad: 205                          |
| Remaining, voucher and archive copies  | 406  |
| plus stand-alone ePaper                | 2,074  |

\*(01.04.2024 - 30.06.2024)

### 3. Geographical distribution analysis

| Economic area            | Share of actual circulation |        |
|--------------------------|-----------------------------|--------|
|                          | %                           | Copies |
| <b>Germany</b>           | 97.7                        | 9,816  |
| <b>Abroad</b>            | 2.3                         | 228    |
| Actual print circulation | 100.0                       | 10,044 |

## Total distribution dachbau magazin

**10.044** + **2.074** = **12.118**

Print circulation

Digital circulation (extended e-paper)

Total circulation

The current digital edition is actively distributed via the e-paper newsletter and the website [www.buildingnet.de](http://www.buildingnet.de) verbreitet. (IVW, Q2/2024)

### 3.1. Distribution by postcode area

Postal routing district 2  
874 Copies

Postal routing district 4  
1,014 Copies

Postal routing district 3  
1,053 Copies

Postal routing district 5  
1,207 Copies

Postal routing district 6  
812 Copies

Postal routing district 7  
933 Copies

Postal routing district 1  
922 Copies

Postal routing district 0  
1,104 Copies

Postal routing district 9  
854 Copies

Postal routing district 8  
1,043 Copies



# High-Class Target Group

## Industries/branches of industry

| Recipient groups  | Share of actual circulation |
|---|-----------------------------|
|   | %                           |
| Roofing   | 74.3                        |
| Plumbing companies  | 15.3                        |
| Carpentry/engineering timber construction   | 4.8                         |
| Manufacturer and distributor of building materials, building components and chinery               | 2.6                         |
| Housing associations, authorities, building authorities, technical colleges, planners, architects | 1.3                         |
| Multipliers from guilds, associations and training centres  | 1.1                         |
| Other   | 0.6                         |
| Actually distributed circulation  | 100.0                       |



## Position in the company

|   | Share of actual circulation |
|---|-----------------------------|
|   | %                           |
| Owner/Management  | 75.5                        |
| Roofing specialist/master craftsman, plumbing specialist/master craftsman | 21.1                        |
| Construction manager/site manager, technical manager, commercial manager  | 1.2                         |
| Other   | 2.2                         |
| Actually distributed circulation  | 100.0                       |

## Size of the business entity

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






(Source: Publisher's statement)



# Topic Matrix





| Category                       | Products and topics  | Issue (number)              | Newsletter (CW)   |
|--------------------------------|--|-----------------------------|-------------------|
| Pitched roof                   | Roof tiles, plain tiles, special tiles, roof tiles, slate, fibre cement tiles, fibre cement sheets, metal roofs, metal tiles, underlay sheets, underlay sheets, insulation, vapour barrier, roof penetrations, chimney connection, roof windows, drainage, PV systems, lightning protection, snow protection, storm clips  | 1-2, 3, 4, 5-6, 8-9, 11, 12 | 2, 14, 23, 33, 43 |
| Flat roof                      | Bitumen waterproofing, plastic waterproofing, liquid waterproofing, lightweight metal roofs, automatic welding machines, manual welding equipment, moulded parts, parapet covers, main drainage, emergency drainage, gullies, water spouts, skylight domes, arcade rooflights, SHEVS, insulation, vapour barrier, flat roof monitoring, PV systems, lightning protection | 1-2, 3, 5-6, 8-9, 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, pitched roof greening, shear protection  | 1-2, 3, 7, 8-9              | 4, 11, 21, 31, 44 |
| Metal roof                     | Zinc sheet, aluminium sheet, lead sheet, copper sheet, tinsmith machines and tools   | 1-2, 4, 5-6, 11             | 6, 16, 32, 42     |
| Facade                         | Metal cladding, slate, fibre cement panels, timber cladding, substructures, drainage, PV systems, façade greening  | 5-6, 10, 11, 12             | 19, 30, 45        |
| Solar roof                     | PV modules, solar thermal modules, roof-integrated and elevated solar systems (pitched roof), mounting systems (flat roof), battery storage, combination: PV and green roof  | 1-2, 3, 4, 5-6, 7, 8-9, 11  | 8, 18, 36, 46     |
| Exposure                       | Pitched roof windows, flat roof windows, skylight domes, continuous rooflights, glass roofs, glass roof tiles, daylight spots, fall protection, fall-through protection, replacement windows, connection sets  | 1-2, 3, 4, 8-9, 11          | 15, 29, 41        |
| Insulation                     | Mineral wool insulation, glass wool insulation, EPS insulation, XPS insulation, PU insulation, wood fibre insulation, blown-in insulation  | 3, 5-6, 7, 8-9, 10, 11, 12  | 5, 13, 27, 38, 52 |
| Airtightness                   | Underlays, vapour barriers, adhesive tapes, sealing compounds and liquid sealants, blower door test  | 3, 5-6, 7, 8-9              | 22, 47            |
| Drainage                       | Solutions for pitched and flat roofs, green roofs and façades  | 4, 5-6, 8-9, 10, 11, 12     | 17, 34, 48        |
| Construction site and workshop | Barriers, work clothing, construction logistics, construction site equipment, containers and room systems, theft protection, scaffolding, scaffolding protection and safety nets, ladders, lighting and signalling technology, construction hoists, roofing hoists, cranes, trailer cranes, crane accessories, tools   | 3, 5-6, 8-9, 12             | 9, 20, 28, 39, 40 |
| Commercial vehicles            | Vans, platform trucks, craftsman bodies and conversions, diesel engines, e-mobility, hydrogen drive, trailers, fleet management, engines, oils/fuel and lubricants, tyres and accessories, load securing, 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, 8-9, 12                  | 7, 25, 37, 50     |
| Management                     | Apps, BIM, digitalisation, finance, fleet management, IT in the tradesman's office, communication, marketing, law, online platforms, risk management, seminars, software, business management, insurance   | 1-2, 8-9, 11, 12            |                   |

# Topics 2025

| Print edition with extended e-paper   | Dates  | Topic of the month                     | Technology in detail   | Special / Fairs  |
|---|--|--|--|--|
| <b>Jan. 2025</b><br>BAU 2025 trade fair edition<br>Interactive e-paper in cooperation with BAU 2025 | PD: 07.01.25<br>AD: 12.12.24<br>PM: 16.12.24 | <b>BAU 2025</b>                        | <b>BAU 2025:</b> Technologies, materials, applications - Hall plans, exhibitors, events, how to get there<br><b>Timber construction:</b> Timber panel construction, solid timber construction, timber engineering - constructions, projects, realisations<br><b>Roof construction:</b> Pitched roofs, flat roofs, green roofs, PV roofs<br><b>Construction:</b> Building materials, scaffolding & formwork; equipment, tools, safety; cranes & lifting platforms; commercial vehicles & trailers; BIM & IT in construction | Joint e-paper with mikado and Baugewerbe<br><br><b>Bau 2025 in Munich</b><br>13.01. - 18.01.2025<br><b>BAU</b>  |
| <b>1-2/2025</b>   | PD: 10.02.25<br>AD: 21.01.25<br>PM: 24.01.25 | <b>Roofs under monument protection</b> | <ul style="list-style-type: none"> <li>- Special bricks for monument preservation</li> <li>- Slate covering</li> <li>- Wooden shingle roofing</li> <li>- Thatching</li> <li>- Renovation of historical metal structures</li> <li>- Historic dormer constructions</li> <li>- Monument preservation and solar systems</li> </ul>   | Flat roofs: solutions for new builds and renovations<br><br><b>Green roof special</b><br>- Extensive and intensive greening<br>- Sealing   |
| <b>3/2025</b>   | PD: 11.03.25<br>AD: 19.02.25<br>PM: 24.02.25 | <b>Sustainability</b>                  | <ul style="list-style-type: none"> <li>- Roof superstructures of the future</li> <li>- Green roofs and facades</li> <li>- Solar systems and storage systems</li> <li>- Solar energy gains through roof windows</li> <li>- Pitched roofs: Roof tiles and roof tiles</li> <li>- Insulation for pitched roofs: mineral wool, wood fibre insulation, cellulose insulation, PU insulation</li> <li>- Flat roofs: bitumen, plastic and liquid waterproofing</li> </ul>   | Skylight domes and continuous rooflights<br>Occupational safety:<br>Ladders, scaffolding and safety equipment<br>Tile covering: Details in the pitched roof<br><b>Management:</b> Commercial vehicles for roofers<br>   |
| <b>Products of the year 2025 – Presentation of the nominees</b>                                     |  |  |  |  |
| <b>4/2025</b><br><b>roof construction metal</b>   | PD: 04.04.25<br>AD: 17.03.25<br>PM: 20.03.25 | <b>Metal roofs</b>                     | <ul style="list-style-type: none"> <li>- Representative roofs made of zinc, aluminium, copper and lead in new builds and renovations</li> <li>- Substructures</li> <li>- Drainage</li> <li>- Exposure: skylight in the metal roof</li> <li>- Roof decoration</li> <li>- Solar systems: electricity from the metal roof</li> <li>- Traditional roofing materials reinterpreted</li> <li>- Safety on the metal roof</li> </ul>   | Machines for sheet metal processing<br>Sophisticated details for metal roofs<br>Solar roofs and façades<br><br><b>Metal market:</b> Products for building plumbers<br><br><b>BAUMA 2025</b><br>07.04. - 13.04.2025<br><b>The smarter E</b><br>07.05. - 09.05.2025<br><b>Messe-Spezial</b><br>Intersolar 2025 in Munich 07. - 09.05.2025<br><br> |
| <b>5-6/2025</b>   | PD: 28.05.25<br>AD: 08.05.25<br>PM: 13.05.25 | <b>Major projects</b>                  | <ul style="list-style-type: none"> <li>- Airports and railway stations</li> <li>- Shopping centres and department stores</li> <li>- Public buildings</li> <li>- Flat roof waterproofing</li> <li>- Zinc, aluminium, copper, lead and stainless steel cladding</li> <li>- Construction site logistics and organisation</li> <li>- PV roofs and PV facades</li> </ul> <b>Management: Commercial vehicles for roofers</b>   | Insulation of pitched and flat roofs<br><br>Drainage<br><br><b>Roof market special</b><br>Innovations from Intersolar 2025<br><b>TRADE FAIR SPECIAL</b><br>Ligna 2025 in Hanover 26.05. - 30.05.2025<br>  |
| <b>7/2025</b>   | PD: 07.07.25<br>AD: 17.06.25<br>PM: 20.06.25 | <b>Roofs of the future</b>             | Project reports and technical articles on the topics of the future: Solar, green roof, insulation, modern planning software, recycling and sustainability  |  |



# Topics 2025

| Print edition with extended e-paper                             | Dates  | Topic of the month                                     | Technology in detail  | Special / Fairs   |
|---|--|--|---|---|
| <b>Aug. / 2025</b><br>Interactive e-paper                       | PD: 29.08.25<br>AD: 18.08.25<br>PM: 21.08.25 | <b>Renovation &amp; maintenance roof, wall, facade</b> | <ul style="list-style-type: none"> <li>- Restoration of historic buildings and roof structures, contemporary renovation of commercial buildings, correct planning of extensions, correct fulfilment of monument protection requirements, creating living space in commercial buildings, interior insulation, insulation systems &amp; façade design, detailed solutions &amp; exemplary damage repairs in (historic) existing buildings</li> <li>- Preview: Dach + Holz International 2026 in Cologne - exhibitors, trends and plans</li> </ul> | Joint e-paper with mikado and Baugewerbe  |
| <b>8-9/2025</b>   | PD: 05.09.25<br>AD: 18.08.25<br>PM: 21.08.25 | <b>Residential construction</b>                        | <ul style="list-style-type: none"> <li>- New construction and refurbishment</li> <li>- Pitched roof: Economical roof structures with large-area tiles</li> <li>- Flat roof: Safe waterproofing for green roofs</li> <li>- Additions</li> <li>- Loft conversion</li> <li>- Solar systems</li> <li>- Exposure solutions</li> <li>- Roof refurbishment in existing housing stock</li> <li>- Drainage</li> </ul>  | Safety on the construction site: fall protection and scaffolding<br>Insulation of pitched and flat roofs<br><br>10.09. - 14.09.2025  |
| <b>10/2025</b>  | PD: 06.10.25<br>AD: 16.09.25<br>PM: 19.09.25 | <b>Metal facades</b>                                   | <ul style="list-style-type: none"> <li>- Modern façades made of zinc, aluminium, copper and lead in new builds and renovations</li> <li>- Substructures</li> <li>- Integration of drainage</li> <li>- Refurbishment solutions for damaged façades</li> <li>- Fast construction progress thanks to prefabricated façade elements</li> <li>- Advice: Good reasons for a metal façade</li> </ul>   | Execution of metal facades<br>Detailed training and maintenance<br><b>Roof market special</b><br>Products for building plumbers<br><b>Trade fair special</b><br>Blechexpo Stuttgart<br>21.04. - 24.10.2025<br>   |
| <b>11/2025</b>  | PD: 05.11.25<br>AD: 16.10.25<br>PM: 21.10.25 | <b>Industrial buildings</b>                            | <ul style="list-style-type: none"> <li>- New build: lightweight metal roofs and economical façades</li> <li>- Energy-efficient refurbishment of flat and shed roofs</li> <li>- Retrofitting solar systems</li> <li>- Fire protection</li> <li>- Skylight domes and continuous rooflights</li> <li>- Snow load</li> <li>- Emergency drainage</li> </ul>  | Pitched roofs: Detailed solutions for roofs made of roof tiles and roofing tiles<br>Snow protection<br><b>Roof market special</b><br>Roof windows, skylight domes and continuous rooflights   |
| <b>12/2025</b>  | PD: 05.12.25<br>AD: 17.11.25<br>PM: 20.11.25 | <b>International roof construction</b>                 | <ul style="list-style-type: none"> <li>- Representative architecture: office buildings, railway stations, 4 airports and government buildings</li> <li>- Flat roof, pitched roof and façade</li> <li>- Insulation</li> <li>- Traditional roofing materials reinterpreted</li> <li>- Logistics: Roof work on major project</li> <li>- Technical realisation of complex architectural designs</li> </ul> <p><b>Management:</b> Commercial vehicles for roofers</p>  | Safety on the construction site<br>construction site: fall protection, maintenance routes and scaffolding<br><b>Flat roof special</b><br><ul style="list-style-type: none"> <li>- Bitumen, plastic and liquid applied waterproofing</li> <li>- Detailed training and maintenance</li> <li>- Drainage</li> <li>- Insulation</li> </ul> <b>Trade fair special:</b><br>Dach+Holz International 2026 in Cologne<br>24.02. - 27.02.2026<br> |
| <b>Products of the year 2025 – Presentation of the nominees</b> |  |  |    |   |

Subject to change without notice.

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

# Advertising Rates

Advertising price list valid from 01.01.2025

| Format                         | Base price b/w | Base price 4c |
|--------------------------------|----------------|---------------|
| 1/1 page                       | € 4,000        | € 6,660       |
| Juniorpage                     |                | € 4,360       |
| 1/2 page                       | € 2,210        | € 4,110       |
| 1/3 page                       | € 1,460        | € 3,360       |
| 1/4 page                       | € 1,060        | € 2,970       |
| 1/8 page                       | € 600          | € 2,510       |
| Cover pages: U2 / U3 / U4 each |                | € 6,980       |
| 1/2 page flap                  |                | € 11,270      |
| 1/2 page Table of Contents     |                | € 5,240       |
| 1/2 page Editorial             |                | € 4,170       |
| U2+ 1. right side              |                | € 13,310      |

## Extended E-Paper

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

Video integration max. 8 MB € 300

GIF animation € 300

Survey ab € 500

Picture gallery € 700

YouTube video € 1,900

*Not discountable*

## Rubrics

Job offers 25 % discount on the basic advert price for

Job applications 50 % discount on the basic advert price

## Discounts

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

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

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



## Terms of payment

Direct debit with 2% discount, 10 days net

**Bank details:** HypoVereinsbank, München

**IBAN:** DE 54 700 20 27 0001 002 1500

**BIC:** HYVEDEMMXXX

# Ad Formats

Dimensions width x height in mm



**1/1-page**

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



**Junior Page**

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

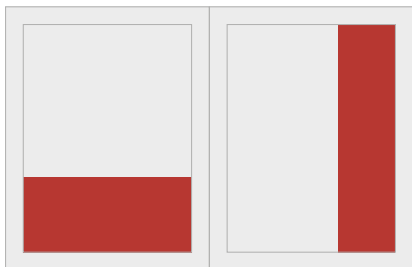


**1/2 page horizontal**

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

**1/2 page vertical**

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



**1/3 page horizontal**

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

**1/3 page vertical**

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

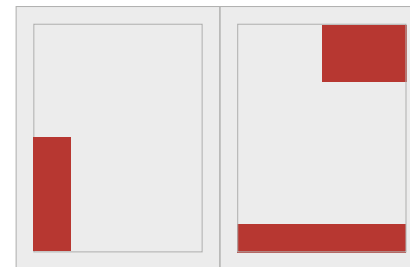


**1/4 page vertical**

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

**1/4 page horizontal**

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



**1/8 page vertical**

S: 43 x 125mm

**1/8 page horizontal**

S: 185 x 30 mm

**1/4 page corner**

S: 90 x 125mm

**1/4 page corner**

S: 90 x 60mm

Magazine format 210x 297 mm

S: Type area format

A: Bleed format without bleeds

Bleed allowance: 3 mm on the open sides



**Print advertising material please send to:**

DISPO.mikado\_dbm@wekanet.de

# Special Forms of Advertising



## Title flap

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

**Price: € 11,270**

Title Flap



## Content package:

1/1 page advertorial

**Price: € 4,380**

(not discountable)

## Cross-media package:

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

**Price: € 5,670**

(not discountable)

Content Package

Cross-media Package



80 - 135 g/m<sup>2</sup>

2 Sheets = 4 pages € 10,280

3 Sheets = 6 pages € 15,280

4 Sheets = 8 pages € 19,850

Required delivery quantity: 10,300 copies

Bound-in inserts



Inserts over 25 g/piece on request

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

€ 480  
per thousand  
(not discountable)

Supplements



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



Shipping address for special forms of advertising

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

Vogel Druck, Leibnizstr. 5, 97204 Höchberg

# Extended E-Paper

## Even more attention and reach for your advertising

### Use the interactive possibilities of our extended e-paper:

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

### Prices Extended E-Paper

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

|                   |          |
|-------------------|----------|
| Video integration | € 300    |
| GIF animation     | € 300    |
| Survey            | ab € 500 |
| Picture gallery   | € 700    |
| YouTube video     | € 1,900  |

(All prices not discountable)

#### Interactive survey

With our flexible survey tool we offer you different interactive options:

**option 1:** Your own survey with your questions and answers integrated into your advert motif.

**option 2:** Your own survey with your questions and answers embedded in the editorial Content in a section of your choice.


**option 3:** The mikado editorial Team provides a survey with 3 questions on the topic of your choice. Your advert is displayed as an iframe below the question.

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



# Technical Data

## Technical details / Processing

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

## Inserts / bound-in inserts / stickers / CDs

| Beilagen       |                              |
|----------------|------------------------------|
| Minimum format | 105 mm width x 140 mm height |
| Maximum format | 200 mm width x 290 mm height |

Inserts must be delivered trimmed and folded as finished end products. Folded products must be closed towards the bundle and be suitable for machine processing.  
Please note the delivery conditions of our printing partner.

| Bound inserts -- at least 4 pages / 100 g/m <sup>2</sup> |   |
|--|---|
| Minimum format   | 105 mm width x 140 mm height  |
| Maximum format   | Format of the carrier product   |
| Trimming   | Booklet size: Head trim 6 mm<br>Front and foot trim min. 3 mm, plus + 3 mm<br>trimming margin in the gutter |

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

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

Bound inserts must be designed in such a way that they are recognisable as advertising and cannot be confused with the editorial section. The placement of bound inserts depends on the technical possibilities. Bound inserts printed on material other than paper can only accepted with the prior consent of Swiss Post, which must be obtained from 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](http://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



# Banner Formats Website

**ALL**  
online forms of advertising at a glance

## (1) Superbanner

€ 180 / 1.000 Ad Impressions  
(728 x 90 Pixel)  
\* Mobile: 4:1 / 300 x 75 Pixel

## (2) Billboard Ad

€ 270 / 1.000 Ad Impressions, (800 x 250 Pixel)  
\* Mobile: 4:1 / 300 x 75 Pixel

## (2) Billboard Video Ad

€ 370 / 1.000 Ad Impressions

## (3) Skyscraper

€ 190 links / 1.000 Ad Impressions  
€ 230 rechts sticky / 1.000 Ad Impressions  
(120 x 600 Pixel or 160 x 600 Pixel)  
\* Mobile: 4:1 / 300 x 75 Pixel

## (4) Halfpage Ad

€ 230 / 1.000 Ad Impressions  
(300 x 600 Pixel)  
\* Mobile: 2:1 / 300 x 150 Pixel

## (5) Medium Rectangle

€ 190 / 1.000 Ad Impressions, (300 x 250 Pixel)

## (5) Medium Rectangle Video Ad

€ 260 / 1.000 Ad Impressions

## (6) Baseboard Ad

€ 250 / 1.000 Ad Impressions  
(728 x 90 Pixel or 940 x 90)  
\* Mobile: 6:1 / 300 x 50 Pixel

## (7) Fullsize

€ 150 / 1.000 Ad Impressions  
(468 x 60 Pixel)

## (8) Halfsize

€ 130 / 1.000 Ad Impressions  
(234 x 60 Pixel)

## (9) Landscape Video Ad

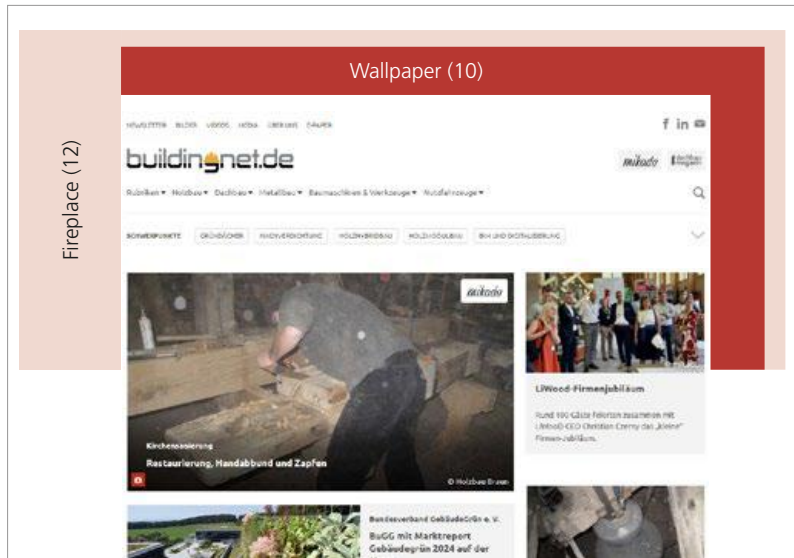
€ 450 / 1.000 Ad Impressions



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



# Banner Formats & Banner Overview Mobile



## (10) Wallpaper

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

## (11) Sitebar Ad (sticky)

€ 260 / 1.000 Ad Impressions  
 (300 x 600 Pixel)  
 \* Mobile: 2:1 / 300 x 150 Pixel

## (12) Fireplace

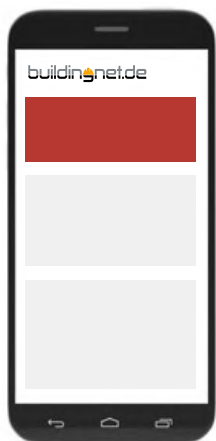
€ 540 / 1,000 Ad Impressions  
 1.000 x 90 Pixel top / right side  
 and left side each 120 x 600 Pixel  
 or 160 x 600 Pixel



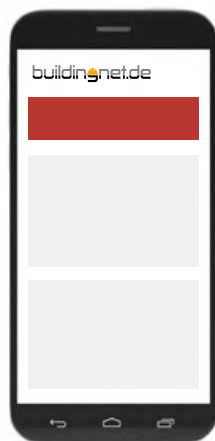
Possible file formats: GIF, JPEG, HTML5 File size: max. 80 KB  
 Prices = price per thousand contacts, data delivery: 5 working days  
 before campaign start

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

## Banner overview mobile



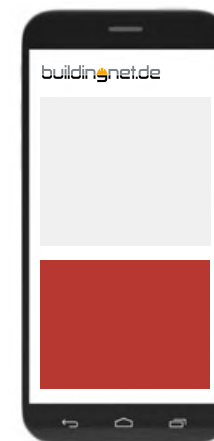
**Mobile Content**  
**Ad 4:1**  
 300 x 75 Pixel  
 max. 50 KB



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



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



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

# Banner Formats Website Video Ads



## Video Ads

- Integration of video adverts on our specialist portals

### Placements:

- Billboard Video Ad
- Medium Rectangle Video Ad
- Landscape Video Ad (large format)

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

### Features:

- Video starts automatically without sound, audio can be activated by user interaction
- Full responsiveness: can also be played on mobile
- Video advert is clickable and can be linked to a landing page
- Full tracking: AIs, clicks, CTR

### Ausspielung:

- On all home, category and article sites

### Data delivery:

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

## 3GPP / MPEG-4

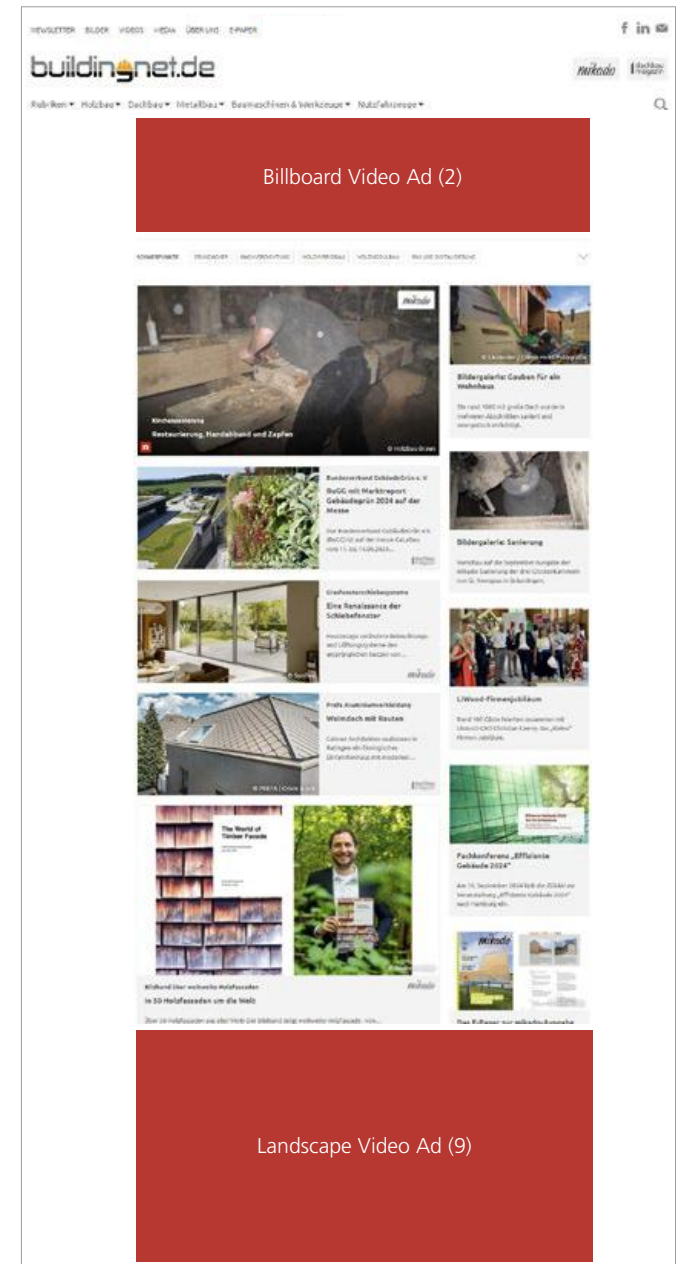
| Resolution | Target bit rate for video files | Target bit rate for audio files |
|------------|---------------------------------|---------------------------------|
| 320 x 240  | 192 kBit/s                      | 32 kBit/s                       |
| 176 x 144  | 56 kBit/s                       | 24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

## MP4 / H.264 / AAC

| Resolution  | Target bit rate for video files | Target bit rate for audio files |
|-------------|---------------------------------|---------------------------------|
| 1920 x 1080 | 4.000 kBit/s                    | 128 kBit/s                      |
| 1280 x 720  | 3.000 kBit/s                    | 128 kBit/s                      |
| 1280 x 720  | 2.000 kBit/s                    | 128 kBit/s                      |
| 854 x 480   | 1.500 kBit/s                    | 128 kBit/s                      |
| 854 x 480   | 1.000 kBit/s                    | 128 kBit/s                      |
| 640 x 360   | 400 kBit/s                      | 96 kBit/s                       |



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



# Matchmaker+

## buildingnet.de Matchmaker+ - Your guide to the industry

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



Theme specials



Videos



Market overviews



Events



E-Paper



Webshop



Webinars



Whitepaper

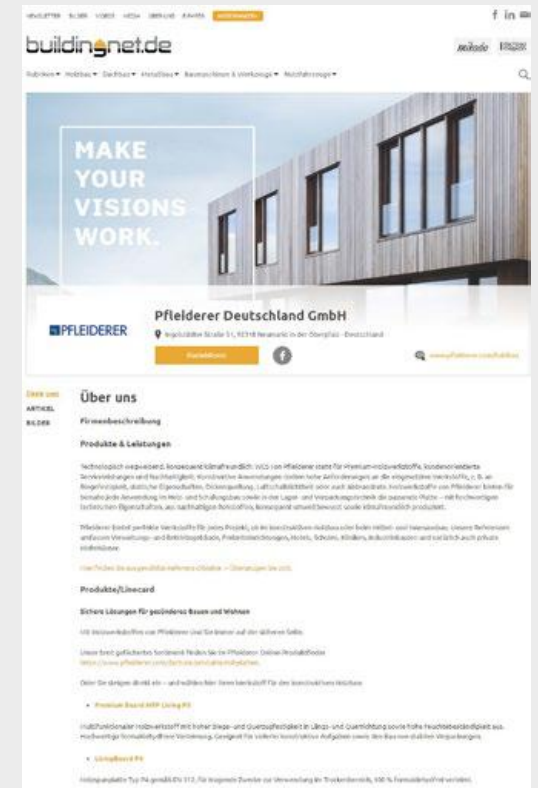
### Your advantages:

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

|  | Starter        | Premium        | Professional   |
|--|----------------|----------------|----------------|
| • Individual company presentation with logo, free text, image and links to the website   | √              | √              | √              |
| • Industry/product classification  | √              | √              | √              |
| • Product presentations with images, descriptions and links                              | √              | √              | √              |
| • Listing of specialised articles in the company profile                                 | √              | √              | √              |
| • <b>Job offers</b>  | √              | √              | √              |
| • Customised contact information including Google Maps integration                       | √              | √              | √              |
| • Top listing in search results  | √              | √              | √              |
| • Logo insertion incl. linking in all editorial article pages                            | √              | √              | √              |
| • Multimedia content such as videos, interactive e-papers, scrollable catalogues, etc    |                | √              | √              |
| • White papers, brochures, catalogues, other documents (PDFs)                            |                | √              | √              |
| • Logo insertion incl. link to company profile in newsletters (6x or 12x per year)       |                | √ (6x/Year)    | √ (12x/Year)   |
| • Keyword advertising on buildingnet: 4 keywords with direct link to the premium profile |                | √              | √              |
| • Social media postings: on LinkedIn, Xing, Instagram, Facebook and Twitter (6x/year)    |                |                | √              |
| <b>Price</b>   | <b>2,990 €</b> | <b>4,990 €</b> | <b>6,190 €</b> |

12 months, annual billing - start date freely selectable.

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



Sample

# Native Advertising

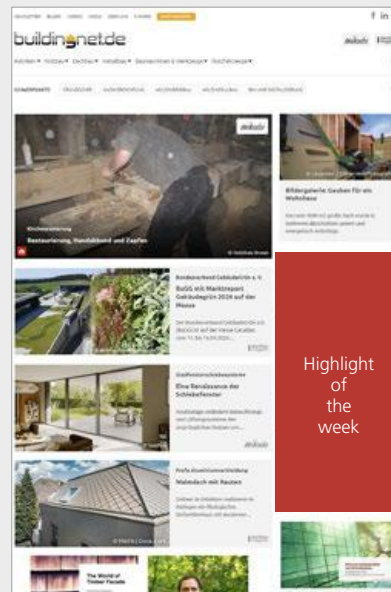
Native advertising - Your information with the look and feel of the editorial offices



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

## Highlight of the week also including newsletter

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

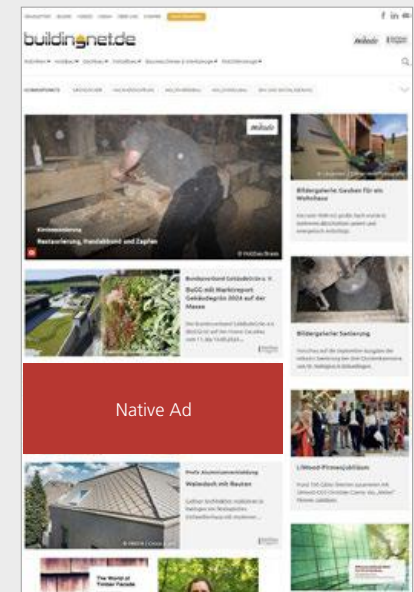


Highlight of the week

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

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

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



Native Ad

- € Native ad of the week **Price: € 910**
- € Native ad combi **Price: € 1,900**  
(including a text advert/native ad in the newsletter, see newsletter page for specifications)
- € Native Ad Combi Social Plus **Price: € 2,550**  
(additional publication on our social media channels)



# Lead Generation

## Whitepaper



- Your whitepaper will be published on [www.buildingnet.de](http://www.buildingnet.de) and promoted with accompanying online advertising media.
  - Banner for advertising in at least two newsletters
  - At least two posts on social media channels
  - Presentation of your whitepaper in the teaser area of [buildingnet.de](http://buildingnet.de) for two months
- The link is to a landing page created by us with input fields for download requests (GDPR-compliant).
- You generate a high level of visibility on our channels and receive valuable leads after valuable leads at the end of the campaign.
- We will be happy to provide you with a customized offer and support you in the creation of the the white paper and advertising material..



### Whitepaper:

Period: 2 months

**Price: € 3,960** plus **€ 70** per lead  
Optionally bookable with a customized newsletter.

**Price: € 5,720** plus **€ 70** per lead

## Webinar

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

### Services

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



Bild: fizkes /stock.adobe.com



### Webinar:

**Price: € 5,160** (not discountable)

Optionally bookable with a full-page announcement of the webinar.  
(The advertorial is designed by the publisher)

**Price: € 7,580**



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



# Social Media Posting

## Social Media Posting - Share content successfully via our channels

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



**Price: € 690**  
(not discountable)

**Follower: over 3,000**  
(Publisher's statement, as of August 2024)



### Your advantages

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

# Customized Newsletter

## Customized Newsletter - Exclusively your news to the target group

Send your personalised information exclusively to the dachbaumagazin newsletter address pool.

### One message per customized newsletter

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

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

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

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

**Links:** max. 5

**Sender:** dachbaumagazin and advertiser

*Dates on request*

#### Advantages:

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



**Price: € 2,930**

(not discountable)

**Special configurations on request**



Sample

# Banner Formats Newsletter



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

\*As of August 2024 (publisher's information)

around **2.000\***  
Receiver

## (1) Leaderboard

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

(630 x 90 pixels, max. 200 KB)

## (2) Text advert / Billboard

€ 980

Possible forms of advertising

Text ad / Native ad / Video ad / Billboard

(630 x 200 pixels, max. 200 KB)

## (3) Small Rectangle

€ 430

(291 x 156 pixels, max. 200 KB),

An image to be supplied by the customer

(logo or logo with textual content)

## Appointment entry

€ 590

Text: 130 characters incl. spaces and

advert URL (max. 1 link)

## Text ad / Native ad

Visualisation such as article

heading+ Text+ Image and

target URL (max. 1 link)

Image: 225 x 127 pixels, max. 200 KB

Headline: max. 40 characters,

Text: max. 300 characters each

incl. spaces

## Video Ad

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

## Exclusive newsletter

€ 4,290

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

+ 2 editorial messages

+ Mention in the subject line (not discountable)

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



All newsletter advertising formats are optimised for mobile devices



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

# Newsletter Topics and Dates

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

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

# Newsletter Topics and Dates

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

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



# Newsletter Topics and Dates

| CW | Date                | Brand                          | Topic   |
|----|---------------------|--------------------------------|---|
| 26 | Friday, 27 June     | <a href="#">buildingnet.de</a> | Commercial vehicles   |
|    | Monday, 30 June     | <a href="#">dachbaumagazin</a> | News of the week  |
|    | Tuesday, 1 July     | <a href="#">Baugewerbe</a>     | Green roof  |
|    | Wednesday, 2 July   | <a href="#">mikado</a>         | Sustainable building  |
| 27 | Thursday, 3 July    | <a href="#">Baugewerbe</a>     | Carpentry machines  |
|    | Friday, 4 July      | <a href="#">mikado</a>         | Construction machinery: alternative drives                    |
|    | Friday, 4 July      | <a href="#">dachbaumagazin</a> | News of the week  |
|    | Friday, 4 July      | <a href="#">buildingnet.de</a> | Airtightness  |
|    | Monday, 7 July      | <a href="#">dachbaumagazin</a> | Road construction   |
|    | Tuesday, 8 July     | <a href="#">Baugewerbe</a>     | E-Paper: Major projects                                       |
|    | Wednesday, 9 July   | <a href="#">mikado</a>         | Person of the month   |
| 28 | Thursday, 10 July   | <a href="#">Baugewerbe</a>     | Civil engineering and tunnelling                              |
|    | Friday, 11 July     | <a href="#">buildingnet.de</a> | News of the week  |
|    | Monday, 14 July     | <a href="#">dachbaumagazin</a> | Pitched roof  |
|    | Wednesday, 16 July  | <a href="#">mikado</a>         | E-Paper: Municipal building                                   |
| 29 | Thursday, 17 July   | <a href="#">Baugewerbe</a>     | TOP 10 of the month   |
|    | Friday, 18 July     | <a href="#">buildingnet.de</a> | TOP 5 of the month  |
|    | Saturday, 19 July   | <a href="#">Baugewerbe</a>     | SNL: demopark 2025  |
|    | Monday, 21 July     | <a href="#">dachbaumagazin</a> | News of the week  |
|    | Tuesday, 22 July    | <a href="#">Baugewerbe</a>     | Commercial vehicles   |
|    | Wednesday, 23 July  | <a href="#">mikado</a>         | NL: demopark 2025   |
|    | Thursday, 24 July   | <a href="#">Baugewerbe</a>     | Hall construction   |
| 30 | Friday, 25 July     | <a href="#">buildingnet.de</a> | Construction industry e-paper (06_25): The new issue is here! |
|    | Monday, 28 July     | <a href="#">dachbaumagazin</a> | News of the week  |
|    | Monday, 28 July     | <a href="#">Baugewerbe</a>     | Occupational safety   |
|    | Wednesday, 30 July  | <a href="#">mikado</a>         | Heads of the month  |
| 31 | Thursday, 31 July   | <a href="#">Baugewerbe</a>     | Building materials  |
|    | Friday, 1 August    | <a href="#">buildingnet.de</a> | Construction machinery: Excavators of tomorrow                |
|    | Monday, 4 August    | <a href="#">dachbaumagazin</a> | News of the week  |
|    | Tuesday, 5 August   | <a href="#">Baugewerbe</a>     | Flat roof   |
| 32 | Wednesday, 6 August | <a href="#">mikado</a>         | Digitalisation & Management                                   |
|    | Thursday, 7 August  | <a href="#">Baugewerbe</a>     | Modular construction  |
|    | Friday, 8 August    | <a href="#">buildingnet.de</a> | Concrete construction: Scaffolding and formwork               |
|    | Monday, 11 August   | <a href="#">dachbaumagazin</a> | Steildach   |
| 33 | Monday, 11 August   | <a href="#">Baugewerbe</a>     | Köpfe des Monats  |

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



# Newsletter Topics and Dates

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

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

# General Terms and Conditions

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

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

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

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

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

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

**14. Place of fulfilment/jurisdiction:** The place of fulfilment is the registered office of the provider. In business transactions with merchants, legal entities under public law or special funds under public law, the place of jurisdiction for legal action is the registered office of the provider. Insofar as claims of the provider are not asserted in dunning proceedings, the place of jurisdiction for non-merchants shall be determined by their place of residence. German law shall apply. If the domicile or habitual residence of the customer, even in the case of non-merchants, is unknown at the time the action is brought or if the customer has moved his domicile or habitual residence outside the area of application of the law after conclusion of the contract, the place of jurisdiction be the registered office of the provider if the contract was concluded in writing.

**15. Final provisions:** Legal recourse is in connection with participation in competitions. Should individual provisions of these GTC, including these regulations, be wholly or partially invalid, the validity of the remaining provisions or parts of such provisions shall remain unaffected. The invalid or missing provisions shall be replaced by the respective statutory provisions.

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