

Baugewerbe

Fachmedium der Baubranche

Baugewerbe

www.buildingnet.de/baugewerbe

Fachmedium der Baubranche



In Kalkstein und Beton

**Mehr als
Durchschnitt**

SONDERTHEMA

Schalungen und Gerüste,
die die Baustellen der
Zukunft prägen werden

VERTRIEB

Das Team von Robert Aebi
verkauft Kunden mehr
als nur Stahl und Eisen

NEUKONZEPT

Ein Dreiseitenkipper
auf einem italienischen
Transporter für die Stadt

KI-ANGRIFFE

So schützen sich Bau-
unternehmen erfolgreich
gegen digitale Attacken



MEDIA GUIDE
2026

Print | Digital | Events | Services

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

Your advantages:

- **Credible editorial environment**
- **Wide reach in the industry**
- **Strong user value and high target group affinity**

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

Baugewerbe – The media brand for successful building contractors

With Baugewerbe, building contractors are always well informed. Baugewerbe provides building contractors and decision-makers with in-depth insights into four core topics:

- Construction
- Construction machinery
- Commercial vehicles
- Management

Whether as a monthly print and e-paper magazine or updated daily on all digital channels, Baugewerbe offers a compact overview of trends, innovations and new products.

We pick up on what is moving the industry – quickly, precisely and relevantly for business success.

Reach & Performance – Your advertising message across all channels

Total monthly circulation **15,667** copies
(Source: IVW, average values Q1-Q2/2025)

132,362 page views on buildingnet.de per month
(Source: IVW Online 8/2025)

Two newsletters per week to around
5,000 newsletter subscribers
(Publisher's information 7/2025)

Around **11,000** followers on
relevant social media channels
(Publisher's information 7/2025)

Your target group: Investment decision-makers from the Baugewerbe

Baugewerbe reaches people who make daily investment decisions in the construction sector:

- **87% of recipients are in management positions:**
- Owner
- Management
- Construction manager / site manager
- Technical or commercial manager

(Source: recipient file analysis, publisher's information)

High target group affinity – for a strong advertising impact.

Baugewerbe – the communication platform for your message in the construction sector

With Baugewerbe, you can communicate across media and network with the entire Baugewerbe with the entire construction industry via:

- the monthly **print magazine**
- the digital **e-paper edition**
- a high-reach **website www.buildingnet.de**
- regular **newsletters**
- the provider directory: **Company Connectory provider directory**
- active **social media channels**
- targeted **live and online events**
- and tailor-made **content creation solutions**

Events – live and digital

With formats such as:

- Baugewerbe digital networking days
- Products of the Year awards ceremony
- Webinar theme days
- In-house workshops

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

Conclusion: Your communication platform for sustainable market success
Baugewerbe is your cross-media platform for successful B2B communication in the Baugewerbe.

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

Title Portrait

Baugewerbe

Fachmedium der Baubranche

Title Baugewerbe – Fachmedium der Baubranche

2. Brief description

The traditional title Baugewerbe offers building contractors and decision-makers in the construction industry a compact overview of trends and innovations in the four core categories of construction, construction machinery, commercial vehicles and management, and picks up on what is driving the industry. The mix of practical reports, new products and exclusive interviews with top managers provides guidance. The editorial team highlights current construction projects and shows how the use of new technologies and intelligent construction machinery helps companies to work more economically and gain a competitive edge.

Baugewerbe reaches its target group across multiple media and networks. With its trade magazine, web portal www.buildingnet.de, newsletters, social media channels and events, Baugewerbe is always there for its target group with information and solution-oriented decision-making aids.

3. Target group

Readers are executives and investment decision-makers from the construction industry.

4. Publication frequency 12 issues per year

5. Magazine Format A4

6. Year 107th year 2026

7. Subscription price

Annual print subscription within the country € 223
Annual subscription, print, abroad: € 243
including shipping, including current VAT

Single issue print € 25 including current VAT, plus € 3.00 shipping
Annual subscription to digital e-paper (domestic/international) € 95
Single issue e-paper €18
including current VAT.

Single issue digital e-paper (domestic/international) € 16.99,
incl. current VAT, excluding shipping costs

8. Edition

15,667 copies

9. Membership / Participation

IVW, IVW Online

10. Publishing Company

Pelemedia GmbH
Richard-Reitzner-Allee 2, 85540 Haar
Phone: +49 89 2006573-00
www.buildingnet.de, www.pelemedia.de

11. Publisher

Pelemedia GmbH

12. Advertisements

Gisela Nerke
Account Manager
Phone: +49 89 9595-3928
mediaservice@nerke.de

13. Editorial office

Kai Ingmar Link
Editor-in-chief
Phone: +49 89 2006573-32
redaktion@baugewerbe-magazin.de

Damir Mioc
Editor
Phone: +49 89 2006573-29
dmioc@pelemedia.de

Circulation / Distribution

Trade journal circulation and distribution analysis

1. Circulation control



2. Analysis of requirements	Average number of copies per issue in the second quarter of 2025*
Print run	10,600 / of which abroad 106
Circulation	10,224 / of which abroad 106
Circulation sold	223 / of which abroad 3
Subscribed circulation	195 / of which abroad 3 other
Other sales	28
Free pieces	10,001 / of which abroad 103
Remaining copies, receipt copies and archive copies	376
plus stand-alone ePaper	5,443

*(1 January 2025 – 30 June 2025)

3. Geographical distribution analysis

utility room	Proportion of actual print run	
	%	copies
Domestic	98.9	10,118
Abroad	1.1	106
Actual circulation	100.0	10,224

Total distribution in the Baugewerbe

10,224 + 5,443 = 15,667

Circulation Print

Circulation Digital
extended E-Paper

Total circulation

The current e-paper edition is actively distributed via the e-paper newsletter and also via the website www.buildingnet.de.
(IVW, average values Q2/2025)

3.1. Distribution by postcode areas

Postcode district 2
916 copies

Postcode district 4
1,070 copies

Postcode district 3
1,091 copies

Postcode district 5
1,073 copies

Postcode area 6
1,133 copies

Postcode area 7
1,287 copies

Postcode district 1
828 copies

Postcode area 0
932 copies

Postcode area 9
770 copies

Postcode area 8
1,018 copies



High-Class Target Group

Industries/Economic Sectors

Department/ group/classClass	Recipient groups (according to classification of economic sectors)	Share of actual circulation
		%
	Civil engineering, building construction without prefabricated construction, property developers and prefabricated construction	21.3
	Gardening and landscaping	12.4
	Civil engineering and tunnel construction, road construction, bridges	14.3
	Demolition and recycling, waste disposal, extraction	12.1
	Concrete construction (ready-mixed con- crete, concrete blocks and precast plants), scaffolding	20.4
	Construction machinery trade, rental, manu- facturers, commercial vehicles	19.3
	Other	0.2
	Actual circulation	100.0

Position in the company

	Share of actual circulation
	%
Owner/Management	37.5
Construction Manager/Site Manager	27.4
Technical Manager	12.6
Commercial Manager	10.4
Specialist/Master craftsman	10.2
Other	1.9
Actual circulation	100.0

Size of Economic Unit

	Share of actual circulation
	%
1–9 employees	8.2
20–99 employees	30.5
100–499 employees	35.5
500–999 employees	11.8
More than 1,000 employees	7.7
Schools/Universities	2.5
Number of employees not yet surveyed/unknown	1.4
Other	2.4
Actual circulation	100.0

(Source: Publisher's information)

Topic Matrix

Category	Products and Topics	Issue (number)	Newsletter (CW)
Construction – Demolition & Recycling	Attachments, jaw crushers, crushing plants, waste disposal companies, milling machines, cone crushers, pulverisers, shears, shredders, screening plants, tools and crushers, extraction, demolition robots	4, 7-8, 10, 12	9, 16, 17, 20, 21, 22, 29, 32, 35, 38, 46, 48
Construction – Building Materials	Manufacturing, sustainability & climate change, building materials trade, construction site recording, building materials of the future	1-2, 9	3, 12, 17, 20, 21, 22, 29, 32, 34, 35, 38, 44, 46, 53
Construction – Construction Site	Exhaust gas purification, barriers, battery-powered tools, occupational safety, workwear, equipment, construction logistics, construction site facilities, containers and room systems, anti-theft devices, scaffolding protection/safety nets, small tools, ladders, lighting/signalling technology, measurement and control technology, control systems and tools, construction site of the future, construction site recording, construction trailers, exoskeletons & assistance systems, construction site logistics, personal protective equipment	1-2, 4, 6, 10, 12	16, 17, 20, 21, 22, 24, 27, 29, 30, 32, 35, 38, 46
Construction – Concrete Construction	Sealing, working scaffolding, precast concrete elements, concrete pumps, concrete blocks, screed, scaffolding, ladders, formwork and formwork accessories, special ladders and ready-mixed concrete, sustainability	1-2, 4, 6, 9, 11,	2, 15, 21, 22, 29, 32, 35, 38, 41, 46, 48, 52
Construction – Gardening and Landscaping	Wastewater treatment, building materials, waste disposal, drainage systems, loaders, mini and compact excavators, paving stones, maintenance machines, slabs, square and path construction, caterpillars, tampers, environmental protection, vibratory plates and rollers, landscaping	3, 7-8,9,	12, 13, 17, 20, 21, 22, 29, 32, 35, 36, 38, 40, 46
Construction – Masonry Construction	Waterproofing, insulation materials, sand-lime bricks, bricks/wall systems, masonry renovation, mixers, mortar, mortar pumps, plaster, agitators, vibrating plates, thermal insulation, cement and bricks, fastenings, 3D printing, facades, heat pumps, solar, photovoltaics, escape routes, building security, technical building equipment	3, 5, 7-8,	4, 17, 20, 21, 22, 29, 32, 32, 35, 38, 44, 46, 47
Construction – Road Construction	Asphalt pavers, milling machines, drainage, maintenance, sweepers, small equipment, paver machines, paving stones, pumps, tampers, road cleaning, road rehabilitation, compactors, graders, drilling machines, vibratory plates and rollers, road surfaces, municipal technology, road construction of the future, paving technologies	4, 5, 6, 11,	17, 18, 20, 21, 22, 25, 29, 30, 32, 35, 38, 46, 47

Topic Matrix

Category	Products and Topics	Issue (number)	Newsletter (CW)
Construction – Civil Engineering & Tunnel Construction	Wastewater disposal, excavation equipment, drilling equipment, geothermal energy, trench cutters, cameras/lasers, sewer construction, pumps, Ramming and pulling equipment, (pipe) line construction, shafts/shaft accessories, special machinery, tunnel formwork and shoring systems, robotics, infrastructure construction	3, 7-8,	13, 17, 20, 21, 22, 23, 29, 32, 35, 38, 46
Construction Machinery	Excavators, compact excavators, wheel loaders, 3D control, attachments, drive technology, construction machinery trade, dozers, dumpers, graders, crawlers, tyres, quick-change systems, scraping and levelling equipment, maintenance and accessories, machine control, construction machinery of the future, drives and engines, telematics, connectivity, hydraulics	1-2, 3, 4, 5, 6, 7-8, 10, 12	3, 17, 20, 21, 22, 24, 26, 29, 32, 34, 35, 38, 39, 46, 48, 49, 51
Construction Machinery – cranes & lifting platforms	Drive technology, construction lifts, cranes, crane accessories, masonry platforms, telescopic cranes and special cranes, measurement and testing technology, telescopic loaders, lifting platforms	1-2, 5, 9, 11,	5, 17, 24, 26, 29, 32, 34, 38, 46, 48, 49
Commercial Vehicles	Axles, trailers, drive technology, autonomous driving, construction trucks, electromobility, fleet management, gearboxes, tippers, cranes, lorries, lorry attachments, dump trucks, engines, oils/fuels and lubricants, tyres and accessories, heavy haulage, safety, special transport, low loaders, telematics, transport, vans, environmental protection, maintenance, fleet management, load security	1-2, 3, 4, 6, 7-8, 9, 10, 11, 12	4, 14, 17, 24, 29, 32, 38, 43, 46, 48, 49, 50
Digitalisation Management	Aftermarket, subsidies, services, finance, communication, leasing, marketing, rental, law, risk management, seminars & events, telematics, corporate management and insurance and rentals, construction site recording, procurement, financial management, construction management, research and science, politics, economics	1-2, 3, 4, 5, 6, 7-8, 9, 10, 11, 12	2, 7, 9, 10, 13, 17, 20, 21, 22, 24, 26, 27, 28, 29, 30, 31, 32, 35, 37, 38, 43, 46, 48, 49

Topics / Dates 2026

	Print Edition with Extended E-Paper	Construction	Construction Machinery	Commercial Vehicles	Digitalisation and Management	Trade Fairs and Events
January	Interactive e-paper	Construction sites in winter – Special topic: Focus on occupational safety				
	ET: 15.01.26 AS: 08.01.26 PM: 10.01.26	Construction site (safety, tools, containers, lighting, work clothing) Concrete construction (scaffolding and formwork) Road construction Civil engineering and tunnel construction	Excavators, wheel loaders, cranes and lifting platforms Attachments	Transporters, trailers and special superstructures Construction trucks, tippers Telematics, fleet management	IT on construction sites Occupational safety, insurance Marketing Services Skilled workers	
January – February	1-2	Special topic: Housing construction and market stabilisation				
		PD: 11.02.26 AD: 22.01.26 PM: 27.01.26	Concrete construction Scaffolding and formwork Formwork accessories Building materials Road construction Roads and Transport routes Construction site: Equipment, tools, safety	Construction machinery and attachments (earthmoving) Construction machinery and attachments (civil engineering and tunnel construction) Cranes and lifting platforms	Construction truck Telematics Trailers, superstructures, special tippers	BIM IT in construction Aftermarket Services VDBUM large-scale seminar, 10.–13.02.2026 Asphalt Days, 25.–27.02.2026 Concrete Days, 10.–12.03.2026 Demolition Symposium 13.03.2026 digitalBAU 2026 24.–26.03.2026
March	3	Special topic: Sustainability and green building				
		PD: 11.03.26 AD: 19.02.26 PM: 24.02.26	Civil engineering & tunnel construction Landscaping Masonry construction	Construction machinery and attachments (road construction) Construction machinery and attachments (demolition, recycling, extraction)	Trailers, superstructures and special superstructures, tippers Light commercial vehicles/vans	Online platforms Skilled workers
April	4	Special topic: Skilled labour shortage and qualification				
		PD: 07.04.26 AD: 18.03.26 PM: 23.03.26	Concrete construction: scaffolding and formwork Formwork accessories Construction site: Equipment, tools, safety Climate neutrality Demolition and recycling	Construction machinery and attachments (earthmoving, forestry technology) Rental, trade and leasing Wheel loaders	Special and heavy-duty transport Fleet management	IT in construction Marketing Legal and risk management IFAT 04.–07.05.2026

Topics / Dates 2026

Print Edition with Extended E-Paper		Construction	Construction Machinery	Commercial Vehicles	Digitalisation and Management	Trade Fairs and Events
May	5	Special topics: Focus on OEMs & alternative drive systems				
		PD: 05.05.26 AD: 15.04.26 PM: 20.04.26 Road and transport infrastructure construction Masonry construction	Construction machinery and attachments (civil engineering and tunnel construction) Construction machinery and attachments (landscaping) Cranes and lifting platforms	Construction truck Telematics	BIM Construction software Artificial intelligence Aftermarket Connected construction Subsidies	
June	6	Special topics: Drives & Hydraulics and Baugewerbe Products of the Year 2026: The Award Winners				
		PD: 17.06.26 AD: 28.05.26 PM: 02.06.26 Concrete construction: scaffolding and formwork Formwork accessories Road and transport infrastructure construction Sustainable construction Construction site: equipment, tools, safety	Construction machinery and attachments (road construction) Compact excavator	Trailers, superstructures and special superstructures, tippers Light commercial vehicles/vans	IT in construction Apps Financing, leasing Insurance and rental	Winners: Products of the Year
July – August	7-8	Special topic: Scaffolding and formwork in the 21st century				
		PD: 29.07.26 AD: 09.07.26 PM: 14.07.26 Civil engineering and tunnel construction Landscaping Masonry construction Demolition and recycling	Construction machinery and attachments (demolition, recycling, extraction) Rental, trade and leasing Wheel loaders Mining challenges	Special and heavy haulage Fleet Fleet management	Artificial intelligence Construction software Construction site management Aftermarket	Steinexpo 02.–05.09.2026 Landscaping 11.–14.09.2026 IAA Transportation 15.–20.09.2026 NordBau 09.–13.09.2026

Topics / Dates 2026

	Print Edition with Extended E-Paper	Construction	Construction Machinery	Commercial Vehicles	Digitalisation and Management	Trade Fairs and Events
September	9	Special topic: Modular and urban construction				
		PD: 09.09.26 AD: 20.08.26 PM: 25.08.26 Concrete construction: scaffolding and formwork Formwork accessories Building materials Landscaping	Construction machinery and attachments (earthmoving) Containers: Service and Trade Cranes and lifting platforms Alternative drive systems	Trailers, superstructures and special superstructures, tippers Light commercial vehicles/vans	BIM IT in construction Marketing Law and risk management	GaLaBau 15.–18.09.2026 Occupational safety update 20.–22.10.2026 Products of the Year 2027 – apply now
October	10	Special topic: Start-ups in the construction industry				
		PD: 07.10.26 AD: 17.09.26 PM: 22.09.26 Demolition and recycling Construction site: equipment, tools, safety	Construction machinery and attachments (road construction) Construction machinery and attachments (landscaping) Compact excavator	Construction lorries Telematics	Construction software Marketing Networked construction	
November	11	Special topic: Construction machinery of tomorrow				
		PD: 05.11.26 AD: 16.10.26 PM: 21.10.26 Concrete construction: scaffolding and formwork Formwork accessories Climate-neutral construction Road and transport infrastructure construction	Construction machinery and attachments (civil engineering and tunnel construction) Construction machinery and attachments (demolition, recycling, extraction) Mining Challenges Cranes and lifting platforms	Special and heavy-duty transport Fleet management	IT in construction Online platforms Financing, leasing and insurance Skilled workers	Outlook BAU 11.–15.01.2027
December	12	Special topics: Milestones 2026 & Candidates for Product of the Year 2027				
		PD: 09.12.26 AD: 19.11.26 PM: 24.11.26 Demolition and recycling Construction site: equipment, tools, safety (PPE)	Construction machinery and attachments (earthmoving) Construction machinery and attachments (road construction) Rental, trade and leasing	Trailers, superstructures and special superstructures, tippers Light commercial vehicles/vans	BIM Construction software Construction site management Aftermarket	Review of 2026 Outlook BAU 11.–15.01.2027

Advertising Rates

Advertisement price list No. 106, valid from 1 January 2026

Format	Prices 1c / 2c	Prices 3c / 4c
1/1 page	€ 4,850	€ 6,490
Junior page	€ 3,500	€ 4,680
1/2 page	€ 2,930	€ 3,910
1/3 page	€ 2,330	€ 2,700
1/4 page	€ 1,880	€ 2,440
1/6 page	€ 1,250	€ 1,700
1/8 page	€ 1,030	€ 1,370
Front page		€ 9,840
Cover pages: U2/U4 each		€ 7,820
U3		€ 6,790

Special advertising formats

Prices for banderoles, gate folders, flaps, clamp banderoles, altar fold advertisements (only in conjunction with titles), cover gate folders, glued advertising materials, etc. on request.

Extended e-paper

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

Video integration	€ 500
GIF animation	€ 500
Survey	€ 1,900
image gallery	€ 1,500

Discounts

Purchase within one advertising year. (Beginning with the publication of the first advertisement)

Frequency scale		Volume scale	
for 3 advertisements	5 %	from 2 pages	5 %
with 6 advertisements	10 %	from 4 pages	10 %
with 9 advertisements	15 %	from 6 pages	15 %
with 12 advertisements	20 %	from 9 pages	20 %
		from 12 pages	25 %

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

Surcharges

Placement	Binding placement regulations possible from 1/3 page, 10% surcharge
Colour	The prices quoted apply to Euroscale, Surcharge for special colours on request
Format	Surcharges for initial printing and collar printing are not charged

Rubrics

Job vacancies	25% discount on the basic advertisement price
Job applications	50% discount on the basic advertisement price

Your advertisements will appear in the print and digital editions (extended e-paper). The digital edition is also available online at baugewerbe-magazin.de (home page until the new edition is published and then in our archive).



terms of payment

Direct debit with 2% discount, 10 days net

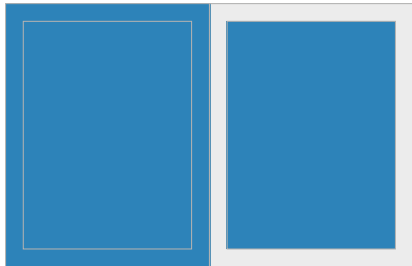
Bank details: HypoVereinsbank, Munich

IBAN: DE 54 700 20 27 0001 002 1500

BIC: HYVEDEMMXXX

Advertising Formats

Dimensions Width x Height in millimetres



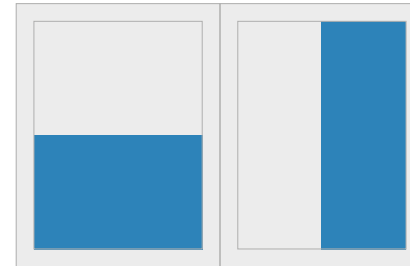
1/1 page

S: 180 x 252 mm
A: 210 x 297 mm



Junior Page

S: 135 x 190 mm
A: 150 x 213 mm

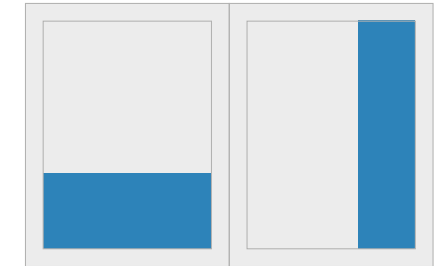


**1/2 page
horizontal**

S: 180 x 124 mm
A: 210 x 147 mm

1/2 page vertical

S: 88 x 252 mm
A: 103 x 297 mm

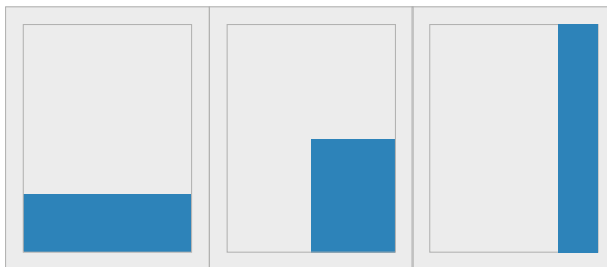


**1/3 page
horizontal**

S: 180 x 80 mm
A: 210 x 103 mm

1/3 page vertical

S: 56 x 252 mm
A: 71 x 297 mm



**1/4 page
horizontal**

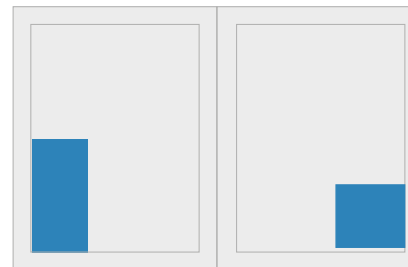
S: 180 x 60 mm
A: 210 x 83 mm

**1/4 page
corner**

S: 88 x 124 mm
A: 103 x 147 mm

**1/4 page
vertical**

S: 45 x 252 mm
A: 60 x 297 mm

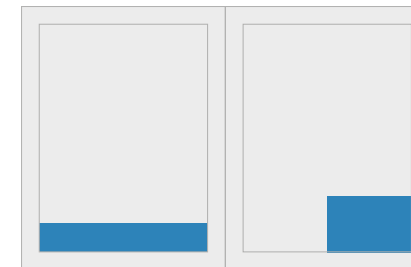


**1/6 page
vertical**

H: 56 x 124 mm
A: 71 x 147 mm

1/6 page

H: 88 x 80 mm
A: 103 x 103 mm



**1/8 page
horizontal**

H: 180 x 29 mm
A: 210 x 52 mm

1/8 page corner

H: 88 x 60 mm
A: 103 x 83 mm

Booklet format 210 x 297 mm

S: Type area format

A: Crop format without bleed

Allowances: Bleed allowance: 3 mm on the open sides



Special Advertising Formats



Front Page

Front Page: 210 mm x 190 mm

The content of the front page and cover story is coordinated with the editorial team at . Achieve maximum visibility for your products and solutions.

Price: € 9,840

Inside Cover: 210 mm x 190 mm

Inside front page package consisting of inside cover page and 2-page cover story.

Price: € 6,950



Content Package

Content package:

1/1 page advertorial

Price: € 4,450

(non-discountable)

Cross media package:

1/1 page advertorial

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

Price: € 5,850

(non-discountable)

Crossmedia Package



Inserts

80 - 135 g/m²

2 sheets = 4 pages € 7,960

3 sheets = 6 pages € 10,260

Required delivery quantity: 10,400 copies



Supplements

Supplements dishes over 25 g/piece on request

Price
(up to 25g, including postage)

€ 320
per thousand
(non-discountable)



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



Shipping address for special forms of advertising

Delivery note: For Baugewerbe, issue (no.)

Vogel Druck, Leibnizstr. 5, 97204 Höchberg

Extended E-Paper

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

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

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

Add multimedia content to your booked advertisement – e.g.:

- Videos
- Picture galleries
- GIFs
- Surveys

This allows you to **bring your products and solutions to life**, 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	€ 500
GIF animation	€ 500
Survey	€ 1,900
Picture gallery	€ 1,500
YouTube video*	€ 1,900

Interactive surveys

With our flexible survey tool we offer you a variety of interactive options:

- Option 1:** Create 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 question displayed.

All options are customisable according to Your colour and layout specifications Customisable and, on request, bearing your company logo.



Maßgeschneiderte Lösungen

Gegründet im Jahr 1946, hat sich Goldhofer seit den 1970er auf Anhänger und selbstfahrende Schwerlastmodule spezialisiert. Der Fokus liegt nicht nur auf hydraulischen Systemen und der richtigen Steuerung.



abstimmung auch die Länge des Gespanns. Ist der Zug zu lang, könnte der Betreiber seine Dauergenehmigung verlieren – auch hier steht das Goldhofer-Team allen Interessierten beratend zur Seite.

Qualität im Detail

Qualität im Detail
Nach Fertigstellung erhält der Kunde eine intensive Einweisung in die unterschiedlichen Funktionen. Der Kundenservice von Goldhofer hört damit allerdings nicht auf. "Wir bieten unten anderem drei zusätzliche Jahre Gewährleistung auf den Rahmen", sagt Günther Vogel. Zusätzlich bietet der Hersteller von Anhängern und Schwerlastmodulen auch eine umfassende Wartung und Aufbereitung an. "Auf dem Markt ist bekannt, dass Goldhofer-Fahrzeuge sehr langlebig sind. Das spiegelt sich auch in dem hohen Wiederkaufswert wider."

Die Entwicklungsabteilung ist stets bemüht, die Langlebigkeit der Produkte zu verbessern. „Spiel sind die Seilentschäffchen der Starline“, Markering & PR Manager Florian Bischofberger sind aus einer Polymerverbindung, die beststabil ist. „Die Schächchen können bis zu gut verformt werden, ohne kaputtzugehen.“ A Thema Arbeitssicherheit steht weit oben Agenda. Um die Ladungssicherung zu erhöhen, betonen die Ladefach-Anfälle zu ver-

hat Goldhofer zusammen mit DOW den TGO entwickelt. Dieser aufgussene Bodenbelag besitzt eine mit konventionellen Gummis vergleichbare Reibbelwert und gleichzeitig das Eigengewicht.

Effizienz und Qualität
Goldhofer setzt auf über 100.000 m² Werkstattfläche die Prinzipien der
Lean Production. In einer Linienproduktion werden alle Schritte zur Fertigstellung in einem Prozess

den gut 780 Mitarbeitenden durchgehenden Fahrzeugen kommen auf der eine die Halle, drehen am Ende um und kon-

33
NUTZFAHRZEUGE
TITELSTORY

Grundlage der Produktion von Goldhofer ist das Baukastensystem.

Steinstar und Trailstar

Mit dem Steptar hat Goldhofer einen nachgelassenen Sattelauflieger für den täglichen Transporteinsatz entwickelt. Die drei- bis sechssachsigen Auflieger eignen sich für Transporte mit maximal 12 Tonnen Achslast im Nutzlastbereich von bis zu 84 Tonnen. Für ein Höchstmaß an Langlebigkeit sind die Sattelauflieger mit robusten und wartungsarmen Premium-Komponenten ausgestattet, zum Beispiel mit Achsen und Sattelstützen von BPW, einer Heckabstützung mit automatischer Höheneinstellung und komfortabler Fußbedienung und einem Ermattungs- und Rückenentlastungs-System für die Beleuchtung.

Ein wichtiger Begleiter des Baugewerbes ist der Trailstar. Der drei- bis fünfschichtige luftgefederter Anhänger bietet viel Flexibilität und Qualität bei maximaler Gewichtseinsparung. Er bietet eine optimale Nutzung der Ladeflächenlänge und des Bela-

duktionsschwerpunkts durch seine vorgezogenen Außenfelder. Außerdem hat der Trailstargut eine Tonne weniger Eigengewicht als vergleichbare Fahrzeuge.

Lenkung im Fokus

Die Zukunft elektrifiziert

Ein kompakter Ballader erweitert neben Mini-Baggern die Null-Emissions-Produktpalette von Case Construction Equipment.



Die 23. SPD-Bundeskonferenz hat ihren 25. Jahrestag feierlich zum Abschluss gebracht. In einem von der Konferenz in Stuttgart am 20. April 1977 gehaltenen und als 40. Jahrestag der SPD-Bundeskonferenz am 20. April 1977 in Bonn unter dem Titel "Die SPD in einer Stunde" am 20. April 1977 in Bonn gehaltenen Tagungsband.

The IGV for each test material was 0.0015 g. The IGV for each test material was 0.0015 g. The IGV for each test material was 0.0015 g.

Es argumentiert, dass eine Veranschaulichung der Wirkung der gewählten Netzwerk-Veranschaulichung (z.B. mittels einer simplen Visualisierung von 10 Millionen Knoten) beim Netzwerk-Mischen zu einer besseren Netzwerkentwertung und der Erkennung von Netzwerkstrukturen und der Erkennung von Netzwerkstrukturen führen würde. Die Autoren weisen darauf hin, dass die Visualisierung von 10 Millionen Knoten zu einer besseren Netzwerkentwertung und der Erkennung von Netzwerkstrukturen führen würde. Die Autoren weisen darauf hin, dass die Visualisierung von 10 Millionen Knoten zu einer besseren Netzwerkentwertung und der Erkennung von Netzwerkstrukturen führen würde.

Baugewerbe Market

Baugewerbe Market – Showcase your company!

Demonstrate lasting market presence in the Baugewerbe

- Category selection after consultation
- New admissions possible every month
- Frequency: 10 issues per year
- Term: 6 or 12 months



Classified ads – sales, wanted ads, real estate, business connections, miscellaneous

Base price: per mm, 1 column, 43 mm wide.
b/w € 3.90 – 4c: € 5.70



Submit your business card – with your company entry

- Format: 43 mm x 75 mm (width x height)
- Category selection after consultation
- Monthly motif change possible

Booking for **5 issues** per year
at Total price of **€ 1,800**

Booking for **10 issues** per year
at Total price of **€ 2,800**

Advertisements placed in the market, not in an editorial environment

Available monthly in the following formats:

1/4 page in 88 mm x 124 mm format
at a price of **€ 1,200**

1/6 page in 88 mm x 80 mm format
at a price of **€ 950**

1/8 page in 88 mm x 60 mm format
at a price of **€ 700**
(width x height)

Your benefits:

Your advertisements will appear in the print and digital editions (extended e-paper).

The digital edition is available online at buildingnet.de (home page until the new issue is published and then in our archive).

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MARKTPLATZ

<p>BAUFAHRZEUGE</p> <p>Hebe- und Fördertechnik Zubehör und Ausrüstung</p> <p>FASSI</p> <p>FASSI Ladekrane GmbH Industriestraße 10 63584 Gröndau Tel.: +49 (0) 6051 9121-0 Fax: +49 (0) 6051 9121-20 info@fassigroup.de www.fassigroup.de</p>	<p>Materialumschlag und Krantechnik</p> <p>SENNEBOGEN</p> <p>SENNEBOGEN Maschinenfabrik GmbH Hebbelstraße 30 94316 Straubing Deutschland Tel.: +49 (0) 9421 540-0 Fax: +49 (0) 9421 540-888 info@sennbogen.de www.sennbogen.com</p>	<p>MANAGEMENT</p> <p>Beratung am Bau</p> <p>ifa BauConsult</p> <p>ifa-Bau Consult GmbH Industriestraße 2 70565 Stuttgart Tel.: +49 (0) 711 220458-0 Fax: +49 (0) 711 220458-50 info@ifa-bau-consult.com www.ifa-bau-consult.com</p>	
<p>BAUMASCHINEN</p> <p>Laufwerkstechnik, Gummiketten, Zahnsys- teme, Anbaugeräte und Ersatzteile</p> <p>LIS Germany</p> <p>Linser Industrie Service GmbH Camp-Spich-Str. 70 53842 Troisdorf Tel.: +49 (0) 241 26567-00 Fax: +49 (0) 241 26567-99 info@lins.eu www.lins.eu</p>	<p>BAUGERÄTE</p> <p>Schalungen und Gerüste</p> <p>PASCHAL</p> <p>PASCHAL-Werk G. Maier GmbH Kreuzbühlstraße 5 77790 Steinbach Tel.: +49 (0) 7832 71-0 Fax: +49 (0) 7832 71-209 service@paschal.de www.paschal.de</p>	<p>Hier könnte auch Ihre Kleinanzeige stehen.</p> <p>Es warten attraktive Angebote auf Sie – schon ab € 250,- je Ausgabe können Sie dabei sein!</p>	
<p>Ihre Ansprechpartnerin:</p> <p>Gisela Nerke Telefon: 089 9595-3928 E-Mail: mediaservice@nerke.de</p>			<p>BAUSTELLE</p> <p>IT am Bau</p> <p>NEVARIS</p> <p>NEVARIS Bausoftware GmbH Hanna-Kunath-Straße 3 28199 Bremen Tel.: +49 (0) 421 596600 info@nevaris.de www.nevaris.com</p>

BAUSTOFF-RECYCLINGSIEB SBR 4

für 4 m³ Lader

BAUSTOFF-RECYCLINGSIEB SBR 3

für 1 m³ Lader

BAUSTOFF-RECYCLINGSIEB SBR 3

für 1 m³ Lader

sample

Technical Data

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	180 mm wide x 252 mm high 4 columns, each 42 mm wide
Printing process	Cover: sheetfed offset Content: web offset
Colours	Printing inks (CMYK) according to ISO 12647-2 (PSO). Special colours on the cover are possible by arrangement. Minor tonal value deviations are within the tolerance range of web offset printing. Solid black areas should be underlaid with a 40% cyan screen.
Data formats	Printable closed PDF files. Please provide one PDF file per individual page. Relevant graphic and text elements must be at least 5 mm away from the trim line. Image resolution 300 dpi
Proof	Colour-accurate proof according to "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 transfer	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	Nike Menrath Phone: +49 89 2006573-11 nmenrath@pelemedia.de



Inserts / Supplements / Stick-ins / CDs

Inserts	
Minimum format	105 mm width x 148 mm height
Maximum format	10 mm smaller in height and width than the carrier product
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.	
Supplement	
Minimum format	115 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 approval to be obtained from the publisher by the postal service.



Shipping address

Delivery note:

For Baugewerbe,
Issue (No.)
Vogel Druck, Leibnizstr. 5
97204 Höchberg

Our general terms and conditions apply
(www.buildingnet.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 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard advert

€ 270 / 1,000 Ad Impressions
(800 x 250 Pixel or 970 x 250 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(2) Billboard video advert

€ 370 / 1,000 Ad Impressions
(800 x 250 Pixel or 970 x 250 Pixel)

(3) Skyscraper

€ 190 left / 1,000 Ad Impressions
€ 230 right sticky / 1,000 Ad Impressions
(120 x 600 Pixel or 160 x 600 Pixel)
* Mobile: 4:1 / 300 x 75 Pixel

(4) Half-page advert

€ 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,
(300 x 250 Pixel)

(6) Baseboard Ad

€ 250 / 1,000 Ad Impressions
(728 x 90 Pixel or 940 x 90)
* Mobile: 6:1 / 300 x 50 Pixel

(7) Full size

€ 150 / 1,000 Ad Impressions
(468 x 60 Pixel)

(8) Half size

€ 130 / 1,000 Ad Impressions
(234 x 60 Pixel)

(9) Landscape video advert

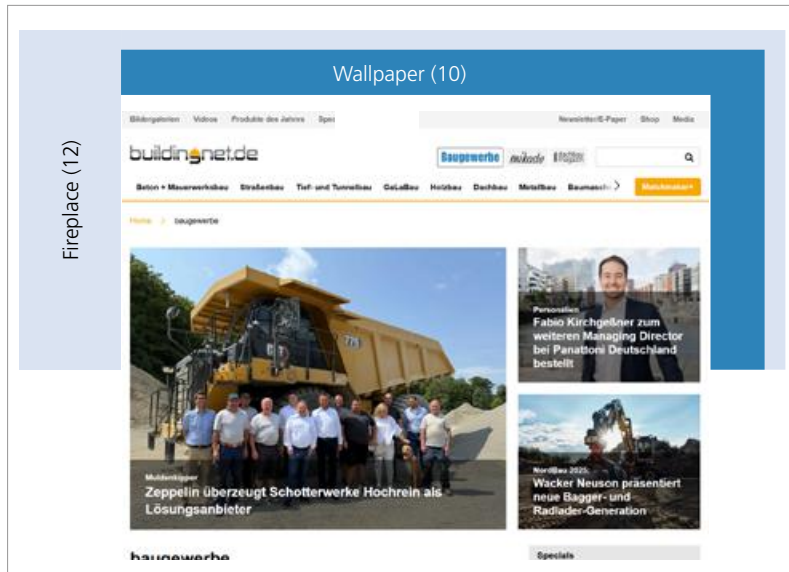
€ 450 / 1,000 Ad Impressions
(854 x 480 Pixel)



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 20](#)



Banner formats & Banner Overview Mobile www.buildingnet.de



(10) Wallpaper

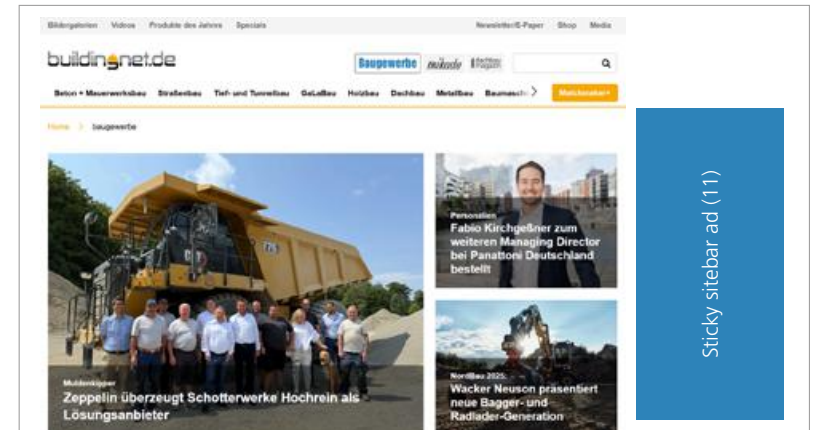
€ 270 / 1,000 Ad Impressions
(728 x 90 Pixel / top,
120 x 600 Pixel / right, or
160 x 600 Pixel / right)
* Mobile: 2:1 / 300 x 150 Pixel

(11) Sitebar advert (sticky)

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

(12) Fireplace

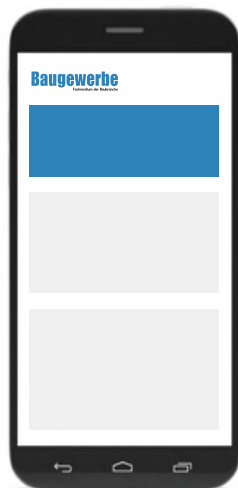
€ 540 / 1,000 Ad Impressions
1,000 x 90 Pixel at the top / 120
x 600 Pixel or 160 x 600 Pixel on
the right and left



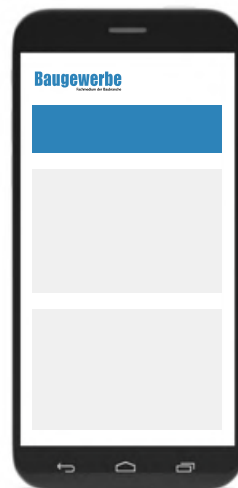
Possible file formats: GIF, JPEG, HTML5 File size: max. 80 KB
Prices = price per thousand contacts, data delivery: 5 working days
before campaign launch

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

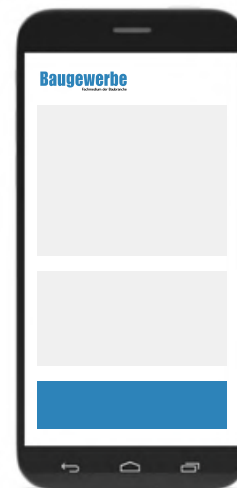
Banner overview Mobile



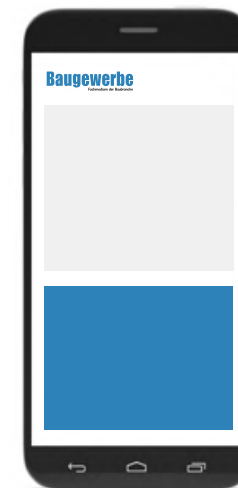
**Mobile Content
Ad 4:1**
300 x 75 pixels
max. 50 KB



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



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



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

Banner Formats Website Video Ads www.buildingnet.de

Video Ads

- Integration of video advertisements on our specialist portals

Placings:

- Billboard video advert
- 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 thousand Contact price
Data delivery: 5 working days before campaign launch



Company Connector

Company Connector – The network for businesses



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.

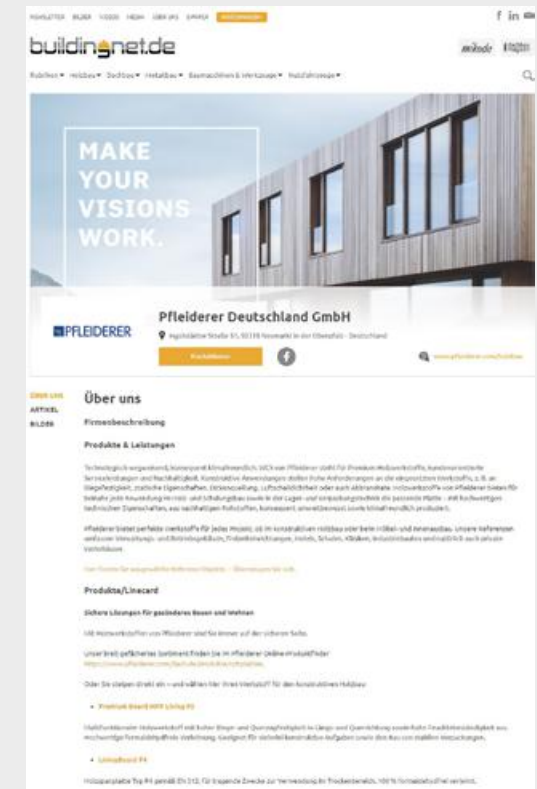
Your advantages:

- 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 in 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 x / year)	✓ (12 x / 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).



sample

Native Advertising

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



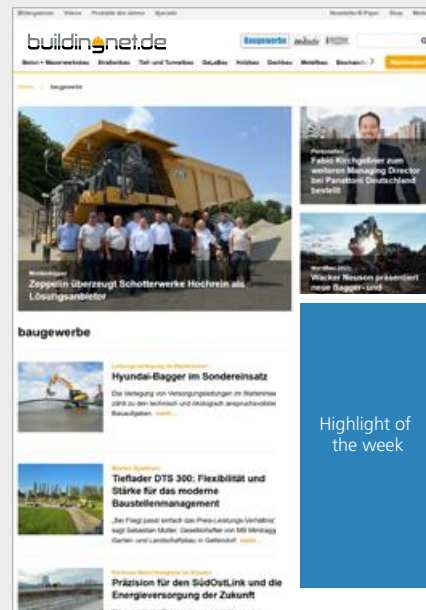
Online advertorials are the ideal solution for presenting complex topics in a way that is tailored to the target audience and has a long-term impact. Designed in the style of an editorial article, advertorials are perceived by users as high-quality specialist content, thereby achieving a particularly high level of credibility and relevance.

Native communication with 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.

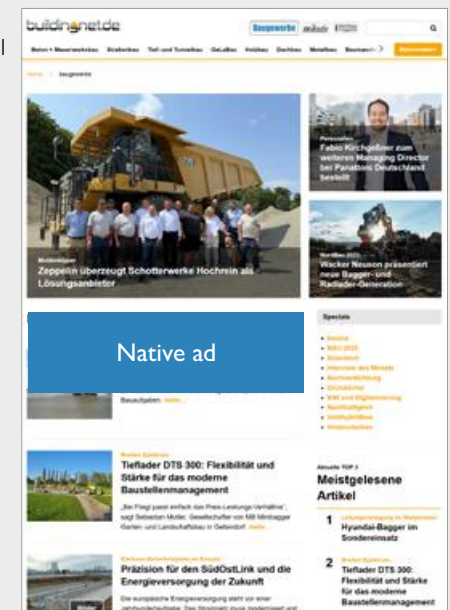
Highlight of the week also included in the newsletter

- Present your product, webinar or event on our specialist portal for a week
- 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



Native ad of the week also includes 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



Highlight of the week

Price: € 710

Highlight of the week combi

Price: € 1,710

(includes one text advertisement/native ad in the newsletter; see newsletter page for specifications)



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)

Lead Generation

Whitepaper



- Your whitepaper will be published on buildingnet.de and promoted with accompanying online advertising materials from:
 - Banner for promotion in at least two newsletters
 - At least two social media posts
 - Presentation of your whitepaper in the teaser section of buildingnet.de for two months
- The link leads to a landing page 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 at we can assist you with the creation of the whitepaper 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 social media posts
- 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 address)
- Afterwards, the webinar will be available for download on the buildingnet website for four weeks as a registration-required on-demand webinar.



Image: fizkes / stock.adobe.com



Whitepaper:

Price: € 5,320

Optionally, you can also book a full-page advertisement for the webinar in Baugewerbe.

(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

Social media posting – Share your content successfully via our channels

Supplement your market communication in a targeted manner with a social media post via the wide-reaching channels of the construction industry. Whether it's a new product, solution, video, webinar or service – attract attention where your target group is active.

More visibility. More attention. More impact.



Price: € 750
(not eligible for discount)

Followers: around 11,000
(Publisher's information, as of June 2025)



Your advantages

- Placement in the independent subject area of construction
- Individually selectable publication date
- Access to an interactive, industry-specific community

Customized Newsletter

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

Send your **individual message exclusively** to the qualified **newsletter distribution list of the construction industry**.
Your content reaches a target group directly – ideal for product innovations, 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: Baugewerbe and advertiser

Dates on request

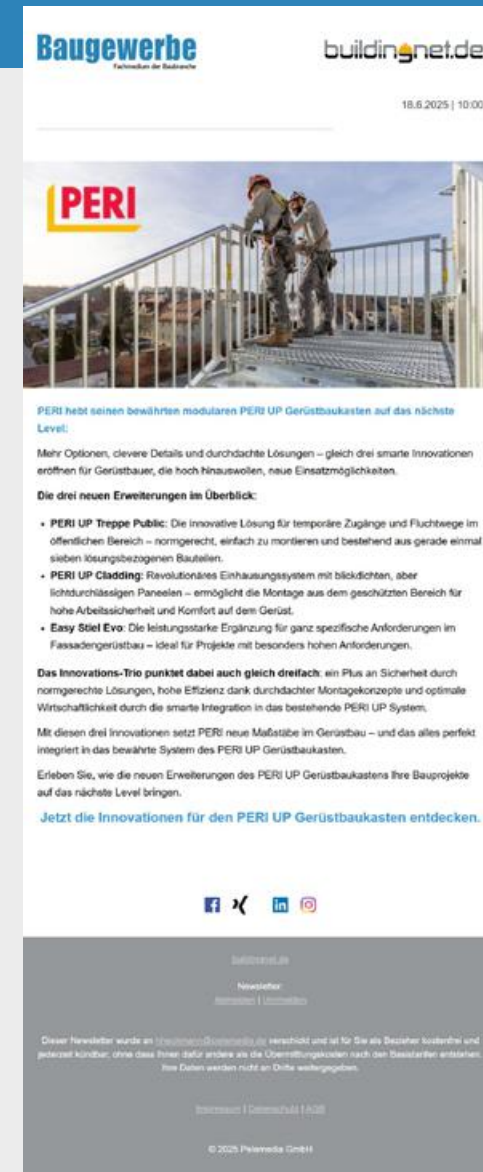
Advantages:

- 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



sample

Banner Formats Newsletter

Premium placement leaderboard (1)

Baugewerbe
Fachzeitschrift der Baubranche

Dear reader,

Which news items were of particular interest to the industry? Here is a summary of the ten most-read articles on www.buildingnet.de/baugewerbe from July 2024, compiled for you in today's newsletter.

Yours sincerely, Kai Ingmar Link
editor-in-chief

Position 1
Within the editorial
(2)

Position 2
Within the editorial reports (2)

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

advertisement
Text display / Native ad

5G in Industry & Logistics

Megatrends such as Industry 4.0 and autonomous vehicles are shaping society. However, these fields of application depend on fast, real-time data exchange that is available at all times. With 5G, the latest generation of mobile communications will go live in 2020, taking mobile data communication to a new level. The maximum data rate will increase from 100 Mbit/s (LTE) to 20 Gbit/s.

Find out more now...

MORE ▶

advertisement
Headline for the advertisement

ot:it

OT meets IT

Anyone who wants to be successful in the long term cannot escape digital transformation. Digitalisation and the associated networking are a common thread running through all industries and areas of life. This trend has also reached production, influencing the industry across all levels of the production pyramid.

Find out more now...

MORE ▶

Position 4
At the end of the newsletter
(2)

Exclusive Newsletter

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

Baugewerbe Newsletter is the ideal advertising medium for:

- Product presentations
- Company announcements
- Seminar and event announcements

*As of June 2025 (publisher's information)

(1) Leaderboard

€ 1,340 (630 x 90 Pixel, max. 200 KB),
Leaderboard exclusively in the e-paper newsletter € 2,670

(2) Text Ad / Native Ad / Video Ad / Billboard

€ 1,020
Possible forms of advertising
Text ad / Native ad / Video ad / Billboard (630 x 200 Pixel, max. 200 KB)

Specifications Text Ad / Native Ad

Visualisation as article
Headline + text + image and
target URL (max. 1 link)
Image: 225 x 127 Pixel, max. 200 KB
Headline: max. 40 characters,
Text: max. 300 characters
including spaces

5,000* recipients
24% Open rate
(average)

(Publisher's information, as of June 2025)

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 editorial team at baugewerbe-magazin.de 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 Topics

KW	Date	Brand	Topic
1	Thursday, 1 January	Baugewerbe	TOP 10 2025
	Friday, 2 January	buildingnet.de	News of the week
	Monday, 5 January	dachbaumagazin	Steep roof
2	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
6	Monday, 2 February	dachbaumagazin	Metal roof
	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
	Tuesday, 24 February	Baugewerbe	Management in modern construction
9	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
	Tuesday, 3 March	Baugewerbe	The new issue is here! E-paper 03_2026
10	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
12	Monday, 16 March	dachbaumagazin	Commercial vehicles
	Tuesday, 17 March	Baugewerbe	Top 10 February 2026
	Wednesday, 18 March	mikado	Building materials
	Thursday, 19 March	Baugewerbe	Forestry technology
	Friday, 20 March	buildingnet.de	News of the week
13	Monday, 23 March	dachbaumagazin	Insulation
	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
14	Monday, 30 March	dachbaumagazin	Pitched roof
	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

KW	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
17	Monday, 20 April	dachbaumagazin	Drainage
	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
18	Monday, 27 April	dachbaumagazin	Solar roof
	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
19	Monday, 4 May	dachbaumagazin	Facade
	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
20	Monday, 11 May	dachbaumagazin	Workwear
	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
23	Monday, 1 June	dachbaumagazin	Pitched roof
	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
24	Friday, 5 June	buildingnet.de	News of the week
	Monday, 8 June	dachbaumagazin	Commercial vehicles
	Tuesday, 9 June	Baugewerbe	Alternative drive systems
	Wednesday, 10 June	<i>mikado</i>	People of the month
	Thursday, 11 June	Baugewerbe	Management: Construction planning and safeguarding
25	Friday, 12 June	buildingnet.de	News of the week
	Monday, 15 June	dachbaumagazin	Metal roof
	Tuesday, 16 June	Baugewerbe	People of the month
	Wednesday, 17 June	<i>mikado</i>	Educational buildings
	Thursday, 18 June	Baugewerbe	Road construction: machinery, projects, trends
26	Friday, 19 June	buildingnet.de	News of the week
	Monday, 22 June	dachbaumagazin	Flat roof
	Tuesday, 23 June	Baugewerbe	Digitalisation: Construction software in use
	Wednesday, 24 June	<i>mikado</i>	Market trends: Facades
	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

KW	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
	Monday, 24 August	dachbaumagazin	Flat roof
35	Tuesday, 25 August	Baugewerbe	Urban mining
	Wednesday, 26 August	<i>mikado</i>	People of the month
	Thursday, 27 August	Baugewerbe	Concrete construction: scaffolding and formwork
	Friday, 28 August	buildingnet.de	News of the week
36	Monday, 31 August	dachbaumagazin	Solar roof
	Tuesday, 1 September	Baugewerbe	Start-ups in the construction industry
	Tuesday, 1 September	<i>mikado</i>	E-paper: Building in existing structures
	Wednesday, 2 September	<i>mikado</i>	Top 5 of the month
	Thursday, 3 September	Baugewerbe	GaLaBau 2026
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
	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
38	Monday, 14 September	dachbaumagazin	Insulation
	Tuesday, 15 September	Baugewerbe	Green Building – Sustainability in the Construction Industry
	Wednesday, 16 September	<i>mikado</i>	Renovation
	Thursday, 17 September	Baugewerbe	Top 10 August 2026
	Friday, 18 September	buildingnet.de	News of the week
39	Monday, 21 September	dachbaumagazin	Workwear
	Tuesday, 22 September	Baugewerbe	People of the month
	Wednesday, 23 September	<i>mikado</i>	Steep roof
	Thursday, 24 September	Baugewerbe	Construction machinery: attachments
	Friday, 25 September	buildingnet.de	News of the week
40	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

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

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

Terms and Conditions

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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 of the service in the case of incomplete performance and, in the case of defective performance, either repair the defect or deliver a replacement, at its discretion. The user may demand a reduction in fees if attempts at rectification or replacement delivery by Pelemedia are refused, impossible or fail in any other way. There is no right of withdrawal in favour of the user.

10. Copyright: All content, information, images, videos, databases and computer programmes (e.g. widgets) published on the Pelemedia website are protected by copyright. Use is permitted for private personal use only. Any use beyond this, in particular the private and commercial reproduction, modification, distribution or storage of information or data, in particular texts, text parts, image and film material, requires the prior express consent of Pelemedia. This also applies to inclusion in electronic databases and reproduction on CD-ROM, DVD, etc. Private and/or commercial reproduction, modification, distribution or other misuse of computer programmes is not permitted. The user does not acquire any ownership rights by downloading or sending the source code of a computer programme. No copyrights or other ancillary copyrights are transferred. If the service and/or services are discontinued, the user is obliged to delete the source code provided immediately. In all other respects, the legal restrictions arising from copyright law and other applicable legal provisions apply.

11. Content submitted by users: Users who submit their own content (e.g. videos, photos, photo series, texts, etc.) to Pelemedia (e.g. as part of competitions, reader campaigns, internet competitions) agree by submitting such content that it may be reproduced, distributed and publicly displayed on the internet and in print media free of charge. The user further declares that they own all copyrights and other rights to the submitted content and that persons depicted in submitted graphic content (e.g. videos, photos, photo series) who are not merely incidental to a location or part of depicted gatherings, processions or similar events agree to the publication. For

persons under the age of 18, the consent of a parent or guardian is required. Entries sent by post cannot be returned to the participant. Users undertake not to send Pelemedia any content that is illegal, grossly offensive, pornographic or sexual, harmful to minors, extremist, glorifies or trivialises violence, glorifies war, promotes a terrorist or extremist political organisation, incites criminal activity, contains defamatory statements, or is otherwise punishable by law. The user also undertakes not to send any content that contains advertising or commercial content. Pelemedia reserves the right not to publish submitted content. The user fully indemnifies Pelemedia against all third-party claims arising from the user's breach of their obligations under these terms and conditions or – contrary to this declaration – the user not owning all rights to the submitted content or the persons depicted not consenting to its publication. The submitted content is the personal expression 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 providing the service with the express consent of the user before the end of the withdrawal period or if the user has initiated this provision 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 actions 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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