

DER BAU UNTERNEHMER

THE TRADE JOURNAL FOR MANAGERS IN
CONSTRUCTION



MEDIA KIT 2024



Circulation, III. quarter 2022, IVW

	total	abroad
printed circulation	28.500	
distributed circulation	28.358	65
subscriptions	735	4
free copies	27.623	61
archive copies	84	

permanent recipients: 15.040

for current circulation volume, see IVW

Market penetration – Construction industry

companies in Germany*	74.959
current DBU-address database	47.473
DBU-coverage**	63 %

* according to Statistisches Bundesamt, Juni 2017

** with regard to DBU-address database with 47.473 companies

Distribution of recipients by federal state

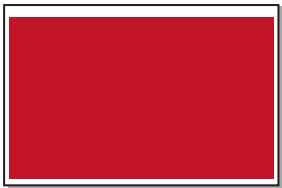
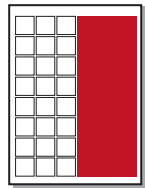
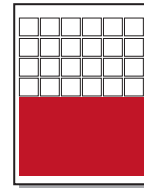
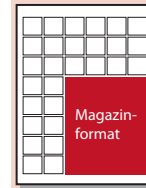
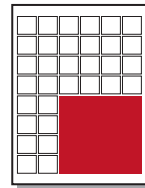
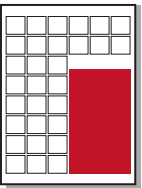
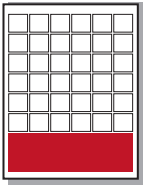
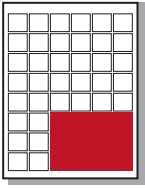
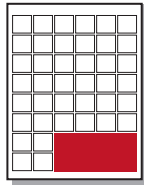
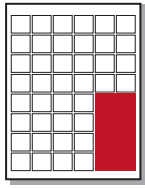
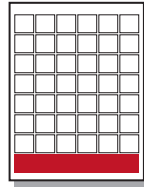
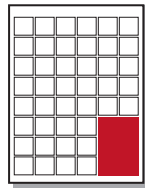
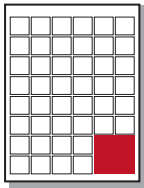
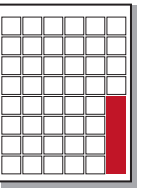
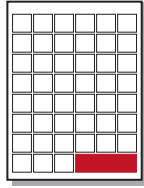
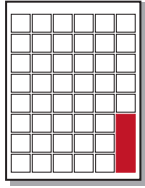
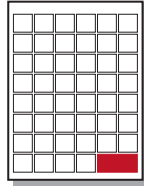
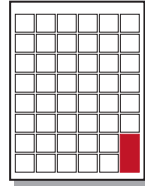
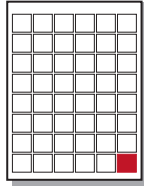
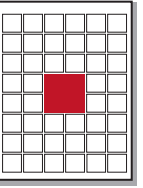
Northrhine-Westphalia	21,2 %
Bavaria	12,6 %
Lower Saxony	12,0 %
Berlin and Brandenburg	9,3 %
Baden-Wuerttemberg	9,1 %
Hesse	6,2 %
Saxony	6,2 %
Rhineland-Palatinate	4,7 %
Schleswig-Holstein	4,4 %
Thuringia	3,3 %
Saxony-Anhalt	2,9 %
Mecklenburg-Western Pomerania	2,3 %
Hamburg	2,0 %
Saarland	1,3 %
Bremen	0,6 %

Media-Information 19/2024

Valid from 01.01.2024 until the publication of a new price list

Short characteristics:	DER BAUUNTERNEHMER is a widely circulated trade journal for managers and deciders in construction companies, construction machines and building materials trade, extraction industry, for architects, planning departments and authorities.	printing office:	BVZ Berliner Zeitungsdruck GmbH
Editorial focus:	DER BAUUNTERNEHMER reports about newest trends in construction machine technology, techniques in structural and civil engineering, road, landscape and path construction, current legal and tax issues, management, interesting construction sites, companies, architecture and urban development.	print templates:	format: printable PDF preferred e-mail: anzeigen@der-bau-unternehmer.de offline: CD-ROM, DVD
publishing house:	Emminger & Partner GmbH Am Borsigturm 68, 13507 Berlin Phone: +49 (0)30/40 30 43 30 Fax: +49 (0)30/40 30 43 40 e-mail: verlag@der-bau-unternehmer.de www.der-bau-unternehmer.de member of VDZ Berlin-Brandenburg e. V.	technical data:	print: newspaper printing (web offset) format: Rheinisch 350 x 510 mm type area: single page 320 x 480 mm panorama page 660 x 480 mm column width: 6 columns à 50 mm with 4 mm gutter each, inner margin 8 mm grid width: up to 48 L/cm ± 2 L/cm tonal range: 5 % – 90 % ink coverage: up to 200 %, max. 220 % dot gain: approx. 28 % image editing: GCR (intermediate/large) under colour addition 20 % and black 95 % image min. 203 dpi, BMP 1270 dpi WAN-IFRAnewspaper26v5 line width: positive, single-colour, min. 0,15 mm negative, single-colour, min. 0,20 mm min. +0,10 mm overfill positive: additional colour: HKS Z, custom colours on request printing ink: colour scale DIN 16539 Applied HKS Z colours: seperation table from Euro-scale
publisher:	Ralf Emminger		We assume no liability for deviations, if we had no control print.
editorial office:	Jasch Zacharias (jz), phone: +49 (0)30/40 30 43 32 e-mail: zacharias@der-bau-unternehmer.de Christian Schönberg (cs), phone: +49 (0)30/40 30 43 39 e-mail: schoenberg@der-bau-unternehmer.de		Files whose colour space is in RGB or not in the correct CMYK profile are converted to WAN-IFRAnewspaper26v5. Colour shifts that occur in the process do not entitle to claims for compensation.
advertisement office:	Nicole Hanetzok, phone: +49(0)30/47 38 55 45 e-mail: hanetzok@der-bau-unternehmer.de Matthias Keppel, phone: +49(0)30/40 79 73 61 e-mail: keppel@der-bau-unternehmer.de		Invoices are issued on publication date.
frequency of publication:	eleven times a year		

Newspaper format has an impact!

panorama  2/1 wxh: 690x480 b/w 25.920,00€ 4c 33.408,00€	full page  1/1 wxh: 320x480 b/w 12.960,00€ 4c 16.704,00€	1/2 page portrait  1/2 wxh: 158x480 b/w 6.480,00€ 4c 8.352,00€	1/2 page landscape  1/2 wxh: 320x240 b/w 6.480,00€ 4c 8.352,00€	DIN A4  Magazin-format A4 wxh: 212x297 b/w 5.346,00€ 4c 6.890,40€	1/3 page landscape  1/3 wxh: 212x240 b/w 4.320,00€ 4c 5.568,00€	1/3 page portrait  1/3 wxh: 158x320 b/w 4.320,00€ 4c 5.568,00€	
1/4 page landscape  1/4 wxh: 320x120 b/w 3.240,00€ 4c 4.176,00€	1/4 page portrait  1/4 wxh: 212x180 b/w 3.240,00€ 4c 4.176,00€	1/6 page landscape  1/6 wxh: 212x120 b/w 2.160,00€ 4c 2.784,00€	1/6 page portrait  1/6 wxh: 104x240 b/w 2.160,00€ 4c 2.784,00€	1/8 page landscape  1/8 wxh: 320x60 b/w 1.620,00€ 4c 2.088,00€	1/8 page portrait  1/8 wxh: 104x180 b/w 1.620,00€ 4c 2.088,00€	1/12 page landscape  1/12 wxh: 104x120 b/w 1.080,00€ 4c 1.392,00€	1/12 page portrait  1/12 wxh: 50x240 b/w 1.080,00€ 4c 1.392,00€
1/16 page landscape  1/16 wxh: 158x60 b/w 810,00€ 4c 1.044,00€	1/16 page portrait  1/16 wxh: 50x180 b/w 810,00€ 4c 1.044,00€	1/24 page landscape  1/24 wxh: 104x60 b/w 540,00€ 4c 696,00€	1/24 page portrait  1/24 wxh: 50x120 b/w 540,00€ 4c 696,00€	1/48 page  1/48 wxh: 50x60 b/w 270,00€ 4c 348,00€	island advertisement  on request		

from formats smaller than
1/3 page no warranty for
sole placement

from formats smaller than
1/3 page no warranty for
sole placement

further formats possible

Newspaper format has an impact!

	mm-price					4,50	5,80
	format	columns	width	height	total	b/w	4c
name			mm	mm	mm	euro	euro
panorama	2/1	12	690	480	5760	25.920,00 €	33.408,00 €
1/1 full page	1/1	6	320	480	2880	12.960,00 €	16.704,00 €
½ page	landscape	3	158	480	1440	6.480,00 €	8.352,00 €
½ page	portrait	6	320	240	1440	6.480,00 €	8.352,00 €
DIN A4-page	A4-format	4	212	297	1188	5.346,00 €	6.890,40 €
1/3 page	landscape	3	158	320	960	4.320,00 €	5.568,00 €
1/3 page	portrait	4	212	240	960	4.320,00 €	5.568,00 €
1/4 page	landscape	4	212	180	720	3.240,00 €	4.176,00 €
1/4 page	portrait	6	320	120	720	3.240,00 €	4.176,00 €
1/6 page	landscape	2	104	240	480	2.160,00 €	2.784,00 €
1/6 page	portrait	4	212	120	480	2.160,00 €	2.784,00 €
1/8 page	landscape	2	104	180	360	1.620,00 €	2.088,00 €
1/8 page	portrait	6	320	60	360	1.620,00 €	2.088,00 €
1/12 page	landscape	1	50	240	240	1.080,00 €	1.392,00 €
1/12 page	portrait	2	104	120	240	1.080,00 €	1.392,00 €
1/16 page	landscape	1	50	180	180	810,00 €	1.044,00 €
1/16 page	portrait	3	158	60	180	810,00 €	1.044,00 €
1/24 page	landscape	1	50	120	120	540,00 €	696,00 €
1/24 page	portrait	2	104	60	120	540,00 €	696,00 €
1/48 page		1	50	60	60	270,00 €	348,00 €
cover ad		3	158	120	360	-	2.888,00 €
cover ad*		6	320	60	360	-	2.888,00 €

* In the case of six-column cover ads, there is the possibility that an advertising envelope by another customer is placed around it.

Intermediate formats possible, all prices plus VAT.

Price list 19/2024

Valid from 01.01.2024 until the publication of a new price list

Advertisement pricing: Euro per mm height and width	Editorial part b/w Editorial part 2c/3c Editorial part 4c	Euro 4,50 / mm Euro 5,40 / mm Euro 5,80 / mm	Single issues:	only via subscription → leserservice@der-bau-unternehmer.de
Advertorials	from 1/4 page to panorama page Prices on request		Receivers:	- Construction companies from building, civil engineering, road, tunnel and concrete construction, - Gardening and landscaping companies, - Extraction industry (gravel and sand pits, quarries), - Construction machinery trade and rental, building materials trade, - Public building administration, - Architects and planning offices.
Creative costs	Prices on request		Terms of payment:	Payment within 21 days without deduction
Online	see price list on the following pages		Tax number:	Ust-Id.Nr.: DE 16 04 74 850
Supplements:	up to 15 g per 1.000 copies up to 20 g per 1.000 copies up to 25 g per 1.000 copies over 25 g on request	Euro 260,00 Euro 270,00 Euro 280,00	Bank account:	Emminger & Partner GmbH German bank account: Postbank Berlin IBAN: DE13 1001 0010 0753 8621 05 BIC: PBNKDEFF
max. supplement format:	Halbrheinisch 255 x 350 mm			
Delivery to:	on request			
Discounts: (for bookings within one calendar year)	Frequency discount: min. 3 ads: 3 % min. 6 ads: 6 % min. 10 ads: 10 %	Quantity discount: 2 pages: 10 % 3 pages: 15 % 4 pages: 20 %		
Surcharges:	Binding placement: Island advertisement on request	25 %		
Special advertising:	on request			
- Post-it				
- Sticker				
- Flyingpage				
- Halfpage				
	Supplements are not shown in the e-paper.			
				All prices plus VAT.
				The general terms and conditions for advertisements, third-party supplements in magazines and newspapers and the terms and conditions of the publisher apply. These can be requested from the publishing house. This price list is valid until the publication of a new price list.

Online-Advertisement Prices 2024

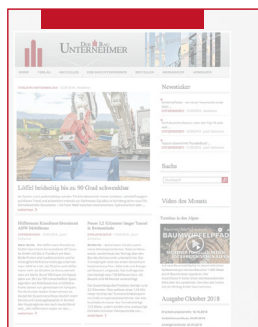
www.der-bau-unternehmer.de

www.dbu.berlin

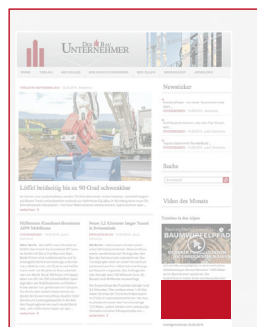
Valid from 01.01.2024 until the publication of a new price list

phone: +49 (0) 30/40 30 43 30

Name	Frequency	Format	Price	Crossmedia price per month*	Placement
Superbanner	monthly	728 x 90 px	750,00 €	710,00 €	homepage and subpages, 5 seconds, switching
Banner	monthly	310 x 174 px	380,00 €	320,00 €	homepage, 5 seconds, switching
Skyscraper	monthly	120 x 600 px	730,00 €	690,00 €	homepage and subpages, 5 seconds, switching
Video of the month	monthly		390,00 €	on request	homepage and subpages
Advertorial	weekly	on request	880,00 €	on request	on request



Superbanner



Banner



Skyscraper



Video of the month

Data delivery

static or animated gif
specification of target URL
image formats: jpg, png
maximum data size 120 KB

In each banner category, up
to five banners can be placed
in rotation at the same time.

Video delivery

DVD, Avi, DIVX, Youtube link
maximum running time 10 min.

Statistics on online reach

on request

**when booked in combination with print ad*

DER BAUUNTERNEHMER

Analysis of shipping addresses by industry branches*

	DBU-readers in total	per issue on average	circulation share**
Extraction & Demolition	3.815	2.244	7,9 %
- thereof demolition	2.291	1.335	4,7 %
Structural engineering	17.722	10.394	36,6 %
- with construction of buildings and facilities	4.436	2.612	9,2 %
- other structural engineering such as renovation and facade construction	2.305	1.363	4,8 %
Road construction and earthmoving	4.387	2.584	9,1 %
Pipeline construction and other civil engineering	2.885	1.704	6,0 %
Garden and landscaping construction	7.043	4.146	14,6 %
Interior construction	1.276	740	2,6 %
Construction machinery rental	2.233	1.278	4,5 %
Total	48.393	28.400	

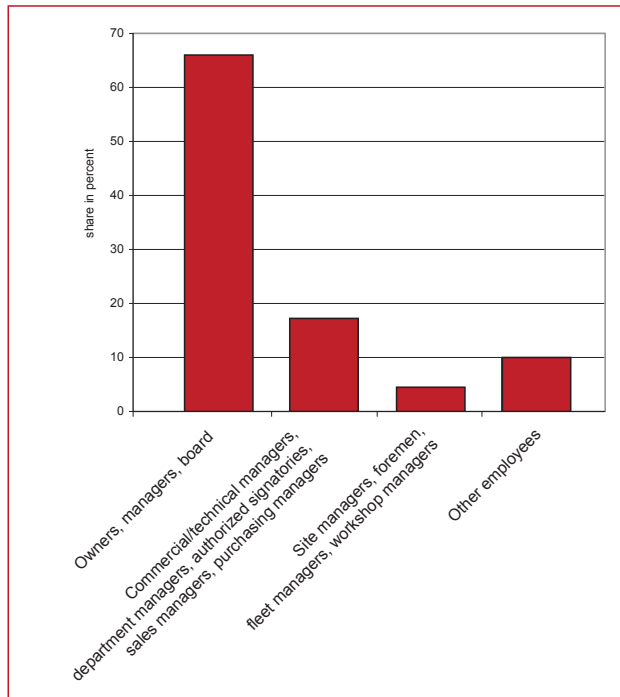
*** of companies with record of industry branch*

** According to the official classification of industry branches. Detailed overview available on request.*

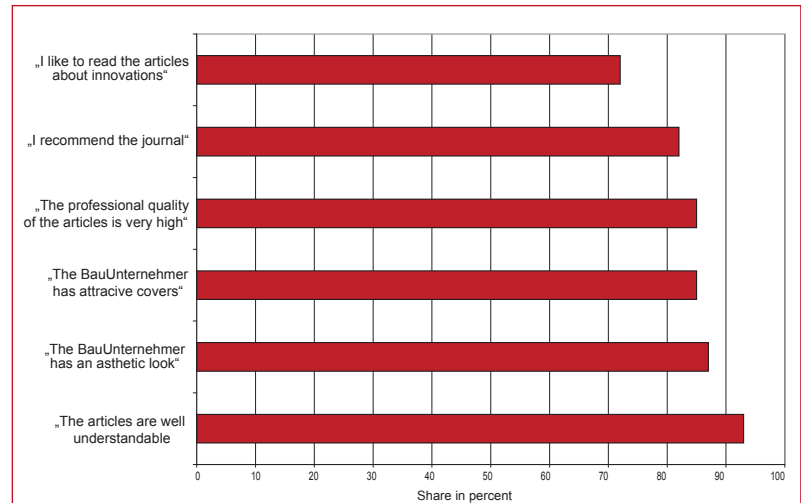
Excerpt from the reader response analysis*

Wissenschaftliches Institut für Presseforschung
und Medienberatung
Prof Dr Vogel und Dr Dorn GbR

Readers of DER BAUUNTERNEHMER
decide on investments



What readers say about the journal
DER BAUUNTERNEHMER



Further results of the study on request.

*Survey took place in 2012.

WISSEN, WAS DIE BAUWIRTSCHAFT BEWEGT