

DER BAU UNTERNEHMER

THE SPECIALIZED JOURNAL FOR MANAGERS
IN CONSTRUCTION

3 Bauma-issues



MEDIA INFORMATION **2022**



Circulation, II. quarter 2021, IVW

	total	abroad
printed circulation	28.500	
distributed circulation	28.344	28
subscriptions	925	2
free copies	27.419	26
archive copies	156	

permanent recipients: 18.345

for current circulation volume, see IVW

market penetration	construction industry
companies in Germany*	74.959
current DBU-address database	45.945
DBU-coverage**	61 %

* according to Statistisches Bundesamt, Juni 2017

** with regard to DBU-address database with 48.343 companies

distribution of recipients: federal state

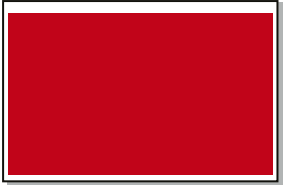

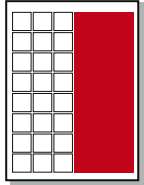
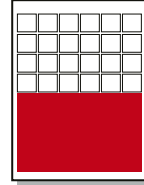
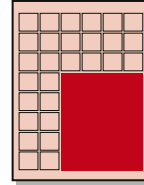
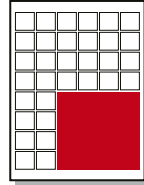
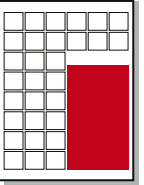
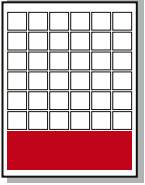
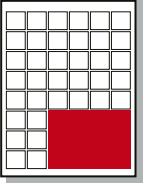
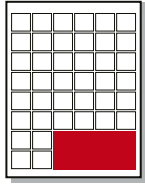
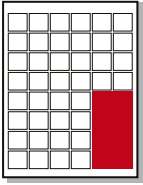
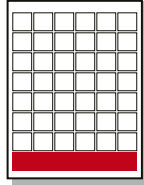
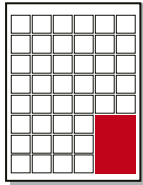
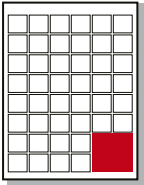
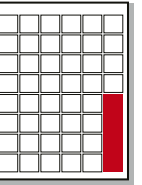
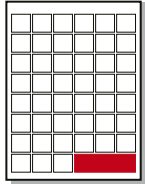
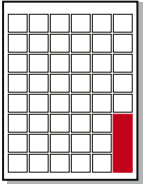
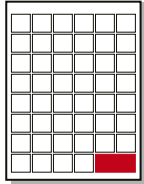
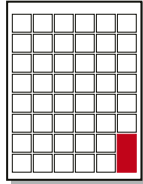
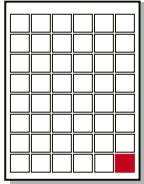
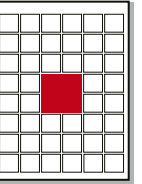
Northrhine-Westphalia	18,1 %
Bavaria	14,1 %
Lower Saxony	10,2 %
Berlin and Brandenburg	9,9 %
Baden-Wuerttemberg	9,9 %
Hesse	6,0 %
Saxony	5,5 %
Rhineland-Palatinate	5,3 %
Schleswig-Holstein	5,1 %
Thuringia	4,2 %
Saxony-Anhalt	3,8 %
Mecklenburg-Western Pomerania	3,6 %
Hamburg	2,6 %
Saarland	1,0 %
Bremen	0,9 %

Media-Information 17/2022

Valid from 01.01.2022

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: anzeigen@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 40 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
publisher:	Ralf Emminger	colour profile:	ISOnewspaper 26v4_220
editorial office:	Jasch Zacharias (jz), phone: +49 (0)30/40 30 43 32 e-mail: zacharias@der-bau-unternehmer.de Tizian Meieran-Németh (tm), phone: +49 (0)30/40 30 43 44 e-mail: meieran@der-bau-unternehmer.de Christian Schönberg (cs), phone: +49 (0)30/40 30 43 39 e-mail: schoenberg@der-bau-unternehmer.de	line width:	positive, single-colour, min. 0,15 mm negative, single-colour, min. 0,20 mm min. +0,10 mm
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 Rebecca Bois, administration, phone: +49(0)30/40 30 43 37 e-mail: bois@der-bau-unternehmer.de	overfill positive:	min. +0,10 mm
frequency of publication:	eleven times a year	additional colour:	HKS Z, custom colours on request
		printing ink:	colour scale DIN 16539
		Applied HKS Z colours:	separation table from Euro-scale
			We assume no liability for deviations, if we had no control print.
			Files whose colour space is in RGB or not in the correct CMYK profile are converted to ISONewspaper. Colour shifts that occur in the process do not entitle to claims for compensation.
			Invoices are issued on publication date.

Newspaper format has an impact!

<p>panorama</p>  <p>2/1 wxh: 690x480 b/w 23.040,00€ 4c 29.952,00€</p>	<p>full page</p>  <p>1/1 wxh: 320x480 b/w 11.520,00€ 4c 14.976,00€</p>	<p>1/2 page portrait</p>  <p>1/2 wxh: 158x480 b/w 5.760,00€ 4c 7.488,00€</p>	<p>1/2 page landscape</p>  <p>1/2 wxh: 320x240 b/w 5.760,00€ 4c 7.488,00€</p>	<p>DIN A4</p>  <p>A4 wxh: 212x297 b/w 4.752,00€ 4c 6.177,60€</p>	<p>1/3 page landscape</p>  <p>1/3 wxh: 212x240 b/w 3.840,00€ 4c 4.992,00€</p>	<p>1/3 page portrait</p>  <p>1/3 wxh: 158x320 b/w 3.840,00€ 4c 4.992,00€</p>	
<p>1/4 page landscape</p>  <p>1/4 wxh: 320x120 b/w 2.880,00€ 4c 3.744,00€</p>	<p>1/4 page portrait</p>  <p>1/4 wxh: 212x180 b/w 2.880,00€ 4c 3.744,00€</p>	<p>1/6 page landscape</p>  <p>1/6 wxh: 212x120 b/w 1.920,00€ 4c 2.496,00€</p>	<p>1/6 page portrait</p>  <p>1/6 wxh: 104x240 b/w 1.920,00€ 4c 2.496,00€</p>	<p>1/8 page landscape</p>  <p>1/8 wxh: 320x60 b/w 1.440,00€ 4c 1.872,00€</p>	<p>1/8 page portrait</p>  <p>1/8 wxh: 104x180 b/w 1.440,00€ 4c 1.872,00€</p>	<p>1/12 page landscape</p>  <p>1/12 wxh: 104x120 b/w 960,00€ 4c 1.248,00€</p>	<p>1/12 page portrait</p>  <p>1/12 wxh: 50x240 b/w 960,00€ 4c 1.248,00€</p>
<p>1/16 page landscape</p>  <p>1/16 wxh: 158x60 b/w 720,00€ 4c 936,00€</p>	<p>1/16 page portrait</p>  <p>1/16 wxh: 50x180 b/w 720,00€ 4c 936,00€</p>	<p>1/24 page landscape</p>  <p>1/24 wxh: 104x60 b/w 480,00€ 4c 624,00€</p>	<p>1/24 page portrait</p>  <p>1/24 wxh: 50x120 b/w 480,00€ 4c 624,00€</p>	<p>1/48 page</p>  <p>1/48 wxh: 50x60 b/w 240,00€ 4c 312,00€</p>	<p>island advertisement</p>  <p>on request</p>		

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

further formats possible

Newspaper format has an impact!

	mm-price					4,00	5,20
	format	columns	width	height	total	b/w	4c
name			mm	mm	mm	euro	euro
panorama	2/1	12	690	480	5760	23.040,00 €	29.952,00 €
1/1 full page	1/1	6	320	480	2880	11.520,00 €	14.976,00 €
½ page	landscape	3	158	480	1440	5.760,00 €	7.488,00 €
½ page	portrait	6	320	240	1440	5.760,00 €	7.488,00 €
DIN A4-page	A4-format	4	212	297	1188	4.752,00 €	6.177,60 €
1/3 page	landscape	3	158	320	960	3.840,00 €	4.992,00 €
1/3 page	portrait	4	212	240	960	3.840,00 €	4.992,00 €
1/4 page	landscape	4	212	180	720	2.880,00 €	3.744,00 €
1/4 page	portrait	6	320	120	720	2.880,00 €	3.744,00 €
1/6 page	landscape	2	104	240	480	1.920,00 €	2.496,00 €
1/6 page	portrait	4	212	120	480	1.920,00 €	2.496,00 €
1/8 page	landscape	2	104	180	360	1.440,00 €	1.872,00 €
1/8 page	portrait	6	320	60	360	1.440,00 €	1.872,00 €
1/12 page	landscape	1	50	240	240	960,00 €	1.248,00 €
1/12 page	portrait	2	104	120	240	960,00 €	1.248,00 €
1/16 page	landscape	1	50	180	180	720,00 €	936,00 €
1/16 page	portrait	3	158	60	180	720,00 €	936,00 €
1/24 page	landscape	1	50	120	120	480,00 €	624,00 €
1/24 page	portrait	2	104	60	120	480,00 €	624,00 €
1/48 page		1	50	60	60	240,00 €	312,00 €
cover ad		3	158	120	360	-	2.672,00 €
cover ad*		6	320	60	360	-	2.672,00 €

* 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 17/2022

Valid from 01.01.2022

Advertisement pricing: Euro per mm height and width

Editorial part b/w	Euro 4,00 / mm
Editorial part 2c/3c	Euro 4,80 / mm
Editorial part 4c	Euro 5,20 / mm

Advertorials

from 1/4 page to panorama page
Prices on request

Creative costs

Prices on request

Online

see price list on the following pages

Supplements:

up to 15 g per 1.000 copies	Euro 230,00
up to 20 g per 1.000 copies	Euro 240,00
up to 25 g per 1.000 copies	Euro 250,00
over 25 g on request	

max. supplement format:

Halbrheinisch 255 x 350 mm

Delivery to:

on request

Discounts: (for bookings within one calendar year)

Frequency discount:	Quantity discount:
min. 3 ads: 3 %	2 pages: 10 %
min. 6 ads: 6 %	3 pages: 15 %
min. 10 ads: 10 %	4 pages: 20 %

Surcharges:

Binding placement: 25 %
Island advertisement on request

Special advertising: - Post-it - Sticker - Flyingpage - Halfpage

on request

Supplements are not shown in the e-paper.

Single issues:

only via subscription → leserservice@der-bau-unternehmer.de

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.

Terms of payment:

Payment within 21 days without deduction

Tax number:

Ust-Id.Nr.: DE 16 04 74 850

Bank account:

Emminger & Partner GmbH
German bank account: Postbank Berlin
IBAN: DE13 1001 0010 0753 8621 05
BIC: PBNKDEFF

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 2022

www.der-bau-unternehmer.de

www.dbu.berlin

Valid from 01.01.2022

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

Name	Frequency	Format	Price	Crossmedia price per month*	Placement
Superbanner	monthly	728 x 90 px	670,00 €	640,00 €	homepage and subpages, 5 seconds, switching
Banner	monthly	310 x 174 px	330,00 €	180,00 €	homepage, 5 seconds, switching
Skyscraper	monthly	120 x 600 px	580,00 €	330,00 €	homepage and subpages, 5 seconds, switching
Video of the month	monthly		320,00 €	on request	homepage and subpages
Advertorial	weekly	on request	785,00 €	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

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

Statistics on
online range
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.*

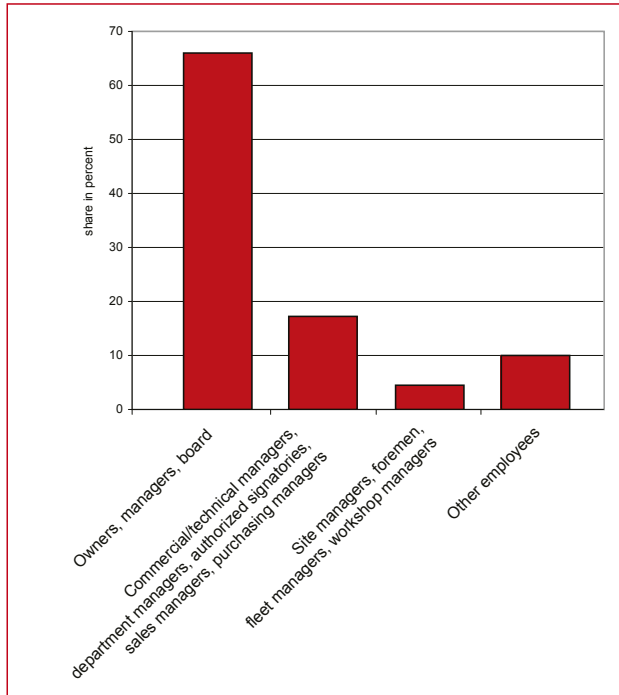
Excerpt from the reader response analysis

"DER BAUUNTERNEHMER" July 2012

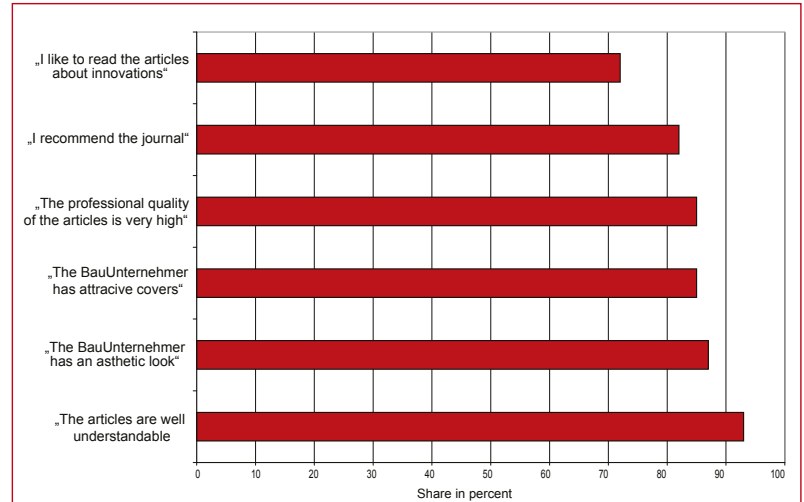
Wissenschaftliches Institut für Presseforschung und Medienberatung

Prof Dr Vogel und Dr Dorn GbR

Readers of DER BAUUNTERNEHMER
decide on investments



What readers say about the journal
DER BAUUNTERNEHMER



WISSEN, WAS DIE BAUWIRTSCHAFT BEWEGT