

# MEDIA INFORMATION 2023

Communication solutions for target groups in metal and steel construction with a focus on design, execution and manufacturing





metallbau-magazin.de





# PRINT

Title portrait

Editorial schedule

Circulation and distribution analysis

Readership structure analysis

Prices, formats and technical advice

# WEBSITE

3

4

7

8

11

Portrait Website traffic Prices, formats and technical advice NEWSLETTER

# NEWSLETTER

Time schedule and technical advice Prices, formats and technical advice

Additional benefit digital Online-advertorial

Additional benefit digital Communication packages	23
Contacts Publisher and editorial office	24
Contacts Sales	25
Our titles Overview	26

16

17

18

20

21

22









## metallbau

**metallbau** is aimed primarily at decision-makers from the structural metal and steel construction trade in the D-A-CH countries. This means a total of around 30 000 active companies. Target audiences include both building trade- as well as industrially-oriented processors. The articles take into account the interests of managing directors as well as the working environment of the responsible master craftsmen, technicians, engineers in planning, production and on site. Because interdisciplinary cooperation is becoming increasingly important for the various trades involved in a building project, we also address this entrepreneurial development.

The portfolio for metallbau readers includes classic topics such as windows, doors, facades, gates, heated and unheated conservatories, balconies, stairs, fences and railings. Furthermore, the companies also manufacture components for industry and fellow entrepreneurs on modern machinery such as laser, plasma, gas or water jet cutting systems.





ES = Editorial schedule, PD = Publication date, AD = Advertising deadline

Issue	Dates	Feature Topics	Other Topics	Specials/Market Surveys	Trade Fairs / Events
1-2/2023	ES: 06.02.2023 PD: 16.01.2023 AD: 13.01.2023	Stairs & handrails Unheated conservatories/patios Professional sales	User report: Software / CAD/2D+3D Work health & safety Building legislation	Product-Journal: Fire protection elements	
		SPEC	CIAL SECTION: REVIEW of	f 2022	
3/2023	ES: 06.03.2023 PD: 13.02.2023 AD: 10.02.2023	Metal rainscreen cladding Construction elements with sound insulation Innovative joining systems	Utility vehicles Useful tools <b>Project:</b> Façade on a listed building	Trade Fair Special: BAU – Part 1 System profiles for window, doors & facades, gates, fittings, locking systems, fences, power tools, fixing systems	07.0310.03.2023 GrindTec, Augsburg 21.0323.03.2023 Fastener Fair, Stuttgart
4/2023	ES: 03.04.2023 PD: 13.03.2023 AD: 10.03.2023	Surface finishing Extensive prefabrication Ventilation systems: mechanical & motor-driven	Freeform facades Building legislation <b>User report:</b> Robots/cobots	Trade Fair Special BAU – Part 2 Software, garage and industrial doors, glass, sun protection, unheated con- servatories, stairs, sliding doors, access monitoring/control	17.0422.04.2023 BAU, Munich 17.0421.04.2023 Hannover Messe
5/2023	ES: 03.05.2023 PD: 12.04.2023 AD: 06.04.2023	Windows/condensate/sealing Window fittings for heavy weights BAU review	Building legislation	Product journal: Fence construction, barriers Reader test: Power tools	
6/2023	ES: 05.06.2023 PD: 15.05.2023 AD: 18.05.2023	Doors/multifunctional locking systems Finding and retain skilled workers	User report: Robots/cobots	Austria Specia <b>Product journal:</b> Installation systems for solar energy equipment	14.06.2023-16.06.2023 Intersolar, Munich 14.06.2023-15.06.2023 Brandschutzforum (BSF), Nuremberg

The editorial department reserves the right to make changes and additions on grounds of topicality.



ES = Editorial schedule, PD = Publication date, AD = Advertising deadline

Issue	Dates	Feature Topics	Other Topics	Specials/Market Surveys	Trade Fairs / Events
7-8/2023	ES: 17.07.2023 PD: 26.06.2023 AD: 23.06.2023	Revolving/sliding doors Escape / rescue stairs Metal-glass structures	User report: Extraction systems Efficient business workflows Innovative metal alloys	Product journal: Stair systems Product journal: Power tools	
9/2023	ES: 04.09.2023 PD: 14.08.2023 AD: 11.08.2023	Joining systems Automation Hall and facility construction	Utility vehicles Statics as a source of error <b>Project:</b> Metal design	Trade fair special: Welding technology Product journal: Doors/gates of various types & drives	11.0915.09.2023 Schweissen & Schneiden, Essen 21.0924.09.2023 NUFAM, Karlsruhe
10/2023	ES: 09.10.2023 PD: 18.09.2023 AD: 14.09.2023	Separation technology, sawing equipment 3D printing Profile systems for balustrades and railings	Sun shading/protection for facades and windows Workwear, protective workwear Welding gases	Switzerland Special Product Journal: Security systems	24.1027.10.2023 <b>A</b> + <b>A</b> , Düsseldorf 11. + 12. Oktober 2023 <b>Rosenheimer Fenstertage</b> (RFT), Rosenheim
11/2023	ES: 17.11.2023 PD: 23.10.2023 AD: 24.10.2023	Structural attachments / sealing Measurements in 3D point clouds Storage systems SPECI	Software for fixing technology Anti-corrosion protection <b>Project:</b> Glass metal facades AL SECTION on SUSTAIN/	Trade fair special: Machines, grinding tools ABILITY	07.1110.11.2023 Blechexpo, Stuttgart
12/2023	ES: 22.12.2023 PD: 27.11.2023 AD: 30.11.2023	Balconies & railings Service technology & mechatronics Locking systems	Utility vehicles Fire protection elements – standards compliant <b>User report:</b> Insurance	Reader test: Battery-powered tools Product journal: Workshop equipment	

The editorial department reserves the right to make changes and additions on grounds of topicality.



## Key editorial features and the metallbau issues in which we report on them at a glance:

Feature	Issues
Drives	3,7-8, 9
Workwear/protective equipment	1-2,10
Balconies	4,12
Fittings	3,5,10
Fixings	3,6,9,11
Fire protection	1-2,6,11
Digitalization	1-2,3,5,7- 8,9,10,11,12
Power tools	3,5,7-8,12
Facades	3,4,7,10,12
Windows	1-2,3,5,7,10,11,12
Rails/railings	1-2,3,7-8,10,12
Insulation glass	3,4,5,7-8,10,

Feature	Issues
Surface finishing anti-corrosion protection	4, 7-8,11
Storage systems	11
Ventilation systems	1-2,5
Machines	3,4,6,9,10,11
Utility vehicles	3,6,12
Profiles / facade profiles	3,4,5,6,10,11,12
Profiles / facade profiles	4,9
Locking systems	3,6,7-8,12
Welding systems	3,4,6,9,10
Security systems	3,5,7-8,10,11,12
Smart home	7-8,10,11,12
Software, tools	1-2,3,5,7-8,11

Feature	Issues
Unheated/heated conservatories	1-2,4,10,12
Sun shading/protection	1-2,4,10
Patio systems	1-2,4,
Gate/fence construction	3,5,7-8,9,
Stairs	1-2,7-8,12,
Doors	3,5,6,10,11,12
Joining/separating technology	3,4,9,10,

Subject to changes. Product reports are published in every issue, irrespective of issue features. Please send your press releases including printable photos/graphics by the editorial deadline of the relevant issue to: stefanie.manger@bauverlag.de







Circulation anaysis:

Copies per issue (annual average from 1 July 2021 to 30 June 2022)

Print run:	19,775		
Copies actually distributed:	19,295	thereof abroad:	2.171
Copies sold:	835	thereof abroad:	93
Subscriptions:	826	thereof abroad:	93
Other sales:	6		
Single copy sales:	3		
Free copies:	18.460	thereof abroad:	2.079
Archive and specimen copies:	481		

## Geographic distribution analysis:

	copies actually distributed	
Business regions	% copie	
Domestic	88,7	17.124
Abroad	11,3	2.171
Copies actually distributed	100,0 19.29	

## Summary of the survey method:

- 1. Method: Dissemination analysis by file evaluation total survey
- 2. Basic population: actual circulation 19.295 = 100,0 %
- Sample: total survey
   Target person of the study: not applicable
   Period of study: August 2022
- 6. Execution of the study: Bauverlag BV GmbH Details on the survey method are available from the publishing company.

Distribution by Nielsen-Areas/German states:

	Percentage of copies actually distributed	
	%	copies
Nielsen-Area I		
Schleswig-Holstein	2,3	440
Hamburg	0,9	183
Lower Saxony	7,7	1.494
Bremen	0,5	92
Nielsen-Area II		
North Rhine Westphalia	21,0	4.049
Nielsen-Area IIIa		
Hesse	6,7	1.284
Rhineland-Palatinate	5,3	1.027
Saarland	1,3	250
Nielsen-Area IIIb		
Baden-Württemberg	12,3	2.371
Nielsen-Area IV		
Bavaria	13,4	2.577
Nielsen-Area V		
Berlin	1,8	348
Nielsen-Area VI		
Mecklenburg-Vorpommern	1,7	330
Brandenburg	3,4	660
Saxony-Anhalt	2,5	487
Nielsen-Area VII		
Thuringia	2,7	522
Saxony	5,2	1.010
Copies actually distributed in domestic area	88,7%	17.124



## Business structure data

Main business sector		Percentage of surveyed readers	
	%	Projected (approx.)	
Structural metal construction / metal working shops	62	12,650	
Steel construction	10	2,040	
Plant engineering	8	1,633	
Construction/construction trades in general	6	1,225	
Windows/conservatories/facades	4	816	
Contract manufacturing	2	408	
Sun protection/shading systems	2	408	
Aluminium construction	2	408	
Others/no details	4	816	
	100	20,404	

#### Business structure data

Size of business entity by employees	Percentage of surveyed readers	
	%	Projected (approx.)
1-4 employees	45	9,182
5-9 employees	18	3,673
10-19 employees	20	4,081
20-49 employees	7	1,428
50-99 employees	4	816
100 and more employees	2	408
No details	4	816
	100	20,404

## Business structure data

Construction work executed	Percentage of surveyed readers	
Construction work executed	%	Projected (approx.)
Welding	70	14,283
Metal working	65	13,263
Projecting roofs/roofing	63	12,650
Stairs, rails/railings and balcony construction	60	12,242
Structural steel engineering	56	11,426
Yard gates and fences	56	11,426
Metal design	55	11,222
Gate construction and installation	53	10,814
Door construction and installation	48	9,794
Locking and security systems	44	8,978
Steel, aluminium, PVC window construction and installation (net)	37	7,550
Glass construction	36	7,345
Drive and control systems	35	7,141
Aluminium construction	31	6,325
Fire / smoke production / sound insulation	30	6,121
Sun protection	27	5,509
Facade systems	25	5,101
Aluminium window construction and installation	21	4,285
Steel window construction and installation	20	4,081
Conservatory construction	20	4,081
Roller shutter construction and installation	19	3,877
Hall / facility construction	18	3,673
PVC window construction and installation	17	3,469
Access monitoring/control	17	3,469
Barrier systems	15	3,061
Lock smith work, repairs	3	612

Multiple selections (100 % = 20,404)



## Business structure data

Machines used in businesses		Percentage of surveyed readers	
Machines used in Dusinesses	%	Projected (approx.)	
Sawing machines	87	17,751	
Welding machines	79	16,119	
Transporters/vans up to 3.5 t	77	15,711	
Forklifts	60	12,242	
Bending machines	57	11,630	
Edging/folding machines	52	10,610	
Profile machining units	40	8,162	
Flame cutting systems	36	7,345	
Trucks with more than 3.5 t	25	5,101	
Plasma cutters	25	5,101	
Lifting platforms	23	4,693	
Glass lifting equipment	21	4,285	
Laser cutting systems	6	1,224	
Water jet cutters	5	1,020	

Multiple selections (100 % = 20,404)

#### Business structure data

Products used in the businesses	Percentage of surveyed readers	
	%	Projected (approx.)
Fixings	76	15,507
Profiles	73	14,895
Fittings	69	14,079
Grids	62	12,650
Glass	56	11,426
Forged parts	52	10,610
Seals	52	10,610
Doors	51	10,406
Drive technology	51	10,406
Projected roofs	51	10,406
Locking systems	49	9,998
Fire protection elements	36	7,345
System fences	33	6,733
Windows	31	6,325
Stair systems	18	3,673
Balcony systems	17	3,469

Multiple selections (100 % = 20,404)



#### Personnel structure data

Position in the business		Percentage of surveyed readers	
Position in the business	%	Projected (approx.)	
Owners, co-owners, managing directors	80	16,323	
Area, department managers	8	1,632	
Foremen/master craftsmen	1	204	
Skilled workers	2	408	
Commercial employees	7	1,429	
Others	2	408	
	100	20,404	

#### Personnel structure data

Decision-making competence	Percentage of surveyed readers		
Decision-making competence	%	Projected (approx.)	
Decides alone	59	12,038	
Decides together with others	44	8,978	
Advises, gives recommendations	32	6,529	
Procures information and prepares data for decisions	44	8,978	
Not involved in decision making 3			

## Multiple selections (100 % = 20,404)

## Summary of the survey method:

- 1. Method: Readership structure analysis based on telephone survey random sample survey
- 2. Population: total copies actually distributed: 20,404 = 100%, not included in the analysis: 2,016 = 9.9 %
- 3. Random sample: 250 net interview, 70.2 % utilization
- 4. Survey target persons: Main readers
- 5. Analysis period: 19.02.2015 to 16.03.2015
- Survey conducted by: TNS Infratest Medienforschung GmbH, Bielefeld

Details on the survey method can be requested from the publisher

#### Topic interest and title profile

Satisfaction with topics covered	Percentage of surveyed readers		
Saustaction with topics covered	%	Projected (approx.)	
Technical papers	95	19,384	
Product information	94	19,180	
User reports	91	18,568	
Management/business management	85	17,343	
Market surveys	83	16,935	
Reader tests	77	15,711	
Project reports with facade sections	73	14,895	
Advertising sections like "Marktplatz" (marketplace) or "Fachmarkt" (specialist market)	82	16,731	
Branch reports, e.g. reports on events	72	14,691	
Company profiles	76	15,507	

Multiple selections (100 % = 20,404)

### Topic interest and title profile

Journal title profile	Percentage of surveyed readers		
	%	Projected (approx.)	
Easy to read, written in understandable language	98	19,996	
Objective and factual	94	19,180	
Contains competent reports	94	19,180	
Provides useful tips and ideas for day-to-day work	87	17,751	
Provides comprehensive information	86	17,547	
Based on thorough research	84	17,139	
Includes interesting and useful advertisements	83	16,935	
Offers clear advantages compared to other journal	61	12,446	
Cannot be replaced by other journals	39	7,958	

Multiple selections (100 % = 20,404)



## Ad prices, print space and bleed-format (plus 3 mm bleed to each side):



Bleed formats incur a price surcharge, see next page. All prices are subject to statutory VAT. Agency commission: 15 %. Please find the general terms and conditions at: https://bauverlag.de/en/terms



# Print Prices, valid from 1st October 2022

charges: special position:	: inside front cover and inside back cover back cover Right-hand page next to Editorial Right-hand page next to Contents other prescribed positions: of b/w base rate	495.00 € 610.00 € 230.00 € 255.00 € 20 % surcharge	classified ads:	(not discountable) job offers b/w job offers colour situation wanted	per height mm (1 column, 40 mm wide) per height mm (1 column, 40 mm wide) per height mm (1 column, 40 mm wide)	4.10 € 5.50 € 2.80 €
special colour:	each colour	1,110.00 €		Surcharge for job ads in te	ext section	20%
Formats:	ads bleeding over the printing area, blee 1/1 page 1/2 page und smaller All surcharges eligible for discount	d ads: SURC4 colour placing bleed Colour placing bleed			per height mm (1 column, 40 mm wide) 00.00 €, your job posting will b magazin.de for 4 weeks for fre	
Discounts:	published within 12 month, (insertion year, starts with publication of staggered repeat discount		special ad types:	<b>bound inserts</b> 2-pages 4-pages	5	6,740.00 € 10,100.00 €
	Staggered repeat discount           3 times         3 %           6 times         5 %           12 times         10 %           18 times         15 %           24 times         20 %	a pages     5 %       6 pages     10 %       12 pages     15 %       18 pages     20 %       24 pages     25 %		Please supply bound inser and 303 mm high (four p of bound-in inserts: boun	discounts: 1 sheet = 1 ad page rts in untrimmed format of 216 ages and more: folded). Raw fo d inserts 216 x 307 mm, head t	ormat
	<b>Crossmedia discount</b> Discounts for print and online advertisin campaigns on request.	g and crossmedia advertising		foot trim: 3 mm, lateral tr loose insert (not discount maximum Size 205 x 290	able)	
	No discount on inserts and additional te	chnical costs.		weight of loose insert up to 25 g and 2 mm thic (higher weights on reques		<b>price ‰</b> 330.00 €
				for selected circulation: se	election costs per selection	135.00€



<b>glued ad media:</b> postcards per thousand quantity	c	Price ‰ 90.00 € on request	
Technical costs are not eligi discountable.	ble for commission and are not		
Required delivery quantity: Delivery address:	19,200 copies westermann druck GmbH Georg-Westermann-Allee 66 Tor 1 / Name Auftragsbetreue 38104 Braunschweig	ır	
delivery memo:	"For metallbau no"		1 and 1
	le you with information on othe ontact us, we will be pleased to shes.		
net invoice value within 30 the invoice, VAT ID No. DE	, 0		2
Bauverlag BV GmbH, Güter Sparkasse Gütersloh-Rietbe IBAN: DE46 4785 0065 00 <sup>.</sup> BIC: WELADED1GTL	rg		



terms of payment:

bank details:



Magazine format: Print space:	210 mm wide, 297 mm high, DIN A4 untrimmed: 216 mm wide, 303 mm high 193 mm wide, 282 mm high 4 columns, 45 mm wide	Colors:	Please make sure that the color palette contains in every case cyan, magenta, yellow, and black. Colors that do not require their own print format must be marked as four-color prints. Color mode: CMYK. RGB results in color differences.
Printing and binding methods: Data transmission:	offset printing, adhesive binding - Transmission by FTP: upon request - by e-mail (up to 10 MB): order.management@bauverlag.de	Proof:	Digital proofs (with Ugra/FOGRA, media quoin V 2.0) are required for all advertisements with binding colours. The colour profile is iso-coated v2 300%. If no proofs will be submitted, the publishing house will basically not be liable for any colour displacements and variations, respectively, within the image.
Data formats:	For larger volumes of data, please contact: Sandra Pohlmann, phone: +49 5241 2151 4848 Please send your advertisement data as PDF with embedded fonts, CMYK color space and/or special colours and 300 dpi resolution. Alternatively, you may also send us an EPS file with fonts converted in paths and 300 dpi resolution and /or a TIFF file in the CMYK color space with 600 dpi resolution. Please note that for open files extra costs may be charged, depending on the expenditure and costs required for processing. Use, if possible, only PostScript fonts from the Adobe or Linotype library. Should you use other fonts, or fonts modified by you, please let us know. Under license, we are not permitted to accepts fonts supplied by you. If the font used is not available to us, we have to convert the part of the text concerned into paths, by means of a graphics program and integrate this as graphics into your document. Please contact us in such cases.	Data archiving: Guarantee:	All data sent us must be copies; the originals should be kept and saved by you for extra safety until such time as the magazine issue is published. The documents and directories must have unambiguous order and page designations. Please avoid, if at all possible, special characters, blank spaces and umlauts. Please ensure that all of the elements used are supplied. This refers in particular to images and fonts that are embedded in EPS graphics. Data are archived; unchanged repetitions are therefore generally possible. However, no data warranty or guarantee is assumed. The printer shops that work for us can only expose what exists on the data carriers you deliver to us. We assume no liability whatsoever for any deviations in texts, images, or colors



## market place + professional market Prices, valid from 1st October 2022

## ad sizes and rates market place (price in €):

Format		width x height mm	b/w	coloured
2/1 page		203 x 268 each page	8,900.00	9,860.00
1/1 page		176 x 254	4,550.00	5,180.00
3/4 page		176 x 192	3,480.00	4,140.00
2/3 page	horizontal	176 x 166	2,990.00	3,660.00
1/2 page	horizontal vertical	176 x 130 86 x 254	2,380.00	2,840.00
1/3 page	horizontal vertical	176 x 82 55 x 254	1,590.00	1,950.00
1/4 page	horizontal 2-columns vertical	176 x 60 86 x 130 40 x 254	1,250.00	1,540.00
1/8 page	horizontal 2-columns vertical	176 x 28 86 x 60 40 x 130	675.00	875.00
1/16 page	2-columns 1-column	86 x 28 40 x 60	430.00	565.00
1/32 page	1-column	40 x 30	275.00	370.00

All prices are net prices. Please check our general terms of sale on: www.bauverlag.de/downloads/agbs\_en.pdf

Discounts: published within 12 month, (insertion year, starts with publication of the first advertisement)

staggered repeat discount	quantity scale
3 times 3%	3 pages 5%
6 times 5%	6 pages 10%
12 times 10%	12 pages 15%
18 times 15%	18 pages 20%
24 time 20%	24 pages 25%

## Classified section "professional market" (advertising section):

Minimum order:	3 ads		
- Price scale: (b	/w-prices)		
– For	3 x times	200.00 each €	
– For	6x times	190.00 each €	
– For	10x times	160.00 each €	
- additional colour (2, 3 or 4 colours) 80.00			
fixed ad size: 88 mm width x 47 mm height			

## Classified section "EDV professional market" (advertising section):

Minimum order: 3 ads

<ul> <li>Price scale</li> </ul>	: (b/w, 2, 3, 4 colours)	
– For	3x times	420.00 each €
– For	6x times	390.00 each €
- additional colour (2, 3 or 4 colours)		320.00 €
fixed ad size: 86 mm width x 60 mm height		





## metallbau-magazin.de

www.metallbau-magazin.de is intended for entrepreneurs and decision-makers in the metal and steel construction industry and focuses on design, execution, and manufacturing. The online industry platform is currently the number 1 in the specialist segment of metal construction, construction, as the Facebook page with over 1 300 followers. The website supplements the trade journal metallbau with news and project reports - in English too (EN). An overview of products can be called up and the "most-read" icon shows you which articles are the most popular with our readers. Anyone who wants to read the latest articles about a specific company in the sector will be shown a chronological hit list after entering its name in the search field.

Website Portrait

## metallbau Newsletter

The metallbau newsletter whets its readers' appetite for the specialist articles in the next print edition in an email. At the same time, we use this channel to keep entrepreneurs and decision-makers in the trade informed about the latest news and specialist topics that are only published online because of the magazine's capacity – including articles in the categories technology, management and projects. The newsletter is published once a month, or more frequently in the light of current affairs.





Source for page Impressions und visits: IVW, for unique users: Google Analytics/self-reported; source newsletter: Inxmail/self-reported; average per month July 2021 to June 2022



traffic audit:



Source for page impressions and visits: IVW, for unique user: Google Analytics/self-reported



## Prices and forms of advertising (price for 28 days / 4 weeks):

Fullsize Banner Format (w × h): 468 x 60 px 721.00 €	Skyscraper Format (w x h): 120 x 600 px 1.085.00 €	Wide Skyscraper Format (w x h): 160 x 600 px 1,267.00 €
Half Page Format (w x h): 300 x 600 px 1.449.00 €	Superbanner Format (w x h): 728 x 90 px 903.00 €	Medium Rectangle Format (w x h): 300 x 250 px 1,267.00 €
<b>Layer Ad</b> Format (w x h): 400 x 400 px <b>on request</b>	Wallpaper Format (w x h): 728 x 90 px + 120 x 600 px 1,624.00 €	Ad Bundle - Fullsize Banner - Skyscraper - Medium Rectangle 1,085.00 €

advertising formats	placement	format (pixel, width x height)	price in €/4 weeks
Skyscraper sticky	website, in rotation with max. two additional	120 x 600	1,176.00
Wide Skyscraper sticky	website, in rotation with max. two additional	160 x 600	1,358.00
Half Page sticky	website, in rotation with max. two additional	300 x 600	1,533.00
Billboard	on all pages except homepage, in rotation with max. two additional	970 x 250	1,806.00
Expandable Wallpaper	website, in rotation with max. two additional	728 x 90 + 120 x 600 (300 x 600)	1,806.00
situations vacant	In the building services job market	individual	1,100.00
Microsite	Separate navigation within the website Runtime of 12 weeks	individual	12,033.00
OnlinePLUS	Supplementing an existing online article/advertorial	photos, videos, PDFs	1,358.00

All online advertising formats can be booked exclusively. Prices, availability, other time periods and other formats possible on request. All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/en/terms



discounts: published within 12 months (Insertion year)	delivery address:	please send your banner to order.management@bauverlag.de
staggered repeat discount12 weeks5 %26 weeks10 %52 weeks15 %	delivery time:	7 working days prior to beginning of the campaign. These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign. Otherwise, we can bear no costs for delays caused by late delivery to us. Please send your materials together with the required meta information:
online ad specials: additional options wallpaper: coloured, clickable background 30% additional charge		– booked site – customer name – order number – target-URL
We will be happy to provide you with information on other online special forms of advertising. Just contact us, we will be pleased to realize your individual customer wishes.		– booking period – advertising format – motif name – contact person for inquiries

file formats: JPG, GIF, Flash, HTML-Tag, Redirect-Tag Weight: max. 100 kB per banner

Please also provide a medium rectangle for the online advertising options in order to guarantee optimisation for mobile devices.

The kB data given for every advertising material are maximum sizes and represent the total sum of all data defined by the advertising materials (including files to be loaded later, sniffer code, images, flash, etc.).

For detailed information please see our spec sheet: https://bauverlag.de/downloads/spec-sheet-online.pdf

You receive a report on ad-impressions and ad-click after the end of the campaign  $% \left( {{{\cal A}}_{{{\cal A}}}}\right) =0$ 



# **Newsletter** time schedule and technical advice

Issue	publishing date	booking deadline
1/2023	16.01.2023	05.01.2023
Review of 2022	01.02.2023	23.01.2023
2/2023	03.02.2023	25.01.2023
3/2023	02.03.2023	21.02.2023
4/2023	30.03.2023	21.03.2023
5/2023	01.05.2023	20.04.2023
6/2023	01.06.2023	23.05.2023
7/2023	13.07.2023	04.07.2023
8/2023	22.08.2023	11.08.2023
9/2023	01.09.2023	23.08.2023
10/2023	05.10.2023	25.09.2023
11/2023	13.11.2023	02.11.2023
12/2023	18.12.2023	07.12.2023



Recipients:	The metallbau Newsletter reaches company owners, managers
	and decision-makers in the metals sector with a focus on design,
	execution and manufacturing.

Circulation: 1,802 recipients openingrate net: 33.4% (Source: Inxmail, average per month July 2021 until June 2022)

Termine   Produkte	File formats:	JPG or static GIF, max. 20 kB (without animation)
Machines And Technologie ver Western Gr Former ausgehöher and bengjandiger Dani die ter Desamong ver Theon Fonders, Tiere ober Technologie ver Theon Fonders / Tiere ober Technologie ver Theon Fonders / Tiere ober		For detailed information please see our spec sheet: https://bauverlag.de/downloads/spec-sheet-online.pdf
t für kraftlictatigte Tore das resonen und Fahrzeuge umlerscheidet und nd schließen im der aktaalien Ausgabe o Savaren kom Rechnistiver fahr ver Far die	Format of newsletter:	HTML or text
ingen, die sich im Segmert automatische crieft haben, kann die Instalatier von Die das Interview zwm Thema	Delivery address:	Please send the advertising material for your campaign to: order.management@bauverlag.de
r dans menya hufungsiter Zahungen Tisowanga 27 Mandarun Kontakt menandrang ter Alkademe von	delivery date:	7 working days prior to beginning of the campaign. These lead times give both of us sufficient time to test the formats and to ensure reliable delivery of the campaign Otherwise, we can bear no costs for delays caused by late delivery to us.
Idear Carbona per retalometariadon regular a sentendo Tarel Dan el Manuel International en de la constructiona Francisco de la constructiona de la constructiona de la constructiona de la constructiona de la constructiona de la constructiona anternational de la constructiona de la constructiona de la constructiona anternational anternato		Please send your materials together with the required meta-information: – customer name – booked newsletter – order number – target URL – contact person for inquiries
abe		You receive a report on the recipients/opening rates and ad- clicks.



## Prices and forms of advertising:



#### Fullsize banner



#### Newsletter Takeover



#### Situations vacant



content price: . 545.00 €

#### Discounts:

published within 12 months (Insertion year)

#### Staggered repeat discount

3 times	5 %
6 times	10 %
12 times	15 %

All prices plus 19 % VAT. Agency commission 15 %. You can find the terms and conditions at: https://bauverlag.de/en/terms

Return to contents

## Wide Skyscraper

## Additional benefit digital Online-advertorial



# **Online-Advertorial**

Show our users your knowledge of a particular topic, demonstrate your problem solving abilities or explain why it is beneficial to use your product – there are many reasons why you might consider using an online-advertorial

The online-advertorial comes with a comprehensive 4-week communications package consisting of the following components:

- permanent online posts on www.metallbau-magazin.de (these remain accessible via the search function after the 4-week period has expired)
- medium rectangle with placement across the entire website as a teaser with a link to the online post
- text ad in metallbau Newsletter with a link to the online post
- advertised Facebook post via Facebook fanpage of metallbau with a link to the online post

Price: 2.856,00 € plus VAT. (price for 28 days / 4 weeks)





Our communication package combines a best-fit set of advertising channels based upon your communication goals to ensure that you reach your entire target group.





We can put together further packages with appropriate digital and print formats upon request.



# **Contacts** Publisher and editorial office



Publisher Michael Voss, Managing Director Phone: +49 5241 2151-5511 E-Mail: michael.voss@bauverlag.de



Marco Buch Director Market Strategies & Sales Phone: +49 5241 2151-5522 E-Mail: marco.buch@bauverlag.de



Stefanie Manger Editor-in-Chief for metallbau Phone: +49 5241 2151-3355 E-Mail: stefanie.manger@bauverlag.de



Iljana Meier Editorial Office Phone +49 5241 2151-3377 E-Mail: Iliana.Meier@bauverlag.de



Sandra Pohlmann Sales Service Manager Phone: +49 5241 2151-4848 E-Mail: sandra.pohlmann@bauverlag.de

We will support you with your media planning - just give us a call or send us an email



Contacts Sales



Oliver Kugel Senior Sales Manager Phone: +49 5241 2151-3131 E-Mail: oliver.kugel@bauverlag.de



Nicole Euler Sales Manager Phone: +49 5241 2151-2828 E-Mail: nicole.euler@bauverlag.de



Bernd Fenske Key Account Manager Phone: +49 89 24440-7344 E-Mail: bernd.fenske@bauverlag.de



Axel Gase-Jochens Head of Digital Sales Phone: +49 5241 2151-2727 E-Mail: axel.gase-jochens@bauverlag.de



Andreas Kirchgessner Key Account Manager Phone: +49 5241 2151-4411 E-Mail: andreas.kirchgessner@bauverlag.de



Christiane Klose I Denise Spindelndreier Job Market Sales Manager Phone: +49 5241 2151-3000 E-Mail: stellenmarkt@bauverlag.de



Erdal Top Key Account Manager Phone: +49 5241 2151-3344 E-Mail: erdal.top@bauverlag.de



EDICONSULT INTERNAZIONALE S.r.l. agency abroad Italy Piazza Fontane Marose , 3 16123 Genova - Italy Phone: +39 010 583 684 E-Mail: costruzioni@ediconsult.com

#### Marc Jouanny

agency abroad France, Belgium, Luxembourg INTERNATIONAL MEDIA PRESS 6, rue Saint Hubert 75011 PARIS Phone: +33 1 43 55 33 97 Mobile: +33 608 975 057 E-Mail: marc-jouanny@wanadoo.fr

We will support you with your media planning – just give us a call or send us an email



# Our titles Overview

