



# MEDIA KIT

# 2027

The magazine & specialist portal  
for more safety in construction



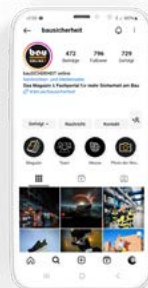
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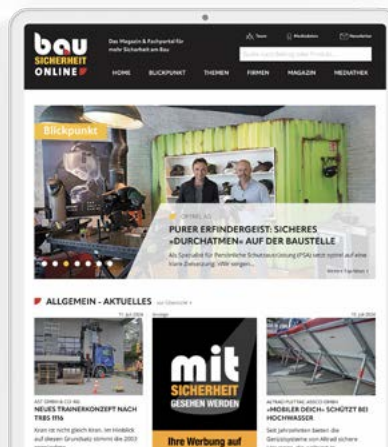
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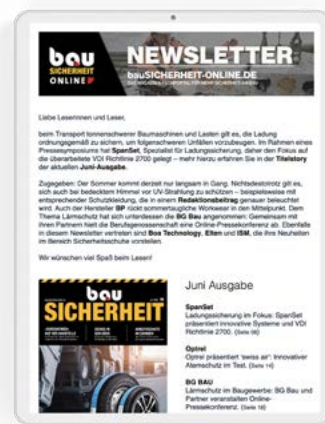
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bauSICHERHEIT aims to make working on construction sites safer for everyone involved. As a trade magazine, the bauSICHERHEIT focuses on all safety-relevant aspects especially around the construction site. Without pointing the finger, the bauSICHERHEIT wants to help ensure that laws and guidelines are adhered to. But it is also about the practical benefits as well as the design and comfortable handling of all the equipment. Product comparisons and market overviews as well as preliminary and follow-up reports on trade fairs relevant to the industry provide an overview and serve as a decision-making aid. Manufacturers and companies that are particularly committed to safety and health in the building sector are also part of the editorial coverage, as are new product launches, practical tips, legal framework conditions, current legal judgements, as well as previews of dates (seminars, conferences, trade fairs, symposia, etc.). Industry news from companies, associations and professional associations round off the reporting.



## Memberships

IVW -  
Informationsgemeinschaft  
zur Feststellung der  
Verbreitung von  
Werbeträgern e.V

## Organ

## Management

—  
Andreas Kanat  
Markus Holl  
Joachim Plath  
Jessa von Berg  
Dan Windhorst

## Editorial department

## Advertisements scheduling

Nicole Haubner  
Tobias Haslach

## Volume/Year

## Mode of publishing

## Publishing house

## Postal address

## Telephone

## Internet

## E-Mail

11th volume 2027

4x per year

4 issues

SBM Verlag GmbH

Hermann-von-Barth-Str. 2  
87435 Kempten

Germany

+49 (0) 8 31 / 5 22 04-0

[www.bausicherheit-online.de](http://www.bausicherheit-online.de)

[info@bausicherheit-online.de](mailto:info@bausicherheit-online.de)

# EVERYTHING AT ONE VIEW

## Subscription price

|                                                                                                                   |                                     |
|-------------------------------------------------------------------------------------------------------------------|-------------------------------------|
|                                                                                                                   | 4 issues                            |
| Domestic:                                                                                                         | 24,00 € (dispatch and VAT included) |
| Abroad:                                                                                                           | 34,00 € (dispatch included)         |
| Retail Price:                                                                                                     | 6,50 €                              |
| (order at: <a href="http://www.bausicherheit-online.de/magazin/abo">www.bausicherheit-online.de/magazin/abo</a> ) |                                     |

ISSN: 1610-3785

|                                                  |                                |   |          |
|--------------------------------------------------|--------------------------------|---|----------|
| Extend analysis                                  | 2025/26                        | = | 4 issues |
| Magazine format                                  | DIN A4, 210mm wide, 297mm high |   |          |
| Total extend                                     | 271 pages                      | = | 100,00%  |
| Editorial part                                   | 218 pages                      | = | 80,33%   |
| Advertisement part including Special publication | 53 pages                       | = | 19,67%   |
| Insert                                           | 0 units                        |   |          |

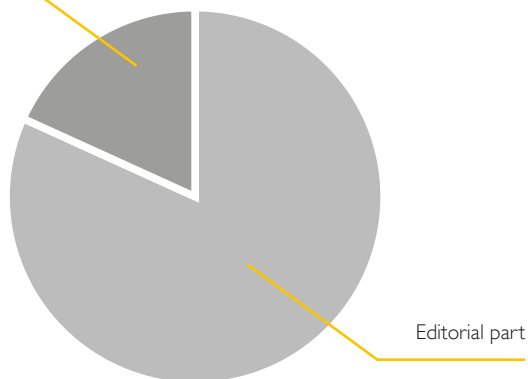
## Content analysis of the editorial part

|                                        |           |   |        |
|----------------------------------------|-----------|---|--------|
| 2025/26                                | 218 pages | = | 100,0% |
| 1. Personal protective equipment (PPE) | 103 pages | = | 47,27% |
| 2. Building site safety                | 59 pages  | = | 27,10% |
| 3. Workwear                            | 21 pages  | = | 9,61%  |
| 5. New first                           | 10 pages  | = | 4,58%  |
| 6. Miscellaneous                       | 25 pages  | = | 11,44% |

### Miscellaneous contains:

Just a word, contents, imprint, at a glance, preview, worth reading, adviser, information technology, self-advertising

Advertisement part



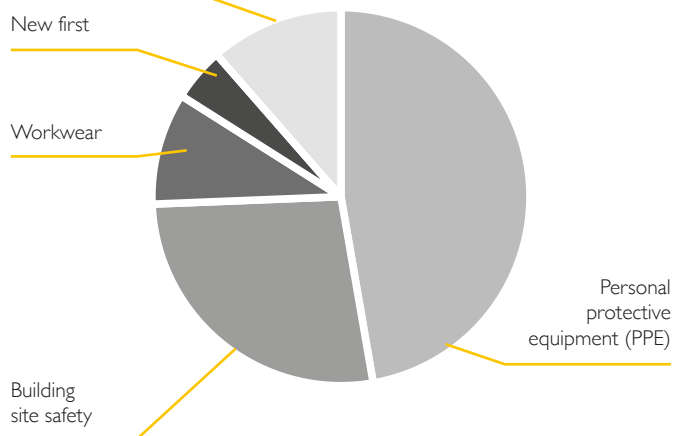
Miscellaneous

New first

Workwear

Building site safety

Personal protective equipment (PPE)



Editions analysis

Copies per issue quarterly average  
(Status 5th quarter 2025 based on the AMF scheme)

|                           |      |
|---------------------------|------|
| Print run                 | 9000 |
| Actually circulated issue | 8925 |
| thereof abroad            | 45   |
| Issue sold                | 15   |
| thereof abroad            | —    |
| thereof member pieces     | —    |
| - copies subscribed       | 15   |
| - other sales             | —    |
| - single sale             | —    |

|                                     |      |
|-------------------------------------|------|
| Free copies                         | 8793 |
| Residual, archive and sample copies | 100  |

Geographical circulation analysis

| Economic area             | Share of the actually circulated issue |        |
|---------------------------|----------------------------------------|--------|
|                           | %                                      | copies |
| Domestic                  | 99,5                                   | 8880   |
| Abroad                    | 0,50                                   | 45     |
| Actually circulated issue | 100,0                                  | 8925   |

Breakdown of the actually circulated issue according to Nielsen areas

|                             |      |
|-----------------------------|------|
| Actual domestic circulation | 8880 |
| abroad                      | 45   |

Nielsen area I

Schleswig-Holstein, Hamburg,  
Bremen, Lower Saxony  
1 549

Nielsen area II

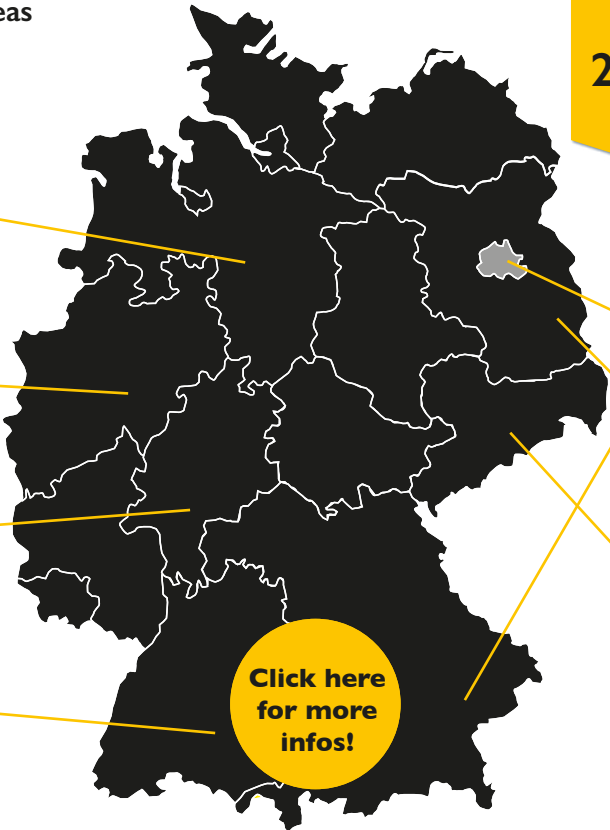
North Rhine-Westphalia  
1 309

Nielsen area IIIa

Hessen, Rhineland-Palatinate,  
Saarland  
1 041

Nielsen area IIIb

Baden-Wuerttemberg  
2 011



plus  
**22 359**

monthly readers  
of the  
bauSICHERHEIT  
online edition

Nielsen area IV

Bavaria  
2 179

Nielsen area V

Berlin  
269

Nielsen area VI

Mecklenburg-Western  
Pomerania, Brandenburg,  
Saxony-Anhalt  
256

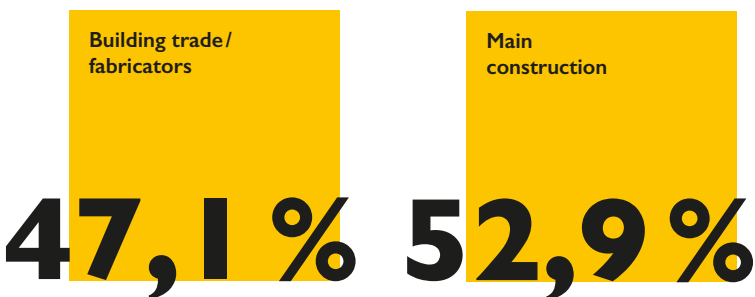
Nielsen area VII

Thuringia, Saxony  
211

Industries/ Economic sectors/ Specialisations/ Professional sectors



Recipient groups (changing monthly)



Statistical number of readers per company: 3,09 (reader analysis 2026)

The circle of recipients of the **bauSICHERHEIT** is made up of just under 60 000 readers from the processing building trade and the main building trade. The readership is made up of company executives.

[Click here for more infos!](#)

Source: The evaluation is based on the in-house list of recipients and regular checks by the publishing house. The size of the business unit, education, age/ gender and the size of the municipality have not been considered in the evaluation.



# PRINT

|                           |    |
|---------------------------|----|
| Premium placements        | 8  |
| Special advertising forms | 9  |
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| Advertising Rates         | 11 |
| Topic Plan                | 12 |
| Topic Matrix              | 14 |
| Possible Combinations     | 15 |
| 360°-Communication        | 16 |

# PREMIUM PLACEMENTS

## Cover page, 4-color

210mm wide x 190mm high, plus 3 mm bleed  
+ Cover story, maximum 2 pages editorial  
+ 1 month presence as advertorial  
on the bausicherheit-magazin.de homepage,  
without right of withdrawal / not discountable  
(for increased editions on request)

5 900,- €

## 2nd cover page, 4-color

4 250,- €

## 3rd cover page, 4-color

4 250,- €

## 4th cover page / back cover, 4-color

4 900,- €



# SPECIAL ADVERTISING FORMS



For example  
2 sheet (4-sided)



## Inserts

Loosely inserted

Price per thousand up to 25 g 240,- €

All other 5 g per tsd. 20,- €

Partial insertion possible from 4 500 copies  
onwards with 10 % price surcharge

Format: Maximum 200 mm wide x 290 mm high

## Bound inserts up to 170 g/m<sup>2</sup>

1 sheet (2-sided) 3 100,- €

2 sheet (4-sided) 4 900,- €

Bound inserts are discounted. Multi-sheet bound  
inserts must be delivered folded accordingly, but  
untrimmed..

## Other Special Forms of Advertising

(e.g.: Banderole, Panorama  
Folding Page, Gate Folder etc.)

Price on demand

Click here  
for more  
infos!

# THE BRANCHENSPEZIALISTEN

## JUNE 2027

For many years, the branchensPEZIALISTEN have been featured in the summer issue of bauSICHERHEIT. In this popular format, companies from the construction industry present their latest products and services on a large scale.

With a completely refreshed design, this special advertising format offers high-quality layouts on either a full page or a panoramic double-page spread, providing generous space for striking imagery and accompanying text to showcase your products, offers and ideas to their best advantage.

### Advertorial + Advertisement 2-page

The ideal combination: By combining a 1.5-page advertorial with a 1/2-page advertisement (210 × 146 mm + 3 mm bleed), you can connect your editorial content with a prominently placed ad – for maximum visibility.

The full two-page spread can be designed individually according to your requirements.

### Advertorial 1-page

The classic format: A one-page advertorial allows you to communicate all key information in a tried-and-tested format that can be prominently placed and designed entirely according to your own ideas.

ONLINE  
Reach Extension

- + Special Newsletter Publication on [bausicherheit-online.de](http://bausicherheit-online.de)
- + Facebook-Post

All Inclusive!

3.500€\*



1.990€\*



### Advertisement 1-page

Format: 210 x 297 mm  
+ 3 mm bleed



## Advertorial 2-page

A two-page advertorial delivers marketing presence with maximum impact. The generous double-page format provides plenty of space for visually striking layouts that encourage readers to keep reading while giving your products and services the largest possible stage.

free

## We take care of the complete design!

The **branchenSPEZIALISTEN** design relies on large-scale image material combined with interesting texts and important additional information to significantly increase interest in your company and your products and services.

## What we need from you

- High-resolution image material (300 dpi)
- consisting of pictures of the products in use as well as detail shots
- Editorial text material  
max. 2.000 characters | Advertorial 1-page  
max. 4.000 characters | Advertorial 2-page
- Company or brand logo +  
social-media-channels incl. links

**Advertising deadline:**  
**21.05.2027**



## Advertisement 2-page

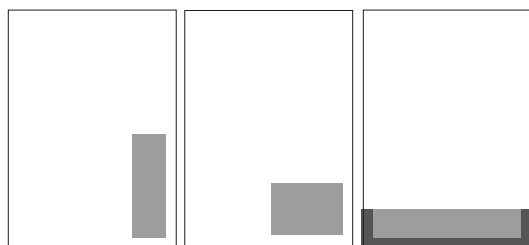
Format: 420 x 297 mm  
+ 3 mm bleed

# ADVERTISEMENT FORMATS

Sizes width x height

t: type area

b: in the bleed  
(+ 3 mm bleed)



**1/8 horizontal**

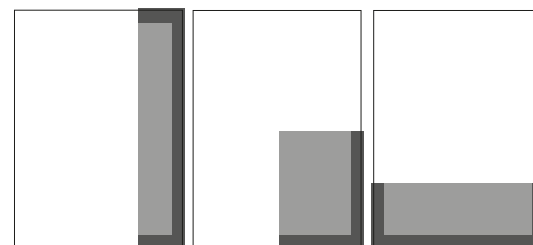
t: 42,5 x 130 mm

**1/8 vertical**

t: 90 x 65 mm

**1/8 vertical**

t: 185 x 32 mm  
b: 210 x 48 mm



**1/4 horizontal**

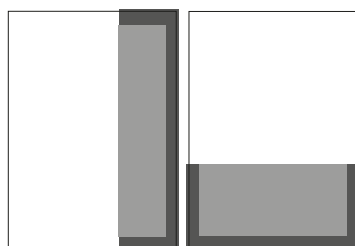
t: 42,5 x 265 mm  
b: 55 x 297 mm

**1/4 horizontal**

t: 90 x 130 mm  
b: 102,5 x 146 mm

**1/4 vertical**

t: 185 x 65 mm  
b: 210 x 81 mm

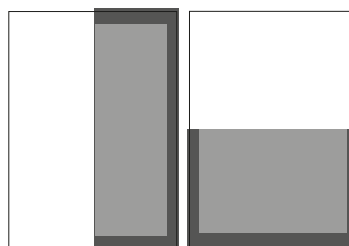


**1/3 horizontal**

t: 60 x 265 mm  
b: 72 x 297 mm

**1/3 vertical**

t: 185 x 90 mm  
b: 210 x 106 mm

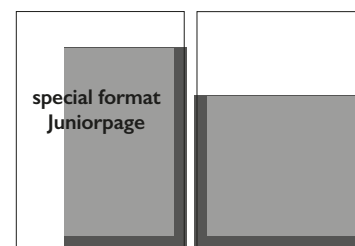


**1/2 horizontal**

t: 90 x 265 mm  
b: 102,5 x 297 mm

**1/2 vertical**

t: 185 x 130 mm  
b: 210 x 146 mm

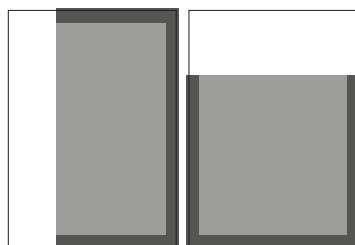


**2/3 horizontal**

t: 137,5 x 235 mm  
b: 150 x 251 mm

**2/3 vertical**

t: 185 x 175 mm  
b: 210 x 191 mm

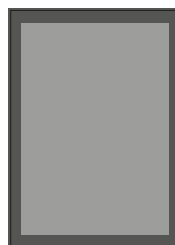


**3/4 horizontal**

t: 137,5 x 265 mm  
b: 150 x 297 mm

**3/4 vertical**

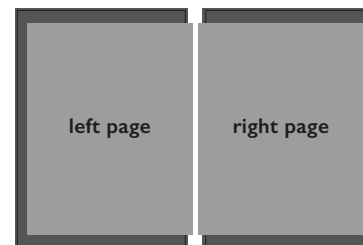
t: 185 x 200 mm  
b: 210 x 216 mm



**1/1 page**

t: 185 x 265 mm  
b: 210 x 297 mm

**Click here  
for more  
infos!**



**2/1 page**

t: 198 x 265 mm per page  
b: 210 x 297 mm per page

Bleed in the middle 3 mm, with motive extending past the trimm line by 5 mm per page.

# ADVERTISING RATES

| Format         | Advertisements in type area<br>Dimensions in mm                   | bleed-off sizes<br>Dimensions in mm*                               | Type area<br>4c | Bleed<br>4c |
|----------------|-------------------------------------------------------------------|--------------------------------------------------------------------|-----------------|-------------|
| 1/8 page       | 42,5 x 130 horizontal<br>90 x 65 vertical                         |                                                                    | 490,- €         |             |
| Special format |                                                                   | 210 x 48 vertical                                                  |                 | 640,- €     |
| 1/4 page       | 42,5 x 265 horizontal<br>90 x 130 horizontal<br>185 x 65 vertical | 55 x 297 horizontal<br>102,5 x 146 horizontal<br>210 x 81 vertical | 990,- €         | 1 090,- €   |
| 1/3 page       | 60 x 265 horizontal<br>185 x 90 vertical                          | 72 x 297 horizontal<br>210 x 106 vertical                          | 1 350,- €       | 1 490,- €   |
| 1/2 page       | 90 x 265 horizontal<br>185 x 130 vertical                         | 102,5 x 297 horizontal<br>210 x 146 vertical                       | 1 980,- €       | 2 180,- €   |
| 2/3 page       | 137,5 x 235 horizontal<br>185 x 175 vertical                      | 150 x 251 horizontal<br>210 x 191 vertical                         | 2 620,- €       | 2 880,- €   |
| 3/4 page       | 137,5 x 265 horizontal<br>185 x 200 horizontal                    | 150 x 297 horizontal<br>210 x 216 horizontal                       | 2 990,- €       | 3 290,- €   |
| 1/1 page       | 185 x 265                                                         | 210 x 297                                                          | 3 600,- €       | 3 970,- €   |
| 2/1 page       | 2 x 185 x 265                                                     | 2 x 210 x 297                                                      | 7 200,- €       | 7 940,- €   |

## Discounts

In case of purchase within one insertion year  
(start with the appearance of the first advertisement):

**Time scale:**

**Quantity scale:**

|                         |     |         |     |
|-------------------------|-----|---------|-----|
| 3 forms of advertising  | 5%  | 2 pages | 5%  |
| 6 forms of advertising  | 10% | 4 pages | 10% |
| 9 forms of advertising  | 15% | 6 pages | 15% |
| 11 forms of advertising | 20% | 8 pages | 20% |

## Payment conditions

100 % net after receipt of invoice without deduction.

With payment via bank collection or in advance 2 % discount.

VAT no.

DE 198 152 137

Bank details

HypoVereinsbank Kempten

Member of Unicredit

IBAN

DE14733200736690417187

SWIFT (BIC)

HYVEDEMM428

Tax number

127/137/20036

\*All prices in € plus applicable statutory VAT rate.  
Prices b/w and 3c on request..

## 03 | MARCH

1. Personal protective equipment
2. Building site safety
3. Vehicle & transport safety
4. Digital in construction

### TRADE FAIRS:

BAU 11.01.–15.01.

**BAU**

LogiMAT 16.03.–18.03.



|                      |        |
|----------------------|--------|
| Editorial deadline   | 24.02. |
| Advertising deadline | 03.03. |
| Publication date     | 20.03. |

## 06 | JUNE

1. Personal protective equipment
2. Building site safety
3. Vehicle & transport safety
4. Digital in construction

### TRADE FAIRS:

Worksafe 09.06.–10.06.



### MESSERÜCKBLICK:

BAU

**BAU**

DIE **branchen** **SPEZIALISTEN**

|                      |        |
|----------------------|--------|
| Editorial deadline   | 02.06. |
| Advertising deadline | 09.06. |
| Publication date     | 26.06. |

## 1. PERSONAL PROTECTION EQUIPMENT

### Personal protection equipment (PPE)

Protective clothing  
Head protection, helmets  
Eye protection  
Hearing protection  
Hand protection, gloves  
Arm, leg and knee protection  
Breathing protection, respiratory equipment, dust masks  
Sun and heat protection  
Solo worker protection

### Personal fall protection

Workwear  
Workwear, reflective clothing  
Safety boots  
Corporate Fashion  
Image Wear  
Textile services

## 2. CONSTRUCTION SITE SAFETY

### Fall protection systems

Ladders  
Scaffoldings  
Working platforms  
Safety nets  
Attachment points  
Personnel safety cranes  
Material and passenger elevators

### Dust protection

Low-dust working  
Dust removal  
Dust removal machines  
Air cleaning

**Hazardous material storage /  
Explosion protection**

09 | SEPTEMBER

- 1. Personal protective equipment
- 2. Building site safety
- 3. Vehicle & transport safety
- 4. Digital in construction

TRADE FAIRS:

A+A 19.10.–22.10.



Editorial deadline 15.09.  
Advertising deadline 22.09.  
Publication date 09.10.

12 | DECEMBER

- 1. Personal protective equipment
- 2. Building site safety
- 3. Vehicle & transport safety
- 4. Digital in construction

TRADE FAIR REVIEW:

A+A



Editorial deadline 17.11.  
Advertising deadline 24.11.  
Publication date 11.12.

Equipment and facility protection

Tool safety  
Construction site security, barriers  
Construction site fences  
Construction site surveillance  
Speed bumps  
Marking and labelling  
Danger signs  
Emergency lightning, Hand lamps  
Anti-vibration products  
Fire protection

First aid, rescue

Eye bath, emergency shower  
Respirators, defibrillators  
Life-saving equipment  
Dressing material

3. VEHICLE SAFETY

Transport safety  
Vehicle equipment  
Transport boxes, transport solutions  
Sling gear  
Protection ventilation  
Camera technology, all-around view  
Lighting technology

4. INFORMATION TECHNOLOGY

Apps  
Software solutions  
Assistance systems

5. FURTHER EDUCATION – SAFETY AT WORK

Trainings and seminars  
Further education  
Safety training  
Certification

## TOPICS IN EVERY ISSUE

### Personal protection equipment

#### Personal protection equipment (PPE)

Protective clothing  
Head protection, helmets  
Eye protection  
Hearing protection  
Hand protection, gloves  
Arm, leg and knee protection  
Breathing protection, respiratory equipment, dust masks  
Sun and heat protection  
Solo worker protection

#### Personal fall protection

Workwear  
Workwear, reflective clothing  
Safety boots  
Corporate Fashion  
Image Wear  
Textile services

### Construction site safety

#### Fall protection systems

Ladders  
Scaffoldings  
Working platforms  
Safety nets  
Attachment points  
Personnel safety cranes  
Material and passenger elevators

#### Equipment and facility protection

Tool safety  
Construction site security, barriers  
Construction site fences  
Construction site surveillance  
Speed bumps  
Marking and labelling  
Danger signs  
Emergency lightning, Hand lamps  
Anti-vibration products  
Fire protection

#### Dust protection

Low-dust working  
Dust removal  
Dust removal machines  
Air cleaning

#### First aid, rescue

Eye bath, emergency shower  
Respirators, defibrillators  
Life-saving equipment  
Dressing material

#### Hazardous material storage / Explosion protection

### Vehicle safety

Transport safety  
Vehicle equipment  
Transport boxes, transport solutions  
Sling gear  
Protection ventilation  
Camera technology, all-around view  
Lighting technology

### Information technology

Apps  
Software solutions  
Assistance systems

### Further education – safety at work

Trainings and seminars  
Further education  
Safety training  
Certification

# POSSIBLE COMBINATIONS

## Print combinations



complete edition:  
**23 500**



complete edition:  
**17 667**



complete edition:  
**32 167**

## Online combinations



Reach of online edition  
(e-paper):  
**48 166**

Coverage portal visits:  
**34 872**

Coverage Newsletter:  
**40 800**

Coverage Social Media  
(Facebook, Twitter, Instagram):  
**82 650**

Potential coverage  
**229 988**



Reach of online edition  
(e-paper):  
**61 859**

Coverage portal visits:  
**25 400**

Coverage Newsletter:  
**37 900**

Coverage Social Media  
(Facebook, Twitter, Instagram):  
**17 150**

Potential coverage  
**159 976**



Reach of online edition  
(e-paper):  
**87 666**

Coverage portal visits:  
**50 872**

Coverage Newsletter:  
**57 600**

Coverage Social Media  
(Facebook, Twitter, Instagram):  
**94 550**

Potential coverage  
**322 855**

## TARGET GROUPS

### bauSICHERHEIT:

Professional builders and fabricators, building construction, civil engineering, scaffolding, road construction, gardening and landscaping, safety inspectors, specialists for safety at work, trade (wholesale, retail and technical trade), organisations, trade associations, educational institutions

### bauMAGAZIN:

Building construction and civil engineering, road construction, demolition and recycling, extraction and processing, gardening and landscaping, scaffolding, special civil engineering and tunnel construction, ready-mix concrete, concrete block factories, system building factory, construction machinery, manufacturers and trade

### baustoffPARTNER:

Complete building trade, fabricators, building materials trade, building materials industry, manufacturers



We make  
you visible.

- Cross-media
- Measurable
- Transparent



# ONLINE



|                             |    |
|-----------------------------|----|
| Short characteristic        | 18 |
| Distribution/Data and facts | 19 |
| Homepage Banner             | 20 |
| Newsline                    | 21 |
| Newsletter                  | 22 |
| Special Newsletter          | 23 |
| Partner-package             | 24 |
| Sponsored Content           | 26 |
| Pricelist                   | 27 |



## Short characteristic

bausicherheit-online.de is the digital platform of bauSICHERHEIT, the trade magazine for more safety in construction. As a trade magazine, bauSICHERHEIT reports on all safety-relevant aspects specifically related to the construction site. In addition to the print publication, bausicherheit-online.de offers various supplementary forms of advertising.

Thus, we are able to maximize and multiply the effectiveness of online advertising by integrating a company's already existing marketing campaign into the marketing-mix.

Our claim is to provide readers and customers with highly professional, innovative and up-to-date information in the digital age.

bausicherheit-online.de puts its focus on the latest trends and product innovations. The main topics are personal protective equipment (PPE), vehicle safety, fall protection systems, building site safety as well as information on new regulations, further training and insurance.

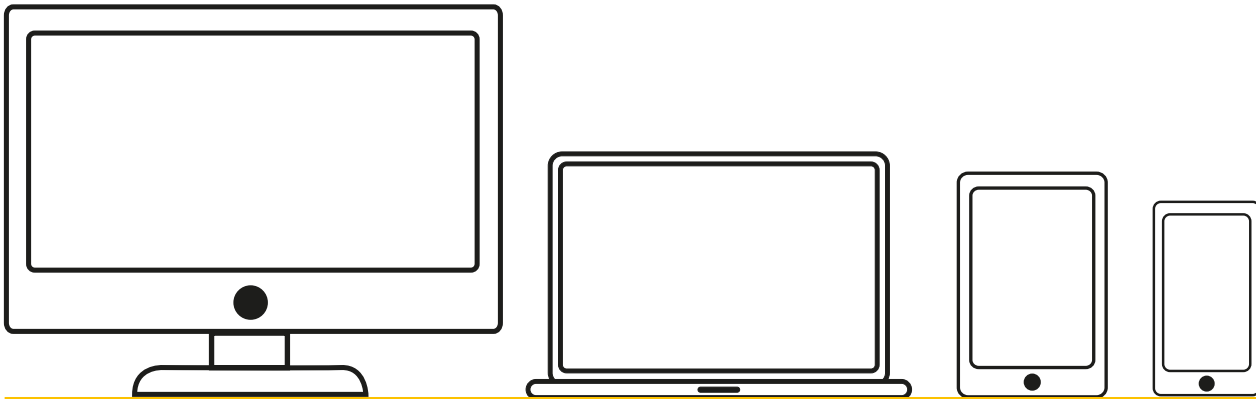
Detailed reports on important trade fairs and industry news from companies, associations and professional associations round off the Coverage.

### Web-address

bausicherheit-online.de

### Publisher

SBM Online GmbH  
Hermann-von-Barth-Str. 2  
87435 Kempten



## Distribution / Data and facts

### Competence

Detailed reporting, being up-to-date and rapid presentation of information – that are the main characteristics of [bausicherheit-online.de](https://www.bausicherheit-online.de).

- Latest news about all security relevant aspects especially about building sites
- User reports and coverages about operators
- Extensive listing of manufacturers
- Picture galleries, reports, interviews from fairs and events
- Newsletter (21 100 subscribers) – published monthly
- Facebook, Instagram and LinkedIn – direct contact with users and fans

File formats banners: jpg, gif, png

### Target groups

- Professional builders and fabricators
- Building constructions, scaffolding, civil engineering
- Road construction
- Gardening and landscaping
- Safety inspectors
- Specialists for safety at work
- Trade (wholesale, retail and technical trade)
- Trade associations
- Educational institutions

### Delivery date

Please send your files at the latest five days before the start of the campaign.

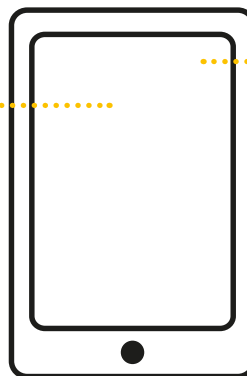
### Delivery address

Mauro Di Renzo  
[mdr@sbm-verlag.de](mailto:mdr@sbm-verlag.de)

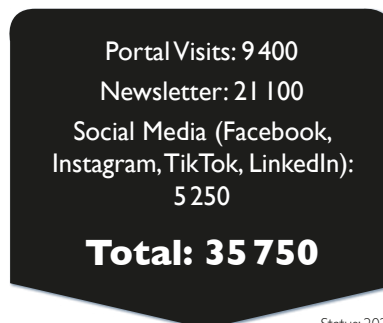
### Access



Monthly average April 2026,  
source: IVW



### Our range/month



Status: 2026

# HOMEPAGE BANNER

## HOMEPAGE

### ① Advertorial

Size: 940x480px  
Placement: Top-News  
Price/week: 450,- €

### ② Exklusive-Superbanner

Size: 940x200px  
Placement: Directly under the top news  
Price/month: 850,- €

### ③ Video-Box

Placement: corporate video, product video etc.  
(within up-to-date messages)  
Price/month: 300,- €

### ④ Superbanner

Size: 940x200px  
Placement: On the start page (rolling)  
Price/month: 650,- €

### ⑤ Skyscraper

Size: 160x600px  
Placement: right sidebar on the homepage + newslines + topic page  
Price/month: 600,- €

### ⑥ Half-Skyscraper

Size: 160x300px  
Placement: right sidebar on the homepage + newslines + topic page  
Price/month: 400,- €

### ⑦ Rectangle

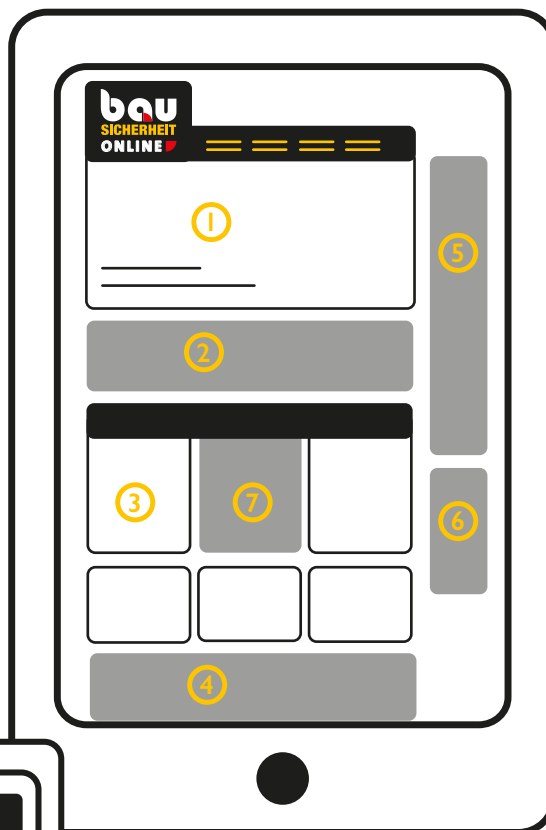
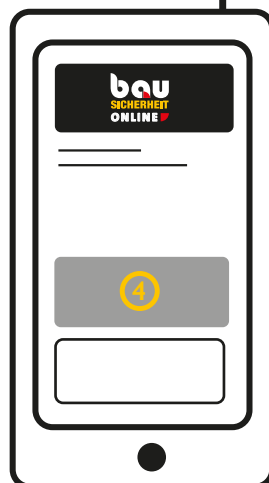
Placement: On the start page (rolling)  
Size: 288x400px  
Price/month: je 300,- €

## MOBILE VERSION

### ④ Additional visibility in the mobile version

#### Superbanner

Size: 940x200px  
Placement: On the start page (rolling)



All prices in € plus applicable statutory VAT rate.

## ① Skyscraper

Size: 160x600px

Placement: right sidebar  
on the homepage +  
newsline + topic page

Price/month: 600,- €

## ② Half-Skyscraper

Size: 160x300px

Placement: right sidebar  
on the homepage +  
newsline + topic page

Price/month: 400,- €

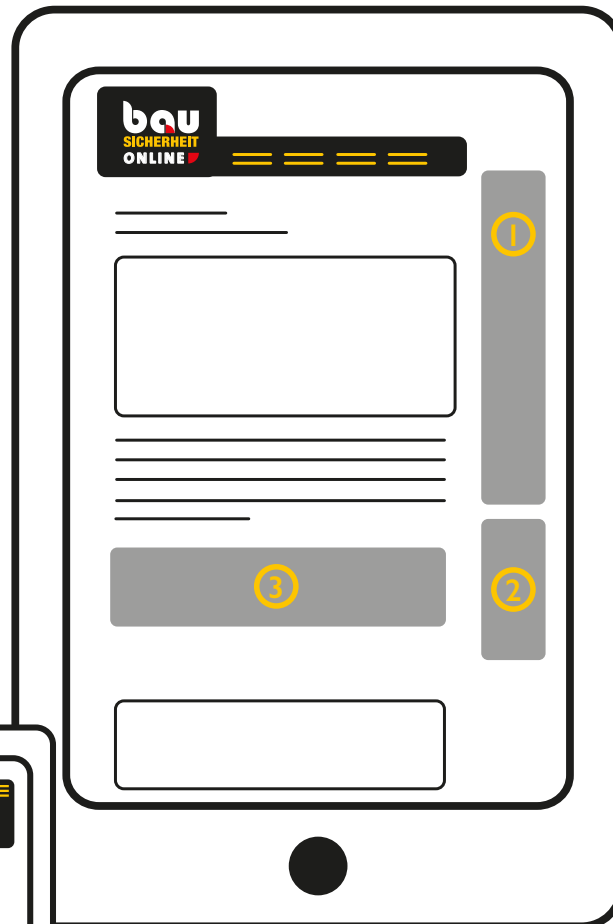
## ③ Wide-Content-Ad

Size: 940x300px

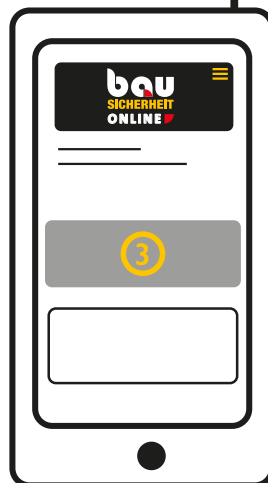
Placement: after click of each  
message/news within the text

Price/month: 650,- €

DETAILED VIEW  
NEWSLINE



MOBILEVERSION

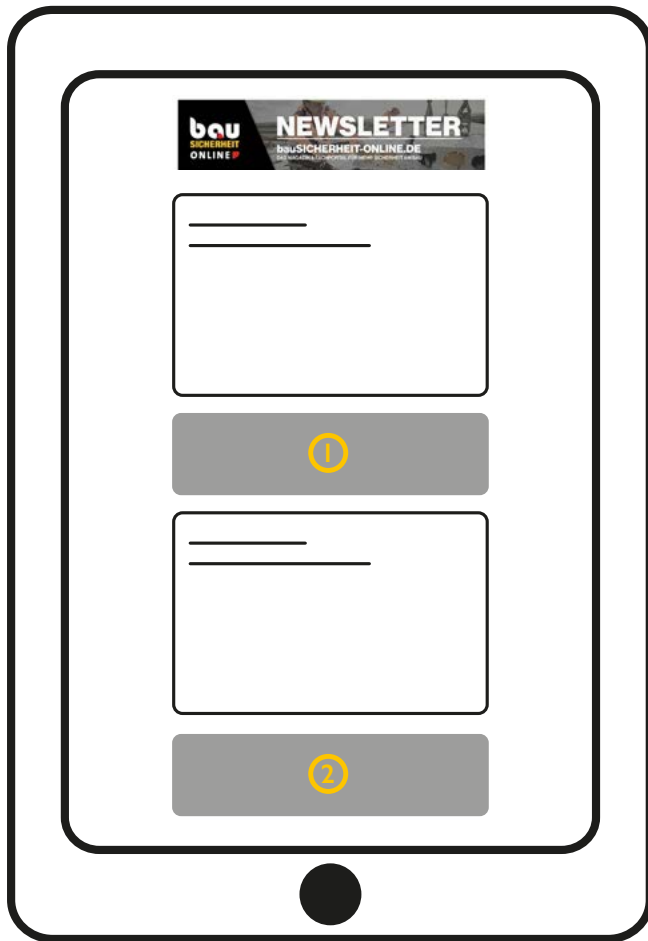


③ Additional  
visibility in the  
mobile version

### Wide-Content Ad

Size: 940x300px

Placement: after click of each  
message/news within the text



## ① Advertorial

Size: 600 x 300 px  
Price / newsletter: 790,- €  
(Text 400 characters  
including spaces + 1 image)

## ② Advertisement

Size: 600 x 350 px  
Price / newsletter: 790,- €

### Premium placement

First advertorial / First advertisement in the newsletter  
Price: 990,- €

### Publication dates

|                          |                           |
|--------------------------|---------------------------|
| <b>1</b><br>29. January  | <b>7</b><br>09. July      |
| <b>2</b><br>19. February | <b>8</b><br>06. August    |
| <b>3</b><br>12. March    | <b>9</b><br>17. September |
| <b>4</b><br>02. April    | <b>10</b><br>15. October  |
| <b>5</b><br>07. May      | <b>11</b><br>19. November |
| <b>6</b><br>04. June     | <b>12</b><br>17. December |

## Special newsletter

Dispatch to the entire  
bausicherheit-online.de Newsletter-  
database (DSGVO-compliant).  
Price: 3 890,- €

## Topic specific special newsletter

Offers the possibility of corresponding  
selections (e.g. topic-specific, or also manufac-  
turers, dealers, rental companies, up to a ma-  
ximum of 2 500 e-mail addresses are included.  
Price: 1 790,- €  
Any other key target group 250 ,- €



### XPRESS – DROP-OVER KABELBRÜCKE

#### KABELBRÜCKE ZUM EINFACH DARÜBER LEGEN

Die XPRESS Kabelbrücke spart Zeit, denn man kann sie einfach auf bereits verlegte Kabel & Schläuche legen. Für eine besondere Rutsch- und Trifftestigkeit sorgt die 3D LaserGrip®-Oberfläche mit ihrer speziellen Struktur.

**Die schnellste Kabelbrücke vom GRIFF-EXPERT!**  
Dieser Kabelschutz kann auf bereits verlegte Kabel und Schläuche übergelegt werden – das alleine macht das Verlegen unschlagbar schnell, aber auch das geringere Gewicht durch fehlenden Boden trägt zum einfacheren Handling bei.



XPRESS 40 YEL

Ein Beispiel für Ausstellungen, Messen, kompakte Defender® XPRESS-  
marken pro 20 x 20 cm Fläche  
legen, Fahrräder, Rollstühle und

durch die 3D LaserGrip®-Oberfläche  
innovativen Design gewährleistet  
Trifftestigkeit deutlich.

Nur für die Stabilität und Langlebigkeit  
die XPRESSerie, wie alle  
wunderbar. Wahlweise ist die  
und zu 100 % „Made in Germany“.

**Your  
newsletter  
to our entire  
mailing list!**



„Die ArbeitsSicherheit Schweiz 2024 öffnet vom 5. bis 6. Juni in Zürich ihre Tore. Als Fachmesse für Arbeitssicherheit und Gesundheit am Arbeitsplatz gibt sie Einblicke in neueste Entwicklungen und Produkte. Mit Fachvorträgen, Produktvorstellungen und dem SGAS-zertifizierten Sicherheitsparcours ermöglicht sie Besuchern theoretische wie praktische Erfahrungen gleichermaßen.“

Die Veranstaltung ist ein Pflichttermin für Arbeitssicherheitsspezialisten aller Branchen und bietet neben dem Neuesten, was es im Bereich Arbeitsschutz am Markt gibt, auch eine Vielzahl an Netzwerk-Möglichkeiten. Sie ist ideal, um den stetig wachsenden Herausforderungen in der Arbeitsplatzsicherheit zu begegnen.“

swiss.ch

swiss-corporate-fashion.ch



2024 | Messe Zürich

Arbeitsplatz & Gesundheitsförderung am Arbeitsplatz  
Arbeitsmode, Textil-Leasing und Textil-Management

finden Sie HIER

**Your  
newsletter  
to your  
target group!**



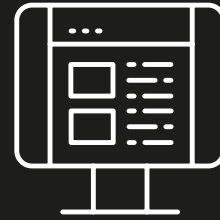
Your news



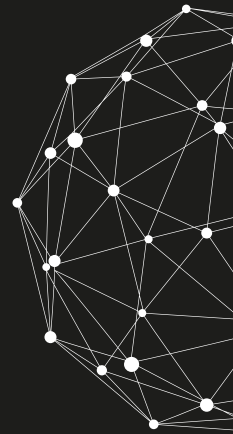
Your profile



Portal



Social media



## The Partner Package: Visibility across all channels

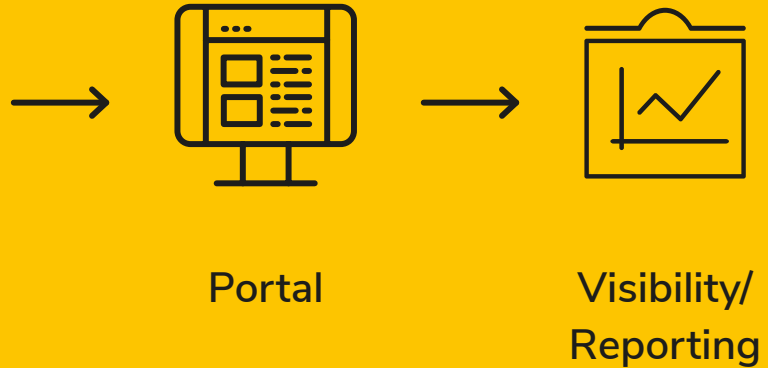
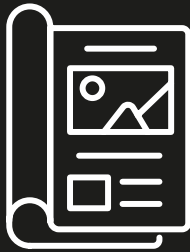
via our wide-reaching social media channels, newsletters and the bauSICHERHEIT and our specialist portal, we make your company news available to an extremely large readership on a daily basis.

## Newsletter



## Magazine

\*subject to editorial approval



## Portal

## Visibility/ Reporting

# 690,- €\*

### Partner-package

We publish your profile on [bausicherheit-online.de](http://bausicherheit-online.de) with all the information which is important to you (e.g. contact details, locations, portfolio, videos, pictures, product leaflets, data sheets...)\*. All articles and messages about your company, your association or your seminar offers, which will be published in the bauSICHERHEIT will also be published on [bausicherheit-online.de](http://bausicherheit-online.de), will be archived and are available to readers at any time. Your profile on [bausicherheit-online.de](http://bausicherheit-online.de) is also linked to your website.

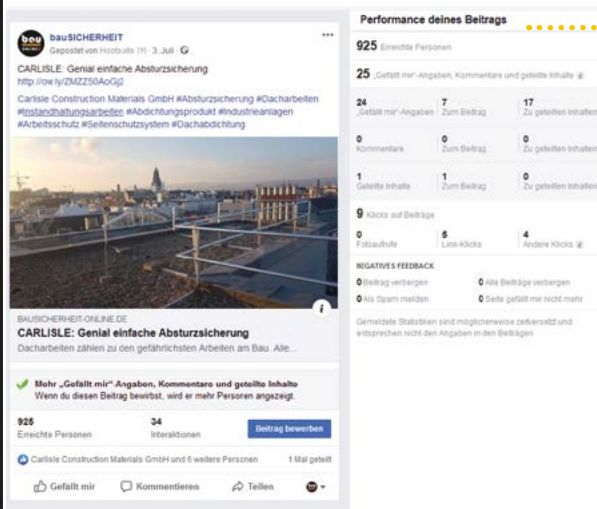
# 1.690,- €\*

### 360° Partner-package:

The 360° Partner-package combines your permanent online presence on [bausicherheit-online.de](http://bausicherheit-online.de) with additional visibility in the print magazine bauSICHERHEIT. Your company profile features contact details, locations, portfolio, media, downloads and company news. **You will also receive up to three advertorials per year.** Benefit across multiple media channels from 4 issues, each with a print run of 9 000 copies, over 22 300 digital readers, approximately 9 400 monthly online visitors, 21 100 newsletter subscribers and over 5 250 social media followers.

Duration period: one year from the booking date. All prices are net/net.

\* corresponding to our editorial guidelines.



**199,- €**

**Sponsored Content**

We publish your advertisement/ news/article or desired content on our social media (Facebook, LinkedIn, Instagram) including a link.

# PRICELIST

| Homepage                             | Size in pixel         | Placement                                                   | Prices / month | Monthly online booking option      |
|--------------------------------------|-----------------------|-------------------------------------------------------------|----------------|------------------------------------|
| Superbanner                          | 940 x 200             | on the start page (rolling)                                 | 650,- €        | 13 units                           |
| Exklusive-Superbanner                | 940 x 200             | directly under the top news                                 | 850,- €        | 1 unit                             |
| Skyscraper                           | 160 x 600             | right sidebar on homepage, topic page & newslne             | 600,- €        | 8 units                            |
| Half-Skyscraper                      | 160 x 300             | right sidebar on homepage, topic page & newslne             | 400,- €        | 8 units                            |
| Video-Box within up-to-date messages |                       | corporate video, product video (within up-to-date messages) | 300,- €        | 3 units                            |
| Rectangle                            | 288 x 400             | on the start page (rolling)                                 | 300,- €        | 10 units (max. 20)                 |
| Advertorial = paid editorial article | 940 x 480             | Top-News (for customs without partner-package)              | 450,- €        | 7 x / 7 days                       |
| Newsline                             | Size in pixel         | Placement                                                   | Prices/month   | Monthly online booking option      |
| Wide Content Ad                      | 940 x 300             | after click of each message / news within the text          | 650,- €        | 5 unit                             |
| Newsletter                           | Size in pixel         | Placement                                                   | Prices         | Booking possibility per newsletter |
| Advertisement                        | 600 x 350             | Advertisement in Newsletter                                 | 590,- €        | 5 units                            |
| Advertorial                          | 600 x 300             | Advertorial in Newsletter                                   | 590,- €        | 5 units                            |
| Premium placement                    | 600 x 300 / 600 x 350 | First Advertorial / First Advertisement in Newsletter       | 790,- €        | 1 unit                             |

The general Terms and conditions for the trade journal bauMAGAZIN and the trade portal bausicherheit-online.de can be found at [www.bausicherheit-online.de/agb](http://www.bausicherheit-online.de/agb).

# TARGETING & LEAD-TOOLS

## B2B-Display Advertising

Reach B2B users and decision-makers in the **construction industry** with attention-grabbing **Display Advertising**.



## How does audience display targeting work?

### 1 Experts mark



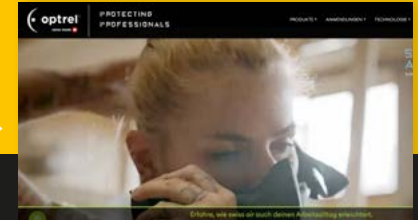
Users gather information about the construction industry on baumagazin-online.de and receive a cookie that marks them as interested parties.

### 2 Recognize and address



We will later recognize these users on other websites and display your advertising there in a targeted manner, across devices and without any wastage.

### 3 Visitors win



Interested parties click on your ad and go directly to your website or a special landing page.

## Audience Display Targeting Costs

Campaign concept and creation of 8 different advertising banners which are displayed on the chosen websites of our premium network:

250,- €\*

Cost for 1 000 impressions (CPT):

36,- €\*

Campaigns can be implemented individually according to budget requirements.

**1 230,- €\***

## PACKAGE 30

- Campaign concept creation
- Ad design (up to 8 different graphics)
- 30 000 Ad impressions
- **Price Advantage of 100,- €**

**2310,- €\***

## PACKAGE 60

- Campaign concept creation
- Ad design (up to 8 different graphics)
- 60 000 Ad impressions
- **Price Advantage of 100,- €**

**3 340,- €\***

## PACKAGE 90

- Campaign concept creation
- Ad design (up to 8 different graphics))
- 90 000 Ad impressions
- **Price Advantage of 150,- €**

\* All prices in € (Euro) plus valid VAT.

## Auszug aus unserem Premium- Netzwerk

## B2B Native Advertising

## I. Text-Image-Advertisement





**Panorama / Maddie McCann**

**Fall Maddie: Christian B. darf wegen Vergewaltigung verurteilt werden**

Der Hauptverdächtige im Vermisstenfall Maddie McCann, Christian B., wird vorerst in Haft bleiben. Der Europäische Gerichtshof erklärte eine siebenjährige Haftstrafe wegen Vergewaltigung für rechtmäßig, „bette geklagt, weil er ursprünglich wegen einer anderen Tat an Deutschland ausgeliefert wurde.“

**Der Norden / Bremerhaven**

**Ohne jede Sicherung: Mann transportiert Sofa auf Autodach**

Was hat sich der Fahrer bei dieser waghalsigen Aktion nur gedacht? Ohne Sicherung transportierte er ein Sofa auf dem Autodach – bis die Polizei ihn stoppte.

**Anzeige**

**Jetzt zapacken: Mit Hiab-Sonderaktion bis zu 50% Preisvorteil sichern!**

Exklusives Hiab-Förderprogramm für Ihr business. Ob im Bau, Entsorgung oder allgemeine Transporte, jetzt von attraktiven Sonderkonditionen für Ladekrane, Wechselgeräte und Serviceleistungen profitieren! Bis zum 11. Oktober 2020 bestellen und Preisvorteile von 5% HIAB, EFFER & MULTILIFT-Geräte oder 50% auf das Hiab ProCane Servicepaket sichern!

You can reach B2B users and decision-makers specifically on our Premium network with **editorial Text-Image Ads**. These adapt optically to the partner website and are linked to your website or landing-page. Currently only available in Germany

## 2. Text-Image + Advertorial

[illegible]

Text-Image-Advertisement

Advertorial

You can reach B2B users in our premium network with **editorial Text-Image ads**.

These adapt optically to the website environment and are linked to an **advertorial**, which is also displayed in the look and feel of the publishing website. This form of advertising has a **very high level of user acceptance** and is particularly suitable for the presentation of products that require explanation, such as in the B2B area.

Reach your target audience with content advertising on over 100 newspaper websites worldwide:



## NATIVE ADVERTORIALS

### CREATION OF THE VARIOUS AD DESIGNS

1 TEXT + GRAPHIC

455,- €\*

2 TEXT + GRAPHIC + ADVERTORIAL

610,- €\*

## CPC (COST PER CLICK)

3 COST PER CLICK  
(Minimum 200 Clicks)

4,- €\*

\* Prices not including applicable sales taxes

## B2B Geotargeting

Reach B2B users and decision-makers in the **construction industry** according to geographical areas, within the **bauSICHERHEIT**-portal as well as in our premium network, with attention-grabbing **display advertising**, e.g. in country, language, region.

### PRICES

Relating to  
Country/Regions  
of choice.





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**High advertising effect  
no matter if print or online with the...  
SPECIALISTS REGARDING CONSTRUCTION MEDIA**

Three trade journals  
Three portals  
One trade

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**bausicherheit-online.de**

