



SPECIAL ISSUE

SMART BUILDING MATERIALS

CONCEPT

Innovations for tomorrow – products and system solutions for the future of construction

New types of building materials improve the function and efficiency of buildings. Their applications promote the circular economy and thus enable environmentally friendly construction. These materials react dynamically to external influences, which increases their durability and adaptability.

Read interesting examples in our special issue:

- Construction trend: green construction
- From climate-neutral bricks to rainwater management
- Building materials that consist of recycled materials or are completely recyclable, allowing for higher-quality reuse or upcycling
- Carbon or textile concrete
- Urban mining – building with construction waste
- Insulation materials – because insulation saves heating costs and thus also reduces emissions, i.e. the CO₂ emissions of buildings
- Solar windows that replace conventional windows and convert sunlight into electricity
- Sustainable facade construction



MEDIAKIT 2026

SPECIAL ISSUE

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FACTS

- Special issue of BAUEN AKTUELL
- Publication date: August 27, 2026
- Circulation: approx. 23,209 copies (print + ePaper) plus the special issue is also available as a full version on the website.
- Distribution:
Supplement in issue 4/26 of
BAUEN AKTUELL,
ePaper full version at www.bauen-aktuell.eu
(distribution of the ePaper for one year
via the monthly BAUEN AKTUELL newsletter),
Display (print/ePaper) at various events

STRUCTURE OF THE SPECIAL ISSUE

- Foreword
- User and practical reports
- Technology contributions
- Product presentations: Innovations from
masonry, facade, windows, roof,
digitalisation, integration of AI



ADVERTISING OPPORTUNITIES, PRICES AND DATES

Advertorials:

- 2/1 pages: 6,360 EUR
- 1 page: 3,440 EUR
- 1/2 page: 2,200 EUR

Please send all data for the advertorials (text, images, logo, address block) to:
Andreas Müller,
E-Mail: andreas.mueller@win-verlag.de

Advertorial Details:

- 2/1 max. 7,000 characters + 2-3 images (if a QR code is to be integrated, the number of characters or the number of images is reduced)
- 1/1 max. 3,500 characters + 1-2 images
- ½ max. 1,800 characters + 1 image

Please note: According to European copyright law, it is mandatory to name the photographer and the rights holder. Please consult the responsible editor in each case.

Images for advertorials:

300 x 300 dpi, at least 15 cm wide, JPG file
Logo: JPG or EPS file



ADVERTORIAL (Example)

1/1 page advertorial:
ca. 3,500 characters (incl. spaces,
image and address)

Advertisements in 4c:

- 1/1 page: EUR 5,770
- Juniorpage: EUR 3,780
- 2/3 page: EUR 4,920
- 1/2 page: EUR 3,280
- 1/3 page: EUR 2,330
- 1/4 page: EUR 1,800

The advertising rates are to be understood less the existing conditions. We grant up to 15% AE on advertorials and advertisements.

Printing Material:

Data in PDF/X3 format, other data formats on request. Colour profile: ISO Coated v2 300% of ECI (www.eci.org)

Dates:

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