

MEDIA KIT 2026

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WIN-Verlag GmbH & Co. KG





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Photos: shutterstock.com, AdobeStock

TITLE PORTRAIT

Building Information Modelling and Building Automation

BRIEF DESCRIPTION:

The construction industry has enormous potential in areas such as sustainability, energy transition and urbanisation.

In view of the growing requirements, those involved must increasingly consider the entire lifecycle of buildings.

The trade magazine Bauen aktuell informs architects, engineers, construction and energy planners about innovations in areas such as building information modelling (BIM), building automation, digitalisation and building materials. We present practical solutions, offer insights into the concrete implementation of construction projects and report on current trends and fundamental topics for the construction industry.

VOLUME ANALYSIS:

2024/2025: 336 pages, 7 issues 4/2024 – 3/2025

and special issue Smart Building Materials & Materials

Journal format: DIN A4

Total volume: 336

Editorial section: 268

Advertising section: 68

Inserts: 1 eigene

1 of our own (special issue
smart building materials)

CONTENT ANALYSIS EDITORIAL:

2024/2025: 336 pages, 7 issues 4/2024 – 3/2025

and special issue pages

of which total editorial pages: 268 = 100%

Building Information Modeling: 63 = 23,5%

Building materials 36 = 13,4%

Civil engineering 25 = 9,3%

Building technology & building automation 39 = 14,6%

Project Management & Controlling 25 = 9,3%

AVA 15 = 5,6%

Construction IT, AI 17 = 6,4%

New products, companies, Events 18 = 6,7%

Other 7 = 2,6%

Building services/TGA 14 = 5,2%

Hardware 9 = 3,4%



Print Advertising



Event
Promotion



Online
Advertising



Events



Newsletter



Direct Mailings



Podcasts



Webinars



Social Media

ADVERTISING WITH A STRONG BRAND



Special Issues



SEO Service



Lead Kampagnen



Keyword
Advertising



Whitepaper



Corporate
Publishing



Event
Newsletter

Print advertising rates

Topics & deadlines

Distribution

Leads

Online advertorials

Online display ads

Newsletter

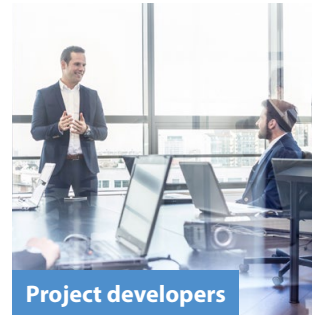
Contact

TARGET GROUP

Bauen aktuell, a platform-independent trade magazine, informs experts 6 times a year about the most important innovations in all relevant segments of the construction process.

TARGET GROUP:

- Architects
- Construction engineers
- Construction experts
- Construction planners
- Energy planners
- Project developers
- Structural engineers





1-3 h

time readers spend on
average with one issue



96 %

also use digital media of the
Bauen aktuell magazine



53 %

are between
30 and 59 years old



57 %

make the purchase
decision alone



75,419

p.M. unique visitors
(Status: March 2025)



87,658

p.M. Page Impressions
(Status: March 2025)



2,000

copies
distributed circulation



21,209

ePaper distribution



Q2/2025



22,846

Social media follower
(Status: August 2025)

**BAUEN
AKTUELL**

Facts & Figures



5,871

subscribers
to the weekly newsletter



23,209*

Distributed circulation
Print + ePaper

Sources: WIN-Verlag reader survey 2024/2025, IVW, Google Analytics

*consisting of:

- Newsletter subscribers IVW
- Alternating delivery (e-mail) IVW
- Online kiosks IVW
- Circulation of printed editions

DISTRIBUTION PRINT & ONLINE

Our media reach

DISTRIBUTION BAUEN AKTUELL

Our magazines are characterised by a high digital distribution. Through the cooperation with specialised partners we have constantly developed the circulation and accessibility of our magazines. Our readership therefore benefits from content that can be accessed anywhere and at any time.

For Bauen aktuell this means that we can send our ePaper edition to an address pool of around 21,209 recipients - at least 15,000 copies per issue.

We understand the digital transformation not only in the content of our magazines as an opportunity. We are also developing distribution of our high-quality content in line with the advances in digital distribution. A good example of this are our social media portals as well as the reader kiosks of Lufthansa and Star Alliance partners as well as leading hotel groups, where we generate new followers every day.



PERFECTLY WELL INFORMED



TIMETABLE AND TOPIC PLAN

In each issue of Bauen aktuell magazine you will find the following core topics:

Architecture, AVA, Building Automation, Building Information Modeling (BIM), Building Services & TGA, Construction IT, Energy and Building Technology, Energy Planning, Facility Management, Mobile Communication, Project Management and Controlling

SEO SERVICE:

SEO optimisation of print articles up to 4,000 characters (including spaces, per 1 page of text), including placement on the respective website and social media channels.

€ 439.00

Dates	Focus	Top Events (more information online)	
05/25 DOP: 21/10/25 ED: 22/09/25 AD: 02/10/25 MD: 07/10/2	• Building Information Modelling (BIM) • Software for construction site planning • AI in the construction industry (incl. expert talk) • Interior design • Project controlling • Steel and concrete construction • Structural design	05-06/11/25 November 25 03-04/12/25	architekt@work , Stuttgart BIM World Munich , Munich architekt@work , Dusseldorf
06/25 DOP: 10/12/25 ED: 10/11/25 AD: 24/11/25 MD: 26/11/25	• Timber construction • Solutions for digitalisation in the construction industry (incl. BIM) • ERP solutions for the construction industry • Sustainable buildings • Security and access systems • Façade technology • Digitalisation in building automation	20-23/01/26 24-26/03/26 Spring 26	Swissbau , Basel digitalBAU , Cologne architekt@work , Munich
01/26 DOP: 19/02/26 ED: 12/01/26 AD: 29/01/26 MD: 05/02/26	• New BIM concepts (incl. expert talks) • Lighting design • Refrigeration and air conditioning technology • Structural design and civil engineering • Hardware for architects and planners (workstations, large-format printers, input devices)	24-27/02/26 27/02-01/03/26 04-08/03/26 08-13/03/26 15-19/03/26 24-26/03/26 24-27/03/26 24-27/03/26	Dach + Holz , Cologne GETEC , Freiburg Intern. Handwerksmesse , Munich Light + Building , Frankfurt ISH , Frankfurt DigitalBAU , Köln Fensterbau Frontale , Nuremberg Holz-Handwerk , Nuremberg

DOP: date of publication, **ED:** editorial deadline, **AD:** advertising deadline, **MD:** materials deadline

Dates	Focus	Top Events (more information online)	
02/26 DOP: 24/03/26 ED: 12/02/26 AD: 03/03/26 MD: 10.03.26	• Sustainable environmental technology • Building services engineering (TGA) • AVA and cost controlling • Facade technology • Building renovation • Elevator technology	01-02/04/26 14-17/04/26 15-16/04/26 22-23/04/26 04-08/05/26	BIM World , Paris IFH Intherm , Nuremberg architekt@work , Munich Construction Summit , Hamburg IFAT , Munich
03/26 DOP: 09/06/26 ED: 24/04/26 AD: 15/05/26 MD: 22/05/26	• Fire protection (including expert talk) • Energy efficiency through building automation • Digital manufacturing technologies in construction • Wood and hybrid construction • BIM training and education	23-25/06/26 23-25/06/26 24-25/06/26	Intersolar , Munich The Smarter E Europe , Munich Feuertrutz , Nuremberg
04/26 DOP: 27/08/26 ED: 20.07.26 AD: 06.08.26 MD: 13.08.26	• Integrated GIS and BIM-based planning • Horticulture and landscape planning • Office and management software for planning offices (BMSP) • Scan-to-BIM solutions • Digital urban development	15-17/09/26 15-18/09/26 13-15/10/26 Autumn 26	Intergeo , Munich GaLaBau , Nuremberg Chillventa , Nuremberg architekt@work , Berlin
SH DOP: 27/08/26 ED: 20/07/26 AD: 06/08/26 MD: 13/08/26	Special issue 'Smart Building Materials & Materials' (incl. expert talk) – Innovative 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. TO THE SPECIAL ISSUE MEDIA DATA	15-17/09/26 15-18/09/26 13-15/10/26 Autumn 26	Intergeo , Munich GaLaBau , Nuremberg Chillventa , Nuremberg architekt@work , Berlin

Dates	Focus	Top Events (more information online)
05/26 DOP: 21/10/26 ED: 11/09/26 AD: 30/09/26 MD: 07/10/26	• BIM in construction site planning • AVA and cost controlling • AI in construction • Interior design • Structural engineering	November 26 BIM World Munich , Munich
06/26 DOP: 10/12/26 ED: 02/11/26 AD: 19/11/26 MD: 26/11/26	• Window and door construction • Security and access systems • Facade technology • 3D visualisation • Virtual and extended reality • Transformation and repurposing (incl. expert talk)	11-15/01/27 BAU , Munich

ADVERTISEMENT PRICE LIST FOR PRINT

Size	Print Space	Bleed	4C
2/1 pages	390 x 266	420 x 297	€ 10,490.00
U2 extra	390 x 266	420 x 297	€ 11,100.00
1/1 page	180 x 266	210 x 297	€ 5,770.00
2/3 page	high	118 x 266	135 x 297
	horizontal	180 x 175	
		210 x 195	€ 4,920.00
2 x 1/2 page, across two pages (Panorama)	-	420 x 147	€ 6,550.00
2/3 across two pages (Panorama)	-	150 x 297	€ 4,540.00
2 x 1/3 page, across two pages (Panorama)	-	420 x 105	€ 4,300.00
Junior Page across two pages (Panorama)	-	300 x 212	€ 7,190.00
Juniorpage	132 x 187	150 x 212	€ 3,780.00
1/2 page	high	90 x 266	105 x 297
	horizontal	180 x 130	
		210 x 147	€ 3,280.00
1/3 page	high	58 x 266	75 x 297
	horizontal	180 x 86	
		210 x 105	€ 2,330.00
1/4 page	high	42 x 266	52 x 297
	horizontal	180 x 65	
	corner field	90 x 130	
		105 x 147	€ 1,800.00
1/8 page	high	42 x 130	-----
	horizontal	90 x 60	
		-----	€ 1,100.00

Other forms of advertising on request.

All advertising offers of the print magazine include the distribution as ePaper.

SURCHARGES FOR PLACEMENT:

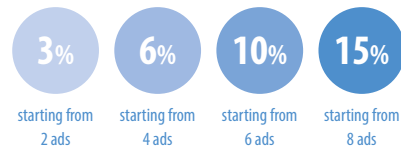
- **15 % surcharge** for 4th cover page (back cover)
- **10 % surcharge** for 2nd, 3rd cover page, content and editorial
- **10 % surcharge** for placement request

RABATTE

In the case of purchase within one insertion year (beginning with the publication of the first advertisement).

We grant up to 15% AE on all advertisements made via an advertising or media agency.

Number Scale



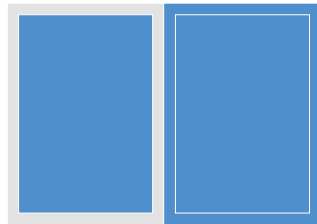
Quantity Scale



AD FORMATS

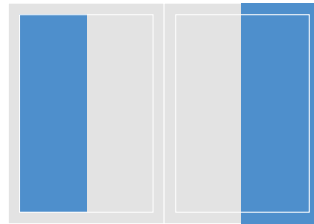
Sample formats for our print ads

Bleed formats plus 3 mm trim on all sides.



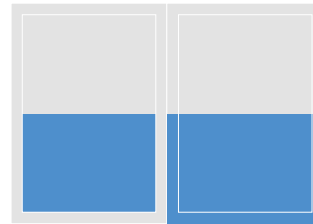
1/1:
180 x 266

1/1:
trim size 210 x 297



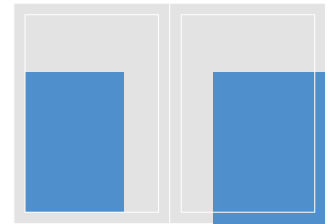
1/2 high:
90 x 266

1/2 high:
trim size 105 x 297



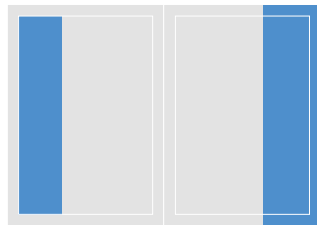
1/2 horizontal:
180 x 130

1/2 horizontal:
trim size 210 x 147



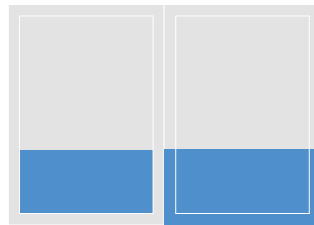
Junior page:
132 x 187

Junior page:
trim size 150 x 212



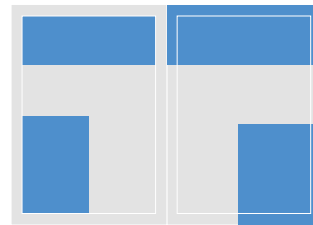
1/3 high:
58 x 266

1/3 high:
trim size 75 x 297



1/3 horizontal:
180 x 86

1/3 horizontal:
trim size 210 x 105

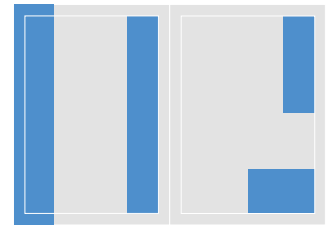


1/4 horizontal:
180 x 65

1/4 horizontal:
trim size 210 x 74

1/4 corner:
90 x 130

1/4 corner:
trim size 105 x 147



1/4 high:
trim size 52 x 297

1/4 high:
42 x 266

1/8 high:
42 x 130

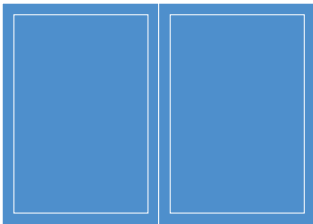
1/8 horizontal:
90 x 60

*Special formats on request

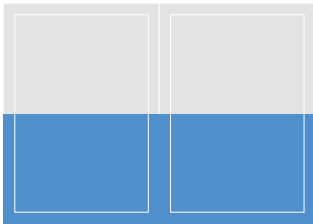
ADDITIONAL AD FORMATS

Sample formats for our print ads

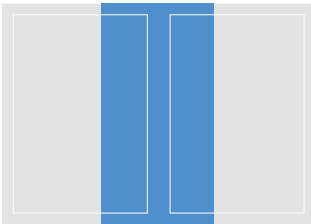
Bleed formats plus 3 mm trim on all sides.



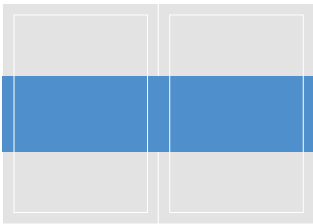
2/1 or U2 Extra:
trim size 420 x 297



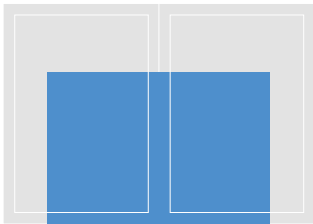
**2 x 1/2 page, across two pages
(Panorama):**
trim size 420 x 147



2/3 across two pages (Panorama):
trim size 150 x 297



**2 x 1/3 page, across two pages
(Panorama):**
trim size 420 x 105



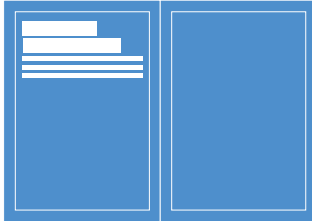
**Junior Page across two pages
(Panorama):**
trim size 300 x 212

*Special formats on request

ADVERTORIALS

Editorial ads

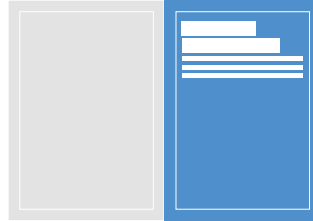
Boost your
print advertorial
with a
REACH PACKAGE!



2/1 page:

max. 7,000 characters
(incl. spaces) + 2-3 images
(If a QR code is to be integrated,
the number of characters or the
number of images is reduced)

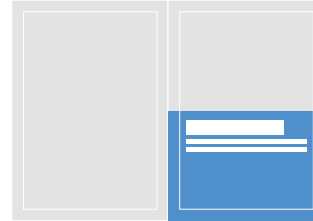
€ 6,360.00



1/1 page:

max. 3,500 characters
(incl. spaces) + 1-2 images

€ 2,440.00



1/2 page:

max. 1,800 characters
(incl. spaces) + 1 picture

€ 2,200.00

Please note that the deadline for submission of advertorial texts is the editorial deadline.

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



ADVERTISEMENTS (TECHNICAL DATA)

Technical Data Print

MAGAZINE FORMAT:

Booklet format: 210 mm x 297 mm
Type area: 180 mm x 266 mm
Bleed: 3 mm on all sides

PRINTING AND BINDING METHODS, PRINTING DOCUMENTS:

Offset printing, saddle stitch binding.

Printing Material:

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

All colour elements have to be created in 4c according to Euroscale (CMYK), special colours, e.g. HKS or Pantone, are not possible.
Tone value variations may occur within the tolerance range of the offset process.

Data Transmission:

E-mail to Auftragsmanagement@win-verlag.de

Setting costs and the preparation of the print-ready data are charged at cost price. Further information on data transfer on request via ad disposition.

DATES:

frequency of publication: 6x per year and one special issue.
publication dates: see timetable and topic plan

YEAR:

volume 13, 2026

PUBLISHER:

Address:

WIN-Verlag GmbH & Co. KG
Chiemgaustr. 148,
81549 München

Internet:

www.bauen-aktuell.eu

Publishing Management:

Martina Summer (responsible)
Phone: +49 (0) 89/3866617-31
E-mail: martina.summer@win-verlag.de

TERMS AND CONDITIONS:

All contracts are based on our General Terms and Conditions, which are available at win-verlag.de/agb.

PRIVACY POLICY:

You can find our privacy policy online at:
win-verlag.de/datenschutz.

TERMS OF PAYMENT:

All prices are subject to the statutory value added tax.
Invoices are due 30 days after receipt of invoice at the latest.
VAT ID no. DE813744143.

For foreign customers:

Bank transfer free of charge for the beneficiary.
Advance payment.

Bank details:

Kreissparkasse Munich Starnberg Ebersberg
Bank Account No. : 496 208, BLZ: 702 501 50
IBAN: DE86 7025 0150 0000 4962 08
BIC/SWIFT-Code: BYLADEM1KMS

MARKETPLACE PRINT

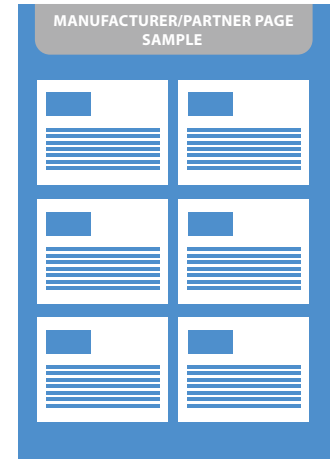
Supplier overview



PROVIDERS & SERVICE PROVIDERS

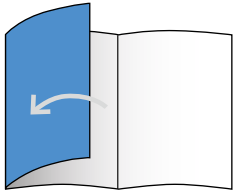
Page layout with 8 fields per page

	Annual fee
Manufacturer/partner page (in type area 180 x 257 mm)	€ 9,990.00
Market entry - 1 field (approx. 370 - 650 characters incl. spaces)	€ 1,420.00
Market entry - 2 fields (approx. 1,200 - 1,800 characters incl. spaces)	€ 2,680.00
Market entry - 4 fields (approx. 3,800 - 4,300 characters incl. spaces)	€ 5,420.00
1/8 page - freely designed 85 x 60 mm	€ 4,100.00 (single display: € 600.00)
1/4 page - freely designed 85 x 127 mm or 175 x 60 mm	€ 7,200.00 (single display: € 1,080.00)



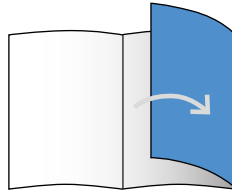
The manufacturer presents selected specialist retailers.

SPECIAL ADVERTISING FORMATS



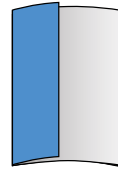
Cover with folded front cover

The page that folds out to the left is connected to the cover page. 4-sided. The production is carried out by the publisher.



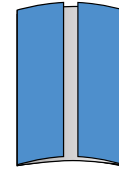
Cover with folded back cover

The page that folds out to the right is connected to the back cover page. 4-sided. The production is carried out by the publisher.



Cover flap

1/1 page is placed half over the title and half over the back cover. The production is carried out by the publisher.



Cover double gate fold

Title can be expanded to the left and right. 2-sided. The production is carried out by the publisher.

ANNIVERSARY

Celebrate your anniversary with us, we support you!

Interview, advertorial, editorial contribution

PRICE ON REQUEST

JOB MARKET

Advertisement in our job market on request.

PRICE ON REQUEST

*In addition to the advertising possibilities mentioned above, we also offer individual communication solutions for our customers. From individual special issues to target-group-specific industry supplements to cross-media campaigns. Our slogan „We take care of the integration of solutions“ is not just empty words. **Do not hesitate to contact us about your ideas.**

Technical data and prices for all special forms of advertising on request.

Talk to our Production Department about how your special forms of advertising can be realised in further processing. Please clarify this before the production of your advertising form.

ONLINE

ACCESS CONTROL:

Google Analytics

ACCESS:

Unique visitors:	5,419 (status quo March 2025)
Page impressions:	87,658 (status quo March 2025)
Follower Social media:	22,846 (status quo August 2025)
Newsletter:	5,871 subscribers, weekly mailings
Stand-alone mailing:	up to 159,882 recipients, price on request

EXTERNAL AD SERVER USE: Google Ad Manager

TERMS OF PAYMENT:

30 days after receipt of invoice. VAT ID No.: DE813744143.
For foreign customers: Bank transfer free of charge for the beneficiary.
Advance payment. Bank account: Kreissparkasse München Starnberg Ebersberg, account no.: 496 208, bank code: 702 501 50, IBAN: DE86 7025 0150 0000 4962 08, SWIFT-BIC: BYLADEM1KMS

THEMATIC PLACEMENT

Select your desired portal, and we will ensure that your ads are optimally displayed on thematically relevant pages within our portals.

Reports: available daily in your own Customer Centre

DATA DELIVERY:

Ten working days before the start of the campaign by e-mail:
Auftragsmanagement@win-verlag.de

File formats for banners: GIF, PNG, JPEG or HTML5

The booking period must be at least 14 days.

Online-Advertorial technical specification:

Headline, text, 1-2 images, link text, link

Text: min. 750 to max. 4,000 characters

Images: Aspect ratio 3:2, width 960 pixels.

Sources must be quoted for all images.

Text display technical specification:

40 characters header, 60 characters headline, up to 300 characters body text

Image size: 300x169 pixels.

Company profile:

Format: jpg or png

Color space: RGB. Images in CMYK colour space may result in different colors online.

Cover picture: Format 3:1, minimum resolution 1200x400 pixel

Logo: To ensure good quality in all views, the longer edge of the logo must have at least 200 pixel.

The logo is supplied either square or in a 16:9 image format and filled with white space.

Article/product images: 16:9 format, minimum resolution 300x169 pixel

Picture galleries: Format 3:2, minimum resolution of 880x586 pixel

Other formats are possible, but will be filled with a grey background in the image gallery of the company profile.

Keywords: 30

Character count: Title: 60 characters, introductory text: 250 characters (this applies to all content types), continuous text is unlimited.

DISPLAY-ADVERTISING / BANNER ADVERTISING

Prices & Formats

Prices per 1,000 ad impressions



The formats marked with * cannot be played on mobile devices. Please provide us with a half-page ad here.

LEADERBOARD *

Positioned above the header



Size: 728 x 90 px
File size: max. 50 kB
Media: jpg, gif, png, HTML5, iFrame, standard tag

€ 175.00

BILLBOARD AD *

Placement directly under the site navigation

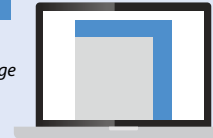


Size: 960 x 250 px
File size: max. 80 kB
Media: jpg, gif, png, HTML5, iFrame, standard tag

€ 300.00

WALLPAPER *

Covers the top right edge of the page with a clickable, colored background



Size: 728 x 90 px (top)
 160 x 600 px (bottom)
File size: max. 50 kB per file
Media: jpg, gif, png, HTML5, iFrame, standard tag + Hexcode for background

€ 300.00

BRANDGATE *

Consisting of top element and two skyscrapers



Size: 980 x 90 px (head) +
 1.200 x 90 px (head)
 2x 160 x 600 px (left + right)
File size: max. 50 kB je Datei
Media: jpg, gif, png, HTML5, iFrame, standard tag + Hexcode for background

€ 300.00

SKYSCRAPER *

Right next to the website



Size: 120 x 600 px
 or 160 x 600 px
File size: max. 50 kB
Media: jpg, gif, png, HTML5, iFrame, standard tag

€ 175.00

EXPANDABLE SKYSCRAPER *

Opens to the side as soon as it is touched with the mouse



Size: 160 x 600 px (open)
 420 x 600 px (closed)
File size: max. 50 kB per file
Media: jpg, gif, png, HTML5

€ 200.00

DISPLAY-ADVERTISING / BANNER ADVERTISING

Prices & Formats

Prices per 1,000 ad impressions

CONTENT AD

Placement directly in content



Size: 300 x 250

File size: max. 50 kB

Media: jpg, gif, png, HTML5, iFrame, JavaScript, standard tag

€ 175.00

HALFPAGE AD

Placement directly in content



Size: 300 x 600 Pixel

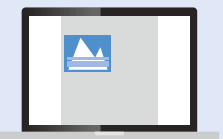
File size: max. 50 kB

Media: jpg, gif, png, HTML5, iFrame, JavaScript, standard tag

€ 250.00

NATIVE AD

Placement of text on ad



Text: max. 50 characters (incl. spaces)
optional header
(max. 30 characters incl. spaces)

Image size: 300 x 300 pixels, (lower third of the image without text)

File size: max. 50 kB

Media: jpg, gif, png

€ 250.00

SCROLL AD

Placement directly in content



Size: 960 x 600 Pixel

File size: max. 80 kB

Media: jpg, gif, png

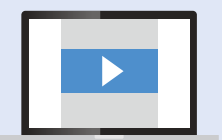
Background color: as hexadecimal code

Color for demarcation: as hexadecimal code

€ 300.00

VIDEO AD XL

Placement directly in content



Length of the video: max. 15 seconds

Size: Playout in 16:9 format

File size: max. 4 MB

Media: MPG, MPEG, WMV, AVI

€ 250.00

NEWSLETTER

Advertising possibilities in our weekly newsletter

Reach: 5,871 subscribers



Text display with image (TextAD):

40 characters header, 60 characters
headline, up to 300 characters
continuous text

Image size: 300x169 pixels

€ 950.00



Superbanner*

630 x 140 px

***no animated banners possible**

€ 950.00



Billboard Ad

630 x 250 px

***no animated banners possible**

€ 1,040.00

SPECIAL & THEMATIC NEWSLETTERS

SPECIAL NEWSLETTER DATES

We have planned special newsletters across all publishers for the following trade fairs and topics:

Date	Trade fair/Topic
last Thursday of the month	Artificial Intelligence (AI)
quarterly	Whitepaper Newsletter
25/02/26	Light & Building
11/03/26	DigitalBau
10/06/26	FeuerTrutz
November 26	BIM World
December 26	BAU27

EVENT PROMOTION

Events, seminars, webinars, roadshows



Events are a popular marketing tool, offer an efficient opportunity to introduce new products and create new customer contacts. **Generate additional registrations for your event, webinar, demos or online training!**

This will give you a reach of **well over 25,000 potential visitors/participants** to whom you can offer your invitation to the event.

EVENT-PAKET PRICE: € 1,850.00

Online Event Calendar:

Booking an entry in the **online event calendar**
(Image: 16:9, 1,000 px width, text up to 3,000 characters)

EVENT CALENDER PRICE: € 390.00

CONTENTS:

The **event package** includes concretely:

- **Event advertisement in the editorial newsletter** with teaser/online text (40 characters headline, 60 characters title, up to 300 characters body text, image size 300 x 169), image and link
- The **description text** (max. 4,000 characters) is available as an online advertorial, also with a link to the registration form. The article is also published on our social media channels.
- The advertorial is additionally published as a teaser in the **event channel** of the selected magazine.

STAND-ALONE-EMAIL & STAND-ALONE-EMAIL+

Stand-alone email is a campaign-related form of advertising that is usually sent only once.

We offer you the choice of selecting only our own newsletter addresses or booking the entire address base of our media network.

The basis for the below mentioned **maximum reach of over 159,882 recipients** is our magazine target group.

With Email+, we can also cater to your individual needs, meaning you can further narrow down the target group, e.g. by company size or industry.

With this form of advertising, the owner of the address sends the stand-alone email on behalf of the booking company. The sender is therefore the owner of the address and not the advertising company. Since the advertising company is exclusively mentioned in the email, the level of attention is very high.

Your benefit in detail:

- Traffic for your landing page without large detours
- Low scattering losses due to very vertical addresses

- High level of attention in the target group
- Exclusive presentation of the company
- Image transfer by using our magazine title in the header of the email

Needless to say, all our addresses and those of our partners comply with the strict provisions of the German Data Protection Act (GDPR).

STANDARD MAGAZIN TARGET GROUP

€ 4,590.00

STAND-ALONE EMAIL+ WITH SELECTION

10.000	€ 4,990.00
20.000	€ 8,920.00
30.000	€ 13,090.00
40.000	€ 16,650.00

Höhere Aussendungen auf Anfrage.

However, prices and reach may vary in the event of additional restrictions or a change in target group.

You will receive the technical specifications from our sales team.



ONLINE ADVERTORIALS + ADVERTORIAL PACKAGESS

Are you already benefiting from the power of online advertorials?

Online advertorials can be promoted via various other online media, thereby increasing the number of readers. We therefore offer you a range of additional measures to increase traffic to your online advertorial.

RANGE PACKAGES AVAILABLE

As part of our range packages, we also offer you the option of publishing your sponsored post as an advertorial in the print and ePaper.

We are referring to the maximum possible editorial reach that you can utilise.



OUR PACKAGE PRICES:

Online advertorial News+

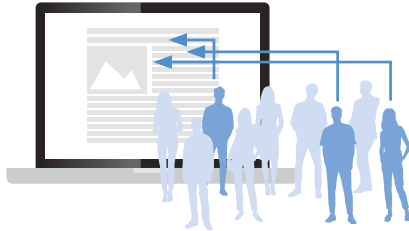
Publication of your online advertorial on the respective website for one month (min. 500 - max. 4,000 characters + two images) and advertised once in our weekly newsletter.

€ 1,570.00

REACH BOOSTER

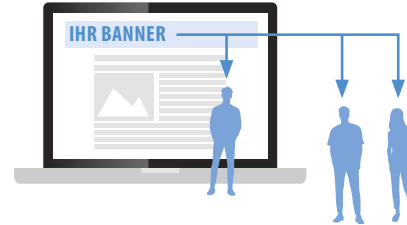
Social targeting – how it works!

SHOW INTEREST



On our specialist portals, users show interest in a specific topic and are tagged. This gives us access to the target group in various networks via retargeting.

GET YOUR BANNER DISPLAYED



On behalf of our specialist media, we place advertisements for your company on social media, our portals and the Google network – reaching your target group via various channels.

You do not need your own social media account for this.



SOCIAL TARGETING META SMALL

- Guaranteed reach: 10,000 AIs
- Delivery in the Facebook and Instagram timeline
- Duration: freely selectable from 1 month

€ 1,900.00



SOCIAL TARGETING META

- Guaranteed reach: 20,000 AIs
- Delivery in the Facebook and Instagram timeline
- Duration: freely selectable from 1 month

€ 2,900.00



SOCIAL TARGETING LINKEDIN

- Guaranteed reach: 10,000 AIs
- Delivery in the LinkedIn timeline
- Duration: freely selectable from 1 month

€ 2,900.00



SOCIAL TARGETING NETWORK

- Guaranteed reach: 40,000 AIs
- Delivery on Facebook, Instagram timeline and LinkedIn timeline, as well as on selected pages of the Google Display Network
- Duration: freely selectable from 1 month

€ 5,900.00

KEYWORD ADVERTISING

Reduce scatter loss when delivering your banner ads!

PLAYING TO YOUR CORE THEMES

Keyword advertising is suitable for placing banner ads across industries related to your topic. This **reduces wastage** and places your banner closer to relevant topics. With keyword advertising, you reach interested parties **at the right time** in the right context. Place your banner alongside articles from the WIN/Vogel network that contain at least one of your 15 to 20 keywords

Example:

Um das ganze Datenpotenzial von Industrierobotern und Cobots voll auszuschöpfen, ist daher eine zentrale Umgebung notwendig, in der cobot-, Roboter- und IT-Systeme frei kommunizieren und gewonnene Informationen zentral erfasst werden können.

BUCHTIPP

"Industrieroboter" ist ein Handbuch für KMU mit Tipps und Tricks zum Thema Robotereinsatz. Das Buch vermittelt die wichtigsten Grundlagen der Robotertechnik und erläutert Methoden, eigene Analysetools und Dashboards mit. Für Roboter und Cobots entstehen proprietäre Umgebungen. Setzt ein Fertigungsunternehmen – wie in der Praxis häufig üblich – Roboter verschiedener Hersteller oder Robotertypen unterschiedlicher Baujahre ein, entstehen schnell neue Datensilos und Analyse-Inseln: Die IT- und Systemlandschaft wird heterogener und unübersichtlicher. Werden die Daten in den Silos gesammelt und nicht weiterverwendet, sind sie wertlos.

KEY FACTS AT A GLANCE

Objective	Attention and reach at the right time in the appropriate thematic environment
Format	See banner portfolio
Targeting	Topic-relevant display of articles in the Vogel network that contain at least one of your 15-20 defined keywords
Service	We check the success potential of your keywords in advance
Duration	Individual
Reporting	Daily updates via our Customer Centre
Billing	CPM: Price per 1,000 ad impressions, in rotation

Content ad displayed for the keyword **'cobots'**

PRICE:

CPM, see formats Display advertising/ banner advertising

LEAD GENERATION

This is how it works!

Take advantage of the opportunity to present yourself as a competent solution provider and generate new leads with our diverse lead-generating formats.



LEAD PACKAGE WEBINAR

LEAD CAMPAIGN WEBINAR

Are you looking for new contacts for your marketing or sales? Then our classic 'Lead Campaign' is just right for you. You will receive the contact details of our users who have registered for your webinar or watched the recording after the live event. With over 200 webinars a year, we provide you with our experience and expertise for the implementation of this format. Each webinar is moderated by a specialist author so that we can offer you a neutral platform for communicating your content. Depending on the topic we provide you with a binding lead guarantee in advance.

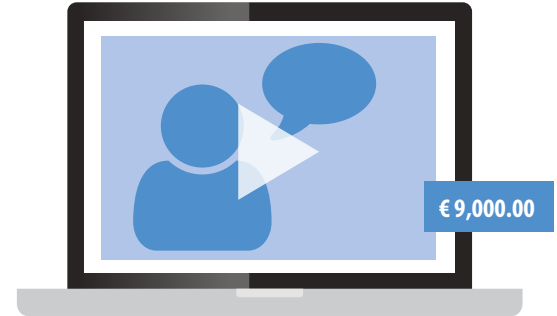
HOW DOES A LEAD CAMPAIGN WITH A WEBINAR WORK?

We create a registration option for your live webinar on one of our specialist portals. During the three-month campaign period, accompanying advertising measures are implemented to draw the attention of the target group to your topic. Our media team selects suitable measures to ensure the success of the campaign, with a focus on generating as many live participants as possible.

Registration for the webinar is only possible after signing up, and users will of course receive a reminder of the live event in advance. Afterwards, the lead will be available for you to download and further qualify in our Customer Centre – all in compliance with GDPR, of course!

WHICH LEADS ARE INCLUDED?

With the lead campaign webinar you receive a 'business card contact' consisting of: name, e-mail address, telephone number, job title, department, career level, industry, company with address and company size.



We offer a lead guarantee in advance, depending on the topic. Up to 100 leads are included in the campaign, each additional lead can be purchased afterwards if desired.

YOUR BENEFITS:

- New customer potential through contactable prospects
- Extensive contact information on potential interested parties
- Every lead goes through a qualification process so that we can ensure high quality of the information.
- All leads have a valid declaration of consent for advertising contact.
- Leads can be accessed via our customer center in compliance with the GDPR.
- Your media consultant will ensure the success of the campaign for the entire 3-month period.
- Neutral moderation by the specialist editorial team.
- On request, you can hold your webinar in our professional studio.
- Technical realisation by an experienced team (expertise from 200-300 webinars per year).

LEAD PACKAGE WHITEPAPER

LEAD CAMPAIGN WHITEPAPER

Are you looking for new contacts for your marketing or sales? Then our classic 'Lead Campaign' is just right for you. You will receive the contact details of our users who have read your whitepaper. We help you create suitable content and provide you with a binding lead guarantee.

HOW DOES A LEAD CAMPAIGN WITH A WHITEPAPER WORK?

Your whitepaper will be published on one of our specialist portals after it has been checked. During the campaign period of three months, accompanying advertising measures are implemented to draw the attention of the target group to your topic. Your media consultants will select suitable measures to ensure the success of the campaign. The whitepaper is only accessible to the user after registration - of course, this is done in compliance with GDPR. The lead is then available for you in our customer center.

WHICH LEADS ARE INCLUDED?

With the lead campaign, you receive a 'business card contact' consisting of: Name, contact details, job title, department, career level, industry, company with address and company size. We provide in advance a lead guarantee depending on the topic. The campaign includes up to 100 leads, each additional lead can be purchased afterwards.



YOUR BENEFITS:

- New customer potential through contactable prospects
- Extensive contact information on potential interested parties
- Every lead goes through a qualification process so that we can ensure high quality of the information.
- All leads have a valid declaration of consent.
- Leads are GDPR-compliant and can be accessed via our customer center.
- Your media consultant will ensure the success of the campaign for the entire 3-month period.

DOSSIER

Sponsoring to generate leads

WHAT IS A DOSSIER?

A summary of previously published editorial articles on a trending topic, which is then published as a whitepaper after registration.

Are you looking for new contacts for your marketing or sales? Then our classic 'Lead Campaign' is just right for you. You will receive the contact details of our users who have read your whitepaper. We help you create suitable content and provide you with a binding lead guarantee.

HOW DOES A LEAD CAMPAIGN WITH A WHITEPAPER WORK?

Your whitepaper will be published on one of our specialist portals after it has been checked. During the campaign period of three months, accompanying advertising measures are implemented to draw the attention of the target group to your topic. Your media consultants will select suitable measures to ensure the success of the campaign. The whitepaper is only accessible to the user after registration - of course, this is done in compliance with GDPR. The lead is then available for you in our customer center.

WHICH LEADS ARE INCLUDED?

With the lead campaign, you receive a 'business card contact' consisting of: Name, contact details, job title, department, career level, industry, company with address and company size. We provide in advance a lead guarantee depending on the topic.

GUARANTEED LEADS FOR YOU:

As part of a dossier campaign, you have the option of booking a package with 75 leads or 120 leads. Any additional leads can be purchased at the end of the campaign upon request.

Your benefits:

- New customer potential through contactable prospects
- Extensive contact information on potential interested parties
- No expenditure for the creation of white papers or advertising materials
- Every lead goes through a qualification process so that we can ensure high quality of the information.
- All leads have a valid declaration of consent to be contacted for advertising purposes.

DOSSIER TOPICS IN 2026:

- BIM trends: How artificial intelligence, machine learning (ML) and the Internet of Things (IoT) are revolutionising 3D modelling
- Ecological construction: Planning, manufacturing, building materials
- Serial, modular, systemic – key strategies for cost-effective housing construction
- Conversion and revitalisation as sustainable construction and planning practices

PRICES:

75 LEADS

€ 4,500.00

120 LEADS

€ 6,000.00

LEAD- & AWARENESS-PACKAGE

Win new customers plus increase awareness



With our publisher's lead packages, we offer our customers awareness and leads in one package. For example, the advert can be combined with a whitepaper download or the newsletter can be combined with an online advertorial and a defined number of leads. So you can do one thing with a lead package without leaving out the other.

We only deliver MQ leads, i.e. marketing-qualified leads that are not yet qualified to make a sales call. However, you have the prospect's permission to send them further information and thus convert the MQL into an SQL (sales-qualified lead) in just a few steps.

Leads are usually generated via electronic mailings in which interested parties are offered a whitepaper from our customer. By downloading the whitepaper the interested party releases their data and permission for further contact by our customer. All leads supplied by us therefore meet the high requirements of the GDPR.

We generate these lead addresses from our own address database or together with partners in our media network, depending on the quantity and required depth of information.

All our cooperation partners guarantee - as we do compliance with the legally prescribed data protection regulations according to the GDPR.

A lead address contains at least the following information:

Company name, address, company size, first name, surname, job function, e-mail, telephone number.

Should you require further information, we can provide this for an additional charge. We will be happy to provide you with a detailed offer.



LEAD- & AWARENESS-PACKAGE

According to the reader target group of the Bauen aktuell magazine you will receive guaranteed MQ leads

100
Leads

MQ-Leads - Premium 100

You will also receive the following for your awareness:

- 1 Stand-Alone Newsletter
- Marketplace entry:
12 months Print + Online
- 2 newsletter text ads with your whitepaper
- Online advertorial with reach booster Small
- Halfpage ad (300 x 60 px) with 4.000 AI's

€ 17,900.00

75
Leads

MQ-Leads - Premium 75

You will also receive the following for your awareness:

- 1 Stand-Alone Newsletter
- Marketplace entry:
12 months Print + Online
- 2 newsletter text ads with your whitepaper
- Online advertorial with reach booster Small
- Halfpage ad (300 x 60 px) with 4.000 AI's

€ 15,400.00

50
Leads

MQ-Leads - Premium 50

You will also receive the following for your awareness:

- 1 Stand-Alone Newsletter
- Marketplace entry:
12 months Print + Online
- 2 newsletter text ads with your whitepaper
- Online advertorial with reach booster Small
- Halfpage ad (300 x 60 px) with 4.000 AI's

€ 11,700.00

Differing quantities to our lead packages and special requests on request!
Send us your exact requirements and request a quote tailored to you.

Your advantages:
**Leads +
Online Activity =**



Measurable results of your marketing strategy



Guaranteed lead volume in accordance with the German General



Data Protection Regulation (GDPR)



Increased awareness for your company

SUPPLIER PROFILE

Content hub for your target group

The supplier overview is a platform for the individual presentation of your products and services on our specialised portals. The page is structured like a landing page and guarantees a professional approach to your target group.

By linking to topic-relevant specialist articles and the display of content in newsletters from the WIN publishing house industry media, you are present where your target group is and will be remembered.

YOUR BENEFITS

High-quality content mix

Your provider overview is filled with your own material as well as with contributions from our editorial teams. You will also receive daily reports on your advertising campaigns there.

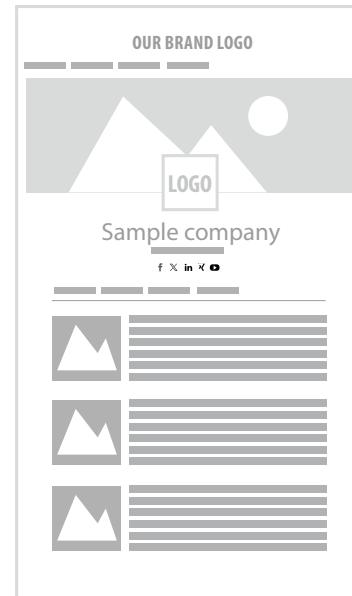
PRICE PER YEAR: € 1,995.00

MAINTENANCE

The maintenance of the contents of your **Customer Center** (<https://customer.win-verlag.de/customer/login>) can also be managed by us.

Price for 3 months and guaranteed 4 press releases: € 150.00

Annual flat rate: € 450.00



In the upper area you show your company with logo, background image, your domain and social media contacts

The overview page shows a high-quality mix of your own content and editorial topics from our specialist editorial teams.

SUPPLIER PROFILE

Content hub for your target group

Objective

Attention and reach in the right the right target group

Format

Own landing page

Content

Logo, header image, products, news, images, videos, events, job adverts, downloads, contact person, social media links, contact form, company address and contact, RSS feeds, keywords

Targeting

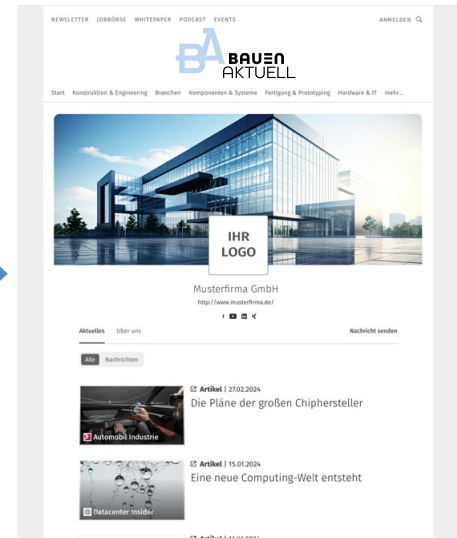
Placement on the homepage (news), in the newsletter (news) and in relevant articles (context sensitive)

Duration

12 months

HOW WILL YOU BE FOUND?

Your provider overview is permanently placed in the thematically appropriate editorial environment using keywords.



Many decision-makers in your target group trust in the specialised articles from our editorial teams.

Your company logo appears in the reader's field of vision. You are thus also positioned as a solution provider for the topic.

PODCASTS

We **produce** the podcast for you and publish it on one or more of our digital channels, ensuring that it reaches the right target audience.

Of course, we can also produce your podcast in English.

The total length of the recording, including the interviewer's briefing lasts a maximum of one hour. We take care of post-production, i.e. intro, editing, sound, etc. Transcription is included.

Your benefits:

- Emotional appeal to the target group through a personal and credible format.
- You reach a young target group thanks to an innovative format.
- Long retention time and intensive involvement.
- Increased credibility with readers thanks to the presentation in the look and feel of editorial content.
- Easy to find via search engines, podcast providers, and advertising measures.
- Maximum visibility – podcasts are not detected by ad blockers.
- Your media team will ensure the success of the campaign during the entire 3-month period, after which the podcast will of course remain available online.
- Full transparency and measurability through the final reporting of our media team.

If a podcast series is desired, you can also let customers have their say. With a podcast series, interested parties/customers can subscribe to your podcasts via popular portals such as Spotify, Apple Podcast or Deezer.

Production prices:

Production price including transcription: **€ 3,900.00**



We convey your advertising message to the relevant target group. These media services are included for you:

- Publication on the portal
- Mention in the editorial newsletter
- Distribution on our own social media channels
- We guarantee **20,000 visual contacts** for your application package

Additional reach can be booked at an extra charge – whether print, digital or social media – at special rates.

DIGITAL INSERT/SUPPLEMENT

WHAT IS A DIGITAL INSERT?

We offer you a combination of a supplement in the printed edition and a PDF section in the middle of the ePaper. For the printed edition, you can deliver the supplement to us (a sample is required in advance) or have it printed by us for a fee.

Please note: The digital insert product is limited to a maximum of 8 pages.

More extensive **inserts** are available on request only. **Supplements** are appended to the back of the ePaper, while inserts are paginated and placed in the middle of the ePaper.

For the digital distribution of the ePaper magazine, we use our own address database as well as the databases of address brokers in our media network. In addition, you can also influence the circulation a little through additional distribution (subject to a fee).

Details are available from your media consultant.

DIGITAL INSERT PRICES:

Format: DIN A4

up to 4 pages

€ 350.00 PER THOUSAND



PUBLISHING PROGRAMME



AUTOCAD Magazine

The manufacturer-independent trade journal is aimed at all users and decision-makers who work with software solutions from Autodesk. The magazine provides practical assistance selection, introduction and the operation of software and hardware. The focus is also on solutions from the areas of drive technology, automation, e-technology, smart simulation, construction, fluid and connection technology.



DIGITAL ENGINEERING Magazine

The trade magazine for the design and engineering sector reports on all aspects that are important in integrated (holistic) product development. The focus is on solutions and strategies for efficient engineering as well as innovations from drive technology, automation, electrical engineering, fluid technology, connection technology and construction components.



KGK Rubber, rubber, plastics

KGK is the only bilingual trade journal for development, processing and application in the rubber and plastics industry. International experts contribute articles on material analysis, recycling, quality assurance and new technologies. It is aimed at decision-makers in the industry as well as suppliers and machine manufacturers.



Bauen aktuell

Provides architects, civil engineers, structural engineers, building planners, energy planners and construction experts with information on the most important innovations in the following segments: architecture, BIM, construction IT, building services & TGA, AVA, energy planning, facility management, project management and controlling, mobile communications, energy and building services engineering and building automation.



DIGITAL MANUFACTURING

DIGITAL MANUFACTURING focuses on fundamentals, methods, technical trends, IT solutions and practical applications from the field of the digital process chain in production. The magazine conveys the productivity advantages that can be achieved in production through the right strategies and solutions.



PLASTVERARBEITER PLASTXNOW E-MAGAZINE

The magazine is the trade magazine for decision-makers in plastics processing. It offers practical, well-founded information on innovative products and efficient manufacturing strategies. The focus is on solutions for increasing cost pressure and global challenges. The target audience is specialists and managers as well as suppliers in the industry.



DIGITAL BUSINESS

Whoever wants to be prepared for the future has to understand it. In the trade magazine DIGITAL BUSINESS, experts with extensive practical experience analyse, describe and evaluate the current trends, drivers and technologies of digital transformation, the implications of which managers in medium-sized companies need to know and assess, and support them in successfully shaping their business in the future.



e-commerce magazin

The editorial staff of e-commerce magazin sees itself as an intermediary between suppliers and the market and reports independently, competently and critically on current e-commerce trends, strategies, applications and solutions — both in the local, national and global environment.



r.energy

Renewable, climate-friendly, digital and affordable: these are the requirements for future energy use in companies and public authorities. r.energy provides all the information needed to successfully master the transformation towards renewable energies.

RESPONSIBLE CONTACTS

Get in touch with us



Manuela Gries

MEDIACONSULTING

☎ +49 (0) 89/3866617-25
☎ +49 (0) 151/15944307
✉ manuela.gries@win-verlag.de



Tilmann Huber

MEDIACONSULTING

☎ +49 (0) 89/3866617-26
☎ +49 (0) 175/6568036
✉ tilmann.huber@win-verlag.de



Andreas Müller

EDITOR-IN-CHIEF

☎ +49 (0) 89/3866617-11
☎ +49 (0) 177 8651254
✉ andreas.mueller@win-verlag.de



Martina Summer

PUBLISHING HOUSE MANAGEMENT
(RESPONSIBLE FOR ADVERTISING)

☎ +49 (0) 89/3866617-31
☎ +49 (0) 151/18665358
✉ martina.summer@win-verlag.de



Regine Appenzeller

EDITOR

☎ +49 (0) 89/3866617-17
✉ regine.appenzeller@win-verlag.de



Chris Kerler

AD SCHEDULING

☎ +49 (0) 89/3866617-32
✉ chris.kerler@win-verlag.de



Melanie Ehrhardt

SENIOR ONLINE EDITOR

☎ +49 (0) 89/3866617-38
☎ +49 (0) 151/22136229
✉ melanie.ehrhardt@win-verlag.de



WIN-VERLAG GMBH & CO. KG, Chiemgaustr. 148, 81549 Munich, ☎ 089/3866617-0, ✉ info@win-verlag.de
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