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DIRECT ACCESS TO YOUR TARGET GROUP



WIN-Verlag GmbH & Co. KG





TITLE PORTRAIT	3	SPECIAL & THEMATIC NEWSLETTERS	19	LEAD GENERATION THROUGH	
SUCCESSFUL B2B COMMUNICATION		EVENT PROMOTION	20	WEB CONFERENCE SPONSORSHIP	29
WITH IMPACT	4	B2B-EVENTS	21	DOSSIER	30
TARGET GROUP	5	STAND-ALONE-EMAIL &		TOPIC LEAD	31
DISTRIBUTION PRINT & ONLINE	7	STAND-ALONE-EMAIL+	22	LEAD- & AWARENESS-PACKAGE	32
TIMETABLE AND TOPIC PLAN	8	ONLINE ADVERTORIALS &		SUPPLIER PROFILE	34
PRINT ADVERTISING RATES	11	ADVERTORIAL PACKAGESS	23	VIDEO REPORT & USER STORY	36
ADVERTORIALS	13	REACH BOOSTER	24	PODCASTS	37
MARKETPLACE PRINT	14	KEYWORD ADVERTISING	25	DIGITAL INSERT/SUPPLEMENT	38
SPECIAL ADVERTISING FORMATS	15	LEAD GENERATION	26	TECHNICAL DATA	39
DISPLAY-ADVERTISING /		LEAD PACKAGE WEBINAR	27	PUBLISHING PROGRAMME	40
BANNER ADVERTISING	16	LEAD PACKAGE WHITEPAPER	28	RESPONSIBLE CONTACTS	41
NEWSLETTER	18				

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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.



**Online
Advertising**



Newsletter



Direct Mailings



Lead Packages



**Keyword
Advertising**



Social Media



Podcasts

SUCCESSFUL B2B COMMUNICATION WITH IMPACT



Webinars



**Web
Conferences**



Video Reports



Dossiers



Events



**Event-
Promotion**



**Event
Newsletter**



**Print and ePaper
Advertising**



Special Issues



**Corporate
Publishing**



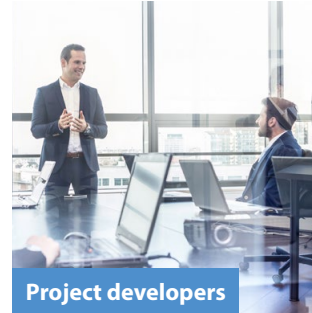
Whitepaper

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





27,547

p.M. Page Impressions
(Status: July 2026,
Google Analytics 4)



22,893

p.M. Unique visitors
(Status: July 2026,
Google Analytics 4)



22,001
ePaper distribution



Q2/2026



22,759

Social media follower
(Status: August 2026)



Facts & Figures



2,000

Copies
distributed circulation



6,218

Subscribers
to the monthly newsletter



24,001*

Distributed circulation
Print + ePaper

Sources:

IVW, Google Analytics 4

*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

The digital distribution of our content is at the heart of our strategy. We are constantly developing our distribution channels further and utilising the opportunities offered by modern platforms to make high-quality content available exactly where our target audiences expect to find it. Whether via our social media channels or the digital newsstands of Lufthansa and Star Alliance partners and leading hotel groups – we are constantly expanding our digital reach and gaining new readers and followers every day.

For Bauen aktuell this means that we can send our ePaper edition to an **address pool of around 22,001 recipients** - at least 20,000 copies per issue.



TIMETABLE AND TOPIC PLAN

In every issue of Bauen aktuell magazin, you will find a selection of the following key 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

Apply to take part in an
EXPERT TALK
 that suits your products
 and solutions!

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

Dates	Focus	Top Events (more information online)	
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 with EXPERT TALK	11-15/01/27	BAU , Munich
01/27 DOP: 22/02/27 ED: 13/01/27 AD: 01/02/27 MD: 04/02/27	- New BIM concepts with EXPERT TALK - Smart Buildings and building automation - Refrigeration and air conditioning technology - Structural engineering and civil engineering - Hardware for architects and planners (workstations, large format printers, input devices)	25-28/02/27 02-03/03/27 07-10/03/27 05-07/03/27 26-27/02/27 10-14/03/27 15-19/03/27	HAUS 2027 , Dresden eltefa , Stuttgart FAF , Stuttgart BAU Expo , Gießen GETEC , Freiburg Intern. Handwerksmesse , Munich ISH , Frankfurt

Dates	Focus	Top Events (more information online)	
02/27 DOP: 06/04/27 ED: 23/02/27 AD: 12/03/27 MD: 17/03/27	- Sustainable Building: ESG, EU regulations, and sustainability reporting - Building services engineering (MEP) - Artificial intelligence in planning and tendering - Facade technology - Building in existing contexts (Renovation) - Elevator technology	13-16/04/27 29-30/04/27 12-13/05/27	IFH Intherm , Nuremberg Architect@Work , Kortrijk Architect@Work , Zurich
03/27 DOP: 26/05/27 ED: 13/04/27 AD: 30/04/27 MD: 05/05/27	- Fire protection with EXPERT TALK - Energy efficiency through building automation - Industrialized and serial construction - Digitalized manufacturing technologies in construction - Timber and hybrid construction methods	08-10/06/27 08-10/06/27 16-17/06/27 22-24/06/27 22-25/06/27	Intersolar , Munich The Smarter E Europe , Munich FeuerTrutz , Nuremberg eltec , Nuremberg automatica , Munich
04/27 DOP: 26/08/27 ED: 19/07/27 AS: 05/08/27 MD: 10/08/27	- Integrated GIS and BIM-based planning - Horticulture and landscape planning - Office and management software for planning offices - Scan-to-BIM solutions - Climate-adapted and resilient building	September September 21-23/09/27 12-14/10/27 12-15/10/27	NordBau , Neumünster Architect@Work , Hamburg efa:ON , Leipzig INTERGEO , Munich interlift , Nuremberg
eMagazin DOP: 26/08/27 ED: 19/07/27 AD: 05/08/27 MD: 10/08/27	Special Issue: Smart Building Materials & Materials with EXPERT TALK Novel building materials improve the function and efficiency of structures. Their applications promote the circular economy and thus enable environmentally friendly constructions. These materials react dynamically to external influences, increasing durability and adaptability. TO THE SPECIAL ISSUE MEDIA KIT		

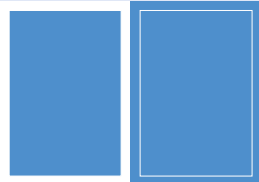
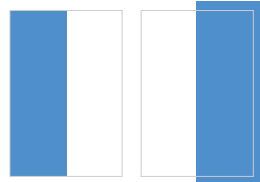
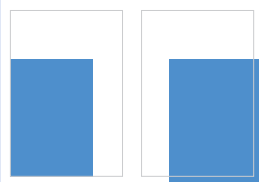
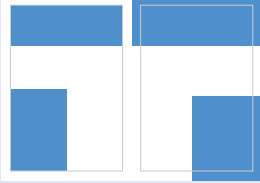
Dates	Focus	Top Events (more information online)	
05/27 DOP: 05/10/27 ED: 26/08/27 AD: 14/09/27 MD: 17/09/27	• Automation and robotics on the construction site • Tendering, awarding, and billing (AVA) and cost controlling • Artificial intelligence in construction • Interior design • Bionic structural planning	November 10-11/11/27	BIM World Munich , Munich Architect@Work , Stuttgart
06/27 DOP: 01/12/27 ED: 21/10/27 AD: 10/11/27 MD: 15/11/27	• Window and door construction • Security and access systems • Facade technology • Reality Capture and digital twin • Immersive planning with Extended Reality • Renovation and transformation with EXPERT TALK	December 11-13/01/28 21-23/03/28	Architect@Work , Dusseldorf Ingra Tech , Essen digitalBAU , Cologne
01/28	• New BIM concepts with EXPERT TALK • Smart Buildings and building automation • Refrigeration and air conditioning technology • Structural engineering and civil engineering • Hardware for architects and planners (workstations, large format printers, input devices)		

PRINT ADVERTISING RATES

Sample formats and prices for our print ads

OTHER FORMS
OF ADVERTISING
ON REQUEST

Bleed formats plus 3 mm trim on all sides.

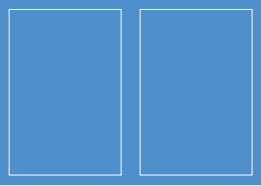
1/1  print space 180 x 266 mm trim size 210 x 297 mm € 5,880.00	1/2 HIGH  print space 90 x 266 mm trim size 105 x 297 mm € 3,350.00	1/2 HORIZONTAL  print space 180 x 130 mm trim size 210 x 147 mm € 3,350.00	JUNIOR PAGE  print space 132 x 187 mm trim size 150 x 212 mm € 3,850.00
1/3 HIGH  print space 58 x 266 mm trim size 75 x 297 mm € 2,380.00	1/3 HORIZONTAL  print space 180 x 86 mm trim size 210 x 105 mm € 2,380.00	1/4 HORIZONTAL + 1/4 CORNER  print space 90 x 130 mm trim size 105 x 147 mm € 1,840.00	1/4 HIGH  trim size 42 x 266 mm € 1,840.00
			1/8  1/8 high 42 x 130 mm 1/8 horizontal 90 x 60 mm € 1,130.00

PRINT ADVERTISING RATES

Sample formats and prices for our print ads

Bleed formats plus 3 mm trim on all sides.

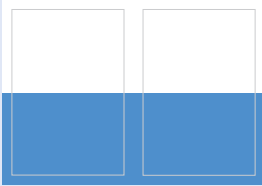
2/1



trim size
420 x 297 mm

€ 10,690.00

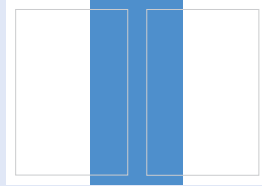
2x 1/2-PAGE ACROSS TWO PAGES



(Panorama)
trim size 210 x 147 mm

€ 6,680.00

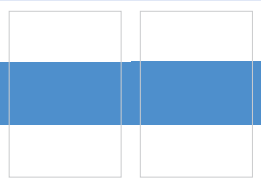
2/3 ACROSS TWO PAGES



(Panorama)
trim size 150 x 297 mm

€ 4,640.00

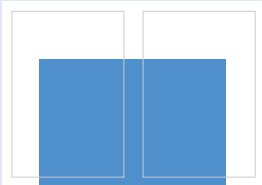
2x 1/3-PAGE ACROSS TWO PAGES



(Panorama)
trim size 420 x 105 mm

€ 4,400.00

JUNIORPAGE ACROSS TWO PAGES



(Panorama)
trim size 300 x 212 mm

€ 7,340.00

Quantity Scale

5%	10%	15%	20%
starting from 2 pages	starting from 4 pages	starting from 6 pages	starting from 8 pages

Number Scale

3%	6%	10%	15%
starting from 2 ads	starting from 4 ads	starting from 6 ads	starting from 8 ads

AD+

NEW

**YOUR VISUAL HIGHLIGHT
IN THE ePAPER:**

- Animated advert: **+€750**
- Video integration: **+€1,250**
- Animation + video: **+€1,750**

**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).

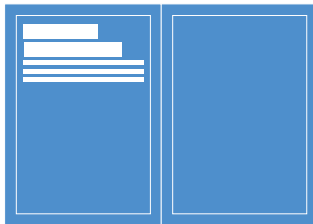
We grant up to 15% AE on all advertisements made via an advertising or media agency.

ADVERTORIALS

Editorial ads

GREATER VISIBILITY FOR YOUR BUSINESS:

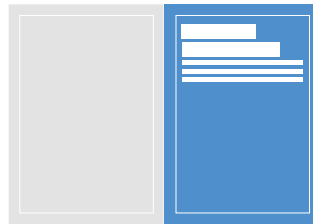
Advertorials combine editorial content with promotional messaging. They are labelled as advertisements, blend seamlessly into the editorial context and convey your message in the form of an informative, journalistically crafted piece that offers genuine added value for readers.



2/1 page:

€ 6,480.00

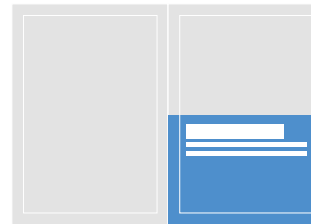
max. 6,300 characters (incl. spaces)
+ 2 images + Logo/QR
(If a QR code is to be integrated, the number of characters or the number of images is reduced)



1/1 page:

€ 3,510.00

max. 3,200 characters (incl. spaces)
+ 1 image + Logo/QR



1/2 page:

€ 2,250.00

max. 1,500 characters (incl. spaces)
+ 1 image + Logo/QR

Images: at a resolution of 300 x 300 dpi, images should be at least 18 cm wide
Company logo: preferably as an EPS file, otherwise JPG

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.

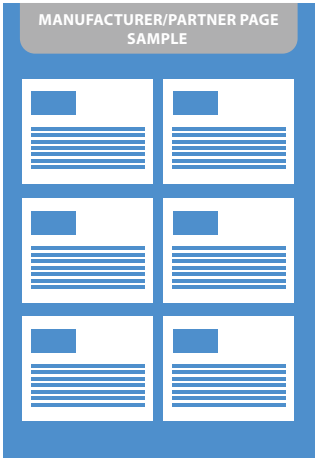


MARKETPLACE PRINT & ONLINE

Supplier overview

PROVIDERS & SERVICE PROVIDERS

	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)

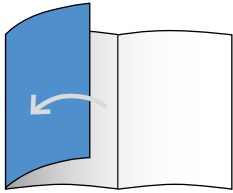


The manufacturer presents selected specialist retailers.



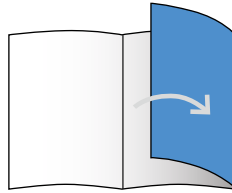
A compelling brief profile of your company – combined with year-round visibility in print, e-papers and online – ensures maximum reach and a lasting brand presence.

SPECIAL ADVERTISING FORMATS



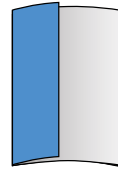
Cover with folded front cover

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



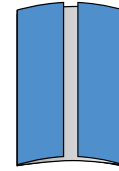
Cover with folded back cover

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

**We develop bespoke communication solutions – tailored to your needs, targeted and cross-media.
Get in touch with us to discuss your ideas.**

Technical specifications and prices for all special advertising formats are available on request.

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

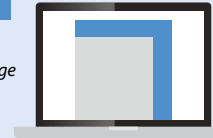


Size: 960 x 250 px
File size: max. 80 kB
Media: jpg, gif, png, HTML5, iFrame, standard tag

€ 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) or 1.200 x 90 px (head) plus 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

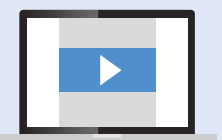
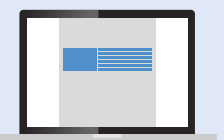
€ 200.00

DISPLAY-ADVERTISING / BANNER ADVERTISING

Prices & Formats

DATA TRANSMISSION:
You can find all
technical specifications at:
win-verlag.de/techspec

Prices per 1,000 ad impressions

CONTENT AD  <i>Placement directly in content</i> Size: 300 x 250 File size: max. 50 kB Media: jpg, gif, png, HTML5, iFrame, JavaScript, standard tag € 175.00	HALFPAGE AD  <i>Placement directly in content</i> Size: 300 x 600 Pixel File size: max. 50 kB Media: jpg, gif, png, HTML5, iFrame, JavaScript, standard tag € 250.00	NATIVE AD  <i>Placement of text on ad</i> 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  <i>Placement directly in content</i> Size: 800 x 500 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  <i>Placement directly in content</i> 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	ONLINE EVENT CALENDAR ENTRY  Text: max. 3.000 characters (incl. spaces) Size: 16:9, 1.000 px wide € 790.00

NEWSLETTER

Advertising possibilities in our monthly newsletter

TEXT DISPLAY WITH IMAGE (TEXTAD):  Text: 40 characters header, 60 characters headline, up to 300 characters continuous text Image size: 300 x 169 px € 950.00	SUPERBANNER*  Image size: 630 x 140 px *no animated banners possible € 950.00	BILLBOARD AD*  Image size: 630 x 250 px *no animated banners possible € 1,040.00
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Newsletter dispatch date: [every 3rd Wednesday of the month](#) (except on public holidays)

SPECIAL & THEMATIC NEWSLETTERS

SPECIAL NEWSLETTER DATES

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

Date	Trade fair/Topic
last Thursday of the month	Artificial Intelligence (AI) (cross-media)
09/12/2026	BAU 27
03/03/2027	ISH
10/03/2027	digitalBAU
02/06/2027	FeuerTrutz
November 27	BIM World

EVENT PROMOTION

Events, seminars, webinars, roadshows



Greater reach. More attendees.

Boost the visibility of your events and attract targeted new attendees for webinars, product presentations, demos or online training courses.

With a reach of over 25,000 potential prospects, you can deliver your event invitation directly to your relevant target audience – for more registrations and lasting brand visibility.

EVENT-PAKET PRICE: € 1,850.00

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.
- Duration: 1 month

B2B-EVENTS

Reach your target audience at our specialist events



Would you like to engage directly with your target audience, position yourself as a solutions provider and generate new leads? As a partner at our specialist conferences, you can reach professionals and decision-makers from a range of industries. Inspire your target audience with your innovations and services and build long-term relationships with your customers.

WHY IT'S WORTH TAKING PART

Trade conferences offer the ideal platform for engaging in face-to-face conversations with potential customers, making new contacts and positioning your brand as a knowledgeable industry partner. Direct interaction makes it easier to present products that require explanation, builds trust and promotes long-term lead generation and brand-building.

DIRECT COMMUNICATION

You can connect with your target audience and establish new business contacts – whilst maintaining existing ones – without any wastage.

SHOWCASING YOUR PRODUCTS

Our attendees are looking for solutions to the challenges they face in their day-to-day work. Support them with your products and services and use the platform to introduce new products to the industry.

INCREASING YOUR BRAND AWARENESS

Benefit from media coverage in our specialist publications with their wide reach.

MARKET RESEARCH

You'll learn more about the current and future needs of your target audience. Identify trends and gain inspiration for your product innovations.

Your media consultant will be happy to advise you individually on the planned events and your participation options – from sponsorship to exhibiting.

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 163,958 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

Larger quantities available on request.

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 monthly newsletter.

€ 1,570.00

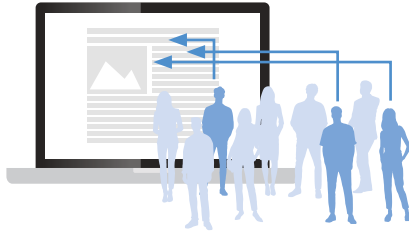
Boost your
print advertorial
with a
REACH PACKAGE



REACH BOOSTER

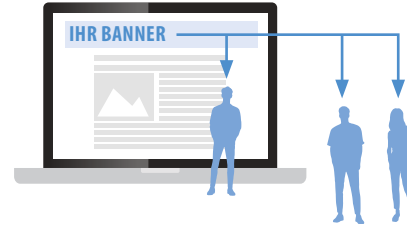
Social targeting – how it works!

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: 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.

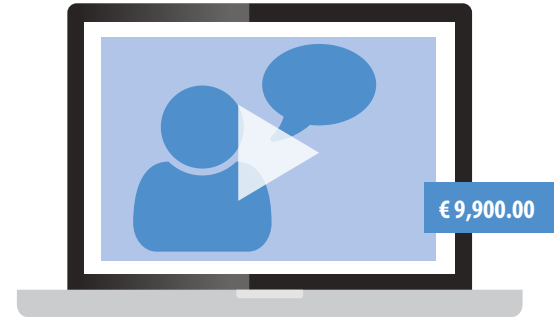
HOW DOES A LEAD CAMPAIGN WITH A WEBINAR WORK?

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.

LEAD GENERATION THROUGH WEB CONFERENCE SPONSORSHIP

WHAT IS A WEB CONFERENCE?

- A web conference is a *special type of webinar*
- A webinar featuring several sponsors and impartial speakers on a topical issue. The **web conference**, which lasts a maximum of two hours, is organised and moderated by the relevant specialist editorial team.
- **Details of the programme:** Introduction by the specialist editor, presentations lasting approx. 15 minutes, 20-minute discussion session (optional), closing remarks by the specialist editor.

WEB CONFERENCE PROCESS

- In collaboration with our specialist editorial team, a registration page for the relevant web conference is published on the relevant magazine's specialist portal.
- The speakers are listed on the landing page as 'sponsors'.
- During a **3-month campaign period**, accompanying promotional activities are carried out to draw the target audience's attention to the topic.
- Campaign experts select appropriate measures to ensure the campaign's success – with a focus on generating as many live participants as possible.
- Registration for the web conference is only possible after users have signed up.
- Users receive a reminder of the live event in advance.
- **General agenda:**
 - Introduction by our specialist editor
 - Presentations lasting a maximum of 15 minutes, including a Q&A session at the end
 - 20-minute discussion session
 - Closing remarks by our specialist editor



YOUR BENEFITS:

- You benefit from the expertise of our editorial teams
- New customer potential through contactable prospects with comprehensive contact details
- No need to spend time creating white papers or marketing materials
- Every lead undergoes qualification -> high-quality data
- All leads have a valid EWE -> GDPR-compliant
- Campaign experts ensure the success of the campaign

Lead details: Name, email address, telephone number, job title, role, position, sector, company name with address and company size

75 leads included; any additional leads can be purchased subsequently on request

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 2027:

- Ecological building: Planning, manufacturing, building materials
- Building automation: Smart Buildings, energy-efficient renovation, and modular construction methods

PRICES:

75 LEADS

€ 4,500.00

120 LEADS

€ 6,000.00

TOPIC LEAD



Whether it's account-based marketing, sales-qualified leads or target audience restrictions – lead management is highly bespoke. In a one-to-one discussion, we'll analyse your objectives and determine which lead generation solution is right for your business. Together, we'll develop the perfect strategy for your lead generation.

WHICH FORMATS ARE SUITABLE FOR LEAD GENERATION?

Campaigns are usually based on a thematically relevant **white paper and webinars**. Do you not have your own material available, or would you prefer other formats, such as a **product trial**, for lead generation? We'd be happy to advise you and support you in creating your content.

HOW DOES A LEAD CAMPAIGN WORK?

As a first step, your personal campaign manager carries out a feasibility assessment and then publishes your content format on one of our specialist portals. During the **three-month campaign period**, accompanying promotional measures are implemented to draw the target audience's attention to your topic. If required, we also carry out supplementary telemarketing campaigns. The content promoted in the campaign is only accessible to users once they have registered – naturally, this is done in compliance with the GDPR. The lead is then made available to you in our Customer Centre.

FULL COST CONTROL

Our themed leads (Lead Solution) are billed transparently and fairly on a cost-per-lead (CPL) basis, supplemented by a service fee. This structure

ensures that you only pay for the leads actually generated, whilst the service fee covers our comprehensive services. You benefit from a clear cost structure that offers planning certainty and full control over your budget.

YOUR BENEFITS:

- New customer potential through relevant leads that precisely match your requirements.
- Every lead undergoes a qualification process, ensuring the high quality of the information provided.
- All leads have a valid declaration of consent.
- Leads are available via our Customer Centre and are GDPR-compliant.
- Your media consultant will ensure the campaign's success throughout the entire **3-month period**.

Billing: Cost-per-lead plus service fee
Price: on request

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

€ 17,900.00

You will also receive the following
for your awareness:

- 2 newsletter text ads with your whitepaper
- Online advertorial with reach booster
- Social targeting on LinkedIn

75
Leads

MQ-Leads - Premium 75

€ 15,400.00

You will also receive the following
for your awareness:

- 2 newsletter text ads with your whitepaper
- Online advertorial with reach booster
- Social targeting on LinkedIn

50
Leads

MQ-Leads - Premium 50

€ 11,700.00

You will also receive the following
for your awareness:

- 2 newsletter text ads with your whitepaper
- Online advertorial with reach booster
- Social targeting on LinkedIn

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.

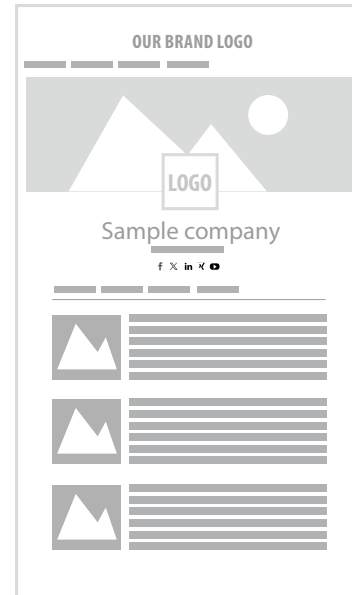
PRICE PER YEAR: € 1,995.00

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

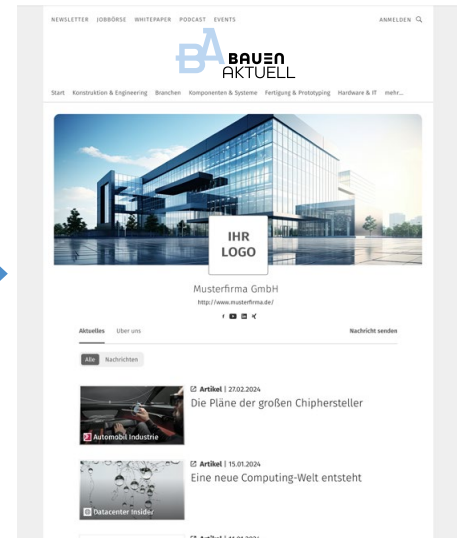
Placement on the homepage (news), in the newsletter (news) and in relevant articles (context sensitive)

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.

VIDEO REPORT & USER STORY

Practical application. Credibility. Visibility.

Professionally produced video reports bring innovative solutions to life and showcase their strengths where they really make an impact: in industrial practice.

Working alongside the editorial team, we create high-quality user stories directly at the company or with the end-user.

The journalistic presentation and publication within the editorial context of your chosen magazine build trust, increase awareness amongst the target audience and lend the content a high degree of technical relevance.

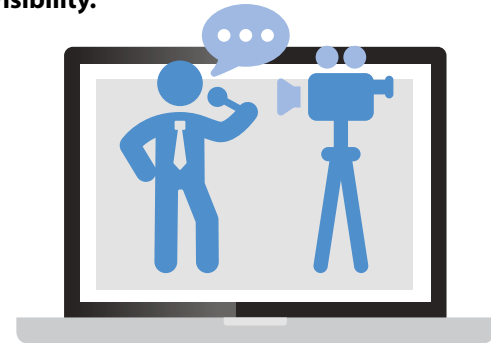
YOUR ADDED VALUE

- ✓ High credibility thanks to journalistic coverage and publication in the specialist media of your chosen magazine
- ✓ Authentic best-practice communication rather than traditional product advertising
- ✓ High visibility amongst your chosen magazine target audience through cross-media distribution
- ✓ Long-term positioning as an innovative solutions provider
- ✓ Versatile communication content for marketing, sales and recruitment

SCOPE OF SERVICES

Premium Video Feature

- Editorial preparation and concept development
- On-site production day
- Professional video feature (max. 6 minutes)
- Up to four short social media clips
- Editorial user feature in a relevant print edition
- Cross-media publication via the channels of **your chosen magazine**
- Rights of use for your own marketing and sales activities



Versatile applications

The content produced creates lasting added value and supports communication across numerous channels:

- Website and landing pages
- Social media
- Sales and presentations
- Recruitment and employer branding
- Press and public relations
- Trade fair and event communication

Investment

Premium video report including cross-media package

€ 15,000.00

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.

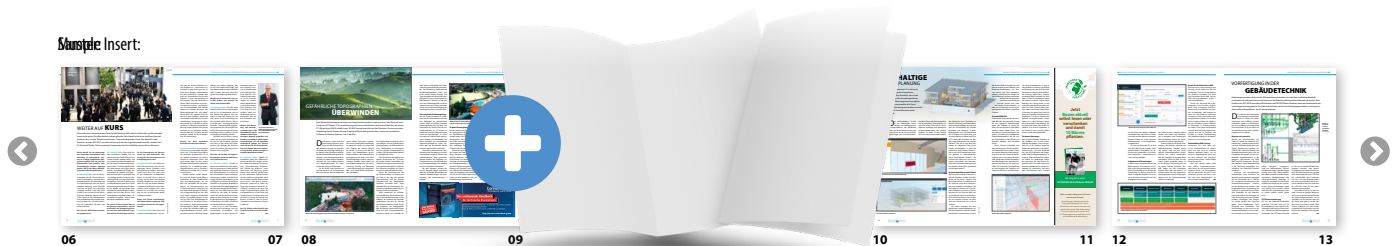
Details are available from your media consultant.

DIGITAL INSERT PRICES:

Format: DIN A4

up to 4 pages

€ 350.00 PER THOUSAND



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)

Data Transmission:

The advertising deadline applies to
advertisements. The editorial deadline
applies to advertorials.
Please email Auftragsmanagement@win-verlag.de

DATES:

frequency of publication:
6x a year and one eMagazine
publication dates:
see timetable and topic plan

YEAR:

volume 14, 2027

ONLINE

ACCESS CONTROL:

Google Analytics

ACCESS:

Unique visitors: 22,893 (status quo July 26)
Page impressions: 27,547 (status quo July 26)
Follower Social media: 22,759 (status quo August 26)
Newsletter: 6,218 subscribers,
monthly mailings
Stand-alone mailing: up to 163,958 recipients
ePaper distribution: 22,001 (IVW Q2/2026)

EXTERNAL AD SERVER USE:

Google Ad Manager

DATA DELIVERY:

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

PUBLISHER:

Address:

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

Publishing Management:

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

REPORTS:
available daily in your own
Customer Centre

DATA TRANSMISSION:
You can find all
technical specifications at:
win-verlag.de/techspec



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

PUBLISHING PROGRAMME

www.win-verlag.de



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.



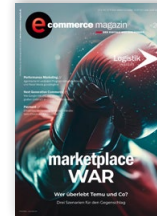
PLASTXNOW

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

Understand. Decide. Shape. Rethinking business: DIGITAL BUSINESS shows executives in SMEs exactly how to translate digital technologies into viable business models. The key question is: 'What will become of my company in a digital economy?' DIGITAL BUSINESS reaches the executives who are actually responsible for transformation in SMEs: senior management, CDO/CIO/CTO, IT and department heads.



e-commerce magazine

Sell. Grow. Profit: From the first click to the final return, every step in the value chain determines the profit. The e-commerce magazine shows retailers and e-commerce managers in SMEs across Germany, Austria and Switzerland how to manage traffic, conversion, payment and logistics profitably. Experts and industry leaders provide first-hand accounts of best practices, avoidable mistakes and the technologies of tomorrow – present-ed in a concrete and actionable way.



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



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