



MEDIA KIT

2026

The magazine & specialist portal for construction machinery, construction equipment & construction vehicles

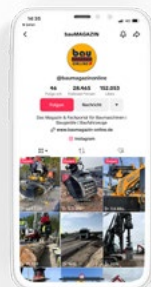


4 EVERYTHING AT ONE VIEW



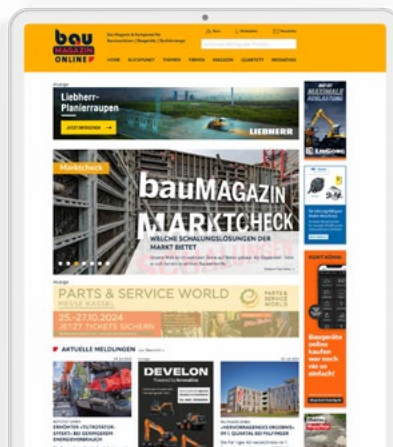
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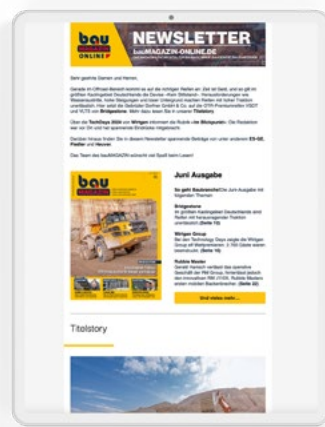


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The bauMAGAZIN is one of the leading trade magazines for the construction industry. It is distributed all over Germany and in the German-speaking European countries with a monthly circulation of 16 650 units on average. Depending on the chosen main-topics, the perfect reader target group for the areas of construction machinery, construction equipment and construction vehicles is selected on a monthly basis, from a categorised pool of more than 61 000 addresses. This guarantees maximum advertisement efficiency—scattering losses are nearly impossible. The topics are prepared up-to-date by our editors with the latest product innovations, constructions site reports, interviews, company profiles, business news or „on-site“ appointments by our editors. Furthermore the bauMAGAZIN is present at all important exhibitions reporting on the latest news from the construction industry.

Memberships

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

Organ

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Volume / Year

Mode of publishing

Publishing house

Postal address

Telephone

Internet

E-Mail

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30th volume, 2026

monthly

(11 issues including
1 double issue 12/1)

SBM Verlag GmbH

Hermann-von-Barth-Str. 2

87435 Kempten

Germany

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

www.baumagazin-online.de

info@baumagazin-online.de

EVERYTHING AT ONE VIEW

Subscription price

	annual subscription
Domestic:	55,00 € (dispatch and VAT included)
Abroad:	89,00 € (dispatch included)
Retail Price:	8,50 €
(order at: www.baumagazin-online.de/magazin/abo)	

ISSN: 1610-3785

Extend analysis	2024/25	= 11 issues
Magazine format	DIN A4, 210mm wide, 297mm high	
Total extend	1 680 pages	= 100,00%
Editorial part	1 313 pages	= 78,15%
Advertisement part including	367 pages	= 21,85%
Used machinery market	47 pages	= 12,67%
Special publication „branchenSPEZIALISTEN“	59 pages	= 16,07%
Special publication		
Insert	18 units	
Bound inserts	8 units	

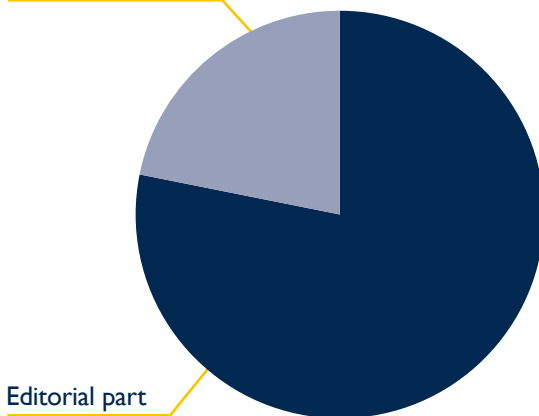
Content analysis of the editorial part

2024/25	1 313 pages	= 100,0%
1. Construction machines/ construction equipment/ construction logistics/ mechanical engineering	926 pages	= 70,57%
2. Communal and utility vehicles	173 pages	= 13,20%
3. Software and accessories	4 pages	= 0,30%
4. Start-up-zone	16 pages	= 1,22%
5. corporate management	7 pages	= 0,53%
6. Names and news	41 pages	= 3,15%
7. Latest news*	34 pages	= 2,59%
8. Miscellaneous**	111 pages	= 8,44%

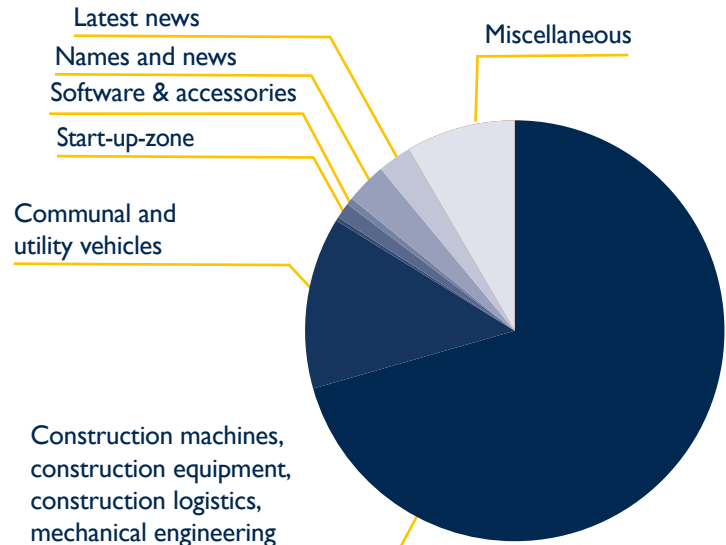
*) Latest news contain: retailer news, anniversaries, events, awards

**) Miscellaneous contains: editorial, table of contents, imprint, list of editorial offices, self-advertising, testimonial, tips for companies

Advertisement part



Editorial part



Editions analysis

Copies per issue quarterly average
(Status 2nd quarter 2025 based on the AMF scheme)

Print run	16 100
Actually circulated issue	15 820
thereof abroad	144
Issue sold	2 375
thereof abroad	44
thereof member pieces	—
- copies subscribed	2 375
- other sales	—
- single sale	—

Free copies

13 445

Residual, archive and sample copies

280

Geographical circulation analysis

Economic area	Share of the actually circulated issue	
	%	copies
Domestic	99,1	15 676
Abroad	0,9	144
Actually circulated issue	100,0	15 820

Breakdown of the actually circulated issue according to Nielsen areas

Actual domestic circulation 15 676
abroad 144

Nielsen area I

Schleswig-Holstein, Hamburg,
Bremen, Lower Saxony
1 811

Nielsen area II

North Rhine-Westphalia
2 298

Nielsen area IIIa

Hessen, Rhineland-Palatinate
Saarland
2 715

Nielsen area IIIb

Baden-Wuerttemberg
2 294

plus

12 800

monthly readers
of the
bauMAGAZIN
online edition

Nielsen area IV

Bavaria
3 455

Nielsen area V

Berlin
876

Nielsen area VI

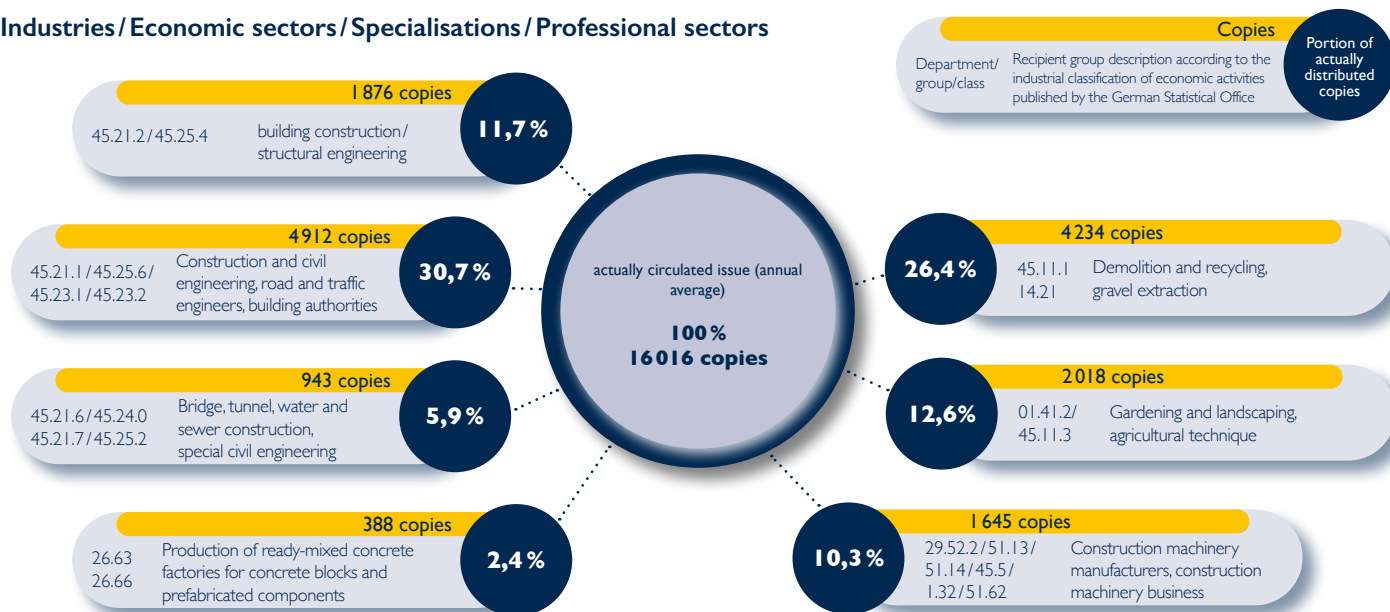
Mecklenburg-Western
Pomerania, Brandenburg,
Saxony-Anhalt
825

Nielsen area VII

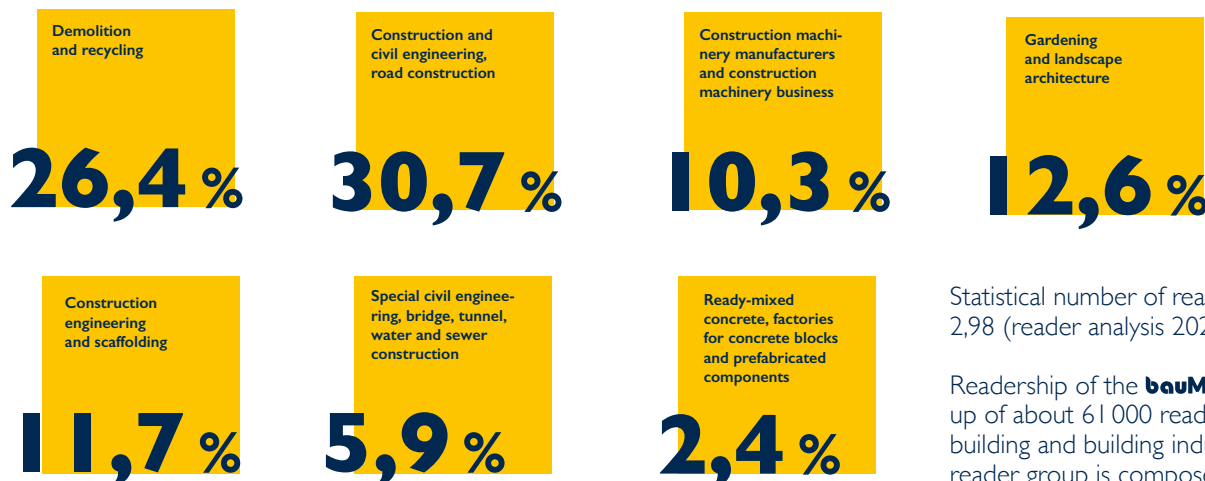
Thuringia, Saxony
1 402

**Click here
for more
infos!**

Industries/Economic sectors/Specialisations/Professional sectors



Recipient groups (changing monthly)



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for more
infos!**

Statistical number of readers per company:
2,98 (reader analysis 2025)

Readership of the **bauMAGAZIN** is made up of about 61 000 readers working in the building and building industry trade. The reader group is composed of managers in companies with medium to large vehicle and machinery parks.

Source: The evaluation is based on the in-house recipient file and regular reviews by the publishing company. The size of the business unit, education, age/sex as well as the size of the municipality have not been considered in the survey.



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PREMIUM PLACEMENTS

1. Cover page, 4-color

- 210mm widex297mm high, plus 3 mm bleed
- + Cover story, maximum 2 pages editorial
- + One month presence as advertorial on the baumagazin-online homepage
- + 2 newsletters (incl. cover story + cover motiv) without right of withdrawal / not discountable (for increased editions on request)

7 990,- €

2nd cover page, 4-color

210mm widex297mm high, plus 3 mm bleed

5 990,- €

3rd cover page, 4-color

210mm widex297mm high, plus 3 mm bleed

5 990,- €

4th cover page / back cover, 4-color

210mm widex297mm high, plus 3 mm bleed

6 490,- €

2nd cover page / page 3, 4-color

210mm widex297mm high, plus 3 mm bleed

5 770,- €

Right page next to editorial, 4 color

210mm widex297mm high, plus 3 mm bleed

5 770,- €

Right page next to table of contents, 4 color

210mm widex297mm high, plus 3 mm bleed

5 770,- €



SPECIAL ADVERTISING FORMS

Inserts

Loosely inserted

Price per thousand up to 25g

240,- €

All other 5g per tsd.

20,- €

Partial insertion possible from

10 000 copies onwards with 10% price surcharge

Format: Maximum 200mm wide x 290mm high



Bound inserts up to 170g/m²

1 sheet (2-sided)

3 990,- €

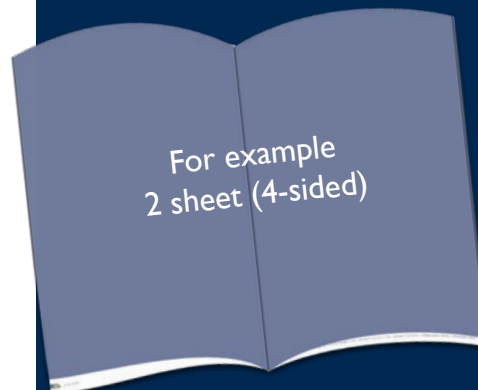
2 sheet (4-sided)

6 980,- €

Bound inserts are discounted.

Multi-sheet bound inserts must be

delivered folded accordingly, but untrimmed.



More Special

Forms of Advertising

(e.g.: Banderole, Panorama

Folding Page, Gate Folder etc.)

Price on demand

Click here
for more
infos!



SPECIAL PUBLICATION DIE branchenSPEZIALISTEN

This Summer's Highlight

The bauMAGAZIN Special presents leading providers in the construction industry with their products and services. It is published as a separate DIN A4 magazine, printed in high quality and enclosed with bauMAGAZIN.



1.990 €*

Advertorial 1-page OR 1/1-advertisement

The classic: With a 1-page advertorial, you can convey all the important content. OR present your company on a 1-page advertisement.

2000 to 3500 characters • 1 to 2 images
Ad: 210x297+3mm

Advertising deadline:
June 24, 2026

2-page Advertorial + advertisement

The ideal combination:
With the combination of 1.5-page
advertorial + 1/2-page.

3500 characters • 2 to 3 images
Ad: 210x146+3mm

All characters are with spaces. Of course,
you will receive a proof before publication.
*plus possible agency fee



3.500 €*



Advertorial 2-page OR 2/1-advertisement

The concentrated power:

A 2-page advertorial offers the opportunity to present your content in more detail and thus attract the attention of your target group even better. **OR** present your company on a 2-page advertisement.

3 500 to 4 000 characters • 2 to 4 images
Ad: 420 x 297 + 3 mm



Increase the attention!

This is how your new products become visible on a grand scale: Our 2-page articles, whether as a pure advertorial, editorial article or linked to a 1/2-page advertising motif, ensure high visibility among readers.

We take care of the complete design!

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

What we need from you

- High-resolution image material (300 dpi),
- consisting of pictures of the products in use as well as detail shots
- Technical data and additional information on your products
- Editorial text material (max. 4,000 characters continuous text, including spaces)
- Company or brand logo + social-media-channels incl. links

ONLINE

Range extension in

- + Special newsletter
- + Publication on baumagazin-online.de
- + Facebook-Post
- + LinkedIn-Post

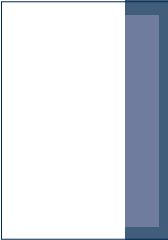
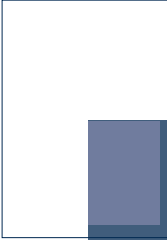
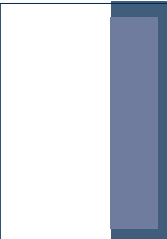
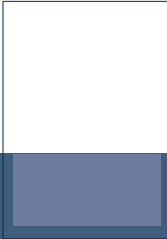
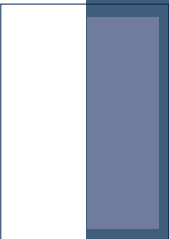
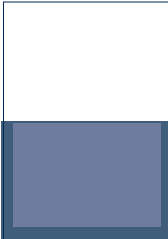
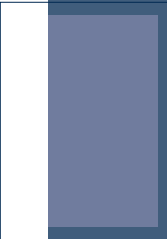
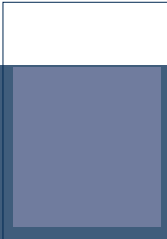
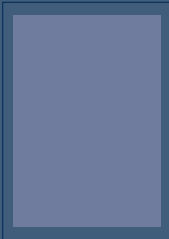
Webseite
about 27 000
Visitors / month

Newsletter
about 22 100
Subscribers
2x per month

Social Media
about 73 700
Visitors / month



ADVERTISEMENT FORMATS

			Sizes width x height		
			t: type area	b: in the bleed (+ 3 mm bleed)	
					
1/8 horizontal	1/8 vertical	1/8 vertical		1/4 horizontal	1/4 vertical
t: 42,5 x 130 mm	t: 90 x 65 mm	b: 210 x 48 mm	t: 42,5 x 265 mm b: 55 x 297 mm	t: 90 x 130 mm b: 102,5 x 146 mm	t: 185 x 65 mm b: 210 x 81 mm
					
1/3 horizontal	1/3 vertical		1/2 horizontal	1/2 vertical	2/3 horizontal
t: 60 x 265 mm b: 72 x 297 mm	t: 185 x 90 mm b: 210 x 106 mm		t: 90 x 265 mm b: 102,5 x 297 mm	t: 185 x 130 mm b: 210 x 146 mm	t: 137,5 x 235 mm b: 150 x 251 mm
					
3/4 horizontal	3/4 vertical		1/1 page	2/1 page	
t: 137,5 x 265 mm b: 150 x 297 mm	t: 185 x 200 mm b: 210 x 216 mm		t: 185 x 265 mm b: 210 x 297 mm	t: 198 x 265 mm on each side b: 210 x 297 mm on each side	

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

ADVERTISING RATES

Format	Advertisements in type area Dimensions in mm	bleed-off sizes Dimensions in mm	Type area 4c	Bleed 4c
1/8 page	42,5x130 horizontal 90x65 vertical		720,- €	
Special format		210x48 vertical		1 020,- €
1/4 page	42,5x265 horizontal 90x130 horizontal 185x65 vertical	55x297 horizontal 102,5x146 horizontal 210x81 vertical	1 440,- €	1 590,- €
1/3 page	60x265 horizontal 185x90 vertical	72x297 horizontal 210x106 vertical	1 960,- €	2 150,- €
1/2 page	90x265 horizontal 185x130 vertical	102,5x297 horizontal 210x146 vertical	2 880,- €	3 170,- €
2/3 page	137,5x235 horizontal 185x175 vertical	150x251 horizontal 210x191 vertical	3 810,- €	4 190,- €
3/4 page	137,5x265 horizontal 185x200 horizontal	150x297 horizontal 210x216 horizontal	4 320,- €	4 750,- €
1/1 page	185x265	210x297	5 250,- €	5 770,- €
2/1 page	2x185x265	2x210x297	10 500,- €	11 540,- €

Discounts

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

Time scale:	Quantity scale:
3 forms of advertising 5%	2 pages 5%
6 forms of advertising 10%	4 pages 10%
9 forms of advertising 15%	6 pages 15%
11 forms of advertising 20%	8 pages 20%

Payment conditions

100% net after receipt of invoice without deduction.
With payment via bank collection or in advance 2% discount.

VAT no. DE 198 152 137
Bank details HypoVereinsbank Kempten
Member of UniCredit
IBAN DE14 7332 0073 6690 4171 87
SWIFT (BIC) HYVEDEMM428
Tax number 127 / 137 / 20036

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

TOPIC PLAN

02 February		03 March		04 April		05 May		06 June		07 July	
- Road construction/renovation - Earthmoving - Site preparation - Occupational safety - Sewer and pipeline construction/renovation - Specialized foundation engineering/tunnel construction - Construction and commercial vehicles		- Extraction/Processing/ Crushing/Screening - Demolition/ Dismantling/Recycling - Concrete Processing/ Renovation - IT in Construction/ Business Management - Lifting Equipment/ Cranes - Construction & Commercial Vehicles		- Landscaping/ Paving and Road Construction - Municipal Engineering OEM Machinery, Vehicle, and Drive Technology - Formwork/ Scaffolding/Concrete Construction - Maintenance/ Care/Repair - Handheld Construction Equipment/ Small Equipment and Tools - Construction and Commercial Vehicles		- Sewer and pipeline construction/ rehabilitation - Earthmoving - Recycling, separation, and environmental technology - Municipal engineering - Construction site equipment - Lifting and lifting equipment/cranes - Construction and commercial vehicles		- Landscaping/ Paving and Road Construction OEM Machinery, Vehicle, and Drive Technology - Maintenance/ Care/Repair - Handheld Construction Equipment/Small Equipment and Tools - Occupational Safety - Construction & Commercial Vehicles		- Road construction/renovation - Sewer and pipeline construction/renovation - Foundation engineering/ tunnel construction - Formwork/scaffolding/ concrete construction - Earthmoving - Construction and commercial vehicles	
		SPECIAL TOPIC IT IN CONSTRUCTION		SPECIAL TOPIC FORMWORK AND SCAFFOLDING TECHNOLOGY				SPECIAL TOPIC Attachments		SPECIAL SUPPLEMENT — branchenSPEZIALISTEN	
DATE											
ED	14.01.	ED	11.02.	ED	10.03.	ED	07.04.	ED	11.05.	ED	17.06.
AD	21.01.	AD	18.02.	AD	17.03.	AD	14.04.	AD	19.05.	AD	24.06.
PT	07.02.	PT	07.03.	PT	04.04.	PT	02.05.	PD	06.06.	PD	11.07.
FAIR ISSUE											
Oldenburger Rohrleitungsforum 05.02.-06.02.		Betontage 10.03.-12.03. Fachtagung Abbruch 13.03.				IFAT 04.05.-07.05. Samoter 06.05.-09.05.		The Tire 09.06.-11.06. OstBau 18.06.-20.06. Hillhead 23.06.-25.06.			
VDBUM 10.02.-13.02.		Solids 18.03.-19.03.									
Asphalttage 25.02.-27.02.		BeBoSa 19.03.-21.03.									
Geotherm 26.02.-27.02.		digitalBau 24.03.-26.03.									
		Logimat 24.03.-26.03.									

ED = Editorial Deadline AD = Advertising Deadline Classified ads section AD = Closing date used machinery market PD = Publishing date

08 August	09 September	10 October	11 November	12/01 December January
• Extraction/Processing/ Crushing/Screening • Demolition/ Dismantling/Recycling • Recycling, Separation, and Environmental Technology • IT in Construction/ Business Management • Concrete Processing/ Renovation • Construction & Commercial Vehicles	• Landscaping/ Paving and Road Construction • Municipal Engineering • OEM Machinery, Vehicle, and Drive Technology • Maintenance/ Care/Repair • Handheld Construction Equipment/Small Equipment and Tools • Construction and Commercial Vehicles	• Earthmoving • Lifting Equipment/ Cranes • Formwork/Scaf- folding/Concrete Construction • Site Equipment • Recycling, Separation, and Environmental Technology • Occupational Safety • Construction & Commercial Vehicles	• Road construction/ renovation • Sewer and pipeline construction/ renovation • Foundation engineering/ tunnel construction • Concrete processing/ renovation • Construction and commercial vehicles	• Extraction/Processing/ Crushing/Screening • Demolition/Dismantling/ Recycling • OEM Machinery,Vehicle, and Drive Technology • Maintenance/Care/Repair • IT in Construction/ Business Management • Construction & Commercial Vehicles
				SPECIAL TOPIC ALTERNATIVE DRIVE TECHNOLOGY
DATE				
ED 22.07.	ED 19.08.	ED 23.09.	ED 21.10.	ED 25.11.
AD 29.07.	AD 26.08.	AD 30.09.	AD 28.10.	AD 02.12.
PD 15.08.	PD 12.09.	PD 17.10.	PD 14.11.	PD 19.12.
FAIR ISSUE				
STEINEXPO 02.09.-05.09. NORDBAU 09.09.-13.09.	GaLaBau 15.09.-18.09. IAA Nutzfahrzeuge 15.09.-20.09.	Arbeitsschutz aktuell 20.10.-22.10..		

Demolition technology / deconstruction / recycling

issue: 3, 8, 12 / I

- Demolition machines
- Demolition robots
- Hydraulic hammers
- Demolition milling machine
- Scissors/tongs/pulveriser
- Recycling- and separation technology
- Equipment and accessories

Safety at work

issue: 2, 6, 10

- Work wear and protective clothing
- Work protection

Construction and utility vehicles

all issues

- Trucks and superstructures
- Dumper/unwinder
- Vehicle equipment
- Garages
- Fleet management/navigation
- Trucks, Flat-bed trailers/trailers
- Tie-down
- Equipment and accessories

Building site equipment

Containers

issue: 2, 5, 10

- Lighting technology/signalling equipment
- Generators/compressors
- Shutoff devices
- Anti-theft protection
- Cleaning technology/equipment
- Site-, living-, office containers
- Modular systems
- Commercial and industrial building

Concrete processing and reconstruction

issue: 3, 8, 11

- Drilling technology
- Sawing technology
- Cutting technology
- High pressure-, water jet technology
- Grinding technology
- Equipment and accessories

Earth-moving

issue: 2, 5, 6, 7, 10

- Hydraulic excavator
- Wheel loader
- Dumper
- Doozer
- Machine control
- Wearing parts
- Equipment and accessories

Gardening & landscaping/ pavement construction and road construction

issue: 4, 6, 9

- Compact engines and compact vehicles
- Accessory equipment
- Recycling plants and compost works
- Lawn, garden and property care
- Road rehabilitation
- Pavement laying technology
- Slicing and separation technology
- Installation material
- Drainage engineering
- Hand-guided construction equipment
- Cleaning-/watering technology

Extraction / processing / crushing / screening

issue: 3, 8, 12 / I

- Crusher plants/screening plants
- Hydraulic excavator/wheel loader/dump truck
- Cable and floating dredgers
- Conveyor belts/cover hoods
- Weighing technology
- Drilling rigs and blasting practice
- Equipment and accessories
- Quick construction halls

Lifting / hoisting / crane technology

issue: 3, 5, 10

- Automobile cranes, truck-mounted cranes, loading cranes
- Tower cranes
- Ropes, winches, sling gear
- Scissors/working platforms
- Forklifts/telescopes
- Material/passenger lifts
- Safety rails • Control systems

IT at the building site / construction / management

issue: 3, 8, 12 / I

- Construction software
- Rent
- Leasing
- Financing
- Insurance
- Further education

Sewer pipeline construction / sewer rehabilitation

issue: 2, 5, 7, 11

- Shaft and sewer pipes
- Tube lining
- Shear wall systems
- Special machines
- Suction dredgers
- Compression technology
- Sewer construction laser/Pipcamera
- Construction pumps

Communal machinery

issue: 4, 5, 9

- Equipment racks and vehicles
- Machines and accessories
- Cleaning technology
- Winter service
- Weed control
- Equipment
- Clearing technology

Machine, vehicle and drive technology

issue: 4, 6, 9, 12 / I

- Motors/gear units
- Axles/breaks
- Tyres/running gears
- Hydraulic elements/Equipment
- Electrical-/sensor technology

Recycling, Separation and Environmental Technology

issue: 5, 8, 10

- Recycling and Composting plants
- Separation and Processing plants
- Wood shredders
- Drum screens
- Grabs/Tongs
- Machines and Vehicles

Shuttering / Scaffoldings / concrete construction

issue: 4, 7, 10

- Concrete formwork
- Scaffolding technology
- Concrete pumps
- Mixing plants
- Concrete rehabilitation
- Equipment and accessories

Civil engineering / tunnel construction

issue: 2, 7, 11

- Special machines/vehicles
- Piling devices and pullers
- Trench-free building
- Propulsion technology
- Drilling units
- Equipment and accessories

Traffic route engineering / -rehabilitation

issue: 2, 7, 11

- Road finisher
- Milling and separation technology
- Special machines and devices
- Equipment and accessories
- Soil processing
- Compression technology
- Asphalt mixing plants
- Road sweepers
- Filling material/geotextile
- Noise protection/development

Maintenance / care / repair

issue: 4, 6, 9, 12 / I

- Machine and vehicle maintenance
- Mobile garages
- Fuel, lubricants and oils
- Filter technology
- Wearing parts

Hand-held construction equipment / small appliances and tools

issue: 4, 6, 9

POSSIBLE COMBINATIONS

Print combinations



complete edition:
25 650



complete edition:
25 650



complete edition:
34 650

Online combinations



Reach
Online Edition
(e-paper)

27 400

Coverage portal visits:

53 400

Coverage Newsletter:

39 300

Coverage Social Media
(Facebook, Twitter, Instagram):

83 310

Potential coverage
229 060



Reach
Online Edition
(e-paper)

22 100

Coverage portal visits:

36 800

Coverage Newsletter:

33 600

Coverage Social Media
(Facebook, Twitter, Instagram):

78 770

Potential coverage
196 920



Reach
Online Edition
(e-paper)

36 700

Coverage portal visits:

61 800

Coverage Newsletter:

49 800

Coverage Social Media
(Facebook, Twitter, Instagram):

88 380

Potential coverage
271 330

TARGET GROUPS

bauMAGAZIN:

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

baustoffPARTNER:

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

bauSICHERHEIT:

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



WISSEN, WAS ZÄHLT

Audited circulation

Precise basis for the advertising market

We make
you visible.

- Cross-media
- Measurable
- Transparent



ONLINE



Short characteristic	20
Distribution/ Data and facts	21
Homepage Banner	22
Newsline	23
Newsletter	24
Special Newsletter	25
Partner-packages	26
Sponsored Content	28
Pricelist	29



SHORT CHARACTERISTIC

baumagazin-online.de is the digital platform of the bauMAGAZIN, which for years has been one of the most renowned and most circulated trade magazines for construction machinery, construction equipment and construction vehicles in Germany. On top of that, the bauMAGAZIN is also present in Switzerland, the Benelux countries and Northern Italy.

Innovative and highly professional—that is the claim the online portal baumagazin-online.de has. In order to live up to that claim, we always fulfil our readers wish to be up to date in the digital age by keeping them fully informed on a

daily basis as well as taking their suggestions into account. In addition to the monthly print-edition, baumagazin-online.de offers various complementary forms of online advertising. Thus, baumagazin-online.de maximizes and multiplies the effectiveness of online advertising by integrating a company's already existing marketing campaign into the marketing-mix.

The content of baumagazin-online.de focuses on the presentation of new and innovative construction machinery, construction equipment and construction vehicles as well as operating reports and detailed reporting on all important trade fairs.



WISSEN, WAS ZÄHLT

Audited circulation

Precise basis for the advertising market

Web-address

baumagazin-online.de

baumagazin-online.at

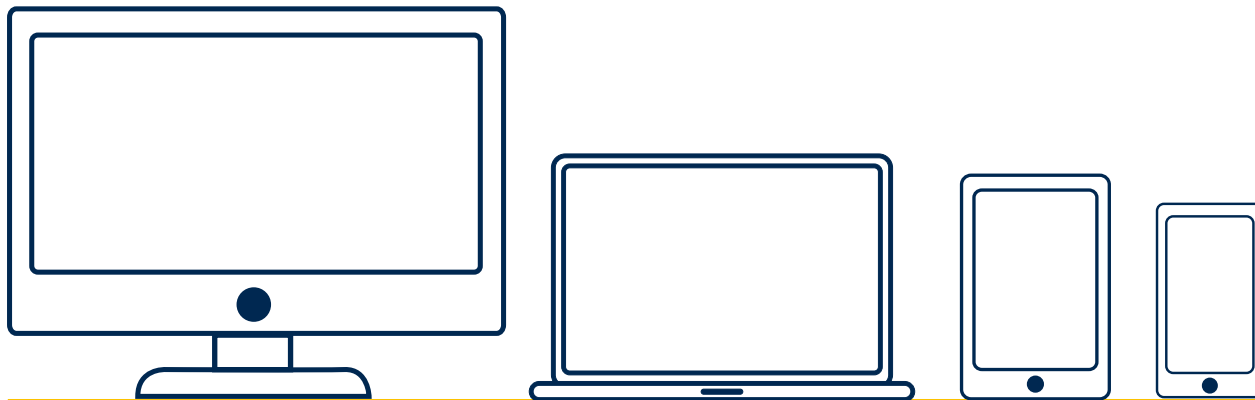
baumagazin-online.ch

Publisher

SBM Online GmbH

Hermann-von-Barth-Str. 2

87435 Kempten



DISTRIBUTION / DATA AND FACTS

Competence

Detailed reporting, being up-to-date and rapid presentation of information – that are the main characteristics of baumagazin-online.de:

- Latest news about construction machines, construction equipment and construction vehicles
- User reports and coverages about operators
- Extensive listing of manufacturers
- Picture galleries, reports, interviews from fairs and events
- Newsletter (about 23 000 subscribers) – published twice a month
- Facebook, Instagram and LinkedIn – direct contact with users and fans

File formats banners: jpg, gif, png

Target groups

- Civil engineering and road constructions
- Demolition and recycling
- Construction machinery industry
- Gardening and landscaping
- Building construction, scaffolding
- Civil engineering, bridge construction, tunnel construction, hydraulic engineering, sewer construction
- Ready-mixed concrete, concrete block manufacturer and pre-cast segment manufacturer

Delivery date

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

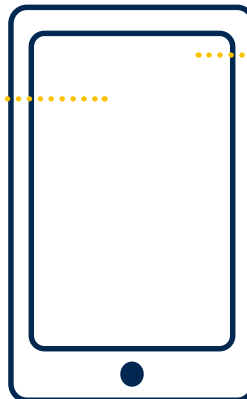
Delivery address

Mauro Di Renzo
mdr@sbm-verlag.de

Access



Monthly average 2th quarter 2025,
source: IVW



Our range/month



2025

HOMEPAGE BANNER

HOMEPAGE

① Advertorial

Placement: Top-News
Price/week: 700,- €

② Exclusive-Superbanner

Size: 940x200px
Placement: Directly under the top news
Price/month: 2000,- €

③ Video-Box

Placement: corporate video,
product video etc.
(within up-to-date messages)
Price/month: 990,- €

MOBILE VERSION

④ Additional visibility in the mobile version

Superbanner

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

④ Superbanner

Size: 940x200px
Placement: On the
start page (rolling)
Price/month: 1500,- €

⑤ Skyscraper

Size: 160x600px
Placement: right sidebar
Price/month: 990,- €

⑥ Half-Skyscraper

Size: 160x300px
Placement: right sidebar
Price/month: 750,- €

⑦ Rectangle

Size: 288x350px
Placement: On the
start page (rolling)
Price/month: per 890,- €



All prices in € plus applicable statutory VAT rate.

DETAILED VIEW NEWSLINE

① Skyscraper

Size: 160x600px

Placement: right sidebar,
rotating on one of
the theme pages

Price/month: 990,- €

② Half-Skyscraper

Size: 160x300px

Placement: right sidebar,
rotating on one of
the theme pages

Price/month: 750,- €

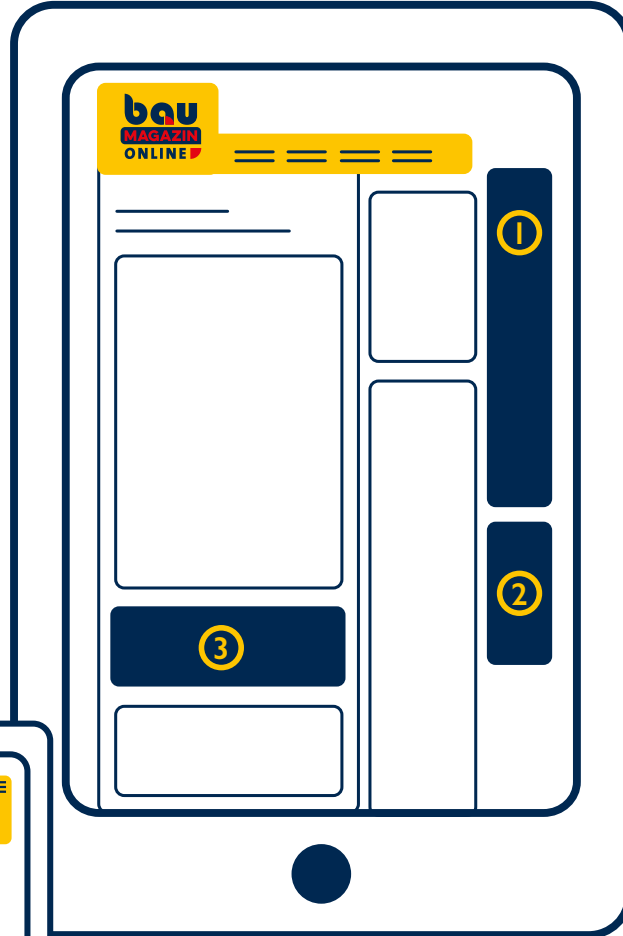
③ Wide-Content-Ad

Size: 940x300px

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

Price/month: 1 500,- €

MOBILE VERSION

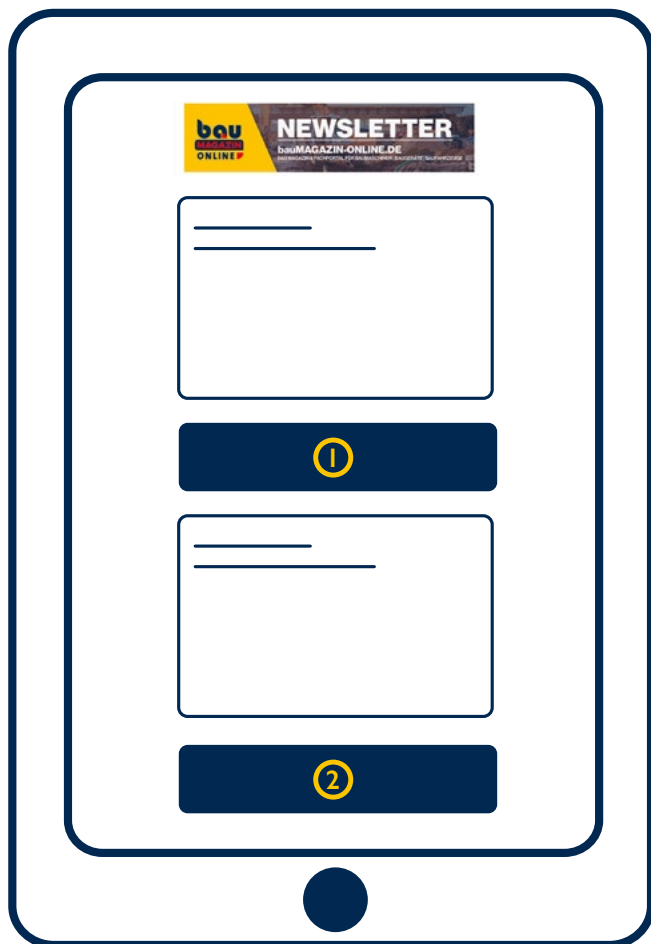


③ Additional visibility in the mobile version

Wide-Content Ad

Size: 940x300px

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



① Advertorial

Size: 600 x 300 px
Price/newsletter: 990,- €
(Text 400 characters
including spaces + 1 image)

② Advertisement

Size: 600 x 350 px
Price/newsletter: 990,- €

Premium placement

First advertorial/First advertisement in the newsletter
Price: 1190,- €

Publication dates

1

16. January
30. January

2

13. February
27. February

3

13. March
20. March (digitalBau/Logimat)
27. March

4

10. April
24. April
30. April (IFAT)

5

08. May
22. May

6

12. June
16. June (OstBau)

7

03. July
17. July
24. July (banchenSPEZIALISTEN)

8

07. August
21. August
28. August (Steinexpo)

9

01. September (Steinexpo)
07. September (Nordbau)
11. September
14. September (GaLaBau)
15. September (GaLaBau/IAA)
16. September (IAA)

10

09. October
23. October

11

06. November
20. November

12

04. December
18. December

1

15. January 2027

Special newsletter

Dispatch to the entire
baumagazin-online.de Newsletter-
database (DSGVO-compliant).

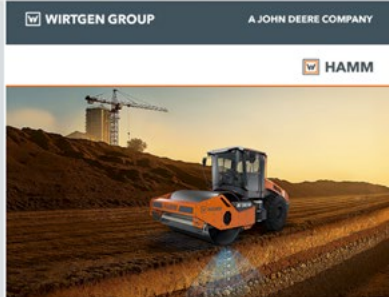
Price: 3 890,- €

Topic specific special newsletter

Offers the possibility of corresponding
selections (e.g. topic-specific, or also manufac-
turers, dealers, rental companies, up to a ma-
ximum of 5 000 e-mail addresses are included.

Price: 2 190,- €

Any other key target group 250,- €



Automatische Verdichtung auf Zielwert – neuer Walzenzug HC 130i C VA

Walzenhersteller Hamm erweitert die Serie HC um den 13 t schweren Walzenzug HC 130i C VA, der mit Smart Compact eine automatische Verdichtung auf Zielwert ermöglicht. Das neue Modell ergänzt die bereits eingeführten, 20 und 25 t schweren Modelle HC 200i C VA und HC 250i C VA und setzt neue Maßstäbe bei der Verdichtung im Erdbau.

Der Walzenzug HC 130i C VA ist mit der neuen VA-Bandage (Variable Amplitude) ausgestattet, die eine automatische Verdichtung in Abhängigkeit von Bodenverhältnissen und Maschinenauslastung ermöglicht. Diese Technologie sorgt nicht nur für eine homogene Verdichtung, sondern verbessert auch die Wirtschaftlichkeit, indem sie die Anzahl der Überfahrten reduziert und den Dieselverbrauch senkt. Die Maschine erfüllt die Abgasnorm EU Stage V und EPA Tier 4i.

Automatische Verdichtung, präzise Messung

Der Walzenzug HC 130i C VA ermöglicht es dem Walzenfahrer zwischen einem Automatik- und einem Manuallauf zu wählen. Während im Automatikmodus die Verdichtung geregelt wird, stehen im Manuallauf die Messdaten zur Verfügung. Vor der Verdichtung wird der Zielwert in kg/m³ festgelegt, der während der Verdichtung überwacht wird. Die automatische Verdichtung basiert auf der Messung des Proportional Value (SCV), der die Verdichtungsleistung in Abhängigkeit von den Faktoren, wie z. B. der Verdichtungsleistung, präzise erfasst wird.

Automatische Verdichtung, präzise Messung

Der Walzenzug HC 130i C VA ermöglicht es dem Walzenfahrer zwischen einem Automatik- und einem Manuallauf zu wählen. Während im Automatikmodus die Verdichtung geregelt wird, stehen im Manuallauf die Messdaten zur Verfügung. Vor der Verdichtung wird der Zielwert in kg/m³ festgelegt, der während der Verdichtung überwacht wird. Die automatische Verdichtung basiert auf der Messung des Proportional Value (SCV), der die Verdichtungsleistung in Abhängigkeit von den Faktoren, wie z. B. der Verdichtungsleistung, präzise erfasst wird.

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

Die KM 70 - der Topseller unter den Kehrmaschinen!



Wenn es um zuverlässige Kehrarbeiten auf großen Flächen geht, führt kein Weg an der bewährten Kehrmaschine KM 70 vorbei. Seit ihrer Einführung hat sich dieses Modell als echter Topseller etabliert und überzeugt durch hohe Kahlleistung und herausragende Ergonomie.

Die KM 70 ist nicht nur ein weiteres Gerät auf dem Markt, sondern ein technisches Meisterwerk, das sich über die Jahre hinweg bewährt hat. Sie ist für Traktorfahrzeuge ab 80 PS mit hydraulischen Antrieben konzipiert und bietet mit ihrer großen Kahlbreite von 70 cm Durchmesser ein konstant hervorragendes Kahlergebnis. Die multifunktionale Verstellbox vereinfacht die Handhabung, indem er alle hydraulischen Funktionen übersichtlich zusammenfasst. So erfolgt die Behälterentleerung mittels einer Hydraulikfunktion.

Mit verschiedenen Arbeitsbreiten von 225 cm bis 300 cm ist die KM 70 für jede Anwendung bestens gerüstet. Ob Schmutz Kahlwalze oder Schneekahlwalze – die Flexibilität beim Einsatz dieser Maschine lässt keine Wünsche offen.

Ein besonderes Highlight ist der schneidende geladene Sammelbehälter.

An der Kehrmaschine ist eine schneidende Führung angebracht, die durch ein ausgeklügeltes Rollensystem dafür sorgt, dass nur der Sammelbehälter beim Anfahren einer Schräge oder eines Parallelprogramms angehoben wird. Damit bleibt die Kahlwalze jederzeit in engem Kontakt mit dem Untergrund, was besonders auf unebenen Flächen zu hervorragenden Kahlergebnissen führt.

Im Vergleich zu herkömmlichen Systemen nicht mehr ausgereizt, was den Verschleiß und die Wartungskosten senkt.



– die Kehrmaschine, die seit

über 30 Jahre Vorführung beim Hersteller:

die

**Your
newsletter
to your
target group!**



Your news



Your profile



Portal

Social media



The Partner Package: Visibility across all channels

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

Newsletter



Magazine

*subject to editorial approval



Portal



Visibility/
Reporting

590,- €*

Partner-package Basic

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

990,- €*

Partner-package Plus

Here you can increase your „Basic-Package“ on baumagazin-online.de with up to five additional press releases each year (if you want as well with a video-link). They will be placed both as an up-to-date message and at the corresponding topic, possibly even as »top news« at the front page of baumagazin-online.de.

1 990,- €*

Partner-package Premium

Our information flatrate* for you. A guarantee for being permanently present on our portal baumagazin-online.de.

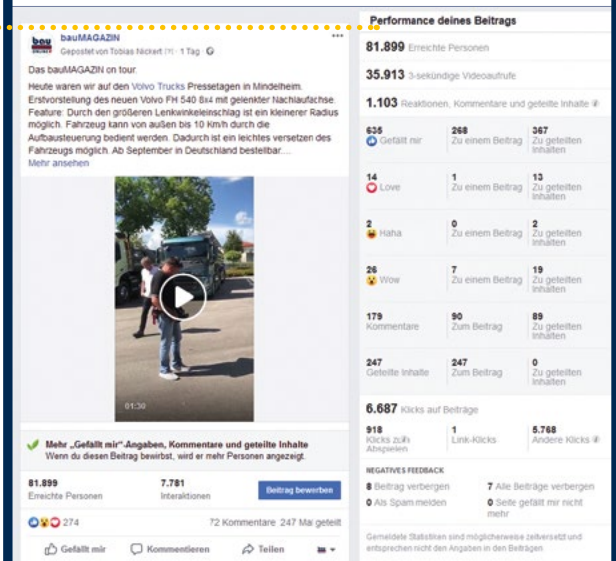
Duration period: one year from the booking date.
All prices are net/net.

* corresponding to our editorial guidelines.

990,- €

Sponsored Content

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



PRICELIST

Homepage	Size in pixel	Placement	Prices / month	Monthly online booking option
Superbanner	940x200	On the start page (rolling)	1 500,- €	13 units
Exklusive-Superbanner	940x200	directly under the top news	2 000,- €	1 unit
Skyscraper	160x600	right sidebar	990,- €	8 units
Half-Skyscraper	160x300	right sidebar	750,- €	8 units
Video-Box within up-to-date messages		corporate video, product video (within up-to-date messages)	990,- €	3 units
Rectangle	288x400	On the start page (rolling)	890,- €	10 units (max. 20)
Advertorial = paid editorial article		Top-News (for customs without partner-package)	700,- €	7x/7 days
Newsline	Size in pixel	Placement	Prices / month	Monthly online booking option
Wide Content Ad	940x300	after click of each message/news within the text	1 500,- €	5 units
Skyscraper	160x600	right sidebar, after click of message/news	990,- €	8 units
Half-Skyscraper	160x300	right sidebar, after click of message/news	750,- €	8 units
Newsletter	Size in pixel	Placement	Prices / month	Booking possibility per newsletter
Advertisement	600x350	Advertisement in Newsletter	990,- €	5 units
Advertorial	600x350	Advertorial in Newsletter	990,- €	5 units
Premium placement	600x350/600x350	First Advertorial / First Advertisement in Newsletter	1 190,- €	1 unit

The general Terms and conditions for the trade journal bauMAGAZIN and the trade portal baumagazin-online.de can be found at www.baumagazin-online.de/agb

TARGETING & LEAD-TOOLS

B2B-Display Advertising

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



How does audience display targeting work?

1 Experts mark



2 Recognize and address



3 Visitors win



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

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

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

Audience Display Targeting Costs

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

250,- €*

Cost for 1 000 impressions (CPT):

36,- €*

Campaigns can be implemented individually according to budget requirements.

1 230,- €*

PACKAGE 30

- Campaign design
- Banner creation (8 formats)
- 30 000 ad impressions
- **Price ad 100,- €**

2310,-€*

PACKAGE 60

- Campaign design
- Banner creation (8 formats)
- 60 000 ad impressions
- **Price ad 100,- €**

3 340,- €*

PACKAGE 60

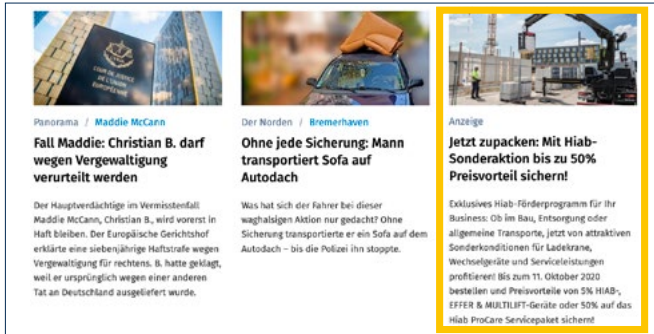
- Campaign design
- Banner creation (8 formats)
- 90 000 ad impressions
- **Price ad 150,- €**

* All prices plus VAT.

**Excerpt
from our
Premium
Network**

B2B Native Advertising

1. Text-Image-Advertisement



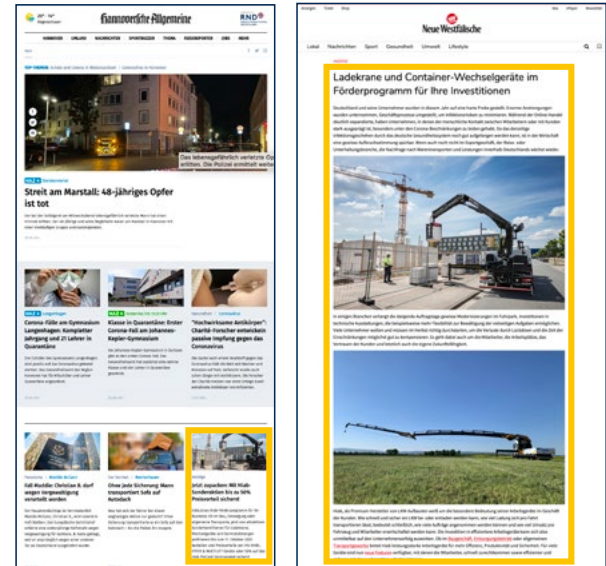
Panorama / Maddy McCann
Fall Maddy: Christian B. darf wegen Vergewaltigung verurteilt werden
 Der Hauptverdächtige im Vermisstenfall: Maddy McCann, Christian B., wird vorerst in Haft bleiben. Der Europäische Gerichtshof erklärte eine siebenjährige Haftstrafe wegen Vergewaltigung für rechtmäßig. B. hatte geklagt, weil er ursprünglich wegen einer anderen Tat an Deutschland ausgeliefert wurde.

Der Norden / Bremerhaven
Ohne jede Sicherung: Mann transportiert Sofa auf Autodach
 Was hat sich der Fahrer bei dieser waghalsigen Aktion nur gedacht? Ohne Sicherung transportierte er ein Sofa auf dem Autodach – bis die Polizei ihn stoppte.

Anzeige
Jetzt zupacken: Mit Hiab-Sonderaktion bis zu 50% Preisvorteil sichern!
 Exklusives Hiab-Förderprogramm für ihr Business: Ob im Bau, Entsorgung oder allgemeine Transporte, jetzt von attraktiven Sonderkonditionen für Ladekrane, Wechseleräte und Serviceleistungen profitieren! Bis zum 11. Oktober 2020 bestellen und Preisvorteile von 5% HIAB-EFFER & MULTILIFT-Geräte oder 50% auf das Hiab ProCare Servicepaket sichern!

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

2. Text-Image + Advertorial



Frankfurter Allgemeine
Streit am Marstall: 48-jähriges Opfer ist tot
 Das lebensgefährliche Verbrechen ist endlich. Die Polizei ermittelt weiter.

Neue Westfälische
Ladekrane und Container-Wechseleräte im Förderprogramm für ihre Investitionen
 In großen Betrieben entlang der steigenden Nachfrage können Maschinen und Anlagen im Zukunftsbereich modernisiert werden. Die Investitionskosten werden durch die Förderung der Bundesregierung halbiert. Die Unternehmen können sich für die Finanzierung der Investition an der Bundesbank oder dem KfW-Kreditprogramm wenden. Die Förderung ist an die Investition der Unternehmen in die Produktion der Maschinen und Anlagen gebunden.

Text-Image-Advertisement

Advertorial

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

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

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



NATIVE ADVERTORIALS

CREATION OF THE VARIOUS AD DESIGNS

1 TEXT + GRAPHIC

455,- €*
.....

2 TEXT + GRAPHIC + ADVERTORIAL

610,- €*
.....

+

3 COST PER CLICK

(Minimum 200 Clicks)

4,- €*
.....

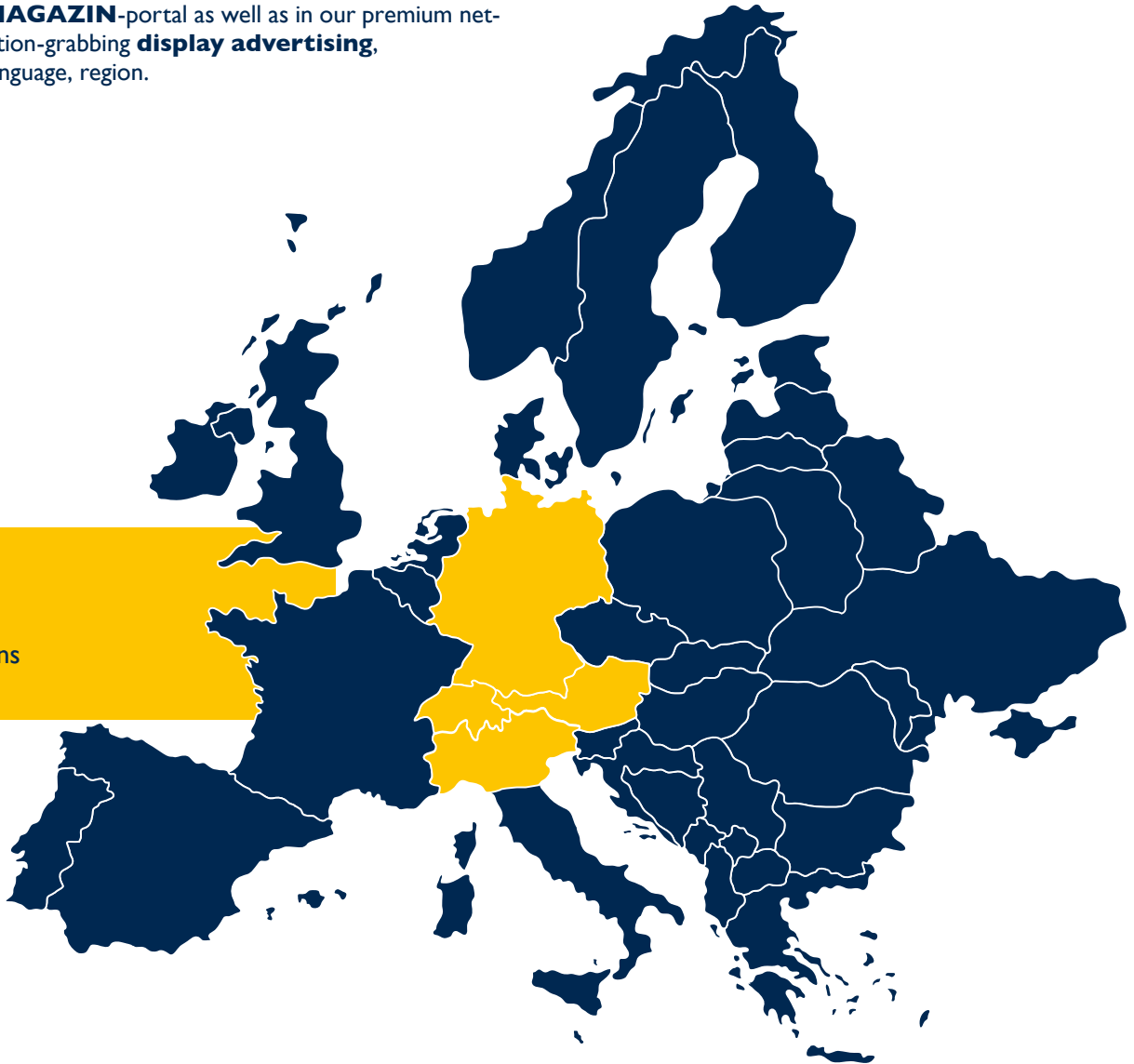
* Prices not including applicable sales taxes

B2B Geotargeting

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

PRICES

Relating to
Country/Regions
of choice.





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

Three trade journals
Three portals
One trade

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baumagazin-online.de

