



MEDIA KIT 2026

The magazine & specialist portal
for more safety in construction



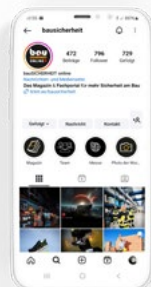
4 EVERYTHING AT ONE VIEW



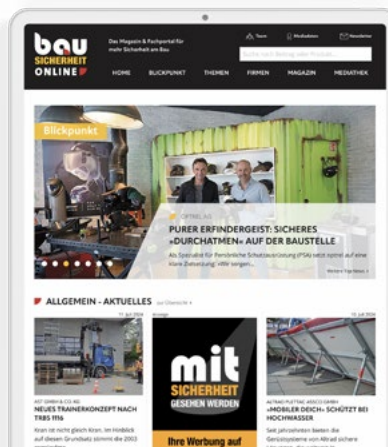
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bauSICHERHEIT aims to make working on construction sites safer for everyone involved. As a trade magazine, the bauSICHERHEIT focuses on all safety-relevant aspects especially around the construction site. Without pointing the finger, the bauSICHERHEIT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



Memberships

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

Organ

Management

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

Editorial department

Advertisements scheduling

Nicole Haubner
Tobias Haslach

Volume/Year

Mode of publishing

Publishing house

Postal address

Telephone

Internet

E-Mail

10th volume 2026

4x per year

4 issues

SBM Verlag GmbH

Hermann-von-Barth-Str. 2
87435 Kempten

Germany

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

www.bausicherheit-online.de

info@bausicherheit-online.de

EVERYTHING AT ONE VIEW

Subscription price

	4 issues
Domestic:	24,00 € (dispatch and VAT included)
Abroad:	34,00 € (dispatch included)
Retail Price:	6,50 €
(order at: www.bausicherheit-online.de/magazin/abo)	

ISSN: 1610-3785

Extend analysis	2024/25	= 4 issues
Magazine format	DIN A4, 210mm wide, 297mm high	
Total extend	268 pages	= 100,00%
Editorial part	229 pages	= 85,00%
Advertisement part	39 pages	= 15,00%
including		
Special publication		
Insert	1 units	

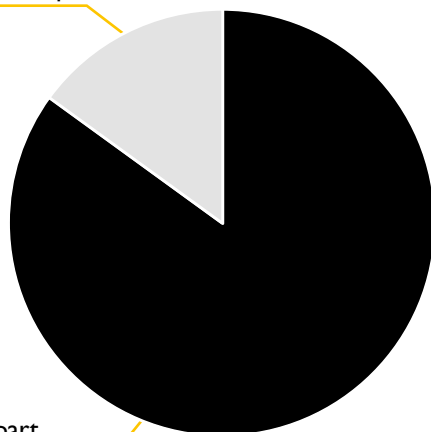
Content analysis of the editorial part

2024/25	229 pages	= 100,0%
1. Personal protective equipment (PPE)	78 pages	= 34,27%
2. Building site safety	86 pages	= 37,41%
3. Vehicle safety	14 pages	= 6,07%
4. Digital in construction	9 pages	= 3,88%
5. New first	14 pages	= 6,12%
6. Miscellaneous	28 pages	= 12,24%

Miscellaneous contain:

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

Advertisement part



Miscellaneous

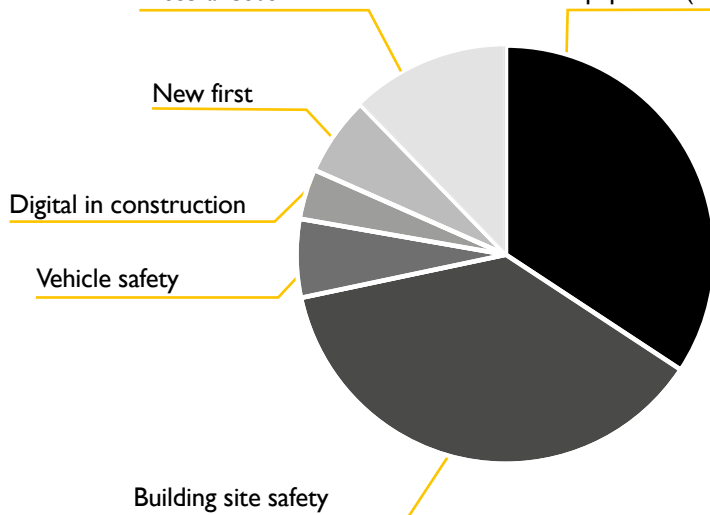
New first

Digital in construction

Vehicle safety

Building site safety

Personal protective equipment (PPE)



Editions analysis

Copies per issue quarterly average
(Status 4rd quarter 2024 based on the AMF scheme)

Print run	9000
Actually circulated issue	8900
thereof abroad	18
Issue sold	12
thereof abroad	—
thereof member pieces	—
- copies subscribed	12
- other sales	—
- single sale	—

Free copies	8793
Residual, archive and sample copies	100

Geographical circulation analysis

Economic area	Share of the actually circulated issue	
	%	copies
Domestic	99,8	8882
Abroad	0,20	18
Actually circulated issue	100,0	8900

Breakdown of the actually circulated issue according to Nielsen areas

Actual domestic circulation	8882
abroad	18

Nielsen area I

Schleswig-Holstein, Hamburg,
Bremen, Lower Saxony
1 482

Nielsen area II

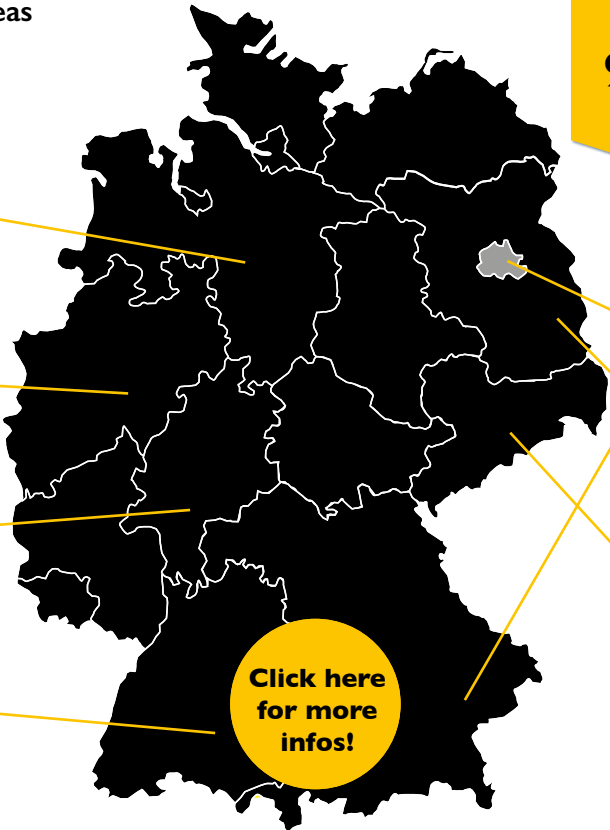
North Rhine-Westphalia
1 297

Nielsen area IIIa

Hessen, Rhineland-Palatinate,
Saarland
985

Nielsen area IIIb

Baden-Wuerttemberg
2 208



plus
9 300

monthly readers
of the
bauSICHERHEIT
online edition

Nielsen area IV

Bavaria
2 191

Nielsen area V

Berlin
256

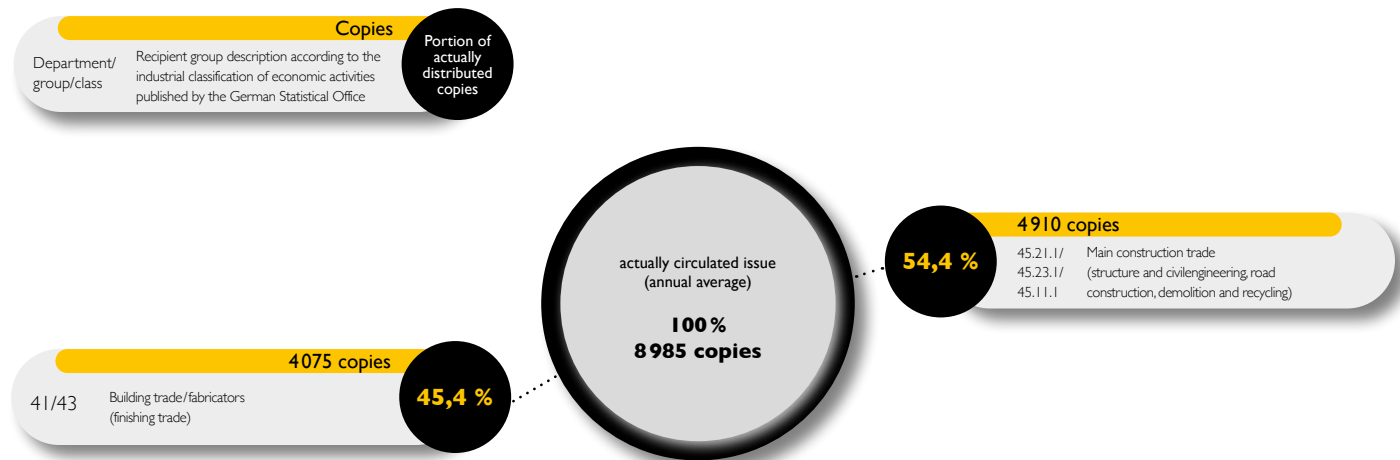
Nielsen area VI

Mecklenburg-Western
Pomerania, Brandenburg,
Saxony-Anhalt
243

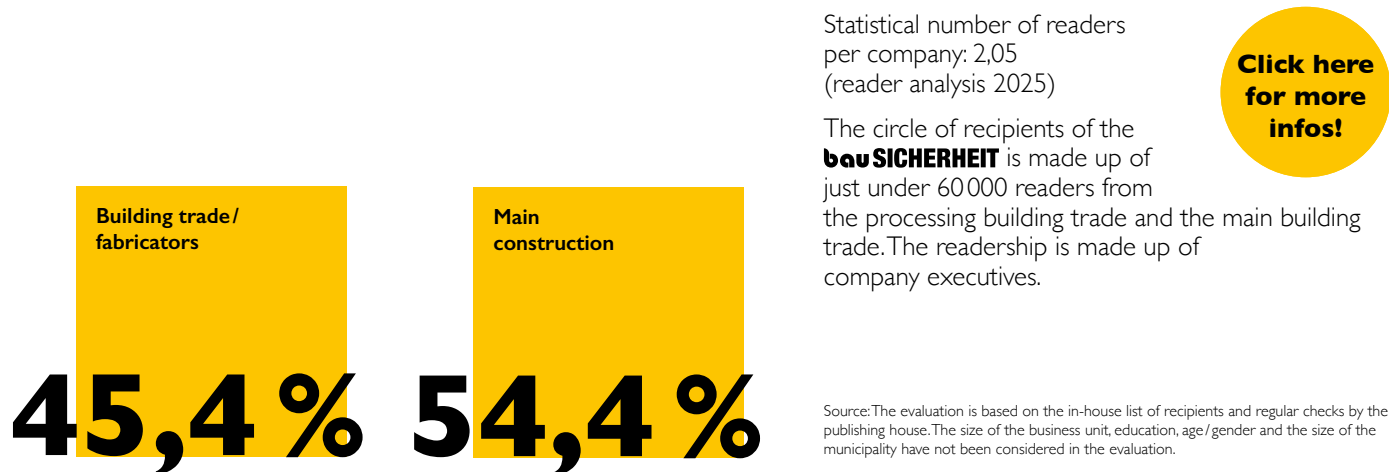
Nielsen area VII

Thuringia, Saxony
220

Industries/ Economic sectors/ Specialisations/ Professional sectors



Recipient groups (changing monthly)





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PREMIUM PLACEMENTS

Cover page, 4-color

200 mm wide x 180 mm high, plus 3 mm bleed
+ Cover story, maximum 2 pages editorial
+ 1 month presence as advertorial
on the baumagazin-online homepage,
without right of withdrawal / not discountable
(for increased editions on request)

5 900,- €

2nd cover page, 4-color

4 250,- €

3rd cover page, 4-color

4 250,- €

4th cover page / back cover, 4-color

4 900,- €



SPECIAL ADVERTISING FORMS



Inserts

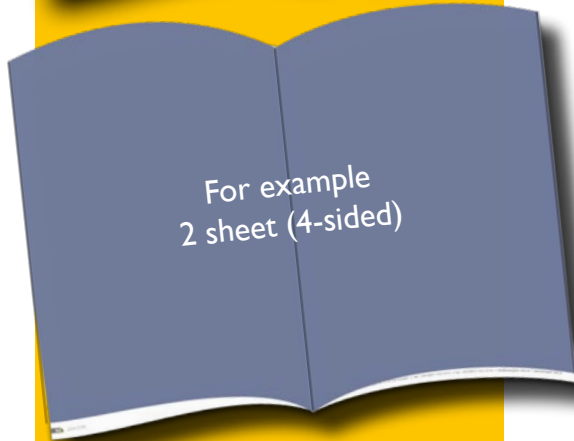
Loosely inserted

Price per thousand up to 25 g 240,- €

All other 5 g per tsd. 20,- €

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

Format: Maximum 200 mm wide x 290 mm high



Bound inserts up to 170 g/m²

1 sheet (2-sided) 3 100,- €

2 sheet (4-sided) 4 900,- €

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



Other Special Forms of Advertising

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

Price on demand

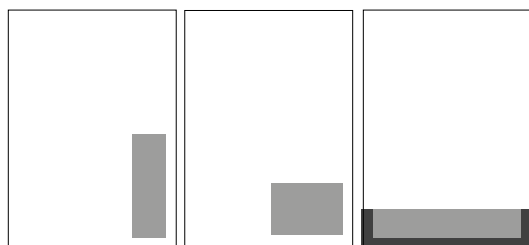
Click here for more infos!

ADVERTISEMENT FORMATS

Sizes width x height

t: type area

b: in the bleed
(+ 3 mm bleed)



1/8 horizontal

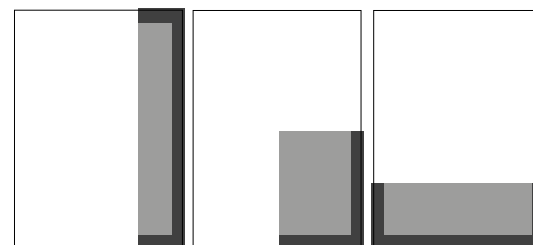
t: 42,5 x 130 mm

1/8 vertical

t: 90 x 65 mm

1/8 vertical

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



1/4 horizontal

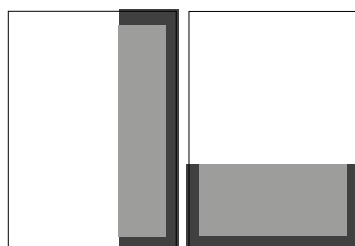
t: 42,5 x 265 mm
b: 55 x 297 mm

1/4 horizontal

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

1/4 vertical

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

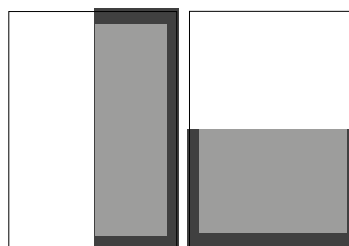


1/3 horizontal

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

1/3 vertical

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

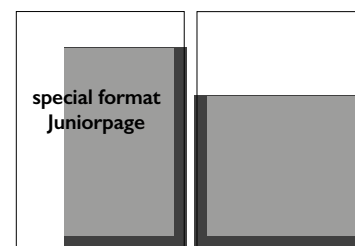


1/2 horizontal

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

1/2 vertical

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

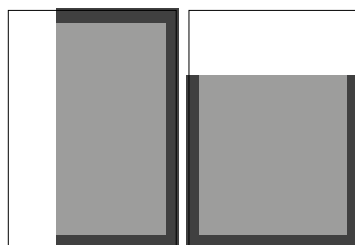


2/3 horizontal

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

2/3 vertical

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

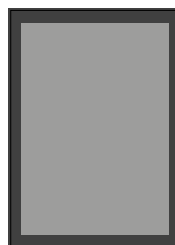


3/4 horizontal

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

3/4 vertical

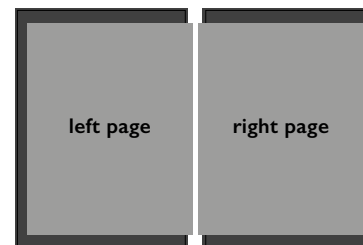
t: 185 x 200 mm
b: 210 x 216 mm



1/1 page

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

**Click here
for more
infos!**



2/1 page

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

Bleed in the middle 3 mm, with motive extending past the trim 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	42,5 x 130 horizontal 90 x 65 vertical		490,- €	
Special format		210 x 48 vertical		640,- €
1/4 page	42,5 x 265 horizontal 90 x 130 horizontal 185 x 65 vertical	55 x 297 horizontal 102,5 x 146 horizontal 210 x 81 vertical	990,- €	1 090,- €
1/3 page	60 x 265 horizontal 185 x 90 vertical	72 x 297 horizontal 210 x 106 vertical	1 350,- €	1 490,- €
1/2 page	90 x 265 horizontal 185 x 130 vertical	102,5 x 297 horizontal 210 x 146 vertical	1 980,- €	2 180,- €
2/3 page	137,5 x 235 horizontal 185 x 175 vertical	150 x 251 horizontal 210 x 191 vertical	2 620,- €	2 880,- €
3/4 page	137,5 x 265 horizontal 185 x 200 horizontal	150 x 297 horizontal 210 x 216 horizontal	2 990,- €	3 290,- €
1/1 page	185 x 265	210 x 297	3 600,- €	3 970,- €
2/1 page	2 x 185 x 265	2 x 210 x 297	7 200,- €	7 940,- €

Discounts

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

Time scale:

Quantity scale:

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

Payment conditions

100 % net after receipt of invoice without deduction.

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

VAT no.

DE 198 152 137

Bank details

HypoVereinsbank Kempten

Member of Unicredit

IBAN

DE14733200736690417187

SWIFT (BIC)

HYVEDEMM428

Tax number

127/137/20036

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

03 | MARCH

TOP TOPIC:

**SAFETY
IN HEIGHT**

Editorial deadline 04.03.
Advertising deadline 11.03.
Publication date 28.03.

Topics:
1,2,3,4,5

TRADE FAIRS:

LogiMAT
24.03.–26.03.



ArbeitsSicherheit
(Schweiz)
20.05.–21.05.



06 | JUNE

TOP TOPIC:

**WORK
PROTECTION
IN SUMMER**

Editorial deadline 03.06.
Advertising deadline 10.06.
Publication date 27.06.

Topics:
1,2,3,4,5

TRADE FAIR:

Worksafe
09.06.–10.06.



DIE **branchen** **SPEZIALISTEN**

TOPICS IN EVERY ISSUE

1. PERSONAL PROTECTION EQUIPMENT

Personal protection equipment (PPE)

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

Personal fall protection

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

2. CONSTRUCTION SITE SAFETY

Fall protection systems

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

Equipment and facility protection

Tool safety
Construction site security, barriers
Construction site fences
Construction site surveillance
Speed bumps
Marking and labelling

09 | SEPTEMBER

TOP TOPIC:

CONSTRUCTION SITE SAFETY

Editorial deadline 19.08.
Advertising deadline 26.08.
Publication date 12.09.

Topics:

1,2,3,4,5

TRADE FAIRS:

GaLaBau
15.09.–18.09.



Arbeitsschutz
Aktuell
20.10.–22.10..



12 | DECEMBER

TOP TOPIC:

WORKWEAR

Editorial deadline 04.11.
Advertising deadline 18.11.
Publication date 05.12.

Topics:

1,2,3,4,5

TRADE FAIR:

BAU
11.01.–15.01.27

BAU

Danger signs
Emergency lightning, Hand lamps
Anti-vibration products
Fire protection

Dust protection

Low-dust working
Dust removal
Dust removal machines
Air cleaning

First aid, rescue

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

**Hazardous material storage /
Explosion protection**

3. VEHICLE SAFETY

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

4. INFORMATION TECHNOLOGY

Apps
Software solutions
Assistance systems

5. FURTHER EDUCATION – SAFETY AT WORK

Trainings and seminars
Further education
Safety training
Certification

TOPICS IN EVERY ISSUE

Personal protection equipment

Personal protection equipment (PPE)

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

Personal fall protection

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

Construction site safety

Fall protection systems

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

Equipment and facility protection

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

Dust protection

Low-dust working
Dust removal
Dust removal machines
Air cleaning

First aid, rescue

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

Hazardous material storage / Explosion protection

Vehicle safety

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

Information technology

Apps
Software solutions
Assistance systems

Further education – safety at work

Trainings and seminars
Further education
Safety training
Certification

POSSIBLE COMBINATIONS

Print combinations



complete edition:
25 650



complete edition:
18 000



complete edition:
34 650

Online combinations



Reach of 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 of online edition
(e-paper):
23 900

Coverage portal visits:
33 400

Coverage Newsletter:
26 700

Coverage Social Media
(Facebook, Twitter, Instagram):
14 680

Potential coverage
116 680



Reach of 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

bauSICHERHEIT:

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

bauMAGAZIN:

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

baustoffPARTNER:

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



We make
you visible.

- Cross-media
- Measurable
- Transparent



ONLINE



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Short characteristic

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

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

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

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

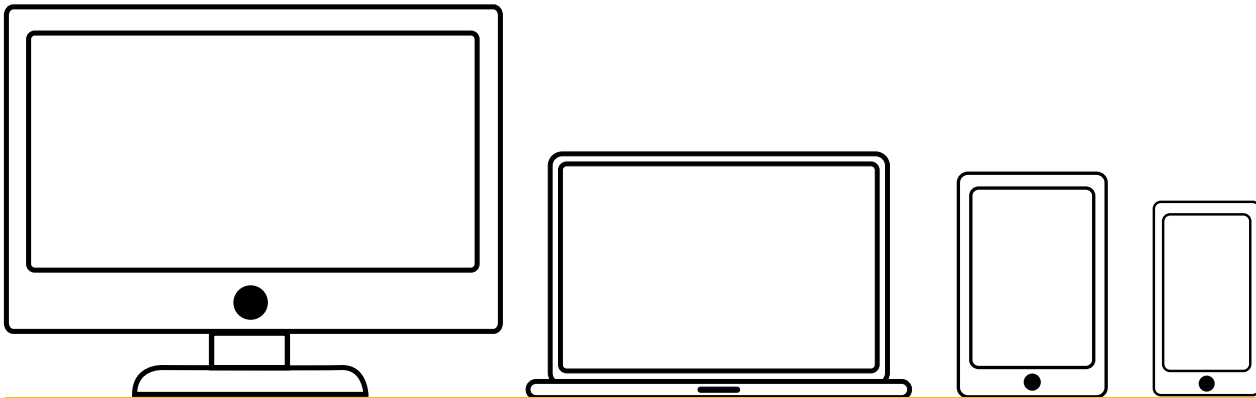
Detailed reports on important trade fairs and industry news from companies, associations and professional associations round off the Coverage.

Web-address

bausicherheit-online.de

Publisher

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



Distribution / Data and facts

Competence

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

- Latest news about all security relevant aspects especially about building sites
- User reports and coverages about operators
- Extensive listing of manufacturers
- Picture galleries, reports, interviews from fairs and events
- Newsletter (10 500 subscribers) – published monthly
- Facebook, Instagram and LinkedIn – direct contact with users and fans

File formats banners: jpg, gif, png

Target groups

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

Delivery date

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

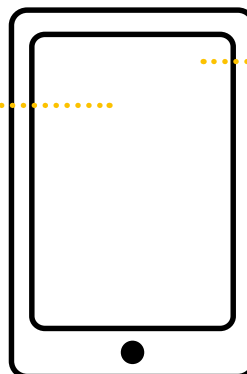
Delivery address

Mauro Di Renzo
mdr@sbm-verlag.de

Access



Monthly average April 2025,
source: IVW



Our range/month



Status: 2025

HOMEPAGE BANNER

HOMEPAGE

① Advertorial

Placement: Top-News
Price/week: 450,- €

② Exklusive-Superbanner

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

③ Video-Box

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

④ Superbanner

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

⑤ Skyscraper

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

⑥ Half-Skyscraper

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

⑦ Rectangle

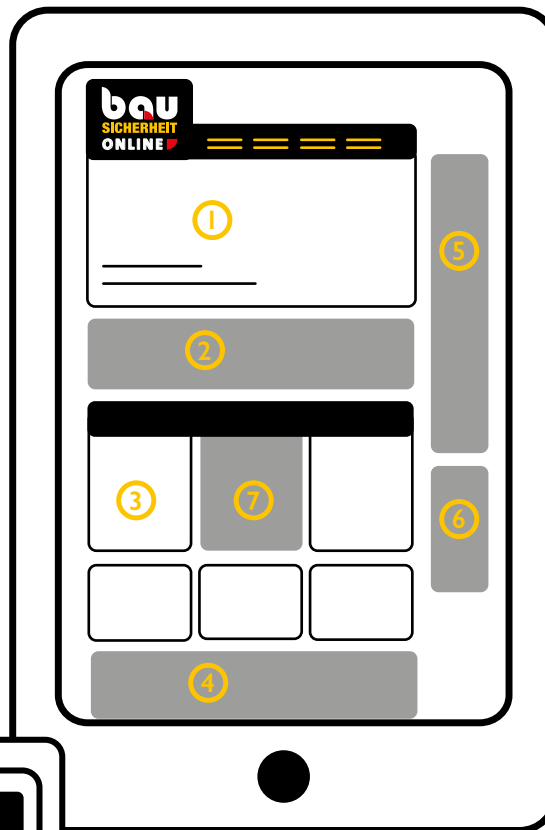
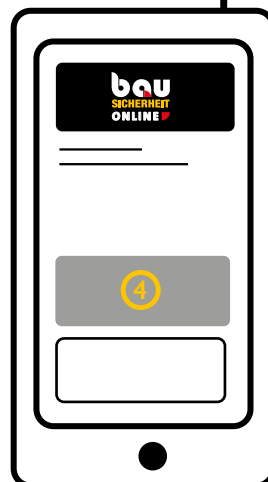
Placement: On the
start page (rolling)
Size: 288x400px
Price/month: je 300,- €

MOBILE VERSION

④ Additional visibility in the mobile version

Superbanner

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



① Skyscraper

Size: 160x600px

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

Price/month: 600,- €

② Half-Skyscraper

Size: 160x300px

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

Price/month: 400,- €

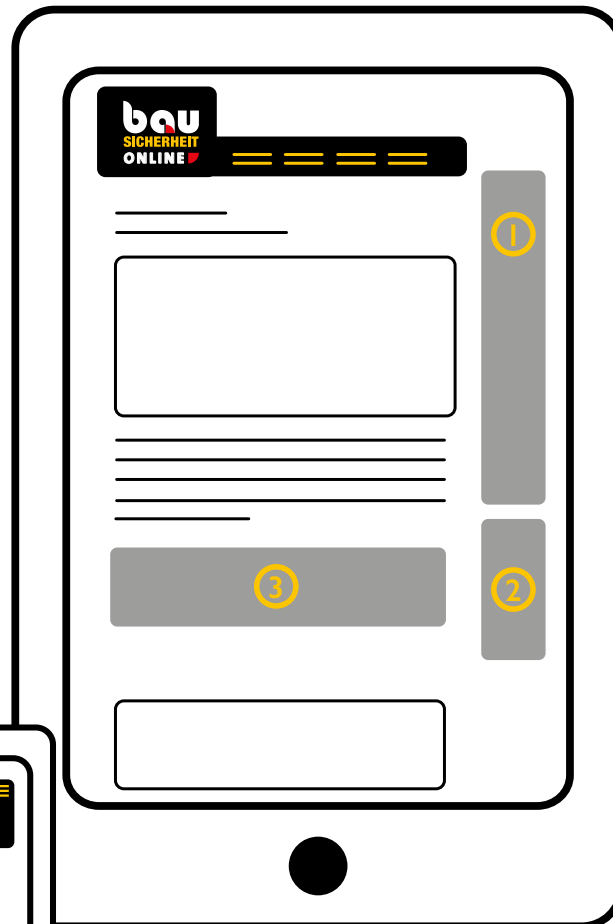
③ Wide-Content-Ad

Size: 940x200px

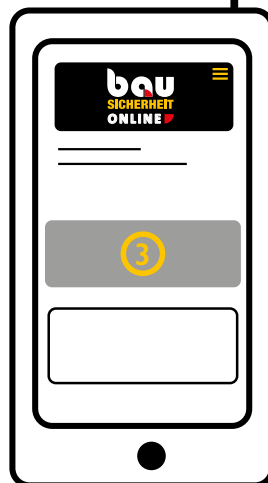
Placement: after click of each
message/news within the text

Price/month: 650,- €

DETAILED VIEW
NEWSLINE



MOBILEVERSION

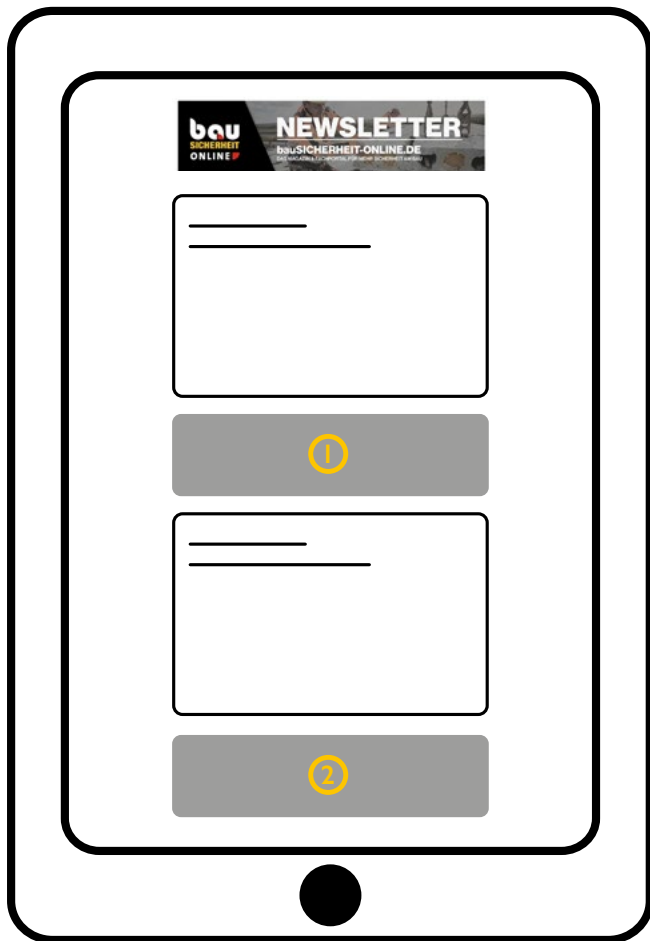


③ Additional
visibility in the
mobile version

Wide-Content Ad

Size: 940x300px

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



① Advertorial

Size: 600 x 300 px
 Price/ newsletter: 590,- €
 (Text 400 characters
 including spaces + 1 image)

② Advertisement

Size: 600 x 350 px
 Price/ newsletter: 590,- €

Premium placement

First advertorial / First advertisement in the newsletter
 Price: 790,- €

Erscheinungstermine

1	7
30. January	03. July
2	8
20. February	07. August
3	9
13. March	18. September
4	10
02. April	16. October
5	11
08. May	20. November
6	12
05. June	11. December

SPECIAL NEWSLETTER

Special newsletter

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

Topic specific special newsletter

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



XPRESS – DROP-OVER KABELBRÜCKE

KABELBRÜCKE ZUM EINFACH DARÜBER LEGEN

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

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



XPRESS 40 YEL

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

durch die 3D LaserGriff-Oberfläche
innovativen Design gewährleistet
stichfestigkeit deutlich.

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

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



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

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

weiz.ch

swiss-corporate-fashion.ch



2024 | Messe Zürich

Arbeitsplatz & Gesundheitsförderung am Arbeitsplatz
Arbeitskleidung, Textile-Lessing und Textile-Management

finden Sie HIER

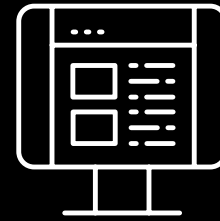
**Your
newsletter
to your
target group!**



Your news

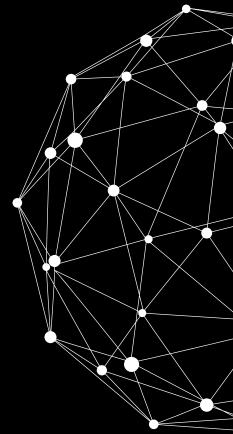


Your profile



Portal

Social media



The Partner Package: Visibility across all channels

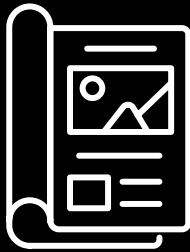
via our wide-reaching social media channels, newsletters and the bauSICHERHEIT and our specialist portal, we make your company news available to an extremely large readership on a daily basis.

Newsletter



Magazine

*subject to editorial approval



Portal



Visibility/
Reporting

690,- €*

Partner-package

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

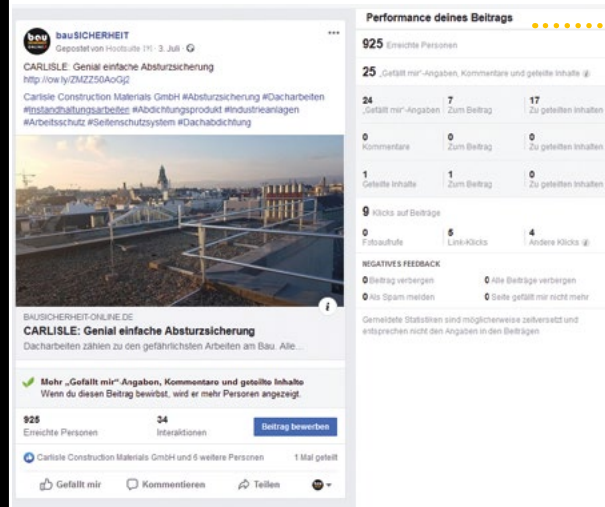
Duration period: one year from the booking date. All prices are net/net.

* corresponding to our editorial guidelines.

199,- €

Sponsored Content

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



PRICELIST

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

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

TARGETING & LEAD-TOOLS

B2B-Display Advertising

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



How does audience display targeting work?

1 Experts mark



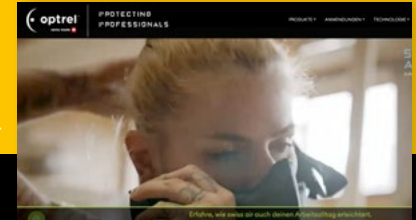
Users gather information about the construction industry on baumagazin-online.de and receive a cookie that marks them as interested parties.

2 Recognize and address



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

3 Visitors win



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

Audience Display Targeting Costs

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

250,- €*

Cost for 1 000 impressions (CPT):

36,- €*

Campaigns can be implemented individually according to budget requirements.

! 230,- €*

PACKAGE 30

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

2310,- €*

PACKAGE 60

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

3 340,- €*

PACKAGE 90

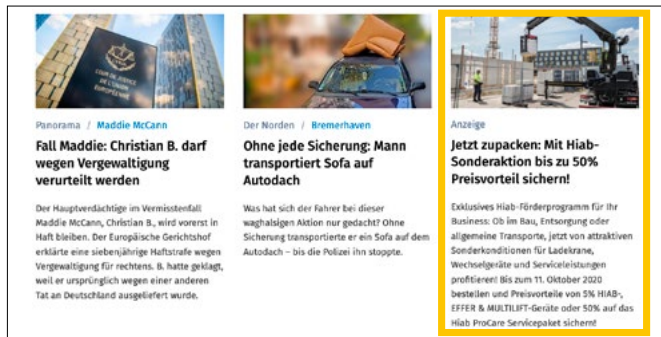
- Campaign concept creation
- Ad design (up to 8 different graphics))
- 90 000 Ad impressions
- **Price Advantage of 150,- €**

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

Auszug aus unserem Premium- Netzwerk

B2B Native Advertising

1. Text-Image-Advertisement



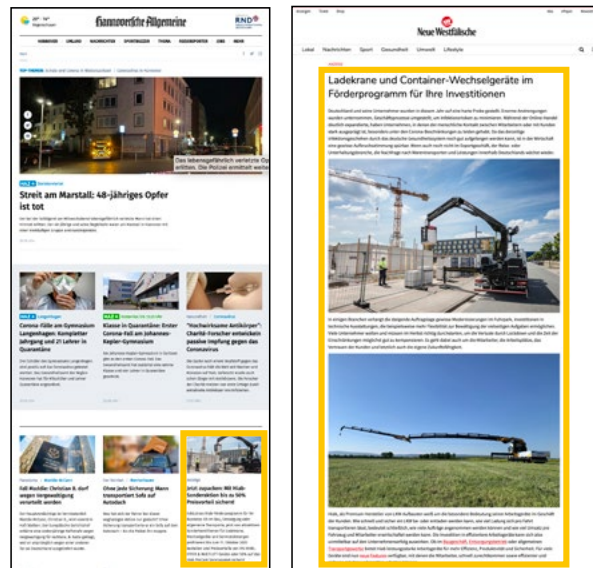
Panorama / Maddie McCann
Fall Maddie: Christian B. darf wegen Vergewaltigung verurteilt werden
Der Hauptverdächtige im Vermisstenfall: Maddie McCann, Christian B., wird vorerst in Haft bleiben. Der Europäische Gerichtshof erklärte eine siebenjährige Haftstrafe wegen Vergewaltigung für rechtmäßig. B. 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 allgemeiner Transporte, jetzt von attraktiven Sonderkonditionen für Ladekrane, Wechselgeräte und Serviceleistungen profitieren! Bis zum 11. Oktober 2020 bestellen und Preisvorteile von 5% HIAB-EFFER & MULTILIFT-Geräte oder 50% auf das Hiab 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 geschehen. Die Polizei ermittelt weiter.

Neue Westfälische
Ladekrane und Container-Wechselgeräte im Förderprogramm für Ihre Investitionen
In diesen Wochen stehen die wichtigsten Baustellen für die nächsten Monate im Fokus. Investitionsmöglichkeiten sind vielfältig. Ein wichtiger Punkt ist die Finanzierung. Hier bietet das Bundesministerium für Wirtschaft und Klimaschutz ein Förderprogramm an. Die Förderung ist auf die Anschaffung von Ladekränen und Container-Wechselgeräten beschränkt. Die Förderung beträgt bis zu 50% der Anschaffungskosten. Die Förderung ist auf die Anschaffung von Ladekränen und Container-Wechselgeräten beschränkt. Die Förderung beträgt bis zu 50% der Anschaffungskosten.

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,- €*
.....

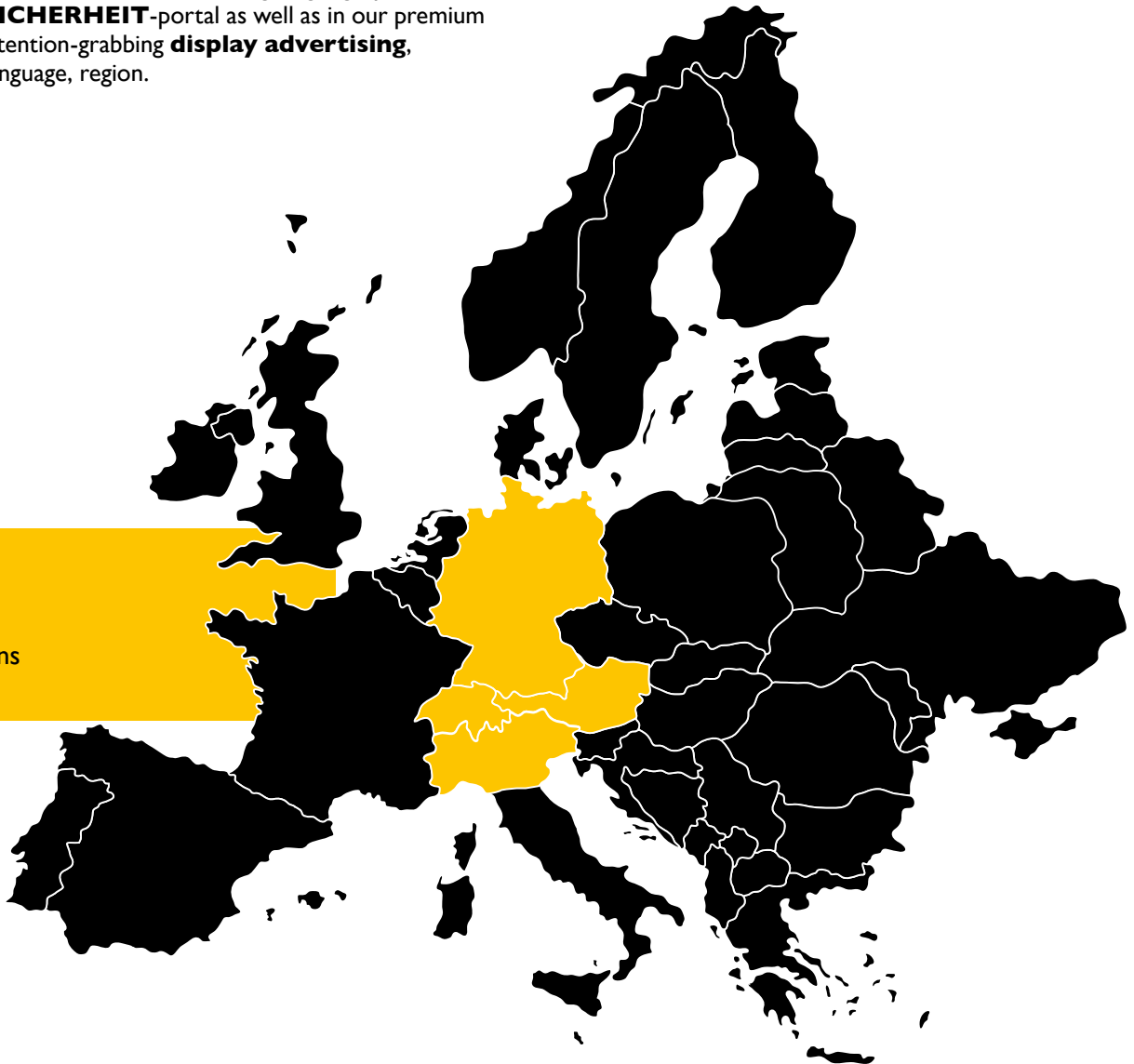
* Prices not including
applicable sales taxes

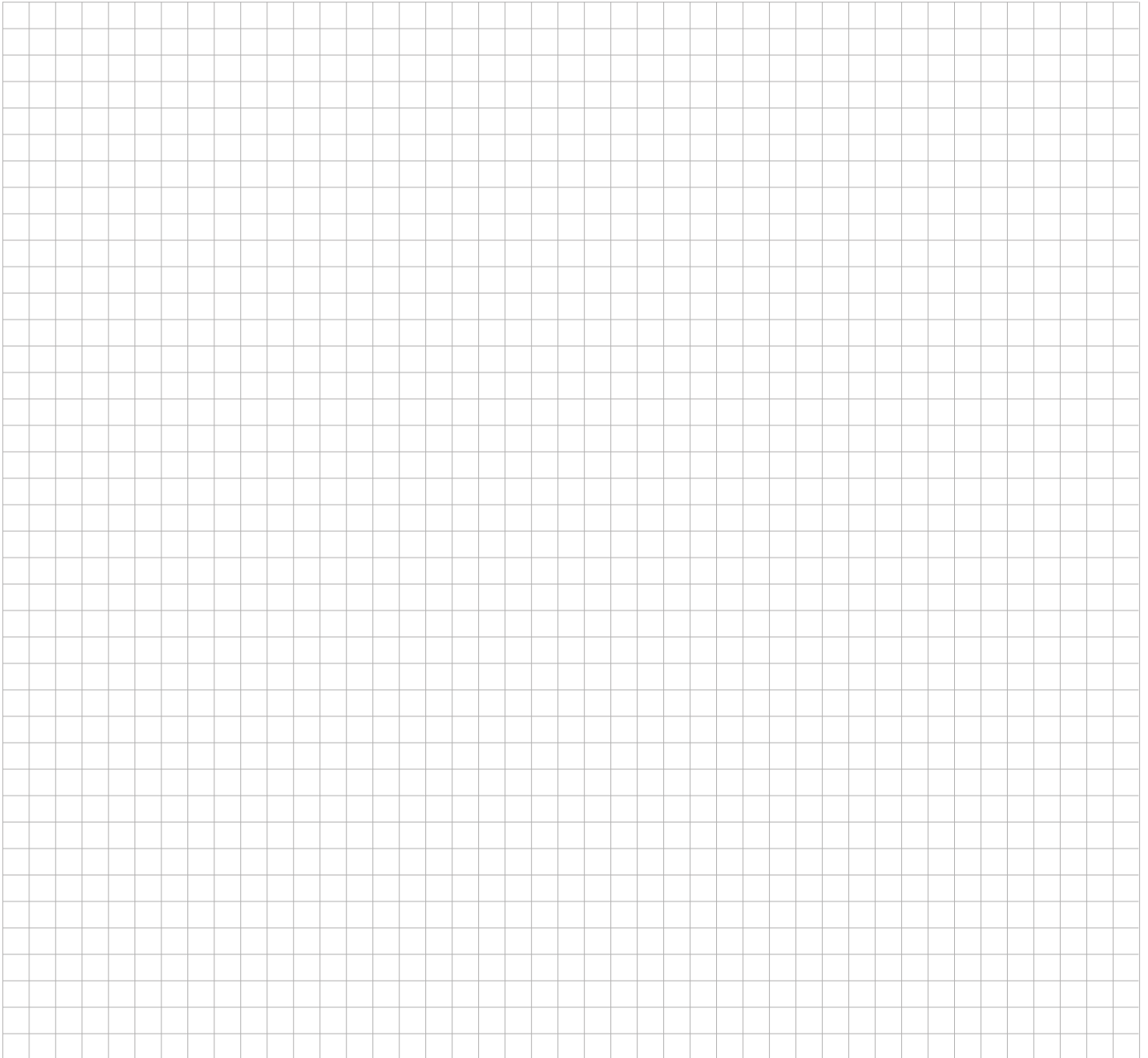
B2B Geotargeting

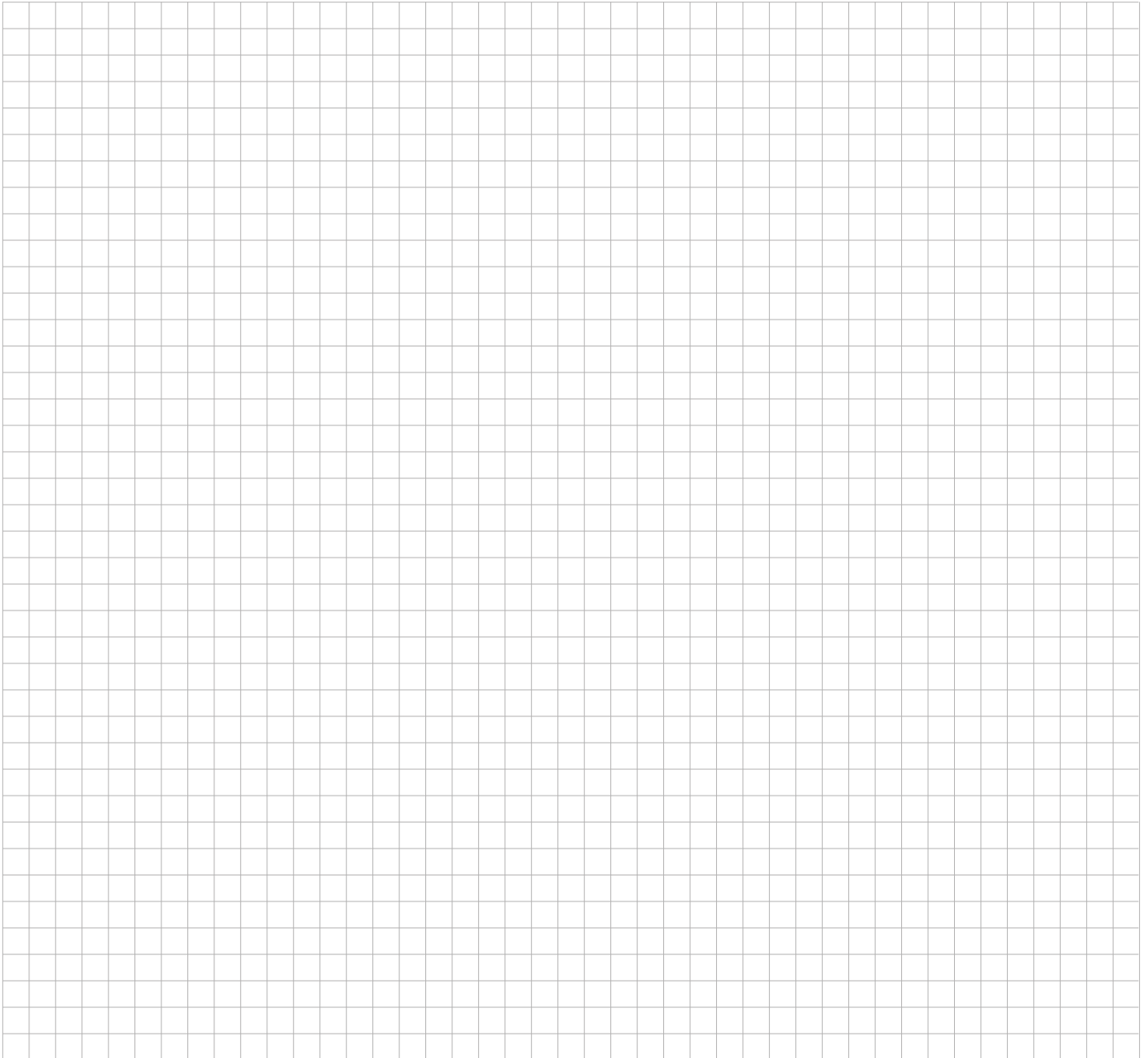
Reach B2B users and decision-makers in the **construction industry** according to geographical areas, within the **bauSICHERHEIT**-portal as well as in our premium network, with attention-grabbing **display advertising**, e.g. in country, language, region.

PRICES

Relating to
Country/Regions
of choice.









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

Three trade journals
Three portals
One trade

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