

Media-Kit 2019

Advertising Rate Sheet No. 47
effective as from January 1, 2019

DIE SCHWEIZER BAUSTOFF-INDUSTRIE



1 TITLE

DIE SCHWEIZER BAUSTOFF-INDUSTRIE

2 SHORT DESCRIPTION

Trade journal for the extraction, processing and usage of bulk building materials in Switzerland. It fully informs about all aspects of extraction, processing and usage of mass building materials in Switzerland. Also professional emphases is placed on up-to-date reports on fairs and exhibitions at home and abroad as well as on information about new machines, special equipment and plants.

3 TARGET GROUP

Target group and recipient are Swiss and international members of the associations and organizations as well professional decision makers in construction companies from industry and authorities

4 ORGAN OF THE ASSOCIATION

FSKB (Fachverband der Schweizerischen Kies- und Betonindustrie), Fachverband SMI (Schweizerische Mischgut-Industrie) and VSH (Verband Schweizerischer Hartsteinbrüche)



USE THESE CONVINCING FACTS FOR YOUR ADVERTISING CAMPAIGN
WWW.BAUNETZWERK.BIZ

Media-Kit 2019

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5 Publisher

André Renggli, Untervaz
andre.renggli@griston.ch

6 Publishing firm

Giesel Verlag GmbH
Delivery address:
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Tel. +49(0)511 8550-0
Fax +49(0)511 8550-3157
info@giesel.de
www.giesel.de
www.baunetzwerk.biz

Giesel Verlag GmbH
Part of Schlütersche Media Group
www.schluetersche.de

7 Frequency

6 x annually with 2.655 copies per issue
Distributed circulation 2.626

8 Format

DIN A4, 210 mm wide x 297 mm high

9 Printing process

Offset print 60-lines grid, please send printing documents in high-res (300 dpi, CMYK-modus, Script inbound) via email to anzeigendaten-dsb@schluetersche.de

10 Terms of payment

2 % discount for payment within ten days from the date of account, otherwise 30 days from the date of account without deduction.
Turnover tax-Ident-No.: DE 115051385.
Payment in Swiss Franken or Euro

Bank accounts:
PostFinance AG
IBAN Nummer: CH19 0900 0000 4030 1637 4
BIC: POFICHBEXXX

Commerzbank Hannover Nr. 150022200 (BLZ 250 400 66)
IBAN Nummer: DE03 2504 0066 0150 0222 00
BIC: COBADEFF250

11 Extra charges

Obligatory positioning 25 %

12 Special section advertisements

(per millimeter, 44 mm in width)
Purchase and sale, Jobs recruitment ad CHF 3.40 € 2.70
Job seeking ad CHF 2.98 € 2.40
Box number fee CHF 10.00 € 8.00

13 Advertising specials on request

DIE SCHWEIZER BAUSTOFF-INDUSTRIE

14 Discounts

2 advertisements 5 %
4 advertisements 10 %
from 6 advertisements upwards 15 %

15 Combinations

on the subscription of two construction titles upwards 5% discount
Discount print + online on request

16 Inserts

number: 2,800 copies, format: 213 x 307 mm.
(head cut: 5 mm, knurled margin: 3 mm)
single sheet (two-page) CHF 2,779.- € 2,223.-
double sheet (four-page) CHF 4,572.- € 3,658.-
more pages on request

17 Loose inserts

full supplement up to a weight of 25 g
Price per 1,000 CHF 312.- € 250.-
quantity delivered: 2,800 copies
maximum format: 200 mm wide x 294 mm high

18 Delivery address for items 16 to 17

Grafisches Centrum Cuno GmbH & Co. KG
Gewerbering West 27
39240 Calbe, Germany
Delivery note:
„Destined for Die Schweizer Baustoff-Industrie, issue no. ...“
Delivery „free at residence“

Items 16 + 17 are not discountable

19 Contact

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Foto: nico.nico - Fotolia.com

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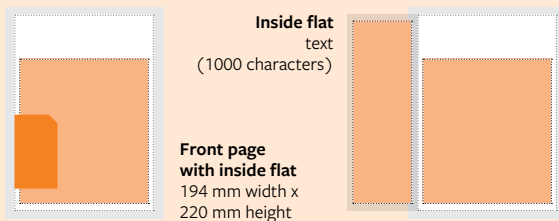
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Size	Columns	Width x Height mm (+ 3 mm trim on each side)	4-c in CHF	4-c in €
2/1 page	8 columns	420 mm x 297 mm	8,586.-	6,868.-
1/1 page	4 columns	210 mm x 297 mm	4,293.-	3,434.-
1/2 page	2 columns	100 mm x 297 mm	2,338.-	1,870.-
	4 columns	210 mm x 148 mm		
1/3 page	1 column	68 mm x 297 mm	1,711.-	1,369.-
	4 columns	210 mm x 102 mm		
1/4 page	2 columns	100 mm x 148 mm	1,352.-	1,082.-
	4 columns	210 mm x 79 mm		
1/8 page	2 columns	100 mm x 79 mm	758.-	606.-
	4 columns	210 mm x 45 mm		
Price per mm height at 44 mm width of column (3.40 €/b-w)			6.38	5.10
Front Page*		194 mm x 220 mm	on request	
2. or 4. cover		210 mm x 297 mm	5,437.-	4,350.-

* Front page: + trim [3 mm each side]. Pure visual presentation with the firm name (logo) of the advertiser.
The motif must be approved by the publishers in advance! 4colour.

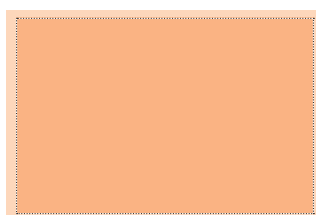
Size: A4 (210 x 297 mm)



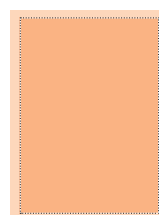
Examples



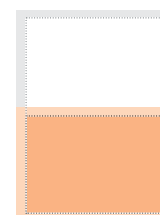
A = Sizes for bleed ads,
width x height in mm,
incl. bleed on each
side (3 mm)
S = Print Space



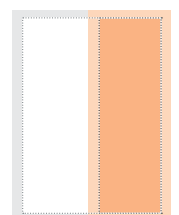
2/1-page
420 x 297
A: 426 x 303



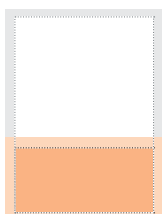
U2, U3, U4, 1/1-page
210 x 297
A: 216 x 303



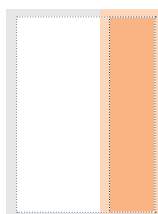
1/2-page
210 x 148
A: 216 x 154



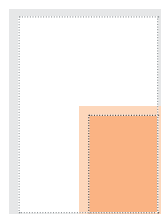
1/2-page
100 x 297
A: 106 x 303



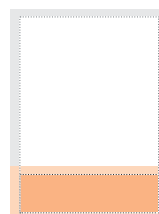
1/3-page
210 x 102
A: 216 x 108



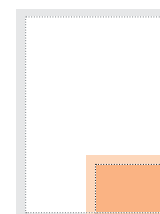
1/3-page
68 x 297
A: 74 x 303



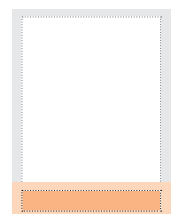
1/4-page
100 x 148
A: 106 x 154
S: 92 x 134



1/4-page
210 x 79
A: 216 x 85
S: 188 x 65



1/8-page
100 x 79
A: 106 x 85
S: 92 x 65



1/8-page
210 x 45
A: 216 x 51
S: 188 x 31

Topics and dates 2019

Issue	Dates	Topics	Fairs/exhibitions
1 January/February 31. January 2019	Ad deadline: 07. January 2019 Printing templates deadline: 14. January 2019	Preview on Baumag Luzern Machines and equipment for extraction Conveyor and processing facilities Construction machinery: crusher, concrete mixer, concrete pumps	Baumag, Luzern Baummaschinenmesse 07.-10.02.2019
2 March/April 25. March 2019	Ad deadline: 27. February 2019 Printing templates deadline: 06. March 2019	Preview on Bauma München Road construction: building materials and technology Processing and recycling EDP control systems Construction machinery: wheel loaders, hydraulic excavators and dumpers	Bauma, München 08.-14.04.2019
3 May/June 27. May 2019	Ad deadline: 30. April 2019 Printing templates deadline: 08. May 2019	Preview on the FSKB-meeting of Members Tunnel construction: Tecnology and Systems, Formwork Current tunnel projects Occupational health and safety Construction machinery: Wear, repair work, maintenance, working materials	Swiss Tunnel Congress , KKL, Luzern 04.-06.06.2019 Kies- und Betontage, Flims 14.-15.06.2019
4 July/August 18. July 2019	Ad deadline: 24. June 2019 Printing templates deadline 01. July 2019	Highlights of the Kies- und Betontage Extraction of gravel and recultivation Screening and classifying Construction machinery: excavators, dumpers, crushing and screening plants	
5 September/October 25. September 2019	Ad deadline: 30. August 2019 Printing templates deadline: 06. September 2019	Preview on the Autumn-Meeting Preview on the Transport.ch 2019 Recycling Occupational health and safety Construction machinery: trucks, dumpers	FSKB-Herbstanlass, Zürich Oktober 2019 Transport.ch, Bern 14.-17.11.2019
6 November/December 02. December 2019	Ad deadline: 06. November 2019 Printing templates deadline: 13. November 2019	Extraction of gravel and recultivation Tunnel construction: projects Screening and classifying Construction machinery: wear, repair work, maintenance, working materials	Swissbau, Basel 14.-18.01.2020 SOLIDS Zürich 12.-13.02.2020

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DIE SCHWEIZER BAUSTOFF-INDUSTRIE

Buyers guide

Sample Print



COMPLETE PRICE

1 year, placed in every issue DIE SCHWEIZER BAUSTOFF-INDUSTRIE + online inscription for only **210.– €/260.– CHF** per category additional category 50 % discount

Running time: until cancelled, not less than one year
Form of payment: collective invoice in the middle of the running time
No discount; no agency commission

Sample print inscription

ermatec

fördertechnik & verschleisstteile

Ermatec AG
Poststrasse 9
CH-8272 Ermatingen
Tel. +41 71 664 11 66
Fax +41 71 664 19 66
info@ermatec.ch
www.ermatec.ch

PACKAGE DEAL PREMIUM

Only one addition of **200.– €/248.– CHF**
Along with your inscription you will get an online where you can publish 20 pictures and/or videos.

DIE SCHWEIZER BAUSTOFF-INDUSTRIE BUYERS GUIDE

- print and online
- fair conditions for advertising the whole year
- logo illustration in full colour
- link to your website
- media library

The category list you will find: www.baunetzwerk.biz

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Sample Online



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www.baunetzwerk.biz

TARGET GROUPS

Target group	%
Building constructor	18 %
Extraction operations	39 %
Manufacturer of the building material	9 %
Asphalt manufacturer	13 %
Asphalt paving	17 %
Authorities, agencies and associations	5 %

HIGH QUALITY ENSURES ACCEPTANCE!

DIGITAL RANGE

WEBSITE

Website 2018	Ø Page impressions	Ø Unique Users	Ø Returning visitors	Ø Visit duration
baunetzwerk.biz	12 666	7 775	5 853	1:47

NEWSLETTER

Newsletter 2018	Ø Recipients	Ø Opening rate	Ø clicking recipients	Frequency
STEINBRUCH & SANDGRUBE	2 800	26 %	7 %	2 x per month
STRASSEN- & TIEFBAU	3 309	27 %	7 %	2 x per month
ASPHALT & BITUMEN	2 496	32 %	11 %	2 x per month

SIZES AND COST

Size	Cost	
Newsletter		
Advertorial	text + photo	€ 400 per consignment
Medium Rectangle	300 x 250 pixels	€ 400 per consignment
Banner	568 x 90 pixels	€ 400 per consignment
Website		Current time 4 weeks
Theme Sponsoring		€ 1 000
Medium Rectangle	300 x 250 pixels	€ 500
Fullsizebanner	468 x 60 pixels	€ 600
Skyscraper	120 x 600 pixels	€ 720

Further formats available on request.

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