

Media-Kit 2019

Advertising Rate Sheet No. 41
effective as from January 1, 2019

STRASSEN- & TIEFBAU



1 TITLE

STRASSEN- & TIEFBAU

2 SHORT DESCRIPTION

Straßen- und Tiefbau provides practical information about the special sector roads and civil engineering, tunnel and bridge construction and canal construction.

3 TARGET GROUP

Consists of owners and managers in the following branches:

- Construction company
- Extraction operations
- Building materials production
- Offices and authorities

4 ORGAN OF THE ASSOCIATION

ZDB central association of the German road construction industry.



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

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5 Publisher

Giesel Verlag GmbH
Hans-Böckler-Allee 9
30173 Hannover, Germany
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

6 Frequency

6 x annually with 4 393 copies per issue
Distributed circulation 4 301

7 Format

DIN A4, 210 mm wide x 297 mm high

8 Printing process

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

9 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 Euro

10 Bank accounts:

Commerzbank Hannover
No. 1500222 (Bank code no. 250 400 66)
IBAN No. DE03 2504 0066 0150 0222 00,
BIC = COBADEFF 250

11 Extra charges

Obligatory positioning 25 %

12 Special section advertisements

(per millimeter, 44 mm in width)	b/w	4-c
Purchase and sale, Jobs recruitment ad	€ 1.93	€ 2.90
Job seeking ad	€ 1.69	€ 2.53
Box number fee		€ 8.00

STRASSEN- & TIEFBAU

13 Discounts

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

14 Combinations

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

15 Inserts

2 pages inserts	€ 2,118.-
4 pages inserts	€ 2,919.-

Minimum size for bleed inserts untrimmed
213 mm deep x 305 mm wide.

16 Loose inserts

Up to 25 g weight per 1 000 copies € 250.-
Maximum size 200 mm wide x 290 mm deep

17 Delivery address for items 15 to 16

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

Items 15 + 16 are not discountable

18 Contact

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Size	Columns	Width x Height mm (+ 3 mm trim on each side)	4-c in €
2/1 page	8 columns	420 mm x 297 mm	5,488.-
1/1 page	4 columns	210 mm x 297 mm	2,744.-
1/2 page	2 columns	100 mm x 297 mm	1,374.-
	4 columns	210 mm x 148 mm	
1/3 page	1 column	68 mm x 297 mm	917.-
	4 columns	210 mm x 102 mm	
1/4 page	2 columns	100 mm x 148 mm	687.-
	4 columns	210 mm x 79 mm	
1/8 page	2 columns	100 mm x 79 mm	469.-
	4 columns	210 mm x 45 mm	
Price per mm height at 44 mm width of column (2.10 €/b-w)			3.42
Front Page*		194 mm x 220 mm	on request
2. or 4. cover		210 mm x 297 mm	3,300.-

(* 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)



Inside flat text
(1000 characters)

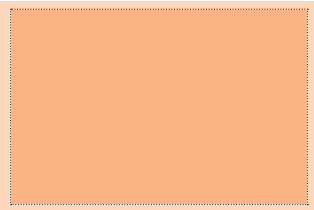
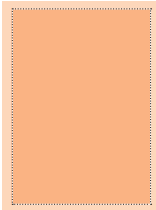
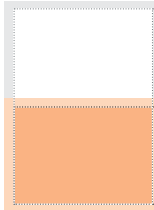
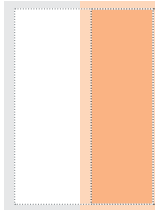
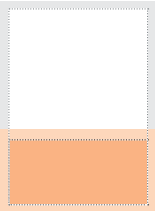
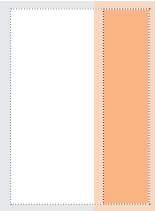
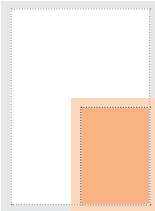

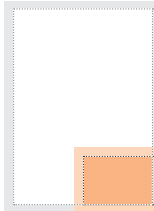

Front page with inside flat
194 mm width x 220 mm height



Examples



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

 <p>2/1-page 420 x 297 A: 426 x 303</p>	 <p>U2, U3, U4, 1/1-page 210 x 297 A: 216 x 303</p>	 <p>1/2-page 210 x 148 A: 216 x 154</p>	 <p>1/2-page 100 x 297 A: 106 x 303</p>
 <p>1/3-page 210 x 102 A: 216 x 108</p>	 <p>1/3-page 68 x 297 A: 74 x 303</p>	 <p>1/4-page 100 x 148 A: 106 x 154 S: 92 x 134</p>	 <p>1/4-page 210 x 79 A: 216 x 85 S: 188 x 65</p>
 <p>1/8-page 100 x 79 A: 106 x 85 S: 92 x 65</p>	 <p>1/8-page 210 x 45 A: 216 x 51 S: 188 x 31</p>		

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Topics and dates 2019

Issue	Dates	Topics	Fairs/exhibitions
1 January/February 15. February 2019	Ad deadline: 22. January 2019 Printing templates deadline: 30. January 2019	Pavement engineering Road construction Canal construction Civil engineering	Oldenburger Rohrleitungsforum 14.-15.02., Oldenburg FGSV-Kolloquium Kommunales Verkehrswesen 19.-20.03., Kassel
2 March/April 28. March 2019	Ad deadline: 04. March 2019 Printing templates deadline: 12. March 2019	Preview on the fair bauma Road construction Earthworks and foundation engineering Bridge construction and concrete work	bauma 08.-14.04., München Ro-Ka-Tech 08.-10.5., Kassel
3 May/June 13. June 2019	Ad deadline: 16. May 2019 Printing templates deadline: 24. May 2019	Canal construction Civil engineering Road construction Pavement engineering	
4 July/August 20. August 2019	Ad deadline: 25. July 2019 Printing templates deadline: 02. August 2019	Preview on the fair Nordbau Road construction Canal construction Civil engineering Earthworks and foundation engineering	Tiefbau Live 05.-07.09., Karlsruhe Nordbau 11.-15.09., Neumünster
5 September/October 15. October 2019	Ad deadline: 18. September 2019 Printing templates deadline: 26. September 2019	Road construction Canal construction Civil engineering Pavement engineering	
6 November/December 17. December 2019	Ad deadline: 21. November 2019 Printing templates deadline: 29. November 2019	Road construction Bridge construction and concrete work Canal construction Civil engineering Yearbook: list of manufacturers and equipment suppliers	

The central topics don't reflect the overall contents. Current contributions complete the respective coverage. Subject to alterations.

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STRASSEN- & TIEFBAU

Sample Print



Sample Online

Buyers guide

COMPLETE PRICE

1 year, placed in every issue STRASSEN & TIEFBAU
+ online inscription for only **280.- €** 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



HS-Schoch GmbH & Co. KG
Baumaschinenzubehör
Anbaugeräte, Verschleißteile, Service

06869 Coswig-Cobbelsdorf
Tel. 034923-700-0
bz-coswig@hs-schoch.de

73466 Lauchheim
Tel. 07363-9609-6
bz-lauchheim@hs-schoch.de
www.hs-schoch.de

PACKAGE DEAL PREMIUM

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

THE STRASSEN & TIEFBAU 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

Contact:

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Angelika Tjaden
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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 %	every 14 days
STRASSEN- & TIEFBAU	3 309	27 %	7 %	every 14 days
ASPHALT & BITUMEN	2 496	32 %	11 %	every 14 days

SIZES AND COST

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

Further formats available on request.

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Newsletter

ADVERTISING IN THE STRASSEN & TIEFBAU NEWSLETTER

In our newsletters we provide detailed insights and summaries of the most important events of our industry and specialist subject appears in every newsletter.

The newsletter will be published every 14 days.

Issue	Publ. date (d, m, y)	Issue	Publ. date (d, m, y)
1	08.01.2019	14	09.07.2019
2	22.01.2019	15	23.07.2019
3	05.02.2019	16	06.08.2019
4	19.02.2019	17	20.08.2019
5	05.03.2019	18	03.09.2019
6	19.03.2019	19	17.09.2019
7	02.04.2019	20	01.10.2019
8	16.04.2019	21	15.10.2019
9	30.04.2019	22	29.10.2019
10	14.05.2019	23	12.11.2019
11	28.05.2019	24	26.11.2019
12	11.06.2019	25	10.12.2019
13	25.06.2019		



Contact

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