

Media-Kit 2019

Advertising Rate Sheet No. 53
effective as from January 1, 2019

STEINBRUCH & SANDGRUBE



1 TITLE

STEINBRUCH & SANDGRUBE

2 SHORT DESCRIPTION

The trade magazine for decision makers in the raw- and building-materials industry

3 TARGET GROUP

Technical executives, investment decision makers and engineers from Germany, Austria and Switzerland from

- gravel and sand industry
- stone and soil industry
- building-material recycling industry
- building-material industry
- building companies
- engineering consultants and planning offices
- research and science
- all suppliers of the listed industries



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

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4 Publisher

Schlütersche Verlagsgesellschaft mbH & Co. KG
Postanschrift: 30130 Hannover, Germany
Address:
Hans-Böckler-Allee 7, 30173 Hannover, Germany
Tel. +49(0)511 8550-0
Fax +49(0)511 8550-2407
www.schluetersche.de
www.baunetzwerk.biz

5 Frequency

6 x annually with 10,333 copies per issue
Distributed circulation 10 252

6 Format

DIN A4, 210 mm wide x 297 mm high

7 Printing process

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

8 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 115697748.
Payment in Euro

9 Bank accounts:

Commerzbank Hannover
No. No. 111118800 (Bank code no. 250 800 20)
IBAN No. DE84 2508 0020 0111 1188 00
BIC = DRESDEFF250

10 Extra charges

Obligatory positioning 25 %

11 Special section advertisements

(per millimeter, 44 mm in width)
Purchase and sale, Jobs recruitment ad € 2.10
Job seeking ad € 3.42
Box number fee € 11.00

12 Discounts

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

STEINBRUCH & SANDGRUBE

13 Combinations

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

14 Inserts

2 pages inserts € 2,130.-
4 pages inserts € 3,542.-
8 pages inserts € 6,780.-
Minimum size for bleed inserts untrimmed
213 mm deep x 305 mm wide.

15 Loose inserts

Up to 25 g weight per 1 000 copies € 150.-
Maximum size 200 mm wide x 290 mm deep

16 Delivery address for items 14 to 15

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

Items 14 + 15 are not discountable

17 Contact

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burkhardt@schluetersche.de

Angelika Tjaden
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Foto: Duncan Neales - Fotolia.com

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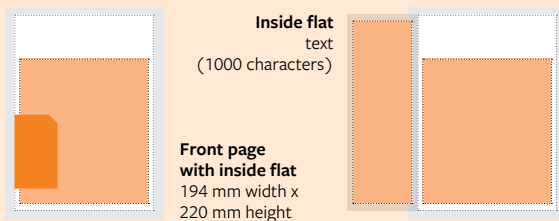
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Size	Columns	Width x Height mm (+ 3 mm trim on each side)	4-c in €
2/1 page	8 columns	420 mm x 297 mm	5,964.-
1/1 page	4 columns	210 mm x 297 mm	3,083.-
1/2 page	2 columns	100 mm x 297 mm	1,748.-
	4 columns	210 mm x 148 mm	
1/3 page	1 column	68 mm x 297 mm	1,290.-
	4 columns	210 mm x 102 mm	
1/4 page	2 columns	100 mm x 148 mm	953.-
	4 columns	210 mm x 79 mm	
1/8 page	2 columns	100 mm x 79 mm	478.-
	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	3,520.-

(* 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.

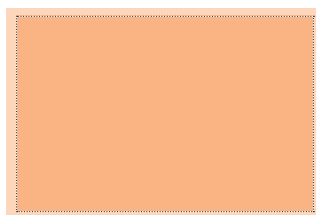
Size: A4 (210 x 297 mm)



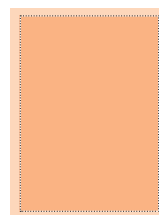
Examples



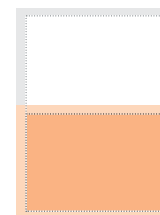
A = Sizes for bleed ads,
width x height in mm,
incl. bleed on each
side (3 mm)
S = Print space



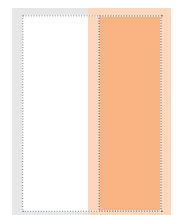
2/1-page
420 x 297
A: 426 x 303



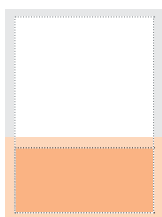
U2, U3, U4, 1/1-page
210 x 297
A: 216 x 303



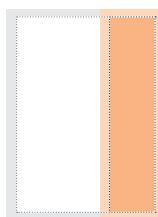
1/2-page
210 x 148
A: 216 x 154



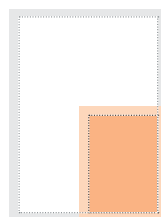
1/2-page
100 x 297
A: 106 x 303



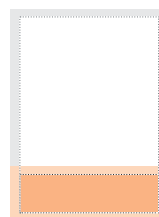
1/3-page
210 x 102
A: 216 x 108



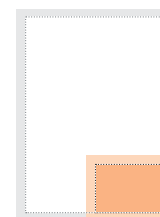
1/3-page
68 x 297
A: 74 x 303



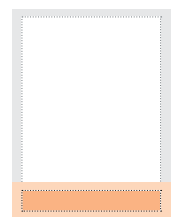
1/4-page
100 x 148
A: 106 x 154
S: 92 x 134



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

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STEINBRUCH & SANDGRUBE

Topics and dates 2019

	1	2	3	4	5	6
Ad deadline	28/01/2019	08/03/2019	24/05/2019	30/07/2019	25/09/2019	26/11/2019
Printing template deadline	31/01/2019	13/03/2019	29/05/2019	02/08/2019	30/09/2019	29/11/2019
Publication date	15/02/2019	28/03/2019	17/06/2019	19/08/2019	16/10/2019	16/12/2019

Data and systems	Regular performance of components and solutions for monitoring, controlling as well as the process automation for the engineering planning about extraction and transport right up to loading and invoice processing by the whole building material industry.						
Extraction and transport	Hoisting and conveying engineering Winter: preventive maintenance	Preview for bauma-fair 2019: innovative solutions for mining industrie	Dumper / All about tyres	Conveying systems	Wet and dry processing / pumps	Wear protection	
Preparation and refining	Crushing and shredding		mobile crushers and screens	Screening and classifying	Wet and dry production	Mobile processing technology	
Demolition and recycling				SUSA-Yearbook 2019 for the raw materials and building materials industry, their equipment suppliers and service provider. Who offers what? Special: new technologies for mining & construction	recycling concrete and asphalt		
Raw materials and building materials	Dedusting					Dosing and mixing systems	
Machines and engineering	Oil and lubricants			Excavator and wheel loaders		Work clothing for winter	Attachments for construction machines
Transport fleet and equipment	Current lorries and superstructure for the building material industry, rent-, leasing and financing models, low loader and heavy haulage for the transport of machines						
Fairs and events	BAU 14.-19.01.2019, München Kolloquium Fördertechnik im Bergbau, 30.-31.01.2019, Clausthal-Zellerfeld MIRO Betriebsleiterseminar, 18.-21.02.2019 Ulmer BetonTage, 19.-21.02.2019, Neu-Ulm VDBUM Großseminar, 19.-22.02.2019, Willingen	bauma, 08.04.-14.04.2019, München		recycling aktiv/ TiefbauLive, 05.09.-07.09.2019, Karlsruhe Nordbau, 11.09.-15.09.2019, Neumünster			

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

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STEINBRUCH & SANDGRUBE

Buyers guide

Sample Print



COMPLETE PRICE

1 year, placed in every issue STEINBRUCH & SANDGRUBE
+ online inscription for only **385.- €** 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

ABRASERVICE

DEUTSCHLAND

ABRASERVICE Deutschland

Ronsdorfer Str. 24 DE

40233 Düsseldorf

Tel. +49 211 99 55 0-0

Fax +49 211 99 55 0-200

a.deutschland@abraservice.com

www.abraservice.com/deutschland/

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 STEINBRUCH & SANDGRUBE 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:

Kai Burkhardt
+49(0)511 8550-2566, burkhardt@schluetersche.de

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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 %	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 STEINBRUCH & SANDGRUBE 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	07.01.2019	14	08.07.2019
2	21.01.2019	15	22.07.2019
3	04.02.2019	16	05.08.2019
4	18.02.2019	17	19.08.2019
5	04.03.2019	18	02.09.2019
6	18.03.2019	19	16.09.2019
7	01.04.2019	20	30.09.2019
8	15.04.2019	21	14.10.2019
9	29.04.2019	22	28.10.2019
10	13.05.2019	23	11.11.2019
11	27.05.2019	24	25.11.2019
12	13.06.2019	25	09.12.2019
13	24.06.2019	26	23.12.2019



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