

Media-Kit 2019

Advertising Rate Sheet No. 5
effective as from January 1, 2019

ASPHALT & BITUMEN



1 TITLE

ASPHALT & BITUMEN

2 SHORT DESCRIPTION

ASPHALT & BITUMEN is the only magazine for the asphalt production industry in Europe.

Reporting about the manufacture, placement and usage of the building material of asphalt

- Bitumen
- Recycling
- Research
- Industrial safety
- Environmentalism

3 TARGET GROUP

Consists of owners and managers in the following branches:

- asphalt production industry
- Producer of building material and machines
- Authorities, institute
- Universities



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

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ASPHALT & BITUMEN

4 Publisher

Giesel Verlag GmbH
Hans-Böckler-Allee 9
30173 Hannover
Tel. +49(0)511 8550-0
Fax +49(0)511 8550-3157
info@giesel.de
www.giesel.de
www.baunetzwirk.biz

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

5 Frequency

6 x annually with 6 300 copies per issue
Distributed circulation 6 199

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-aub@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 115051385.
Payment in Euro

9 Bank accounts:

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

10 Extra charges

Obligatory positioning 25 %

11 Special section advertisements

(per millimeter, 44 mm in width)	b/w	4-c
Purchase and sale, Jobs recruitment ad	€ 2.72	€ 4.08
Job seeking ad	€ 2.38	€ 3.57
Box number fee		€ 8.00

12 Discounts

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

13 Combinations

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

14 Inserts

2 pages inserts	€ 2,514.-
4 pages inserts	€ 4,195.-

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 € 250.-
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 ASPHALT & BITUMEN, issue no. ...“
Delivery „free at residence“

Items 14 + 15 are not discountable

17 Contact

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

Angelika Tjaden
Tel. +49(0)511 8550-2611
tjaden@schluetersche.de



Foto: kalafoto - Fotolia.com

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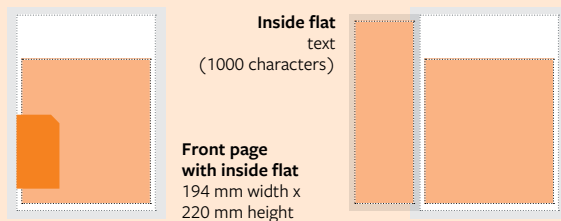
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Size	Columns	Width x Height mm (+ 3 mm trim on each side)	4-c in €
2/1 page	8 columns	420 mm x 297 mm	7,768.–
1/1 page	4 columns	210 mm x 297 mm	3,884.–
1/2 page	2 columns	100 mm x 297 mm	2,078.–
	4 columns	210 mm x 148 mm	
1/3 page	1 column	68 mm x 297 mm	1,435.–
	4 columns	210 mm x 102 mm	
1/4 page	2 columns	100 mm x 148 mm	1,101.–
	4 columns	210 mm x 79 mm	
1/8 page	2 columns	100 mm x 79 mm	584.–
	4 columns	210 mm x 45 mm	
Price per mm height at 44 mm width of column (3.89 €/b-w)			5.83
Front Page*		194 mm x 220 mm	on request
2. or 4. cover		210 mm x 297 mm	4,898.–

(* 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.

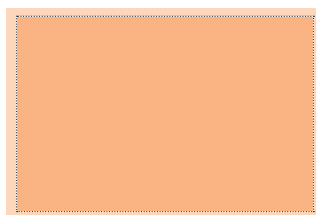
Size: A4 (210 x 297 mm)



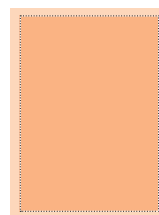
Examples



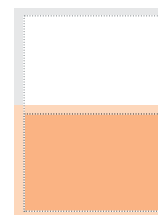
A = Sizes for bleed ads,
width x height in mm,
incl. bleed on each
side (3 mm)
S = Print space



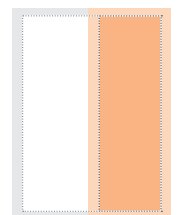
2/1-page
420 x 297
A: 426 x 303



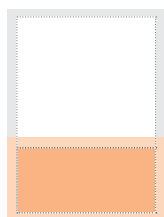
U2, U3, U4, 1/1-page
210 x 297
A: 216 x 303



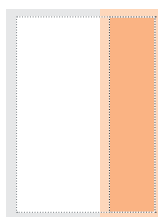
1/2-page
210 x 148
A: 216 x 154



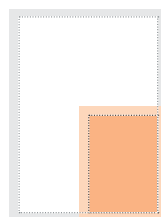
1/2-page
100 x 297
A: 106 x 303



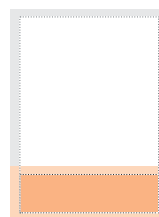
1/3-page
210 x 102
A: 216 x 108



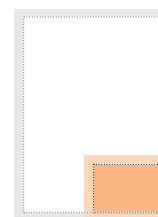
1/3-page
68 x 297
A: 74 x 303



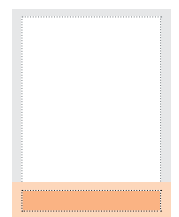
1/4-page
100 x 148
A: 106 x 154
S: 92 x 134



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	Publications date	Closing date	Print material deadline	Topics	Fairs/exhibitions
1	04. February	14. January	21. January	Asphalt technology: Mastix asphalt time for renaissance? Bitumen technology: Transportation and storage of Bitumen Machine technique: Fit for building season	
2	18. March	25. February	04. March	Asphalt technology: Reduction of emission and noise Bitumen technology: Modification Machine technique: Preview of bauma	bauma 08.-14.04., München Asphaltstraßentagung 14.-15.05., Münster
3	03. June	10. May	17. May	Asphalt technology: Warmmixasphalt – the future? Bitumen technology: Bitumen for „strong“ asphalt Machine technique: Mastering of night construction sites	
4	07. August	17. July	24. July	Asphalt technology: Possibilities and limits of reuse Bitumen technology: Proven and future test methods Machine technique: Construction sites paperless	
5	07. October	13. September	20. September	Asphalt technology: Environmental protection during production Bitumen technology: Use of emulsions Machine technique Finisher: Docking and conveying systems	
6	06. December	15. November	22. November	Asphalt technology: Safety at production and laying Bitumen technology: Bitumen an Recycling Machine technique: Materials handling on mixing plants	

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

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Sample Print

Sample Online

Buyers guide

COMPLETE PRICE

1 year, placed in every issue ASPHALT & BITUMEN
+ 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



Karl-Heinz Boemke

Volkmaroder Straße 38
D-38104 Braunschweig
Tel. +49 531-376989 oder 373808
Fax +49 531-374530
info@boemke.eu
www.boemke.eu

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 ASPHALT & BITUMEN 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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+49(0)511 8550-2566, burkhardt@schluetersche.de

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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ADVERTISING IN THE ASPHALT & BITUMEN 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.

Newsletter

Issue	Publ. date (dd, mm, yyyy)
1	18.01.2019
	30.01.2019
2	13.02.2019
	27.02.2019
3	13.03.2019
	27.03.2019
4	10.04.2019
	24.04.2019
5	08.05.2019
	22.05.2019
6	05.06.2019
	19.06.2019

Issue	Publ. date (dd, mm, yyyy)
7	03.07.2019
	17.07.2019
8	31.07.2019
	14.08.2019
9	28.08.2019
	11.09.2019
10	25.09.2019
	09.10.2019
11	23.10.2019
	06.11.2019
12	20.11.2019
	04.12.2019
	18.12.2019



Contact

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