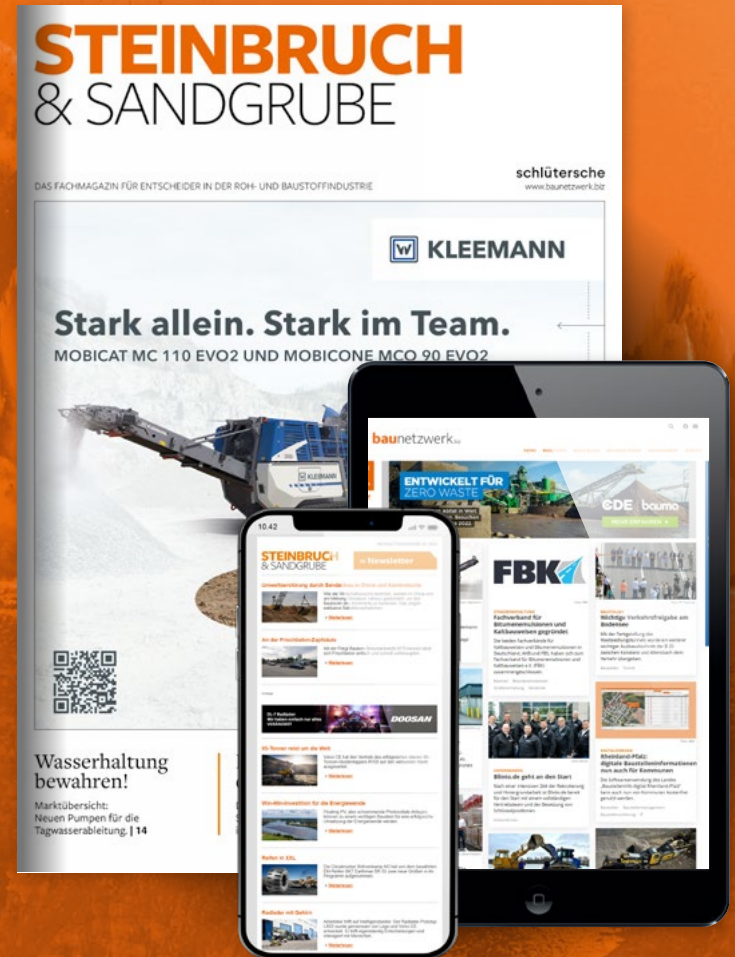


# STEINBRUCH & SANDGRUBE


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

MEDIA DATA 2024





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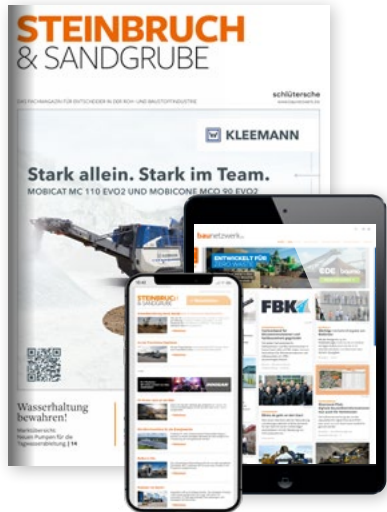
	
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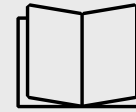
	
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# At a Glance



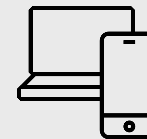
## PRINT → STEINBRUCH & SANDGRUBE

Independent trade magazine for decision-makers in the raw materials industry who are active in the extraction and processing of mineral raw materials. Practice-based reports are written here by experts for experts – your ad placement benefits from a lot of attention from the target group.



## ONLINE → baunetzwerk.biz

In the information portal baunetzwerk.biz, professionals collect, pool and network information and services related to raw material extraction, building material production and the use of these materials. The website and newsletter offer direct digital reach in this sector.



## PRINT RUN

Ø 10,500

Average per issue 01/07/2022 to 30/06/2023,  
IVW-verified

## PAGE IMPRESSIONS

Ø 17,930

Source Google Analytics,  
monthly average 07/2022-06/2023

## NEWSLETTER RECIPIENTS

~ 2,300

per mailing (as of July 2023)

# Topics 2024

Issue	1 January/February	2 March/April	3 May/June	4 July/August	5 September/October	6 November/December
Advertising deadline	Thu 04/01/24	Tue 12/03/24	Wed 08/05/24	Fri 19/07/24	Wed 11/09/24	Fri 22/11/24
Print deadline	Mon 08/01/24	Thu 14/03/24	Mon 13/05/24	Tue 23/07/24	Fri 13/09/24	Tue 26/11/24
Publication date	Fri 26/01/24	Fri 05/04/24	Mon 03/06/24	Mon 12/08/24	Fri 04/10/24	Mon 16/12/24
Topics	<p>Regular presentation of components and complete solutions for monitoring, controlling and regulating as well as process automation from exploration and operational planning, extraction and transport through to loading and invoicing in the entire mineral raw materials and building materials industry,</p> <p>Dredging Optimisation of processes Crushing and grinding Extraction technology Countering wear and tear</p> <p>Drilling technology Energy generation in the extraction plant Dedusting and air pollution control Processing technology for soils Dump trucks</p> <p>All about conveyor technology Maximum utilisation of extraction sites Pumps in use Lubricants, oils, maintenance products Tyres and their care</p> <p>Mobile processing technology The green quarry Creating and operating PV systems Controlling and weighing Excavators and wheel loaders</p> <p>Preview of Solids and Forum Miro Better maintenance of machines and systems Sieving and classifying Wet extraction Road construction and maintenance: Market overview of bulldozers</p> <p>Do not fail when blasting Using alternative fuels today Dosing and mixing technology Conveyor technology Cable excavators and accessories</p> <p>Current lorry models and superstructures for the raw materials and building materials industry, rental, leasing and financing models, low-loaders and heavy goods vehicles for the transport of construction machinery and plants.</p>					
Trade fairs and exhibitions	<ul style="list-style-type: none"> <li>■ VDBUM Seminar, Willingen 30/01 - 02/02/2024</li> </ul>	<ul style="list-style-type: none"> <li>■ Mawev-Sow, 10/04 - 13/04/2024</li> </ul>	<ul style="list-style-type: none"> <li>■ Tire Cologne, Cologne 04/06 - 06/06/2024</li> </ul>	<ul style="list-style-type: none"> <li>■ JAHRBUCH 12/08/2024</li> <li>■ Nordbau, Neumünster 04/09 - 08/09/2024</li> </ul>	<ul style="list-style-type: none"> <li>■ Solids, Dortmund 09/10 - 10/10/2024</li> <li>■ Forum Miro 20/11 - 21/11/2024</li> <li>■ IAA, Hanover 17/09 - 22/09/2024</li> </ul>	<ul style="list-style-type: none"> <li>■ SPECIAL ISSUE "Nachhaltigkeit &amp; Digitalisierung" (Sustainability &amp; Digitalisation) as a supplement</li> </ul>

The main topics do not determine the overall content. Current articles supplement the respective reporting. Subject to change without notice.

# Target Groups

Quarry operations, gravel and sand works



Decision-makers at companies that quarry natural stone and process it into mineral building materials

Building material recycling companies



Management, procurement and decision-makers in companies active in the building material recycling industry

Manufacturers of construction machinery, equipment and accessories



Decision-makers at manufacturers of construction machinery, equipment and accessories related to the extraction and processing of mineral raw materials (e.g. dump trucks, excavators, wheel loaders, crushers, screens, conveyor belts)

Associations, authorities, universities



Decision-makers and multipliers in interest groups, research institutes and teaching institutions



# Print

# Print



Member of the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (German Audit Bureau of Circulation).

Copies per issue, as of July 2023

Publication frequency: 6 x per year  
118th volume 2024

PRINT RUN

Ø10,500

ACTUAL DISTRIBUTED  
CIRCULATION

10,362

Our tip for all print products: use our sliding scale discounts!

if purchased within 12 months  
(insertion year)

**Frequency scale**

2 times 5 %  
6 times 10 %  
9 times 15 %

Supplements and technical costs  
are not discountable.  
For more extensive contracts,  
conditions on request.

**COMBINATIONS**

**5% discount** when booking 2 construction titles. Combination discount for print + online **on request**.

# Circulation and Distribution Analysis

**VOLUME** ..... 118th volume 2024

**CIRCULATION ANALYSIS**

Copies per issue on an annual average from 1 July 2022 to 30 June 2023

<b>Print run</b> .....	10,500	
<b>Actual distributed circulation</b> .....	10,362	of those, abroad ..... 1,010
<b>Sold circulation</b> .....	743	of those, abroad ..... 133
– Subscribed copies .....	734	of those, for members 0
– Retail sales .....	0	
– Other sales .....	8	
<b>Free copies</b> .....	9,619	
<b>Remaining, archive, file copies</b> .....	138	

**GEOGRAPHICAL DISTRIBUTION ANALYSIS**

Economic area:	Share of actual distributed circulation	
	%	Copies
Domestic:	90.3	9,352
Abroad:	9.7	1,010
<b>Actual distributed circulation:</b>	<b>100</b>	<b>10,362</b>



# Circulation and Distribution Analysis

## BREAKDOWN OF DOMESTIC CIRCULATION BY POSTCODE AREAS

	%	Copies
Postcode area 0	7.63	713
Postcode area 1	5.36	501
Postcode area 2	8.87	830
Postcode area 3	11.68	1,092
Postcode area 4	10.52	983
Postcode area 5	11.99	1,121
Postcode area 6	8.81	824
Postcode area 7	12.81	1,198
Postcode area 8	11.10	1,038
Postcode area 9	11.24	1,051
<b>Domestic total</b>	<b>100</b>	<b>9,352</b>

## BREAKDOWN BY NIELSEN REGIONS

	%	Copies
Nielsen region 1 (Hamburg, Bremen, Schleswig-Holstein, Lower Saxony)	14.89	1,393
Nielsen region 2 (North Rhine-Westphalia)	18.66	1,745
Nielsen region 3a (Hesse, Rhineland-Palatinate, Saarland)	15.45	1,445
Nielsen region 3b (Baden-Württemberg)	15.93	1,490
Nielsen region 4 (Bavaria)	19.05	1,782
Nielsen region 5 (Berlin)	1.73	162
Nielsen region 6 (Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt)	7.07	661
Nielsen region 7 (Thuringia, Saxony)	7.22	675
<b>Total</b>	<b>100</b>	<b>9,352</b>

# Summary of the Analysis Method

## SUMMARY OF THE ANALYSIS METHOD FOR DISTRIBUTION ANALYSIS (AMF SCHEME 2, ITEM 18)

### 1. Analysis method:

- Distribution analysis through file evaluation – full analysis

### 2. Description of the recipients at the time of data collection:

#### 2.1. Type of file:

The recipient file contains the addresses of all recipients.  
Based on the available postal data, the file can be sorted according to postcodes or domestic and foreign addresses.

**2.2 Total number of recipients in the file:** ..... 15,954

**2.3 Total number of varying recipients:** ..... 14,878

#### 2.4 Structure of recipients of an

average issue according to forms of distribution:

- **Sold circulation** ..... 743

**of those: subscribed copies** ..... 734

Retail sales ..... 0

Other sales ..... 9

- Free copies ..... 9,619

**of those: permanent free copies** ..... 680

rotating free copies ..... 8,858

advertising copies ..... 81

**Actual distributed circulation** ..... 10,362  
of those, domestic ..... 9,352  
of those, abroad ..... 1,010

### 3. Description of the analysis

#### 3.1 Population (proportion studied)

Actual distributed circulation ..... 10,362 = 100%

of those, not included in the analysis: ..... 141 = 1.36%

- Retail sales ..... 0

- Other ..... 60

- Advertising copies ..... 81

Of the actually distributed circulation,  
the analysis represents ..... 10,221 = 98.64%

**3.2 Date of file evaluation:** ..... 17/07/23

#### 3.3 Description of the database:

The analysis is based on the complete file. The shares determined for circulation in Germany and abroad were projected onto the actual average annual circulation in accordance with AMF Item 17.

**3.4 Target of the analysis:** ..... not applicable

**3.5 Definition of the reader:** ..... not applicable

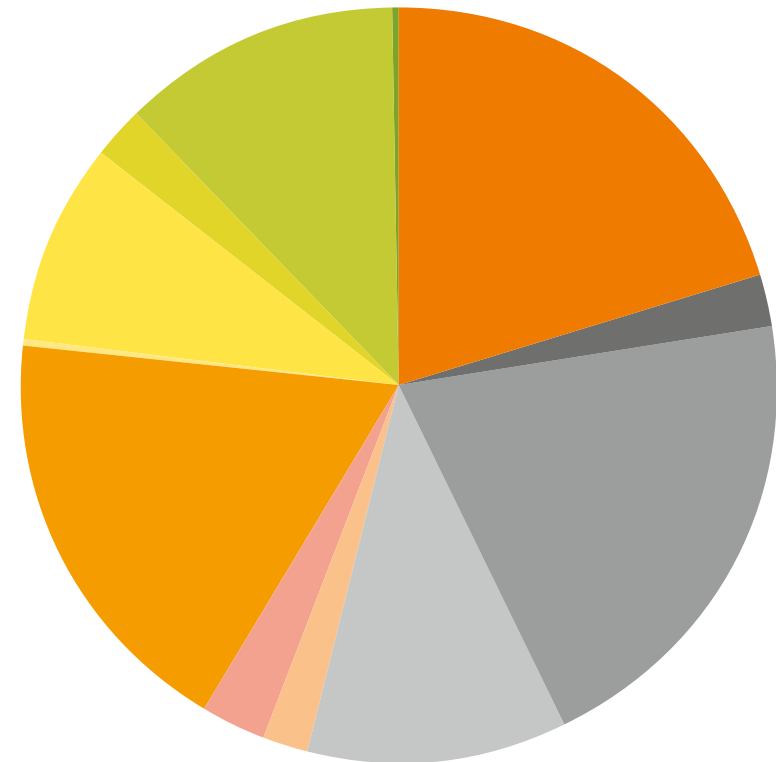
**3.6 Analysis period:** ..... 01/07/2022 to 30/06/2023

**3.7 Execution of the analysis:** ..... publisher

# Recipient Structure Analysis












## SECTORS/INDUSTRIES/SPECIALIST FIELDS/OCCUPATIONAL GROUPS

Recipient groups	Share of actual distributed circulation	
	%	Copies
Quarrying of natural stone	20.51	2,126
Quarrying of limestone, gypsum, chalk and slate	2.01	208
Extraction of gravel, sand, clay and kaolin	20.46	2,120
<b>Extraction companies – total</b>	<b>42.98</b>	<b>4,454</b>
Production of building materials (cement, mortar, bricks, sand-lime brick, aerated concrete, etc.)	11.12	1,153
Ready-mixed concrete production	1.87	194
Asphalt production/mixing plants	2.82	292
<b>Building material manufacturers – total</b>	<b>15.81</b>	<b>1,638</b>
Building materials recycling	17.92	1,857
Construction industry (road and civil engineering companies)	0.28	28
Engineering firms	8.77	909
Associations	2.03	211
Government agencies/authorities	12.03	1,247
Other	0.18	18
<b>Actual distributed circulation</b>	<b>100</b>	<b>10,362</b>



\* Base: Publisher file, multiple answers possible.

# Advertisements

<b>1/1 page</b>  Bleed: 210 × 297 mm  € 3,650	<b>Junior page</b>  Bleed: 132 × 187 mm Type area: 115 × 165 mm  € 2,190	<b>1/2 page landscape</b>  Bleed: 210 × 148 mm Type area: 175 × 121 mm  € 2,190	<b>1/2 page portrait</b>  Bleed: 100 × 297 mm Type area: 85 × 248 mm  € 2,190	<b>1/3 page landscape</b>  Bleed: 210 × 102 mm Type area: 175 × 79 mm  € 1,450	<b>1/3 page portrait</b>  Bleed: 68 × 297 mm Type area: 55 × 248 mm  € 1,450
<b>1/4 page landscape</b>  Bleed: 210 × 79 mm Type area: 175 × 58 mm  € 1,050	<b>1/4 page portrait</b>  Bleed: 52 × 297 mm Type area: 40 × 248  € 1,050	<b>1/4 page 2-column</b>  Bleed: 100 × 148 mm Type area: 85 × 121 mm  € 1,050	<b>1/8 page landscape</b>  Bleed: 210 × 45 mm Type area: 175 × 26 mm  € 590	<b>1/8 page 2-column</b>  Bleed: 100 × 79 mm Type area: 85 × 58 mm  € 590	

Bleed plus 3 mm bleed overleaf

# Classified Ads and Special Placements

## CLASSIFIED ADS

(per millimetre, 44 mm wide) 4c  
Purchases/sales, job offers ..... € 3,42

## ZUSCHLÄGE PLATZIERUNG

Title area\* 194 x 180 mm ..... on request  
cover page or back cover, 4c ..... € 3,520  
Other specific placement requirements ..... 25 % surcharge

\*Heading up to 40 characters and text up to 220 characters

# Special Formats

## Bound inserts



Scope: 2-8 pages

Weight: 130-170 g/m<sup>2</sup>

Format: 213 x 307 mm Special formats on request

Submission of a sample required.

Please supply inserts in untrimmed format (213 x 305 mm).

For saddle stitching/glued inserts: Format 213 mm x 307 mm.

(Trim allowance top and bottom 5 mm each, right outside 3 mm).

Glued inserts/bound inserts are discounted:

1 glued insert = 1 advertisement page.

- ▶ Two pages ..... € 2,130
- ▶ Four pages as centre insert ..... € 3,542  
(426 x 303 mm), deliver folded
- ▶ Eight pages ..... € 6,780

## Supplements



Format: 105 x 148 – 200 x 283 mm Weight: up to

50g, Single sheets DIN A6 min. 150 g/m<sup>2</sup>,

Single sheets larger than DIN A6 min. 115 g/m<sup>2</sup>

Prices for heavier inserts and partial bookings on

request. Submission of a sample required.

from € 190/thousand

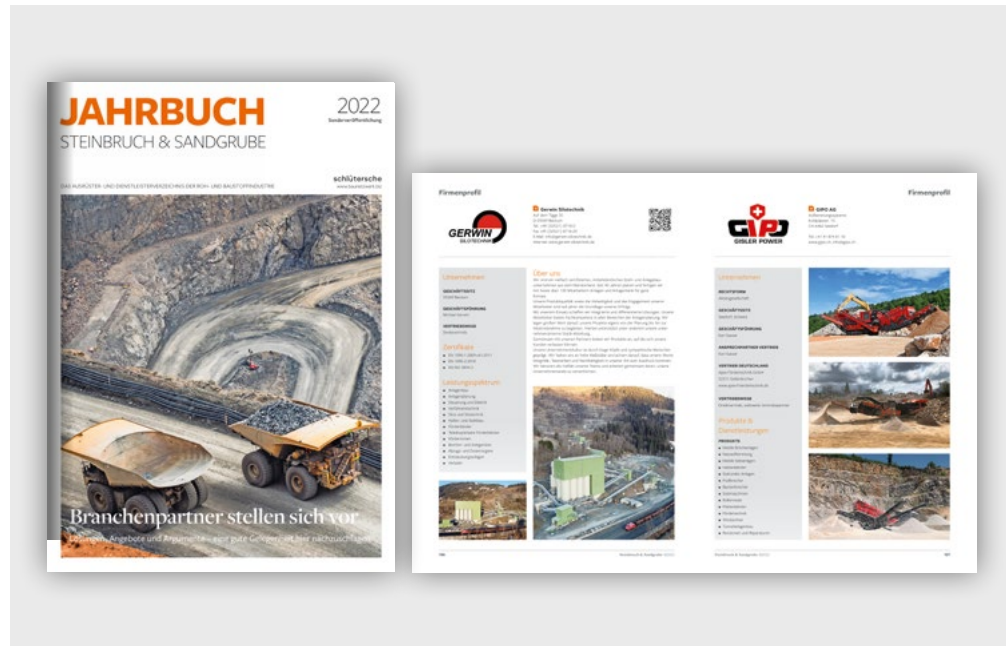
## Affixed advertising material



Affixed postcards/product samples/CDs/brochures.

Can only be booked in conjunction with an advertisement or bound insert. Only bookable as a complete print run, submission of binding sample required.

from € 280/thousand



The supplier and service directory for the raw and building materials industry.

Advertisement deadline: 19/07/2024

Print data deadline: 23/07/2024

The yearbook is published in the August issue of STEINBRUCH & SANDGRUBE.

**Prices:**

Company profile 1/1 page

€ 950

The yearbook is also published as an eMagazine at [www.baunetzwerk.biz](http://www.baunetzwerk.biz).

**Additional eMagazine options:**

Link to a video

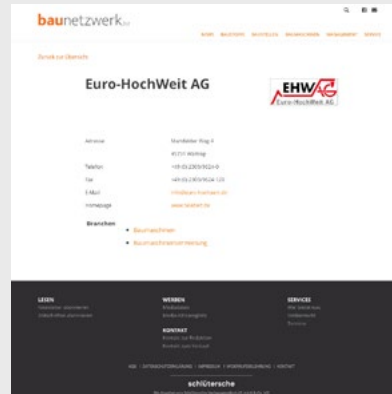
€ 35

# Industry Guide

## Who offers what? – The industry guide



Example print



Example online

- ✓ One entry – two channels (print/online)
- ✓ Cheap and permanent advertising 365 days a year
- ✓ Logo image in colour
- ✓ Targeted link to your homepage
- ✓ Embedding images and videos in your media library

### Package price:

12 months = 6 issues + 12 months online entry

Standard entry and logo

Each additional info line

Each additional category

€ 390

€ 12

50% discount

Runtime until cancelled; minimum 12 months.

Collective invoice in the middle of the runtime.

### Additional options:

Incl. online media library with up to 20 images and videos Surcharge

€ 200

You can find an overview of the categories at

<https://www.baunetzwerk.biz/verzeichnis/suche>



# Native Advertising: Print Advertorials

Offer your target group **value-added content** with a print advertorial. It is similar in layout to the editorial contributions in the magazine and is marked as an "advertisement".

Here you have **space for your informative, promotional content**: this is placed **directly in the editorial environment** with the look & feel of the magazine, which increases the credibility of your advertising message and boosts relevance among readers.

## Your benefit

This format is particularly suitable for drawing the attention of your target group to your brand or product. **You provide us with the images and you can choose to supply the text yourself or have it professionally created or revised by our specialist editorial team.**

**Thinking across channels:**  
book a cross-media campaign with  
online and print advertorial!

\*Additional advertising formats available; prices on request.

## Advertorial basis



Delivered article in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

### SPECIFICATION

- ▶ Your texts are used 1:1 as delivered
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement

Price e.g. for a 1/1 page\*: € 3,650

## Advertorial premium



Article optimised or newly created by the editorial team in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

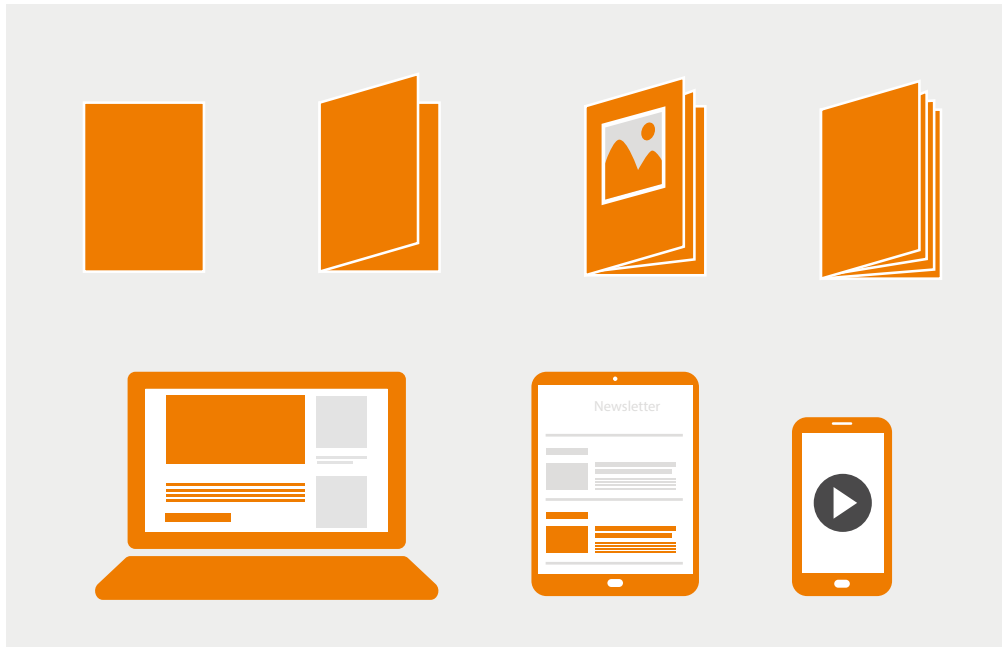
### SPECIFICATION

- ▶ Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement

Price e.g. for a 1/1 page\*: € 4,850

# Corporate Publishing

Content with added value – tailored to your needs and goals



**We design your individual communication for your target group and increase your profile.** Whether classically as a print product, as a digital magazine with image galleries, videos, audio commentaries or via podcasts – the medium and content are optimised for communicating with customers, employees, press or multipliers.

The specialist content is exclusively aimed at your industry and your specific target group. Introduce your company and its products, innovations or personnel changes. Schlütersche handles all the agency work for you and creates content that gets you noticed and influences purchasing decisions.

**We are happy to advise you on suitable solutions.**

**Price on request**

# Technical Specifications and Delivery

## DELIVERING YOUR ADVERTISING DATA

E-mail: [anzeigendaten-sus@schluetersche.de](mailto:anzeigendaten-sus@schluetersche.de).

For queries, phone +49 (0)511 8550-2522.

When submitting your data, please state the Journal\_Issue\_Advertiser and send the exact order data at the same time as a printout of the advertisement with the final and binding text and layout.

## DELIVERING YOUR PRINT ADVERTORIAL

Please send the following content at least 5 business days (advertorial basic) or 10 business days (advertorial premium) before the deadline for the booked edition to [cm@schluetersche.de](mailto:cm@schluetersche.de).

### 1/2 page print advertorial:

1-2 images (JPG or PNG in print quality incl. copyright/image credits), approx. 1,500 characters of text plus headline (Word file)

### 1/1 page print advertorial:

2 images (JPG or PNG in print quality incl. copyright/image credits), approx. 2,500 characters of text plus headline and introductory text (Word file)

### 2/1 page print advertorial:

3-5 images (JPG or PNG in print quality incl. copyright/image credits), approx. 6,000 characters of text plus headline and introductory text (Word file)

Note: With a premium advertorial, your supplied texts will be optimised by us in terms of target group relevance, specialist journalism and content. If you don't provide your own text, our professional editorial team will create a text on your chosen topic (please provide a briefing).

For details on text distribution and image formats, please refer to our layout templates:

<https://svg.to/print-advortorials>

## DELIVERY ADDRESS FOR

### SPECIAL FORMS OF ADVERTISING

Vogel Druck und Medienservice GmbH

Goods Receipt

Leibnizstrasse 5

97204 Höchberg

Acceptance times: Monday to Friday, 8 a.m. to 4 p.m

Delivery at the earliest 20 and at the latest 5 working days before the delivery date.

## TERMS OF PAYMENT

### Account information:

8 days after date of invoice, 2% discount;  
otherwise 30 days after invoice date without deduction.  
VAT ID no. DE 316 433 496

## BANK DETAILS

### Bank details:

Commerzbank Hannover

IBAN number: DE21 2504 0066 0331 8961 00,

BIC: COBADEFFXXX

All prices plus VAT.

# Technical Specifications and Delivery

## JOURNAL FORMAT

210 mm wide x 297 mm high, DIN A4 untrimmed: 216 mm wide x 303 mm high

## PRINTING AND BINDING METHODS

Sheet-fed offset printing, saddle stitching

## DATA FORMATS

Delivery of PDF/X-3 data. Halftone images require a resolution of at least 250 dpi, ideally 300 dpi. Line art minimum 600 dpi.

Text must be embedded. The data must not contain RGB, LAB or ICC colour spaces.

## COLOURS

Printing colours (CMYK) according to ISO 12647-2 (PSO). Regarding converting and checking the colour space (ICC colour management), special reference is made to the standard offset profiles of the ECI (obtain the package "ECI\_Offset\_2009" free of charge at [www.eci.org](http://www.eci.org)).

## PROOF

Colour accuracy proof according to "Medienstandard Druck" (Print Media Standard) (bvdM). Digitally produced proofs must contain the FOGRA media wedge (available for a fee from [www.fogra.org](http://www.fogra.org)) to check the colour accuracy. Proofs must have an official print control strip. Please enquire about output profiles and paper classes for reference proofs.

## DATA ARCHIVING

Data is archived for 1 year, unchanged repetitions are therefore usually possible. However, no data guarantee is given.

## WARRANTY

The client is responsible for the timely delivery of the advertisement text and flawless print documents. If the customer does not provide flawless printing documents, the publisher shall print the advertisement in the quality permitted by the copy provided.

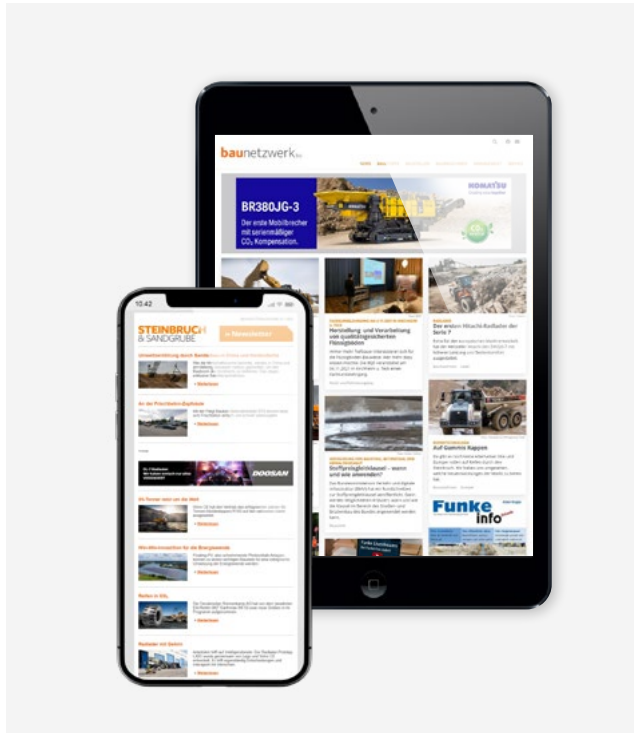
## CONTACT

Service tel. +49 (0)511 8550-2522



# Digital

# Digital



**PAGE IMPRESSIONS**

Ø 17,930

Source Google Analytics,  
monthly average 07/2022-06/2023

**TOTAL USERS**

Ø 8,500

Source Google Analytics,  
monthly average 07/2022-06/2023

**VISITS**

Ø 11,000

Source Google Analytics,  
monthly average 07/2022-06/2023

**NEWSLETTER RECIPIENTS**

~ 2,300

per mailing (as of July 2023)

# Newsletter

## Full-size Banner



The full-size banner is placed centrally between individual news articles. If you book the premium placement, it is placed in a particularly attention-grabbing position above the first news article.

Format: 468 x 60 px

**€ 490**

**Premium placement: € 690**

per dispatch

## Medium Rectangle



The medium rectangle is placed in a high-profile position between individual news articles in the middle of the editorial content.

Format: 300 x 250 px

**€ 550**

per dispatch

## Wide Banner



The wide banner is placed centrally across the entire width of the newsletter between the individual news items.

Format: 600 x 120 px

**€ 650**

per mailing

## Text Ads

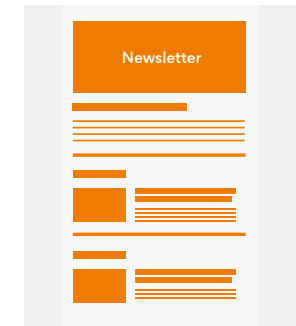


Text ads are structured in the same way as our articles and marked with the word "advertisement". They include 1 image (480 x 320px), 1 headline (max. 55 characters), 1 teaser text (max. 300 characters) with a link to your chosen URL.

**€ 650**

per dispatch

## Standalone Newsletter



The standalone newsletter is structured to match the look and feel of the regular newsletter in terms of content, layout and design and marked with the word "advertisement". The content of the entire newsletter is provided by the customer. Incl. one correction loop.

**€ 1.750**

per dispatch

# Newsletter Dates

Month	Issue	Dispatch
January	1	09/01/2024
	2	23/01/2024
February	3	06/02/2024
	4	20/02/2024
March	5	05/03/2024
	6	19/03/2024
April	7	02/04/2024
	8	16/04/2024
May	9	30/04/2024
	10	14/05/2024
June	11	28/05/2024
	12	11/06/2024
	13	25/06/2024

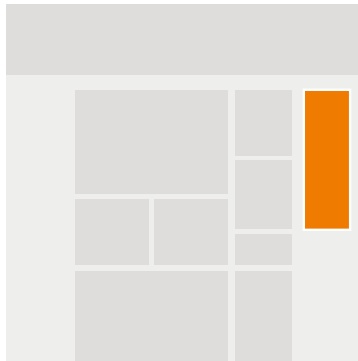
Month	Issue	Dispatch
July	14	09/07/2024
	15	23/07/2024
August	16	06/08/2024
	17	20/08/2024
September	18	03/09/2024
	19	17/09/2024
October	20	01/10/2024
	21	15/10/2024
	22	29/10/2024
	23	12/11/2024
November	24	26/11/2024
	25	10/12/2024
December	26	17/12/2024



# Banners



## Skyscraper



Eye-catching advertisement that is displayed on the right or left side of the website. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Not displayed on mobile devices.

**Sizes**

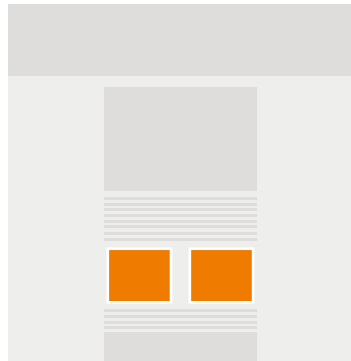
Standard: 120 x 600 px

€ 690 per month

Wide: 160 x 600 px

€ 750 per month

## Medium Rectangle



Centrally positioned advert in the middle of the editorial content. Static/animated graphics or HTML5 animations are possible. Appears on all article pages. Displayed on mobile devices.

**Sizes**

300 x 250 px

€ 790

per month

## Native Teaser



Authentically embedded advertisement within the article design with fixed placement on the homepage and article pages. Displayed on mobile devices.

**Sizes**

Image format 16:9 (1075 x 605 px)

Overline max. 30 characters

Title line max. 55 characters

Teaser text max. 156 characters

€ 850

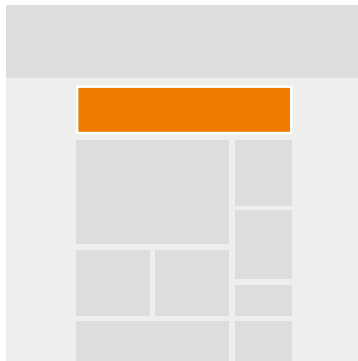
per month

**Note for all banners: in rotation with max. 3 advertisements**

# Banners



## Billboard



Eye-catching advertisement directly under the website navigation. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Displayed on mobile devices.

**Size**

1075 x 250 px  
(alternatively 970 x 250 px)

**€ 890**

per month

## Wallpaper



Large advertising format, the superbanner and a skyscraper join together to create a single advertising space. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

**Sizes**

728 x 90 px  
120 x 600 px or 160 x 600 px

**€ 1,190**

per month

## Fireplace ad



Extra-large advertising format that creates a downward-facing frame around the website content. The seamlessly connected advertising spaces give the whole page the look of the advertiser. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

**Sizes**

1125 x 270 px or 1125 x 90 px  
120 x 600 px or 160 x 600 px

**€ 1,190**

per month

**Note for all banners: in rotation with max. 3 advertisements**

# Retargeting

Get a **better result** from your campaign with multiple approaches: extend your banner advertising with retargeting and **benefit twice!**

## Here's how it works

All users who visit our website are **tagged**. If a user then visits another website from our **"Top 100 AGOF" marketing network**, we will also display **your banner there**.

We determine together in advance how many **ad impressions (insertions)** we will realise for your banner in this environment. At the end of the runtime, you will also receive a report on the **exact reach achieved by your campaign**.



Price from € 1,000 for 50,000 ad impressions.

Availability, details and further information on request.

# Native Advertising: Online Advertorials

Advertorials offer plenty of **space for your promotional content** and are placed directly in the editorial environment with the look and feel of our media brand. This format is particularly suitable for drawing the attention of **your target group to your brand or product**.

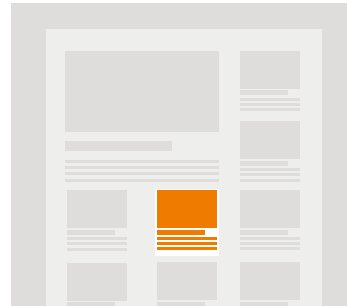
## Your benefit

You receive a **fixed placement on the homepage as well as a microsite in the text/image standard** of our website – incl. links to your website in the text.

This means you benefit from a **credible environment**, a **high level of attention** and **target group-specific reach** for your content. You can supply the content yourself or have it **professionally created by our editorial team**. We also promote your advertorial in **our newsletter**.

Thinking across channels:  
book a cross-media campaign with  
online and print advertorial!

## Advertorial basic



Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 3 advertising formats. Displayed on mobile devices.

### SPECIFICATION

- ▶ Your texts are used 1:1 as delivered
  - ▶ You provide us with the image material
  - ▶ 1 correction loop incl.
  - ▶ Labelled as an advertisement
  - ▶ Reach boost incl. 1 text-image advertisement in the newsletter during the runtime
  - ▶ Extension at a discount rate available upon consultation
- € 1,190**  
Runtime 1 month

## Advertorial premium



Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 3 advertising formats. Displayed on mobile devices.

### SPECIFICATION

- ▶ Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created.
  - ▶ You provide us with the image material
  - ▶ 1 correction loop incl.
  - ▶ Labelled as an advertisement
  - ▶ Reach boost incl. 1 text-image advertisement in the newsletter during the runtime
  - ▶ Extension at a discount rate available upon consultation
- € 2,690**  
Runtime 1 month

# Native Advertising: Sponsored Article

Advertorials offer plenty of **space for your promotional content** and are placed directly in the editorial environment with the look and feel of our media brand. This format is particularly suitable for drawing the attention of **your target group to your brand or product**.

## Your benefit

You will receive a **fully-fledged article created by our editorial team**, including a **native teaser** in the text/image standard of our website and will be named as the sponsor of the article – including a **link** to your website. The sponsored article always includes the target group-oriented and search engine-optimised **rewritten text** and is **constantly reach and SEO-optimised** during the term of four months – for the **maximum number of clicks** on your article and **long-term findability** in search engines.

**You only pay for what you get:** you pay a pre-determined price for each user of your article.

## Sponsored article



We are happy to prepare a reach forecast for your chosen topic in advance!

Full article incl. **native teaser** in the text/image standard of the website.  
Displayed on mobile devices.

### SPECIFICATION

Editorial texts are newly created for you in a target group-relevant, search engine-optimised and specialist journalistic manner. The prerequisite is that the text is useful in terms of content and not promotional.

- ▶ **Marked as a sponsored article**
- ▶ **Reach package incl.:**  
We promote your sponsored article with targeted measures via suitable channels to achieve the maximum traffic for you and constantly optimise the content for Google, etc.
- ▶ **Unlimited runtime;**  
**Active promotion for approx. 4 months**
- ▶ **Reporting with the most important key indicators at the end of the campaign**

**from 20 € per user (mimimum purchase: 150 pcs.; individually agreed upper limit possible)**

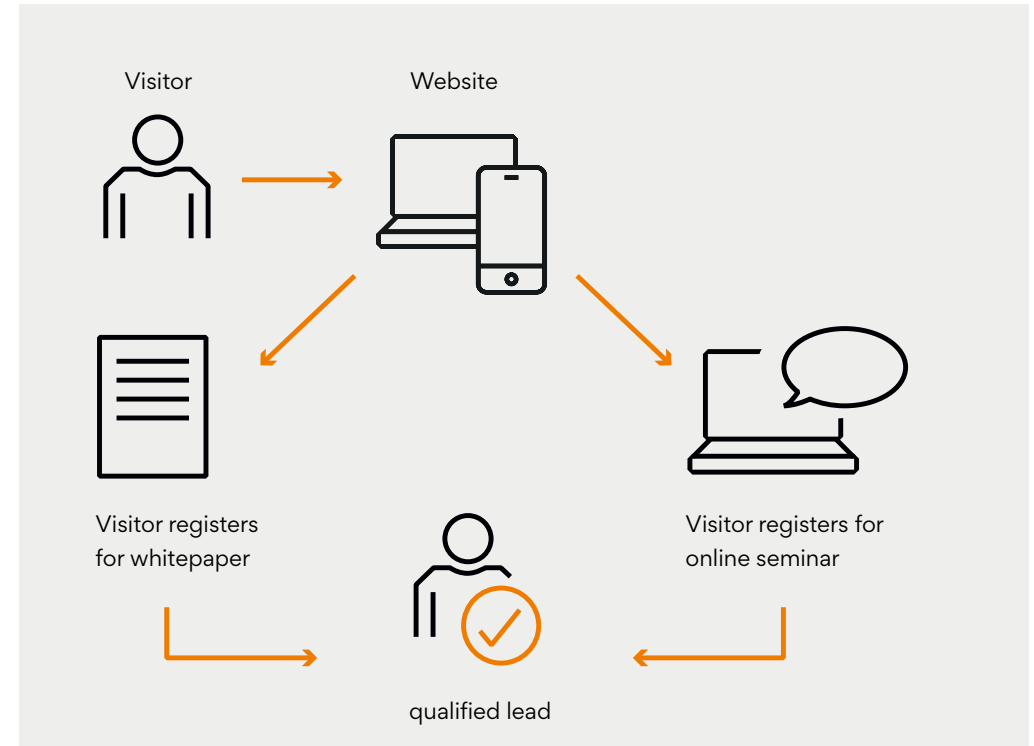
# Lead Generation

Generate **direct contacts** who have a concrete **interest** in your topic or product on our channels.

## Your benefit

We know what **really moves your target group**: We identify the appropriate **lead magnets** (**whitepaper or online seminar**). You can supply the content yourself or have it created by our editorial team.

- ✓ You receive qualified contacts from us – with professional campaign management, targeted advertising measures and reporting.
- ✓ GDPR-compliant: all contacts are generated strictly according to the EU GDPR and can be used for your marketing and sales communication without risk.
- ✓ Further qualification measures ("lead nurturing") can be realised on an individual basis.



# Lead Generation



We offer three types of **lead generation**, individually adapted to **your needs**.

Benefit from a **credible environment**, a **high level of acceptance** and the **wide reach** of our marketing channels to address potential customers!

We are happy to prepare a lead forecast for you.

## Lead generation with supplied finished content

- ▶ You supply a complete whitepaper or a recording of an online seminar.
- ▶ We make the content available for download on our website and mark it as an advertisement.
- ▶ We promote your content through our channels and generate leads for you.
- ▶ We provide you with the leads.

**from € 2,890** plus Cpl\*

Runtime 4 months

## Whitepaper creation with lead generation

- ▶ We create a whitepaper on a topic that appeals to your desired target group.
- ▶ We design the whitepaper in the look & feel of our media brand without advertising messages.
- ▶ We make the whitepaper available for download on our website.
- ▶ We promote the whitepaper through our channels and generate leads for you.
- ▶ We provide you with the leads.

**from € 4,790** plus Cpl\*

Runtime 4 months

## Online seminar creation with lead generation

- ▶ We create an online seminar on a topic that appeals to your desired target group.
- ▶ We design the online seminar in the look & feel of our media brand without advertising messages.
- ▶ We make the online seminar available for download on our website.
- ▶ We promote the live date & recording via our channels and generate leads for you.
- ▶ We provide you with the leads.

**from € 6,190** plus Cpl\*

Runtime 4 months

\*Cost per lead, individually agreed

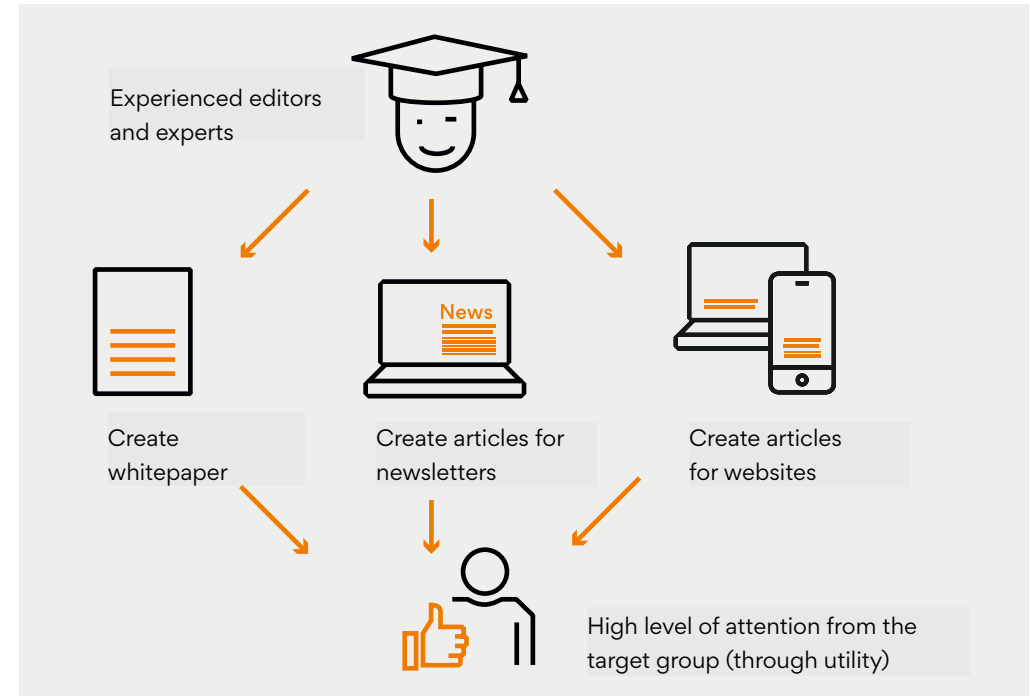
# Content Creation

## Reach your target groups with value content

Our specialist editorial teams produce content that is **relevant, credible and attention-grabbing** thanks to their in-depth understanding of readers, topics and markets. With this know-how, we develop value content for you.

Print and online, text and image, individual measures and overarching campaigns: Schlütersche handles **all the agency work for you** and creates content with which you can **influence your target group's purchasing decisions**. We are happy to advise you on suitable solutions.

- ✓ **Whitepaper**
- ✓ **Newsletter article**
- ✓ **Article for websites**



Price on request



# Technical Specifications and Delivery

## DELIVERY OF YOUR WEBSITE BANNER DATA

Please send the banners as PNG, GIF or JPG (max. 40 kB) or as a HTML5 file (max. 400kB) at least 7 working days before the booked publication date to [anzeigendaten-bnw@schluetersche.de](mailto:anzeigendaten-bnw@schluetersche.de)  
For HTML5 files (responsive), please deliver all banner elements in a .zip file and integrate a fallback solution for incompatible browsers.

## DELIVERY OF YOUR NEWSLETTER TEXT AD

Please send the text as a Word file and the image as a PNG, GIF or JPG at least 7 working days before the booked dispatch date to [anzeigendaten-sus@schluetersche.de](mailto:anzeigendaten-sus@schluetersche.de)

## DELIVERY OF YOUR NEWSLETTER BANNER DATA

Please send the data as a PNG, GIF or JPG at least 7 working days before the booked dispatch date to [anzeigendaten-sus@schluetersche.de](mailto:anzeigendaten-sus@schluetersche.de). Animated GIFs are also possible, but may not render correctly on all recipients.

## DELIVERY OF YOUR ONLINE ADVERTORIAL

Please send the following content at least 7 working days (Advertorial Basic), or 10 working days (Advertorial Premium) before the booked publication date to [anzeigendaten-bnw@schluetersche.de](mailto:anzeigendaten-bnw@schluetersche.de):

- ▶ Images in 16:9 format (image file no larger than 250 KB) as JPG, GIF or PNG incl. copyright/ picture credits: 1 lead image (1075 x 605 px), further article images (900 x 640 - 1920 x 1080 px): 1 for Advertorial Basic, up to 9 for Advertorial Premium
- ▶ Text as Word file: Overline (max. 30 characters), Title (max. 55 characters), teaser (max. 111 characters), Body text (max. 3,000 characters), if desired Captions (max. 255 characters each)
- ▶ Links to external pages or posts, YouTube videos or download material as desired

## DELIVERY OF YOUR STANDALONE NEWSLETTER

Please send the following contents at least 10 working days before the booked dispatch date to [anzeigendaten-sus@schluetersche.de](mailto:anzeigendaten-sus@schluetersche.de):

- ▶ Subject line & headline: "Customer name: Headline" (max. 68 characters incl. spaces)
- ▶ Customer logo (min. 180 px wide) + Link to the customer website
- ▶ Header image (600 x 250 px, JPG, PNG or GIF)
- ▶ Monothematic: 1 long text (Word file, 1400 characters incl. spaces) + link, optionally 1 additional image (600 px wide, max. 250 px high, JPG, PNG or GIF)
- or**
- ▶ Polythematic: 1 lead text (Word file, max. 400 characters incl. spaces) + link, up to 3 short messages with article picture (180 x 120 px, JPG, PNG or GIF), headline (55 characters incl. spaces), text (Word file, max. 300 characters incl. spaces) + link
- ▶ Company contact details

# Technical Specifications and Delivery

## DELIVERING YOUR CONTENT FOR LEAD CAMPAIGNS

Please send the following content at least 10 business days before the agreed publication date to

[anzeigendaten-bnw@schluetersche.de](mailto:anzeigendaten-bnw@schluetersche.de):

- ▶ Whitepaper (PDF, max. 6 MB) or online seminar recording (MP4, duration approx. 1 hour)
- ▶ For the landing page: 1 cover image: 1075 x 605 px (16:9), Heading (approx. 60 characters including spaces), Teaser text (max. 300 characters including spaces), introductory text (800-1000 characters including spaces)
- ▶ Optional additional material for advertising: image/logo (180 x 120 px), headline (approx. 50 characters), teaser text (approx. 300 characters), banner in Skyscraper, Medium Rectangle and/or Billboard format.

## DELIVERING YOUR RETARGETING BANNER

Please send your banner as a GIF or JPG to

[anzeigendaten-bnw@schluetersche.de](mailto:anzeigendaten-bnw@schluetersche.de):

- ▶ At least one of the following formats (when delivering a billboard, please supply an additional format.):  
970 x 250 px, 728 x 90 px, 320 x 50 px, 800 x 250 px, 300 x 600 px, 320 x 480 px, 320 x 160 px, 300 x 250 px  
(the more formats that you provide us with, the bigger the potential reach of your retargeting campaign)
- ▶ Technical specifications: max. 150 KB and SSL-secure, animated advertisements must be static after 30 seconds, 3rd party (javascript or html) max. 150 KB and SSL-secure, iFrame only possible from DoubleClick

## TERMS OF PAYMENT

### Account details:

8 days after invoice date, 2% discount; otherwise 30 days without deduction. Direct debit possible.  
VAT ID no. DE 316 433 496

### Bank details:

Commerzbank Hannover  
IBAN no.: DE21 2504 0066 0331 8961 00  
BIC: COBADEFFXXX

We have even more to offer!  
Discover the Schlütersche  
media group portfolio.



# Portfolio



# Strong brands under one roof

## Animal Health

Our media reaches the entire practice from vet to veterinary assistant: trade magazines are supplemented by online portals, e-learning offers and a job market.

129,100 ..... Impressions<sup>1</sup>  
6,100..... Newsletter recipients<sup>2</sup>  
70,402 ..... Readers<sup>3</sup>

**2** Homepages  
**2** Newsletters  
**5** Magazines

Kleintierpraxis  
News 4 Vets  
Tierisch dabei

Deutsches Tierärzteblatt  
Der praktische Tierarzt

[www.vetline.de](http://www.vetline.de)  
[tfa-wissen.de](http://tfa-wissen.de)

## Construction

Current insights into the construction industry, always very close to the industry: we provide decision-makers with the knowledge base for management and investment.

17,930 ..... Impressions<sup>1</sup>  
8,500..... Newsletter recipients<sup>2</sup>  
110,860 ..... Readers<sup>3</sup>

**1** Homepages  
**4** Newsletters  
**4** Magazines

Asphalt & Bitumen  
Die Schweizer Baustoffindustrie  
Steinbruch und Sandgrube  
Straßen und Tiefbau

[www.baunetzwerk.biz](http://www.baunetzwerk.biz)

## Trade

With our media, we offer tradespeople valuable practical knowledge. Readers<sup>3</sup> and users receive the latest industry news in print and digital form for business management and investment decisions.

198,800 ..... Impressions<sup>1</sup>  
8,500 ..... Newsletter recipients<sup>2</sup>  
110,860 ..... Readers<sup>3</sup>

**1** Homepages  
**2** Newsletters  
**2** Magazines

Genau  
Norddeutsches Handwerk

[www.handwerk.com](http://www.handwerk.com)

## Motor Vehicles and Mobility

Knowledge for all those who are mobile: this is available in our magazines amz, AutoRäderReifen and bfp. The annual bfp FORUM brings together decision-makers and experts from the industry.

194,900 ..... Impressions<sup>1</sup>  
14,400.... Newsletter recipients<sup>2</sup>  
65,613 ..... Readers<sup>3</sup>

**3** Homepages  
**3** Newsletters  
**3** Magazines

amz - Die Aftermarketzeitschrift  
AutoRäderReifen-Gummibereifung  
bfp - FUHRPARK & MANAGEMENT

[www.amz.de](http://www.amz.de)  
[www.gummibereifung.de](http://www.gummibereifung.de)  
[www.fuhrpark.de](http://www.fuhrpark.de)

## Industry

Everything for industry: whether aluminium, sheet metal or plastics – our trade media provide comprehensive information on developments and trends in magazines and online portals.

109,600 ..... Impressions<sup>1</sup>  
13,500 ..... Newsletter recipients<sup>2</sup>  
81,607 ..... Readers<sup>3</sup>

**6** Homepages

**9** Newsletters

**6** Magazines

**8** LinkedIn profiles

Blech Protector  
K Zeitung Konstruktion und Entwicklung  
NC Fertigung International Aluminium Journal

[www.aluminium-journal.de](http://www.aluminium-journal.de) [www.blechonline.de](http://www.blechonline.de)  
[www.k-zeitung.de](http://www.k-zeitung.de) [www.ncfertigung.de](http://www.ncfertigung.de)  
[www.protector.de](http://www.protector.de) [www.konstruktion-entwicklung.de](http://www.konstruktion-entwicklung.de)

<sup>1</sup> Source Google Analytics, monthly cumulative average 07/2022-06/2023

<sup>2</sup> Cumulated per dispatch, as of July 2023

<sup>3</sup> Cumulative printed copies per issue, as of June 2023

# Everything for your online presence



*Coco makes digital communication simple*

## Your Marketing Cockpit

COCO combines relevant communication channels and functions in one marketing system. The all-in-one approach makes it possible to create content centrally and publish it with one click, adapted to the respective channel.



Be visible with your website



Maintain contacts via social media profiles



Grow with your online ads

Powered by **schlütersche** | [www.coco.one](http://www.coco.one)

*We have everything you need*

## Your all-inclusive experience

- ✓ Build your digital channels with COCO.
- ✓ With COCO, you communicate with your target group.
- ✓ With COCO, you generate reach.



Website construction kit



Social media management



Google Business



Newsletters



Online ads

We are also happy to support you with your project. Many different services are available to you for this purpose.

Visit us for more information at

[www.coco.one](http://www.coco.one)



# Contact

# We Are Here For You!



**Maike Sutor-Fiedler**  
Editor-in-Chief

[chefredaktion-Susa@schluetersche.de](mailto:chefredaktion-Susa@schluetersche.de)  
+49 (0) 201 8681064



**Kai Burkhardt**  
Advertising Manager

[kai.burkhardt@schluetersche.de](mailto:kai.burkhardt@schluetersche.de)  
+49 (0) 511 8550 2566



**Angelika Tjaden**  
Advertising Sales

[angelika.tjaden@schluetersche.de](mailto:angelika.tjaden@schluetersche.de)  
+49 (0) 511 8550 2611

# Contact

## Editor and publisher

Schlütersche Fachmedien GmbH  
A company of the Schlütersche Mediengruppe  
Postal address: 30130 Hannover  
Address: Hans-Böckler-Allee 7  
30173 Hannover  
Phone +49 (0)511 8550-0  
Fax +49 (0)511 8550-2600  
[www.schluetersche.de](http://www.schluetersche.de)  
[www.baunetzwerk.biz](http://www.baunetzwerk.biz)

## Reader/subscription service

[vertrieb@schluetersche.de](mailto:vertrieb@schluetersche.de)  
Phone +49 (0)511 8550-2638

## Print data

Simply upload the data to the AdPortal independently, track the current status and make adjustments.

Send questions about the AdPortal to [anzeigendaten@schluetersche.de](mailto:anzeigendaten@schluetersche.de) or call +49 (0)511 8550-2522.

Alternatively, send data to [anzeigendaten-sus@schluetersche.de](mailto:anzeigendaten-sus@schluetersche.de)

All prices plus VAT.

[Our GTC](#)