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EDITORIAL POSITIONING

The **Österreichische Bauzeitung** is Austria's leading trade journal for the planning and executing building industry, the construction industry and trades, construction machinery industry, architects, master stonemasons, auxiliary building trades and the building materials trade.

READERS

The entire construction sector, especially the building trade and construction industry, as well as companies of the auxiliary building trade, brickworks, natural stone factories, concrete block factories, ready-mixed concrete factories, master stonemasons, building material dealers, architects and all building authorities in Austria.



PRINT CIRCULATION

10.359

Copies (roll. Ø 2024)



ISSUES PER YEAR

15

MAGAZINE FORMAT

210 x 297 mm

Print area: 185 x 255 mm

E-PAPER-APP



<https://epaper.wirtschaftsverlag.at>

ISSUE 01-02

Key topic:

Software

Construction machinery & fleet:

Concrete pumps & Co

AD DEADLINE 17.01.
RELEASE DATE 31.01.

ISSUE 03

Key topic:

Civil engineering

Construction machinery & fleet:

Attachments & Quick couplers

AD DEADLINE 07.02.
RELEASE DATE 21.02.

ISSUE 04

Key topic:

Formwork

Construction machinery & fleet:

BAUMA preliminary report

AD DEADLINE 28.02.
RELEASE DATE 14.03.

ISSUE 05

Key topic:

Drywall

Construction machinery & fleet:

Demolition technology

AD DEADLINE 21.03.
RELEASE DATE 04.04.

ISSUE 06

Key topic:

Concrete

Construction machinery & fleet:

Building site equipment

Supplement

HANDWERK+BAU
GRÜN_RAUM

AD DEADLINE 10.04.
RELEASE DATE 25.04.

ISSUE 07

Key topic:

Construction chemicals

Construction machinery & fleet:

Wheel loader

AD DEADLINE 02.05.
RELEASE DATE 16.05.

ISSUE 08

Key topic:

Insulation

Construction machinery & fleet:

Construction vehicles

Supplement

HANDWERK+BAU
GEBÄUDEHÜLLE I

AD DEADLINE 22.05.
RELEASE DATE 06.06.

ISSUE 09

Key topic:

Facade

Construction machinery & fleet:

Construction machinery hire

AD DEADLINE 12.06.
RELEASE DATE 27.06.

OÖ-SPEZIAL

A special edition of the Bauzeitung focusing on Upper Austria's construction industry.

AD DEADLINE 29.05.
RELEASE DATE 27.06.

ISSUE 10

Key topic:
Sustainable construction

Construction machinery & fleet:
Structural engineering cranes

AD DEADLINE 04.07.
RELEASE DATE 18.07.

ISSUE 11

Key topic:
Formwork

Construction machinery & fleet:
Excavator

Supplement
HANDWERK+BAU
FENSTER+TÜREN

AD DEADLINE 14.08.
RELEASE DATE 29.08.

ISSUE 12

Key topic:
Insulation

Construction machinery & fleet:
Concrete processing

AD DEADLINE 05.09.
RELEASE DATE 19.09.

ISSUE 13

Key topic:
Civil Engineering

Construction machinery & fleet:
Compact machinery

AD DEADLINE 26.09.
RELEASE DATE 10.10.

ISSUE 14

Key topic:
Construction logistics

Construction machinery & fleet:
Special civil engineering

AD DEADLINE 17.10.
RELEASE DATE 31.10.

ISSUE 15

Key topic:
Concrete and formwork

Construction machinery & fleet:
Tools

Supplement
HANDWERK+BAU
GEBÄUDEHÜLLE II

AD DEADLINE 07.11.
RELEASE DATE 21.11.

ISSUE 16

Key topic:
Surveying

Construction machinery & fleet:
Dump truck

AD DEADLINE 27.11.
RELEASE DATE 12.12.



PRINT PRICE LIST



TITLE PAGE + U2

210 x 210 mm
+
210 x 297 mm

€ 9.240,-



1/1 PAGE

210 x 297 mm
185 x 255 mm*

€ 6.480,-



1/2 PAGE

Portrait: 99 x 297 mm | 90 x 255 mm*
Landscape: 210 x 140 mm | 185 x 125 mm*

€ 3.800,-



1/3 PAGE

Portrait: 70 x 297 mm | 59 x 255 mm*
Landscape: 210 x 100 mm | 185 x 85 mm*

€ 2.620,-



1/4 PAGE

1-column: 44 x 255 mm*
2-columns: 90 x 125 mm*
4-columns: 185 x 60 mm*

€ 2.010,-



1/8 PAGE

2-columns: 90 x 60 mm*
4-columns: 185 x 28 mm*

€ 1.020,-



1/16 PAGE

1-column: 44 x 60 mm*
2-columns: 90 x 28 mm*

€ 810,-

SPECIAL PLACEMENTS

U2, U3, U4
€ 7.990,-
Binding placement
+20%

Bled-off formats excl. 3 mm bleed. Cover page design: The image includes a visually appealing product photo. In the case of multiple bookings over the year, the photo must be exchanged. The second cover page then contains the classic advertisement subject. Prices subject to a surcharge of 5% advertising tax and 20% VAT, valid as of 1.1.2025. * Print area

PRINT PRICE LIST



BAUFENSTER

The Baufenster is a 4-page bound insert printed on thick paper and stitched in the centre of the Bauzeitung.

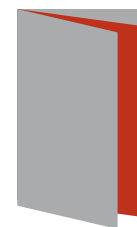
€ 8.450,-*



TIP-ON-CARD

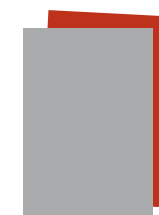
Tip-on card is provided by the client. Only in combination with a booked advertisement. Booking for total circulation

€ 3.710,-*



BOUND IN/ GLUED IN INSERTS

Price upon request!



SUPPLEMENTS

Supplements are provided by the customer and enclosed loosely.

Booking for total circulation
Weight 20 Grams max.

(Additional weight categories on request!)
Format max. 205 x 290 mm

€ 4.500,-*



COMPANIES IN FOCUS

Present your company or an innovative product on a ¼ page to our clientele.

€ 1.260,-

SMALL ADS

Word ad In the service section, in frame, black & white without any logo

90 x 28 mm

€ 80,-

44 x 28 mm

€ 50,-

Layout free of charge, with no revision.

Ciphered ads

€ 10,-

*Upon request, we will gladly take over the production of your advertising material. There are almost no limits to your preferences, we will be delighted to assist you with the necessary advice.

Prices subject to a surcharge of 5% advertising tax (not applicable for printing/production costs) and a 20% VAT, valid as of 1.1.2025

SPECIFICATIONS

Convey your brand message with an editorial look and feel. Introduce your company as a leading specialist, or present your product innovation in detail. Supply us with text and images, and we design your article in our specified layout. Upon request our editors will assist you with the creation of the text and selection of images (price upon request).

DOUBLE PAGE
 max. 4–6 images
 Headline max. 55 characters
 Header max. 200 characters
 Body text max. 6,500 characters

FULL PAGE
 max. 2–4 images
 Headline max. 55 characters
 Header max. 200 characters
 Body text max. 3,500 characters

HALF PAGE
 1–2 images
 Headline max. 55 characters
 Header max. 200 characters
 Body text max. 1,500 characters

For pricing see advertising price list, price of double page on request. Indication of the number of characters including spaces. Submission of text as Word file, images as printable format (JPG, PNG, TIFF, PSD) with 300 dpi resolution, graphics as vector file. Text length depends on the number and size of the images.

ONLINE

Better together: **handwerkundbau.at** is the combined website of the specialist editorial teams of Österreichische Bauzeitung, Gebäudeinstallation, Tischler Journal, Metall, Color, Dach Wand and Glas. As a result, the online platform reaches decision-makers and professionals from the fields of architecture, crafts and construction.

Our readers can find the online presence of the BAUZEITUNG at **handwerkundbau.at/bau**. In addition to the diverse range of information, the SEO optimization of the articles ensures an optimal reach of your online advertising and the targeting of your desired audience.

Advertising opportunities on the entire platform with maximum reach can be found in the **Handwerk+Bau Mediadaten**.



Our website is ÖWA-certified and our newsletter is DSGVO-compliant.



NORTONRSX / ISTOCK / GETTY IMAGES PLUS VIA GETTY IMAGES

PAGE IMPRESSIONS

114.390

VISITS

39.570

UNIQUE-CLIENTS

36.130

Average monthly value 1st quarter 2024, page usage with and without cookie consent, Source: Google Analytics



SUPERBANNER

728 x 90 px + Mobile 300 x 50 px, Position 1 or 2

SKYSCRAPER

120 x 600 px + Mobile 320 x 480 px, Position 3

CONTENT BANNER

300 x 100 px + Mobile 300 x 50 px, Position 2

CONTENT AD

300 x 250 px + Mobile 300 x 250 px, Position 2

File format: HTML 5, JPG, GIF, PNG

€ 560,-

BILLBOARD

1024 x 250 px + Mobile 300 x 50 px, Position 1

File format: HTML 5, JPG, GIF, PNG

SITEBAR, HALF PAGE AD

300 x 600 px + Mobile 300 x 600 px, file format: JPG, GIF, PNG
(dynamic max. 450 x 900 px, only in file format: HTML 5),
Position 3

VIDEO CONTENT AD

300 x 250 px + Mobile 300 x 250 px, Position 2
File format: HTML 5

€ 630,-

SITELINK

Teaser consisting of a short text, one Image and a link leading directly to your landing page
1 Image max. 440 x 280 px, Headline max. 50 characters, Text max. 190 characters, Position 2

ADVERTORIAL

Teaser und Article:
max. 3 Images à 1000 x 667 px (optimal),
Headline max. 100 characters, Text max.
1.500 characters, Position 2

Image format: JPG, PNG

€ 690,-

Prices apply for one month plus surcharge of 20% VAT, valid as of 1.1.2025. The banner formats are displayed in rotation with a maximum of three other advertisements on this placement. A permanent placement of the desired advertising space (for an additional 20%) is possible.



EXKLUSIV-NEWSLETTER

Your individually designed newsletter brings your brand message to our subscribers in a striking way. Our editorial team provides further suitable content to boost reading interest. In addition, your advert will be placed on our online portal either as a Sitelink or Advertorial with a runtime of one month.

The impressive opening rate of our newsletter reflects the high quality of our address data base. All our Newsletter recipients have given us explicit consent to communicate to them via E-mail.



€ 1.810,-*



ADVERTORIAL

With one click on the teaser in the newsletter or on our homepage, your customer is taken to the full view of your advertorial, which is integrated into our editorial environment.

€ 1.380,-*

SITELINK

The sitelink comprises a short text and an image and links from the newsletter and from our homepage directly to your landing page.

€ 1.380,-*

FULLBANNER

468 x 60 px + Mobile 300 x 50 px

CONTENT AD

300 x 250 px + Mobile 300 x 250 px

File format: JPG, PNG

€ 350,-

Ad delivery 5 Workdays before release date.

PUBLICATION INTERVAL

weekly

on wednesday

RECIPIENTS

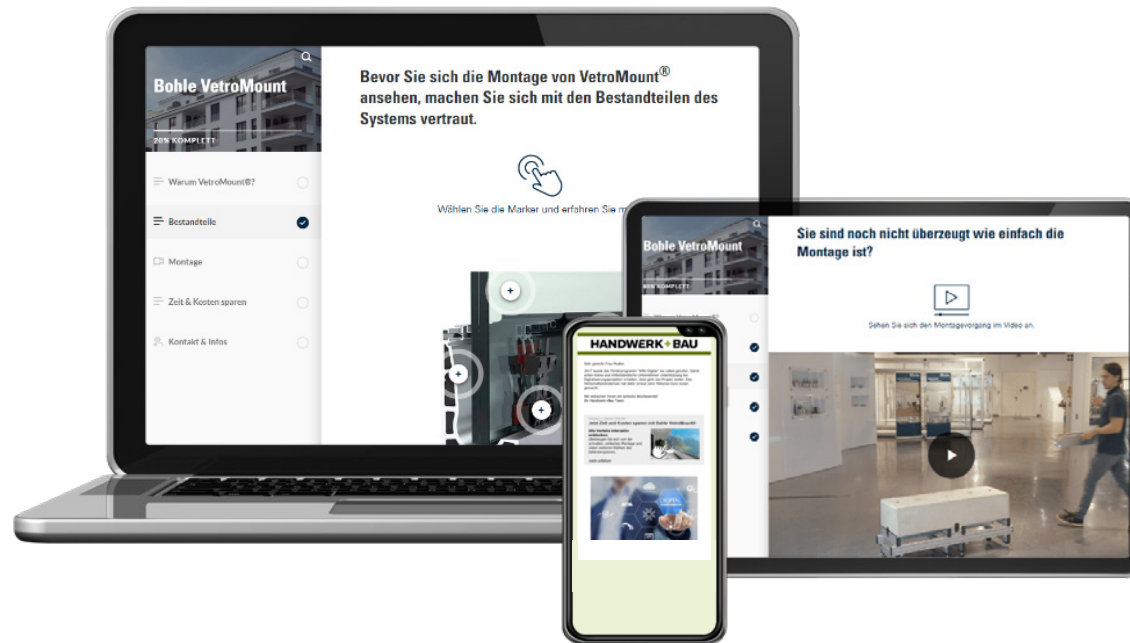
1.840

OPENING RATES

40,5 %

CLICK TO OPEN RATE

19,3 %



ADVERTORIAL.INTERAKTIV

With our brand new **Advertorial.INTERAKTIV** package deal, you can easily communicate your most important USPs, well arranged on an individual, animated landing page. This guarantees that your customers will thoroughly engage with your products.

The package includes the creation, hosting and a digital advertising package!

Further information is available upon request.

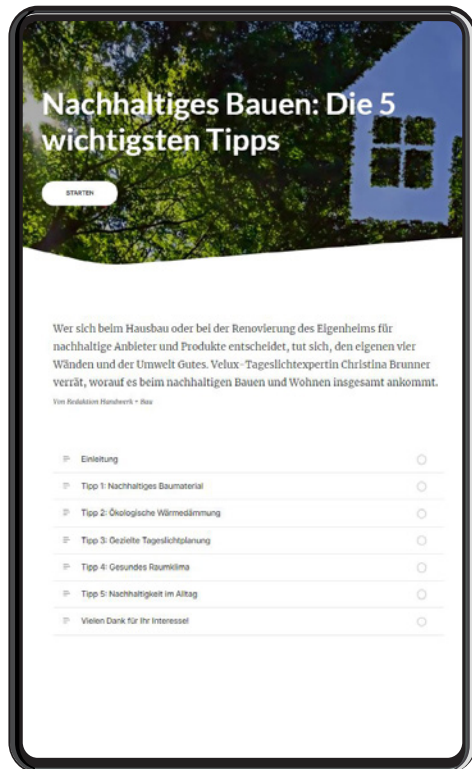
€ 3.080,-

START DEMO!

<https://bit.ly/3H0MxC7>



ONLINE PRICE LIST



SPONSORING INTERACTIVE CONTENT

Using innovative software, we design an interactive editorial environment on our online portal to match your products. As a sponsor, your company logo will be integrated in a prominent position and your company information, including a link to your contact form, will be placed to generate leads. With the display on our online portal, in our newsletters and via social media, we ensure optimum reach. Minimum duration is six months.



START DEMO!

<https://bit.ly/3p9Jsrm>



€ 620,- per month

PRODUCT.DISPLAY

From informative product training for your sales force to interactive product presentations for your customers - we prepare your content for you in an appealing and playful way. The responsive design adapts optimally to the respective output device. This makes your Product.Display the ideal presentation tool for your sales at the customer. In addition, learning elements and entertaining quiz formats can be implemented. If you wish, we can take care of hosting or you can integrate your Product.Display directly into your online portal. Details and prices upon request.

WEBINAR

Nowadays, webinars are a popular form of knowledge transfer and lead generation in real time. From presentation by our professional editorial team to technical support - we ensure your successful performance. Details and prices upon request.

DELIVERY OF PRINTING DATA

Transmission of digital data exclusively by e-mail to
anzeigenservice@wirtschaftsverlag.at

DATA FORMAT

- Print-optimised PDF files according to standard „PDF/X-4:2008“ with output intention.
- Colour profile for coated papers (sheet-fed offset): ISO Coated v2 (ECI)..
- Only use process colors CMYK (Euroscale). No spot colours (e.g. HKS, Pantone), RGB and indexed colours.
- Embed all fonts.
- Images in the document should have a resolution of 300 dpi/line images 1200 dpi.

DELIVERY OF PRINTED ADVERTISING MATERIAL

Friedrich Druck & Medien GmbH,
A-4020 Linz, Zamenhofstraße 43-45

Supplements must be received at the print house by the printing deadline.

DELIVERY OF ONLINE ADVERTISING MEDIA

The online advertising formats are based on the IAB standards for advertising media. Please allow a minimum period of 5 working days for the delivery of the advertising media. Online banners may not exceed a file size of 150 kb, mobile banners 80 kb.

Please send your advertising material by e-mail to
anzeigenservice@wirtschaftsverlag.at

PRINTING AND BINDING METHODS

Offset printing, staple binding. The publisher accepts no liability for tonal value deviations within the tolerance range.

ADVERTORIAL GUIDELINES

An advertorial is marked as a paid insertion in accordance with § 26 of the Media Act. One proofreading pass is included in the price. Should the documents supplied deviate significantly from the specifications, new documents will be requested and the additional expenses for the revision will be invoiced after prior consultation (max. EUR 500.00).

MEDIA DATA 2025

Subject to alterations, errors, printing and phrasing mistakes.

BANK DETAILS

Advertisements

Bank Austria, IBAN AT511100004240571200, BIC BKAUATWW

Subscriptions

Bank Austria, IBAN AT171100009523298900, BIC BKAUATWW

Invoices are payable net within 30 days



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For questions regarding data protection, please contact

datenschutz@wirtschaftsverlag.at