



TABLE OF CONTENTS

 **ÖSTERREICHISCHE
bauzeitung** // MEDIA DATA // 2026

THE MEDIUM 3

SCHEDULE AND TOPICS 2026 4

PRINT PRICE LIST 6

Advertisement	6
Special Advertising Formats	7
Advertorial Publication	8

ONLINE PRICE LIST 9

Website	10
Newsletter	11

PODCAST 12

INFORMATION 13

CONTACT 14

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

10.467

Copies (roll. Y 2025)



ISSUES PER YEAR

15

MAGAZINE FORMAT

210 x 297 mm

Print area: 185 x 255 mm

E-PAPER-APP



<https://epaper.wirtschaftsverlag.at>

SCHEDULE AND TOPICS 2026

ISSUE 01-02

Key topic:

Software

Construction machinery & fleet:

Concrete pumps & Co

AD DEADLINE 16.01.
RELEASE DATE 30.01.

ISSUE 03

Key topic:

Civil engineering

Construction machinery & fleet:

Attachments & Quick couplers

AD DEADLINE 06.02.
RELEASE DATE 20.02.

ISSUE 04

Key topic:

Formwork

Construction machinery & fleet:

Gardening and landscaping

AD DEADLINE 27.02.
RELEASE DATE 13.03.

ISSUE 05

Key topic:

Drywall

Construction machinery & fleet:

Demolition technology

AD DEADLINE 20.03.
RELEASE DATE 03.04.

ISSUE 06

Key topic:

Concrete

Construction machinery & fleet:

Building site equipment

Supplement

HANDWERK+BAU
GRÜN_RAUM

AD DEADLINE 10.04.
RELEASE DATE 24.04.

ISSUE 07

Key topic:

Construction chemicals

Construction machinery & fleet:

Wheel loader

AD DEADLINE 29.04.
RELEASE DATE 15.05.

ISSUE 08

Key topic:

Insulation

Construction machinery & fleet:

Construction vehicles

Supplement

HANDWERK+BAU
GEBÄUDEHÜLLE I

AD DEADLINE 20.05.
RELEASE DATE 05.06.

ISSUE 09

Key topic:

Facade

Construction machinery & fleet:

Construction machinery hire

AD DEADLINE 12.06.
RELEASE DATE 26.06.

SCHEDULE AND TOPICS 2026

OÖ-SPEZIAL

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

AD DEADLINE 29.05.
RELEASE DATE 26.06.

ISSUE 10

Key topic:
Sustainable construction

Construction machinery & fleet:
Structural engineering cranes

AD DEADLINE 03.07.
RELEASE DATE 17.07.

ISSUE 11

Key topic:
Formwork

Construction machinery & fleet:
Excavator

Supplement
HANDWERK+BAU
FENSTER+TÜREN

AD DEADLINE 14.08.
RELEASE DATE 28.08.

ISSUE 12

Key topic:
Insulation

Construction machinery & fleet:
Concrete processing

AD DEADLINE 04.09.
RELEASE DATE 18.09.

ISSUE 13

Key topic:
Civil Engineering

Construction machinery & fleet:
Compact machinery

AD DEADLINE 25.09.
RELEASE DATE 09.10.

ISSUE 14

Key topic:
Construction logistics

Construction machinery & fleet:
Special civil engineering

AD DEADLINE 15.10.
RELEASE DATE 30.10.

ISSUE 15

Key topic:
Concrete and formwork

Construction machinery & fleet:
Tools

Supplement
HANDWERK+BAU
GEBÄUDEHÜLLE II

AD DEADLINE 06.11.
RELEASE DATE 20.11.

ISSUE 16

Key topic:
Surveying

Construction machinery & fleet:
Dump truck

AD DEADLINE 26.11.
RELEASE DATE 11.12.



PRINT PRICE LIST



TITLE PAGE + U2

210 x 210 mm
+
210 x 297 mm

€ 9.470,-



1/1 PAGE

210 x 297 mm
185 x 255 mm*

€ 6.640,-



1/2 PAGE

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

€ 3.900,-



1/3 PAGE

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

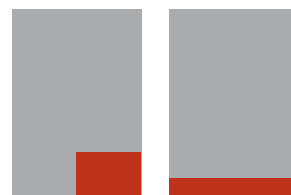
€ 2.690,-



1/4 PAGE

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

€ 2.060,-



1/8 PAGE

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

€ 1.050,-



1/16 PAGE

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

€ 830,-

SPECIAL PLACEMENTS

U2, U3, U4
€ 8.190,-

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 1.1.2026. * Print area

SPECIAL ADVERTISING FORMATS

PRINT PRICE LIST



BAUFENSTER

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

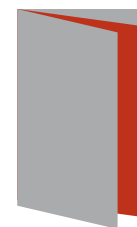
€ 8.660,-*



TIP-ON-CARD

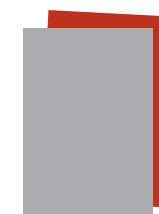
Tip-on card is provided by the client.
Only in combination with a booked advertisement.
Booking for total circulation

€ 3.800,-*



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

€ 4.610,-*



COMPANIES IN FOCUS

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

€ 1.290,-

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 1.1.2026

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

20Planung & Ausführung



Rohrdurchführungen, völlig neu gedacht

Oberösterreichische Schwarzdepot erfunden Rohrdurchführung mit integriertem Blumentisch für den Generaleinsatz im Hochbau (Bodenplatte/Kellerwand/Dach)

Planung & Ausführung



HABAU GROUP: Bauen zwischen Tradition und Zukunft

Vom Familienbetrieb zum internationalen Baupartner - die HABAU GROUP bleibt ihren Wurzeln treu und denkt dennoch konsequent weiter. Mit starken Werten, breiter Expertise und einem klaren Blick in die Zukunft gehört sie zu den führenden Kräften der Branche.

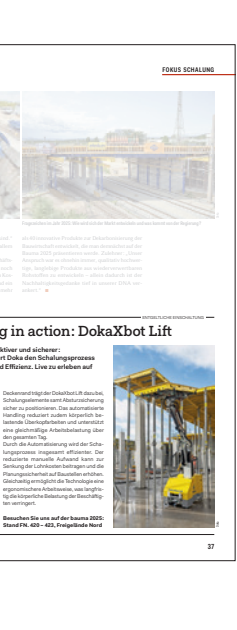
Firmen im Fokus



Automatisierung in action: DokaXbot Lift

Die Baustelle der Zukunft ist produktiver und sicherer: Mit dem DokaXbot Lift automatisiert Doka den Schalungsprozess für mehr Sicherheit, Ergonomie und Effizienz. Live zu erleben auf der Bauma 2025!

Fokus Schalling



Fokus Schalling

Die Baustelle der Zukunft ist produktiver und sicherer: Mit dem DokaXbot Lift automatisiert Doka den Schalungsprozess für mehr Sicherheit, Ergonomie und Effizienz. Live zu erleben auf der Bauma 2025!

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 newsletter is DSGVO-compliant.



NORTONRSX / ISTOCK / GETTY IMAGES PLUS VIA GETTY IMAGES

PAGE IMPRESSIONS

115.740

VISITS

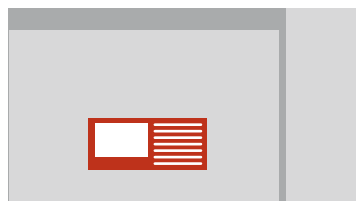
40.300

UNIQUE-CLIENTS

37.220

Source: Google Analytics, average monthly value 2nd quarter 2025

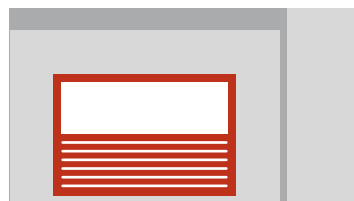
ONLINE PRICE LIST



SITELINK

Teaser in editorial style:
1 image max. 440 x 280 px, headline max.
50 characters, text max. 190 characters,
link to your landing page

€ 710,- /month



ADVERTORIAL

Teaser (like sitelink) and article on our
website: max. 3 images, each 1000 x 667 px,
headline max. 100 characters, text max.
1,500 characters

€ 710,- /month



SITEBAR, HALF-PAGE AD

300 x 600 px + **Mobile 320 x 480 px**
(HTML 5 dynamic max. 450 x 900 px)

€ 650,- /month



BILLBOARD

1024 x 250 px + **Mobile 300 x 100 px**

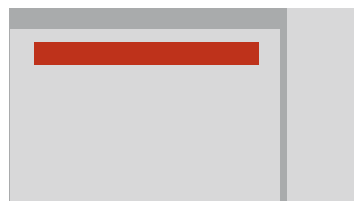
€ 650,- /month



SKYSCRAPER

120 x 600 px + **Mobile 320 x 480 px**

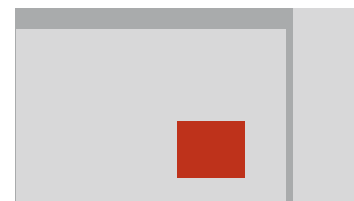
€ 570,- /month



SUPERBANNER

1024 x 100 px + **Mobile 300 x 100 px**

€ 570,- /month



CONTENT AD

300 x 250 px + **Mobile 300 x 250 px**

€ 570,- /month



FULL SITE BRANDING

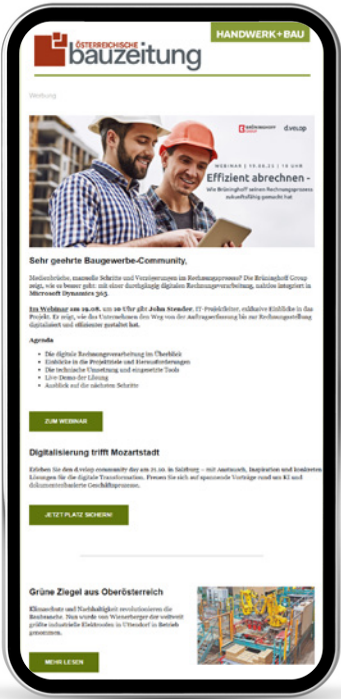
Billboard, Half-Page Ad, Content Ad and
Background image 1920 x 1080 px*
+ **Mobile 320 x 480 px**

€ 1.220,- /month

Mobile advertising: Every second website visit is made via a mobile device. Therefore, please also send us the matching mobile advertising material!

* Full site branding: the background image is displayed on the homepage on desktop computers, the banner ads are also displayed at article level.

Prices exclude 20% VAT, valid from 1 January 2026. File format: JPG, GIF, PNG. 10% surcharge for technical costs for HTML 5 files. Banners can be displayed in rotation with a maximum of three other advertising media. Surcharge for fixed placement: 20%.



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.



€ 1.860,-*



ADVERTORIAL

By clicking on the teaser in the newsletter or on our homepage, your customer will be taken to the full view of your advertorial, embedded in our editorial environment (see p. 10).

€ 1.410,-*

SITELINK

The sitelink consists of a short text, an image and a link directly from the newsletter and our homepage to your landing page (see p. 10).

€ 1.410,-*

FULLBANNER

600 x 90 px + Mobile 300 x 100 px

CONTENT AD

300 x 250 px + Mobile 300 x 250 px

File format: JPG, PNG

€ 360,-

Ad delivery 5 Workdays before release date.

PUBLICATION INTERVAL

weekly

on wednesday

RECIPIENTS

2.250

OPENING RATES

44,0 %

Source: Eyepin, July 2025

CLICK TO OPEN RATE

18,4 %

ARCHITEKTUR & BAU

FORUM

THE PODCAST FOR
BUILDING CULTURE



We are discussing **sustainability**, **digitalisation** and **new technologies** with leading minds from architecture, the construction industry and society.

From climate-neutral construction to urban transformation, smart buildings and the circular economy to new materials – our discussions generate ideas for the building culture of tomorrow.

Sponsorship opportunities:

EXKLUSIV PODCAST

- Tailored content: topic and interviewee of your choice
- Complete production and publication by the editorial team
- Additional coverage: article in the print edition and on [handwerkundbau.at](https://www.handwerkundbau.at)
- Provision for your own channels (newsletter, website, social media)
- Cross-media advertising through co-branding:
 - 1 x ¼ page advertisement (print)
 - 2 x billboard (website)
 - 3 x full banner (newsletter)

€ 3.700,-/episode*

PODCAST SPONSORSHIP

- Host-read ad: Authentic recommendation by the presenter in the first five minutes, duration 20–30 seconds.
- Publication in a suitable episode
- Additional coverage: article in the print edition and on [handwerkundbau.at](https://www.handwerkundbau.at)
- Promotion through co-branding:
 - 1 x ¼ page advertisement (print)

€ 1.500,-/episode*

Prices exclude 20% VAT, valid from 1 January 2026.

*Subject to additional charges for complex correction loops.



LISTEN NOW



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 2026

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 14 days

CONTACT

YOUR BAUZEITUNG TEAM



CHIEF EDITOR

Martin Hehemann

M +43 676 490 77 27

E martin@hehemann.at

ADVERTISING SERVICE

T +43 1 54664 444

E anzeigenservice@wirtschaftsverlag.at

SUBSCRIPTION SERVICE

T +43 1 54664 135

E aboservice@wirtschaftsverlag.at



ADVERTISING & MEDIA CONSULTANT

Benedikt Wagesreiter

M +43 676 884 65 253

E b.wagesreiter@wirtschaftsverlag.at

EDITOR, MEDIA OWNER AND PUBLISHER

Österreichischer Wirtschaftsverlag GmbH

Lassallestraße 7a, Unit 5, Top 101-1, 1020 Wien

T +43 1 54664 0

M office@wirtschaftsverlag.at

E www.wirtschaftsverlag.at

TERMS, CONDITIONS & DATA PROTECTION

All content is in accordance with the General Terms & Business Conditions (AGB) of the Wirtschaftsverlag GmbH, which is available under: www.wirtschaftsverlag.at/agb

For questions regarding data protection, please contact

datenschutz@wirtschaftsverlag.at