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 **ÖSTERREICHISCHE  
bauzeitung** // MEDIA DATA // 2027

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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

**10.525**

Copies (1<sup>st</sup> HY 2026)



### 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 2027

## ISSUE 01-02

### Key topic:

Software

### Construction machinery & fleet:

Concrete pumps & Co

AD DEADLINE 14.01.  
RELEASE DATE 29.01.

## ISSUE 03

### Key topic:

Civil engineering

### Construction machinery & fleet:

Attachments & Quick couplers

AD DEADLINE 04.02.  
RELEASE DATE 19.02.

## ISSUE 04

### Key topic:

Formwork

### Construction machinery & fleet:

Gardening and landscaping

AD DEADLINE 25.02.  
RELEASE DATE 12.03.

## ISSUE 05

### Key topic:

Drywall

### Construction machinery & fleet:

MAWEV Preview

AD DEADLINE 17.03.  
RELEASE DATE 02.04.

## ISSUE 06

### Key topic:

Concrete

### Construction machinery & fleet:

Building site equipment

Supplement

**HANDWERK+BAU**  
GRÜN\_RAUM

AD DEADLINE 08.04.  
RELEASE DATE 23.04.

## ISSUE 07

### Key topic:

Construction chemicals

### Construction machinery & fleet:

Wheel loader

AD DEADLINE 28.04.  
RELEASE DATE 14.05.

## ISSUE 08

### Key topic:

Insulation

### Construction machinery & fleet:

Construction vehicles

Supplement

**HANDWERK+BAU**  
GEBÄUDEHÜLLE I

AD DEADLINE 20.05.  
RELEASE DATE 04.06.

## ISSUE 09

### Key topic:

Facade

### Construction machinery & fleet:

Construction machinery hire

AD DEADLINE 10.06.  
RELEASE DATE 25.06.

# SCHEDULE AND TOPICS 2027

## OÖ-SPEZIAL

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

AD DEADLINE 04.06.  
RELEASE DATE 25.06.

## ISSUE 10

**Key topic:**  
Sustainable construction

**Construction machinery & fleet:**  
Structural engineering cranes

AD DEADLINE 01.07.  
RELEASE DATE 16.07.

## ISSUE 11

**Key topic:**  
Formwork

**Construction machinery & fleet:**  
Excavator

Supplement  
**HANDWERK+BAU**  
FENSTER+TÜREN

AD DEADLINE 12.08.  
RELEASE DATE 27.08.

## ISSUE 12

**Key topic:**  
Insulation

**Construction machinery & fleet:**  
Concrete processing

AD DEADLINE 02.09.  
RELEASE DATE 17.09.

## ISSUE 13

**Key topic:**  
Civil Engineering

**Construction machinery & fleet:**  
Compact machinery

AD DEADLINE 23.09.  
RELEASE DATE 08.10.

## ISSUE 14

**Key topic:**  
Construction logistics

**Construction machinery & fleet:**  
Special civil engineering

AD DEADLINE 13.10.  
RELEASE DATE 29.10.

## ISSUE 15

**Key topic:**  
Concrete and formwork

**Construction machinery & fleet:**  
Tools

Supplement  
**HANDWERK+BAU**  
GEBÄUDEHÜLLE II

AD DEADLINE 04.11.  
RELEASE DATE 19.11.

## ISSUE 16

**Key topic:**  
Surveying

**Construction machinery & fleet:**  
Dump truck

AD DEADLINE 24.11.  
RELEASE DATE 10.12.



## PRINT PRICE LIST



### TITLE PAGE + U2

210 x 210 mm  
+  
210 x 297 mm

**€ 9.490,-**



### 1/1 PAGE

210 x 297 mm  
185 x 255 mm\*

**€ 6.690,-**



### 1/2 PAGE

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

**€ 3.990,-**



### 1/3 PAGE

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

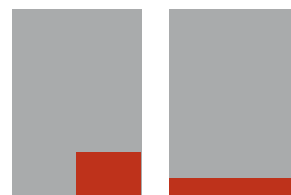
**€ 2.770,-**



### 1/4 PAGE

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

**€ 2.120,-**



### 1/8 PAGE

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

**€ 1.080,-**



### 1/16 PAGE

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

**€ 850,-**

## SPECIAL PLACEMENTS

U2, U3, U4  
**€ 8.290,-**

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 1.1.2027. \* 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.

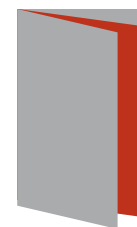
**€ 8.760,-\***



### TIP-ON-CARD

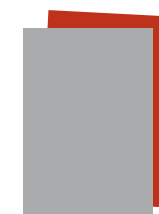
Tip-on card is provided by the client.  
Only in combination with a booked advertisement.  
Booking for total circulation

**€ 3.910,-\***



### 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

**€ 4.750,-\***



### COMPANIES IN FOCUS

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

**€ 1.330,-**

### 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 1.1.2027

# ADVERTORIAL PUBLICATION

## 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.

**DOUBLE PAGE**

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

€ 8.590,-

**FULL PAGE**

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

€ 6.690,-

**HALF PAGE**

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

€ 3.990,-

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.

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ÖSTERREICHISCHE bauzeitung // MEDIA DATA // 2027

### 20 | Planung & Ausführung

#### Rohrdurchführungen, völlig neu gedacht

Österreichische Schwarzblech liefert Rohrdurchführung mit integriertem Bitumenabdichtung für den Generaleinsatz im Hochbau (Blechplatte: Kalleraufwand Dicht)



**■ Schlüsselrolle einer langfristig sicheren Abdichtung im Baubereich: Bitumenabdichtung**

Die Bitumenabdichtung ist eine wichtige Lösung für Rohrdurchführungen und wird in vielen Bereichen eingesetzt. Sie ist eine wichtige Lösung für Rohrdurchführungen und wird in vielen Bereichen eingesetzt. Sie ist eine wichtige Lösung für Rohrdurchführungen und wird in vielen Bereichen eingesetzt.

**■ Aus der Praxis für die Praxis**

Die Schwarzblech-Produktion ist eine wichtige Lösung für Rohrdurchführungen und wird in vielen Bereichen eingesetzt. Sie ist eine wichtige Lösung für Rohrdurchführungen und wird in vielen Bereichen eingesetzt.

**■ Vorteile der Schwarzblech-Produktion**

Die Schwarzblech-Produktion ist eine wichtige Lösung für Rohrdurchführungen und wird in vielen Bereichen eingesetzt. Sie ist eine wichtige Lösung für Rohrdurchführungen und wird in vielen Bereichen eingesetzt.

### Planung & Ausführung 21

#### Ersatzbrennstoffe und Klinker-reduktion im Kirchdorfer Zementwerk

Wie das Kirchdorfer Zementwerk seinen CO<sub>2</sub>-Fußabdruck laufend senkt



**■ Wie das Kirchdorfer Zementwerk seinen CO<sub>2</sub>-Fußabdruck laufend senkt**

Im Kirchdorfer Zementwerk – Mitglied der weltweit agierenden Kirchdorfer Gruppe – werden bereits bis zu 30% der Brennstoffe durch Ersatzbrennstoffe ersetzt. Seit März 2023 werden auch CO<sub>2</sub>-Reduktoren zur Erzeugung von Ersatzbrennstoffen eingesetzt. Der CO<sub>2</sub>-Fußabdruck wird durch die Reduktion der Brennstoffe und die Verwendung von Ersatzbrennstoffen gesenkt.

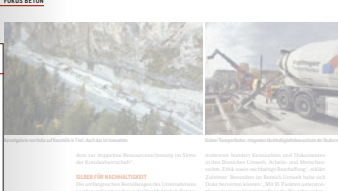
**■ Vorteile der Ersatzbrennstoffe**

Die Verwendung von Ersatzbrennstoffen ist eine wichtige Lösung für die Reduktion des CO<sub>2</sub>-Fußabdrucks. Sie ist eine wichtige Lösung für die Reduktion des CO<sub>2</sub>-Fußabdrucks und wird in vielen Bereichen eingesetzt.

### FIRMEN IM FOKUS

#### Die neue Realität am Bau: Komplexität braucht Kompetenz

WBS-Studienprogramm für eine erfolgreiche Zukunft



**■ Die neue Realität am Bau: Komplexität braucht Kompetenz**

Die Baubranche steht vor einer großen Herausforderung. Die Komplexität der Bauprojekte ist in den letzten Jahren stark gewachsen. Die Baubranche muss sich an diese neue Realität anpassen und die notwendige Kompetenz aufbauen.

**■ WBS-Studienprogramm für eine erfolgreiche Zukunft**

Das WBS-Studienprogramm ist eine wichtige Lösung für die Baubranche. Es ist eine wichtige Lösung für die Baubranche und wird in vielen Bereichen eingesetzt.

# 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

**110.890**

VISITS

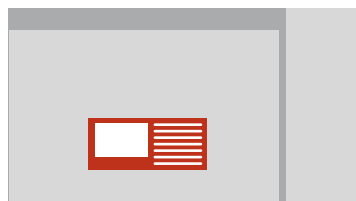
**40.700**

UNIQUE-CLIENTS

**35.420**

Source: Google Analytics, average monthly value 1<sup>st</sup> half-year 2026

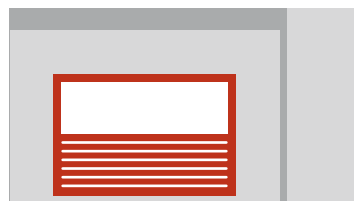
## ONLINE PRICE LIST



### 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

**€ 730,-** /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

**€ 730,-** /month



### SITEBAR, HALF-PAGE AD

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

**€ 670,-** /month



### BILLBOARD

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

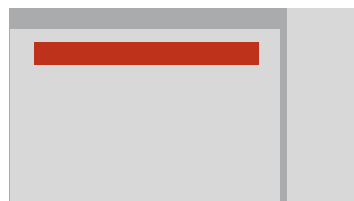
**€ 670,-** /month



### SKYSCRAPER

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

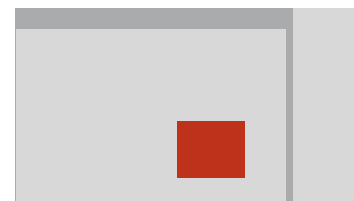
**€ 590,-** /month



### SUPERBANNER

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

**€ 590,-** /month



### CONTENT AD

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

**€ 590,-** /month



### FULL SITE BRANDING

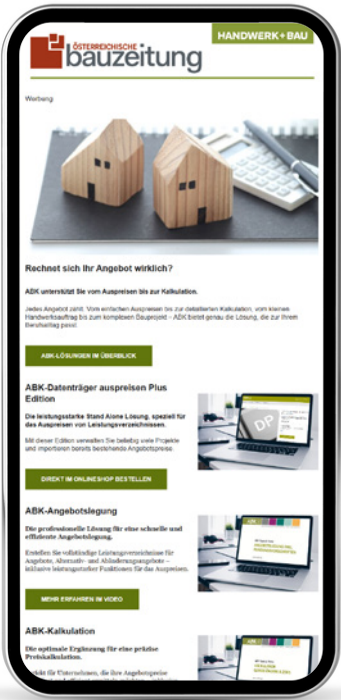
Billboard, Half-Page Ad, Content Ad and  
Background image 1920 x 1080 px\*  
+ **Mobile 320 x 480 px**

**€ 1.260,-** /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 2027. 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

Deliver your brand message prominently to our subscribers with a custom-designed newsletter. You receive a high-impact lead story and up to three additional teasers for your content.

For additional reach, your placement will also appear on our website for one month, either as a sitelink or an advertorial.

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.



€ 1.920,-\*



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 (Specifications see p. 10).

€ 1.450,-\*

SITELINK

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

€ 1.450,-\*

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

€ 370,-

Ad delivery 5 Workdays before release date.

PUBLICATION INTERVAL

weekly

on wednesday

RECIPIENTS

2.250

OPENING RATES

42,1 %

Source: Eyepin, June 2026

CLICK TO OPEN RATE

14,7 %

## 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.

### EXCLUSIVE PODCAST EPISODE

#### Exclusive Partner Episode

Topic and guests are individually coordinated.

#### Editorial Production

Concept development, recording, production and publication by our editorial team.

#### Content for Every Channel

Supporting article in Bauzeitung and on [handwerkundbau.at](https://www.handwerkundbau.at), plus content and photos for your website, newsletter and social media. Upon request, we also create ready-to-publish LinkedIn posts covering several key topics.

#### Cross-Media Co-Branded Promotion

- 1 x quarter-page print ad
- 2 x website billboards
- 3 x newsletter full banners

€ 3.800,-/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)

€ 1.550,-/episode\*

Prices exclude 20% VAT, valid from 1 January 2027. \*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](mailto: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

SANDLER Gesellschaft m.b.H. & Co. KG.  
3671 Marbach, Druckereiweg 1

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](mailto: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 2027

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



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For questions regarding data protection, please contact

**[datenschutz@wirtschaftsverlag.at](mailto:datenschutz@wirtschaftsverlag.at)**