

ÖSTERREICHISCHE bauzeitung

MEDIA DATA 2027



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FOTO COVER: FILMFOTO / ISTOCK / GETTY IMAGES PLUS VIA GETTY IMAGES

THE MEDIUM

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	ISSUES PER YEAR	MAGAZINE FORMAT	E-PAPER-APP
10.525 Copies (1st HY 2026) ÖAK Österreichische Auflagenkontrolle	**15**	**210 x 297 mm** Print area: 185 x 255 mm	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

+ ANNUAL CALENDAR 2028

AD DEADLINE	24.11.
RELEASE DATE	10.12.

ADVERTISEMENT

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*

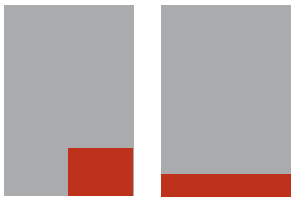
€ 2.770,–



1/4 PAGE

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

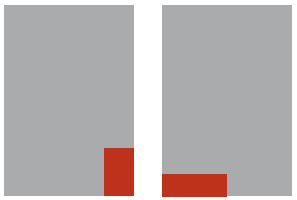
€ 2.120,–



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

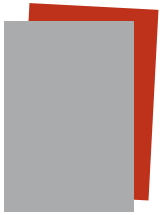
Tip-on card is provided by the client.
Only in combination with a booked advertisement.
Booking for total circulation

€ 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	44 x 28 mm
€ 80,–	**€ 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.

ONLINE

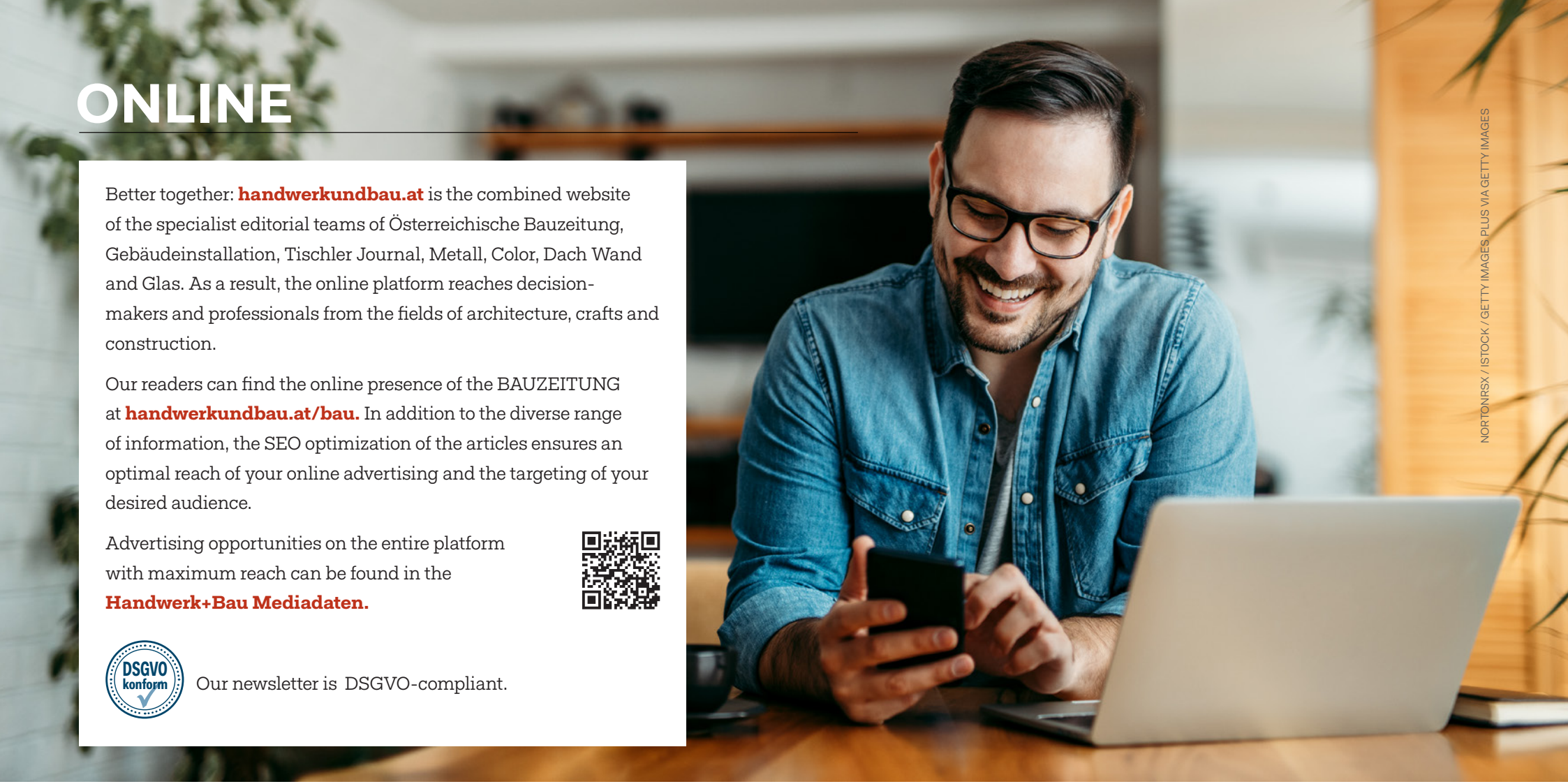
Better together: **handwerkundbau.at** is the combined website of the specialist editorial teams of Österreichische Bauzeitung, Gebäudeinstallation, Tischler Journal, Metall, Color, Dach Wand and Glas. As a result, the online platform reaches decision-makers and professionals from the fields of architecture,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

DSGVO konform

Our newsletter is DSGVO-compliant.



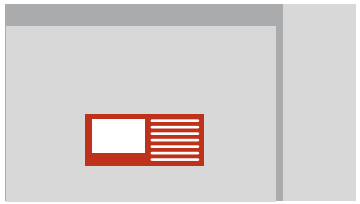
NORTONRSX / ISTOCK / GETTY IMAGES PLUS VIA GETTY IMAGES

PAGE IMPRESSIONS	VISITS	UNIQUE-CLIENTS
110.890	40.700	35.420

Source: Google Analytics, average monthly value 1st half-year 2026

WEBSITE

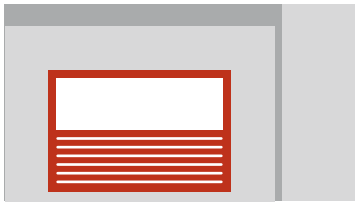
ONLINE PRICE LIST



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 × 600 px + Mobile 320 x 480 px

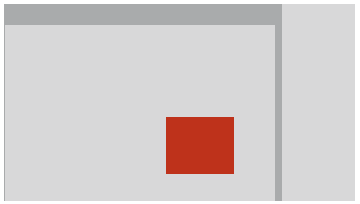
€ 590,–/month



SUPERBANNER

1024 × 100 px + Mobile 300 x 100 px

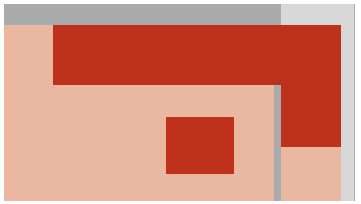
€ 590,–/month



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

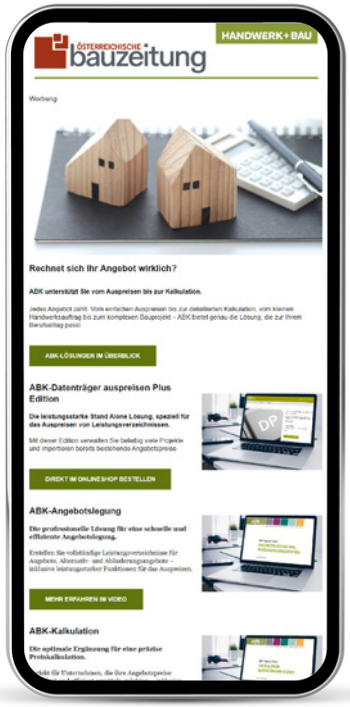
Mobile advertising: Every second website visit is made via a mobile device. Therefore, please also send us the matching mobile advertising material!

* 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%.

NEWSLETTER

ONLINE PRICE LIST



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,–*

*incl. 1 MONTH COVERAGE ON OUR WEBSITE

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	RECIPIENTS	OPENING RATES	CLICK TO OPEN RATE
weekly on wednesday	**2.250**	**42,1 %**	**14,7 %**

Source: Eyepin, June 2026

PODCAST

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, 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 × quarter-page print ad
- 2 × website billboards
- 3 × 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
- 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.



INFORMATION

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

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

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