

# B\_I baumagazin

The professional magazine for structural engineering, building and road construction



# Media Kit 2020

# B\_I baumagazin



Fachzeitschrift für Hochbau, Tiefbau und Straßenbau

- ✓ 21,425 copies per issue
- ✓ Up front. At the market.
- ✓ All over Germany.



## Others talk. We act!

We provide guidance and orientation to medium-sized construction businesses at the heart of Europe.  
Our mission: feeling the industry's heartbeat.  
Our trademark: expertise.

A large part of our readers receives the B\_I baumagazin in a subscription-combination with either the B\_I ausschreibungsblatt, a daily newspaper publishing public tender information or a subscription for B\_I MEDIEN's tender web-database (B\_I ausschreibungsdatenbank).  
A unique combination in Germany's specialized press.

## Our target audience decides

Decision makers and managers (managing directors and company owners) in medium-sized building construction companies, underground construction firms and road construction businesses.

[www.bi-medien.de/baumagazin](http://www.bi-medien.de/baumagazin)



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## Partners



Media partner of the  
construction industry  
Lower Saxony-Bremen



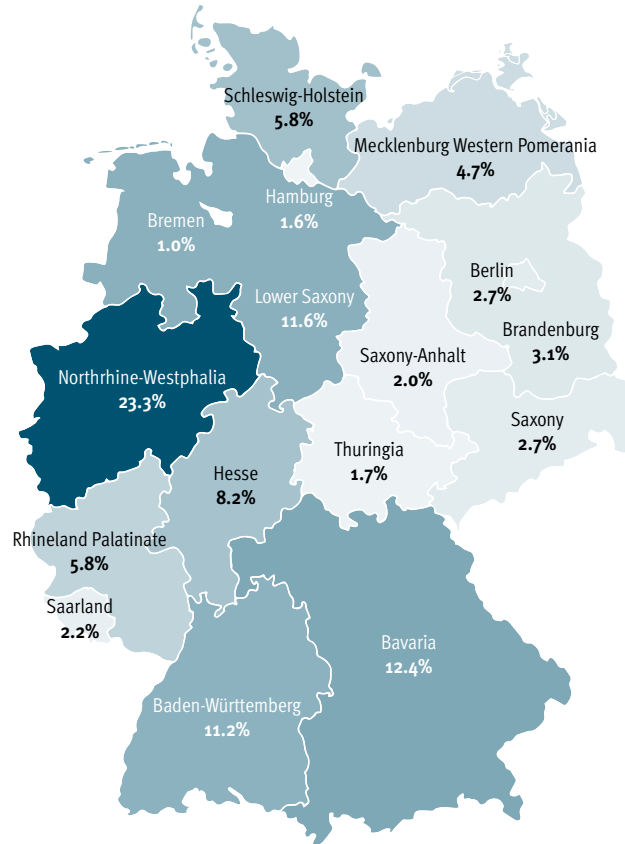
Road construction and traffic route  
engineers association  
Schleswig-Holstein e.V.



Member of  
Arbeitsgemeinschaft  
Leseranalyse Bau

## Distribution

Distribution of B\_I baumagazin's readership across Germany



Print run: 21,425 copies per issue  
 (3<sup>rd</sup> quarter 2018 – 2<sup>nd</sup> quarter 2019)

- Print run audit by the German Audit Bureau of Circulation (IVW)
- Leading B2B medium in Germany's construction industry
- Reach: More than 83,200 readers per issue\*
- Available as e-Paper in Axel Springer's iKiosk at [www.ikiosk.de](http://www.ikiosk.de)
- On-line edition available at [www.bi-baumagazin.de](http://www.bi-baumagazin.de)

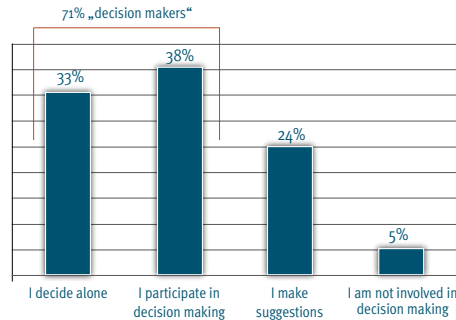
\* based on a survey among readers in July-August 2016.

## Share of circulated print run

	Copies
<b>Nielsen I</b>	4,205
Schleswig-Holstein, Hamburg, Bremen, Lower Saxony	
<b>Nielsen II</b>	4,883
Northrhine-Westphalia	
<b>Nielsen IIIa</b>	3,416
Hesse, Rhineland Palatinate, Saarland	
<b>Nielsen IIIb</b>	2,366
Baden-Württemberg	
<b>Nielsen IV</b>	2,642
Bavaria	
<b>Nielsen V</b>	596
Berlin	
<b>Nielsen VI</b>	2,067
Mecklenburg Western Pomerania, Brandenburg, Saxony-Anhalt	
<b>Nielsen VII</b>	960
Thuringia, Saxony	
<b>Circulated print run</b>	<b>21,135</b>
Archive	290
<b>Total print run</b>	<b>21,425</b>

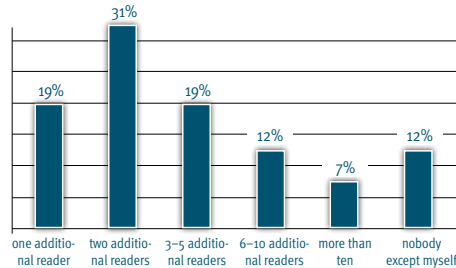
## Readers

71% of readers are decision makers (investment and purchasing)\*\*



Thanks to its unparalleled market penetration of 21,100 copies per issue, the B\_I baumagazin is a major guide for decision makers (managing directors and business owners) in medium-sized construction companies in Germany.

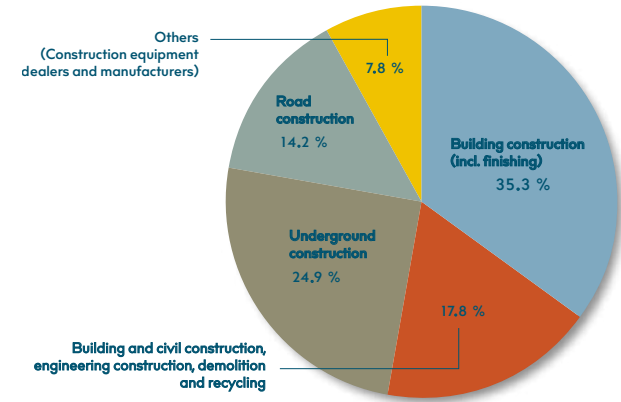
Reach of a single B\_I baumagazin: 4 readers per copy\*\*



88% of the B\_I baumagazin's copies are read by more than one person and each copy is read by four readers on average\*\*. **Each issue of the B\_I baumagazin thus reaches 83,200 readers.**

\*\* based on a reader survey conducted in 2016


Share of circulated print run



Construction companies	Copies	%
Building construction (incl. finishing)	7,460	35.3
Building and civil construction, engineering construction, demolition and recycling	3,762	17.8
Underground construction	5,263	24.9
Road construction	3,002	14.2
Others (Construction equipment dealers and manufacturers)	1,648	7.8
<b>Total</b>	<b>21,135</b>	<b>100</b>

Issue	Date of publication Closing date	Construction equipment	Building materials and construction methods	Business management	Events
<b>1</b>	DP: Jan 24 CD: Jan 10	Power tools, Laser Road construction Formwork + scaffolding Engines and components Mini and midi excavators Special heavy construction, sheeting	Building materials for shell and facade Building materials for roofs Insulation Software for construction Water construction		Dach + Holz, January 28 – 31 digital Bau, February 11 – 13 BetonTage, February 18 – 21 bautech, February 18 – 21
<b>2</b>	DP: March 13 CD: February 28	<b>Special: Sand   Grit   Stone   Concrete</b> Concrete pumps and mixers Excavators, wheel loaders, dumpers Crushing, screening, conveying Building construction: formwork + scaffolding Diamond tools Power tools	Bridge building and rehabilitation Concrete refurbishment Industrial floors		Conexpo, March 10 – 14 Samoter, March 21 – 25 BeBoSa, March 26 – 28
<b>3+4</b>	DP: April 6 CD: March 20	Mobile and tower cranes, telescope lifts Building site equipment Road construction and excavation: wheel excavators, attachments Container systems Formwork + scaffolding	Improvement of accommodation Waterproofing Workwear Infrastructure investments Bricking	Controlling Marketing	Messe Hannover, April 20 – 24
		<b>* With supplement B_I baufahrzeuge 1-2020 (construction vehicles)</b>			

Issue	Date of publication Closing date	Construction equipment	Building materials and construction methods	Business management	Events
<b>5</b>	DP: May 4 CD: April 21	Demolition: excavators + attachments (hammers, grabs, pulverizers etc.) Earth moving: excavators, wheel loaders, dumpers Machine control Fleet management Special heavy construction, sheeting Machines and equipment for road construction	Refurbishment and monument conservation Infrastructure investments Roofing materials Timber construction Software for construction Pave laying	Costing	Stone+tec Nürnberg, June 16 – 19
<b>S1</b> Steel & metal construction	DP: June 1 CD: May 15	<b>Special issue: steel construction   metal construction 1-2020</b> print run: 9,000 copies			
		Target audience: steel and metal construction firms, building authorities, architecture and engineering offices Topics: perspectives of the steel construction industry; designing and building with steel, metals, aluminum; corrosion protection, hot-dip galvanization			
<b>6+7</b>	DP: July 13 CD: June 25	<b>Trade fair issue steinexpo Homberg</b> Container systems Concrete pumps / mixers Construction vehicles Formwork + scaffolding Soil compaction Compressors Paver laying equipment Crushing, screening, conveying	Building with concrete Paths and surfaces Dewatering Bricking Workwear	Site management and logistics	steinexpo Homberg, August 26 – 29

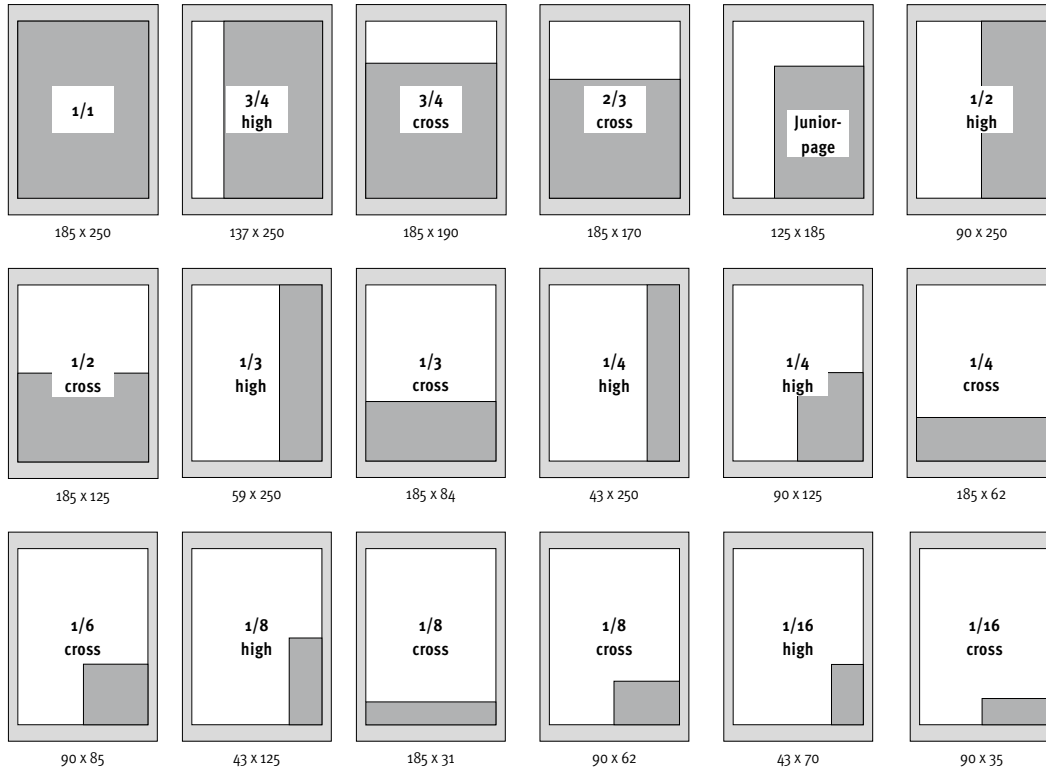
Issue	Date of publication Closing date	Construction equipment	Building materials and construction methods	Business management	Events
<b>8+9</b>	DP: September 3 CD: August 17	<b>Trade fair issue</b>  Excavators, wheel loaders, attachments Components: engines, gears, hydraulics Crushing, screening, conveying Power tools, diamond tools Building site equipment Machines and equipment for road construction Cranes, hoisting technology	Building materials for roofs and walls Software for construction Recycling of building materials Civil engineering and traffic route engineering Work safety	Controlling	NordBau Neumünster, September 9 – 13  GaLaBau Nürnberg, September 16 – 19  IAA Hannover, September 24 – 30
		* With Supplement B_I <b>baufahrzeuge 2-2020 (construction vehicles)</b>			
<b>S2</b> Steel & metal construction	DP: October 1 CD: September 18	<b>Special issue: steel construction   metal construction 2-2020</b> <span style="float: right;">print run: 9,000 copies</span> Target audience: steel and metal construction firms, building authorities, architecture and engineering offices Topics: perspectives of the steel construction industry; designing and building with steel, metals, aluminum; corrosion protection, hot-dip galvanization			

Issue	Date of publication Closing date	Construction equipment	Building materials and construction methods	Business management	Events
<b>10+11</b>	DP: November 3 CD: October 19	Earth moving: excavators, wheel loaders, dumpers Machine control Fleet management Road construction: cutting, paving, compaction Wear parts, maintenance Formwork + scaffolding	Waterproofing Working clothes, work safety Bricking	Customer attraction and retention	Deutscher Stahlbautag 1. – 2.10.
<b>12+1</b>	DP: December 17 CD: December 1	Mobile and tower cranes, telescope lifts Construction tools Demolition & recycling: Crushing, screening, conveying Construction vehicles, deck cranes Power tools, diamond tools	Building materials for shell and facade Software for construction Plastering	Human resource management	BAU München 11. – 16.1.2021
<b>2</b>	DP: February 1 CD: January 14	<b>Special: Sand   Grit   Stone   Concrete</b> Crushing, screening, conveying Power tools, Laser, Diamantwerkzeuge Road construction: cutting, paving, compaction Formwork + scaffolding Engines and components Mini and midi excavators Special heavy construction, sheeting Concrete pumps / mixers	Building materials for shell and facade Building materials for roofs Insulation Software for construction Water construction		

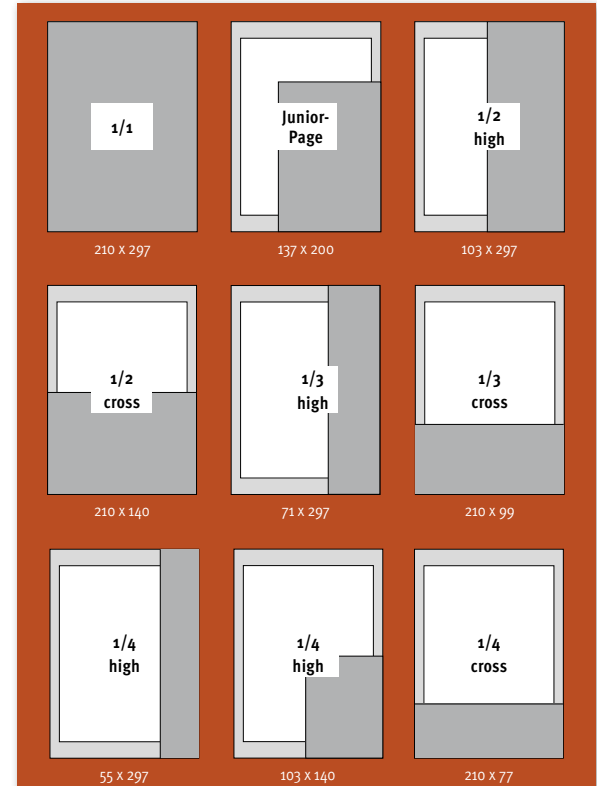


Overview of topics	B_I baumagazin issues 2020											
Construction equipment / Building materials and methods	1	2	3+4	BFI	5	SI	6+7	8+9	BF2	S2	10+11	12+1
Bricking	✓		✓				✓				✓	
Building construction: cranes, builder's hoists and hoisting technology			✓					✓				✓
Concrete works: drilling + cutting		✓						✓				✓
Construction vehicles, trucks, low loaders, mounted gear				✓			✓		✓			✓
Container systems			✓				✓					
Crushing, screening, conveying		✓					✓	✓				✓
Demolition, treatment and recycling					✓			✓				✓
Dewatering, paving, outdoor facilities (horticulture)							✓					
Earth moving: excavators, wheel loaders, dumpers		✓	✓		✓			✓			✓	
Engines, hydraulics and components	✓			✓				✓	✓			
Formwork - Building with concrete	✓						✓				✓	
Plastering, timber and building materials for roofing + walls	✓				✓			✓				✓
Power tools	✓	✓						✓				✓
Road construction: cutters, pavers, compaction equipment	✓		✓					✓			✓	
Software for construction	✓				✓			✓				✓
Special heavy construction, sheeting equipment	✓				✓							
Steel and metal construction						✓				✓		
Waterproofing, construction chemistry			✓								✓	
Working clothes, work safety			✓				✓	✓			✓	

## advertisement formats / print space (width x height)



## bleed (+ 3 mm cut)



advertising prices

	mm (width x height)	b/w	2-c*	3-c*	4-c*
cover position	210 x 173				2,990.-
2 <sup>nd</sup> or 4 <sup>th</sup> jacket page	210 x 297				4,510.-
1/1	185 x 250	3,050.-	3,450.-	3,850.-	4,250.-
3/4 high	137 x 250				
3/4 cross	185 x 190	2,650.-	3,040.-	3,450.-	3,850.-
2/3 cross	185 x 170	2,450.-	2,850.-	3,250.-	3,650.-
JuniorPage	125 x 185	1,650.-	2,050.-	2,450.-	2,850.-
1/2 high	90 x 250				
1/2 cross	185 x 125	1,650.-	2,050.-	2,450.-	2,850.-
1/3 high	59 x 250				
1/3 cross	185 x 84	1,250.-	1,450.-	1,650.-	1,850.-
1/4 high	90 x 125				
1/4 high	43 x 250	1,040.-	1,190.-	1,340.-	1,490.-
1/4 cross	185 x 62				
1/6 cross	90 x 85				
1/6 cross	185 x 42	620.-	680.-	740.-	800.-
1/8 high	90 x 62				
1/8 high	43 x 125	515.-	565.-	615.-	665.-
1/8 cross	185 x 31				
1/16 high	43 x 70				
1/16 cross	90 x 35	325.-	375.-	425.-	475.-

all prices plus VAT

Colour prices for smaller advertisements upon request. Basis prices for advertisements not corresponding to format: per mm € 4.- for 43mm column and € 4,85 for 59mm column. Reductions only granted on basis price.  
 \* Prices are only valid for colours according to Euroskala. Specially requested colours will be charged at € 600.- per colour unrelated to the advertisement format.

**Reductions**

for advertisement series within 12 months  
 3 ads 5 %  
 4 ads 10 %  
 6 ads 15 %

**Print space**

185 mm wide, 250 mm high  
 3 columns of 59 mm each

**Magazine format**

210 mm wide, 297 mm high

**Bleed** 3 mm bleed

**Inserts incl. postal fees**

up to 15 g per 1,000 € 189.-  
 up to 25 g per 1,000 € 240.-  
 any 25 g more € 146.-

**Bound inserts**

2-pages € 2,900.-  
 4-pages € 3,440.-

**Delivery address for inserts/bound inserts**

upon request

**Print documents**

optimized print data as PDF by email to [anzeigen@bi-medien.de](mailto:anzeigen@bi-medien.de)  
 open data programmes only upon request  
 production of print documents by publisher at cost price

**Payment conditions**

8 days after receipt of invoice – 2% discount or 30 days net. Advance payment respectively via bank collection 3% discount



You have questions about our products?

Your media contact:



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