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-mediendea/baumagazin
Distribution

Distribution of B_I baumagazin's readership across Germany

Print run: 21,425 copies per issue
(3rd quarter 2018 – 2nd 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
- On-line edition available at www.bi-baumagazin.de

* based on a survey among readers in July-August 2016.
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
<table>
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<tr>
<th>Issue</th>
<th>Date of publication</th>
<th>Construction equipment</th>
<th>Building materials and construction methods</th>
<th>Business management</th>
<th>Events</th>
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<tr>
<td>2</td>
<td>DP: March 13 CD: February 28</td>
<td>**Special: Sand</td>
<td>Grit</td>
<td>Stone</td>
<td>Concrete** Concrete pumps and mixers Excavators, wheel loaders, dumpers Crushing, screening, conveying Building construction: formwork + scaffolding Diamond tools Power tools</td>
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<tr>
<td>3+4</td>
<td>DP: April 6 CD: March 20</td>
<td>Mobile and tower cranes, telescope lifts Building site equipment Road construction and excavation: wheel excavators, attachments Container systems Formwork + scaffolding</td>
<td>Improvement of accommodation Waterproofing Workwear Infrastructure investments Bricking</td>
<td>Controlling Marketing</td>
<td>Messe Hannover, April 20 – 24</td>
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* With supplement B_I baufahrzeuge 1-2020 (construction vehicles)
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</table>
| 5     | 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 |
| S1    | DP: June 1  
CD: May 15 | **Special issue: steel construction | metal construction 1-2020**  
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 | | |
| 6+7   | DP: July 13  
CD: June 25 | **Trade fair issue steinexpo Homberg**  
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 |
### DISTRIBUTION EDITORIAL CALENDAR OVERVIEW OF TOPICS

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<th>Editorial Calendar</th>
<th>Overview of Topics</th>
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<td><strong>Issue</strong></td>
<td><strong>Date of publication</strong></td>
<td><strong>Construction equipment</strong></td>
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| **8+9**            | DP: September 3  
CD: August 17 | **Trade fair issue**  
- 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 |
| **S2**             | DP: October 1  
CD: September 18 | **Special issue: steel construction | metal construction 2-2020**  
- 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 | print run: 9,000 copies | | |

*With Supplement B_I baufahrzeuge 2-2020 (construction vehicles)*

*The supplement B_I baufahrzeuge is published at a print run of 49,000 copies which are added to the professional magazines B_I baumagazin, B_I galabau (landscaping and horticulture), B_I umweltbau (trenchless and underground infrastructure construction)*
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<tr>
<th>Issue</th>
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<th>Business management</th>
<th>Events</th>
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<tr>
<td><strong>10+11</strong></td>
<td>DP: November 3 CD: October 19</td>
<td>Earth moving: excavators, wheel loaders, dumpers&lt;br&gt;Machine control&lt;br&gt;Fleet management&lt;br&gt;Road construction: cutting, paving, compaction&lt;br&gt;Wear parts, maintenance&lt;br&gt;Formwork + scaffolding</td>
<td>Waterproofing&lt;br&gt;Working clothes, work safety&lt;br&gt;Bricking</td>
<td>Customer attraction and retention</td>
<td>Deutscher Stahlbautag 1. – 2.10.</td>
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<tr>
<td><strong>12+1</strong></td>
<td>DP: December 17 CD: December 1</td>
<td>Mobile and tower cranes, telescope lifts&lt;br&gt;Construction tools&lt;br&gt;Demolition &amp; recycling: Crushing, screening, conveying&lt;br&gt;Construction vehicles, deck cranes&lt;br&gt;Power tools, diamond tools</td>
<td>Building materials for shell and facade&lt;br&gt;Software for construction&lt;br&gt;Plastering</td>
<td>Human resource management</td>
<td>BAU München 11. – 16.1.2021</td>
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<tr>
<td><strong>2</strong></td>
<td>DP: February 1 CD: January 14</td>
<td>**Special: Sand</td>
<td>Grit</td>
<td>Stone</td>
<td>Concrete**&lt;br&gt;Crushing, screening, conveying&lt;br&gt;Power tools, Laser, Diamantwerkzeuge&lt;br&gt;Road construction: cutting, paving, compaction&lt;br&gt;Formwork + scaffolding&lt;br&gt;Engines and components&lt;br&gt;Mini and midi excavators&lt;br&gt;Special heavy construction, sheeting&lt;br&gt;Concrete pumps / mixers</td>
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## Overview of topics

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<th>Construction equipment / Building materials and methods</th>
<th>1</th>
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<th>BF1</th>
<th>5</th>
<th>6+7</th>
<th>8+9</th>
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<tr>
<td>Bricking</td>
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<td>Building construction: cranes, builder’s hoists and hoisting technology</td>
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<td>Concrete works: drilling + cutting</td>
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<td>Construction vehicles, trucks, low loaders, mounted gear</td>
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<td>Container systems</td>
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<td>Crushing, screening, conveying</td>
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<td>Demolition, treatment and recycling</td>
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<td>Dewatering, paving, outdoor facilities (horticulture)</td>
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<td>Earth moving: excavators, wheel loaders, dumpers</td>
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<td>Engines, hydraulics and components</td>
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<td>Formwork – Building with concrete</td>
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<td>Plastering, timber and building materials for roofing + walls</td>
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<td>Special heavy construction, sheeting equipment</td>
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<td>Working clothes, work safety</td>
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**Notes:**
- Yes (✔) indicates topics covered in that issue.
- Blank spaces indicate topics not covered in that issue.