

Bauingenieur

Media Information 2020

The trend-setting Journal
in Civil Engineering



Brief Description

"Bauingenieur" carries articles covering the theory and practice of construction engineering, interesting construction and redevelopment projects, construction materials and IT topics, features and reports on noteworthy construction projects and products, plant, equipment and their employment on site.

Target Group

Decision-makers and opinion shapers involved with the planning and execution of construction projects including 7,000 engineers of the VDI Society for Civil Engineering.

Advertisers

Producers and service providers from the fields of construction IT, reinforcing and form-work, securing systems, concrete, brickwork, structural preservation, steel construction, wooden construction facades, glass, insulation, geo-technology and textile construction.

Publishing Society

Official journal of the VDI Society for Civil Engineering

Year of Publication

95th year 2020

Circulation (IVW audited)

Press run: 5,000 copies

Distributed circulation: 4,762 copies

Subscribed circulation: 822 copies

Advertising Prices

| | |
|------------------------------|------------|
| 1/1 page b/w | € 3,325.00 |
| 1/1 page 4c | € 4,525.00 |
| 1/2 page b/w | € 1,663.00 |
| 1/2 page 4c | € 2,863.00 |
| 1/4 page b/w | € 832.00 |
| 1/4 page 4c | € 1,492.00 |
| Surcharge for bleed adverts: | € 100.00 |

Page Size

Trim size: width 210 mm, height 297 mm

Trim allowance: 3 mm all trimmed sizes

Type area: width 176 mm, height 270 mm

Publication Frequency

11 issues in 2020

Closing and Publication Dates

| Issue | Closing Date (reservations) | Publication Date |
|-------|-----------------------------|------------------|
| 1 | 4 December 2019 | 6 January |
| 2 | 10 January | 4 February |
| 3 | 7 February | 2 March |
| 4 | 6 March | 1 April |
| 5 | 2 April | 5 May |
| 6 | 4 May | 29 May |
| 7/8 | 8 July | 31 July |
| 9 | 7 August | 31 August |
| 10 | 11 September | 30 September |
| 11 | 7 October | 11 November |
| 12 | 6 November | 11 December |

Closing Date (materials):

2 working days after closing date of reservation.

Printing Material

Electronic data (plus colour proof by mail): preferably eps-files or high-end pdf-files; also possible: QuarkXPress, InDesign, PageMaker, Freehand, Illustrator, CorelDraw, Photoshop

Discounts for Publication within 1 Year

| by frequency | | by volume | |
|-------------------|------|-----------|------|
| 3 advertisements | 3 % | 3 pages | 5 % |
| 6 advertisements | 5 % | 6 pages | 10 % |
| 9 advertisements | 10 % | 9 pages | 15 % |
| 12 advertisements | 15 % | 12 pages | 20 % |

Terms of Payment

14 days from the date of the invoice.

For payment in advance or by credit transfer: 2% discount.

Place of payment and performance: Düsseldorf, Germany.

Bank Account: Commerzbank AG, Düsseldorf,

Bank Code 300 800 00, Account No. 0212172400.

SWIFT/BIC-Code: DRES DE FF300

IBAN: DE69 3008 0000 0212 172400

Contact

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VDI fachmedien

Digital & Crossmedial on ingenieur.de

Display

| | | |
|--------------------|---------|-----------|
| - Fireplace | 4,500 € | per month |
| - Wallpaper | 4,000 € | per month |
| - Halfpage Ad | 3,500 € | per month |
| - Sitebar Ad | 3,500 € | per month |
| - Billboard | 3,500 € | per month |
| - Super Banner | 2,500 € | per month |
| - Skyscraper | 2,500 € | per month |
| - Medium Rectangle | 1,500 € | per month |

Content Solution/Lead/Reach

| | | |
|-----------------------|---------|-------------|
| - Digital Advertorial | 2,500 € | per month |
| - Corporate Profile | 1,500 € | per month |
| - Product Profile | 1,500 € | per month |
| - Category Page | 7,000 € | per year |
| - Premium Event | 750 € | per month |
| - Newsletter | | in progress |
| - Webinare | | in progress |
| - Whitepaper | | in progress |
| - B2B Retargeting | | in progress |

Contact

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