

Bauingenieur

The trend-setting Journal
in Civil Engineering

Media Information 2021



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

96th year 2021

Circulation (IVW audited)

Press run: 3,000 copies

Distributed circulation: 4,551 copies*

Subscribed circulation: 834 copies

* in 2020

Advertising Prices

1/1 page b/w	€ 3,390.00
1/1 page 4c	€ 4,590.00
1/2 page b/w	€ 1,696.00
1/2 page 4c	€ 2,896.00
1/4 page b/w	€ 848.00
1/4 page 4c	€ 1,508.00
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

10 issues in 2021

Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	27 November 2020	4 January
3	4 February	1 March
4	9 March	1 April
5	8 April	3 May
6	5 May	1 June
7/8	8 June	1 July
9	9 August	1 September
10	9 September	4 October
11	8 October	3 November
12	9 November	2 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

Sven Pachinger

Phone: +49 521 97 79 98-80, Fax: +49 521 97 79 98-90

E-Mail: sven.pachinger@verlagsbuero-pachinger.de

VDI fachmedien

Digital & Crossmedial on www.bauingenieur.de

Display

- 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
- 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	7,500 €	per year
- Exklusiv-Supplement	4,500 €	per month
- Premium Event	750 €	per month

Contact

Sven Pachinger

Phone: +49 521 97 79 98-80, Fax: +49 521 97 79 98-90

E-Mail: sven.pachinger@verlagsbuero-pachinger.de