

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 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

97th year 2022

Circulation (IVW audited)

Press run: 3,000 copies

Distributed circulation: 3,000 copies*

Subscribed circulation: 751 copies

* in 2021

Advertising Prices

| | | |
|------------------------------|-----|----------|
| 1/1 page b/w | EUR | 3,456.00 |
| 1/1 page 4c | EUR | 4,656.00 |
| 1/2 page b/w | EUR | 1,729.00 |
| 1/2 page 4c | EUR | 2,929.00 |
| 1/4 page b/w | EUR | 865.00 |
| 1/4 page 4c | EUR | 1,525.00 |
| Surcharge for bleed adverts: | EUR | 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 2022

Closing and Publication Dates

Issue Closing Date (reservations) Publication Date

| | | | | |
|-----|----|--------------|----|-------------|
| 1/2 | 21 | December '21 | 19 | January |
| 3 | 7 | February | 28 | February |
| 4 | 10 | March | 31 | March |
| 5 | 5 | April | 28 | April |
| 6 | 10 | May | 1 | June |
| 7/8 | 8 | June | 30 | June |
| 9 | 9 | August | 31 | August |
| 10 | 7 | September | 28 | September |
| 11 | 7 | October | 28 | October |
| 12 | 8 | November | 30 | November |
| 1/2 | 12 | December | 3 | January '23 |

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

Digital & Crossmedial on www.bauingenieur.de

Display

| | | |
|--------------------|---------------|-------|
| - Wallpaper | EUR per month | 4,000 |
| - Halfpage Ad | EUR per month | 3,700 |
| - Sitebar Ad | EUR per month | 3,700 |
| - Billboard | EUR per month | 3,700 |
| - Super Banner | EUR per month | 2,700 |
| - Medium Rectangle | EUR per month | 1,600 |

Content Solution/Lead/Reach

| | | |
|-----------------------|---------------|--------------|
| - Digital Advertorial | EUR per month | 2,800 |
| - Corporate Profile | EUR per month | 1,700 |
| - Product Profile | EUR per month | 1,700 |
| - Category Page | EUR per month | 8,000–22,000 |
| - Exklusiv-Supplement | EUR per month | 5,000 |
| - Premium Event | EUR per month | 750 |

Contact

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