



The professional magazine for structural engineering, building and road construction



Media Kit 2021

- ✓ 21,100 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



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Media partner of the
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Road construction and traffic route
engineers association
Schleswig-Holstein e.V.



Member of
Arbeitsgemeinschaft
Leseranalyse Bau

Distribution

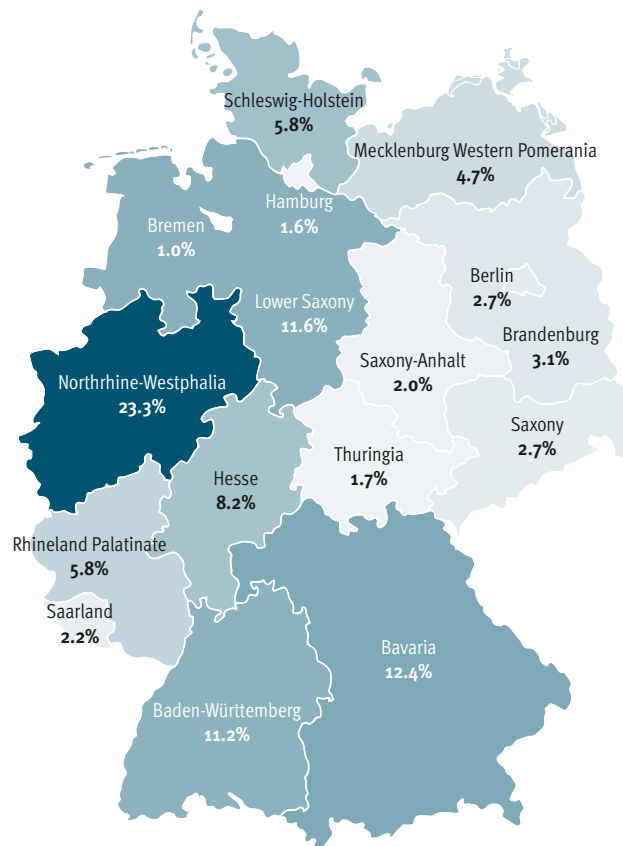
Distribution of B_I baumagazin's readership across Germany



Print run: 21,100 copies per issue
(3rd quarter 2019 – 2nd quarter 2020)

- 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.

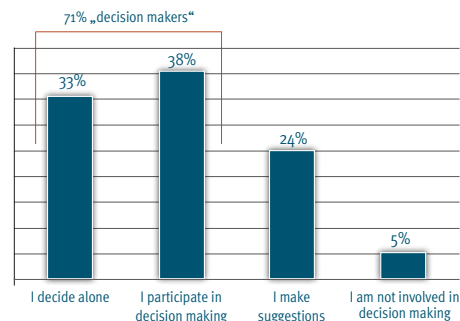


Share of circulated print run

	Copies
Nielsen I	4,151
Schleswig-Holstein, Hamburg, Bremen, Lower Saxony	
Nielsen II	4,836
Northrhine-Westphalia	
Nielsen IIIa	3,362
Hesse, Rhineland Palatinate, Saarland	
Nielsen IIIb	2,324
Baden-Württemberg	
Nielsen IV	2,574
Bavaria	
Nielsen V	560
Berlin	
Nielsen VI	2,034
Mecklenburg Western Pomerania, Brandenburg, Saxony-Anhalt	
Nielsen VII	913
Thuringia, Saxony	
Circulated print run	20,754
Archive	346
Total print run	21,100

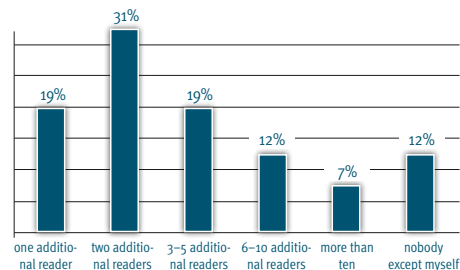
Readers

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.

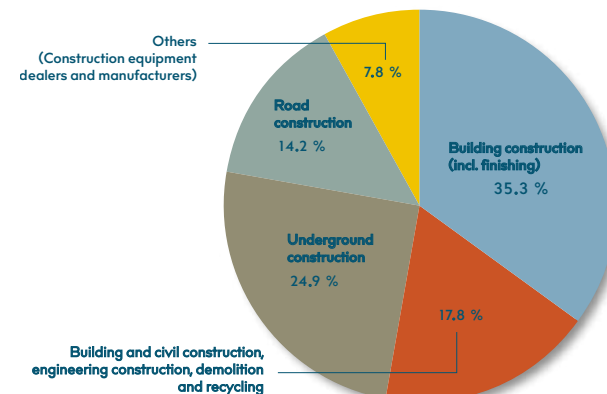
Reach of a single B_I baumagazin: 4 readers per copy**



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)	7,326	35.3
Building and civil construction, engineering construction, demolition and recycling	3,694	17.8
Underground construction	5,168	24.9
Road construction	2,947	14.2
Others (Construction equipment dealers and manufacturers)	1,619	7.8
	20,754	100

DISTRIBUTION

EDITORIAL CALENDAR

OVERVIEW OF TOPICS

Issue	Date of publication Closing date	Construction equipment	Building materials and construction methods	Business management	Events
12+1	DP: Dec 17 CD: Dec 1 st	Abort u. Processing: crushing, screening, conveying technology Building construction: cranes, telescopes, construction hoists, construction lasers, power tools Road construction: cutting, paving, compaction geotextiles, special foundation engineering, sheeting equipment Engines, transmissions, hydraulics Mini and compact excavators Construction vehicles, loading cranes	Building materials for shell constructi- on and finishing plasters / plastering technology Construction software drainage Sealing building materials Roofing materials Industrial floors		BAU HYBRID, January 13 – 15
2	DP: February 22 CD: February 2 nd	Special: Sand Grit Stone Concrete Breaking, screening, conveying Earthmoving: excavators, wheel loaders, dumpers Building construction: formwork and scaffolding Road construction	Concrete renovation Bridge construction / renovation		MAWEV Show, St. Pölten March 24 – 27

DISTRIBUTION

EDITORIAL CALENDAR


OVERVIEW OF TOPICS

Issue	Date of publication Closing date	Construction equipment	Building materials and construction methods	Business management	Events
3+4	DP: April 6 CD: March 16	Building construction: mobile and tower cranes, construction hoists, telescopes Breaking, screening, conveying Demolition: excavators and attachments diamond tools Mobile room systems Road construction: cutting, paving, compaction	Hydraulic engineering Old building renovation, sealing working clothes Traffic route construction Construction software	Controlling	steinexpo Homberg, April 14 –17 BeBoSa Willingen, April 15 – 17 Intermat, April 19 – 24 InnoTrans Berlin, April 27 – 30
	* With supplement B_I baufahrzeuge 1-2021 (construction vehicles)				
5+6	DP: May 25 CD: May 3	Traid fair issue Tiefbau live	Renovation and monument protection Transport and investment measures Roofing materials Building with wood	Calculation	Tiefbau live, Karlsruhe, June 10 – 12
		Earthmoving: excavators, wheel loaders, dumpers machine control, Fleet management Special civil engineering, shoring equipment Engines Formwork and scaffolding Breaking, screening, conveying			
S1 Steel & metal construction	DP: June 16 CD: June 1 st	Special issue: steel construction metal construction 1-2021 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			

DISTRIBUTION

EDITORIAL CALENDAR

OVERVIEW OF TOPICS

Issue	Date of publication Closing date	Construction equipment	Building materials and construction methods	Business management	Events
7	DP: July 15 CD: June 28	Demolition: excavators and attachments paving machines Concrete pumps / truck mixers Construction vehicles, loading cranes Civil engineering and sewer construction Soil compaction, Compressors Mobile room systems	Building with concrete Paths and areas drainage Masonry construction Work clothing / occupational safety	Construction sitesmanagement / logistics	
8+9	DP: August 31 CD: August 12	Trade fair issue  Excavators, wheel loaders, attachments Components: motors, gears, hydraulic power tools, diamond tools Construction site equipment Machines and devices for road construction cranes, elevators + lifting technology	Roof and wall building materials Construction software Building material recycling Engineering and traffic route construction working clothes	Controlling	NordBau Neumünster, September 8 – 12 Nufam, Karlsruhe, September 30 – October 3
		* With Supplement B_I baufahrzeuge 2-2021 (construction vehicles)			
S2 Steel & metal construction	DP: October 1 CD: September 16	Special issue: steel construction metal construction 2-2021 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			

DISTRIBUTION

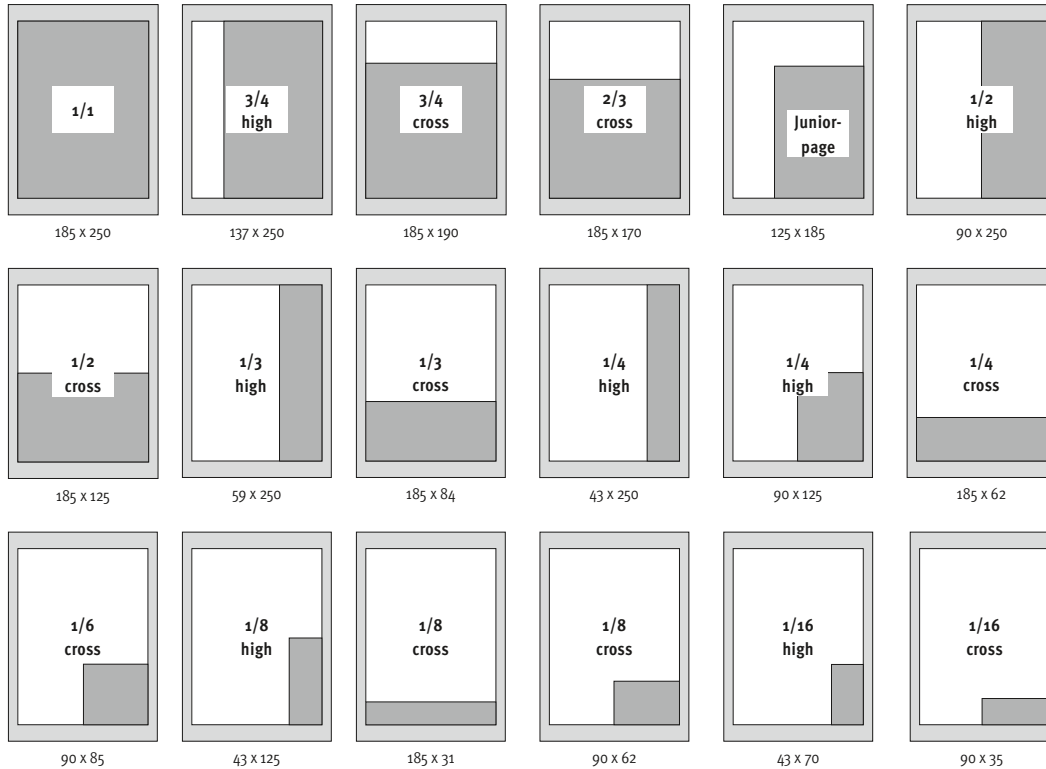
EDITORIAL CALENDAR

OVERVIEW OF TOPICS

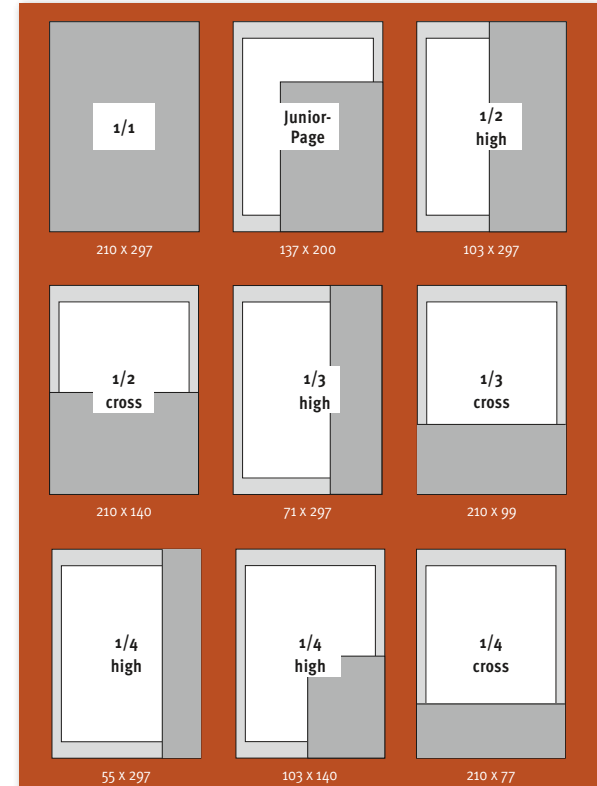
Issue	Date of publication Closing date	Construction equipment	Building materials and construction methods	Business management	Events
10	DP: October 15 CD: September 24	Earthmoving: wheel loader, excavator, dumper machine control Fleet management Road construction: screening, pavers, compaction wear parts, maintenance Formwork technology	seal Work clothing, occupational safety Masonry construction	Customer loyalty and extraction	
11+12	DP: November 29 CD: November 9	Mobile and tower cranes, telescopes, construction tools Demolition & processing: Breaking, screening, conveying Construction vehicles Power tools, diamond tools Road and civil engineering	Building materials for roofs and walls Plasters / plastering technology	Staffmanagement	
1/ 2022	DP: January 7 CD: December 16	bauma preview Construction vehicles, loading cranes, trailers Power tools, lasers Lifting technology for building construction, road construction Compact and mini excavators	Building materials for the shell and facade Roof building materials, insulation Construction software		

Overview of topics	B_I baumagazin issues 2021											
Construction equipment / Building materials and methods	1+2	2	3+4	BFI	5+6	SI	7	8+9	BF2	S2	10	11+12
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 nd or 4 th 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

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?

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