STEINBRUCH
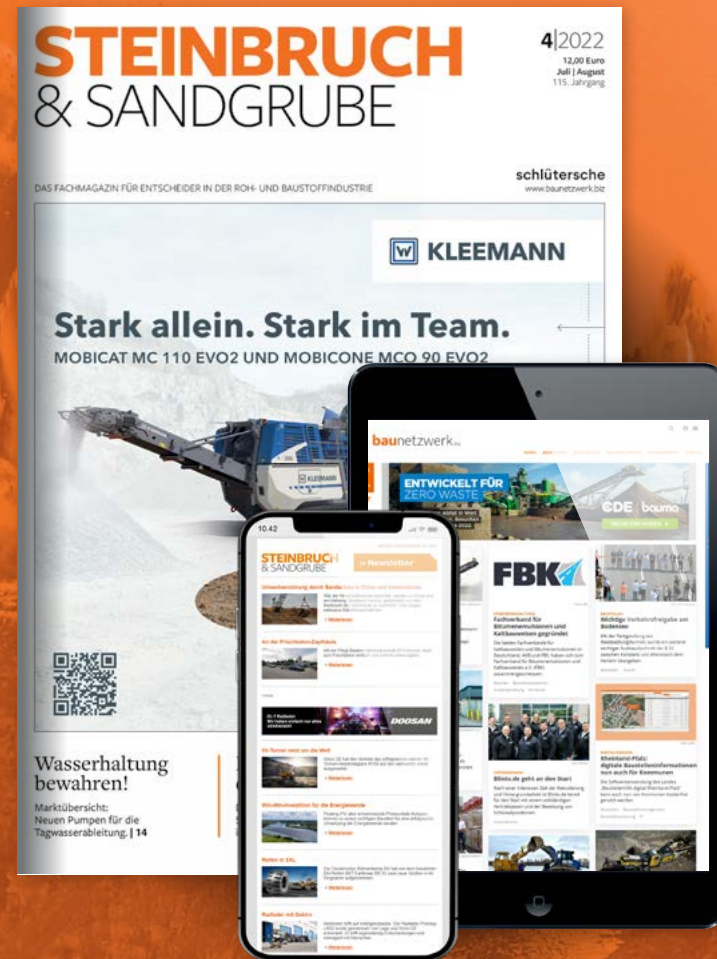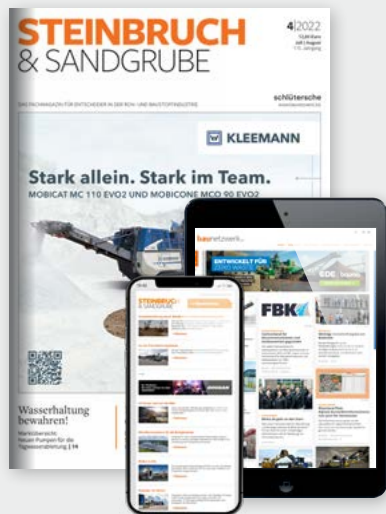## & SANDGRUBE

The trade magazine for decision-makers in the raw and building materials industry

## MEDIA DATA 2023

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# Contents

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At a Glance

PRINT → STEINBRUCH & SANDGRUBE

Independent trade magazine for decision-makers in the raw materials industry who are active in the extraction and processing of mineral raw materials. Practice-based reports are written here by experts for experts – your ad placement benefits from a lot of attention from the target group.
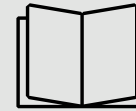
ONLINE → baunetzwerk.biz

In the information portal baunetzwerk.biz, professionals collect, pool and network information and services related to raw material extraction, building material production and the use of these materials. The website and newsletter offer direct digital reach in this sector.
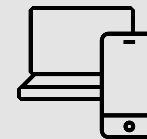
PRINT RUN

Ø 10,500

Average per issue 01/07/2021 to 30/06/2022, IVW-verified

PAGE IMPRESSIONS

266,200

Source Google Analytics, baunetzwerk.biz 07/2021-06/2022

NEWSLETTER RECIPIENTS

~ 2,300

per mailing (as of June 2022)

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STEINBRUCH & SANDGRUBE

Topics 2023

Issue	1 January/February	2 March/April	3 May/June	4 July/August	5 September/October	6 November/December
Deadline	24/01/23	16/03/23	23/05/23	19/07/23	21/09/23	23/11/23
Printing data deadline	26/01/23	20/03/23	25/05/23	21/07/23	25/09/23	27/11/23
Publication date	15/02/23	11/04/23	15/06/23	10/08/23	16/10/23	15/12/23
Topics	Regular articles on components and complete solutions for monitoring, controlling and regulating as well as process automation including excavation and operational planning, extraction, transport, loading and invoicing across the entire mineral raw materials and building materials industry. Conveyors/belts and scrapers, winter repairs, crushing and grinding, dust removal and air pollution control, lubricants/oils and other maintenance products. Current truck models and bodies for the raw materials and construction materials industry, rental, leasing and financing models, low-loaders and heavy-duty transporters for transporting construction machinery and equipment.	Wet and dry extraction/drilling and blasting, wet and dry processing, controlling and weighing, excavators and wheel loaders.	Special vehicles and dumpers/tyre technology and protection, mobile processing technology, attachments for demolition and recycling, controlling and weighing.	Conveyor technology, screening and classifying, SSUSA Yearbook 2023. Special: Technical innovations in the pit and quarry industry	Wet and dry extraction/pumping, wet and dry processing, asphalt and concrete recycling, winter workwear.	Wear protection, mobile processing technology, dosing and mixing technology, attachments, construction machinery accessories.
Trade fairs and exhibitions	■ VDBUM Großseminar, 24 - 27 Jan 2023 in Willingen	■ Solids, 29 - 30 March 2023, Dortmund	■ Beton Tage, 20 - 22 June 2023, Neu-Ulm	■ Steinexpo, 23 - 26 Aug 2023, Niederofleiden ■ Nordbau, 06 - 10 Sept 2023 , Neumünster		■ ForumMIRO, End of Nov 2023 Berlin

The main topics do not define the overall content. Current contributions supplement the respective reporting. Subject to change without notice.

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Target Groups

Quarry operations, gravel and sand works

Decision-makers at companies that quarry natural stone and process it into mineral building materials

Building material recycling companies

Management, procurement and decision-makers in companies active in the building material recycling industry

Manufacturers of construction machinery, equipment and accessories

Decision-makers at manufacturers of construction machinery, equipment and accessories related to the extraction and processing of mineral raw materials (e.g. dump trucks, excavators, wheel loaders, crushers, screens, conveyor belts)

Associations, authorities, universities

Decision-makers and multipliers in interest groups, research institutes and teaching institutions

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Print

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Print

STEINBRUCH
& SANDGRUBE

Member of the Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V. (German Audit Bureau of Circulation).

Copies per issue, as of July 2022

Publication frequency: 6 x per year
117th volume 2023

PRINT RUN

10,500

ACTUAL DISTRIBUTED CIRCULATION

10,349

Our tip for all print products: use our sliding scale discounts!

if purchased within 12 months (insertion year)	Frequency scale		Quantity scale	
	2 times	5%	2 pages	5%
	4 times	10%	4 pages	10%
COMBINATIONS	6 times	15%	6 pages	15%

5% discount when booking 2 construction titles. Combination discount for print + online **on request**.

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Circulation and Distribution Analysis

VOLUME. . . . .   117th volume 2023

CIRCULATION ANALYSIS

Copies per issue on an annual average from 1 July 2021 to 30 June 2022

Print run   10,500

Actual distributed circulation.   10,349   of those, abroad 1,027
Sold circulation   755   of those, abroad 137
– Subscribed copies   747   of those, for members   0
– Retail sales.   0
– Other sales 8
Free copies.   9,594
Remaining, archive, file copies   151

GEOGRAPHICAL DISTRIBUTION ANALYSIS

Economic area:	Share of actual distributed circulation	
	%	Copies
Domestic:	90.1	9,324
Abroad:	9.9	1,025
Actual distributed circulation:	**100**	**10,349**

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Circulation and Distribution Analysis

STEINBRUCH
& SANDGRUBE

BREAKDOWN OF DOMESTIC CIRCULATION BY POSTCODE AREAS

	%	Copies
Postcode area 0	7.29	680
Postcode area 1	5.12	478
Postcode area 2	8.78	819
Postcode area 3	11.69	1,090
Postcode area 4	10.65	993
Postcode area 5	12.20	1,137
Postcode area 6	8.87	827
Postcode area 7	13.22	1,232
Postcode area 8	11.06	1,032
Postcode area 9	11.11	1,036
Domestic total	**100**	**9,324**

BREAKDOWN BY NIELSEN REGIONS

	%	Copies
Nielsen region 1 (Hamburg, Bremen, Schleswig-Holstein, Lower Saxony)	14.79	1,379
Nielsen region 2 (North Rhine-Westphalia)	19	1,771
Nielsen region 3a (Hesse, Rhineland-Palatinate, Saarland)	15.62	1,457
Nielsen region 3b (Baden-Württemberg)	16.34	1,523
Nielsen region 4 (Bavaria)	18.88	1,761
Nielsen region 5 (Berlin)	1.68	156
Nielsen region 6 (Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt)	6.79	633
Nielsen region 7 (Thuringia, Saxony)	6.90	644
Total	**100**	**9,324**

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Summary of the Analysis Method

STEINBRUCH
& SANDGRUBE

1. Analysis method:
   - Distribution analysis through file evaluation – full analysis

2. **Description of the recipients at the time of data collection:**

   2.1. Type of file:
   The recipient file contains the addresses of all recipients.
   Based on the available postal data, the file can be sorted
   according to postcodes or domestic and foreign addresses.

   2.2 Total number of recipients in the file: 16,796

   2.3 Total number of varying recipients: 15,722

   2.4 Structure of recipients of an
   average issue according to forms of distribution:

   - Sold circulation 755

   of those: subscribed copies 747

       Retail sales 0

       Other sales 8

       - Free copies. 9,594

   of those: permanent free copies 705

       rotating free copies 8,841

       advertising copies 48

Actual distributed circulation 10,349
    of those, domestic 9,324
    of those, abroad 1,025

3. Description of the analysis

   3.1. Population (proportion studied)
   Actual distributed circulation . . . . 10,349 = 100%
   of those, not included in the analysis: . . . . 107 = 1.03%
   - Retail sales 0
   - Other 59
   - Advertising copies 48
   Of the actually distributed circulation,
   the analysis represents . . . . 10,242 = 98.97%

   3.2. Date of file evaluation: 18/07/22

   3.3. Description of the database:
   The analysis is based on the complete file. The shares determined
   for circulation in Germany and abroad were projected onto the actual
   average annual circulation in accordance with AMF Item 17.

   3.4. Target of the analysis: . . . . not applicable

   3.5. Definition of the reader: . . . . not applicable

   3.6. Analysis period: . . . . 01/07/2021 to 30/06/2022

   3.7. Execution of the analysis: . . . . publisher

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Recipient Structure Analysis

STEINBRUCH
& SANDGRUBE

SECTORS/INDUSTRIES/SPECIALIST FIELDS/OCCUPATIONAL GROUPS

Recipient groups	Share of actual distributed circulation	
	%	**Copies**
■ Quarrying of natural stone	22.38	2,316
■ Quarrying of limestone, gypsum, chalk and slate	1.60	166
■ Extraction of gravel, sand, clay and kaolin	22.44	2,322
Extraction companies – total	**46.42**	**4,804**
■ Production of building materials (cement, mortar, bricks, sand-lime brick, aerated concrete, etc.)	7.75	802
■ Ready-mixed concrete production	1.53	158
■ Asphalt production/mixing plants	2.76	286
Building material manufacturers – total	**12.04**	**1,246**
■ Building materials recycling	20.56	2,128
■ Construction industry (road and civil engineering companies)	0.32	33
■ Engineering firms	7.46	772
■ Associations	2.13	220
■ Government agencies/authorities	10.88	1,126
■ Other	0.19	20
Actual distributed circulation	**100**	**10,349**
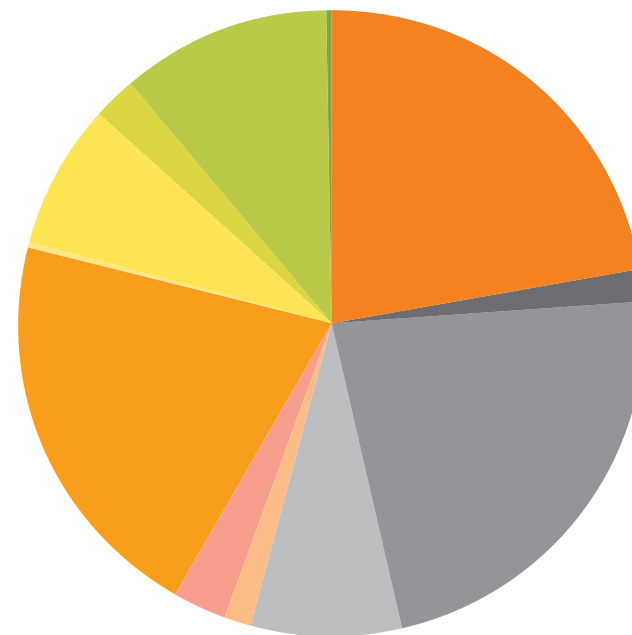
* Base: Publisher file, multiple answers possible.

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Advertisements

1/1 page

Bleed: 210 × 297 mm

€ 3,350

Junior page

Bleed: 132 × 187 mm

Type area: 115 × 165 mm

€ 1,890

1/2 page landscape
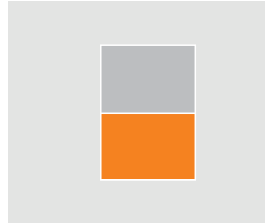
Bleed: 210 × 148 mm

Type area: 175 × 121 mm

€ 1,890

1/2 page portrait

Bleed: 100 × 297 mm

Type area: 85 × 248 mm

€ 1,890

1/3 page landscape
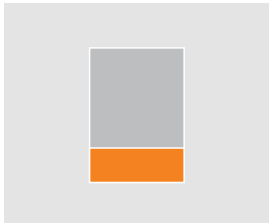
Bleed: 210 × 102 mm

Type area: 175 × 79 mm

€ 1,390

1/3 page portrait

Bleed: 68 × 297 mm

Type area: 55 × 248 mm

€ 1,390

1/4 page landscape

Bleed: 210 × 79 mm

Type area: 175 × 58 mm

€ 990

1/4 page portrait

Bleed: 52 × 297 mm

Type area: 40 × 248

€ 990

1/4 page 2-column

Bleed: 100 × 148 mm

Type area: 85 × 121 mm

€ 990

1/8 page landscape
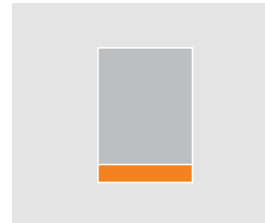
Bleed: 210 × 45 mm

Type area: 175 × 26 mm

€ 550

1/8 page 2-column

Bleed: 100 × 79 mm

Type area: 85 × 58 mm

€ 550

Bleed plus 3 mm bleed overleaf

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Classified Ads and Special Placements

STEINBRUCH
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CLASSIFIED ADS

(per millimetre, 44 mm wide) . . . . b/w	4c
Purchasing/sales, vacancies . . . . € 2.10	€ 3.42
Job search . . . . € 1.42	

PLACEMENT SURCHARGES

Title area* 194 x 180 mm . . . . on request Inside cover page or

back cover, 4c . . . . € 3,520

Other specific placement requirements . . . . . .25% surcharge

*Heading up to 40 characters and text up to 220 characters

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Special Formats

STEINBRUCH
& SANDGRUBE

Bound inserts

Scope: 2-8 pages   Weight: 130-170 g/m²

Format: 213 x 307 mm Special formats on request

Submission of a sample required.

Please supply inserts in untrimmed format (213 x 305 mm).

For saddle stitching/glued inserts: Format 213 mm x 307 mm.

(Trim allowance top and bottom 5 mm each, right outside 3 mm).

Glued inserts/bound inserts are discounted:

1 glued insert = 1 advertisement page.

▶ **Two pages** . . . . € 2,130
▶ **Four pages as centre insert**. . . . .
  (426 x 303 mm), deliver folded . . . .€ 3,542
▶ **Eight pages** . . . . € 6,780

Supplements

Format: 105 x 148 – 200 x 283 mm Weight: up to 50g, Single sheets DIN A6 min. 150 g/m², Single sheets larger than DIN A6 min. 115 g/m²

Prices for heavier inserts and partial bookings on request. Submission of a sample required.

from € 190/thousand

Affixed advertising material

Affixed postcards/product samples/CDs/brochures. Can only be booked in conjunction with an advertisement or bound insert. Only bookable as a complete print run, submission of binding sample required.

from € 280/thousand

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Yearbook

The supplier and service directory for the raw and building materials industry.

Advertisement deadline: 03/07/2023
Print data deadline: 06/07/2023

The yearbook is published in the August issue of STEINBRUCH & SANDGRUBE.

Prices:
Company profile 1/1 page   € 950

The yearbook is also published as an eMagazine at www.baunetzwerk.biz.
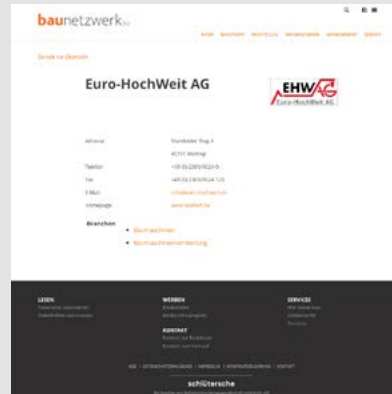
Additional eMagazine options:
Link to a video   € 35

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Industry Guide

Who offers what? – The industry guide

Example print

Example online

✓ One entry – two channels (print/online)
✓ Cheap and permanent advertising 365 days a year
✓ Logo image in colour
✓ Targeted link to your homepage
✓ Embedding images and videos in your media library

Package price:
12 months = 6 issues + 12 months online entry

Standard entry and logo	**€ 390**
Each additional info line	**€ 12**
Each additional category	**50% discount**

Runtime until cancelled; minimum 12 months.
Collective invoice in the middle of the runtime.

Additional options:
Incl. online media library with up to 20 images
and videos Surcharge   **€ 200**

You can find an overview of the categories at
https://www.baunetzwerk.biz/verzeichnis/suche

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Native Advertising: Print Advertorials

STEINBRUCH & SANDGRUBE

Offer your target group **value-added content** with a print advertorial. It is similar in layout to the editorial contributions in the magazine and is marked as an "advertisement".

Here you have **space for your informative, promotional content:** this is placed **directly in the editorial environment** with the look & feel of the magazine, which increases the credibility of your advertising message and boosts relevance among readers.

Your benefit

This format is particularly suitable for drawing the attention of your target group to your brand or product. **You provide us with the images and you can choose to** supply the text yourself or have it professionally created or revised by our specialist editorial team.

Thinking across channels:
book a cross-media campaign with online and print advertorial!

*Additional advertising formats available; prices on request.

Advertorial basic

Delivered article in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

SPECIFICATION

▶ Your texts are used 1:1 as delivered
▶ You provide us with the image material
▶ 1 correction loop incl.
▶ Labelled as an advertisement

Price e.g. for a 1/1 page*: € 3,350

Advertorial premium

Article optimised or newly created by the editorial team in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

SPECIFICATION

▶ Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created
▶ You provide us with the image material
▶ 1 correction loop incl.
▶ Labelled as an advertisement

Price e.g. for a 1/1 page*: € 4,850

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Corporate Publishing

Content with added value – tailored to your needs and goals

We design your individual communication for your target group and increase your profile. Whether classically as a print product, as a digital magazine with image galleries, videos, audio commentaries or via podcasts – the medium and content are optimised for communicating with customers, employees, press or multipliers.

The specialist content is exclusively aimed at your industry and your specific target group. Introduce your company and its products, innovations or personnel changes. Schlütersche handles all the agency work for you and creates content that gets you noticed and influences purchasing decisions.

We are happy to advise you on suitable solutions.

Price on request

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Technical Specifications and Delivery

STEINBRUCH
& SANDGRUBE

DELIVERING YOUR ADVERTISING DATA
E-mail: anzeigendaten-sus@schluetersche.de .
For queries, phone +49 (0)511 8550-2522.
When submitting your data, please state the Journal_Issue_
Advertiser and send the exact order data at the same time
as a printout of the advertisement with the final and binding
text and layout.

DELIVERING YOUR PRINT ADVERTORIAL
Please send the following content at least 5 business days
(advertorial basic) or 10 business days (advertorial premium)
before the deadline for the booked edition to
cm@schluetersche.de.

1/2 page print advertorial:
1-2 images (JPG or PNG in print quality incl. copyright/image
credits), approx. 1,500 characters of text
plus headline (Word file)

1/1 page print advertorial:

2 images (JPG or PNG in print quality incl. copyright/image
credits), approx. 2,500 characters of text plus headline and
introductory text (Word file)

2/1 page print advertorial:
3-5 images (JPG or PNG in print quality incl. copyright/im-
age credits), approx. 6,000 characters of text plus headline
and introductory text (Word file)

Note: With a premium advertorial, your supplied texts will be
optimised by us in terms of target group relevance, specialist
journalism and content. If you don't provide your own text,
our professional editorial team will create a text on your cho-
sen topic (please provide a briefing).

For details on text distribution and image formats, please
refer to our layout templates:
https://svg.to/print-advertorials

DELIVERY ADDRESS FOR
SPECIAL FORMS OF ADVERTISING

Dierichs Druck+Media GmbH & Co. KG
Warenannahme / Tor 2
Frankfurter Straße 168, 34121 Kassel
Acceptance times: Monday to Friday,
 7:00 a.m. to 6:00 p.m.
or by special arrangement.
Goods receiving, phone +49 (0)561 60280-362

TERMS OF PAYMENT
Account information:
8 days after date of invoice, 2% discount;
otherwise 30 days after invoice date without deduction.
VAT ID no. DE 316 433 496

BANK DETAILS
Bank details:
Commerzbank Hannover
IBAN number: DE21 2504 0066 0331 8961 00,
BIC: COBADEFFXXX
All prices plus VAT.

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& SANDGRUBE

Technical Specifications and Delivery

JOURNAL FORMAT
210 mm wide x 297 mm high, DIN A4 untrimmed: 216 mm wide x 303 mm high

PRINTING AND BINDING METHODS
Sheet-fed offset printing, saddle stitching

DATA FORMATS
Delivery of PDF/X-3 data. Halftone images require a resolution of at least 250 dpi, ideally 300 dpi. Line art minimum 600 dpi.
Text must be embedded. The data must not contain RGB, LAB or ICC colour spaces.

COLOURS
Printing colours (CMYK) according to ISO 12647-2 (PSO). Regarding converting and checking the colour space (ICC colour management), special reference is made to the standard offset profiles of the ECI (obtain the package "ECI_Offset_2009" free of charge at www.eci.org).

PROOF
Colour accuracy proof according to "Medienstandard Druck" (Print Media Standard) (bvdm). Digitally produced proofs must contain the FOGRA media wedge (available for a fee from www.fogra.org) to check the colour accuracy. Proofs must have an official print control strip. Please enquire about output profiles and paper classes for reference proofs.

DATA ARCHIVING
Data is archived for 1 year, unchanged repetitions are therefore usually possible. However, no data guarantee is given.

WARRANTY
The client is responsible for the timely delivery of the advertisement text and flawless print documents. If the customer does not provide flawless printing documents, the publisher shall print the advertisement in the quality permitted by the copy provided.
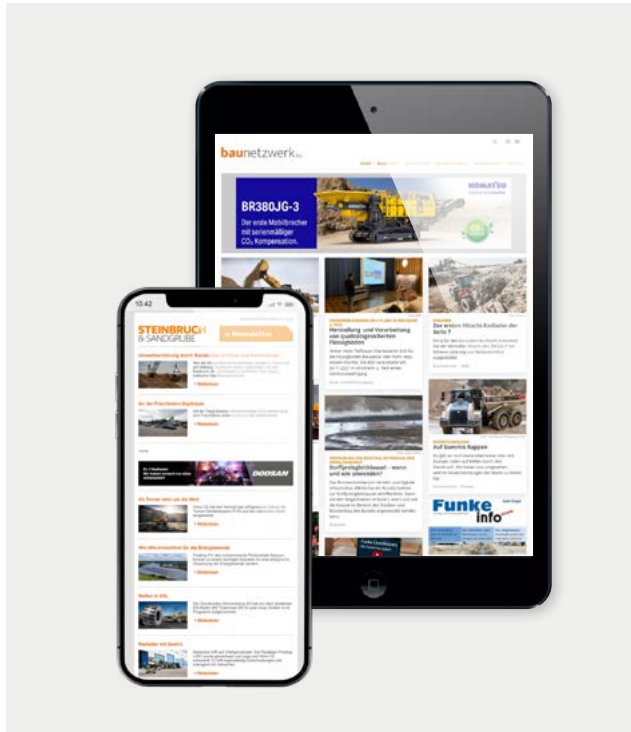
CONTACT
Service tel. +49 (0)511 8550-2522

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Digital

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Digital

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baunetzwerk.biz

PAGE IMPRESSIONS

266,200

Source Google Analytics,
baunetzwerk.biz 07/2021-06/2022

VISITS

153,700

Source Google Analytics,
baunetzwerk.biz 07/2021-06/2022

LENGTH OF VISIT

~ 2 min

per visit to the website

NEWSLETTER RECIPIENTS

~ 2,300

per mailing (as of June 2022)

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Newsletter

Full-size Banner

The full-size banner is placed centrally between individual news articles. If you book the premium placement, it is placed in a particularly attention-grabbing position above the first news article.
Format: 468 x 60 px

€ 490
Premium placement: € 690

per dispatch

Medium Rectangle

The medium rectangle is placed in a high-profile position between individual news articles in the middle of the editorial content.
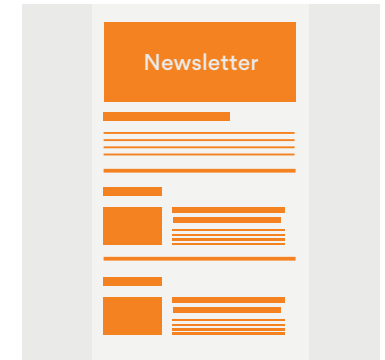Format: 300 x 250 px

€ 550

per dispatch

Text Ads

Text ads are structured in the same way as our articles and marked with the word "advertisement". They include 1 image (480 x 320px), 1 headline (max. 55 characters), 1 teaser text (max. 300 characters) with a link to your chosen URL.

€ 650

per dispatch

Standalone Newsletter

The standalone newsletter is structured to match the look and feel of the regular newsletter in terms of content, layout and design and marked with the word "advertisement". The content of the entire newsletter is provided by the customer. Incl. one correction loop.
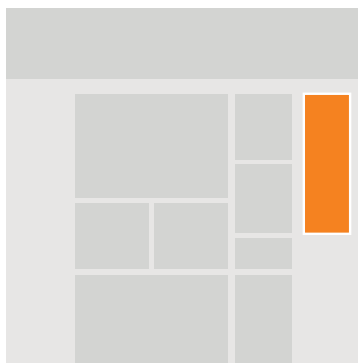
€ 1,750

per dispatch

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Newsletter Dates

Month	Issue	Dispatch
January	1	10/01/23
	2	24/01/23
February	3	07/02/23
	4	21/02/23
March	5	07/03/23
	6	21/03/23
April	7	04/04/23
	8	18/04/23
May	9	02/05/23
	10	16/05/23
	11	30/05/23
June	12	13/06/23
	13	27/06/23

Month	Issue	Dispatch
July	14	11/07/23
	15	25/07/23
August	16	08/08/23
	17	22/08/23
September	18	05/09/23
	19	19/09/23
October	20	03/10/23
	21	17/10/23
	22	31/10/23
November	23	14/11/23
	24	08/11/23
December	25	05/12/23
	26	12/12/23

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Banners

STEINBRUCH
& SANDGRUBE

baunetzwerk.biz

For all banners!

Targeting options on request

Skyscraper

Eye-catching advertisement that is displayed on the right or left side of the website. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Not displayed on mobile devices.

Sizes
Standard: 120 x 600 px   **€ 690** per month
Wide: 160 x 600 px   **€ 750** per month

Note for all banners: in rotation with max. 3 advertisements

Medium Rectangle

Centrally positioned advert in the middle of the editorial content. Static/animated graphics or HTML5 animations are possible. Appears on all article pages. Displayed on mobile devices.

Sizes   **€ 790**
300 x 250 px   per month

Native Teaser

Authentically embedded advertisement within the article design with fixed placement on the homepage and article pages. Displayed on mobile devices.

Sizes
Image format 16:9 (640 x 400-450 px)
Overline max. 30 characters
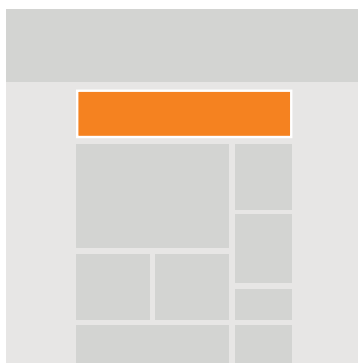Title line max. 55 characters   **€ 850**
Teaser text max. 156 characters   per month

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Banners

For all banners!

Targeting options on request

Billboard

Eye-catching advertisement directly under the website navigation. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Displayed on mobile devices.

Size
1075 x 250 px
(alternatively 970 x 250 px)

€ 890
per month

Note for all banners: in rotation with max. 3 advertisements

Wallpaper

Large advertising format, the superbanner and a skyscraper join together to create a single advertising space. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

Sizes
728 x 90 px
120 x 600 px or 160 x 600 px

€ 1,190
per month

Fireplace ad

Extra-large advertising format that creates a downward-facing frame around the website content. The seamlessly connected advertising spaces give the whole page the look of the advertiser. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Only partially displayed on mobile devices.

Sizes
1125 x 270 px or 1125 x 90 px
120 x 600 px or 160 x 600 px

€ 1,190
per month

Retargeting

Get a **better result** from your campaign with multiple approaches: extend your banner advertising with retargeting and **benefit twice!**

Here's how it works

All users who visit our website are **tagged.** If a user then visits another website from our **"Top 100 AGOF" marketing network**, we will also display **your banner there**.

We determine together in advance how many **ad impressions (insertions)** we will realise for your banner in this environment. At the end of the runtime, you will also receive a report on the **exact reach achieved by your campaign**.

Targeting options on request

1st Mark users

Visitors → Our website with your banner → Set marker

2. Reach users again

marked visitor | Find users on other websites | Your banner will be displayed there again

stern | CHIP ONLINE | IMMOBILIEN SCOUT24
N24 | GEO
Forbes | Bild.de | Gala
kicker | ZEIT ONLINE

and much more.

Price from € 1,000 for 50,000 ad impressions.

Availability, details and further information on request.

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Native Advertising: Online Advertorials

STEINBRUCH & SANDGRUBE

baunetzwerk.biz

Advertorials offer plenty of **space for your promotional content** and are placed directly in the editorial environment with the look and feel of our media brand. This format is particularly suitable for drawing the attention of **your target group to your brand or product**.

Your benefit

You receive a **fixed placement on the homepage as well as a microsite in the text/image standard of** our website – incl. links to your website in the text.

This means you benefit from a **credible environment**, a **high level of attention** and **target group-specific reach for** your content. You can supply the content yourself or have it **professionally created by our editorial team**. We also promote your advertorial in **our newsletter**.

Thinking across channels:
book a cross-media campaign with online and print advertorial!

Advertorial basic

Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 3 advertising formats. Displayed on mobile devices.

SPECIFICATION

▶ **Your texts are used 1:1 as delivered**

▶ **You provide us with the image material**

▶ **1 correction loop incl.**

▶ **Labelled as an advertisement**

▶ **Reach boost incl.**
1 text-image advertisement in the newsletter during the runtime

▶ **Extension at a discount rate available upon consultation**

€ 1,190
Runtime 1 month

Advertorial premium

Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 3 advertising formats. Displayed on mobile devices.

SPECIFICATION

▶ **Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created.**

▶ **You provide us with the image material**

▶ **1 correction loop incl.**

▶ **Labelled as an advertisement**

▶ **Reach boost incl.**
1 text-image advertisement in the newsletter during the runtime

▶ **Extension at a discount rate available upon consultation**

€ 2,690
Runtime 1 month

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Native Advertising: Sponsored Article

STEINBRUCH & SANDGRUBE

baunetzwerk.biz

Our editorial team writes about a relevant topic for you – we guarantee traffic for your article and you only pay for the readers that we actually reach! The sponsored article is an **informational text created by our editorial team** that is clearly geared towards the **needs of your target group.** The informative article is designed so that you attract **maximum attention** in the editorial environment and at the same time, are perceived as a **neutral expert.**

Your benefit

You receive a **fully-fledged article created by our editorial team,** including a **native teaser** in the text/image standard of our website and are named as the sponsor of the article – including a **link** to your website. The sponsored article always includes the target group-specific and search engine-optimised **text rewrite** and is **constantly reach and SEO-optimised** during the four-month runtime for the **maximum number of clicks** on your article and **long-term findability** in search engines.

You only pay for what you get: for each individual view of your article, you pay a pre-determined price.

Sponsored article

Findable in search engines

We are happy to prepare a reach forecast for your chosen topic in advance!

Full article incl. native teaser in the text/image standard of the website. Displayed on mobile devices.

SPECIFICATION

Editorial texts are newly created for you in a target group-relevant, search engine-optimised and specialist journalistic manner. The prerequisite is that the text is useful in terms of content and not promotional.

▶ Marked as a sponsored article
▶ Reach package incl.:
   We promote your sponsored article with targeted measures via suitable channels to achieve the maximum traffic for you and constantly optimise the content for Google, etc.
▶ Unlimited runtime;
   Active promotion for approx. 4 months
▶ Reporting with the most important key indicators at the end of the campaign

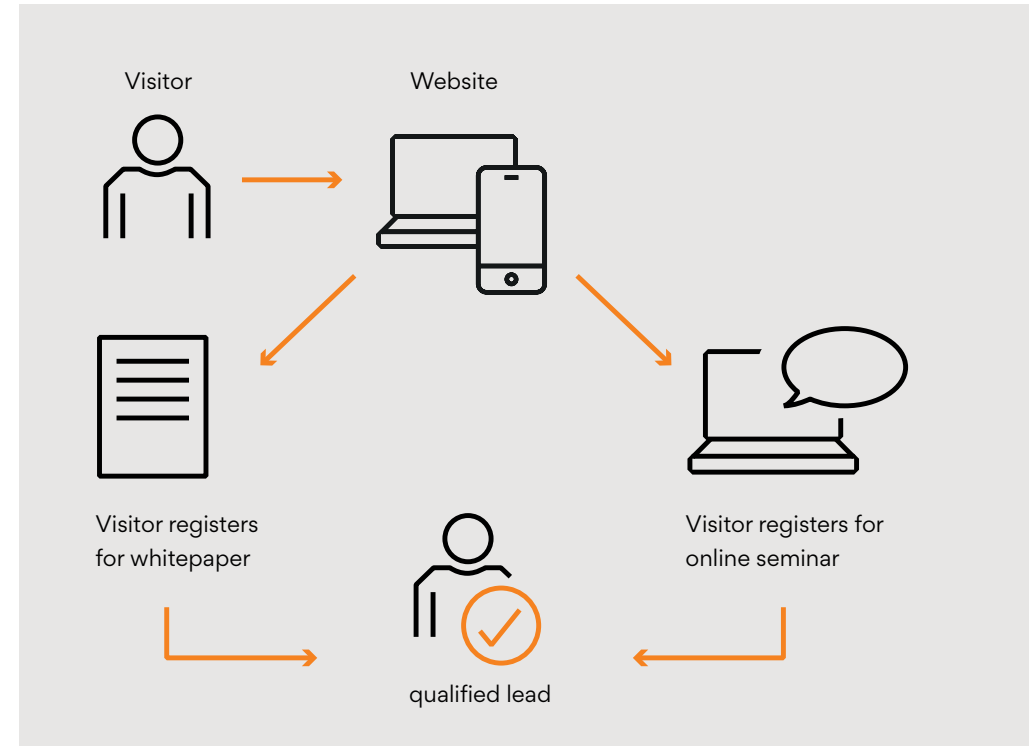**from € 20 per unique pageview (minimum purchase: 150 pcs; individually agreed upper limit possible)**

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Lead Generation

STEINBRUCH & SANDGRUBE

baunetzwerk.biz

Generate **direct contacts** who have a concrete **interest in your topic or product** on our channels.

Your benefit

We know what **really moves your target group:** We identify the appropriate **lead magnets (whitepaper or online seminar).**
You can supply the content yourself or have it created by our editorial team.

✓ You receive qualified contacts from us – with professional campaign management, targeted advertising measures and reporting.

✓ GDPR-compliant: all contacts are generated strictly according to the EU GDPR and can be used for your marketing and sales communication without risk.

✓ Further qualification measures ("lead nurturing") can be realised on an individual basis.

Visitor

Website

Visitor registers for whitepaper

Visitor registers for online seminar

qualified lead

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Lead Generation

We offer three types of **lead generation,** individually adapted to **your needs.**
Benefit from a **credible environment**, a **high level of acceptance** and the **wide reach** of our marketing channels to address potential customers!

We are happy to prepare
a lead forecast for you.

Lead generation with supplied finished content

▶ You supply a complete whitepaper or a recording of an online seminar.

▶ We make the content available for download on our website and mark it as an advertisement.

▶ We promote your content through our channels and generate leads for you.

▶ We provide you with the leads.

from € 2,890 plus CpL*

Runtime 4 months

Whitepaper creation with lead generation

▶ We create a whitepaper on a topic that appeals to your desired target group.

▶ We design the whitepaper in the look & feel of our media brand without advertising messages.

▶ We make the whitepaper available for download on our website.

▶ We promote the whitepaper through our channels and generate leads for you.

▶ We provide you with the leads.

from € 4,790 plus CpL*

Runtime 4 months

Online seminar creation with lead generation

▶ We create an online seminar on a topic that appeals to your desired target group.

▶ We design the online seminar in the look & feel of our media brand without advertising messages.

▶ We make the online seminar available for download on our website.

▶ We promote the live date & recording via our channels and generate leads for you.

▶ We provide you with the leads.

from € 6,190 plus CpL*

Runtime 4 months   *Cost per lead, individually agreed

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Content Creation

Reach your target groups with value content
Our specialist editorial teams produce content that is **relevant, credible and attention-grabbing** thanks to their in-depth understanding of readers, topics and markets. With this know-how, we develop value content for you.

Print and online, text and image, individual measures and overarching campaigns: Schlütersche handles **all the agency work for** you and creates content with which you can **influence your target group's purchasing decisions**. We are happy to advise you on suitable solutions.

✓ **Whitepaper**

✓ **Newsletter article**

✓ **Article for websites**

Experienced editors and experts

Create whitepaper

Create articles for newsletters

News

Create articles for websites

High level of attention from the target group (through utility)

Price on request

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Technical Specifications and Delivery

STEINBRUCH & SANDGRUBE

baunetzwerk.biz

DELIVERING YOUR WEBSITE BANNER DATA
Please send the banner as a PNG, GIF or JPG
(max. 40 kB) or as a HTML5 file (max. 400 kB) at least 7
business days before the booked publication date to
anzeigendaten-bnw@schluetersche.de
With HTML5 files, please provide all banner elements in a
.zip file and integrate a fallback solution for incompatible
browsers.

DELIVERING YOUR NEWSLETTER TEXT AD
Please send the text as a Word file and the
image as a PNG, GIF or JPG at least 7 business days
before the booked dispatch date to
anzeigendaten-sus@schluetersche.de

DELIVERING YOUR NEWSLETTER BANNER DATA
Please send the data as a PNG, GIF or JPG
at least 7 business days before the booked dispatch date
to anzeigendaten-sus@schluetersche.de . Animated GIFs are
also possible, however, they may not play
correctly on all devices.
DELIVERING YOUR ONLINE ADVERTORIAL

Please send the following content at least 5 business days
(advertorial basic) or 10 business days
(advertorial premium) before the booked
publication date to anzeigendaten-bnw@schluetersche.de:

▶ Images in the format 16:9 (image file no larger than 250
  KB) as a JPG, GIF or PNG incl. copyright/image credit: 1
  lead image (1920 x 1080 px),
  additional article images (900 x 640 – 1920 x 1080 px):
  1 with Advertorial Basic, up to 9 with Advertorial Premium

▶ Text as a Word file: overline (max. 30 characters),
  title (max. 55 characters), teaser (max. 111 characters),
  article text (max. 3000 characters), if desired
  captions (max. 255 characters each)

▶ Links to external sites or articles,
  YouTube videos or download material as required

DELIVERING YOUR STANDALONE NEWSLETTER
Please send the following content at least 10 business days

before the booked dispatch date to
anzeigendaten-sus@schluetersche.de:

▶ Subject line & headline: "Customer-Name: Headline"
  (total max. 68 characters incl. spaces)
▶ Customer logo (min. 180 px wide) + link to
  customer website
▶ Header image (600 x 250 px, JPG, PNG or GIF)
▶ Monothematic: 1 long text (Word file, 1400 characters
  incl. spaces) + link, 1 additional image optional (600 px
  wide, max. 250 px high, JPG, PNG or GIF)
  or
  Polythematic: 1 lead text (Word file, max. 400 characters
  incl. spaces) + link, up to 3 short articles with article
  image (180 x 120 px, JPG, PNG or GIF), headline (55
  characters incl. spaces), text (Word file, max. 300
  characters incl. spaces) + link
▶ Company contact details

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Technical Specifications and Delivery

STEINBRUCH
& SANDGRUBE

baunetzwerk.biz

DELIVERING YOUR CONTENT FOR LEAD CAMPAIGNS

Please send the following content at least 10 business days before the agreed publication date to anzeigendaten-bnw@schluetersche.de:

▶ Whitepaper (PDF, max. 6 MB) or online seminar recording (MP4, duration approx. 1 hour)

▶ For the landing page: 1 title image: (min: 900 x 640 px, max: 1920 x 1080 px), headline (approx. 60 characters incl. spaces), teaser text (max. 300 characters incl. spaces), introductory text (800-1000 characters incl. spaces)

▶ Optional additional material for advertising: image/logo (180 x 120 px), headline (approx. 50 characters), teaser text (approx. 300 characters), banner in Skyscraper, Medium Rectangle and/or Billboard format.

DELIVERING YOUR RETARGETING BANNER

Please send your banner as a GIF or JPG to anzeigendaten-bnw@schluetersche.de:

▶ At least one of the following formats (when delivering a billboard, please supply an additional format.): 970 x 250 px, 300 x 300 px, 320 x 50 px, 800 x 250 px, 300 x 600 px, 320 x 480 px, 320 x 160 px, 300 x 250 px (the more formats that you provide us with, the bigger the potential reach of your retargeting campaign)

▶ Technical specifications: max. 150 KB and SSL-secure, animated advertisements must be static after 30 seconds, 3rd party (javascript or html) max. 150 KB and SSL-secure, iFrame only possible from DoubleClick

TERMS OF PAYMENT

Account details:
8 days after invoice date, 2% discount; otherwise 30 days without deduction. Direct debit possible.
VAT ID no. DE 316 433 496

Bank details:
Commerzbank Hannover
IBAN no.: DE21 2504 0066 0331 8961 00
BIC: COBADEFFXXX

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We have even more to offer!
Discover the Schlütersche
media group portfolio.

Portfolio

Portfolio

Construction

ASPHALT & BITUMEN

baunetzwerk.biz

DIE SCHWEIZER **BAUSTOFF-INDUSTRIE**

STEINBRUCH & SANDGRUBE

STRASSEN- & TIEFBAU

Health and Care

PFLEGEKAMMER

pflegen-online.de

TOP-MANAGEMENT PFLEGE Frauennetzwerk

Trade

genau

handwerk.com

HOLZHELDEN

Norddeutsches Handwerk

Industry

Aluminium Praxis Zeitung für Bearbeitung & Anwendung

INTERNATIONAL **ALUMINIUM** JOURNAL

BLECH

KONSTRUKTION & ENTWICKLUNG

Das Branchenblatt der Kunststoffindustrie **K** **ZEITUNG**

NC FERTIGUNG

PROTECTOR

SICHERHEIT.info

Motor Vehicles and Mobility

amz DIE AFTERMARKETZEITSCHRIFT

bfp FUHRPARK & MANAGEMENT

bfp FUHRPARK & MANAGEMENT AKADEMIE

bfp FORUM

AUTO RÄDER REIFEN **GUMMI BEREIFUNG**

AKADEMIE **GUMMI BEREIFUNG**

Animal Health

Der Praktische Tierarzt

Deutsches Tierärzteblatt

Kleintierpraxis

NEWS **VETS**

TIERISCH DABEI

vetline Akademie

vetline.de

BERLINER UND MÜNCHENER **TIERÄRZTLICHE WOCHENSCHRIFT** Deutsche Tierärztliche Wochenschrift

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Everything for Your Online Presence

You do your job. We've got your online marketing covered!

We lead your company forward and make it easy for you to attract new employees and customers, increase your sales among existing customers and handle regulations and legislation with confidence. We support you with our extensive industry experience and tried-and-tested products that are continually optimised.

We do our job, so you can do yours. Undisturbed. And with peace of mind, knowing that everything is taken care of. Make your marketing decisions with confidence!

Find our complete product portfolio at:
https://schluetersche-marketing.de/produkte

Website

Websites today are much more than a digital business card. They can help you to attract new customers and even recruit new employees – think of it almost like having a digital colleague. In short, every modern company needs a website. We show you the easy way to achieve an effective online presence that is informative, appealing and legally compliant.
https://schluetersche-marketing.de/produkte/webseiten

Local Listing

Making your business show up in local searches is becoming increasingly important: two trillion searches are conducted on Google each year and more than a third of these are for nearby services or products. To make sure that you are found in these searches, it is important that you are listed on as many different internet portals as possible, along with your up-to-date address information. You can do this easily with our product: "Local Listing".
https://schluetersche-marketing.de/produkte/local-listing

SEO

The easy way to help your website climb to the top of Google searches etc.! More than 90% of internet users turn to search engines to find information and services. Through search engine optimisation (SEO), we ensure that you rank highly in the search results. Almost 70% of all internet users only choose one link from page 1 of the search results.
https://schluetersche-marketing.de/produkte/suchmaschinenoptimierung

Don't want to miss out on any information? Subscribe to our free online marketing newsletter today at: https://schluetersche-marketing.de/newsletter

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G Google Partner

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Contact

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We Are Here For You!

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www.baunetzwerk.biz

Reader/subscription service

vertrieb@schluetersche.de
Phone +49 (0)511 8550-2638

Print data

Simply upload the data to the AdPortal independently, track the current status and make adjustments.

Send questions about the AdPortal to anzeigendaten@schluetersche.de or call +49 (0)511 8550-2522.

Alternatively, send data to anzeigendaten-sus@schluetersche.de

All prices plus VAT.

Our GTC

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