

# DIE SCHWEIZER BAUSTOFF-INDUSTRIE

L'industrie suisse des  
matériaux de construction

MEDIA DATA 2024



# Contents



DIE SCHWEIZER BAUSTOFF-INDUSTRIE – At a Glance

3



Print

6



Digital

20



Further Portfolio

34



Contact

37

# At a Glance

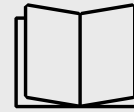
DIE SCHWEIZER  
**BAUSTOFF-INDUSTRIE**

**baunetzwerk**.biz



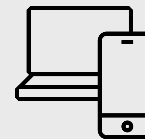
## PRINT → DIE SCHWEIZER BAUSTOFF-INDUSTRIE

The magazine focuses on the extraction of construction raw materials, their further processing in asphalt and concrete plants, and their subsequent use on construction sites. As an advertising partner, you benefit from target group-specific reach in a high-profile environment.



## ONLINE → baunetzwerk.biz

The information portal for decision-makers in the raw materials and building materials industry as well as the construction industry, including civil engineering and road construction, brings together information about raw materials extraction, building materials production and their uses. The website and newsletter provide direct digital access to the industry.



### PRINT RUN

Ø 2,600

Average per issue 01/07/2022 to 30/06/2023

### PAGE IMPRESSIONS

Ø 17,930

Source Google Analytics,  
monthly average 07/2022-06/2023

### NEWSLETTER RECIPIENTS

~ 700

per mailing (as of July 2023)



# Topics 2024

Issue	1 January/February	2 March/April	3 May/June	4 July/August	5 September/October	6 November/December
Deadline	22/01/24	18/03/24	16/05/24	01/08/24	12/09/24	23/10/24
Printing data deadline	24/01/24	20/03/24	21/05/24	05/08/24	16/09/24	25/10/24
Publishing date	16/02/24	16/04/24	13/06/24	28/08/23	10/10/24	20/11/24
Topics	<p>Construction materials and technology, concrete / bitumen</p> <p>Gravel mining / gravel extraction / renaturalization</p> <p>Recycling management in practice</p> <p>Tunnelling: technology and processes, formwork, tubbings</p> <p>Construction machinery: crusher / cement mixer, concrete pumps</p>	<p>Plant manufacturing / conveyor technique</p> <p>Baustoffe: Recycling, urban mining, circular concrete</p> <p>construction vehicles: excavator, dumper, wheel loader</p> <p>Digitalization in machine control</p> <p>Occupational health and safety</p> <p>Preview Kies- und Betontage 2024, Zurich</p>	<p>Review Kies- und Betontage, Zurich</p> <p>Gravel plant / gravel mining / revegetating</p> <p>Concrete construction/ formwork / scaffolding</p> <p>Infrastructure construction: roads, bridges, traffic routes</p> <p>Current tunnelling projects</p> <p>Construction machinery: maintenance, service, financing</p>	<p>Recycling management in focus</p> <p>RC construction materials / urban mining</p> <p>Plant manufacturing / conveyor technique</p> <p>Infrastructure construction: Confederation and cantons as building owners</p> <p>Construction machinery: crusher, screening and dosing systems</p>	<p>Preview FSKB-Herbstanlass 2024</p> <p>Plant manufacturing / conveyor technique / processing</p> <p>Construction material extraction and processing</p> <p>Occupational safety / health / accident prevention</p> <p>Intralogistics in gravel plants: truck, transporter, dumper digitalization in construction</p>	<p>Gravel mining / gravelextraction</p> <p>Machinery: screening, classifying, dosing</p> <p>Circular economy/ urban mining</p> <p>Tunnelling in Europe</p> <p>Infrastructure / road construction</p> <p>Vocational training / continuing education</p>
						Yearbook 2024
Trade fairs and exhibitions	<p>■ Review Swissbau, Basel</p>	<p>■ Preview Kies- und Betontage 2024 03 - 04 May 2024, Zurich</p> <p>■ Preview BetonTage, 14 - 16 May 2024, Ulm (GER)</p>	<p>■ Preview Swiss Tunnel Congress 12 - 13 June 2024, KKL Luzern</p>	-	<p>■ Preview FSKB-Herbstanlass October 2024, Zurich</p>	<p>■ Preview Baumag 23 - 26 January 2025, Luzern</p>

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

# Target Groups

## Owners & management



Owners and management of construction and extraction companies, processing industries and transport service providers

## Executives



Managers, senior employees from the gravel / sand industry, brick industry, natural stone and cement industry

## Investment decision-makers and planners



Decision-makers and planners from transport companies, the concrete industry, public authorities, road construction and civil engineering as well as the recycling / demolition / disposal sectors

## Science and engineering companies



Engineers, employees from science, technology and mechanical engineering as well as decision-makers and multipliers from the fields of planning, research and teaching



# Print



# Print



Copies per issue, as of July 2023

Publication frequency: 6 x per year  
56th volume 2024

PRINT RUN

Ø 2,600

ACTUAL DISTRIBUTED  
CIRCULATION

2,575

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

if purchased within 12 months  
(insertion year)

**Frequency scale**

3 times 5 %  
6 times 10 %  
9 times 15 %

Supplements and technical  
costs are not discountable.  
For more extensive contracts,  
conditions on request.

**COMBINATIONS**

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

# Circulation and Distribution Analysis

CIRCULATION MONITORING

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

VOLUME..... 56th volume 2024

CIRCULATION ANALYSIS

Copies per issue on an annual average from 1 July 2022 to 30 June 2023

Print run .....	2,600	
Actual distributed circulation.....	2,575	of those, outside Switzerland..... 699
Sold circulation .....	1,024	of those, outside Switzerland.....225
– Subscribed copies .....	697	of those, for members .....
– of those, outside Switzerland.....	225	217
– of those, for members .....	445	
– Retail sales.....	0	
– Other sales .....	327	
of those, outside Switzerland .....	8	
Free copies. ....	1,551	
of those, outside Switzerland .....	474	
Rest-, Archiv- und Belegexemplare.....	25	

GEOGRAPHICAL DISTRIBUTION ANALYSIS

Economic area:	Share of actual distributed circulation	
	%	Copies
Domestic:	72.9	1,876
Abroad:	27.1	699
Actual distributed circulation:	100	2,575



# Summary of the Analysis Method

## SUMMARY OF THE ANALYSIS METHOD FOR DISTRIBUTION ANALYSIS (AMF SCHEME 2, ITEM 18)

### 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:** ..... 6,561

**2.3 Total number of varying recipients:** ..... 4,795

#### 2.4 Structure of recipients of an

average issue according to forms of distribution:

- **Sold circulation.** ..... 1,024

**of those: subscribed copies** ..... 697

Retail sales ..... 0

Other sales ..... 327

- Free copies. .... 1,551

**of those: permanent free copies** ..... 381

rotating free copies ..... 1,039

advertising copies ..... 131

**Actual distributed circulation** ..... 2,575  
of those, domestic ..... 1,876  
of those, abroad ..... 699

### 3. Description of the analysis

#### 3.1 Population (proportion studied)

Actual distributed circulation ..... 2,575 = 100%

of those, not included in the analysis: ..... 178 = 6.91%

- Retail sales ..... 0

- Other ..... 47

- Advertising copies ..... 131

Of the actually distributed circulation,  
the analysis represents ..... 2,397 = 93.09%

**3.2 Date of file evaluation:** ..... 17/07/2023

#### 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:** ..... 01/07/2022 to 30/06/2023

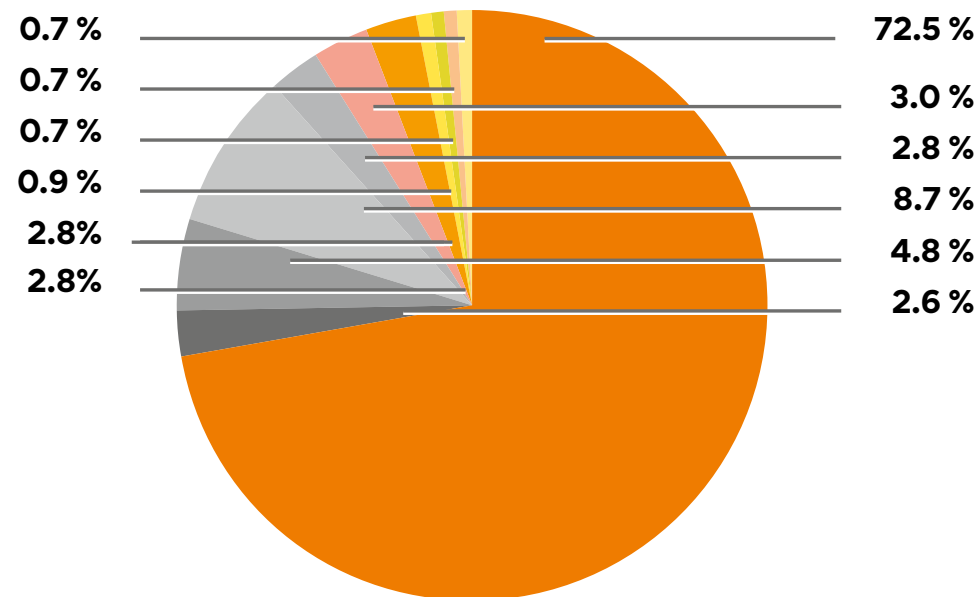
**3.7 Execution of the analysis:** ..... publishe

# Recipient Structure Analysis

## SECTORS/INDUSTRIES/SPECIALIST FIELDS/OCCUPATIONAL GROUPS

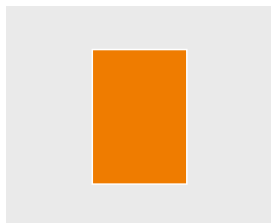
Recipient groups:	Share of actual distributed circulation	
	%	Expl.
Building contractors	72.5	1,866
Road traffic engineering	2.6	66
Extraction operations	4.8	123
Manufacturers of construction materials	8.7	224
Demolition/disposal	2.8	72
Government agencies / authorities / associations	3.0	77
Construction machinery / system	2.8	72
Advice / planning	0.9	22
Swiss General Contractors' Association (VSGU)	0.7	18
Members of the Swiss Mischgut Association	0.7	18
Miscellaneous	0.7	18
<b>tvA ges.</b>	<b>100</b>	<b>2,575</b>

\* Base: Publisher file, multiple answers possible.



# Advertisements

1/1 page



Bleed: 210 × 297 mm

4.290 CHF

Junior page

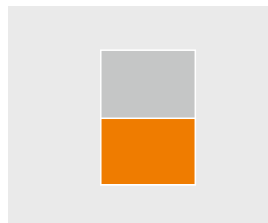


Bleed: 132 × 187 mm

Type area: 115 × 165 mm

2.350 CHF

1/2 page landscape



Bleed: 210 × 148 mm

Type area: 175 × 121 mm

2.350 CHF

1/2 page portrait



Bleed: 100 × 297 mm

Type area: 85 × 248 mm

2.350 CHF

1/3 page landscape



Bleed: 210 × 102 mm

Type area: 175 × 79 mm

1.690 CHF

1/3 page portrait

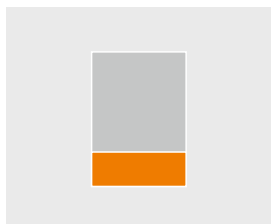


Bleed: 68 × 297 mm

Type area: 55 × 248 mm

1.690 CHF

1/4 page landscape



Bleed: 210 × 79 mm

Type area: 175 × 58 mm

1.350 CHF

1/4 page portrait



Bleed: 52 × 297 mm

Type area: 40 × 248

1.350 CHF

1/4 page 2-column

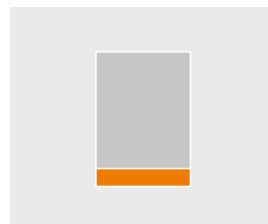


Bleed: 100 × 148 mm

Type area: 85 × 121 mm

1.350 CHF

1/8 page landscape

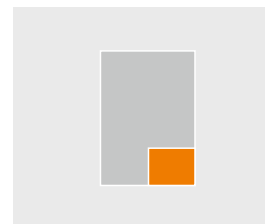


Bleed: 210 × 45 mm

Type area: 175 × 26 mm

790 CHF

1/8 page 2-column



Bleed: 100 × 79 mm

Type area: 85 × 58 mm

790 CHF

Invoicing in **EURO** is possible.  
The exchange rate at the time of  
the order confirmation applies.

Bleed plus 3 mm bleed overleaf



# Classified Ads and Special Placements

**CLASSIFIED ADS**

(per millimetre, 44 mm wide)	4c
Purchases/sales,	
Job offers .....	5,50 CHF
Job requests .....	4,50 CHF

**PLACEMENT SURCHARGES**

Title area 194 x 180 mm .....	on request
Display across the gutter .....	Surcharge 10 %
Binding placement .....	Surcharge 20 %

**TEXT FOR COVER PICTURE**

Headline max. 40 characters and text max. 220 characters  
+ company address and contact details

# Special Formats

## Bound inserts



Scope: 2- 4 pages

Format: 213 x 307 mm

Submission of a sample required.

Weight: 130 - 170 g/m<sup>2</sup>

Special formats on request.

### BOUND INSERTS

Quantity 2,800, format 213 x 307 mm.

(Head trim: 5 mm, inner edge: 3 mm)

- ▶ Two pages ..... 2.790 CHF
- ▶ Four pages ..... 4.590 CHF

## Supplements



Format: 105 x 148 – 200 x 283 mm Weight: up to 50g, Single sheets DIN A6 min. 150 g/m<sup>2</sup>, Single sheets larger than DIN A6 min. 115 g/m<sup>2</sup>

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

from 350 CHF/thousand

## Affixed advertising material



Affixed postcards/product samples/CDs/brochures. Can only be booked in conjunction with an advertisement (1/2) or bound insert. Only total print run bookable, submission of binding sample required.

from 250 CHF/thousand

# Yearbook

The supplier and service provider directory for  
the Swiss building materials industry



Photo: Werner Müller

Industry partners introduce themselves.

Advertisement deadline: 17/10/2024

Copy deadline: 25/10/2024

The yearbook is published in the December issue of  
DIE SCHWEIZER BAUSTOFF-INDUSTRIE.

**Prices:**

Company portrait 1/1 page **1.240 CHF**

The yearbook is also published as an  
eMagazine at [www.baunetzwerk.biz](http://www.baunetzwerk.biz)

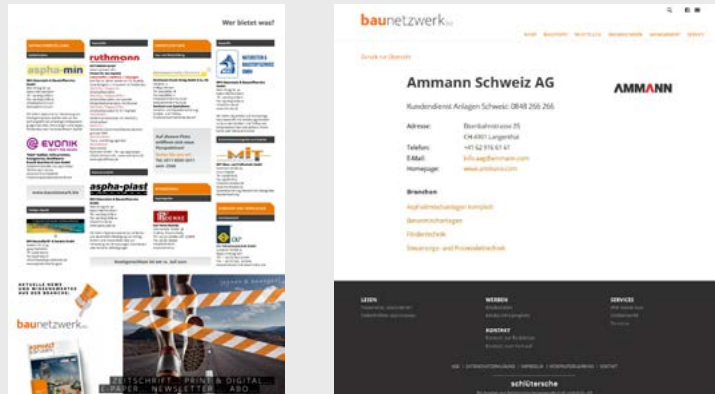
**Additional eMagazine options:**

Link to a video **38 CHF**



# Industry Guide

## Who offers what? - The industry guide



- ✓ 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

Each additional info line

Each additional category

260 CHF  
15 CHF  
50 % discount

Runtime until cancelled; minimum 12 months.

Collective invoice in the middle of the runtime.

### Additional benefits:

Online media library with up to 20 images and videos

Surcharge

250 CHF

You can find an overview of the categories at

<https://www.baunetzwerk.biz/index.php/verzeichnis/suche>

# Native Advertising: Print Advertorials

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 content yourself or have it professionally created or edited by our specialist editorial team.

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

\*Additional ad formats available; prices on request.

## Advertorial basis



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\*: 4.290 CHF

## 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.

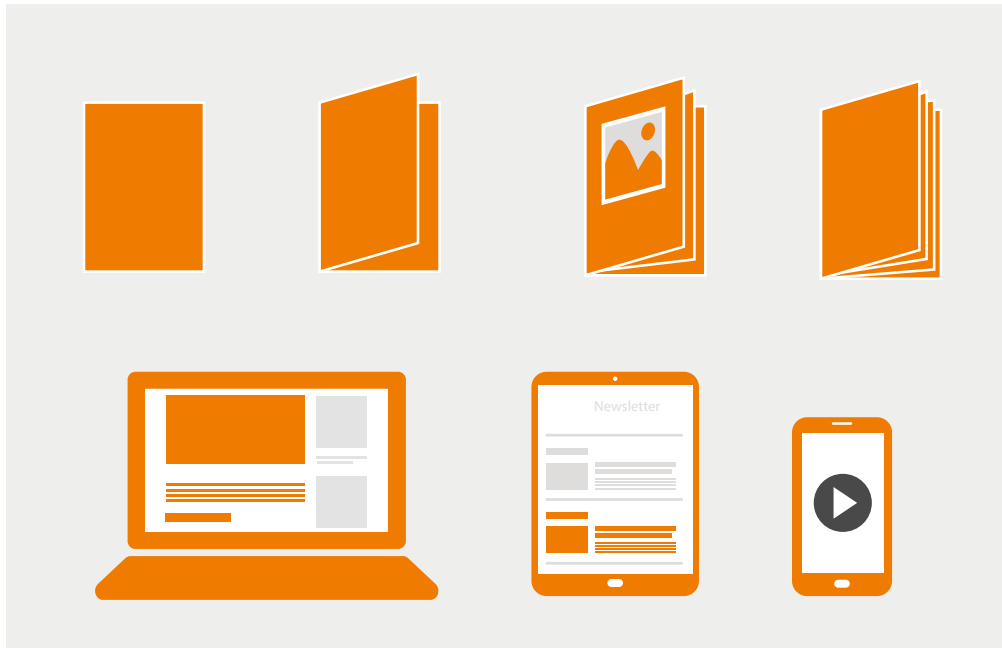
### SPECIFICATION

- ▶ 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\*: 5.590 CHF

# 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**



# Technical Specifications and Delivery

## DELIVERING YOUR ADVERTISING DATA

E-mail: [anzeigendaten-dsb@schluetersche.de](mailto:anzeigendaten-dsb@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](mailto: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/image 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 chosen 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

Silber Druck oHG

Otto-Hahn-Straße 25, 34253 Lohfelden

Delivery note: Die Schweizer Baustoff-Industrie, Issue ...

Prepaid delivery to the printing house

## TERMS OF PAYMENT

8 days after invoice date, 2% discount; otherwise 30 days without deduction. SEPA direct debit in Germany with 3% discount.

VAT ID no.: DE 115051385

Payment option in Swiss francs or euros.

## BANK DETAILS

### Switzerland:

PostFinance AG

IBAN Nummer: CH19 0900 0000 4030 1637 4

BIC: POFICHBEXXX

### Germany:

Commerzbank Hannover

IBAN: DE03 2504 0066 0150 0222 00

BIC: COBADEFFXXX

# 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 conversion and control of 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](http://www.eci.org)).

## PROOF

Colour accuracy proof according to "Medienstandard Druck" (Print Media Standard) (bvdn). Digitally produced proofs must contain the FOGRA media wedge (available for a fee from [www.fogra.org](http://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.

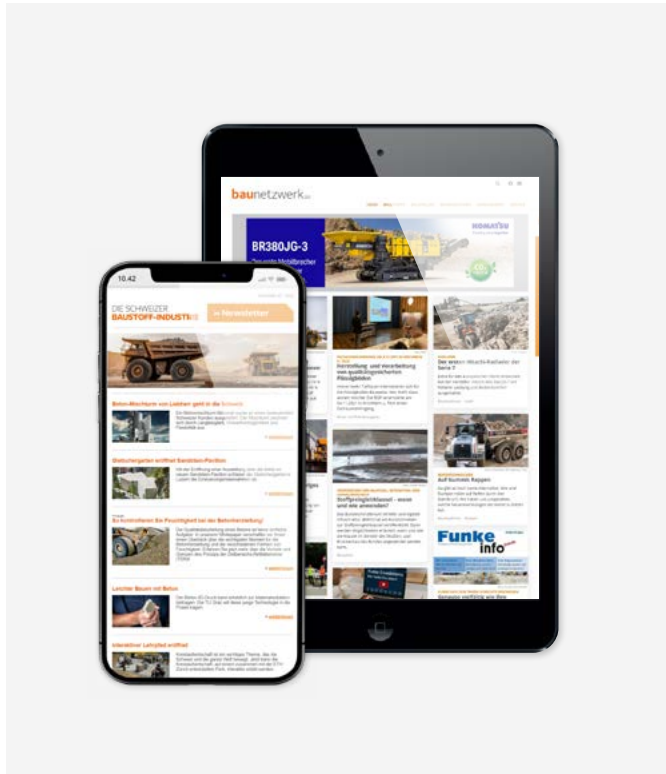
## CONTACT

Service tel. +49 (0)511 8550-2522



# Digital

# Digital



## PAGE IMPRESSIONS

Ø 17,930

Source Google Analytics,  
monthly average 07/2022-06/2023

## VISITS

Ø 8,500

Source Google Analytics,  
monthly average 07/2022-06/2023

## LENGTH OF VISIT

Ø 11,000

Source Google Analytics,  
monthly average 07/2022-06/2023

## NEWSLETTER RECIPIENTS

~ 700

per mailing (as of July 2023)



# 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

**450 CHF**

**Premium placement: 690 CHF**  
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

**490 CHF**  
per dispatch

## Wide Banner



The wide banner is placed centrally across the entire width of the newsletter between the individual news items. Format: 600 x 120 px

**650 CHF**  
per dispatch

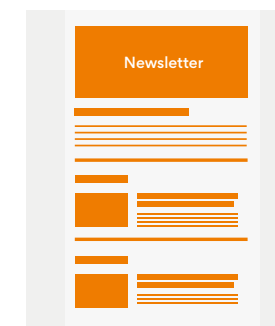
## Text Ads



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 CHF**  
per dispatch

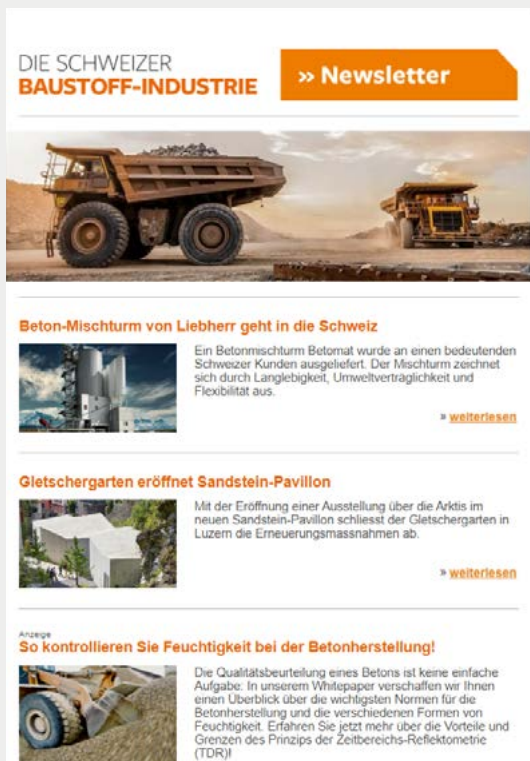
## Standalone Newsletter



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 CHF**  
per dispatch

# Newsletter Dates

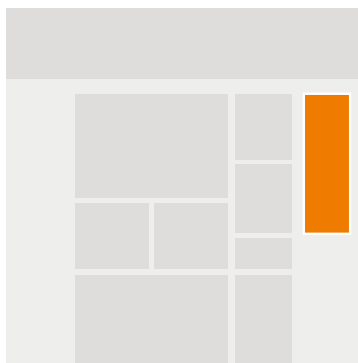


Month	Issue	Dispatch
January	1	15/01/24
February	2	15/02/24
March	3	15/03/24
April	4	15/04/24
May	5	15/05/24
June	6	15/06/24
July	7	13/07/24
August	8	15/08/24
September	9	14/09/24
October	10	16/10/24
November	11	15/11/24
December	12	14/12/24

# Banners



## 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  
Wide: 160 x 600 px

**690 CHF** per month  
**750 CHF** per month

## 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

300 x 250 px

**750 CHF**  
per month

## Native Teaser



Authentisch eingebettete Werbeform im Artikeldesign mit fester Platzierung auf der Startseite und auf den Artikelseiten. Wird mobil ausgespielt.

### Sizes

Image format 16:9 (1075 x 605 px)  
Overline max. 30 character  
Title line max. 55 character  
Teaser text max. 156 character

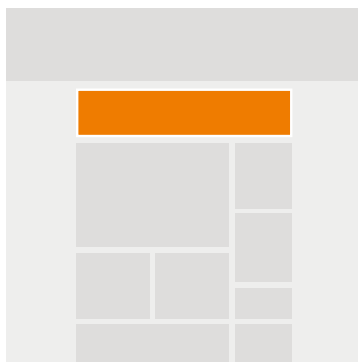
**850 CHF**  
per month

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

# Banners



## Billboard



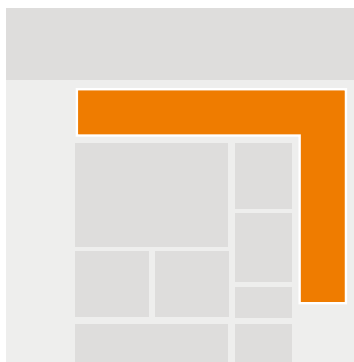
Eye-catching advertisement directly under the website navigation.  
Static/animated graphics or HTML5 animations are possible.  
Appears on all pages, including the homepage.  
Displayed on mobile devices.

### Size

1,075 x 250 px  
(alternatively 970 x 250 px)

**890 CHF**  
per month

## 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.

### Size

728 x 90 px  
120 x 600 px oder 160 x 600 px

**1.150 CHF**  
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.

### Size

1,125 x 270 px oder 1,125 x 90 px  
120 x 600 px oder 160 x 600 px

**1.150 CHF**  
per month

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

# 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**.



Price from 990 CHF. Details and further information on request.

# Native Advertising: Online Advertorials

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

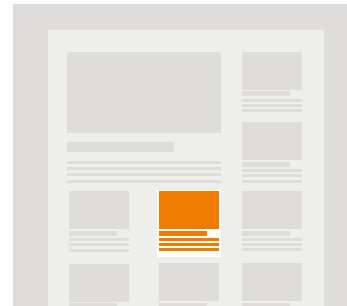
## Your benefit

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 **specialist editorial team**. We also promote your advertorial in **our newsletter**.

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

## Advertorial basis

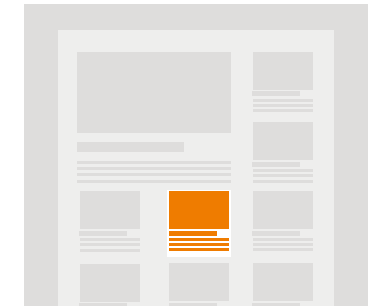


Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 3 advertisements. Displayed on mobile devices.

### 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. **1.150 CHF**  
1 text-image advertisement in the newsletter during the runtime Laufzeit 1 Monat
- ▶ Extension at a discount rate available upon consultation

## Advertorial premium



Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 3 advertisements. 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 **2.590 CHF**  
1 text-image advertisement in the newsletter during the runtime Laufzeit 1 Monat
- ▶ Reach boost incl. **2.590 CHF**  
1 text-image advertisement in the newsletter during the runtime Laufzeit 1 Monat
- ▶ Extension at a discount rate available upon consultation



# Native Advertising: Sponsored Article

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

**You only pay for what you get:** you pay a pre-determined price for each user of your article.

## Sponsored Article



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 CHF per user (minimum purchase: 150 pcs.; individually agreed upper limit possible)**

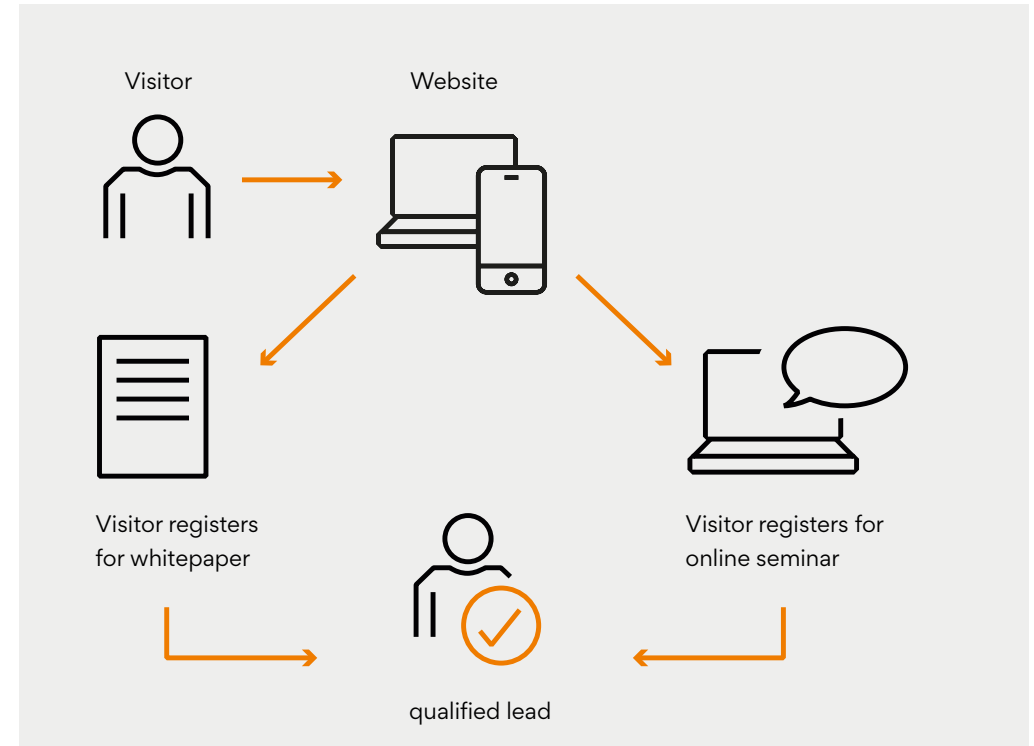
# Lead Generation

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 individually.



# 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 3.090 CHF plus Cpl\*

Runtime 4 months

## Whitepaper creation with lead generation

- ▶ We create a whitepaper on a topic that appeals to your chosen 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 5.190 CHF 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 6.690 CHF plus Cpl\*

Runtime 4 months

\*Cost per lead, individually agreed

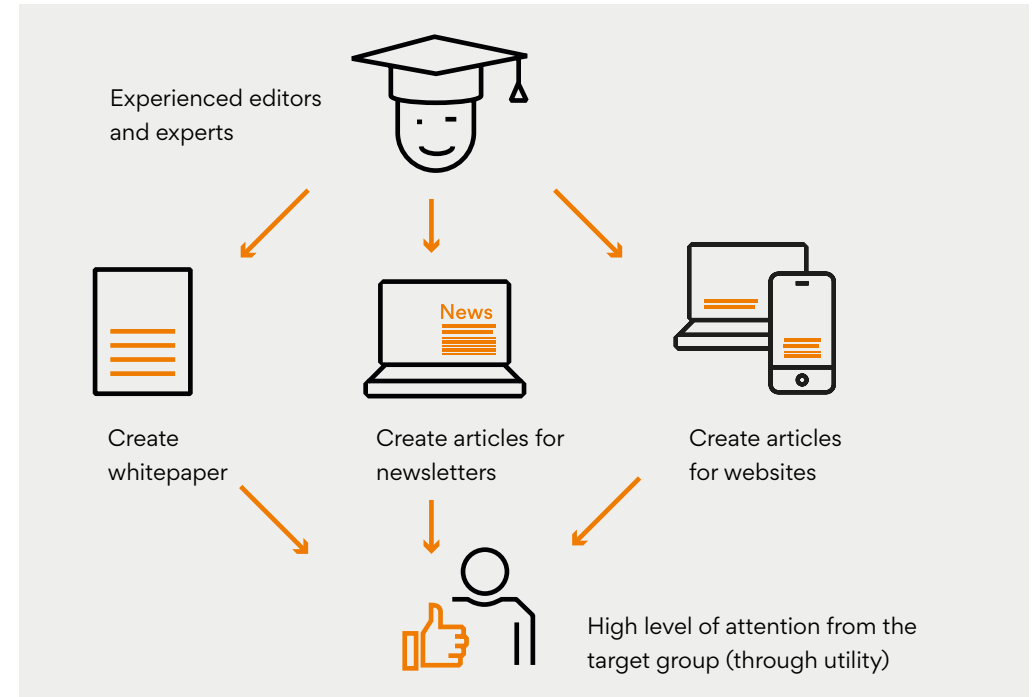
# Content Creation

## 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



Price on request

# Technical Specifications and Delivery

## 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](mailto:anzeigendaten-bnw@schluetersche.de)

For HTML5 files (responsive), please deliver 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-aub@schluetersche.de](mailto:anzeigendaten-aub@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-aub@schluetersche.de](mailto:anzeigendaten-aub@schluetersche.de).

Animated GIFs are also possible, however, they may not play correctly on all devices.

## ANLIEFERUNG IHRES ONLINE-ADVERTORIALS

Please send the following content at least 7 working days (Advertorial Basic), or 10 working days (Advertorial Premium) before the booked publication date to

[anzeigendaten-bnw@schluetersche.de](mailto:anzeigendaten-bnw@schluetersche.de):

- ▶ Images in 16:9 format (image file no larger than 250 KB) as JPG, GIF or PNG incl. copyright/picture credits: 1 lead image (1075 x 605 px), further article images (900 x 640 - 1920 x 1080 px): 1 for Advertorial Basic, up to 9 for 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-aub@schluetersche.de](mailto:anzeigendaten-aub@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

# Technical Specifications and Delivery

## 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](mailto:anzeigendaten-bnw@schluetersche.de):

- ▶ Whitepaper (PDF, max. 6 MB) or online seminar recording (MP4, duration approx. 1 hour)
- ▶ For the landing page: 1 cover image: 1075 x 605 px (16:9), Heading (approx. 60 characters including spaces), Teaser text (max. 300 characters including spaces), introductory text (800-1000 characters including 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](mailto:anzeigendaten-bnw@schluetersche.de):

- ▶ At least one of the following formats (when delivering a billboard, please supply an additional format.):  
970 x 250 px, 728 x 90 px 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 115 051 385

### Bank details:

Commerzbank Hannover  
IBAN no.: DE03 2504 0066 0150 0222 00  
BIC: COBADEFF250



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



# Portfolio



# Strong brands under one roof

## Animal Health

Our media reaches the entire practice from vet to veterinary assistant: trade magazines are supplemented by online portals, e-learning offers and a job market.

129,100 ..... Impressions<sup>1</sup>  
 6,100 ..... Newsletter recipients<sup>2</sup>  
 70,402 ..... Readers<sup>3</sup>

**2** **2** **5**  
**Homepages** **Newsletters** **Magazines**

Kleintierpraxis  
 News 4 Vets  
 Tierisch dabei  
 Deutsches Tierärzteblatt  
 Der praktische Tierarzt

[www.vetline.de](http://www.vetline.de)  
[tfa-wissen.de](http://tfa-wissen.de)

## Construction

Current insights into the construction industry, always very close to the industry: we provide decision-makers with the knowledge base for management and investment.

17,930 ..... Impressions<sup>1</sup>  
 8,500 ..... Newsletter recipients<sup>2</sup>  
 110,860 ..... Readers<sup>3</sup>

**1** **4** **4**  
**Homepages** **Newsletters** **Magazines**

Asphalt & Bitumen  
 Die Schweizer Baustoffindustrie  
 Steinbruch und Sandgrube  
 Straßen und Tiefbau  
[www.baunetzwerk.biz](http://www.baunetzwerk.biz)

## Trade

With our media, we offer tradespeople valuable practical knowledge. Readers<sup>3</sup> and users receive the latest industry news in print and digital form for business management and investment decisions.

198,800 ..... Impressions<sup>1</sup>  
 8,500 ..... Newsletter recipients<sup>2</sup>  
 110,860 ..... Readers<sup>3</sup>

**1** **2** **2**  
**Homepages** **Newsletters** **Magazines**

Genau  
 Norddeutsches Handwerk

[www.handwerk.com](http://www.handwerk.com)

## Motor Vehicles and Mobility

Knowledge for all those who are mobile: this is available in our magazines amz, AutoRäderReifen and bfp. The annual bfp FORUM brings together decision-makers and experts from the industry.

194,900 ..... Impressions<sup>1</sup>  
 14,400 ..... Newsletter recipients<sup>2</sup>  
 65,613 ..... Readers<sup>3</sup>

**3** **3** **3**  
**Homepages** **Newsletters** **Magazines**

amz - Die Aftermarketzeitschrift  
 AutoRäderReifen-Gummibereifung  
 bfp - FUHRPARK & MANAGEMENT  
[www.amz.de](http://www.amz.de)  
[www.gummibereifung.de](http://www.gummibereifung.de)  
[www.fuhrpark.de](http://www.fuhrpark.de)

## Industry

Everything for industry: whether aluminium, sheet metal or plastics – our trade media provide comprehensive information on developments and trends in magazines and online portals.

109,600 ..... Impressions<sup>1</sup>  
 13,500 ..... Newsletter recipients<sup>2</sup>  
 81,607 ..... Readers<sup>3</sup>

**6** **9** **6** **8**  
**Homepages** **Newsletters** **Magazines** **LinkedIn profiles**

Blech Protector  
 K Zeitung Konstruktion und Entwicklung  
 NC Fertigung International Aluminium Journal  
[www.aluminium-journal.de](http://www.aluminium-journal.de) [www.blechonline.de](http://www.blechonline.de)  
[www.k-zeitung.de](http://www.k-zeitung.de) [www.ncfertigung.de](http://www.ncfertigung.de)  
[www.protector.de](http://www.protector.de) [www.konstruktion-entwicklung.de](http://www.konstruktion-entwicklung.de)

<sup>1</sup> Source Google Analytics, monthly cumulative average 07/2022-06/2023

<sup>2</sup> Cumulated per dispatch, as of July 2023

<sup>3</sup> Cumulative printed copies per issue, as of June 2023

# Everything for your online presence



*Coco makes digital communication simple*

## Your Marketing Cockpit

COCO combines relevant communication channels and functions in one marketing system. The all-in-one approach makes it possible to create content centrally and publish it with one click, adapted to the respective channel.



Be visible with your website



Maintain contacts via social media profiles



Grow with your online ads

*We have everything you need*

## Your all-inclusive experience

- ✓ Build your digital channels with COCO.
- ✓ With COCO, you communicate with your target group.
- ✓ With COCO, you generate reach.



Website construction kit



Social media management



Google Business



Newsletters



Online ads

We are also happy to support you with your project. Many different services are available to you for this purpose.

Visit us for more information at

[www.coco.one](http://www.coco.one)





# Contact

# We Are Here For You!



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Tel. +49 (0)511 8550-8822

## 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](mailto:anzeigendaten@schluetersche.de) or phone +49 (0)511 8550-2522.

Alternatively, send data to [anzeigendaten-dsb@schluetersche.de](mailto:anzeigendaten-dsb@schluetersche.de)

All prices plus VAT.

Our GTC