

STRASSEN- & TIEFBAU

Official publication for the road
construction and civil engineering
trade in the Central Association
of the German Construction Industry

MEDIA DATA 2024



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At a Glance

**STRASSEN-
& TIEFBAU**

baunetzwerk.biz



PRINT → STRASSEN- & TIEFBAU

The target group and recipients of the magazine are primarily **members of the Road Construction and Civil Engineering Technical Group** of the ZDB (Central Association of the German Construction Industry). This includes decision-makers and executives in road construction and civil engineering, engineering firms and local authorities (public sector clients), construction companies and manufacturers of construction materials.



ONLINE → baunetzwerk.biz

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



PRINT RUN

Ø 4,500

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

~ 2,600

per mailing (as of June 2023)

Topics 2024

Issue	1 January/February	2 March/April	3 May/June	4 July/August	5 September/October	6 November/December
Deadline	12/01/24	04/04/24	30/05/24	01/08/24	18/09/24	14/11/24
Printing data deadline	16/01/24	08/04/24	03/06/24	05/08/24	20/09/24	18/11/24
Publication date	05/02/24	26/04/24	21/06/24	23/08/24	11/10/24	06/12/24
Topics	road construction, canal construction, civil engineering, paving technology, digitalization: BIM, KI, software / apps for civil engineering and road construction, Preview 36. Oldenburger Rohrleitungsforum	Preview IFAT 2024 , road construction, canal construction, civil engineering, paving technology, earthworks and foundation engineering, machines: attachments	Review IFAT 2024 canal construction, civil engineering, paving technology, bridge and concrete construction	Previews GaLa Bau 2024 and 69. Nordbau 2024 , road construction, canal construction, civil engineering, paving technology, construction management, digitalization: BIM, KI, software / apps for civil engineering and road construction	Water-sensitive urban planning and Sponge City road construction canal construction civil engineering paving technology bridge and concrete construction sustainable construction Marktübersicht Planierarbeiten	road construction canal construction civil engineering rainwater management paving technology earthworks and foundation engineering Yearbook 2024
Trade fairs and exhibitions	<ul style="list-style-type: none"> ■ InfraTech 2024 Fachmesse für Straßen- und Tiefbau: „Rethinking Infrastructure“ 09.-11/01/2024, Essen ■ 52. VDBUM-Großseminar 30.01.- 02/02/2024, Willingen ■ 36. Oldenburger Rohrleitungsforum 08.-09/02/2024, Oldenburg ■ 24. Göttinger Abwassertage 20.-21/02/2024, Göttingen ■ 22. Deutsche Asphalttage 21. - 23/02/2024, Berchtesgaden 	<ul style="list-style-type: none"> ■ 36. Lindauer Seminar 2024 Praktische Kanalisationstechnik – Zukunftsfähige Entwässerungssysteme 14. - 15/03/2024, Lindau 	<ul style="list-style-type: none"> ■ IFAT 2024 Weltleitmesse für Wasser-, Abwasser-, Abfall- und Rohstoffwirtschaft 13. - 17/05/2024, München ■ 68. BetonTage, Concrete Solutions 14.-16/05/2024 Ulm 	-	<ul style="list-style-type: none"> ■ 69. NordBau 04. - 08/09/2024, Neumünster ■ GaLaBau 2024 Internationale Leitmesse Urbanes Grün und Freiräume 11. - 14/09/2024, Nürnberg ■ IAA Transportation Internationale Leitmesse für Nutzfahrzeuge 17. - 22/09/2024 ■ Deutscher Straßen- und Verkehrskongress 2024 23. - 25/10/2024, Bonn 	-

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

Target Groups

Construction companies



Management, procurement and directors in companies from road construction and civil engineering, constructional and foundation engineering as well as the construction machinery industry, extraction and processing companies and trade

Planning and engineering sector



Project management, civil engineering and specialists from structural and civil engineering, constructional and foundation engineering, earthworks and engineering construction

Decision-makers



Managers and investment managers from road construction and civil engineering, public authorities, the construction machinery industry as well as building materials extraction and production

Authorities



Employees, planners, decision-makers and multipliers from authorities and agencies, testing bodies and universities



Print

Print



Copies per issue, as of July 2023
Publication frequency: 6x per year
78th volume 2024

PRINT RUN

Ø 4,500

ACTUAL DISTRIBUTED CIRCULATION

4,411

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

VOLUME..... 78th volume 2024

CIRCULATION ANALYSIS

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

Print run	4,500		
Actual distributed circulation.....	4,411	of those, abroad	113
Sold circulation	1,205	of those, abroad	41
Subscribed copies.....	1,179	of those, for members	587
– Retail sales.....	–		
– Other sales	26		
Free copies.....	3,206		
Remaining, archive and file copies	89		

GEOGRAPHICAL DISTRIBUTION ANALYSIS

Economic area:	Share of actual distributed circulation	
	%	Copies
Domestic:	97.4	4,298
Abroad:	2.6	113
Actual distributed circulation:	100	4,411

Circulation and Distribution Analysis

BREAKDOWN OF DOMESTIC CIRCULATION BY POSTCODE AREAS

	%	Exemplare
Postcode area 0	7.92	340
Postcode area 1	7.03	302
Postcode area 2	11.21	482
Postcode area 3	11.38	489
Postcode area 4	10.73	461
Postcode area 5	10.20	438
Postcode area 6	7.61	327
Postcode area 7	10.10	434
Postcode area 8	12.03	517
Postcode area 9	11.79	507
Inland Gesamt	100	4,298

BREAKDOWN BY NIELSEN REGIONS

	%	Exemplare
Nielsen region 1 (Hamburg, Bremen, Schleswig-Holstein, Lower Saxony)	17.20	739
Nielsen region 2 (North Rhine-Westphalia)	17.34	745
Nielsen region 3a (Hesse, Rhineland-Palatinate, Saarland)	13.09	563
Nielsen region 3b (Baden-Württemberg)	12.07	519
Nielsen region 4 (Bavaria)	21.41	920
Nielsen region 5 (Berlin)	2.39	103
Nielsen region 6 (Mecklenburg-Western Pomerania, Brandenburg, Saxony-Anhalt)	7.84	337
Nielsen region 7 (Thuringia, Saxony)	8.66	372
Gesamt	100	4,298

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: 39,706

2.3 Total number of varying recipients: 38,101

2.4 Structure of recipients of an

average issue according to forms of distribution:

- Sold circulation.	1,205
of those: subscribed copies	1,179
Retail sales	0
Other sales	26
- Free copies	3,206
of those: permanent free copies	765
Rotating free copies	2,030
Advertising copies	411

Actual distributed circulation	4,411
of those, domestic	4,298
of those, abroad	113

3. Description of the analysis

3.1 Population (proportion studied)

Actual distributed circulation	4,411 = 100%
of those, not included in the analysis:	478 = 7.82%
- Retail sales	0
- Other	67
- Advertising copies	411
Of the actually distributed circulation, the analysis represents	3,933 = 89.16 %

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

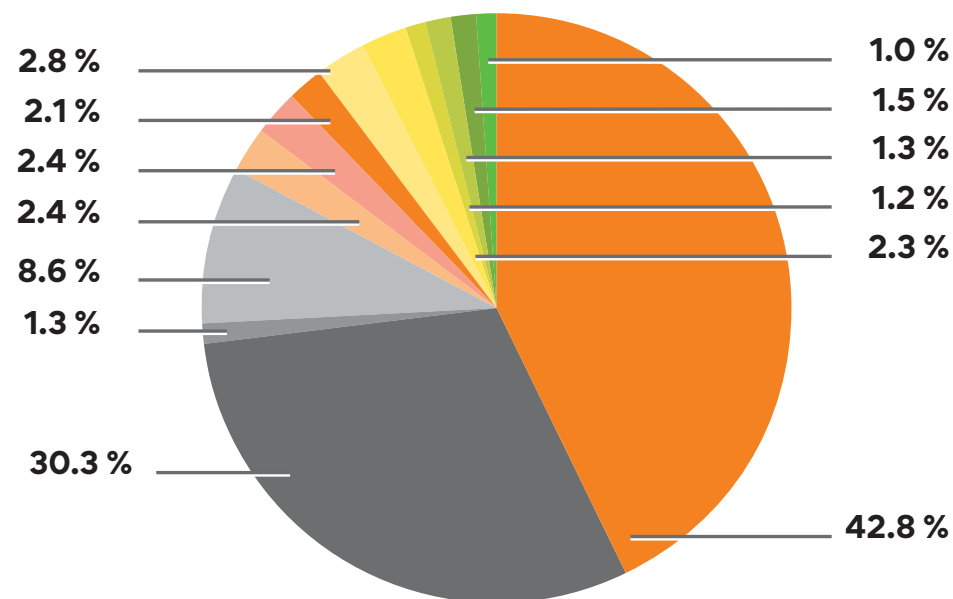
3.6. Analysis period: 01/07/2022 to 30/06/2023

3.7. Execution of the analysis: publisher

Recipient Structure Analysis

SECTORS/INDUSTRIES/SPECIALIST FIELDS/OCCUPATIONAL GROUPS

Economic area:	Share of actual distributed circulation	
	%	Copies
Construction company – civil engineering/road construction	42.8	1,888
Construction company – civil engineering	30.3	1,337
Construction company – civil engineering/demolition	1.3	56
Construction company – road construction	8.6	380
Road traffic engineering	2.4	107
Construction company – special civil engineering	2.4	106
Sewer construction quality mark	2.1	94
Road and civil engineering authorities	2.8	125
Construction company – bridge building	2.3	101
Road construction/highway authorities	1.2	54
Members of research assoc.	1.3	57
Testing bodies for road construction	1.5	65
Other	1.0	42
Actual distributed circulation:	100	4,411



Advertisements

1/1 page



Bleed: 210 × 297 mm

€ 2,990

Junior page



Bleed: 132 × 187 mm
Type area: 115 × 165 mm

€ 1,490

1/2 page landscape



Bleed: 210 × 148 mm
Type area: 175 × 121 mm

€ 1,490

1/2 page portrait



Bleed: 100 × 297 mm
Type area: 85 × 248 mm

€ 1,490

1/3 page landscape



Bleed: 210 × 102 mm
Type area: 175 × 79 mm

€ 990

1/3 page portrait



Bleed: 68 × 297 mm
Type area: 55 × 248 mm

€ 990

1/4 page landscape



Bleed: 210 × 79 mm
Type area: 175 × 58 mm

€ 750

1/4 page portrait



Bleed: 52 × 297 mm
Type area: 40 × 248

€ 750

1/4 page 2-column



Bleed: 100 × 148 mm
Type area: 85 × 121 mm

€ 750

1/8 page landscape



Bleed: 210 × 45 mm
Type area: 175 × 26 mm

€ 490

1/8 page 2-column



Bleed: 100 × 79 mm
Type area: 85 × 58 mm

€ 490

Bleed plus 3 mm bleed overleaf

Classified Ads and Special Placements

CLASSIFIED ADS

(per millimetre, 44 mm wide)	4c
Purchasing/sales, vacancies	€ 2,90
Job requests.....	€ 2,53

PLACEMENT SURCHARGES

Title page 194 x 180 mm	on request
Inside front cover or back cover, 4c.....	€ 3,300
Other specific placement requirements	25 % surcharge
Headline up to 40 characters and text up to 220 characters.	

Special Formats

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 € 2,118
- Four pages € 2,919
- More pages On request

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 circulation on request.

Submission of a sample required.

from € 270/Thousand

Affixed advertising material



Affixed postcards/product samples/CDs/brochures. Only bookable in conjunction with an advertisement. Only bookable as a complete print run, submission of binding sample required.

from € 230

The supplier and service provider directory
for the road construction and civil engineering trades



Industry partners introduce themselves.

Advertisement deadline: 28/10/2024

Printing data deadline: 01/11/2024

The yearbook is published in
the December issue of STRASSEN- & TIEFBAU.

Prices:

Company profile 1/1 page € 890

The yearbook is also published as an eMagazine
at www.baunetzwerk.biz.

Additional eMagazine options:

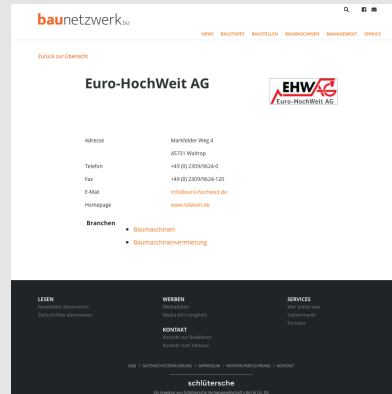
Link to a video € 35

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 **€ 280**

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:

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>

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 advertising 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*: € 2,990

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*: € 4,490

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-sut@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/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: Straßen- und Tiefbau, Issue ...

Prepaid delivery to the printing house

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.

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) (bvdn). 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

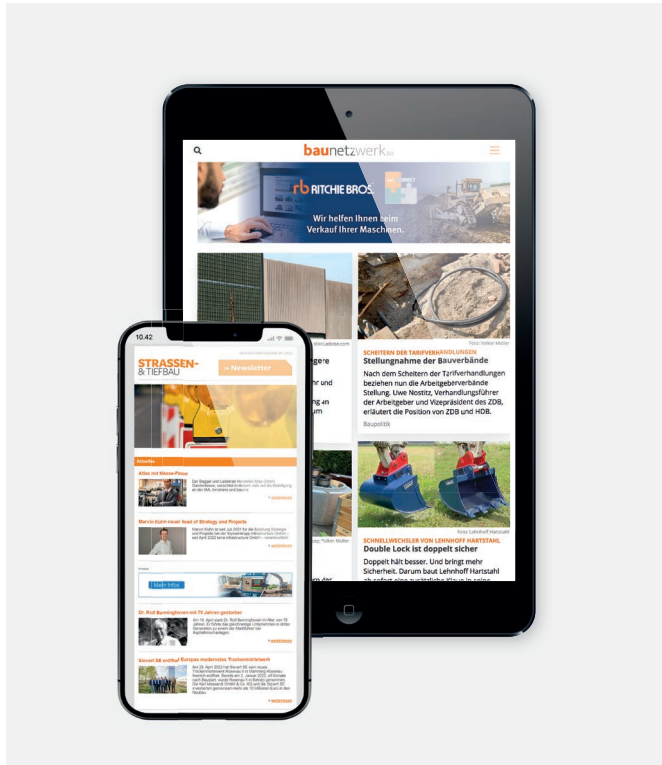
The client is responsible for the timely delivery of the advertisement text and flawless print documents. If the customer does not provide flawless printing documents, the publisher shall print the advertisement in the quality permitted by the copy provided.

CONTACT

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



Digital



PAGE IMPRESSIONS

Ø 17,930

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

TOTAL USERS

Ø 8,500

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

VISITS

Ø 11,000

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

NEWSLETTER RECIPIENTS

~ 2,600

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

€ 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

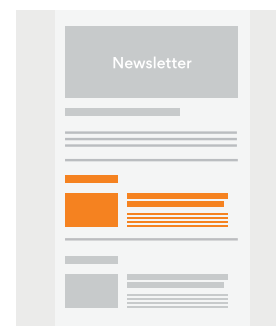
Wide Banner



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

€ 650
per mailing

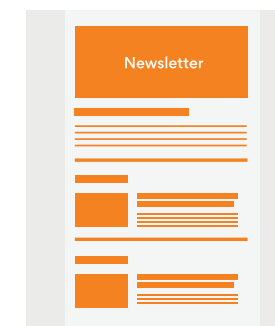
Text Ads



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

Newsletter Dates

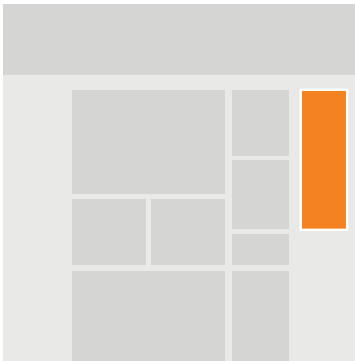
Month	Issue	Versand
January	1	11/01/24
	2	25/01/24
February	3	08/02/24
	4	22/02/24
March	5	07/03/24
	6	21/03/24
April	7	04/04/24
	8	18/04/24
May	9	02/05/24
	10	16/05/24
	11	30/05/24
June	12	13/06/24
	13	27/06/24

Month	Issue	Versand
July	14	11/07/24
	15	25/07/24
August	16	08/08/24
	17	22/08/24
September	18	05/09/24
	19	19/09/24
October	20	03/10/24
	21	17/10/24
	22	31/10/24
November	23	14/11/24
	24	28/11/24
December	25	12/12/24
	26	19/12/24

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

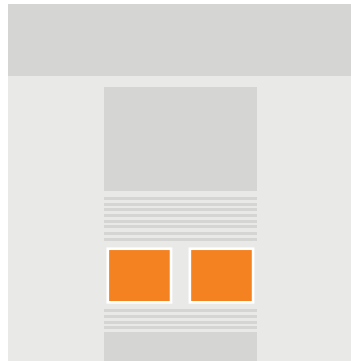
Standard: 120 x 600 px

Wide: 160 x 600 px

€ 690 per month

€ 750 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.

Größen

300 x 250 px

€ 790

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 (1075 x 605 px)

Overline max. 30 characters

Title line max. 55 characters

Teaser text max. 156 characters

€ 850

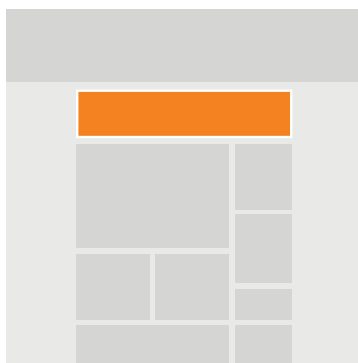
per month

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

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**.



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

Availability, 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 basic

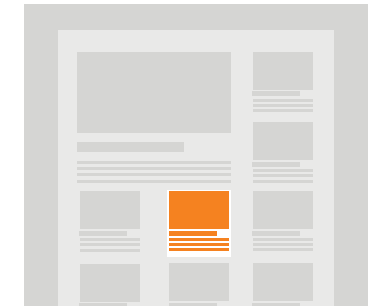


Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 3 advertisements. Displayed on mobile devices.

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. **€ 1,190**
- 1 text-image advertisement in the newsletter during the runtime Runtime 1 month
- ▶ 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 **€ 2,690**
- ▶ Reach boost incl. Runtime 1 month
- 1 text-image advertisement in the newsletter during the runtime
- ▶ 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 € per user (mimum purchase: 150 pcs.;
individually agreed upper limit possible)

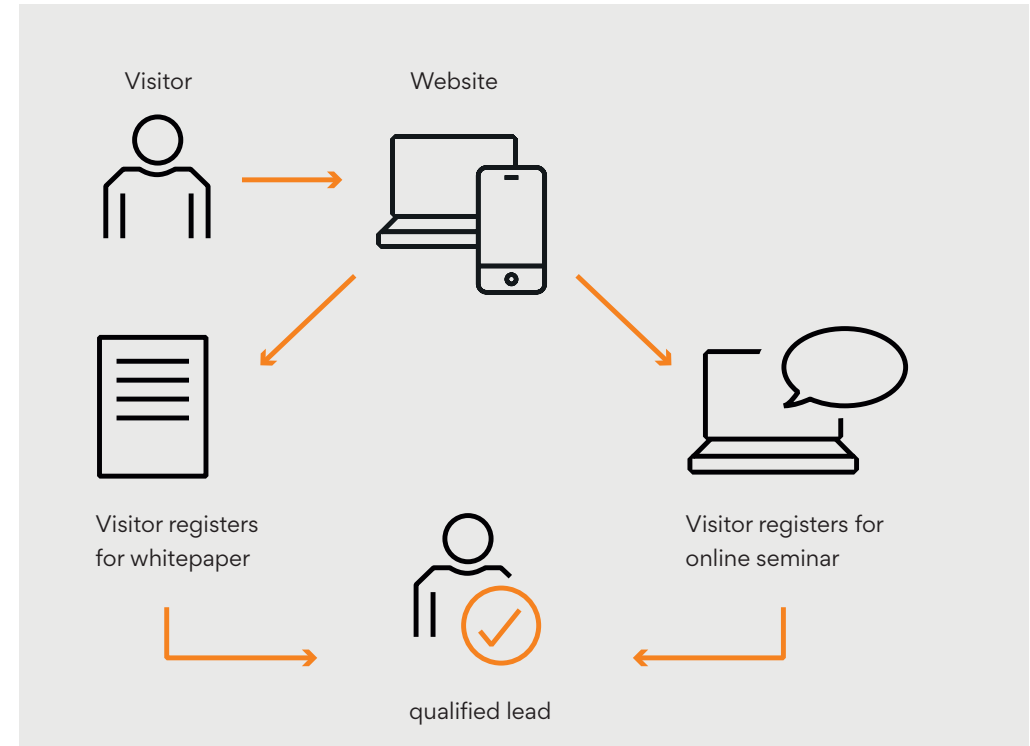
Lead Generation

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-Generierung



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 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 € 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, individuell vereinbart

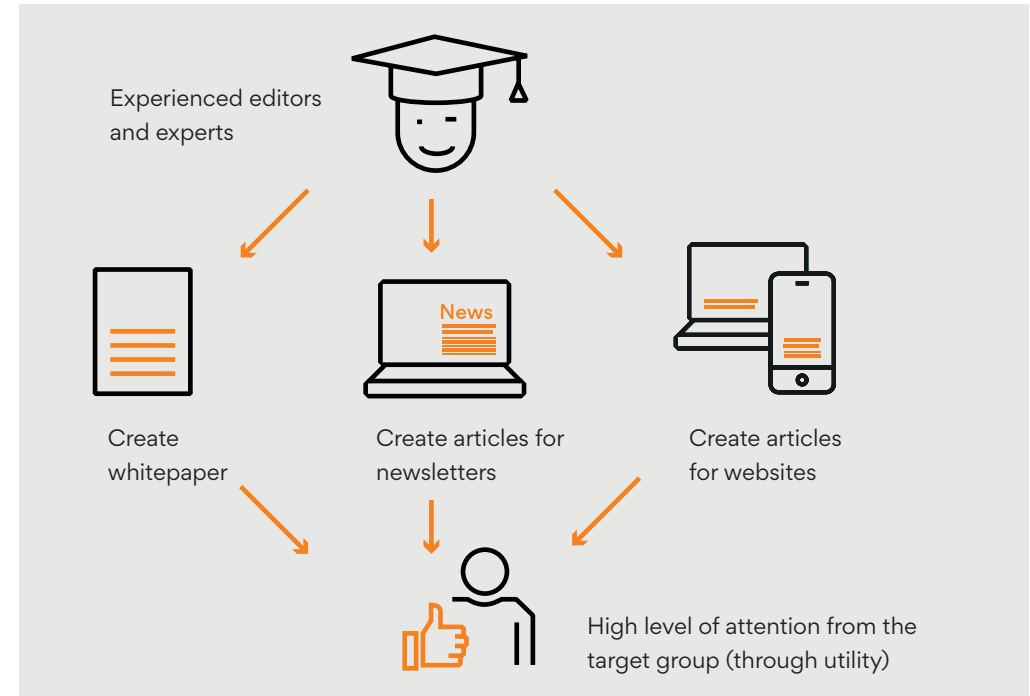
Content Creation

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

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

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.

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:

- ▶ 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:

- ▶ 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:

- ▶ 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:

- ▶ 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 Impressions¹
 6,100 Newsletter recipients²
 70,402 Readers³

2 Homepages
2 Newsletters
5 Magazines

Kleintierpraxis
 News 4 Vets
 Tierisch dabei
 Deutsches Tierärzteblatt
 Der praktische Tierarzt

www.vetline.de
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 Impressions¹
 8,500 Newsletter recipients²
 110,860 Readers³

1 Homepages
4 Newsletters
4 Magazines

Asphalt & Bitumen
 Die Schweizer Baustoffindustrie
 Steinbruch und Sandgrube
 Straßen und Tiefbau
www.baunetzwerk.biz

Trade

With our media, we offer tradespeople valuable practical knowledge. Readers³ and users receive the latest industry news in print and digital form for business management and investment decisions.

198,800 Impressions¹
 8,500 Newsletter recipients²
 110,860 Readers³

1 Homepages
2 Newsletters
2 Magazines

Genau
 Norddeutsches Handwerk

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 Impressions¹
 14,400 Newsletter recipients²
 65,613 Readers³

3 Homepages
3 Newsletters
3 Magazines

amz - Die Aftermarketzeitschrift
 AutoRäderReifen-Gummibereifung
 bfp - FUHRPARK & MANAGEMENT
www.amz.de
www.gummibereifung.de
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 Impressions¹
 13,500 Newsletter recipients²
 81,607 Readers³

6 Homepages

9 Newsletters

6 Magazines

8 LinkedIn profiles

Blech Protector
 K Zeitung Konstruktion und Entwicklung
 NC Fertigung International Aluminium Journal
www.aluminium-journal.de www.blechonline.de
www.k-zeitung.de www.ncfertigung.de
www.protector.de www.konstruktion-entwicklung.de

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

² Cumulated per dispatch, as of July 2023

³ 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



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We Are Here For You!



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