DIE SCHWEIZER
BAUSTOFF-INDUSTRIE

L' industrie suisse des matériaux de construction

MEDIA DATA 2023

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Contents

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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.
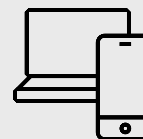
PRINT RUN

Ø 2,617

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

~ 700

per mailing (as of July 2022)

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Topics 2023

DIE SCHWEIZER BAUSTOFF-INDUSTRIE

Issue	1 January/February	2 March/April	3 May/June	4 July/August	5 September/October	6 November/December
Deadline	05/01/23	09/03/23	15/05/23	03/07/23	05/09/23	06/11/23
Printing data deadline	09/01/23	13/03/23	17/05/23	05/07/23	07/09/23	08/11/23
Publication date	01/02/23	05/04/23	13/06/23	28/07/23	02/10/23	01/12/23
Topics	Construction materials and technology. Concrete / bitumen. Gravel mining / gravel extraction / renaturation. Circular economy in practice. Construction machinery: excavators, dumpers, wheel loaders, tippers. Digitalisation in machine control.	Plant engineering / conveyor technology. Building materials: recycling and urban mining. Tunnel construction: technology and processes, formwork, lining segments. Construction machinery: crushers / concrete mixers / concrete pumps. Occupational health and safety. Review BAUMAG 2023, Lucerne Trade Fair.	Preview Kies- und Betontage in Andermatt. Gravel plant / gravel extraction / technology / recultivation. Concrete construction / formwork / scaffolding. Infrastructure construction: current construction projects. Construction machinery: maintenance, servicing, upkeep, digitalisation.	Review FSKB General Meeting 2023. Circular economy in focus. New materials / recycling / urban mining. Tunnel construction: current projects and plans. Construction machinery: crushers, screening and dosing systems.	Preview FSKB autumn event in Zurich. Plant construction / conveyor technology / processing. Building materials extraction and processing. Occupational health and safety, accident prevention. Logistics in gravel plants: trucks, transporters, dump trucks.	Gravel mining / gravel extraction / renaturation. Construction machinery: screening, classifying, dosing. Circular economy / urban mining. Tunnel construction in Europe. Infrastructure projects / bridges / roads. Review FSKB autumn event 2023.
						Yearbook 2024
Trade fairs and exhibitions	▪ **Preview Betontage 2023** 28 Feb - 02 March 2023, Ulm	▪ **Preview Tiefbau Live** 27 - 29 April 2023 Karlsruhe	▪ **Preview Swiss Tunnel Congress** 12 - 13 June 2023, KKL Lucerne ▪ **Preview Kies- und Betontage 2023** 23 - 24 June 2023, Kursaal Bern	-	▪ **Preview FSKB Autumn Event** October 2023, Zurich	▪ **Preview Swissbau 2024** 16 - 19 Jan 2024, Messe Basel

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

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

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Print

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Print

DIE SCHWEIZER
BAUSTOFF-INDUSTRIE

Copies per issue, as of July 2022

Publication frequency: 6 x per year
55th volume 2023

PRINT RUN

2,617

ACTUAL DISTRIBUTED CIRCULATION

2,475

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%
6 times	15%	6 pages	15%

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

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Circulation and Distribution Analysis

CIRCULATION MONITORING

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

VOLUME. . . . . 55th volume 2023

CIRCULATION ANALYSIS

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

Print run 2,617		
Actual distributed circulation. 2,475	of those, outside Switzerland 675
Sold circulation 953	of those, outside Switzerland 134
– Subscribed copies 614	of those, for members . . . . –
– of those, outside Switzerland 126	
– of those, for members 445	
– Retail sales. 0	
– Other sales 339	
of those, outside Switzerland 8	
Free copies. 1,522	
of those, outside Switzerland 541	
Remaining, archive and file copies 142	

GEOGRAPHICAL DISTRIBUTION ANALYSIS

Economic area:	Share of actual distributed circulation	
	%	Copies
Domestic:	72.7	1,800
Abroad:	27.3	675
Actual distributed circulation:	**100**	**2,475**

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Summary of the Analysis Method

DIE SCHWEIZER BAUSTOFF-INDUSTRIE

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: 6,666
   2.3 Total number of varying recipients:. 4,913
   2.4 Structure of recipients of an
      average issue according to forms of distribution:
      - Sold circulation 953
      of those: subscribed copies 614
         Retail sales 0
         Other sales 339
         - Free copies. 1,522
      of those: permanent free copies 366
         rotating free copies 1,148
         advertising copies 8

Actual distributed circulation 2,475
   of those, domestic 1,800
   of those, abroad 675
3. Description of the analysis
   3.1. Population (proportion studied)
      Actual distributed circulation . . . . 2,475 = 100%
      of those, not included in the analysis: . . . . 54 = 2.18%
      - Retail sales 0
      - Other 46
      - Advertising copies 8
      Of the actually distributed circulation,
      the analysis represents . . . . 2,421 = 97.82%
   3.2. Date of file evaluation: 19/07/2022
   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

DIE SCHWEIZER BAUSTOFF-INDUSTRIE

SECTORS/INDUSTRIES/SPECIALIST FIELDS/OCCUPATIONAL GROUPS

Recipient groups:	Share of actual distributed circulation	
	%	Copies
■ Building contractors	79.2	1,961
■ Road traffic engineering	1.7	43
■ Extraction operations	3.7	92
■ Manufacturers of construction materials	7.3	181
■ Demolition/disposal	2.0	50
■ Government agencies / authorities / associations	2.2	54
■ Construction machinery / systems	2.0	50
■ Advice / planning	0.5	12
■ Swiss General Contractors' Association (VSGU)	0.4	11
■ Members of the Swiss Mischgut Association	0.4	11
■ Miscellaneous	0.4	11
Actual distributed circulation – total	**100**	**2,475**
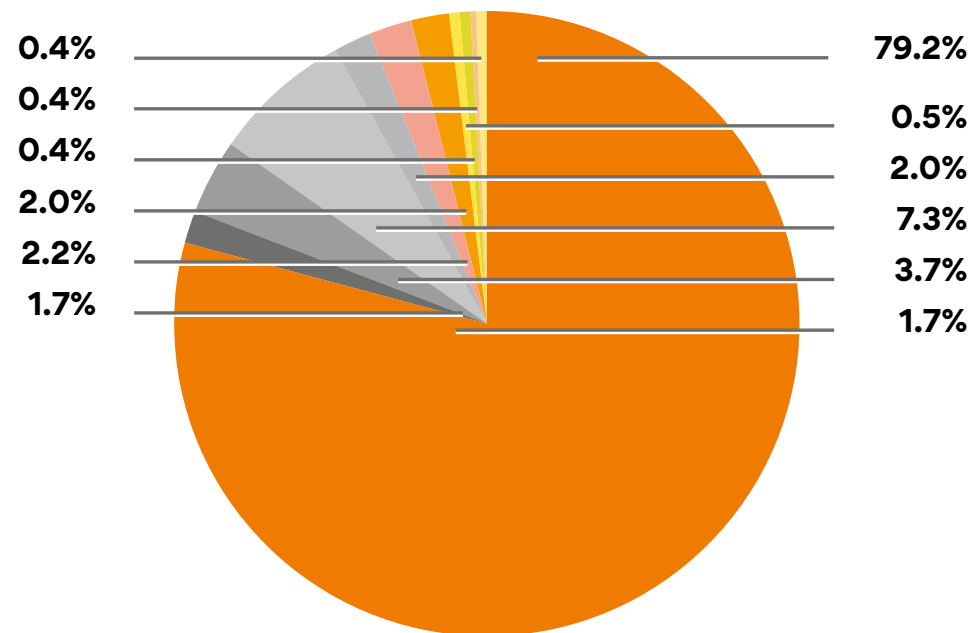
* Base: Publisher file, multiple answers possible.

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Advertisements

1/1 page
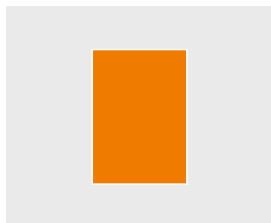
Bleed: 210 × 297 mm

4,290 CHF

Junior page

Bleed: 132 × 187 mm

Type area: 115 × 165 mm

2,350 CHF

1/2 page landscape
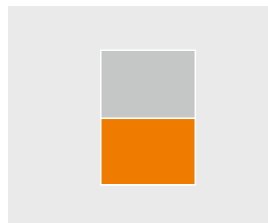
Bleed: 210 × 148 mm

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
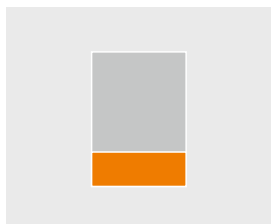
Bleed: 210 × 79 mm

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
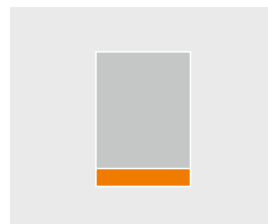
Bleed: 210 × 45 mm

Type area: 175 × 26 mm

790 CHF

1/8 page 2-column
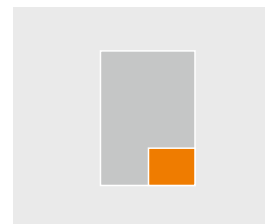
Bleed: 100 × 79 mm

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

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Classified Ads and Special Placements

DIE SCHWEIZER
BAUSTOFF-INDUSTRIE

CLASSIFIED ADS

(per millimetre, 44 mm wide)   b/w 4c

Purchases/sales,

Job offers . . . . 3.50 CHF   5.50 CHF

Job requests . . . . .2.90 CHF   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

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Special Formats

Bound inserts

Scope: 2- 4 pages

Format: 213 x 307 mm

Submission of a sample required.

Weight: 130 - 170 g/m²

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/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 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

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Yearbook

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

Photo: Werner Müller

Industry partners introduce themselves.

Advertisement deadline: 23/10/2023
Copy deadline: 27/10/2023

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

Additional eMagazine options:

Link to a video	**38 CHF**

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Industry Guide

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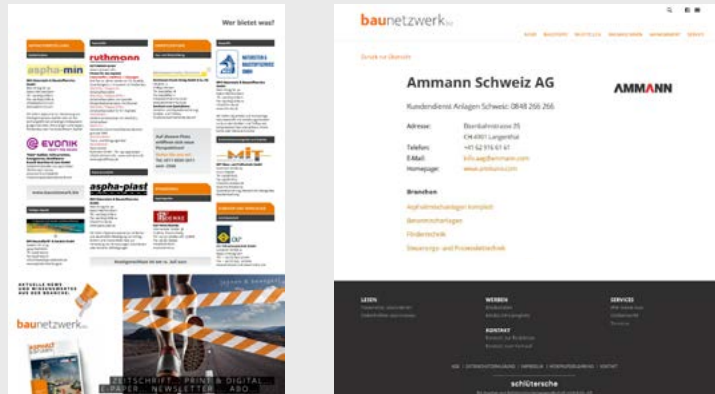
✓ One entry – two channels (print/online)
✓ Cheap and permanent advertising 365 days a year
✓ Logo image in colour
✓ Targeted link to your homepage
✓ Embedding images and videos in your media library

Package price:
12 months = 6 issues + 12 months online entry
Standard entry and logo   **260 CHF**
Each additional info line   **15 CHF**
Each additional category   **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

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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 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*: 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

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Corporate Publishing

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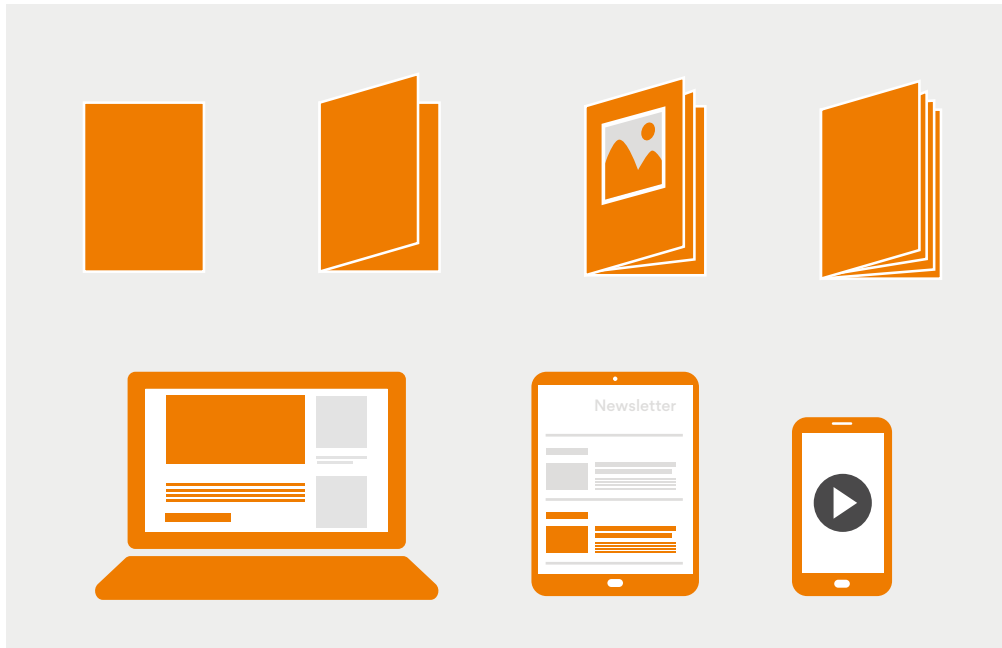
We design your individual communication for your target group and increase your profile. Whether classically as a print product, as a digital magazine with image galleries, videos, audio commentaries or via podcasts – the medium and content are optimised for communicating with customers, employees, press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

DELIVERING YOUR ADVERTISING DATA

E-mail: 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.

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

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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).

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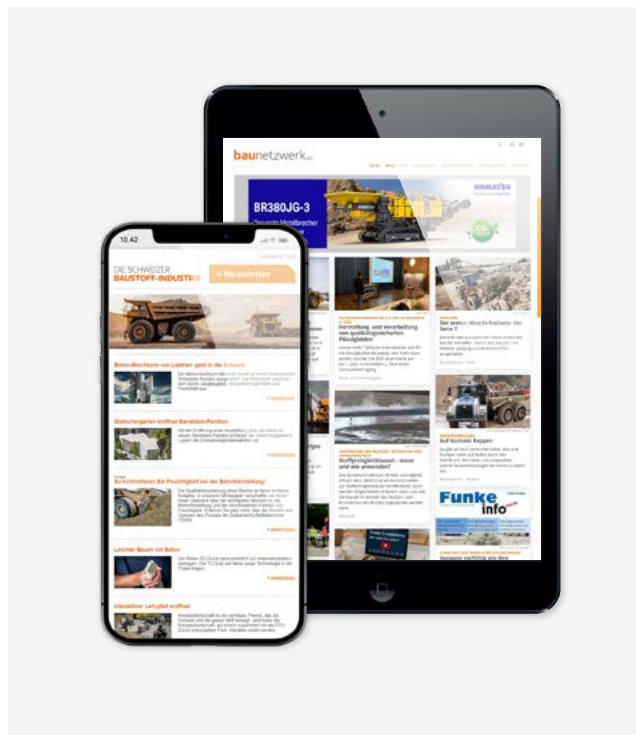
CONTACT
Service tel. +49 (0)511 8550-2522

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Digital

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Digital

.biz

DIE SCHWEIZER
BAUSTOFF-INDUSTRIE

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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

~ 700

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

450 CHF

Premium placement: 590 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

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.

550 CHF

per dispatch

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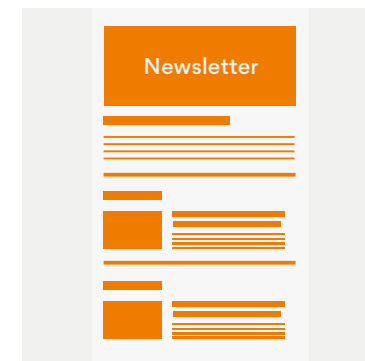
The standalone newsletter is structured to match thelook and feel of the regular newsletter in terms of content, layout and design and marked with the word "advertisement".
The content of the entire newsletter is provided by the customer. Incl. one correction loop.
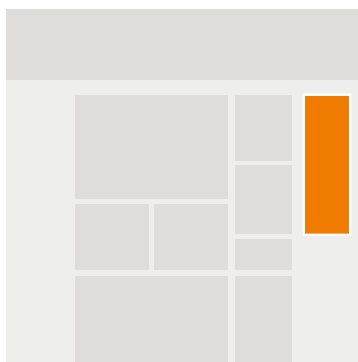
1,750 CHF

per dispatch

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Newsletter Dates
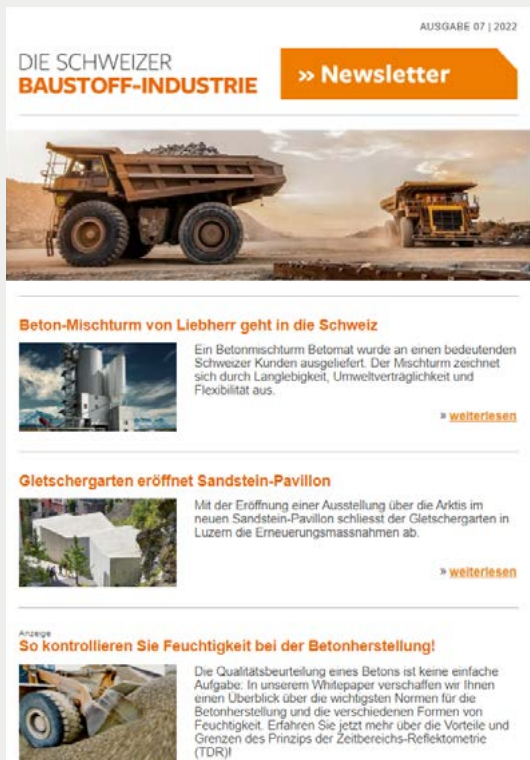
Month	Issue	Dispatch
January	1	16/01/23
February	2	15/02/23
March	3	15/03/23
April	4	14/04/23
May	5	15/05/23
June	6	15/06/23
July	7	14/07/23
August	8	15/08/23
September	9	15/09/23
October	10	16/10/23
November	11	15/11/23
December	12	15/12/23

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Banners
.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

Wide: 160 x 600 px

690 CHF per month

750 CHF per month

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

Medium Rectangle
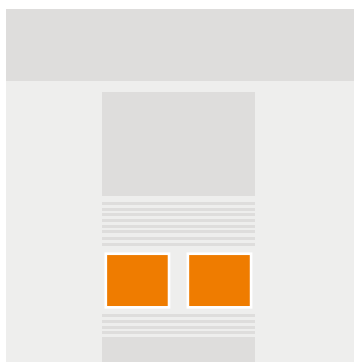
Centrally positioned advert in the middle of the editorial content.

Static/animated graphics or HTML5 animations are possible.

Appears on all article pages. Displayed on mobile devices.

Sizes

300 x 250 px

750 CHF

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

Teaser text max. 156 characters

850 CHF

per month

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Banners
.biz

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 CHF

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

1,150 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.

Sizes

1125 x 270 px or 1125 x 90 px

120 x 600 px or 160 x 600 px

1,150 CHF

per month

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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

Visitors   Our website with your banner   Set marker

1st Mark users

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

2. Reach users again

and much more.

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

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Native Advertising: Online Advertorials

DIE SCHWEIZER **BAUSTOFF-INDUSTRIE**

baunetzwerk.biz

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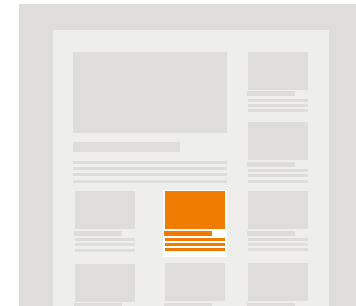
Advertorial basic
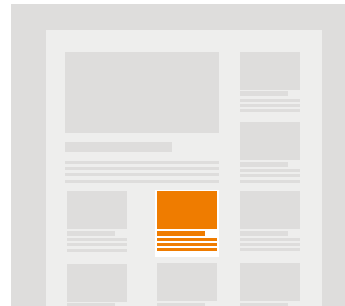
Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 3 advertisements. Displayed on mobile devices.

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 text-image advertisement in the newsletter during the runtime
▶ Extension at a discount rate available upon consultation

1,150 CHF
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 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
▶ Reach boost incl.
  1 text-image advertisement in the newsletter during the runtime
▶ Extension at a discount rate available upon consultation

2,590 CHF
Runtime 1 month

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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 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 CHF per unique page view (minimum purchase: 150 pcs; individually agreed upper limit possible)
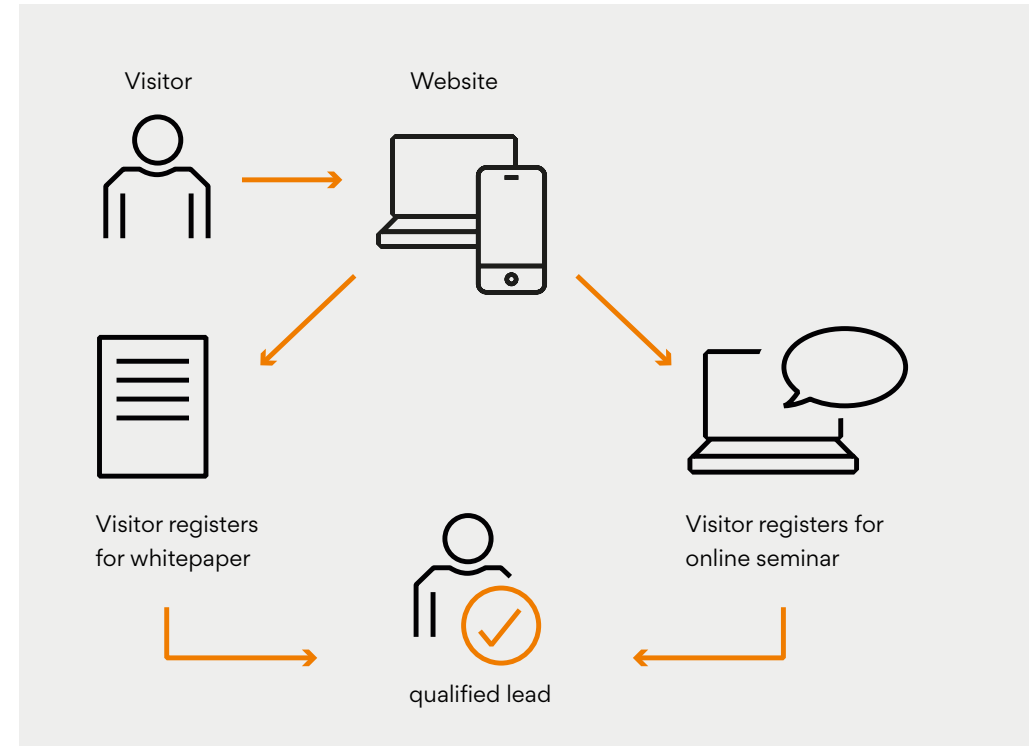
schlütersche

Lead Generation
.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 individually.

Visitor

Website

Visitor registers for whitepaper

Visitor registers for online seminar

qualified lead

schlütersche

Lead Generation

.biz

DIE SCHWEIZER
BAUSTOFF-INDUSTRIE

baunetzwerk.biz

We are happy to prepare
a lead forecast for you.

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!

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.

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.

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 3,090 CHF plus CpL*

Runtime 4 months

from 5,190 CHF plus CpL*

Runtime 4 months

from 6,690 CHF plus CpL*

Runtime 4 months   *Cost per lead, individually agreed
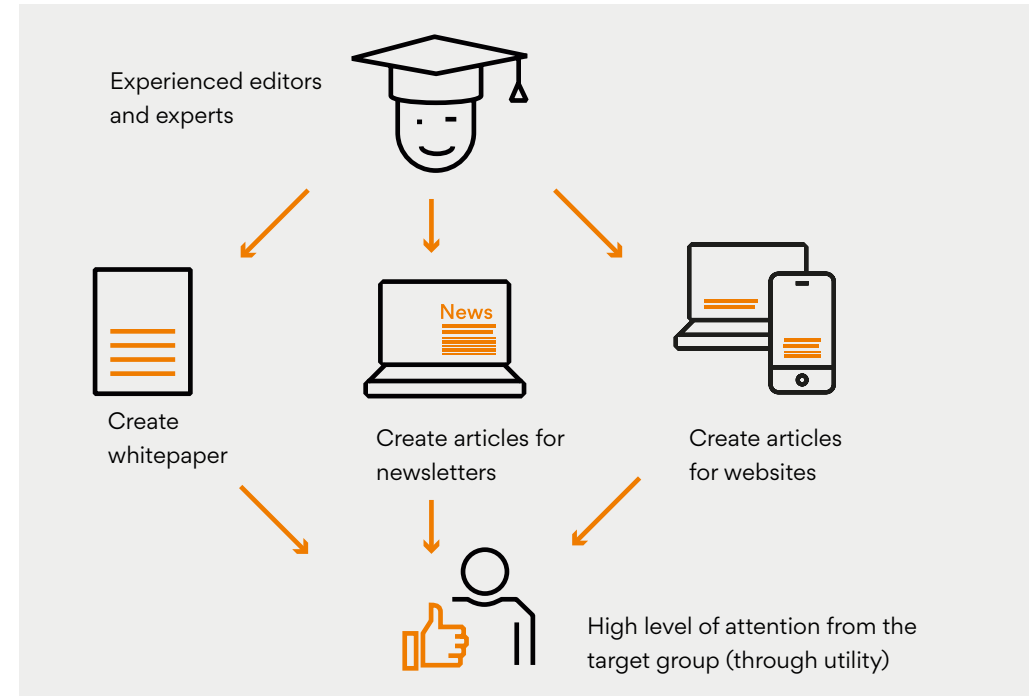
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Content Creation
.biz

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

News
Create articles for newsletters

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

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-dsb@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-dsb@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-dsb@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

DIE SCHWEIZER
BAUSTOFF-INDUSTRIE

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 115 051 385

Bank details:
Commerzbank Hannover
IBAN: DE03 2504 0066 0150 0222 00
BIC: COBADEFFXXX

Switzerland:
PostFinance AG
IBAN number: CH19 0900 0000 4030 1637 4
BIC: POFICHBEXXX

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

Portfolio

schlütersche

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

P PROTECTOR

S 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 4 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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DIE SCHWEIZER
BAUSTOFF-INDUSTRIE

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We Are Here For You!

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www.baunetzwerk.biz

Reader/subscription service

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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 or phone +49 (0)511 8550-2522.

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

All prices plus VAT.

Our GTC

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