

ÖSTERREICH baublatt

DAS GROSSE MAGAZIN FÜR BAU * MASCHINEN * GERÄTE * TECHNIK

- Magazine published monthly
- Also online as an e-paper
- The latest information fortnightly in the baublatt newsletter
- Daily updates at www.baublatt.at!
- Also on Facebook linkedin and instagram

**ALSO
AVAILABLE AS
AN E-PAPER**



MEDIA DATA 2024

BAUBLATT.ÖSTERREICH is the big magazine for construction, machinery, equipment and technology. The trade magazine is the leading medium for the domestic construction machinery industry. It is characterised in particular by its high quality and close proximity to the industry.

BAUBLATT.ÖSTERREICH provides the latest and most relevant information and reports covering the entire construction industry. There is a clear focus on the fields of construction machinery and construction equipment technology, civil engineering, specialist foundation engineering, road building, tunnelling, canal construction and bridge building.

BAUBLATT.ÖSTERREICH offers appealing content with in-depth research, technically sound background information, exclusive user stories, topical interviews and exciting, high-quality portraits. The specialised content is presented in a modern, reader-friendly layout and an exclusive magazine format and is rounded off with the latest industry news, information about innovative products and construction applications, and new service elements.

BAUBLATT.ÖSTERREICH is aimed at the following target audiences: Construction industry and trades (building and civil engineering), construction machinery industry, construction machinery dealers and building equipment rental companies, building materials production and trading, mining industry, drain laying companies, embankment construction companies, earthmovers, timber and forestry companies, builders, civil engineers, consultants, construction planners, developers, building departments, authorities, institutes, academic and scientific institutions.

ÖSTERREICH baublatt



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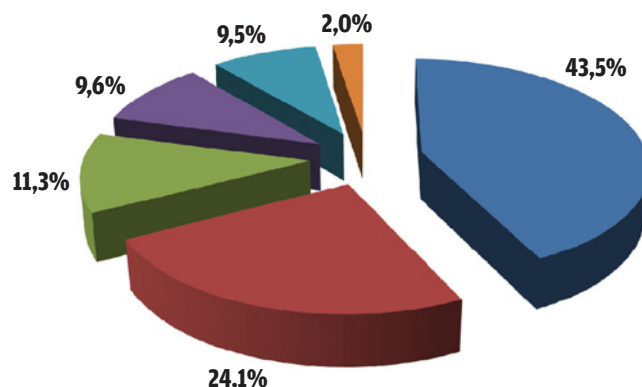


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DISTRIBUTION

WHO READS BAUBLATT.ÖSTERREICH?

- Construction industry, building trades, specialised building contractors, builders
- Canal/drain construction companies, embankment construction, earthmovers, timber and forestry companies
- Construction planners, civil engineers, consultants
- Building materials production and trading, mining industry
- Construction machinery industry, construction machinery dealers and building equipment rental
- Developers, building departments, authorities, institutes, academic and scientific institutions



FORMATS, RATES, DISCOUNTS

BAUBLATT.ÖSTERREICH DISTRIBUTION

Vienna	17,3%	Styria	11,8%	Salzburg	8,8%
Burgenland	3,5%	Upper Austria	12,4%	Tyrol	7,6%
Lower Austria	18,9%	Carinthia	6,1%	Vorarlberg	5,0%
		International	8,6%		

Our delivery addresses are continuously updated. The specified figures are rounded average values which may be subject to minor deviations.

ANZEIGENPREISE UND -FORMATE

Format: 230 x 298 (+ 5 mm Überfüller)	Type area	Bleed
2/1 page	€ 10.840,-	418 x 260 mm (460 x 298 mm)
1/1 page	€ 6.502,-	188 x 260 mm (230 x 298 mm)
2/3 page	€ 4.556,-	124 x 260 mm (145 x 298 mm)
Junior page	€ 4.202,-	140 x 188 mm (161 x 208 mm)
1/2 page vertical/horizontal	€ 3.537,-	92 x 260 / 188 x 128 mm (113 x 298 / 230 x 148 mm)
1/3 page vertical/horizontal	€ 2.392,-	60 x 260 / 188 x 84 mm (81 x 298 / 230 x 104 mm)
1/4 page vertical/horizontal	€ 1.830,-	92 x 128 / 188 x 62 mm
1/8 page vertical/horizontal	€ 998,-	44 x 128 / 92 x 62 mm

SUPPLEMENTS

up to 10 grammes € 468 per 1.000
up to 20 grammes € 525 per 1.000
over 20 grammes on request

SUPPLEMENTS / FIXED INSERTS

up to 10 grammes € 6.512
up to 20 grammes € 6.907
over 20 grammes on request

DISCOUNT

FREQUENCY DISCOUNT

VOLUME DISCOUNT

5%	3 ads	2 pages
10%	5 ads	4 pages
15%	10 ads	6 pages

SPECIAL PLACEMENTS

Title page (neutral motif)	on request
2nd Cover	€ 7.531
3rd Cover	€ 6.845
4th Cover	€ 8.103
Tip-on cards, banderoles, etc. on request, fixed placement + 10% of ad rate	

PUBLICATION FREQUENCY

Monthly – 10 issues per year
(two double issues)
17th year of publication, 2024

CIRCULATION

Basic circulation 10.500 copies
For trade fair issues and special issues, the circulation is increased as required.

MAGAZINE PRICES

Annual subscription (Austria): € 72
Individual price: € 12
Annual subscription (international): € 93
(All prices incl. postage)
Orders and subscription:
office@specialmedia.com

DELIVERY

Printing material/
Supplements/Fixed Inserts:
katja.boehmer@specialmedia.com

PAYMENT TERMS Payable within 14 days of receipt of invoice. In the event of late payment, 5% interest + collection fees will be charged.

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EDITORIAL AND PUBLISHING DATES

■ **BAUBLATT.ÖSTERREICH is everywhere:** Reach all key decision-makers in your industry every month with engaging content and a basic circulation of 10,500 copies!

ISSUE	BAUBLATT.ÖSTERREICH TOP TOPIC	TRADE FAIRS
No. 1-2 2024 PD: 14/2/2024 ED/CD: 31/1/2024	Cranes, construction hoists, mobile cranes, small construction equipment, construction tools (measuring, pumps, compressed air, hydraulics), machine control / monitoring, small compressors	
No. 3 2024 PD: 14/3/2024 ED/CD: 27/2/2024	Pipeline construction, trench construction, trenchless construction, sewer construction, shoring systems	
No. 4 2024 PD: 5/4/2024 ED/CD: 18/3/2024	Formwork technology and armor, concrete, ready-mixed concrete, concrete pumps, construction chemicals, concrete repair, concrete drilling and sawing	OFFICIAL ORIGINATOR CATALOGUE MAWEV Show, 10-13/4/2024, St. Pölten, Austria
No. 5 2024 PD: 24/5/2024 ED/CD: 8/5/2024	Commercial vehicles, cranes for trucks, superstructures, low loaders, heavy transport, tires, lubricant	INTERMAT, 24-27/4/2024, Paris, France
No. 6 2024 PD: 28/6/2024 ED/CD: 14/6/2024	Special civil engineering, piling and drawing equipment, tunnel construction, tunnel equipment, tunnel safety, building materials, construction technology	
No. 7-8 2024 PD: 22/8/2024 ED/CD: 8/8/2024	Gardening / landscaping, outdoor facilities, paving, implements, special equipment	IFAT, Munich, 13-17/5/2024, Germany
No. 9 2024 PD: 23/9/2024 ED/CD: 6/9/2024	Mineral processing, crushing and screening, demolition, recycling, disposal, road construction, asphalt and concrete pavements	International wood fair, 28.-31.8.2024, Klagenfurt, Austria
No. 10 2024 PD: 24/10/2024 ED/CD: 11/10/2024	Formwork engineering and armor, concrete, ready-mix concrete, gardening / landscaping, outdoor facilities, paving, implements, special equipment	GaLa Bau, 11-14/9/2024, Nürnberg, Germany
No. 11 2024 PD: 21/11/2024 ED/CD: 8/11/2024	Mining and raw material extraction, drilling and blasting, extraction	MARMOMACC, 25-28/9/2024, Verona, Italy
No. 12 2024 PD: 18/12/2024 ED/CD: 4/12/2024	Municipal and environmental technology, landfill technology, geotextiles, construction software	

BAUBLATT.ÖSTERREICH, with its top topics, provides interesting product overviews and system comparisons in every issue. It puts the spotlight on a specific topic and serves as a platform for presenting detailed, extensive information in a relevant environment. Baublatt.Österreich also reports on the industry's most important trade fairs in Europe in exclusive previews and reviews.

CORE TOPICS



PEOPLE + SCENE

BAUBLATT.ÖSTERREICH provides up-to-date information on the construction industry, including about people, corporate management, anniversaries, openings and project start-ups. It also publishes exclusive interviews with key players in the industry.



MACHINERY + TECHNOLOGY

BAUBLATT.ÖSTERREICH shows the latest construction machinery in daily operation. Spectacular user reports demonstrate new developments and reveal future trends. Exclusive factory visits and company profiles provide additional interesting insights.



MATERIALS + APPLICATION

BAUBLATT.ÖSTERREICH also delivers information tailored specifically to your target readers on a wide range of construction materials, product solutions and their various applications.



PROJECTS + PLANNING

BAUBLATT.ÖSTERREICH provides an extensive platform for contemporary construction projects in Austria and beyond, covering technical world premières, gallery construction and tunnelling, road building, power station construction, bridge construction and infrastructure.



ECONOMY + MARKETS

BAUBLATT.ÖSTERREICH conveys important economic facts and background information, including construction forecasts, statistics, figures, studies, and details of company takeovers and mergers.



SERVICE + CALENDAR

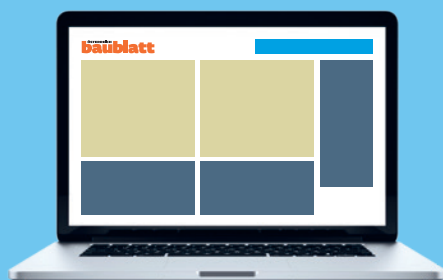
BAUBLATT.ÖSTERREICH reports on the latest specialist publications, as well as providing tax tips and information about standards, upcoming events, training opportunities, exhibition dates, trade congresses, seminars and trade shows.

TOPIC OVERVIEW 2024

TOPIC OVERVIEW	BAUBLATT.ÖSTERREICH EDITIONS 2024										
	1-2	3	4	5	6	7-8	9	10	11	12	
Construction machinery Construction equipment Construction vehicles	1-2	3	4	5	6	7-8	9	10	11	12	
Processing technology Crushing and sieving Extraction				5		7-8	9				
Commercial vehicles (trucks) Truck-mounted cranes Superstructures Low-loaders Heavy haulage		3	4		6		9		11	12	
Road construction Asphalt/concrete surfacing Compaction technology (rolling, tamping, vibrating)			4		6			10		12	
Tunnelling (methods, machinery/mobile drills, sealing) Tunnelling Tunnel equipment Fire safety	1-2	3				7-8		10	11		
Foundation engineering Pile-driving and pulling equipment	1-2					7-8		10		12	
Gardening & landscaping Paving Outdoor installations			4	5	6			10			
Canal construction Pipeline construction Trench construction Trenchless construction			4	5		7-8	9			12	
Torrent and avalanche protection Piste construction Reservoir construction Forest track construction Flood protection	1-2			5					11	12	
Formwork		3	4	5		7-8			11		
Drilling and blasting technology Compressors	1-2	3					9				
Demolition Recycling Disposal	1-2					7-8			11		
Mining and raw material extraction			4		6	7-8	9				
Concrete (reinforced, waterproof, special concrete) Ready-mixed concrete (pouring) Concrete pumps Concrete preparation/recycling		3		5		7-8		10			
Concrete processing (drilling, sawing, cutting, milling)	1-2		4	5		7-8	9				
Construction chemistry Construction materials Refurbishment Construction engineering	1-2		4		6	7-8				12	
Cranes Construction hoists Mobile cranes		3		5	6		9				
Lifting technology High-level-access equipment		3					9		11		
Forklifts Handling equipment		3			6	7-8		10			
Small construction equipment Construction tools (measuring, pumping, pneumatic, hydraulic) Machine control/monitoring Small compressors	1-2	3		5	6		9			12	
Municipal and environmental engineering Landfill engineering Geotextiles			4	5				10	11	12	
Site equipment Mobile room systems Machinery/fleet management (GPS, monitoring, coordination, classification, billing)		3			6	7-8	9				
Construction safety (occupational health and safety) Construction management Theft prevention	1-2		4			7-8	9	10			
Construction software Surveying technology Tools				5	6				11		
Finance Insurance Leasing, hiring, purchasing	1-2		4					10			
Fleet management Vehicle equipment Tyres Oil and lubricants	1-2			5		7-8			11		
Subsidies/grants Laws Building legislation			4			7-8				12	

■ **BAUBLATT.ÖSTERREICH** is dedicated to covering every industry-relevant topic.

When creating the content, we attach great importance to quality, exclusivity, topicality, service and user friendliness.



Top Header

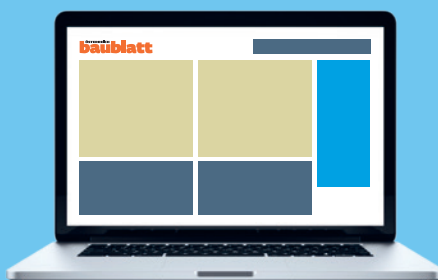
Home page + all levels

670 x 80 pixels

1 month € 510,- / month

3 months € 459,- / month

6 months € 408,- / month



Skyscraper

Home page + all levels

300 x 730 pixels

1 month € 714,- / month

3 months € 642,- / month

6 months € 571,- / month



Sitebar left

Home page

560 x 260 pixels

1 month € 612,- / month

3 months € 550,- / month

6 months € 489,- / month



Sitebar right

Home page

560 x 260 pixels

1 month € 612,- / month

3 months € 550,- / month

6 months € 489,- / month



Square

Home page after scrolling

260 x 260 pixels

1 month € 408,- / month

3 months € 367,- / month

6 months € 326,- / month



Big Size

Home page after scrolling

260 x 900 pixels

1 month € 714,- / month

3 months € 642,- / month

6 months € 571,- / month

Advertising in newsletter

In our bi-weekly newsletter, we keep our readers updated on the latest news in the industry.

We also offer custom email campaigns that can generate high-quality leads for your business.

Editorial newsletter:

- Banner: see above for formats and prices
- ext ad with link to a report or video: € 650

Standalone newsletter:

- With over 4,500 newsletter subscribers, you can reach key decision-makers in the construction and construction machinery industry for your marketing campaign
- Price (one-time): € 1,890

Bundle your marketing campaign

with our DIGITAL ADVERTISING PACKAGE

- Personalised newsletter sent to over 4,500 subscribers
- Advertorial
(up to 3,000 characters, including 3-4 images and links to a video or report)
- Banner (sitebar)
- Total package price: € 2,790

We will also be happy to publish your company videos on our website www.baublatt.at

- Price per month € 650

More information

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NEW! We can now produce high-quality, professional videos for you

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