ÖSTERREICH baublatt

# BAUBLATT. ÖSTERREICH

# MEDIA DATA 2027

**PRINT · ONLINE · CONTENT · CROSS-MEDIA**



Austria’s specialist publication for construction | machinery | equipment | technology

Targeted B2B communication for decision-makers in the Austrian construction industry – in the magazine, on baublatt.at, in the e-paper and through digital campaigns.

2027: Print remains the strong foundation. Digital, content and cross-media extend the reach.

# Reach the construction industry. Reach the decision-makers.

Baublatt.Österreich combines the visibility of an established industry magazine with digital advertising and content formats. Companies can showcase products, projects, technologies and brands in a highly specialised editorial environment.

| 10,500 | 10 | 365 |
| --- | --- | --- |
| **basic print circulation** | **issues a year** | **days' cross-media presence possible** |

## Our target groups

- Construction industry, building trade and specialist construction companies
- Construction machinery industry, construction machinery trade and construction equipment rental
- Building material production, building material trade and extraction industry
- Road construction, civil engineering, tunnel construction, sewer construction and specialist foundation engineering
- Planners, civil engineers, legal advisors and developers
- Construction and other authorities, institutes, research and training

# Print 2027

Basic circulation: 10,500 copies, frequency of publication: 10 issues a year, including combined issues.

## 4C ad prices

| | |
|---|---|
| 1/1 page | €6,632 |
| 2/3 page | €4,647 |
| Junior page | €4,286 |
| 1/2 page | €3,607 |
| 1/3 page | €2,439 |
| 1/4 page | €1,866 |
| 1/8 page | €1,017 |

## Special placements

| | |
|---|---|
| Inside front cover | €7,681 |
| Inside back cover | €6,981 |
| Back cover | €8,265 |
| Fixed placement | + 10% |
| Cover page/<br>special advertising formats<br>Supplements/inserts<br>Sleeves<br>Tip-on cards and special,<br>individual advertising formats | On request |

# PUBLICATION DATES

| Issue | Baublatt.Österreich Top Topic | Trade fair report/SPECIALs |
|---|---|---|
| **No. 1-2 \|2027**<br>PD: 12/2/2027<br>ED/AD: 28/1/2027 | Cranes \| Construction hoists \| Lorry-mounted cranes<br>Small construction equipment \| Construction tools (measuring, pumps, compressed air, hydraulics)<br>Machine control/monitoring \| Small compressors | BAU, 11-15/1/2027, Munich, Germany |
| **No. 3 \| 2027**<br>PD: 15/3/2027<br>ED/AD: 26/2/2027 | Pipeline construction \| Trenching<br>Non-disruptive construction \| Sewer construction<br>Trench support systems | |
| **No. 4 \| 2027**<br>PD: 7/4/2027<br>ED/AD: 18/3/2027 | Formwork and shoring \| Concrete \| Ready-mix concrete<br>Concrete pumps \| Construction chemistry \| Concrete repair<br>Concrete drilling and sawing | OFFICIAL EXHIBITOR CATALOGUE<br>MAWEV Show, 14-17/4/2027, St. Pölten, Austria<br>INTERMAT, 24-27/4/2027, Paris, FR |
| **No. 5 \| 2027**<br>PD: 26/5/2027<br>ED/AD: 10/5/2027 | Commercial vehicles \| Superstructure cranes for lorries<br>Superstructures \| Low loaders \| Heavy load transportation<br>Tyres \| Lubricants | MAWEV SHOW follow-up report<br>CICEE, 12-15/5/2027, Changsha, CN |
| **No. 6 \| 2027**<br>PD: 28/6/2027<br>ED/AD: 14/6/2027 | Specialist foundation engineering \| Pile drivers and extractors<br>Tunnel construction \| Tunnel equipment \| Tunnel safety<br>Construction materials \| Structural engineering \| Water, wastewater, waste and raw material industries | "Construction chemicals" SPECIAL |
| **No. 7-8 \| 2027**<br>PD: 27/8/2027<br>ED/AD: 13/8/2027 | Gardening/landscaping \| Outdoor facilities<br>Paving \| Attachments \| Special equipment | |
| **No. 9 \| 2027**<br>PD: 28/9/2027<br>ED/AD: 13/9/2027 | Materials preparation technology \| Crushing and screening<br>Demolition technology \| Recycling \| Disposal<br>Road construction \| Asphalt and concrete surfacing | |
| **No. 10 \| 2027**<br>PD: 28/10/2027<br>ED/AD: 14/10/2027 | Formwork and shoring<br>Concrete \| Ready-mix concrete<br>Gardening/landscaping \| Outdoor facilities<br>Paving \| Attachments \| Special equipment | "Digitalisation" SPECIAL |
| **No. 11 \| 2027**<br>PD: 26/11/2027<br>ED/AD: 11/11/2027 | Mining and raw material extraction<br>Drilling and blasting technology<br>Extraction | |
| **No. 12 \| 2027**<br>PD: 17/12/2027<br>ED/AD: 3/12/2027 | Municipal and environmental technology<br>Landfill technology \| Geotextiles<br>Construction software | "Materials handling" SPECIAL |

# PRINT

## Distribution and formats

| | |
|---|---|
| Vienna | 17.3% |
| Lower Austria | 19.2% |
| Upper Austria | 12.4% |
| Styria | 11.8% |
| Salzburg | 8.6% |
| Tyrol | 7.5% |
| Carinthia | 6.1% |
| Vorarlberg | 5.3% |
| Burgenland | 3.3% |
| International | 8.5% |

### Key technical data

Magazine size: 230 × 298 mm + 3 mm bleed

1/1 page: Print space 188 × 260 mm | bleed 230 × 298 mm

2/1 page: Print space 418 × 260 mm | bleed 460 × 298 mm

Junior page: 140 × 188 mm | bleed 161 × 208 mm

1/2 page: 92×260 mm portrait, 188×128 mm landscape | bleed 113×298 mm portrait, 230×148 mm landscape

1/3 page: 60 × 260 mm portrait, 188 × 84 mm landscape | bleed 81 x 298 mm portrait, 230 x 104 mm landscape

1/4 page: 92 x 128 mm portrait, 188 x 62 mm landscape

1/8 page: 44 x 128 mm portrait, 92 x 62 mm landscape

Supplements, inserts, sleeves, tip-on cards and special, individual advertising formats are calculated according to specifications.

### Purchase prices

Annual subscription (Austria): €75 | Individual price: €15 | Annual subscription (international): €96 (All prices include postage) | Orders and subscription purchases: office@specialmedia.com

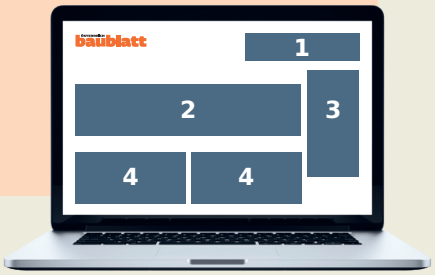
### Delivery

Printing materials/supplements/inserts: katja.boehmer@specialmedia.com
SANDLER Gesellschaft m.b.H. & Co. KG. FAO Mr Jürgen Lettner
Druckereiweg 1, 3671 Marbach, Austria

# Digital 2027

Online advertising extends print campaigns, creates additional contact points and enables direct links to product, dealer and campaign pages to be added.

| | |
|---|---|
| 1) Top header, 670 x 80 pixels, per month | €520 |
| 2) Big size, 1,800x520 pixels, per month | €728 |
| 3) Skyscraper, 600 x 1,460 pixels, per month | €728 |
| 4) Sitebar, 880x520 pixels, per month | €624 |




## Content/SEO/PR

| | |
|---|---|
| Simple do-follow backlink integration | €500 |
| Guest article incl. do-follow backlink – 500 words | €700 |
| Guest article incl. do-follow backlink – 1,000 words | €900 |
| Guest article incl. do-follow backlink and newsletter | €1,000 |
| Sponsored post incl. link | €1,490 |
| Premium sponsored post incl. link, newsletter, social | €1,990 |

## Newsletter

| | |
|---|---|
| Newsletter banner for one month (4x) | €690 |
| Newsletter banner per quarter (12x) | €2,400 |
| Newsletter banner for one year (52x) | €8,800 |
| Newsletter premium<br>(Banner, short text, image, link, guest article on homepage) | €1,200 |
| Stand-alone newsletter + guest article on homepage | €2,400 |

# E-paper and interactive extension

The Baublatt e-paper makes the print issue available digitally, extending the life of a campaign.

| | |
|---|---|
| ✔ Linked ads | Direct click-through to product, dealer or campaign pages |
| ✔ QR-code integration | Bridge from print to landing page, video or contact information |
| ✔ Video and multimedia | Presentation of products and applications |

Current: Buy a banner, obtain a link to the promotion
Future: Buy a banner, obtain a guest article (or advertorial) incl. backlink to the promotion (remains online forever for guest articles or at least 6-12 months for advertorials).

Organic visibility in Austrian construction market: From 7 September 2025 to 6 September 2026, Baublatt.at achieved around 550,000 views and 9,700 clicks in Google web searches.
73% of the clicks were from Austria, 94% were from the German-speaking region. More than half of Google appearances were shown on mobile devices. Overall, 78 pages achieved at least 1,000 impressions each, with an average top 10 position. This means Baublatt.at combines proximity to the Austrian market with visible industry reach for topics such as construction law, infrastructure, construction machinery and the construction industry.

Source: Google Search Console, “Web” search type, twelve months on a rolling basis from 7 September 2025 to 6 September 2026; values rounded. Google impressions are appearances in search results and are not the same as website visits or ad contacts.

# User video

## Technical data explains a machine.
## A video shows its actual performance.

Engineering is convincing on paper, but emotion is the crucial factor in people's minds. Our videos show the machines in action, where they are genuinely used. In user stories from the construction site or dynamic trade fair videos, we make performance visible and tangible.
The focus is on people, not marketing: Machine operators, construction companies and decision-makers offer practical reports, showcase the applications and provide straightforward information on the benefits. This creates powerful video stories with substance that are authentic, tangible and credible.

## Formats

From compact clips to comprehensive reports, with flexibility for user, trade fair, image and product videos.

## Added value

Increased visibility, trust and impact – for websites, social media, sales and presentations.

## Packages and services

**Basic – €1,800**
½ day of shooting | Video length up to approx. 2 minutes | 1 interview | Shots of machine in actual use

**Premium – €3,800**
1 day of shooting | Video length up to approx. 4 minutes | 1-2 interviews | Shots of various working situations | Detailed shots of machine and application | Aerial shots with drone (dependent on weather and approval)

**Platinum – €5,900**
2 days of shooting | Video length up to approx. 5-6 minutes | Multiple interviews | Extensive shots of machine, construction site and working processes | Aerial shots with drone (dependent on weather and approval) | Additional detailed and ambient shots

## Included

Publication on baublatt.at and use on your own channels.

## Combined benefit

Attractive PACKAGE PRICES in combination with print, online (baublatt.at) and newsletter!

# Cross-media packages 2027

Combined packages reduce dependence on individual ads and establish a continuous presence across multiple contact points.

### CROSS-MEDIA BUSINESS

## €19,900

- 3 × 1/1 page print
- 3 months online banner
- 1 sponsored article
- 1 newsletter appearance

### CROSS-MEDIA PREMIUM

## €31,900

- 5 × 1/1 page print
- 6 months online presence
- 2 sponsored articles
- 3 newsletter placements
- Social media support
- Digital campaign reporting

# Baublatt Premium Partner 2027

For companies that want to position their brand in the Austrian construction industry throughout the year, not just at selected times.

**PREMIUM PARTNER**
**From €25,000**

**EXCLUSIVE PARTNER**
**From €40,000**

## Possible modules

- Print ads and preferred placements
- Online banner and annual digital presence
- Sponsored content, product and project reports
- Interviews and expert articles
- Newsletter and e-paper integration
- Social media support
- Trade fair communication and industry events
- Campaign reporting

Annual partnerships are compiled on a custom basis depending on the communication goals, topic area and level of exclusivity.

# Topic areas 2027

### Construction machinery and equipment
Excavators | Wheel loaders | Compaction | Attachments | Machine control | Digitalisation

### Concrete and formwork
Concrete | Ready-mix concrete | Concrete pumps | Formwork | Shoring | Concrete repair

### Civil engineering and infrastructure
Road construction | Sewer construction | Pipeline construction | Specialist foundation engineering | Tunnel construction

### Commercial vehicles and transport
Lorries | Lorry-mounted cranes | Low loaders | Heavy load transportation | Tyres

### Recycling and raw materials
Crushing | Screening | Demolition | Recycling | Extraction | Circular economy

### Construction materials and chemistry
Sealing | Refurbishment | Insulation | Building materials technology

### Digitalisation and the future
AI | BIM | Automation | Alternative drives | Sustainability

## CONTACT

# Your campaign 2027

Not every communication goal fits into a standard format. Baublatt. Österreich develops individual print, digital and cross-media solutions for product launches, trade fair campaigns and long-term brand positioning.

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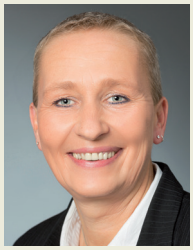

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# Reach the construction industry. Reach the decision-makers.

Baublatt.Österreich is Austria's specialist publication for the construction industry. It combines the high visibility of an established print magazine with the possibilities of digital communication.

**Print. Online. E-paper. Newsletter. Social media. Content.**

In 2027, we are making this connection stronger than ever.

For our advertising partners, this means that a campaign no longer ends with a conventional print ad. Companies can reach their target groups via multiple channels and showcase their products, projects, technologies and brands within a high-quality editorial environment.