

The trend-setting Journal in Civil Engineering

Brief Description

"Bauingenieur" carries articles covering the theory and practice of construction engineering, interesting construction and redevelopment projects, construction materials and IT topics, features and reports on noteworthy construction projects and products, plant, equipment and their employment on site.

Target Group

Decision-makers and opinion shapers involved with planning and execution of construction projects including 7,000 engineers of the VDI Society for Civil Engineering.

Advertisers

Producers and service providers from the fields of construction, IT, reinforcing and form-work, securing systems, concrete, brickwork, structural preservation, steel construction, wooden construction, facades, glass, insulation, geo-technology and textile construction.

Publishing Society

Official journal of the VDI Society for Civil Engineering

Year of Publication

98th year 2023

Circulation (IVW audited)

Press run: 2,591 copies

Distributed circulation: 2,591 copies*

Subscribed circulation: 712 copies

* in 2022

Advertising Prices

1/1 page b/w	EUR	3,629.00
1/1 page 4c	EUR	4,829.00
1/2 page b/w	EUR	1,815.00
1/2 page 4c	EUR	3,015.00
1/4 page b/w	EUR	907.00
1/4 page 4c	EUR	1,567.00
Surcharge for bleed adverts:	EUR	100.00

Page Size

Trim size: width 210 mm, height 297 mm

Trim allowance: 3 mm all trimmed sizes

Type area: width 176 mm, height 270 mm

Publication Frequency

10 issues in 2023

Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	19 December '22	13 January
3	2 February	22 February
4	7 March	27 March
5	31 March	24 April
6	4 May	25 May
7/8	5 June	26 June
9	4 August	25 August
10	5 September	25 September
11	9 October	27 October
12	6 November	24 November
1/2	5 January '24	1 February '24

Closing Date (materials):

2 working days after closing date of reservation.

Printing Material

Electronic data (plus colour proof by mail): preferably eps-files or high-end pdf-files; also possible: QuarkXPress, InDesign, PageMaker, Freehand, Illustrator, CorelDraw, Photoshop

Discounts for Publication within 1 Year

by frequency		by volume	
3 advertisements	3 %	3 pages	5 %
6 advertisements	5 %	6 pages	10 %
9 advertisements	10 %	9 pages	15 %
12 advertisements	15 %	12 pages	20 %

Terms of Payment

14 days from the date of the invoice.

For payment in advance or by credit transfer: 2% discount.

Place of payment and performance: Düsseldorf, Germany.

Bank Account: Commerzbank AG, Düsseldorf,

Bank Code 300 800 00, Account No. 0212172400.

SWIFT/BIC-Code: DRES DE FF300

IBAN: DE69 3008 0000 0212 172400

Digital & Crossmedial on www.bauingenieur.de

Display

- Wallpaper	EUR per month	4,300
- Halfpage Ad	EUR per month	4,000
- Sitebar Ad	EUR per month	4,000
- Billboard	EUR per month	4,000
- Super Banner	EUR per month	3,000
- Medium Rectangle	EUR per month	1,800

Content Solution/Lead/Reach

- Digital Advertorial	EUR per month	3,000
- Corporate Profile	EUR per month	1,900
- Product Profile	EUR per month	1,900
- Category Page	EUR per month	8,800-24,500
- Exklusiv-Supplement	EUR per month	5,500
- Premium Event	EUR per month	1,600

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