

- 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

ALSO AVAILABLE AS AN E-PAPER



MEDIA DATA 2019



www.baublatt.at

ÖSTERREICH baublatt

THE BIG MAGAZINE FOR CONSTRUCTION * MACHINERY * EQUIPMENT * TECHNOLOGY

ÖSTERREICH baublatt

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.

www.baublatt.at

The all-new BAUBLATT.ÖSTERREICH website is here!

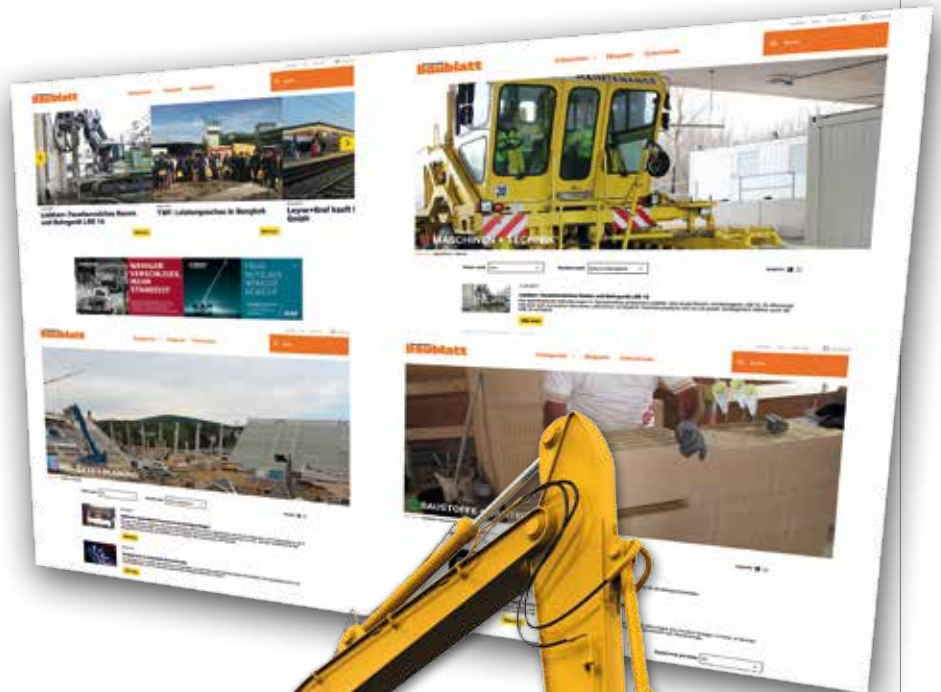
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» Clear and intuitive design

» Hot industry topics at a glance

» Latest edition available as a downloadable e-paper



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PDF NEWSLETTER | ONLINE BANNER

1/3 page - full-year ad package PDF newsletter

on request

1/4 page - full-year ad package PDF newsletter

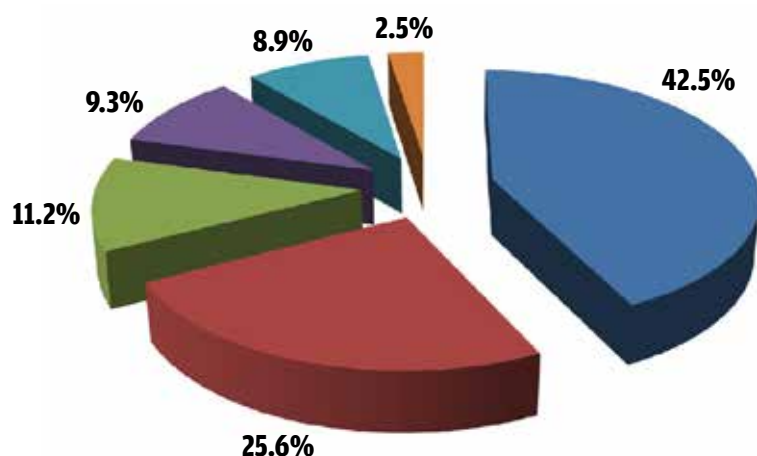
on request

Online banner and partnership links „www.baublatt.at“

on request

DISTRIBUTION, FORMATS, RATES, DISCOUNTS

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

BAUBLATT.ÖSTERREICH DISTRIBUTION

Vienna	17.6%	Styria	11.9%	Salzburg	8.7%
Burgenland	4.1%	Upper Austria	11.6%	Tyrol	7.8%
Lower Austria	17.9%	Carinthia	6.7%	Vorarlberg	5.2%
		International	8.5%		

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

AD RATES AND FORMATS

Format: 230 x 298 (+ 5 mm bleed)	Type area	Bleed
2/1 page	€ 10.120	418 x 260 mm (460 x 298 mm)
1/1 page	€ 6.070	188 x 260 mm (230 x 298 mm)
2/3 page	€ 4.260	124 x 260 mm (145 x 298 mm)
Junior page	€ 3.930	140 x 188 mm (161 x 208 mm)
1/2 page vertical/horizontal	€ 3.300	92 x 260 / 188 x 128 mm (113 x 298 / 230 x 148 mm)
1/3 page vertical/horizontal	€ 2.240	60 x 260 / 188 x 84 mm (81 x 298 / 230 x 104 mm)
1/4 page vertical/horizontal	€ 1.710	92 x 128 / 188 x 62 mm
1/8 page vertical/horizontal	€ 930	44 x 128 / 92 x 62 mm

SPECIAL PLACEMENTS

Title page (neutral motif)	on request
2nd Cover	€ 7.030
3rd Cover	€ 6.390
4th Cover	€ 7.570
Tip-on cards, banderoles, etc. on request, fixed placement + 10% of ad rate	

PUBLICATION FREQUENCY

Monthly - 10 issues per year (two double issues)
12th year of publication, 2019

CIRCULATION

Basic circulation 11.500 copies
For trade fair issues and special issues, the circulation is increased as required.

MAGAZINE PRICES

Annual subscription (Austria): € 69
Individual price: € 9
Annual subscription (international): € 89
(All prices incl. postage)
Orders and subscription:
office@specialmedia.com

DELIVERY

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

up to 10 grammes	€ 440 per 1.000
up to 20 grammes	€ 490 per 1.000
over 20 grammes	on request

SUPPLEMENTS / FIXED INSERTS

up to 10 grammes	€ 6.080
up to 20 grammes	€ 6.450
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

PAYMENT TERMS Payable within 14 days of receipt of invoice. In the event of late payment, 15% 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 11,500 copies!

ISSUE	BAUBLATT.ÖSTERREICH TOP TOPIC	TRADE FAIRS
No. 1-2 2019 PD: 20/02/2019 ED/CD: 01/02/2019	Foundation engineering Pile-driving and pulling equipment Tunnelling Tunnel equipment Tunnel safety Construction materials Construction engineering	
No. 3 2019 PD: 15/03/2019 ED/CD: 01/03/2019	Formwork and scaffolding / Concrete / Ready-mixed Concrete / Concrete pump / Construction Chemistry / Concrete repair / Concrete drilling and -sawing	
No. 4 2019 PD: 02/04/2019 ED/CD: 20/03/2019	Trenchless construction Canal construction Pipeline construction Trench construction Shoring systems	BAUMA, 08-14/04, Munich, Germany
No. 5 2019 PD: 22/05/2019 ED/CD: 08/05/2019	Gardening & landscaping Outdoor installations Paving Auxiliary attachments Special equipment	
No. 6 2019 PD: 26/06/2019 ED/CD: 12/06/2019	Cranes Construction hoists Mobile cranes Small construction equipment Construction tools (measuring, pumping, pneumatic, hydraulic) Machine control/monitoring Small compressors	CICEE, 15-18/05, Changsha, China
No. 7-8 2019 PD: 28/08/2019 ED/CD: 14/08/2019	Commercial vehicles Truck-mounted cranes Superstructures Low-loaders Heavy haulage Tyres Lubricants	
No. 9 2019 PD: 25/09/2019 ED/CD: 11/09/2019	Processing technology Crushing and sieving Demolition Recycling Disposal Road construction Asphalt/concrete surfacing	Recycling AKTIV and Tiefbau LIVE, 05-07/09, Karlsruhe, Germany
No. 10 2019 PD: 25/10/2019 ED/CD: 11/10/2019	Lifting technology Lifting platforms Formwork and scaffolding Concrete Ready-mixed con- crete Gardening & landscaping Outdoor installations Paving Auxiliary attachments Special equipment	
No. 11 2019 PD: 22/11/2019 ED/CD: 08/11/2019	Mining and raw material extraction Drilling and blasting technology Extraction	
No. 12 2019 PD: 16/12/2019 ED/CD: 29/11/2019	Municipal and environmental engineering Landfill engineering 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.

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.

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.

ECONOMY + MARKETS

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

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.

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 2019

■ **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.

TOPIC OVERVIEW	BAUBLATT.ÖSTERREICH EDITIONS 2019										
	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	



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