



Media-Information2020

■ ALLGEMEINE BAUZEITUNG

Circulation	Print run: 32 385 copies Total circulation per half year average (III/18): 32 080 copies
Format	width 400 mm, height 570 mm
Type area	width 371 mm, height 528 mm, Text section: 6 single columns each 58 mm, Advertising section: 8 single columns each 45 mm
Printing and binding method, printing material	Offset print, Nordic format Printing material has to be delivered 1:1. Please send your material in digital form. Medium (offline): DVD/CD. Data transfer (online): e-mail/FTP
Deadlines	Frequency: weekly Dates of publication: every Friday Copies deadline: Thursday, 10 a.m. for text section, Wednesday, 10 a.m. for advertising section

Publishing company	Patzer Verlag GmbH & Co. KG, Berlin – Hannover Address: Alter Flughafen 15, 30179 Hannover Koenigsallee 65, 14193 Berlin Postal address: PO. BOX 110151, 30099 Hannover PO. BOX 33 04 55, 14174 Berlin Phone: +49 (0)511 674 08- 0 Fax: +49 (0)511 674 08- 53 Editorial department: Robert Bachmann phone: +49 (0)511 674 08- 62 E-mail: abz-bachmann@patzerverlag.de
Payment terms	2 % discount, if advertisement is paid within 10 days, but latest within 30 days of receipt. All rates excluding VAT. ID-No. DE 136665918 Deutsche Bank Berlin IBAN DE55 1007 0000 0122 8287 00 BIC DEUTDEBBXXX Postbank Berlin IBAN DE56 1001 0010 0025 5021 05 BIC PBNKDEFF100 Rates and formats see table above Rates excluding VAT For our General Terms and Conditions please visit www.patzerverlag.de

Rates and formats

Print format	Width mm	Height mm	b/w €	b/w + 1 c €	b/w + 2 c €	b/w + 3 c €
1/1 page	371	528	18 691,00	23 364,00	28 036,80	32 709,60
3/4 page	371	396	14 018,40	17 523,00	21 027,60	24 532,20
2/3 page	371	325	11 505,00	14 381,25	17 257,50	20 133,75
1/2 page (horizontal)	371	264	9 345,60	11 682,00	14 018,40	16 354,80
1/2 page (vertical)	183	528				
1/3 page (horizontal)	371	176	6 230,40	7 788,00	9 345,60	10 903,20
1/3 page (vertical)	120	528				
1/4 page (horizontal) (DIN A4)	371	132	4 672,80	5 841,00	7 009,20	8 177,40
(vertical)	183	264				
1/6 page	58	528	3 115,20	3 894,00	4 672,80	5 451,60
1/8 page (horizontal)	183	132	2 336,40	2 920,50	3 504,60	4 088,70
(vertical)	120	198				
1/16 page (horizontal)	183	66	1 168,20	1 460,25	1 752,30	2 044,35
(vertical)	120	99				
1/32 page (horizontal)	183	33	584,10	730,13	876,15	1 022,18
(vertical)	58	99				

All rates excluding VAT

Basic rates and formats

Text section		
Basic rate per advertising millimetre (height)	column width	
€ 5,90	1 col	(58 mm)
€ 11,80	2 col	(120 mm)
€ 17,70	3 col	(183 mm)
€ 23,60	4 col	(245 mm)
€ 29,50	5 col	(308 mm)
€ 35,40	6 col	(371 mm)

Cover,
up to a max. of 100 mm, each mm € 7,80
(Placement on request)

Advertising section		
Basic rate per advertising millimetre (height)	column width	
€ 3,15	1 col	(45 mm)
€ 6,30	2 col	(91 mm)
€ 9,45	3 col	(138 mm)
€ 12,60	4 col	(184 mm)
€ 15,75	5 col	(231 mm)
€ 18,90	6 col	(277 mm)
€ 22,05	7 col	(324 mm)
€ 25,20	8 col	(371 mm)

Additional fees **Colour:** Each colour 25 % in addition in the text and advertising section

Placement: Advertisements positioned according to your specific placement instructions will be charged with an additional 25 percent of the original rate.

Rubric insertions Sale & purchase, job openings € 3,15 per mm and column
Situations wanted € 2,55 per mm and column

Cipher fee incl. bid fee for one insertion € 13,90, for every further insertion with the same text € 4,00

Special advertisement On request

Discount: For space booked within one year

Staggered repeat discount		Quantity scale	
by 3 Insertion	3 %	by 1000 mm	3 %
by 6 Insertion	5 %	by 1500 mm	5 %
by 13 Insertion	10 %	by 3000 mm	10 %
by 26 Insertion	15 %	by 6000 mm	15 %
by 52 Insertion	20 %	by 10 000 mm	20 %

Combinations Not possible

Bound inserts Not possible

Loose inserts (not discountable)
loosely inserted, with a min. weight of 120 g/qm.

Weight	Rates of insert (per 1000 pieces)
Up to 15g	€ 198,00
Up to 20g	€ 242,00
Up to 25g	€ 305,00

Other on request
Partly inserts according to postal zones.
Up to 10.000 copies we charge an additional fee of € 20,00 per thousand.

Insert samples order acceptance and confirmation is carried out through the sending of an engaging sample of your insert.

Format Min. 148 mm width x 105 mm height
Max. 260 mm width x 380 mm height

Insert notice Insert notice without additional cost

Required circulation Copies according circulation plus 5 %











Delivery date One week before publication

Shipping-Address for specimen 10 samples sent to
Patzer Verlag GmbH & CO. KG
Alter Flughafen 15, 30179 Hannover




Tip-ons On request

Shipping-Address for inserts and tip-ons Frankfurter Societäts-Druckerei GmbH,
Druckzentrum Mörfelden/Weiterverarbeitung,
Kurhessenstraße 4–6,
64546 Mörfelden-Walldorf







Delivery one week before publication with note "for ABZ" and the volume

Issues/Weeks 2020	Weekly Topic	Special Topics	Fairs
1/2 Editorial Deadline: 02.01.20 Advertorial Deadline: 07.01.20 Date of Publication: 10.01.20	Machines in Action	<ul style="list-style-type: none"> › InfraTech-Fair Issue › Preview 2020 › Hall Construction › Excavators and Loaders 	 InfraTech, 14.–16.01., Essen
3 Editorial Deadline: 08.01.20 Advertorial Deadline: 14.01.20 Date of Publication: 17.01.20	Building Materials	<ul style="list-style-type: none"> › Recovery and Recycling › Formwork and Concrete 	
4 Editorial Deadline: 15.01.20 Advertorial Deadline: 21.01.20 Date of Publication: 24.01.20	Machinery and Devices	<ul style="list-style-type: none"> › Dach+Holz-Fair Issue › Scaffolding › Machine Maintenance 	 Dach + Holz, 28. – 31.1., Stuttgart
5 Editorial Deadline: 22.01.20 Advertorial Deadline: 28.01.20 Date of Publication: 31.01.20	Building Sites in Focus	<ul style="list-style-type: none"> › Sites Equipment › Utility Vehicles › Working Platforms 	
6 Editorial Deadline: 29.01.20 Advertorial Deadline: 04.02.20 Date of Publication: 07.02.20	Machines in Action	<ul style="list-style-type: none"> › Oldenburger Rohrleitungsforum › Compact Machines › Digital Solutions 	 digital BAU, 11.–13.2., Köln  VDBUM Seminar, 11.–14.2., Willingen  Oldenburger Rohrleitungsforum, 13.–14.2., Oldenburg
7 Editorial Deadline: 05.02.20 Advertorial Deadline: 11.02.20 Date of Publication: 14.02.20	Building Materials	<ul style="list-style-type: none"> › bautec-Fair Issue › Cranes › Steelwork 	 bautec, 18.–21.2., Berlin
8 Editorial Deadline: 12.02.20 Advertorial Deadline: 18.02.20 Date of Publication: 21.02.20	Machinery and Devices	<ul style="list-style-type: none"> › Landscaping › Workwear/Safety Equipment 	
9 Editorial Deadline: 19.02.20 Advertorial Deadline: 25.02.20 Date of Publication: 28.02.20	Building Sites in Focus	<ul style="list-style-type: none"> › Demolition Technology › Tunnel- and Bridgebuilding › Masonry 	 Abbruch-Fachtagung, 28.2., Berlin
10 Editorial Deadline: 26.02.20 Advertorial Deadline: 03.03.20 Date of Publication: 06.03.20	Machines in Action	<ul style="list-style-type: none"> › Road Construction › Precast Concrete › Intralogistics 	 Logimat 10.–12.3., Stuttgart  Conexpo, 10.–14.3., Las Vegas
11 Editorial Deadline: 04.03.20 Advertorial Deadline: 10.03.20 Date of Publication: 13.03.20	Building Materials	<ul style="list-style-type: none"> › Formwork and Concrete › Working Platforms › Mobile Room Solutions 	
12 Editorial Deadline: 11.03.20 Advertorial Deadline: 17.03.20 Date of Publication: 20.03.20	Machinery and Devices	<ul style="list-style-type: none"> › Concrete Drilling › Municipal Technology 	 BeBoSa, 26.–28.3., Willingen BBS-Jahrestagung, 28.3., Willingen
13 Editorial Deadline: 18.03.20 Advertorial Deadline: 24.03.20 Date of Publication: 27.03.20	Building Sites in Focus	<ul style="list-style-type: none"> › Recovery and Recycling › Ecological Construction › Tools 	
14 Editorial Deadline: 25.03.20 Advertorial Deadline: 31.03.20 Date of Publication: 03.04.20	Machines in Action	<ul style="list-style-type: none"> › Excavators and Loaders › Hall Construction 	

› Emphases › Exhibition and Event Topics

Issues/Weeks 2019	Weekly Topic	Special Topics	Fairs
15 Editorial Deadline: 01.04.20 Advertorial Deadline: 07.04.20 Date of Publication: 11.04.20	Building Materials	› Machinery Deales › Facade and Windows	
16 Editorial Deadline: 08.04.20 Advertorial Deadline: 14.04.20 Date of Publication: 17.04.20	Machinery and Devices	› Tunnel- and Bridgebuilding › Utility Vehicles	
17 Editorial Deadline: 15.04.20 Advertorial Deadline: 21.04.20 Date of Publication: 24.04.20	Building Sites in Focus	› Working Platforms › Masonry	
18 Editorial Deadline: 22.04.20 Advertorial Deadline: 28.04.20 Date of Publication: 02.05.20	Machines in Action	› IFAT-Fair Issue › Cranes	 IFAT, 4.–8.5., München
19 Editorial Deadline: 29.04.20 Advertorial Deadline: 05.05.20 Date of Publication: 08.05.20	Building Materials	› Mobile Room Solutions › Restauration › Compact Machines	
20 Editorial Deadline: 06.05.20 Advertorial Deadline: 12.05.20 Date of Publication: 15.05.20	Machinery and Devices	› Scaffolding › Utility Vehicles	 Gerüstbau Tagung, 14.–16.5., Köln
21 Editorial Deadline: 13.05.20 Advertorial Deadline: 19.05.20 Date of Publication: 22.05.20	Building Sites in Focus	› Road Construction › Digital Solutions › Sealing Solutions	
22 Editorial Deadline: 20.05.20 Advertorial Deadline: 26.05.20 Date of Publication: 29.05.20	Machines in Action	› Formwork and Concrete › Pipeline Construcion › Intralogistics	
23 Editorial Deadline: 27.05.20 Advertorial Deadline: 02.06.20 Date of Publication: 05.06.20	Building Materials	› Concrete Drilling › Timber Work	
24 Editorial Deadline: 03.06.20 Advertorial Deadline: 09.06.20 Date of Publication: 12.06.20	Machinery and Devices	› Precast Concrete › Roof Construction › Tools	 StoneTec, 17.–20.6., Nürnberg
25 Editorial Deadline: 10.06.20 Advertorial Deadline: 16.06.20 Date of Publication: 19.06.20	Building Sites in Focus	› Cranes › Landscaping	
26 Editorial Deadline: 17.06.20 Advertorial Deadline: 23.06.20 Date of Publication: 26.06.20	Machines in Action	› Demolition Technology › Machinery Deales › Restauration	
27 Editorial Deadline: 24.06.20 Advertorial Deadline: 30.06.20 Date of Publication: 03.07.20	Building Materials	› Special Underground Engineering › Facade and Windows › Hall Construction	

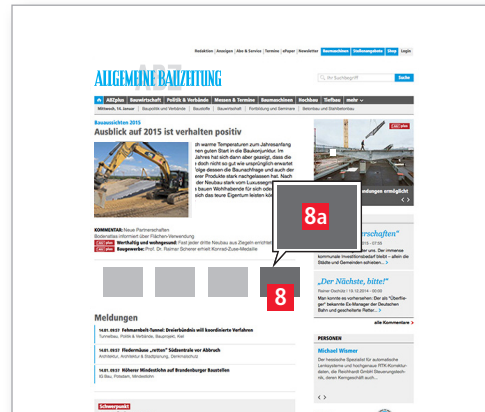
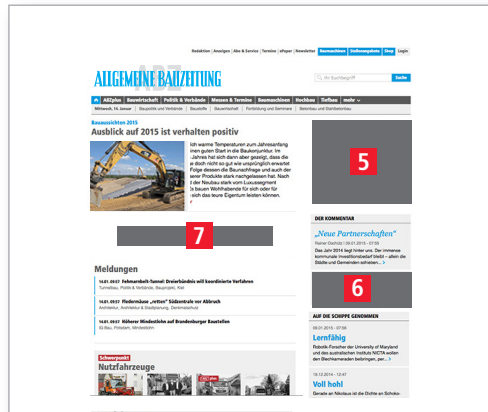
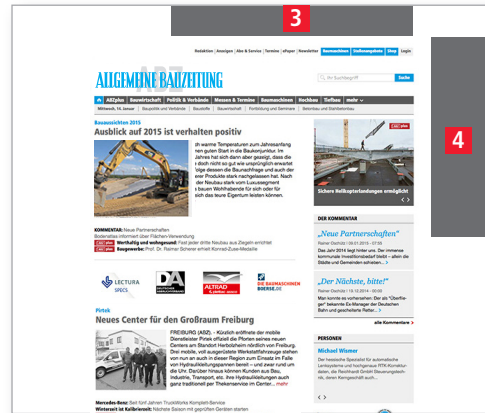
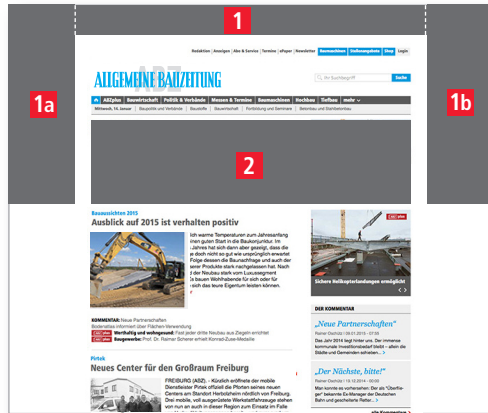
› Emphases › Exhibition and Event Topics

Issues/Weeks 2019	Weekly Topic	Special Topics	Fairs
28 Editorial Deadline: 01.07.20 Advertorial Deadline: 07.07.20 Date of Publication: 10.07.20	Machinery and Devices	› Scaffolding › Recovery and Recycling › Machine Maintenance	
29 Editorial Deadline: 08.07.20 Advertorial Deadline: 14.07.20 Date of Publication: 17.07.20	Building Sites in Focus	› Excavators and Loaders › Sites Equipment › Chemical Solutions	
30 Editorial Deadline: 15.07.20 Advertorial Deadline: 21.07.20 Date of Publication: 24.07.20	Machines in Action	› Mobile Room Solutions › Utility Vehicles	
31 Editorial Deadline: 22.07.20 Advertorial Deadline: 28.07.20 Date of Publication: 31.07.20	Building Materials	› Tunnel- and Bridgebuilding › Roof Construction › Steelwork	
32 Editorial Deadline: 29.07.20 Advertorial Deadline: 04.08.20 Date of Publication: 07.08.20	Machinery and Devices	› Formwork and Concrete › Sealing Solutions	
33 Editorial Deadline: 05.08.20 Advertorial Deadline: 11.08.20 Date of Publication: 14.08.20	Building Sites in Focus	› Ecological Construction › Intralogistics › Compact Machines	
34 Editorial Deadline: 12.08.20 Advertorial Deadline: 18.08.20 Date of Publication: 21.08.20	Machines in Action	› Steinexpo-Fair Issue › Workwear/Safety Equipment › Restauration	 Steinexpo, 26.–29.8., Homburg/Nieder-Ofleiden
35 Editorial Deadline: 19.08.20 Advertorial Deadline: 25.08.20 Date of Publication: 28.08.20	Building Materials	› Road Construction › Pipeline Construcion › Digital Solutions	
36 Editorial Deadline: 26.08.20 Advertorial Deadline: 01.09.20 Date of Publication: 04.09.20	Machinery and Devices	› NordBau-Fair Issue › Demolition Technology	 NordBau, 9.–13.9., Neumünster
37 Editorial Deadline: 02.09.20 Advertorial Deadline: 08.09.20 Date of Publication: 11.09.20	Building Sites in Focus	› GaLaBau-Fair Issue › Platformers´ Days-Fair Issue › Masonry	 Platformers´ Days, 18.–19.9., Karlsruhe  GaLaBau, GaLaBau 2020 16.–19.9., Nürnberg
38 Editorial Deadline: 09.09.20 Advertorial Deadline: 15.09.20 Date of Publication: 18.09.20	Machines in Action	› Cranes › Hall Construction	
39 Editorial Deadline: 16.09.20 Advertorial Deadline: 22.09.20 Date of Publication: 25.09.20	Building Materials	› IAA-Fair Issue › Recovery and Recycling › Tools	 IAA-Nutzfahrzeuge, 24.–30.9., Hannover
40 Editorial Deadline: 23.09.20 Advertorial Deadline: 29.09.20 Date of Publication: 02.10.20	Machinery and Devices	› Workwear/Safety Equipment › Tunnel- and Bridgebuilding	 6.–8.10. STUTTGART ARBEITSSCHUTZ AKTUELL 6.–8.10., Stuttgart

› Emphases › Exhibition and Event Topics

Issues/Weeks 2019	Weekly Topic	Special Topics	Fairs
41 Editorial Deadline: 30.09.20 Advertorial Deadline: 06.10.20 Date of Publication: 09.10.20	Building Sites in Focus	› Concrete Drilling › Municipal Technology	
42 Editorial Deadline: 07.10.20 Advertorial Deadline: 03.10.20 Date of Publication: 16.10.20	Machines in Action	› Excavators and Loaders › Roof Construction	
43 Editorial Deadline: 14.10.20 Advertorial Deadline: 20.10.20 Date of Publication: 23.10.20	Building Materials	› Scaffolding › Mobile Room Solutions	
44 Editorial Deadline: 21.10.20 Advertorial Deadline: 27.10.20 Date of Publication: 30.10.20	Machinery and Devices	› Facade and Windows › Road Construction	
45 Editorial Deadline: 28.10.20 Advertorial Deadline: 03.11.20 Date of Publication: 06.11.20	Building Sites in Focus	› Formwork and Concrete › Machine Maintenance	
46 Editorial Deadline: 04.11.20 Advertorial Deadline: 10.11.20 Date of Publication: 13.11.20	Machines in Action	› Compact Machines › Sealing Solutions › Winter Construction	
47 Editorial Deadline: 11.11.20 Advertorial Deadline: 17.11.20 Date of Publication: 20.11.20	Building Materials	› Intralogistics › Machinery Deals › Digital Solutions	
48 Editorial Deadline: 18.11.20 Advertorial Deadline: 24.11.20 Date of Publication: 27.11.20	Machinery and Devices	› Sites Equipment › Tools	
49 Editorial Deadline: 25.11.20 Advertorial Deadline: 01.12.20 Date of Publication: 04.12.20	Building Sites in Focus	› Demolition Technology › Steelwork › Masonry	
50 Editorial Deadline: 02.12.20 Advertorial Deadline: 08.12.20 Date of Publication: 11.12.20	Machines in Action	› Landscaping › Pipeline Construction	
51 Editorial Deadline: 09.12.20 Advertorial Deadline: 15.12.20 Date of Publication: 18.12.20	Building Materials	› Restauration › Working Platforms	

› Emphases › Exhibition and Event Topics



Banner	Size in px	ABZ-Home €*	editorial content €*
Fireplace Ad 1+1a+1b+2 consisting of Frame Ad and Billboard	1000 x 90 2 x 200 x 600 960 x 250	2 860,00	1 910,00
Frame Ad 1+1a+1b	1000 x 90 2 x 200 x 600	1 720,00	1 150,00
Billboard 2	960 x 250	1 420,00	950,00
Wallpaper 1+1a or 1+1b	1000 x 90 200 x 600	1 150,00	770,00
Superbanner 3	728 x 90	720,00	480,00
Skyscraper 4 moving along at the right side when Scrolling	160 x 600	720,00	480,00
Content-Rectangle 5	300 x 250	660,00	440,00
Teaser 6	300 x 100	420,00	280,00
Textbanner 7	468 x 60	300,00	—
Logo-Banner including Pop-Up 8+8a rotating. The Pop-Up opens as soon as the cursor touches the logo	120 x 90 240 x 190	360,00	—

All prices refer to a period of one week

Banner E-Mail-Newsletter	
Content-Rectangle 300 x 250 px	440,00 €* Sent weekly on Fridays to around 2000 recipients

* + legal VAT

Discount	Price Reductions for insertions within 52 weeks		
by 6 ads	5 %	by 26 ads	15 %
by 13 ads	10 %	by 52 ads	20 %

File Format JPEG, GIF, HTML5

Data Delivery 7 days handling time prior to publishing via FTP or E-mail
Please note: On third party banners we can only work with sources from a protected SSI http-Server.



PATZER VERLAG

Berlin-Hannover

14193 Berlin
Koenigsallee 65
14174 Berlin
Postfach 33 04 55
Tel. 00 49/30/89 59 03-0
Fax 00 49/30/89 59 03-17

30179 Hannover
Alter Flughafen 15
30099 Hannover
Postfach 110151
Tel. 00 49/5 11/6 74 08-0
Fax 00 49/5 11/6 74 08-53

Publishing director



Jürgen Herm
Tel.: 00 49/5 11/6 74 08-0
juergen.herm@patzerverlag.de

Editor-in-chief



Robert Bachmann
Tel.: 00 49/5 11/6 74 08-62
abz-bachmann@patzerverlag.de

Head of distribution



Lutz Beisert
Tel.: 00 49/30/89 59 03-0
lutz.beisert@patzerverlag.de

Head of production



Kurt Röttger
Tel.: 00 49/5 11/6 74 08-70
produktionsleitung@patzerverlag.de

Advertisement sales



Kerstin Henjes
Tel.: 00 49/5 11/6 74 08-31
abz-werbung@patzerverlag.de



Claudia Vatterott
Tel.: 00 49/5 11/6 74 08-35
abz-werbung@patzerverlag.de



Andrea Kröger
Tel.: 00 49/5 11/6 74 08-42
abz-werbung@patzerverlag.de



Monika Tallarek
Tel.: 05 11/6 74 08-30
abz-werbung@patzerverlag.de

Advertisement administration



Petra Lenzing
Tel.: 00 49/5 11/6 74 08-50
Fax: 00 49/5 11/6 74 08-53
abz-abwicklung@patzerverlag.de

Editorial department



Alexandra Westermann
Tel.: 00 49/5 11/6 74 08-64
abz-westermann@patzerverlag.de



Jennifer Schüller
Tel.: 00 49/5 11/6 74 08-68
abz-schueller@patzerverlag.de



Sonja Weiße
Tel.: 05 11/6 74 08-60
abz-weisse@patzerverlag.de

Distribution



Katrin Kheir
Tel.: 00 49/30/89 59 03-57
abo@patzerverlag.de