



# Media-Information2021

■ ALLGEMEINE BAUZEITUNG

<b>Circulation</b>	Print run: 32 500 copies Total circulation per half year average (1/20): 32 192 copies
<b>Format</b>	width 400 mm, height 570 mm
<b>Type area</b>	width 371 mm, height 528 mm, Text section: 6 single columns each 58 mm, Advertising section: 8 single columns each 45 mm
<b>Printing and binding method, printing material</b>	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
<b>Deadlines</b>	Frequency: weekly Dates of publication: every Friday Copies deadline: Thursday, 10 a.m. for text section, Wednesday, 10 a.m. for advertising section

<b>Publishing company</b>	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 <b>Editorial department:</b> Robert Bachmann phone: +49 (0)511 674 08- 62 E-mail: abz-bachmann@patzerverlag.de
<b>Payment terms</b>	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  <b>Rates and formats see table above</b>  Rates excluding VAT  For our General Terms and Conditions please visit <a href="http://www.patzerverlag.de">www.patzerverlag.de</a>

### 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

The ad formats mentioned here for the editorial part are examples. Other ad formats are possible (Ad column 58 mm, 6 ad column overall).

Prices and sizes for advertisements in the advertising section of the ABZ are not listed on these examples. You can obtain information and documents from the ABZ-Team.

### 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

**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



**Tip-ons**      On request

Issues/Weeks 2021	Weekly Topic	Special Topics	Fairs
<b>1</b> Editorial Deadline: 23.12.20 Advertorial Deadline: 05.01.21 Date of Publication: 08.01.21	Construction Machinery in Action	<ul style="list-style-type: none"> <li>➤ BAUEN 2021 (products – systems – processes)</li> <li>➤ Preview 2021 ➤ Excavators and Loaders</li> </ul>	 Hybrid, 11.–16.01., München
<b>2</b> Editorial Deadline: 06.01.21 Advertorial Deadline: 12.01.21 Date of Publication: 15.01.21	Building Materials	<ul style="list-style-type: none"> <li>➤ Formwork and Concrete ➤ Extraction and Recycling</li> </ul>	
<b>3</b> Editorial Deadline: 13.01.21 Advertorial Deadline: 19.01.21 Date of Publication: 22.01.21	Construction Machinery and Devices	<ul style="list-style-type: none"> <li>➤ Scaffolding ➤ Facade and Windows</li> <li>➤ Machine Maintenance</li> </ul>	
<b>4</b> Editorial Deadline: 20.01.21 Advertorial Deadline: 26.01.21 Date of Publication: 29.01.21	Current Building Sites in Focus	<ul style="list-style-type: none"> <li>➤ Modular Room Solutions ➤ Utility Vehicles</li> <li>➤ Compact Machines</li> </ul>	
<b>5</b> Editorial Deadline: 27.01.21 Advertorial Deadline: 02.02.21 Date of Publication: 05.02.21	Construction Machinery in Action	<ul style="list-style-type: none"> <li>➤ Hall Construction ➤ Working Platforms</li> <li>➤ Digital Solutions</li> </ul>	
<b>6</b> Editorial Deadline: 03.02.21 Advertorial Deadline: 09.02.21 Date of Publication: 12.02.21	Building Materials	<ul style="list-style-type: none"> <li>➤ Cranes ➤ Masonry ➤ Steelwork</li> </ul>	
<b>7</b> Editorial Deadline: 10.02.21 Advertorial Deadline: 16.02.21 Date of Publication: 19.02.21	Construction Machinery and Devices	<ul style="list-style-type: none"> <li>➤ Landscaping ➤ Workwear/Safety Equipment</li> </ul>	
<b>8</b> Editorial Deadline: 17.02.21 Advertorial Deadline: 23.02.21 Date of Publication: 26.02.21	Current Building Sites in Focus	<ul style="list-style-type: none"> <li>➤ Tunneling and Bridgebuilding</li> <li>➤ Roof Construction Materials</li> </ul>	
<b>9</b> Editorial Deadline: 24.02.21 Advertorial Deadline: 02.03.21 Date of Publication: 05.03.21	Construction Machinery in Action	<ul style="list-style-type: none"> <li>➤ Demolition Technology ➤ Tools</li> <li>➤ Intralogistics</li> </ul>	
<b>10</b> Editorial Deadline: 03.03.21 Advertorial Deadline: 09.03.21 Date of Publication: 12.03.21	Building Materials	<ul style="list-style-type: none"> <li>➤ Road Construction ➤ Sealing Solutions</li> </ul>	
<b>11</b> Editorial Deadline: 10.03.21 Advertorial Deadline: 16.03.21 Date of Publication: 19.03.21	Construction Machinery and Devices	<ul style="list-style-type: none"> <li>➤ Formwork and Concrete ➤ Municipal Technology</li> <li>➤ Construction Machinery Trade</li> </ul>	 Mawev Show, 24.–27.03., St. Pölten
<b>12</b> Editorial Deadline: 17.03.21 Advertorial Deadline: 23.03.21 Date of Publication: 26.03.21	Current Building Sites in Focus	<ul style="list-style-type: none"> <li>➤ Extraction and Recycling ➤ Ecological Construction Solutions</li> <li>➤ Building Sites Equipment</li> </ul>	





➤ Emphases ➤ Exhibition and Event Topics

Issues/Weeks 2021	Weekly Topic	Special Topics	Fairs
<b>13</b> Editorial Deadline: 24.03.21 Advertorial Deadline: 30.03.21 Date of Publication: 03.04.21	Construction Machinery in Action	<ul style="list-style-type: none"> <li>Excavators and Loaders</li> <li>Hall Construction</li> <li>Restoration</li> </ul>	 Oldenb. Rohrleitungsforum, 15.–16.04., Oldenburg  BeBosa, 15.–17.04., Willingen  Stone-tec, 14.–17.04., Homberg/Nieder-Ofleiden
<b>14</b> Editorial Deadline: 31.03.21 Advertorial Deadline: 06.04.21 Date of Publication: 09.04.21	Building Materials	<ul style="list-style-type: none"> <li>Steinexpo-Fair Issue</li> <li>Oldenburger Rohrleitungsforum</li> <li>Concrete Drilling</li> </ul>	
<b>15</b> Editorial Deadline: 07.04.21 Advertorial Deadline: 13.04.21 Date of Publication: 16.04.21	Construction Machinery and Devices	<ul style="list-style-type: none"> <li>RO-KA-Tech-Fair Issue</li> <li>Intermat-Fair Issue</li> <li>Tunneling and Bridgebuilding</li> </ul>	 Intermat, 19.–24.04., Paris  RO-KA-Tech, 21.–23.04., Kassel
<b>16</b> Editorial Deadline: 14.04.21 Advertorial Deadline: 20.04.21 Date of Publication: 23.04.21	Current Building Sites in Focus	<ul style="list-style-type: none"> <li>Working Platforms</li> <li>Digital Solutions</li> <li>Masonry</li> </ul>	
<b>17</b> Editorial Deadline: 21.04.21 Advertorial Deadline: 27.04.21 Date of Publication: 30.04.21	Construction Machinery in Action	<ul style="list-style-type: none"> <li>Landscaping</li> <li>Cranes</li> <li>Facade and Windows</li> </ul>	 bbi-Jahreshauptversammlung 06.–07.05., Würzburg
<b>18</b> Editorial Deadline: 28.04.21 Advertorial Deadline: 04.05.21 Date of Publication: 07.05.21	Building Materials	<ul style="list-style-type: none"> <li>Road Construction</li> <li>Mobile Room Solutions</li> </ul>	 Stone-tec, 12.–15.05. Nürnberg
<b>19</b> Editorial Deadline: 06.05.21 Advertorial Deadline: 11.05.21 Date of Publication: 14.05.21	Construction Machinery and Devices	<ul style="list-style-type: none"> <li>Scaffolding</li> <li>Utility Vehicles</li> </ul>	 Gerüstbau Tagung, Köln
<b>20</b> Editorial Deadline: 12.05.21 Advertorial Deadline: 18.05.21 Date of Publication: 21.05.21	Current Building Sites in Focus	<ul style="list-style-type: none"> <li>Compact Machines</li> <li>Sealing Solutions</li> </ul>	
<b>21</b> Editorial Deadline: 19.05.21 Advertorial Deadline: 25.05.21 Date of Publication: 28.05.21	Construction Machinery in Action	<ul style="list-style-type: none"> <li>Formwork and Concrete</li> <li>Building Sites Equipment</li> </ul>	
<b>22</b> Editorial Deadline: 26.05.21 Advertorial Deadline: 01.06.21 Date of Publication: 04.06.21	Building Materials	<ul style="list-style-type: none"> <li>RecyclingAktiv/TiefbauLive-Fair Issue</li> <li>Timber Work</li> </ul>	 RecyclingAktiv/TiefbauLive, 10.–12.06., Karlsruhe
<b>23</b> Editorial Deadline: 02.06.21 Advertorial Deadline: 08.06.21 Date of Publication: 11.06.21	Construction Machinery and Devices	<ul style="list-style-type: none"> <li>Roof Construction Materials</li> <li>Pipeline Construction</li> <li>Tools</li> </ul>	
<b>24</b> Editorial Deadline: 09.06.21 Advertorial Deadline: 15.06.21 Date of Publication: 18.06.21	Current Building Sites in Focus	<ul style="list-style-type: none"> <li>Demopark-Fair Issue</li> <li>Intralogistics</li> <li>Extraction and Recycling</li> </ul>	 Demopark, 20.–22.06., Eisenach  Logimat, 9.–11.03., Stuttgart

➤ Emphases ➤ Exhibition and Event Topics

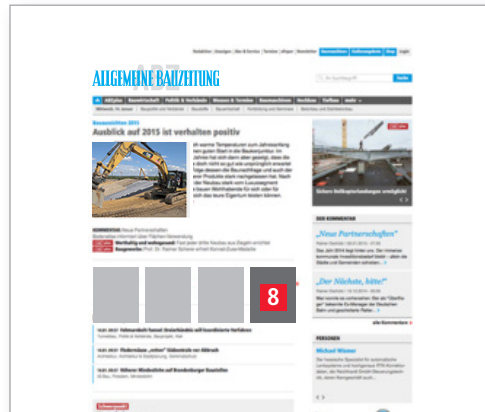
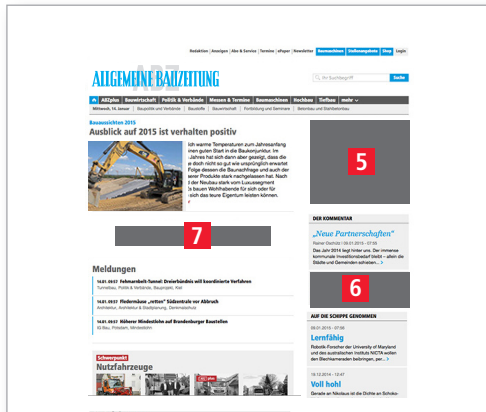
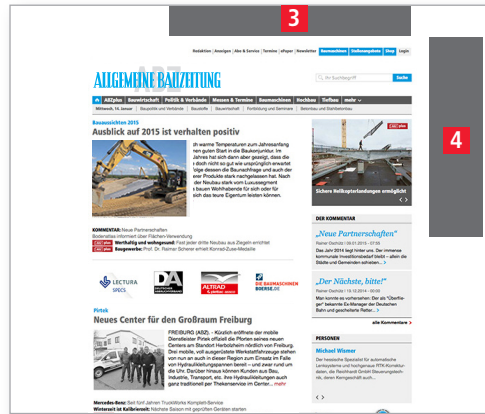
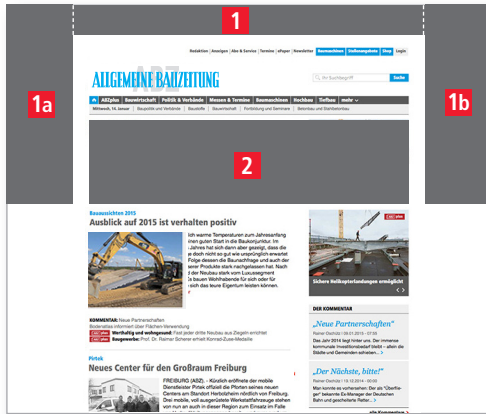
Issues/Weeks 2021	Weekly Topic	Special Topics	Fairs
<b>25</b> Editorial Deadline: 16.06.21 Advertorial Deadline: 22.06.21 Date of Publication: 25.06.21	Construction Machinery in Action	› Demolition Technology › Construction Machinery Trade › Restoration	
<b>26</b> Editorial Deadline: 23.06.21 Advertorial Deadline: 29.06.21 Date of Publication: 02.07.21	Building Materials	› Special Underground Engineering › Facade and Windows › Hall Construction	
<b>27</b> Editorial Deadline: 30.06.21 Advertorial Deadline: 06.07.21 Date of Publication: 09.07.21	Construction Machinery and Devices	› Scaffolding › Road Construction › Machine Maintenance	
<b>28</b> Editorial Deadline: 07.07.21 Advertorial Deadline: 13.07.21 Date of Publication: 16.07.21	Current Building Sites in Focus	› Excavators and Loaders › Chemical Solutions › Cranes	
<b>29</b> Editorial Deadline: 14.07.21 Advertorial Deadline: 20.07.21 Date of Publication: 23.07.21	Construction Machinery in Action	› Formwork and Concrete › Modular Room Solutions	
<b>30</b> Editorial Deadline: 21.07.21 Advertorial Deadline: 27.07.21 Date of Publication: 30.07.21	Building Materials	› Tunneling and Bridgebuilding › Roof Construction Materials › Steelwork	
<b>31</b> Editorial Deadline: 28.07.21 Advertorial Deadline: 03.08.21 Date of Publication: 06.08.21	Construction Machinery and Devices	› Utility Vehicles › Sealing Solutions	
<b>32</b> Editorial Deadline: 04.08.21 Advertorial Deadline: 10.08.21 Date of Publication: 13.08.21	Current Building Sites in Focus	› Compact Machines › Ecological Constructions Solution › Intralogistics	
<b>33</b> Editorial Deadline: 11.08.21 Advertorial Deadline: 17.08.21 Date of Publication: 20.08.21	Construction Machinery in Action	› Digital Solutions › Workwear/Safety Equipment	
<b>34</b> Editorial Deadline: 18.08.21 Advertorial Deadline: 24.08.21 Date of Publication: 27.08.21	Building Materials	› Road Construction › Pipeline Construction	
<b>35</b> Editorial Deadline: 25.08.21 Advertorial Deadline: 31.08.21 Date of Publication: 03.09.21	Construction Machinery and Devices	› NordBau-Fair Issue › Restoration › Precast Concrete	 NordBau, 8.–12.-09., Neumünster
<b>36</b> Editorial Deadline: 01.09.21 Advertorial Deadline: 07.09.21 Date of Publication: 10.09.21	Current Building Sites in Focus	› Landscaping › Masonry › Working Platforms	 Platformers' Days, 10.–11.09., Karlsruhe
<b>37</b> Editorial Deadline: 08.09.21 Advertorial Deadline: 14.09.21 Date of Publication: 17.09.21	Construction Machinery in Action	› Cranes › Hall Construction › Digital Solutions	

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Issues/Weeks 2021	Weekly Topic	Special Topics	Fairs
<b>38</b> Editorial Deadline: 15.09.21 Advertorial Deadline: 21.09.21 Date of Publication: 24.09.21	Building Materials	› NUFAM-Fair Issue › Extraction and Recycling › Tools	 NUFAM, 30.09.–3.10., Karlsruhe
<b>39</b> Editorial Deadline: 22.09.21 Advertorial Deadline: 28.09.21 Date of Publication: 01.10.21	Construction Machinery and Devices	› Excavators and Loaders › Tunneling and Bridgebuilding	
<b>40</b> Editorial Deadline: 29.09.21 Advertorial Deadline: 05.10.21 Date of Publication: 08.10.21	Current Building Sites in Focus	› Demolition Technology › Building Sites Equipment	 Abbruch-Jahreskongress, Oktober
<b>41</b> Editorial Deadline: 06.10.21 Advertorial Deadline: 12.10.21 Date of Publication: 15.10.21	Construction Machinery in Action	› Cranes › Roof Construction Materials › Municipal Technology	 Kommunale, 20.–21.10., Nürnberg
<b>42</b> Editorial Deadline: 13.10.21 Advertorial Deadline: 19.10.21 Date of Publication: 22.10.21	Building Materials	› Scaffolding › Modular Room Solutions › Workwear/Safety Equipment	 A+A, 26.–29.10., Düsseldorf
<b>43</b> Editorial Deadline: 20.10.21 Advertorial Deadline: 26.10.21 Date of Publication: 29.10.21	Construction Machinery and Devices	› Road Construction › Facade and Windows	
<b>44</b> Editorial Deadline: 27.10.21 Advertorial Deadline: 02.11.21 Date of Publication: 05.11.21	Current Building Sites in Focus	› Formwork and Concrete › Machine Maintenance	
<b>45</b> Editorial Deadline: 03.11.21 Advertorial Deadline: 09.11.21 Date of Publication: 12.11.21	Construction Machinery in Action	› Compact Machines › Sealing Solutions › Winter Construcion	 Batimat, 15.–19.11., Paris
<b>46</b> Editorial Deadline: 10.11.21 Advertorial Deadline: 16.11.21 Date of Publication: 19.11.21	Building Materials	› Intralogistics › Digital Solutions › Construction Machinery Trade	 BIM-World Munich, München, 23.–24.11.
<b>47</b> Editorial Deadline: 17.11.21 Advertorial Deadline: 23.11.21 Date of Publication: 26.11.21	Construction Machinery and Devices	› Extraction and Recycling › Concrete Drilling › Tools	
<b>48</b> Editorial Deadline: 24.11.21 Advertorial Deadline: 30.11.21 Date of Publication: 03.12.21	Current Building Sites in Focus	› Landscaping › Steelwork › Masonry	
<b>49</b> Editorial Deadline: 01.12.21 Advertorial Deadline: 07.12.21 Date of Publication: 10.12.21	Construction Machinery in Action	› Demolition Technoloy › Pipeline Construcion	
<b>50</b> Editorial Deadline: 08.12.21 Advertorial Deadline: 14.12.21 Date of Publication: 17.12.21	Building Materials	› Working Platforms › Utility Vehicles › Restoration	

› Emphases › Exhibition and Event Topics





Banner	Size in px	ABZ-Home
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Fireplace Ad 1+1a+1b+2 consisting of Frame Ad and Billboard	1000 x 90 2 x 200 x 600 960 x 250	2940,00
Frame Ad 1+1a+1b	1000 x 90 2 x 200 x 600	1780,00
Billboard 2	970 x 250	1460,00
Wallpaper 1+1a or 1+1b	1000 x 90 200 x 600	1180,00
Superbanner 3	728 x 90	740,00
Skyscraper 4 moving along at the right side when Scrolling	160 x 600	740,00
Content-Rectangle 5	300 x 250	680,00
Teaser 6	300 x 100	430,00
Textbanner 7	468 x 60	300,00

All prices refer to a period of one week

Logo-Banner 8	Bookable cross-media on an impression basis within the scope of our packages
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Banner E-Mail-Newsletter	Size in px	Rate
Content-Rectangle Sent weekly on Fridays to around 2000 recipients, Price is for a one-time shipment	300 x 250 px	480,00*

Sponsored Post/Advertorial	Period/Price:	Rate
One week poses	790,00*	
One week poses + 12 month archiving + social media + ployout + newsletter	1740,00*	

Discount on request \* + legal VAT

**File Format** JPEG, GIF, HTML5 (with Click-Tag)  
**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.



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