



Media-Information2022

■ ALLGEMEINE BAUZEITUNG

Circulation

Print run: 31 000 copies

Total circulation per
half year average
(I/21): 30 735 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:

Kai-Werner Fajga
phone: +49 (0)511 674 08- 60
E-mail: abz-fajga@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	19 008,00	23 760,00	28 512,00	33 264,00
3/4 page	371	396	14 256,00	17 820,00	21 384,00	24 948,00
2/3 page	371	325	11 700,00	14 625,00	17 550,00	20 475,00
1/2 page (horizontal)	371	264	9 504,00	11 880,00	14 256,00	16 632,00
1/2 page (vertical)	183	528				
1/3 page (horizontal)	371	176	6 336,00	7 920,00	9 504,00	11 088,00
1/3 page (vertical)	120	528				
1/4 page (horizontal)	371	132	4 752,00	5 940,00	7 128,00	8 316,00
(DIN A4) (vertical)	183	264				
1/6 page	58	528	3 168,00	3 960,00	4 752,00	5 544,00
1/8 page (horizontal)	183	132	2 376,00	2 970,00	3 564,00	4 158,00
(vertical)	120	198				
1/16 page (horizontal)	183	66	1 188,00	14 850,00	1 782,00	2 079,00
(vertical)	120	99				
1/32 page (horizontal)	183	33	594,00	742,50	891,00	1 039,50
(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		
€ 6,00	1 col	(58 mm)
€ 12,00	2 col	(120 mm)
€ 18,00	3 col	(183 mm)
€ 24,00	4 col	(245 mm)
€ 30,00	5 col	(308 mm)
€ 36,00	6 col	(371 mm)
Cover,		
up to a max. of 100 mm, each mm € 8,00		
(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 € 14,00, 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 15 g	€ 204,00
Up to 20 g	€ 249,00
Up to 25 g	€ 314,00

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 2022			Weekly Topic	Special Topics	Fairs
1	Editorial Deadline: 22.12.21 Advertorial Deadline: 04.01.22 Date of Publication: 07.01.22		Building Materials	➤ Preview 2022 ➤ Tools	
2	Editorial Deadline: 05.01.22 Advertorial Deadline: 11.01.22 Date of Publication: 14.01.22		Construction Machinery and Devices	➤ Utility Vehicles ➤ Extraction and Recycling ➤ Tunneling and Bridgebuilding	
3	Editorial Deadline: 12.01.22 Advertorial Deadline: 18.01.22 Date of Publication: 21.01.22		Current Building Sites in Focus	➤ Pipeline Construction ➤ Modular Room Solutions ➤ Cranes	
4	Editorial Deadline: 19.01.22 Advertorial Deadline: 25.01.22 Date of Publication: 28.01.22		Construction Machinery in Action	➤ Scaffolding ➤ Machine Maintenance ➤ Hall Construction	
5	Editorial Deadline: 26.01.22 Advertorial Deadline: 01.02.22 Date of Publication: 04.02.22		Building Materials	➤ Excavators and Loaders ➤ Facade and Windows ➤ Steelwork	
6	Editorial Deadline: 02.02.22 Advertorial Deadline: 08.02.22 Date of Publication: 11.02.22		Construction Machinery and Devices	➤ Roof Construction Materials ➤ Digital Solutions ➤ Road Construction	
7	Editorial Deadline: 09.02.22 Advertorial Deadline: 15.02.22 Date of Publication: 18.02.22		Current Building Sites in Focus	➤ Formwork and Concrete ➤ Workwear/Safety Equipment ➤ Masonry	
8	Editorial Deadline: 16.02.22 Advertorial Deadline: 22.02.22 Date of Publication: 25.02.22		Construction Machinery in Action	➤ Landscaping ➤ Precast Concrete ➤ Working Platforms	
9	Editorial Deadline: 23.02.22 Advertorial Deadline: 01.03.22 Date of Publication: 04.03.22		Building Materials	➤ Compact Machines ➤ Concrete Drilling ➤ Intralogistics	
10	Editorial Deadline: 02.03.22 Advertorial Deadline: 08.03.22 Date of Publication: 11.03.22		Construction Machinery and Devices	➤ Demolition Technology ➤ Pipeline Construction	
11	Editorial Deadline: 09.03.22 Advertorial Deadline: 15.03.22 Date of Publication: 18.03.22		Current Building Sites in Focus	➤ Scaffolding ➤ Building Sites Equipment ➤ Sealing Solutions	
12	Editorial Deadline: 16.03.22 Advertorial Deadline: 22.03.22 Date of Publication: 25.03.22		Construction Machinery in Action	➤ Extraction and Recycling ➤ Cranes	

➤ Emphases ➤ Exhibition and Event Topics

Issues/Weeks 2022			Weekly Topic	Special Topics	Fairs
13	Editorial Deadline: 23.03.22 Advertorial Deadline: 29.03.22 Date of Publication: 01.04.22		Building Materials	› Utility Vehicles › Tools	
14	Editorial Deadline: 30.03.22 Advertorial Deadline: 05.04.22 Date of Publication: 08.04.22		Construction Machinery and Devices	› Hall Construction › Facade and Windows › Landscaping	
15	Editorial Deadline: 06.04.22 Advertorial Deadline: 12.04.22 Date of Publication: 16.04.22		Current Building Sites in Focus	› Construction Machinery Trade › Road Construction	
16	Editorial Deadline: 13.04.22 Advertorial Deadline: 19.04.22 Date of Publication: 22.04.22		Construction Machinery in Action	› Masonry › Working Platforms › Digital Solutions	
17	Editorial Deadline: 20.04.22 Advertorial Deadline: 26.04.22 Date of Publication: 29.04.22		Building Materials	› RecyclingAktiv/TiefbauLIVE-Fair Issue › Ecological Construction Solutions	 RecyclingAktiv/TiefbauLive, 05.–07.05., Karlsruhe
18	Editorial Deadline: 27.04.22 Advertorial Deadline: 03.05.22 Date of Publication: 06.05.22		Construction Machinery and Devices	› Tunneling and Bridgebuilding › Building Sites Equipment	
19	Editorial Deadline: 04.05.22 Advertorial Deadline: 10.05.22 Date of Publication: 13.05.22		Current Building Sites in Focus	› Excavators and Loaders › Restoration › Workwear/Safety Equipment	
20	Editorial Deadline: 11.05.22 Advertorial Deadline: 17.05.22 Date of Publication: 20.05.22		Construction Machinery in Action	› Scaffolding › Roof Construction Materials	
21	Editorial Deadline: 18.05.22 Advertorial Deadline: 24.05.22 Date of Publication: 27.05.22		Building Materials	› IFAT-Fair Issue › Digital Solutions › Municipal Technology	 IFAT, 30.5.–03.06., München digital BAU, 31.05.–02.06., Köln
22	Editorial Deadline: 25.05.22 Advertorial Deadline: 31.05.22 Date of Publication: 03.06.22		Construction Machinery and Devices	› Modular Room Solutions › Utility Vehicles › Sealing Solutions	
23	Editorial Deadline: 01.06.22 Advertorial Deadline: 07.06.22 Date of Publication: 10.06.22		Current Building Sites in Focus	› Concrete Drilling › Compact Machines › Ecological Construction Solutions	 BBS-Jahrestagung, 11.06., Kassel
24	Editorial Deadline: 08.06.22 Advertorial Deadline: 14.06.22 Date of Publication: 17.06.22		Construction Machinery in Action	› Formwork and Concrete › Intralogistics	
25	Editorial Deadline: 15.06.22 Advertorial Deadline: 21.06.22 Date of Publication: 24.06.22		Building Materials	› Masonry › Tools	 Stone+tec, 22.–25.06., Nürnberg

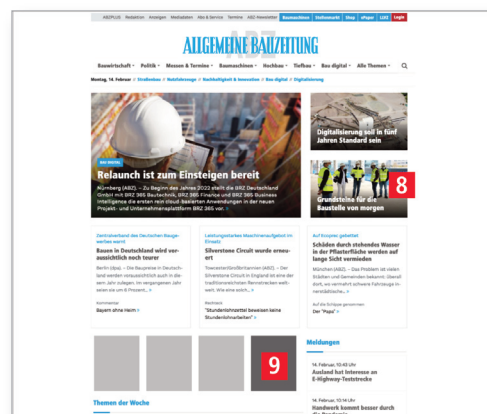
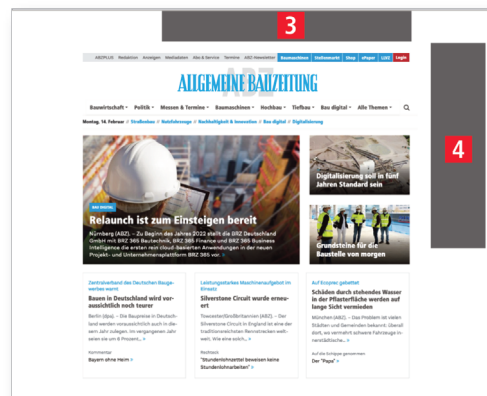
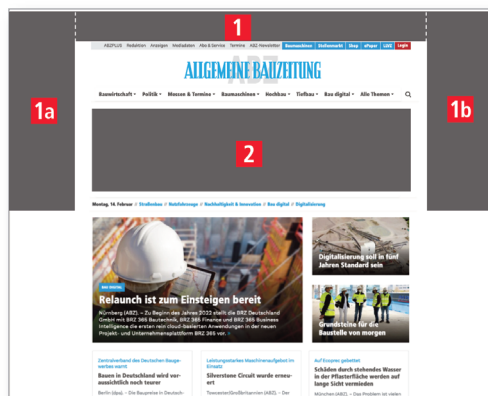
› Emphases › Exhibition and Event Topics

Issues/Weeks 2022	Weekly Topic	Special Topics	Fairs
26 Editorial Deadline: 22.06.22 Advertorial Deadline: 28.06.22 Date of Publication: 01.07.22	Construction Machinery and Devices	› Dach+Holz-Fair Issue › Demolition Technology › Machine Maintenance	 Dach + Holz, 05.–08.07., Köln
27 Editorial Deadline: 29.06.22 Advertorial Deadline: 05.07.22 Date of Publication: 08.07.22	Current Building Sites in Focus	› Cranes › Working Platforms › Pipeline Construction	
28 Editorial Deadline: 06.07.22 Advertorial Deadline: 12.07.22 Date of Publication: 15.07.22	Construction Machinery in Action	› Road Construction › Digital Solutions › Restoration	 VDBUM Seminar, 19.–22.7., Willingen
29 Editorial Deadline: 13.07.22 Advertorial Deadline: 19.07.22 Date of Publication: 22.07.22	Building Materials	› Scaffolding › Facade and Windows › Hall Construction	
30 Editorial Deadline: 20.07.22 Advertorial Deadline: 26.07.22 Date of Publication: 29.07.22	Construction Machinery and Devices	› Excavators and Loaders › Chemical Solutions › Building Sites Equipment	
31 Editorial Deadline: 27.07.22 Advertorial Deadline: 02.08.22 Date of Publication: 05.08.22	Current Building Sites in Focus	› Extraction and Recycling › Municipal Technology › Formwork and Concrete	
32 Editorial Deadline: 03.08.22 Advertorial Deadline: 09.08.22 Date of Publication: 12.08.22	Construction Machinery in Action	› Modular Room Solutions › Construction Machinery Trade › Special Underground Engineering	
33 Editorial Deadline: 10.08.22 Advertorial Deadline: 16.08.22 Date of Publication: 19.08.22	Building Materials	› Tunneling and Bridgebuilding › Roof Construction Materials › Steelwork	
34 Editorial Deadline: 17.08.22 Advertorial Deadline: 23.08.22 Date of Publication: 26.08.22	Construction Machinery and Devices	› Concrete Drilling › Road Construction › Sealing Solutions	
35 Editorial Deadline: 24.08.22 Advertorial Deadline: 30.08.22 Date of Publication: 02.09.22	Current Building Sites in Focus	› NordBau-Fair Issue › Intralogistics › Ecological Construction Solutions	 NordBau, 07.–11.09., Neumünster
36 Editorial Deadline: 31.08.22 Advertorial Deadline: 06.09.22 Date of Publication: 09.09.22	Construction Machinery in Action	› GaLaBau-Fair Issue › Restoration › Demolition Technology	 GaLaBau, 14.–17.09., Nürnberg  Abbruch-Jahreskongress, 09.09., Aachen
37 Editorial Deadline: 07.09.22 Advertorial Deadline: 13.09.22 Date of Publication: 16.09.22	Building Materials	› InfraTech-Fair Issue › Utility Vehicles › Scaffolding	 InfraTech, 20.–22.09., Essen  IAA, 20.–25.09., Hannover  Bundesfachtagung Gerüstbau, 15.–17.09., Bremen
38 Editorial Deadline: 14.09.22 Advertorial Deadline: 20.09.22 Date of Publication: 23.09.22	Construction Machinery and Devices	› Excavators and Loaders › Facade and Windows › Working Platforms	

› Emphases › Exhibition and Event Topics

Issues/Weeks 2022			Weekly Topic	Special Topics	Fairs
39	Editorial Deadline: 21.09.22 Advertorial Deadline: 27.09.22 Date of Publication: 30.09.22		Current Building Sites in Focus	› Bauma Preview I – The Fair and its Exhibitors › Pipeline Construction › Formwork and Scaffolding	 Batimat, 03.–06.10., Paris
40	Editorial Deadline: 28.09.22 Advertorial Deadline: 04.10.22 Date of Publication: 07.10.22		Construction Machinery in Action	› Bauma Preview II – The Fair and its Exhibitors › Road Construction and Earthmoving › Building Sites Equipment	
41	Editorial Deadline: 05.10.22 Advertorial Deadline: 11.10.22 Date of Publication: 14.10.22		Building Materials	› Bauma Preview III – The Fair and its Exhibitors › Building Construction and Bridgebuilding › Extraction and Recycling › Workwear/Safety Equipment	 Arbeitsschutz Aktuell, 18.–20.10., Stuttgart
42	Editorial Deadline: 12.10.22 Advertorial Deadline: 18.10.22 Date of Publication: 21.10.22		Construction Machinery and Devices	› Bauma-Main Issue – Big ABZ Tour of the Fair in Munich › Machine Technologies › Utility Vehicles › Tools	
43	Editorial Deadline: 19.10.22 Advertorial Deadline: 25.10.22 Date of Publication: 28.10.22		Current Building Sites in Focus	› Bauma-Live – Reports from the Fair › Hall Construction	 bauma, 24.–30.10., München
44	Editorial Deadline: 26.10.22 Advertorial Deadline: 01.11.22 Date of Publication: 04.11.22		Construction Machinery in Action	› Cranes › Modular Room Solutions › Roof Construction Materials	
45	Editorial Deadline: 02.11.22 Advertorial Deadline: 08.11.22 Date of Publication: 11.11.22		Building Materials	› Landscaping › Digital Solutions	 BIM-World Munich, München, 22.–23.11.
46	Editorial Deadline: 09.11.22 Advertorial Deadline: 15.11.22 Date of Publication: 18.11.22		Construction Machinery and Devices	› Excavators and Loaders › Sealing Solutions	
47	Editorial Deadline: 16.11.22 Advertorial Deadline: 22.11.22 Date of Publication: 25.11.22		Current Building Sites in Focus	› Concrete Drilling › Winter Construction	
48	Editorial Deadline: 23.11.22 Advertorial Deadline: 29.11.22 Date of Publication: 02.12.22		Construction Machinery in Action	› Intralogistics › Construction Machinery Trade	
49	Editorial Deadline: 30.11.22 Advertorial Deadline: 06.12.22 Date of Publication: 09.12.22		Building Materials	› Municipal Technology › Formwork and Concrete › Restoration	
50	Editorial Deadline: 07.12.22 Advertorial Deadline: 13.12.22 Date of Publication: 16.12.22		Construction Machinery and Devices	› Demolition Technology › Utility Vehicles › Masonry	
51	Editorial Deadline: 14.12.22 Advertorial Deadline: 20.12.22 Date of Publication: 23.12.22		Current Building Sites in Focus	› Compact Machines › Pipeline Construction	

› Emphases › Exhibition and Event Topics



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 SSL http-Server.

Banner	Size in px	ABZ-Home €*
Fireplace Ad 1+1a+1b+2 consisting of Frame Ad and Billboard	1000 x 90 2 x 200 x 600 960 x 250	2 980,00
Frame Ad 1+1a+1b	1000 x 90 2 x 200 x 600	1 860,00
Billboard 2	970 x 250	1 540,00
Wallpaper 1+1a or 1+1b	1000 x 90 200 x 600	1 240,00
Superbanner 3	728 x 90	780,00
Skyscraper 4 moving along at the right side when Scrolling	160 x 600	780,00
Content-Rectangle 5	300 x 250	710,00
Teaser 6	300 x 100	450,00
Textbanner 7	468 x 60	310,00
Newsletter Content Rectangle	300 x 250	510,00
Advertorial Sponsored Post		830,00
Advertorial Sponsored Post	+ Social Media	1830,00
Advertorial Sponsored Post	+ Social Media + Aufmacherbild 8	2300,00
Logo-Banner 9	Bookable cross-media on an impression basis within the scope of our packages	

All prices refer to a period of one week

Discount on request

* + legal VAT



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 Advertisement sales



Alexandra Kasper
Tel. 030 / 895903-30
werbeleitung@patzerverlag.de

Head of Advertisement sales



Kerstin Henjes
Tel. 05 11/ 6 74 08-31
abz-werbung@patzerverlag.de

Head of distribution



Lutz Beisert
Tel. 0 30/89 59 03-0
info@patzerverlag.de

Distribution



Richard Hunt
Tel. 0 30/89 59 03-53/-57
abo@patzerverlag.de

Head of Production



Kolja Schwering
Tel. 05 11/ 6 74 08-74
technik@patzerverlag.de

Advertisement sales



Andrea Kröger
Tel. 05 11/ 6 74 08-42
abz-werbung@patzerverlag.de



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



Claudia Vatterott
Tel. 05 11/ 6 74 08-35
abz-werbung@patzerverlag.de



Andreas Fischer
Tel. 0 30/ 89 59 03-41
Fax 0 30/ 89 59 03-17
abz-werbung@patzerverlag.de

Advertisement administration



Gabriele Nawa
Tel. 05 11/ 6 74 08-50
Fax 05 11/ 6 74 08-53
abz-abwicklung@patzerverlag.de



Petra Lenzing
Tel. 05 11/ 6 74 08-50
Fax 05 11/ 6 74 08-53
abz-abwicklung@patzerverlag.de

Editor-in-chief



Kai-Werner Fajga
Tel. 05 11/ 6 74 08-60
abz-fajga@patzerverlag.de

Editorial department



Alexandra Westermann, ME
Tel. 05 11/ 6 74 08-64
abz-westermann@patzerverlag.de



Julia Gräßler
Tel. 05 11/ 6 74 08-61
abz-graessler@patzerverlag.de



Christoph Scholz
Tel. 05 11/ 6 74 08-62
abz-scholz@patzerverlag.de