Media-Information 2024

ALLGEMEINE BAUZEITUNG

Circulation

Print run: 28 667 copies

Total circulation per half year average (4/22): 28 343 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.
Data transfer: 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

Payment terms

2 % discount, if advertisement is paid within 10 days, but latest within 30 days of receip. 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

For our General Terms and Conditions please visit www.patzerverlag.de

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Transfer of data in digital form

Please send your files via e-mail or FTP (by arrangement).
File name / Folder name: Please include the customer name, the title (ABZ), and issue week/year (e.g. „Sample company ABZ 1/2021") to your file title.
PDF data: If you send a PDF file, please ensure that all color ads must be saved in CMYK color space, that the tonal ranges of the images are correct (see keyword tonal range), that there are no compression forms (e.g. JPEG) were used for logos or images and that all fonts* are embedded or converted to paths.
Open data: To adapt your ad data to our layout, we need the complete open data package, embedded with fonts and images.
Images and graphics: Grayscale or color images should be supplied in 300 ppi, Logos in 800 ppi or as vector Graphic (eps)
Tonal range
1-color ads (with halftone):
Depth point max. at 95 %, Light point min. at 3 %
4-color ads (with halftone): Depth point (all colors together) 240 %, Light point 5 %
Dot gain, Control field/color
40 % field/color 28 % ± 4 %
40 % field/black color 30 % ± 4 %
The 80 % field must still print open.
Our operating system and programs
Apple Macintosh/Mac OS, Quark XPress (without extensions), Photoshop, Illustrator and Indesign
Important notice: For delivered PDF files we assume that the data has been checked in advance with you. We merely place it in our pages.
For 4-color ads we need a color binding proof.
We can only print what you deliver to us in your files. We cannot accept liability for deviations if we did not received a control print or proof.
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* The fonts will only be used to process your order and will be deleted afterwards.

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	20 592,00	25 740,00	30 888,00	36 036,00
3/4 page	371	396	15 444,00	19 305,00	23 166,00	27 027,00
2/3 page	371	325	12 675,00	15 843,75	19 012,50	22 181,25
1/2 page (horizontal) 1/2 page (vertical)	371 183	264 528	10 296,00	12 870,00	15 444,00	18 018,00
1/3 page (horizontal) 1/3 page (vertical)	371 120	176 528	6 864,00	8 580,00	10 296,00	12 012,00
1/4 page (horizontal) (DIN A4) (vertical)	371 183	132 264	5 148,00	6 435,00	7 722,00	9 009,00
1/6 page	58	528	3 432,00	4 290,00	5 148,00	6 006,00
1/8 page (horizontal) (vertical)	183 120	132 198	2 574,00	3 217,50	3 861,00	4 504,50
1/16 page (horizontal) (vertical)	183 120	66 99	1 287,00	1 608,75	1 930,50	2 252,25
1/32 page (horizontal) (vertical)	183 58	33 99	643,50	804,38	965,25	1126,13

All rates excluding VAT

The ad formats mentiones 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
€ 6,50	1 col (58 mm)
€ 13,00	2 col (120 mm)
€ 19,50	3 col (183 mm)
€ 26,00	4 col (245 mm)
€ 32,50	5 col (308 mm)
€ 39,00	6 col (371 mm)

Cover,
up to a max. of 100 mm, each mm € 8,60
(Placement on request)

Advertising section

Basic rate per advertising millimetre (height)	column width
€ 3,40	1 col (45 mm)
€ 6,80	2 col (91 mm)
€ 10,20	3 col (138 mm)
€ 13,60	4 col (184 mm)
€ 17,00	5 col (231 mm)
€ 20,40	6 col (277 mm)
€ 23,80	7 col (324 mm)
€ 27,20	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 € 3,40 per mm and column
Situations wanted € 2,60 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)
loosley inserted, with a min. weight of 120 g/qm.

Weight	Rates of insert (per 1000 pieces)
Up to 15 g	€ 230,00
Up to 20 g	€ 280,00
Up to 25 g	€ 350,00

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 throngh 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

Zeitungsdruck Dierichs GmbH & Co. KG
Warenannahme / Tor 2
Wilhelmine-Reichard-Str. 1
34123 Kassel, Deutschland

Monday till Thursday:
7:00 till a.m. to 5:00 p.m.
Friday:
7:00 a.m. till 3:00 p.m.

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

Tip-ons

On request

Schedule and Topics 2024

Issues/Weeks 2024		Weekly Topic	Special Topics	Fairs
1	Editorial Deadline: 20.12.23 Advertorial Deadline: 02.01.24 Date of Publication: 05.01.24	Building Materials	› InfraTech-Fair Issue › Preview 2024 › Tools	InfraTech, 09.–11.01.24, Essen
2	Editorial Deadline: 03.01.24 Advertorial Deadline: 09.01.24 Date of Publication: 12.01.24	Construction Machinery and Devices	› Road Construction › Utility Vehicles	
3	Editorial Deadline: 10.01.24 Advertorial Deadline: 16.01.24 Date of Publication: 19.01.24	Current Building Sites in Focus	› Cranes › Facade and Windows	
4	Editorial Deadline: 17.01.24 Advertorial Deadline: 23.01.24 Date of Publication: 26.01.24	Construction Machinery in Action	› Scaffolding › Hall Construction › Services/Maintenance	VDBUM-Seminar, 30.01.–02.02.24, Willingen
5	Editorial Deadline: 24.01.24 Advertorial Deadline: 30.01.24 Date of Publication: 02.02.24	Education/Profession/ Career	› Oldenburger Rohrleitungsforum › Excavators and Loaders › Modular Room Solutions	Oldenburger Rohrleitungsforum, 08.–09.02.24, Oldenburg
6	Editorial Deadline: 31.01.24 Advertorial Deadline: 06.02.24 Date of Publication: 09.02.24	Building Materials	› Tunneling and Bridgebuilding › Extraction and Recycling › Intralogistics	
7	Editorial Deadline: 05.02.24 Advertorial Deadline: 13.02.24 Date of Publication: 16.02.24	Construction Machinery and Devices	› Digital Solutions › Landscaping › Precast Concrete	digital BAU 20.–22.02.24, Köln
8	Editorial Deadline: 14.02.24 Advertorial Deadline: 29.02.24 Date of Publication: 23.02.24	Current Building Sites in Focus	› Formwork and Concrete › Workwear/Safety Equipment	
9	Editorial Deadline: 21.02.24 Advertorial Deadline: 27.02.24 Date of Publication: 02.03.24	Construction Machinery in Action	› Dach+Holz-Fair Issue › Excavators and Loaders › Contrete Drilling	Dach+Holz, 05.–08.03.24, Stuttgart
10	Editorial Deadline: 28.02.24 Advertorial Deadline: 05.03.24 Date of Publication: 08.03.24	Education/Profession/ Career	› Sealing Solutions › Sustainable Buildings and Technologies › Compact Machines	
11	Editorial Deadline: 06.03.24 Advertorial Deadline: 12.03.24 Date of Publication: 15.03.24	Building Materials	› Road Construction › Building Sites Equipment	
12	Editorial Deadline: 13.03.24 Advertorial Deadline: 19.03.24 Date of Publication: 22.03.24	Construction Machinery and Devices	› Demolition Technology › Working Platforms	Abbruch-Fachtagung, 22.03.24, Berlin

› Emphases › Exhibition and Event Topics

Issues/Weeks 2024		Weekly Topic	Special Topics	Fairs
13	Editorial Deadline: 20.03.24 Advertorial Deadline: 26.03.24 Date of Publication: 29.03.24	Current Building Sites in Focus	› Utility Vehicles › Tools	
14	Editorial Deadline: 27.03.24 Advertorial Deadline: 04.04.24 Date of Publication: 08.04.24	Construction Machinery in Action	› Hall Construction › Construction Machinery Trade	
15	Editorial Deadline: 03.04.24 Advertorial Deadline: 09.04.24 Date of Publication: 13.04.24	Education/Profession/ Career	› Landscaping › Masonry › Digitial Solutions	
16	Editorial Deadline: 12.04.24 Advertorial Deadline: 18.04.24 Date of Publication: 21.04.24	Building Materials	› Intermat-Fair Issue › Scaffolding	Intermat, 24. - 27.04.24, F - Paris Gerüstbau-Tagung, 18.–20.04.2024, München
17	Editorial Deadline: 17.04.24 Advertorial Deadline: 23.04.24 Date of Publication: 26.04.24	Construction Machinery and Devices	› Extraction and Recycling › Ecological Construction Solutions	
18	Editorial Deadline: 24.04.24 Advertorial Deadline: 30.04.24 Date of Publication: 03.05.24	Current Building Sites in Focus	› Cranes › Workwear/Safety Equipment	
19	Editorial Deadline: 01.05.24 Advertorial Deadline: 07.05.24 Date of Publication: 10.05.24	Construction Machinery in Action	› IFAT-Fair Issue › Restoration › Building Sites Equipment	IFAT, 13.–17.05.24, München
20	Editorial Deadline: 08.05.24 Advertorial Deadline: 14.05.24 Date of Publication: 17.05.24	Education/Profession/ Career	› Excavators and Loaders › Digital Solutions › Roof Construction Materials	
21	Editorial Deadline: 15.05.24 Advertorial Deadline: 21.05.24 Date of Publication: 24.05.24	Building Materials	› Tools › Pipeline Construction › Formwork and Concrete	
22	Editorial Deadline: 22.05.24 Advertorial Deadline: 28.05.24 Date of Publication: 31.05.24	Contstruction Machinery and Devices	› Concrete Drilling › Utility Vehicles › Sealing Solutions	BBS-Jahrestagung, 01.06.24, Rostock
23	Editorial Deadline: 29.05.24 Advertorial Deadline: 04.06.24 Date of Publication: 07.06.24	Current Building Sites in Focus	› Compact Machines › Modular Room Solutions › New Drive Technologies	
24	Editorial Deadline: 05.06.24 Advertorial Deadline: 11.06.24 Date of Publication: 14.06.24	Construction Machinery in Action	› Tunneling and Bridgebuilding › Intralogistics	
25	Editorial Deadline: 12.06.24 Advertorial Deadline: 18.06.24 Date of Publication: 21.06.24	Education/Profession/Career	› Municipal Technology › Extraction and Recycling › Masonry	Urban Tec Live 26.–27.06.24, Offenburg-Ortenau

› Emphases › Exhibition and Event Topics

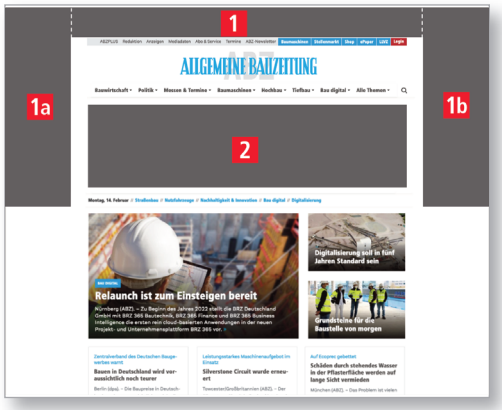
Issues/Weeks 2024		Weekly Topic	Special Topics	Fairs
26	Editorial Deadline: 19.06.24 Advertorial Deadline: 25.06.24 Date of Publication: 28.06.24	Building Materials	› Demolition Technology › Working Platforms › Services/Maintenance	
27	Editorial Deadline: 26.06.24 Advertorial Deadline: 02.07.24 Date of Publication: 05.07.24	Construction Machinery and Devices	› Cranes › Pipeline Construction › Special Underground Engineering	
28	Editorial Deadline: 03.07.24 Advertorial Deadline: 09.07.24 Date of Publication: 12.07.24	Current Building Sites in Focus	› Road Construction › Restoration	
29	Editorial Deadline: 10.07.24 Advertorial Deadline: 16.07.24 Date of Publication: 19.07.24	Construction Machinery in Action	› Scaffolding › Facade and Windows › Hall Construction	
30	Editorial Deadline: 17.07.24 Advertorial Deadline: 23.07.24 Date of Publication: 26.07.24	Education/Profession/ Career	› Excavators and Loaders › Chemical Solutions	
31	Editorial Deadline: 24.07.24 Advertorial Deadline: 30.07.24 Date of Publication: 02.08.24	Building Materials	› Formwork and Concrete › Building Sites Equipment	
32	Editorial Deadline: 31.07.24 Advertorial Deadline: 06.08.24 Date of Publication: 09.08.24	Construction Machinery and Devices	› Modular Room Solutions › Roof Construction Materials	
33	Editorial Deadline: 07.08.24 Advertorial Deadline: 13.08.24 Date of Publication: 16.08.24	Current Building Sites in Focus	› Tunneling and Bridgebuilding › Construction Machinery Trade › Steelwork	
34	Editorial Deadline: 14.08.24 Advertorial Deadline: 20.08.24 Date of Publication: 23.08.24	Construction Machinery in Action	› Concrete Drilling › Intralogistics › Sealing Solutions	
35	Editorial Deadline: 21.08.24 Advertorial Deadline: 27.08.24 Date of Publication: 30.08.24	Building Materials	› NordBau-Fair Issue › Working Platforms › Ecological Construction Solutions	NordBau, 04.–08.09.24, Neumünster Platformers' Days, 06.–07.09.24, Karlsruhe
36	Editorial Deadline: 28.08.24 Advertorial Deadline: 03.09.24 Date of Publication: 06.09.24	Education/Profession/ Career	› GaLaBau-Fair Issue › Workwear/Safety Equipment › StartUp-Companies	GaLaBau, 11.–14.09.24, Nürnberg
37	Editorial Deadline: 04.09.24 Advertorial Deadline: 10.09.24 Date of Publication: 13.09.24	Construction Machinery and Devices	› Demolition Technology › Utility Vehicles › Pipeline Construction	IAA Nutzfahrzeuge, 17.–22.09.24, Hannover Abbruch-Jahreskongress, 09.–21.09.24, Eskilstuna (SE)
38	Editorial Deadline: 11.09.24 Advertorial Deadline: 17.09.24 Date of Publication: 20.09.24	Current Building Sites in Focus	› Facade and Windows › Tools › Hall Construction	

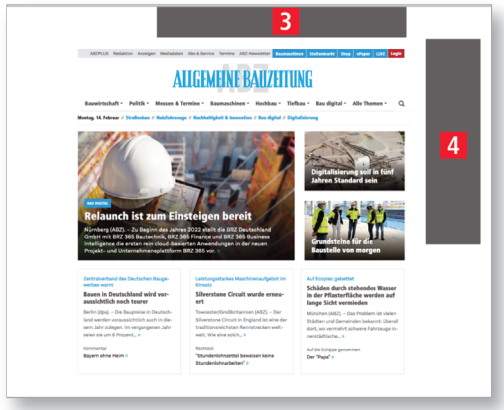
› Emphases › Exhibition and Event Topics

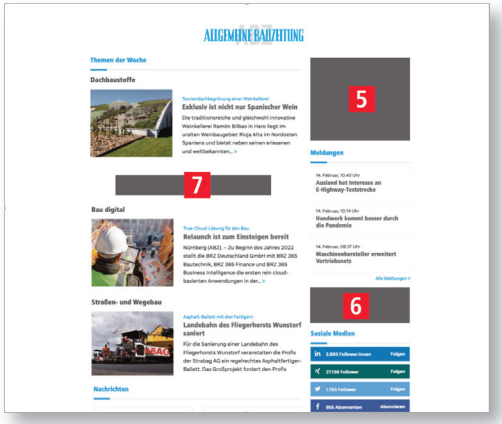
Schedule and Topics 2024

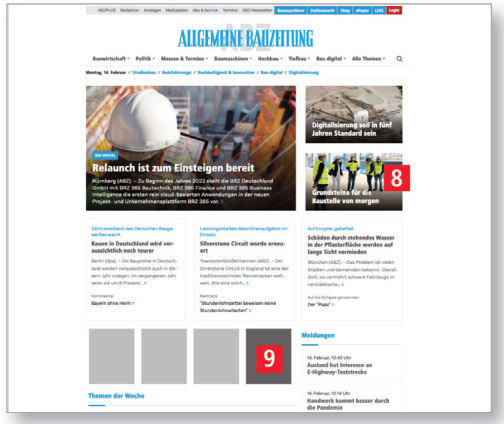
Issues/Weeks 2024		Weekly Topic	Special Topics	Fairs
39	Editorial Deadline: 18.09.24 Advertorial Deadline: 24.09.24 Date of Publication: 27.09.24	Construction Machinery in Action	› Compact Machines › Precast Concrete › Services/Maintenance	
40	Editorial Deadline: 25.09.24 Advertorial Deadline: 01.10.24 Date of Publication: 04.10.24	Education/Profession/ Career	› Digital Solutions › Scaffolding › Restoration	Construction Equipment Forum 08.–09.10.24, Frechen
41	Editorial Deadline: 02.10.24 Advertorial Deadline: 08.10.24 Date of Publication: 11.10.24	Building Materials	› Extraction and Recycling › Municipal Technology › Winter Construction	
42	Editorial Deadline: 09.10.24 Advertorial Deadline: 15.10.24 Date of Publication: 18.10.24	Construction Machinery and Devices	› Road Construction › Steelwork › bauma 2025 Preparation	
43	Editorial Deadline: 16.10.24 Advertorial Deadline: 22.10.24 Date of Publication: 25.10.24	Current Building Sites in Focus	› Tunneling and Bridgebuilding › Masonry	
44	Editorial Deadline: 23.10.24 Advertorial Deadline: 29.10.24 Date of Publication: 01.11.24	Construction Machinery in Action	› Cranes › Roof Construction Materials › Workwear/Safety Equipment	ARBEITSSCHUTZ AKTUELL Arbeitsschutz Aktuell, 05.–07.11.24, Stuttgart
45	Editorial Deadline: 30.10.24 Advertorial Deadline: 05.11.24 Date of Publication: 08.11.24	Education/Profession/ Career	› Landscaping › Modular Room Solutions	
46	Editorial Deadline: 06.11.24 Advertorial Deadline: 12.11.24 Date of Publication: 15.11.24	Building Materials	› Excavators and Loaders › Working Platforms › Sealing Solutions	
47	Editorial Deadline: 13.11.24 Advertorial Deadline: 19.11.24 Date of Publication: 22.11.24	Construction Machinery and Devices	› Digital Solutions › Concrete Drilling › Building Sites Equipment	BIMWORLD BIM-World Munich, 26.–27.11.24, München
48	Editorial Deadline: 20.11.24 Advertorial Deadline: 26.11.24 Date of Publication: 29.11.24	Current Building Sites in Focus	› Formwork and Concrete › Intralogistics › Construction Machinery Trade	
49	Editorial Deadline: 27.11.24 Advertorial Deadline: 03.12.24 Date of Publication: 06.12.24	Construction Machinery in Action	› Utility Vehicles › Tools › Restoration	
50	Editorial Deadline: 04.12.24 Advertorial Deadline: 10.12.24 Date of Publication: 13.12.24	Education/Profession/ Career	› Demolition Technoloy › Masonry	
51	Editorial Deadline: 11.12.24 Advertorial Deadline: 17.12.24 Date of Publication: 20.12.24	Building Materials	› 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 SSI http-Server. For the mobile devices we need more data.

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	3480,00
Frame Ad 1 + 1a + 1b	1000 x 90 2 x 200 x 600	2150,00
Billboard 2	970 x 250	1800,00
Wallpaper 1 + 1a or 1 + 1b	1000 x 90 200 x 600	1450,00
Superbanner 3	728 x 90	920,00
Skyscraper 4 moving along at the right side when Scrolling	160 x 600	920,00
Content-Rectangle 5	300 x 250	840,00
Teaser 6	300 x 100	510,00
Textbanner 7	468 x 60	350,00
Newsletter Content Rectangle	300 x 250	600,00
Advertorial Sponsored Post		970,00
Advertorial Sponsored Post	+ Social Media	2150,00
Advertorial Sponsored Post	+ Social Media + Aufmacherbild 8	2600,00
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

Impression-based bookings accepted starting with 10000 Impressions

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