

A large, stylized graphic of overlapping blue leaves or petals, rendered in various shades of blue, occupies the left and center of the page. The leaves are layered, creating a sense of depth and movement.

Media-Information2018

■ ALLGEMEINE BAUZEITUNG

Circulation	Print run: 33 176 copies Total circulation per half year average (I/16–II/16): 32 907 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	18 374,40	22 968,00	27 561,60	32 155,20
3/4 page	371	396	13 780,80	17 226,00	20 671,20	24 116,40
2/3 page	371	325	11 310,00	14 137,50	16 965,00	19 792,50
1/2 page (horizontal)	371	264	9 187,20	11 484,00	13 780,80	16 077,60
1/2 page (vertical)	183	528				
1/3 page (horizontal)	371	176	6 124,80	7 656,00	9 187,20	10 718,40
1/3 page (vertical)	120	528				
1/4 page (horizontal) (DIN A4)	371	132	4 593,60	5 742,00	6 890,40	8 038,80
(vertical)	183	264				
1/6 page	58	528	3 062,40	3 828,00	4 593,60	5 359,20
1/8 page (horizontal)	183	132	2 296,80	2 871,00	3 445,20	4 019,40
(vertical)	120	198				
1/16 page (horizontal)	183	66	1 148,40	1 435,50	1 722,60	2 009,70
(vertical)	120	99				
1/32 page (horizontal)	183	33	574,20	717,75	861,30	1 004,85
(vertical)	58	99				

All rates excluding VAT

Basic rates and formats

Text section		
Basic rate per advertising millimetre (height)	column width	
€ 5,80	1 col	(58 mm)
€ 11,60	2 col	(120 mm)
€ 17,40	3 col	(183 mm)
€ 23,20	4 col	(245 mm)
€ 29,00	5 col	(308 mm)
€ 34,80	6 col	(371 mm)

Cover,
up to a max. of 100 mm, each mm € 7,70
(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.

Formats: Panorama-ads, colour prints € 455,- each colour – measurements on request

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 10000 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 2018	Weekly Topic	Special Topics	Fairs
1 Editorial Deadline: 20. 12.17 Advertorial Deadline: 02. 01.18 Date of Publication: 05. 01.18	Building Materials	<ul style="list-style-type: none"> › Preview 2018 › InfraTech-Fair Issue › Utility Vehicles 	 InfraTech, 10.–12.01., Essen
2 Editorial Deadline: 03. 01.18 Advertorial Deadline: 09. 01.18 Date of Publication: 12. 01.18	Machinery and Devices	<ul style="list-style-type: none"> › Sites Equipment › Masonry 	
3 Editorial Deadline: 10. 01.18 Advertorial Deadline: 16. 01.18 Date of Publication: 19. 01.18	Building Sites in Focus	<ul style="list-style-type: none"> › Recovery and Recycling › Concrete Drilling 	
4 Editorial Deadline: 17. 01.18 Advertorial Deadline: 23. 01.18 Date of Publication: 26. 01.18	Machines in Action	<ul style="list-style-type: none"> › Scaffolding › Machine Maintenance › Municipal Technology 	
5 Editorial Deadline: 24. 01.18 Advertorial Deadline: 30. 01.18 Date of Publication: 02. 02.18	Building Materials	<ul style="list-style-type: none"> › Oldenb. Rohrleitungsforum › Excavators and Loaders › Hall Construction 	 Oldenburger Rohrleitungsforum, 08.–09.02., Oldenburg
6 Editorial Deadline: 31. 01.18 Advertorial Deadline: 06. 02.18 Date of Publication: 09. 02.18	Machinery and Devices	<ul style="list-style-type: none"> › Working Platforms › Software Solutions 	
7 Editorial Deadline: 07. 02.18 Advertorial Deadline: 13. 02.18 Date of Publication: 16. 02.18	Building Sites in Focus	<ul style="list-style-type: none"> › BauTec-Fair Issue › Dach+Holz-Fair Issue › Workwear/Safety Equipment 	 bautec, 20.–23.2., Berlin  Dach+Holz, 20.–23.2., Köln  VDBUM Seminar, 20.–23.02., Willingen
8 Editorial Deadline: 14. 02.18 Advertorial Deadline: 20. 02.18 Date of Publication: 23. 02.18	Machines in Action	<ul style="list-style-type: none"> › Precast Concrete › Cranes 	
9 Editorial Deadline: 21. 02.18 Advertorial Deadline: 27. 02.18 Date of Publication: 02. 03.18	Building Materials	<ul style="list-style-type: none"> › Tunnel- and Bridgebuilding › Demolition Technology › Landscaping 	 Abbruch-Fachtagung, 02.–03.03., Berlin
10 Editorial Deadline: 28. 02.18 Advertorial Deadline: 06. 03.18 Date of Publication: 09. 03.18	Machinery and Devices	<ul style="list-style-type: none"> › Intralogistics › Restauration 	 Logimat, 13.–15.03., Stuttgart  Mawey Show, 14.–17.03., St. Pölten
11 Editorial Deadline: 07. 03.18 Advertorial Deadline: 13. 03.18 Date of Publication: 16. 03.18	Building Sites in Focus	<ul style="list-style-type: none"> › Road Construction › Mobile Room Solutions 	
12 Editorial Deadline: 14. 03.18 Advertorial Deadline: 20. 03.18 Date of Publication: 23. 03.18	Machines in Action	<ul style="list-style-type: none"> › Formwork and Concrete › Tools › Timber Work 	
13 Editorial Deadline: 21. 03.18 Advertorial Deadline: 27. 03.18 Date of Publication: 31. 03.18	Building Materials	<ul style="list-style-type: none"> › Concrete Drilling › Utility Vehicles 	


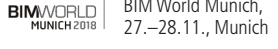
› Emphases › Exhibition and Event Topics

Issues/Weeks 2018	Weekly Topic	Special Topics	Fairs
14 Editorial Deadline: 28. 03.18 Advertorial Deadline: 03. 04.18 Date of Publication: 06. 04.18	Machinery and Devices	› Compact Machines › Hall Construction	
15 Editorial Deadline: 04. 04.18 Advertorial Deadline: 10. 04.18 Date of Publication: 13. 04.18	Building Sites in Focus	› Machinery Deales › Facade and Windows	
16 Editorial Deadline: 11. 04.18 Advertorial Deadline: 17. 04.18 Date of Publication: 20. 04.18	Machines in Action	› Intermat-Fair Issue › Ecological Construction	 Intermat, 23.–28.04., Paris  CeMAT, 23.–27.04., Hannover
17 Editorial Deadline: 18. 04.18 Advertorial Deadline: 24. 04.18 Date of Publication: 27. 04.18	Building Materials	› Scaffolding › Excavators and Loaders › Masonry	 Gerüstbau Tagung, 26.–28.04., Rostock-Warnemünde
18 Editorial Deadline: 25. 04.18 Advertorial Deadline: 30. 04.18 Date of Publication: 04. 05.18	Machinery and Devices	› Cranes › Pipeline Construction	
19 Editorial Deadline: 02. 05.18 Advertorial Deadline: 08. 05.18 Date of Publication: 11. 05.18	Building Sites in Focus	› IFAT-Fair Issue › Roof Construction › Tunnel- and Bridgebuilding	 IFAT, 14.–18.5., München
20 Editorial Deadline: 09. 05.18 Advertorial Deadline: 15. 05.18 Date of Publication: 18. 05.18	Machines in Action	› Mobile Room Solutions › Utility Vehicles › Working Platforms	
21 Editorial Deadline: 16. 05.18 Advertorial Deadline: 22. 05.18 Date of Publication: 25. 05.18	Building Materials	› Road Construction › Sealing Solutions	
22 Editorial Deadline: 23. 05.18 Advertorial Deadline: 29. 05.18 Date of Publication: 01. 06.18	Machinery and Devices	› Formwork and Concrete › Intralogistics	
23 Editorial Deadline: 30. 05.18 Advertorial Deadline: 05. 06.18 Date of Publication: 08. 06.18	Building Sites in Focus	› Concrete Drilling › Tools › Software Solutions	 StoneTec, 13.–16.06., Nürnberg  BBS Tagung, 09.06., Hamm
24 Editorial Deadline: 06. 06.18 Advertorial Deadline: 12. 06.18 Date of Publication: 15. 06.18	Machines in Action	› Demolition Technology › Precast Concrete	
25 Editorial Deadline: 13. 06.18 Advertorial Deadline: 19. 06.18 Date of Publication: 22. 06.18	Building Materials	› Recovery and Recycling › Cranes › Special Underground Engineering	
26 Editorial Deadline: 20. 06.18 Advertorial Deadline: 26. 06.18 Date of Publication: 29. 06.18	Machinery and Devices	› Compact Machines › Restauration	

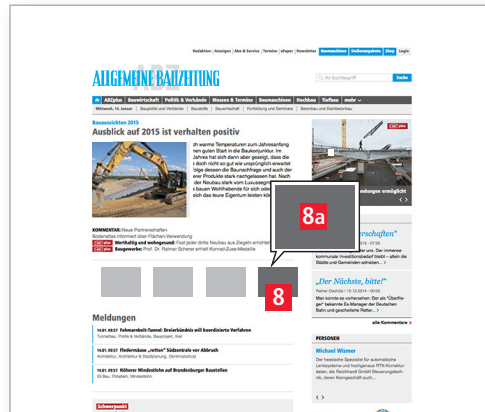
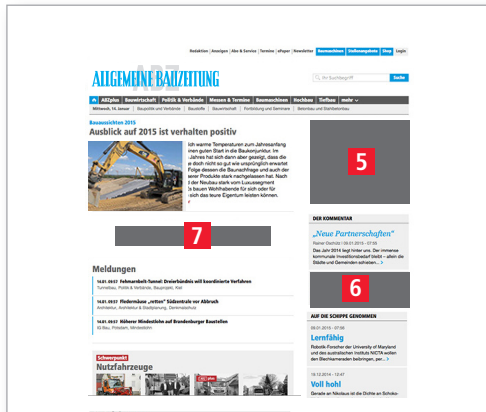
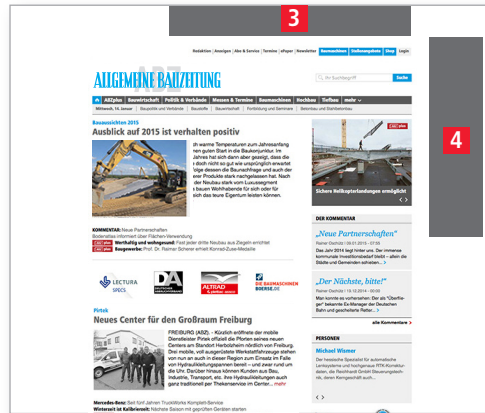
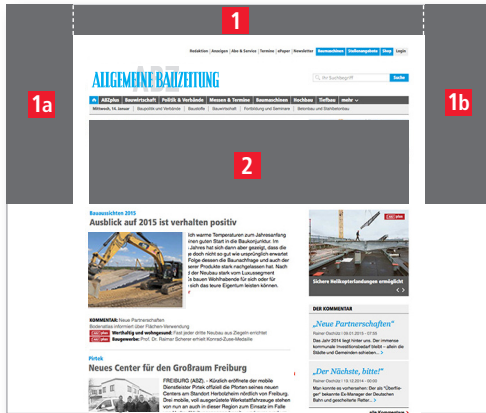
› Emphases › Exhibition and Event Topics

Issues/Weeks 2018	Weekly Topic	Special Topics	Fairs
27 Editorial Deadline: 27. 06.18 Advertorial Deadline: 03. 07.18 Date of Publication: 06. 07.18	Building Sites in Focus	› Workwear/Safety Equipment › Hall Construction	
28 Editorial Deadline: 04. 07.18 Advertorial Deadline: 10. 07.18 Date of Publication: 13. 07.18	Machines in Action	› Scaffolding › Machine Maintenance	
29 Editorial Deadline: 11. 07.18 Advertorial Deadline: 17. 07.18 Date of Publication: 20. 07.18	Building Materials	› Excavators and Loaders › Chemical Solutions	
30 Editorial Deadline: 18. 07.18 Advertorial Deadline: 24. 07.18 Date of Publication: 27. 07.18	Machinery and Devices	› Mobile Room Solutions › Utility Vehicles › Facade and Windows	
31 Editorial Deadline: 25. 07.18 Advertorial Deadline: 31. 07.18 Date of Publication: 03. 08.18	Building Sites in Focus	› Tunnel- and Bridgebuilding › Steelwork	
32 Editorial Deadline: 01. 08.18 Advertorial Deadline: 07. 08.18 Date of Publication: 10. 08.18	Machines in Action	› Working Platforms › Sealing Solutions	
33 Editorial Deadline: 08. 08.18 Advertorial Deadline: 14. 08.18 Date of Publication: 17. 08.18	Building Materials	› Formwork and Concrete › Intralogistics › Sites Equipment	
34 Editorial Deadline: 15. 08.18 Advertorial Deadline: 21. 08.18 Date of Publication: 24. 08.18	Machinery and Devices	› Machinery Deales › Roof Construction	
35 Editorial Deadline: 22. 08.18 Advertorial Deadline: 28. 08.18 Date of Publication: 31. 08.18	Building Sites in Focus	› NordBau-Fair Issue › Pipeline Construcion › Software Solutions	 NordBau, 05.–09.09., Neumünster
36 Editorial Deadline: 29. 08.18 Advertorial Deadline: 04. 09.18 Date of Publication: 07. 09.18	Machines in Action	› GaLaBau-Fair Issue › Ecological Construction	 GaLaBau, 12.–15.09., Nürnberg
37 Editorial Deadline: 05. 09.18 Advertorial Deadline: 11. 09.18 Date of Publication: 14. 09.18	Building Materials	› IAA-Fair Issue › Road Construction › Cranes	 IAA, 20.–27.9., Hannover
38 Editorial Deadline: 12. 09.18 Advertorial Deadline: 18. 09.18 Date of Publication: 21. 09.18	Machinery and Devices	› Demolition Technology › Hall Construction › Restauration	 Abbruch-Jahreskongress, 20.–21.9., Bremen
39 Editorial Deadline: 19. 09.18 Advertorial Deadline: 25. 09.18 Date of Publication: 28. 09.18	Building Sites in Focus	› Recovery and Recycling › Tools	

› Emphases › Exhibition and Event Topics

Issues/Weeks 2018	Weekly Topic	Special Topics	Fairs
40 Editorial Deadline: 26. 09.18 Advertorial Deadline: 02. 10.18 Date of Publication: 05. 10.18	Machines in Action	› Excavators and Loaders › Masonry › Software Solutions	
41 Editorial Deadline: 03. 10.18 Advertorial Deadline: 09. 10.18 Date of Publication: 12. 10.18	Building Materials	› Concrete Drilling › Municipal Technology › Workwear/Safety Equipment	
42 Editorial Deadline: 10. 10.18 Advertorial Deadline: 16. 10.18 Date of Publication: 19. 10.18	Machinery and Devices	› Tunnel- and Bridgebuilding › Roof Construction	
43 Editorial Deadline: 17. 10.18 Advertorial Deadline: 23. 10.18 Date of Publication: 26. 10.18	Building Sites in Focus	› Scaffolding › Mobile Room Solutions › Utility Vehicles	
44 Editorial Deadline: 24. 10.18 Advertorial Deadline: 30. 10.18 Date of Publication: 02. 11.18	Machines in Action	› Landscaping › Facade and Windows	
45 Editorial Deadline: 31. 10.18 Advertorial Deadline: 06. 11.18 Date of Publication: 09. 11.18	Building Materials	› Formwork and Concrete › Machine Maintenance	
46 Editorial Deadline: 07. 11.18 Advertorial Deadline: 13. 11.18 Date of Publication: 16. 11.18	Machinery and Devices	› Road Construction › Winter Construcion › Sealing Solutions	
47 Editorial Deadline: 14. 11.18 Advertorial Deadline: 20. 11.18 Date of Publication: 23. 11.18	Building Sites in Focus	› Excavators and Loaders › Sites Equipment › Software Solutions	
48 Editorial Deadline: 21. 11.18 Advertorial Deadline: 27. 11.18 Date of Publication: 30. 11.18	Machines in Action	› Tools › Intralogistics	
49 Editorial Deadline: 28. 11.18 Advertorial Deadline: 04. 12.18 Date of Publication: 07. 12.18	Building Materials	› Demolition Technology › Masonry	
50 Editorial Deadline: 05. 12.18 Advertorial Deadline: 11. 12.18 Date of Publication: 14. 12.18	Machinery and Devices	› Compact Machines › Pipeline Construcion › Recovery and Recycling	
51 Editorial Deadline: 12. 12.18 Advertorial Deadline: 18. 12.18 Date of Publication: 21. 12.18	Building Sites in Focus	› 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	1910,00
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.



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