

bd

baumaschinendienst

Media-Information
print | digital



Technology. Practice. Opinion.
www.baumaschinendienst.de

2025

Technology. Practice. Opinion.

That's what bd baumaschinendienst represents. And it has done so **for over five decades** now. Technically competent and opinion-forming multi-faceted journalism.



bd exklusiv: Excavator tests

We closely examine a machine on a real construction site and test out how practical the technical features and equipment are.



bd exklusiv: Construction machinery and technology reports

We shine the spotlight on a type of machine, a technological trend or a technical detail: the latest technology, operating conditions, manufacturers and products, range of applications, special features, practical tips.



bd exklusiv: Dump truck and transporter tests

We carry out comprehensive and detailed testing on dump trucks and transporters in a practical environment and on a wide range of test tracks. We comment on the test results and compare them with similar models.

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You will also find this media information online:
www.baumaschinendienst.de/werben

Issue	Themes	Trade fairs + expos*
<p>1-2 January/ February</p> <p>Publication Date: 27/02/2025</p> <p>Advertising Deadline: 05/02/2025</p> <p>Editorial Deadline: 31/01/2025</p>	<p>Civil engineering & tunnelling</p> <p>Channel and tunnel construction: Hydraulic excavators, mini and mid excavators, excavators, pipe and cable ploughs, shoring systems, compactors, construction pumps, sewer renovation; special civil engineering: Drilling rigs, support frames, driving and pulling machines; gallery and tunnel construction: Horizontal and vertical drilling systems, pipe pushers, tunnel formwork</p>	<p>Trade fairs + expos*</p>
	<p>Lifting & conveying</p> <p>Tower cranes, mobil cranes, rope machinery, truck-mounted cranes, teleskopik forklifts, all-terrain forklifts, aerial work platforms, construction lifts, conveyors, slings</p>	
	<p>Demolition, preparation & extraction</p> <p>Demolition excavators and pincers, hydraulic hammers, crushing and sieving equipment, large machinery</p>	
	<p>Tools, devices & site facilities</p> <p>Circular saws, stone-cutting machines, diamond-, cutting- and drilling devices, handheld drilling machines, angle grinders, measurement devices, lasers for construction use, compressed air and hydraulic equipment, lighting, mobile living and office container, energy generation, power supply, barriers, anti-theft protection, workwear, protective equipment, safety at work</p>	
	<p>Special section: Control & digitization</p> <p>Machine controls, assistance systems, operator panels, HMI, terminals, joysticks surveillance and security systems, fleet management, telematics, services, BIM, software & IT, operational data collection, data communication, RFID, documentation, office organisation</p>	
<p>3 March</p> <p>Publication Date: 24/03/2025</p> <p>Advertising Deadline: 28/02/2025</p> <p>Editorial Deadline: 25/02/2025</p>	<p>Earth moving & road construction</p> <p>Excavator tests, hydraulic excavators, earth movers, bulldozers, compact and mini excavators, compact- and crawler-type loaders, dumpers, graders, dozers, weighing systems, compactors, road finishers, cutting and milling machinery, asphalt mixing units, bituminization and recycling</p>	<p>bauma Munich 07/04 – 13/04/2025</p>
	<p>Attachments & quick hitches</p> <p>Scoops, shovels, excavator buckets, tooth systems, grabbers, hydraulic hammers, milling machines, tiltrotators, slewing systems, rotary motors, adapters, coupling</p>	
	<p>Drive systems, hydraulics & components</p> <p>Engines, electric and alternative drives, exhaust technology, transmissions, hydraulics, energy recovery, pipelines, filters, chain assemblies, tyres, cabins, driver seats, safety of machinery, accessories</p>	
	<p>Formwork, scaffolding & concrete construction</p> <p>Formwork planning, formwork systems, formwork panels and support assemblies, construction lifts, wall machinery, mini cranes, concrete and mortar pumps, truck mixers, mixers, concrete pumps, plastering machines, shakers, concrete cutting and drilling machines, screeds and smoothing machines, insulating and auxiliary materials, work- and supporting scaffolding</p>	
	<p>Special section: commercial vehicles for construction tipplers</p> <p>Commercial vehicle tests, transporters, low-loaders, trailers, loading cranes, vehicle equipment, load securing</p>	
<p>4 April</p> <p>Publication Date: 29/04/2025</p> <p>Advertising Deadline: 02/04/2025</p> <p>Editorial Deadline: 28/03/2025</p>	<p>Lifting & conveying</p> <p>Tower cranes, mobil cranes, rope machinery, truck-mounted cranes, teleskopik forklifts, all-terrain forklifts, aerial work platforms, construction lifts, conveyors, slings</p>	
	<p>Control & digitization</p> <p>Machine controls, assistance systems, operator panels, HMI, terminals, joysticks surveillance and security systems, fleet management, telematics, services, BIM, software & IT, operational data collection, data communication, RFID, documentation, office organisation</p>	
	<p>Tools, devices & site facilities</p> <p>Circular saws, stone-cutting machines, diamond-, cutting- and drilling devices, handheld drilling machines, angle grinders, measurement devices, lasers for construction use, compressed air and hydraulic equipment, lighting, mobile living and office container, energy generation, power supply, barriers, anti-theft protection, workwear, protective equipment, safety at work</p>	
	<p>Service & maintenance</p> <p>Operating materials and lubricants, wear parts, workshop equipment, commissioning and repair, mobile workshop and servicing units, preventative maintenance, remote maintenance, condition monitoring</p>	
	<p>Special section: Gardening & landscaping</p> <p>Machines, equipment, tools, vehicles, building materials and equipment for earthworks, soil, planting and maintenance work, site and road construction, municipal technology, yard equipment, urban design, sports and leisure facilities</p>	

15,500 copies (12 issues, of which 2 are double issues)

Status: 24/09/2024 – *No liability is accepted for errors or amendments.

Issue	Themes	Trade fairs + expos*
<p>5 May</p> <p>Publication Date: 27/05/2025</p> <p>Advertising Deadline: 05/05/2025</p> <p>Editorial Deadline: 30/04/2025</p>	<p>Demolition, preparation & extraction Demolition excavators and pincers, hydraulic hammers, crushing and sieving equipment, large machinery</p>	
	<p>Attachments & quick hitches Scoops, shovels, excavator buckets, tooth systems, grabbers, hydraulic hammers, milling machines, tiltrotators, slewing systems, rotary motors, adapters, coupling</p>	
	<p>Formwork, scaffolding & concrete construction Formwork planning, formwork systems, formwork panels and support assemblies, construction lifts, wall machinery, mini cranes, concrete and mortar pumps, truck mixers, mixers, concrete pumps, plastering machines, shakers, concrete cutting and drilling machines, screeds and smoothing machines, insulating and auxiliary materials, work- and supporting scaffolding</p>	
	<p>Financing, leasing, insurance</p>	
	<p>Special section: Civil engineering & tunnelling Channel and tunnel construction: Hydraulic excavators, mini and mid excavators, excavators, pipe and cable ploughs, shoring systems, compactors, construction pumps, sewer renovation; special civil engineering: Drilling rigs, support frames, driving and pulling machines; gallery and tunnel construction: Horizontal and vertical drilling systems, pipe pushers, tunnel formwork</p>	
<p>6 June</p> <p>Publication Date: 18/06/2025</p> <p>Advertising Deadline: 23/05/2025</p> <p>Editorial Deadline: 20/05/2025</p>	<p>Earth moving & road construction Excavator tests, hydraulic excavators, earth movers, bulldozers, compact and mini excavators, compact- and crawler-type loaders, dumpers, graders, dozers, weighing systems, compactors, road finishers, cutting and milling machinery, asphalt mixing units, bituminization and recycling</p>	<p>Demopark Eisenach 22/06 – 24/06/2025</p>
	<p>Gardening & landscaping Machines, equipment, tools, vehicles, building materials and equipment for earthworks, soil, planting and maintenance work, site and road construction, municipal technology, yard equipment, urban design, sports and leisure facilities</p>	
	<p>Drive systems, hydraulics & components Engines, electric and alternative drives, exhaust technology, transmissions, hydraulics, energy recovery, pipelines, filters, chain assemblies, tyres, cabins, driver seats, safety of machinery, accessories</p>	
	<p>Special section: commercial vehicles for construction tippers Commercial vehicle tests, transporters, low-loaders, trailers, loading cranes, vehicle equipment, load securing</p>	
<p>7-8 July/August</p> <p>Publication Date: 28/08/2025</p> <p>Advertising Deadline: 04/08/2025</p> <p>Editorial Deadline: 30/07/2025</p>	<p>Control & digitization Machine controls, assistance systems, operator panels, HMI, terminals, joysticks surveillance and security systems, fleet management, telematics, services, BIM, software & IT, operational data collection, data communication, RFID, documentation, office organisation</p>	<p>NordBau Neumünster 10/09 – 14/09/2025</p>
	<p>Formwork, scaffolding & concrete construction Formwork planning, formwork systems, formwork panels and support assemblies, construction lifts, wall machinery, mini cranes, concrete and mortar pumps, truck mixers, mixers, concrete pumps, plastering machines, shakers, concrete cutting and drilling machines, screeds and smoothing machines, insulating and auxiliary materials, work- and supporting scaffolding</p>	
	<p>Tools, devices & site facilities Circular saws, stone-cutting machines, diamond-, cutting- and drilling devices, handheld drilling machines, angle grinders, measurement devices, lasers for construction use, compressed air and hydraulic equipment, lighting, mobile living and office container, energy generation, power supply, barriers, anti-theft protection, workwear, protective equipment, safety at work</p>	
	<p>Service & maintenance Operating materials and lubricants, wear parts, workshop equipment, commissioning and repair, mobile workshop and servicing units, preventative maintenance, remote maintenance, condition monitoring</p>	
	<p>Special section: Lifting & conveying Tower cranes, mobil cranes, rope machinery, truck-mounted cranes, teleskopik forklifts, all-terrain forklifts, aerial work platforms, construction lifts, conveyors, slings</p>	

Desk diary
2026

Issue	Themes		Trade fairs + expos*
<p style="text-align: center; font-size: 2em; font-weight: bold;">9</p> <p style="text-align: center; font-size: 1.2em;">September</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Publication Date: 23/09/2025</p> <p>Advertising Deadline: 29/08/2025</p> <p>Editorial Deadline: 26/08/2025</p> </div>	<p>Civil engineering & tunnelling</p>	<p>Channel and tunnel construction: Hydraulic excavators, mini and mid excavators, excavators, pipe and cable ploughs, shoring systems, compactors, construction pumps, sewer renovation; special civil engineering: Drilling rigs, support frames, driving and pulling machines; gallery and tunnel construction: Horizontal and vertical drilling systems, pipe pushers, tunnel formwork</p>	<p style="text-align: center;">NUFAM Karlsruhe 25/09 – 28/09/2025</p> <p style="text-align: center;">RecyclingAKTIV & TiefbauLIVE Karlsruhe 09/10 – 11/10/2025</p>
	<p>Attachments & quick hitches</p>	<p>Scoops, shovels, excavator buckets, tooth systems, grabbers, hydraulic hammers, milling machines, tiltrotators, slewing systems, rotary motors, adapters, coupling</p>	
	<p>Demolition, preparation & extraction</p>	<p>Demolition excavators and pincers, hydraulic hammers, crushing and sieving equipment, large machinery</p>	
	<p>Special section: commercial vehicles for construction tippers</p>	<p>Commercial vehicle tests, transporters, low-loaders, trailers, loading cranes, vehicle equipment, load securing</p>	
<p style="text-align: center; font-size: 2em; font-weight: bold;">10</p> <p style="text-align: center; font-size: 1.2em;">October</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Publication Date: 23/10/2025</p> <p>Advertising Deadline: 29/09/2025</p> <p>Editorial Deadline: 24/09/2025</p> </div>	<p>Earth moving & road construction</p>	<p>Excavator tests, hydraulic excavators, earth movers, bulldozers, compact and mini excavators, compact- and crawler-type loaders, dumpers, graders, dozers, weighing systems, compactors, road finishers, cutting and milling machinery, asphalt mixing units, bituminization and recycling</p>	<p style="text-align: center;">AGRITECHNICA Hannover 09/11 – 15/11/2025</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px; text-align: center;"> <p>„Jahreswandkalender“ 2026 (wall calendar)</p> </div>
	<p>Gardening & landscaping</p>	<p>Machines, equipment, tools, vehicles, building materials and equipment for earthworks, soil, planting and maintenance work, site and road construction, municipal technology, yard equipment, urban design, sports and leisure facilities</p>	
	<p>Formwork, scaffolding & concrete construction</p>	<p>Formwork planning, formwork systems, formwork panels and support assemblies, construction lifts, wall machinery, mini cranes, concrete and mortar pumps, truck mixers, mixers, concrete pumps, plastering machines, shakers, concrete cutting and drilling machines, screeds and smoothing machines, insulating and auxiliary materials, work- and supporting scaffolding</p>	
	<p>Special section: Drive systems, hydraulics & components</p>	<p>Engines, electric and alternative drives, exhaust technology, transmissions, hydraulics, energy recovery, pipelines, filters, chain assemblies, tyres, cabins, driver seats, safety of machinery, accessories</p>	
<p style="text-align: center; font-size: 2em; font-weight: bold;">11</p> <p style="text-align: center; font-size: 1.2em;">November</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Publication Date: 20/11/2025</p> <p>Advertising Deadline: 28/10/2025</p> <p>Editorial Deadline: 23/10/2025</p> </div>	<p>Civil engineering & tunnelling</p>	<p>Channel and tunnel construction: Hydraulic excavators, mini and mid excavators, excavators, pipe and cable ploughs, shoring systems, compactors, construction pumps, sewer renovation; special civil engineering: Drilling rigs, support frames, driving and pulling machines; gallery and tunnel construction: Horizontal and vertical drilling systems, pipe pushers, tunnel formwork</p>	<div style="border: 1px solid black; padding: 5px; margin-top: 10px; text-align: center;"> <p>„Produkt-Spiegel“ 2026 (product overview)</p> </div>
	<p>Control & digitization</p>	<p>Machine controls, assistance systems, operator panels, HMI, terminals, Joysticks surveillance and security systems, fleet management, telematics, services, BIM, software & IT, operational data collection, data communication, RFID, documentation, office organisation</p>	
	<p>Lifting & conveying</p>	<p>Tower cranes, mobil cranes, rope machinery, truck-mounted cranes, teleskopik forklifts, all-terrain forklifts, aerial work platforms, construction lifts, conveyors, slings</p>	
	<p>Tools, devices & site facilities</p>	<p>Circular saws, stone-cutting machines, diamond-, cutting- and drilling devices, handheld drilling machines, angle grinders, measurement devices, lasers for construction use, compressed air and hydraulic equipment, lighting, mobile living and office container, energy generation, power supply, barriers, anti-theft protection, workwear, protective equipment, safety at work</p>	
	<p>Special section: Demolition, preparation & extraction</p>	<p>Demolition excavators and pincers, hydraulic hammers, crushing and sieving equipment, large machinery</p>	

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Issue	Themes	Trade fairs + expos*
<p>12 December</p> <p>Publication Date: 18/12/2025</p> <p>Advertising Deadline: 26/11/2025</p> <p>Editorial Deadline: 21/11/2025</p>	<p>Earth moving & road construction</p> <p>Excavator tests, hydraulic excavators, earth movers, bulldozers, compact and mini excavators, compact- and crawler-type loaders, dumpers, graders, dozers, weighing systems, compactors, road finishers, cutting and milling machinery, asphalt mixing units, bituminization and recycling</p>	
	<p>Drive systems, hydraulics & components</p> <p>Engines, electric and alternative drives, exhaust technology, transmissions, hydraulics, energy recovery, pipelines, filters, chain assemblies, tyres, cabins, driver seats, safety of machinery, accessories</p>	
	<p>Service & maintenance</p> <p>Operating materials and lubricants, wear parts, workshop equipment, commissioning and repair, mobile workshop and servicing units, preventative maintenance, remote maintenance, condition monitoring</p>	
	<p>Financing, leasing, insurance</p>	
	<p>Special section: commercial vehicles for construction tippers</p> <p>Commercial vehicle tests, transporters, low-loaders, trailers, loading cranes, vehicle equipment, load securing</p>	



At a glance

Construction equipment in practice

Earth-moving & road construction:	Issues	3 / 6 / 10 / 12
Civil engineering & tunnelling:	Issues	1-2 / 5 / 9 / 11
Gardening & landscaping:	Issues	4 / 6 / 10
Lifting + conveying:	Issues	1-2 / 4 / 7-8 / 11
Demolition, preparation & extraction:	Issues	1-2 / 5 / 9 / 11

Construction machinery technology

Drive systems, hydraulics & components:	Issues	3 / 6 / 10 / 12
Attachments & quick hitches:	Issues	3 / 5 / 9
Control & digitization:	Issues	1-2 / 4 / 7-8 / 11
Service & maintenance:	Issues	4 / 7-8 / 12

Construction site technology

Formwork, scaffolding & concrete construction	Issues	3 / 5 / 7-8 / 10
Tools, devices & equipment	Issues	1-2 / 4 / 7-8 / 11

Specials

Special section on commercial vehicles	Issues	3 / 6 / 9 / 12
Financing, leasing, insurance	Issues	5 / 12

Ongoing topics in every issue

Companies & strategies, markets & prospects, trade & leasing, Construction management, industry news

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Advertisement format and prices

two-tone advertisements on request

1/1	inside type area (w × h)	bleed size (w × h)*	basic price b/w	4 colours
portrait	187 × 270 mm	210 × 297 mm	4.000,- €	5.800,- €

*additional amount for bleed: 3 mm per trimmed edge

Junior-page	inside type area (w × h)	bleed size (w × h)*	basic price b/w	4 colours
portrait	139 × 190 mm	150 × 211 mm	2.500,- €	4.250,- €

*additional amount for bleed: 3 mm per trimmed edge

1/2	inside type area (w × h)	bleed size (w × h)*	basic price b/w	4 colours
portrait	91 × 270 mm	102 × 297 mm	2.000,- €	3.600,- €
landscape	187 × 134 mm	210 × 154 mm		

*additional amount for bleed: 3 mm per trimmed edge

1/3	inside type area (w × h)	bleed size (w × h)*	basic price b/w	4 colours
portrait	59 × 270 mm	70 × 297 mm	1.400,- €	2.650,- €
landscape	187 × 90 mm	210 × 110 mm		

*additional amount for bleed: 3 mm per trimmed edge

1/4	inside type area (w × h)	bleed size (w × h)*	basic price b/w	4 colours
2 columns	91 × 134 mm	102 × 154 mm	1.060,- €	1.980,- €
portrait	43 × 270 mm	54 × 297 mm		
landscape	187 × 65 mm	210 × 82 mm		

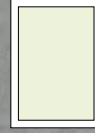
*additional amount for bleed: 3 mm per trimmed edge

1/8	inside type area (w × h)	bleed size (w × h)*	basic price b/w	4 colours
2 columns	91 × 65 mm	-	630,- €	970,- €
portrait	43 × 134 mm			
landscape	187 × 32 mm			

*additional amount for bleed: 3 mm per trimmed edge

All prices are exclusive the applicable VAT rate.
Valid from January 1st, 2025

1/1 Page inside type area:



1/1 Page outside type area:



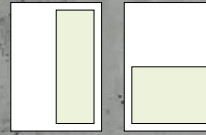
Juniorpage inside type area:



Juniorpage outside type area:



1/2 Page inside type area:



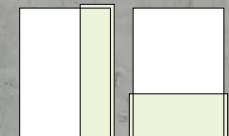
1/2 Page outside type area:



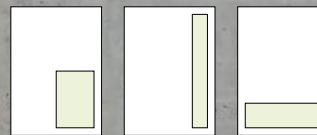
1/3 Page inside type area:



1/3 Page outside type area:



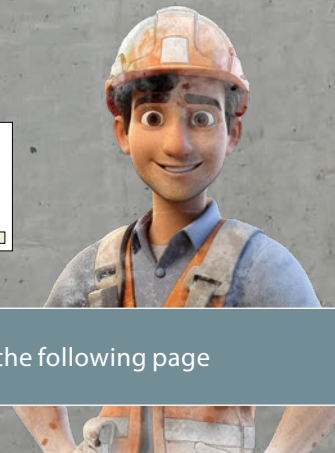
1/4 Page inside type area:



1/4 Page outside type area:



1/8 Page inside type area:



Additional formats on the following page

Title	Preferential position cover (210 × 152 – w × h)*	4 colours (not discountable)
Format 1	Cover picture + caption in table of contents	6.800,- €
Format 2	Cover picture + specialist article	6.700,- €
Inside title page	Inside title page: image + caption	2.500,- €

*additional amount for bleed: 3 mm per trimmed edge

Preferentials	Preferential position cover (210 × 152 – w × h)*	4 colours (not discountable)
Cover	210 × 297 mm 2./4. cover pages	6.300,- €
Editorial	70 × 297 mm 1/3-Advertisement next to editorial	2.950,- €
Content	210 × 154 mm or 70 × 297 mm 1/2-Advertisement next to table of content	3.900,- €

*additional amount for bleed: 3 mm per trimmed edge

Inserts	weight	Prices per 1,000 pieces including postage costs
	up to 25 g	270,- €
	up to 30 g	285,- €
	up to 35 g	300,- €
	each additional 5 g	15,- €

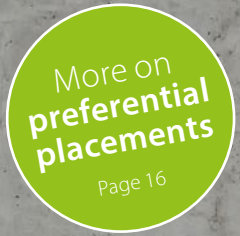
Supplements	size	Prices
	1 sheet = 2 pages*	4.200,- €

Preferential position cover:

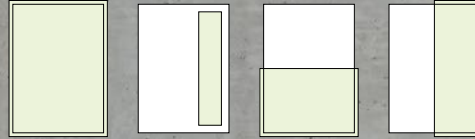


Title/Inside title page

Picture legend text in the table of contents (600 characters)



Preferential position Cover, Editorial, Content



Cover

Editorial

Content landscape

Content portrait

Inserts



Please note: Partial distribution according to postcode possible



Supplements



* discount possible:
1 sheet = 1 ad page
2 sheets = 1.5 ad pages

Surcharges

- Colour:** The listed prices apply for Euroscale colours. For every special colour, extra **580,- €**
- Surcharges for additional colours within the Euroscale (2c, 3c) on request **on request**
- Format:** Trimmed pages or format outside the type area: 10 % of b/w gross amount.
- Placement:** Binding positions: plus 10 % of the b/w price.

Millimetre price

1-column	43 mm wide	sw = 3,60 €	4-colour = 5,30 €	per line
1.5-column	59 mm wide	sw = 4,60 €	4-colour = 6,20 €	per line

Discounts

within 12 months:

Contract discount	frequency rate
3 adverts 5 %	1 page 5 %
6 adverts 10 %	3 pages 10 %
9 adverts 15 %	6 pages 15 %

Occasional advertisement

- Job offers, sells, bids, real estate, business connections, miscellaneous**
- reduced basic price per mm and column (1 column = 43 mm wide):
b/w 3,20 €; 2-colours 3,60 €; 3-colours 4,00 €; 4-colours 4,40 €
- Discounts** published twice 10 %
published three times 15 %

Payment terms

Payment within 30 days. Payment within 8 days: 2 % discount.
Direct debit and prepayment: 3 % discount.

Bank accounts:

- **Sparkasse Schwaben-Bodensee**
IBAN: DE92 7315 0000 0000 1031 84
SWIFT (BIC): BYLADEM1MLM
- **Postbank München**
IBAN: DE44 7001 0080 0047 9398 07
SWIFT (BIC): PBNKDEFFXXX

Cover

There are various formats for the implementation of a title page with or without a specialist article, which vary in complexity and scope.

Format 1
cover picture + caption

Format 2
cover picture + specialist article

Advertorial/print

Benefits:

- **User acceptance:** Your advertorial will be authentically positioned using the style of baumaschinendienst.
- **Attention:** If you utilise the top themes in the issue, you will increase the impact of your message.
- **Reach:** The 15,500-copy circulation enables readers to be addressed in a qualified manner.
- **Authenticity:** You have the option to use our editorial team's expertise in order to communicate with your target group in their own language.

How it works:

- You select a full page or half page advertorial.
- You supply us with text, images and your company logo.
- We create a feature for you in the style of an editorial article.
- Prior to publication you will receive a galley proof.

Our recommendation:

Increase the reach of your advertising message by also posting the advertorial online. For more information, see page 19.

Online
Advertorial
page 19

JLG EC Booms, 2. Generation: leistungsstark nicht nur auf Baustellen

20 kW/400Ah Lithium-Ionen-Batterie - für maximale Produktivität pro Ladung

Zukunftsorientierte Führung bei Odenwälder Baumaschinen

Hier steht die Überschrift, mit bis zu 50 Zeichen

Advertorial Print	Price
1/1 page (1 to 2 images / 1,400 characters text)	3.400,- €
1/2 page (1 image / 900 characters text)	1.900,- €



Combine print + online.
Prices upon request

What we offer

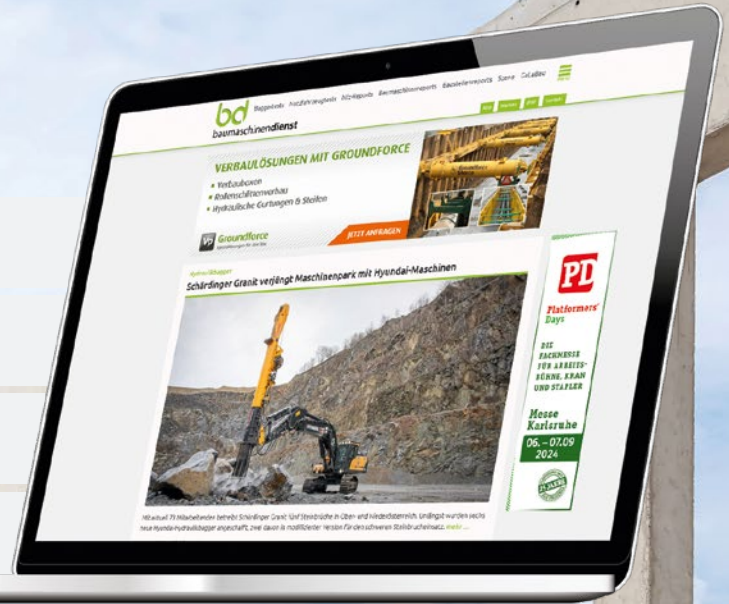
Exclusive technology reports and practical tests are hallmarks of our brand and also form the core of our online content: extensively researched and presented in an exciting, media-specific format. We also provide the construction industry and construction machinery sector with up-to-date news from companies and markets, as well as the latest product developments in construction machinery, construction equipment and building site equipment.

Subject areas for construction machinery, construction site reports and our exclusive excavator, dump truck and transporter tests

We provide special subject areas for all of the most important **trade fairs and exhibitions**

Scene: the news area for up-to-date sector-related and technological information

Social Media – Target group commercials via the bd baumaschinendienst Facebook channel. Additional post in the fanpage timeline.



www.baumaschinendienst.de

Online advertorials

The premium format for your product- and corporate communications

Have you launched a new product on the market or perhaps you would like to publicise an innovation made by your company? Then present this theme in an online advertorial. You supply us with text, images and/or videos and we will create a feature for you in the style of an editorial article. Tip: The more interesting the theme and your text/images, the more the online advertorial will resonate with the readers.

The online advertorial is displayed on the start page and remains fixed there depending on the runtime. In this way, no customer loses sight of your topic.

Benefits: Credibility: The positioning of your content in the editorial scope of bd baumaschinendienst will mean that your advertisement has a high impact within your target group.

Quality: As an industry expert we will be delighted to advise you on themes and content in order to achieve the highest possible impact among your users.

Strategy: We will assist you in achieving your goals, e.g. with a tailored combined offer to complement your advertorial.

Price

Advertising space	Duration	Price
Online advertorial	30 days	2.400,- €



Technical Specifications:

- Roof line
- Headline (up to 40 characters)
- Cover picture (statical image, at least 1,000 x 526 pixel)
- Running text (optionally with subheadings)
- pictures in the running text with captions
- link to the website
- adress, telefon number, e-mail
- possibly youtube video

Advertising spaces

More information on advertising spaces: <https://www.baumaschinendienst.de/werben/>

Content-Banner	Format (w x h)	Price per month
The content banners are displayed in every specialist article as well as in product and scene reports within a text. Therefore, they attract a lot of attention! (without target group marketing)	750 x 400 px	800,- €



Leaderboard	Format (w x h)	Price per month
A leaderboard appears on the start page and all subpages. Your advantage: Constant visibility of your advertising, no matter where exactly your potential customer is.	728 x 90 px	1.470,- € *



Medium Rectangle	Format (w x h)	Price per month
Any advertising format can be set within a Medium Rectangle. Text, images, GIFs or videos – anything is possible. This can also be combined with leaderboards and skyscrapers.	300 x 250 px	1.680,- € *



Skyscraper	Format (w x h)	Price per month
The skyscraper also rotates on all pages and sub-pages and can be optimally combined with the leaderboard so that it has even greater presence.	160 x 600 px	1.680,- € *



Billboard	Format (w x h)	Price per month
A rotating billboard appears on the start page and all subpages. Your advantage: Constant visibility of your advertising, no matter where exactly your potential customer is.	970 x 250 px	2.100,- € *



Technical specifications

Data delivery specifications:

- Possible file formats: GIF, JPG, HTML
- HTML5 banners must comply with current standards. Be sure to send us a sample for testing in advance to ensure functionality.
- Animated banners must become static after 30 seconds.
- The banners can not be larger than 150 KB.

Ad bundle delivery:

- Leaderboard
- Rectangle
- Skyscraper

This is necessary in order to display your campaign correctly on our partner sites.

*** Prices without target group marketing on request.**

Prices incl. 60,000 ad impressions guaranteed

(target group marketing)



Guaranteed reach:

60,000 ad impressions are guaranteed as a result of displaying the ad on third-party websites.



Performance:

Your reach is increased, along with your brand recognition and your chances of winning over customers.



Reporting:

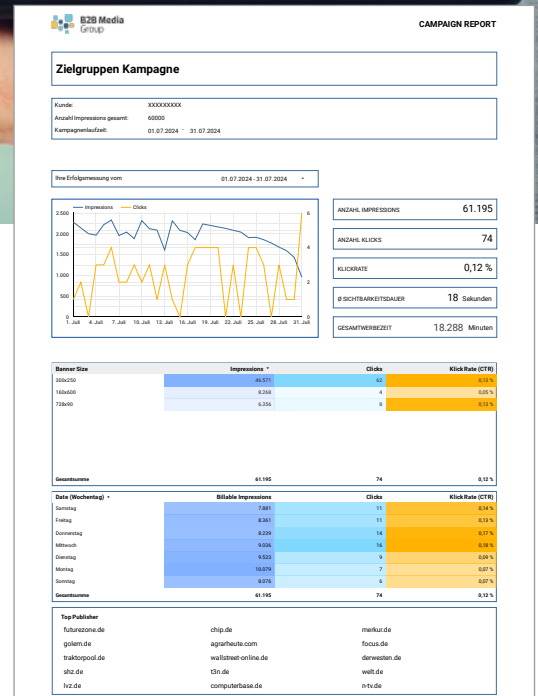
A final report documents the success of your advertising campaign.

How you benefit

- 1 Professionals use baumaschinen-dienst.de to stay up-to-date on the building industry.
- 2 The user receives a cookie marking them as someone interested in the building sector.
- 3 We can then find the user on third-party websites all over the internet, on any device.
- 4 We display our adverts to the user on the websites they subsequently visit.
- 5 The user is forwarded to your website or to a special landing page.
- 6 In this way, we bring you together with potential interested parties:

 - + Extra range
 - + Increased attention
 - + Access to the core target group
 - + More points of contact
 - + Increased online advertising time

Example of final reporting



Partners (selection)





„Jahreswandkalender 2026“ (wall calendar)

You can remind your customers 365 days per year of your brand values and products every day with your own space on the calendar.

ET:	23/10/2025 – Supplement bd 10	Advert
Circulation:	16,500 copies	Format: 820 x 588 mm
		1.090,- €

Desk diary 2026

Mobil is in demand – also our mobile desk diary, an advertising medium for the whole year.

ET:	28/08/2025 – Supplement bd 7-8	Logo
Circulation:	16,500 copies	Format: 180 x 142 mm
		480,- €

Data delivery specifications:

PDF, Vector or Pixel with at least 300 dpi resolution.



from 1.300,- €

„Produkt-Spiegel“ 2025 (Product overview)

Present yourself with an editorially designed page in our product overview at the end of the year. Talk about your new products, solutions and offers.

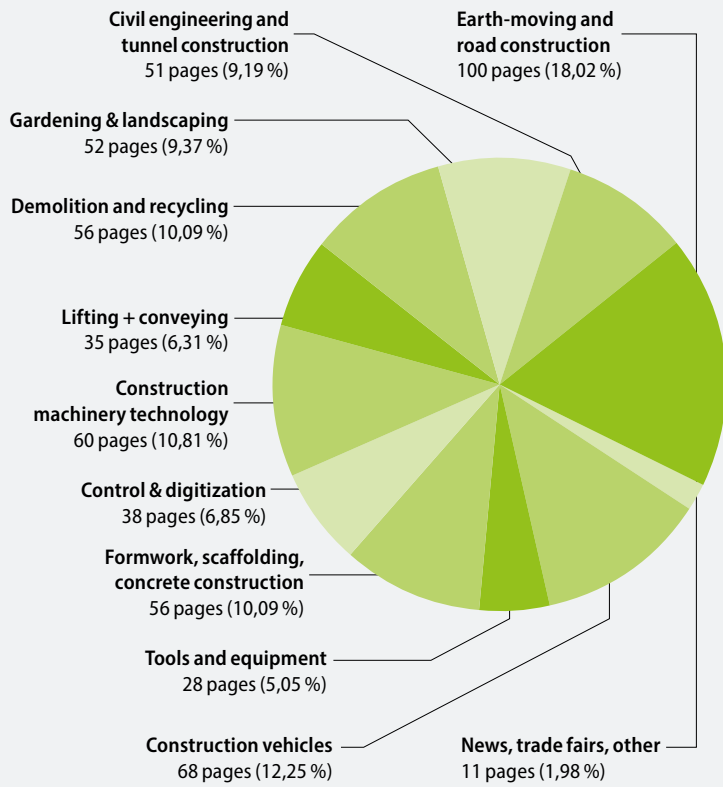
PD:	20/11/2025 – Supplement bd 11	Advertorial with company portrait	
		1 page, 4 colour	2 pages, 4 colour
Format:	179 x 253 mm	1.300,- €	2.000,- €
Circulation:	16,500 copies		

Data delivery specifications:

PDF, Vector or Pixel with at least 300 dpi resolution.

Content analysis of the editorial proportions Teils 2023:*

Percentage of total content in all 2023 issues



Branches/Economic sectors/ Company types*

Field	Share of the total scope of all issues 14.531	
Building construction, civil engineering, road construction	36,2 %	5.266 copies
Building construction	9,3 %	1.351 copies
Building construction, civil engineering	7,2 %	1.045 copies
Civil engineering	9,0 %	1.311 copies
Road construction	2,6 %	372 copies
Civil engineering, road construction	7,3 %	1.061 copies
Demolition and recycling	5,3 %	772 copies
Construction machinery commerce	8,5 %	1.235 copies
Municipal builder's yards	0,1 %	15 copies
Gardening and landscaping	14,5 %	2.104 copies

Analysis of circulation

Average circulation per issue within one year
(July 1st, 2023 until June 30th, 2024)

Printed copies	15,000 copies
Total circulation (Npc*) with outside Germany	14,531 copies 18 copies
Total net paid circulation	680 copies
Free copies	13,851 copies
Remainer, file and checking copies	469 copies

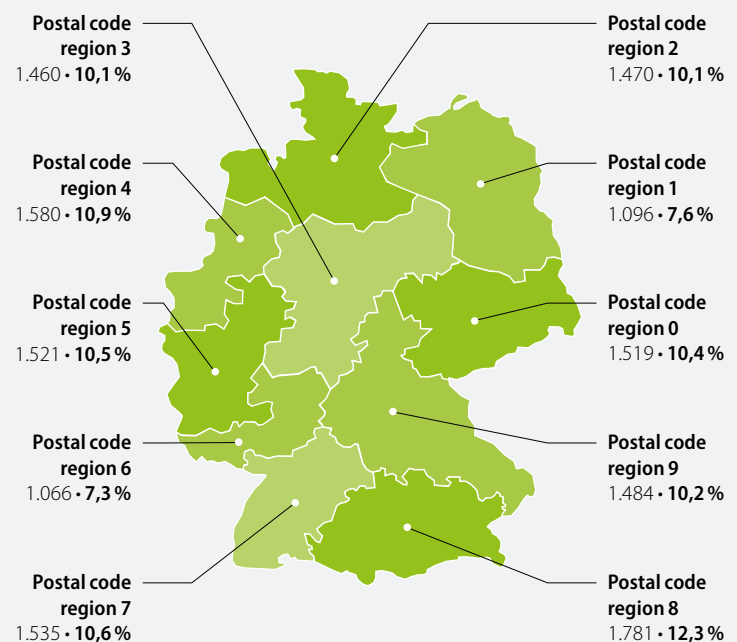
Circulation control

Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern e.V.



Regions by postal code*

Average circulation per issue within one year
(July 1st, 2023 until June 30th, 2024)



* own data collection

Magazine format

210 mm wide x 297 mm high, DIN A4 format
uncut: 216 mm wide x 303 mm high

Type area: 187 mm wide x 270 mm high,
4 columns, each 43 mm wide

Printing and binding method

sheet offset printing, adhesive binding

Paper: inside part: 90 g, matt
cover: 200 g, glossy

Data transfer

E-mail transfer to anzeigen.bd@krafthand-medien.de

• Please mind the amount of data, maximum size by e-mail: 10 MB

File format

Printable PDF with at least 300 dpi resolution.
We recommend PDF/X-1a – all used fonts embedded.

Colours

Cyan, magenta, yellow and black, ISO 12647-2 (PSO),
Special colour (Pantone and HKS) upon consultation possible.
Used ICC profile: ISO Coated v2 (ECI).

Proofs

The colour-proof has to be 1:1 copy of your delivered file and should contain the Ugra/Fogra media wedge. Colour copies from a colour printer are not liable concerning the printing and the colour.

Data archiving

Advertisement data is archived, thus unmodified repetition is usually possible.

Performance guarantee

If incomplete or deviating data (text, colours, images) is supplied, we assume no liability for the printed result. Additional graphic work due incorrectly supplied data will be invoiced.

Contact

Your partner for questions concerning data and delivery in our graphics and production department is:

Martin Dörfler, Layout
Phone +49 (0) 82 47/30 07-84
martin.doerfler@krafthand-medien.de



Inserts

Sample: The presentation of a binding sample is required. For 2-sided inserts (1 sheet), the front side of the insert should be marked.

Format: Max. 204 mm wide x 288 mm high. Minimum size and other formats on request.

The above prices apply to all inserts that can be processed by machine (without additional time).

These are usually the following designs:

1. 2-sided inserts (1 sheet) **without** affixed or attached reply card or sample.
2. 2-sided inserts (1 sheet) **with** affixed or attached reply card or sample.
3. 4- and multi-page inserts (2 or more sheets) **without** affixed or attached reply card or sample.
4. 4- and multi-page inserts (2 or more sheets) **with** affixed or attached reply card or sample.

Required delivery quantity

15,700 copies. Split run is possible.
For issues with increased circulation, please inquire.

Date of delivery:

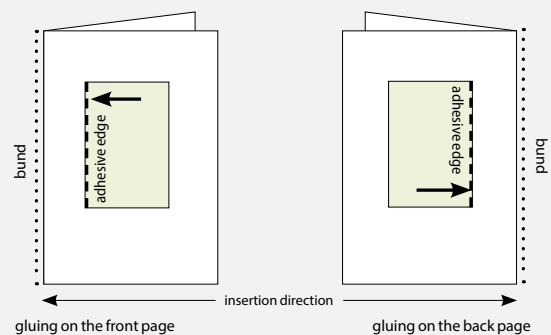
Up until the advertisement deadline for the desired issue (see topic and publication schedule).

Insert note:

A note regarding the insert will be accepted in the advertising section without charge.

Affixed postcards, samples, etc.

The adhesive edges of affixed reply cards or samples must always lie in the direction of the spine (see sketch). For deviating designs, an additional fee will be charged.



Please note:

For machine processing, the degree of inaccuracy can be up to 2mm.

Maximum size for affixed samples according to Post-Zeitungs-Ordnung (PZO): 25 cm³. Maximum length of an edge: 6 cm. Product samples are subject to a charge according to the PZO. Inserts printed on materials other than paper, as well as samples, require prior consultation with the publisher and can only be accepted with the consent of the postal service.

Shipping address for inserts and affixed advertising materials

Logistik Zentrum AZ Druck und Datentechnik GmbH
LZAZ | Heisinger Straße 21 | 87437 Kempten

delivery memo: Krafthand Medien GmbH
bd baumaschinendienst, Issue ___ | title of supplement

Supplements

Magazine format: 210 mm wide x 297 mm high (DIN A4).

Sample: A binding sample is required. For 2-sided bound inserts (1 sheet), the front of the insert must be marked.

Format : DIN A4 plus bleed: 6 mm at the top, with 3 mm at the right and bottom. 1 sheet (= 2 pages): untrimmed 216 mm wide x 305 mm high. Supplements with 4 or more pages must be delivered folded in the format 216 mm wide x 305 mm high. Supplements with fold require prior consultation with the publisher.

Prices and discounts:

- see advertising rate list.
- Prices for deviations on request.
- The prices listed in the advertising rate list apply to all supplements that can be processed by machine (without additional time).

Required delivery quantity: 15,700 copies (including subsidy).

For issues with increased circulation, please inquire regarding prices.

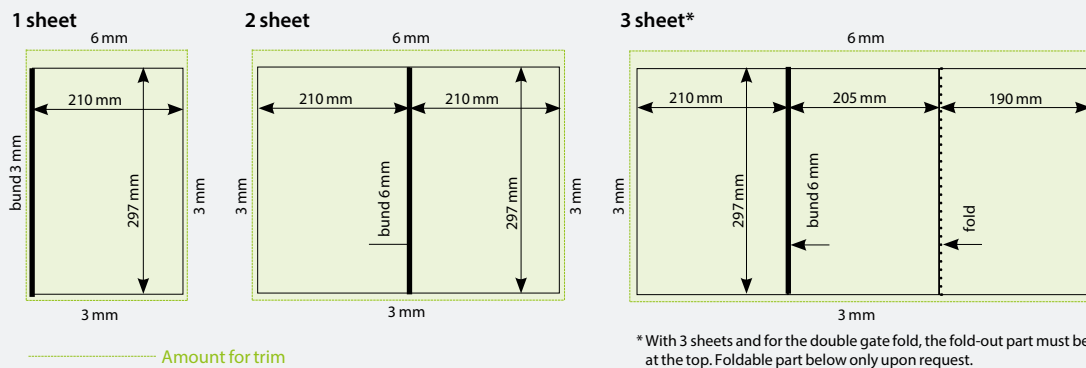
These are usually the following designs:

1. 2-sided bound inserts (1 sheet) **without** affixed or attached reply card or sample.
2. 2-sided bound inserts (1 sheet) **with** affixed or attached reply card or sample.
3. 4- and multi-page bound inserts (2 or more sheets) **without** affixed or attached reply card or sample.
4. 4- and multi-page bound inserts (2 or more sheets) **with** affixed or attached reply card or sample.

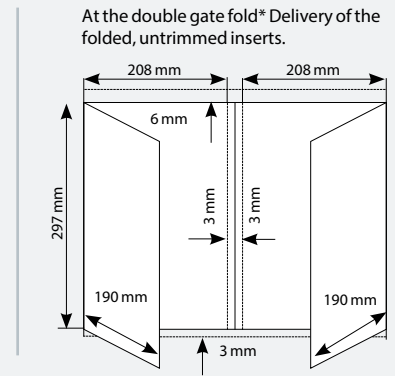
With 2 sheets and more, the insert must be folded at the spine, i.e. in the insertion direction.

Mailing address: Logistik Zentrum AZ Druck und Datentechnik GmbH LZAZ | Heisinger Straße 21 | 87437 Kempten

delivery memo: Krafthand Medien GmbH | bd baumaschinendienst, Issue __ title of supplement



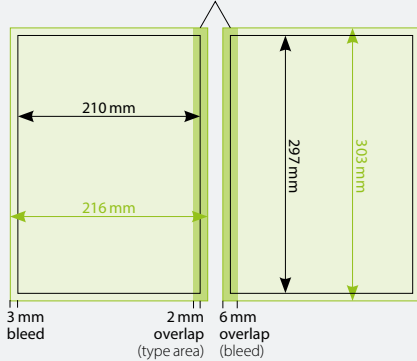
* With 3 sheets and for the double gate fold, the fold-out part must be at the top. Foldable part below only upon request.



Page crossover

Format: DIN A4 plus 3 mm bleed all round
Attention: Overlap into gutter: 6 mm (including bleed) for overlapping graphics

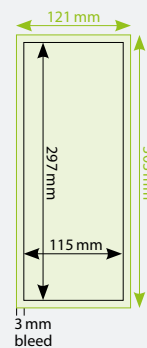
Graphics overlapping into gutter: 2 mm each
 (including bleed: 6 mm)



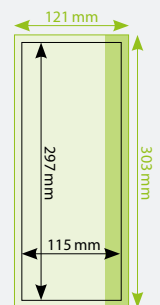
Title page flap*

Format: 115 x 297 mm plus 3 mm bleed all round.
Attention: Pay attention to the protected area on the inner side of the flap: 10 mm (including bleed) can be covered – do not place important content here

Flap outer side



Flap inner side



*Prices upon request

Protected area: 10 mm
Do not place important content here!



Recommendation

An additional attractive platform for you to promote your product!



Journal 2025

Information for handling working platforms safely and effective

A powerful advertising medium:

- High circulation
- Qualified readership
- Long-lasting advertising impact – one year!

Next issue: IPAF Journal 2025

- Publication date: March 17, 2025
- Advertising deadline: February 14, 2025



Print run:	35,000 copies
Publication frequency:	1st issue of the year
Target group:	Users, hirers and manufacturers of aerial work platforms
Distribution:	Via specialist journals, IPAF training centres, trade fairs and seminars

Contact:

Romana Kennel

Head of Media Sales Print/Digital

☎ Tel. + 49 (0) 82 47/ 30 07-60

✉ Mail: romana.kennel@krafthand-medien.de



www.ipaf.org | www.baumaschinendienst.de/ipaf-journal