

NO. 20 / VALID AS OF JANUARY 1st, 2024

20
years

BAUHOF-ONLINE.DE

THE MAGAZINE & PORTAL FOR MUNICIPAL MACHINES & TECHNOLOGY



MEDIA KIT 2024

BRIEF OUTLINE

Back in 2004, the information portal Bauhof-online.de was founded as a pioneer in the special interest sector.

20 years

As a competent and trustworthy trade medium, Bauhof-online represents the direct contact hub for market players and has developed into one of the leading online media for municipal machinery & technology in Germany, Austria and Switzerland.

The Bauhof-online editorial team reports on current trends and developments in machinery & technology in the DACH-region. The readers receive news and novelties extremely quickly, making the platform the arguably fastest medium in the industry.

PUBLICATION AGE / YEAR

20th year of publication / 2024

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EXPERTISE

Bauhof-online.de is characterized by comprehensive reporting, up-to-the-minute relevance, and the rapid presentation of information:

- Up-to-date news and information relating to machines and technology
- User reports from municipalities, landscaping, and contractors' yards
- Podcast "Stadt| Land | Straße" regarding current municipal technology and topics
- Extensive list of manufacturers, suppliers, dealers, market overviews, associations, and seminar providers
- Image galleries, reports, and interviews from trade shows and events
- Online magazine, magazine published every two months with reports and features
- Newsletter (23.028 subscribers) Monthly newsletter with news, reports, and information from the municipal environment
- YouTube – Bauhof-online.TV (web TV) offers interviews, reports, product videos, and job reports
- Facebook, Instagram and TikTok – for direct interaction with users and fans

MAIL DATABASE

24.887 addresses from Germany

TARGET GROUP

- Managers of contractors' yards, building department managers
- Highways departments/road maintenance departments
- Departments responsible for gardens, green spaces, and cemeteries
- Municipal cleaning, waste management industry
- Local governments
- Landscaping contractors
- Forestry, works departments, property management
- Contractors and machinery cooperatives



WISSEN, WAS ZÄHLT

Geprüfte Auflage
Klare Basis für den Werbemarkt

HITS

Visits: **59.557** per month
Page Impressions: **101.104** per month
(average **JAN to AUG 2023**)

OUR REACH

Portal visitors: **59.557**
(subject to IVW auditing)

Newsletter: **23.028**

Social media: **42.794**
(Facebook, Twitter, Instagram)

Total: **125.379**
(monthly gross reach – as of August 2023)

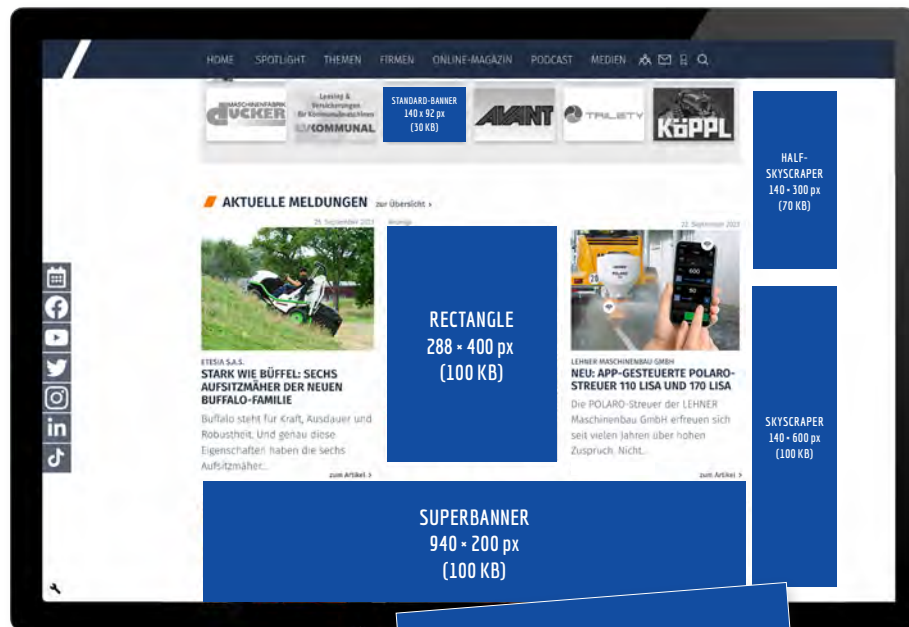
PREMIUM PARTNER PACKAGE // OFFERING GUARANTEED VISIBILITY!

PREMIUM PARTNER PACKAGE

This exclusive advertising format offers you the highest level of attention. As a premium partner, you get a fixed banner space on the homepage.

SERVICES AT A GLANCE:

- Banner, fixed position on the homepage
- Publication of product and press releases, short news articles, and videos
- Premium entry in the manufacturer/distributor profile; further information can be found on page 5
- Inclusion of product and press releases in the newsletter
- Publication of product and press releases in all social media networks (Facebook, Instagram, YouTube)



All prices plus statutory VAT

PREMIUM PARTNER PACKAGE

incl. all services

» STANDARD:
per month
per year

470,- EUR
5.350,- EUR

» RECTANGLE:
per month
per year

745,- EUR
8.560,- EUR

» SUPERBANNER:
per month

1220,- EUR

» SKYSCRAPER:

per month
per year

880,- EUR
10.150,- EUR

» HALF-SKYSCRAPER:

per month
per year

670,- EUR
7.670,- EUR

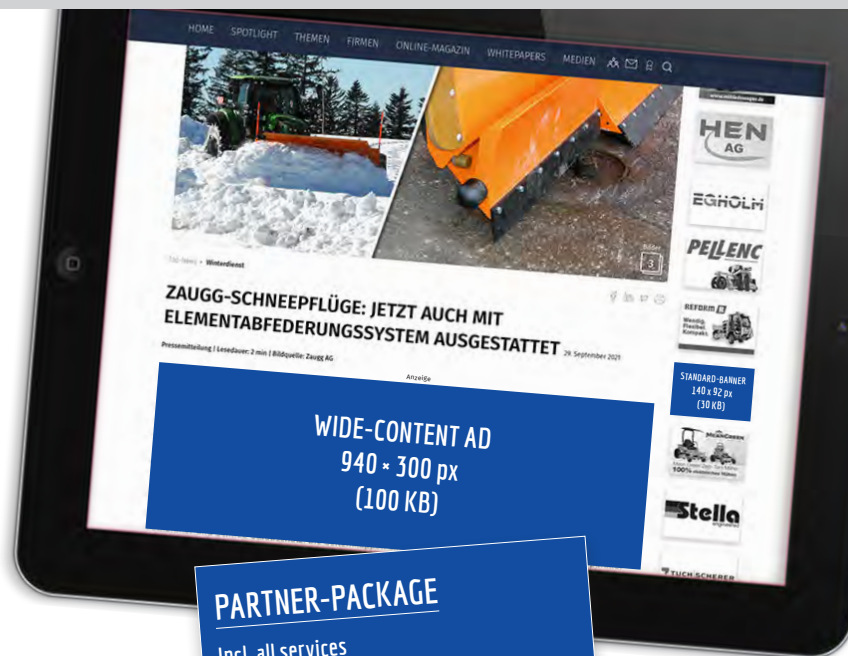
PARTNER PACKAGE // TARGETED SPREADING OF INDUSTRY NEWS!

TOPIC WORLDS OR NEWSLINE

The "Topic Worlds" section features news relating to work platforms, construction machinery and vehicles, the care of green spaces, forests, road sweeping machines, play and leisure facilities, tractors and tool carriers, winter road clearance, and test reports. This also applies to further sub-pages on the portal. You receive a banner space in the selected area.

SERVICES AT A GLANCE:

- Banner on a topic page or newsline
- Publication of product and press releases, short news articles, and videos
- Premium entry in the manufacturer/distributor profile; further information can be found on page 5
- Inclusion of product and press releases in the newsletter
- Publication of product and press releases in all social media networks (Facebook, Instagram, YouTube)



PARTNER-PACKAGE

Incl. all services

» STANDARD:

per month
per year

270,- EUR
3.180,- EUR

» WIDE CONTENT AD:

per month

920,- EUR

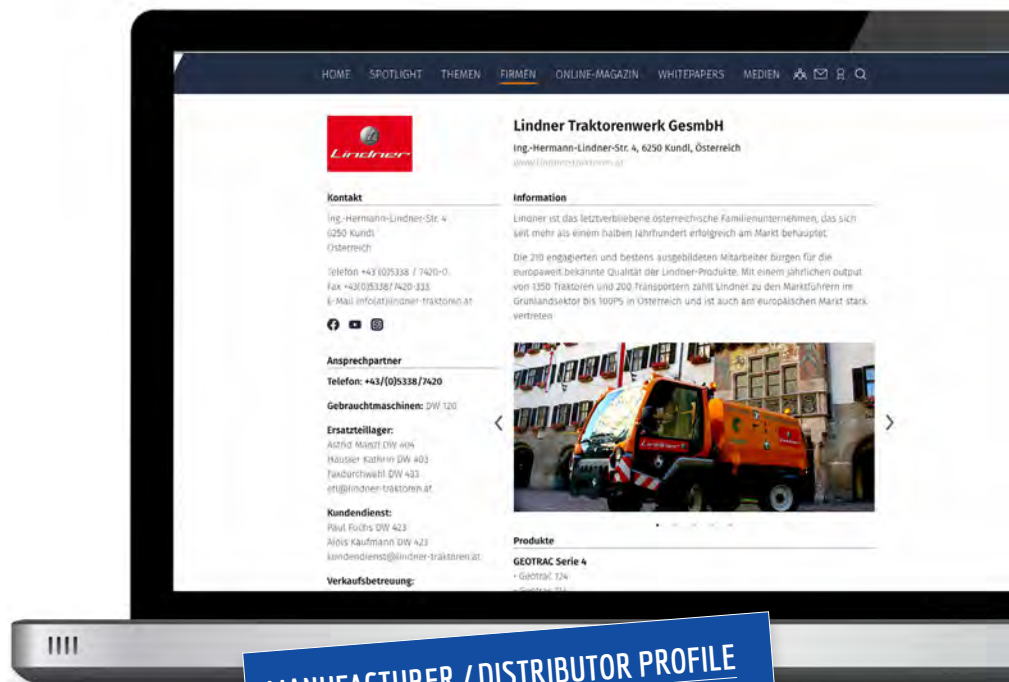
MANUFACTURER / DISTRIBUTOR PROFILE

DISPLAY YOUR COMPANY PROFILE

You can store your key contact data in a manufacturer/distributor profile.

ENTRIES INCLUDE:

- Company logo (140 × 92 px)
- Company name, description, address, and contact details (telephone number, fax, e-mail, website, and embedding of your social networks: Facebook, Instagram, Twitter, YouTube)
- Products, services, contacts, branches
- Downloads (videos, images, PDFs, etc.)
- Unlimited search words
- Three press releases per year under "Top News" on the homepage
- Inclusion of press release in the newsletter
- Publication of product and press releases in all social media networks (Facebook, Instagram, YouTube)



MANUFACTURER / DISTRIBUTOR PROFILE
per year **460,- EUR**

PR PACKAGE SERVICES:

- Publish an unlimited number of product and press releases under "Top News" (homepage) with images and video
- Inclusion of product and press releases in the monthly newsletter
- Premium entry in the manufacturer/distributor profile; further information can be found on page 5
- Publication of product and press releases in all social media networks (Facebook, Instagram, YouTube)



ADVERTISE IN THE NEWSLETTER // DISTRIBUTION TO OVER 23,000 RECIPIENTS

THE NEWSLETTER


The newsletter is published **twice a month** and summarizes news from the portal from the previous month.

ISSUE	PUB. D.* No. 1	PUB. D.* No. 2	PUB. D.* No.3
01/2024	11.01.2024	--	---
02/2024	01.02.2024	14.02.2024	---
03/2024	04.03.2024	13.03.2024	---
04/2024	03.04.2024	11.04.2024	---
05/2024	02.05.2024	06.05.2024	10.05.2024
06/2024	03.06.2024	17.06.2024	---
07/2024	03.07.2024	17.07.2024	---
08/2024	09.08.2024	19.08.2024	---
09/2024	03.09.2024	09.09.2024	---
10/2024	02.10.2024	16.10.2024	---
11/2024	04.11.2024	18.11.2024	---
12/2024	03.12.2024	18.12.2024	---

Pr. D. *: 7 days before Pub. D.

Please provide the data as pdf, jpg, gif, or png files **without animation** via e-mail (up to 50 KB).

Pr. D. * = Print Deadline
Pub. D. * = Publication Date

 Newsletter preview of IFAT 2024

 Newsletter preview of GaLaBau 2024

ADVERTISING FORMATS FOR BOOKING MONTHLY:

ADVERTISEMENTS **560,- EUR**

max. 600 × 350 px

BANNERS **460,- EUR**

max. 600 × 100 px

PR ADVERTISEMENT/ADVERTORIAL **510,- EUR**

RUNNING TEXT

(max. 400 characters, incl. empty spaces and 1 image of 300 × 250 px)

ADVERTISEMENTS / ADVERTORIAL **690,- EUR**

in the marked time-zones

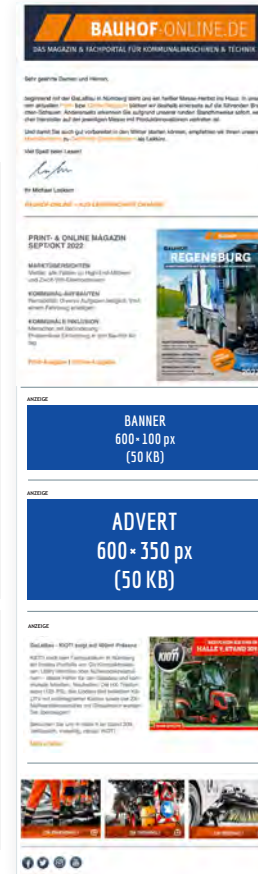
The **Stand-Alone Newsletter** features the look and feel of our newsletter, with your content as the main item.

Selection possible, for target groups see page 2. Distribution date as agreed.

■ PRICE ON REQUEST

All prices plus statutory VAT

Stand Alone
Newsletter



BANNERS

(max. 600 × 100 px)

ADVERTISEMENTS

(max. 600 × 350 px)

PR ADVERTISE- MENT/ADVERTORIAL

(Running text and 1 Image)

THE ONLINE MAGAZINE

The digital online magazine featuring all important news for the month is published **6 times per year**. Alongside reports and features specially researched by the editorial team, readers are also offered up-to-date information about all developments and innovations in the municipal environment.

www.bauhof-online.de/online-magazin

VORTEILE

Auflage / Verteiler:

- Publication in social media networks
- Inclusion in the newsletter
- Direct realization with online access, lasting presence (59.557 visits/per month)
- Direct addressing of your target group
- Increased attention, rapid contact
- Recognition of your ad formats, with flexible booking

Cover Motif (210 × 297 mm)
+ cover story (double-page)
1.090,- EUR *

Cover Pages C2, C3, C4**
710,- EUR *

1/1 page
210 × 297 mm
390,- EUR *

1/2 page horizontal/vertical
210 × 148 mm or
105 × 297 mm
195,- EUR *

* All prices plus statutory VAT

** format for cover pages C2, C3, C4: 210 × 297 mm



ISSUE	DEADLINE	PUBLICATION	TOPIC	SPECIAL SECTION	TRADE SHOWS/EVENTS
Jan / Feb	19.01.2024	01.02.2024	✓ Portrait/report, interviews ✓ Market overview		
Mar / Apr	11.03.2024	03.04.2024	✓ Care of green spaces ✓ Mowing technology ✓ Construction machines		ForstLive, Baumpflegetage
May / June	12.04.2024	02.05.2024	✓ Forestry ✓ Sweeping machines	IFAT	URBAN TEC live, IFAT
Jul / Aug	15.07.2024	09.08.2024	✓ Tractors/ implement carriers & utility vehicles ✓ Work platforms ✓ Winter road clearance		
Sept / Oct	12.08.2024	03.09.2024	✓ Electromobility ✓ Work clothing ✓ Software & Telematics	GaLaBau, anniversary issue	GaLaBau
Nov / Dec	19.11.2024	03.12.2024	✓ Electric power tools		

Please provide data (in high resolution) via e-mail or digitally as a pdf, jpg, ai file // Issues marked in blue are online and print issues.

20th
anniversary

SPECIAL EDITION PRINT ISSUE

ACHIEVE MORE THROUGH A TARGETED, CROSS-MEDIA APPROACH

Bauhof-online will present the two online magazines in **May/June 2024** and **Sept./Oct. 2024** as **SPECIAL EDITIONS IN PRINT FORMAT**.

MAY / JUNE ISSUE

IFAT 2024

Publication:
02.05.2024

Deadline:
12.04.2024

SEPT. / OCT. ISSUE

ANNIVERSARY ISSUE

GALABAU 2024

Publication:
03.09.2024

Deadline:
12.08.2024

20th
anniversary

THEMENBEREICHE

- Green/area maintenance
- Tractors/implement carriers & utility vehicles
- Construction machinery/ vehicles & equipment
- Work and protective clothing
- Electromobility
- Electric power tools
- Sweeping Technology
- Software & Telematics
- Winter Service
- Forestry
- Height Access Technology



► ADVERTISING PRICES

1/1 page // 210 × 297 mm* // 4c	3.190,00 €
1/2 page, horizontal // 210 × 148 mm* // 4c	1.605,00 €
1/2 page, vertical // 105 × 297 mm* // 4c	1.605,00 €
1/3 page, horizontal // 210 × 100 mm* // 4c	1.070,00 €
1/3 page, vertical // 70 × 297 mm* // 4c	1.070,00 €
1/4 page, horizontal // 210 × 76 mm* // 4c	820,00 €
1/4 page, vertical // 55 × 297 mm* // 4c	820,00 €
Cover Motif // 210 × 297 mm* // 4c	5.500,00 €
→ including 1/3 page advert beneath editorial text	
→ including Cover Story plus max. 2 pages Editorial	
Cover pages C2, C3, C4 // 210 × 297 mm* // 4c	3.280,00 €
Advertorial 1/1 page	3.190,00 €
All prices plus statutory VAT // *plus 3 mm bleed around	

► SUPPLEMENTS

Weight up to 25g	248,00 €/Tsd.
Weight up to 50g	315,00 €/Tsd.
Weight up to 75g	343,00 €/Tsd.
Weight up to 100g	370,00 €/Tsd.

All prices plus statutory VAT // No discounts on supplement prices

READERS / RECIPIENTS

Contractors' yards,	
construction management yards	» 4.726
Road maintenance departments	» 852
Municipal cleaning,	
waste management industry	» 512
Green space and park management	» 802
Landscaping contractors	» 1187

CIRCULATION

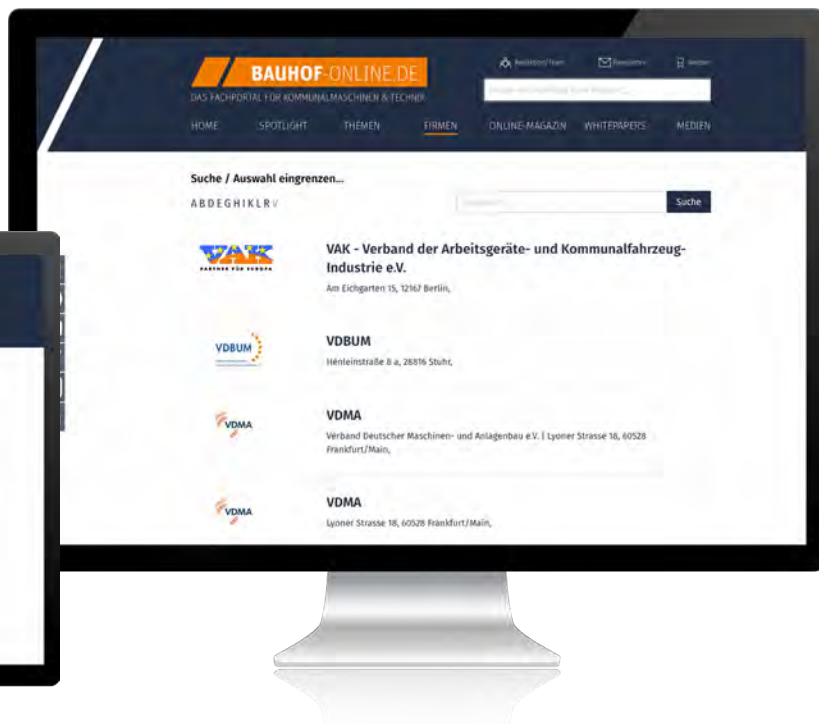
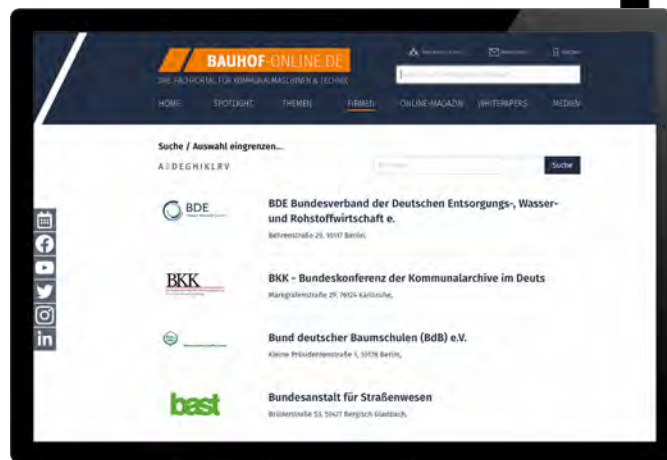
Number of printed copies	» 8.300
Copies distributed	» 8.079
Residual and sample copies	» 221

ENTRY IN ASSOCIATIONS OR SEMINARS

Entries can be completed here in a cross-industry, target-group-appropriate manner with a link to your website.

BOOKING:

per year **440,- EUR**



DATA PROVISION FOR YOUR ADVERTISEMENT ON BAUHOFF-ONLINE:

- Please provide data by e-mail or digitally as a **PDF, jpg, or GIF file.**
Please send logos as **.ai or .eps-format.**
- The standard banner format is 140×92 px | static | 30 KB
- Other banner formats:
 - Skyscraper 140×600 px | animated | 100 KB
 - Half-Skyscraper 140×300 px | animated | 70 KB
 - Rectangle 288×488 px | static | 100 KB
 - Wide Content Ad 940×300 px | static | 100 KB

IAB Standards:

- Skyscraper 160×600 + 120×600 px
- Leaderboard 728×90 px
- Vertical Rectangle 240×400 px
- Billboard 970×250 px



ONLINE-MAGAZINE:

Please provide materials by e-mail as a **PDF** or **jpg** file.

VALID AS OF JANUARY 1st, 2024

BAUHOF-ONLINE.DE

THE MAGAZINE & PORTAL FOR MUNICIPAL MACHINES & TECHNOLOGY



TARGETING & LEAD TOOLS

AUDIENCE TARGETING

TARGETING & LEAD TOOLS BAUHOFF-ONLINE.DE | AUS LEIDENSCHAFT ORANGE

B2B-DISPLAY ADVERTISING

Reach the B2B users and decision-makers in the **municipal industry** with attention-grabbing Display Advertising.



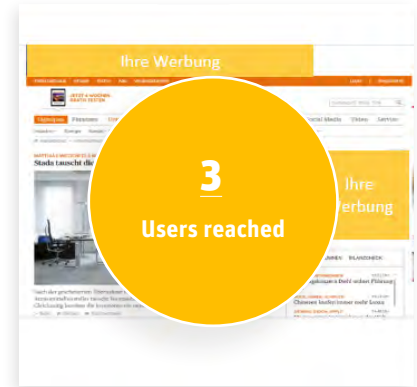
AUDIENCE DISPLAY TARGETING



1
Users are tagged on Bauhoff-online.de



2
Users identified



3
Users reached

An average of 40,000 users a month marked by cookies.

The interested users previously marked on Bauhoff-online.de will be found on websites from our network.

We feature your content and your advertising banners for the interested users **without marketing waste**.

AUDIENCE TARGETING

TARGETING & LEAD TOOLS BAUHOF-ONLINE.DE | AUS LEIDENSCHAFT ORANGE

AUDIENCE DISPLAY TARGETING COSTS

- Campaign concept and creation of 8 different advertising banners to be displayed on the chosen websites of our premium network: **€ 250,-***
- Cost for 1,000 impressions (TKP): **€ 36,-***
- Campaigns can be implemented individually according to budget requirements.

EXAMPLES FROM OUR PREMIUM NETWORK



All prices plus statutory VAT

* Prices not including applicable sales taxes, possible AE commission.

→ PACKAGE 30

- Campaign concept creation
- Ad design
- 30,000 Ad Impressions

€ 1.230,- *

→ PACKAGE 60

- Campaign concept creation
- Ad design (up to 8 different graphics)
- 60,000 Ad Impressions

€ 2.310,- *

→ PACKAGE 90

- Campaign concept creation
- Ad design (up to 8 different graphics)
- 90,000 Ad Impressions

€ 3.340,- *

TARGETING & LEAD TOOLS BAUHOFF-ONLINE.DE | AUS LEIDENSCHAFT ORANGE

B2B NATIVE ADVERTISING

1. TEXT-IMAGE AD

You can reach the B2B users and decision-makers specifically in our Premium network with **Text-Image Ads**. These adapt optically to the partner website and are linked to your website. Currently **only available in Germany**:

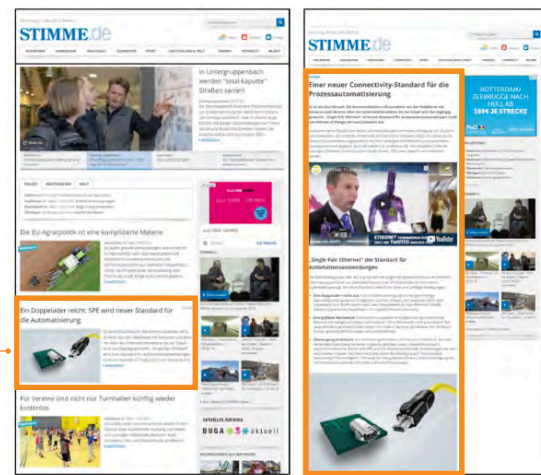


TEXT-IMAGE AD

2. TEXT-IMAGE + ADVERTORIAL

You can reach B2B users in our premium network with editorial Text-Image ads.

These adapt optically to the website environment and are linked to an **advertorial**, which is also displayed in the look and feel of the publishing website. This form of advertising has a **very high level of user acceptance** and is particularly suitable for the presentation of products that require explanation, such as in the B2B area.



TEXT-IMAGE AD

ADVERTORIAL

TARGETING & LEAD TOOLS BAUHOF-ONLINE.DE | AUS LEIDENSCHAFT ORANGE

Reach your target audience with content advertising on over 100 newspaper websites worldwide:



→ NATIVE ADVERTORIALS

Creation of the various ad designs

- 1. Text + Graphic € 455,- *
- 2. Text + Graphic + Advert. € 610,- *

→ CPC (COST PER CLICK)

- Cost per Click € 3,- *
- (Minimum 300 Clicks)

GEOGRAPHIC TARGETING

TARGETING & LEAD TOOLS BAUHOF-ONLINE.DE | AUS LEIDENSCHAFT ORANGE

B2B GEOTARGETING

Reach the B2B users and decision-makers in the **municipal industry** according to geographical areas, within the **Bauhof-online.de** portals as well as in our premium network, with attention-grabbing **display advertising**, e.g. in country, language, region.

PRICING:

Relative to
Country/Regions of choice.



TARGETING & LEAD TOOLS BAUHOFF-ONLINE.DE | AUS LEIDENSCHAFT ORANGE

AUTOMATED WEBINAR AS A LEAD CAMPAIGN

We create the platform for an **automated webinar** for you as a lead campaign including the following services:

- Automated webinars according to your schedule in the respective local time (global) or directly after registration
- Landing page
- Webinar room
- Closing page
- Automated forwarding of questions to your product specialist via email in real time
- Email marketing before and after the webinar to participants:
 - *Follow-up*
 - *Reminder*
 - *Double-Opt-in Registration*



- DSGVO and GDPR compliant
- Performance and lead reporting after the webinar campaign
- Editorial support on the Bauhof-online.de specialist portal
- Newsletter communication in the bi-monthly Bauhof-online.de newsletter with a link to the landing page
- Promotion on social media channels (Facebook, Twitter, Instagram, Youtube)
- Promotion in business networks (XING, LinkedIn)

€ 3.850,- PER MONTH *

* Prices not including applicable sales taxes, possible AE commission.