

2026 MEDIA KIT



No. 22

Valid as of January 1st, 2026

BAUHOFF-ONLINE.DE

THE MAGAZINE & PORTAL FOR MUNICIPAL MACHINES & TECHNOLOGY

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Overview

Brief description

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Topics

BRIEF DESCRIPTION

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

As a competent and trustworthy specialist medium, **Bauhof-online serves as the immediate contact hub** for market players and has developed into one of the leading online media outlets for municipal machinery and technology in Germany, Austria, and Switzerland.

The BAUHOF-ONLINE editorial team reports on current trends and developments related to machinery and technology. Readers receive news and updates in no time, which is why it is regarded as the fastest medium in the industry.

Memberships:

IVW-Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.

Publisher:

KANAT Media Verlag GmbH

Year:

22th year of publication, 2026



DISTRIBUTION

Comprehensive reporting, top-level timeliness, and speed in information presentation distinguish Bauhof-online.de!

COMPETENCE

- Up-to-date daily news and updates on machinery and technology
- In-house editorial content, market overviews, interviews with manufacturers, and on-site reports
- Reports and stories from users in municipalities, landscaping, and public works departments
- Editorial podcast "Stadt | Land | Straße" covering current industry topics
- Extensive listings of manufacturers, suppliers, dealers, market overviews, associations, and seminar providers
- Photo galleries, reports, interviews from trade fairs and events
- Online magazine, bimonthly magazine featuring reports and stories
- Newsletter (24.996 subscribers), bimonthly newsletter with news, reports, and updates from the municipal sector
- Facebook, Instagram and TikTok – direct exchange with users and fans

Media partnerships:



TARGET AUDIENCE

- Heads of public works departments
- Building authority directors
- Road construction authorities / road maintenance departments
- Landscaping companies
- Garden / green space authorities
- City cleaning, waste management
- Cemetery authorities
- Municipal administrations
- Forestry
- Municipal utilities
- Landscaping contractors
- Property management companies
- Contractors and machinery cooperatives

POSTAL DATABASE

26.418
personalized addresses

TRAFFIC

32.336

visits
(per month)

51.212

page views
(per month)

Average from Jan. to Sept. 2025



WISSEN, WAS ZÄHLT
Geprüfte Auflage
Klare Basis für den Werbemarkt



COMMUNICATION REACH

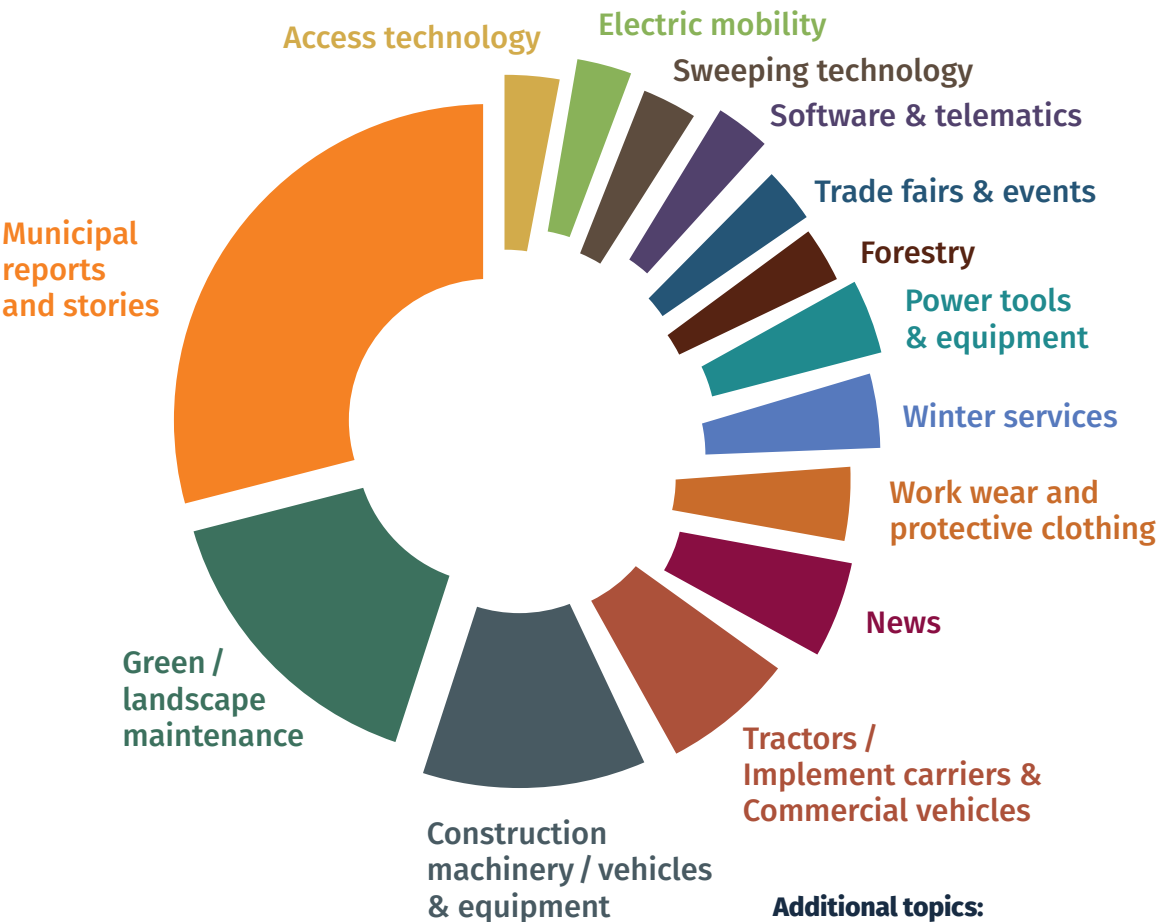


WISSEN, WAS ZÄHLT

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TOPICS PORTAL & MAGAZINE

In addition to reports and articles researched by the editorial team, readers are kept up-to-date on all developments and innovations in the municipal sector.



Additional topics:

- March:** FORST live
- May / June:** IFAT, URBAN TEC LIVE
- Sept / Oct:** GaLaBau, KOMMUNAL LIVE

08

Advertising on Bauhof-online.de

Advertising partnerships

Manufacturer / Dealer profile

Newsletter

ADVERTISING PARTNERSHIPS



Premium Partner Package Homepage

- Publication of product and press releases, short news, and videos
- Premium listing in the manufacturer / dealer profile
- Inclusion of product and press releases in the newsletter
- Publication of product and press releases across all social media platforms (Facebook, Instagram, TikTok, LinkedIn)

Advertising banner formats on the homepage:

Standard, Rectangle, Skyscraper, Half-Skyscraper, or Superbanner

① Standard (140 × 92 px)

480,- €

per month

5.450,- € per year

③ Skyscraper (140 × 600 px)

895,- €

per month

10.350,- € per year

⑤ Superbanner (940 × 200 px)

1240,- €

per month

② Rectangle (288 × 400 px)

760,- €

per month

8.730,- € per year

④ Half-Skyscraper (140 × 300 px)

685,- €

per month

7.820,- € per year



ADVERTISING PARTNERSHIPS



PR-Package

- Publication of product and press releases, short news, and videos
- Premium listing in the manufacturer / dealer profile
- Inclusion of product and press releases in the newsletter
- Publication of product and press releases across all social media platforms (Facebook, Instagram, TikTok, LinkedIn)

Without banner on the website

2.420,- € per year



Partner-Package Newline

- Publication of product and press releases, short news, and videos
- Premium listing in the manufacturer / dealer profile
- Inclusion of product and press releases in the newsletter
- Publication of product and press releases across all social media platforms (Facebook, Instagram, TikTok, LinkedIn)

**Advertising banner formats on the newline:
Standard or Wide Content Ad**

① **Standard (140 × 92 px)**

285,- € per month
3.340,- € per year

② **Wide Content Ad (940 × 300 px)**

935,- € per month

ADVERTISING PARTNERSHIPS



Manufacturer / Dealer profile

In the manufacturer / dealer profile, you can provide your most important contact details.

510,- € per year

- Company logo (140 × 92 px)
- Company name, description, address, and contact information (phone, email, website, and embedding of your social media networks)
- Products, services, contacts, branches
- Downloads (video, images, PDF, etc.)
- Unlimited keywords
- Inquiry form for direct contact
- Publication of a maximum of 3 press releases per year on the homepage, including a press archive
- Inclusion of the press release in the newsletter
- Publication of product and press releases across all social media platforms (Facebook, Instagram, TikTok, LinkedIn)

ADVERTISING PARTNERSHIPS

As an advertising partner, your news reaches the entire readership across all channels, ensuring maximum distribution.



NEWSLETTER

The newsletter is published **twice a month** with the current summary of portal news.

Over 24.996 recipients

January

January 14th

July

July 6th
July 22nd

February

February 4th
February 19th

August

August 5th
August 19th
August 27th

GaLaBau

March

March 4th FORST live
March 18th FORST live

September

September 3rd
September 9th
September 23rd

GaLaBau

GaLaBau

April

April 8th
April 22nd IFAT
April 28th IFAT

October

October 6th
October 21st

May

May 6th
May 20th

November

November 5th
November 24th

June

June 3rd
June 17th

December

December 3rd
December 17th

Data delivery
no later than
7 days before
publication



① Advertisement (600 × 350 px)

590,- €

720,- € During the trade fair period

② PR advertisement / Advertorial

590,- €

Max. 400 characters, including spaces, and one image (300 × 250 px)

720,- € During the trade fair period

* top position in the newsletter, additional 120,- €

STAND-ALONE NEWSLETTER

The stand-alone newsletter is designed in the look and feel of our newsletter, with your content as the main focus.

Selection is possible; target groups see page 5.

Shipping date by arrangement.

Price upon request

STAND ALONE



14

**Advertising
in the magazine**

Print magazine

Online magazine

PRINT MAGAZINE

Bauhof-online presents two print magazines in March / April and September / October 2026.

READERS/RECIPIENTS

Public works departments, construction yards	4.787
Road maintenance departments	864
City cleaning, waste management	534
Green space departments, park management	819
Landscaping companies (GaLaBau)	1.368

CIRCULATION

Print circulation	8.500
Distributed circulation	8.372
Archive and complimentary copies	128



MAY / JUNE

Publication date:

22.04.2026

Print material deadline:

23.03.2026

**IFAT
EDITION**

SEPTEMBER / OCTOBER

Publication date:

03.09.2026

Print material deadline:

03.08.2026

**GALABAU
EDITION**

PRINT MAGAZINE Premium Ads

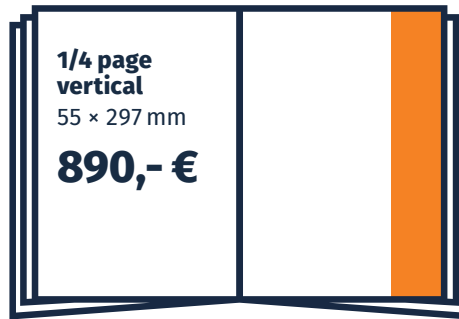
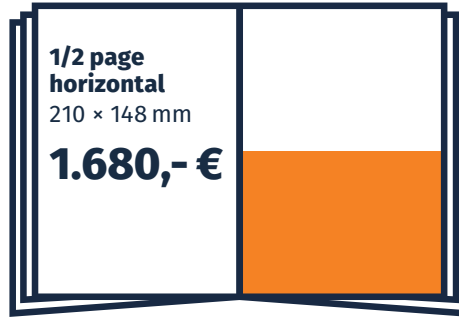


- Includes **1/3-page horizontal ad** (placement under editorial, 210 x 100 mm)
- Includes **cover story**, max. 2 pages editorial content



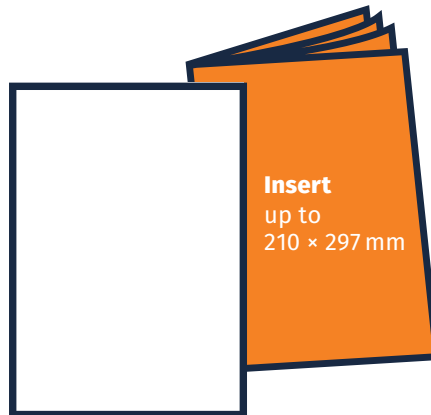
- Please allow a **3 mm bleed** around all ads.
- Please ensure that important text and elements are placed at least **15 mm from the edge**, as these may disappear into the binding.

PRINT MAGAZINE Ads



- ▶ Please allow a **3 mm bleed** around all ads.
- ▶ Please ensure that important text and elements are placed at least **15 mm from the edge**, as these may disappear into the binding.

PRINT MAGAZINE **Special Advertising Formats**



Insert
up to
210 × 297 mm

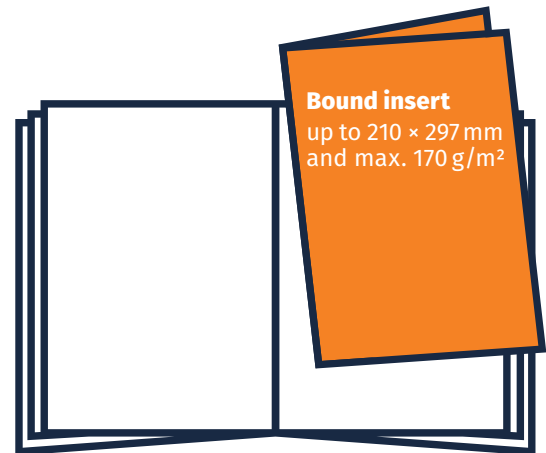
Weight up to ...

- ▶ 25 g **252,- €/per thousand**
- ▶ 50 g **319,- €/per thousand**
- ▶ 75 g **347,- €/per thousand**
- ▶ 100 g **374,- €/per thousand**



Special advertising formats
(e.g., banderole, panorama
fold-out page, gatefold, etc.)

**Price upon
request**



Bound insert
up to 210 × 297 mm
and max. 170 g/m²

- ▶ 1 sheet (2 pages) **4.050,- €/per thousand**
- ▶ 2 sheets (4 pages) **6.080,- €/per thousand**

ONLINE MAGAZINE

The digital online magazine is published **six times a year**, featuring all the important news of the month. In addition to reports and stories researched by the editorial team, the reader is also kept up to date on all developments and innovations in the municipal environment.

CIRCULATION / DISTRIBUTION:

- Distribution through social networks (Facebook, Instagram, TikTok, LinkedIn)
- Placement in four newsletters each sent to 24.996 recipients
- Permanent placement on the portal (32.336 readers per month)



ONLINE-MAGAZINE:

15.581

Views
(average per edition)



	Print material deadline		Publication date
January / February	16.01.2026		04.02.2026
March / April	23.03.2026	IFAT Edition	22.04.2026
May / June	22.05.2026		17.06.2026
July / August	03.07.2026		22.07.2026
September / October	03.08.2026	GaLaBau Edition	03.09.2026
November / December	19.11.2026		03.12.2026

ONLINE MAGAZINE Ads



- inkl. **Titelstory**
max. 2 Seiten Redaktion



21

Podcast

Targeting and Lead Tools

Data delivery

Contact

PODCAST #EXPERTENTALK

Welcome to the podcast “**Stadt | Land | Straße**” the podcast entirely dedicated to the world of municipal services and landscaping.

Through our **#EXPERTENTALK** we offer companies the opportunity to present their products, innovations, and the latest developments to a wide audience in dialogue with our podcast editorial team.



SERVICE PORTFOLIO

- **Preliminary discussion for topic selection**
(Determining the topic / message, e.g., factory reports, product presentations, etc.)
- **On-site podcast recordings**
Recording the conversation / interviews, live comments, statements, and quotes with professional equipment
- **Creation of the editorial article**
Text (max. 500 characters including spaces + images)
- **Podcast production**
Creation of a script in collaboration with the client, followed by narration
- **Final approval and secondary use for the client, including podcast player and link**



PROMOTION

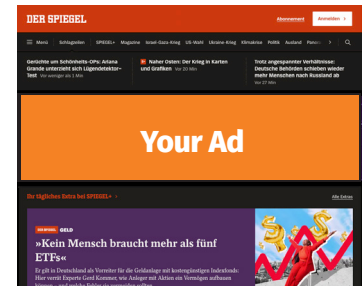
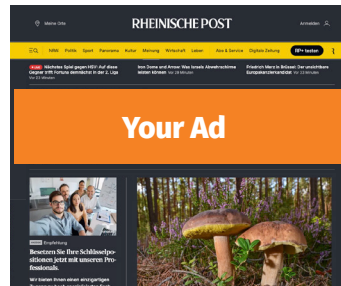
- Editorial article about the episode as top news on the homepage of www.bauhof-online.de (more than 1.800 readers daily)
- Podcast banner on the homepage of www.bauhof-online.de
- Podcast placement on the “Podcast” page of the specialist portal www.bauhof-online.de/podcast
- Announcement in the newsletter (24.996 recipients)
- Distribution on all well-known podcast platforms
- Episode promotion across all social networks (Facebook, Instagram, TikTok, LinkedIn) with 54.200 followers

**UPON
REQUEST**

TARGETING & LEAD-TOOLS

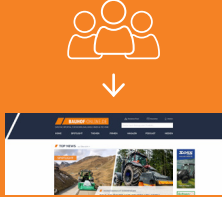
B2B-Display Advertising / Advertising Banners

You can specifically reach B2B users and decision-makers in the **municipal industry** within our network through high-impact display advertising banners (**Display Advertising**).



How audience display targeting works

- 1 Professionals inform themselves about the municipal industry on bauhof-online.de.


- 2 The user receives a cookie as a prospective customer in the municipal industry.


- 3 We then find the user across third-party sites all over the internet – across devices.


- 4 We display your advertisement on the pages visited by the user. On average, 27,410 users per month are marked by cookies.


- 5 The user is directed to your website or a specific landing page. The interested users previously marked on bauhof-online.de are found on the websites within our network.


- 6 Here's how we connect you with potential buyers:
We deliver your content and advertising banners to interested users without any waste coverage.

 - Additional reach
 - More attention
 - Reaching the core target audience
 - More touchpoints
 - Increasing online advertising time

Costs for Audience Display Targeting

- Concept development of the campaign and creation of 8 different advertising banners to be displayed on the websites of the premium network: **250,-**
- Cost per 1,000 impressions (CPI): **36,- €**
- Campaigns can be customized according to budget specifications.

250,- €

36,- €

Package 30

1.230,- €

- Campaign concept development
- Banner creation (8 formats)
- 30,000 ad impressions
- **Price advantage of 100,-€**

Package 60

2.310,- €

- Campaign concept development
- Banner creation (8 formats)
- 60.000 ad impressions
- **Price advantage of 100,-€**

Package 90

3.340,- €

- Campaign concept development
- Banner creation (8 formats)
- 90.000 ad impressions
- **Price advantage of 150,-€**

Excerpt from the premium network



B2B Native Advertising

You can reach your industry target audience with content advertising primarily on over 100 daily newspaper websites in Germany:

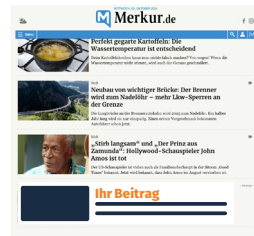
1. Text-Image Ad

You can specifically reach B2B users and decision-makers in our premium network with editorial text-image ads. These ads visually adapt to their environment and link to your website. Currently available only in Germany:



2. Text-Image + Advertorial

You can specifically reach B2B users in our premium network with editorial text-image ads. These ads visually adapt to their environment and link to an editorial advertorial (promotional text) in the look and feel of the publishing website. This advertising format has a very high user acceptance and is particularly suitable for presenting complex products, especially in the B2B sector.



NATIVE ADVERTORIALS

Creation of various text-image ads

455,- €

Text + Image

610,- €

Text + Image + Advertorial

CPC (Cost per Click)

3,- €

Cost per click (minimum volume of 300 clicks)

DATA DELIVERY

WEBSITE

- Banner delivery in **PDF, JPG, or GIF format**
(available for Half-Skyscraper and Skyscraper)
- Logos in **AI or EPS format**

FORMATS OVERVIEW

Standard	140 × 92 px
Wide Content Ad	940 × 300 px
Rectangle	288 × 488 px
Skyscraper	140 × 600 px
Half-Skyscraper	140 × 300 px
Superbanner	940 × 200 px

MAGAZIN

- Anzeigen-Anlieferung als hochaufgelöste **PDF- oder jpg-Datei**

FORMATS OVERVIEW

Cover page, C2, C3, C4	210 × 297 mm
1/1 full page	210 × 297 mm
1/2 page horizontal	210 × 148 mm
1/2 page vertical	105 × 297 mm
1/3 page horizontal	210 × 100 mm
1/3 page vertical	70 × 297 mm
1/4 page horizontal	210 × 76 mm
1/4 page vertical	55 × 297 mm

All formats plus
3 mm bleed all around



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