



Cover portrait and pricelist

Publisher

Giesel Verlag GmbH
 Hans-Böckler-Allee 7, 30173 Hannover
 Tel. +49(0)511 8550-0, Fax +49(0)511 8550-3157
 info@giesel.de
 www.giesel.de, www.baunetzwerk.biz
 Giesel Verlag GmbH
 Part of Schlütersche Media Group
 www.schluetersche.de

Frequency

6 x annually with 6 400 copies per issue
 Distributed circulation 6.354

Format

DIN A4, 210 mm wide x 297 mm high

Printing process

Offset print 60-lines grid, please send printing documents in high-res
 (300 dpi, CMYK-modus, Script inbouded)
 via email to anzeigendaten-aub@schluetersche.de

Extra charges

Obligatory positioning 25 %

Special section advertisements

(per millimeter, 44 mm in width) b/w	4-c
Purchase and sale, Jobs recruitment ad € 2.72	€ 4.08
ob seeking ad € 2.38	€ 3.57
Box number fee	€ 8.00

Discounts

2 advertisements	5 %
4 advertisements.....	10 %
from 6 advertisements upwards	15 %

Combinations

on the subscription of two construction titles upwards 5% discount
 Discount print + online on request

Inserts

2 pages inserts	€ 2,514.-
4 pages inserts	€ 4,195.-

Minimum size for bleed inserts untrimmed 213 mm deep x 305 mm wide.

Loose inserts

Up to 25 g weight per 1 000 copies € 250.-
 Maximum size 200 mm wide x 290 mm deep

Advertising Rate

Price per mm height at 44 mm width of column	(3.89 €/b-w) 5.83
Front Page* 194 mm x 220 mm.....	on request
2. or 4. cover 210 mm x 297 mm.....	4.898.-

* Front page: + trim [3 mm each side]. Pure visual presentation with the firm name (logo) of the advertiser. The motif must be approved by the publishers in advance!) 4colour.



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Terms of payment

2 % discount for payment within ten days from the date of account, otherwise 30 days from the date of account without deduction.
Turnover tax-Ident-No.: DE 115051385.

Payment in Euro

Bank accounts:

Commerzbank Hannover , No. 1500222 (Bank code no. 250 400 66)
IBAN No. DE03 2504 0066 0150 0222 00, BIC = COBADEFF 250

Delivery address for items

Silber Druck oHG

Otto-Hahn-Straße 25, 34253 Lohfelden

Delivery note:

„Destined for ASPHALT & BITUMEN, issue no. ...“

Delivery „free at residence“

Contact

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Receiver structure analysis

Sectors / branches of industry / subject areas / professional groups

Target group	Proportion of actually widespread edition	
	%	copies
Asphalt manufacturing industry	43.6	2.771
Asphalt paving companies	43.1	2.741
Manufacturer of building materials, road construction machinery	3.3	208
Universities and technical colleges	1.3	81
Offices / authorities / institutes	8.6	547
Other	0.1	6
Total	100.0	6.354



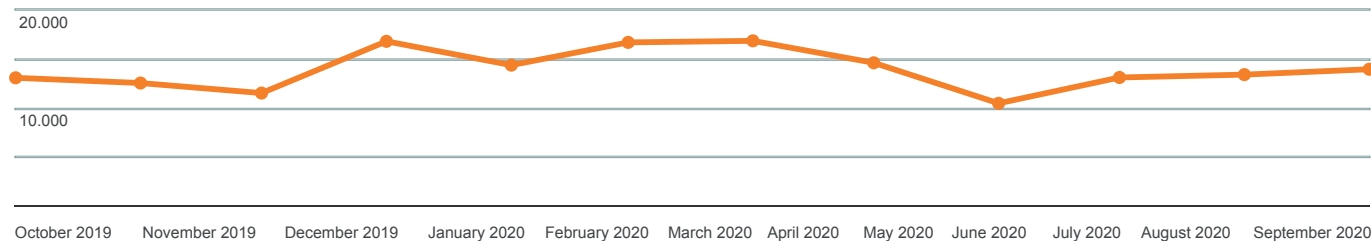
Usage data website: baunetzwerk.biz

SOURCE Google Analytics

USAGE DATA*

User 81.634	New user 80.155	Sessions 108.191
Page impressions 167.732	Sites/session 1,55	Average session length 00:01:11

PAGEVIEWS



*Usage data: per year. Survey period page impressions: monthly, Oct. 2019 - Sept, 2020