



Further information

Cover portrait and pricelist

Publisher

Lionel Lathion, Sion
lionel.lathion@lathiongroup.ch

Publishing firm

Giesel Verlag GmbH
Hans-Böckler-Allee 7, 30173 Hannover, Germany
Postfach 5420, 30054 Hannover, Germany
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 2 600 copies per issue
Distributed circulation 2 569

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 inbunded) via email to anzeigendaten-dsb@schluetersche.de
Payment in Swiss Franken or Euro

Extra charges

Obligatory positioning 25%

Special section advertisements

(per millimeter, 44 mm in width)

Purchase and sale, Jobs recruitment ad CHF 3.40 € 3,00
Job seeking ad CHF 2.98 € 2,60
Box number fee CHF 10.00 € 8,70

Advertising specials on request

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

number: 2,800 copies, format: 213 x 307 mm.
(head cut: 5 mm, knurled margin: 3 mm)
single sheet (two-page) CHF 2,779.- € 2 417,-
double sheet (four-page) CHF 4,572.- € 3 976,-
more pages on request

Loose inserts

full supplement up to a weight of 25 g
Price per 1,000 CHF 312.- € 271,-
quantity delivered: 2,800 copies maximum format: 200 mm wide x 294 mm high

Advertising Rate Sheet

Price per mm height at 44 mm
width of column (3.40 €/b-w) 6.38 CHF 5,50 €
Front Page* 194 mm x 220 mm on request
2. or 4. cover 210 mm x 297 mm 5.437 CHF 4.728 €

* 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.

Bank accounts:

PostFinance AG
IBAN Nummer: CH19 0900 0000 4030 1637 4. BIC: POFICHBEXXX
Commerzbank Hannover Nr. 150022200 (BLZ 250 400 66)
IBAN Nummer: DE03 2504 0066 0150 0222 00. BIC: COBADEFF250

Delivery address

Silber Druck oHG
Otto-Hahn-Straße 25, 34253 Lohfelden

Delivery note:

„Destined for Die Schweizer Baustoff-Industrie, issue no. ...“

Delivery „free at residence“

Contact

Switzerland
Jordi Publipress
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Germany

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Angelika Tjaden
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Receiver structure analysis

Sectors / branches of industry / subject areas / professional groups

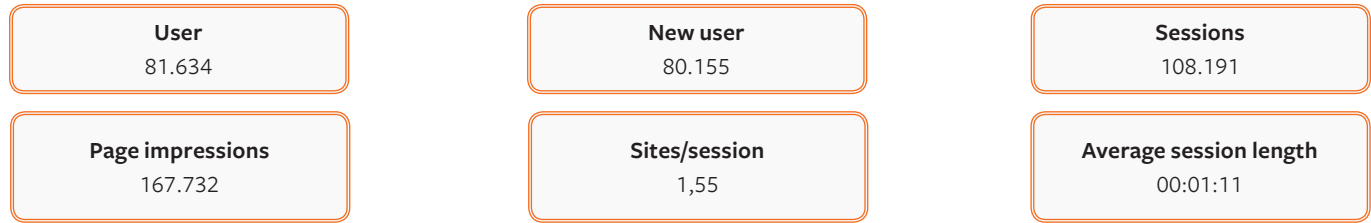
Branches	Proportion of actually widespread edition	
	%	Exemplare
Construction company (civil engineering and road construction)	83.3%	2.139
Building material manufacturer	4.0%	104
Extraction companies	2.9%	75
Road traffic technology	1.1%	29
Offices / authorities / associations	1.8%	46
Recycling / demolition / disposal	1.6%	40
Planning / research / teaching	1.6%	41
Construction machinery trade / manufacture	1.6%	40
Other	2.,1%	55
Total	100.0%	2.569



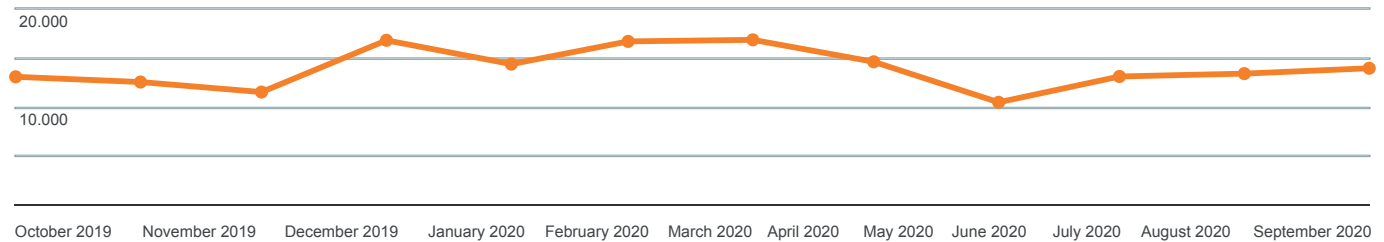
Usage data website: baunetzwerk.biz

SOURCE Google Analytics

USAGE DATA*



PAGEVIEWS



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