



Cover portrait and pricelist

Publisher

Giesel Verlag GmbH
Hans-Böckler-Allee 7, 30173 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 4.634 copies per issue
Distributed circulation 4.510

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 inbound)
via email to anzeigendaten-sut@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	€ 1.93	€ 2.90
Job seeking ad	€ 1.69	€ 2.53
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 € 2,118.-
4 pages inserts € 2,919.-
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 Sheet

Price per mm height at 44 mm width of column (2.10 €/b-w) 3.42
Front Page* 194 mm x 220 mm on request
2. or 4. cover 210 mm x 297 mm 3,300.-

* 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

Silber Druck oHG

Otto-Hahn-Straße 25, 34253 Lohfelden

Delivery note:

„Destined for Straßen- und Tiefbau, issue no. ...“

Delivery „free at residence“

Contact

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Receiver structure analysis

Sectors / branches of industry / subject areas / professional groups

Target group	Issues
Civil engineering / road construction	2.219
Civil engineering	1.028
Road construction	380
Other construction companies	137
Demolition / sewer construction	36
Offices / authorities / research / teaching	140
Others	570
Total	4.510



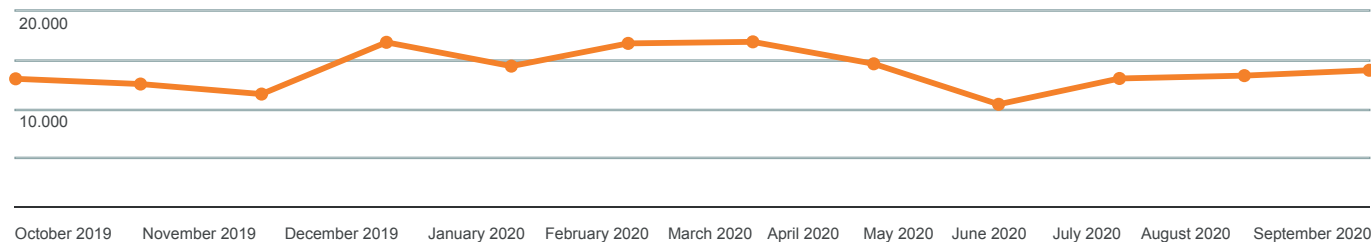
Usage data website: baunetzwerk.biz

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