

Bauingenieur

Media Information 2017

The trend-setting Journal
in Civil Engineering



Brief Description

"Bauingenieur" carries articles covering the theory and practice of construction engineering, interesting construction and redevelopment projects, construction materials and IT topics, features and reports on noteworthy construction projects and products, plant, equipment and their employment on site.

Target Group

Decision-makers and opinion shapers involved with the planning and execution of construction projects including 7,000 engineers of the VDI Society for Civil Engineering.

Advertisers

Producers and service providers from the fields of construction IT, reinforcing and form-work, securing systems, concrete, brickwork, structural preservation, steel construction, wooden construction facades, glass, insulation, geo-technology and textile construction.

Publishing Society

Official journal of the VDI Society for Civil Engineering

Year of Publication

92nd year 2016

Circulation (IVW audited)

Press run: 5,000 copies

Distributed circulation: 4,746 copies

Subscribed circulation: 1,087 copies

Advertising Prices

1/1 page b/w	€ 3,096.00
1/1 page 4c	€ 4,296.00
1/2 page b/w	€ 1,548.00
1/2 page 4c	€ 2,748.00
1/4 page b/w	€ 774.00
1/4 page 4c	€ 1,434.00
Surcharge for bleed adverts:	€ 100.00

Page Size

Trim size: width 210 mm, height 297 mm

Trim allowance: 3 mm all trimmed sizes

Type area: width 185 mm, height 270 mm

Publication Frequency

11 issues in 2017

Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1	6 December 16	3 January
2	12 January	2 February
3	9 February	2 March
4	13 March	3 April
5	12 April	3 May
6	11 May	1 June
7/8	11 July	1 August
9	14 August	4 September
10	13 September	4 October
11	12 October	2 November
12	13 November	4 December

Closing Date (materials):

2 working days after closing date of reservation.

Printing Material

Electronic data (plus colour proof by mail): preferably eps-files or high-end pdf-files; also possible: QuarkXPress, InDesign, PageMaker, Freehand, Illustrator, CorelDraw, Photoshop

Discounts for Publication within 1 Year

by frequency		by volume	
3 advertisements	3 %	3 pages	5 %
6 advertisements	5 %	6 pages	10 %
9 advertisements	10 %	9 pages	15 %
12 advertisements	15 %	12 pages	20 %

Terms of Payment

14 days from the date of the invoice.

For payment in advance or by credit transfer: 2% discount.

Place of payment and performance: Düsseldorf, Germany.

Bank Account: Commerzbank AG, Düsseldorf,

Bank Code 300 800 00, Account No. 0212172400.

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