

A large, stylized graphic of overlapping blue leaves or petals, rendered in various shades of blue, occupies the left and center of the page. The leaves are layered, with some appearing more prominent than others, creating a sense of depth and movement.

# Media-Information2017

■ ALLGEMEINE BAUZEITUNG

<b>Circulation</b>	Print run: 33 176 copies Total circulation per half year average (I/16–II/16): 32 907 copies
<b>Format</b>	width 400 mm, height 570 mm
<b>Type area</b>	width 371 mm, height 528 mm, Text section: 6 single columns each 58 mm, Advertising section: 8 single columns each 45 mm
<b>Printing and binding method, printing material</b>	Offset print, Nordic format Printing material has to be delivered 1:1. Please send your material in digital form. Medium (offline): DVD/CD. Data transfer (online): e-mail/FTP
<b>Deadlines</b>	Frequency: weekly Dates of publication: every Friday Copies deadline: Thursday, 10 a.m. for text section, Wednesday, 10 a.m. for advertising section

<b>Publishing company</b>	Patzer Verlag GmbH & Co. KG, Berlin – Hannover Address: Alter Flughafen 15, 30179 Hannover Koenigsallee 65, 14193 Berlin Postal address: PO. BOX 110151, 30099 Hannover PO. BOX 33 04 55, 14174 Berlin Phone: +49 (0)511 674 08- 0 Fax: +49 (0)511 674 08- 53 <b>Editorial department:</b> Robert Bachmann phone: +49 (0)511 674 08- 62 E-mail: abz-bachmann@patzerverlag.de
<b>Payment terms</b>	2 % discount, if advertisement is paid within 10 days, but latest within 30 days of receipt. All rates excluding VAT. ID-No. DE 136665918  Deutsche Bank Berlin IBAN DE55 1007 0000 0122 8287 00 BIC DEUTDEBBXXX  Postbank Berlin IBAN DE56 1001 0010 0025 5021 05 BIC PBNKDEFF100  <b>Rates and formats see table above</b>  Rates excluding VAT  For our General Terms and Conditions please visit <a href="http://www.patzerverlag.de">www.patzerverlag.de</a>

### Rates and formats

Print format	Width mm	Height mm	b/w €	b/w + 1 c €	b/w + 2 c €	b/w + 3 c €
1/1 page	371	528	18 057,60	22 572,00	27 086,40	31 600,80
3/4 page	371	396	13 543,20	16 929,00	20 314,80	23 700,60
2/3 page	371	325	11 115,00	13 893,75	16 672,50	19 451,25
1/2 page (horizontal)	371	264	9 028,80	11 286,00	13 543,20	15 800,40
1/2 page (vertical)	183	528				
1/3 page (horizontal)	371	176	6 019,20	7 524,00	9 028,80	10 533,60
1/3 page (vertical)	120	528				
1/4 page (horizontal) (DIN A4)	371	132	4 514,40	5 643,00	6 771,60	7 900,20
(vertical)	183	264				
1/6 page	58	528	3 009,60	3 762,00	4 514,40	5 266,80
1/8 page (horizontal)	183	132	2 257,20	2 821,50	3 385,80	3 950,10
(vertical)	120	198				
1/16 page (horizontal)	183	66	1 128,60	1 410,75	1 692,90	1 975,05
(vertical)	120	99				
1/32 page (horizontal)	183	33	564,30	705,38	846,45	987,53
(vertical)	58	99				

All rates excluding VAT

### Basic rates and formats

Text section		
Basic rate per advertising millimetre (height)	column width	
€ 5,70	1 col	(58 mm)
€ 11,40	2 col	(120 mm)
€ 17,10	3 col	(183 mm)
€ 22,80	4 col	(245 mm)
€ 28,50	5 col	(308 mm)
€ 34,20	6 col	(371 mm)

Cover,  
up to a max. of 100 mm, each mm € 7,60  
(Placement on request)

Advertising section		
Basic rate per advertising millimetre (height)	column width	
€ 3,15	1 col	(45 mm)
€ 6,30	2 col	(91 mm)
€ 9,45	3 col	(138 mm)
€ 12,60	4 col	(184 mm)
€ 15,75	5 col	(231 mm)
€ 18,90	6 col	(277 mm)
€ 22,05	7 col	(324 mm)
€ 25,20	8 col	(371 mm)

## Additional fees

**Colour:** Each colour 25 % in addition in the text and advertising section

**Placement:** Advertisements positioned according to your specific placement instructions will be charged with an additional 25 percent of the original rate.

**Formats:** Panorama-ads, colour prints € 445,00 each colour – measurements on request

## Rubric insertions

Sale & purchase, job openings € 3,15 per mm and column  
Situations wanted € 2,55 per mm and column

Cipher fee incl. bid fee for one insertion € 13,90, for every further insertion with the same text € 4,00

## Special advertisement

On request

## Discount:

For space booked within one year

Staggered repeat discount		Quantity scale	
by 3 Insertion	3 %	by 1000 mm	3 %
by 6 Insertion	5 %	by 1500 mm	5 %
by 13 Insertion	10 %	by 3000 mm	10 %
by 26 Insertion	15 %	by 6000 mm	15 %
by 52 Insertion	20 %	by 10 000 mm	20 %

## Combinations

Not possible

## Bound inserts

Not possible

## Loose inserts

(not discountable)  
loosely inserted, with a min. weight of 120 g/qm.

Weight	Rates of insert (per 1000 pieces)
Up to 15g	€ 198,00
Up to 20g	€ 242,00
Up to 25g	€ 305,00

Other on request

Partly inserts according to postal zones.

Up to 10.000 copies we charge an additional fee of € 20,00 per thousand.

**Insert samples** order acceptance and confirmation is carried out through the sending of an engaging sample of your insert.

## Format

Min. 148 mm width x 105 mm height  
Max. 260 mm width x 380 mm height

## Insert notice

Insert notice without additional cost

## Required circulation

Copies according circulation plus 5 %

## Delivery date

One week before publication

## Shipping-Address for specimen

10 samples sent to  
Patzer Verlag GmbH & CO. KG  
Alter Flughafen 15, 30179 Hannover

## Tip-ons

On request

## Shipping-Address for inserts and tip-ons

Frankfurter Societäts-Druckerei GmbH,  
Druckzentrum Mörfelden/Weiterverarbeitung,  
Kurhessenstraße 4–6,  
64546 Mörfelden-Walldorf

Delivery one week before publication with note  
"for ABZ" and the volume

Issues/Weeks 2017	Weekly Topic	Special Topics	Fairs
<b>1</b> Editorial Deadline: 21. 12.16 Advertorial Deadline: 03. 01.17 Date of Publication: 06. 01.17	Building Materials	› Preview 2017 › Utility Vehicles	
<b>2</b> Editorial Deadline: 04. 01.17 Advertorial Deadline: 10. 01.17 Date of Publication: 13. 01.17	Machinery and Devices	› BAU-Fair-Issue › Sites Equipment	 BAU, 16.–21.01., München
<b>3</b> Editorial Deadline: 11. 01.17 Advertorial Deadline: 17. 01.17 Date of Publication: 20. 01.17	Building Sites in Focus	› Recovery and Recycling › Software Solutions › Concrete Drilling	
<b>4</b> Editorial Deadline: 18. 01.17 Advertorial Deadline: 24. 01.17 Date of Publication: 27. 01.17	Machines in Action	› Scaffolding › Machine Maintenance › Municipal Technology	
<b>5</b> Editorial Deadline: 25. 01.17 Advertorial Deadline: 31. 01.17 Date of Publication: 03. 02.17	Building Materials	› Oldenb. Rohrleitungsforum › Excavators and Loaders	 Oldenburger Rohrleitungsforum, 09.–10.02., Oldenburg
<b>6</b> Editorial Deadline: 01. 02.17 Advertorial Deadline: 07. 02.17 Date of Publication: 10. 02.17	Machinery and Devices	› VDBUM-Seminar › Working Platforms › Roof Construction	 VDBUM Seminar, 14.–17.02., Willingen
<b>7</b> Editorial Deadline: 08. 02.17 Advertorial Deadline: 14. 02.17 Date of Publication: 17. 02.17	Building Sites in Focus	› Cranes › Masonry › Hall Construction	
<b>8</b> Editorial Deadline: 15. 02.17 Advertorial Deadline: 21. 02.17 Date of Publication: 24. 02.17	Machines in Action	› Landscaping › Precast Concrete › Steelwork	
<b>9</b> Editorial Deadline: 22. 02.17 Advertorial Deadline: 28. 02.17 Date of Publication: 03. 03.17	Building Materials	› Tunnel- and Bridgebuilding › Workwear	 Conexpo, 09.–11.03., Las Vegas
<b>10</b> Editorial Deadline: 01. 03.17 Advertorial Deadline: 07. 03.17 Date of Publication: 10. 03.17	Machinery and Devices	› Intralogistics › Demolition Technology › Restauration	 Abbruchttagung, 10.–11.03., Berlin  Logimat, 14.–16.03., Stuttgart
<b>11</b> Editorial Deadline: 08. 03.17 Advertorial Deadline: 14. 03.17 Date of Publication: 17. 03.17	Building Sites in Focus	› Concrete Drilling › Road Construction › Mobile Room Solutions	 BeBoSa, 23.03.–25.03., Willingen
<b>12</b> Editorial Deadline: 15. 03.17 Advertorial Deadline: 21. 03.17 Date of Publication: 24. 03.17	Machines in Action	› Formwork and Concrete › Tools	
<b>13</b> Editorial Deadline: 22. 03.17 Advertorial Deadline: 28. 03.17 Date of Publication: 31. 03.17	Building Materials	› Ecological Construction › Utility Vehicles	

› Emphases › Exhibition and Event Topics

Issues/Weeks 2017	Weekly Topic	Special Topics	Fairs
<b>14</b> Editorial Deadline: 29. 03.17 Advertorial Deadline: 04. 04.17 Date of Publication: 07. 04.17	Machinery and Devices	› Compact Machines › Hall Construction	
<b>15</b> Editorial Deadline: 05. 04.17 Advertorial Deadline: 11. 04.17 Date of Publication: 15. 04.17	Building Sites in Focus	› Machinery Dealers › Facade and Windows	
<b>16</b> Editorial Deadline: 12. 04.17 Advertorial Deadline: 18. 04.17 Date of Publication: 21. 04.17	Machines in Action	› recycling aktiv/TiefbauLive-Fair Issue › Tunnel-and Bridgebuilding	 recycling aktiv,  TiefbauLive,  27.–29.04., Karlsruhe
<b>17</b> Editorial Deadline: 19. 04.17 Advertorial Deadline: 25. 04.17 Date of Publication: 28. 04.17	Building Materials	› Excavators and Loaders › Working Platforms › Masonry	
<b>18</b> Editorial Deadline: 26. 04.17 Advertorial Deadline: 02. 05.17 Date of Publication: 05. 05.17	Machinery and Devices	› RO-KA-TECH Fair Issue › Cranes	 RO-KA-TECH, 10.–12.05., Kassel
<b>19</b> Editorial Deadline: 03. 05.17 Advertorial Deadline: 09. 05.17 Date of Publication: 12. 05.17	Building Sites in Focus	› Scaffolding › Roof Construction	 Gerüstbau-Tagung, 11.–13.5., Salzburg
<b>20</b> Editorial Deadline: 10. 05.17 Advertorial Deadline: 16. 05.17 Date of Publication: 19. 05.17	Machines in Action	› Mobile Room Solutions › Utility Vehicles	
<b>21</b> Editorial Deadline: 17. 05.17 Advertorial Deadline: 23. 05.17 Date of Publication: 26. 05.17	Building Materials	› Road Construction › Software Solutions › Sealing Solutions	
<b>22</b> Editorial Deadline: 24. 05.17 Advertorial Deadline: 30. 05.17 Date of Publication: 02. 06.17	Machinery and Devices	› Formwork and Concrete › Intralogistics	
<b>23</b> Editorial Deadline: 31. 05.17 Advertorial Deadline: 06. 06.17 Date of Publication: 09. 06.17	Building Sites in Focus	› Demopark-Fair Issue › Tools	 Demopark, 11.–13.06., Eisenach
<b>24</b> Editorial Deadline: 07. 06.17 Advertorial Deadline: 13. 06.17 Date of Publication: 16. 06.17	Machines in Action	› Demolition Technology › Precast Concrete	
<b>25</b> Editorial Deadline: 14. 06.17 Advertorial Deadline: 20. 06.17 Date of Publication: 23. 06.17	Building Materials	› Cranes › Pipeline Construction › Recovery and Recycling	
<b>26</b> Editorial Deadline: 21. 06.17 Advertorial Deadline: 27. 06.17 Date of Publication: 30. 06.17	Machinery and Devices	› Compact Machines › Restauration	

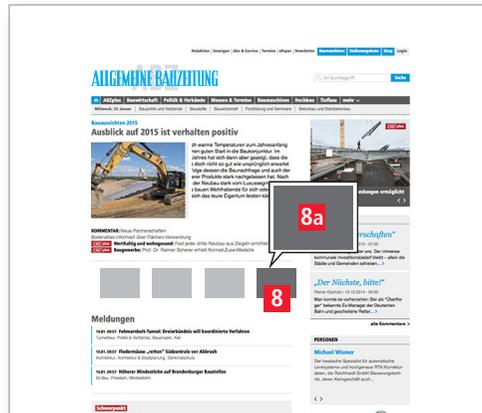
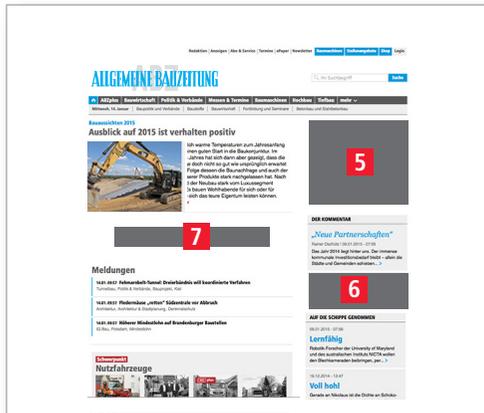
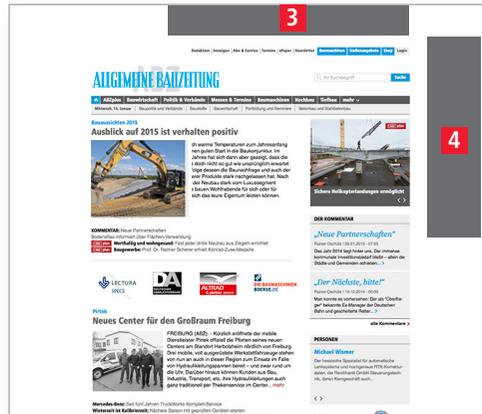
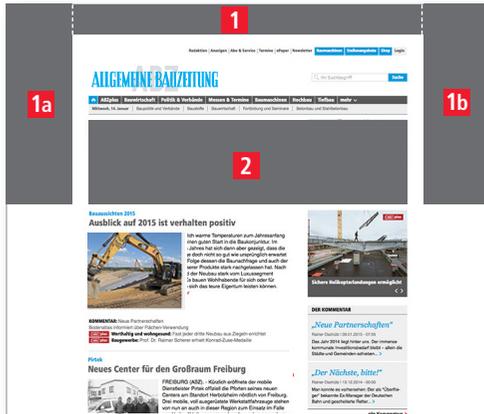
› Emphases › Exhibition and Event Topics

Issues/Weeks 2017	Weekly Topic	Special Topics	Fairs
<b>27</b> Editorial Deadline: 28. 06.17 Advertorial Deadline: 04. 07.17 Date of Publication: 07. 07.17	Building Sites in Focus	<ul style="list-style-type: none"> <li>› Concrete Drilling › Workwear</li> <li>› Hall Construction</li> </ul>	
<b>28</b> Editorial Deadline: 05. 07.17 Advertorial Deadline: 11. 07.17 Date of Publication: 14. 07.17	Machines in Action	<ul style="list-style-type: none"> <li>› Scaffolding › Machine Maintenance</li> </ul>	
<b>29</b> Editorial Deadline: 12. 07.17 Advertorial Deadline: 18. 07.17 Date of Publication: 21. 07.17	Building Materials	<ul style="list-style-type: none"> <li>› Excavators and Loaders › Chemical Solutions</li> </ul>	
<b>30</b> Editorial Deadline: 19. 07.17 Advertorial Deadline: 25. 07.17 Date of Publication: 28. 07.17	Machinery and Devices	<ul style="list-style-type: none"> <li>› Mobile Room Solutions › Utility Vehicles</li> <li>› Facade and Windows</li> </ul>	
<b>31</b> Editorial Deadline: 26. 07.17 Advertorial Deadline: 01. 08.17 Date of Publication: 04. 08.17	Building Sites in Focus	<ul style="list-style-type: none"> <li>› Tunnel-and Bridgebuilding › Steelwork</li> </ul>	
<b>32</b> Editorial Deadline: 02. 08.17 Advertorial Deadline: 08. 08.17 Date of Publication: 11. 08.17	Machines in Action	<ul style="list-style-type: none"> <li>› Working Platforms › Sealing Solutions</li> </ul>	
<b>33</b> Editorial Deadline: 09. 08.17 Advertorial Deadline: 15. 08.17 Date of Publication: 18. 08.17	Building Materials	<ul style="list-style-type: none"> <li>› Formwork and Concrete › Intralogistics</li> </ul>	
<b>34</b> Editorial Deadline: 16. 08.17 Advertorial Deadline: 22. 08.17 Date of Publication: 25. 08.17	Machinery and Devices	<ul style="list-style-type: none"> <li>› Steinexpo-Fair Issue › Machinery Dealers</li> <li>› Sites Equipment</li> </ul>	 <p>Steinexpo, 30.08.–02.09., Homburg/ Nieder-Offeniden</p>
<b>35</b> Editorial Deadline: 23. 08.17 Advertorial Deadline: 29. 08.17 Date of Publication: 01. 09.17	Building Sites in Focus	<ul style="list-style-type: none"> <li>› Landscaping › Software Solutions</li> <li>› Roof Construction</li> </ul>	
<b>36</b> Editorial Deadline: 30. 08.17 Advertorial Deadline: 05. 09.17 Date of Publication: 08. 09.17	Machines in Action	<ul style="list-style-type: none"> <li>› NordBau-Fair Issue › Ecological Construction</li> <li>› Pipeline Construction</li> </ul>	 <p>NordBau, 13.–17.09., Neumünster</p>
<b>37</b> Editorial Deadline: 06. 09.17 Advertorial Deadline: 12. 09.17 Date of Publication: 15. 09.17	Building Materials	<ul style="list-style-type: none"> <li>› Road Construction › Workwear › Cranes</li> </ul>	
<b>38</b> Editorial Deadline: 13. 09.17 Advertorial Deadline: 19. 09.17 Date of Publication: 22. 09.17	Machinery and Devices	<ul style="list-style-type: none"> <li>› Hall Construction › Recovery and Recycling</li> <li>› Restauration</li> </ul>	
<b>39</b> Editorial Deadline: 20. 09.17 Advertorial Deadline: 26. 09.17 Date of Publication: 29. 09.17	Building Sites in Focus	<ul style="list-style-type: none"> <li>› Tools › Demolition Technology</li> </ul>	 <p>Jahreskongress Abbruchverband 05.–07.10., Erfurt</p>

› Emphases › Exhibition and Event Topics

Issues/Weeks 2017	Weekly Topic	Special Topics	Fairs
<b>40</b> Editorial Deadline: 27. 09.17 Advertorial Deadline: 02. 10.17 Date of Publication: 06. 10.17	Machines in Action	› Excavators and Loaders › Software Solutions › Masonry	
<b>41</b> Editorial Deadline: 04. 10.17 Advertorial Deadline: 10. 10.17 Date of Publication: 13. 10.17	Building Materials	› Concrete Drilling › Municipal Technology	<small>NÜRNBERG 2017</small> <b>KOMMUNALE</b> Kommunale, 18.–19.10., Nürnberg
<b>42</b> Editorial Deadline: 11. 10.17 Advertorial Deadline: 17. 10.17 Date of Publication: 20. 10.17	Machinery and Devices	› Tunnel-Bridgebuilding › Utility Vehicles › Roof Construction	
<b>43</b> Editorial Deadline: 18. 10.17 Advertorial Deadline: 24. 10.17 Date of Publication: 27. 10.17	Building Sites in Focus	› Scaffolding › Mobile Room Solutions	
<b>44</b> Editorial Deadline: 25. 10.17 Advertorial Deadline: 30. 10.17 Date of Publication: 03. 11.17	Machines in Action	› Landscaping › Facade and Windows	
<b>45</b> Editorial Deadline: 01. 11.17 Advertorial Deadline: 07. 11.17 Date of Publication: 10. 11.17	Building Materials	› Formwork and Concrete › Machine Maintenance	
<b>46</b> Editorial Deadline: 08. 11.17 Advertorial Deadline: 14. 11.17 Date of Publication: 17. 11.17	Machinery and Devices	› Road Construction › Winter Construction › Sealing Solutions	
<b>47</b> Editorial Deadline: 15. 11.17 Advertorial Deadline: 21. 11.17 Date of Publication: 24. 11.17	Building Sites in Focus	› Excavators and Loaders › Intralogistics › Timber Work	
<b>48</b> Editorial Deadline: 22. 11.17 Advertorial Deadline: 28. 11.17 Date of Publication: 01. 12.17	Machines in Action	› Sites Equipment › Tools › Software Solutions	
<b>49</b> Editorial Deadline: 29. 11.17 Advertorial Deadline: 05. 12.17 Date of Publication: 08. 12.17	Building Materials	› Demolition Technology › Masonry	
<b>50</b> Editorial Deadline: 06. 12.17 Advertorial Deadline: 12. 12.17 Date of Publication: 15. 12.17	Machinery and Devices	› Compact Machines › Pipeline Construction	
<b>51</b> Editorial Deadline: 13. 12.17 Advertorial Deadline: 19. 12.17 Date of Publication: 22. 12.17	Building Sites in Focus	› Restauration › Working Platforms	

› Emphases › Exhibition and Event Topics



Banner	Size in px	ABZ-Home	editorial content
		€*	€*
<b>Fireplace Ad</b> 1+1a+1b+2 consisting of Frame Ad and Billboard	1000 x 90 2 x 200 x 600 960 x 250	2 860,00	1910,00
<b>Frame Ad</b> 1+1a+1b	1000 x 90 2 x 200 x 600	1 720,00	1 150,00
<b>Billboard</b> 2	960 x 250	1 420,00	950,00
<b>Wallpaper</b> 1+1a or 1+1b	1000 x 90 200 x 600	1 150,00	770,00
<b>Superbanner</b> 3	728 x 90	720,00	480,00
<b>Skyscraper</b> 4 moving along at the right side when Scrolling	160 x 600	720,00	480,00
<b>Content-Rectangle</b> 5	300 x 250	660,00	440,00
<b>Teaser</b> 6	300 x 100	420,00	280,00
<b>Textbanner</b> 7	468 x 60	300,00	–
<b>Logo-Banner including Pop-Up</b> 8+8a rotating. The Pop-Up opens as soon as the cursor touches the logo	120 x 90 240 x 190	360,00	–

\* All prices refer to a period of one week + legal VAT

Discount	Price Reductions for insertions within 52 weeks
by 6 ads	5 %
by 13 ads	10 %
by 26 ads	15 %
by 52 ads	20 %

**File Format** JPEG, GIF, Flash  
**Data Delivery** 7 days handling time prior to publishing via FTP or E-mail



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