

HUSS-MEDIEN GmbH • 10400 Berlin

huss

Build-Ing.

Digitales Planen, Bauen und Betreiben

www.build-ing.de

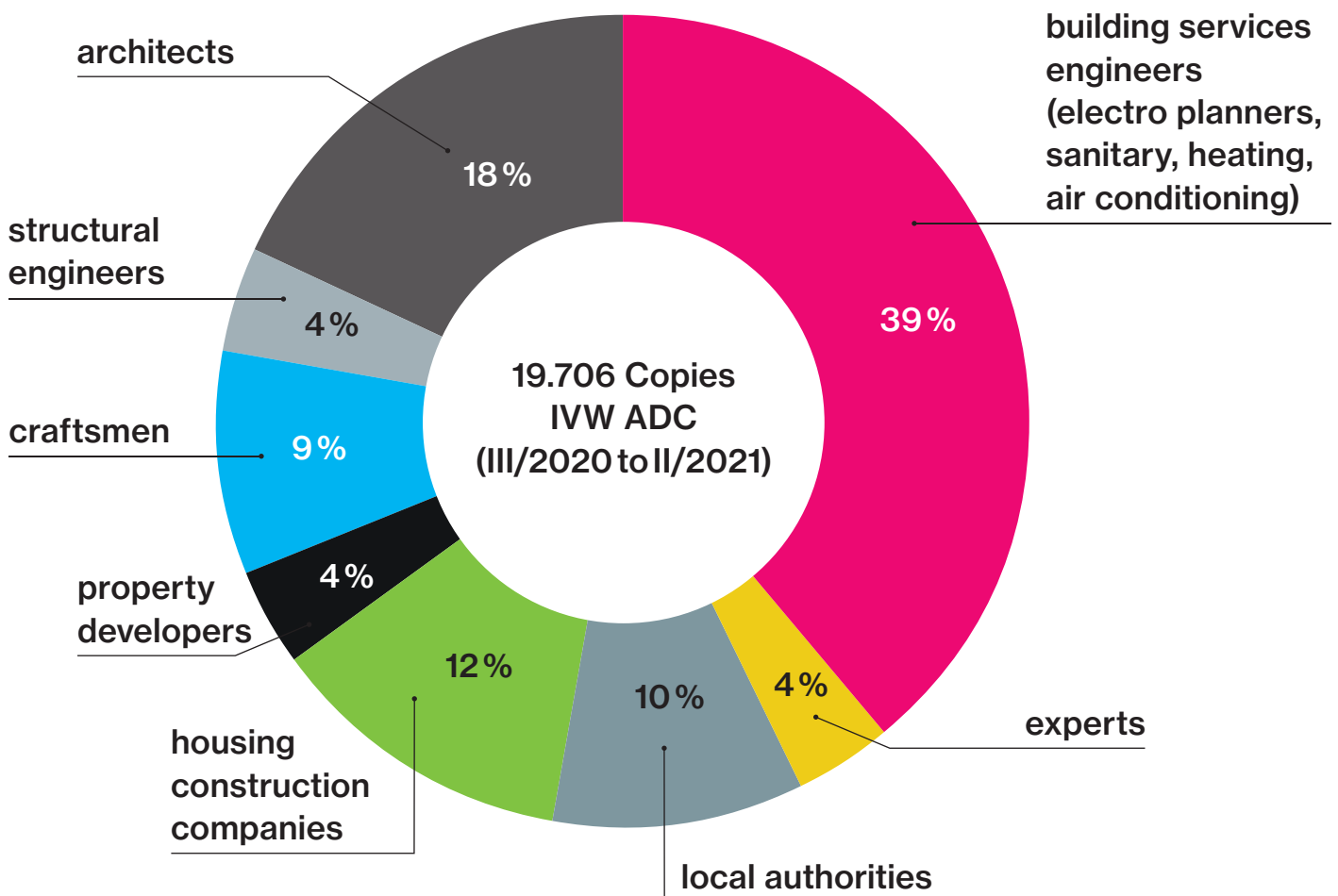


**MEDIA-INFORMATION
2022**

Germany's first magazine for **B**uilding **I**nformation **M**odeling

Building 4.0 – Exciting topics

Now the building is going digital:
From planning to operation – the building as a process




Together with our established portals:

Moderne Gebäudetechnik, ep ELEKTROPRAKTIKER und
IVV – immobilien vermieten & verwalten


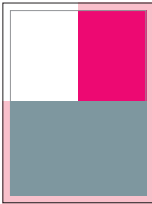
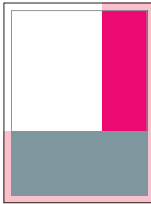
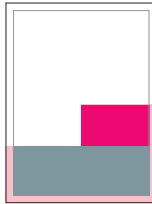
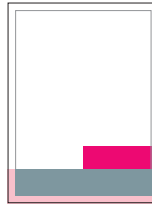
Build-Ing. is the communication channel for planning, build and
manage of building technologies

Media-Informationen

Target group: Building services engineers, architects, structural engineers, decision makers in real estate, facility management, general contractors

Circulation Monitoring: 
Circulation Analysis: IVW ADC II/21
Printed Copies: 21,000
ADC: 19,706
Sold copies: 2,475
by subscription: 1,608

Advertising prices and sizes (no discount for surcharges):

					
	1/1 page	1/2 page	1/3 page	1/4 page	1/8 page
Sizes in mm		vertical	vertical	standard	standard
Type area	185 × 266	90 × 266	58 × 266	90 × 130	90 × 63
Bleed*	210 × 297	105 × 297	70 × 297	105 × 146	105 × 83
		horizontal	horizontal	horizontal	horizontal
Type area		185 × 130	185 × 87	185 × 63	185 × 29
Bleed*		210 × 146	210 × 106	210 × 83	210 × 49
Price 4c	€ 7,610.00	€ 3,960.00	€ 2,740.00	€ 2,130.00	€ 1,320.00

* 3 mm bleed sizes

Print data: PDF (PDFX-3)
Material contact: Carmen Blume, phone: +49 30 42151-456, carmen.blume@hussmedien.de

Preferential: 2./4. Cover page € 8,500.00
 3. Cover page € 7,800.00
 bleed adverts 10 % of the basic price

Discounts: On purchase within 12 month:

Frequency		Volume	
3 times	5 %	2 pages	5 %
6 times	8 %	4 pages	8 %
9 times	10 %	6 pages	10 %

Loose inserts: up to 25 g € 295.00/1.000 p.; up to 50 g € 405.00/1.000 p.
Fixed inserts: 2sided € 7,600.00; 4sided € 8,100.00

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 Bank account:** Commerzbank
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 VAT 137189299
 Upon receipt of the invoice net within 14 days.

Schedule and editorial calendar 2022

Issue	Dates	Key topics and product news	Fairs
1 January	Publ. date: 26 th 01.2022 Deadline: 6 th 01.2022	Planning: <ul style="list-style-type: none"> • AVA Software • Construction databases/BIM objects • Virtual Reality Build: <ul style="list-style-type: none"> • 3D printing • Heating • Ventilation and air conditioning Managing: <ul style="list-style-type: none"> • Building automation • BIM for FM • Lighting technology 	
2 April	Publ. date: 1 st 04.2022 Deadline: 14 th 03.2022	Planning: <ul style="list-style-type: none"> • Software • BIM product data for heating engineering Build: <ul style="list-style-type: none"> • CO₂ savings • Insulate Managing: <ul style="list-style-type: none"> • Heating • Renewable energy supply in contracting • Smart metering 	IFH/Intherm, Nuremberg 26 th 04.–29 th 04.2022
3 May	Publ. date: 24 th 05.2022 Deadline: 4 th 05.2022	Issue to digitalBAU Cologne Planning: <ul style="list-style-type: none"> • BIM and fire protection planning: products and software • AVA software Build: <ul style="list-style-type: none"> • CO₂ reduction with PV and solar thermal energy • Sanitary engineering • E-Efficiency Managing: <ul style="list-style-type: none"> • Preventive fire protection • Water, wastewater technology • BIM dimensions 	Intersolar Europe, Munich 11 th 05.–13 th 05.2022 digitalBAU, Cologne 31 st 05.–2 nd 06.2022 FeuerTrutz, Nuremberg 29 th 06.–30 th 06.2022

Topics	Contact person	Phone	Email
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Issue	Dates	Key topics and product news	Fairs
<p>4 August</p>	<p>Publ. date: 15th 08. 2022</p> <p>Deadline: 26th 07. 2022</p>	<p>Planning:</p> <ul style="list-style-type: none"> • BIM for timber construction • BIM in residential construction • VR systems presented <p>Build:</p> <ul style="list-style-type: none"> • Air conditioning • Alternative building materials • Roof and insulation <p>Managing:</p> <ul style="list-style-type: none"> • Media – Management & Contracting • Consumption data recording 	<p>SHK Essen, Essen 6th 09.–9th 09. 2022</p>
<p>5 September</p>	<p>Publ. date: 9th 09. 2022</p> <p>Deadline: 22nd 08. 2022</p>	<p>Issue to the BIM-Tage Deutschland</p> <p>Planning:</p> <ul style="list-style-type: none"> • Construction databases – an overview • BIM product data for sanitary engineering • 3D laser scanning <p>Build:</p> <ul style="list-style-type: none"> • Facades • Efficient heating technology: hybrid systems, heat pumps • Recycling <p>Managing:</p> <ul style="list-style-type: none"> • Building security • Electricity and e-mobility in real estate management • Environmental protection 	<p>BIM-Tage Deutschland, Berlin 19th 09.–20th 09. 2022</p> <p>security Essen, Essen 20th 09.–23rd 09. 2022</p> <p>Light+Building, Frankfurt 2nd 10.–6th 10. 2022</p> <p>EXPO REAL 2022, Munich 4th 10.–6th 10. 2022</p>
<p>6 November</p>	<p>Publ. date: 10th 11. 2022</p> <p>Deadline: 21st 10. 2022</p>	<p>Issue to BIM-World und BAU Munich</p> <p>Planning:</p> <ul style="list-style-type: none"> • AVA software • BIM PlugIns • BIM product data for components and materials <p>Build:</p> <ul style="list-style-type: none"> • Controlled dwelling ventilation • Thermal insulation, sound insulation • Climate-neutral building materials facades <p>Managing:</p> <ul style="list-style-type: none"> • CO₂-neutral management • Overview facility management services • Digital management of real estate 	<p>belektro, Berlin 8th 11.–10th 11. 2022</p> <p>GET Nord, Hamburg 17th 11.–19th 11. 2022</p> <p>BIMWorld, Munich 22nd 11.–23rd 11. 2022</p> <p>VdS-Brandschutztag, Cologne 7th 12.–8th 12. 2022</p>

Online-Advertising

Advertising at www.build-ing.de
Rates valid since 1st January 2021

Sizes and prices:

	Size	Position	Price/Month
Billboard	850 × 250 px	content	€ 2,080.–
Large Leaderboard	970 × 90 px	content	€ 1,830.–
Leaderboard	728 × 90 px	content	€ 1,620.–
Fullsize Banner	468 × 60 px	content	€ 1,320.–
Half Page	300 × 600 px	left sidebar	€ 2,120.–
Medium Rectangle	300 × 250 px	left sidebar	€ 1,150.–
3:1 Rectangle	300 × 100 px	left sidebar	€ 460.–
Special Size	300 × 75 px	left sidebar	€ 345.–
Mobile Leaderboard	300 × 50 px	left sidebar	€ 230.–

GIF, JPG, PNG maximal 150 kB; HTML/HTML5, Javascript.

HTML5 Versions:

- Redirect
- Common directory path
- HTML-title
- Above the resource files
- Relative links with each other

Delivery address:

carmen.blume@hussmedien.de

Advertising specials

Online advertorial

With an online advertorial on www.build-ing.de you have the opportunity to set your advertising message specifically in the editorial environment of Build-Ing. by means of text and images. You address our readers in their usual reading environment and generate a very high level of attention as well as a wide range of communication within our high-quality target group.

€ 3,625.–

Running time:
1 month

Specifications

- 3,500 to 6,000 characters
- Headline (maximum 85 characters)
- 1 to 5 additional images (backlinks, file attachments, videos, Youtube or Vimeo link)

Position

- Teaser placement as NativeAd on the homepage and link to the Advertorial, which is located with the professional articles.

Your advantages

- Exclusivity
- Professional reporting at the end of the campaign

NativeAD

The text banner with image is a native form of advertising, which is placed directly in the editorial area of our website and guarantees above-average attention.

€ 1,250.–

Running time:
1 month

Specifications

- Format: 370 × 320 pixels (image in 370 × 245 format)
- Headline single-line (approx. 33 characters including spaces), Teaser text maximum three lines (approx. 180 characters including spaces) and a maximum of 3 links
- Advertising template with „look & feel“ of an editorial article
- In addition to image campaigns, particularly suitable for lead or Traffic generation

Position

- at the home page
- Within each news view above or below of the news text (the complete text appears here)

Your advantages

- Professional reporting after runtime with impressions, clicks and CTR

Company profile at www.build-ing.de

- Your logo
- Your company presentation
- Link to your offers
- 12 months

Only € 699.–

Premium company profile at www.build-ing.de

- Your logo
- Your solutions and company description
- Link to your offers
- Preferred position
- 5 event references included
- Integration of images, videos and whitepapers
- Link via RSS feed to your job offers and requests
- 12 months continuous online presence

Only 1,699.–

Newsletter

**Characteristics/
Target group:**

„Build-Ing.“-Newsletter 2 weekly with
Top-BIM-News for planners, engineers,
architects, real estate managers

Contact:

Carmen Blume
phone: +49 30/42151-456
Email: carmen.blume@hussmedien.de

	Size	Price per
Banner	468 × 60	€ 895.00
Special NL Banner	650 × 85	€ 1,080.00
Rectangle	300 × 250	€ 725.00
TextAD	500 characters/picture	€ 745.00

Discounts

Frequency	3 times 5 %	6 times 8 %
	9 times 10 %	12 times 12 %

Delivery dates 2022

Newsletter	Dates	Newsletter	Dates
01	17 th January	13	4 th July
02	31 st January	14	18 th July
03	14 th February	15	1 st August
04	28 th February	16	15 th August
05	14 th March	17	29 th August
06	28 th March	18	12 th September
07	11 th April	19	26 th September
08	25 th April	20	10 th October
09	9 th May	21	24 th October
10	23 rd May	22	7 th November
11	7 th June	23	21 st November
12	20 th June	24	5 th December