

# Treffpunkt.3AU

TRADE MAGAZINE

bauma: Premieren, Neuheiten und Highlights

Ausgabe 04/2025

## Treffpunkt.3AU

FACHZEITSCHRIFT

### LIVE DABEI!

Freizeit  
Hausein als owner und starker  
Standort für Straßentechnik

### BRANCHENTREFF

Fachtagung Abriss  
Qualität, Verantwortung und  
Leistung als Leitmotive

### NACHHALTIGKEIT

Greencheck  
Qualitätskriterien fördern effizienten  
Betrieb und Langlebigkeit

### LIEBHERR

Mobilbagger-  
Premiere auf  
der bauma:  
A 909 Compact  
& A 911 Compact



360° PERFORMANCE  
AROUND TREES AND WHEELS

Bohnenkamp  
Moving Professionals

[www.treffpunkt-bau.com](http://www.treffpunkt-bau.com)

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# MEDIA KIT 2026

**Audience:** For over a decade, Treffpunkt.Bau has delivered news tailored to the construction sector. The magazine connects OEMs, machinery manufacturers, dealers, and construction companies, with contractors who represent the primary end-customer audience. Each of the nine annual issues reaches decision makers in the construction industry directly and reports on product innovations, major events, and the topics and trends that shape the industry.


**Topics:** Editorial coverage spans the entire construction equipment industry. Core areas include earthmoving and civil engineering equipment. Additional pillars cover demolition and recycling, crushing and screening equipment, equipment for road and pathway construction, lifting and crane technology, and construction trucks and commercial vehicles. Beyond these core beats, the magazine reports on industry-shaping developments such as digitalization and emerging technologies. Selected special subjects are explored in dedicated focus issues.

**Editorial quality:** The Treffpunkt.Bau team researches on site to provide information first-hand. The magazine stands out for visually strong, content-rich features, in-depth interviews, and comprehensive trade fair reporting. These exclusive on-site stories capture reader interest and underscore the publication's journalistic standards.

**Multimedia:** Treffpunkt.Bau engages the industry across multiple digital channels. It offers an e-paper edition, newsletters, social media, and a continuously updated website that enable direct contact with the market. These digital formats expand reach to online-oriented audiences. The e-paper achieves particularly strong distribution and is enhanced with video, which increases engagement with advertising. As a result, advertising placements act as high-traffic multipliers and improve opportunities to reach potential customers.

Cover image credit: Animaflorea PicsStock



1	Publication title:	Treffpunkt.Bau		12	Ad sales:	Tobias Kiehstaller	Ext.–65	tk@treffpunkt-bau.eu
2	Brief description:	Treffpunkt.Bau is a trade magazine for decision makers in the construction equipment industry. It keeps professionals up to date on industry developments, trade fairs, and events. The editorial mix spans equipment engineering, distinctive technical differentiators, and new product launches, and it also carries bylined articles and contributions from trade associations presenting position statements and sector perspectives.				David Kern	Ext.–70	dk@treffpunkt-bau.eu
						Dieter Arl	Ext.–80	da@treffpunkt-bau.eu
						Gabriele Unglert	Ext.–30	gu@treffpunkt-bau.eu
						13	Editorial Team:	Gloria Schaffarczyk
						Peter Hebbeker	Ext.–85	ph@treffpunkt-bau.eu
				14	Accounting:	Melanie Amann	Ext.–95	ma@treffpunkt-bau.eu
3	Target audience:	Construction companies 70 %, construction equipment dealers 15 %, construction machinery manufacturers 15 %		15	Layout:	Antonio Sanna	Ext.–75	as@treffpunkt-bau.eu
4	Publication frequency:	9 issues per year		16	Page count analysis:	10 issues, July 2024 – July 2025		
5	Format:	DIN A4, 210 × 297 mm			Total volume	1,548 pages = 100.0 %		
6	Years of publication:	13th year			Editorial content	1,087 pages = 70.22 %		
7	Purchase price:	Germany: 35 € per annum (9 issues, shipping included; plus 7 % VAT) Outside of Germany: 45 € per annum (9 issues, shipping included)			Advertising content	461 pages = 29.78 %		
					Bound inserts	= 3		
					Loose inserts	= 14		
8	Organ:	–		17	Analysis of editorial content:	1,087 pages = 100.0 %		
9	Memberships:	IVW-audited 			Contributed articles	11 pages = 1 %		
10	Company:	MZ Mediaverlag GmbH Härtnagel 2, 87439 Kempten			„Live-Dabei“ on-site reports and interviews	234 pages = 21.5 %		
		Phone	+49 (0)831/697 30 51–0		Construction machinery	205 pages = 18.9 %		
		Fax	+49 (0)831/697 30 51–50		Attachments and accessories	184 pages = 16.9 %		
		Email	info@treffpunkt-bau.eu		Construction vehicles	119 pages = 10.9 %		
		Website	www.treffpunkt-bau.com		Workwear and personal protective equipment	77 pages = 7.1 %		
11	Publishers:	Manfred Zwick	DW–20 mz@treffpunkt-bau.eu		Formwork and scaffolding	72 pages = 6.6 %		
		Bernd Mair	DW–10 bm@treffpunkt-bau.eu		OEM, engines, hydraulics and components	86 pages = 7.9 %		
					News, current affairs and management	99 pages = 9.1 %		

Issue	Dates	Topics	Trade fairs
<b>2</b> <b>February</b>	<b>PD: 06.02.2026</b>  ED: 19.01.26 AD: 21.01.26	<ul style="list-style-type: none"> <li>• Earthmoving, excavators, wheel loaders, dumpers</li> <li>• Quarrying, materials processing, crushing and screening, demolition, dismantling, recycling</li> <li>• Highway and road construction, tunnelling and bridge construction</li> <li>• Sewer and pipeline construction, civil engineering, trenchless construction</li> <li>• Cranes, telehandlers, construction hoists, MEWPs, all-terrain, tower and crawler cranes</li> <li>• Construction site equipment, safety solutions, workwear and PPE</li> <li>• HGVs, LCVs, vans, low-loaders, tippers, load-securing, vehicle-mounted cranes</li> <li>• OEM, engines, drives, hydraulics, axles, tires, filter, components</li> <li>• Management and leadership, digitalisation, finance, insurance, law and regulations</li> </ul> <p><b>Preview: VDBUM-Seminar</b></p>	<p>10. – 13. February 2026 <b>54. VDBUM-Seminar</b>, Willingen</p> <p>25. – 27. February 2026 <b>23. Deutsche Asphalttage</b>, Berchtesgaden</p>
<b>3</b> <b>March</b>	<b>PD: 10.03.2026</b>  ED: 16.02.26 AD: 19.02.26	<ul style="list-style-type: none"> <li>• Earthmoving, excavators, wheel loaders, dumpers</li> <li>• Quarrying, materials processing, crushing and screening, demolition, dismantling, recycling</li> <li>• Highway and road construction, tunnelling and bridge construction</li> <li>• Sewer and pipeline construction, civil engineering, trenchless construction</li> <li>• Landscaping and municipal equipment, compact machines, attachments, tool carriers</li> <li>• Winter service machines and equipment, attachments and components</li> <li>• Cranes, telehandlers, construction hoists, MEWPs, all-terrain, tower and crawler cranes</li> <li>• Formwork, scaffolding, concrete and concrete processing</li> <li>• Construction site equipment, safety solutions, workwear and PPE</li> <li>• Diamond cutting and separation technology, small equipment and hand-held tools</li> <li>• Maintenance, service and repair</li> <li>• HGVs, LCVs, vans, low-loaders, tippers, load-securing, vehicle-mounted cranes</li> <li>• OEM, engines, drives, hydraulics, axles, tires, filter, components</li> <li>• Management and leadership, digitalisation, finance, insurance, law and regulations</li> </ul> <p><b>Preview: FACHTAGUNG ABBRUCH, BeBoSa, LogiMAT</b></p> <p><b>Review: VDBUM-Seminar</b></p>	<p>03. – 07. March 2026 <b>CONEXPO CON/AGG</b>, Las Vegas (USA)</p> <p>13. March 2026 <b>FACHTAGUNG ABBRUCH</b>, Berlin</p> <p>19. – 21. March 2026 <b>BeBoSa</b>, Willingen</p> <p>24. – 26. March 2026 <b>LogiMAT</b>, Stuttgart</p>



Issue	Dates	Topics	Trade fairs
<b>4</b> <b>April</b>	<b>PD: 17.04.2026</b>  ED: 27.03.26 AD: 30.03.26	<ul style="list-style-type: none"> <li>• Earthmoving, excavators, wheel loaders, dumpers</li> <li>• Quarrying, materials processing, crushing and screening, demolition, dismantling, recycling</li> <li>• Highway and road construction, tunnelling and bridge construction</li> <li>• Cranes, telehandlers, construction hoists, MEWPs, all-terrain, tower and crawler cranes</li> <li>• Formwork, scaffolding, concrete and concrete processing</li> <li>• Construction site equipment, safety solutions, workwear and PPE</li> <li>• Diamond cutting and separation technology, small equipment and hand-held tools</li> <li>• HGVs, LCVs, vans, low-loaders, tippers, load-securing, vehicle-mounted cranes</li> <li>• OEM, engines, drives, hydraulics, axles, tires, filter, components</li> <li>• Management and leadership, digitalisation, finance, insurance, law and regulations</li> </ul> <p><b>Preview: IFAT, SaMoTer</b>  <b>Review: CONEXPO CON/AGG, FACHTAGUNG ABBRUCH, BeBoSa, LogiMAT</b></p>	<b>SPECIAL</b> <b>Attachments and accessory equipment</b>
<b>5/6</b> <b>May/June</b>	<b>PD: 12.06.2026</b>  ED: 22.05.26 AD: 26.05.26	<ul style="list-style-type: none"> <li>• Earthmoving, excavators, wheel loaders, dumpers</li> <li>• Quarrying, materials processing, crushing and screening, demolition, dismantling, recycling</li> <li>• Highway and road construction, tunnelling and bridge construction</li> <li>• Sewer and pipeline construction, civil engineering, trenchless construction</li> <li>• Landscaping, compact equipment, attachments, municipal machines and tool carriers</li> <li>• Winter service machines and equipment, attachments and components</li> <li>• Cranes, telehandlers, construction hoists, MEWPs, all-terrain, tower and crawler cranes</li> <li>• Formwork, scaffolding, concrete and concrete processing</li> <li>• Construction site equipment, safety solutions, workwear and PPE</li> <li>• Maintenance, service and repair</li> <li>• HGVs, LCVs, vans, low-loaders, tippers, load-securing, vehicle-mounted cranes</li> <li>• OEM, engines, drives, hydraulics, axles, tires, filter, components</li> <li>• Management and leadership, digitalisation, finance, insurance, law and regulations</li> </ul> <p><b>Preview: OstBau</b>  <b>Review: IFAT, SaMoTer</b></p>	04. – 07. May 2026 <b>IFAT, München</b>  06. – 09. May 2026 <b>SaMoTer, Verona (IT)</b>  18. – 20. June 2026 <b>OstBau, Bernau OT Börnicke</b>

Double  
issue

**SPECIAL**  
**Know**  
**How**  
**am Bau**



Issue	Dates	Topics	Trade fairs
<b>7</b> <b>July</b>	<b>PD: 10.07.2026</b>  ED: 19.06.26 AD: 24.06.26	<ul style="list-style-type: none"> <li>• Earthmoving, excavators, wheel loaders, dumpers</li> <li>• Quarrying, materials processing, crushing and screening, demolition, dismantling, recycling</li> <li>• Highway and road construction, tunnelling and bridge construction</li> <li>• Construction site equipment, safety solutions, workwear and PPE</li> <li>• Diamond cutting and separation technology, small equipment and hand-held tools</li> <li>• HGVs, LCVs, vans, low-loaders, tippers, load-securing, vehicle-mounted cranes</li> <li>• OEM, engines, drives, hydraulics, axles, tires, filter, components</li> <li>• Management and leadership, digitalisation, finance, insurance, law and regulations</li> </ul> <p><b>Review: OstBau</b></p>	<b>SPECIAL</b> <b>Formwork,</b> <b>scaffolding and</b> <b>concrete technology</b>
<b>8/9</b> <b>August/ September</b>	<b>PD: 28.08.2026</b>  ED: 10.08.26 AD: 12.08.26	<ul style="list-style-type: none"> <li>• Earthmoving, excavators, wheel loaders, dumpers</li> <li>• Quarrying, materials processing, crushing and screening, demolition, dismantling, recycling</li> <li>• Highway and road construction, tunnelling and bridge construction</li> <li>• Sewer and pipeline construction, civil engineering, trenchless construction</li> <li>• Landscaping, compact equipment, attachments, municipal machines and tool carriers</li> <li>• Winter service machines and equipment, attachments and components</li> <li>• Cranes, telehandlers, construction hoists, MEWPs, all-terrain, tower and crawler cranes</li> <li>• Formwork, scaffolding, concrete and concrete processing</li> <li>• Construction site equipment, safety solutions, workwear and PPE</li> <li>• HGVs, LCVs, vans, low-loaders, tippers, load-securing, vehicle-mounted cranes</li> <li>• OEM, engines, drives, hydraulics, axles, tires, filter, components</li> <li>• Management and leadership, digitalisation, finance, insurance, law and regulations</li> </ul> <p><b>Preview: steinexpo, NordBau, GaLaBau, IAA Transportation</b></p>	02. – 05. September 2026 <b>steinexpo,</b> Homburg/Nieder-Ofleiden  09. – 13. September 2026 <b>NordBau,</b> Neumünster  15. – 18. September 2026 <b>GaLaBau,</b> Nürnberg  15. – 20. September 2026 <b>IAA Transportation,</b> Hannover



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<b>10</b> <b>October</b>	<b>PD: 09.10.2026</b>  ED: 21.09.26 AD: 23.09.26	<ul style="list-style-type: none"> <li>• Earthmoving, excavators, wheel loaders, dumpers</li> <li>• Quarrying, materials processing, crushing and screening, demolition, dismantling, recycling</li> <li>• Highway and road construction, tunnelling and bridge construction</li> <li>• Sewer and pipeline construction, civil engineering, trenchless construction</li> <li>• Landscaping, compact equipment, attachments, municipal machines and tool carriers</li> <li>• Winter service machines and equipment, attachments and components</li> <li>• Cranes, telehandlers, construction hoists, MEWPs, all-terrain, tower and crawler cranes</li> <li>• Formwork, scaffolding, concrete and concrete processing</li> <li>• HGVs, LCVs, vans, low-loaders, tippers, load-securing, vehicle-mounted cranes</li> <li>• OEM, engines, transmissions, hydraulics, axles, undercarriages, tyres, filtration, components</li> <li>• Management and leadership, digitalisation, finance, insurance, law and regulations</li> </ul> <p><b>Preview: Arbeitsschutz Aktuell</b></p> <p><b>Review: steinexpo, NordBau, GaLaBau, IAA Transportation</b></p>	20. –22. October 2026 Arbeitsschutz Aktuell, Stuttgart  <b>SPECIAL</b> <b>Construction site equipment, workwear and PPE</b>
<b>11</b> <b>November</b>	<b>PD: 06.11.2026</b>  ED: 20.10.26 AD: 22.10.26	<ul style="list-style-type: none"> <li>• Earthmoving, excavators, wheel loaders, dumpers</li> <li>• Quarrying, materials processing, crushing and screening, demolition, dismantling, recycling</li> <li>• Highway and road construction, tunnelling and bridge construction</li> <li>• Sewer and pipeline construction, civil engineering, trenchless construction</li> <li>• Cranes, telehandlers, construction hoists, MEWPs, all-terrain, tower and crawler cranes</li> <li>• Construction site equipment, safety solutions, workwear and PPE</li> <li>• HGVs, LCVs, vans, low-loaders, tippers, load-securing, vehicle-mounted cranes</li> <li>• Management and leadership, digitalisation, finance, insurance, law and regulations</li> </ul> <p><b>Review: Arbeitsschutz Aktuell</b></p>	<b>SPECIAL</b> <b>OEM components, powertrains &amp; hydraulics</b>

Issue	Dates	Topics	Trade fairs
<b>12/01</b> <b>December 2026 /</b> <b>January 2027</b>	<b>PD: 16.12.2026</b>  ED: 27.11.26 AD: 01.12.26	<ul style="list-style-type: none"> <li>• Earthmoving, excavators, wheel loaders, dumpers</li> <li>• Quarrying, materials processing, crushing and screening, demolition, dismantling, recycling</li> <li>• Highway and road construction, tunnelling and bridge construction</li> <li>• Sewer and pipeline construction, civil engineering, trenchless construction</li> <li>• Landscaping, compact equipment, attachments, municipal machines and tool carriers</li> <li>• Winter service machines and equipment, attachments and components</li> <li>• Cranes, telehandlers, construction hoists, MEWPs, all-terrain, tower and crawler cranes</li> <li>• Formwork, scaffolding, concrete and concrete processing</li> <li>• Construction site equipment, safety solutions, workwear and PPE</li> <li>• Diamond cutting and separation technology, small equipment and hand-held tools</li> <li>• Maintenance, service and repair</li> <li>• HGVs, LCVs, vans, low-loaders, tippers, load-securing, vehicle-mounted cranes</li> <li>• OEM, engines, drives, hydraulics, axles, tires, filter, components</li> <li>• Management and leadership, digitalisation, finance, insurance, law and regulations</li> </ul>	





## Online advertising on treffpunkt-bau.com

The Treffpunkt.Bau website offers daily updates and a comprehensive article and magazine archive. It is SEO-optimized and works seamlessly on any device.

### Skyscraper

Ad size (width×height in px)	Price per calendar month
small 200 × 400	395 €
medium 200 × 600	555 €
large 200 × 800	715 €

### Leaderboard

Ad size (width×height in px)	Price per calendar month
694 × 130	485 €

### Content Ad

Ad size (width×height in px)	Price per calendar month
325 × 325	485 €

Information and booking: **+49 831/6973051-0**

The screenshot shows the Treffpunkt.3AU website interface. At the top is a navigation bar with 'TREFFPUNKT.3AU' and 'TRADE MAGAZINE'. Below this is a large banner image of a construction site with a yellow excavator. The main content area features a grid of magazine covers under the heading 'AUSGABEN'. To the right of the grid is a sidebar with social media links. Below the grid, there are several article teasers with images and text. Red boxes are overlaid on the image to indicate ad placement areas: a large vertical box on the left labeled 'Skyscraper 200x800', a vertical box on the right labeled 'Skyscraper 200x400', a vertical box on the far right labeled 'Skyscraper 200x600', a small square box in the content area labeled 'Content Ad 325x325', and a horizontal box at the bottom labeled 'Leaderboard 694x130'.

## Interactive e-paper

**Interactive e-paper:** With embedded video and web links, Treffpunkt.Bau's high-reach e-paper offers significant added value to readers and advertisers alike.

Up to  
**15,000**  
views  
per issue



**Double-page spread:** You can book double-page spreads for the e-paper.

950 € plus VAT

Bitte beachten Sie die folgenden Beilagen:

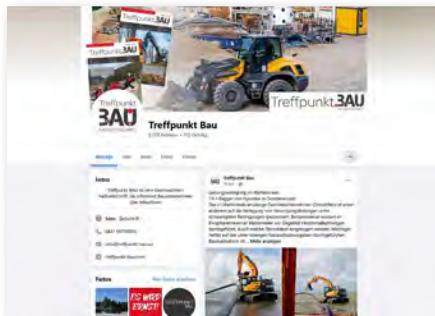
Prüftermine sicher planen

BAUMANNOHMEN	WISSTENSÜBERTRAGUNG	ARBEITSZEICHENHEFT
Plan der Baustelle	Plan der Baustelle	Plan der Baustelle

Treffpunkt.3AU

Spezial-THB: Treffpunkt Bau

**Inserts:** Inserts booked for the print edition are included in the e-paper at no extra charge.



**Facebook:** We continuously grow our audience by sharing additional videos and posts on Facebook, engaging new readers.



**Newsletter:** Published nine times a year, our newsletter keeps subscribers up to date on new issues and current industry news.



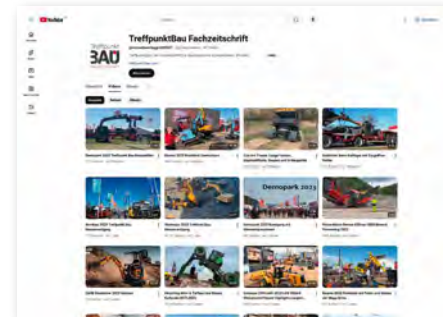
**Website:** The website provides the latest news, an archive of articles and past issues, along with high-impact advertising opportunities.



**Instagram:** On Instagram we share videos and photos that capture highlights from trade fairs and customer events.



**LinkedIn:** On LinkedIn, we connect with partners and clients worldwide, building and maintaining strong networks across the construction sector.



**YouTube:** Our YouTube channel features coverage of trade fairs and product launches, bringing key industry events to life long after they've ended.

**Base rate (1 mm × 1 column):**

b/w 2.95 €

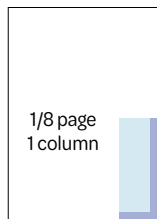
4c 3.44 €

1

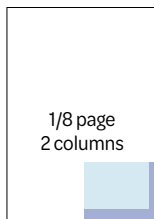
Format	Number of columns	Ad size (non-bleed) Width × Height (mm)	Full-bleed ad (add 3 mm trim on all sides)	Prices	
				b/w	4c
1/8 page	1 column	42,5 × 130 portrait	55 × 146 portrait	395 €	470 €
	2 columns	90 × 65 landscape	100 × 81 landscape		
1/4 page	1 column	42,5 × 265 portrait	55 × 297 portrait	765 €	935 €
	2 columns	90 × 130 portrait	100 × 146 portrait		
	4 columns	185 × 65 landscape	210 × 81 landscape		
1/3 page	2 columns	90 × 180 portrait	100 × 196 portrait	1,060 €	1,280 €
	4 columns	185 × 90 landscape	210 × 106 landscape		
1/2 page	2 columns	90 × 265 portrait	100 × 297 portrait	1,560 €	1,875 €
	4 columns	185 × 130 landscape	210 × 146 landscape		
2/3 page	3 columns	137,5 × 235 portrait	150 × 251 portrait	2,215 €	2,490 €
	4 columns	185 × 175 landscape	210 × 191 landscape		
3/4 page	3 columns	137,5 × 265 portrait	150 × 297 portrait	2,550 €	2,820 €
	4 columns	185 × 200 portrait	210 × 216 portrait		
1/1 page	4 columns	185 × 265	210 × 297	3,110 €	3,740 €
2/1 pages	8 columns	2 × 185 × 265	2 × 210 × 297	6,220 €	7,485 €

**Price list no. 5, valid from 1 January 2025**

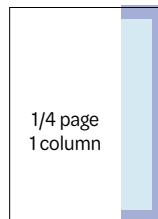
Ad sizes in print area (blue = full-bleed sizes +3 mm trim)



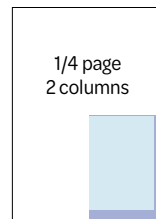
w×h: 42,5 × 130 mm  
w×h: 52,5 × 146 mm



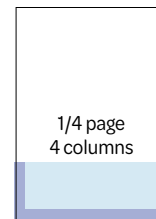
w×h: 90 × 65 mm  
w×h: 100 × 81 mm



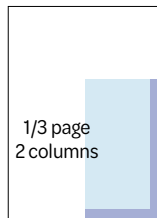
w×h: 42,5 × 265 mm  
w×h: 52,5 × 297 mm



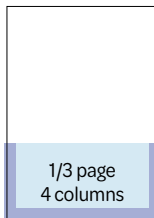
w×h: 90 × 130 mm  
w×h: 100 × 146 mm



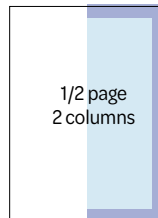
w×h: 185 × 65 mm  
w×h: 210 × 81 mm



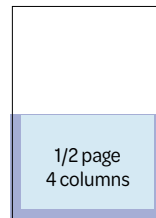
w×h: 90 × 180 mm  
w×h: 100 × 196 mm



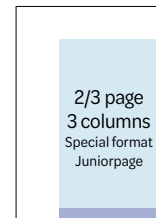
w×h: 185 × 90 mm  
w×h: 210 × 106 mm



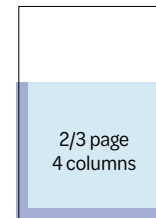
w×h: 90 × 265 mm  
w×h: 100 × 297 mm



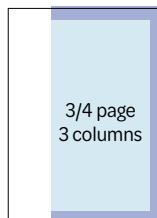
w×h: 185 × 130 mm  
w×h: 210 × 146 mm



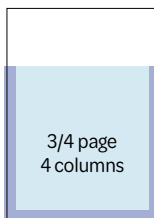
w×h: 137,5 × 235 mm  
w×h: 147,5 × 251 mm



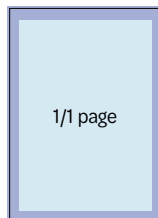
w×h: 185 × 175 mm  
w×h: 210 × 191 mm



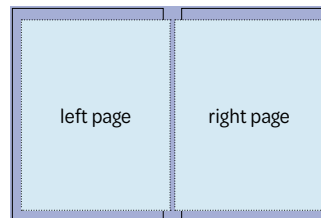
w×h: 137,5 × 265 mm  
w×h: 147,5 × 297 mm



w×h: 185 × 200 mm  
w×h: 210 × 216 mm



w×h: 185 × 265 mm  
w×h: 210 × 297 mm



2/1 pages: w×h: 2 × 198 × 265 mm per page  
2/1 pages: w×h: 2 × 210 × 297 mm



Only for panorama ads:  
The trim in the center is  
5 mm per page, if the artwork  
runs across both pages.

- 1 **Magazine format:**

210 mm width × 297 mm height,  
DIN A4 with bleed:  
216 mm width and 303 mm height  
Print area:  
185 mm width × 265 mm height  
Number of columns:  
4 columns à 42.5 mm  
Advertisement columns:  
1 column 42.5 mm, 2 columns 90 mm,  
3 columns 137.5 mm, 4 columns 185 mm
- 2 **Printing and binding:**

Sheet-fed offset, perfect binding, production-ready artwork at 300 dpi resolution, printed in Euroscale (CMYK) colours.
- 3 **Data transfer:**

By email to [as@treffpunkt-bau.eu](mailto:as@treffpunkt-bau.eu) or via external upload (e.g. [wettransfer.com](http://wettransfer.com))  
For further details: +49 831/6 97 30 51–75
- 4 **File formats:**

Delivery as PDF/X-3 is recommended. Open files (e.g. InDesign) should be avoided. Files must be print-ready, with all fonts embedded; images at 300 dpi; bitmaps at least 600 dpi. The publisher accepts no liability for errors caused by telephone or verbal transmission of copy. Preparation or alteration of print material on behalf of the client will be charged.
- 5 **Colours:**

CMYK colours according to ISO 12647-2 (Coated FOGRA27), special colours are possible upon request. For conversion and control of the colour space (ICC colour management) refer to the standard offset profiles of the ECI.
- 6 **Proof:**

Contract-proof conforming to "Media Standard Print" (bvdn). Digital proofs must include the FOGRA Media Wedge for colour verification (chargeable via [www.fogra.org](http://www.fogra.org)). Proofs must carry an official control strip.
- 7 **Data archiving:**

Data are archived; unchanged repeat insertions are usually possible. No guarantee is given for long-term data storage.
- 8 **Liability:**

The publisher accepts no liability for incomplete or incorrect data (text, colours, images). Costs arising from faulty material, incorrect settings or incomplete information will be charged to the client. This also applies to additional typesetting or repro work and to the production of faulty proofs.
- 9 **Contact:**

Antonio Sanna,  
Tel.: +49 831/697 30 51–75



- 2 Surcharges:** Front cover (205 × 210 mm, plus 3mm bleed) 5,460 €  
 Placement: Inside front / inside back cover 3,980 €  
 Back cover 4 4,310 €  
 Colour surcharge: No surcharge for CMYK colours, prices for HKS, Pantone colours or coatings upon request.  
 Format surcharge: For artwork running to the edge, add 10% to the base rate; supply artwork with 3 mm bleed on all sides.  
 Placement surcharge: 10% surcharge for guaranteed placement (specific pages or topics).
- 3 Discounts:**  
 (within one insertion year, starting with the first ad)
- |                |                |
|----------------|----------------|
| Unit discount: | Bulk discount: |
| 3 ads      6%  | 2 pages    6%  |
| 6 ads      12% | 4 pages    12% |
| 9 ads      20% | 6 pages    20% |
- 4 Job market, classified and online ads:**  
 Job market, business opportunities, used equipment and auctions  
 b/w ads per mm and column 2.95 €  
 4c ads per mm and column 3.44 €

**5 Special advertising formats:**

- 5a Bound inserts up to 170 g/m<sup>2</sup>**
- |         |          |
|---------|----------|
| 2 pages | 3,110 €  |
| 4 pages | 6,225 €  |
| 6 pages | 9,339 €  |
| 8 pages | 12,450 € |

Bound inserts get a discount.

Discounts as per insert data sheet. Multi-page inserts must be folded and delivered untrimmed. For technical details see page 16.

**5b Loose inserts**

Loosely inserted, maximum size 200 mm × 290 mm

- |                             |       |
|-----------------------------|-------|
| Price per 1,000 up to 25g   | 245 € |
| per additional 5g per 1,000 | 10 €  |
- For technical details see page 17.

**5c Affixed postcards**

- |                  |                           |
|------------------|---------------------------|
| Price per 1,000: | 105 € plus postage costs. |
|------------------|---------------------------|
- No discount available. Price and availability on request.

- 5d Tip-on cover piece:** Printed on both sides on heavier paper, affixed to the magazine cover for maximum visibility.  
 Price and availability on request.

**6 Sales & booking contacts:**

Bernd Mair, Manfred Zwick, Tobias Kiehstaller, David Kern,  
 Dieter Arl, Gabriele Unglert Tel.: +49 831/697 30 51-0

**7 Terms of payment and bank account:**

- |      |                               |
|------|-------------------------------|
| Bank | IBAN and BIC/SWIFT on request |
|      | Tax number: 127/132/90325     |
|      | VAT ID: DE296721431           |

### Bound inserts:

Before acceptance and confirmation of an order, a binding sample – or if necessary a dummy sample including size and weight details – must be submitted.

Bound inserts must be clearly recognisable as advertising, must not be confused with editorial content, and may only advertise the client's own products or services. Inserts printed on materials other than paper require the publisher's prior approval and may only be accepted after review.

### Formats:

Untrimmed in mm width × height

1 sheet (= 2 pages) 216 × 303

2 sheets (= 4 pages) 432 × 303

3 sheets (= 6 pages) 620 × 303

4 sheets (= 8 pages) = 2 × 2 sheets

Required delivery quantities: 9.950 copies,

Higher circulation for trade fairs and double issues;

Exact figures on request.

**Technical specifications:** Bound inserts must be supplied untrimmed. Multi-page bound inserts must be pre-folded; the front page must be clearly marked. Bound inserts must be manufactured so that no additional processing is required. Any extra folding or gluing will be charged separately. For multi-page bound inserts, the inserts must be closed at the binding edge (in the insertion direction). In all other cases, a processing surcharge may apply.

### Delivery note:

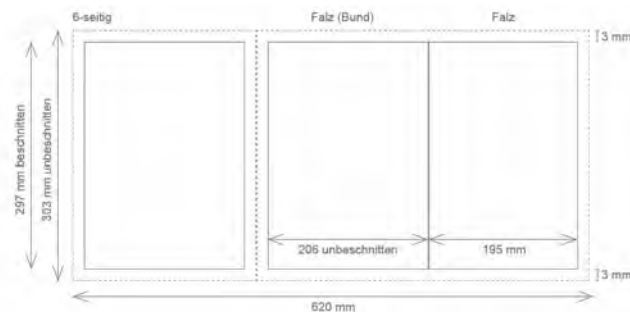
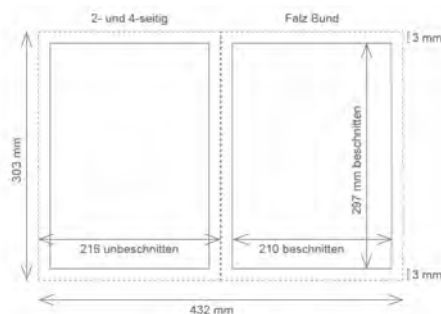
Treffpunkt.Bau, issue no. xx/26,

Delivery quantity 9,950,

Delivery: carriage paid,

Higher circulation for trade fairs and double issues;

Exact figures on request.





<b>Loose inserts:</b>	Acceptance of an order requires submission of a binding sample; if this is not available, a dummy sample with size and weight details must be provided. Loose inserts may only advertise the client's own products or services and must be designed so that they cannot be confused with editorial content. Placement is subject to technical feasibility.
<b>Insert notice:</b>	Each insert will be listed in the magazine free of charge.
<b>Required quantity:</b>	9.950 copies Increased print runs for trade fairs and double issues; Exact numbers available on request.
<b>Delivery deadline:</b>	No later than two days after the advertising deadline.
<b>Format:</b>	Maximum 200 mm width × 290 mm height

**Delivery address  
for inserts:**

Holzmann Druck GmbH & Co. KG  
Gewerbestraße 2  
86825 Bad Wörishofen

**Delivery note:**

For Treffpunkt.Bau, issue no.: xx/26

**Delivery:**

Carriage paid

**Technical specifications:** Loose inserts are inserted loose into the magazine.

They must consist of a single piece and be produced in such a way that no additional processing is required. Any additional work (e.g. folding or gluing) will be charged separately. Inserts printed on materials other than paper will only be accepted upon submission of a binding sample for review of processing and mailing feasibility. If the insert consists of multiple sheets, it must be firmly closed at the binding edge (in the insertion direction).



General terms and conditions for advertisements, special advertising formats, loose and bound inserts, as well as digital and online advertising, can be found at: <https://www.treffpunkt-bau.eu/allgemeine-geschaeftsbedingungen/>

### 1 Circulation audit: IVW-audited

Publisher's note: The standard print run per issue for the 2026 advertising year is 9,950 copies.  
Additional print runs for double issues and trade fairs are available on request.

### 2 Circulation analysis: Number of copies per issue according to IVW audit (Q2 2025)

Print run	9,950		
Actual circulation (tvA)	9,873	of which abroad	117
Free copies	8,733	of which abroad	113
Copies placed for display	50		
Display locations	1		
Subscriptions	1,073	of which abroad	4
Member subscriptions	1,038		
Archive copies	50		

### 3 Distribution by postal code zones:

Share of actual  
circulation (domestic)

Postal zone	%	Copies
Zone 0	4	387
Zone 1	9	870
Zone 2	8	773
Zone 3	9	870
Zone 4	10	967
Zone 5	10	967
Zone 6	7	677
Zone 7	17	1,643
Zone 8	16	1,547
Zone 9	10	967
Total actual domestic circulation (tvA)	100	9,666



### Survey methodology

1. Method: Analysis of recipient structure based on database evaluation
2. Reference base: Actual domestic circulation (tvA Inland)
3. Reference period: Q2 2025
4. Conducted by: Publisher

**Note:** The publisher draws on a pool of 54,720 manually selected reader addresses. These target groups receive the magazine according to their industry sector, area of specialisation, company type and activity. Each copy is personally addressed to decision-makers and distributed in line with the editorial focus of the respective issue.

Breakdown of actual circulation by sector  
Q2 2025

Sector	%	copies
Earthmoving, civil engineering and road construction	31	3,033
Construction machinery trade and rental	18	1,761
Quarries, extraction and recycling	17	1,663
Landscaping	12	1,174
Building construction	7	685
Public authorities	2	196
Construction machinery manufacturers / industry	13	1,272
Total	100	9,783



**Bernd Mair**  
CEO  
Extension 10



**Manfred Zwick**  
CEO  
Extension 20



**Gloria Schaffarczyk**  
Editor  
Extension 90



**Peter Hebbeker**  
Editor  
Extension 85

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Sales  
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**Tobias Kiehstaller**  
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**David Kern**  
Sales  
Extension 70



**Dieter Arl**  
Sales  
Extension 80



**Antonio Sanna**  
Layout  
Extension 75

TREFFPUNKT.BAU can also be found on:



[www.treffpunkt-bau.com](http://www.treffpunkt-bau.com)