

# Treffpunkt.3AU

TRADE MAGAZINE

Fit für die Zukunft: DAFs neue Lkw-Serie 2023

Ausgabe 08-09/2023

## Treffpunkt.3AU

FACHZEITSCHRIFT

**INTERVIEW**  
Neue Mittel- und Niederfler erreicht: Der 70.000ste Anhänger

**LIVE DABEI**  
17 neue Spezialtiefbau-Maschinen zum Anfassen und Ausprobieren

**SONDERTHEMA**  
Persönliche Schutzanzüge: Lösungen für sichere und produktive Arbeiten

**CHRISTOPHEL NordBau 2023: achtmal modernste Aufbereitungstechnik**

**IHR SPEZIALIST FÜR DIE BAUSTELLE**

**ERDBEWEGUNG HAFENINDUSTRIE**

**Bohnenkamp**  
Building Publications  
www.bohnenkamp.de

www.treffpunkt-bau.com



**Target group:** Treffpunkt.Bau delivers valuable knowledge to decision-makers in the construction machinery industry. With a vast array of topics, each issue reports on pertinent events and objectively and comprehensively informs about new products and innovations. Treffpunkt.Bau views itself as a link in the information chain from the OEM industry to construction machinery manufacturers, to dealers and contractors, who represent the retail customer as the primary target group.

**Topics:** 9 issues per year explore the entire thematic spectrum of the construction machinery industry: from traditional topics like machinery and components, to service-oriented topics like maintenance and finance, to innovative subjects like digitization and emerging technologies. The magazine mainly focuses on earthmoving and civil engineering machinery. Additional topics include, for example, road construction equipment, cranes and lifting technology, construction utility vehicles, demolition, recycling, crushing, screening, and formwork. Some issues concentrate on selected special topics.


**Multimedia:** Additionally, Treffpunkt.Bau leverages digital channels: e-paper, app, newsletter, social media, and the daily updated website target online-oriented groups. Furthermore, within the e-paper, ads are enriched with videos to give readers a better understanding of the advertised products.

**'Live dabei':** The Treffpunkt.Bau team is consistently proactive and investigates intriguing subjects directly on-site. Exclusive reports, as well as trade fair and event reviews, are the signature of Treffpunkt.Bau and underscore its superior content quality.

Photo credits cover picture: Felix Marx





<b>1 Publication title:</b>	Treffpunkt.Bau		<b>12 Ad sales:</b>	Franz Nieberle	DW-60	fn@treffpunkt-bau.eu
<b>2 Brief description:</b>	Treffpunkt.Bau is a trade journal targeting decision-makers in the construction machinery industry. It provides construction specialists with information on current occurrences and events. The journal features technical contributions from the realms of construction machinery manufacturing, exceptional technical features, and the introduction of new construction machinery. Additionally, bylined features and the works of associations complement the range of topics.			David Kern	DW-70	dk@treffpunkt-bau.eu
<b>3 Target group:</b>	Main construction trades 70%, Merchants of construction machinery 15%, Construction machinery manufacturers 15%		<b>13 Desk:</b>	Dieter Arl	DW-80	da@treffpunkt-bau.eu
<b>4 Publication:</b>	9 issues per year			Gloria Schaffarczyk	DW-90	gs@treffpunkt-bau.eu
<b>5 Format:</b>	DIN A4 format 210 x 297 mm			Peter Hebbeker	DW-85	ph@treffpunkt-bau.eu
<b>6 Years of publication:</b>	11th year			Michael Schulte	DW-30	ms@treffpunkt-bau.eu
<b>7 Purchase price:</b>	Germany: 35,- € as annual subscription 9 issues (included shipping, VAT 7% not included) Europe: 45,- € as annual subscription 9 issues (shipping included)		<b>14 Accounting:</b>	Mirja Mikschl	DW-95	mm@treffpunkt-bau.eu
<b>8 Organ:</b>	-			Rainer Oschütz	DW-0	ro@treffpunkt-bau.eu
<b>9 Memberships:</b>	IVW affiliated 		<b>15 Layout:</b>	Stephan Lindemann	DW-75	sl@treffpunkt-bau.eu
<b>10 Company:</b>	MZ Mediaverlag GmbH Härtnagel 2, D-87439 Kempten Phone +49 831/697 30 51-0 Telefax +49 831/697 30 51-50 E-Mail info@treffpunkt-bau.eu Website www.treffpunkt-bau.com		<b>16 Scope analysis:</b>	10 issues, July 2022 – July 2023		
<b>11 Publishers:</b>	Manfred Zwick	DW-20	mz@treffpunkt-bau.eu	Entire scope	1.553 pages = 100.0%	
	Bernd Mair	DW-10	bm@treffpunkt-bau.eu	Editorial content	1.139 pages = 73.34%	
				Advertising content	414 pages = 26.26%	
				Bound inserts = 2		
				Loose inserts = 11		
				<b>17 Analysis of editorial content:</b>	1.139 pages = 100.0%	
				Bylined features	7 pages = 0.6%	
				"Live-Dabei" reports and reviews	172 pages = 15.1%	
				Construction machinery	241 pages = 21.2%	
				Attachments and accessory equipment	186 pages = 16.3%	
				Trucks, HGVs and trailers	131 pages = 11.5%	
				Personal protective equipment	82 pages = 7.2%	
				Formwork and scaffolding	92 pages = 8.1%	
				OEM, engines, hydraulics and components	83 pages = 7.3%	
				Newspoint/announcements/Management	145 pages = 12.7%	



Issues	Dates	Topics	Trade fairs
<b>2</b> <b>February</b>	<b>RD: 07.02.2024</b>  ED: 17.01.24 AD: 19.01.24	<ul style="list-style-type: none"> <li>• Earth moving machinery, excavators, wheel loaders, dumpers</li> <li>• Extraction, crushing, sieving, processing, demolition, dismantling and recycling</li> <li>• Highway and road construction, tunnel and bridge construction</li> <li>• Sewer and pipeline construction, civil engineering, trenchless construction</li> <li>• Landscape contracting, compact machinery, accessory equipment, municipal machines</li> <li>• Winter service vehicles, accessories and components</li> <li>• Commercial vehicles, trucks, low loaders, trailers, vans, load Securing, loading cranes</li> <li>• Construction site (safety) equipment, work clothing, personal protective equipment</li> <li>• OEM, engines, drives, hydraulics, axles, tires, filter, components</li> <li>• Management, digitization, financing, insurances and law</li> </ul> <p><b>Main issue: Deutsche Asphalttage</b></p>	30. January – 02. February 2024 <b>52. VDBUM-Seminar, Willingen</b>  21. – 23. February 2024 <b>Deutsche Asphalttage, Berchtesgaden</b>
<b>3</b> <b>March</b>	<b>RD: 08.03.2024</b>  ED: 15.02.24 AD: 19.02.24	<ul style="list-style-type: none"> <li>• Earth moving machinery, excavators, wheel loaders, dumpers</li> <li>• Extraction, crushing, sieving, processing, demolition, dismantling and recycling</li> <li>• Highway and road construction, tunnel and bridge construction</li> <li>• Sewer and pipeline construction, civil engineering, trenchless construction</li> <li>• Cranes, telescopes, construction elevators, aerial work platforms, All-Terrain and crawler cranes, tower cranes</li> <li>• Construction site (safety) equipment, work clothing, personal protective equipment</li> <li>• Formwork, scaffolding, concrete technology and precast parts</li> <li>• Commercial vehicles, trucks, low loaders, trailers, vans, load Securing, loading cranes</li> <li>• OEM, engines, drives, hydraulics, axles, tires, filter, components</li> <li>• Management, digitization, financing, insurances and law</li> </ul> <p><b>Main issue: LogiMat, Fachtagung Abbruch</b>  <b>Review: VDBUM, Deutsche Asphalttage</b></p>	19. – 21. March 2024 <b>LogiMat, Stuttgart</b>  22. March 2024 <b>FACHTAGUNG ABBRUCH, Berlin</b>



Issues	Dates	Topics	Trade fairs
<p><b>4</b></p> <p><b>April</b></p>	<p><b>RD: 05.04.2024</b></p> <p>ED: 13.03.24 AD: 15.03.24</p>	<ul style="list-style-type: none"> <li>• Earth moving machinery, excavators, wheel loaders, dumpers</li> <li>• Extraction, crushing, sieving, processing, demolition, dismantling and recycling</li> <li>• Highway and road construction, tunnel and bridge construction</li> <li>• Sewer and pipeline construction, civil engineering, trenchless construction</li> <li>• Landscape contracting, compact &amp; municipal machinery, accessory equipment</li> <li>• Cranes, telescopes, construction elevators, aerial work platforms, All-Terrain and crawler cranes, tower cranes</li> <li>• Formwork, scaffolding, concrete technology and precast parts</li> <li>• Construction site (safety) equipment, work clothing, personal protective equipment</li> <li>• Diamond cutting technology, handheld tools, and small machines</li> <li>• Commercial vehicles, trucks, low loaders, trailers, vans, load Securing, loading cranes</li> <li>• OEM, engines, drives, hydraulics, axles, tires, filter, components</li> <li>• Management, Digitalisierung, Finanzierung, Versicherungen und Recht</li> </ul> <p><b>Main issue: Mawev-Show, Intermat Paris, IFAT, BetonTage</b></p>	<p>10. –13. April 2024 <b>MAWEV Show</b>, St. Pölten</p> <p>24. –27. April 2024 <b>Intermat</b>, Paris</p> <p><b>SPECIAL Attachments and accessory equipment</b></p>
<p><b>5/6</b></p> <p><b>May/June</b></p>	<p><b>RD: 10.06.2024</b></p> <p>ED: 15.05.24 AD: 17.05.24</p>	<ul style="list-style-type: none"> <li>• Earth moving machinery, excavators, wheel loaders, dumpers</li> <li>• Extraction, crushing, sieving, processing, demolition, dismantling and recycling</li> <li>• Highway and road construction, tunnel and bridge construction</li> <li>• Sewer and pipeline construction, civil engineering, trenchless construction</li> <li>• Landscape contracting, compact &amp; municipal machinery, accessory equipment</li> <li>• Cranes, telescopes, construction elevators, aerial work platforms, All-Terrain and crawler cranes, tower cranes</li> <li>• Construction site (safety) equipment, work clothing, personal protective equipment</li> <li>• Diamond cutting technology, handheld tools, and small machines</li> <li>• Commercial vehicles, trucks, low loaders, trailers, vans, load Securing, loading cranes</li> <li>• OEM, engines, drives, hydraulics, axles, tires, filter, components</li> <li>• Management, Digitalisierung, Finanzierung, Versicherungen und Recht</li> </ul> <p><b>Main issue: Hillhead</b></p> <p><b>Review: Logimat, Fachtagung Abbruch, Mawev-Show, Intermat, IFAT, BetonTage</b></p>	<p>13. –17. May 2024 <b>IFAT</b>, München</p> <p>14. –16. May 2024 <b>BetonTage</b>, Neu-Ulm</p> <p>25. –27. June 2024 <b>Hillhead</b>, Hillhead Quarry, Nr Buxton</p> <p><b>SPECIAL Know How am Bau</b></p>





Issues	Dates	Topics	Trade fairs
<b>7</b> July	<b>RD: 12.07.2024</b> ED: 20.06.24 AD: 24.06.24	<ul style="list-style-type: none"> <li>• Earth moving machinery, excavators, wheel loaders, dumpers</li> <li>• Extraction, crushing, sieving, processing, demolition, dismantling and recycling</li> <li>• Sewer and pipeline construction, civil engineering, trenchless construction</li> <li>• Landscape contracting, compact machinery, accessory equipment, municipal machines</li> <li>• Commercial vehicles, trucks, low loaders, trailers, vans, load Securing, loading cranes</li> <li>• Construction site (safety) equipment, work clothing, personal protective equipment</li> <li>• OEM, engines, drives, hydraulics, axles, tires, filter, components</li> <li>• Management, digitization, financing, insurances and law</li> </ul> <p><b>Review: Hillhead</b></p>	<b>SPECIAL</b> Formwork, scaffolding and concrete technology

<b>8/9</b> August/September	<b>RD: 02.09.2024</b> ED: 09.08.24 AD: 13.08.24	<ul style="list-style-type: none"> <li>• Earth moving machinery, excavators, wheel loaders, dumpers</li> <li>• Extraction, crushing, sieving, processing, demolition, dismantling and recycling</li> <li>• Highway and road construction, tunnel and bridge construction</li> <li>• Sewer and pipeline construction, civil engineering, trenchless construction</li> <li>• Landscape contracting, compact machinery, accessory equipment, municipal machines</li> <li>• Winter service vehicles, accessories and components</li> <li>• Cranes, telescopes, construction elevators, aerial work platforms, All-Terrain and crawler cranes, tower cranes</li> <li>• Construction site (safety) equipment, work clothing, personal protective equipment</li> <li>• Diamond cutting technology, handheld tools, and small machines</li> <li>• Maintenance and care</li> <li>• Commercial vehicles, trucks, low loaders, trailers, vans, load Securing, loading cranes</li> <li>• OEM, engines, drives, hydraulics, axles, tires, filter, components</li> <li>• Management, digitization, financing, insurances and law</li> </ul> <p><b>Main issue: NordBau, GaLaBau, IAA Transportation</b></p>	<p>04. - 08. September 2024 NordBau, Neumünster</p> <p>11. - 14. September 2024 Galabau, Nürnberg</p> <p>17. - 22. September 2024 IAA Transportation, Hannover</p>
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Issues	Dates	Topics	Trade fairs
<b>10</b> <b>October</b>	<b>RD: 07.10.2024</b>  ED: 13.09.24 AD: 16.09.24	<ul style="list-style-type: none"> <li>• Earth moving machinery, excavators, wheel loaders, dumpers</li> <li>• Extraction, crushing, sieving, processing, demolition, dismantling and recycling</li> <li>• Highway and road construction, tunnel and bridge construction</li> <li>• Sewer and pipeline construction, civil engineering, trenchless construction</li> <li>• Landscape contracting, compact machinery, accessory equipment, municipal machines</li> <li>• Cranes, telescopes, construction elevators, aerial work platforms, All-Terrain and crawler cranes, tower cranes</li> <li>• Commercial vehicles, trucks, low loaders, trailers, vans, load Securing, loading cranes</li> <li>• Formwork, scaffolding, concrete technology and precast parts</li> <li>• OEM, engines, drives, hydraulics, axles, tires, filter, components</li> <li>• Management, digitization, financing, insurances and law</li> </ul> <p><b>Main issue: Arbeitsschutz Aktuell</b>  <b>Review: NordBau, GaLaBau</b></p>	<p><b>SPECIAL</b>  <b>Personal safety equipment</b></p>
<b>11</b> <b>November</b>	<b>RD: 04.11.2024</b>  ED: 10.10.24 AD: 14.10.24	<ul style="list-style-type: none"> <li>• Earth moving machinery, excavators, wheel loaders, dumpers</li> <li>• Extraction, crushing, sieving, processing, demolition, dismantling and recycling</li> <li>• Highway and road construction, tunnel and bridge construction</li> <li>• Sewer and pipeline construction, civil engineering, trenchless construction</li> <li>• Formwork, scaffolding, concrete technology and precast parts</li> <li>• Maintenance and care</li> <li>• Commercial vehicles, trucks, low loaders, trailers, vans, load Securing, loading cranes</li> <li>• Construction site (safety) equipment, work clothing, personal protective equipment</li> <li>• Management, digitization, financing, insurances and law</li> </ul> <p><b>Review: IAA Transportation</b></p>	<p>05. – 07. November 2024                      Arbeitsschutz aktuell, Stuttgart</p> <p><b>SPECIAL</b>  <b>Engines, hydraulics and components</b></p>



Issues	Dates	Topics	Trade fairs
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12/01

RD: 13.12.2024

December 2024 /  
January 2025

ED: 21.11.24

AD: 25.11.24



- Earth moving machinery, excavators, wheel loaders, dumpers
- Extraction, crushing, sieving, processing, demolition, dismantling and recycling
- Sewer and pipeline construction, civil engineering, trenchless construction
- Landscape contracting, compact machinery, accessory equipment, municipal machines
- Cranes, telescopes, construction elevators, aerial work platforms, All-Terrain and crawler cranes, tower cranes
- Construction site (safety) equipment, work clothing, personal protective equipment
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- Management, digitization, financing, insurances and law

**Review: Arbeitsschutz Aktuell**



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



Monthly ad impressions: approx. 25.000  
(Figures until 08/2023)

## Online advertising on treffpunkt-bau.com

On our website, readers will find current news, an article and magazine archive. It is search engine optimized, and the layout is optimized for all devices.

Thanks to its dynamic structure, we can also offer individually designed advertising spaces.

### Skyscraper

Format (Width×Height in Pixels)	Price per month
small 200×400	360,- €
medium 200×600	535,- €
large 200×800	680,- €

### Leaderboard

Format (Width×Height in Pixels)	Price per month
694×130	465,- €

### Content Ad

Format (Width×Height in Pixels)	Price per month
325×325	465,- €

For information and consultation, please call:

**+49 831/6973051-0**

The screenshot shows the website interface with several ad placements highlighted in red boxes:

- Skyscraper 200x800:** Located on the left side of the page, featuring a vertical stack of images.
- Leaderboard 694x130:** A horizontal banner located below the main content area.
- Skyscraper 200x400:** Located on the right side of the page, featuring a vertical stack of images.
- Skyscraper 200x600:** Located on the right side of the page, below the 200x400 version.
- Content Ad 325x325:** A square ad located at the bottom right of the page.



Up to  
**14.000**  
reads  
per issue

## Interactive e-paper

**Interactive e-paper:** Enriched with video links and active web links, the wide-coverage Treffpunkt.Bau e-paper offers considerable added value for readers and advertisers.

**LIVE DABEI**

**Weitere Meilensteine auf dem Weg „Road to Zero“**

Während die Hersteller der ersten Generationen von elektrifizierten Arbeitsmaschinen vorwiegend in der Baubranche tätig waren, sind heute die Hersteller von elektrifizierten Arbeitsmaschinen in fast allen Branchen zu finden. Die JCB-Produkte sind dabei keine Ausnahme. Die JCB-Produkte sind dabei keine Ausnahme. Die JCB-Produkte sind dabei keine Ausnahme.

**Richard Brooks**  
Engineering Director, Planning, Marketing and Access

**Der Markt zeigt definitiv Interesse an elektrischem Produkten und JCB beschreitet bei deren Entwicklung in vorderster Reihe mitzuarbeiten.**

**DER NEUE SQ50 für echtes Baggertalent**

**SCHNELLWECHSLER UND TILTROTATOREN**

- Einsteigebereich an Baggern von 7 bis 11 m
- 100% Durchfahrhöhe
- 3000 lre Abguss für ganzzahlige Baggertiefe
- 3000 lre Abguss für ganzzahlige Baggertiefe
- 3000 lre Abguss für ganzzahlige Baggertiefe
- 3000 lre Abguss für ganzzahlige Baggertiefe

**Centrefold:** Our customers can book a centrefold within our e-paper.

**850,- € plus VAT.**

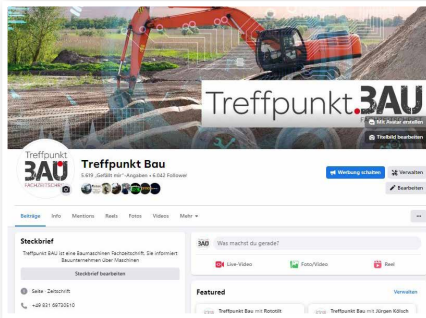
**Bitte beachten Sie die folgenden Beilagen:**

Neue Verbleibende	Neue Anlagen-Infotexte	Neue Bild-Beilagen
1000 Stück	1000 Stück	1000 Stück

**FORSTTECHNIK ERLEBEN.**

**Treffpunkt.3AU**

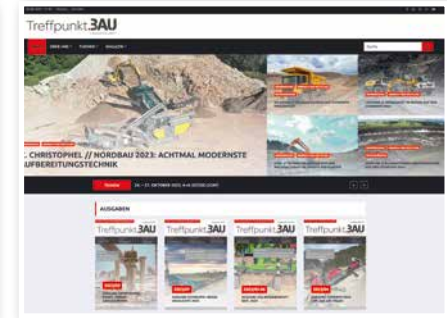
**Inserts:** Inserts that are booked for the print edition will be included in the e-paper free of charge.



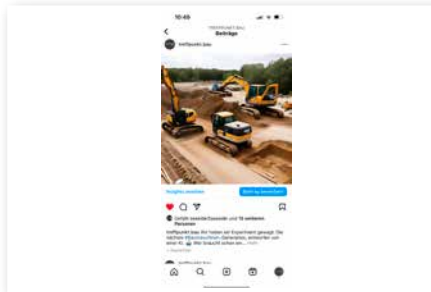
**Facebook:** Through supplementary videos and posts on our Facebook page, we consistently expand our reach and excite new readers.



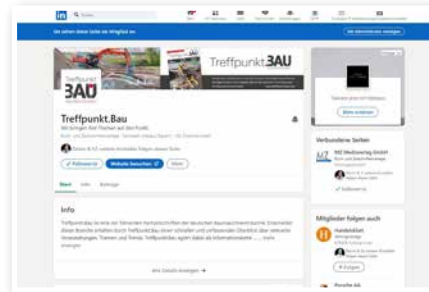
**Newsletter:** Our newsletter keeps you constantly informed about new issues. But don't worry – only 6 times a year.



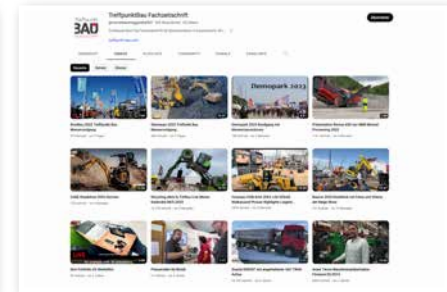
**Website:** On our website, readers can find current news, an archive of articles and magazines, as well as attractive advertising spaces.



**Instagram:** With videos and photos on our Instagram channel, we let our followers participate in customer events and trade shows.



**LinkedIn:** We connect globally with partners and customers from our business sector on LinkedIn.



**Youtube:** Be it trade fairs or product presentations, our YouTube videos bring industry events to life for viewers.



**Basic prices (1mm x 1 column):**

b/w **2,83 €**

4c **3,30 €**

1

Format	Number of columns	Ads in print space Width x Height (mm)	Bled-off advertisements plus 3 mm trim on each side	Prices	
				s/w	4c
1/8 page	1 column	42,5 x 130 port.	55 x 146 port.	370,-	450,-
	2 columns	90 x 65 land.	100 x 81 land.		
	4 columns	185 x 32 land.	210 x 48 land.		
1/4 page	1 column	42,5 x 265 port.	55 x 297 port.	735,-	900,-
	2 columns	90 x 130 port.	100 x 146 port.		
	4 columns	185 x 65 land.	210 x 81 land.		
1/3 page	2 columns	90 x 180 port.	100 x 196 port.	1.020,-	1.230,-
	4 columns	185 x 90 land.	210 x 106 land.		
1/2 page	2 columns	90 x 265 port.	100 x 297 port.	1.500,-	1.805,-
	4 columns	185 x 130 land.	210 x 146 land.		
2/3 page	3 columns	137,5 x 235 port.	150 x 251 port.	2.130,-	2.405,-
	4 columns	185 x 175 land.	210 x 191 land.		
3/4 page	3 columns	137,5 x 265 port.	150 x 297 port.	2.450,-	2.710,-
	4 columns	185 x 200 port.	210 x 216 port.		
1/1 page	4 columns	185 x 265	210 x 297	2.990,-	3.610,-
2/1 pages	8 columns	2 x 185 x 265	2 x 210 x 297	5.980,-	7.220,-

**Price list No. 5, effective from January 1st 2024**



## 2 Surcharges:

Title Page (205 × 210 mm, plus 3mm)	5,200,- €
Placement: Cover page 2 and 3	3,830,- €
Cover page 4	4,150,- €
Color surcharge: No surcharge for Euroskala colors, Prices for HKS, Pantone colors or coatings upon request.	
Format surcharge: For bled-off motives 10% surcharge on the basic price. Trim 3 mm on all sides.	
Placement surcharge: 10% surcharge on side- or theme-based placement	

## 3 Discounts:

By purchase within one year of insertions (starts with publishing of the first advertisement):

Unit discount:		Bulk discount:	
3 ads	6%	2 pages	6%
6 ads	12%	4 pages	12%
9 ads	20%	6 pages	20%

## 4 Employment- /occasional- & online ads:

Employment market, business relationships, second hand market and auctions

Advertisements in b/w per mm and no. of columns	2.60 €
Advertisements in 4C per mm and no. of columns	3.15 €

## 5 Special advertising:

5a Bound inserts up to 170 g/m <sup>2</sup>	
2 pages	2.990,- €
4 pages	5.985,- €
6 pages	8.980,- €
8 pages	11.970,- €

Bound inserts get a discount.  
Multi-leaf binders must be folded, but delivered untrimmed.  
Technical details on page 16

## 5b Inserts

loosely inserted, maximum size 200 mm × 290 mm  
Price per thousand up to 25g 225,- €  
per further 5g per thousand 10,- €  
Technical details on page 17

## 5c Affixed postcards

Price per thousand 105,- € plus the respective postage.  
No discount available. Price and availability on request.

## 5d Eye-catcher:

Printed on both sides, glued to the collar of the cover page, cutting die possible.  
Price and availability upon request.

## 6 Counselling and booking:

Bernd Mair, Manfred Zwick, Franz Nieberle, David Kern,  
Dieter Arl, Michael Schulte Phone +49 831/697 30 51-0

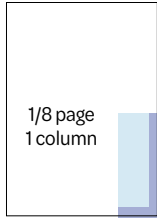
## 7 Terms of payment and bank account:

Bank account IBAN: upon request  
BIC-/SWIFT Code: upon request  
Tax number: 127/132/90325  
VAT-Reg-No: DE296721431



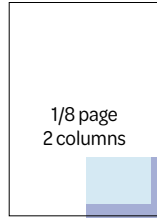
- |                                       |   |                                  |  |
|---------------------------------------|---|----------------------------------|--|
| <p><b>1 Magazine format:</b></p>      | <p>210 mm width × 297 mm height,<br/>DIN A4 uncut:<br/>216 mm width and 303 mm height<br/>Print space:<br/>185 mm width × 265 mm height<br/>Number of columns:<br/>4 columns à 42,5 mm<br/>Advertisement columns:<br/>1 column 42,5 mm, 2 columns 90 mm,<br/>3 columns 137,5 mm, 4 columns 185 mm</p>   | <p><b>5 Colours:</b></p>         | <p>CMYK colors according to ISO 12647-2 (PSO), special colors are possible upon request. For conversion and control of the color space (ICC-Color Management) refer to the standard offset profiles of the ECI.</p>  |
| <p><b>2 Printing and binding:</b></p> | <p>Sheet offset, adhesive binding, templates in 300 dpi resolution, printed in Eurokala (CMYK) colors.</p>  | <p><b>6 Proof:</b></p>           | <p>Color-binding proof according to "Media Standard Print" (bvdn). Digitally created test prints must contain the FOGRA media wedge to check the color accuracy (available for a fee from <a href="http://www.fogra.org">www.fogra.org</a>). Proofs must have an official print control strip.</p>   |
| <p><b>3 Data transmission:</b></p>    | <p>via E-Mail to <a href="mailto:sl@treffpunkt-bau.eu">sl@treffpunkt-bau.eu</a> or external upload via e.g. <a href="http://wettransfer.com">wettransfer.com</a><br/>For further details: +49 831/6 97 30 51-75</p>   | <p><b>7 Data storage:</b></p>    | <p>Data is archived, unchanged repetitions are therefore possible. However, no data guarantee is given.</p>  |
| <p><b>4 Data formats:</b></p>         | <p>We recommend PDF/X-3 documents. Open data like InDesign, Quark XPress etc. are to be avoided. The file must be printable, all fonts used must be embedded, halftone images require a resolution of 300 dpi, bitmaps at least 600 dpi. The publisher assumes no liability for submitted texts or orders by telephone. The change or production of corresponding printing documents on behalf of the customer takes place at a charge.</p> | <p><b>8 Warranty:</b></p>        | <p>If incomplete or deviating data (texts, colors, images) is delivered, the publisher assumes no liability for the print result. The publisher can invoice incorrect exposures due to incomplete or faulty files, incorrect settings or incomplete information. This also applies to additional typesetting or repro work as well as the creation of faulty proofs.</p> |
|                                       |   | <p><b>9 Contact details:</b></p> | <p>Stephan Lindemann,<br/>Fulfillment: +49 831/697 30 51-75</p>  |

Advertisement sizes in the print space (blue font: bled-off advertising sizes plus 3 mm trim on all sides)



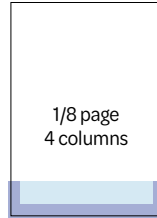
1/8 page  
1 column

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



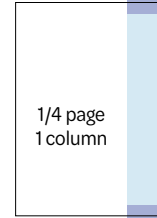
1/8 page  
2 columns

w × h: 90 × 65 mm  
w × h: 100 × 81 mm



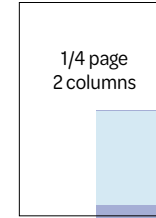
1/8 page  
4 columns

w × h: 185 × 32 mm  
w × h: 210 × 48 mm



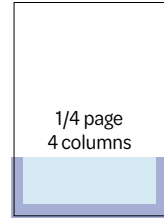
1/4 page  
1 column

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



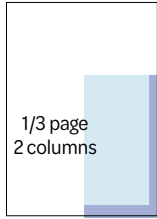
1/4 page  
2 columns

w × h: 90 × 130 mm  
w × h: 100 × 146 mm



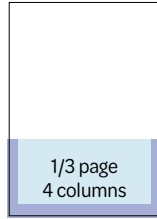
1/4 page  
4 columns

w × h: 185 × 65 mm  
w × h: 210 × 81 mm



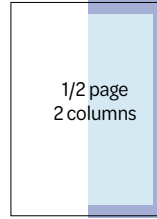
1/3 page  
2 columns

w × h: 90 × 180 mm  
w × h: 100 × 196 mm



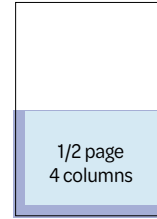
1/3 page  
4 columns

w × h: 185 × 90 mm  
w × h: 210 × 106 mm



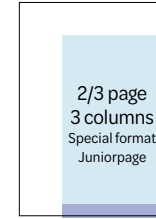
1/2 page  
2 columns

w × h: 90 × 265 mm  
w × h: 100 × 297 mm



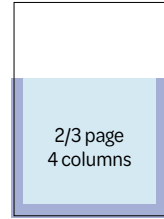
1/2 page  
4 columns

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



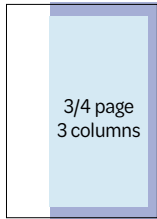
2/3 page  
3 columns  
Special format  
Juniorpage

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



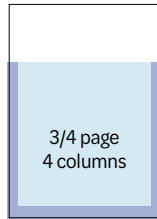
2/3 page  
4 columns

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



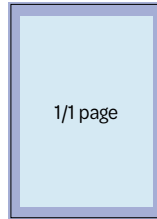
3/4 page  
3 columns

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



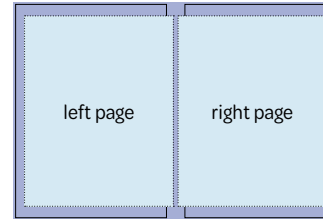
3/4 page  
4 columns

w × h: 185 × 200 mm  
w × h: 210 × 216 mm



1/1 page

w × h: 185 × 265 mm  
w × h: 210 × 297 mm



left page

right page

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



Only for panorama pages:  
The trim in the center is  
5 mm on each page, if the  
motif is overlapping.



### Bound inserts:

Before accepting and confirming the order, a binding sample, if necessary a dummy sample with information on size and weight, must be submitted. Bound inserts must be designed in such a way, that they are recognizable as advertising, cannot be confused with the editorial section and are only allowed to advertise the sales program of an advertiser. Bound inserts that are printed on a material other than paper can only be accepted with the prior consent of the German Post office.

### Formats:

untrimmed in mm width × height  
 1 sheet (= 2 pages) 216 × 303  
 2 sheet (= 4 pages) 432 × 303  
 3 sheet (= 6 pages) 620 × 303  
 4 sheet (= 8 pages) = 2 × 2 sheets  
 Required delivery quantities: 8.550 copies,  
 Upon request: number of additional copies regarding trade fairs, special events and double issues.

### Specifications:

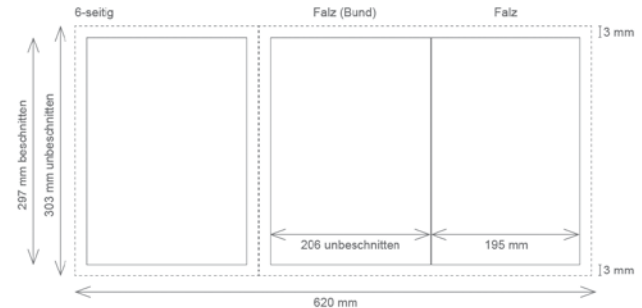
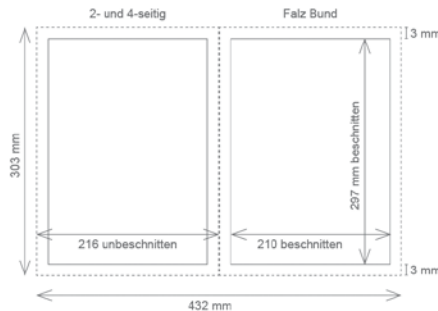
Inserts have to be delivered untrimmed and multiple-page inserts have to be folded. The front page of the insert has to be marked. Inserts must be designed in such a way that there's no need for further editing and modifications. Further difficulties and additional folding and glueing work will be invoiced separately. In case of multi-page inserts, the bounding staple must be closed to the collar, therefore in the insertion direction. In all other cases, a hardship supplement can be invoiced.

### Shipping address:

upon request

### Delivery annotation:

Treffpunkt.Bau, Issue No. xx/24,  
 Delivery quantities 8.550, Shipping: free shipping  
 Upon request: number of additional copies regarding trade fairs, special events and double issues







- Loose inserts:** Before the order is accepted and confirmed, a binding sample, if necessary a dummy with size and weight specifications has to be submitted. Inserts must be designed in such a way, that they are recognizable as advertisements and can not be confused with the editorial part. They may only be advertising for the sales program of the advertising company. The placement of an insert depends on the technical possibilities.
- Insert notification:** A notification regarding the insert will be included into the magazine for free.
- Required quantities:** 8.550 copies  
Upon request: number of additional copies regarding trade fairs, special events and double issues
- Delivery date:** At the latest two days after the advertising deadline
- Format:** Maximum 200 mm width × 290 mm height

- Shipping address for inserts:** Holzmann Druck GmbH & Co. KG  
Gewerbestraße 2  
86825 Bad Wörishofen
- Delivery annotation:** For Treffpunkt.Bau, Issue No. xx/24
- Shipping:** Free shipping
- Specifications:** Inserts will be inserted loose. They must consist of one piece and be designed in such a way that there is no need for further editing and modifications. Difficulties regarding the further processing and additional work (e.g. folding work) will be invoiced separately. Inserts, printed on a material other than paper, can only be accepted upon presentation of a binding example for the purpose of processing and shipping. If the insert consists of several sheets, it must be closed to the collar, therefore in the insertion direction.



### 1 Circulation auditing: IVW affiliated

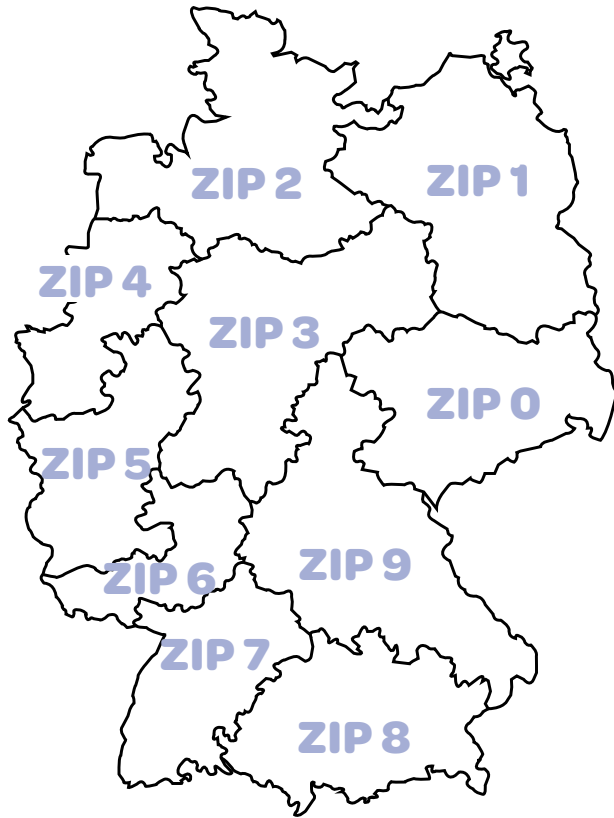
Note from the publisher: 2024 the circulation per issue will be 8.500 issues.  
 Number of additional copies regarding trade fairs and double issues upon request.

### 2 Circulation-Analysis: Copies per issue according to IVW auditing (Effective from 2nd quarter 2023)

Total circulation	8.500		
Acutally spread issues (tvA)	8.450	of those into other European countries	120
Free copies displayed	7.276		117
no. of displaying places	0		
Subscriptions from members	1.174		3
Archive copies	50		

### 3 Circulation by postal code: Proportion of actually spread copies

Postal code (ZIP)	percentage	copies
ZIP 0	4	345
ZIP 1	9	768
ZIP 2	10	835
ZIP 3	11	879
ZIP 4	10	791
ZIP 5	10	820
ZIP 6	7	578
ZIP 7	15	1.281
ZIP 8	15	1.275
ZIP 9	9	758
Actually spread copies within Germany	100	8.330



### Summary of the survey method

1. Method: Recipients-structure-analysis based on the analysis of records
2. Entirety of actually spread circulation in Germany
3. Period of data analysis: 2nd quarter of 2023
4. Analysis carried out by: Publisher

**Note:** The publisher uses a range of 35,600 manually selected addresses. In every year of publishing those readers receive a copy of Treffpunkt.Bau actually matching their industry, specialty, trade and breakdown. Personally addressed to decision-makers, each issue is shipped compliant to the topics within the magazine.

Proportion of actual spread copies  
2nd quarter of 2023

Industries	percentage	copies
Earthmoving machinery, civil engineering and road construction	30	2.499
Construction machinery rental and leasing	17	1.416
Quarries, extraction an recycling	19	1.583
Landscape contracting	11	916
Building construction	8	666
Contracting authority	2	167
Construction machinery manufacturers/ Industry	13	1.083
Total	100	8.330



**Bernd Mair**  
CEO  
Extension -10



**Manfred Zwick**  
CEO  
Extension -20



**Rainer Oschütz**  
Strategy & Counselling  
Extension -0



**Mirja Mikschl**  
Executive assistant  
Extension -95

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TREFFPUNKT.BAU is also available on:

