



# MEDIA DATA 2024

buildingnet.de

*mikado*

Unternehmermagazin für Holzbau und Ausbau

[mikado-online.de](https://mikado-online.de)

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# Business magazine for timber construction and finishing

*mikado* is the international trade magazine and association organ of Holzbau Deutschland - Bund Deutscher Zimmermeister im Zentralverband des Deutschen Baugewerbes e. V. *mikado* provides balanced, practice-oriented, innovative and constructive information on construction technology, the market and business management and is therefore the magazine for successful decision-makers in carpentry and timber construction companies. The readership includes timber construction companies, engineers and architects, manufacturers and dealers of building materials, construction elements and production equipment as well as important multipliers from guilds, associations and training centers. The editorial team always focuses on practical reporting with direct benefits for day-to-day work.

*mikado* provides competent, binding and reliable information about:

- Timber constructions
- Successful business management
- Building materials and components
- Operating equipment

Förderpartner  
DEUTSCHER  
HOLZBAU

## The medium for decision-makers:

Carpentry and timber construction companies, timber construction engineers and architects, manufacturers and dealers of building materials, construction elements and production equipment as well as important multipliers from guilds, associations and training centers.



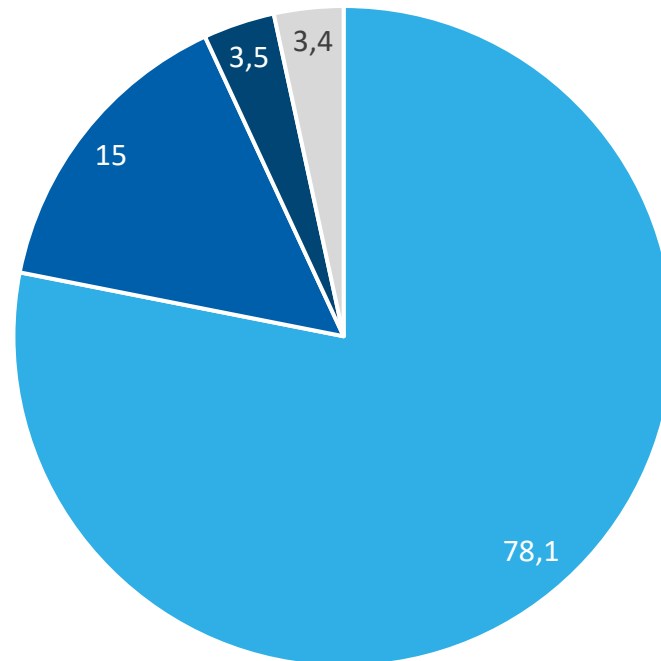
Total distributed circulation:  
**10,124 copies**  
of which extended e-paper:  
**1,215\***

Source: IVW Q2/23



# Target group

- Carpentry and timber construction companies
- Timber construction engineers and architects
- Manufacturer and distributor of building materials, construction elements and production equipment
- Multipliers from guilds, associations and training centers



Source: Publisher's statement in % of total circulation



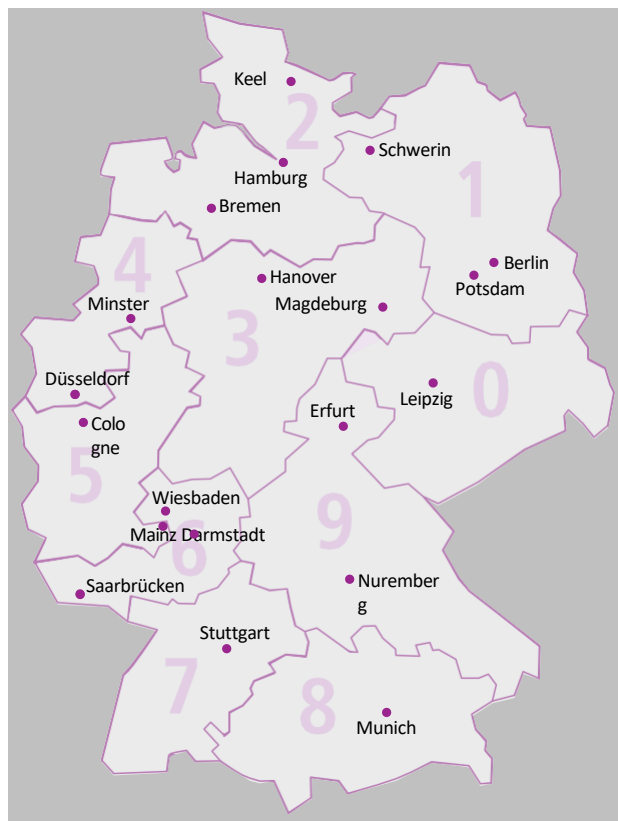
**Over 7,200 visits on a monthly average**

**over 1,340 newsletter recipients**

(publisher's note 10/23)

# Distribution & content analysis

Distribution by zip code area



Postal routing district 0	1,044 copies
Postal routing district 1	934 copies
Postal routing district 2	934 copies
Postal routing district 3	1,055 copies
Postal routing district 4	834 copies
Postal routing district 5	904 copies
Postal routing district 6	713 copies
Postal routing district 7	1,226 copies
Postal routing district 8	1,318 copies
Postal routing district 9	1,084 copies




## Scope analysis 2023 = 11 issues

Total scope	848.00 pages	=	100 %
Editorial section	676.46 pages	=	79,77 %
Advertisement section	171.54 pages	=	20,23 %
of which job/opportunity ads	2.5 pages	=	1,00 %
of which publisher's own advertisements	32.58 pages	=	19,00 %
Bound inserts	5.00 pages		
Supplements	15.00 pages		
<b>Editorial content analysis by subject area</b>	676.46 pages	=	100 %
Title	11.00 pages	=	1,63 %
Editorial	11.00 pages	=	1,63 %
Contents	16.50 pages	=	2,44 %
short and sweet	27,25 pages	=	4,03 %
Topic of the month	230.82 pages	=	34,12 %
Timber engineering	17.92 pages	=	2,65 %
Refurbishment and expansion	20,17 pages	=	2,98 %
Details in the handle	18,00 pages	=	2,66 %
Wooden houses	17.01 pages	=	2,51 %
Your right	5.50 pages	=	0,81 %
Management	67.18 pages	=	9,93 %
Office compact	8,17 pages	=	1,21 %
Association current	72.00 pages	=	10,64 %
Architecture	18,00 pages	=	2,66 %
Trade fair	3.00 pages	=	0,44 %
Products	36.67 pages	=	5,42 %
Master carpenter roof	41.59 pages	=	6,15 %
Product & Practice	3.00 pages	=	0,44 %
Further training	4,50 pages	=	0,67 %
The company	12,18 pages	=	1,80 %
Wooden worlds	24,00 pages	=	3,55 %
Preview	11.00 pages	=	1,63 %
Competition	0.00 pages	=	0,00 %




# Topic matrix 2024

Category	Products and topics	Issue (number)	Newsletter (number)
Timber construction - Timber panel construction	Solid structural timber (KVH), wood fiber insulation, PUR insulation, cellulose insulation, blown-in insulation, gypsum fiber boards, facade cladding, interior cladding, sound insulation, fire protection (encapsulation), prefabrication, fasteners, turning tables, Hall layout, operational work equipment and processes	1,2,3, 4, 5, 6, 7, 8, 9, 10, 11, 12	1, 2, 4, 5, 12, 13, 18, 21, 24
Timber construction - solid wood construction	Cross-laminated timber, glulam, cross-laminated timber (CLT), solid wood wall (MHM), solid wood elements, solid wood ceilings, wood-concrete composite ceilings, fasteners, wall structures, insulating materials, building physics solutions for fire/sound/heat insulation, elevator shafts made of solid wood	1-2,4, 6, 9, 11,12	1, 2, 4, 5, 14, 18, 21, 24, 25
Timber construction - timber hybrid construction	Additions, extensions, component connections, renovation, sealing, connecting elements, multi-storey timber construction, staircases, stairwells, mullion and transom façades, hall construction, commercial construction	1-2, 3, 5, 6, 11, 12, E-Paper	2, 4, 5, 7, 8, 12, 13, 20, 24, 25
Timber construction - timber engineering	Glulam beams, timber structures, (free-span) roof structures, Zollinger construction, timber bridges, special structures, hall construction, commercial construction, mobile structures, mixed structures, connecting materials and systems, fire protection devices	1-2, 3, 4, 7, 11, 12	1, 4, 7, 12, 13, 20, 24, 25
Timber construction - Facade construction	Wooden facades, wood-based facades, plaster facades, thermal insulation composite systems (ETICS), structural wood protection according to DIN 68800, wall structures, paints, glazes, color design, window solutions, roof design	1-2,6, 7, 12, E-Paper	5, 14, 18, 20
Roof construction - supporting structure & construction	Pitched roofs, softwood roof battens in accordance with CE guidelines, nail plate trusses, solid structural timber, flat wooden roofs, roof insulation materials, skylights, roof safety - personal protective equipment (PPE)	1-2,5, 8, 9, E-Paper	3, 4, 10, 15, 18, 19, 23
Roof construction - covering & drainage	Roof tiles, ridge tiles, roof tiles, roof waterproofing, prefabricated dormers, dormer connections, temporary rain protection, skylights, drainage solutions, gutters, rain pipes, lighting systems for multi-storey buildings, measurement by drone	1-2,5, 8, 9, E-Paper	3, 4, 10, 15, 18, 19
Roof construction - solar thermal & photovoltaics	Solar thermal elements, photovoltaic elements, battery storage, inverters, mounting solutions for PV and solar thermal elements on flat/green/pitched roofs, maintenance, accessories, KfW guidelines, amortization calculation	4, 5, 8, 12	4, 5, 8, 10, 12, 13, 14, 19
Commercial vehicles	Panel vans, vans, light trucks, trailers, drive technology, electromobility, fleet management, cranes, trucks, heavy goods transport, safety, environmental protection, maintenance, accessories, commercial vehicle customization (interior fittings, transport protection, passenger transport)	3, 12	6, 17, 23
Construction site - logistics & safety	Scaffolding, fall protection, personal protective equipment (PPE), construction site procedures, construction scheduling, time recording	5, 7, 8, 9, E-Paper	6, 7, 9, 10, 11, 23, 26
Management	Operational management, (manual) machines, operational management/processes, (processing) software, corporate management, marketing	1-2,3, 4, 5, 7, 9, 10, 11,12	9, 10, 11, 16, 17, 18, 20, 21, 26

# Topics / Dates 2024

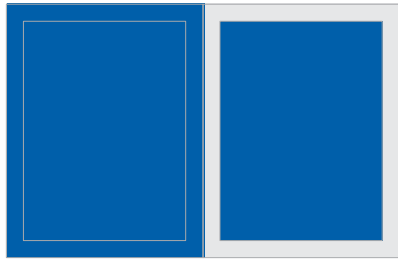
Print edition with extended e-paper	Publication date	Advertising deadline	Print material deadline	Topic of the month	Thematic focus	Market trends / trade fairs
<b>01-02</b>	18.01.24	15.12.23	19.12.23	<b>Timber engineering</b> Project examples, timber structures, cross laminated timber, commercial construction, mixed buildings, glulam (glued laminated timber), fasteners and -systems, connections	<b>Trade fair special: Dach + Holz International 2024</b> (05. - 08. 03.2024), Stuttgart: Product trends, Exhibitor plans, background information	 <b>Market trends: Roof + Timber International 2024</b>
<b>Extended E-Paper</b>	21.02.24	02.02.24	08.02.24	<b>Roof + Wood International 2024</b> Pitched roofs, urban solar pitched roofs, flat roofs, flat roofs in timber construction, green roofs with PV, Green roofs in the city, solar thermal energy, sustainability, constructions, metalworking, machines for the roof craftsman	Product innovations: <b>Roof + Wood International 2024, Stuttgart</b>	<b>Trade fair facts: Dach + Holz International 2024:</b> Directions, specials, dates, congresses
<b>03</b>	04.03.24	14.02.24	20.02.24	<b>Residential construction - renovation, modernization, new construction</b> Residential complexes, multi-storey buildings, mixed construction, energy self-sufficient buildings, terraced houses, insulation, construction, planning, building products, solar thermal energy, photovoltaic systems, new construction and renovation, KVH, sound and fire protection, window construction	Pitched roof: Roof tiles: shapes and colors, design options  Management: Commercial vehicles for carpenters	 Market trends: <b>HolzHandwerk 2024:</b> Carpentry machines <b>Trade fair: Holzhandwerk/fensterbau frontale 2024</b> (19. - 22.03.2024) - Hall plans, exhibitors, innovations
<b>04</b>	02.04.24	12.03.24	18.03.24	<b>Hall and commercial construction</b> Commercial halls, warehouses, sports halls and swimming pools, public buildings, schools & kindergartens, administration buildings, assembly halls, agricultural buildings, riding halls, timber engineering, office buildings	Refurbishment and extension: Effective refurbishment all round: Constructions, connections, insulation, skylights, roofing, sealing	<b>Market trends: Software &amp; Review Roof + Wood 2024 trade fair</b>
<b>05</b>	02.05.24	12.04.24	18.04.24	<b>Roof extension</b> Project examples redensification, insulation materials, construction site equipment, roof windows, dormers, construction process, construction products, construction site safety, dry construction systems, building law, construction details	Renovation and extension: interior insulation for listed buildings	<b>Market trends: Fastening technology: Fasteners, screws, clamps</b>  <b>Trade fair preview: The SmarterE Europe, Trade Fair &amp; Congress, Munich 19 - 21.06.2024</b> 
<b>06 - Edition*</b>	03.06.24	13.05.24	17.05.24	<b>Urban building - new construction, redensification and renovation</b> Timber construction in the city: multi-storey buildings, residential buildings, renovations, extensions and additions, photovoltaics for urban buildings, commercial buildings, schools & kindergartens, construction solutions, thermal insulation, sound insulation, acoustics, fire protection, administrative buildings, timber materials, statics, construction, building systems/materials, detailed solutions for solar energy generation	<b>*increased circulation</b> <b>*also goes to planners, architects and building authorities</b>	

# Topics / Dates 2024

Print edition with extended e-paper	Publication date	Advertising deadline	Print material deadline	Topic of the month	Thematic focus	Market trends / trade fairs
07	04.07.24	17.06.24	21.06.24	<b>Building envelope - facade and roof design</b> Curtain wall and rear-ventilated façades, timber-glass façades, mullion-transom constructions, ETICS, insulation, detailed solutions, fire/sound insulation, building systems/materials, finishing constructions, cladding innovations, roofing, skylights, roof extensions, ventilation technology, solar thermal energy, photovoltaics, heat pumps, heat recovery, passive house standard on the roof	Management: Safety on the construction site: fall protection, scaffolding, safety equipment, cranes; work clothing	<b>Market trends:</b> Insulation and energy-efficient building products; product trends at <b>NordBau (04. - 08.09.2024, Neumünster)</b> 
08	14.08.24	26.07.24	01.08.24	<b>Special edition Machines - Materials - Methods</b> Technical contributions on tools and machines for efficient business management		
09	04.09.24	16.08.24	22.08.24	<b>Building in existing buildings</b> Energy-efficient renovation concepts, extensions, roof extensions, timber panel construction, redensification, municipal approval procedures, fire protection concepts for existing buildings, sound insulation, façade glazing	Master carpenter roof: Old houses, young tiled roofs - how to do it right	<b>Market trends:</b> Daylight - windows, skylights, façade innovations
10	02.10.24	13.09.24	19.09.24	<b>Major projects - new construction and existing buildings</b> Special buildings, bridges, pavilions, multi-storey timber construction, hotel and commercial construction, mixed buildings, administrative buildings, bridges, construction in existing buildings, building physics, fire protection, sound insulation in new buildings		<b>Market trends:</b> Carpentry machines & energy optimization: exterior/interior insulation, wall/roof insulation systems, façade cladding; window solutions
11	04.11.24	15.10.24	21.10.24	<b>International timber construction</b> Project examples, large buildings in the public and commercial sectors, residential construction, building products, international standardization, education and training for carpenters in a country comparison	<b>Refurbishment and extension:</b> Multi-storey buildings effectively refurbished all round - constructions, connections, sealing, insulation, roofing, skylights	<b>IHF Special:</b> Exhibitor Review Innsbruck 2024 - Products, Updates, Trends 
12	03.12.24	14.11.24	20.11.24	<b>Multi-storey timber construction</b> Sound insulation, fire protection, design constructions, project examples, statics, thermal insulation, building systems/materials, detailed solutions, building regulations, dimensioning information, wood materials, assembly, construction solutions	Management: Construction site - safety, equipment, organization <b>Market trends:</b> fasteners, screws, clamps	<b>Trade fair preview BAU 2025:</b> January 13 - 17, 2025, Munich: Hall plans, timber construction trends, international product innovations 



# Display formats



**1/1 page**

210 x 297 mm\*  
185 x 260 mm

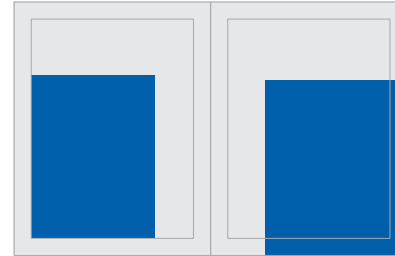


**1/2 page landscape**

210 x 144 mm\*  
185 x 125 mm

**1/2 page high**

102 x 297 mm\*  
90 x 260 mm

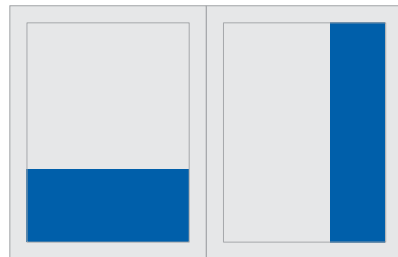


**Junior Page**

144 mm x 210 mm\*  
131 mm x 195 mm



**1/1 page with tip-on card**

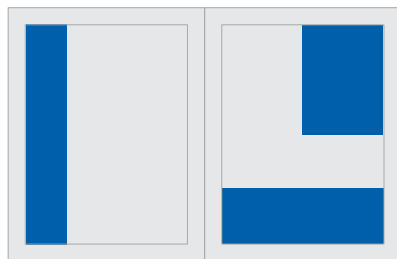


**1/3 page landscape**

210 x 109 mm\*  
185 x 90 mm

**1/3 page high**

63 x 297 mm\*  
50 x 260 mm

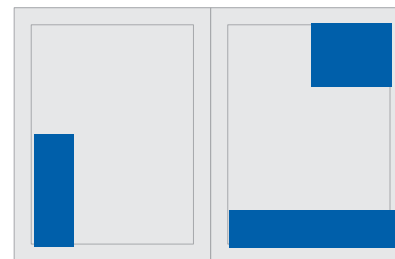


**1/4 page high**

54 x 297 mm\*  
43 x 260 mm

**1/4 page corner**

90 x 125 mm



**1/8 page high**

43 x 125 mm

**1/8 page corner**

90 x 60 mm

**1/4 page landscape**

210 x 79 mm\*  
180 x 60 mm

**1/8 page landscape**

185 x 30 mm



Dimensions width x height  
\* truncated format  
Bleed allowance 5 mm on the open sides

# Advertising rates

## Advertising rates and formats (excluding VAT)

Advertising price list valid from 01.01.2024

Format	Base price b/w	Base price 4c
1/1 page	€ 4,405	€ 6,920
1/2 page	€ 2,330	€ 4,400
1/3 page	€ 1,545	€ 3,610
1/4 page	€ 1,260	€ 3,330
1/8 page	€ 740	€ 2,810
Base price per mm line	€ 6.30	
Cover pages U2/U3/U4 each		€ 7,200
1/2 page flap		€ 11,400
1/2 page table of contents		€ 5,335
1/4 page editorial		€ 4,095
U2 + 1st right side		€ 14,320
Junior Page		€ 4,670

## E-Paper NEW

In all e-paper editions of our print editions you can optionally multimedia content can be integrated into your advertising medium.

Video integration max. 8 MB	300 €
GIF animation	300 €
Survey	from 500 €
Picture gallery	700 €
YouTube-Video (no ad necessary)	1,900 €

Not discountable.

Marketplace	Format	Base price b/w
1/2 across	185 × 125 (210 × 144)	€ 1,670
1/2 high	90 × 260 (102 × 297)	€ 1,670
1/3 transverse	185 × 90 (210 × 109)	€ 1,410
1/3 high	50 × 260 (63 × 297)	€ 1,410
1/4 across	185 × 60 (210 × 79)	€ 900
1/4 high	43 × 260 (54 × 297)	€ 900
1/4 2-column	90 × 125	€ 900
1/8 across	185 × 30	€ 585
1/8 2-column	90 × 60	€ 585
1/8 1-column	43 × 125	€ 585
Base price per mm line		€ 4.60

## Classifieds

Vacancies	25 % discount on the basic advertising price	
Job applications	50 % discount on the basic advertising price	
Industry leader	Industry entry (1 column each)	
	a) Height 3 cm	87.00 €
	b) Height 4 cm	115.00 €
	c) Height 5 cm	141.00 €
	d) Other formats	
	in mm price (1-column)	3.10 €
	One-off fee for logo processing Subscription period: at least 12 issues	35.00 €

## Discounts

If purchased within 12 months (insertion year)

Coloring scale from 1/4 page upwards Quantity scale				
from 3	Display	5 %	from 2	Pages 5 %
from 6	Display	10 %	from 4	Pages 10 %
from 9	Display	15 %	from 6	Pages 15 %
from 12	Display	20 %	from 9	Pages 20 %
			from 12	Pages 25 %

## Placement

Binding placement instructions possible from 1/3 page.

10% placement surcharge from the list price for placements confirmed by the publisher.

## Special forms of advertising

Prices for banderole, gatefolder, superpanorama, L-ad + advertorial, Tip-on-Card, Post-It, etc. on request



## Terms of payment

Direct debit with 2% discount, 10 days net

Bank Details: HypoVereinsbank, München  
 IBAN: DE 54 700 20 27 0001 002 1500  
 BIC: HYVEDEMMXXX


# Special ads



**Title flap**


**1/2 page:** 105 mm × 297 mm  
(untrimmed 111 × 303 mm)

**1/1 page:** 210 mm × 297 mm  
(untrimmed 216 × 303 mm)



**Banderole**

Height can be adjusted



**Gatefolder**

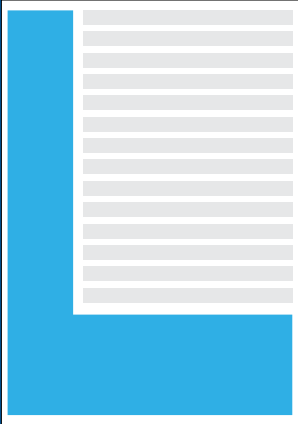
3-sided, opening to the right or left  
Format details are available on request



**Post-it on editorial pages**

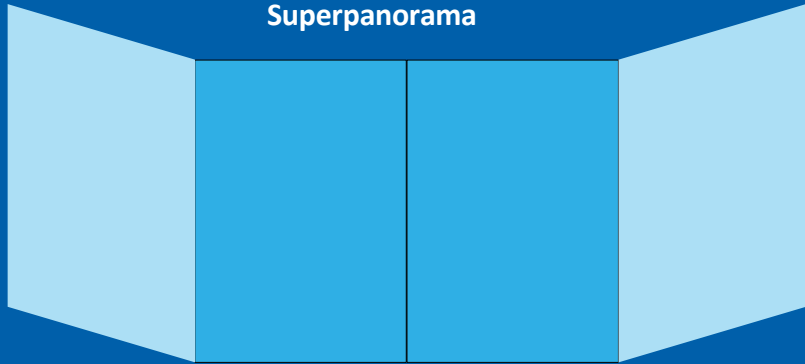
Format details are available on request

# Special ads



**L-advertisement and advertorial**


Format details are available on request



**Superpanorama**

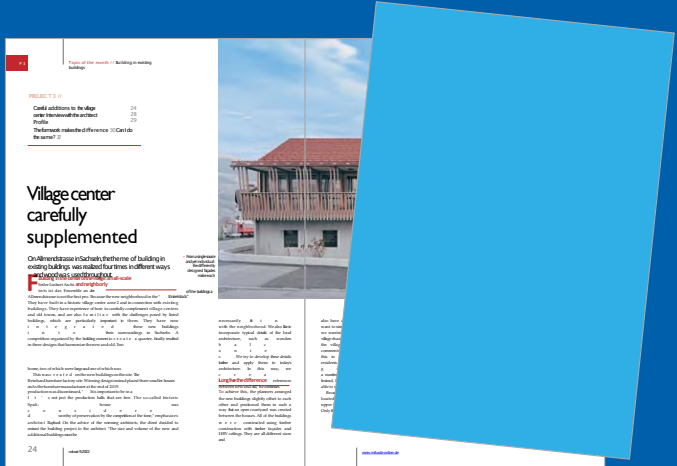
6-sided, opening to the right and left

Format details on request



**Bound inserts**

- 2 sheets = 4 pages (untrimmed 432 × 305 mm): € 9,790
- 3 sheets = 6 pages (untrimmed 216 × 305 mm): € 14,545
- 4 sheets = 8 pages (untrimmed 432 × 305 mm): € 18,900



**Supplements**

Format  
max. 200 × 290 mm  
min. 105 × 140 mm

Price Insert fees up to  
25 g total weight: per  
thousand € 465

# Special edition

## Machines - Materials - Methods

In this special edition, the focus is on tools, machines and everything that makes the daily work of roofers, carpenters and plumbers faster, easier and therefore more economical. The editorial team focuses on tool tests and comparisons, scaffolding and cranes, software and digitalization, from digital working time recording to drones for digital measurements. The companies learn about ways to increase profitability and thus improve the company's return on investment - and make their business fit for the future with modern technologies.

### TWO MAGAZINES - ONE PRIZE

Issue 08/24 with the special topic Machines - Materials - Methods will be distributed with a total circulation of 20,400 copies. The mikado 2024 advertising rates apply.

Advertising deadline: 26.07.2024

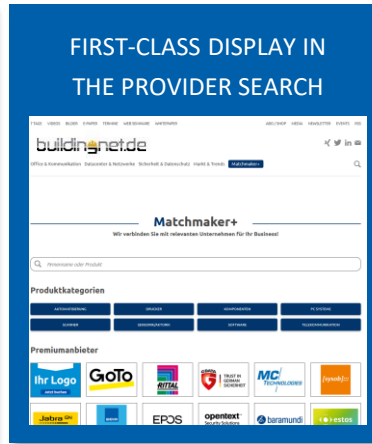
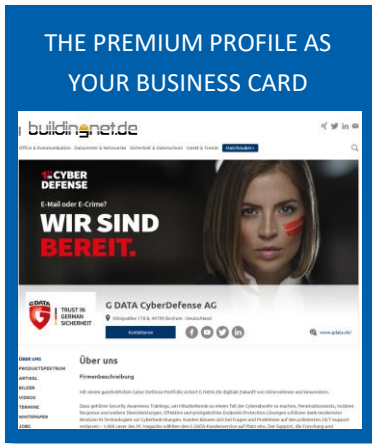
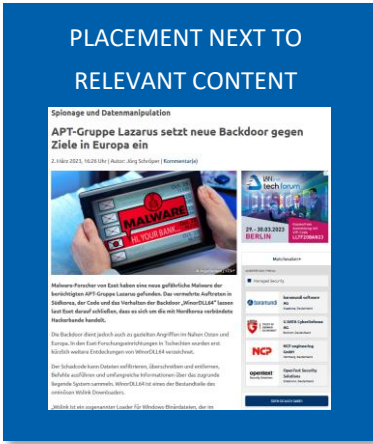
Publication date: 14.08.2024



# Matchmaker+

buildingnet.de

All this offers you We connect you with relevant companies for your business!



- Advantages**
- Address customers when they are interested in your topics and products!
  - Build trust and benefit from our strong content and brands!
  - Generate qualified leads thanks to the professional presentation of your company and your products as a premium provider!

	Starter	Advanced	Premium
	only 2,990€*	only 4,990€* <b>TOP SELLER</b>	only 6,190€*
<b>Premium company profile</b> with extended design options	●	●	●
Logo insertion in our <b>newsletters</b>	●	●	●
Your integration as a partner in our <b>print editions</b>	●	●	●
<b>Topic keywords**</b> to place your message alongside suitable editorial content	1	4	5
<b>Individual design</b> of the placement as a content box	-	●	●
Post on the LinkedIn <b>social media channel</b> with a link to the premium entry	-	●	●
<b>Profile maintenance and setup</b> by our team	-	-	●

\* Term 12 months, start date freely selectable. After 12 months, the subscription is extended indefinitely with a notice period of one month.  
 \*\* Topics or products that match your company. Keywords limited to a maximum of 36,000 page views per year; additional keywords or extensions can be booked at any time.

# Technical data

## Inserts / bound-in inserts / stickers / CDs

Supplements
Minimum format 105 mm width × 140 mm height
Maximum format 200 mm width × 290 mm height

Inserts must be delivered trimmed and folded as finished end products. Folded products must be closed towards the collar and suitable for machine processing. Please observe the delivery conditions of our printing partner.

Bound inserts - at least 4 pages / 100 g/sqm
Minimum format 105 mm width × 140 mm height
Maximum format Format of the carrier product
Booklet size trim: 6 mm head trim, min. 3 mm front and foot trim

Bound inserts must be delivered uncut and folded. Multi-page bound inserts must be closed towards the binding and suitable for machine processing. The type and design of bound inserts must be such that additional preparation and processing is not required. Difficulties and additional folding and gluing work will be invoiced separately.


Before accepting and confirming the order, a binding sample or, if necessary, a blank sample with size and weight specifications must be submitted.

Bound inserts must be designed in such a way that they are recognizable as advertising and cannot be confused with the editorial section. The placement of bound inserts depends on the technical possibilities. Bound inserts printed on a material other than paper can only be accepted with the prior consent of Swiss Post, which must be obtained from the publisher.

Printing process Processing	
Magazine format	cropped format 210 mm wide × 297 mm high plus 3 mm bleed on all four sides Processing: saddle stitching
Type area	185 mm wide × 260 mm high 4 columns each 45 mm wide
Printing process	Cover: Sheet-fed offset Content: Web offset
Colors	Printing colors (CMYK) according to ISO 12647-2 (PSO). Special colors on the cover are possible on request. Minor tonal value deviations are due to the tolerance range of web offset printing. Solid black areas should be underlaid with a 40 % screen in cyan.
Data formats	Printable closed PDF files. Please send one PDF file per individual page. Relevant graphic and text elements must be at least 5 mm from the bleed. Image resolution 600 dpi
Proof	Proof according to "Medienstandard Druck" (bvdn). Digital proofs without FOGRA media wedges are not considered color binding.
ICC profile	Cover: iso coated_v2_eci.icc (Fogra 39L) Content: PSO_INP_Paper_eci.icc (Fogra 48L) The corresponding profiles are available for download at <a href="http://www.eci.org">www.eci.org</a> .
Data transmission	Please send the data (up to 10 MB) to: <a href="mailto:DISPO.mikado_dbm@wekanet.de">DISPO.mikado_dbm@wekanet.de</a>
Data archiving	Data is archived, unchanged repetitions are therefore generally possible. However, no data guarantee is given.


Warranty	We cannot accept any liability for delays and errors caused by incorrect data.
Contact us	Max Kandler Phone +49 82 33 23 71 35 <a href="mailto:DISPO.mikado_dbm@wekanet.de">DISPO.mikado_dbm@wekanet.de</a>

Subscription prices:  
 Annual subscription print domestic: € 174.61, thereof € 147.66 magazine, € 26.95 postage  
 Annual print subscription abroad: € 183.96, including € 147.66 magazine, € 36.30 postage  
 Student subscription print domestic: € 126.46, of which € 99.51 is the magazine, € 26.95 postage  
 Student subscription print abroad: € 135.81, of which € 99.51 is the magazine, € 36.30 postage  
 Single issue print: € 15.80, incl. current VAT, plus € 3.00 shipping costs  
 Single issue digital: €15.80, incl. current VAT, excluding shipping costs  
 Annual e-paper subscription: € 147.66 incl. VAT, excluding shipping costs  
 Frequency: 12 times a year



### Shipping address

**Delivery note:**  
 For *mikado* magazine, issue (no.)  
 Vogel Druck und Medienservice GmbH Goods receiving department, Leibnizstraße 5, 97204 Höchberg



### Terms of payment

Direct debit with 2% discount, 10 days net

Bank Details: HypoVereinsbank, München  
 IBAN: DE 54 700 20 27 0001 002 1500  
 BIC: HYVEDEMMXXX

Our general terms and conditions apply ([www.weka-businessmedien.de/de/agb](http://www.weka-businessmedien.de/de/agb))

# Forms of advertising

## BANNER FORMATS WEBSITE

Labels on the left: Skyscraper

Labels on the right: Skyscraper, Sitebar

Ad formats highlighted: Large-/ Leaderboard, Billboard, Medium Rectangle/ Video Ad, Halfpage Ad, Native Ad Content Super Banner, Medium Rectangle

## SPECIAL FORMATS WEBSITE

Labels on the left: Fireplace

Labels on the right: Wallpaper 1, Wallpaper 2

Ad formats highlighted: Wallpaper 1, Wallpaper 2

## MOBILE ADVERTISING FORMATS

Mobile banner 6:1  
Mobile Banner 4:1

Mobile Rectangle

Halfpage Ad

Mobile interstitial

## BANNER FORMATS NEWSLETTER

Labels on the left: Leaderboard

Labels on the right: Position 1 Below the editorial, Position 2 and 3 Within the messages, Position 4 At the end of the newsletter

Ad formats highlighted: Leaderboard, Position 1 Below the editorial, Position 2 and 3 Within the messages, Position 4 At the end of the newsletter, Small Rectangle Example placement



STANDARD ADVERTISING FORMATS	DIMENSION (px)	CPM
Banner/Leaderboard	728x90	170 €
Skyscraper	160x600	220 €
Medium Rectangle	300x250	180 €
Mobile banner - 4:1	320x75	130 €
Mobile banner - 6:1	320x50	280 €

BIG ADS	DIMENSION (px)	CPM
Large Leaderboard	970x90	340 €
Billboard	970x250	260 €
Halfpage Ad	300x600	220 €
Sitebar	300x600	390 €
Mobile Rectangle	300x250	260 €
Video Ad / Outstream	1280x720	210 €

SPECIAL FORMATS	DIMENSION (px)	CPM
Native Ad	s. Specifications	400 €
Content Super Banner	640x250	400 €
Mobile interstitial	320x480	400 €
Mobile Halfpage	300x600	400 €
Wallpaper 1 (Leaderboard, Skyscraper)	728x90/160x600	240 €
Wallpaper 2 (Large Leaderboard, Halfpage Ad)	970x90/300x600	430 €
Fireplace	990x90/160x600	510 €

TARGETING	SURCHARGE PER CRITERION
Keyword / Contextual	+25 €
Technical (e.g. time, browser)	
Geographical	
Retargeting	
Exclusion of individual devices	

NEWSLETTER	FIXED PRICE PER SHIPMENT
Leaderboard (630x90)	1,040 €
Small Rectangle (291x156)	390 €
Billboard (630x200)/ Native ad without logo/ <small>Visualization like article                      Headline + image + text and ad URL (max. 1 link)                      Image: 225 x 127 pixels, max. 200 KB                      Headline: max. 40 characters, text: max. 300 characters each incl. spaces</small>	Position 1-4 705 €
Text ad with logo <small>like Native Ad only with logo (150x150 px)</small>	
Leaderboard in the e-Paper Newsletter	2,590 €



[Technical specifications](#)

# Newsletter theme plan

Newsletter / E-Paper	Date	Topic
Extended E-Paper 1-2	January 17, 2024	Timber engineering
01	January 23, 2024	Topic: Timber engineering
02	February 06, 2024	Topic: Roof + Wood 2024
Extended E-Paper	February 21, 2024	Roof + Wood International 2024
03	February 21, 2024	Topic: Trade fair calendar
Extended E-Paper 3	March 03, 2024	Residential construction - renovation, modernization, new construction
04	March 05, 2024	Topic: Residential construction - New construction
05	March 19, 2024	Topic: Residential construction - Refurbishment
06	March 26, 2024	Topic: Commercial vehicles for carpenters
Extended E-Paper 4	April 01, 2024	Hall and commercial construction
07	April 02, 2024	Topic: Hall and commercial construction
08	April 16, 2024	Topic: Refurbishment and expansion
09	April 25, 2024	Topic: The smarter E
Extended E-Paper 5	May 01, 2024	Roof extension
10	May 07, 2024	Topic: Roof extension
11	May 21, 2024	Topic: Software
Extended E-Paper 6	June 01, 2024	Urban building - new construction, redensification and renovation
12	June 04, 2024	Topic: Urban building - New construction
13	June 18, 2024	Topic: Urban construction - Refurbishment

Newsletter / E-Paper	Date	Topic
Extended E-Paper 7	July 03, 2024	Building envelope - facade and roof design
14	July 04, 2024	Topic: Building envelope - Facade
15	July 18, 2024	Topic: Building envelope - Roof design
16	August 01, 2024	Topic: NordBau 2024
Extended E-Paper 8	August 13, 2024	Special edition Machines - Materials - Methods
17	August 14, 2024	Topic: Machines, materials, methods
Extended E-Paper 9	September 03	Building in existing buildings
18	September 05, 2024	Topic: Building in existing buildings
19	September 19, 2024	Topic: Pitched roof
Extended E-Paper 10	October 01, 2024	Major projects - new construction and existing buildings
20	October 02, 2024	Topic: Major projects
21	October 17, 2024	Topic: IHF 2024
22	October 31, 2024	Topic: mikado-web-award 2025
Extended E-Paper 11	November 03, 2024	International timber construction
23	November 07, 2024	Topic: Safety on the construction site
24	November 21, 2024	Topic: International timber construction
Extended E-Paper 12	December 02, 2024	Multi-storey timber construction
25	December 05, 2024	Topic: Multi-storey timber construction
26	December 19, 2024	Topic: Trade fair preview BAU 2025



# Do you have any questions?

We will be happy to advise you!



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