

DIE SCHWEIZER BAUSTOFF-INDUSTRIE

L'industrie suisse des matériaux de construction

MEDIA DATA 2025



At a Glance



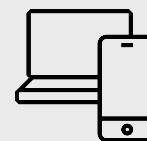
PRINT → DIE SCHWEIZER BAUSTOFF-INDUSTRIE

The magazine focuses on the extraction of construction raw materials, their further processing in asphalt and concrete plants, and their subsequent use on construction sites. As an advertising partner, you benefit from target group-specific reach in a high-profile environment.



ONLINE → baunetzwerk.biz

The information portal for decision-makers in the raw materials and building materials industry as well as the construction industry, including civil engineering and road construction, brings together information about raw materials extraction, building materials production and their uses. The website and newsletter provide direct digital access to the industry.



PRINT RUN

Ø 2,600

Average per issue 01/07/2023 to 30/06/2024

PAGE IMPRESSIONS

Ø 47,000

Source Google Analytics,
monthly average 01/2024-06/2024

NEWSLETTER RECIPIENTS

~ 1,500

per mailing (as of July 2024)

Topics 2025

Issue	1 January/February	2 March/April	3 May/June	4 July/August	5 September/October	6 November/December
Deadline	03/02/25	26/03/25	16/05/25	22/07/25	12/09/25	04/11/25
Printing data deadline	05/02/25	28/03/25	20/05/25	24/07/25	16/09/25	06/11/25
Publishing date	28/02/25	24/04/25	16/06/25	18/08/25	10/10/25	01/12/25
Topics	Construction materials and technology, concrete/bitumen Gravel mining/gravel extraction/renaturalisation Recycling and reutilisation Circular economy in practice Tunnelling: technology and processes, formwork, segments Construction machinery: Crushers/concrete mixers, concrete pumps	Plant engineering/conveyor technology Construction materials: recycling, urban mining, circular concrete Construction machinery: excavators, dumpers, wheel loaders, tippers Digitalisation in machine control Vocational training/further education Occupational safety, health protection Preview of Gravel, Concrete and Recycling Days 2025 Basel	Review of Gravel, Concrete and Recycling Days 2025 Basel Gravel plant/gravel mining/recultivation Concrete construction/ formwork/scaffolding Infrastructure construction: roads, bridges, transport routes Current tunnelling projects Review of bauma, Munich Construction machinery: maintenance, service, servicing	Review of Gravel, Concrete and Recycling Days 2025 Basel Gravel plant/gravel mining/recultivation Concrete construction/ formwork/scaffolding Infrastructure construction: roads, bridges, transport routes Current tunnelling projects Review of bauma, Munich Construction machinery: maintenance, service, servicing	Preview of FSKB-Herbstanlass 2025 Plant engineering/conveyor technology/processing Concrete, construction material extraction and processing Occupational safety/ health/ accident prevention Logistics in the gravel plant: lorries, transporters, dump trucks Digitalisation in the construction industry	Gravel mining/gravel extraction Plants: screening, classifying, dosing Circular economy/Urban Mining Construction material recycling and reutilisation Tunnelling in Europe Infrastructure/road construction Vocational training/further education
Trade fairs and exhibitions	■ Review: BAUMAG, Luzern ■ Preview: bauma, München	-	-	-	-	-

The main topics do not define the overall content. Current articles supplement the respective reporting. Subject to changes without notice.

At a Glance	Topics	Target Groups	Circulation & Distribution	Advertisements	Advertorial Print	Digital	Newsletter
Banners	Social Media	Advertorial Online	Lead Generation	tech. Specifications	Portfolio	Contact	schlütersche

Target Groups

Owners & management



Owners and management of construction and extraction companies, processing industries and transport service providers

Executives



Managers, senior employees from the gravel / sand industry, brick industry, natural stone and cement industry

Investment decision-makers and planners



Decision-makers and planners from transport companies, the concrete industry, public authorities, road construction and civil engineering as well as the recycling / demolition / disposal sectors

Science and engineering companies



Engineers, employees from science, technology and mechanical engineering as well as decision-makers and multipliers from the fields of planning, research and teaching

Print



Copies per issue, as of July 2024

Publication frequency: 6 x per year
57th volume 2025

PRINT RUN

Ø 2,600

ACTUAL DISTRIBUTED
CIRCULATION

2,567

Our tip for all print products: use our sliding scale discounts!

if purchased within 12 months
(insertion year)

Frequency scale
3 times 5 %
6 times 10 %
9 times 15 %

Supplements and technical
costs are not discountable.
For more extensive contracts,
conditions on request.

COMBINATIONS

5% discount when booking 2 construction titles. Combination discount for print + online **on request**.

Circulation and Distribution Analysis

VOLUME..... 57th volume 2025

CIRCULATION ANALYSIS

Copies per issue on an annual average from 1 July 2023 to 30 June 2024

Druckauflage.....	2,600	
Tatsächlich verbreitete Auflage (tvA).....	2,567	of those, outside Switzerland.....769
Verkaufte Auflage.....	1,009	of those, outside Switzerland..... 220
– Subscribed copies.....	687	of those, for members..... 212
– of those, for members.....	437	
– Retail sales.....	0	
– Other sale.....	322	
of those, outside Switzerland.....	8	
Free copies.....	1,558	
of those, outside Switzerland.....	522	
Rest-, Archiv- und Belegexemplare.....	33	

GEOGRAPHISCHE VERBREITUNGSANALYSE

Economic area:	Share of actual distributed circulation	
	%	Copies
Domestic:	70.1	1,798
Abroad:	29.9	769
Actual distributed circulation:	100.00	2,567

Summary of the Analysis Method

SUMMARY OF THE ANALYSIS METHOD FOR DISTRIBUTION ANALYSIS (AMF SCHEME 2, ITEM 18)

1. Analysis method:

- Distribution analysis through file evaluation – full analysis

2. Description of the recipients at the time of data collection:

2.1. Type of file:

The recipient file contains the addresses of all recipients.

Based on the available postal data, the file can be sorted according to postcodes or domestic and foreign addresses.

2.2 Total number of recipients in the file: 6,787

2.3 Total number of varying recipients: 4,816

2.4 Structure of recipients of an

average issue according to forms of distribution:

- Sold circulation. 1,009

of those: subscribed copies 687

Retail sales 0

Other sales 322

- Free copies. 1,558

of those: permanent free copies 344

rotating free copies 1,164

advertising copies. 50

Actual distributed circulation 2,567
of those, domestic 1,798
of those, abroad 769

3. Description of the analysis

3.1 Population (proportion studied)

Actual distributed circulation 2,567 = 100.0%

of those, not included in the analysis: 107 = 4.17%

- Retail sales 0

- Other 57

- Advertising copies 50

Of the actually distributed circulation,

the analysis represents 2,460 = 95.83%

3.2 Date of file evaluation 26.08.2023

3.3 Description of the database:

The analysis is based on the complete file. The shares determined for circulation in Germany and abroad were projected onto the actual average annual circulation in accordance with AMF Item 17.

3.4 Target of the analysis: not applicable

3.5 Definition of the reader: not applicable

3.6 Analysis period: 01/07/2022 to 30/06/2023

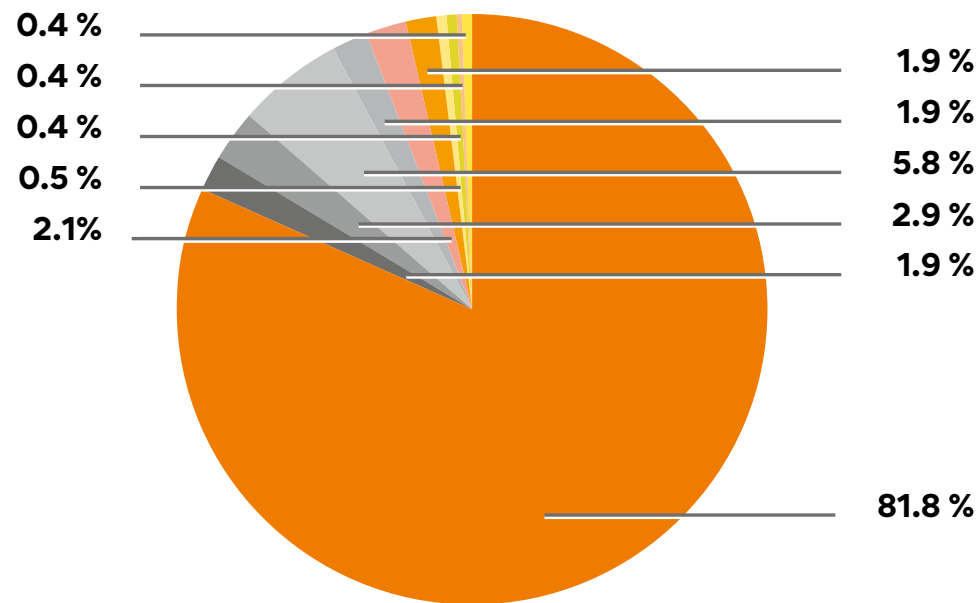
3.7 Execution of the analysis: publishe

Recipient Structure Analysis

SECTORS/INDUSTRIES/SPECIALIST FIELDS/OCCUPATIONAL GROUPS

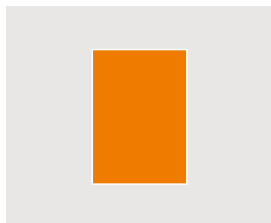
Recipient groups:	Share of actual distributed circulation	
	%	Expl.
Building contractors	81.8	2,100
Road traffic engineering	1.9	49
Extraction operations	2.9	76
Manufacturers of construction materials	5.8	148
Demolition/disposal	1.9	49
Government agencies / authorities / associations	2.1	53
Construction machinery / system	1.9	49
Advice / planning	0.5	12
Swiss General Contractors' Association (VSGU)	0.4	11
Members of the Swiss Mischgut Association	0.4	11
Miscellaneous	0.4	11
Total:	100.0	2,567

* Base: Publisher file, multiple answers possible.



Advertisements

1/1 page



Bleed: 210 × 297 mm

4,390 CHF

Junior page

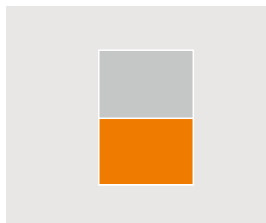


Bleed: 132 × 187 mm

Type area: 115 × 165 mm

2,390 CHF

1/2 page landscape



Bleed: 210 × 148 mm

Type area: 175 × 121 mm

4,390 CHF

1/2 page portrait

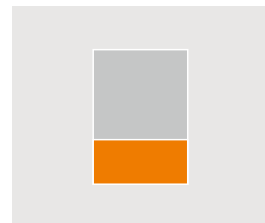


Bleed: 100 × 297 mm

Type area: 85 × 248 mm

4,390 CHF

1/3 page landscape



Bleed: 210 × 102 mm

Type area: 175 × 79 mm

1,750 CHF

1/3 page portrait

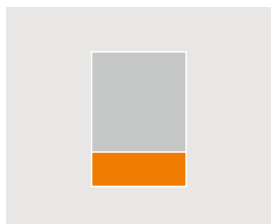


Bleed: 68 × 297 mm

Type area: 55 × 248 mm

1,750 CHF

1/4 page landscape



Bleed: 210 × 79 mm

Type area: 175 × 58 mm

1,390 CHF

1/4 page portrait



Bleed: 52 × 297 mm

Type area: 40 × 248

1,390 CHF

1/4 page 2-column

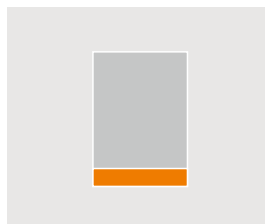


Bleed: 100 × 148 mm

Type area: 85 × 121 mm

1,390 CHF

1/8 page landscape

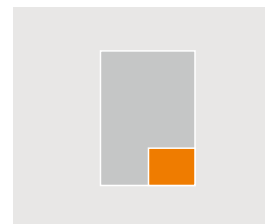


Bleed: 210 × 45 mm

Type area: 175 × 26 mm

850 CHF

1/8 page 2-column



Bleed: 100 × 79 mm

Type area: 85 × 58 mm

850 CHF

Invoicing in **EURO** is possible.
The exchange rate at the time of
the order confirmation applies.

Bleed plus 3 mm bleed overleaf

At a Glance

Banners

Topics

Social Media

Target Groups

Advertorial Online

Circulation & Distribution

Lead Generation

Advertisements

techn. Angaben

Advertorial Print

Portfolio

Digital

Contact

Newsletter

schlütersche

Classified Ads and Special Placements

CLASSIFIED ADS

Purchases/sales,	
Job offers	5.67 CHF
Job requests	4.64CHF

PLACEMENT SURCHARGES

Title area 194 x 180 mm	on request
Display across the gutter	Surcharge 10 %
Binding placement	Surcharge 20 %

TEXT FOR COVER PICTURE

Headline max. 40 characters and text max. 220 characters
+ company address and contact details

Special Formats

Bound inserts



Scope: 2- 4 pages

Format: 213 x 307 mm

Submission of a sample required.

Weight: 130 - 170 g/m²

Special formats on request.

BOUND INSERTS

Quantity 2,800, format 213 x 307 mm.

(Head trim: 5 mm, inner edge: 3 mm)

- Two pages 2,850 CHF
- Four pages 4,790 CHF

Supplements



Format: 105 x 148 – 200 x 283 mm Weight: up to 50g, Single sheets DIN A6 min. 150 g/m², Single sheets larger than DIN A6 min. 115 g/m²

Prices for heavier inserts and partial bookings on request. Submission of a sample required.

from 390 CHF/thousand

Affixed advertising material



Affixed postcards/product samples/CDs/brochures. Can only be booked in conjunction with an advertisement (1/2) or bound insert. Only total print run bookable, submission of binding sample required.

from 290 CHF/thousand

Yearbook

The supplier and service provider directory for the Swiss building materials industry



Photo: Werner Müller

Industry partners introduce themselves.

Advertisement deadline: 29/10/2025

Copy deadline: 01/11/2025

The yearbook is published in the December issue of DIE SCHWEIZER BAUSTOFF-INDUSTRIE.

Prices:

Company portrait 1/1 page 1,250 CHF

The yearbook is also published as an eMagazine at www.baunetzwerk.biz

Additional eMagazine options:

Link to a video 38 CHF

Native Advertising: Print-Advertorials

Offer your target group **value-added content** with a print advertorial. It is similar in layout to the editorial contributions in the magazine and is marked as an “advertisement”.

Here you have **space for your informative, promotional content**: this is placed **directly in the editorial environment** with the look & feel of the magazine, which increases the credibility of your advertising message and boosts relevance among readers.

Your benefit

This format is particularly suitable for drawing the attention of your target group to your brand or product. **You provide us with the images and you can choose to** supply the content yourself or have it professionally created or edited by our specialist editorial team.

Thinking across channels:
book a cross-media campaign with
online and print advertorial!

*Additional ad formats available; prices on request.

Advertorial basis



Delivered article in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

SPECIFICATION

- ▶ Your texts are used 1:1 as delivered
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement

Price e.g. for a 1/1 page*: **4,390 CHF**

Advertorial premium



Article optimised or newly created by the editorial team in the text/image standard of the magazine. The focus should be on the added value of the content for the reader. Placement in the editorial environment and marked as an advertisement.

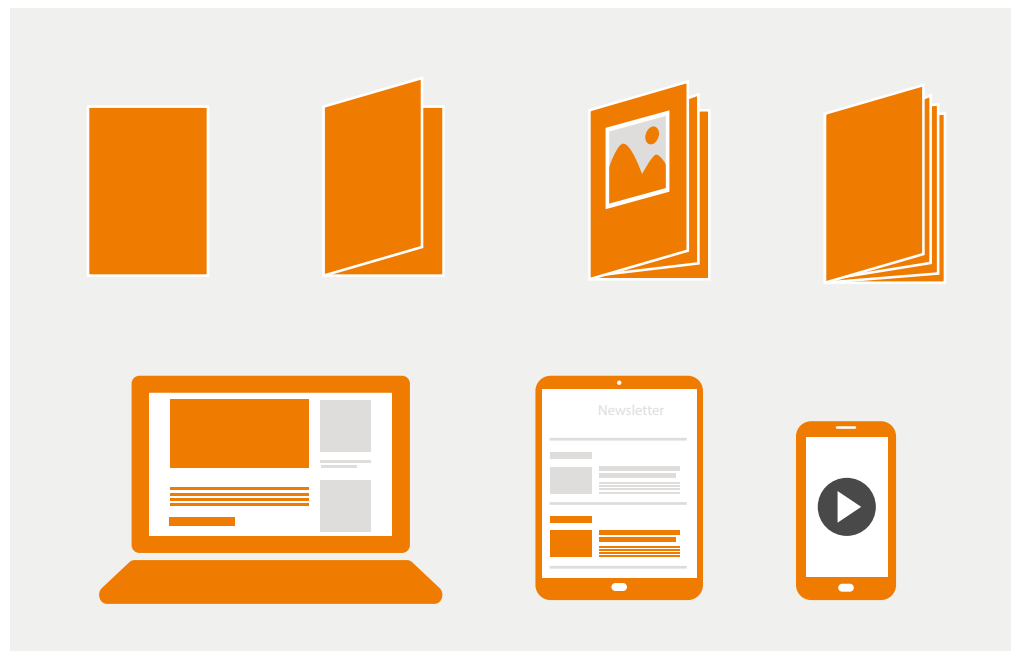
SPECIFICATION

- ▶ Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement

Price e.g. for a 1/1 page*: **5,750 CHF**

Corporate Publishing

Content with added value – tailored to your needs and goals

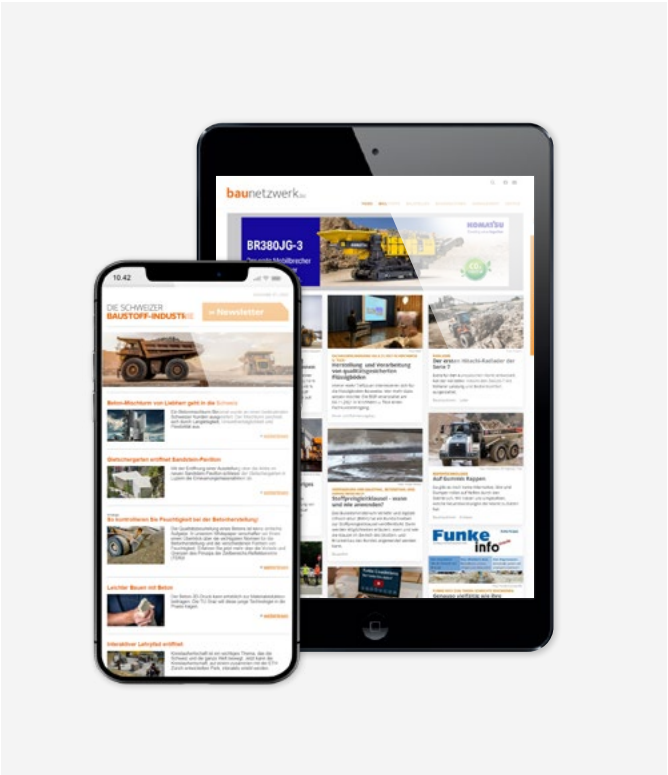


We design your individual communication for your target group and increase your profile. Whether classically as a print product, as a digital magazine with image galleries, videos, audio commentaries or via podcasts – the medium and content are optimised for communicating with customers, employees, press or multipliers.

The specialist content is exclusively aimed at your industry and your specific target group. Introduce your company and its products, innovations or personnel changes. Schlütersche handles all the agency work for you and creates content that gets you noticed and influences purchasing decisions.

We are happy to advise you on suitable solutions.

Price on request



PAGE IMPRESSIONS

Ø 47,000

Source Google Analytics,
monthly average 01/2024-06/2024

VISITS

Ø 21,350

Source Google Analytics,
monthly average 01/2024-06/2024

LENGTH OF VISIT

Ø 27,100

Source Google Analytics,
monthly average 01/2024-06/2024

NEWSLETTER RECIPIENTS

~ 1,500

per mailing (as of July 2024)

Newsletter

Fullsize Banner



The full-size banner is placed centrally between individual news articles. If you book the premium placement, it is placed in a particularly attention-grabbing position above the first news article.
Format: 468 x 60 px

550 CHF
Premium
placement: 790 CHF
per dispatch

Medium Rectangle



The medium rectangle is placed in a high-profile position between individual news articles in the middle of the editorial content.
Format: 300 x 250 px

650 CHF
per dispatch

Wide Banner



The wide banner is placed centrally across the entire width of the newsletter between the individual news items.
Format: 600 x 120 px

750 CHF
per mailing

Text Ads



Text ads are structured in the same way as our articles and marked with the word "advertisement". They include 1 image (480 x 320px), 1 headline (max. 55 characters), 1 teaser text (max. 300 characters) with a link to your chosen URL.

750 CHF
per dispatch

Standalone Newsletter



The standalone newsletter is structured to match the look and feel of the regular newsletter in terms of content, layout and design and marked with the word "advertisement". The content of the entire newsletter is provided by the customer. Incl. one correction loop.

1,990 CHF
per dispatch

Text Ad Recruiting



Text ads are structured in the same way as our articles and marked with the word "advertisement". They include 1 image (480 x 320 px), 1 headline (max. 55 characters), 1 teaser text (max. 300 characters) with a link to your chosen URL.
Fixed placement at the end of the newsletter.
Separation line marked with 'Job of the week/month'.

Job of the month:
890 CHF
per month

New
format

Newsletter Dates

DIE SCHWEIZER
BAUSTOFF-INDUSTRIE

» Newsletter



Beton-Mischturm von Liebherr geht in die Schweiz



Ein Betonmischturm Betomat wurde an einen bedeutenden Schweizer Kunden ausgeliefert. Der Mischturm zeichnet sich durch Langlebigkeit, Umweltverträglichkeit und Flexibilität aus.

[» weiterlesen](#)

Gletschergarten eröffnet Sandstein-Pavillon



Mit der Eröffnung einer Ausstellung über die Arktis im neuen Sandstein-Pavillon schliesst der Gletschergarten in Luzern die Erneuerungsmassnahmen ab.

[» weiterlesen](#)

Anzeige

So kontrollieren Sie Feuchtigkeit bei der Betonherstellung!



Die Qualitätsbeurteilung eines Betons ist keine einfache Aufgabe. In unserem Whitepaper verschaffen wir Ihnen einen Überblick über die wichtigsten Normen für die Betonherstellung und die verschiedenen Formen von Feuchtigkeit. Erfahren Sie jetzt mehr über die Vorteile und Grenzen des Prinzips der Zeitbereichs-Reflektometrie (TDR)!

Month	Issue	Dispatch
January	1	15/ 01/ 25
February	2	17/ 02/ 25
March	3	17/ 03/ 25
April	4	15/ 04/ 25
May	5	15/ 05/ 25
June	6	16/ 06/ 25
July	7	15/ 07/ 25
August	8	18/ 08/ 25
September	9	15/ 09/ 25
October	10	15/ 10/ 25
November	11	17/ 11/ 25
December	12	15/ 12/ 25

Banner



Skyscraper



Eye-catching advertisement that is displayed on the right or left side of the website. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage.
Displayed on mobile devices as Content Ad 4:1 (300 x 75 px).

Sizes
Standard: 120 x 600 px **850 CHF** per month
Wide: 160 x 600 px **950 CHF** per month

Medium Rectangle



Centrally positioned advert in the middle of the editorial content. Static/animated graphics or HTML5 animations are possible. Appears on all article pages. Displayed on mobile devices.

Sizes
300 x 250 px **990 CHF** per month

Native Teaser



Authentically embedded advertisement within the article design with fixed placement on the homepage and article pages. Displayed on mobile devices.

Sizes
Image format 16:9 (640 x 360 px)
Overline max. 30 characters
Title line max. 55 characters
Teaser text max. 156 characters
1,050 CHF per month



Note for all banners: in rotation with max. 4 advertisements

Banners

Billboard



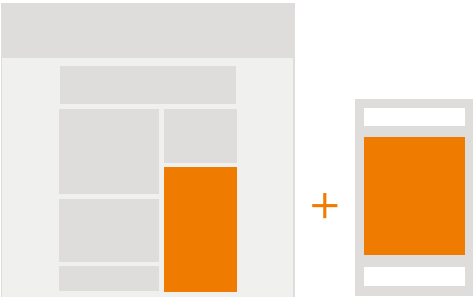
Eye-catching advertisement directly under the website navigation. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Displayed on mobile devices.

Displayed on mobile devices as Content Ad 3:1 (300 x 100 px).

Größe
1075 x 250 px
(alternativ: 970 x 250 px)

1,090 CHF
per month

Halfpage-Ad



Large-format advertising banner within the sidebar. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Displayed on mobile devices as Halfpage Ad.

Größe
300 x 600 px

1,090 CHF
per month

Wallpaper



Large advertising format, the superbanner and a skyscraper join together to create a single advertising space. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Displayed on mobile devices as Content Ad 2:1 (300 x 150 px)

Sizes
728 x 90 px
120 x 600 px or 160 x 600 px

1,490 CHF
per month

Fireplace-Ad



Extra-large advertising format that creates a downward-facing frame around the website content. The seamlessly connected advertising spaces give the whole page the look of the advertiser. Static/animated graphics or HTML5 animations are possible. Appears on all pages, including the homepage. Displayed on mobile devices as Content Ad 2:1 (300 x 150 px).

Sizes
1125 x 270 px or 1125 x 90 px
120 x 600 px or 160 x 600 px

1,490 CHF
per month

Produkt
optimiert

Note for all banners: in rotation with max. 4 advertisements

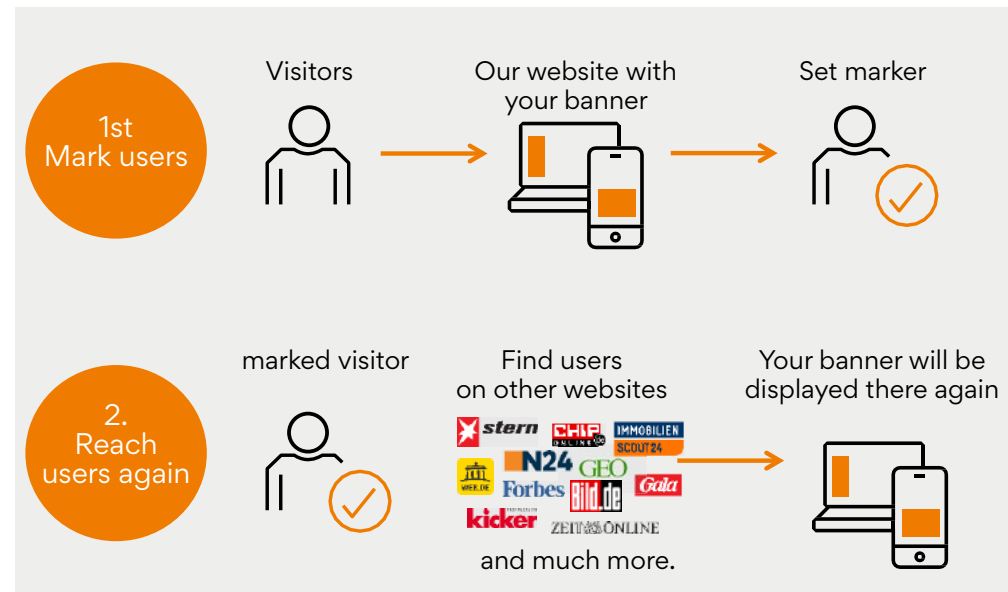
Retargeting

Get a **better result** from your campaign with multiple approaches: extend your banner advertising with retargeting and **benefit twice!**

Here's how it works

All users who visit our website are **tagged**. If a user then visits another website from our **"Top 100 AGOF" marketing network**, we will also display **your banner** there.

We determine together in advance how many **ad impressions (insertions)** we will realise for your banner in this environment. At the end of the runtime, you will also receive a report on the **exact reach achieved by your campaign**.



Price from 990 CHF. Details and further information on request.

Social Media Ads in our target group

New in 2025!

Targeted visibility and reach with our media brand

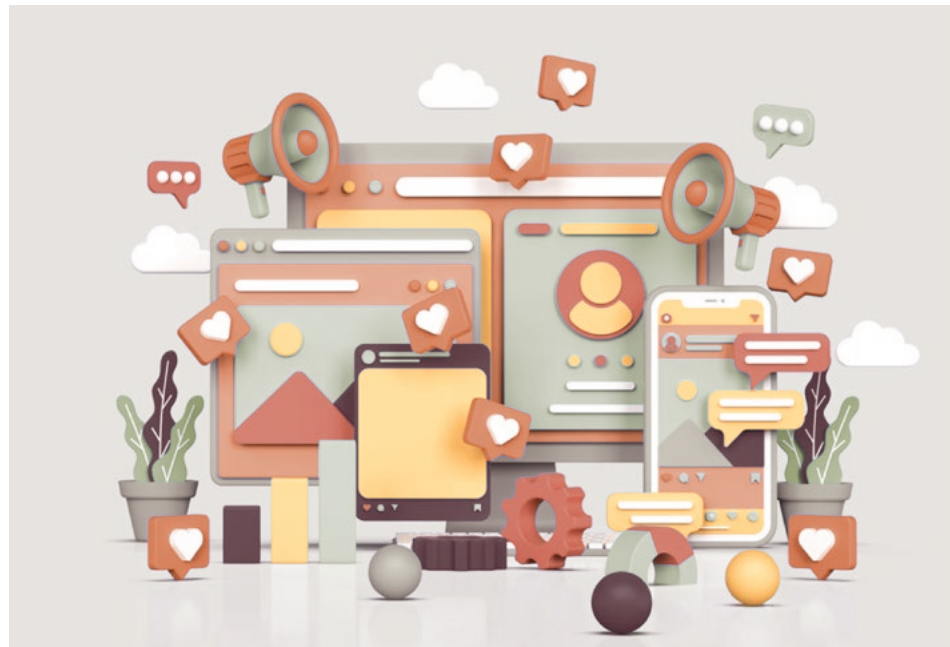
With our established media brand as the sender of your social media campaign, we bring the trust that your target group expects and which is important for the success of your advertisement. This ensures that your message is credible and targeted.

Here's how it works

- ▶ We address the target group of our brand directly
- ▶ We create your digital advertisements with our media brand as sender
- ▶ We place, control and monitor your campaign in a cost-optimised way
- ▶ You receive a report after your campaign has expired and you can easily extend it at any time

Ideal for

- ▶ classic product advertising
- ▶ brand and image building
- ▶ Like Ads (follower growth)
- ▶ content distribution
- ▶ recruiting



Google €* 990.00

Forecasted reach: approx. 10,000 impressions

Facebook und Instagram €* 990.00

Forecasted reach: approx. 15,000 impressions

LinkedIn €* 1,490.00

Forecasted reach: approx. 8,000 impressions

Our recommendation

Combine social media ads with booked online advertorials for a targeted increase in reach.

Runtime 4 weeks
***Media budget included!**

Wider reach packages on request!

Native Advertising: Online Advertorials

Advertorials offer plenty of **space for your promotional content** and are placed directly in the editorial environment with the look & feel of our media brand. This format is particularly suitable for drawing the attention of **your target group to your brand or product**.

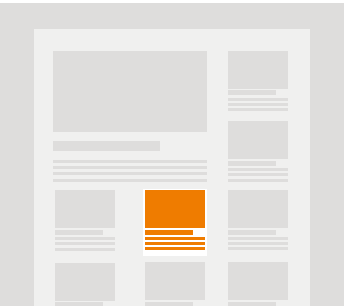
Your benefit

You receive a **fixed placement on the homepage as well as a microsite in the text/image standard** of our website – incl. links to your website in the text.

This means you benefit from a **credible environment**, a **high level of attention** and **target group-specific reach** for your content. You can supply the content yourself or have it **professionally created** by our **specialist editorial team**. We also promote your advertorial in our **newsletter**.

Thinking across channels:
book a cross-media campaign with
online and print advertorial!

Advertorial basic



Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 4 advertisements. Displayed on mobile devices.

SPECIFICATION

- ▶ Your texts are used 1:1 as delivered
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement
- ▶ Reach boost incl. 1,390 CHF
1 text-image advertisement in the newsletter during the runtime Runtime 1 month
- ▶ Extension at a discount rate available upon consultation

Advertorial premium



Microsite & native teaser in the text/image standard of the website with fixed placement on the homepage in rotation with max. 4 advertisements. Displayed on mobile devices.

SPECIFICATION

- ▶ Your texts will be optimised in terms of target group relevance, specialist journalism and content, or newly created.
- ▶ You provide us with the image material
- ▶ 1 correction loop incl.
- ▶ Labelled as an advertisement 2,890 CHF
Runtime 1 month
- ▶ Reach boost incl. 1 text-image advertisement in the newsletter during the runtime
- ▶ Extension at a discount rate available upon consultation

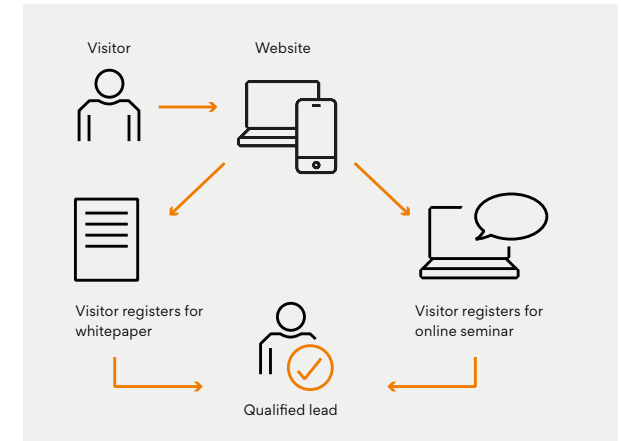
Lead Generation

Generate direct contacts via our channels who have a genuine interest in your topic or product.

We know what really moves your target group: We identify the appropriate lead magnets (whitepaper, online seminar or a fireside chat in a relaxed atmosphere with real encounters). You can supply the content yourself or have it created by our editorial team. We take care of the fireside chat organisation down to the last detail.

Your benefit:

- ✓ You receive qualified contacts from us – with professional campaign management, targeted advertising measures and reporting.
- ✓ **GDPR-compliant:** all contacts are generated strictly according to the **EU GDPR** and can be used for your marketing and sales communication without any risk.
- ✓ Standard query fields in the form:
Mandatory fields: **title, first name, surname, email**
Optional fields: **company and position**
Additionally bookable, e.g. **industry, company size, phone number and much more**
- ✓ Further **qualification measures** (“lead nurturing”) can be realised individually on request
 - ▶ research of phone numbers or other characteristics
 - ▶ exclusion of the 5 largest competitors
 - ▶ follow-up mailing with your offer
 - ▶ further segmentation options on request



- ✓ The promotion of your campaign is included. We target a campaign for your topic or product that is individually tailored to your target group. Included are text ads in our newsletters, social media posts via Facebook or LinkedIn as well as banners, native teasers and pop-ups on our homepage.

Lead Generation

We offer a wide range of lead generation options individually customised to your needs.

Benefit from our credible environment, a high level of acceptance and the wide reach of our marketing channels to specifically address potential customers!

We create a lead forecast before every booking!

Optimised
product

Whitepaper



- ▶ You supply a complete whitepaper.
 - ▶ We make the content available for download on our website and mark it as an advertisement.
 - ▶ We promote your content via our channels and generate leads for you.
 - ▶ We provide you with the leads for the success of your campaign!
- OR**
- ▶ We create a whitepaper on a topic that appeals to your desired target group.
 - ▶ We design the whitepaper in the look & feel of our media brand without advertising messages.

from € 2,790.00

plus € 60.00 CpL*

from € 3,990.00

plus € 60.00 CpL*

Online Seminar



- ▶ You supply a recording of an online seminar.
 - ▶ We make the online seminar recording available for download on our website.
- OR**
- ▶ We create an online seminar on a topic that appeals to your desired target group.
 - ▶ We design the online seminar in the look & feel of our media brand without advertising messages.
 - ▶ We make the online seminar available for download on our website.
 - ▶ We promote the live date and recording via our channels and generate leads for you.
 - ▶ We provide you with the leads.

from € 2,790.00

plus € 60.00 CpL*

from € 4,890.00

plus € 60.00 CpL*

*Cost per Lead

**We maximise
the success
of your
campaign!**

**Now new and
included in
the price:
Our experts
will edit
the article
for you for
registration**

At a Glance

Banners

Topics

Social Media

Target Groups

Advertorial Online

Circulation & Distribution

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Advertisements

tech. Specifications

Advertorial Print

Portfolio

Digital

Contact

Newsletter

schlütersche

Lead Generation

New in 2025!

Optimised
product

Exclusive networking

Fireside Chat



- ▶ We plan a fireside chat on a topic that appeals to your desired target group.
- ▶ We design the fireside chat in the look & feel of our media brand without advertising messages.
- ▶ We take care of the entire event organisation at a venue of your choice.
- ▶ We promote the event via our channels and generate leads for you.
- ▶ We provide you with the leads. Number of participants: 10-40.

from € 9,490

plus CpL, venue, catering and other event costs



At a Glance	Topics	Target Groups	Circulation & Distribution	Advertisements	Advertorial Print	Digital	Newsletter
Banners	Social Media	Advertorial Online	Lead Generation	tech. Specifications	Portfolio	Contact	schlütersche

Content Creation & Sponsored Article

Content Creation

Reach your target group with value content

Our specialist editorial team produces content that is **relevant, credible and attention-grabbing** thanks to their in-depth understanding of readers, topics and markets. With this know-how, we develop value content for you.

Print and online, text and image, individual measure and overarching campaign: Schlütersche handles **all the agency work** for you and creates content with which you can **influence** your target group's **purchasing decisions**. We are happy to advise you on suitable solutions.

- ✓ Whitepaper
- ✓ Newsletter article
- ✓ Article for websites

Sponsored Article

You will receive a **fully-fledged article** created by our **editorial team**, including a **native teaser** in the text/image standard of our website and will be named as the sponsor of the article – including a **link** to your website. The sponsored article always includes the target group-oriented and search engine-optimised **rewritten text** and is **constantly reach and SEO-optimised** during the term of four months – for the **maximum number of clicks** on your article and **long-term findability** in search engines.

You only pay for what you get: you pay a pre-determined price for each user of your article.

From 20 CHF per user (minimum purchase: 150 pcs.; individually agreed upper limit possible)



Strong brands under one roof

Animal Health

Our media reaches the entire practice from vet to veterinary assistant: trade magazines are supplemented by online portals, e-learning offers and a job market.

129,100 Impressions²
 6,100 Newsletter recipients³
 70,402 Readers⁴

2 Homepages
2 Newsletters
5 Magazines

Kleintierpraxis
 News 4 Vets
 Tierisch dabei
 Deutsches Tierärzteblatt
 Der praktische Tierarzt

www.vetline.de
 tfa-wissen.de

Trade

With our media, we offer tradespeople valuable practical knowledge. Readers³ and users receive the latest industry news in print and digital form for business management and investment decisions.

198,800 Impressions¹
 8,500 Newsletter recipients³
 110,860 Readers⁴

1 Homepages
2 Newsletters
2 Magazines

Genau
 Norddeutsches Handwerk

www.handwerk.com

Industry

Everything for industry: whether aluminium, sheet metal or plastics – our trade media provide comprehensive information on developments and trends in magazines and online portals.

109,600 Impressions²
 13,500 Newsletter recipients³
 81,607 Readers⁴

7 Homepages
10 Newsletters
8 Magazines
8 LinkedIn profiles

Blech
 K Zeitung
 NC Fertigung
 AddMag
 Protector
 Konstruktion und Entwicklung
 International Aluminium Journal
 ReThink Industry
 www.aluminium-journal.de
 www.k-zeitung.de
 www.protector.de
 www.blechonline.de
 www.ncfertigung.de
 www.konstruktion-entwicklung.de

Construction

Current insights into the construction industry, always very close to the industry: we provide decision-makers with the knowledge base for management and investment.

17,930 Impressions²
 8,500 Newsletter recipients³
 110,860 Readers⁴

1 Homepages
4 Newsletters
4 Magazines

Asphalt & Bitumen
 Die Schweizer Baustoffindustrie
 Steinbruch und Sandgrube
 Straßen und Tiefbau
 www.baunetzwerk.biz

Automotive and Mobility

Knowledge for all those who are mobile: this is available in our magazines amz, Gummibereifung and bfp. The annual bfp FORUM brings together decision-makers and experts from the industry.

194,900 Impressions¹
 14,400 Newsletter recipients³
 65,613 Readers⁴

3 Homepages
3 Newsletters
3 Magazines

amz - Die Aftermarketzeitschrift
 AutoRäderReifen-Gummibereifung
 bfp - FUHRPARK & MANAGEMENT
 www.amz.de
 www.gummibereifung.de
 www.fuhrpark.de

¹ Source Google Analytics, monthly cumulative average 07/2023-06/2024

² Source Google Analytics, monthly cumulative average 01/2024-06/2024

³ Cumulated per dispatch, as of July 2024

⁴ Cumulative printed copies per issue, as of June 2024

Everything for your online presence



Coco makes digital communication simple

Your Marketing Cockpit

COCO combines relevant communication channels and functions in one marketing system. The all-in-one approach makes it possible to create content centrally and publish it with one click, adapted to the respective channel.



Be visible with your website



Maintain contacts via social media profiles



Grow with your online ads

We have everything you need

Your all-inclusive experience

- ✓ Build your digital channels with COCO.
- ✓ With COCO, you communicate with your target group.
- ✓ With COCO, you generate reach.



Website construction kit



Social media management



Google Business



Newsletters



Online ads

We are also happy to support you with your project. Many different services are available to you for this purpose.

Visit us for more information at www.coco.one

Powered by **schlütersche** | www.coco.one

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