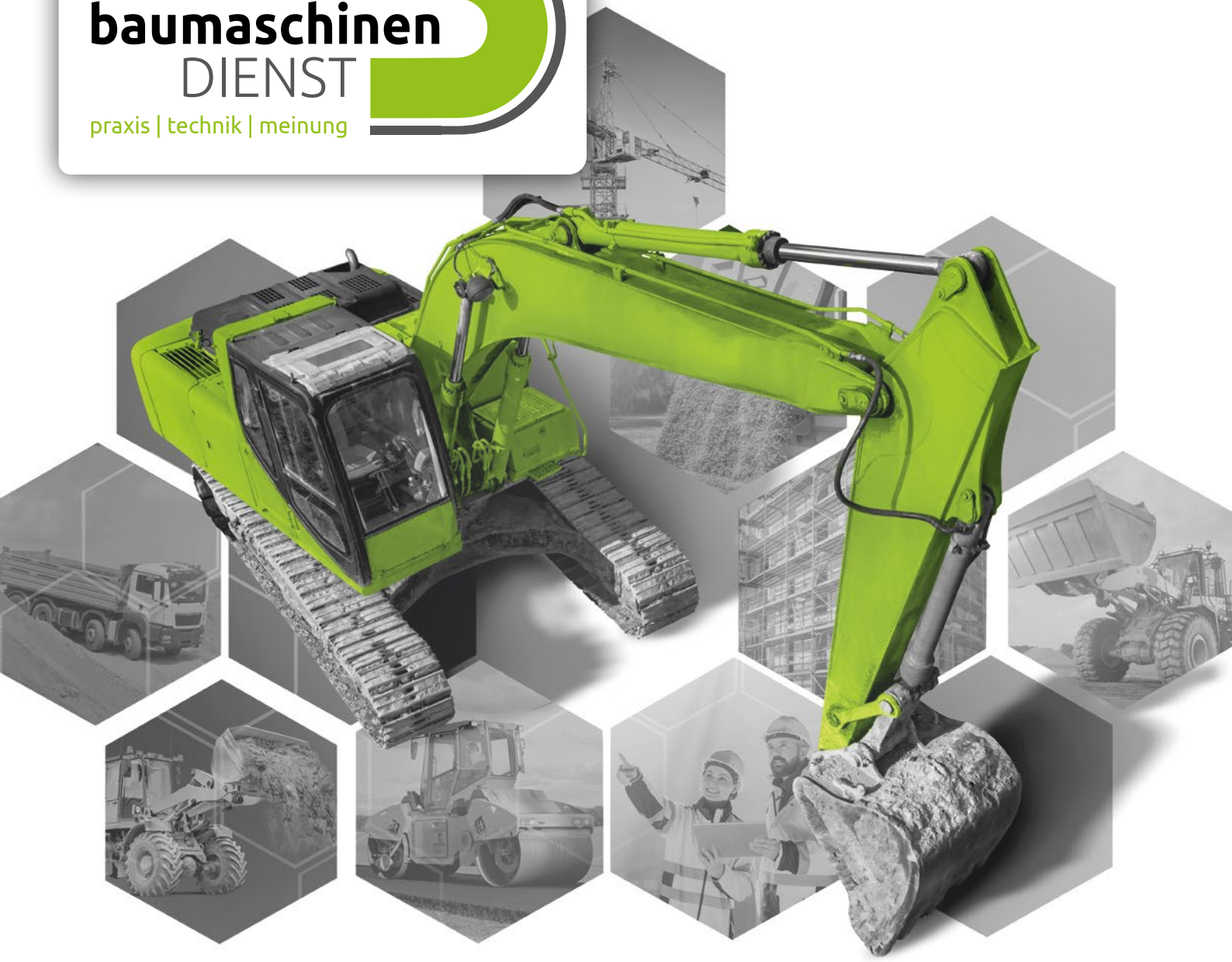
Print I Digital

baumaschinen DIENST

praxis | technik | meinung



MEDIA INFORMATION 2027

15,000 copies per month

1927 | 2027 krafthand medien

Practice. Technology. Opinion.

www.baumaschinendienst.de

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MEDIA PROFILE

Practice. Technology. Opinion.

This is what bd Baumaschinendienst has stood for for more than **six decades**. Technically competent, practical and service-oriented, journalistically versatile and opinion-forming.

bd exklusive

Excavator tests

Dirk Bömer examines machines in real-life construction site operations for us, focusing on practical suitability, technical features and equipment.



Dirk Bömer
Test & Technology
+49 (0) 82 47/30 07-63
redaktion.bd@krafthand-medien.de

bd exclusive

Tipper and van tests

Robert Domina tests construction tippers and vans comprehensively and in detail in practical environment and on a wide range of test tracks. He comments on the test results and compares similar models.



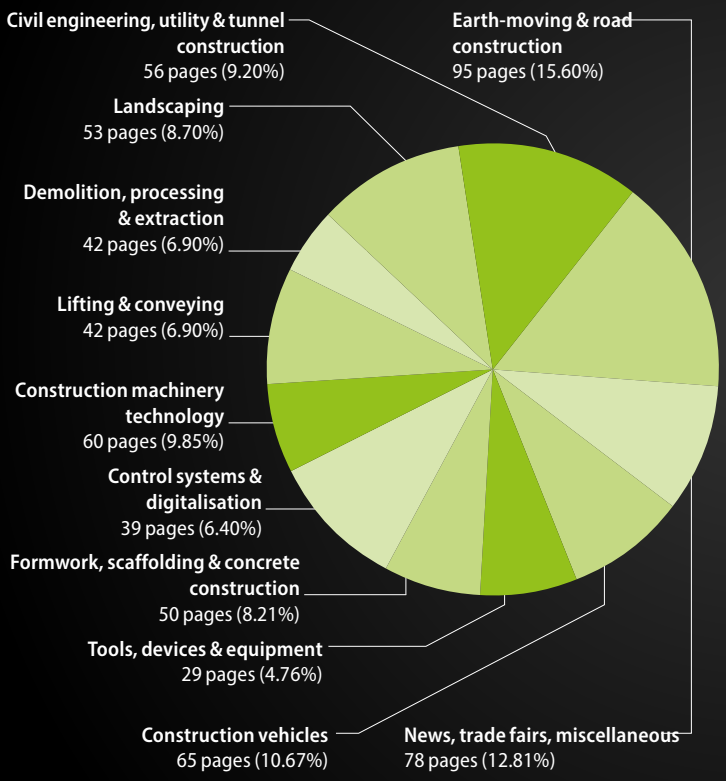
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Themes and dates 2027	06
Advertisement rate card no. 56	10
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Website, digital offers	18

CONTENT ANALYSIS OF THE EDITORIAL SECTION 2025: *

Percentage of total content in all 2025 issues



BRANCHES/ECONOMIC SECTORS/ COMPANY TYPES*

Field		Share of the total scope of all issues 15,121
Building construction, civil engineering, road construction	35.5%	5,374 copies
Building construction	8.2%	1,240 copies
Building, civil engineering	7.0%	1,058 copies
Civil engineering	9.1%	1,375 copies
Road construction	2.1%	316 copies
Civil engineering, road construction	7.1%	1,073 copies
Demolition	5.3%	802 copies
Construction machinery commerce	7.4%	1,120 copies
Municipal depots	4.8%	723 copies
Landscaping	13.5%	2,040 copies

ANALYSIS OF CIRCULATION

Average circulation per issue within one year
(1 July 2025 – 30 June 2026)

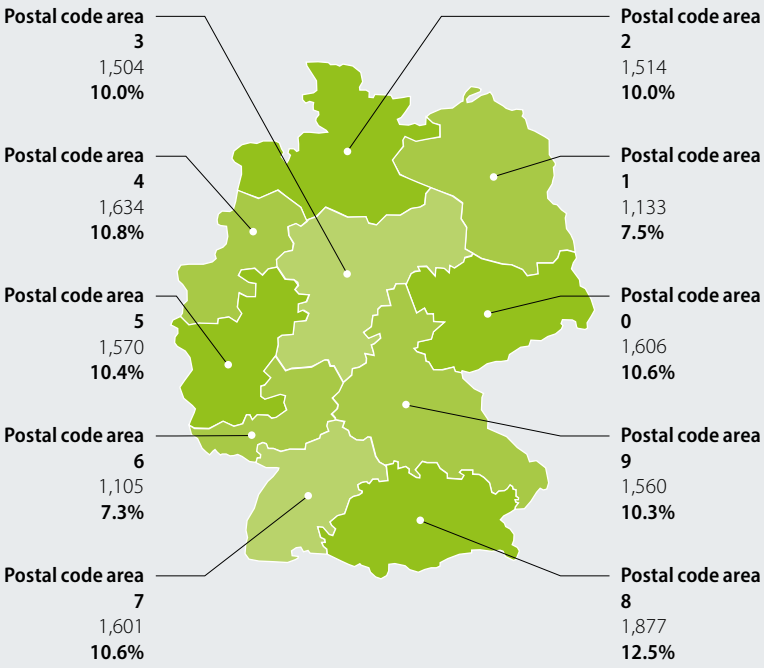
Printed copies	15,354 copies
Total distributed circulation of which abroad	15,121 copies 17 copies
Total net paid circulation	653 copies
Free copies	14,468 copies
Remaining, voucher and archive copies	233 copies

CIRCULATION AUDIT

IVW – German Audit Bureau of Circulation

DISTRIBUTION BY POSTAL CODE AREA*

Copies per issue, annual average
(1 July 2025 – 30 June 2026)



* Publisher's own data

NEW: Workwear & Occupational Safety in every issue!

Issue	Dates	Topics	Special / special section	Trade fairs + special promotions
1-2 January/ February	**Publication date:** 11/02/2027 Advertising deadline: 18/01/2027 Editorial deadline: 12/01/2027	• Lifting & conveying • Control systems & digitalization • Tools, construction electricity & equipment	**Earth-moving & road construction**	**VDBUM Seminar** (Willingen) 16.02. – 19.02.2027
3 March	**Publication date:** 11/03/2027 Advertising deadline: 17/02/2027 Editorial deadline: 11/02/2027	• Civil engineering & utility construction • Demolition, recycling & extraction • Drive systems, hydraulics & components	**Construction vehicles**	
4 April	**Publication date:** 08/04/2027 Advertising deadline: 15/03/2027 Editorial deadline: 08/03/2027	• Earth-moving & road construction • Formwork, scaffolding & concrete construction • Landscaping, municipal equipment	**Training & seminars**	**MAWEV** (St. Pölten, AUT) 14.04. – 16.04.2027 **Intermat** (Paris) 21.04. – 24.04.2027
5 May	**Publication date:** 05/05/2027 Advertising deadline: 13/04/2027 Editorial deadline: 06/04/2027	• Civil engineering & utility construction • Service & maintenance • Control systems & digitalization	**Lifting & conveying**	
6 June	**Publication date:** 01/06/2027 Advertising deadline: 04/05/2027 Editorial deadline: 27/04/2027	• Earth-moving & road construction • Landscaping, municipal equipment • Demolition, recycling & extraction	**Construction vehicles**	**RATL** (Karlsruhe) 03.06. – 05.06.2027 **demopark** (Eisenach) 20.06. – 22.06.2027
7-8 July/August	**Publication date:** 20/07/2027 Advertising deadline: 28/06/2027 Editorial deadline: 22/06/2027	• Drive systems, hydraulics & components • Formwork, scaffolding & concrete construction • Tools, site power & equipment	**Civil engineering & utility construction**	**NordBau** (Neumünster) 08.09. – 12.09.2027 **bd KOMPAKT Excavators and construction machinery tests** (see page 17)
9 September	**Publication date:** 14/09/2027 Advertising deadline: 23/08/2027 Editorial deadline: 17/08/2027	• Earth-moving & road construction • Demolition, recycling & extraction • Landscaping, municipal equipment incl. winter services	**Construction vehicles**	**OstBau** (Bernau) 23.09. – 25.09.2027 **Desk calendar 2028**
10 October	**Publication date:** 14/10/2027 Advertising deadline: 22/09/2027 Editorial deadline: 14/09/2027	• Civil engineering & utility construction • Drives, hydraulics & components • Control systems & digitalization	**Workwear & occupational safety**	**A+A** (Düsseldorf) 19.10. – 22.10.2027 **AGRITECHNICA** (Hanover) 14.11. – 20.11.2027 **Annual wall calendar 2028**
11 November	**Publication date:** 18/11/2027 Advertising deadline: 25/10/2027 Editorial deadline: 19/10/2027	• Earth-moving & road construction • Formwork, scaffolding & concrete construction • Service & maintenance	**Demolition, recycling & extraction**	**STUVA Expo & Conference** (Munich) 08.12. – 10.12.2027
12 December	**Publication date:** 15/12/2027 Advertising deadline: 23/11/2027 Editorial deadline: 15/11/2027	• Civil engineering & utility construction • Lifting & conveying • Tools, site electricity & equipment	**Construction vehicles**	

Constant topics: Companies & strategies, markets & perspectives, law & taxes, retail & leasing, construction management, industry news

Earth-moving & road construction (incl. attachments & quick hitches)

No. 1-2 / 4 / 6 / 9 / 11

Excavator tests, hydraulic excavators, earth movers, bulldozers, compact and mini excavators, compact and crawler loaders, dumpers, graders, dozers, weighing systems, compactors, road finishers, cutting and milling machines, asphalt mixing plants, asphalt rehabilitation and recycling

Civil engineering & utility construction (incl. attachments & quick hitches)

No. 3 / 5 / 7-8 / 10 / 12

Sewer and utility construction: hydraulic excavators, mini and compact machines, trenchers, pipe and cable ploughs, shoring systems, compaction equipment, site pumps, sewer renovation, pipes, coatings
Specialist foundation engineering: large drilling rigs, carrier machines, pile driving and pulling equipment
Tunnelling: horizontal and vertical drilling rigs, pipe jacking systems, tunnel formwork

Demolition, recycling & extraction

No. 3 / 6 / 9 / 11

Demolition excavators and shears, hydraulic breakers, crushing and screening plants, large machines

Landscaping with municipal equipment (incl. forestry equipment and winter services)

No. 4 / 6 / 9

Machines, equipment, tools, vehicles, building materials and equipment for earthworks, soil, planting and maintenance work, site and road construction, municipal depot equipment, urban design, sports and leisure facilities

Drive systems, hydraulics & components

No. 3 / 7-8 / 10

Engines, electric drives, exhaust technology, transmissions, hydraulics, energy recovery, hoses and lines, filters, crawler undercarriages, cabs, operator seats, machine safety, accessories

Lifting & conveying

No. 1-2 / 5 / 12

Tower cranes, mobile cranes, rope machines, truck-mounted loader cranes, telehandlers and rough-terrain forklifts, aerial work platforms, construction hoists, conveyor belts, lifting accessories

Control systems & digitalization

No. 1-2 / 5 / 10

Machine controls, assistance systems, operating devices, AI, HMI, terminals, monitoring and safety systems, fleet management, construction site apps, BIM, software & IT, operating data acquisition, data communication, RFID, documentation, office organisation

Commercial vehicles

No. 3 / 6 / 9 / 12

Construction vehicle tests, tippers, vans, low loaders, trailers, loader cranes, vehicle equipment, load securing, tyres

Service & maintenance

No. 5 / 12

Operating fluids and lubricants, wear parts, workshop equipment, repair and overhaul, mobile workshop and service units, preventive maintenance, remote maintenance, condition monitoring

Formwork, scaffolding & concrete construction

No. 4 / 7-8 / 11

Formwork planning, formwork systems, formwork panels and props, working and supporting scaffolds, scaffold hoists, mini cranes, concrete and mortar pumps, truck mixers, mixing plants, shotcrete machines, plastering machines, vibrators, concrete cutting and drilling equipment, screeds and trowelling machines, building, insulation and auxiliary materials

Tools, construction electricity & equipment

No. 1-2 / 7-8 / 11

Circular saws, stone cutting machines, diamond, cutting and drilling equipment, hand drills, angle grinders, surveying instruments, construction lasers, pneumatic and hydraulic tools, hall construction, containers, site power, lighting, signalling systems, barriers, theft protection

Workwear & occupational safety

*No. 10 and now also in **every** issue*

Workwear, PPE, occupational safety, training courses

Training courses & seminars

No. 4

Seminars, webinars, further training, courses, practical days

This information is also available online at:
www.baumaschinendienst.de/werben

All topics at a glance!

ADVERTISING RATES AND FORMATS

Two-colour (2c) ads on request

All prices stated are net prices (excluding VAT) and **refer to type area formats.** Valid from 1 January 2027.

1/1	Inside type area (w × h)	Bleed size (w × h)*	Base price b/w	4-colour
portrait	187 × 270 mm	210 × 297 mm	€ 4,000	€ 5,800

* plus bleed allowance: 3 mm on all sides

Junior page	Inside type area (w × h)	Bleed size (w × h)*	Base price b/w	4-colour
portrait	139 × 190 mm	150 × 211 mm	€ 2,500	€ 4,250

* plus bleed allowance: 3 mm on all sides

1/2	Inside type area (w × h)	Bleed size (w × h)*	Base price b/w	4-colour
portrait	91 × 270 mm	102 × 297 mm	€ 2,000	€ 3,600
landscape	187 × 134 mm	210 × 154 mm		

* plus bleed allowance: 3 mm on all sides

1/3	Inside type area (w × h)	Bleed size (w × h)*	Base price b/w	4-colour
portrait	59 × 270 mm	70 × 297 mm	€ 1,400	€ 2,650
landscape	187 × 90 mm	210 × 110 mm		

* plus bleed allowance: 3 mm on all sides

1/4	Inside type area (w × h)	Bleed size (w × h)*	Base price b/w	4-colour
2-column	91 × 134 mm	102 × 154 mm	€ 1,060	€ 1,980
portrait	43 × 270 mm	54 × 297 mm		
landscape	187 × 65 mm	210 × 82 mm		

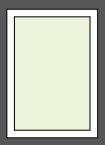
* plus bleed allowance: 3 mm on all sides

1/8	Inside type area (w × h)	Bleed size (w × h)*	Base price b/w	4-colour
2-column	91 × 65 mm	–	€ 630	€ 970
portrait	43 × 134 mm			
landscape	187 × 32 mm			

Advertorial	Bleed size (w × h)*	4-colour
1/1 page	210 × 297 mm	€ 3,400
1/2 page	210 × 154 mm	€ 1,900

* plus bleed allowance: 3 mm on all sides

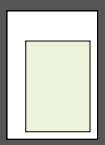
1/1 page ad type area:



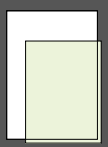
1/1 page ad bleed:



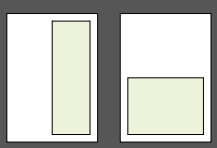
Junior page type area:



Junior page bleed:



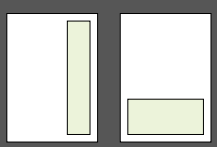
1/2 page ads type area:



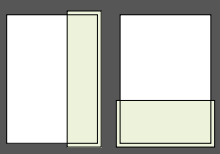
1/2 page ads bleed:



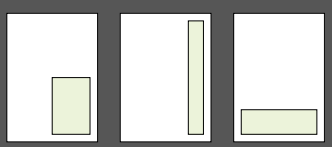
1/3 page ads type area:



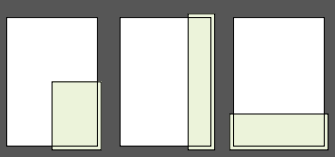
1/3 page ads bleed:



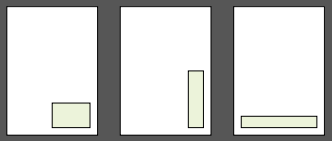
1/4 page ads type area:



1/4 page ads bleed:



1/8 page ads type area:



Other formats

Advertorial (for more information see page 15)



1/1 page
(1 to 2 images / 2,800 characters of text)



1/2 page
(1 image / 1,250 characters of text)

Premium	Premium position (w × h)*	4-colour (non-discountable)
Front cover	210 × 152 mm image + caption on the contents pages	€ 6,800
Section cover	210 × 152 mm image + caption	€ 2,900
Cover	210 × 297 mm C2/C4	€ 6,300
Editorial	70 × 297 mm 1/3 page ad next to editorial	€ 2,950
Table of Contents (TOC)	210 × 154 mm or 70 × 297 mm 1/2 page ad next to contents	€ 3,900
Dealer page	210 × 297 mm inside book cover (C3)	€ 1,900

* plus bleed allowance: 3 mm on all sides

Inserts	Weight	Prices per 1,000 pieces including postage costs
Partial distribution by postcode available on request	up to 25 g	€ 270
	up to 30 g	€ 285
	up to 35 g	€ 300
	each additional 5 g	€ 15

Bound-ins	Size	Price
	1 sheet = 2 pages*	€ 4,200

** for technical specifications see page 14

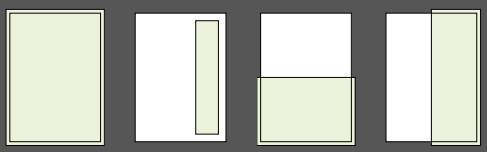
Preferential position cover:



Front cover/ section cover title page

Picture legend text in the TOC
(600 characters)

Preferential position cover, editorial, contents



Cover | Editorial | TOC landscape | TOC portrait

Inserts



maximum format:
204 × 288 mm (width × height)

Bound-ins



* discountable:
1 sheet = 1 ad page
2 sheets = 1.5 ad pages

COMBINE PRINT + ONLINE
Ask for a package offer now!

SURCHARGES

Bleed surcharge: Trimmed pages or format outside the type area: 10 % of b/w gross amount.

Positioning: Binding positions: plus 10 % of the b/w price.

PRICE PER MILLIMETRE

1 column	43 mm wide	b/w = € 3.60	4-colour = € 5.30
1.5 columns	59 mm wide	b/w = € 4.60	4-colour = € 6.20

DISCOUNTS

Bookings within 12 months (insertion year):

Contract discount			frequency rate	
for	3 ads	5 %	1 page	5%
for	6 ads	10 %	3 pages	10 %
for	9 ads	15 %	6 pages	15 %

CLASSIFIED ADS

Job offers, sales, wanted, real estate, business contacts, miscellaneous

Reduced base price: per mm, 1 column, 43 mm wide.
b/w € 3.20 ; 2-colour € 3.60 ; 3-colour € 4.00 ; 4-colour € 4.40

Discounts: 10 % discount for 2 insertions
15 % discount for 3 insertions

TERMS OF PAYMENT

Payable within 30 days net. 2% cash discount for payment within 8 days.
3% cash discount for direct debit.

Bank details:

Sparkasse Schwaben-Bodensee
IBAN: DE92 7315 0000 0000 1031 84
SWIFT (BIC): BYLADEM1MLM

Postbank München
IBAN: DE44 7001 0080 0047 9398 07
SWIFT (BIC): PBNKDEFFXXX

INSERTS

Sample: The presentation of a binding sample is required. For 2-sided inserts (1 sheet), the front side of the insert should be marked.

Format: Max. 204 mm wide × 288 mm high.
Minimum size and other formats on request.

The prices stated apply to all inserts that can be processed by machine (without additional time).

As a rule, these are the following versions:

1. 2-page inserts (1 sheet) **without** fixed or attached reply card or product sample.
2. 2-page inserts (1 sheet) **with** fixed or attached reply card or product sample.
3. 4-page and multi-page inserts (2 or more sheets) **without** fixed or attached reply card or product sample.
4. 4-page and multi-page inserts (2 or more sheets) **with** fixed or attached reply card or product sample.

Required delivery quantity
15,700 copies. Partial distribution is possible.
For issues with increased circulation, please enquire.

Delivery date:
By the advertising deadline of the desired issue (see topics and publication schedule).

Insert notice:
A note regarding the insert will be accepted in the advertising section without charge.

BOUND-IN INSERTS

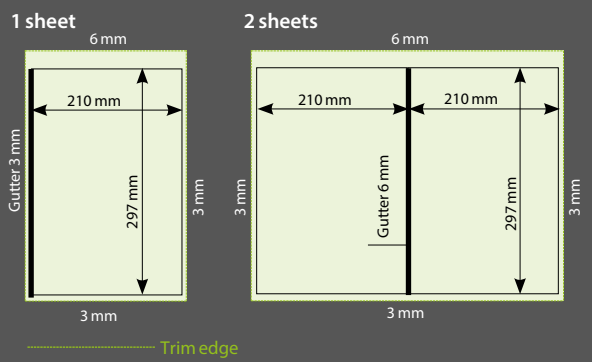
Magazine format: 210 mm wide × 297 mm high (DIN A4).

Sample: A binding sample must be submitted. For 2-page bound-ins inserts (1 sheet), the front of the bound-ins insert must be marked.

Format: DIN A4 plus trim: 6 mm at the head, 3 mm at the gutter, right and bottom. 1 sheet (= 2 pages): untrimmed 216 mm wide × 305 mm high. Bound inserts of 4 pages or more must be delivered folded in the format 216 mm wide × 305 mm high. Bound-in inserts with a flap require prior consultation with the publisher.

Prices and discounts:
- see advertising rate card.
- Prices for deviations on request.
- The prices stated in the advertising rate card apply to all bound-in inserts that can be processed by machine (without additional time).

Required delivery quantity: 15,700 copies (including overs).
For issues with increased circulation, please enquire about prices.



ADVERTORIAL/PRINT

Benefits:
- **User acceptance:** Your advertorial is placed authentically in the look of bd Baumaschinendienst.
- **Attention:** Utilising the top topics of each issue, increasing the impact of your message.
- **Reach:** Distribution of 15,500 copies enables qualified targeting.
- **Authenticity:** You have the option of drawing on the expertise of the editorial team to communicate in the language of your target group.

How it works:
- You choose an advertorial as a 1/1 page or 1/2 page.
- You supply us with texts, images and your company logo.
- We design an article for you in the style of an editorial feature.
- Prior to publication you will receive a galley proof.



COMBINE PRINT + ONLINE

Ask for a package offer now!

Advertorial print	Price
1/1 page (2 images / 2,800 characters of text)	€ 3,400
1/2 page (1 image / 1,250 characters of text)	€ 1,900

Magazine format

210 mm wide × 297 mm high, DIN A4
untrimmed: 216 mm wide × 303 mm high

Type area: 187 mm wide × 270 mm high
4 columns, each 43 mm wide

Printing and binding process

Sheet-fed offset, adhesive binding

Paper: Inside pages: 90 g, matt coated
Cover: 200 g, matt coated

Data transmission

E-mail to anzeigen.bd@krafthand-medien.de

- Please pay attention to the file size when sending.
  Maximum file size via e-mail: 10 MB

Data formats

High-resolution, print-ready PDF file with a resolution of at least 300 dpi.
We recommend supplying at least PDF/X-1a data – all fonts used must be embedded. Screen ruling: 80 lines/cm

Colours

Printing is in cyan, magenta, yellow and black in accordance with ISO 12647-2 (PSO);
Special colour (Pantone and HKS) upon consultation possible.
Print profile used: ISO Coated v2 (ECI).

Data archiving

Advertisement data is archived, thus unmodified repetition is usually possible.

Warranty

If incomplete or deviating data is supplied (texts, colours, images), we accept no liability for the print result.
Additional graphic work due to incorrectly supplied data will be charged.

Contact

Martin Dörfler
Media Production
Phone +49 8247 3007-84
martin.doerfler@krafthand-medien.de

Stefanie Schmaus
Deputy Head of Media Production
Phone +49 8247 3007-64
stefanie.schmaus@krafthand-medien.de

General Terms and Conditions (GTC):

Our General Terms and Conditions are available as a PDF download at the following link:

www.krafthand-medien.de/agb



NEW: Supplement in bd 7-8/2027

bd KOMPAKT: Excavators and construction machinery tests

Various excavator & machine tests from recent years are compiled in this publisher's supplement by our expert Dirk Bömer and supplemented with current features where appropriate.

Ads for your latest models or rebuild programmes, compatible attachments & quick couplers as well as dealer ads are perfectly placed here.

Publication date: 20/07/2027 supplement in bd 7-8

Circulation: 15,000

Format: 210 × 297 mm

	Bleed formats (width × height)*	4-colour
1/1 page	210 × 297 mm	€ 4,400
1/2 page	210 × 154 mm	€ 2,700

* plus bleed allowance: 3 mm on all sides

Other formats and prices upon request.

WHAT WE OFFER

Exclusive technology reports and practical tests are our trademark and thus also the core of our online content: extensively researched, excitingly presented and staged for each medium. In addition, we provide the construction industry and construction machinery sector with daily news from companies and markets as well as the latest product developments in construction machinery, construction equipment and site equipment.

COMBINE PRINT + ONLINE

Ask for a package offer now!

- Dedicated **topic channels** for construction machinery and construction site reports as well as our exclusive excavator, tipper and van tests
- We cover all major **trade fairs and exhibitions** as well as industry events with dedicated special channels
- Newsletter **"baumaschinendienst aktuell" –** just the right dose, once a month
- **Social media** – targeted advertising posts via the Facebook and Instagram channels of bd baumaschinendienst. LinkedIn on request.



Ad space	Price
Social media post* (Facebook, Instagram)	**€ 690**
Newsletter banner (format: 620 × 250 px) Frequency: monthly with the print edition	**€ 250**
Newsletter advertorial Frequency: monthly with the print edition	**€ 390**

* Technical specifications (social media post)

- Short, meaningful info text on the content of the post
- One image in the format 1,080 × 1,350 pixels (file size: max. 300 KB, file format: JPG, PNG)
- Max. text share in the image 20%
- Link to the desired website

ONLINE ADVERTORIALS

The premium format for your product and corporate communication

Have you launched a new product on the market or perhaps you would like to publicise an innovation made by your company? Then present this theme in an online advertorial. You supply us with text, images and/or videos and we will create a feature for you in the style of an editorial article. Tip: The more interesting the theme and your text/images, the more the online advertorial will resonate with the readers.

The online advertorial is displayed on the start page and remains fixed there depending on the runtime. In this way, no customer loses sight of your topic.

Your benefits: Credibility: placing your content in the editorial environment of bd baumaschinendienst results in high advertising impact among your target group.

Quality: As industry experts, we will be happy to advise you on topics and content in order to achieve the greatest possible effect among users.

Strategy: We help you achieve your goals, e.g. with a tailored combination package to complement your advertorial.

Price

Ad space	Duration	Price
Online advertorial	30 days	**€ 2,500**



Technical specifications:

- Roof line
- Headline (up to 40 characters)
- Header image (static/ min. 1,000 × 535 px
- Body text (optionally with subheadings), any length
- Images in the body text (optionally with captions)
- Link to the customer's website (optionally several links)
- Contact details with address, phone, e-mail if applicable
- YouTube video if applicable

PRICES AND FORMATS

60,000 ad impressions per month guaranteed!

More information on banner formats at www.baumaschinendienst.de/werben

Content banner	Format (width × height)	Price per month
Content banners are displayed within the text of every specialist article as well as product and industry news. As a result, they attract a high level of attention! **(without audience targeting)**	750 × 400 px	**€ 680**



Leaderboard	Format (width × height)	Price per month
A leaderboard appears on a rotating basis on the homepage and all subpages. Your benefit: constant visibility of your advertising, no matter where exactly your potential customer happens to be.	728 × 90 px	**€ 1,470 ***



Medium Rectangle	Format (width × height)	Price per month
Any form of advertising can be placed in a medium rectangle. From text to an image or GIF to a video, all options are open to you. Can be combined with leaderboard and skyscraper.	300 × 250 px	**€ 1,680 ***





Skyscraper	Format (width × height)	Price per month
The skyscraper also rotates on all pages and subpages and combines perfectly with the leaderboard to give you an even stronger presence.	160 × 600 px	**€ 1,680 ***



Billboard	Format (width × height)	Price per month
A billboard appears on a rotating basis on the homepage and all subpages. Your benefit: constant visibility of your advertising, no matter where exactly your potential customer happens to be.	970 × 250 px	**€ 2,100 ***



TECHNICAL SPECIFICATIONS

Delivery for audience targeting:

- Leaderboard
- Medium Rectangle
- Skyscraper

This is necessary in order to deliver your campaign correctly on our partner sites.

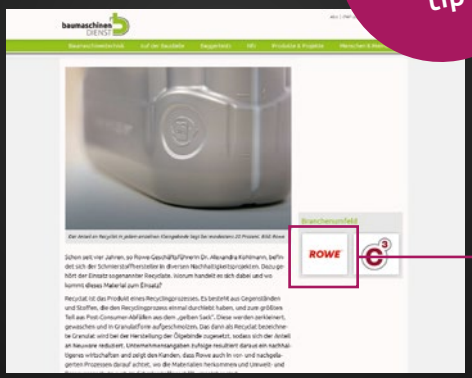
Data delivery:

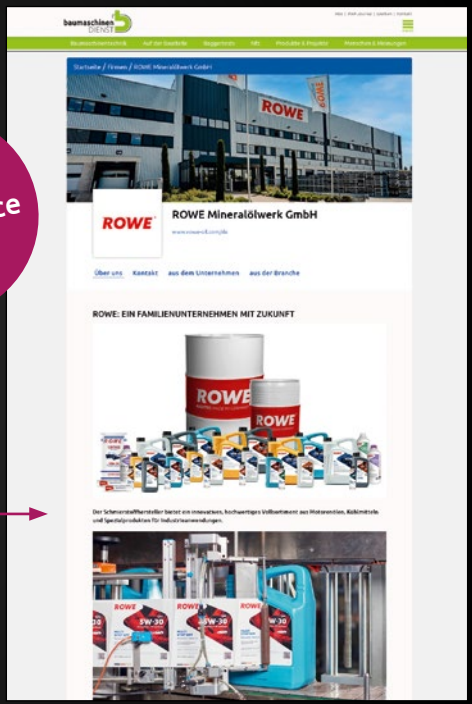
- Possible file formats: GIF, JPG, HTML
- HTML banners must comply with common standards. Please be sure to send us a sample in advance for testing to ensure functionality.
- Animated banners must become static after 30 seconds.
- Banners must not exceed 150 KB.

*** Prices without target group marketing on request.**

BranchenPARTNER website		Price per year
Until revoked, can be cancelled annually! *One-time registration fee: €190		€ 490 *

price/ performance tip





Your BranchenPARTNER website

Your logo appears automatically with thematically relevant reports on **www.baumaschinendienst.de**

On your personal BranchenPARTNER website, users will find:

- All thematically relevant articles
- Information about your company
- Links to social media and your website
- Contact options

AUDIENCE TARGETING

1 How it works

1. Professionals use baumaschinen-dienst.de to stay up-to-date on the building industry.



2. The user receives a cookie as someone interested in the construction industry.



3. We then find the user again on third-party sites all over the internet – across devices.

SPIEGEL ONLINE · IMMOBILIEN SCOUT24 · YouTube · ebay · FOCUS ONLINE · Handelsblatt · GMX

4. We display our adverts to the user on the websites they subsequently visit.



5. The user is directed to your website or a special landing page.



6. In this way, we bring you together with potential interested parties:

+ Extra range
+ Increased attention
+ Access to the core target group
+ More points of contact
+ Increased online advertising time

2 Your benefits

Guaranteed reach: 60,000 ad impressions are achieved through delivery on third-party sites in our partner networks.

Performance: Your reach is increased, your brand awareness grows and your conversion chances improve.

Reporting: A final report documents the success of your advertising campaign.

3 Partners (selection)

industrystock.com · bauingenieur24 · Frankfurter Allgemeine · Handelsblatt · MachineryZone leboncoin · t-n digital pioneers · INGENIEUR.de TECHNIK · KARRIERE · NEWS · Motor Klassik · ONLINE FOCUS · MOTOR TALK · Auto Bild · DER SPIEGEL · Wirtschafts Woche · n-tv · WELT · wissen.de · Süddeutsche Zeitung · Frankfurter Allgemeine FAZ.NET

Recommendation

Another attractive platform for your advertising!

Journal 2027

Information on the effective and safe use of aerial work platforms



A strong advertising medium:

- High circulation
- Qualified readership
- Long-lasting advertising impact – one year!

Next issue: IPAF Journal 2027

- Publication date: 25 March 2027
- Advertising deadline: 29 January 2027

Print run:	35,000 copies
Frequency:	1 issue per year
Target group:	Users, rental companies and manufacturers of aerial work platforms
Distribution:	Via trade magazines, IPAF training centres, trade fairs and seminars

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