baumaschinen
DIENST
praxis | technik | meinung

MEDIA
INFORMATION
print I digital



Practice. Technology. Opinion.
www.baumaschinendienst.de

2026

EDITORIAL



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www.baumaschinendienst.de

You will also find this media information online:
www.baumaschinendienst.de/werben

MEDIA PROFILE

Practice. Technology. Opinion.

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

Dump truck and transporter tests

We carry out comprehensive and detailed testing on dump trucks and transporters in a practical environment and on a wide range of test tracks. We comment on the test results and compare them with similar models.



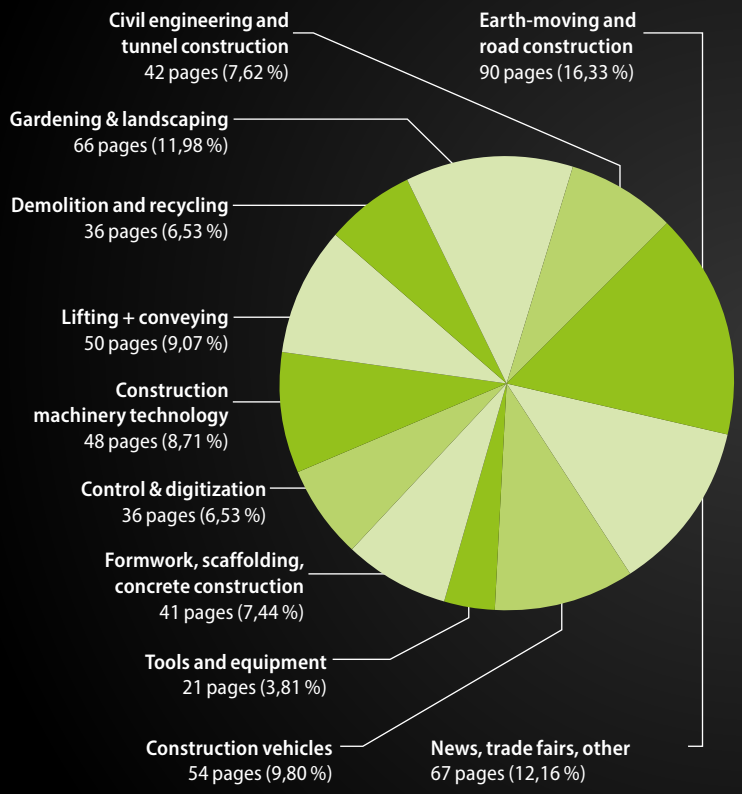
Robert Domina
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CONTENT ANALYSIS OF THE EDITORIAL PROPORTIONS 2024: *

Percentage of total content in all 2024 issues



BRANCHES/ECONOMIC SECTORS/ COMPANY TYPES*

Field		Share of the total scope of all issues 15,143
Building construction, civil engineering, road construction	35,5 %	5,376 copies
Building construction	8,2 %	1,242 copies
Building construction, civil engineering	7,0 %	1,060 copies
Civil engineering	9,1 %	1,378 copies
Road construction	2,1 %	318 copies
Civil engineering, road construction	7,1 %	1,075 copies
Demolition and recycling	5,3 %	803 copies
Construction machinery commerce	7,4 %	1,121 copies
Municipal builder's yards	4,8 %	726 copies
Gardening and landscaping	13,5 %	2,044 copies

ANALYSIS OF CIRCULATION

Average circulation per issue within one year
(July 1st, 2024 until June 30th, 2025)

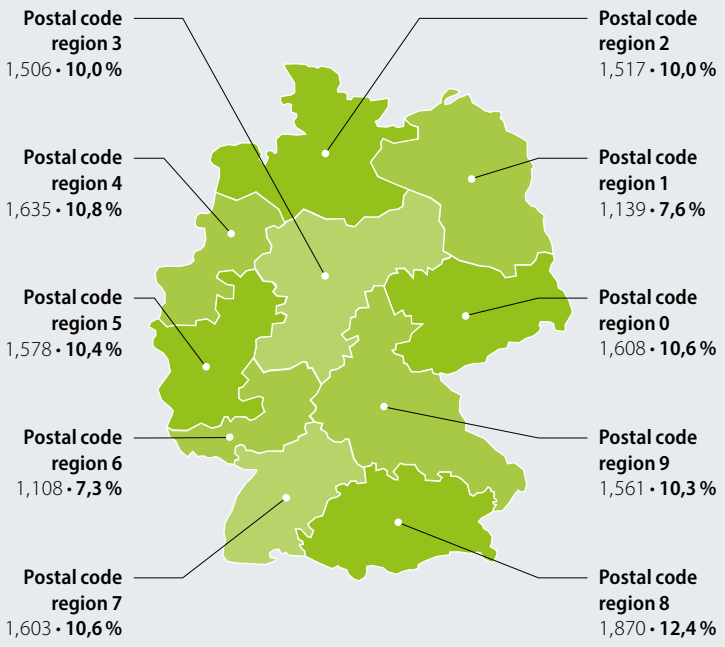
Printed copies	15,437 copies
Total circulation (Npc*) with outside Germany	15,143 copies 18 copies
Total net paid circulation	670 copies
Free copies	14,473 copies
Remainer, file and checking copies	294 copies

Circulation control

Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e.V.

REGIONS BY POSTAL CODE*

Average circulation per issue within one year
(July 1st, 2024 until June 30th, 2025)



* own data collection

Issue	Dates	Themes	Special	Trade fairs + expos
1-2 January/ February	**Publication date:** 17/02/2026 Advertising deadline: 26/01/2026 Editorial deadline: 19/01/2026	• Demolition, recycling & extraction • Tools, construction electricity & site facilities • Workwear & occupational safety	**Civil engineering & tunnelling**	**Relaunch Issue**
3 March	**Publication date:** 19/03/2026 Advertising deadline: 25/02/2026 Editorial deadline: 18/02/2026	• Earth moving & road construction • Lifting & conveying • Drive systems, hydraulics & components • Formwork, scaffolding & concrete construction • Control & digitization	**Commercial vehicles for construction tippers**	**Digitalbau** (Cologne) 24/03 – 26/03/2026
4 April	**Publication date:** 21/04/2026 Advertising deadline: 26/03/2026 Editorial deadline: 19/03/2026	• Attachments & quick hitches • Tools, construction electricity & site facilities • Financing, leasing, insurance • Civil engineering & tunnelling	**Gardening & landscaping, municipal engineering**	**IFAT** (Munich) 04/05 – 07/05/2026
5 May	**Publication date:** 19/05/2026 Advertising deadline: 23/04/2026 Editorial deadline: 16/04/2026	• Demolition, recycling & extraction • Control & digitization • Formwork, scaffolding & concrete construction	**Drive systems, hydraulics & components**	**Football World Championship Matchplan 2026** 11/06 – 19/07/2026 **OstBau** (Bernau) 18/06 – 20/06/2026
6-7 June/July	**Publication date:** 30/06/2026 Advertising deadline: 08/06/2026 Editorial deadline: 01/06/2026	• Earth moving & road construction • Lifting & conveying • Attachments & quick hitches • Service & maintenance	**Commercial vehicles for construction tippers**	
8 August	**Publication date:** 11/08/2026 Advertising deadline: 20/07/2026 Editorial deadline: 13/07/2026	• Civil engineering & tunnelling • Formwork, scaffolding & concrete construction • Tools, construction electricity & site facilities	**Demolition, recycling & extraction**	**Steinexpo** (Nieder-Ofleiden) 02/09 – 05/09/2026 **Nordbau** (Neumünster) 02/09 – 06/09/2026
9 September	**Publication date:** 10/09/2026 Advertising deadline: 19/08/2026 Editorial deadline: 12/08/2026	• Gardening & landscaping, municipal engineering • Attachments & quick hitches • Control & digitization • Drive systems, hydraulics & components	**Commercial vehicles for construction tippers**	**Galabau** (Nuremberg) 15/09 – 18/09/2026 **IAA Transportation** (Hanover) 15/09 – 20/09/2026 **Desk diary 2027**
10 October	**Publication date:** 06/10/2026 Advertising deadline: 14/09/2026 Editorial deadline: 07/09/2026	• Earth moving & road construction • Civil engineering & tunnelling • Formwork, scaffolding & concrete construction • Workwear & occupational safety	**Lifting & conveying**	**Platformers' Days** (Karlsruhe) 08/10 – 09/10/2026 **Arbeitsschutz aktuell** (Stuttgart) 20/10 – 22/10/2026 **Wall calendar 2027**
11-12 November/ December	**Publication date:** 03/12/2026 Advertising deadline: 11/11/2026 Editorial deadline: 02/11/2026	• Demolition, recycling & extraction • Control & digitization • Drive systems, hydraulics & components • Tools, construction electricity & site facilities • Earth moving & road construction	**Commercial vehicles for construction tippers**	**Bau** (Munich) 11/01 – 15/01/2027

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

Earth moving & road construction
Nr. 3 / 6-7 / 10 / 11-12
Excavator tests, hydraulic excavators, earth movers, bulldozers, compact and mini excavators, compact- and crawler-type loaders, dumpers, graders, dozers, weighing systems, compactors, road finishers, cutting and milling machinery, asphalt mixing units, bituminization and recycling

Civil engineering & tunnelling
Nr. 1-2 / 4 / 8 / 10
Channel and tunnel construction: Hydraulic excavators, mini and mid excavators, excavators, pipe and cable ploughs, shoring systems, compactors, construction pumps, sewer renovation, pipes, coatings;
special civil engineering: Drilling rigs, support frames, driving and pulling machines;
gallery and tunnel construction: Horizontal and vertical drilling systems, pipe pushers, tunnel formwork

Gardening & landscaping, municipal engineering
Nr. 4 / 9
Machines, equipment, tools, vehicles, building materials and equipment for earthworks, soil, planting and maintenance work, site and road construction, winter service, municipal technology, yard equipment, urban design, sports and leisure facilities

Lifting & conveying
Nr. 3 / 6-7 / 10
Tower cranes, mobile cranes, rope machinery, truck-mounted cranes, telescopic forklifts, all-terrain forklifts, aerial work platforms, construction lifts, conveyors, slings

Demolition, preparation & extraction
Nr. 1-2 / 5 / 8 / 11-12
Demolition excavators and pincers, hydraulic hammers, crushing and sieving equipment, large machinery

Drive systems, hydraulics & components
Nr. 3 / 5 / 9 / 11-12
Engines, electric and alternative drives, exhaust technology, transmissions, hydraulics, energy recovery, pipelines, filters, chain assemblies, cabins, driver seats, safety of machinery, accessories

Attachments & quick hitches
Nr. 4 / 6-7 / 9
Scoops, shovels, excavator buckets, tooth systems, grabbers, hydraulic hammers, milling machines, tiltrotators, slewing systems, rotary motors, adapters, coupling

Control & digitization
Nr. 3 / 5 / 9 / 11-12
Machine controls, assistance systems, operator panels, AI, HMI, terminals, joysticks surveillance and security systems, fleet management, construction site apps, BIM, software & IT, operational data collection, data communication, RFID, documentation, office organization

Service & maintenance
Nr. 6-7
Operating materials and lubricants, wear parts, workshop equipment, commissioning and repair, mobile workshop and servicing units, preventative maintenance, remote maintenance, condition monitoring

Formwork, scaffolding & concrete construction
Nr. 3 / 5 / 8 / 10
Formwork planning, formwork systems, formwork panels and support assemblies, construction lifts, wall machinery, mini cranes, concrete and mortar pumps, truck mixers, mixers, concrete pumps, plastering machines, shakers, concrete cutting and drilling machines, screeds and smoothing machines, insulating and auxiliary materials, work- and supporting scaffolding

Tools, construction power & site facilities
Nr. 1-2 / 4 / 8 / 11-12
Circular saws, stone-cutting machines, diamond-, cutting- and drilling devices, handheld drilling machines, angle grinders, measurement devices, lasers for construction use, compressed air and hydraulic equipment, hall construction, containers, construction power, lighting, signal systems, barriers, anti-theft protection

Commercial vehicles for construction tippers
Nr. 3 / 6-7 / 9 / 11-12
Commercial vehicle tests, transporters, low-loaders, trailers, loading cranes, vehicle equipment, load securing, tyres

Workwear & occupational safety
Nr. 1-2 / 10
Workwear, PPE, occupational safety, training courses

You will also find this media information online:
www.baumaschinendienst.de/werben

All topics clearly at a glance!

ADVERTISEMENT FORMAT AND PRICES

Two-tone advertisements on request

1/1	Inside type area (w × h)	Bleed size (w × h)*	Basic price b/w	4 colours
Portrait	187 × 270 mm	210 × 297 mm	€ 4,000	€ 5,800

*Additional amount for bleed: 3 mm per trimmed edge

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

*Additional amount for bleed: 3 mm per trimmed edge

1/2	Inside type area (w × h)	Bleed size (w × h)*	Basic price b/w	4 colours
Portrait	91 × 270 mm	102 × 297 mm	€ 2,000	€ 3,600
Landscape	187 × 134 mm	210 × 154 mm		

*Additional amount for bleed: 3 mm per trimmed edge

1/3	Inside type area (w × h)	Bleed size (w × h)*	Basic price b/w	4 colours
Portrait	59 × 270 mm	70 × 297 mm	€ 1,400	€ 2,650
Landscape	187 × 90 mm	210 × 110 mm		

*Additional amount for bleed: 3 mm per trimmed edge

1/4	Inside type area (w × h)	Bleed size (w × h)*	Basic price b/w	4 colours
2 columns	91 × 134 mm	102 × 154 mm	€ 1,060	€ 1,980
Portrait	43 × 270 mm	54 × 297 mm		
Landscape	187 × 65 mm	210 × 82 mm		

*Additional amount for bleed: 3 mm per trimmed edge

1/8	Inside type area (w × h)	Bleed size (w × h)*	Basic price b/w	4 colours
2 columns	91 × 65 mm	–	€ 630	€ 970
Portrait	43 × 134 mm			
Landscape	187 × 32 mm			

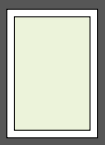
*Additional amount for bleed: 3 mm per trimmed edge

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

*Additional amount for bleed: 3 mm per trimmed edge

All prices are exclusive the applicable VAT rate.
Valid from January 1st, 2026

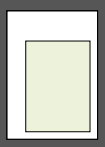
1/1 page inside type area:



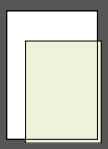
1/1 page outside type area



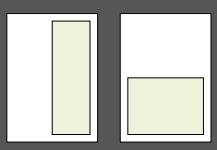
Juniorpage inside type area:



Juniorpage outside type area



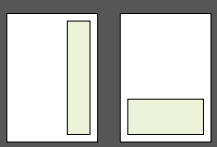
1/2 page inside type area:



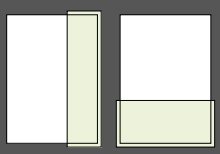
1/2 page outside type area



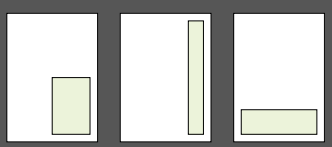
1/3 page inside type area:



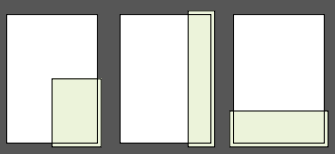
1/3 page outside type area



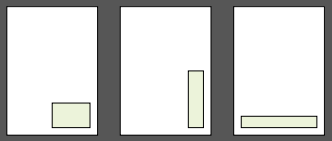
1/4 page inside type area:



1/4 page outside type area



1/8 page inside type area:



Additional formats

Advertorial (additional formats on page 15)



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



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

Preferentials	Preferential position (w × h)*	4 colours (not discountable)
Cover	210 × 152 mm Cover picture + caption in table of contents	€ 6,900
Inside title page	210 × 152 mm Inside title page: image + caption	€ 2,500
Cover	210 × 297 mm 2./4. cover pages	€ 6,300
Editorial	70 × 297 mm 1/3 advertisement next to editorial	€ 2,950
Content	210 × 154 mm oder 70 × 297 mm 1/2 advertisement next to table of content	€ 3,900

*Additional amount for bleed: 3 mm per trimmed edge

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

Supplements**	Size	Prices
	1 sheet = 2 pages*	€ 4,200

** Technical spezifications page 14

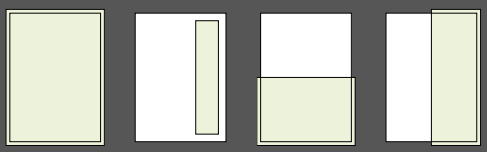
Preferential position cover:



Title/Inside title page

Picture legend text in the table of contents
(600 characters)

Preferential position cover, editorial, content



Cover | Editorial | Content landscape | Content portrait

Inserts



Maximum format:
204 × 288 mm (w × h)

Supplements



* Eiscount possible:
1 sheet = 1 ad page
2 sheets = 1.5 ad pages

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SURCHARGES

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

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

MILLIMETRE PRICE

1-column	43 mm wide	sw = € 3.60	4-colour = € 5.30	per line
1.5-column	59 mm wide	sw = € 4.60	4-colour = € 6.20	per line

DISCOUNTS

within 12 months:

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

OCCASIONAL ADVERTISEMENT

Job offers, sells, bids, real estate, business connections, miscellaneous

Reduced basic price per mm and column (1 column = 43 mm wide):
b/w € 3.20; 2-colours € 3.60; 3-colours € 4.00; 4-colours € 4.40

Discounts published twice 10 %
published three times 15 %

PAYMENT TERMS

Payment within 30 days. Payment within 8 days: 2 % discount.
Direct debit and prepayment: 3 % discount.

Bank accounts:

- **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 above prices apply to all inserts that can be processed by machine (without additional time).

These are usually the following designs:

1. 2-sided inserts (1 sheet) **without** affixed or attached reply card or sample.

2. 2-sided inserts (1 sheet) **with** affixed or attached reply card or sample.

3. 4- and multi-page inserts (2 or more sheets) **without** affixed or attached reply card or sample.

4. 4- and multi-page inserts (2 or more sheets) **with** affixed or attached reply card or sample.

Required delivery quantity
15,700 copies. Split run is possible.
For issues with increased circulation, please inquire.

Date of delivery:
Up until the advertisement deadline for the desired issue (see topic and publication schedule).

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

SUPPLEMENTS

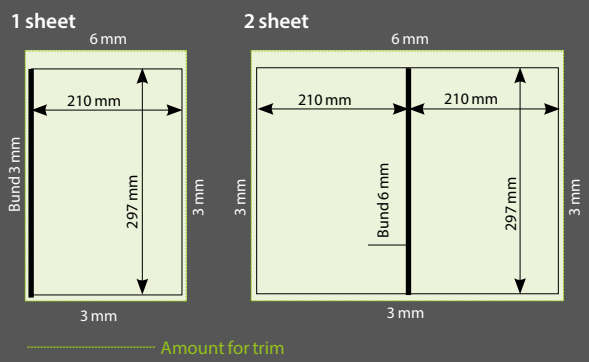
Magazine format: 210 mm wide × 297 mm high (DIN A4).

Sample: A binding sample is required. For 2-sided bound inserts (1 sheet), the front of the insert must be marked.

Format : DIN A4 plus bleed: 6 mm at the top, with 3 mm at the right and bottom. 1 sheet (= 2 pages): untrimmed 216 mm wide × 305 mm high. Supplements with 4 or more pages must be delivered folded in the format 216 mm wide x 305 mm high. Supplements with fold require prior consultation with the publisher.

Prices and discounts:
- See advertising rate list.
- Prices for deviations on request.
- The prices listed in the advertising rate list apply to all supplements that can be processed by machine (without additional time).

Required delivery quantity: 15,700 copies (including subsidy).
For issues with increased circulation, please inquire regarding prices.



ADVERTORIAL/PRINT

Benefits:
- **User acceptance:** Your advertorial will be authentically positioned using the style of bd Baumaschinendienst.
- **Attention:** If you utilise the top themes in the issue, you will increase the impact of your message.
- **Reach:** The 15,500-copy circulation enables readers to be addressed in a qualified manner.
- **Authenticity:** You have the option to use our editorial team's expertise in order to communicate with your target group in their own language.

How it works:
- You select a full page or half page advertorial.
- You supply us with text, images and your company logo.
- We create a feature for you in the style of an editorial article.
- Prior to publication you will receive a galley proof.


Anzeige

JLG-Lithiumtechnologie

JLG EC Booms, 2. Generation: leistungsstark nicht nur auf Baustellen

20 KW/400Ah Lithium-Ionen-Batterie – für maximale Produktivität pro Ladung


Hier steht die Überschrift, mit bis zu 50 Zeichen


Advertorial

Zukunftsorientierte Führung bei Odenwälder Baumaschinen

COMBINE
PRINT + ONLINE
page 17

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

Magazine format

210 mm wide x 297 mm high, DIN A4 format
uncut: 216 mm wide × 303 mm high

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

Printing and binding method

Sheet offset printing, adhesive binding

Paper: inside part: 90 g, matt
cover: 200 g, glossy

Data transfer

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

• Please mind the amount of data, maximum size by e-mail: 10 MB

File format

Printable PDF with at least 300 dpi resolution.
We recommend PDF/X-1a – all used fonts embedded.

Colours

Cyan, magenta, yellow and black, ISO 12647-2 (PSO),
Special colour (Pantone and HKS) upon consultation possible.
Used ICC profile: ISO Coated v2 (ECI).

Data archiving

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

Performance guarantee

If incomplete or deviating data (text, colours, images) is supplied, we assume no liability for the printed result. Additional graphic work due incorrectly supplied data will be invoiced.

Contact

Your partner for questions concerning data and delivery in our graphics and production department is:

Martin Dörfler, layout
Phone +49 82 47/30 07-84
martin.doerfler@krafthand-medien.de

Four exclusive packages. One goal!

Greater visibility among decision-makers in the construction industry.

1 Print exclusive

2 × 1/3 page
1 × 1/2 page advertorial

Reach about 95,000 contacts

Worth:	Package price:
~~€ 7,200~~	€ 5,700

2 Online exclusive

2 × leaderboard, skyscraper + rectangle (target group marketing)
1 × online-advertorial
2 × social-media-posts (Facebook/Instagram)
1 × newsletter banner **or**
1 × newsletter advertorial

Reach about 83,000 contacts

Worth:	Package price:
~~€ 6,440~~	€ 4,950

3 Cross-media

1 × 1/3 page
1 × 1/2 page advertorial
1 × leaderboard, skyscraper + rectangle (target group marketing)
1 × online-advertorial static/with video
1 × social-media-posts (Facebook/Instagram)

Reach about 130,000 contacts

Worth:	Package price:
~~€ 8,970~~	€ 6,300

4 Retail & Leasing

2 × Exclusiv 3rd cover page
1 × year-round spotlight on your logo + landing page*
2 × newsletter banners

Reach about 40,000 contacts

Worth:	Package price:
~~€ 4,890,–~~	€ 2,690*

*plus a one-time setup fee of €190.

Please contact us and we'll work together to find the optimal solution for your company.

WHAT WE OFFER

Exclusive technology reports and practical tests are hallmarks of our brand and also form the core of our online content: extensively researched and presented in an exciting, media-specific format. We also provide the construction industry and construction machinery sector with up-to-date news from companies and markets, as well as the latest product developments in construction machinery, construction equipment and building site equipment.

Subject areas for construction machinery, construction site reports and our exclusive excavator, dump truck and transporter tests

We provide special subject areas for all of the most important **trade fairs and exhibitions**

NEW: Newsletter **„baumaschinendienst aktuell"**

Social media – Target group commercials via the bd baumaschinendienst Facebook channel. Additional post in the fanpage timeline.

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Advertising space	Price
Social-media-post* (Facebook, Instagram)	€ 550
Newsletter banner (format: 620 × 250 px) monthly, with the print edition	€ 250
Newsletter advertorial monthly, with the print edition	€ 390

*Technical specifications (social-media-post)

- Short, informative text about the post's content
- One image in 1,200 × 628 pixels (File size: max. 300 KB, file format: JPG, PNG)
- Maximum text content in the image: 20%
- Link to the desired website

ONLINE ADVERTORIALS

The premium format for your product- and corporate communications

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.

Benefits: Credibility: The positioning of your content in the editorial scope of bd baumaschinendienst will mean that your advertisement has a high impact within your target group.

Quality: As an industry expert we will be delighted to advise you on themes and content in order to achieve the highest possible impact among your users.

Strategy: We will assist you in achieving your goals, e.g. with a tailored combined offer to complement your advertorial.

Price

Advertising space	Duration	Price
Online advertorial	30 days	€ 2,400



Technical specifications:

- Roof line
- Headline (up to 40 characters)
- Cover picture (statical image, at least 1,000 x 526 pixel)
- Running text (optionally with subheadings)
- Pictures in the running text with captions
- Link to the website
- Address, telefon number, e-mail
- Possibly youtube video

ADVERTISING SPACES

Prices incl. 60,000 ad impressions guaranteed

More information on advertising spaces: www.baumaschinendienst.de/werben/

Content banner	Format (w × h)	Price per month
The content banners are displayed in every specialist article as well as in product and scene reports within a text. Therefore, they attract a lot of attention! **(without target group marketing)**	750 x 400 px	**€ 800**



Leaderboard	Format (w × h)	Price per month
A leaderboard appears on the start page and all subpages. Your advantage: Constant visibility of your advertising, no matter where exactly your potential customer is.	728 x 90 px	**€ 1,470 ***



Medium rectangle	Format (w × h)	Price per month
Any advertising format can be set within a medium rectangle. Text, images, GIFs or videos – anything is possible. This can also be combined with leaderboards and skyscrapers.	300 x 250 px	**€ 1,680 ***





Skyscraper	Format (w × h)	Price per month
The skyscraper also rotates on all pages and sub-pages and can be optimally combined with the leaderboard so that it has even greater presence.	160 x 600 px	**€ 1,680 ***



Billboard	Format (w × h)	Price per month
A rotating billboard appears on the start page and all subpages. Your advantage: Constant visibility of your advertising, no matter where exactly your potential customer is.	970 x 250 px	**€ 2,100 ***



TECHNICAL SPECIFICATIONS

Ad bundle delivery:

- Leaderboard
- Rectangle
- Skyscraper

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

Data delivery specifications:

- Possible file formats: GIF, JPG, HTML
- HTML5 banners must comply with current standards. Be sure to send us a sample for testing in advance to ensure functionality.
- Animated banners must become static after 30 seconds.
- The banners can not be larger than 150 KB.

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

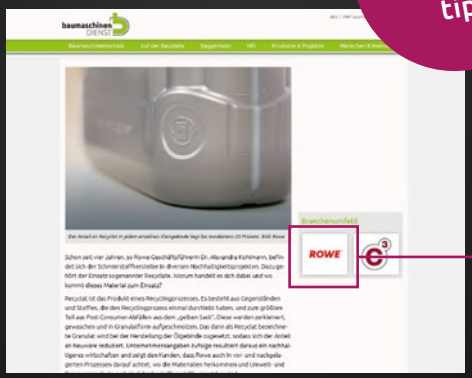
Collaboration-corner		Price per year
Cancellable annually until further notice. *One-time setup fee: € 190.		590,– €*

Your Collaboration-corner

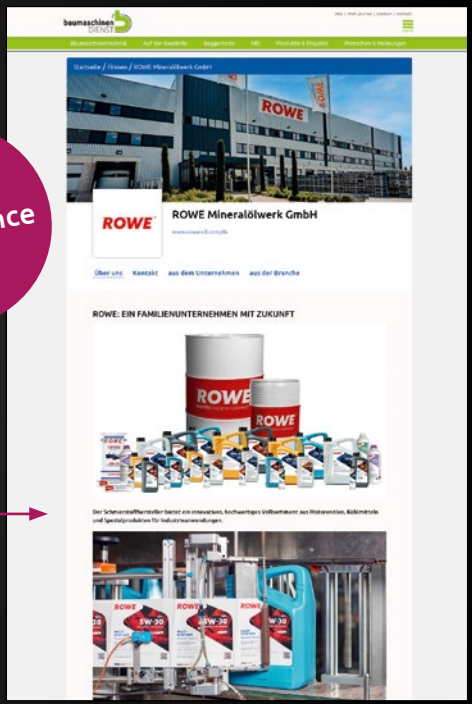
Your logo will automatically appear alongside relevant reports on **www.baumaschinendienst.de**

On your personal company website, users will find:

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



price/ performance tip



TARGET GROUP MARKETING

1 Your benefit

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



2. The user receives a cookie marking them as someone interested in the building sector.



3. We can then find the user on third-party websites all over the internet, on any device.



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



5. The user is forwarded to your website or to 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 advantages

Guaranteed reach:
60,000 ad impressions are guaranteed as a result of displaying the ad on third-party websites.

Performance: Your reach is increased, along with your brand recognition and your chances of winning over customers.

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

An additional attractive platform for you to promote your product!

Journal 2026

Information on the effective and safe use of aerial work platforms



A powerful advertising medium:

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

Next issue: IPAF Journal 2026

- Publication date: April 24, 2026
- Advertising deadline: February 6, 2026

Print run:	35,000 copies
Publication frequency:	1st issue of the year
Target group:	Users, hirers and manufacturers of aerial work platforms
Distribution:	Via specialist journals, IPAF training centres, trade fairs and seminars

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