

Media Information 2019

We reach the target groups stucco plasterers, interior finishing companies and specialized painting companies month after month!

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With the special edition
"Success stories"
as 12. Edition!



Further information at
www.ausbauundfassade.de
www.ausbauundfassade.de/weiterbildung

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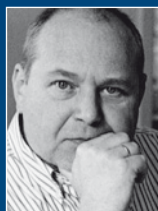
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We look forward to
talking to you!

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- 1 Title:** Ausbau + Fassade
- 2 In brief:** Ausbau + Fassade offers its readers – stucco plasterers, dry wall specialists and specialized painting companies – all information on materials, systems, machines, devices and application methods for works at the facade and at the interior finish. The “matter for the boss”, the business part of Ausbau + Fassade, explicitly deals with issues of the operational management and provides concrete clues for the practice.
- 3 Target group:** Ausbau + Fassade, the journal for interior finish and facades addresses itself to the trade entrepreneurs of the stucco plasterer and interior finish trade.
- 4 Frequency:** 11 issues per year (double issue July/August) in the last weeks of the previous month, with one additional special issue 2018 “Success stories” (The facade of the future)
- 5 Format:** DIN A4, 210 mm wide, 297 mm high
- 6 Year:** 70th year 2018
- 7 Subscription price:** Annual subscription:
Germany **141.24 €** (incl. VAT and shipping costs)
Abroad **147.00 €** (without VAT, incl. shipping costs)
Einzelverkaufspreis **12.00 €** (plus VAT and shipping costs)
ISSN-no: 0941-7583
- 8 Organ:** Official Organ of the Federal Association Ausbau + Fassade
- 9 Memberships:** Media data bank of the German specialized press
- 10 Publishing house:** C. Maurer Fachmedien GmbH & Co. KG
Postal adress: Postfach 13 61, 73303 Geislingen (Steige)
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- 11 Publisher:** C. Maurer Fachmedien GmbH & Co. KG
- 12 Advertising:** Sibylle Lutz, Verlagsbüro
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- 13 Editorial:** Paul Dolt (Editor-in-chief), Tel. +49 (0) 7 33 13 07 08-14

- 14 Audited by:**



- 15 Circulation analysis:** Average copies
(1 July 2017 to 30 June 2018)

Print run:	7600	
▶ Actual circulation:	7358	of them abroad: 207
▶ Sold copies:	1842	of them abroad: 202
- Subscriptions:	1745	of them or members: 98
- Other sales:	97	
- Retail sale:	–	
▶ Free copies	5515	
▶ Voucher copy	243	

Issue	Dates	Focus "Extra"*	Specialized topics "Ausbau und Fassade"*	Trade Fairs/Exhibitions
1 January	Date of publication: 2 Jan. 19 Editorial deadline: 7 Nov. 18 Closing date: 3 Dec. 18 Printing material: 13 Dec. 18	Wood construction and plasterer trade Trades hand in hand: New products and solutions	<ul style="list-style-type: none"> • Masking and sealing – how to do it correctly • Air-handling ceilings/radiant panel heatings • Tempering rooms efficiently and comfortably • Industry software, new tools for the plasterer and finishing trade 	
2 February	Date of publication: 31 Jan. 19 Editorial deadline: 7 Dec. 18 Closing date: 7 Jan. 19 Printing material: 16 Jan. 19	Energetic construction and renovation Solutions for inside and outside: Circuit points and fire protection at the facade – interior insulation	<ul style="list-style-type: none"> • Renovation of monument and historic buildings • Drywall construction design: panels and profiles, sub-constructions 	<p>Budma – International Construction and Architecture Trade Fair, Posen, 12. – 15.2.2019</p> <p>Batibouw – Trade Fair for Construction, Renovation and Home Improvement Brussels, 21.2. – 3.3.2019</p>
3 March	Date of publication: 28 Feb. 19 Editorial deadline: 8 Jan. 19 Closing date: 4 Feb. 19 Printing material: 13 Feb. 19	Healthy and sustainable construction The classic material chalk and clay as well as new designs of low-emission building materials	<ul style="list-style-type: none"> • Follow-up report BAU • Preliminary report FAF – Farbe, Ausbau & Fassade • Public rooms such as gastronomy and shops – requirements for the interior finishing (color, surfaces, acoustic, light) • Wireless construction site: Battery-operated electric tools 	<p>International Trade Fair for Craft Trades, Munich 13. – 19.3.2019</p> <p> Cologne, 20. – 23.3.2019</p>
4 April	Date of publication: 29 Mar. 19 Editorial deadline: 8 Feb. 19 Closing date: 6 Mar. 19 Printing material: 14 Mar. 19	Mold Preventing and renovating of damages	<ul style="list-style-type: none"> • Machine technology: Novelties on the occasion of the BAUMA Munich • Machine technology – mixing, pumping and applying • Vehicle equipment: Organized optimally and ergonomically • Scaffoldings and ladders • Prefabrication and logistics: How to efficiently design your work and reduce costs 	<p>Bauma 2019, International Trade Fair, Munich, 8. – 14.4.2019</p> <p>Haus, Holz, Energie 2019, Stuttgart, 25. – 28.4.2019</p>
5 May	Date of publication: 26 April 19 Editorial deadline: 8 Mar. 19 Closing date: 29 Mar. 19 Printing material: 9 April 19	Offers for the generation 50 Plus Living barrier-free, flexible floor plans	<ul style="list-style-type: none"> • Follow-up report FAF – Farbe, Ausbau & Fassade – part 1 • Fittings at facades – solutions to avoid thermal bridges: Scuncheon, windowsills, fastening technology • Digitalization and IT 	
6 June	Date of publication: 28 May 19 Editorial deadline: 8 April 19 Closing date: 3 May 19 Printing material: 14 May 19	Colors for interior rooms Design trends Little science of material, effect of color	<ul style="list-style-type: none"> • Follow-up report FAF – Farbe, Ausbau & Fassade – part 2 • Room acoustics • Industrial safety, health of staff, pollutant load 	
Special Issue 2019	Date of publication: 16 June 19 Editorial deadline: 30 April 19 Closing date: 20 May 19 Printing material: 28 May 19	»Success stories« From practice to practice: Portraits of successful plasterer and interior finishing companies. With strong products and skilled workmanship to convincing solutions: How expert companies from the plasterer and interior finishing trade successfully perform in the market. For example as specialists for room and wall design, mold abatement, tension ceilings, renovation and monument conservation, interior insulation, facade design, unitized construction and much more.		
7/8 July/August	Date of publication: 28 June 19 Editorial deadline: 9 May 19 Closing date: 3 June 19 Printing material: 13 June 19	Drywall construction New solution for easy construction in drywall construction and home construction, Flexible demising walls, sliding doors etc.	<ul style="list-style-type: none"> • Heating at the construction site • Fire protection with plaster, colors and drywall construction • Professional clothing 	
9 September	Date of publication: 29 Aug. 19 Editorial deadline: 9 July 19 Closing date: 5 Aug. 19 Printing material: 14 Aug. 19	Facade design with plaster, color and profiles	<ul style="list-style-type: none"> • Commercial vehicles: Novelties for plasterer and interior finishing companies, dust emission, electric vehicles • Interior insulation • Insulating plaster 	64. NordBau , Neumünster, 11. – 15.9.2019
10 Oktober	Date of publication: 30 Sept. 19 Editorial deadline: 8 Aug. 19 Closing date: 5 Sept. 19 Printing material: 16 Sept. 19	Exclusive living Upscale interior finishing with products/systems from the premium segment Staging interior rooms	<ul style="list-style-type: none"> • Fall protection: Ladders, scaffolding, man-lifts, mounting technology • Tempering of surfaces for cooling and heating, air-handling ceilings • Industrial safety 	
11 November	Date of publication: 30 Oct. 19 Editorial deadline: 9 Sept. 19 Closing date: 7 Oct. 19 Printing material: 16 Oct. 19	Insulating materials Innovations, materials, areas of use, applications	<ul style="list-style-type: none"> • Dehumidifier/heating devices • Facades: Sealing and renovating • Socket: How to carry it out correctly 	<p>BATIMAT – International Trade Fair for Construction, Paris, 4. – 8.11.2019</p> <p>Ausbau-Kongress, Rutesheim, 7.11.2019</p>
12 December	Date of publication: 27 Nov. 19 Editorial deadline: 10 Oct. 19 Closing date: 6 Nov. 19 Printing material: 14 Nov. 19	Room acoustics Ceilings, suspended ceiling panels and absorbers Further education guide 2020 Dates, topics, tariffs & distribution see p. 20	<ul style="list-style-type: none"> • Healthy living environment: Indoor climate, humidity and mold in living quarters, building materials for healthy living • Measuring devices, lasers, IR cameras • Fire protection: Preparing components 	<p> Wall calendar 2020</p>

On all additional fees a discount is granted!

1 Advertising rates and formats (please add the valid VAT rate to all prices):

Format* Position	Width x height (mm)	b/w text	2 colours text	3 colours text	4 colours text	b/w ads
1/1 page	185 x 262	3220.- €	3850.- €	4480.- €	5110.- €	2940.- €
2/3 page horizontal	185 x 175	2290.- €	2920.- €	3550.- €	4180.- €	
vertical	120 x 262					
1/2 page horizontal	185 x 130	1750.- €	2225.- €	2700.- €	3175.- €	1480.- €
vertical	90 x 262					
1/3 page horizontal	185 x 87	1470.- €	1945.- €	2420.- €	2895.- €	
vertical	59 x 262					
1/4 page horizontal	185 x 65	1055.- €	1530.- €	2005.- €	2480.- €	760.- €
vertical	90 x 130 / 43 x 262					
1/6 page vertical	59 x 130	800.- €	1275.- €	1750.- €	2225.- €	
1/8 page horizontal	185 x 32	525.- €	770.- €	1015.- €	1260.- €	385.- €
vertical	90 x 65 / 43 x 130					
1/16 page horizontal	90 x 32					210.- €
vertical	43 x 65					

Millimeter price 1-column b/w in ad section (43 mm wide) **3.25 €**

Millimeter price 1-column b/w in text section (52 mm wide) **5.90 €**

*The minimum size in the text section is 1/8 page

2 Additional fees/position:

	s/w	4 colours
2. inside front cover	3540.- €	5430.- €
3. inside front cover	3350.- €	5240.- €
4. back outside cover	3685.- €	5575.- €
Next to contents (p. 5) 1/2 high	2090.- €	3515.- €

For other binding position requirements: **15 % surcharge on the b/w price.**

Colour (discountable):

For each additional colour (Euro-scale) yellow HKS 3, red HKS 26, blue HKS 47	630.- €
1/2 page and smaller from Euro-scale	475.- €
1/8 page and smaller from Euro-scale	245.- €
Per each special colour*	800.- €

*If the special colour can be printed from the Euro-scale, only the scale colour is charged, under the condition that the data is in four-colour set.

Surcharge for formats (discountable):

Ads beyond type area, bleed sized ads
on basic rate b/w (text section) 10 % surcharge

Bleed formats (incl. trim 3 mm each edge):

1/1 page	216 x 303 mm	1/3 page horizontal	73 x 303 mm
1/2 page horizontal	216 x 152 mm	1/3 page vertical	216 x 109 mm
1/2 page vertical	103 x 303 mm	1/4 page horizontal	56 x 303 mm
		1/4 page vertical	216 x 87 mm

Trim 3 mm each side. Please place all trim endangered text and picture elements at least 5 mm away from trim. Corner marks at least 3 mm away from motif edge.

3 Discounts:

If purchased within 12 months (insertion year)

Series discount	or volume discount
on 3 ads 5 %	on 2 pages 5 %
on 6 ads 10 %	on 5 pages 10 %
on 9 ads 15 %	on 8 pages 15 %
on 12 ads 20 %	on 12 pages 20 %

Supplements, classified ads, postal fees and techn. additional fees are not discountable.

4 Classified ads print + online (not discountable):

For the industry: millimeter price per column 90 mm wide **b/w 9.00 € 4c 13.50 €**
For craftsman's businesses (reduced basic rates)

Millimeter price per column 90 mm wide		
Job offers (active draw weekly in newsletter)	b/w 7.40 €	4c 9.55 €
Purchase, sales, other	b/w 5.75 €	4c 7.30 €
Applications for a post	b/w 3.55 €	4c 4.60 €
Box fee		11.00 €

"Strong brands" (up to now "brand forum", not discountable)

Per millimeter 1 column, 43 mm wide, b/w	2.45 €
Per millimeter 1 column, 43 mm wide, 4c	5.00 €

Entries in alphabetic order, minimum deal 6 months.

Linkfinder* (not discountable) **per line 7.00 €**

*Every print entry is additionally listed in the Ausbau + Fassade industry index at www.ausbau-branchenfuhrer.de

5 Special advertising types

Offprints and special advertising types upon request. Please order our brochure "Sonderwerbeformen".

Bound inserts* (discount see volume discount: 1 page = 1 ad page)

Paper weight 80 – 134 g/qm			
Two pages	Four pages	Two pages + flap	Four pages + flap
3590.- €	6800.- €	5200.- €	8450.- €

Please deliver bound insert in the untrimmed format 216 mm width and 305 mm height (four pages and more: **in folded condition**)

Loose inserts total circulation

(Please note technical specifications in the **Merkblatt Beilagen/Einhefter**)

Inserted loosely, max. size 205 mm wide, 297 mm high, until 25 g single weight, Machine-processed

Two pages	Four pages	Six pages	Eight pages
2870.- €	2960.- €	3135.- €	3255.- €

Required quantity for national print run. 7000 copies

Partial loose inserts possible, possible handling charge: **325.- €**

Tip-ons (only in connection with 1/1 page):

Postcards	if machine-processed	per thousand 115.- €
	if manually processed	per thousand 215.- €

6 Contact:

C. Maurer Fachmedien GmbH & Co. KG
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Head of Advertisements: Sibylle Lutz
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7 Terms of payment:

Within 14 days 2 % discount, within 30 days from invoice date net

VAT-ID-no. DE 298926451

Bank details:

Kreissparkasse Göppingen
IBAN DE14 6105 0000 0049 0557 48
BIC GOPSDE6GXXX

- 1 Title:** www.ausbauundfassade.de
- 2 In brief** Ausbauundfassade.de is an Internet portal for specialized entrepreneurs in the area façade and in the interior finish – especially stucco plasterers, painters, drywall specialists and finishing specialists. The user can access the latest news from the industry and receives information and analyses on the market. Multiple articles from the print issue with continuative information, the specialized dictionary, the latest dates for further education as well as the book shop turn the portal into a valuable source of research and into a much appreciated knowledge pool.
- 3 Target groups** Specialized entrepreneurs of the stucco and finishing trade, senior staff in marketing and distribution of the industry and the building materials trade, especially in the industries colour, plastering, drywalling, renovation, interior finishing.
- 4 Publishing house:** C. Maurer Fachmedien GmbH & Co. KG
Postal address: Postfach 13 61, 73303 Geislingen (Steige)
Street address: Schubartstraße 21, 73312 Geislingen (Steige)
Tel. +49 (0) 7 33 13 07 08-0
Fax +49 (0) 7 33 13 07 08-68 oder -69
Gabriele.Meyer@ausbauundfassade.de
- Contact for online advertising:**
Sibylle Lutz, Verlagsbüro
Blumenhagenstraße 11, 30167 Hannover
Tel. +49 (0) 5 11 35 31 98 30
Fax +49 (0) 5 11 35 31 98 40
Kontakt@Verlagsbuero-Lutz.de
- Contact editorial office:**
Paul Dolt (editor-in-chief), Tel. +49 (0) 7 33 13 07 08-14



1 Rates and advertising types (please add the valid VAT to all rates):

advertising type	Position	Format/size (w x h)	Run time	Price/month
Desktop	Halfbanner	Complete Website/rotation (3 customers max.)	234 x 60 Pixel	4 weeks 400,- €
	Superbanner	Complete Website/rotation (3 customers max.)	960 x 90 Pixel	4 weeks 750,- €
	Wallpaper	Complete Website/rotation (3 customers max.)	960 x 90 + 120 x 600 Pixel	4 weeks 1600,- €
	Fireplace	Complete Website/rotation (3 customers max.)	1280 x 120 + 2 x 120 x 600 Pixel	4 weeks 1760,- €
	Billboard	Homepage/fixed position	1280 x 240 Pixel	2 weeks 1025,- €
Desktop/Mobile	Medium Rectangle Desktop	Complete Website/fixed position, right Website area	Desktop: 350 x 350 Pixel	4 weeks 1190,- €
	Medium Rectangle Mobile	Complete Website/fixed position, directly beneath Website navigation	Mobile: 320 x 250 Pixel	
	Skyscraper links oder rechts/ Medium Rectangle	Complete Website/rotation (3 customers max.)	Desktop: 120 x 600 Pixel	4 weeks 840,- €
	Expandable Skyscraper rechts/ Medium Rectangle	Complete Website/rotation (3 customers max.), directly beneath Website navigation	Mobile: 320 x 250 Pixel	
	Fullbanner/ Medium Rectangle	Complete Website/rotation (3 customers max.)	Desktop: 420 x 600 Pixel	4 weeks 1030,- €
		Complete Website/rotation (3 customers max.), directly beneath Website navigation	Mobile: 320 x 250 Pixel	
Special format	Branding Week	Complete Website/fixed position	variabel	1 week Upon request
	Kontextbasierte Banner	Subsection/fixed position	350 x 350 Pixel	8 weeks 610,- €
Crossmedia	Ad	Complete Website/fixed position	350 Pixel, variabel height	4 weeks Upon request
	The print ad is pictured 1:1 online. It enlarges via mouseover.			
	Video App	Content	350 x 250 Pixel	1 week Upon request
Advertorials	Package	Basic	Premium	
	Run time	12 months	12 months	
	Number of reports	4	12	
	Video possible	Yes	Yes	
	Picture gallery	5	10	
	Number of words	200	600	
	Position at homepage	No	Yes, run time 2 weeks	
	Subsections	Freely eligible	Freely eligible	
	Rates*	690,- €	2500,- €	
	Set-up costs	160,- €	480,- €	
*no agency fee possible				
2 Discounts:	If purchased within 12 months (insertion year)			
	12 weeks	5 %	36 weeks	15 %
	24 weeks	10 %	48 weeks	20 %
3 Sections:	News, Putz + Trockenbau (Plaster + Drywalls), Journal, Technik + Trends, Farbe + Gestaltung (Colour + Design), Chefsache (Matter for the boss), Service			
4 Terms of payment:	Within 14 days 2 % discount, within 30 days as of invoice date net			
Bank details:	VAT-ID-no. DE 298926451 Kreissparkasse Göppingen IBAN: DE 14 6105 0000 0049 0557 48 BIC: GOPSDE6GXXX			
5 Data volume:	80 KB			

- 1 **Title:** Ausbau + Fassade Newsletter
- 2 **In brief:** The newsletter provides the latest news and market data especially for the interior finish industry.
- 3 **Target group:** Executives and owners of craft businesses working with new constructions, interior finishes and in renovation
- 4 **Frequency:** Weekly, on Tuesdays

5 **Ad types and rates:**

Ad type	Format (width x height in pixel)	Data volume (max.)	Price in Euro Per shipment
Full Banner	Max. 900 x 200	100 kB	615.–
Text ad	Max. 400 signs Max. 900 x 250		835.–
Text-Picture/ logo ad*	Max. 400 signs Max. 900 x 250	100 kB (only picture)	1295.–

*width of picture 350 pixel, width of text 550 pixel

- 6 **Subscribers:** 4954; opening rate Ø 20% (status 14 August 2018)
- 7 **Discounts:** –

Liebe Leserinnen und Leser,

hier der neueste Newsletter Ihrer Fachzeitschrift ausbau + fassade mit einer Nachrichten-Auswahl rund ums Ausbau-Handwerk. Weitere Nachrichten finden Sie im Überblick unter www.ausbauundfassade.de

Der Artikel des Monats, ohne Anmeldung online lesen:

Fest verwurzelt und offen für Neues

Die Kaupp GmbH wurde im Wettbewerb um den Titel »Stuckateur des Jahres 2018« mit dem Sonderpreis unter anderem für ihre herausragende Unternehmens- und Mitarbeiterführung ausgezeichnet. Wir stellen den Stuckateurbetrieb aus dem Schwarzwald vor.

[Weiterlesen](#)



Foto: Zahradka/Pixello.de

Bautätigkeit gibt erneut nach

Die Auswertung der von den Unternehmen der Bauwirtschaft an Soka-Bau übermittelten Beitragsmeldungen hat ergeben, dass das effektive Arbeitsvolumen im Juli saisonbereinigt gegenüber dem Vormonat um 1,4 Prozent gefallen ist. Bereits im Juni war die Arbeitsleistung gesunken. Auch die Beschäftigung ging leicht zurück (– 0,6 Prozent), während die Bruttolohnsumme um 0,6 Prozent zulegen konnte.

[mehr...](#)



Umfrage: Mehrheit würde nachhaltig bauen

Beim Thema Hausbau legen die Deutschen laut der repräsentativen Forsa-Umfrage „Trendbarometer“