







HANDWERK+BAU

MEDIA DATA **2027**



TABLE OF CONTENTS

THE MEDIUM 3

SCHEDULE AND TOPICS 2027 4

PRINT PRICE LIST 5

ONLINE PRICE LIST 6

Website 7

Newsletter 8

PODCAST 9

INFORMATION 10

CONTACT 11

Subject to alterations, errors, printing and phrasing mistakes.

FOTOS COVER: PIOVESEMPRE; MARTINAM; HILDAWEGES; SHANSEKALA/ISTOCK/GETTY IMAGES PLUS VIA GETTYIMAGES
FOTO INHALT: RUNNA10/ISTOCK/GETTY IMAGES PLUS VIA GETTYIMAGES

THE MEDIUM

EDITORIAL POSITIONING

HANDWERK+BAU is an innovative, multimedia platform for all target groups relating to the planning, construction, equipping and maintenance of buildings and infrastructure.

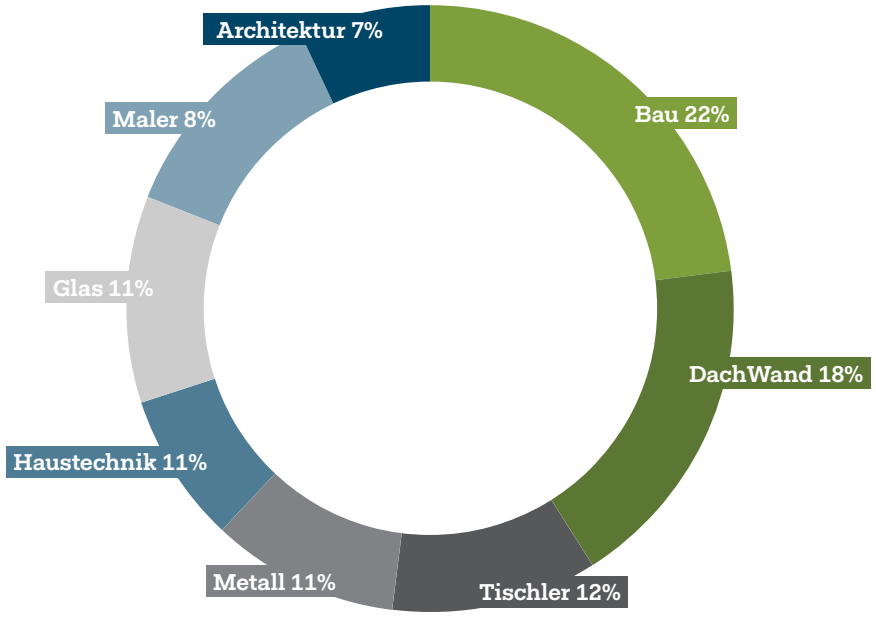
HANDWERK+BAU allows you to you address all professionals from the fields of trade and construction – or also professionals in specific sectors - through the channels of your choice: online, in magazines, newsletters, social media, eLearnings and webinars, videos and much more.

READERS

Professionals from the trades and construction: planners and architects, master builders, plumbers, electricians, carpenters, roofers, tinsmiths, structural sealers, woodworkers, glaziers, metalworkers, locksmiths, painters, floor layers and drywallers.

From users, specialists and executives to managing directors and company owners.

USER DISTRIBUTION ON THE PLATFORM www.handwerkundbau.at



Distribution Unique-Clients 2nd quarter 2025, Source: Google Analytics

PRINT CIRCULATION	ISSUES PER YEAR	MAGAZINE FORMAT	E-PAPER-APP
60.000	**4**	**210 x 297 mm**	https://epaper.wirtschaftsverlag.at
Copies		Print area: 185 x 255 mm	

SCHEDULE AND TOPICS 2027

ISSUE GRÜN_RAUM



Focus Topics:
- Building Greening
- Environmental Protection for Buildings
- Natural Surface and Path Construction
- Grounded components & connections
- Design and Greening of Public Areas
- Terraces

Readers:

• Architects + Planners	28 %
• Gardeners, Landscapers and Municipalities	28 %
• Builders	26 %
• Roofing Trades	18 %

Print Circulation:
15.000 Copies

BOOKING DEADLINE	02.03.
PRINT DEADLINE	09.03.
RELEASE DATE	30.03.

ISSUE GEBÄUDEHÜLLE I



Focus Topics:
- Photovoltaic solutions
- Roof and Facade Cladding
- Ventilated Curtain Facade
- Glass-metal Facade
- Insulation and Waterproofing
- Panels
- Wood Construction
- Concrete
- Paints and Plasters
- Shading

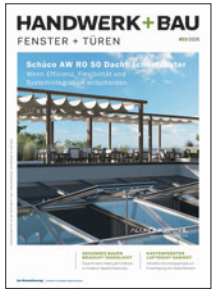
Readers:

• Architects + Planners	25 %
• Builders	25 %
• Roofing Trade	25 %
• Painter	14 %
• Glaziers	7 %
• Metal Workers	4 %

Print Circulation:
15.000 Copies

BOOKING DEADLINE	15.04.
PRINT DEADLINE	22.04.
RELEASE DATE	13.05.

ISSUE FENSTER+TÜREN



Focus Topics:
- Windows
- Daylight Solutions
- Interior Doors
- House and Object Doors and Gates
- Fittings, Handles and Accessories
- Access Solutions
- Opening, Locking and Control Technology
- Shading

Readers:

• Carpenters	43 %
• Architects + Planners	24 %
• Builders	15 %
• Metal Workers	13 %
• Glaziers	5 %

Print Circulation:
15.000 Copies

BOOKING DEADLINE	06.07.
PRINT DEADLINE	13.07.
RELEASE DATE	02.08.

ISSUE GEBÄUDEHÜLLE II



Focus Topics:
- Roof and Facade Cladding
- Ventilated Curtain Facade
- Glass-metal Facade
- Building-integrated Photovoltaics
- Insulation and Waterproofing
- Panels
- Wood Construction
- Concrete
- Paints and Plasters
- Shading

Readers:

• Architects + Planners	25 %
• Builders	25 %
• Roofing Trade	25 %
• Painter	14 %
• Glaziers	7 %
• Metal Workers	4 %

Print Circulation:
15.000 Copies

BOOKING DEADLINE	21.09.
PRINT DEADLINE	28.09.
RELEASE DATE	18.10.

ADVERTORIALS + ADVERTISEMENT

PREISLISTE PRINT

DOUBLE PAGE

2–6 Images
Text max. 6.750 Characters
Logo and Contact Details

€ 8.650,–

FULL PAGE

2–4 Images
Text max. 3.750 Characters
Logo and Contact Details

€ 6.150,–

HALF PAGE

1–2 Images
Text max. 1.750 Characters
Logo and Contact Details

€ 4.240,–



Convey your brand message with an editorial look and feel. Introduce your company as a leading specialist, or present your product innovation in detail. Supply us with text and images, and we design your article in our specified layout. Upon request our editors will assist you with the creation of the text and selection of images (price upon request).



TITLE PAGE

185 x 200 mm
€ 9.780,–



U2, U3, U4

210 x 297 mm
€ 8.980,–

Indication of the number of characters including spaces. Submission of text as Word file, images as printable format (JPG, PNG, TIFF, PSD) with 300 dpi resolution, graphics as vector file. **Bleed-off formats** excl. 3 mm bleed. **Prices** subject to a surcharge of 5% advertising tax and 20% VAT, valid as of 1.1.2027. **Cover design:** The cover page image must be industry-specific and as brand-neutral as possible; appealing object or detail photos are desired. In addition to the company logo, a one-line advertising claim in an appealing size is possible. Text length depends on the number and size of the images.

ONLINE



NORTONRSX / ISTOCK / GETTY IMAGES PLUS VIA GETTY IMAGES

Better together: **handwerkundbau.at** is the combined website of the specialist editorial teams of Österreichische Bauzeitung, Gebäudeinstallation, Tischler Journal, Metall, Color, Dach Wand and Glas. As a result, the online platform reaches decision-makers and professionals from the fields of architecture, crafts and construction.

In addition to the wide range of information available, SEO optimization of all articles ensures the ideal performance of your online advertising - with a maximum reach across the entire platform or specifically in your relevant industries.

Advertising options for targeting specific industries on **handwerkundbau.at** can be found in the **media data** for our various trade publications.

DSGVO konform

Our newsletter
is ÖAK-tested and DSGVO-compliant.

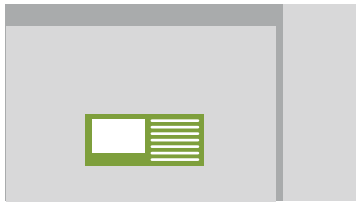
ÖAK Österreichische Auflagenkontrolle

PAGE IMPRESSIONS	VISITS	UNIQUE-CLIENTS
110.890	40.700	35.420

Source: Google Analytics, average monthly value 1st half-year 2026

WEBSITE

ONLINE PRICE LIST



SITELINK

Teaser in editorial style:
1 image max. 440 x 280 px, headline max. 50 characters, text max. 190 characters, link to your landing page

€ 1.450,–/month



ADVERTORIAL

Teaser (like sitelink) and article on our website: max. 3 images, each 1000 x 667 px, headline max. 100 characters, text max. 1,500 characters

€ 1.450,–/month



SITEBAR, HALF-PAGE AD

300 x 600 px + Mobile 320 x 480 px
(HTML 5 dynamic max. 450 x 900 px)

€ 1.120,–/month



BILLBOARD

1024 x 250 px + Mobile 300 x 100 px

€ 1.120,–/month



SKYSCRAPER

120 × 600 px + Mobile 320 x 480 px

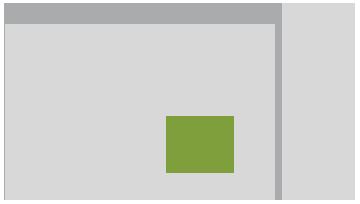
€ 890,–/month



SUPERBANNER

1024 × 100 px + Mobile 300 x 100 px

€ 890,–/month



CONTENT AD

300 x 250 px + Mobile 300 x 250 px

€ 890,–/month



FULL SITE BRANDING

Billboard, Half-Page Ad, Content Ad and Background image 1920 x 1080 px*
+ Mobile 320 x 480 px

€ 2.010,–/month

Mobile advertising: Every second website visit is made via a mobile device. Therefore, please also send us the matching mobile advertising material!

* Full site branding: the background image is displayed on the homepage on desktop computers, the banner ads are also displayed at article level.

Prices exclude 20% VAT, valid from 1 January 2027. File format: JPG, GIF, PNG. 10% surcharge for technical costs for HTML 5 files. Banners can be displayed in rotation with a maximum of three other advertising media. Surcharge for fixed placement: 20%.

NEWSLETTER

ONLINE PRICE LIST



EXKLUSIV-NEWSLETTER

Deliver your brand message prominently to our subscribers with a custom-designed newsletter. You receive a high-impact lead story and up to three additional teasers for your content.

For additional reach, your placement will also appear on our website for one month, either as a sitelink or an advertorial.

The impressive opening rate of our newsletter reflects the high quality of our address data base. All our Newsletter recipients have given us explicit consent to communicate to them via E-mail.

←

€ 2.590,–*

*incl.
1 MONTH COVERAGE ON OUR WEBSITE

ADVERTORIAL

By clicking on the teaser in the newsletter or on our homepage, your customer will be taken to the full view of your advertorial, embedded in our editorial environment (Specifications see p. 7).

€ 1.690,–*

SITELINK

The sitelink consists of a short text, an image and a link directly from the newsletter and our homepage to your landing page (Specifications see p. 7).

€ 1.690,–*

FULLBANNER

600 x 90 px + Mobile 300 x 100 px

CONTENT AD

300 x 250 px + Mobile 300 x 250 px

File format: JPG, PNG

€ 890,–

Ad delivery 5 Workdays before release date.

PUBLICATION INTERVAL	RECIPIENTS	OPENING RATES	CLICK TO OPEN RATE
Weekly	**9.052**	**34,0 %**	**12,5 %**
on Friday			

Source: ÖAK (Recipients), Eyepin, June 2026

PODCAST

ARCHITEKTUR & BAU
FORUM

THE PODCAST FOR BUILDING CULTURE

We are discussing **sustainability, digitalisation** and **new technologies** with leading minds from architecture, the construction industry and society.
From climate-neutral construction to urban transformation, smart buildings and the circular economy to new materials – our discussions generate ideas for the building culture of tomorrow.

EXCLUSIVE PODCAST EPISODE

Exclusive Partner Episode
Topic and guests are individually coordinated.

Editorial Production
Concept development, recording, production and publication by our editorial team.

Content for Every Channel
Supporting article in Handwerk+Bau and on handwerkundbau.at, plus content and photos for your website, newsletter and social media. Upon request, we also create ready-to-publish LinkedIn posts covering several key topics.

Cross-Media Co-Branded Promotion
- 1 × quarter-page print ad
- 2 × website billboards
- 3 × newsletter full banners

€ 3.800,–/episode*

PODCAST SPONSORSHIP

- Host-read ad: Authentic recommendation by the presenter in the first five minutes, duration
  20–30 seconds.
- Publication in a suitable episode
- Additional coverage: article in the print edition and on handwerkundbau.at
- Promotion through co-branding:
  – 1 x ¼ page advertisement (print)

€ 1.550,–/episode*

Prices exclude 20% VAT, valid from 1 January 2027. *Subject to additional charges for complex correction loops.



INFORMATION

DELIVERY OF PRINTING DATA

Transmission of digital data exclusively by e-mail to
anzeigenservice@wirtschaftsverlag.at

DATA FORMAT

- Print-optimised PDF files according to standard „PDF/X-4:2008“ with output intention.
- Colour profile for coated papers (sheet-fed offset): ISO Coated v2 (ECI)..
- Only use process colors CMYK (Euroscale). No spot colours (e.g. HKS, Pantone), RGB and indexed colours.
- Embed all fonts.
- Images in the document should have a resolution of 300 dpi/line images 1200 dpi.

DELIVERY OF PRINTED ADVERTISING MATERIAL

Druckerei Ferdinand Berger & Söhne GmbH,
A-3580 Horn, Wiener Straße 80

Supplements must be received at the print house by the printing deadline.

DELIVERY OF ONLINE ADVERTISING MEDIA

The online advertising formats are based on the IAB standards for advertising media. Please allow a minimum period of 5 working days for the delivery of the advertising media. Online banners may not exceed a file size of 150 kb, mobile banners 80 kb.
Please send your advertising material by e-mail to
anzeigenservice@wirtschaftsverlag.at

PRINTING AND BINDING METHODS

Offset printing, staple binding. The publisher accepts no liability for tonal value deviations within the tolerance range.

ADVERTORIAL GUIDELINES

An advertorial is marked as a paid insertion in accordance with § 26 of the Media Act. One proofreading pass is included in the price. Should the documents supplied deviate significantly from the specifications, new documents will be requested and the additional expenses for the revision will be invoiced after prior consultation (max. EUR 500.00).

TERMS, CONDITIONS & DATA PROTECTION

All content is in accordance with the General Terms & Business Conditions (AGB) of the Wirtschaftsverlag GmbH, which is available under:
www.wirtschaftsverlag.at/agb

For questions regarding data protection, please contact
datenschutz@wirtschaftsverlag.at

BANK DETAILS

Advertisements
Bank Austria, IBAN AT511100004240571200, BIC BKAUATWW

Subscriptions
Bank Austria, IBAN AT171100009523298900, BIC BKAUATWW

Invoices are payable net within 14 days

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