

BBB – Construction Machines, Construction Equipment, Construction Sites

Austria's exclusively specialized professional journal for construction machine technologies, building site reportages and civil and underground engineering



www.bauweb.co.at

MEDIADATA

2012

Brief description

Official organ of the MAWEV –
Association of Austrian Construction
Machine Dealers



Official Organ of the MAWEV – Verband Österreichischer Baumaschinenhändler
(Association of Austrian Construction Machinery Dealers)

BBB is Austria's leading specialist publication for Construction Machinery Technology,
Construction Site Reports and Civil Engineering.

First-hand reports on railway, road, tunnel, power plant and building constructions as well as mission reports of state-of-the-art construction machines provide the reader with a profound overview of the construction industry both, nationally and internationally. Current interviews with well-known experts of fields such as politics, economy, construction and construction machinery industry alongside international specialist exhibition follow-up reports/reviews and factory visits round off the BBB magazine and provide competence and expertise.

Target Groups: Construction Industry (Civil and Building/Structural Engineering), Construction Companies and Architect Businesses, Civil Engineers and Construction Planners, Construction Machinery Dealerships and Businesses, Mining Industry, Government Agencies.



Editorial Calendar and Publishing Schedule

Issue	Main Topics/Focus	Specials*	Exhibitions
BBB 1–2/2012 Publication date 17.02.2012 Closing date/ Copy deadline 03.02.2012	Cement and Concrete, Transit/Ready-Mixed Concrete, Concrete Processing, Concrete Pumps, Concrete Cutting Technology, Formwork Engineering, Adjusting and Equipping	Financing, Leasing and Insurance	Preliminary report MAWEV-Show 21. – 24.03., Windpassing/Ennsdorf
BBB 3/2012 Publication date 15.03.2012 Closing date/ Copy deadline 24.02.2012	Special Issue MAWEV-Show		Daily Exhibition Journal MAWEV-Show **
BBB 4/2012 Publication date 13.04.2012 Closing date/ Copy deadline 23.03.2012	Tunnelling and Mining Industry, Tunnel Equipment, Drilling and Blasting Technology, Collection, Processing and Analysis, Crushing and Screening/Sieving	IT in Construction	MAWEV-Show follow-up report and review
BBB 5/2012 Publication date 11.05.2012 Closing date/ Copy deadline 20.04.2012	Trench, Drain, Sewer and Pipeline Construction, Municipal and Environmental Technology, Landfill and Disposal Technology	Construction Vehicles	MAWEV-Show follow-up report and review
BBB 6/2012 Publication date 08.06.2012 Closing date/ Copy deadline 18.05.2012	Torrent and Avalanche Control, Flood Protection, Technical Fabrics/Geotextiles, Foundation/Civil Engineering		IFAT Entsorga follow-up report and review 07. – 11.05., München
BBB 7–8/2012 Publication date 06.07.2012 Closing date/ Copy deadline 15.06.2012	Road and Path Construction, Bridge Building, Compressors	Construction Safety	
BBB 9/2012 Publication date 07.09.2012 Closing date/ Copy deadline 17.08.2012	Gardening and Landscaping, Processing and Refining Technology, Recycling, Crushing and Screening/Sieving		
BBB 10/2012 Publication date 12.10.2012 Closing date/ Copy deadline 21.09.2012	Tunnelling and Mining Industry, Aerial Platforms (Mobile Elevating Work Platform MEWP), Hoisting Technology (Fork Lifts, Material Lifts), Crane Technology	Commercial/Utility Vehicles Nutzfahrzeuge/ IAA (20. – 27.09., Hannover)	Bergmannstag follow-up report and review 17. – 22. 09., Leoben; Platformers Day follow-up report and review 07. – 08.09., Hohenroda; GaLa Bau follow-up report and review 12. – 15.09., Nürnberg
BBB 11–12/2012 Publication date 30.11.2012 Closing date/ Copy deadline 09.11.2012	Railway Construction, Foundation/Civil Engineering, Pile Drivers and Pulling/ Extracting Tools, Construction Tools, Light Equipment, Wearing Parts	Fire Safety and Protection	




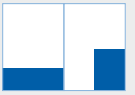
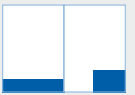
Permanent Topics and Features:

Construction Machines and Equipment, Crane Technology, Commercial/Utility Vehicles, IT and Software Solutions, Concrete and Formwork

* DBBB Specials are published in cooperation with Baummagazin respectively Traktuell in higher circulation (20.000 copies)

** Independent, daily exhibition journal containing the MAWEV-Show news!

Advertisement prices and formats

Format	Print space (width x height)	Bled + 3 mm trapping (width x height)	Print space price
1/1 Title page 	185 x 260 mm	210 x 297 mm 210 x 230 mm	Euro 5.450,- Euro 7.950,-
1/2 horizontal 1/2 vertical 	185 x 125 mm 90 x 260 mm	210 x 141 mm 104 x 297 mm	Euro 3.450,-
1/3 horizontal 1/3 vertical 	185 x 82 mm 60 x 260 mm	210 x 98 mm 74 x 297 mm	Euro 2.850,-
1/4 horizontal 1/4 vertical 	185 x 60 mm 90 x 125 mm	210 x 76 mm 104 x 141 mm	Euro 2.250,-
1/8 horizontal 1/8 vertical 	185 x 30 mm 90 x 60 mm		Euro 1.600,-

B/w as well as special or additional colour prices on request. Prices do not include the legally-stipulated advertising tax and VAT. The Austrian Periodical Publishers' Association's General Terms of Business for Advertising shall apply. These can be requested from the publishing house or obtained through our website (Mediadaten). Prices may be subject to change or error.

Magazine format/Print space

210 mm wide, 297 mm high / 185 mm wide, 260 mm high

Additional charges for special formats and positioning

Title page, 4c: Euro 7.950,-

2nd, 3rd and 4th cover page: + 15 % additional charge

Special advertising forms on request.

Bled-off formats: Euro 250,-

Printing procedure/Documents

Reel-fed offset printing, 60 screen, colours: Euroscale (cyan, magenta, yellow, black). We can accept no responsibility for the correctness and completeness of any electronic data/documents/advertisements given to us. Any production costs which may arise for corrections, drawing up advertisements, etc. will be charged in accordance with expenditure and invoiced separately. In order to achieve optimal printing results, a contract proof in the final colours must without fail be provided with the data. Any corrections or changes that may need to be carried out subsequently will be done only in accordance with a written order.

ICC colour profile: Europe ISO Coated V2 (FOGRA39)

Please send the documents to be printed to: produktion@weka.at

Programmes and formats

System: PC; file delivery: printable PDF;

software: InDesign CS5, Illustrator CS5, Photoshop CS5;

data carrier: CD-ROM, USB; FTP server (login data on request).

Supplements

Up to 10 grams	Up to 20 grams	Up to 40 grams
Euro 300.00/thousand	Euro 350.00/thousand	Euro 400.00/thousand

Inserts

Up to 10 grams	Up to 20 grams	Up to 40 grams
Euro 400.00/thousand	Euro 520.00/thousand	Euro 610.00/thousand

Galley proofs

Will be provided only on request. They shall be regarded as approved if not returned to the publisher within 4 days.

Cancellations

Can only be accepted if they are received by the publisher in writing. No fees will be charged for cancellations made up to two weeks prior to the advert submission deadline. 30% cancellation fee will be charged for cancellations within the two weeks prior to the advert submission deadline. The date of receipt by post shall be decisive in every case.

Rabates (for one-year orders)

Rabate:	Frequency scale
5 %	3 adverts
10 %	6 adverts
15 %	9 adverts

Rabates shall apply in the case of one-year orders accepted within 12 months (insertion year). No rebate will be given on supplements.

Terms of payment

Net payment within 30 days following date of invoice.

In the case of default of payment, 15% default interest plus debt collection costs will be charged.

VAT number: ATU14897806

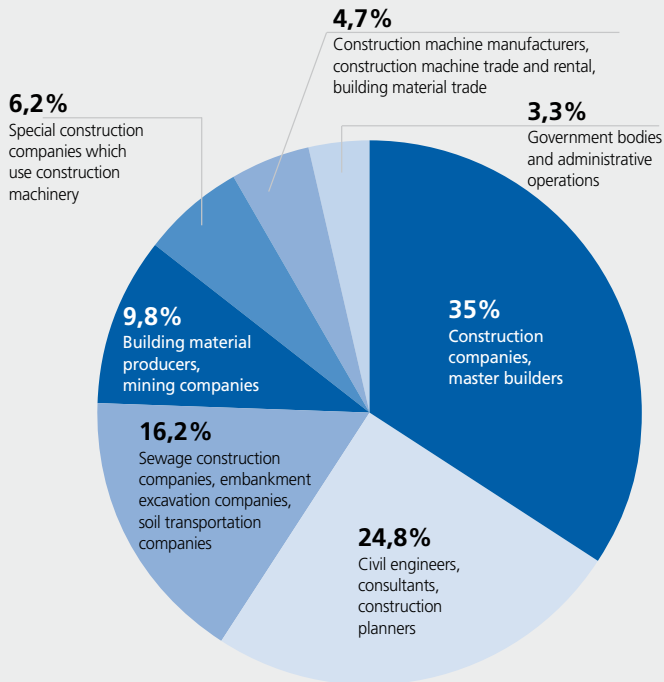
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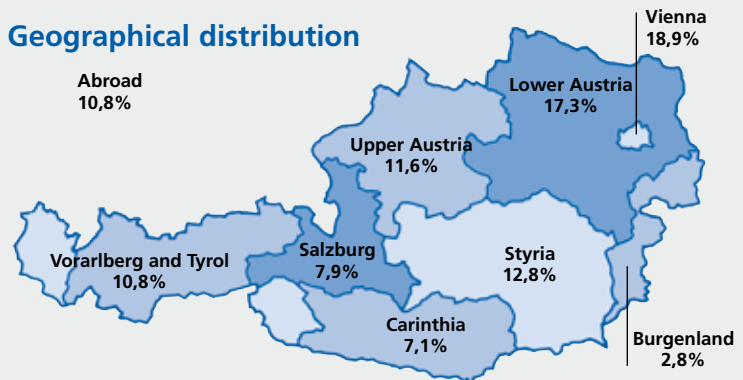
Target group

Readers, recipients



Our publishing house has a professionally built business address file available. We are constantly updating the addresses of our recipients: the precise number of addresses is therefore subject to fluctuations. All percentages given have been rounded up/down mathematically.

Geographical distribution



Online rates

You'll find more information about our online advertising solutions (banner, newsletter sponsoring etc.) on our website at

www.bauweb.co.at/mediadaten

Contact: Erik Gertscher, Tel +43.1.97000-264
erik.gertscher@weka.at

Information on the internet

Media data available as a PDF download:
www.bauweb.co.at/mediadaten

BBB on the internet:
www.bauweb.co.at

Newsletter subscription:
www.bauweb.co.at/newsletter

Publishing house data and media titles:
www.weka.at/fachzeitschriften

Print Run Monitoring



The BBB is subject to regular print run monitoring by the ÖAK.

Print run (yearly charge 2011)

10.000

Trade fair and special issue print runs will be increased as necessary.

Publication form, year

9 issues, 48th volume, 2012

Purchase price inland

One-year subscription
Unit sales price

Euro 30,-
Euro 4,-

Purchase price abroad

One-year subscription

Euro 45,-

Team BBB



Editor in Chief
Ing. Alexander Riell



Editor
Mag. Carolin Rosmann



Online Editor
Mag. Markus Wlzek



Sales Manager – Building
Erik Gertscher



Production
Gerhard Schartmüller

WEKA Publishing House Management



Publishing Manager
Mag. Marina Colombini

Publisher/Publishing house

WEKA-Verlag Gesellschaft m.b.H | 1200 Wien | Dresdner Straße 45 | Tel +43.1.97000-200 | Internet www.weka.at

Editorial Office

Ing. Alexander Riell (Editor in Chief), alexander.riell@weka.at, Tel +43.1.97000-244, Fax -5244
Mag. Carolin Rosmann (Editor), carolin.rosmann@weka.at, Tel +43.1.97000-247, Fax -5247
Mag. Markus Wlzek (Online Editor), markus.wlzek@weka.at, Tel +43.1.97000-185, Fax -5185

Sales

Erik Gertscher (Sales Manager – Building), erik.gertscher@weka.at, Tel +43.1.97000-264, Fax -5264

Order Management

Monika Berger, anzeigenverrechnung@weka.at, Tel +43.1.97000-265, Fax -5265
Martina Edermayer, martina.edermayer@weka.at, Tel +43.1.97000-225, Fax -5225

Production

Gerhard Schartmüller, produktion@weka.at, Tel +43.1.97000-226, Fax -5226

Management

Dipl.-Bw.(FH) Kurt Skupin, M.B.A., kskupin@wekanet.de

Publishing Manager

Mag. Marina Colombini, marina.colombini@weka.at

BEST OF B2B

The WEKA Publishing House Austria's specialised trade magazines

About 14 magazine titles in the business-to-business segment are currently being published under the umbrella of the WEKA publishing house. We are one of the leading publishers of specialised information in Austria. Our portfolio includes 5 publishing fields. Our publishing house is member of the Austrian Print Run Monitoring Body (ÖAK). You'll find more detailed information about our publishing house and media on our website www.weka.at/fachzeitschriften

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Trade

