



Road construction,  
civil engineering,  
canalization, tun-  
neling and bridge  
construction



### Advertisement Rate Sheet No. 32 effective as from January 1, 2010

Giesel Verlag GmbH, Hans-Böckler-Allee 9, 30173 Hannover, Germany, Phone +49(0)511/7304-0, Fax +49(0)511/7304-157

- 1 Circulation:**  
Print run: 4,000 copies  
Distributed circulation: 3,977 copies
- 2 Format of the journal:** DIN A 4, 297 mm high x 210 mm wide
- Printing space:** 175 mm x 247 mm, 1/1 page = 988 mm
- 3 Printing process:**  
Offset print 60-lines grid. Please send printing documents in digitalized form. For further information please have a look at [www.giesel-verlag/digitale-druckunterlagen/bau.pdf](http://www.giesel-verlag/digitale-druckunterlagen/bau.pdf). Redigitalization can be effected at cost.
- 4 Dates:**  
Frequency of publication: 10 x annually  
Publication dates: See list of dates and subjects  
Deadline for advertisements: See list of dates and subjects

- 5 Publishing firm:** Giesel Verlag GmbH  
Delivery address: Hans-Böckler-Allee 9, 30173 Hannover, Germany  
Postal address: Postfach 5420, 30054 Hannover, Germany  
Internet: [www.giesel-verlag.de](http://www.giesel-verlag.de)  
Telephone: +49(0)511/7304-0  
Telefax: +49(0)511/7304-157  
E-Mail: [giesel@giesel.de](mailto:giesel@giesel.de)



- 6 Terms of payment:**  
3 % discount for prepayment, 2 % discount for payment within tens days from the date of account, otherwise 30 days from the date of account without deduction.  
Turnover tax-ident-no.: DE 115051385

- Bank accounts:**  
Commerzbank Hannover No. 1500222 (Bank code no. 250 400 66)  
Postbank Hannover No. 90898-306 (Bank code no. 250 100 30)

#### 7 Formats of advertisements and rates:

Size	Width x Hight	b/w EUR	2-c EUR	4-c EUR
1/1 page	175 mm x 247 mm	1,758.-	2,286.-	2,637.-
2/3 page	120 mm x 247 mm	1,160.-	1,508.-	1,740.-
1/2 page Juniorpage	175 mm x 124 mm 85 mm x 247 mm 124 mm x 175 mm	880.-	1,144.-	1,320.-
1/3 page	175 mm x 82 mm 55 mm x 247 mm	588.-	764.-	882.-
1/4 page	85 mm x 124 mm 175 mm x 62 mm	440.-	572.-	660.-
1/8 page	85 mm x 62 mm 175 mm x 31 mm	301.-	on request	on request
1/16 page	85 mm x 31 mm	151.-	on request	on request
Front page*	190 mm x 190 mm	-	-	2,977.-
2. / 3. / 4. cover	210 mm x 297 mm	-	-	2,870.-
Open rate for a column width of 40 mm respectively		EUR 3.25		

(\* Front page: Pure visual presentation with the firm name (logo) of the advertiser. The motif must be approved by the publishers in advance!)

- 8 Extra charges:**  
Extra cost of bleed formats 10 %  
Oblicatory positioning 20 %

- 9 Special section advertisements (per millimetre, 40 mm in width):**  
Purchase and sale, Jobs recruitment ad EUR 2.12  
Job seeking ad EUR 1.59  
Box number fee EUR 8.00

#### Entries in the list of suppliers

(Validity of this entry: one year; Modifications and new entries in the list can only be carried out at the beginning of each quarter. The price for a logo depends on its size (in mm)) EUR 4.24

Combination discounts: from two rubrics upwards 5 %

- 10 Advertising specials:** on request

- 11 Discounts:**  
3 advertisements 5 %  
6 advertisements 10 %  
from 8 advertisements upwards 15 %

- 12 Combinations:**  
on the subscription of two construction titles upwards 5 % discount  
Discount print + online on request

- 13 Inserts:**  
number: 4,200 copies, format: 216 x 305 mm.  
(head cut: 5 mm, knurled margin: 3 mm)  
single sheet (two-page) EUR 2,036.-  
double sheet (four-page) EUR 2,806.-  
more pages on request

- 14 Supplements:**  
full supplement up to a weight of 25 g EUR 844.-  
a surcharge on weight for any further 5 g, respectively EUR 94.-  
quantity delivered: 4,200 copies  
maximum format: 200 mm wide x 294 mm high

- 15 Advertising labels:**  
on the advertisement (min. 1/2 page) EUR 212.-  
plus external gluing cost

- 16 Delivery address for items 13 to 15:**  
BWH Druck & Kommunikation  
Beckstraße 10, D-30457 Hannover

Delivery note: „Destined for Straßen- und Tiefbau, issue no. ...“  
Delivery „free at residence“

**Items 14 + 15 are not discountable.**



Road construction,  
civil engineering,  
canalization, tunneling and bridge  
construction



## List of Subjects and Dates



Giesel Verlag GmbH, Hans-Böckler-Allee 9, 30173 Hannover, Germany, Phone +49(0)511/7304-0, Fax +49(0)511/7304-157

Issue	Dates	Subjects	Fairs / Exhibitions / Conferences	
<b>1 / 2</b> January / February	Date of appearance: February 1, 2010  Closing date: January 6, 2010	<ul style="list-style-type: none"> <li>• Paving laying techniques</li> <li>• Canalization and pipework</li> <li>• Road construction</li> </ul>	Paving laying machines, paving stones Microtunneling, canal inspection and repair, pipes, sheeting machines, techniques and building materials for the repair of roads and paths, finishers, compactors, cutters and remixer, spraying equipment, joint cutters	<b>DEUBAU</b> January 12 - 16, Essen <b>Viatec</b> February 9 - 12, Innsbruck/Austria <b>24th Oldenburger Piping Forum</b> February 11 - 12, Oldenburg <b>Bautec with Build IT</b> February 16 - 20, Berlin
<b>3</b> March	Date of appearance: March 26, 2010  Closing date: March 5, 2010	<ul style="list-style-type: none"> <li>• Bridge construction, Concrete construction</li> <li>• Tunneling</li> <li>• Construction machinery and Utility vehicles</li> </ul>	Formwork, concrete construction technology, ready-mixed concrete, platform for lifting persons, scaffolding, building chemistry methods, driving, transport logistics, sprayed concrete, wheel-loaders and hydraulic excavators, special superstructures, building machinery transport, dumpers	
<b>4</b> April	Date of appearance: April 15, 2010  Closing date: March 25, 2010	<ul style="list-style-type: none"> <li>• Paving laying techniques</li> <li>• Road construction</li> <li>• Canalization and pipework</li> </ul>	Paving laying machines, paving stones machines, techniques and building materials for the repair of roads and paths, finishers, compactors, cutters and remixer, spraying equipment, joint cutters Microtunneling, canal inspection and repair, pipes, sheeting	<b>bauma</b> April 19 - 25, Munich <b>Hanover Fair</b> April 19 - 23, Hanover
<b>5</b> May	Date of appearance: May 17, 2010  Closing date: April 21, 2010	<ul style="list-style-type: none"> <li>• Insurance and possibilities of financing</li> <li>• Earthwork and foundation</li> <li>• Bridge construction, Concrete construction</li> </ul>	what kind of insurances do road construction and civil engineering contractors need? Hiring, leasing, purchasing – what pays best? earthmoving machinery, Geotextiles Formwork, concrete construction technology, ready-mixed concrete, platform for lifting persons, scaffolding, building chemistry	
<b>6</b> June	Date of appearance: June 15, 2010  Closing date: May 19, 2010	<ul style="list-style-type: none"> <li>• Canalization and pipework</li> <li>• Road construction</li> <li>• Civil engineering and special Civil engineering</li> </ul>	Microtunneling, canal inspection and repair, pipes, sheeting finishers, rollers and compactors, cutters and remixer, spraying equipment, joint cutters Building site equipment, rope-operated machines	
<b>7 / 8</b> July / August	Date of appearance: August 6, 2010  Closing date: July 12, 2010	<ul style="list-style-type: none"> <li>• Paving laying techniques</li> <li>• Earthwork and foundation</li> <li>• Bridge construction and repair</li> </ul>	Paving laying machines, paving stones earthmoving machinery, Geotextiles Ready-mixed concrete, mixers and pumps, formwork, inspection, building chemistry	<b>NordBau</b> September 2 - 7, Neumünster
<b>9</b> September	Date of appearance: September 6, 2010  Closing date: August 11, 2010	<ul style="list-style-type: none"> <li>• Compact machinery</li> <li>• Canalization and pipework</li> <li>• Utility vehicles</li> </ul>	mini-loaders, mini-excavators, Formwork, Microtunneling, canal inspection and repair, pipes, excecators, from a van to a 40-ton vehicle, special superstructures, building machinery transport	<b>IFAT</b> September 13 - 17, Munich <b>GaLa Bau</b> September 15 - 18, Nuremberg <b>IAA</b> September 23 - 30, Hanover
<b>10</b> Oktober	Date of appearance: October 15, 2010  Closing date: September 17, 2010	<ul style="list-style-type: none"> <li>• Paving laying techniques</li> <li>• Road construction</li> <li>• Earthwork and foundation</li> </ul>	Paving laying machines, paving stones machines, techniques and building materials for the repair of roads and paths, finishers, compactors, cutters and remixer, spraying equipment, joint cutters earthmoving machinery, Geotextiles	
<b>11</b> November	Date of appearance: November 15, 2010  Closing date: October 18, 2010	<ul style="list-style-type: none"> <li>• Canalization and pipework</li> <li>• Civil engineering</li> <li>• Bridge construction, Concrete construction</li> </ul>	Microtunneling, canal inspection and repair, pipes, Excavators and Loaders Ready-mixed concrete, mixers and pumps, formwork, inspection, building chemistry	
<b>12</b> December	Date of appearance: December 15, 2010  Closing date: November 16, 2010	<ul style="list-style-type: none"> <li>• Road construction</li> <li>• Active and passive noise prevention</li> <li>• Earthwork</li> </ul>	machines, techniques and building materials for the repair of roads and paths, finishers, compactors, cutters and remixer, spraying equipment, joint cutters Whispering asphalt and concrete, noise barriers, geotextiles for slope protection earthmoving machinery	

The central topics do not reflect the overall contents. Current contributions complete the respective coverage. Subject to alterations.