



TARGETING & LEAD TOOLS 2021

BAUSICHERHEIT-ONLINE.DE • THE MAGAZINE FOR MORE SAFETY AT THE BUILDING SITE



Valid as of January 1st, 2021

B2B-DISPLAY ADVERTISING

Reach the B2B users and decision-makers in the **construction industry** with attention-grabbing **Display Advertising**.



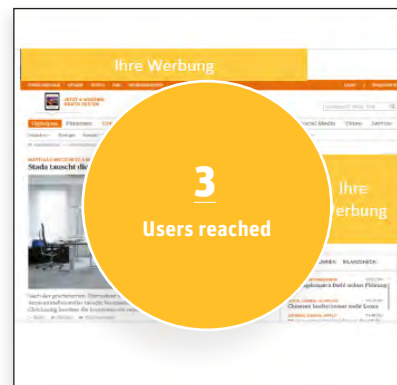
AUDIENCE DISPLAY TARGETING



1
Users
are tagged on
bausicherheit-online.de



2
Users identified



3
Users reached

An average of **4.539** users a month marked by cookies.

The interested users previously marked on **bausicherheit-online.de** will be found on the web-sites from our network.

We feature your content and your advertising banners for the interested users **without marketing waste**.

AUDIENCE DISPLAY TARGETING COSTS

- Campaign concept and creation of 8 different advertising banners to be displayed on the chosen websites of our premium network: **€ 250,- ***
- Cost for 1,000 impressions (TKP): **€ 36,- ***
- Campaigns can be implemented individually according to budget requirements.

EXAMPLES FROM OUR PREMIUM NETWORK



→ PACKAGE 30

- Campaign concept creation
- Ad design
- 30,000 Ad Impressions
- **Price Advantage of € 100,-**

€ 1.230,- *

→ PACKAGE 60

- Campaign concept creation
- Ad design
- 60,000 Ad Impressions
- **Price Advantage of € 100,-**

€ 2.310,- *

→ PACKAGE 90

- Campaign concept creation
- Ad design (up to 8 different graphics)
- 90,000 Ad Impressions
- **Price Advantage of € 150,-**

€ 3.340,- *

B2B NATIVE ADVERTISING

1. TEXT-IMAGE AD

You can reach the B2B users and decision-makers specifically in our Premium network with **Text-Image Ads**. These adapt optically to the partner website and are linked to your website. Currently only available in Germany:

Nachrichten aus Wolfsburg und der Welt



difflorn Stadt / Nach der Irrfahrt
Betrunkener Audi-Fahrer landet in der JVA

Mit 2,52 Promille Alkohol im Blut ist ein Audi-Fahrer am Donnerstag durch die difflorner Fußgängerzone gerast. Jetzt steht fest: Die Irrfahrt des 29-jährigen führte durch weitere difflorner Straßen. Und gegen ihn lag bereits ein Haftbefehl vor. Nun sitzt er in der JVA Braunschweig.



Anzeige
Action, so viel ihr Vott.

Die extrem erfolgreiche Bosch Pro Challenge geht dieses Jahr in die zweite Runde. Gesucht werden bei bundesweit rund 80 Fachhändlern wieder Deutschlands schnellste Profi-Schrauber. Das Besondere: Dieses Jahr wird mit Bosch's stärkstem Akku aller Zeiten gearbeitet – dem ProCORE19V. Habt ihr das Zeug zum Champion?



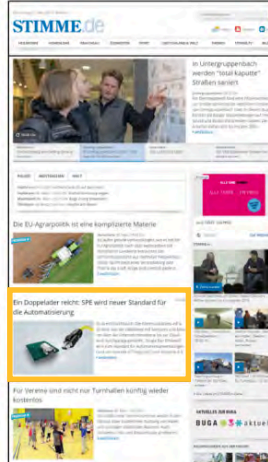
Stadt Wolfsburg / Archiviale des Monats
Streit um die Wolfsburger Stadtfarben

Die Reihe „Archiviale des Monats“ erzählt immer eine Geschichte hinter der Geschichte. In der Archiviale September geht es um die Wolfsburger Stadtfarben.

2. TEXT-IMAGE + ADVERTORIAL

You can reach B2B users in our premium network with **editorial Text-Image ads**.

These adapt optically to the website environment and are linked to an **advertorial**, which is also displayed in the look and feel of the publishing website. This form of advertising has a **very high level of user acceptance** and is particularly suitable for the presentation of products that require explanation, such as in the B2B area.



TEXT-IMAGE AD



ADVERTORIAL

Reach your target audience with content advertising
on over 100 newspaper websites worldwide:



→ NATIVE ADVERTORIALS

- Creation of the various ad designs

1. Text + Graphic	€ 455,- *
2. Text + Graphic + Advert.	€ 610,- *

→ CPC (COST PER CLICK)

- Cost per Click
- (Minimum 200 Clicks)

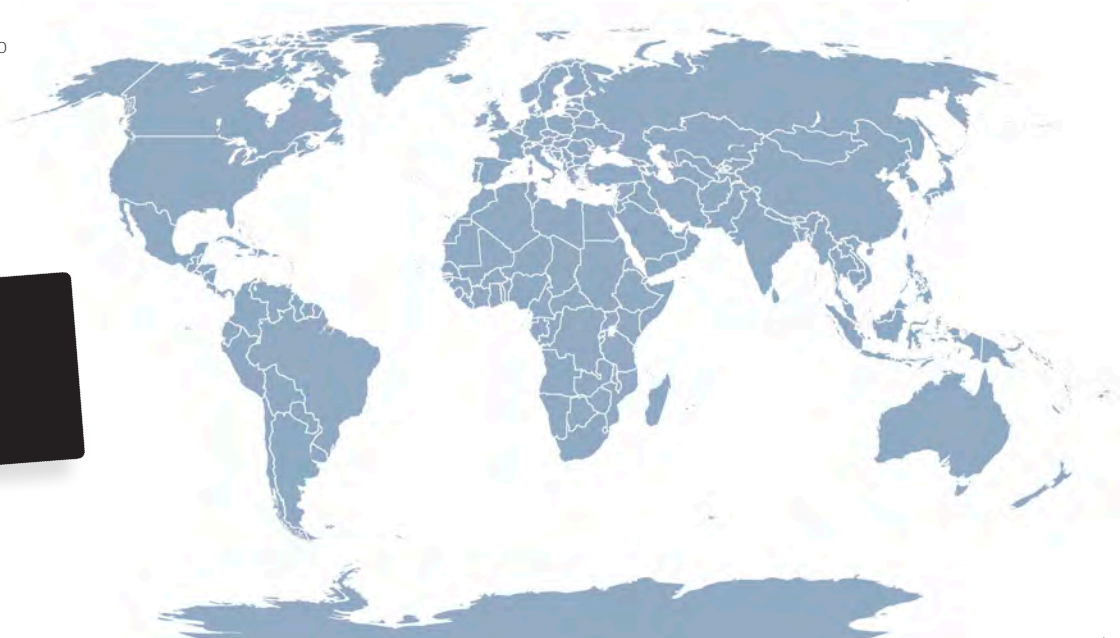
€ 4,- *

B2B GEOTARGETING

Reach the B2B users and decision-makers in the **construction industry** according to geographical areas, within the **bausicherheit-online.de** portals as well as in our premium network, with attention-grabbing **display advertising**, e.g. in country, language, region.

PRICING:

Relative to
Country/Regions of choice.



AUTOMATED WEBINAR AS A LEAD CAMPAIGN

We create the platform for an **automated webinar** for you as a lead campaign including the following services:

- ⊕ Automated webinars according to your schedule in the respective local time (global) or directly after registration
- ⊕ Landing page
- ⊕ Webinar room
- ⊕ Closing page
- ⊕ Automated forwarding of questions to your product specialist via email in real time
- ⊕ Email marketing before and after the webinar to participants:
 - *Follow-up*
 - *Reminder*
 - *Double-Opt.-in Anmeldung*



- ⊕ DSGVO and GDPR compliant
- ⊕ Performance and lead reporting after the webinar campaign
- ⊕ Editorial support on the **bausicherheit-online.de** specialist portal
- ⊕ Newsletter communication in the bi-monthly **bausicherheit-online newsletter** with a link to the landing page
- ⊕ Promotion on social media channel (Facebook)
- ⊕ Promotion in business networks (XING, LinkedIn)

€ 3.850,- per month *

* Prices not including applicable sales taxes, possible AE commission.



WHITE PAPER

Concept and Advantages

- ② You have an interesting White Paper, which is published on **bausicherheit-online.de** and available for download
- ② Position yourself as a competent specialist
- ② Through registration to download the White Paper, leads are generated
- ② 1 month promotion on **bausicherheit-online.de** – you will receive all leads generated at month's end

OFFER & PRICE

→ Placement of your White Paper on the **bausicherheit-online** portal with download function

(including your specified download registration data requirements, e.g. last name / first name / Email / function / department branch / company size, etc.)

→ Promotion through newsletter announcements and editorial support, as well as placement on social media and business networks

→ Base price for 1 month, including reporting of all leads

€ 220,- *

WEBSITE TRAFFIC STATISTICS *

Visits: 5.761 (monthly)
Page Impressions: 6.784 (monthly)

OUR REACH

Portal Visitors: 5.761
Newsletter: 2.720
Social Media: 2.813

Total: 11.294
(monthly gross reach)

* Source: Google Analytics
Status January 2020 – October 2020

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