

Die GebäudePraxis



Magazin für Hausmeister, Haustechniker und Gebäudebetreuer

The trade magazine for modern, professional facilities management. We connect you with the decision-makers who depend on your products and services every day: facilities professionals managing technical systems and seeking practical solutions for everyday operations.

2027



MEDIA KIT TRADE MAGAZINE



Your partner for effective, targeted advertising

Status: September 2026 – Subject to change without notice.

BRIEF DESCRIPTION

Characterisation:

Published quarterly, "Die Gebäudepraxis" delivers practical inspiration and actionable solutions for professionals responsible for building operations. Featuring relevant legislation and case law, the magazine supports safe, compliant and professional work across all areas of building management.

Recipients:

Personnel responsible for building operations, senior facilities staff and caretakers working in local authorities, schools, childcare centres, companies, housing cooperatives and facilities service providers.

Subscribers:

Print run: 2.000, thereof subscribers: 1.012 (Print+Online). Verifiable distribution via trade fairs/training courses/qualified advertising addresses: 937

Web:

www.die-gebaeudepraxis.de

Publication frequency:

4 times per year (Feb./May/Aug./Nov.)

ISSN:

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All prices are exclusive of statutory value added tax.

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Print run:	2.000	I/2026 verified 
Distribution:	1.949	
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MAIN TOPICS

What advertising opportunities and formats are available in “Die Gebäudepraxis”? Which key topics are planned for 2027?

Find out how targeted advertising placements within a specific topic area can help you reach caretakers, facility managers and professionals responsible for building services, grounds maintenance, winter services and more with your offering. Our experienced advertising team will be happy to advise you.

Issue	PD	AC	DPM	Main topics	PD = publication date AC= ad close DPM = Deadline for printing material
1/2027 February	24.02.2027	02.02.2027	09.02.2027	Seasonal grounds maintenance tasks: March to June Cargo bikes, trailers and light commercial vehicles Documentation and repairs for rental properties	
2/2027 May	12.05.2027	20.04.2027	27.04.2027	Mobile and flexible shading for outdoor areas (pergolas, shade sails ...) Cleaning or disinfection? Biofilms, microorganisms and odours in drains and washroom areas Preview of the demopark trade fair	
3/2027 August	12.08.2027	21.07.2027	27.07.2027	New approaches to leaf management Climate change in winter services Buying, renting or sharing work vehicles and machinery? Preview of cleaning trade fair CMS Berlin	
4/2027 November	12.11.2027	21.10.2027	27.10.2027	Traffic safety in the future: drones, apps and digital tree inspections Winter services: monitoring / documentation Working with MEWPs	Wall calendar 2028*

Non-binding topic plan, subject to change.

The full selection of topics for each issue is finalized two months before publication.

*Media information is available on request.

Trade fairs 2027

Internationale Handwerksmesse (IHM), Munic: 10.03. – 14.03.2027 | Dt. Baumpflegetage, Augsburg: 20.04. – 22.04.2027 | demopark, Eisenach: 20.06. – 22.06.2027 | Cleaning trade fair CMS, Berlin 21.09. – 24.09.2027

FORMATS & PRICES

Whether you prefer standard formats, unusual and stimulating special advertising formats or favourable combination offers:
Our advertising team will be happy to help you and your campaign.

Ad formats and prices:

Format	Ads in type area (without bleed) width mm × height mm	Bleed Ads (+ 3 mm bleed) width mm × height mm	Prices 4c plus VAT	Prices b/w plus VAT
1/1 page	182 × 263 mm	210 × 297 mm	2.040 €	1.500 €
1/2 page, landscape	182 × 130 mm	210 × 148 mm	1.090 €	790 €
1/2 page, portrait	87 × 263 mm	103 × 297 mm	1.090 €	790 €
1/3 Seite, portrait	58 × 263 mm	74 × 297 mm	820 €	620 €
1/3 page, landscape	182 × 75 mm	210 × 104 mm	820 €	620 €
1/4 page, landscape	182 × 66 mm	210 × 77 mm	650 €	450 €
1/4 page, corner selection	87 × 130 mm	103 × 148 mm	650 €	450 €
U2/ U3	–	210 × 297 mm	2.390 €	
U4	–	210 × 297 mm	2.490 €	
Format ^{1) 2)}				
2/1 double-page spread	–	420 × 297 mm	2.890 €	available on request

1) Other formats on request.

2) In this case we need two separate ads.

All prices in Euro plus VAT. Change without notice.

FORMATS & PRICES



1/1 PAGE

1/2 PAGE landscape or portrait

1/3 PAGE landscape or portrait

1/4 PAGE corner selection

1/4 PAGE landscape

ADVERTORIAL

SMALL ADS BY INDUSTRY

DISCOUNT SCALE BASED OF BOOKED FOR ONE YEAR:

- 2 Ads 10 %
- 3 Ads 15 %
- 4 Ads 20 %

Agency discount available on request.

All prices in Euro plus VAT.

Publisher's General Terms and Conditions apply: <https://shop.forum-verlag.com/AGB-mediadaten>

Supplements (loose):

Supplements	
up to 20 g (total print run) / max. of three supplements per issue, max. Format: width 205mm × height 290mm	550 €

Small ads by industry (alphabetical order):

Classified advertising with a lasting effect		
Image/Logo 58 × 30 mm	6 issues	6x 75 €

SPECIAL FORMATS

Special Advertising Formats:

Exceptional campaigns call for exceptional advertising solutions. We would be pleased to explore the feasibility of your individual ideas. Our special advertising formats help you attract the attention you are looking for. Here is a selection:



BELLY BAND

Size:
500 × 100 mm
Price: 2.990 €
(inkl. PaperWrap)



**BOUND-IN INSERT
(CENTRE)**

Size:
210 × 297 mm
Umfang: 4 Seiten
Price: 1.400 €



COVER FLAP

Size:
105 × 297 mm
Price: 2.230 €



ADVERTORIAL TWO-PAGE

Size:
420 × 297 mm
Price: 2.890 € (Ads) bzw.
2.990 € (Advertorial)



SONDERDRUCK FÜR MESSEN

On request

All prices apply to the full print run and are quoted in euros, excluding statutory VAT. Subject to change without notice.

TECHNICAL DETAILS

Magazine format:	DIN A4 (width: 210 mm, height: 297 mm), number of columns: 3
Printing method and binding:	Offset printing, staple bound
Coloured ads:	Euroscale (CMYK), special colours on request
Bleed margin:	3 mm on every side
Ad types:	In general, a distinction is made between type area and bleed ads. Type area ads do not touch the edge of a page, but are contained in the type area. Bleed ads touch one or more margins of a page and require a bleed of 3 mm on the touching sides, as the magazine pages are trimmed to the final format after printing.
File creation:	Please note: The resolution of the image data must be at least 300 dpi for colour and greyscale images and 1,200 dpi for line images; Compression ZIP; PNG, BMP or TIFF (highest quality level); use CMYK as colour mode; embed all fonts; centre alignment; ad format to final size.
File transmission:	In principle, all advertisements must be delivered in digital form as a print PDF. Please always deliver open data with all fonts and all placed elements. Email: anzeigen@die-gebaeudepraxis.de; via ftp: access information on request. The client bears sole responsibility for content, layout, production, correct file formats, timely delivery of data documents and data carriers.
Print approval:	By sending the PDF file of the advertisement to the publisher, the customer also gives the approval for printing! There is no further approval procedure between the customer and the publisher!
Print control:	We recommend the delivery of a colour-accurate digital proof with Ugra/FOGRA media wedge or a press proof with standard print control strips in the final version. Otherwise, the publisher can unfortunately not guarantee the text, image or colour of the printed advertisement.
Specimen copy:	Your file copies will be sent to you directly from the printer.
Terms and conditions:	Publisher's General Terms and Conditions apply: https://shop.forum-verlag.com/AGB-mediatdaten
Gender disclaimer:	Gender-specific terms may be used in order to ease the flow. Whenever a gender-specific term is used, it should be understood as referring to every gender.