

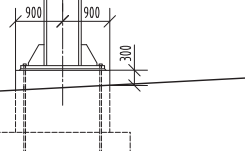
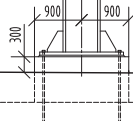
structure

published by
DETAIL

Review of Structural Design and Engineering



40 u. 50:
Ø711mm, d=60mm



Rate Card 2019
Print & Online

structure - Review of Structural Design and Engineering

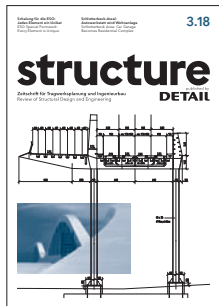
- 3 Profile
- 4-5 The editorial advisory board
- 6 Market development
- 7 Topics/Timetable
- 8 Advertising Formats
- 9 Advertising Prices
- 10-12 Special Types of Advertising
- 13 Technical Specifications

structure - Online

- 14 Website
- 15 Display - Formats and Prices
- 15 Newsletter
- 16 Manufacturer News

structure - Advertising Department

- 18 Customized Communication Concepts
- 19 Publishing Information
- 20 Sales Advisors



For general terms and conditions
please contact us:
anzeigen@structure-magazin.de



www.structure-magazine.com

Schalung für die ESO:
Jedes Element ein Unikat
ESO Special Formwork:
Every Element is Unique

Schlötterbeck-Areal:
Autowerkstatt wird Wohnanlage
Schlötterbeck Area: Car Garage
Becomes Residential Complex

3.18

structure

published by

DETAIL

Zeitschrift für Tragwerksplanung und Ingenieurbau
Review of Structural Design and Engineering

The trade journal for civil engineers, structural engineers, developer consultants and civil-engineering students documents buildings, whose overall quality is significantly determined by the structural design and civil engineering.

Instead of the usual scientific/technical approach, the focus is placed on the in-depth presentation of construction projects using details and attractive visualizations.

structure focuses on aspects relating to supporting structural construction issues as well as special features of the planning and construction process. Often, structural engineers themselves have their say and describe the special challenges involved. At the same time, the trade journal is a source of ideas and a tool that is new in this format, and which consequently occupies a special position in the market. The content spectrum encompasses international reports and documentation, background information, research developments, product information and civil-engineering specialist knowledge.

The range of projects covered is wide, reflecting the diverse nature of the tasks carried out by building engineers - from traffic constructions and power plants, to cultural and high-rise buildings.

All contents will be published bilingually in German and English.

Published 4 times a year, structure - published by DETAIL reaches 10,000 readers.

What distinguishes this journal from other engineering publications?

” **Practical specialist knowledge!**

” **Highly readable** for the practically-oriented engineer.

” In structure, civil engineers' demands and influence on the design of the built environment are given a **unique** forum. This trade journal **inspires and ignites the potential of the next generation of engineers!**

Dr.-Ing. Heiko Trumpf, Office Manager
Munich Bollinger + Grohmann Ingenieure

” A **good mixture** of different technologies and techniques without focusing on structural types.

” **Product information** selected and edited by the editorial team.

” Very interesting **research articles** on the future of construction.

” **structure is unique**, because there is no other trade journal that so successfully combines civil engineering and architecture.

Prof. Dr. Stephan Engelsmann, ENGELSMANN PETERS GmbH

” **Well-researched reports** on buildings that increase awareness of civil and structural engineers.

” Presentation of **unusual projects**.

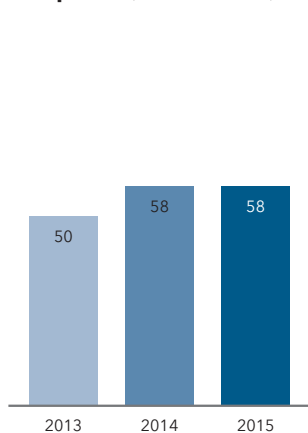
” Clear delineation from architecture through the use of **engineer-oriented visualizations** (e.g. construction-site images) and **switching and reinforcement drawings**.

Prof. Christoph Ackermann	Independent engineering office in Munich, Professorship of Building Construction at the Hochschule Düsseldorf
Prof. Dr. Annette Bögle	Professorship of Design and Analysis of Structures at the HafenCity University Hamburg
Dr. Oliver Engelhardt	Independent engineering office in Munich
Prof. Dr. Stephan Engelsmann	Independent engineering office in Stuttgart, Professorship of Constructive Design and Structural Design at the Stuttgart State Academy of Art and Design
Prof. Dr. Norbert Gebbeken	Professorship of Structural Engineering at the Bundeswehr University Munich, President of the Bavarian Chamber of Engineers Construction
Prof. Dr. Steffen Marx	Independent engineering office in Hanover, Professorship at the Institute of Concrete Construction at Leibniz Universität Hannover
Prof. Dr. Lamia Messari-Becker	Professorship of Building Technology and Building Physics at the University of Siegen, a member of the Advisory Council on the Environment of the Federal Government
Stefan Schmidt	Managing Director at Sailer Stepan & Partner in Munich
Dr. Heiko Trumpf	Partner at Bollinger + Grohmann Munich, Lecturer at Chair of Metal Construction at the TU Munich
Joram Trusch	Researcher at the Chair of Structural Design Prof. Barthel TU Munich

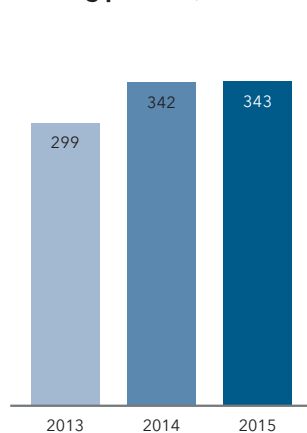
A growing market in Germany:

MARKET DEVELOPMENT OF ENGINEERING OFFICES IN GERMANY*

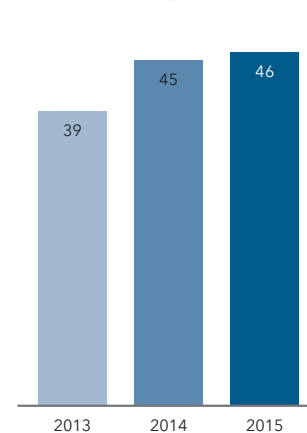
Companies (number 1000)



Working persons (number 1000)



Total turnover (in EUR billion)



* Source: Federal Statistical Office, structural survey in the architectural and engineering office service sector; market for engineering offices for overall structural planning, technical planning and engineering design in 2014, published September 2016 and Federal Statistical Office, structural survey in the architectural and engineering office service sector in 2015, published December 2017.

Topics/Timetable 2019

96% of decision-makers use SPECIALIST MEDIA*

structure
DETAIL

* Source: © B2B Decision-maker analysis 2016/17, Verein deutsche Fachpresse (German Association of Business Media)

Ongoing topics: Bridges, halls, stadiums, airports, car parks, roads, infrastructure, tunnel construction, hydraulic engineering

Construction types: Steel, timber, concrete, lightweight construction, elements / systems, masonry construction

Specialist areas: Building protection, renovation, earthquake safety

Issue	Terms	Product information	Trade fairs
1.19 structure march	PD 01.03.19 ED 04.01.19 BD 11.01.19 CD 18.01.19 Ddebi 08.02.19	Steel construction Bridge building Fastening technology BIM	14.01. – 19.01.19 BAU, Munich 14.02. – 15.02.19 GeoTHERM, Offenburg 19.02. – 21.02.19 Betontage, Ulm 19.02. – 21.02.19 Betontage, Ulm 20.02. – 21.02.19 FeuerTRUTZ, Nuremberg 07.03. – 08.03.19 Deutscher Bautechnik-Tag, Stuttgart 11.03. – 12.03.19 Dresdner Brückenbausymposium 20.03.19 Stahlbaufachtagung, Dresden 03.04. – 07.04.19 Construma, Budapest 08.04. – 14.04.19 bauma, Munich 08.05. – 10.05.19 RO-KA-TECH, Kassel 15.05. – 17.05.19 Intersolar, Munich 27.05. – 29.05.19 fib Symposium, Krakau 25.06. – 26.06.19 Servparc, Frankfurt 10.09. – 12.09.19 Composites Europe, Stuttgart 11.09. – 15.09.19 Nordbau, Neumünster 17.09. – 19.09.19 INTERGEO, Stuttgart 18.09. – 20.09.19 efa, Leipzig 15.10. – 18.10.19 Interlift, Augsburg 25.11. – 28.11.19 The BIG 5 SHOW, Dubai 14.01. – 16.01.20 InfraTech, Essen
2.19 structure june	PD 03.06.19 ED 08.04.19 BD 15.04.19 CD 23.04.19 Ddebi 13.05.19	Timber construction Unitised construction Glass and facade BIM	
3.19 structure september	PD 02.09.19 Ed 08.07.19 BD 15.07.19 CD 22.07.19 Ddebi 12.08.19	Masonry construction Lift and transport technology Heat and humidity insulation BIM	
4.19 structure december	PD 02.12.19 ED 07.10.19 BD 14.10.19 CD 21.10.19 Ddebi 11.11.19	Concrete construction, reinforcement and Formwork technology Tunnel construction Fire and sound insulation BIM	

PD = Publication date, ED = Editorial deadline, BD = Booking deadline, CD = Copy deadline, Ddebi = Day of delivery bound inserts, loose inserts, tip-on-cards

All product information is selected and edited by our editorial staff on the basis of the submitted PR material.

Please send your PR material to produktredaktion@structure-magazin.de

Advertising Formats

Trim / Bleed Ads (Width x Height = W x H)

Format W x H in mm	DPS 420 x 297	Full page 210 x 297	2/3 page portrait 135 x 297	2/3 page landscape 210 x 188	1/2 page portrait 102 x 297	1/2 page landscape 210 x 145	1/3 page portrait 69 x 297	1/3 page landscape 210 x 99	1/4 page portrait 53 x 297	1/4 page landscape 210 x 76

Multi-part, high format and sectional ads should generally be delivered with two cutting trims of 3 mm each on the right-hand and left-hand side of the document. Double page ads: submit as single pages and add 3 mm trim each for cutting and milling edges.

Type Area

Format W x H in mm	DPS 402 x 271	Full page 189 x 271	2/3 page por- trait 125 x 271	2/3 page landscape 189 x 176	1/2 page portrait 93 x 271	1/2 page landscape 189 x 133	1/3 page portrait 63 x 271	1/3 page 2 columns 125 x 128	1/3 page landscape 189 x 87	1/4 page portrait 45 x 271

Format W x H in mm	1/4 page 1,5 columns 93 x 133	1/4 page 2 columns 125 x 98	1/4 page landscape 189 x 64	1/6 page 1 column 63 x 133	1/6 page 2 columns 125 x 64	1/6 page 3 columns 189 x 43

1/3 page and smaller: We cannot accept placement requests, such as placement of the ad by itself, on the right-hand page, or right after text, etc.

Format	Type Area Ads		Trim / Bleed Ads		Surcharge	b/w *	4c *	
	Width mm	Height mm	Width mm	Height mm	€	€	€	
DPS	402	271	420	297	828.-	8,280.-	10,990.-	
Full Page	189	271	210	297	394.-	3,935.-	5,855.-	
2/3 page	portrait andscape	125	271	135	297	306.-	3,055.-	4,975.-
		189	176	210	188			
1/2 page	portrait andscape	93	271	102	297	206.-	2,055.-	3,975.-
		189	133	210	145			
1/3 page	portrait two columns landscape	63	271	69	297	124.-	1,244.-	3,164.-
		125	128					
		189	87	210	99			
1/4 page	portrait 1.5 columns two columns landscape	45	271	53	297	100.-	995.-	1,985.-
		93	133					
		125	98					
		189	64	210	76			
1/6 page	portrait two columns landscape	63	133				575.-	1,565.-
		125	64					
		189	43					

Prices exclude value added tax and sales tax. The publishing house's current Terms and Conditions apply, they can be found at: www.structure-magazine.de/mediadaten

*** Colour Surcharge:** Blue HKS 47 (Pantone Process Cyan),
Magenta HKS 25 (Pantone Process Magenta), Yellow HKS 3
(Pantone Process Yellow); four-coloured = Euroscale.

All HKS and Pantone colours, except basic Euroscale.

Surcharge:	1/1 - 1/3 page:	≤ 1/4 page:
per Euroscale primary colour	€ 640.-	€ 330.-
per special colour	€ 1,672.-	€ 987.-

Discounts (for purchases within one insertion year):

Quantity scale:		Repetition scale:	
for 3 ads and more	3%	for 1 page	3%
for 6 ads and more	5%	for 3 pages	5%
for 9 ads and more	10%	for 6 pages	10%

Placement: Following acceptance of a commitment to place ads in specific locations (minimum format: 1/3 page): 20%, Island ads: 30%.



Advertorial

Sometimes headlines and images are insufficient for communicating relevant content and more complex connections to your target group. Use our print advertorial instead, and place your content in the editorial environment of a structure issue. The format is perceived as high quality, competent and, above all, credible, and is able to positively steer image factors. The basis texts and pictures are supplied by you, and the structure editorial team then revises them to ensure that they address a specific target group. The content is marked as an advertisement.



Advertorial 1/1 page

€ 6,249.-

Advertorial 1/2 page

€ 4,181.-

All prices are exclusive of VAT. The publisher's current Terms and Conditions apply - see www.structure-magazine.de/mediadaten

If you would like your content to be placed in an even more creative and attention-grabbing environment, ask us about our special formats and for an individual quote.



Supplement Inserts

Insertion inside the print edition.

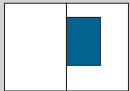
Size: min. DIN C 6, max. 200 mm x 290 mm (W x H)

Thickness: max. 3 mm

Maximum weight: 210 g

Technical specifications: Inserts without a closed side, such as fan-fold flyers, have to be inserted manually.
Cost on request.

Price: Weight up to 25g with mechanical processing: € 270.- per 1,000 copies including postal charges.
Prices for higher weights or supplements that require manual insertion are available on request.



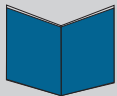
Supplement Outserts

Supplement placed on the back cover and sealed in foil with the edition.

All supplements that exceed the maximum insert size (200 x 290 mm) and/or which are thicker than 3 mm and/or heavier than 210 g must be processed as outserts

Technical specifications: Outserts are generally processed manually. Exclusive placement cannot be guaranteed.

Price: Prices are calculated individually based on the supplement weight.



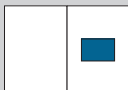
Bound inserts

Price: Total no. of pages:
2 pages € 5.800,-
4 pages € 9.250,-
other sizes on request

Technical specifications: The bound insert must have the same format as the magazine along the bound edge and along at least two other edges. Welled supplements must be closed along the bound edge. Supplements are included in running page numbering.

Paper heavier than 180g/m² price available upon request.

Supplements qualify for discounts (according to quantity discount scale): 1 sheet = 1 ad page.



Tip-on-cards

Size: minimum 40 x 60 mm, maximum 170 x 257 mm (WxH)
(= 2 cm distance to the rib and all external edges)

Thickness: max. 3 mm

Maximum weight: max. 50 g

Technical specifications:

Price:

Mechanical processing:

Postcards and supplements/booklets with the closed side to the rib.

Fan-fold flyers, foldable on the left and right, secured at the bottom (centre to left) with a glue dot, i.e. delivered closed. Glueing must generally be parallel to the rib.

Postcards, DIN C 6:

€ 155.- per 1,000 including postal charges.

Booklets up to maximum 170 x 257 mm (WxH), thickness 3 mm and weight 50 g:

€ 255.- per 1,000 including postal charges.

Technical specifications:

Price:

Manual processing:

Supplements/booklets without a closed side to the rib;

Fan-fold flyers that are not closed; post-its that are not glued on the rib side.

Booklets/fan-fold flyers up to a maximum of 170 x 257 mm, 3 mm thickness and 50 g weight:

€ 335.- per 1,000 including postal charges.

Tip-on-cards can generally only be published in combination with a carrier advertisement (1/1 page 4c or b/w).

Advertisement price calculated using the current pricelist. Customer discount: supplements no/carrier advertisements yes.

Agency commission: supplements yes/advertisements yes.

Delivery address

and specifications: See page 13 Technical Specifications.

To find out the current circulation figures call: +49 (0)89 381620-824

Technical Specifications

Dates

Publication dates:	In the first week of the month
Copy deadline:	Eight weeks prior to publication
Booking deadline:	Seven weeks prior to publication
Copy deadline:	Six weeks prior to publication

Format

DIN A4 (German industrial norm)
210 x 297 mm Trim Size,
216 x 303 mm Bleed Size, all edges
3 mm trim per cutting edge

Type size

189 mm wide, 271 mm high,

Print space

3 columns, 63 mm each

Print method

Offset printing/adhesive binding

Paper

Finesse 115 g/m², Cover: Monostar 300 g/m²,

Copy/ Artwork

The preferred data format is PDF/X-3 (composite PDF). All used fonts must be embedded. Also possible are unseparated tiff and eps files.

Open data (e.g. InDesign, QuarkXPress, etc.) should be avoided. Colour mode CMYK, 300 dpi, graphic data in bitmap mode, min. 1200 dpi.

Trimming: min. 3 mm per bleed edge.

Colour templates are required for all advertisements: digital proofs (with Ugra/FOGRA Medienkeil V 2.0), profile: ISOcoated.

Double-sided advertisements: Delivery as individual pages with a 3 mm bleed allowance. Important: Trim size for portrait-page ads - 3 mm trim on all sides.

Delivery address

DETAIL Business Information GmbH
for print data
and proofs
Advertising Team
Messerschmittstr. 4
80992 Munich, GERMANY
Email: disposition@detail.de

Postal address

DETAIL Business Information GmbH
Advertising Team
P.O. Box 500205
80972 Munich, GERMANY
Tel. +49 89 38 16 20-824

Delivery of special advertising types:

Delivery deadline 3 weeks prior to the publication date of the magazine
Monday to Friday 8 am to 5 pm,
free to our address

Shipping address

on request

Shipping note

The shipping note should be attached to the outside of the pallet or box.

It must contain following information:

- Customer (orderer)
- Edition title and issue number
- Delivery quantity:
 - Total weight
 - Number of pallets and/or boxes
 - Size and nature of the product (flat, folded)
 - Address and phone number of the deliverer

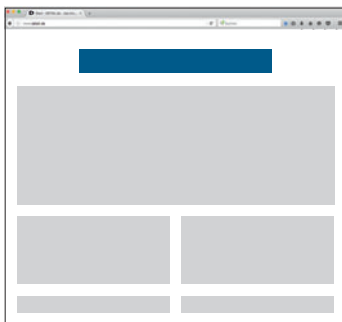
From 1st March 2019 on the website **www.structure-magazine.com** provides information on current developments in structural engineering and is thus aimed at planning civil engineers.

It contains in-depth content on projects and products and aims to give readers new momentum through the provision of specific specialist knowledge:

- Curated industry news
- Current event tips
- In-depth content on built projects
- Planned projects
- Groundbreaking innovations
- Research reports and results
- Market-relevant products

A special highlight is the accompanying video material that we present on our website on projects illustrated in the magazines as well as on other spectacular construction projects.

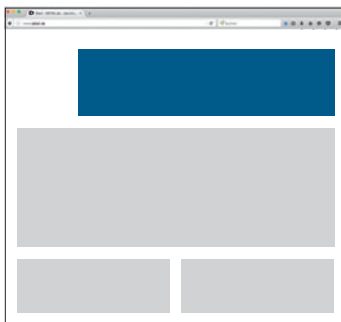




Leaderboard

728 x 90 (Header area)
320 x 50 (Placement mobile)

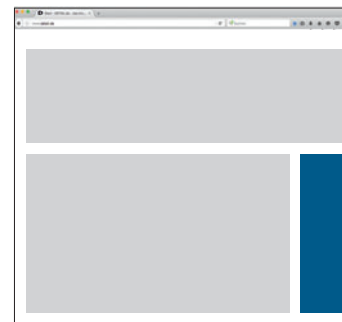
Price per month: € 390.-



B Billboard

970 x 250

Price per month: € 450.-



W Wide Skyscraper

160 x 600

Price per month: € 390.-

All prices are exclusive of VAT. The publisher's current Terms and Conditions apply - see www.structure-magazine.de/mediadaten.

Please ask for our detailed specifications on the data type and the maximum data volume.



The **editorial structure newsletter** provides relevant information and news on structural design and civil engineering. The newsletter is published on the first Monday of each month.

07.01.19	01.07.19
04.02.19	05.08.19
04.03.19	02.09.19
01.04.19	07.10.19
06.05.19	04.11.19
03.06.19	02.12.19

structure - Newsletter Prices	Price per placement ¹
1 Banner (500 x variable size up to maximum of 100 px) From Outlook 2007 onwards, only one randomly-selected frame is displayed with animated GIF banners. We therefore recommend supplying a fixed non-animated banner.	€ 250.-
2 Image advert including 1 picture 1 picture (500 x 350 px), 240 characters text (incl. spaces), 40 characters of headline (incl. spaces) and link	€ 390.-
Image advert including 3 picture 3 pictures (155 x 155 px each), 240 characters text (incl. spaces), 40 characters of heading (including spaces) and link	€ 390.-

1) Text delivery in German, two correction cycles included

All prices are exclusive of VAT. The publisher's current Terms and Conditions apply - see www.structure-magazine.de/mediadaten.



Structure manufacturer news is a cross-media package for placing your products in print and online. Take advantage of this optimal combination of channels to ensure a strong advertising impact through multiple contacts.

The service package includes:

- **Direct communication via the journal** with 10,000 copies
- **Permanent website basic entry** in the editorial environment at www.structure-magazin.de
- **Image advert in the structure Newsletter**

Manufacturer News	
Price per placement	€ 1,500.-
20% supplement for specific placement request	
Delivery:	
Print/NL:	text: 450 characters ¹ image: 100 x 100 mm / 300 dpi
Online:	text to max. 2.500 Zeichen ² + Ziel-URL image: 1500 x 540 px

1) Text delivery in German and/or English
 2) Text delivery in German or English, two correction cycles included
 All prices are exclusive of VAT. The publisher's current Terms and Conditions apply - see www.structure-magazine.de/legal-notice.

Customized communication concepts

We advise our customers personally and comprehensively, with the focus on contextually-relevant communication with civil and structural engineers and the selection of optimal channels.

Our range of services encompasses:

- **Strategic consultancy**
- Cross-media **communication concepts**
- Platforms for **continuous dialogue** with the target group
- Projects range from individual projects to the conception and implementation of **multi-year action plans**

Contact us, and we will be happy to advise you.

Annett Köberlein

Head of Consulting
and Sales

Tel. +49 (0)89 38 16 20-849
koeberlein@detail.de

Marion Arnemann

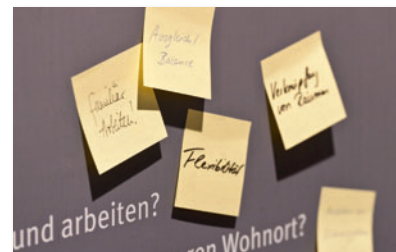
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Email	anzeigen@structure-magazin.de
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	ISSN no. 2568-2253

1) incl. postage costs

2) excl. postage costs

Payment terms Net 21 days, within 8 days of payment - 2% discount, 3% discount for payment by bank draft.

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SWIFT code / BIC: DEUT DE MM XXX
IBAN: DE07 7007 0010 0222 3394 00
VAT no.: DE 270 819 423
Tax no.: 143/128/91345

General Terms and Conditions All advertisement orders will be processed in accordance with the General Terms and Conditions of the publishing house:
www.structure-magazin.de/mediadaten

Content analysis of the editorial part of structure - published by DETAIL 2017 = 152 pages (2 issues)

Reports and latest news	7 %
Specialist discussions and reports	9 %
Reports on buildings and areas, with images, drawing and explanations	35 %
Technology/engineering	13 %
Service section (project participants, manufacturers, executing companies)	11 %
Product information on building and construction, specialist literature, tenders, events	25 %

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