

# baURUNDSCHAU

// MEDIADATA 2025



# bauRUNDSCHAU // PHILOSOPHY

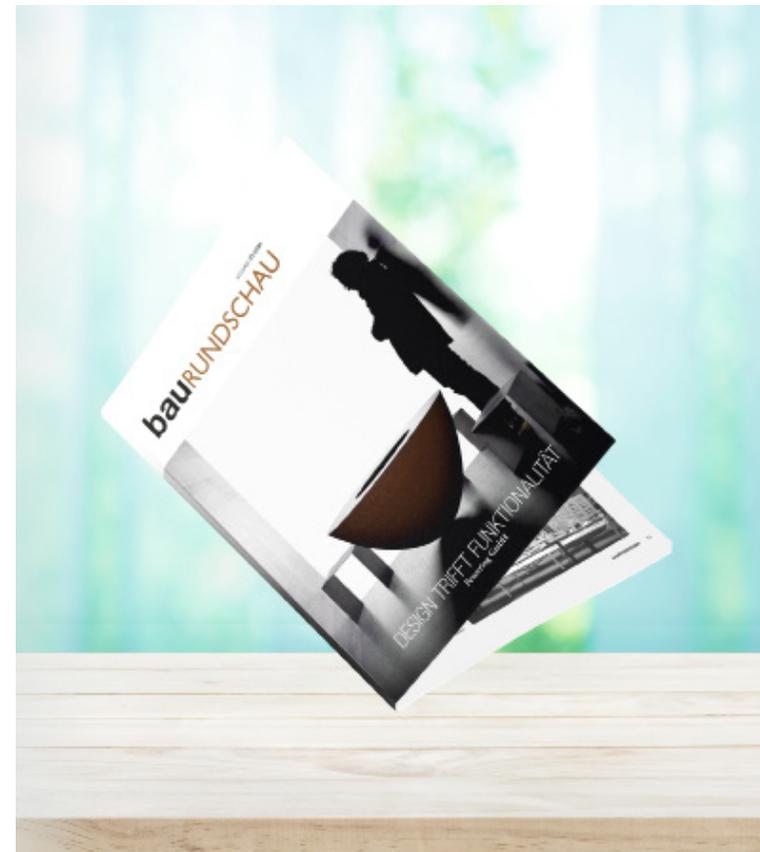
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bauRUNDSCHAU is at the heart of the daily business of the construction industry, trades, and the world of architecture. As an expert communication platform between providers and decision-makers in the industry, it serves as the interface between manufacturers and customers. The focus is on the following topics: planning and architecture, on-site construction work, construction execution, structural and civil engineering, interior architecture, environmental technologies, building renovation, energy-efficient construction, and infrastructure for smart living. We filter relevant information on architecture, construction, and technology. We round off current developments in the construction sector with the presentation of pioneering construction projects.

bauRUNDSCHAU takes a stand, provides background knowledge, and invites controversial yet well-founded discussions. Company portraits, construction solutions, solutions for builders and architects alike, as well as renewable energies, complete our offering.

At the same time, we look beyond conventional business solutions in the construction industry. bauRUNDSCHAU showcases architects who capture attention. Renewable energies and forward-thinking solutions take priority for us. In each issue, we present a groundbreaking project that sets the tone for the future—especially in the realm of digital solutions.

Editorial work and layout are handled in-house. bauRUNDSCHAU offers various editorial formats: In addition to business reports, we also provide other journalistic formats such as columns, commentaries, portraits, and interviews.



# baurUNDSCHAU // FOCUS TOPICS

## Issue 1 /25 (February 2025)

Focus Topics: Exterior Architecture (Façade Construction, Conservatories, Gardens, Windows, and Doors)  
Outdoor Lighting

Glass as a Building Material (Project Presentation)

**Core Sections:** Elevators, Heating Ventilation Air Conditioning, Environmental Technology, Further Education, Infrastructure, Construction Machinery, Sustainable Energy Solutions, Safety and Occupational Protection, Insulation Materials, IT in the Construction Industry, Services and Facility Management, Interior Architecture (Kitchen, Flooring, Bathroom, Interior Finishing) and Solar Energy

## Issue 2 /25 (May 2025)

Focus Topics: Solar Energy, IT in the Construction Industry, Sustainable Energy Solutions, Elevators

Building Materials: Natural Stone, Concrete, Drywall, Use of Paints and Coatings

**Core Sections:** Heating Ventilation Air Conditioning, Safety and Occupational Protection, Environmental Technology, Further Education, Services and Facility Management, Infrastructure, Construction Machinery, Insulation Materials, Interior Architecture (Kitchen, Flooring, Bathroom, Interior Finishing), Lighting Solutions

## Issue 3 /25 (September 2025)

Focus Topics: Lighting Solutions, Wellness, Smart Living, Renovation of Old Buildings, Recycling of Building Materials, and Ecological Construction

Natural Building Materials: Wood, Clay, Hemp (Project Presentation)

**Core Sections:** Elevators, Heating Ventilation Air Conditioning, Environmental Technology, Further Education, Infrastructure, Construction Machinery, Sustainable Energy Solutions, Insulation Materials, Safety and Occupational Protection, IT in the Construction Industry, Services and Facility Management, Solar Energy, and Interior Architecture (Kitchen, Flooring, Bathroom, Interior Finishing)

## Issue 4 /25 (November 2025)

Focus Topics: Interior Architecture (Kitchen, Flooring, Bathroom, Interior Finishing) and Insulation Materials

Metal/Aluminum as a Building Material (Project Presentation)

**Core Sections:** Elevators, Heating Ventilation Air Conditioning, Environmental Technology, Further Education, Infrastructure, Construction Machinery, Sustainable Energy Solutions, IT in the Construction Industry, Safety and Occupational Protection, Services and Facility Management, Solar Energy, Lighting Solutions

## Trade Fairs and Events

### Issue 1 /25

- Giardina
- Bauen + Wohnen Aargau
- ARCHITECT@WORK ZÜRICH
- Unser Klima
- Intersolar München

### Issue 3 /25

- Bauen und Modernisieren
- Holz Messe

### Issue 4 /25

- AQUA Suisse
- Hausbau + Energie Messe
- BLE.CH
- Swissbau 2026

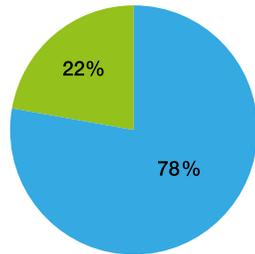
## Associations and Partners



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Bundesamt für Umwelt BAFU

# bauRUNDSCHAU // DISTRIBUTION OF PRINT RUN



Where is bauRUNDSCHAU sent?

-  Subscribers / Free + Paid
-  Roof and Professional Associations

## Readers

- > Engineers
- > Planners
- > Architects
- > Contractors
- > Construction Managers
- > Investors
- > Construction Financiers
- > General and Total Contractors
- > Real Estate Companies
- > Cooperatives
- > Construction Offices within Public Administration
- > Construction Industry, focusing on SMEs in the fields of Heating, Ventilation, Air Conditioning, Sanitary, Electrical Installation, Carpenters, Kitchen Builders
- > Building Suppliers
- > Relevant Departments in Universities of Applied Sciences
- > Magazine Subscriptions

## Associations and Partners

- > smartconext\*
- > BAFU
- > Swissolar
- > Lignum
- > Küche Schweiz
- > Jardin Suisse
- > Gebäudehülle Schweiz
- > Schweizerischer Ingenieur- und Architektenverein (SIA)
- > Eidgenössische Materialprüfungs- und Forschungsanstalt (EMPA)
- > Schweizerische Zentrale Fenster und Fassaden
- > AM Suisse
- > Verband Schweizerischer Lack- und Farbenfabrikanten (VSLF/USVP)
- > Gebäude Netzwerk Initiative GNI
- > Smart Grid Schweiz
- > EnergieSchweiz
- > Fachverband für Wasser in der Schweiz (VSA)
- > Fachverband Schweizer Raumplaner (FSU)
- > Fachvereinigung Wärmepumpen Schweiz (FWS)
- > Naturstein-Verband Schweiz (NVS)
- > Interessensverband Schweizerischer Kleinkraftwerksbesitzer (ISKB)
- > Holzenergie Schweiz
- > Umweltarena
- > Bauen digital Schweiz

## Trade Fairs

- > Swissbau
- > Arbeitssicherheit Schweiz
- > Bauen & Modernisieren
- > Light + Building
- > Architekturforum Zürich
- > Giardina
- > Bauen + Wohnen
- > Bau + Energie Bern
- > Bauarena
- > Bauma
- > Intersolar
- > Ineltec
- > Bauen + Wohnen
- > Baumag

**\*New from 2025**  
Digital Distribution  
with smartconext:  
35,000 recipients

# baurUNDSCHAU // FORMATS AND PRICES

Issue	Pulication	ED	DA	Trade Fairs
Issue 1/25:	February	13. January	27. January	Giardina   Bauen + Wohnen Aargau   ARCHITECT@WORK ZÜRICH   Unser Klima   Intersolar München
Issue 2/25:	May	09. April	23. April	
Issue 3/25:	September	31. July	13. August	Bauen und Modernisieren   Holz Messe
Issue 4/25:	November	09. October	23. October	AQUA Suisse   Hausbau + Energie Messe   BLE.CH   Swissbau 2026

**ED** Editorial Deadline / **DA** Deadline for advertisements

4 900.- 1/1	2 600.- 1/2 portrait 1/2 landscape
7 900.- 2/1 landscape	1 700.- 1/3 portrait 1/3 landscape
1 400.- 1/4 portrait 1/4 landscape	

Advertising rates for 2025 (excl. 8.1 % VAT)

Formats	Type area	Full bleed	Rates
<b>2/1 page</b>		420 x 270+3mm	CHF 7 900.-
<b>1/1 page</b>	179 x 232mm	210 x 270+3mm	CHF 4 900.-
<b>1/2 page landscape</b>	179 x 118mm	210 x 135+3mm	CHF 2 600.-
<b>1/2 page portrait</b>	87 x 232mm	102 x 270+3mm	CHF 2 600.-
<b>1/3 page landscape</b>	179 x 73mm	210 x 90+3mm	CHF 1 700.-
<b>1/3 page portrait</b>	56 x 232mm	72 x 270+3mm	CHF 1 700.-
<b>1/4 page landscape</b>	179 x 49mm	210 x 65+3mm	CHF 1 400.-
<b>1/4 page portrait</b>	36 x 232mm	52 x 270+3mm	CHF 1 400.-
<b>Titel page</b>			auf Anfrage
<b>Inside front cover</b>		210 x 270+3mm	CHF 5 450.-
<b>Inside back cover</b>		210 x 270+3mm	CHF 4 950.-
<b>Back cover</b>		210 x 270+3mm	CHF 5 950.-
<b>Front cover, loose inserts, pull-out supplements &amp; special prints on request</b>			
<b>baurUNDSCHAU recommends / Trade fair recommendation</b>			<b>Rates</b>
1 image + text: 500 to 600 characters, including email address and website			CHF 900.-



# bauRUNDSCHAU

## // CROSSMEDIA-CONCEPT

As part of the cross-media advertising concept of our B2B-magazines, our customers can always find exciting and suitable advertising and communication opportunities for their products and services. We offer content news, photo series, analysis and column formats as part of our web presence. The print and digital channels are available networked. Target groups with high purchasing power are addressed precisely and without major wastage.

Let us advise you. ([e.yornik@schweizerfachmedien.ch](mailto:e.yornik@schweizerfachmedien.ch))

UNSERE ENERGIE VERBINDET energieRUNDSCHAU

WIRTSCHAFT IM DREILÄNDERECK GESCHÄFTSFÜHRER-IN BASEL

bauRUNDSCHAU  
«INNOVATIONEN RUND UM DEN BAU»

WIRTSCHAFT POLITIK FINANZEN IT+SICHERHEIT ENERGIE+UMWELT MOBILITÄT LIFESTYLE VORSORGE SCHWEIZERWIRTSCHAFT

SCHWEIZERWIRTSCHAFT

BUSINESS PRESTIGE

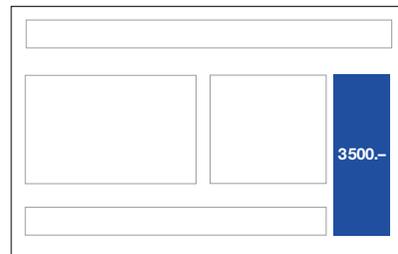
# bauRUNDSCHAU // BANNERS

## Rectangle



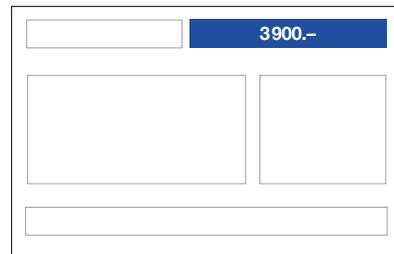
300 x 250 Pixel

## Halfpage



300 x 600 Pixel

## Leaderboard



728 x 90 Pixel

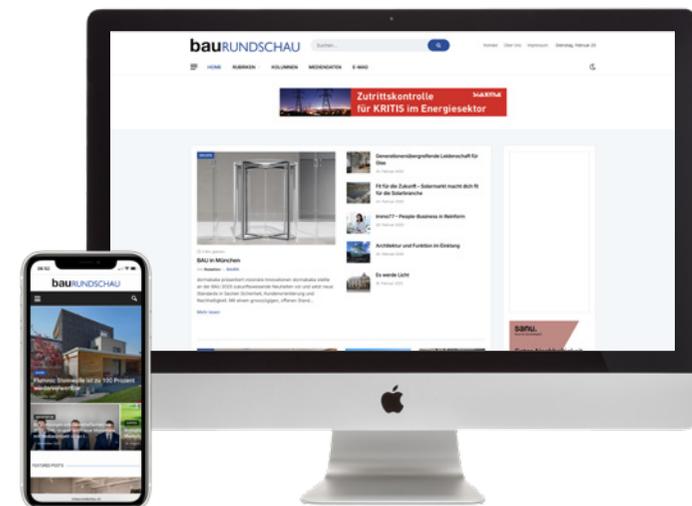
## Skyscraper



160 x 600 Pixel

Banner	Format	Price in CHF / per month
Rectangle	300 x 250 Pixel	2 500.-
Halfpage	300 x 600 Pixel	3 500.-
Leaderboard	728 x 90 Pixel	3 900.-
Skyscraper	160 x 600 Pixel	2 900.-
Other Formats	auf Anfrage	
Advertorial		650.-

The advertising materials must be delivered according to general specifications. Flash or Gif may be used. Placement and advertising media delivery: [e.yornik@schweizerfachmedien.ch](mailto:e.yornik@schweizerfachmedien.ch). The lead time for placement is usually at least three working days. Combined print&online discounts on request.



# bauRUNDSCHAU // DATA DELIVERY & IMPRINT

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**A PART OF FIRST CONSULENZA AG**

## **Digitale Daten liefern Sie bitte wie folgt:**

Advertisements: HighEnd PDF/X  
Images: Resolution 300 dpi  
Colour mode: CMYK  
Profile: ISO Coated v2  
Bleed: 3 mm  
Editorial: 1/1 page approx.2500 characters  
Text: Word document

## **Data delivery to:**

Melanie Moret

m.moret@schweizerfachmedien.ch

## **Publication frequency**

4 times a year

## **Auflage**

23'000 copies  
35'000 Digital Distribution of the E-Mag via smartconext

## **Format**

210 x 270 mm, adhesive binding

## **Paper**

**Cover:** 350 g/m<sup>2</sup>, matt coated illustration  
printing paper with matt dispersion varnish

**Substance:** 115 g/m<sup>2</sup>, volume paper  
matt illustration printing paper, natural matt coated

## **IMPORTANT!**

Please make sure that the images and fonts are embedded in the PDF. In the event of faulty files (too low a resolution, wrong colour setting, non-embedded fonts), it is not possible to make a complaint.

Due to the adhesive binding of the magazine, when laying out a full-bleed advertisement, please make sure that all important information is about 10mm away from the outside and inside margin so that all information is still legible after the magazine has been completed.