

der bauhofLeiter
Law, personnel and technology in municipal
service companies

The magazine offers those responsible in municipal service companies a range of solutions to liability and personal questions, practical advice, information on working methods and interesting reports from colleagues.



2027

MEDIA- INFORMATION

BRIEF DESCRIPTION

Characterisation:

The magazine „der bauhofLeiter“ offers a wide range of practical advices concerning issues of law, personnel questions and technology in the field of municipal service companies. Those responsible can learn everything they need to know about rights and obligations (e.g. occupational safety), thus avoiding serious mistakes. Numerous practical and field reports provide valuable assistance.

Recipients:

Public administrations in Germany, predominantly managers and employees of municipal service companies

Subscribers:

Print run: 2.700, thereof subscribers: 1.700 (print + online).

Verifiable distribution via trade fairs/training courses/qualified advertising addresses.

Increased circulation for the special issue in May.

Web:

www.bauhof-leiter.de

Subscription price:

annual € 75,00 (plus shipping costs and VAT)

Publication frequency:

6 times per year (Feb./April/June/Aug./Oct./Dec.) + special publication (May)

ISSN:

2190-8060

Bank details:

HypoVereinsbank Augsburg: IBAN DE 94 7202 0070 0002 2554 21, BIC HYVEDEMM408

Stadtsparkasse Augsburg: IBAN DE 27 7205 0000 0000 2207 64, BIC AUGSDE77XXX

Terms of payment:

Payable after invoice date within 14 days without deduction.

All prices are exclusive of statutory value added tax.

Publishing house:

FORUM VERLAG HERKERT GMBH, Mandichostr. 18, 86504 Merching

Phone: +49 8233 381 0, Fax: +49 8233 381 222

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AG Augsburg HRB 20920; Ust-ID-Nr. DE 814 199 175

Print run:	2.700
Distribution:	2.569
thereof	
subscriptions:	1.418

I/2026
verified



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MAIN TOPICS

What kind of advertising opportunities and formats are offered in the „der bauhofLeiter“ magazine? Which issues will be addressed?
The following pages show how you can reach municipal service companies and other decision-makers in public administrations with your offer by placing a targeted advertisement. Our competent 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
1/27 February	02/10/2027	01/21/2027	01/26/2027	Spring Cleaning of Streets and Public Spaces Preview: Forst Live Road Repairs in Practice asset register (Cemeteries, Green Spaces, Playgrounds, Streets)	
2/27 April	04/07/2027	03/11/2027	03/18/2027	Playgrounds Pollinator-friendly planting schemes Weed control	
Special issue: Equipment for municipal service companies	05/12/2027	04/20/2027	04/26/2027	Practical case studies from municipal maintenance depots for municipal maintenance depots: spare-parts management, fleet management, vehicle maintenance and washing, emergency-response equipment, fuels, lubricants and filters, depot-management software, sign and barrier storage, sustainable lighting, occupational safety and ergonomics, smart digital solutions for green-space maintenance More information on p. 4.	
3/27 June	06/09/2027	05/18/2027	05/24/2027	Preview: demopark Stormwater management Vandalism – graffiti Trends in street furniture	+ Booklet demopark trade fair AC/DPM 05/11/2027
4/27 August	08/11/2027	07/21/2027	07/27/2027	Preview: Kommunale 2027 trade fair Tyre management Winter service Leaf clearance	
5/27 October	10/06/2027	09/16/2027	09/21/2027	Preview: AGRITECHNICA Maintenance of rural access roads and gravel surfaces Winterising vehicles Lifting, loading and transport technology	+ Wall calendar 2028* AC/DPM 01/09/2027 *Media data on request
6/27 December	12/08/2027	11/17/2027	11/23/2027	Tree protection (roots, impact protection) Hazardous-substance storage Waste management at municipal maintenance depots	

Non-binding topic plan, subject to change

Trade fairs 2027

ForstLive, Offenburg, April 23 – 25 | Deutsche Baumpflegetage, Augsburg, April 20 – 22 | RO-KA-Tech, Kassel, April 20 – 23 | demopark, Eisenach, June 20 – 22.06 | IAA Mobility, Munich, September 07– 12 | Kommunale, Nuremberg, October 20 – 21 | Agritechnica, Hanover, November 14 – 20 | FSB, Cologne, October 26 – 29

bauhofLeiter-Special Edition, May 2027: Equipment for Municipal Works Depots

From spare parts to digital solutions, the „der bauhofLeiter“ Special Edition 2027 examines the equipment, organisation and processes behind reliable municipal works depots. It covers the stockholding of spare parts, fuels, engine oils and filters, as well as the storage of small equipment, signs and barriers.

Further topics include fleet management, vehicle maintenance and washing, emergency equipment, occupational safety, ergonomic workstations, depot-management software and digital solutions for green-space maintenance. The edition offers practical insights into how modern depots organise their equipment and workflows.

► Possible topics:

- Organisation and storage: spare-parts management at municipal works depots; sign and barrier storage; sustainable lighting; emergency equipment
- Fleet management and vehicle supplies: fleet management, vehicle maintenance and washing; fuels, engine oils and filters
- Occupational safety and ergonomics at municipal works depots
- Smart and digital solutions for green-space maintenance

► Proven format:

- An equivalent issue in the layout of the regular editions
- DIN A4 , ca. 56 pages, number of columns: 2-3
- Recipients: Municipal service companies in Germany
- PD / AC / DPM: 05.11.2027 / 04.20.2027 / 04.26.2027



► Your advantages as a advertising customer:

- Targeted customer approach in your field of expertise
- Increased circulation, so you can use it for your advertising
- A few months after printing, the magazine will be made available online and free of charge. Your advertisement will be linked to your desired page.

Booklet for demopark 2027

1. Characteristics:

demopark is the hands-on outdoor exhibition for the green industry. Across more than 250,000 square metres, trade visitors can experience innovative machines, equipment and technologies in over 80 product segments—not as static exhibits, but in live operation and available for hands-on testing.

Our compact DIN A6 trade-fair booklet, featured on the cover, helps visitors prepare for demopark 2027. Exhibitors use it to present their latest product innovations and warmly invite visitors to their stands.

2. Print run: 2.700 Stück

3. Recipients: Readers of magazine „der bauhofLeiter“

4. Distribution: Front page booklet of magazine „der bauhofLeiter“

5. Publication date: 06/09/2027

6. Ad close/Deadline for printing materials: 05/11/2027

7. Contents:

- Introduction
- Overview of the trade fair
- Map of the halls
- New products

8. Ad formats and prizes:

- Exhibitor representation (1/1 page): € 590
- Premium: € 1.750
 - Exhibitor representation on 2 pages
 - 1/1 page sleeve inside
 - Company logo in map of the halls

Combination discount: Receive a 10 % discount off the list price when booking an exhibitor presentation in the trade-fair booklet together with an advertisement in the June 2027 trade-fair issue of der bauhofLeiter.



9. Contents of exhibitor representation

- Representation of the company and new products
- Illustration of product
- Company logo
- Contact information (address, E-Mail, website)
- Exhibition stand (details of the stand)

10. Technical specifications for exhibitor presentations

Delivery: Unformatted Word file; images supplied separately

Layout: Produced by the publisher

Full-page exhibitor presentation:

Image: One colour image at 300 dpi, plus logo

Text: Maximum 700 characters, including spaces (excluding address and trade-fair stand details)

File preparation and design guidelines for advertisements:

Screen ruling: 70 lpi

Colours: Euroscale (CMYK); spot colours by prior arrangement

Bleed allowance: 3 mm on each side

File format: To ensure the smoothest possible workflow, we recommend submitting a print-optimised PDF file

File preparation

Please note:

- Image resolution must be at least 300 dpi for colour and greyscale images, and 1,200 dpi for line art.

- Colour mode: CMYK; all fonts must be embedded.

- Advertisement files must be supplied at final trim size.

For bleed advertisements, please provide a file size that is 3 mm larger than the required trim size on each bleeding edge.

Print approval:

By submitting the advertisement PDF to the publisher, the customer simultaneously grants print approval. A further approval procedure between the customer and the publisher will only take place upon explicit request.

Proofing:

We recommend supplying a colour-accurate digital proof with a Ugra/FOGRA media wedge, or a press proof with standard printing control strips in its final version. Otherwise, the publisher cannot accept responsibility for the text, images or colour reproduction in the printed advertisement.

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.

Advertisement formats and prices:

Format ¹⁾	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	2.230 €	1.600 €
1/2 Seite, landscape	182 × 130 mm	210 × 148 mm	1.240 €	890 €
1/2 Seite, portrait	87 × 263 mm	103 × 297 mm	1.240 €	890 €
1/3 Seite, landscape	182 × 75 mm	210 × 104 mm	990 €	750 €
1/3 Seite, portrait	58 × 263 mm	74 × 297 mm	990 €	750 €
1/4 Seite, corner section	87 × 130 mm	105 × 148 mm	690 €	500 €
1/4 Seite, landscape	182 × 66 mm	210 × 77 mm	690 €	500 €
U2/ U3	182 × 263 mm	210 × 297 mm	2.590 €	–
U4	182 × 263 mm	210 × 297 mm	2.690 €	–
Format ^{1) 2)}				
2/1 page	–	420 × 297 mm	2.890 €	2.490 €

1) other formats on request.

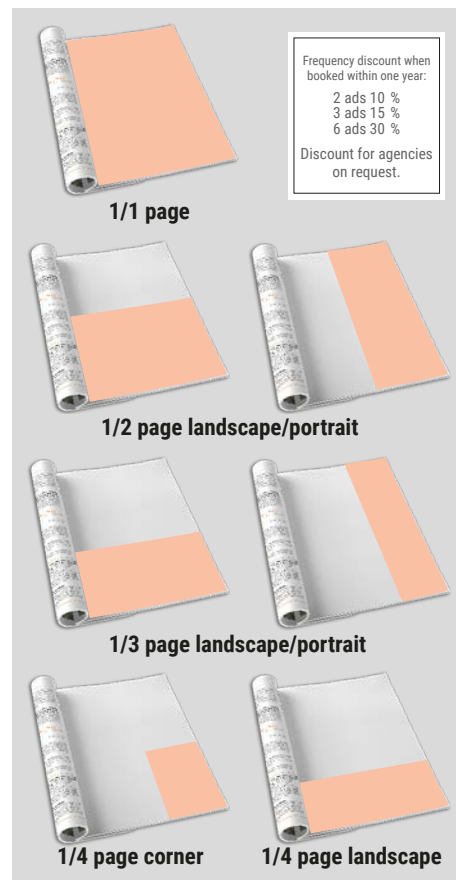
2) in this case we need two separate ads.

All prices in Euro plus VAT. Status October 2025. Subject to change without notice.

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All prices are quoted in euros, excluding statutory VAT. Valid as of August 2026. Subject to change.

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FORMATS & PRICES

Advertorials:

Format	Size	Price
2/1 page	approx. 7,000 characters (incl. spaces) + 4 photos + logo, alternatively, approx. 6,200 characters (incl. spaces) + 6 photos + logo	2.990 €
1/1 page	approx. 3,500 characters (incl. spaces) + 2 photos + logo, alternatively, approx. 3,100 characters (incl. spaces) + 3 photos + logo	2.340 €
1/2 page	approx. 1,500 characters (incl. spaces) + 1 photo + logo, alternatively, approx. 1,000 characters (incl. spaces) + 2 photos + logo	1.290 €
1/4 page	approx. 650 characters (incl. spaces) + 1 photo + logo	725 €

Your advantage: Design and layout are carried out by the publisher.

Procedure:

- You send us your text/image draft and company logo.
- We design your advertorial in a distinctive visual and textual design.
- The content is labeled as an advertisement („Anzeige“).
- You receive the advertorial for approval.

The editorial team is responsible for the final adaptation to the editorial environment.

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Example:

- Advertorial was laid out in the magazine's design.
- The header color was adapted to match the company logo.
- The text including the headline, was edited by our experienced editorial team.
- The advertorial was then approved by the client.

FORMATS & PRICES

Small ads by industry (alphabetical order):

Width mm x height mm		
Basis 41,5 x 35 mm	3 x placement 6 x placement	each 110 € each 95 €
photo/logo 41,5 x 80 mm	3 x placement 6 x placement	each 140 € each 130 €

- Individual choice of category, e.g., „Landscaping“ or „Winter services“
- Change of category and ad motif possible within a placement period
- Proven ad format accepted by our readers
- Booking also possible across the next calendar year
- Repetition effect as a perception advantage

Beilagen (lose):

Beilagen	
- up to 20 g (total print run) - format max: width 205 mm x height 290 mm - Price for heavier inserts on request. - maximum of three supplements per issue	800 € (surcharge for excess weight)

der baufachverlag - August 2026

Branchenfächer 31

Angebote von A bis Z

Produkte und Dienstleistungen für den kommunalen Bedarf

In dieser Ausgabe finden Sie folgende Beiträge:

- Asphalt Partner GmbH
- Asphalt 112 GmbH
- Optima Maschinenfabrik
- K. Krenn GmbH

Abgeraster	Anbaugeräte	Lichtlösungen	Software
Der KDV-Abgeraster mit Neuplanungs- und Reparatur- und -erhaltungsfunktionen Streifen-Guss GmbH Tel. 02401 / 7000 info@streienguss.de www.streienguss.de 	TK Maschinenbau • Transportboxen • Front-/Seitengewichte • Unterfahrschutz • Adapterfahnen • Sonderanfertigungen Arbeits- u. Frachtmittel für den kommunalen und industriellen Bereich 	Lichtlösungen 	HADES Digitalisierung WIR DIGITALISIEREN IHREN FRIEDHOF! hades v.de info@hades-v.de 0221 967110 
Strassenunterhalt	Verkehrshilfen	Winterdienst	
roadpartner Beschaffungsplattform für den Straßenbau Maschinen- und Dienstleistungen werden effizient beschafft und geliefert  Ralf Hermann Meibler Telefon: 08222 20 14 84 ralf.meibler@roadpartner.com 	ALTEC Altec Bogen Altec Bogen Tel. 07253 911-11 info@altec-bogen.de www.altec-bogen.de Altec Bogen ALU-RAMPEN 	PUMPEN FÜR SOLEANLAGEN  REINWILD Pumpen 07161 Schwanau - August 6 Tel. 07161 91001 Internet: www.reinwild-pumpen.de Email: info@reinwild-pumpen.de	

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FORMATS & PRICES

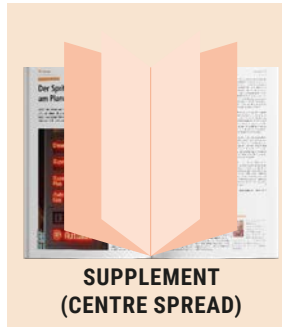
Special advertising:

Extraordinary campaigns require extraordinary advertising measures. We would be happy to review the feasibility of your specific ideas. With our special forms of advertising, you can attract the attention you desire. Here is a selection:



BELLY BAND

Dimensions:
500 × 100 mm
Price: 3.590,- €
(incl. PaperWrap)



**SUPPLEMENT
(CENTRE SPREAD)**

Dimensions:
210 × 297 mm
Scope: 4 pages
Price: 1.500,- €



TITLE FLAP

Dimensions:
105 × 297 mm
Price: 2.480,- €



TWO-PAGE ADVERTORIAL

Dimensions:
420 × 297 mm
Price: 2.890,- € (Advertisement)
or 2.990,- € (Advertorial)



SPECIAL REPRINT FOR TRADE FAIRS

On request

All prices apply to a full print run.
Other special advertising formats available on request.

EVENT SPONSORSHIP

Your sponsorship benefits:

- Increase your brand awareness through repeated exposure to a target audience that is important to you.
- No wasted coverage: the target group and participant profile are clearly defined.
- An individual presentation opportunity as part of the event.

Exclusive add-on for OPTIMAL sponsors:

As an exclusive OPTIMAL sponsor, you will be allocated a slot before the lunch break to present your products and services to participants in person.

Event sponsorship is available for the following events:

Leadership Day 2027: Teamwork Knows No Age: Leading Across Generations

03/18/2027: Würzburg

04/22/2027: Braunschweig

This full-day seminar provides participants with valuable support for their day-to-day leadership practice.

Practice Day 2027: Information, Professional Development and Exchange

Autumn 2027: Topic, dates and locations to be announced

These one-day events enable you to address municipal works depot managers directly. They offer an ideal combination of expert presentations, peer exchange and insights into other municipal works depots.

Current information on both events is available at:
<https://www.bauhof-leiter.de/veranstaltungen>



photos: © FORUM VERLAG HERKERT GMBH

EVENT SPONSORSHIP

Services and prices for Leadership Days or Practice Days (cannot be combined; multiple dates available by arrangement)

Services	1 date			2 dates			3 dates			4 dates		
	BASIC	PRO	OPTIMAL	BASIC	PRO	OPTIMAL	BASIC	PRO	OPTIMAL	BASIC	PRO	OPTIMAL
Your company logo on all invitations (approx. 10,000) sent by E-Mail, provided the file(s) are supplied in good time.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo, company profile and contact details on bauhof-leiter.de, including a link to your company website.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Your information material in the conference documentation* or displayed at the venue. *Maximum: flyers or brochures of up to four pages.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Acknowledgement by name during the opening session	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Expert keynote presentation as part of the morning programme (30 minutes)	✗	✗	✓	✗	✗	✓	✗	✗	✓	✗	✗	✓
Exhibition space at the event (indoors: approx. 4 m²; outdoors: up to two standard car parking spaces)	✗	✓	✓	✗	✓	✓	✗	✓	✓	✗	✓	✓
Roll-up banners, banners or similar display materials at the events (maximum of two items)	✗	✓	✓	✗	✓	✓	✗	✓	✓	✗	✓	✓
½-page, full-colour advertisement in one issue of der bauhofLeiter	✗	✓	✓	✗	✓	✓	✗	✓	✓	✗	✓	✓
¼-page, full-colour advertisement in one issue of der bauhofLeiter	✓	✗	✗	✓	✗	✗	✓	✗	✗	✓	✗	✗
Your logo in the post-event report published in the trade magazine der bauhofLeiter	✗	✓	✓	✗	✓	✓	✗	✓	✓	✗	✓	✓
Prices in euros, excluding VAT	1.100	2.300	2.800	1.650	on request	on request	2.200	on request	on request	2.750	on request	on request

OPTIMAL packages may only be booked once per event date. ✓ = included in the relevant package; ✗ = not included in the relevant package.*Larger exhibition space available on request, potentially also outdoors.

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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@bauhof-leiter.de ; via ftp: access information on request. The client bears sole responsibility for content, ail, 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.
File copies:	Your file copies will be sent to you directly from the printer.
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.
Terms and conditions:	Publisher's General Terms and Conditions apply: https://shop.forum-verlag.com/AGB-mediadaten