

Media data

Here you will find media data and advertising rates for the biweekly buildingSMART newsletter and bSD+, the online trade magazine from buildingSMART Germany, for publications from bSD Verlag, and for our podcast bSD Talk.

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About buildingSMART Germany:

For 30 years, buildingSMART Germany has been the competence network for the digitalization of the construction and real estate industry and for Open BIM. Over 800 companies, research and higher education institutions, public authorities and institutions, as well as private individuals, students, and trainees from all areas of the construction and real estate industry are members of buildingSMART Germany. They are united by their desire to successfully shape digitalization. To this end, buildingSMART members volunteer their time to develop open and vendor-neutral standards for digital methods and solutions and bring this work to the global level through buildingSMART International. At the regional level, buildingSMART members are active in 14 regional groups and promote the exchange of knowledge and experience across the board through local and regional networks. In this way, buildingSMART Germany contributes globally, nationally, and regionally to efficient and user-friendly solutions and standards for the successful and sustainable digitalization of the construction and real estate industry in Germany.

to develop. → www.buildingsmart.de

November 2025. All prices are valid until revoked or until a new price list is published and do not include statutory sales tax.

Newsletter

About the newsletter:

The buildingSMART Germany newsletter is published every 14 days and reaches well over 5,400 recipients from all areas of planning, construction, and operation. Subscribers include specialists and executives from companies, public institutions, and research and development organizations.

Recipients:

Over 5,400 (as of August 2024)

Contact

Christoph Berger

Tel.: + 49 30 2363667-212

Email: → christoph.berger@buildingSMART.de

Advertising format	Format (W x H)	Price
Narrow banner/first half of newsletter	560 x 150 px	360.00
Narrow banner/second half of newsletter	560 x 150 px	€220
Tall banner/first half of newsletter	560 x 315 px	\$60
Tall banner/second half of newsletter	560 x 315 px	\$40
Text-image ad/first half of newsletter	560 x 315 px + approx. 500 characters	\$85
Text and image ad/second half of newsletter	560 x 315 px + approx. 500 characters	€680

Discounts:

Members of buildingSMART Germany receive a 20 percent discount.

Discounts for multiple placements

for 2 advertisements	15
For 3 registrations	20
For more than 3 circuits	Individual offer

bSD+, the online trade magazine from buildingSMART Germany

About bSD+:

The online trade magazine bSD+ publishes specialist articles, interviews, and news on the digitalization of the construction and real estate industry. The content is initiated and edited exclusively by its own editorial team, resulting in high-quality content on all aspects of BIM and the digitalization of the construction industry.

Website:

→ www.bsdplus.de



Contact:

Christoph Berger

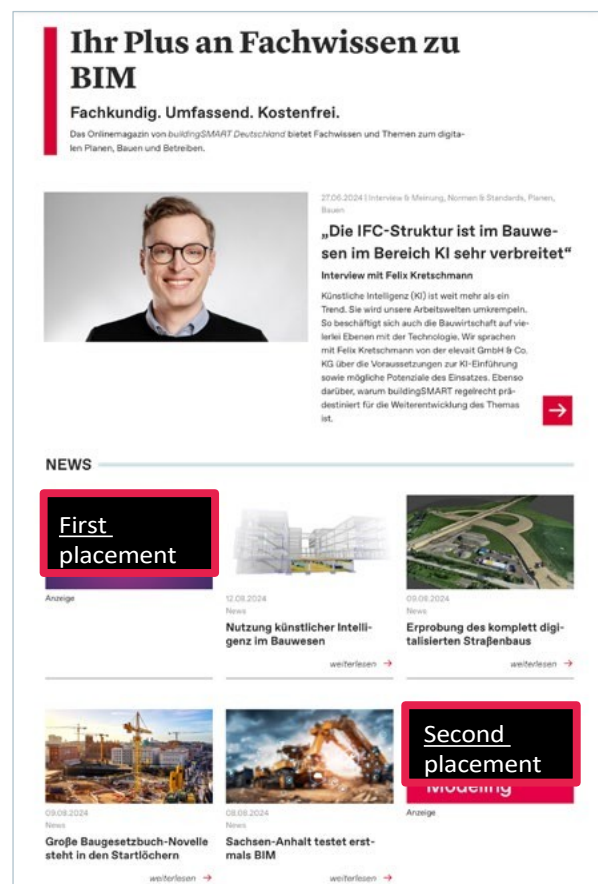
Tel.: + 49 30 2363667-212

Email: → christoph.berger@buildingSMART.de

Advertising format	Format	Duration	Price
Advertisement on the bSD+ homepage, <u>first</u> placement in the news section	16:9	One month	€500
Advertisement on the bSD+ homepage, <u>second</u> placement in the news section	16:9	one month	\$400.00

Discounts:

Members of buildingSMART Germany receive a 20 percent discount.



Combined advertisement newsletter/bSD

When booking a combined advertisement in our newsletter and in our online trade magazine bSD+, you will receive a 20 percent discount on the combined individual prices.

About bSD Publishing:

For several years now, bSD Publishing has been synonymous with high-quality information and publications on all aspects of Open BIM.

Webshop:

→ www.buildingsmart-verlag.de

Contact:

Wilma Marx

Tel.: + 49 30 2363667-101

Email: → wilma.marx@buildingSMART.de

< bSD Verlag >

Book format	125 × 190 mm	170 × 240 mm
Advertisement format*	Width × Height	Width × Height
1/1 page	125 × 190 mm	170 × 240 mm
1/2 page, landscape	125 × 92 mm	170 × 118 mm

Print run in copies	151–499	500–999	1,000 – 1,999
1/1 page 4c	€880	1,490.00	€2,520
1/2 page 4c	€510.00	€850	€1,460.00
Color surcharge/page for special color	€300.00	€400.00	€500
Bookmark (plus \$0.30 for gluing/book)**	1,500	€2,000	€3,000

* Special formats on request; delivered file must include 3 mm bleed allowance.

** Please deliver bookmarks including bookmark ribbons. We are happy to take care of the production and gluing of the bookmark ribbons for you – price on request.

About bSD Talk:

bSD Talk is the monthly podcast from buildingSMART Germany, which focuses on developments, trends, and challenges in digital planning, construction, and operation. The podcast is hosted by Prof. Dr.-Ing. Cornelius Preidel, CEO of buildingSMART Germany, who discusses current and relevant topics relating to the digitalization of the construction industry with experts from the construction, real estate, and IT sectors. We publish a new episode every second Wednesday of the month. All episodes are available on Spotify, Apple Podcasts, YouTube Music, and Deezer. They are also published in our online trade magazine bSD+ and promoted on our website and social media channels.

Website:

→ www.bsplus.de/podcasts

Listeners per episode:

approx. 500
(as of July 2024)



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Advertising format	Format	Price
Audio ad	Audio file in MP3 or WAV format produced by advertising customers, approx. 15 seconds long	€1,200.00/episode