

# asphalt

Fachzeitschrift für Herstellung und Einbau von Asphalt

Information | Events | Data | Prices

## RATE CARD 2021

**PLUS**

Targeted online  
advertising  
opportunities



STEIN-VERLAG  
BADEN-BADEN GMBH



**asphalt**  
FÜR ALLE FÄLLE

# Brief outline

As the official organ of the German Asphalt Pavement Association (DAV) and its regional offices as well as the German Asphalt Institute (DAI), the trade magazine "asphalt" represents the interests of the asphalt manufacturing and processing industry as well as related sectors. The companies organised in the DAV and DAI regularly receive the journal as part of their membership at no extra cost. In addition, the "asphalt" is subscribed to by other companies and service providers from the construction and asphalt sectors, such as road construction companies, testing laboratories, research institutes and universities. Last but not least, road engineering authorities and engineering firms are also among the readers of the journal.

As a media partner of the European Asphalt Pavement Association (EAPA) the "asphalt" reports on European standardisation and regulations from Brussels and its impact on the national market.

The "asphalt" prioritises such main topics as practical technical articles, reports and articles in the fields of:

- Economic developments and policies that affect the asphalt industry
- Developments and trends in transport policy
- New installation procedures
- Innovations in machine technology
- Recycle and reuse
- Noise reduction
- Interesting construction projects
- New regulations for the asphalt industry
- From the asphalt mixing plant
- News from the testing laboratory
- Occupational health and safety

Comprehensive reporting on research and development, companies, associations, institutions and individuals, as well as literature and events.

## Trade journal for the production and installation of asphalt

Official organ of:



DEUTSCHER ASPHALTVERBAND



DEUTSCHES ASPHALTINSTITUT

[www.asphalt.de](http://www.asphalt.de)



News of the European  
Asphalt Association  
(E.A.P.A.) [www.EAPA.org](http://www.EAPA.org)

In co-operation with



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Stuttgart

## Subscription Price

Price per single issue ..... € 18.00  
(excl. shipping costs and statutory VAT)  
Annual subscription domestic ..... € 110.00  
(incl. shipping costs, excl. statutory VAT)  
Annual subscription abroad: ..... € 119.00  
(including shipping costs)  
Students receive a 50% discount on the net  
newspaper price when they present their  
enrolment certificate. Members of the Ger-  
man Asphalt Association (DAV) receive the  
magazine as a member subscription. The  
subscription price is included in the mem-  
bership fee.

## Frequency

8 issues in 2021:  
1 (February/March), 2 (April), 3 (May),  
4 (June), 5 (August), 6 (September/October),  
7 (November), 8 (December)

## Publication Schedule

See dates and topics on page 4

## Circulation Analysis 2021

Print run ..... 5,900  
Online accesses ..... 3,000  
Contributions identified with the author's  
name are not necessarily the opinion of the  
editors. The editorial staff assumes no liabili-  
ty for unsolicited manuscripts sent in. It ex-  
pressly reserves the right to edit submitted  
manuscripts and letters to the editor. Repro-  
duction, in whole or in part, is only allowed  
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Baden GmbH, Iffezheim  
2021 (Volume 56)  
ISSN 0945-6228

# Topics and Schedule 2021

Edition	Publication date	Copy deadline	Material deadline
1	01/03/2021	28/01/2021	01/02/2021
2	09/04/2021	02/03/2021	04/03/2021
3	28/05/2021	22/04/2021	26/04/2021
4	29/06/2021	25/05/2021	27/05/2021
5	26/08/2021	23/07/2021	27/07/2021
6	28/09/2021	25/08/2021	30/08/2021
7	12/11/2021	06/10/2021	08/10/2021
8	15/12/2021	08/11/2021	10/11/2021

Key topics	Events
<ul style="list-style-type: none"> <li>■ Preview Willingen 2021 – New concept</li> <li>■ Industry 4.0 in Asphalt Road Construction</li> <li>■ Designing with Asphalt</li> <li>■ Rolling</li> </ul>	<p>22–24/3 DAV/DAI Asphalt Seminar in Willingen</p>
<ul style="list-style-type: none"> <li>■ Market Report on Thermal Dump Bodies</li> <li>■ Preview of Steinexpo and FGSV Asphalt Roads Convention</li> <li>■ Recycling</li> <li>■ Process Optimisation in Road Construction</li> </ul>	<p>14–17/4 Steinexpo 27–28/4 FGSV Asphalt Road Convention</p>
<ul style="list-style-type: none"> <li>■ Preview of 7th Eurasphalt &amp; Eurobitume Congress</li> <li>■ Noise Reduction</li> <li>■ Construction Site Logistics</li> <li>■ Asphalt Production</li> </ul>	<p>16–18/6 7th Eurasphalt &amp; Eurobitume Congress 10–12/6 RecyclingAKTIV &amp; TiefbauLIVE</p>
<ul style="list-style-type: none"> <li>■ Asphalt and the Environment</li> <li>■ Seams/Joints/Connections</li> <li>■ Halls/Boxes</li> <li>■ Construction Site Equipment</li> </ul>	
<ul style="list-style-type: none"> <li>■ Market Report on Large Milling Machines</li> <li>■ Preview Nordbau</li> <li>■ New Asphalt Technologies</li> <li>■ Reconstruction</li> <li>■ Construction Site Lighting</li> </ul>	<p>September: Nordbau</p>
<ul style="list-style-type: none"> <li>■ Latest Bitumen Technology</li> <li>■ Quality in Road Construction</li> <li>■ Asphalt paver</li> <li>■ Asphalt in Landscaping (GaLa-Bau)</li> </ul>	
<ul style="list-style-type: none"> <li>■ News from the Mixing Plant</li> <li>■ Industry 4.0</li> <li>■ Milling</li> <li>■ Noise Reduction</li> </ul>	
<ul style="list-style-type: none"> <li>■ Market Report on Testing Equipment</li> <li>■ Preliminary Report on German Asphalt Days</li> <li>■ Rolling</li> <li>■ Process Optimisation</li> <li>■ Construction Site Logistics</li> <li>■ Profiles for Professionals</li> </ul>	

# Advertising rate card 7, valid from 1/1/2021

Format	Orientation	Width x height in mm		B&W in €	4-colour in €, Euroscale
		Type area	In the bleed format + 3mm trim around		
1/1 page	portrait	184 x 244	210 x 297	2.900,-	4.345,-
2/3 page	portrait	120 x 244	133 x 297	2.105,-	3.160,-
	landscape	184 x 161	210 x 182		
1/2 page	portrait	90 x 244	102 x 297	1.550,-	2.330,-
	landscape	184 x 120	210 x 141		
Junior page	high	121 x 180	133 x 201		
1/3 page	portrait	58 x 244	70 x 297	1.070,-	1.605,-
	landscape	184 x 80	210 x 100		
1/4 page	2 columns	90 x 120	101 x 141	820,-	1.230,-
	landscape	184 x 60	210 x 81		
	Sandwich	184 x 60	210 x 60		
1/8 page	portrait	43 x 120	-	440,-	655,-
	landscape	184 x 29	210 x 50		
	2 columns	90 x 60	-		
Front page		-	210 x 232	-	6.560,-
2nd / 3rd / 4th US		-	210 x 297	-	5.475,-
U format			measurements on request		4.350,-
L format			measurements on request		3.160,-

**Classifieds:** Type area 184 x 244 mm  
 per millimetre height € 2.99 (1 column, 57 mm width)  
 per millimetre height € 5.55 (2 columns, 90 mm width)  
 per millimetre height € 8.05 (4 columns, 184 mm width)  
 Box fee: € 7.87

**Entry in buyers' guide:** see also page 7

For 1 year in every asphalt issue – online and print – for only 400.00 € per heading, billing mode remains, each additional heading 50 % discount.

**Special advertising formats:** on request at susanne.grimm@stein-verlagGmbH.de

**Discounts** for purchase within 12 months (insertion year)

Frequency discount	Volume discount
3 or more ads 5%	from 1 page 5%
5 or more ads 10%	from 2 pages 10%
6 or more ads 15%	from 5 pages 15%

**Bound inserts:** Quantity 5,900, format 210 x 297 mm

(Head trim: 5 mm, foot trim: 13 mm, bleed left and right: 3 mm each)

Single Sheet (2 pages) ..... € 2,820.00

Double sheet (4 pages) ..... € 4,695.00

More pages on request

**Inserts:** loosely inserted, maximum size 200 x 290 mm, 25 g unit weight,

per 1,000 copies ..... € 280.00

Heavier inserts on request.

Delivery quantity: 5,900 copies

Maximum size: 200 mm wide x 290 mm high

**Shipping address of loose or bound inserts (with delivery note):**

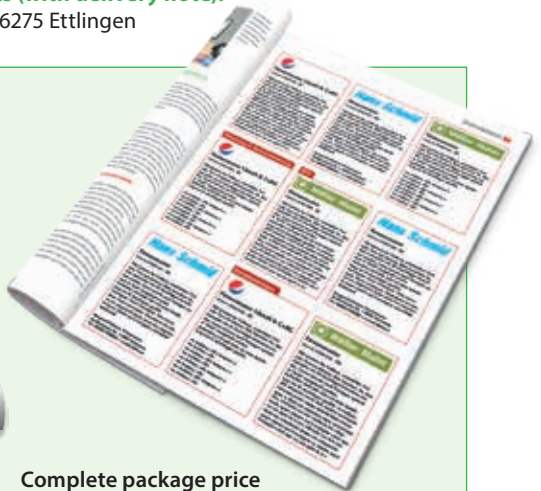
Kraft Premium GmbH, Industriestrasse 5–9, 76275 Ettlingen

## Shopping guide – who offers what?

Your shopping guide for asphalt production and the installation of asphalt is divided into the following categories:

**New categories:**

- Building materials
- Production
- Installation
- Components
- Measuring technology
- Test
- Wear and accessories
- Controls & automation
- EDP ELECTRONIC DATA PROCESSING
- Services

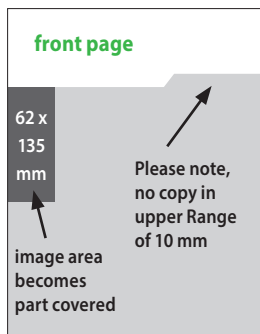


**Complete package price**

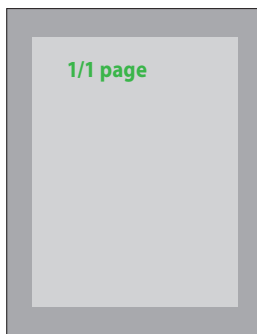
Each issue of asphalt print and online at only € 400 per year, minimum subscription term of 1 year, billing mode remains.

Duration: until further notice at least one year Method of payment: collective billing in at the beginning of the subscription term, not discountable, no agency commission

# Forms of advertising



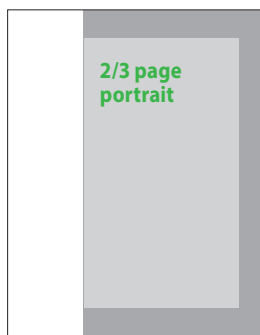
**Titelbild:** 210 x 232 mm  
**Datenformat:** 216 x 235 mm



**in type area:** 184 x 244 mm  
**in bleed:** ✱ 210 x 297 mm



**in type area:** 184 x 161 mm  
**in bleed:** ✱ 210 x 182 mm



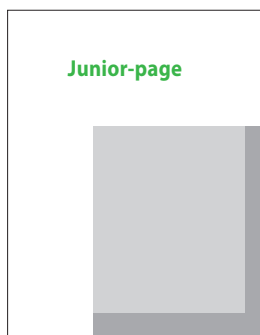
**in type area:** 120 x 244 mm  
**in bleed:** ✱ 133 x 297 mm



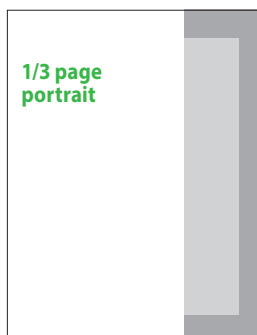
**in type area:** 90 x 244 mm  
**in bleed:** ✱ 102 x 297 mm



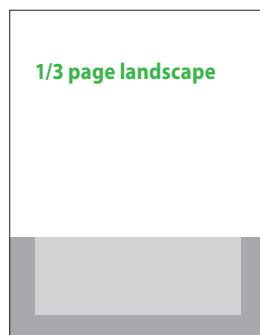
**in type area:** 184 x 120 mm  
**in bleed:** ✱ 210 x 141 mm



**in type area:** 121 x 180 mm  
**in bleed:** ✱ 133 x 201 mm

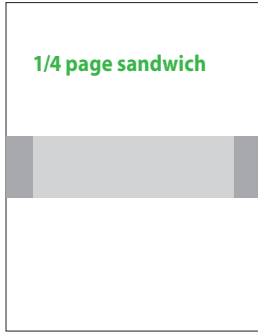


**in type area:** 58 x 244 mm  
**in bleed:** ✱ 70 x 297 mm



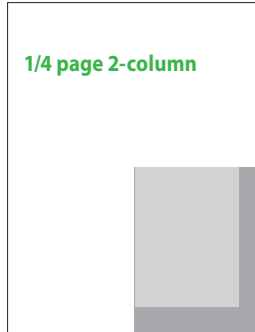
**in type area:** 184 x 80 mm  
**in bleed:** ✱ 210 x 100 mm





1/4 page sandwich

**in type area:** 184 x 60 mm  
**in bleed: \*** 210 x 60 mm



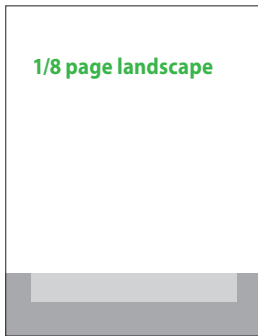
1/4 page 2-column

**in type area:** 90 x 120 mm  
**in bleed: \*** 101 x 141 mm



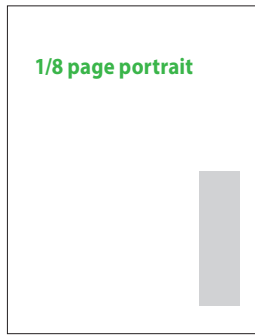
1/4 page landscape

**in type area:** 184 x 60 mm  
**in bleed: \*** 210 x 81 mm



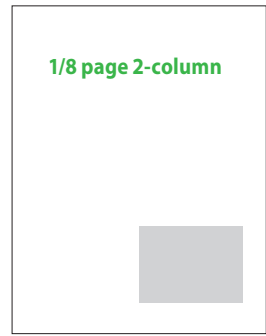
1/8 page landscape

**in type area:** 184 x 29 mm  
**in bleed: \*** 210 x 50 mm



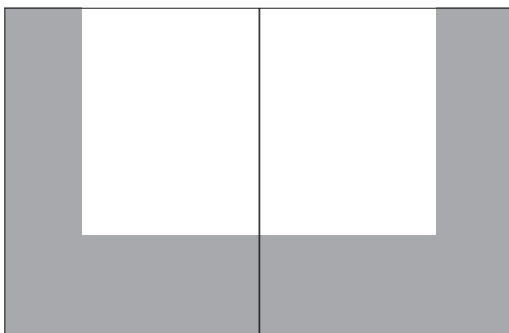
1/8 page portrait

**in type area:** 43 x 120 mm



1/8 page 2-column

**in type area:** 90 x 60 mm



L- or U-format in bleed \*  
 Measurements upon request

**\* All formats listed in bleed necessarily require a trim allowance of 3 mm all around, means at all 4 pages!**

# Faster to be found thanks to the STV online campaign

The digital offers of the Stein-Verlag publishing house



## Your competitive edge

### Your targeted online advertising opportunities

- ▶ In the weekly STV News Channel
- ▶ In the E-Paper of asphalt
- ▶ In the online magazine newsstand
- ▶ On Facebook

**New:**  
The STV industry  
online JOB exchange

# Online campaign options and prices

## 1. STV News Channel

Styled as a news channel, the latest industry news is covered weekly. Support the STV News Channel through your banner advertising and innovative machine and service presentations.



Banner on the news channel	Size	Price per broadcast
Premium placement (over the "News of the Week")	600 x 150 Pixel	€ 290.00
Standard placement (in the middle of the news channel)	600 x 150 Pixel	€ 250.00

## 2. E-Paper

Our readers are increasingly using the option to retrieve trade journals electronically. Take advantage of the opportunity to attract new attention with new forms of advertising (e.g. videos, links to landing pages).

Linking options	Price per issue
Ad linked to the report	€ 200.00
Ad linked to homepage or product page	€ 250.00
Embedded video	€ 350.00



### 3. Online Magazine Newsstand

All current titles are available in our innovative online magazine newsstand. The newsstand also has a comprehensive archive with various search functions, also for all our trade journals. Advertising here with an online banner guarantees reaching several target groups.



Banner sizes	Price per month
Super banner (1200 x 120 pixels)	€ 890.00
Full-size skyscraper (200 x 600 px)	€ 790.00
Full-size banner (980 x 120 pixels)	€ 640.00
Half-size skyscraper (200 x 280 px)	€ 400.00
Teaser box (200 x 100 pixels)	€ 270.00

### 4. Facebook

We post the most important news for the industry on a weekly basis. A news item will report on the technical data of a machine. This could be yours!



Option	Price per week
Teaser about the report + link to the e-paper	€ 200.00

Further details and information on request.



# The success is measurable – the figures speak for themselves

Excerpt from asphalt 6/2019

Web newsstand

## Online access figures exceed circulation

Digitisation is progressing – and not only in road construction. The provision of specialist information is also going through changes. The trade journal “asphalt” and Stein-Verlag have been making their information available online for some time now.

**T**he digital equivalent to the analogue form of information on the production and installation of asphalt has been around for quite some time. The online version of the trade journal of the German Asphalt Association (DAV) is also available at [webkiosk.stein-verlaggmbh.de](http://webkiosk.stein-verlaggmbh.de). “We have given

this a lot of thought,” explains Marc Vogelberger, responsible division manager at Stein-Verlag, “and exchanged ideas with designers, editors and developers.”

An exercise that has since been rewarded for the effort put in. In the first four editions of the year, the page views of individual editions were sometimes double that of the print run of the print version. A clear sign that readers have accepted the online version of the magazine. Bernd Hinrichs, editor-in-chief of “asphalt”, is already looking to the future: “The online sector is developing rapidly. We will continue to expand our presence with “asphalt” and develop it according to reading behaviour. We still have some surprises in store!” ■



**On the road to success on the net: the trade journal “asphalt”**  
(Source: Stein-Verlag)

# General Terms and Conditions

1. In case of doubt, advertising orders must be placed within one year of conclusion of the contract.
2. The order is based on the conditions of the respectively valid advertising price list and the "General Terms and Conditions".
3. The discounts specified in the advertising price list are only granted for ads published within one year. The period begins with the publication of the first ad, unless another starting date is agreed upon when the contract is concluded.
4. If ads are purchased within the one-year period, the advertiser is entitled to a discount if he has completed an order at the beginning of the period which entitles him to a discount from the outset on the basis of the price list.
5. No guarantee is given for the inclusion of ads in specific numbers, specific issues or at specific places in the magazine, unless the client has expressly made the validity of the order dependent on it.
6. The exclusion of competitors can only be agreed in the case of two opposite pages.
7. The order for an ad or insert shall only be rejected on the basis of uniform principles due to content, origin or technical form. The client will be notified of the rejection.
8. The publisher guarantees the perfect printed reproduction of the ad. Unsuitable or damaged artwork will be returned to the client immediately. If the ad is printed illegibly, incorrectly or incompletely in whole or in part, the client shall be entitled to a price reduction or a claim for compensation unless the purpose of the advertisement is negligibly impaired by the defects or incorrectly printed code numbers only have a negligible effect on the purpose of the ad.
9. Proofs are only supplied upon express request. The client is responsible for the correctness of the returned proofs. If the client does not return the proof sent to him in due time, approval for printing shall be deemed to have been granted.
10. If a special size is not specified, the actual print height shall be used as the basis to calculate the price.
11. The invoice must be paid within the deadline indicated on the price list, unless a shorter payment period or advance payment has been agreed in specific cases.
12. In the event of late payment or deferment of payment, customary default interest as well as any collection costs incurred shall be charged; the publisher can postpone executing the order until payment has been made. No discount shall be granted in the case of bankruptcies and compulsory settlements.
13. The publisher shall provide a specimen copy immediately after publication of the ad.
14. If an order is not fulfilled due to circumstances beyond the control of the publisher, the client shall, without prejudice to any further legal obligations, reimburse the publisher for the difference between the discount granted and the discount corresponding to the actual due amount.
15. A right of withdrawal shall only be deemed to have been agreed if it has been fixed and confirmed in the advertisement order and is exercised in due time. (No later than 14 calendar days before the respective advertisement deadline at the publisher.)
16. German law shall apply to the confirmed advertisement order.

## Additional conditions

- a) The client must ensure that the advertising texts and/or digital data are delivered on time.
- b) The publisher accepts no liability for the correctness of the reproduction if the ad is placed by phone or if changes are made to the ad in this way.
- c) Any faults that may occur in artwork, damaged data, if not immediately recognisable, shall exclude claims against the publisher.
- d) Complaints of any kind must be made within 30 days after publication of the ad or after receipt of the invoice.

## Payment terms

Payment term: 14 days strictly net

## Data Printing process:

**Magazine format:** 210 x 297 mm (Width x Height)

**Type area:** 184 x 244 mm (Width x Height)

**Offset printing,** 70 screen, printed with colours from the Euro colour scale for offset printing

**Colour mode for ads/delivered data:** CMYK (Euro-scale), output profile ISO Coated v2 (ECI)/FOGRA39 (ISO 12647-2:2004) RGB or special colours may not be used!

**Artwork:** Only digital data in PDF/x 3-2002 format or higher, TIFF, JPG, EPS from InDesign, QuarkXPress, Illustrator, Photoshop or Freehand. Minimum resolution for colour and grayscale images 300 dpi, line drawings 1,200 dpi. Fonts must be embedded or converted to paths.

**If artwork is delivered as open files and files from CorelDraw, PowerPoint, Publisher, Excel or Word etc., the quality cannot be guaranteed.**

**Proof/press proof:** For the printing of colour ads, please supply a corresponding and true colour-matched proof or press proof in 1:1 scale.

The publisher accepts no liability for colour deviations and text positions in ad images and logos if files have not been saved in the above manner and true colour-matched proofs have not been supplied.

**Data archiving:** Data is archived for 1 year, so unchanged repetitions are usually possible. However, a data guarantee is not given.

**Re-setting:** Any typesetting or correction work will be charged at cost price.

**Transmission of ad data:** Gudrun Schwend, Stein-Verlag Baden-Baden GmbH, Josef-Herrmann-Strasse 1-3, 76473 Iffezheim, Tel. +49 7229 606-31, anzeigen@stein-verlagGmbH.de

**Guarantee:** The client is responsible to supply the ads/artwork punctually and without any faults. If the client does not supply faultless artwork, the publisher will print the ad in the quality that the artwork allows.

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