

asphalt

Fachzeitschrift für Herstellung und Einbau von Asphalt

Information | Events | Data | Prices

MEDIA DATA 2025



Print
+
Digital



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.



European Asphalt Pavement Association

News of the European
Asphalt Association
(E.A.P.A.) www.EAPA.org

Trade journal for the production and installation of asphalt

Official organ of:

www.asphalt.de

dav

DEUTSCHER ASPHALTVERBAND

dai

DEUTSCHES ASPHALTINSTITUT

Publisher/Publishing House

Main Editorial Office

Deutscher Asphaltverband
(DAV) e.V.
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53119 Bonn
Fon +49 228/9 79 65-0
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www.asphalt.de

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Volume/year

17. Volume 2025

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Subscription Price

Price per single issue	€ 20.95
(excl. shipping costs and statutory VAT)	
Annual subscription domestic	€ 129.00
(incl. shipping costs, excl. statutory VAT)	
Annual subscription abroad:	€ 139.00
(including shipping costs)	

Students receive a 50% discount on the net newspaper price when they present their enrolment certificate. Members of the German Asphalt Association (DAV) receive the magazine as a member subscription. The subscription price is included in the membership fee.

Frequency

8 issues in 2024:
1 (February), 2 (March), 3 (May), 4 (June),
5 (July), 6 (August), 7 (September), 8 (December)

Publication Schedule

See dates and topics

Circulation Analysis 2024

Print run	5.900
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2024 (Volume 59)
ISSN 0945-6228

Topics and Schedule 2025

Edition	Publication date	Copy deadline	Material deadline	Key topics	Events
1	24/2/2025	17/1/2025	21/1/2025	<ul style="list-style-type: none"> Preview Asphalt Seminar Willingen Reuse of Asphalt New Asphalt Technologies Market Report Mini Dumpers 	DAV/DAI Asphalt Seminar in Willingen (March 17-19)
2	28/3/2025	19/2/2025	21/2/2025	<ul style="list-style-type: none"> Review Asphalt Seminar Willingen Preview bauma New Asphalt Technologies Noise Reduction 	Bauma Trade Fair Edition (April 7-13)
3	12/5/2025	4/4/2025	7/4/2025	<ul style="list-style-type: none"> Preview FGSV Asphalt Road Conference Reuse of Asphalt Electric Drives in Construction Machinery Quality in Road Construction 	FGSV Asphalt Road Conference (May 21-22)
4	16/6/2025	9/5/2025	13/5/2025	<ul style="list-style-type: none"> Review FGSV Asphalt Road Conference Asphalt Pavers Electric Drives in Construction Machinery Joints/Seams/Connections 	

Topics and Schedule 2025

Edition	Publication date	Copy deadline	Material deadline	Key topics	Events
5	21/7/2025	13/6/2025	17/6/2025	<ul style="list-style-type: none"> Reuse of Asphalt Rollers Municipal Road Construction 	
6	22/8/2025	16/7/2025	18/7/2025	<ul style="list-style-type: none"> Preview NordBau Market Report Compact Rollers Storage/Halls PPE/Protective Clothing 	NordBau Edition (Date not yet set – usually early September)
7	29/9/2025	25/8/2025	27/8/2025	<ul style="list-style-type: none"> Preview TiefbauLive Review NordBau Temperature Reduction Noise Reduction 	TiefbauLive Trade Fair Edition (October 9–11)
8	1/12/2025	27/10/2025	28/10/2025	<ul style="list-style-type: none"> Review TiefbauLive Asphalt Pavers Rollers “Profiles for Professionals” – Suppliers Introduce Themselves 	

Forms of advertising/Prices/PRINT

Classifieds: Type area 184 x 244 mm

per millimeter height € 3,55 (1 column, 58 mm width)

per millimeter height € 6,55 (2 column, 90 mm width)

per millimeter height € 9,55 (4 column, 184 mm width)

Box fee: € 9,35

Profiles for Professionals: Profiles for Professionals: In a separate section of the year-end issue, we will publish information about your company, services, and products.

Format: Full page according to publisher's standard. Price: € 1.430

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) € 3.320

Double sheet (4 pages) € 5.540

More pages on request

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

per 1.000 copies € 330

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):

W. Kohlhammer Druckerei GmbH + Co. KG,

Augsburger Straße 722, 70329 Stuttgart

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
- Energy Technology
- 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 € 470 per year**, minimum subscription term of 1 year, billing mode remains.

Invoice pro rata in the first year, then at the beginning of the year, not discountable, no agency commission, Price plus total VAT





Advertising rate card 11, valid from 1/1/2025

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	3.415,-	5.120,-
2/3 page	portrait	120 x 244	132 x 297	2.485,-	3.730,-
	landscape	184 x 164	210 x 182		
1/2 page	portrait	90 x 244	102 x 297	1.825,-	2.745,-
	landscape	184 x 122	210 x 142		
Junior page	high	120 x 180	134 x 200		
1/3 page	portrait	58 x 244	70 x 297	1.255,-	1.895,-
	landscape	184 x 80	210 x 100		
1/4 page	2 columns	90 x 122	102 x 142	970,-	1.455,-
	landscape	184 x 60	210 x 80		
	Sandwich	184 x 60	210 x 60		

Advertising rate card 11, valid from 1/1/2025

Format	Orientation	Width x height in mm		B&W in €	4-colour in €, Euroscale
		Type area	In the bleed (*) format + 3mm trim around		
1/8 page	portrait	43 x 120	-	515,-	770,-
	landscape	184 x 29	210 x 50		
	2 columns	90 x 60	-		
Cover page		-	210 x 232	-	7.730,-
2nd/3rd/4th Cover page		-	210 x 297	-	6.460,-
U format			measurements on request		5.130,-
L format			measurements on request		3.720,-

All prices plus statutory VAT | General Terms and Conditions see page 18

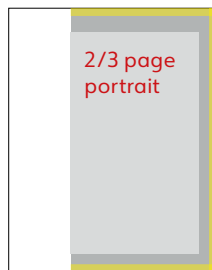
(*) IMPORTANT

- For bleed ads, add a 3 mm bleed all around.
- Extend photos and color areas into the bleed.

Forms of advertising



- in type area: 184 x 244 mm
 - in bleed: 210 x 297 mm
- in bleed necessarily require
a trim allowance of 3 mm all around



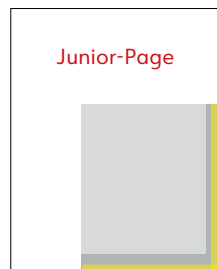
- in type area: 120 x 244 mm
 - in bleed: 132 x 297 mm
- in bleed necessarily require
a trim allowance of 3 mm all around



- in type area: 90 x 244 mm
 - in bleed: 102 x 297 mm
- in bleed necessarily require
a trim allowance of 3 mm all around



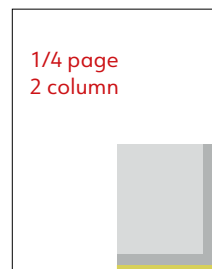
- in type area: 184 x 122 mm
 - in bleed: 210 x 142 mm
- in bleed necessarily require
a trim allowance of 3 mm all around



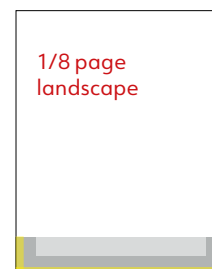
- in type area: 120 x 180 mm
 - in bleed: 134 x 200 mm
- in bleed necessarily require
a trim allowance of 3 mm all around



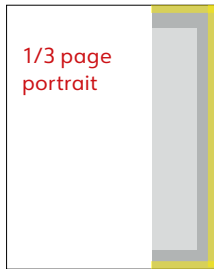
- in type area: 184 x 60 mm
 - in bleed: 210 x 80 mm
- in bleed necessarily require
a trim allowance of 3 mm all around



- in type area: 90 x 122 mm
 - in bleed: 102 x 142 mm
- in bleed necessarily require
a trim allowance of 3 mm all around



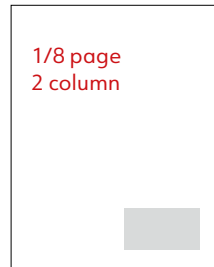
- in type area: 184 x 29 mm
 - in bleed: 210 x 50 mm
- in bleed necessarily require
a trim allowance of 3 mm all around



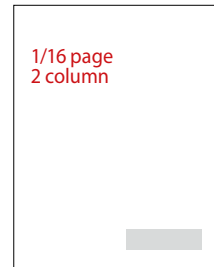
- in type area: 58 x 244 mm
 - in bleed: 70 x 297 mm
- in bleed necessarily require a trim allowance of 3 mm all around



- in type area: 184 x 80 mm
 - in bleed: 210 x 100 mm
- in bleed necessarily require a trim allowance of 3 mm all around



- in type area: 90 x 60 mm



- in type area: 90 x 29 mm

(*) IMPORTANT

- For bleed ads, add a 3 mm bleed all around.
- Extend photos and color areas into the bleed.
- For bleed ads, please allow a 5 mm safety distance from the edge for print production. This means no text, QR codes, or important information should be placed within this area. (Highlighted in yellow for understanding.)

Example for Safety Distance and Bleed Allow

+++ **STV-News-Channel** +++

Fachinformationen mit Reichweite

✦ Erhalten Sie wöchentlich für die Branche wichtige Ad-hoc-Meldungen und Nachrichten! Der „STV-News-Channel“ informiert Sie im Site eines Nachrichtenkanals kurz und knapp, schnell und kompetent über Aktuelles aus der mineralischen Baustoff-, Asphalt- und Recycling-Industrie.

✦ Außerdem werden Sie mit unseren etablierten Fachzeitschriften GP Gesteinspektiven, recycling aktiv und asphalt – wie gewohnt – kompetent und umfassend informiert. Diese sind auch in unserem Zeitschriften-Web-Kiosk als E-Paper verfügbar.

JETZT ANMELDEN!
anmeldung.nc.stein-verlagsgmbh.de

QR-Code abscanen und für den STV-News-Channel anmelden!

Stein-Verlag Baden-Baden GmbH
Josef-Herrmann-Straße 1-3 | D-76473 Ilfshelm | Tel.: +49 7229 606-0
info@stein-verlagsgmbh.de | www.stein-verlagsgmbh.de

STEIN-VERLAG
BADEN-BADEN GMBH

Reprints

Utilize editorial coverage for your marketing

Reprints of editorial articles remain a popular and effective way to showcase expertise, even in the age of electronic media – whether as handouts at trade fairs, events, and in the workplace, or as customer information in a mailing.

Your advantages:

- Reprint of editorial coverage
- Custom design by our graphics team
- Printed on high-quality paper



Print run in 4c	Page number				
	up to 2	up to 4	up to 6	up to 8	up to 12
200	€ 303,00	€ 370,00	€ 564,00	€ 584,00	€ 700,00
500	324,00 €	€ 466,00	€ 630,00	€ 651,00	€ 781,00
1.000	360,00 €	€ 534,00	€ 816,00	€ 881,00	€ 936,00
2.000	421,00 €	€ 595,00	€ 945,00	€ 1009,00	€ 1.090,00
3.000	478,00 €	€ 650,00	€ 1.074,00	€ 1.159,00	€ 1.245,00



The Digital Offerings of Stein-Verlag

Reach your industry's target audience online

- ▶ Banner advertising in various formats
- ▶ Advertorials
- ▶ Newsletter advertising
- ▶ Videos – produced by you
- ▶ Distribution via social media, among others



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.

Picture formats: .png, .jpg, .gif

Banner in News-Channel	Size	Price per mailing
① Premium placement (over the „News of the Week“)	600 x 150 px	€ 352,00
② Plus placement (after the „News of the Week“)	600 x 150 px	€ 308,00
③ Basic placement (above the „Recycling News“)	600 x 150 px	€ 270,00

Good to know:

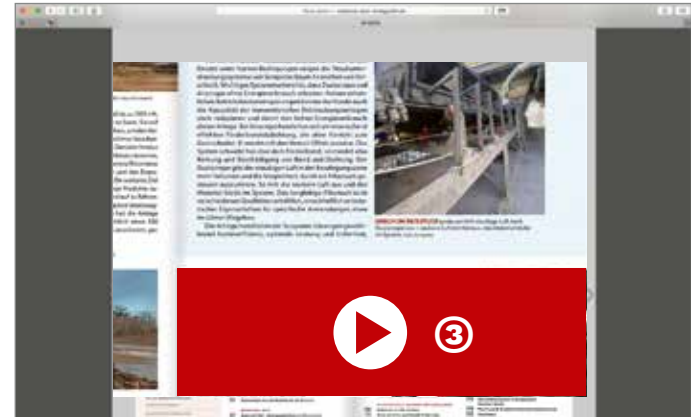
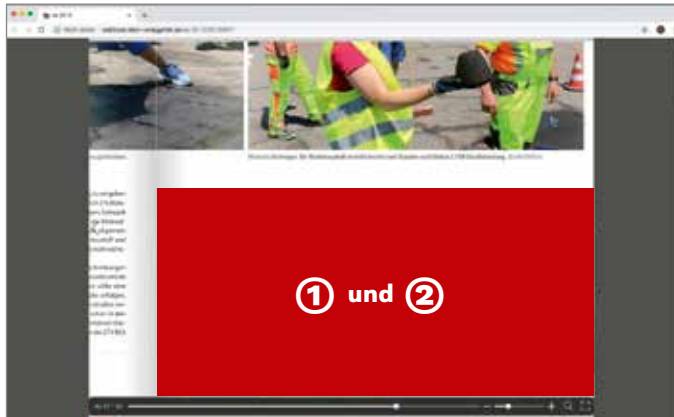
Recipients: 0 3.611 | Delivery rate: 0 99,8 % | Open rate: 0 21,3 %



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
① Ad linked to the report	€ 248,00
② Ad linked to homepage or product page	€ 308,00
③ Embedded video	€ 424,00



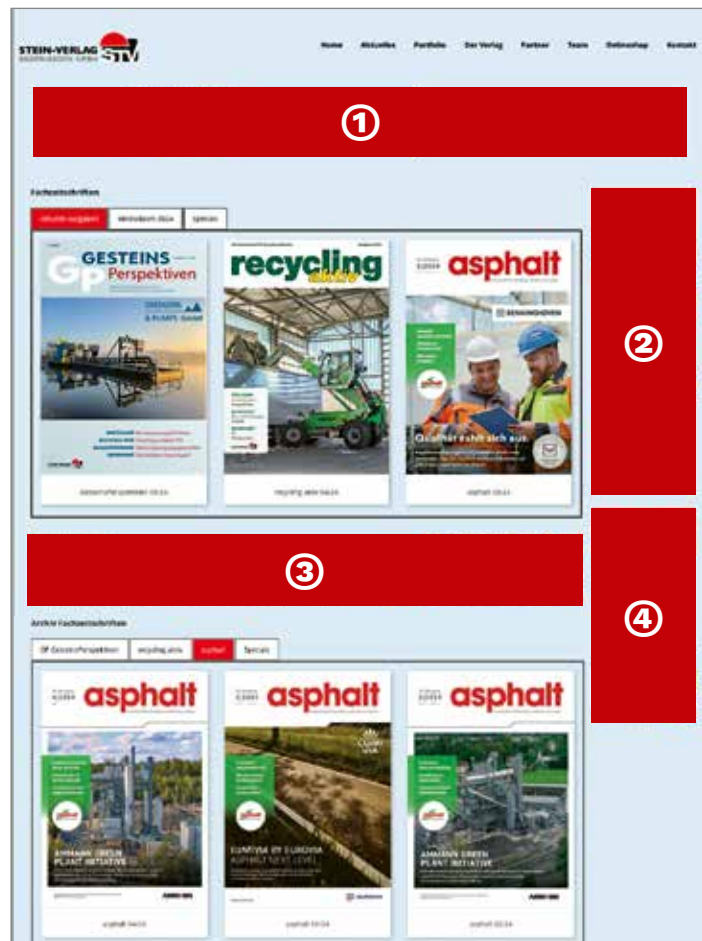
3. Online Magazines Newsstand

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.

Picture formats: .png, .jpg, .mp4

Banner sizes	Price per month
① Superbanner (1200 x 120 px)	€ 1.078,00
② Skyscraper Fullsize (200 x 600 px)	€ 957,00
③ Fullsize Banner (980 x 120 px)	€ 775,00
④ Skyscraper Halfsize (200 x 400 px)	€ 490,00

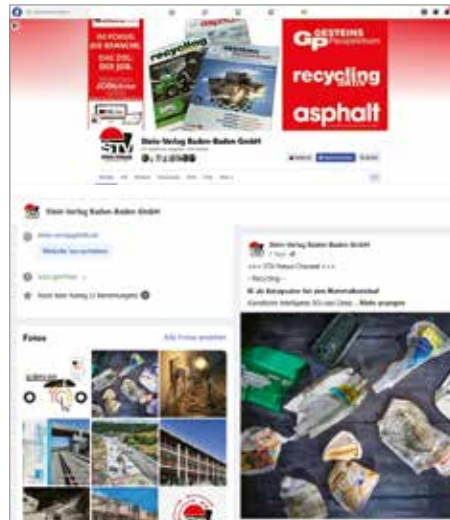
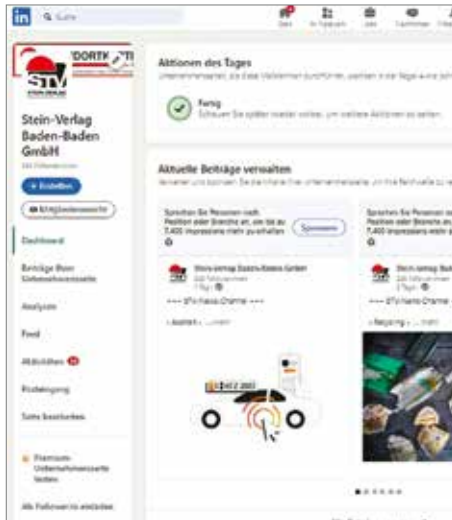
Web Traffic Analysis (Current status at the time of printing)	
Edition 01/2024	4.791
Edition 02/2024	2.069
Edition 03/2024	2.639
Edition 04/2024	1.795
Edition 05/2024	1.519
Edition 06/2024	1.363



4. LinkedIn, Facebook, Instagram

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	€ 248,00



Further details and information on request.

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
online: at once

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 (Euroscale), output profile PSO Coated v3/FOGRA 51, 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 can not be guaranteed.

Proof/press proof:

For the printing of colour ads, please supply a corresponding and true colour-matched proof or pressproof 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:

Fatima Yassine
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Josef-Herrmann-Straße 1-3
76473 Iffezheim
Fon +49 7229 606-27
fatima.yassine@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.

Contact person



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