



Die Industrie-Zeitung

BETRIEBSTECHNIK & INSTANDHALTUNG

MEDIA KIT 2027

25 Years of B&I



Wolff Publishing
ISSN 1864-4554



MESSEZEITUNG

zur maintenance **Dortmund und München**

PROFILE

B&I is the cross-industry newspaper for those responsible for production and productivity in industry. With practical user reports, in-depth technical articles and up-to-date product news, B&I provides comprehensive coverage of production and maintenance.

Our reporting focuses on economically sound, high-quality production and on the optimum availability and value retention of machinery, plants and buildings. In every issue, B&I therefore reports on thirteen subject areas in a clearly structured way, continuously providing impetus for investment in production and maintenance and for improving energy efficiency. Dedicated special sections entitled **CONDITION MONITORING** and **ENERGY EFFICIENCY** underline the newspaper's expertise in these highly topical segments. In addition, B&I delivers the latest industry news, reports on relevant trade fairs and events, and provides a platform for the growing **INDUSTRIAL SERVICES** sector. The print edition, published six times a year, is complemented by the free online newsletter "**Headlines of the Day**" (Schlagzeilen des Tages), published every working day.

B&I MESSEZEITUNG

With the B&I MESSEZEITUNG, our trade fair newspaper, we provide comprehensive coverage of maintenance Dortmund and maintenance Munich.

OUR PARTNER SITE

Visit [industry-channel.com](http://www.industry-channel.com) and benefit from our partnership!

Company Listing & B&I Podcast Offer

Your articles published on www.b-und-i.de (**Headlines of the Day**) are also displayed on www.industry-channel.com and linked to **your company listing**, provided, of course, that you have opted for a **listing on industry-channel**. Visit www.industry-channel.com. Use the **B&I reference code WPX20BundI** to receive a **20% discount**. Eligible agencies also receive the **15% agency discount**.

Your contact: Andreas Wolff Email: contact@industry-channel.com

In cooperation with IC, we also produce interviews and expert talks.

B&I Podcast Offer: only €1,000.00 for the production and advertising package. **Find out more!**

Your interviewer is our Editor-in-Chief, Volker Zwick.

Phone: +49 8284 92990 Email: redaktion@b-und-i.de

RECIPIENT STRUCTURE

Job Function*		Number of Employees*	
Plant / Maintenance Engineers	61.02%	more than 5,000	1.72%
Production Management	19.02%	1,000 – 4,900	9.01%
Technical Management	22.53%	500 – 999	11.69%
Executive Management	11.55%	100 – 499	41.94%
Equipment Design Engineering	0.52%	20 – 99	19.80%
Utilities	1.62%	1 – 19	5.64%
Other	6.30%	Not known	10.20%
(Multiple answers possible)			100.00%

Industry Sector*		Postcode Area*	
Mechanical Engineering	23.22%	Postal Zone 0	5.86%
Iron Sheet Metal Metal	21.38%	Postal Zone 1	2.33%
Electrical Engineering	12.39%	Postal Zone 2	5.80%
Chemicals	10.14%	Postal Zone 3	11.18%
Energy Supply	6.96%	Postal Zone 4	14.26%
Automotive	5.05%	Postal Zone 5	18.37%
Food Industry	5.50%	Postal Zone 6	8.40%
Plastics	8.57%	Postal Zone 7	14.47%
Miscellaneous	6.79%	Postal Zone 8	10.11%
	100.00%	Postal Zone 9	8.95%
		Outside Germany	0.28%
			100.00%

Frequency 6 issues per year (digital + print)
 Volume Volume 25 | 2027
 Planned print run 12,000 copies

May vary due to special circumstances (pandemic, production/procurement) and is offset by accompanying digital distribution.

Our Headlines of the Day online every working day.

Wolff Publishing



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*May vary depending on editorial focus

ENERGY EFFICIENCY

This regular special section covers every way of saving energy. Examples include high-efficiency drive motors, energy-saving lighting, efficient heating systems, variable-displacement hydraulic pumps, leak detectors, regenerative power feedback technology, proportional pneumatics, software for reducing inrush current peaks, forklift guidance systems, systems for using and storing process heat, thermal insulation systems, heat recovery systems, thermal insulating glazing and heat exchangers.

Modernising production plants and systems for energy efficiency usually reduces energy consumption so substantially that investments in this area often pay for themselves in less than two years. That is why **B&I** regularly reports on new products and exemplary applications that show what is currently possible in this highly topical segment.

CONDITION MONITORING

With its dedicated special section entitled **CONDITION MONITORING**, **B&I** shows how much importance we attach to this field. No one has done more to help condition monitoring achieve its breakthrough than **B&I**.

INDUSTRIAL SERVICES

Industrial services are a dynamic growth sector. More and more companies are concentrating on their core business and therefore rely on the know-how and expertise of professional industrial service providers. This trend is reinforced by the increasing complexity of machinery and production plants. Industrial service providers ensure their maintenance, monitoring, repair and optimisation as well as 24/7 operation. The growing industrial services sector has now become a decisive location factor for a competitive industry.

B&I MESSEZEITUNG

maintenance Dortmund and maintenance Munich are the key industry events for maintenance and industrial services. We cover both with the **B&I MESSEZEITUNG**, our trade fair newspaper. It is published ahead of each event, presents exhibitors, new products and programme highlights, and helps our readers plan their visit to the fair. It is distributed in large numbers at the venue. For exhibitors, this means double exposure: before and during the fair.

B&I **MESSEZEITUNG**
zur maintenance Dortmund und München

ADVERTISING RATES

Newspaper format	DIN A3, 297 mm wide x 420 mm high
Type area	270 mm wide x 385 mm high 5 columns, each 50 mm wide
Insert rates	On request.
Terms of payment	3% discount for direct debit 2% discount within 8 days otherwise net within 14 days
Bank details	Deutsche Bank, Hagen Bank code (BLZ) 45070024 Account no. 68890000
Delivery address for inserts	Bonifatius GmbH Druck - Buch - Verlag Attn. Dominik Siebel Karl-Schurz-Straße 26 D-33100 Paderborn
Printing process	Web offset, matt coated, 100% recycled paper
Print materials	In digital form as PDF files.

Im Rahmen der Herstellung dieses Druck-
produktes wurde ein finanzieller Beitrag an
das Klimaschutzprojekt „Solar
Indien“ zertifiziert nach GoldStandard
geleistet.



Display ads A3	4c rates in €
1/1 page	6,740.-
1/2 page	6,240.-
1/3 page	4,160.-
1/4 page	3,120.-
1/5 page	2,490.-
DIN A4 formats	4c rates in €
1/1 page DIN A4	6,240.-
JuniorPage	3,490.-
1/2 page DIN A4	3,120.-
1/3 page DIN A4	2,080.-
1/4 page DIN A4	1,560.-
Special formats	4c rates in €
Front-page ad, top, approx. 50 x 30 mm	1,200.-
Front-page ad, bottom, approx. 210 x 75 mm	2,400.-
Classified ads / Direct contact	345.-

This price list is valid from 1 Oct 2026 and applies to advertisements in issues published in 2027. All prices are exclusive of statutory VAT. Place of jurisdiction is Hagen (Westphalia). The general terms and conditions for advertisements and third-party inserts in magazines apply. See also our General Terms and Conditions.

PODCAST

Production & Advertising Package

Special price €1,000.00
Interested? Just get in touch to find out more!

info@b-und-i.de
Subject: "Podcast"



Hören statt Lesen!

Das gesamte Interview können Sie sich als Podcast anhören.
Hier ist der Link:




THE VOICE OF INDUSTRY

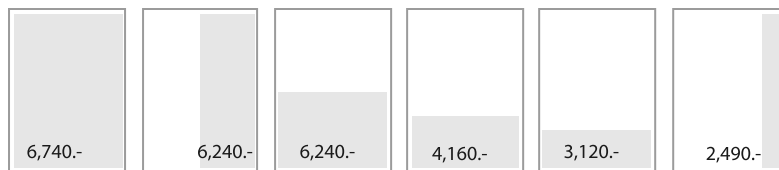
www.industry-channel.com/podcasts

AD FORMATS + RATES

Special advertising formats and advertorials on request

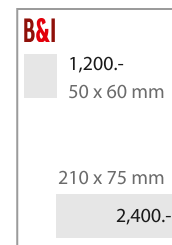
B&I is published in A3 format

Bleed is available for display ads only.



1/1 page 270 x 385 mm
1/2 page 135 x 385 mm
1/2 page 270 x 192 mm
1/3 page 270 x 128 mm
1/4 page 270 x 96 mm
1/5 page 50 x 385 mm

Ads on the front pages



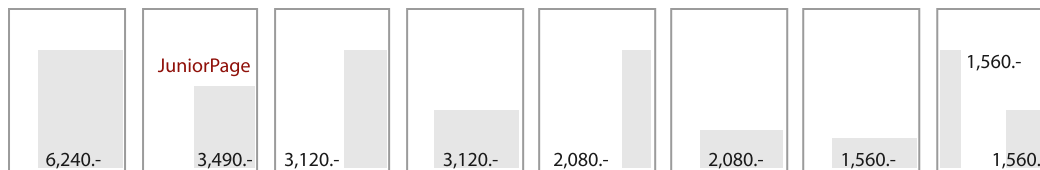
B&I Die Industrie-Zeitung
BETRIEBSTECHNIK & INSTANDHALTUNG

B&I MESSEZEITUNG
zur maintenance Dortmund und München

B&I Sonderteil Energie-Effizienz
August 2024 – Ausgabe 470

B&I Sonderteil Condition Monitoring
August 2024 – Ausgabe 470

DIN A4 ads within the type area



DIN A4 210 x 297 mm
1/2 A4 148 x 210 mm
1/2 A4 vert. 105 x 297 mm
1/2 A4 horiz. 210 x 148 mm
1/3 A4 vert. 70 x 297 mm
1/3 A4 horiz. 210 x 100 mm
1/4 A4 horiz. 210 x 75 mm
1/4 A4 vert. 50 x 297 mm
105 x 150 mm

Classified ads



Advertorials
Price on request

Up to 1/4 page
Up to 1/2 page
Up to 1/1 page

DATES & EDITORIAL PLAN

ISSUE	DEADLINE	MATERIAL DEADLINE	PUBLISHED ON	ISSUE-SPECIFIC TOPIC	TRADE FAIRS	EDITORIAL & TOPIC PLAN
1/27 FEB	15 Jan 2027	22 Jan 2027	8 Feb 2027	B&I MESSEZEITUNG	maintenance (Dortmund) 24–25 FEB Intec (Leipzig) 02–05 MAR ISH (Frankfurt) 15–19 MAR Logiat (Stuttgart) 16–18 MAR	Regular topics: - Drive and control technology, automation - Occupational safety - Compressed air technology - Facility management - Manufacturing technology - Industrial services - Management + technology - Measurement and monitoring technology - Cleaning - Maintenance and workshop supplies - Supplier components
2/27 APR	5 Mar 2027	12 Mar 2027	30 Mar 2027		HMI (Hanover) 05–08 APR Sensor + Test (Nuremberg) 11–13 MAY Control (Stuttgart) 11–14 MAY	
3/27 MAY	30 Apr 2027	7 May 2027	24 May 2027		Achema (Frankfurt) 14–18 JUN Zellcheming (Wiesbaden) 22–24 JUN automatica (Munich) 22–25 JUN	
4/27 JUL/AUG	2 Jul 2027	9 Jul 2027	26 Jul 2027	Energy chains & cables	Husum Wind (Husum) 14–17 SEP CSM (Berlin) 21–24 SEP	
5/27 SEP/OCT	3 Sep 2027	10 Sep 2027	27 Sep 2027	B&I MESSEZEITUNG Special pages on: Occupational Health & Safety	Parts2Clean (Stuttgart) 05–07 OCT maintenance (Munich) 13–14 OCT A+A (Düsseldorf) 19–22 OCT	
6/27 NOV	22 Oct 2027	29 Oct 2027	15 Nov 2027		SPS (Nuremberg) 23–25 NOV	B&I MESSEZEITUNG  zur maintenance Dortmund und München

Trade fair dates subject to change. Further additional topics possible.

**YOUR RIGHT OF
CANCELLATION**

plan & book risk-free with the B&I right of cancellation!

So that you can start your media planning risk-free and with confidence ...

Dear B&I advertisers,

In these special times, we are pleased to offer you a worry-free solution for your media planning.

We offer you a right of cancellation that allows you to cancel or make changes at any time up to the next ad booking deadline.

No cancellation fees and no retroactive surcharges for booking fewer ads than planned.

You can plan and book your ideal advertising schedule for 2027 at your leisure, without taking on any binding risk. Completely worry-free.

You have until the relevant ad booking deadline to cancel the upcoming ad placement(s).

Let us continue to treat each other fairly and help one another!

Here is an example ...

You book your 2027 advertising package now, securing your advertising space and the best possible terms.

Let's take 3 ads for the price of 2 (or a maximum of 6 ads for the price of 4).

You plan the 1st ad for issue 1/27, published on 8 Feb 2027 (official ad booking deadline according to the media kit: 15 Jan 2027)

You plan the 2nd ad for issue 2/27, published on 30 Mar 2027 (official ad booking deadline according to the media kit: 5 Mar 2027)

You plan the 3rd ad for issue 3/27, published on 24 May 2027 (official ad booking deadline according to the media kit: 30 Apr 2027)

You place the first ad as planned.

Before the second ad, however, you realise that you cannot or do not wish to go ahead with the booking.

Whether for budget reasons or because a trade fair at which you had intended to exhibit is not taking place.

You can easily cancel or rebook the 2nd (and 3rd) ad up to the applicable ad booking deadline (5 Mar 2027), without incurring any fees or a surcharge for the ad already placed.

Every order confirmation will state the relevant deadlines for a possible cancellation.

Plan now to suit your needs and stay in the driver's seat, so you can change course at any time.

The B&I team will remain your partner at your side!



General Terms and Conditions

§ 1 Scope

The following General Terms and Conditions apply to all orders placed with us, in particular orders for the publication of advertisements in print media and/or on the internet and orders for the insertion or binding-in of advertising brochures in printed publications. The client's general terms and conditions shall not become part of the contract, even if we accept them without objection.

§ 2 Conclusion of contract; right of rejection; labelling as advertisement

- (1) Unless otherwise agreed, our offers are non-binding. A binding order is concluded either upon our written order confirmation or upon execution of the order, in particular upon publication of the advertisement.
- (2) We reserve the right to reject orders in whole or in part if their execution is unreasonable for us, in particular because of the content, origin or form of the advertisement to be published.
- (3) Advertisements which, owing to their editorial design, are not clearly recognisable as advertisements will be marked as such by us.

§ 3 Responsibility for the content of the order

The client bears full responsibility for the content of the order placed with us, in the case of advertising orders in particular the responsibility for the advertisement under press, competition and copyright law, and shall therefore indemnify us against all third-party claims arising from the placement and/or execution of the order.

§ 4 Deadlines and dates; delay

- (1) Deadlines and dates are binding on us only if we have confirmed them in writing. Deadlines begin to run no earlier than the time at which we become aware of the binding placement of the order, but not before we have received in full the information and items required to execute the order, in particular samples and advertising artwork.
- (2) Events of force majeure entitle us to extend or postpone agreed deadlines and dates, at our reasonable discretion, by the duration of the impediment plus a reasonable start-up period. Force majeure includes all circumstances which, through no fault of our own, make it substantially more difficult or impossible for us to execute the order on time, in particular shortages of raw materials, energy shortages, strikes and lockouts, computer failures and other operational disruptions, regardless of whether these events occur at our premises, at third parties (suppliers, network operators) or in public transport.
- (3) In the event of delay, our liability is limited to the sum insured under the business liability insurance taken out for such cases or, in the absence of such insurance, to the damage typically foreseeable in cases of this kind.

§ 5 Terms of payment

- (1) The amount of the remuneration, the payment period and any discounts are governed by our price list in its currently valid version. The payment period begins on the invoice date. In addition, the client shall bear the costs of producing any print materials required to execute the order and of any drafts, samples and similar additional work initiated by the client, as well as statutory VAT.
- (2) We are not obliged to accept bills of exchange. If bills of exchange are accepted, this is done solely on account of performance and does not entitle the client to deduct a cash discount. The client shall reimburse discount charges and fees without delay.
- (3) In the event of default in payment, the client shall owe, as lump-sum damages, default interest at 8% per annum above the base rate of the Deutsche Bundesbank, but no less than 10% per annum. The right to prove higher or lower damage caused by default is reserved. The client is in default of payment at the latest if they fail to pay within 30 days of the due date and receipt of an invoice or equivalent statement of payment.
- (4) The client is entitled to set-off only insofar as their counterclaims have been finally established by a court, acknowledged or are undisputed. The client is entitled to exercise a right of retention only insofar as their counterclaim is based on the same contractual relationship.
- (5) In the event of a significant deterioration in the client's financial circumstances, we are entitled, irrespective of any agreed payment term, to make further execution of the order conditional upon advance payment of the remuneration and settlement of all other outstanding liabilities of the client.

§ 6 Warranty for defects; liability

- (1) The client must give written notice of obvious defects in the execution of the order without delay, at the latest within two weeks of becoming aware of the execution of the order, and in the case of advertising orders at the latest within two weeks of publication of the advertisement; notices of defects received after this period are excluded. In all other respects, Section 377 of the German Commercial Code (HGB) applies. All warranty claims are subject to a limitation period of one year; if the client is a consumer within the meaning of Section 13 of the German Civil Code (BGB), a limitation period of two years applies instead.
- (2) In the case of advertising orders and orders for the insertion or binding-in of advertising brochures in printed publications, a decrease of up to 10% in the circulation of the booked publication at the time the order is executed, compared with the circulation stated in our media information valid at the time the contract was concluded, does not constitute a defect.
- (3) Defects in part of the execution of the order do not entitle the client to reject the execution of the order as a whole, unless the defect-free part is of no interest to the client.
- (4) In the event of a timely and justified notice of defects, we are entitled to remedy the defect at our own expense (subsequent performance). Subsequent performance may be refused if the costs are disproportionately high. If subsequent performance has failed, is unreasonable or has been refused, the client may, at their option, withdraw from the contract, demand a reduction in the remuneration corresponding to the extent of the defect, claim damages in accordance with paragraphs 5 and 6 below or, if they remedy the defect themselves, demand reimbursement of the necessary expenses.
- (5) For errors of third parties engaged in the execution of the order, we are liable only up to the amount of our own claims against these third parties. In such a case, we are entitled to satisfy the client's warranty claims by assigning to the client our claims against these third parties. If this right is exercised, the client shall have further warranty claims against us only if these third parties fail to comply with a warranty demand by the client that is supported by conclusive reasons.
- (6) The following applies to claims for damages by the client due to defective execution of the order or other breaches of duty: We are not liable for damage that has not occurred to the subject matter of the delivery or service itself; in particular, we are not liable for loss of profit or other financial losses of the client. This exclusion of liability does not apply to personal injury or damage to health, nor to damage caused intentionally or by gross negligence. Furthermore, it does not apply in the event of a breach of an essential contractual obligation; in this case, our liability is limited to the sum insured under the business liability insurance taken out for such cases or, in the absence of such insurance, to the damage typically foreseeable in cases of this kind. Insofar as our liability is excluded or limited, this also applies to the personal liability of our legal representatives, employees, workers, freelancers and vicarious agents.

§ 7 Return and storage of documents and other items

All documents and other items obtained or produced in the course of executing the order will be handed over to the client upon separate request and at the client's expense. Our obligation to store these documents and other items ends three months after execution of the order.

§ 8 Place of performance; applicable law; place of jurisdiction; partial invalidity

- (1) The place of performance is 58091 Hagen, Germany.
- (2) The legal relationship between the client and us is governed exclusively by the law of the Federal Republic of Germany.
- (3) If the client is a merchant within the meaning of the German Commercial Code (HGB), Hagen is agreed as the place of jurisdiction. The same applies if the client is a legal entity under public law or a special fund under public law, or if the client has no general place of jurisdiction in the Federal Republic of Germany. The jurisdiction agreements in sentences 1 and 2 do not apply where a different exclusive jurisdiction is established by law.
- (4) Should individual provisions of these General Terms and Conditions be invalid, this shall not affect the validity of the remaining provisions. In this case, both contracting parties undertake to agree on a legally permissible new provision that comes as close as possible to the economic purpose of the invalid provision.

PRINT AND ONLINE SERVICES

B&I IS PUBLISHED 6 TIMES A YEAR!

The special sections **Condition Monitoring** and **Energy Efficiency** are part of every issue.



B&I MESSEZEITUNG
for maintenance (Dortmund)



B&I MESSEZEITUNG
for maintenance (Munich)

Our “HEADLINES OF THE DAY” appear every working day on www.b-und-i.de



We look forward to hearing from you.
Your team at Wolff Publishing



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