



MESSE
MÜNCHEN



DIGITALWERK

BAU Insights Talk: Reach specific new customers with advertising in the industry video podcast

Let's hear a bit about you

With the BAU Insights Talk video podcast, DIGITALWERK is launching a modern format with relevant industry know-how. Once a month, host Michél-Philipp Maruhn will present an exciting discussion with insiders from building industry from his studio. And you have the chance to be involved: Make use of our opportunity to place advertisements and gain a specialist audience for your brand and message.

The guests

Michél-Philipp Maruhn welcomes top-class, innovative speakers from the trade, building and real estate industries who have set themselves the goal of transforming the largest industry in the world. These include guests from start-ups, the corporate area and investors. BAU Insights Talk gives practical ideas and shares inspiring experiences for all users who want to start taking their business to the next level.

The topics

Everything that will drive the building industry of the future: The digitalization of specific areas, the transformation of business models, sustainability and new products – BAU Insights Talk will explore these topics in more detail and lay a foundation for modern knowledge transfer in the building industry. You can easily have your say by placing your company in our advertising block in line with the topic.

The future of building

The world's leading trade fair for
architecture, materials and systems

bau-muenchen.com



BAU 2023

17.–22. April · München

The format

Qualitative, innovative, progressive – there's no better way to describe the conversations between Michél-Philipp Maruhn and his guests. Each episode lasts 45 minutes and will be made available in TV quality on BAU Insights and on Messe München's LinkedIn account.

The target group

Architects, planners, manufacturers, processors, investors, entrepreneurs and all those interested in new content from the building industry. You're sure to be able to reach your target group here.



The range

An audience of more than 150,000 specialist customers is expected on the BAU Insights platform. What's more, Messe München will inform all 250,000 BAU visitors via e-mail or after the show all subscribers via newsletter with an update on each episode.

Your opportunity

With each episode, you have the chance to present your brand to a rapt specialist audience. Thanks to our bookable advertising packages, you can reach your target group wherever they're listening.

The price

Description:	Introduction (30 sec. ad spot):	Middle (30 sec. ad spot):	Outro (customer's logo):
per episode	€30,000	€15,000	€5,000

Get in touch now

Book one of the coveted spots in our innovative BAU Insights Talk video podcast now. We're looking forward to hearing from you.

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