

BULA

PROFESSIONAL MAGAZINE FOR THE PROCUREMENT-MANAGEMENT OF THE PUBLIC GOVERNMENT



MEDIA-KITS 2012



The **service-oriented** professional magazine for the public government

10.500 copies

DATES / THEMES / FAIRS 2012

ISSUES	PD	CD	MD	TOPICS	FAIRS
1	24.02.12	13.02.12	16.02.12	<ul style="list-style-type: none"> electro-mobility administration-modernising city urban light for the public sector <p>The clean City - care of public green Facility Management - facility cleaning</p>	CeBIT - Hannover 06.-10.03.12 facility management - Frankfurt 06.-08.03.12 Sanitär-Heizung-Klima - Essen 07.-10.03.12 Werkstätten-Messe - Nürnberg 08.-11.03.12 fensterbau/frontale - Nürnberg 21.-24.03.12 Internorga - Hamburg 09.-14.03.12
2	04.04.12	23.03.12	26.03.12	<ul style="list-style-type: none"> furniture for the authority office sanitation of historic cities municipal bio-energyprojects <p>The clean City - cleaning of streets - ways - places; greening of traffic-islands Facility Management - sanitary-rooms - building-security</p>	Light+Building - Frankfurt 15.-20.04.12 IFH/Intherm - Nürnberg 18.-21.04.12 Hannover Messe 23.-27.04.12 Zukunft Kommune - Stuttgart 24.-25.04.12 Public - Stuttgart 24.-25.04.12 IFAT ENTSORGA - München 07.-11.05.12 DIKOM Süd - Frankfurt 08.-09.05.12 Rettmobil - Fulda 09.-11.05.12 e-procure & supply - Nürnberg 16.-18.05.12
3	01.06.12	21.05.12	24.05.12	<ul style="list-style-type: none"> industrial safety / safety at work lighting in the office public vehicle parc school-catering <p>The clean City - water - waster water Facility Management - design of entrance areas</p>	Intersolar - München 13.-15.06.12 Consense - Stuttgart 19.-20.06.12 HOGATEC - Essen 02.-05.09.12 GPEC - Leipzig 11.-13.09.12
4	24.08.12	13.08.12	16.08.12	<ul style="list-style-type: none"> the authority office public power supply <p>The clean City - wild-haulm remove Facility Management - sanitation of schools and kindergarten</p>	InnoTrans - Berlin 18.-21.09.12 Security - Essen 25.-28.09.12 NordBau - Neumünster 06.-11.09.12 Intergeo - Hannover 09.-11.10.12 GaLaBau - Nürnberg 12.-15.09.12 Tag der Kommunalwirtschaft 25.-26.09.12 IAA Nutzfahrzeuge - Hannover 20.-27.09.12 Interbad - Stuttgart 10.-13.10.12
5	01.10.12	21.09.12	24.09.12	<ul style="list-style-type: none"> furniture for the public government office-design <p>The clean City - winter service Facility Management - municipal living projects</p>	euregia - Leipzig 22.-24.10.12 eCarTec - München 23.-25.10.12 Orgatec - Köln 23.-27.10.12 Moderner Staat - Berlin 06.-07.11.12 consozial - Nürnberg 07.-08.11.12
6	12.11.12	02.11.12	05.11.12	<ul style="list-style-type: none"> polices - fire-brigade - rescue service energy-planning sport- and playgrounds <p>The clean City - waste industry Facility Management - facility cleaning; lighting</p>	MUTEC - Leipzig 22.-24.11.12 denkmal - Leipzig 22.-24.11.12

PD: publication-DATE | CD: closing-DATE | MD: material-DEADLINE

RATE CARD No. 26 of 01.01.2012

netto-prices in EUR

1/1 page		3/4 page		2/3 page		1/2 page	
s/w	2.680,-	s/w	2.010,-	s/w	1.786,-	s/w	1.340,-
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Further formats and medien

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3c	3.540,-
4c	3.866,-

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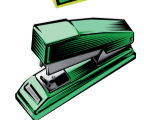
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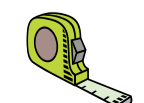
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SHORT DESCRIPTION

The designation **BULA** comes from the abbreviation of the earlier title „procurement service for federation and authorities“ – In German: ... BUndes und LANdesbehörden. The target groups were substantially extended in the last years. Now also the middle and large municipalities, district administrations and federations are addressed. BULA contacts the high-level personnel in the crucial committees.

With the practice-oriented reporting **BULA** is an important companion and councillor on the way to „a modern and efficient state“.

An emphasis is still the segment „procurement“. According to data of the BDI the state is spending more than 254 billion euro at the moment for contributions of equipment.

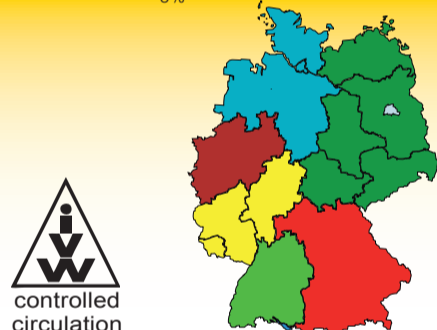
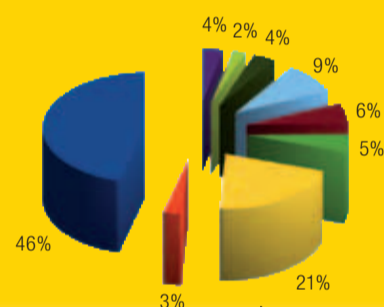
In one in 2007/2008 terminated study the German institute for Urbanistik (Difu) came to the result, that the „local investment demand“ amounts (in the time of 2006 to 2020) approximately to 700 billions euro. This estimation contains the investment demand of local

federations, hospitals and enterprises apart from the investment demand of all German cities, municipalities and districts, also (like for example public utilities).

NEW: the category „**DIE SAUBERE STADT**“ and the category „**GEBÄUDEMANAGEMENT**“ - For a better orientation.



READERSPROFILE 2012



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West Berlin (5a)	3,0
Neue Bundesländer (5b/6/7)	19,0

Circulation-Controll

average-number each issue	1. Halbjahr 2011	average-number each issue	
circulation-analysis:	1. Halbjahr 2011	free copies:	9.150
printed circulation:	10.700	out of Germany:	0
for sale:	1.168	total circulation:	10.318
paid subscription:	68	copies on file, vouchers:	382

online-pricelist www.soll-bula.de



prices and formats

size w x h - banner	1 month	3 month	6 month	12 month
468 x 60 px (Full-Size-Banner) above - overall visible	€ 200,00	€ 500,00	€ 1.000,00	€ 2.000,00
180 x 180 px (Banner small) left - overall visible	€ 150,00	€ 400,00	€ 700,00	€ 1.500,00
120 x 600 px (Skyscraper) right - not overall visible	€ 100,00	€ 300,00	€ 600,00	€ 1.200,00
490 x 490 px (Page-Peel) diagonal - oben/rechts	€ 200,00	€ 500,00	€ 1.000,00	€ 2.000,00
Textlink to max. 80 signs left - overall visible	€ 20,00	€ 50,00	€ 100,00	€ 200,00

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