MEDIA KIT 2020
Architecture magazines and online portals
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Konradin Medien GmbH
Ernst-Mey-Straße 8
70771 Leinfelden-Echterdingen
Germany

As a specialist for architecture, interior design, construction and design, we offer you a strong network of brands for communication within key target groups.
Reach architects, civil engineers, interior designers, office and project planners, designers, planning departments in companies and the upmarket furnishings and furniture trade.

Benefit from 260,000 contact opportunities*

*Status ø 1st half of 2019 per month (magazine circulations, newsletter subscribers, unique users).

At a glance

PRINT

bba bau beratung architektur 05
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Konradin Architektur – a strong portfolio of brands with a high degree of acceptance among readers.

Profit from a target group-specific combination of the titles for a wide reach without scattering loss.
**THE MAGAZINE**
Practical product and system information to support architects and construction engineers in providing expert advice to clients/investors and specialist planners and tradesmen. bba takes a solution-focused approach to design, building products, building physics and aesthetics, and is an essential guide for planners responsible for advertising for bids (HOAI service phases 4 – permit planning – and 5 – execution planning).

**CONTENT**
Reliable reporting in 5 areas: building, envelope, building components, interior finishing, energy aspects.

Trustworthy, objective reporting, including property reports, technical papers, product applications and inspiring product ideas.

**TARGET GROUP**
Architectural/construction engineering firms; planning departments at manufacturing companies, banks and insurance companies; municipal building departments; building and housing associations; structural engineering firms; and engineering firms specialising in statics/load-bearing structure planning.

**Unique**

**solution-oriented**

**with a strong resonance**
Title: bba bau beratung architektur

In brief: Hands-on trade magazine for architects and civil and structural engineers with new info elements:
- Project requirements and solutions at a glance
- Construction site notice board naming every planner plus information on building costs, space and the site
- Short interviews and opinions from everybody involved in projects from their various perspectives (architects, developers, contractors, manufacturers)
- Legal regulations to ensure projects meet the laws
- And a whole lot more on the topic with links to additional information
- Plus a unique info service on lead generation with advisory elements, download files, videos, trade brochures

Product manufacturers and service providers receive contact details of readers that use the bba Info Service

Target group: Architects’ and construction engineers’ offices, planning departments in industry, banks and insurance companies, municipal building departments, building and housing associations, building construction companies, engineering offices specialising in statics/loadbearing structure planning.

Frequency: 10 x per year

Format: DIN A4

Year: 58th year 2020

Subscription price: Annual subscription:
- Germany € 95.00
- Abroad € 95.00
Free delivery to qualified recipients only

Organ: —

Memberships: —

Publishing house: Konradin Medien GmbH
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2 Circulation Analysis

01 Audited by: 

01 Circulation analysis: Average copies per issue
(July 1, 2018 to June 30, 2019)

Print run: 19,933
Actual circulation: 19,867 of them abroad: 168

Copies sold: 2,085 of them abroad: 9
• Subscription copies: 785 of them for members: 669
• Retail sales: –
• Other sales: 1,300

Free copies: 17,783
Residual/archive copies: 66

03 Geographical analysis:

Geographical analysis: Share of total distributed copies

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<th>%</th>
<th>Copies</th>
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<td>19,700</td>
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<tr>
<td>Abroad</td>
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<td>168</td>
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Actual circulation 100.0 19,867

3.1 Circulation by postcode regions:
Percentage of actual circulation

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<th>%</th>
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Summary of survey method:
1. Method: File-based recipient-structure analysis – total circulation
2. Population: Actual circulation
3. Sample: Actual circulation
4. Target persons of the study: recipients of the magazine
5. Study period: June/July 2019
6. Survey completed by: Konradin Media Group
### Editorial Schedule 2020

<table>
<thead>
<tr>
<th>Issue</th>
<th>01-02/2020</th>
<th>03/2020</th>
<th>04/2020</th>
<th>05/2020</th>
<th>06/2020</th>
</tr>
</thead>
</table>

#### Building envelope
- **Flat roof:** waterproofing, insulation, greenery, PV-systems, roof edges, drainage, domed skylights, rooflights, flat roof windows;
- **Steep roof:** roofing, and intermediate rafter insulation

#### Building components
- **Functional glazing:** thermal insulation, solar shading/anti-glare blinds, „switchable“ glass, fire prevention, sound insulation, safety glass, glass doors
- **Windows:** weatherstrips, ventilation, fittings, anti-burglar protection, solar shading
- **Roller shutters:** solar shading, anti-glare, insect protection, daylight guidance, sliding and folding shutters, solar shading - automation
- **Glass doors and balcony glazings**

#### Interior finishing
- **Floorings:** floor designs ( screeds, self-leveling compounds, fillings, footfall sound insulation)
- **Sanitary equipment:** ground level showering, drinking water hygiene, sauna, swimming pools, wellness
- **Ceiling design/functional ceilings:** acoustics, heating, cooling, ventilation, light
- **Partition walls, room dividers**
- **Stairs, banisters, parapets, footfall sound insulation**

#### Energy
- **Thermal insulation:** flat roof, steep roof, airtightness
- **Heat recovery ventilation**
- **Interior insulation:** floor, wall and ceiling
- **Thermal insulation:** facade, ETICS, base design, perimeter insulation
- **Photovoltaic systems on facade**

#### Aspects
- **Timber construction Software:** AVA, BIM, CAD & Co.
- **Lamps, light guidance, switches/ operator panels, building automation, elevators, escalators**
- **Fire prevention**
- **Sound insulation, footfall sound insulation and room acoustics Software:** AVA, BIM, CAD & Co.
- **Outdoor facilities:** flooring, drainage/guttering, urban furniture, lighting; **Parking:** multi-storey car parks, automated parking systems

#### Online dossier
- **Thermal insulation:** facade, ETICS, base/perimeter, floors insulation
- **Air conditioning, ventilation, cooling**
- **Construction Software:** AVA, BIM, CAD & Co.
- **Glass facades and balcony glazings**
- **Concrete**

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**Trade fair dates** (subject to change)

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
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**Free Copytest**
# Editorial Schedule 2020

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<td><strong>PD:</strong></td>
<td>06.08.2020</td>
<td>10.09.2020</td>
<td>09.10.2020</td>
<td>11.11.2020</td>
<td>02.12.2020</td>
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<td><strong>Building envelope</strong></td>
<td>Flat roof: waterproofing, insulation, greenery, roof edges, drainage/-ventilation, domed skylights, rooflights, flat roof windows, steep pitch roofing</td>
<td><strong>bba-Product Report 2020</strong></td>
<td>Masonry/wall construction materials, masonry drainage and restoration</td>
<td>Facades/-design</td>
<td>Metal for facade and roof: aluminium, lead, copper, steel and (titan-)zinc</td>
</tr>
<tr>
<td>Interior finishing</td>
<td><strong>Floorings, twin cavity/hollow floors footfall sound insulation</strong></td>
<td><strong>Floorings, twin cavity/hollow floors footfall sound insulation</strong></td>
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<td><strong>Floorings, twin cavity/hollow floors footfall sound insulation</strong></td>
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<tr>
<td>Energy</td>
<td>Spatial heating and cooling (flooring, walls, ceilings), air conditioning/ventilation units, summer heat protection</td>
<td><strong>Exemplary objects:</strong></td>
<td><strong>Thermal insulation:</strong></td>
<td><strong>Thermal insulation:</strong></td>
<td><strong>Thermal insulation:</strong></td>
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<tr>
<td></td>
<td><strong>Spatial heating and cooling (flooring, walls, ceilings), air conditioning/ventilation units, summer heat protection</strong></td>
<td><strong>Exemplary objects:</strong></td>
<td><strong>Thermal insulation:</strong></td>
<td><strong>Thermal insulation:</strong></td>
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<tr>
<td>Aspects</td>
<td><strong>Timber construction</strong></td>
<td><strong>Timber construction</strong></td>
<td><strong>Timber construction</strong></td>
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<td><strong>Software: AVA, BIM, CAD &amp; Co.</strong></td>
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<td><strong>Software: AVA, BIM, CAD &amp; Co.</strong></td>
</tr>
<tr>
<td>Online dossier</td>
<td><strong>Doors/sliding doors</strong></td>
<td><strong>Sound insulation and acoustic insulation</strong></td>
<td><strong>Timber construction</strong></td>
<td><strong>Timber construction</strong></td>
<td><strong>Timber construction</strong></td>
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<td></td>
<td><strong>Doors/sliding doors</strong></td>
<td><strong>Sound insulation and acoustic insulation</strong></td>
<td><strong>Timber construction</strong></td>
<td><strong>Timber construction</strong></td>
<td><strong>Timber construction</strong></td>
</tr>
</tbody>
</table>

**Trade fair dates** (subject to change)

- **June**
  - **Intersolar Europe:** Munich, 17.-19.06.2020
- **September**
  - **Gala Bau:** Nuremberg, 16.-19.09.2020
- **November**
  - **denkmal:** Leipzig, 05.-07.11.2020
- **December**
  - **architect@work:** Stuttgart, 02.-03.12.2020
- **January 2021**
  - **BAU:** Munich, 11.-16.01.2021
- **February 2021**
  - **R+T:** Stuttgart, 22.-26.02.2021
This editorial calendar provides an overview of which products, systems and services will be covered in various sections of the magazine and is intended to help you with your topic-based planning. The topics are broken down into headwords that indicate the spectrum of coverage. However, the designated issues will not necessarily deal with every sub-headword in detail.

<table>
<thead>
<tr>
<th>Building envelope</th>
<th>Building components</th>
<th>Interior finishing</th>
<th>Energy</th>
<th>Aspects</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facade/facade facings/facade fixing</strong></td>
<td><strong>Windows</strong></td>
<td><strong>Ceiling design/special-function ceilings</strong></td>
<td><strong>Thermal insulation:</strong> roof, facade/base/perimeter, floors, ceilings, internal walls, airtightness</td>
<td><strong>Fire protection</strong></td>
</tr>
<tr>
<td>bba 01-02</td>
<td>bba 03</td>
<td>bba 04</td>
<td>bba 04</td>
<td>bba 04</td>
</tr>
<tr>
<td><strong>Glass</strong></td>
<td><strong>Floors/floor coverings</strong></td>
<td><strong>Sanitary:</strong> saunas, swimming pools</td>
<td>**Soundproofing</td>
<td>acoustics**</td>
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<tr>
<td>bba 01-02</td>
<td>bba 01-02</td>
<td>bba 03</td>
<td>bba 01-02</td>
<td>bba 01-02</td>
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<tr>
<td>**Solar shading</td>
<td>louvered, roller, sliding and folding window shutters**</td>
<td><strong>Dry construction</strong></td>
<td>**Heating</td>
<td>air conditioning</td>
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<td>bba 01-02</td>
<td>bba 05</td>
<td>bba 03</td>
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<td><strong>Doors</strong></td>
<td><strong>Partitioning systems/room dividers</strong></td>
<td>**Space</td>
<td>heating and cooling**</td>
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<td>bba 07-08</td>
<td>bba 07-08</td>
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<td><strong>Gates</strong></td>
<td><strong>Stairs/banisters</strong></td>
<td><strong>Solar technology/photovoltaics/energy storage</strong></td>
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<td>bba 03</td>
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<td>bba 06</td>
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**Masonry**

bba 04 | bba 04

**Flat roofs | steep-pitched roofs**

bba 01-02 | bba 01-02

**Metal for facades and roofs**

bba 06 | bba 06

**Concrete**

bba 06 | bba 06

**Plasters | paints | ETICS**

bba 03 | bba 03

**Balconies**

bba 03 | bba 03

**Windows**

bba 03 | bba 03

**Glass**

bba 01-02 | bba 01-02

**Solar shading | louvered, roller, sliding and folding window shutters**

bba 01-02 | bba 01-02

**Doors**

bba 05 | bba 05

**Gates**

bba 05 | bba 05

**Ceiling design/special-function ceilings**

bba 04 | bba 04

**Floors/floor coverings**

bba 01-02 | bba 01-02

**Sanitary:** saunas, swimming pools

bba 03 | bba 03

**Dry construction**

bba 05 | bba 05

**Partitioning systems/room dividers**

bba 05 | bba 05

**Stairs/banisters**

bba 06 | bba 06

**Interior wall insulation, paints/plaster, coverings**

bba 03 | bba 03

**Thermal insulation:** roof, facade/base/perimeter, floors, ceilings, internal walls, airtightness

bba 01-02 | bba 01-02

**Soundproofing | acoustics**

bba 01-02 | bba 01-02

**Heating | air conditioning | ventilation | cooling**

bba 03 | bba 03

**Space | heating and cooling**

bba 07-08 | bba 07-08

**Solar technology/photovoltaics/energy storage**

bba 06 | bba 06

**Fire protection**

bba 04 | bba 04

**Soundproofing | acoustics**

bba 01-02 | bba 01-02

**Wood construction**

bba 01-02 | bba 01-02

**Outdoor facilities | parking**

bba 06 | bba 06

**Light | building automation | technical building equipment**

bba 03 | bba 03

**Software:** AVA, BIM, CAD & Co.

bba 01-02 | bba 01-02

**Elevators, escalators**

bba 03 | bba 03

**Car parking:** multi-storey car parks, automatic parking systems

bba 06 | bba 06

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bba bau beratung architektur

**Editorial Schedule 2020**
### Ads: Standard formats

<table>
<thead>
<tr>
<th>Formats</th>
<th>Basic rates b/w</th>
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<td>• Small “recommendation”-type ads: Per-millimetre prices on request</td>
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<td>• Job ads, offers to act as representative offices, bids, competitions, miscellaneous, width: 44 mm, price per mm for b/w: 3.10 €, 4c 4.75 €</td>
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<td>• Box number charge incl. postage charge for responses: 17.00 €</td>
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</tbody>
</table>

Special positions: cover pages and 1/2-page portrait ads alongside list of contents: +20% of basic b/w price, binding choice of position for 1/4 page or more: 10%
**bba bau beratung architektur**

**Special ad formats** *(Prices valid as of 01.10.2019, in €, plus VAT)*

<table>
<thead>
<tr>
<th>Details</th>
<th>Prices incl. share of postage</th>
<th>Technical notes</th>
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<tbody>
<tr>
<td><strong>Bound inserts</strong></td>
<td>1 leaf = 2 pages&lt;br&gt;2 leaves = 4 pages</td>
<td>80 - 134 gsm&lt;br&gt;5,400.00&lt;br&gt;8,050.00</td>
</tr>
<tr>
<td><strong>Tip-ons</strong></td>
<td>on advertisements or bound inserts&lt;br&gt;Postcards</td>
<td>In addition to carrying ad/bound inserts&lt;br&gt;61.00 per thousand plus gluing:&lt;br&gt;38.00 per 1,000 automated/&lt;br&gt;74.00 per 1,000 manual</td>
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<tr>
<td><strong>Loose inserts</strong></td>
<td>up to 25 g&lt;br&gt;up to 30 g</td>
<td>260.00 per thousand&lt;br&gt;286.00 per thousand</td>
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**DISCOUNTS:**
Discount scale for bulk ordering of print ads and bound inserts approved within 12-month period (advertising year). Discounts not available on colour and bleed surcharges, loose inserts, or any special ad formats. Discounts on bound inserts: 1 leaf = 1/1 page

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<thead>
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<th>Frequency</th>
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<td>3 ads</td>
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<td>6 ads</td>
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<tr>
<td>25 ads</td>
<td>30%</td>
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</tbody>
</table>

Ask about our combined discounts!

**ADVERTORIALS**

**Reference – Promotion**

We present your reference object:
- You provide us with text and images
- We take over the design and publication

Contact for submission of files and technical details: petra.breuer@konradin.de

**Example of 2/1 page**

**Example of 1/1 page**

**Formats**

<table>
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<th>Number of images</th>
<th>Text volume</th>
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*no further discounts.
db deutsche bauzeitung
Angles on architecture

MAGAZINE
db – Germany’s oldest dedicated architecture magazine – is known for its analytical, influential, pioneering trade journalism. db connects architecture and technology. It tracks the latest products, materials and technologies, thus reaching architects and planning construction engineers equally.

CONTENT
db takes a critical look at what is happening in the construction industry, takes a stance, provides background information. Architectural and engineering projects are looked at from different angles such as design, structural engineering, energy-related and economical aspects for a comprehensive architectural criticism.

All projects profiled in the magazine have been inspected by the editorial staff of db and the specialist authors.

Special section db-Metamorphose
This extensive special-topic section on “construction in existing contexts” which is published 4 times a year offers readers of db extremely good practical benefits, especially in the features “Energy-oriented refurbishment” and “Historical building materials” as well as the “Weak points” series on construction defects.

TARGET GOUP
Architects’ and civil engineers’ offices, planning departments in industry, banks and insurance companies, municipal building departments, building and housing associations, building construction companies, engineering offices specialising in statics/loadbearing structure planning.

FREQUENCY
10 x per year, including 4 x with the topic Section db-Metamorphose »Bauen im Bestand«

CIRCULATION
31,100 copies

NEWSLETTER
db: 19,000 subscribers
db-Metamorphose: 18,200 subscribers

WEBSITE
www.db-bauzeitung.de

SPECIALS
db Ortstermin (P. 46)
«Respect and Perspective» (P. 48)
db Student Competition (P. 48)
**Title:** db deutsche bauzeitung

**In brief:** In-depth architecture reviews, building culture, technical innovations, conversion and refurbishment – these are the central topics tackled by db deutsche bauzeitung, Germany’s oldest and best-known dedicated architecture magazine. db identifies the key issues in the construction world, scrutinises them, makes sense of them, provides background information, takes a stance, and in this way actively contributes to architectural debate. For the core topic each month, db presents case studies from Germany and abroad and analyses them from the perspective of town planning, architecture, engineering, building technology, energy and economics, supplementing this information with a series of specialist articles. The »Technik aktuell« section shows the latest technological developments and their potential applications. Questions relating to energy-efficient construction are dealt with in the »Energie« section. Reflecting the ever-growing importance of refurbishment and conversion, the roughly 40-page special-topic section db-Metamorphose is published four times per year. It is dedicated to the topics of conversion, energy upgrades, and the preservation of historic monuments.

**Target group:** Architects’ and civil engineers’ offices, planning departments in industry, banks and insurance companies, municipal building departments, building and housing associations, building construction companies, engineering offices specialising in statics/loadbearing structure planning.

**Frequency:** 10 x per year

**Format:** 230 mm wide x 297 mm high

**Year:** 154th year 2020

**Subscription price:** Annual subscription: Germany 168.00 €, abroad 173.50 €

**Organ:** VFA Vereinigung Freischaffender Architekten Deutschlands e.V.
BDB Bund Deutscher Baumeister, Architekten und Ingenieure Frankfurt Rhein Main e.V.

**Memberships:** —

**Publishing house:** Konradin Medien GmbH

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Martin Höchst
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2 Circulation Analysis

01 Audited by:

02 Circulation analysis: Average copies per issue (July 1, 2018 to June 30, 2019)

Print run: 31,100
Actual circulation 30,703 of them abroad: 720

Copies sold: 9,834 of them abroad: 389
• Subscription copies: 2,687 of them members: 966
• Retail sales: 46
• Other sales: 7,342

Free copies: 20,631
Residual/archive copies: 398

03 Geographical analysis:

Geographical analysis: Share of total distributed copies

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3.1 Circulation by postcode regions:
Percentage of actual circulation

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Summary of survey method:
1. Method: File-based recipient-structure analysis – total circulation
2. Population: Actual circulation
3. Sample: Actual circulation
4. Target persons of the study: recipients of the magazine
5. Study period: June/July 2019
6. Survey completed by: Konradin Media Group
Architectural reviews:
Inspiration, architecture reviews and concrete problem-solving approaches – three aspects that are vital to architects’ work. In future, db’s comprehensive project reviews and selected product presentations will be accompanied by even more solution-oriented specialist articles on relevant topics, including adaptations to existing buildings.

<table>
<thead>
<tr>
<th>Issue</th>
<th>01-02/2020</th>
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<th>04/2020</th>
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<td>10.03.2020</td>
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Feature topic

<table>
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<th>Greige</th>
<th>Eating and Drinking</th>
<th>Residential</th>
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</thead>
<tbody>
<tr>
<td>neither beige or gray, but many colour variations in-between. The charm of this »non-color« lies in its perfect adaptability. We present projects where different materials such as plaster, stone, concrete, masonry (exterior or interior) within the colour nuances between beige and gray were used. We point to technical possibilities and challenges in the use of colour and in the treatment of surfaces.</td>
<td>Whether star restaurant or standing snack, a club, bar or pub, the atmospheric design of the respective spaces through the use of light, materials and colours is vital. We introduce new concepts and trends from the gastronomy sector - from elegant to flashy.</td>
<td>In order to meet the changing requirements of today’s housing market and the increasing demand for affordable housing, it is not enough to build according to conventional doctrine. It requires critical analysis and thoughtful concepts. Intergenerational, condensed forms of living, flexible living and living in confined spaces pose new challenges for architects.</td>
</tr>
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Products

<table>
<thead>
<tr>
<th>Interior and exterior finishings</th>
<th>Walls, ceilings and floors</th>
<th>Masonry/concrete engineering (wall materials)</th>
</tr>
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<tbody>
<tr>
<td>Renders, paints, coatings, wall coverings</td>
<td>Building with glass</td>
<td>Fair-faced concrete, reinforced concrete, translucent concrete, concrete reinforcements, shuttering, aggregates</td>
</tr>
<tr>
<td>Facades/facade technology</td>
<td>interior and exterior</td>
<td>Waterproofing</td>
</tr>
<tr>
<td>Materials, fixings, design, membranes, photovoltaics</td>
<td>News from the software market</td>
<td>Moisture barriers, plastic sheeting, vapour barriers, liquid plastics, surface sealing, protective coatings</td>
</tr>
<tr>
<td>Windows, doors, gates</td>
<td>imm review</td>
<td>Roof</td>
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<tr>
<td>Fittings and safety technology</td>
<td>Light + Building preview</td>
<td>Flat roofs, pitched roofs, green roofs, roof insulation and waterproofing, roofing materials, skylights, rooflights, photovoltaics, solar thermal energy</td>
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<tr>
<td>incl. drive and control systems</td>
<td></td>
<td>Bathrooms</td>
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<tr>
<td></td>
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<td>Bathroom taps and mixers, sanitary ware and fittings</td>
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</table>
### Editorial Schedule 2020

<table>
<thead>
<tr>
<th>Issue</th>
<th>01-02/2020</th>
<th>03/2020</th>
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<tr>
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<td>Furniture</td>
<td>Acoustics</td>
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<tr>
<td>shop window</td>
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<td></td>
<td>vinyl, designer</td>
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<td></td>
<td>flooring, wood,</td>
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<td>floor screed</td>
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<tr>
<td>db-Metamorphose</td>
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<td></td>
<td>Trading in Transition</td>
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<td></td>
<td>Retail shopping is under increasing pressure as a result of online shopping. Existing commercial buildings and shopping malls must be renewed in order to continue attracting customers. And sometimes conversion is the best option.</td>
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<tr>
<td></td>
<td>Historical constructions</td>
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<td>Energy efficient renovation</td>
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<tr>
<td></td>
<td>Weak points</td>
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</table>

In every issue

Energy/technology: To enable us to provide the most up-to-date possible content, we reserve the right to decide the topic at a later date.

### Trade fair dates (subject to change)

**January**
- DACH+Holz International: Stuttgart, 28.-31.01.2020

**February**
- digitalBAU: Cologne, 11.-13.02.2020
- bautec: Berlin, 18.-21.02.2020

**March**
- Light + Building: Frankfurt, 08.-13.03.2020
- SHK: Essen, 10.-13.03.2020

**April**
- ifh INTHERM: (sanitary, heating, climate, renewable energy) Nuremberg, 21.-24.04.2020
**Architectural reviews:**
Inspiration, architectural reviews and concrete problem-solving approaches – three aspects that are vital to architects' work. In future, db's comprehensive project reviews and selected product presentations will be accompanied by even more solution-oriented specialist articles on relevant topics, including adaptations to existing buildings.

<table>
<thead>
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<td>05.06.2020</td>
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**Feature topic**

**Potential Topography**
In the best case the terrain is used skilfully and the building is seamlessly integrated into the landscape. However, particularly challenging topography can present planners with equal parts potential and challenge. We introduce projects that take advantage of these opportunities and the challenges.

**China**
In this year’s land issue, we focus on the architecture, the building culture, the regional characteristics and the young, advancing architecture and architectural scene in china.

**Ornament**
Now long since rehabilitated, the ornament has once again conquered a permanent place in design. Previously adopted primarily as pure decor, it is now sometimes even the starting point for the entire design concept. This might include, for example, the arrangement of anchor holes on exposed concrete façades, printed glass or coloured facade elements.

**Products**

**Outdoor**
Outdoor paving, urban furniture, drainage, outdoor lighting

**Parking systems**

**Windows, doors, gates,**

**Fittings and safety technology**
incl. drive and control systems

**Lighting and lighting technology**
Light + Building review

**Insulation**
Outdoor, indoor, roof and perimeter insulation, foundation insulation materials

**Fire protection**

**Modular design**

**Facades/facade technology**
Materials, fixings, design, membranes, exposed concrete, photovoltaics

**Development**
Stairs, railings, elevators, escalators heating-, air conditioning-, ventilation technology
<table>
<thead>
<tr>
<th>Issue</th>
<th>PD: CD/MD:</th>
<th>Products: shop window</th>
<th>db-Metamorphose</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>07.05.2020 09.04.2020</td>
<td>Solar shading Roller shutters, awnings, sunblinds, sliding shutters, blinds, textile shading elements</td>
<td>Schools and Kindergardens The renovation backlog and the lack of kindergarden places provide the construction industry with full order books. How can buildings be brought up to date technically and expanded and adapted to meet the requirements of modern educational practice? Historical constructions Energy-efficient redevelopments Weaknesses</td>
</tr>
<tr>
<td></td>
<td>04.06.2020 08.05.2020</td>
<td>Kitchens Kitchens, electrical devices, taps and mixers</td>
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<tr>
<td></td>
<td>02.07.2020 05.06.2020</td>
<td>Partitions, partition-wall systems</td>
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</tr>
</tbody>
</table>

**In every issue**

Energy/technology: To enable us to provide the most up-to-date possible content, we reserve the right to decide the topic at a later date.

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**Trade fair dates** *(subject to change)*

**June**

**Intersolar Europe:**
Munich, 17.-19.06.2020
**Architecture reviews:**
Inspiration, architecture reviews and concrete problem-solving approaches – three aspects that are vital to architects’ work. In future, db’s comprehensive project reviews and selected product presentations will be accompanied by even more solution-oriented specialist articles on relevant topics, including adaptations to existing buildings.

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</table>

**Feature topic**

**Balconies and Logias**
Like no other component, Balconies and Loggias have an intermediary function between inside and outside, between private and public. But alongside the spatial mediation is also a constructive key position within the building. We approach these complex components on a residential, design and constructional level.

**Timber construction**
Modern timber construction follows the maxim: Stylishly planned, thoughtfully constructed, economically produced. School buildings, multi-storey residential buildings, commercial buildings and office buildings prove that wood not only provides an architecturally attractive shell, but is also an intelligent structure.

**Peripheral**
Even if it is not the norm, architecturally valuable projects can also be found in the bacon-belt of cities, as well as in industrial parks and peripheral locations. They can make a positive statement or simply manage to keep these locations in working order. We track down gratifying examples for you.

**Editorial favourites**
In December, we invite you to take a tour of discovery around the favourite projects of our editors. All the projects will be presented from db’s very own architectural point of view.

**Products**

**Indoor Flooring**
Tiles, carpets, linoleum, vinyl, designer flooring, wood, floor screed

**Adhesives and Joints**

**Balconies and Logias**
Glazings, parapets, sliding elements, barrier-free accesses, renovated balconies

**Interior Fittings**
Drywall construction, acoustic elements, partitions, interior design, wall coverings

**Timber- and steel construction**
Design, loadbearing structures, insulation, fire protection

**Interior and exterior finishes**
Renders, paints, coatings, wall coverings

**Outdoor design**
Outdoor paving, urban furniture, drainage, sportsgrounds and playgrounds

**Parking systems**

**Orgatec Special**

**Barrier-free**
Masonry/concrete engineering (wall materials)
Fair-faced concrete, reinforced concrete, translucent concrete, concrete reinforcements, shuttering, aggregates

**Acoustics**

**News from the software market**

**Roof**
Flat roofs, pitched roofs, green roofs, roof insulation and waterproofing, roofing materials, skylights, rooflights, photovoltaics, solar thermal energy

**Renovation**
Floorings, sanitary fittings, heating, radiators, lifts

**Kitchens**
Kitchens, electrical devices, taps and mixers

**Orgatec review**
### Editorial Schedule 2020

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>Products:</strong> window</td>
<td>Building with glass interior and exterior</td>
<td>Bathrooms Bathroom taps and mixers, sanitary ware and fittings</td>
<td>Switches/building automation</td>
<td>Fittings and safety technology</td>
</tr>
<tr>
<td><strong>db-Metamorphose</strong></td>
<td>Extreme change of use When an office building becomes a swimming pool and a gas works becomes an apartment building, architects and engineers must come up with new solutions. The lack of space in boom regions favours unusual projects.</td>
<td>Historical constructions Energy-efficient redevelopments Weaknesses</td>
<td>»Respect and Perspective« Building inventory – Award 2020 The db-Award recognises renovations, conversions and extensions, where exemplary and innovative solutions were implemented. We present the winning projects in detail.</td>
<td>Historical constructions Energy-efficient redevelopments Weaknesses</td>
</tr>
</tbody>
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### In every issue

Energy/technology: To enable us to provide the most up-to-date possible content, we reserve the right to decide the topic at a later date.

### Trade fair dates (subject to change)

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<td>architect@work:</td>
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</table>
This editorial calendar provides an overview of which products, systems and services will be covered in various sections of the magazine and is intended to help you with your topic-based planning. The topics are broken down into headwords that indicate the spectrum of coverage. However, the designated issues will not necessarily deal with every sub-headword in detail.

<table>
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<td>2,800.00</td>
<td>500.00</td>
<td><strong>3,300.00</strong></td>
<td>1,000.00</td>
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<td>1,500.00</td>
<td><strong>2,510.00</strong></td>
<td>350.00</td>
</tr>
</tbody>
</table>

**Classified advertisement**
- Small “recommendation” type ads: per-millimetre prices on request
- Job ads, offers to act as representative offices, bids, competitions, miscellaneous, width: 44 mm, price per mm for b/w: 3.10 €, 4c: 4.75 €
- Jobs sought, width: 44 mm, b/w, price per mm: 1.15 €
- Box number charge incl. postage charge for responses: 17.00 €

**Special positions:** cover pages +20% of basic b/w price
**Special ad formats** (Prices valid as of 01.10.2019, in €, plus VAT)

<table>
<thead>
<tr>
<th>Details</th>
<th>Prices incl. share of postage</th>
<th>Technical notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bound inserts</strong></td>
<td>80 - 134 gsm 9,440.00 12,200.00</td>
<td>Delivery quantity: 31,900 copies Must accompany all copies</td>
</tr>
<tr>
<td></td>
<td>135 - 180 gsm 10,850.00 14,060.00</td>
<td>Size (untrimmed): 236 x 305 mm Prices for &lt;80 gsm and &gt;180 gsm on request.</td>
</tr>
<tr>
<td><strong>Tip-ons</strong></td>
<td>In addition to carrying ad/bound inserts 61.00 per thousand plus gluing: 38.00 per 1,000 automated/74.00 per 1,000 manual</td>
<td>Delivery quantity: 31,500 copies Must accompany all copies</td>
</tr>
<tr>
<td><strong>Loose inserts</strong></td>
<td>up to 25 g 260.00 per thousand 286.00 per thousand</td>
<td>Delivery quantity: 31,800 copies Partial inserts on request Max. format: 223 x 290 mm (w x h)</td>
</tr>
<tr>
<td></td>
<td>up to 30 g</td>
<td></td>
</tr>
</tbody>
</table>

**DISCOUNTS:**
Discount scale for bulk ordering of print ads and bound inserts approved within 12-month period (advertising year). Discounts not available on colour and bleed surcharges, loose inserts, or any special ad formats. Discounts on bound inserts: 1 leaf = 1/1 page

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Volume</th>
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</thead>
<tbody>
<tr>
<td>3 ads</td>
<td>2 pages 5%</td>
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<tr>
<td>6 ads</td>
<td>5 pages 10%</td>
</tr>
<tr>
<td>9 ads</td>
<td>8 pages 15%</td>
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<tr>
<td>12 ads</td>
<td>12 pages 20%</td>
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<tr>
<td>15 ads</td>
<td>15 pages 25%</td>
</tr>
<tr>
<td>20 ads</td>
<td>18 pages 30%</td>
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</table>

Ask about our combined discounts!

**TECHNICAL INFORMATION**
see page 33

<table>
<thead>
<tr>
<th>Formats</th>
<th>Number of images</th>
<th>Text volume</th>
<th>Prices*, 4c</th>
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<td>1/1 page</td>
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<td>8,700.00</td>
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</tbody>
</table>

*no further discounts
MD INTERIEUR DESIGN ARCHITECTURE

Plus four special issues focusing on the office: md Office

MAGAZINE
Unique source of inspiration for all professionals who plan, construct and furnish. In a perfectly harmonised cross-media brand family, md informs readers about market-relevant topics, and all tailored to the target group.

CONTENT
With target-group-specific practical examples, products and design solutions in the functional context. Projects room solutions, in-depth articles and interviews.

In the md office issues, the focus is on products and room solutions from the office furniture sector, supplemented with specialist articles, interviews and trends in ergonomics.

In every issue: Designer Chat, Spot on, Letter from, Smart Materials, Green, Young Talents, Universities and Instagram.

TARGET GROUP
Professional planners, interior architects and architects, interior planners, designers as well as upscale German furnishing shops – the industry’s most important multipliers.

In addition to the four special issues md office: office planners, purchasers, HR Manager and Facility-Manager.

FREQUENCY
11 x per year, including 4 x md Office editions

CIRCULATION
24,000 copies

NEWSLETTER
9,000 subscribers

WEBSITE
www.md-mag.com

SPECIALS
Themed Events (p. 47)
**Title:** md INTERIOR DESIGN ARCHITECTURE + md Office

**In brief:** md is the international platform for high-quality interior design and sophisticated furniture. Clearly-structured and with an ambitious outfit.

In every issue, md publishes journalistically serious specialist articles, all individually researched and exclusively written. Hands-on and at the same time an out-of-the-box thinker, with the interfaces from interior design to architecture and design.

Including four special issues titled md Office, md is published 11 times a year - always at the start of the month. Selective, credible and with strong opinions.

**Target group:** Everyone involved in planning and furnishing interiors: interior designers, architects, designers, interior fitters and premium dealers, office fitters, office planners, purchasers, HR managers and facility managers

**Frequency:** 11 x per year (7 x md + 4 x md Office)

**Format:** DIN A4

**Year:** 66th year 2020

**Subscription price:**
- Annual subscription:
  - Germany: 154.80 €
  - Abroad: 164.40 €
  - Retail price: 13.00 €

**Organ:** —

**Publishing house:** Konradin Medien GmbH

**Publisher:** Katja Kohlhammer

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petra.wehinger@konradin.de

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johanna.pimenta@konradin.de
Circulation Analysis

01 Audited by:

02 Circulation analysis:
- Print run: 12,000
- Total circulation: 24,000
- Print + digital dispatch
- Total circulation: 22,261
- Paid circulation: 18,669
  - Subscription copies: 1,875
    - of them for members: 369
  - Retail sales: 10
  - Other sales: 16,861
- Complimentary copies: 3,515
- Remaining/file copies: –
- Remission: –

md Office
- Subscription circulation: 1,875

17% Designers
41% Interior designers, planners, furnishers
25% Architects, object and office planners
12% Retailers
5% Other creative professions, interior fitters

md is a catalyst and source of inspiration for everyone involved in planning and furnishing
## Editorial Schedule 2020

<table>
<thead>
<tr>
<th>Issue</th>
<th>01/2020</th>
<th>02/2020 md Office</th>
<th>03/2020</th>
<th>04/2020</th>
<th>05/2020 md Office</th>
</tr>
</thead>
<tbody>
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<td>PD:</td>
<td>03.01.2020</td>
<td>07.02.2020</td>
<td>28.02.2020</td>
<td>27.03.2020</td>
<td>29.04.2020</td>
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<tr>
<td>AD/ED:</td>
<td>04.12.2019</td>
<td>15.01.2020</td>
<td>05.02.2020</td>
<td>04.03.2020</td>
<td>02.04.2020</td>
</tr>
</tbody>
</table>

### Lead story

**Living for Future**
Sustainability versus Smart Home. Which tools are useful?

**Sustainability**
Pioneer and Role Models – sustainable concepts

**On Everyone's Lips**
Eating as a global Debate in Interior Design

**Digital Lab**
Work in Transition - how Companies succeed in Transformation

**LED 2.0**
Light - where innovation takes place

**Trade in Transition**
Concepts, Platforms, Points of Sale

**Hotel worlds**
What feel-good factors determine the hotel culture?

**Wireless and smart**
The mobile control of lighting and home technology

**Surfaces and fittings**
Optics, Haptics and Minimal Art

**Lot Size One**
Customisation of all equipment levels

**iSaloni Milano**
Mobile, Eurocucina e Bagni

**Kitchen World**
Challenging Places for all senses

**Agile Works**
Which working mode is the right one? And how do you plan it?

**Fitness in the Office**
Why ergonomics should not be neglected in activity-based working. And why Gym is so important!

**Open your ears, listen!**
Balanced acoustics is a question of equilibrium. Solution proposals for Ceiling, Wall and Floor.

### Fairs

<table>
<thead>
<tr>
<th>Month</th>
<th>Events</th>
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</thead>
<tbody>
<tr>
<td>January</td>
<td>Heimtextil: Frankfurt, 07.-10.01.2020</td>
</tr>
<tr>
<td></td>
<td>Domotex: Hanover, 10.-13.01.2020</td>
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<tr>
<td></td>
<td>imm cologne: Cologne, 13.-19.01.2020</td>
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<tr>
<td>February</td>
<td>Swissbau: Basel, 14.-18.01.2020</td>
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<tr>
<td></td>
<td>Mayson&amp;Objet: Paris, 17.-21.01.2020</td>
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<tr>
<td></td>
<td>Paperworld: Frankfurt, 24.-28.01.2020</td>
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<td></td>
<td>Ambiente: Frankfurt, 07.-11.02.2020</td>
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<td></td>
<td>EuroShop: Düsseldorf, 16.-20.02.2020</td>
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<tr>
<td>March</td>
<td>Light + Building: Frankfurt, 08.-13.03.2020</td>
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<td>SHK: Essen, 10.-13.03.2020</td>
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<td></td>
<td>Münchner Stoff Frühling: Munich, 12.-15.03.2020</td>
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<td></td>
<td>Holzhandwerk: Nuremberg, 18.-21.03.2020</td>
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<tr>
<td></td>
<td>iSaloni with Eurocucina e Bagno</td>
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</tbody>
</table>

### In every issue:

Universities, design collections, Letter from, Smart materials, Green, Spot on, Young talents, Designer chat, Instagram
## Editorial Schedule 2020

### Lead story

<table>
<thead>
<tr>
<th></th>
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<td>04.08.2020</td>
<td>01.09.2020</td>
<td>01.10.2020</td>
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<tr>
<td>Lead story</td>
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<td>md 66th Anniversary Issue, with a wink</td>
<td></td>
<td>creativity@work</td>
<td>Silver Society</td>
<td>Network</td>
<td>Intelligent Light</td>
<td>Heritage &amp; Identity</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Design programs and other creativity building blocks for the culture of innovation</td>
<td>Barrier-free living, from the Kitchen to Sanitary solutions</td>
<td>Couch, Garage or Dialogue Space - a Home for the Team</td>
<td>Technical light can shine more than just light</td>
<td>Evolution versus Revolution? Living is more than a question of style.</td>
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<tr>
<td></td>
<td></td>
<td>Wellbeing</td>
<td>Hotels of the future</td>
<td>Kitchen in the Office</td>
<td>Space and Material</td>
<td>Retail &amp; Food</td>
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<tr>
<td></td>
<td></td>
<td>Outdoor in the Office</td>
<td>Between Leisure and Work – trend fields for the Hotel Industry</td>
<td>From the Kitchenette to the Marketplace of Employee communication</td>
<td>The Materiality of Ceiling, Wall and Floor as a planning parameter</td>
<td>Digitalisation merges sensual worlds of experience</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Educational Institutions</td>
<td>Colour, Textiles and Texture</td>
<td>Kitchen in the Office</td>
<td>Step by step – open the door</td>
<td>Hello Robot</td>
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<tr>
<td></td>
<td></td>
<td>New construction or renovation? Whether it's furnishing, light or flooring, the right learning environment will shape for Life</td>
<td>The juxtaposition of different living trends and what matters in fire protection within interior design</td>
<td>From the Kitchenette to the Marketplace of Employee communication</td>
<td>Stairs, doors and their locking systems</td>
<td>Virtual Reality/Augmented Reality in the Design and Planning process</td>
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<tr>
<td></td>
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<td></td>
<td>Finally Peace! Acoustic planning pays off</td>
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<td>Orgatec Acoustex</td>
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</tr>
</tbody>
</table>

### In every issue:

- Universities, design collections, Letter from, Smart materials, Green, Spot on, Young talents, Designer chat, Instagram

### Trade fair dates (subject to change)

- **April**
  - IFH/Intherm: Nuremberg, 21.-24.04.2020
  - Salone Internazionale del Mobile: Milan, 21.-26.04.2020

- **June**
  - LOFT: Karlsruhe, 19.-21.06.2020

- **October**
  - Orgatec: Cologne, 27.-31.10.2020

- **November**
  - architekt@work: Berlin, 11.-12.11.2020

- **December**
  - architekt@work: Stuttgart, 02.-03.12.2020
This editorial calendar provides you with an overview of which product areas are integrated within the relevant Issues, thereby assisting in your topic-related media planning.

<table>
<thead>
<tr>
<th>Potential Product Areas</th>
<th></th>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Acoustics</td>
<td>Color</td>
<td>Furniture components</td>
<td>Locking systems</td>
<td>Doors</td>
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<tr>
<td>md 05</td>
<td>06-07</td>
<td>10</td>
<td>md 02</td>
<td>03</td>
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<tr>
<td>Fittings</td>
<td>Kitchens</td>
<td>Surfaces</td>
<td>Technical lighting/Office</td>
<td>Wall</td>
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<tr>
<td>md 03</td>
<td>06-07</td>
<td>10</td>
<td>md 01</td>
<td>04</td>
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<tr>
<td>Flooring</td>
<td>Store and exhibition stand construction</td>
<td>Outdoor</td>
<td></td>
<td></td>
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<tr>
<td>md 01</td>
<td>02</td>
<td>05</td>
<td>06-07</td>
<td>08</td>
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<tr>
<td>Office</td>
<td>Lights</td>
<td>Sanitary</td>
<td>Textiles</td>
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<td>md 02</td>
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<td>06-07</td>
<td>08</td>
<td>10</td>
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<tr>
<td>Ceiling</td>
<td>Lighting</td>
<td>Counter</td>
<td>Stairs</td>
<td></td>
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<tr>
<td>md 05</td>
<td>06-07</td>
<td>08</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Door fittings</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>md 06-07</td>
<td>11</td>
</tr>
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</table>
Ad formats and prices  (Prices valid as of 01.10.2019, in €, plus VAT)

### Ads: Standard formats

<table>
<thead>
<tr>
<th>Formats</th>
<th>Basic rates b/w</th>
<th>2-colour</th>
<th>3-colour</th>
<th>4-colour</th>
<th>Bleed surcharge</th>
<th>Formats: width x height in mm</th>
<th>Type area</th>
<th>Trimmed</th>
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</thead>
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<tr>
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<td>Surcharge</td>
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<td>Surcharge</td>
<td>Total rates 3c</td>
<td>Surcharge</td>
<td>Total rates 4c</td>
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<tr>
<td>1/1 page</td>
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<td>940.00</td>
<td>3,440.00</td>
<td>1,410.00</td>
<td>3,910.00</td>
<td>250.00</td>
</tr>
<tr>
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<td>2,150.00</td>
<td>300.00</td>
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<tr>
<td>1/4 page</td>
<td>1,490.00</td>
<td>250.00</td>
<td>1,740.00</td>
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<td>1,010.00</td>
<td>375.00</td>
<td>1,135.00</td>
<td>-</td>
</tr>
</tbody>
</table>

| Classified ads | | | | | | | |
|----------------|---------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
|                | Job ads, offers to act as representative offices, tenders, competitions, miscellaneous – width: 44 mm, price per mm for b/w: 4.00 € | | | | | | | | |
|                | Jobs sought, width: 44 mm, b/w, price per mm: 2.00 € | | | | | | | | |
|                | Box number charge incl. postage charge for recolonses: 17.00 € | | | | | | | | |

<table>
<thead>
<tr>
<th>Trade partner entries</th>
<th>Partners for office planning</th>
<th>Partners for office furnishings</th>
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<tr>
<td></td>
<td>Main entry: 140.00 € p/year</td>
<td>Main entry: 400.00 € p/year</td>
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<tr>
<td></td>
<td>Every additional entry: 96.00 € p/year</td>
<td>Every additional entry: 200.00 € p/year</td>
</tr>
</tbody>
</table>

Special positions, availability of cover pages and other formats on request.
**md INTERIOR DESIGN ARCHITECTURE**

*Special ad formats* (Prices valid as of 01.10.2019, in €, plus VAT)

<table>
<thead>
<tr>
<th>Details</th>
<th>Prices incl. share of postage</th>
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</tr>
<tr>
<td>1 leaf = 2 pages 2 leaves = 4 pages</td>
<td>135–180 gsm 5,500.00 9,500.00</td>
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</tr>
<tr>
<td><strong>Tip-ons</strong></td>
<td>in addition to carrying ad/bound inserts</td>
<td>Delivery quantity: 12,200 copies Must accompany all copies Others, e.g.: booklets, product samples on request.</td>
</tr>
<tr>
<td>on advertisements or bound inserts Postcards</td>
<td>61.00 per thousand plus gluing: 38.00 per 1,000 automated/ 74.00 per 1,000 manual</td>
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<tr>
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<tr>
<td>9 ads</td>
<td>12.5%</td>
</tr>
<tr>
<td>12 ads</td>
<td>15%</td>
</tr>
<tr>
<td>15 ads</td>
<td>20%</td>
</tr>
<tr>
<td>20 ads</td>
<td>25%</td>
</tr>
</tbody>
</table>

Ask about our combined discounts!

---

**ADVERTORIALS**
An exclusive opportunity to present products and brands. In md INTERIOR DESIGN ARCHITECTURE’s “Look & Feel” in collaboration with the editorial staff.

- You provide us with text and images
- We take over the design and publication

Contact for submission of files and technical details: petra.breuer@konradin.de

**Formats**

<table>
<thead>
<tr>
<th></th>
<th>Number of images</th>
<th>Text volume</th>
<th>Prices*, 4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 page</td>
<td>6-8</td>
<td>3,500 characters</td>
<td>9,500.00</td>
</tr>
<tr>
<td>1/1 page</td>
<td>4-5</td>
<td>1,600 characters</td>
<td>5,500.00</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1-4</td>
<td>700-800 characters</td>
<td>3,000.00</td>
</tr>
</tbody>
</table>

*no further discounts

---

**Examples**

- Example of 1/1 page
- Example of 1/2 page
- Example of 1/1 page

---

**TECHNICAL INFORMATION**
see page 33
**DELIVERY OF AD SPECIALS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery note for ad specials:</td>
<td>Addressed to »bba«, »db«, »md«, issue (no.)</td>
</tr>
<tr>
<td></td>
<td>euro-pallet dimensions: 80 x 120 cm (max. height 110 cm)</td>
</tr>
<tr>
<td>Delivery address for bound and glued inserts:</td>
<td>Delivery at advertiser’s expense to Konradin Druck GmbH, Kohlhammerstraße 15, 70771 Leinfelden-Echterdingen, Germany. Delivery times: Monday to Friday, 07:00 a.m. – 6:00 p.m.</td>
</tr>
<tr>
<td>Delivery address for loose inserts:</td>
<td>Delivery at advertiser’s expense to Beck Servicepack GmbH, Raiffeisenstraße 25, 70794 Filderstadt, Germany. Delivery times: Monday to Friday 07:30 a.m. – 4:30 p.m.</td>
</tr>
</tbody>
</table>
Konradin Architektur – the marketing alliance made up of four architecture websites.

Take advantage of the defined addressing of the target group with topic and interest-steered online campaigns.

Do you have your own special needs? We will implement in a target-oriented fashion.

Request our detailed online presentation at: architektur.media@konradin.de
### Display Ads

*Prices valid as of 01.10.2019, in €, plus VAT*

<table>
<thead>
<tr>
<th>Advertising form</th>
<th>Position Desktop and tablet*</th>
<th>Size in pixel (B x H) Desktop and tablet</th>
<th>Position Mobile</th>
<th>Size in pixel (B x H) Mobile</th>
<th>Price per week/website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Leaderboard</td>
<td></td>
<td>970 x 90</td>
<td></td>
<td>300 x 50</td>
<td>390.00</td>
</tr>
<tr>
<td>Leaderboard</td>
<td></td>
<td>728 x 90</td>
<td></td>
<td>290.00</td>
<td></td>
</tr>
<tr>
<td>Skyscraper</td>
<td></td>
<td>120 x 600 or 160 x 600 (wide)</td>
<td></td>
<td>300 x 50</td>
<td>310.00</td>
</tr>
<tr>
<td>Sticky Skyscraper</td>
<td></td>
<td></td>
<td></td>
<td>370.00</td>
<td></td>
</tr>
<tr>
<td>Hockeystick or Wallpaper</td>
<td></td>
<td>728 x 90 and 160 x 600 or 970 x 90 and 120 x 600</td>
<td></td>
<td>300 x 75</td>
<td>750.00</td>
</tr>
<tr>
<td>Billboard</td>
<td></td>
<td>970 x 250</td>
<td></td>
<td>300 x 75</td>
<td>490.00</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td></td>
<td>300 x 250</td>
<td></td>
<td>350.00</td>
<td></td>
</tr>
<tr>
<td>Halfpage Ad</td>
<td></td>
<td>300 x 600</td>
<td></td>
<td>470.00</td>
<td></td>
</tr>
<tr>
<td>Video Ad</td>
<td></td>
<td>300 x 250</td>
<td></td>
<td>430.00</td>
<td></td>
</tr>
</tbody>
</table>

*Size and position in pictures illustrative. Displayed in rotation.*

Display ads appear on the booked website/the booked websites incl. all sub-pages for a maximum of 3 adverts in rotation

**DISCOUNTS IN WEEKS:**
- from 6 = 5%  
- from 12 = 10%  
- from 18 = 15%  
- from 24 = 20%

**SUBMISSION OF FILES:**
- 7 days before start of campaign by email to auftragsmanagement@konradin.de
- File formats GIF, JPG, HTML 5 (responsive), Redirect (file size max. 80 KB), HTML5 and Redirect - please attach HTTPS-conform.
- File format video ad: MPEG4 (file size max. 30 MB). For the Frame Ad, Wallpaper, Sticky Skyscraper and Expandable Leaderboard advertising formats, please request our technical specifications by emailing auftragsmanagement@konradin.de.

**OTHER FORMATS ON REQUEST:** architektur.media@konradin.de
**Newsletter** *(Prices valid as of 01.10.2019, in €, plus VAT)*

### Editorial newsletter

<table>
<thead>
<tr>
<th>Size in pixels (w x h)</th>
<th>Price per issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Text/image ad (300 characters)</td>
<td>200 x 150</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>590 x 100</td>
</tr>
<tr>
<td>Full banner (in content)</td>
<td>590 x 100</td>
</tr>
</tbody>
</table>

### Exclusive newsletter

*As of 08/2019 per dispatch*  
<table>
<thead>
<tr>
<th>Recipients</th>
<th>Price per issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscribers to <strong>db</strong></td>
<td>19,000 or 18,200</td>
</tr>
<tr>
<td>Subscribers to <strong>bba</strong></td>
<td>19,200</td>
</tr>
<tr>
<td>Subscribers to <strong>md</strong></td>
<td>9,000</td>
</tr>
<tr>
<td>Subscribers to <strong>arcguide</strong> + Tue + Thu</td>
<td>21,500</td>
</tr>
</tbody>
</table>

### Other target groups of the Konradin architecture brand network

<table>
<thead>
<tr>
<th>Recipients</th>
<th>Price per issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Architects/planners”</td>
<td>46,100</td>
</tr>
<tr>
<td>“Architects/planners/interior designers”</td>
<td>51,500</td>
</tr>
<tr>
<td>“Architecture/construction in general”</td>
<td>86,000</td>
</tr>
</tbody>
</table>

### SUBMISSION OF FILES:

7 days before date of dispatch by email to: auftragsmanagement@konradin.de  
File formats: GIF, JPG (DOC additionally for text/image ad), tracking code is possible, tracking pixels are not built in (file size max. 60 KB).  
With animated GIF files, the e-mail may only display the first animation frame.
Topic pages for architects and planners (Prices valid as of 01.10.2019, in €, plus VAT)

<table>
<thead>
<tr>
<th>Advertising format</th>
<th>run time</th>
<th>Price in €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive sponsoring of your topic page</td>
<td>6 months</td>
<td>from 6,880.00</td>
</tr>
</tbody>
</table>

Available websites

- www.arcguide.de
- www.bba-online.de
- www.db-bauzeitung.de
- www.md-mag.com

Editorial scope

Your message should be surrounded on websites by well-researched articles on similar topics? We offer you this with our expertise of the leading Architectural brands bba, db, md und arcguide.de.

Services

- Topic pages will be listed in the navigation under “Top-Themen”
- Editorial, SEO-optimised introduction
- The topic page contains a mention of the sponsor plus company logo
- Profile in the company directory
- Medium rectangle exclusive for your topic page 2x 4 weeks on a Konradin-architecture website (db, md, bba oder arcguide)
- Exclusive Newsletter at the start of the sponsoring
- Topic pages – button to implement them on your homepage

Benefit from

A customised Theme Page for architects, planners and designers
With the bba-infoservice, architects, planners and civil engineers can request quick, direct and free information on current topics and products from manufacturers.

Every manufacturer that has either advertised within bba, or has been mentioned editorially, is automatically allocated their own microsite on bbainfo.de, so that readers can request additional product information directly at the click of a mouse.

**BENEFITS**
- **Presence** – The editorial staff will forward readers from the magazine to your microsite at bbainfo.de
- **Lead generation** – Contact data left during registration will belong to you!
- **Purchasing interest** – Offer spot-on additional information to interested parties and turn prospective buyers into actual buyers.

**DOWNLOADS**
- Application Videos
- Data sheets
- Planning Documents
- Reference Reports
- Whitepaper

---

**Your extras in detail**

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo and company profile for 12 months</td>
<td>490.00</td>
</tr>
<tr>
<td>Download package 1 (up to 8 files*)</td>
<td>720.00</td>
</tr>
<tr>
<td>Download package 2 (up to 15 files*)</td>
<td>1,120.00</td>
</tr>
<tr>
<td>One-off announcement of your download offer in the editorial bba newsletter</td>
<td>430.00</td>
</tr>
</tbody>
</table>

* Product data sheets, brochures, videos

---

*Expand your brand presence and reach your target group with even greater success*
The editorial staff will focus on key issues in an online dossier that will be made available to architects and planners for download for 12 months at www.bba-online.de/dossiers. Those interested must register for download. As a result, you will discover which planners are especially important at the time of writing.

bba Dossiers offer rapid access to key topics of interest and provide valuable architect contacts

### Topics

<table>
<thead>
<tr>
<th>Run time</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>one year</td>
<td>3,980.00</td>
</tr>
</tbody>
</table>

### SERVICES

- exclusive media partner
- leads sent monthly
- naming of your company, incl. logo under dossier
- link to your homepage under dossier
- 1/1 page, bled, 4c, on one of the first pages of the online dossier
- run time: 12 months
- text/illustrated ad in dossier newsletter
**Knowledge transfer**

*on a multimedia basis in direct contact with the target group*

---

**Webinar** – Services and price (minimum lead time 6 weeks)

- Announcement of your webinar on the website with image • text • registration page
- Promotion in newsletter • website • further appropriate media of Konradin Architecture
- E-mailing of invitations • reminders • appointment reminders • follow-ups
- Online webinar space and live transmission (approx. 60 minutes), Poll during the live broadcast
- Professional moderator, inclusion of up to two speakers on your side (live test before broadcast)
- Registration list including contact details
- Detailed reporting
- On-demand webcast after live transmission on the website with image and text

**Package price** | 7,000.00

---

**BENEFITS**

- Lead Generation
- Competent implementation (moderated by an expert editor)
- Image and brand strengthening
- Cost and time savings
- Direct contact with the target group
**Lead Generation**

How does lead generation work with Konradin Architecture?

- **Company**
  - Information
  - Lead Registration

- **Konradin Architektur**
  - Information e.g. download
  - Registration

- **Decision maker**

**Benefits of leads with Konradin Architecture**
- Your lead campaign is individually planned and managed so as to achieve its goals
- Precise targeting
- Explicit interest in your offer
- Edited business contacts incl. opt-in for your sales

**Success factors for your lead campaign**
- Topicality of the subject
- Relevance of the topic for the target group
- Benefits of your information services
- Exclusivity of the download offer
- Size of the defined target group

**To generate contacts with architects, the architecture media offer several information services**
- Webinars
- bba-Infoservice | arcguide
- Exclusive newsletter
- Online questionnaire | competition
- Exclusive events
- Whitepaper
- Market surveys

**Any questions? We are happy to help!**
Communicate with your target group on the editorial level with a PR partnership.

+ Increase your awareness with an extensive Company Profile
+ Your product or references achieve a high usage rate on the website and via the editorial newsletter

Added value for your target group

+ Prominent display of projects and product news.
+ Latest topics from the db, md and bba editorial staff, focusing on architecture and design.
+ Editorial themes with valuable information on the subjects of building, product information, acoustics, interior design, grounds maintenance, and more.
+ Complimentary invitations to tender

Target group

Architects, planners, interior designers, designer and office planner

arcguide.de – info service for architects, planners and designer
How does the arcguide info service work for architects, planners and designers?

**MANUFACTURERS**
The arcguide partners present themselves here by means of their profile entry.

**PROJECTS**
The manufacturer’s references and buildings are shown here.

**ARCHITECTS**
The target group (architects, planners, designers, construction engineers etc.).

**SUBJECTS**
Here you will discover useful information on topics such as building stock, acoustics, office equipment, building materials, roofs, grounds, and more.

**PRODUCT NEWS**
Architects find the latest product trends and product applications here.
arcguide.de

*Online PR partnership:* (Prices valid as of 01.10.2019, in €, plus VAT)

### arcguide partner models in detail

*arcguide partner* can communicate with their target groups on the **editorial level** (PR, news releases, references).

#### Profile entry

<table>
<thead>
<tr>
<th>Feature</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>+ 12-month run time</td>
<td>1,000.00</td>
</tr>
<tr>
<td>+ Company profile plus logo and big lead image</td>
<td></td>
</tr>
<tr>
<td>+ <strong>NEW:</strong> image video and product photos</td>
<td></td>
</tr>
<tr>
<td>+ All PR releases at a glance</td>
<td></td>
</tr>
<tr>
<td>+ Further links</td>
<td></td>
</tr>
</tbody>
</table>

#### PR package (12 months)*

<table>
<thead>
<tr>
<th>Size</th>
<th>Communications</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>3</td>
<td>650.00</td>
</tr>
<tr>
<td>M</td>
<td>7</td>
<td>1,200.00</td>
</tr>
<tr>
<td>L</td>
<td>16</td>
<td>2,250.00</td>
</tr>
<tr>
<td>XL</td>
<td>unlimited</td>
<td>4,200.00</td>
</tr>
</tbody>
</table>

*only bookable in combination with a new or already existing profile entry.

---

**PROFILE ENTRY on www.arcguide.de**

+ Your profile entry will be listed prominently in the “Hersteller” (Manufacturers) section
+ Your profile entry includes: description of the company, company logo, lead photo, product photos, hotline for architects, links, listing of your key words and product groups
+ Files like ePaper, promotional brochures, product catalogues, technical datasheets and videos will be linked to your profile entry
+ Your news releases will be automatically and visibly assigned to your profile entry and archived.

**PR PACKAGE on www.arcguide.de**

+ Your news releases will be published prominently under “Projekte” or “Produktnews”
+ Simply select your target group (architects, planners, office planners and designers) and we will place your industry news in the desired newsletter

Talk to us – together we will find precisely the right package for you.
Phone +49 711 7594-310
arcguide@konradin.de
Our goal is to design your target group communication attractively and fill it with life. We will create tailor-made concepts for you, whether for print, online or events - and we will implement them professionally. The Architecture Network additionally offers you a professional platform to start up communication with your target group. Profit from the know-how and editorial skills of all the architecture brands. Our top priorities are the bolstering of images, the creation of brands and leads.

Become a partner! Just get in touch.
**Product-related events**

**db-Ortstermin | bba „Technik vor Ort“**

Organised by db deutsche bauzeitung or bba bau beratung architektur chaired by the respective editor-in-chief and the particular project architect. Together with a maximum of 3 manufacturers involved in the project that explain their solutions on-site.

**1 PROJECT | 1 AFTERNOON | 30 ARCHITECTS**
- Editorially selected reference building - you are welcome to make suggestions.
- approx. 3 hours with a little lunchbox.
- approx. 30 participants: architects, construction engineers, interior designers with a specific interest in the project.

**AIM**
The trade event is meant for architects and interior designers with a specific interest in the project.

**BECOME A PARTNER**
Exclusively with 1 manufacturer or together with up to 3 manufacturers. You bring your preferred partner along with you!

We offer you a comprehensive package of media services with reports written by our editorial staff BEFORE-DURING-AFTER the event (online, print, newsletter) via every Konradin architecture channel (bba, db, arcguide and md).

Prices upon request

---

YOUR ADVANTAGES:
Close proximity to your target group. Strong customer loyalty. Intensive contacts in a short period of time. Joint experiences anchors your brand in the minds of new and existing customers.
Topic-related events
Extremely close to your target group

The experience of how technologies and the materiality of today are considered – for a productive day, remain in the foreground of md events.

What opportunities does the future offer? The future is not simply about us. What challenges will interior designers and planners face when it comes to designing sustainable living and working spaces? What will this look like? The future of living and hospitality? Office and lighting, retail and healthcare?

VARIANTS
Trade event with up to 4 partners
Exclusive trade event

AIM
These trade events are intended to raise awareness amongst architects, interior designers and dealers, incorporating the expertise of different partners with high-calibre speakers and experts on vital issues. The event framework should present new potential solutions, show technologies, provide unique insight and vision.

BECOME A PARTNER
Incl. media services and reporting BEFORE-DURING-AFTER the trade event (online, print, newsletter)

Prices upon request
Competitions

Winning Architecture

»Respect and Perspective«
The award for best practice building inventory.

The award recognises refurbishments, renovations and expansions in which innovative and technically established standard solutions have been implemented and are convincing, through their outstanding qualities. Projects that succeed in providing a viable perspective for build and sustainability.

PUBLICATION
The award will be presented in full detail, including the award winning designs, within the theme section of db metamorphosis.

Sponsor contribution: 5,900.00 €

db-Student Competition

What exactly is good architecture? With the student competition, db deutsche bauzeitung promotes the students’ architecture-critical judgment and supports universities in communicating topics of architectural analysis and architectural criticism.

COMPETITION TARGET
Based on a self-selected project, students submit a complete project description, analysis and critique, taking into account urban planning, design, energy concept, economics and other pertinent factors.

Price on request

DATES 2020
The deadlines for the specified competitions will be announced in due course.
Exclusive architectural event
Specially tailored for you

Architects visit your production site or architectural projects. The participants receive exclusive insights in the manufacturing facilities of the companies visited or the incorporated products.

**FORM**
manufakTOUR with up to 4 sponsors
Exclusive manufakTOUR or ObjekTOUR

**AIM**
All sponsors receive intensive personal contact with architects and planners that have a specific interest in their product and its usage. The programme will be rounded off in the evening with intensive networking over dinner with a talk on an architectural topic.

**BECOME A SPONSOR**
Incl. media services (invitation adverts, banner campaigns, special newsletter and booklet) as well as editorial reporting BEFORE-DURING-AFTER the trade event (online, print, newsletter)

Prices upon request

**NEW**
In 2020, individual and unconventional events are planned. Tailored to your company and your goals! Please contact us!
Corporate Publishing
Tailored communication and creative concepts

The Konradin Corporate Media Service has set itself the goal of making communication come alive and attractive. To reach the desired target group with an exceptional range of media services, we offer you a tailored communication opportunity for the desired focal topic with your products and references. As for the content, you determine the aim with professionally edited accounts of outstanding projects, interviews and product reports.

YOUR EXCLUSIVE BENEFITS:

• You set yourselves apart from your competitors through the exclusive product.

• You profit from seriosity, know-how and reach of our renowned trade media.

• You gain great awareness amongst your target group.

• You are given professional assistance from our expert team of editors.

We will assist you with conception, implementation, printing and sales with our whole trade media expertise.

• Customer magazine • Paper newsletter • Promotional brochures

• Online magazines • E-paper

Just get in touch – together, we will develop exceptional solutions.

Florian Holocher
Project manager
Phone +49 711 7594-538
florian.holocher@konradin.de

Sandra Mack
Project manager
Phone +49 711 7594-395
sandra.mack@konradin.de
fachjobs24.de is the job portal of the Konradin Publishing Group. Fachjobs24.de represents a unique media network built upon 62 print and online brands with the highest level of professional competence.

**The architecture channel offers you an optimal environment for the placing of your job advert.** The long-established brands belonging to the architecture channel enjoy a high degree of acceptance within the target group. They offer detailed information from the architectural discussion to the constructed building and the perfect interior design.

**PRINT JOURNAL incl. 4 weeks basic job online***

<table>
<thead>
<tr>
<th>Architecture</th>
<th>PRINT JOURNAL incl. 4 weeks basic job online*</th>
<th>ONLINE ONLY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1/4 page</td>
<td>1/2 page</td>
</tr>
<tr>
<td>----------------------------</td>
<td>----------</td>
<td>----------</td>
</tr>
<tr>
<td>db deutsche bauzeitung</td>
<td>990.00</td>
<td>1,900.00</td>
</tr>
<tr>
<td>bba bau beratung architektur</td>
<td>990.00</td>
<td>1,900.00</td>
</tr>
<tr>
<td>md INTERIOR DESIGN ARCHITECTURE</td>
<td>990.00</td>
<td>1,900.00</td>
</tr>
<tr>
<td></td>
<td>simple listing</td>
<td>simple listing</td>
</tr>
</tbody>
</table>

All print ads set to type area (specific formats are available upon request), prices in € plus VAT, all print rates indicated are valid for 4-colour print. Publication rates are provided by the publisher and are valid as of 2020.

**28 print partners**

with 582,130 print editions per month

**33 online partners**

with 8,902,174 PIs per month 5,145,299 visits per month

**Double combo package print**

30% discount on advertising rates for placements in two magazines

**Triple combo package print**

40% discount on advertising rates for placements in two magazines

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*Das Stellenportal für Ihren Erfolg!*
Architecture has many facets