PORTFOLIO 2020
Architecture Magazine and Online Portals
Reach architects, civil engineers, interior designers, office and project planners, designers, planning departments in companies and the upmarket furnishings and furniture trade.
Konradin Architektur, a strong portfolio of brands with a high level of acceptance among readers.

Benefit from a target group-specific combination of titles for a high chance of contact without misdirection!
**bba bau beratung architektur**

*Hands-on trade magazine*

**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/loadbearing structure planning.

**FREQUENCY**

10 x per year

**CIRCULATION**

18,000 copies

**NEWSLETTER**

19,200 subscribers

**SPECIALS**

bba-Infoservice
bba Dossiers
bba „Technik vor Ort”

**WEBSITE**

www.bba-online.de

57,000 Page impressions
db deutsche bauzeitung
Angles on architecture

MAGAZINE
db - Germany's oldest architecture journal – 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.

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, including 4 x with the topic Section db-Metamorphose „Bauen im Bestand“

SPECIALS
db Ortstermin
Competition „Respekt und Perspektive“
db Student Competition

CIRCULATION
29.000 copies

NEWSLETTER
19.000 subscribers

WEBSITE
www.db-bauzeitung.de
168.000 Page impressions
md INTERIOR DESIGN ARCHITECTURE
Impulse generator and source of inspiration

MAGAZINE
For all those who plan and furnish. In a perfectly harmonised cross-media brand family, md provides information on market-relevant topics all tailored to the needs of the target group: practical and competent.

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 multiplicators.
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
21.500 copies

NEWSLETTER
9.000 subscribers

SPECIALS
Themed Events: Future of Sustainability, Future of Acoustic and Office

WEBSITE
www.md-mag.com
46.000 Page impressions
As a specialist for architecture, interior design, construction and design we offer you a strong network of brands for communication within key target groups.
Benefit from the defined target group approach with topic- and interest-driven online campaigns!

Konradin Architektur
A strong portfolio of brands

As a specialist for architecture, interior design, construction and design, we offer you a strong brand network for communication in target groups with strong decision-making and purchasing power.

The four architecture websites

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

db deutsche bauzeitung
bba bau beratung architektur
md interior design architecture
arcguide info service for architects, planners and designers

BENEFITS

» **Strengthing of your brand and brand awareness** through banner campaigns and integrated content marketing

» **High attention** through personalised addressing, for example via an exclusive newsletter

» **Customer retention** through e-mailings, lead generation via the bba Infoservice or the implementation of webinars

» **Communication** at editorial level

» **Digital networking** through our social media channels
Target Group Approach

Reach
architects, civil engineers, interior designers, office and project planners, designers, planning departments in companies and the upmarket furnishings and furniture trade.

**arctguide.de**
51,000 Page impressions *

**db-bauzeitung.de**
168,000 Page impressions *

**bba-online.de**
57,000 Page impressions *

**md-mag.com**
46,000 Page impressions *
Product news and projects achieve high attention and acceptance among the target group. With a comprehensive company profile on arcguide.de you can increase your profile and reach architects, planners, interior designers, designers and office planners with your specialist topics.

**ADDED VALUE**

- Prominent presentation of projects and product news
- Current topics of the db, bba and md editorial offices around architecture and design
- Topic pages with interesting facts about building in existing buildings, acoustics, interior design, outdoor facilities and much more
- Current events with event tips from the editors
- Free tenders

**RUN TIME**

12 months

**PROMOTION**

All messages are automatically assigned to your profile and sent to 21,500 subscribers via the arcguide newsletter.
Benefit with a tailor-made topic page
for architects, planners and designers

Professional competence
to your main topic

**Topic pages**
for architects and planners

Your message should be presented in the context of researched editorial articles and be integrated into the topic-related websites? We can offer you this with our expertise in architecture brands **bba, db, md** and **arcguide.de**.

**SERVICES**
+ Topic page is listed in the navigation under “Top-Themen”
+ Editorial, SEO-optimized introductory text
+ Reference to the sponsor with company logo
+ Profile in the company directory
+ Medium rectangle exclusively for your topic page 2 x 4 weeks on a website of your choice
+ Exclusive newsletter at the start of the sponsoring
+ Topic pages - button for implementation on your homepage

**PROMOTION**
3 Exclusive newsletter, 2 Facebook-posts, 1 banner

**RUN TIME**
6 months
With the bba-Infoservice, architects, planners and civil engineers can request information on current topics and products from manufacturers quickly, directly and free of charge.

Every manufacturer that advertises or is editorially mentioned in bba automatically gets its own microsite on bbainfo.de, so that readers can request additional product information directly with a mouse click.

**BENEFITS**

- **Presence** – The editorial staff will forward readers from the magazine article to your microsite at bbainfo.de
- **Lead generation** – Contact details 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, white papers

**RUN TIME**

12 months

**PROMOTION**

Announcement of your download offer once in the editorial bba-newsletter
Once a year, the editorial team summarises articles published on key topics in an online dossier, which they provide to architects and planners on **www.bba-online.de/dossiers** for download for 12 months.

Those interested have to register for the download. This will enable you to find out to which planners this topic is particularly important at this very moment.

**SERVICES**
- Exclusive media partner
- Leads send monthly
- Naming of your company, including logo under the dossier
- Link to your homepage under the dossier
- 1/1 page, bleed, 4c, on one of the first pages of the online dossier
- Text/image ad in the bba Dossier newsletter

**RUN TIME**
12 months

**TOPICS**
Thermal insulation, air-conditioning, ventilation, cooling, building software, glass facade+balcony glazing, concrete, doors/sliding doors, sound insulation+acoustics, timber construction, metal for facade+roof, flat roof

Further topics on request!
Our goal is to design your target group communication attractively and fill it with life.

We will create tailor-made concepts for you, weather for print, online or events – and we will implement them professionally.
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, construction engineers, 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!
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 workings paces? What will this look like? The future of living and hospitality? Office and lightning, retail, hotel 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!

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**Topic-related events**
*Extremely close to your target group*

The lecture is the most important element: an expert, architect, designer or customer should lecture on the topic.

The lecturer shall be named by the partner and coordinated with the editorial staff.

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**YOUR BENEFITS**
Binding the target group through an informative and emotional experience. The contacts made contribute to the increase in turnover in networks with the target group.
Competitions
Winning architecture

»Respekt und Perspektive«
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.

db-Student Competition

What exactly is good architecture? With the Student Competition, db deutsche bauzeitung promotes the students’ architecture-critical judgment and supports the universities in communicating the 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.
Interested architects will visit selected reference objects of yours on 2 days and will receive exclusive insights into the products used. The program is rounded off with intensive networking during a dinner with a lecture by an architect.

**BENEFITS**
You receive intensive personal contact with architects and planners who have a specific interest in your product and its usage.

**SERVICES**
» Project management (overall coordination and support of the participants)
» Editorial reporting (online, print, newsletter)
» Media campaign to promote the event (advertisements, banners, newsletter)
» Programming of a microsite with a registration form
» Invitation management
» Booklet for participants

Please contact us!

ObjekTOUR – Exclusive architectural events
Tailored individually for you

Exclusive ObjekTOUR
1 sponsor, 2 days, 40 participants

NEW
2020 individual and unconventional events are planned. Tailored to your company and your goals!
Excursions
enable the view
behind the scenes

manufakTOUR – architectural event
Specially tailored for you

40 architects visit up to four production sites and/or architectural projects over two days.

The participants will receive exclusive insights into the manufactories of the companies visited or the products used.

Exclusive architectural event. Individually tailored for you.

FORM
manufakTOUR with up to four sponsors
Exclusive manufakTOUR

AIM
All sponsors receive intensive personal contact with architects and planners that have a specific interest in your 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 campaign, special newsletter and booklet) as well as editorial reporting

Prices upon request!
We are specialists for tailored company-specific B2B communication

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 your products and references through an exceptional range of media services, we offer you a tailored communication opportunity for the desired focal topic.

YOUR EXCLUSIVE BENEFITS
» You set yourselves apart from your competitors through the exclusive product.
» You gain great awareness amongst your target group.
» You are given professional assistance from our expert team of editors.

From conception, implementation to printing and distribution, we are at your side with our professional competence:
» Customer magazine
» Paper newsletter
» Promotional brochures
» Online magazine
» E-Paper

Just get in touch – together, we will develop exceptional solutions.
We are looking forward to advise you in a personal consultation!

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