ONLINE ARCHITEKTUR 2020

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

**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 designer

**BENEFITS**

1. **Strengthening of your brand and brand awareness** through banner campaigns and integrated content marketing

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

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

4. **Communication at editorial level**

5. **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.

* Average value per month. Status: February 2020

arcguide.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 *
Display Ads and Expandable Ad

DISPLAY ADS
Use the Konradin Architektur websites for your high-reach advertising and combine them specifically with the industry portals relevant for you.

EXPANDABLE ADS
Expandable ads are branding advertising materials which increase their surface area when touched. An advertising message can easily be delivered on a large scale and prominently by means of expandable display ads.

Benefit from the defined target group approach with topic- and interest-driven online campaigns

Display Ads appear on the booked web page(s) including all sub-pages, with a maximum of 3 ads in rotation

All formats and prices (see media kit 2020)
Half Page & Billboard

Eye-catching and effectively placed on the homepage and all sub-pages:

**BENEFITS**
- Attention-grabbing
- Traffic generation
- Brand awareness
- Image strengthening

Present your advertising message prominently to the desired target group.
Native Ads
Online Advertorials

We adapt your advertising message to the editorial environment of one of the desired websites and prepare your content and complex context perfectly for the desired target group.

BENEFITS
This format is perceived as high-quality, competent and above all credible and is able to promote your image positively and strengthen the brand.

Place your advertising message in our editorial environment
Exclusive newsletter

The exclusive newsletter with its personalised approach and the integration of a company offers a particularly high level of attention.

Several topics can be integrated: product news, video ads, interviews, raffle, epaper or even references. Everything is possible.

**The template is selected by the customer:**
*bba, db, md or arcguides.* Pictures, texts and the desired links are installed by us.

---

**Communicate news, especially announcements, invitations, special offers, product news quickly and easily!**

**TARGET GROUPS**

| Architects/planners | 46.100 receivers |
| Architects/planners/interior designers | 51.500 receivers |
| Architects/craft in total | 86.000 receivers |
Editorial newsletter

Our editorial newsletters are high-circulation digital ambassadors for your communication. Each brand of Konradin Architektur sends out 1-4 newsletters per month.

Text image ads, leaderboards, skyscrapers or full banners can be placed in the content.

**You will receive**

**qualified contacts**

**with concrete interest**

**on your subject**

**BENEFITS**

- Increase the traffic on your website
- Your message in an editorial environment
- Personalized address

**DISTRIBUTION (subscribers per transmission)**

- db deutsche bauzeitung 19.000
- bba bau beratung architektur 19.200
- md interior design architecture 9.000
- arcguide.de 21.500
Video newsletter

Video stands for excitement, entertainment, learning. A contemporary adequate medium with highest activation performance. About 1 million hours of videos are viewed daily on YouTube alone. And the trend is rising.

To ensure that your high-quality videos reach architects, planners and interior designers in a targeted manner, arcguide presents the video newsletter as a recommendation of the specialist editorial offices with commented video contributions.

Pictures say more than a thousand words.

WE OFFER

• Presentation of your video with still image and commented text in the video newsletter
• Link to your presence in the video tips on www.arcguide.de
• Duration 12 months

CIRCULATION

51,000 newsletter subscribers

VIDEO SERVICE

If you need a professional video to communicate your product and brand message, we can help you.
Architects are looking for inspiration and specialist topics from A-Z.

arcguide.de shows everything from the world of architecture.

**arcguide.de**
Info service for architects, planners and designers

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.

---

**NEWSLETTER**
21,500 subscribers
2 x a week

**WEBSITE**
www.arcguide.de
51,000 Page impressions

**CONTENT**
Projects
Product news
Topics
News
Professional competence to your main topic

Benefit with a tailor-made theme page for architects, planners and designers

**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 topics
+ 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
**bba-Infoservice**

With the bba-info service, architects, planners and civil engineers can request information on current topics and products from manufacturers quickly, directly and free of charge.

**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 make available 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.

Technical information material (flyers, product visualisations, brochures) and object presentations can be made available via the bba Dossier as required.

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!
Webinars - impart specialist knowledge

- Announcement of your webinar with image - text - registration page
- Promotion via newsletter - website - other suitable media from Konradin Architektur Invitation mail - reminder - appointment reminder - follow-up
- Online webinar room and live broadcast (approx. 60 minutes), survey during the live broadcast
- Professional moderator Integration of up to two speakers from your side (live test before the show) and Registration list including contact details
- Detailed reporting on-demand webcast after live broadcast on website with

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

*In Live-Chat!*

**BENEFITS**
- Lead generation
- Competent implementation
- Image and brand strengthening
- Cost and time saving
- Direct contact to the Target group
Why lead generation?
Interested parties initially look for solutions to their problems and not for products! Information is increasingly being researched via the Web at the appropriate time within the customer journey.

You receive qualified contacts with a concrete interest in your topic. You can use these valuable contact data for your marketing or sales communication in accordance with the EU-DSGVO (data protection basic regulation).

BENEFITS
• Your lead campaign will be implemented according to the objectives individually planned and controlled
• Target group-specific addressing
• Explicit interest in your offer
• Prepared business contacts incl. opt-in

SUCCESS FACTORS
• Topicality of the subject
• Relevance of the topic for the target group
• Use of your information offer
• Exclusivity of the download offer
• Size of the defined target group

SEVERAL INFORMATION OFFERS
• Webinars
• bba information service | arcguide
• Exclusive newsletter
• Online survey | Sweepstakes
• Exclusive events
• White paper
• Native ads
We are happy to advise you in a personal consultation!

MARGARETE WERDERMANN
margarete.werdermann@konradin.de
+49 711 7594-364

NORA SCHÖNHÖFFER
nora.schoenhoeffer@konradin.de
+49 711 7594-531