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

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 emailings, lead generation or the implementation of webinars.

1. **Communication at editorial level**

2. **Digital networking** through our social media channels
TARGET GROUP APPROACH
Konradin Architektur impresses with 110,000 unique users per month.

Four websites offer qualified contact opportunities and possibilities to present products and brand in a lively and professionally competent environment.

Combinable. Up-to-date. Inspiring. SEO optimised.

**arcguide.de**
47,900 Page impressions *

**db-bauzeitung.de**
215,000 Page impressions *

**bba-online.de**
68,000 Page impressions *

**md-mag.com**
60,200 Page impressions *
DISPLAY ADS
AND EXPANDABLE AD

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

DISPLAY ADS

HALF PAGE & BILLBOARD

Use the defined target group approach with topic- and interest-driven online campaigns.

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

**BENEFITS**

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

All formats and prices can be found in our Mediakit 2021.
All architecture websites are available for your content marketing. On request, we prepare your content and complex contexts perfectly for the desired target group. With the right traffic package (editorial teaser elements + newsletter) you will achieve the best access figures.

**BENEFITS**

This format is perceived as high-quality, competent and above all credible and is able to show your competences and connect them with the brand.

We additionally recommend the combination with a print advertorial.

**PRICE**

From EUR 2,900 + Traffic-Package

---

**NATIVE ADS**

**ONLINE ADVERTORIALS**

Place your advertising message in our editorial environment.
TOPIC-NEWSLETTER

The editorial team (db, bba or md depending on the topic) produces newsletters with branch-specific content, e.g.

• Heating | Air Conditioning | Ventilation
• Building sealing
• Room acoustics
• and many more

Manufacturers who identify with the topic and want to reach their target group with innovations or application examples present themselves under a subject-specific introductory article.

Ask for your specialist topic! Our editors react flexibly!

BENEFITS
This format is perceived as competent and credible as a brand newsletter because it provides architects with a market overview.

COVERAGE
db – Newsletter: 19.000 recipients
bba – Newsletter: 19.200 recipients
md – Newsletter: 16.000 recipients

PRICE
EUR 1,250

Present your target group specialist topics related to your product!
communicate news, especially announcements, invitations, special promotions, product news quickly and easily!

exclusive newsletter

the exclusive newsletter with personalised address with the integration of a company offers particularly high attention.

several topics can be integrated: product news, video ads, interviews, competitions, epapers or even references. everything is possible.

the customer chooses the template and the target group:
  • bba, db, md or arcguide
  • architects, planners, interior designers.

price
 from EUR 4,500

target group
architects/planners
46,100 subscribers

architects/planners and interior designers
51,500 subscribers
EDITORIAL NEWSLETTER

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

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

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

DISTRIBUTION (subscribers per transmission)

<table>
<thead>
<tr>
<th>Brand</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>db deutsche bauzeitung</td>
<td>19.000</td>
</tr>
<tr>
<td>bba bau beratung architektur</td>
<td>19.200</td>
</tr>
<tr>
<td>md interior design architecture</td>
<td>16.000</td>
</tr>
<tr>
<td>arcguide.de</td>
<td>21.500</td>
</tr>
</tbody>
</table>

PRICE
from EUR 500

You receive qualified contacts with concrete interest in your topic!
Video stands for excitement, entertainment, learning. A contemporary adequate medium with the **highest activation power**. Every day, about 1 million hours of videos are watched 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 from the trade editors 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.

**PRICE**
EUR 1,250
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.

**PRICE**

Profile entry for 12 months  
**EUR 1,000**

PR Package (S, M, L and XL)  
from **EUR 650**

All prices on demand
Professional competence on your key 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

ALL-IN-PRICE
EUR 5,900
ONLINE - SURVEYS WITH COMPETITION

Ask selected questions to the target group and offer the prospect of prizes in a raffle to increase interest in participating.

THIS IS HOW YOU GET IMPORTANT INFORMATION (EXAMPLE):
+ Awareness of your company
+ Planning relevance of your solutions
+ Requirements for your product

HOW IT WORKS?
+ You provide us with 3 to max. 6 questions + information on the raffle prizes.
+ An editor adds 1-2 questions of general interest
+ We create the online survey and place it prominently on the 4 architecture websites.
+ We will determine the duration together with you:
  a) A defined time window
  b) Until a defined number of participants is reached
+ An exclusive newsletter invites 50,000 architects, interior designers and specialist planners to

BENEFITS
+ You benefit from the know-how of Konradin Market Research
+ Professional target group approach with high coverage
+ You receive data exclusively for your company
+ You align your advertising strategy with the target group
+ Survey results = advantage through knowledge

YOUR INVESTMENT
from EUR 6,400
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 Monate

**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!)

**PRICE 12 MONTHS EXCLUSIVE**

EUR 3,980
INNOTAGE
VIRTUAL WEB CONFERENCES 2021

Roof, insulation and sealing
5. - 17.6.2021

Heating, air conditioning, ventilation and sanitation
14. - 16.9.2021

Acoustics and Office
09. - 11.11. 2021

We invite you to a web congress with live expert lectures, the topics of which you determine yourself and with top-class speakers, moderated by our editors. Parallel to the congress programme, participants intuitively click their way through the partners' presentation areas. Products and solutions are shown, pdf's and brochures are made available for download, videos are placed, references are linked, contact forms are offered.

YOUR BENEFIT
+ Your own technical presentation, which can also be used afterwards as a video recording
+ Presentation area

AND EVEN MORE
+ Lead generation: every visitor registers with their contact details
+ High benefit through invitation management and extensive advertising campaign via the Konradin Architektur media with a total of 51,000 e-mail recipients
+ Own customers can be invited
+ Participants receive continuing education credits from the chambers of architects
+ No travel costs - no travel time

PRICE
EUR 3,900
WEBINARS – IMPART EXPERT KNOWLEDGE

+ **Announcement of your webinar** with image - text - registration page
+ **Promotion** via newsletter - website - other suitable media from Konradin Architektur Invitation email - reminder - appointment reminder - follow-up
+ **Online with live chat** (approx. 45 minutes), survey during the live broadcast
+ Professional moderator Integration of up to two speakers from your side (live test before broadcast)
+ Registration list including **contact details**
+ Detailed reporting on-demand webcast after live broadcast on website with image and text

**BENEFITS**
- Lead generation
- Competent implementation
- Image and brand strengthening
- Cost and time savings
- Direct contact to the target group

**ALL-IN PRICE**
EUR 7.000

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

*In Live-Chat!*
With this new format, we offer you the opportunity to shed light on viewpoints, core competencies and product developments in a professional interview with a specialist editor, tailored to your target group.

We offer this new format to transport opinions, views and standpoints journalistically to your target group. Conducted with a specialist editor

**SERVICES**

- Arrangement of an interview date between the manufacturer and the trade editor (db, bba or md editors).
- Setting the duration of the interview to max. 10 min.
- Provision of your questions approx. 10 days before the interview date supplemented by 2-3 questions from the trade editor
- Preparation of the background at the telephone station on your own initiative (note: product placement is recommended)
- Technical check and recording of the interview with teams or zoom
- Video editing and creation of a starting image in consultation with you
- the basic package includes publication as a video ad for 4 weeks on an architecture website of your choice
- permanent provision in the "video tips" on arcguide.de
- further placements as well as integration in editorial or exclusive newsletters for an additional charge
- You receive the video for your own use

**PRICE BASIC PACKAGE**

EUR 2,800
CROSSPOSTINGS ON FACEBOOK, INSTAGRAM AND LINKEDIN

Grow with us in the social media channels. Every cross-media package (from EUR 4,000) you agree with us includes **3 free postings** in the db, bba and md channels.

9.750 Follower (Status March 2021)
LEAD GENERATION

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).

How does lead generation work with Konradin Architecture?

**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
- arguide
- Exclusive newsletter
- Online survey | Sweepstakes
- Digitale events
- White paper
- Native ads
We will be happy to advise you in a personal conversation!

CONTACT

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