

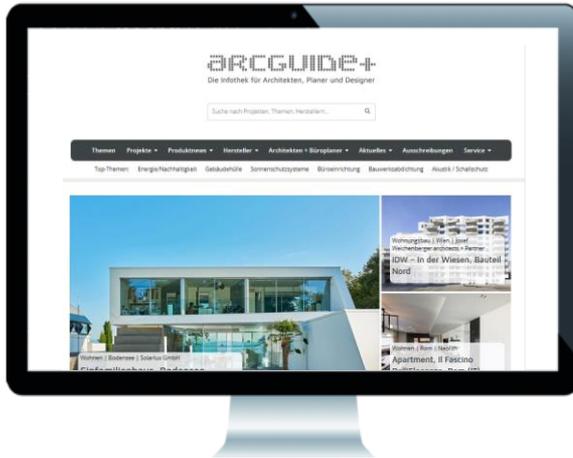
**ONLINE  
MEDIA KIT  
2022**

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

# TARGET GROUP APPROACH

Konradin Architecture impresses with 110,000 unique users per month.

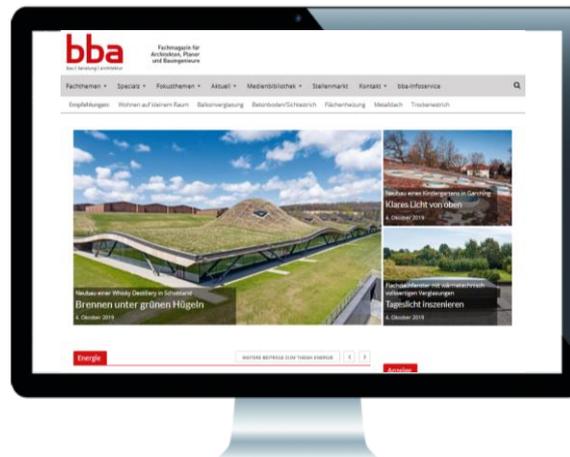
Four websites offer qualified contact opportunities and possibilities to present products and brand in a lively and professionally competent environment. Combinable. Up-to-date. Inspiring. SEO optimised.



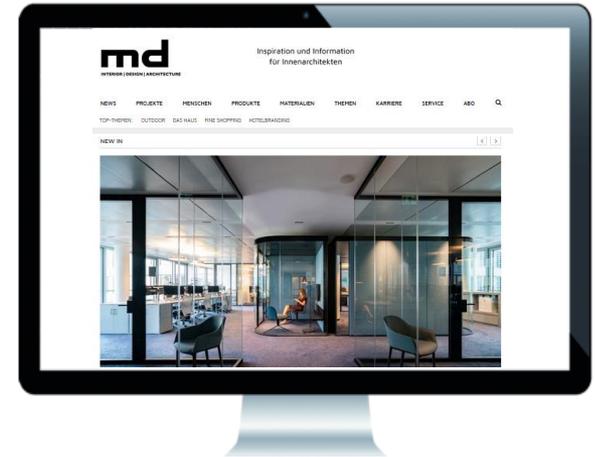
**arcguide.de**  
88.200 Page impressions\*  
17.700 Unique User\*



**db-bauzeitung.de**  
220.000 Page impressions\*  
51.100 Unique User\*

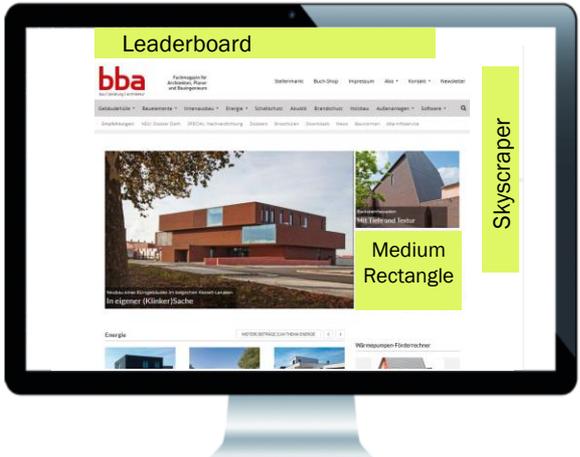


**bba-online.de**  
151.500 Page impressions\*  
46.200 Unique User\*



**md-mag.com**  
76.000 Page impressions\*  
168.200 Unique User\*

\* Average value per month. Status: September 2021



**i** Display Ads appear on the booked website(s) incl. all subpages, with a maximum of 3 ads in rotation.

# DISPLAY ADS AND EXPANDABLE ADS

## DISPLAY ADS/ AD BUNDLES

Use the Konradin Architektur websites for your high-reach advertising and combine our four brands in a targeted manner.

## EXPANDABLE ADS

Expandable ads are branding advertising media that increase their surface area when touched. An advertising message can be delivered very easily and prominently using expandable display ads.

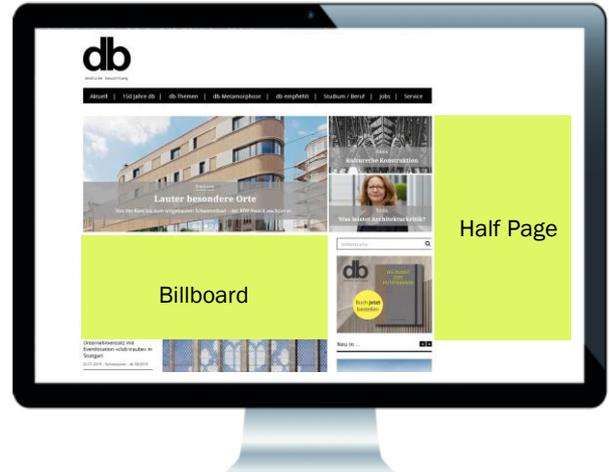
Use the defined target group approach with topic- and interest-driven online campaigns

# HALF PAGE & BILLBOARD

Attention-grabbing and effectively placed on the start page and on all sub-pages:

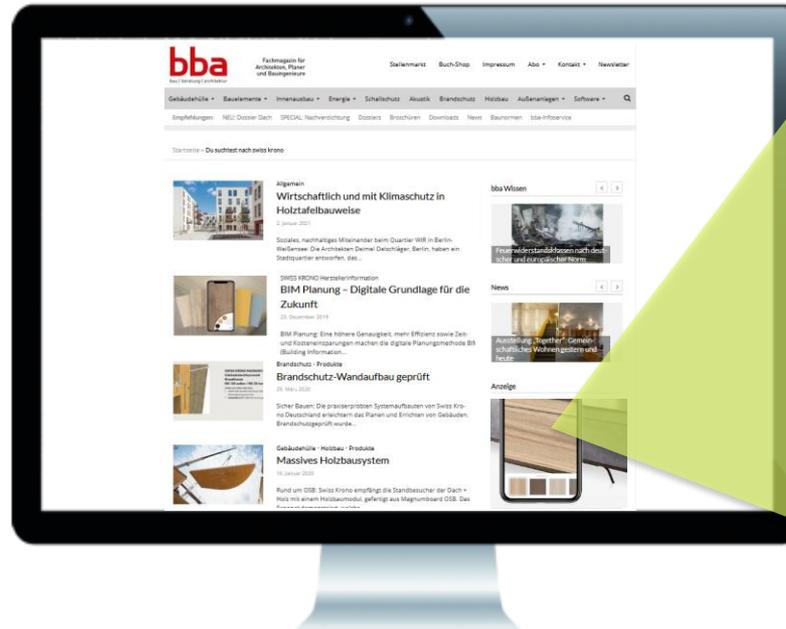
## ADVANTAGE

- + Attracts attention
- + Traffic generation
- + Brand awareness
- + Image strengthening



All formats and prices in the Mediakit 2022

Place your content  
in our editorial environment.



**BIM KROCH Herstellerinformation**  
**BIM Planung – Digitale Grundlage für die Zukunft**  
 25. November 2019

Building Information Modeling (BIM) – Die digitale Grundlage für die Architektur, Engineering, Construction und Procurement / (AEC) (BIM) (BIM)

**InfoService**  
 Sie können folgende Produkt-Informationen der im Beitrag erwähnten Hersteller über den InfoService kostenfrei anfordern:  
 (bim) (bim) (bim)

**BIM Planung: Eine höhere Genauigkeit, mehr Effizienz sowie Zeit- und Kostenersparnis machen die digitale Planungsmethode BIM (Building Information Modeling) unverzichtbar wie nie zuvor. Im Mittelpunkt steht ein intelligenter 3D-Bauelemente-Modell, in dem sämtliche Daten zur Planung und Realisierung, aber auch zum Betrieb und schließlich zum Rückbau enthalten sind. Linsen zum Teil sehr detaillierten Oberflächen-Strukturen der Dekore gerecht zu werden und diese so realistisch wie möglich digital darzustellen, werden alle Dekore in 5 Dimensionen gemessen. So kann nun auch digital der Glanzgrad, die 3D-Oberflächenstruktur und die Lichtabsorptionseffizienz einer Dekorelemente und realistisch abgebildet und verteilbar in sämtliche Datenmanagement-Systeme integriert werden. Mit 71 „BIM-fähigen“ Dekoren der CHD WERLD Global Collection wurde die Grundlage für nachhaltige, innovative und digitale Anwendungen im Bereich der Interiors und Deco-Produkte geschaffen.**

- BIM-Workflows schließen die Lücke zwischen Design Ideen und Konstruktionen und verbinden Designer, Handwerker und Hersteller
- BIM-Daten können in jeder 3D-Planungsphase eingesetzt werden
- Erhöht die Qualität und Produktivität der verfügbaren, baurelevanten Produkt-Prozesse
- Erhöht die Flexibilität, Daten zugänglich zu machen oder in bestehende Systeme zu integrieren
- Bietet integrierte BIM-Daten-Ebenen für die AR-Designer-App und im-Online-Tool [bimplaner.com](http://bimplaner.com)

Haben Sie Fragen zur BIM Planung Tool der CHD WERLD-Produkte oder suchen Sie Daten, dann schreiben Sie an [bim@welekroch.com](mailto:bim@welekroch.com)

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**Walnut**  
 Walnut hat einen königlich eleganten Charakter & hohen Kontrast. So steht für Weisheit und starke Energie. Walnut enthält seine Kraft besonders gut im geklebten Holzström.

[Download 01j](#)  
[Download 01G](#)  
[Download BIM](#)

---

**Lime**  
 Linderholz verbindet Spritzlaubb, Gemischtlaubbäume & Fichten. Damit hat es das aktuelle Trend-Thema der Achtsamkeit im Interior-Design.

[Download 01j](#)  
[Download 01G](#)  
[Download BIM](#)

---

**Metalwood**  
 Synthese aus warmem Holz und köstlich Metall – die ausgewogene Balance zweier Gegensätze und die perfekte Kombination für außergewöhnliche Einrichtungsgeometrie.

[Download 01j](#)  
[Download 01G](#)  
[Download BIM](#)

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**Video „ONE WORLD of living spaces“**

Quelle: Swiss Krono

## NATIVE ADS ONLINE ADVERTORIALS

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.

### ADVANTAGE

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

We additionally recommend the combination with a print advertorial.

### PRICE

from EUR 2.900 + Traffic Package



Present specialised  
topics around  
your product to  
your target group!

## TOPIC-NEWSLETTER

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

- + Heating | Air Conditioning | Ventilation
- + Building waterproofing
- + 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!

### ADVANTAGE

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

### DISTRIBUTION

- db - Newsletter: 24,000 recipients
- bba - Newsletter: 22,000 recipients
- md - Newsletter: 19,000 recipients

### PRICE

EUR 1.250

Sehr geehrte Damen und Herren,

Feuchte- und Schimmelschäden im Bestand stellen anspruchsvolle Aufgaben. Dies beginnt schon bei der Analyse des Objektes, wer prüfen ist, ob seitlich eindringende oder kapillar aufsteigende Feuchtigkeit die Ursache vorliegt.

Ebenso sind bei einem vorliegenden Schimmelpilzbefall die entsprechenden Vorschriften zu beachten - zum Schutz der Mitarbeitenden und der Bewohner.

Lesen Sie in diesem Newsletter, wie eine professionelle und anhaltend zur Eindämmung und Beseitigung der Feuchtigkeit im Bestand So wird ein erfolgreicher Abschluss Ihres Bauprojekts



Akustik/Schallschutz



Außenanlagen



Barrierefrei



Bauen im Bestand



Schiebetüren mit wand Spinnendes Raumkonzept

Lichtdurchflutete Büroräume bieten Platz für neue Ideen. Das Gestaltungskonzept überwindet den Gegensatz von Industriestil und einer Form moderner, detailreduzierte Bausteine bei der Schiebetüren mit wandbündigen. Hier erfahren Sie mehr >

mehr zum Projekt



Bauschäden



Baustoffe/Bauelemente



Büroeinrichtung



Dächer



Dämmen/Dichten



Energie/Nachhaltigkeit



Gebäudehülle



Gebäudesicherheit

Example with a bba newsletter



Hard-/Software



Hersteller



Innenarchitektur



Sanitär

**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 themes can be integrated:

Product news, video ads, interviews, raffle, e-paper or even references. Everything is possible.

The client chooses the template and the target group:

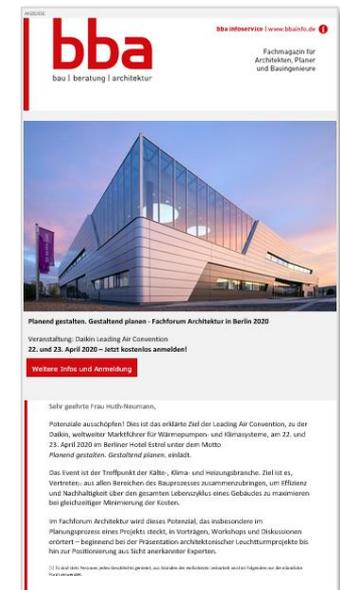
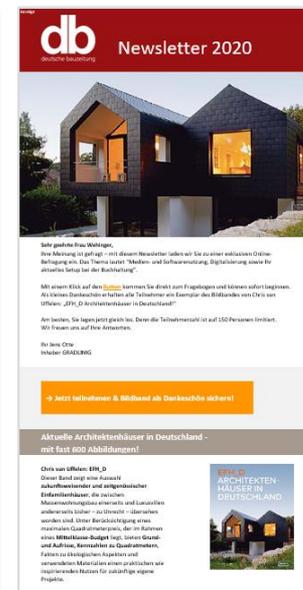
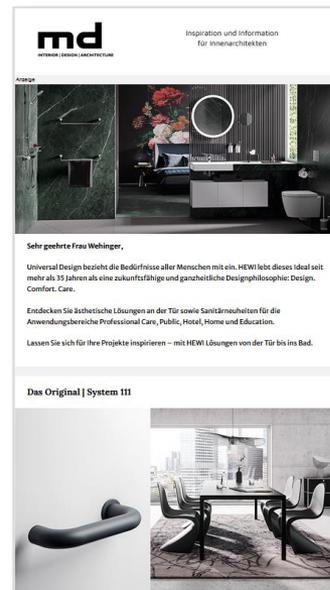
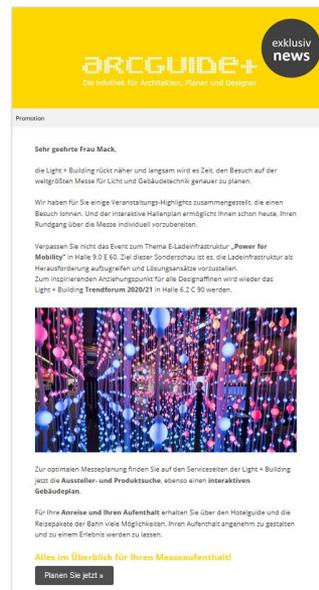
- + bba, db, md or arcguide
- + Architects, planners, interior designers

**PRICE**  
from EUR 4,700

## TARGET GROUP

**Architects and planners**  
45.200 Recipients

**Architects, planners and  
Interior designers**  
51.000 Recipients





**Straubenhardt setzt als erste Modellkommune Baden-Württembergs auf kreislauffähiges Bauen**

Cradle-to-Cradle

Die Hälfte des Abfallaufkommens in Deutschland machen derzeit Bau- und Abbruchabfälle aus. Ein erheblicher Teil davon fällt in giftiger Form an. Und risk Das Bauen verschlingt Unmengen an Ressourcen. Die Gemeinde Straubenhardt württembergischen Enckreis hat nun reagiert: Sie folgt als erste Modellkommune Württembergs bei ihren Neubauten dem sogenannten „Cradle-to-Cradle“-Prinzip.

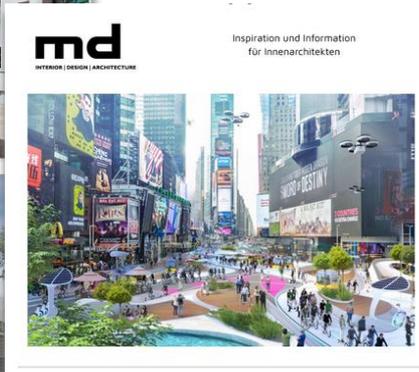
[zur Meldung](#)



**Gutjahr-Flächenheizung: für Bodentrocknung und Wand**

Heizen, Entkoppeln und Abdichten in einem Elektro-Flächenheizungssystem InodorTec® von Gutjahr lässt sich schnell und einfach realisieren. Durch die clevere Trägermatte ist das System sehr dünn, besonders energieeffizient und für die Sanierung. Es eignet sich für fast alle Wandbeläge.

Example: text-image ad



### Öffentlicher Raum



Sehr geehrte Frau Huth-Neumann,

sie fristen ein trauriges Dasein, all die öffentlichen Plätze und Gebäude, an denen sich sonst Schulklassen, Gemeinden, Shoppingfans, Tagträumer und Kulturbeflissene versammeln. md stimmt ein auf bessere Zeiten: In denen Kinder durch Schulgänge rennen, Gemeinden ihren Glauben gemeinsam leben können und der Durst nach Kunst und Kultur wieder gelöscht werden kann.

Freuen Sie sich mit uns darauf, Ihr md-Redakteur Alexander Kuckuck



**Schalterprogramm Gira E2 im neuen Trendton Grau matt**

Mit dem Farbton Grau matt wurde die bestehende Farbskala des Schalterprogramms Gira E2 konsequent erweitert. Die seidenmatte Oberfläche fügt sich sehr gut in architektonisch anspruchsvolle Umfelder ein. Zahlreiche Funktionseinsätze sind verfügbar - von der Steckdose bis hin zur Jalousiesteuerung.

[Mehr zum sponsored Link >>](#)

Example: premium-image ad

## EDITORIAL NEWSLETTER

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

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

### ADVANTAGE

- + Increase traffic to your website
- + Your message in an editorial environment
- + Personalized address

### DISTRIBUTION (Subscribers per mailing)

db deutsche bauzeitung  
bba bau beratung architektur  
md interior design architecture  
arcguide.de

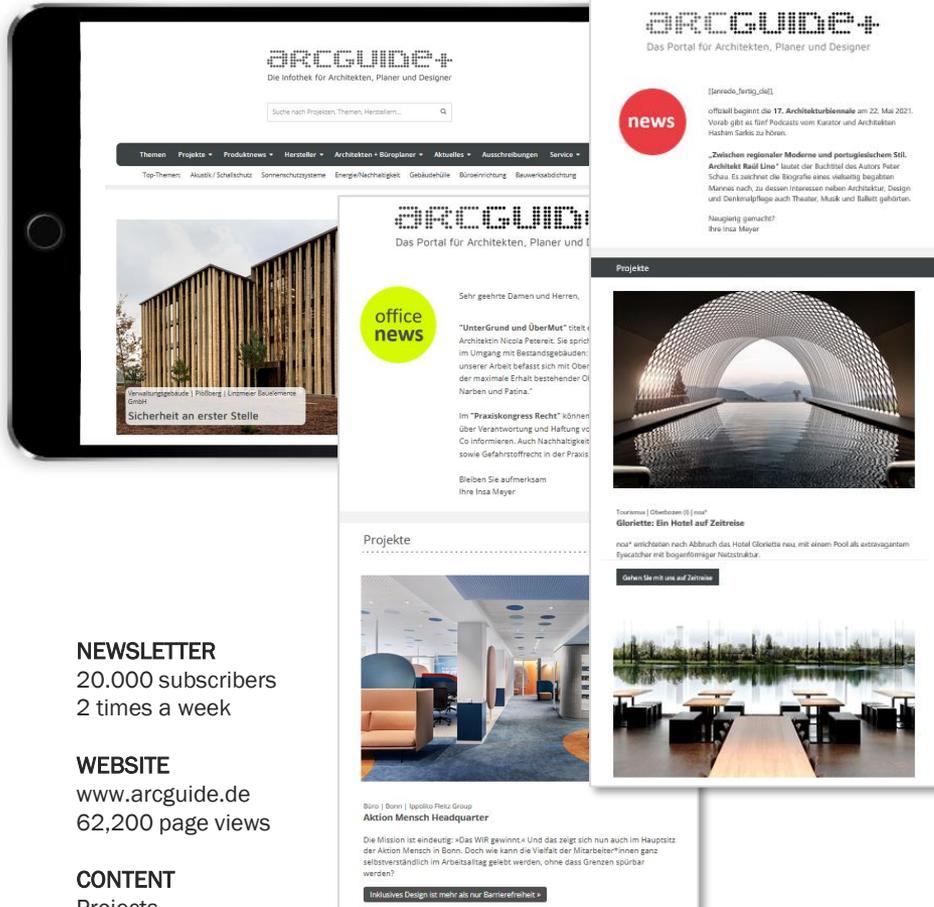
24.000 Recipients  
22.000 Recipients  
19.000 Recipients  
20.000 Recipients

### PRICE

From EUR 530

**You will receive  
qualified contacts  
with concrete interest  
in your topic**

**We set  
your architectural projects  
in scene**



**NEWSLETTER**  
20.000 subscribers  
2 times a week

**WEBSITE**  
www.arcguide.de  
62,200 page views

**CONTENT**  
Projects  
Product news  
News  
News from the editorial offices

**arcguide.de**

Info service for architects, planners and designers

Product news and projects achieve a high level of attention and acceptance among the target group. With an extensive company profile on arcguidе.de you increase your awareness 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 from the db, bba and md editorial teams relating to architecture and design
- + Topic pages with interesting facts about building in existing structures, acoustics, interior design, outdoor facilities and much more
- + Current events with event tips from the editorial team
- + Free invitations to tender

**RUN TIME**  
12 months

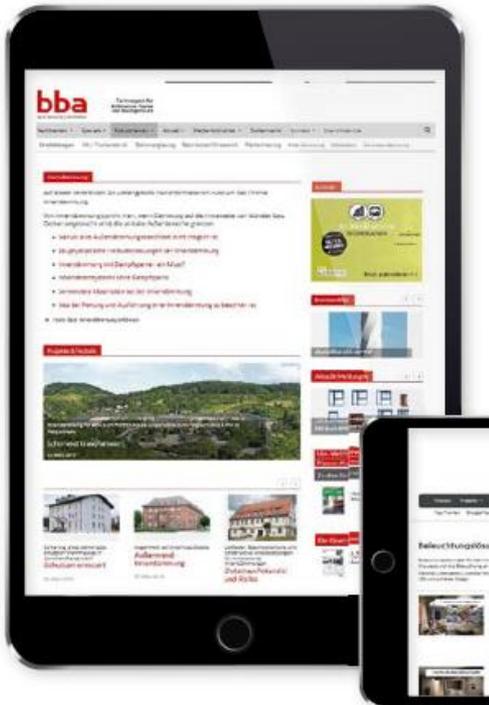
**SERVICE**  
All PR messages are automatically assigned to your profile and sent to 20,000 subscribers via the arcguidе newsletter.

**Prices**  
Profile entry for 12 months      EUR 1.000  
PR Packages (S, M, L and XL)    from EUR 670

All prices in the Mediadat 2022

## Professional competence on your key topic

## Benefit with a customized theme page for architects, planners and designers



## TOPIC PAGES

For architects and planners

Do you want your message to be integrated in the environment of researched editorial articles on websites with an affinity to the topic? That's what we offer you with our **expertise of the 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 for the start of the sponsorship
- + Theme pages - button for implementation on your homepage

### AVAILABLE WEBSITES

[www.arcguide.de](http://www.arcguide.de)  
[www.bba-online.de](http://www.bba-online.de)  
[www.db-bauzeitung.de](http://www.db-bauzeitung.de)  
[www.md-mag.com](http://www.md-mag.com)

### PROMOTION

3 Exklusive Newsletter, 2 facebook-posts, 1 banner

### RUN TIME

6 months

### ALL-IN-PRICE

EUR 5.900

db  
deutsche bauzeitung

## Newsletter 2020

[[anrede\_fertig\_de]],

Ihre Meinung ist gefragt – mit diesem Newsletter laden wir Sie zu einer exklusiven Online-Befragung ein. Das Thema lautet "Medien- und Softwarenutzung, Digitalisierung sowie Ihr aktuelles Setup bei der Buchhaltung".

Mit einem Klick auf den [Button](#) kommen Sie direkt zum Fragebogen und können sofort beginnen. Als kleines Dankeschön erhalten alle Teilnehmer ein Exemplar des Bildbandes von Chris van Uffelen: „EFH\_D Architektenhäuser in Deutschland!“

Am besten, Sie legen jetzt gleich los. Denn die Teilnehmerzahl ist auf 150 Personen limitiert.

Wir freuen uns auf Ihre Antworten.

Ihr Jens Otte  
Inhaber GRADLINIG

[→ Jetzt teilnehmen & Bildband als Dankeschön sichern!](#)

Aktuelle Architektenhäuser in Deutschland -  
mit fast 600 Abbildungen!

**Market research  
in your target group for more  
business success!**

## ONLINE SURVEYS WITH COMPETITION

Ask selected questions to the target audience and offer 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 DOES IT WORK?

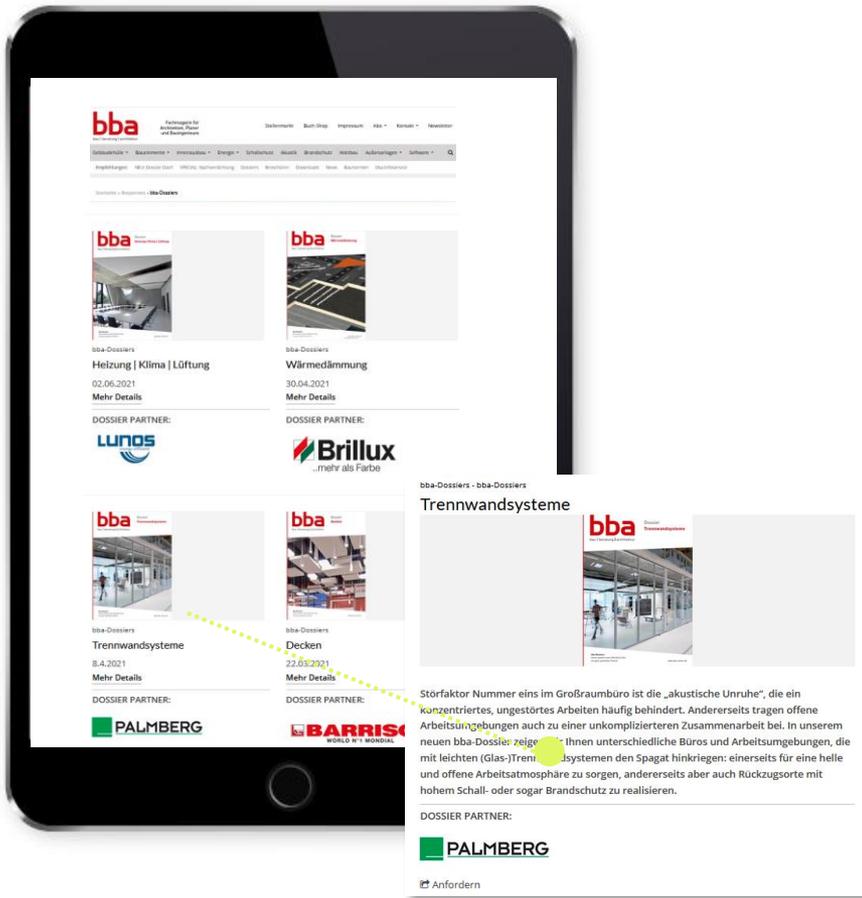
- + You provide us with 3 to max. 6 questions + information about the prizes in the raffle.
- + An editor adds 1-2 questions of general interest
- + We create the online survey and place it prominently on the 4 architecture websites
- + We will determine the duration together with you:
  - a) A defined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

### BENEFITS

- + You benefit from the know-how of Konradin Market Research
- + Professional target group approach with high coverage
- + You receive the 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



**bba-dossiers offer a quick access to key topics and enable valuable architect contacts**

## bba ONLINE-DOSSIERS

Once a year, the editorial team summarizes articles published on key topics in an online dossier, which they make available to architects and planners for download at [www.bba-online.de/dossiers](http://www.bba-online.de/dossiers) 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 materials (flyers, product visualizations, brochures) and object presentations can be made available via the bba Dossiers on request.

### SERVICES

- + Exclusive media partner
- + Leads send monthly
- + Mention 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 in the online dossier
- + Duration 12 months
- + Text/image ad in the 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, wood construction, metal for facade+roof, flat roof (further topics on request)

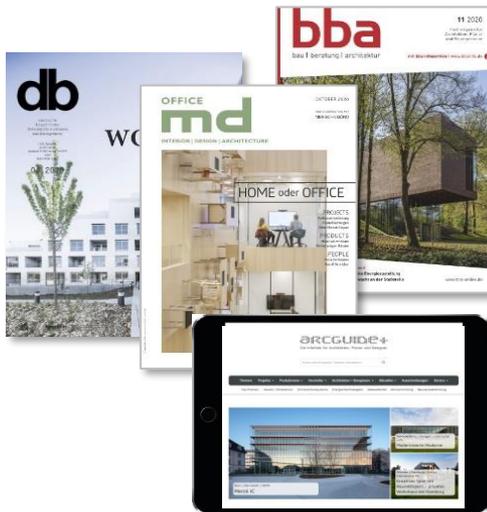
### PRICE 12 MONTHS EXKLUSIVE

EUR 4.100



Virtual web conferences on the desired specialist topic

+



Advertising campaign with editorial pre- and post-reporting

# INNOVATIONSTAGE VIRTUAL WEB CONFERENCES 2022

Heating, air conditioning, ventilation  
June 2022

New Topics by request from the branches

We invite to a **web conference** with live expert presentations, the topics of which you determine yourself and with top-class speakers, moderated by our editors.

Parallel to the lecture program, registered participants get to know your company by clicking on the linked **arcguide profile**. References and products are shown here for 12 months, PDF's and brochures are available for download, videos are placed, contact forms are offered and linked to your homepage.

## YOUR BENEFITS:

- + Your own expert presentation with planning-relevant tips, which can also be used afterwards as a video recording.
- + Lead generation: You will receive the contact details of all registered architects and planners (DSGVO-compliant) for further processing
- + 12 months presence on [www.arcguide.de](http://www.arcguide.de)

## AND MORE:

- + High benefit through invitation management and extensive advertising campaign via Konradin architecture media with a total of 51,000 e-mail recipients
- + Own customers can be invited
- + We apply for continuing education points at the architectural chambers for the participants

## PRICES

Complete service Innovation Day + arcguide profile page EUR 4.900

Booking of presentation at Innovation Day with existing arcguide partnership EUR 3,900

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

In Live-chat!

## WEBINARS – IMPARTING 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 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
- + Recording of the webinar and posting to your website



Inform about the application possibilities of your products in a live chat.

Gain new contacts with registered participants who are interested in your know-how.

Share audio, video and data files with your target audience on a multimedia platform!

### BENEFITS

- + Lead generation
- + Competent execution
- + Image and brand strengthening
- + Cost and time savings
- + Direct contact to the target group

**ALL-IN-PRICE**  
EUR 7.000

**Viewpoints, core competencies,  
product developments - illuminated in a  
target group-oriented way**

## VIDEO-INTERVIEW WITH A SPECIALIST EDITOR

With this new format, we offer you the opportunity to illuminate points of view, core competencies and product developments in a professional interview with a specialist editor.

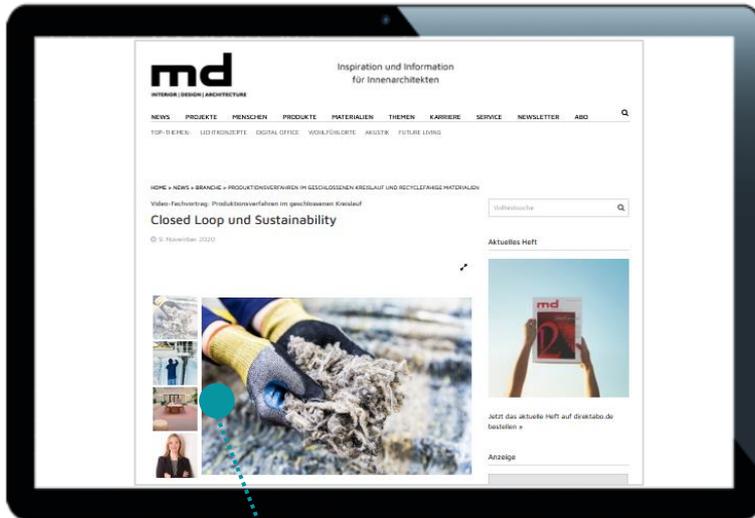
This new format enables us to convey opinions, views and standpoints to your target group in a journalistic manner. Conducted with a specialist editor

### SERVICES

- + Arrangement of an interview date between the manufacturer and the trade editor (db, bba or md editors).
- + Determination of the interview duration to max. 10 min.
- + Provision of your questions approx. 10 days before the interview date
- + supplemented by 2-3 questions from the specialist editor
- + Preparation of the background at the telephone station on your own (note: product placement is recommended)
- + Technical check and recording of the interview with teams or zoom
- + video editing and creation of a start 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

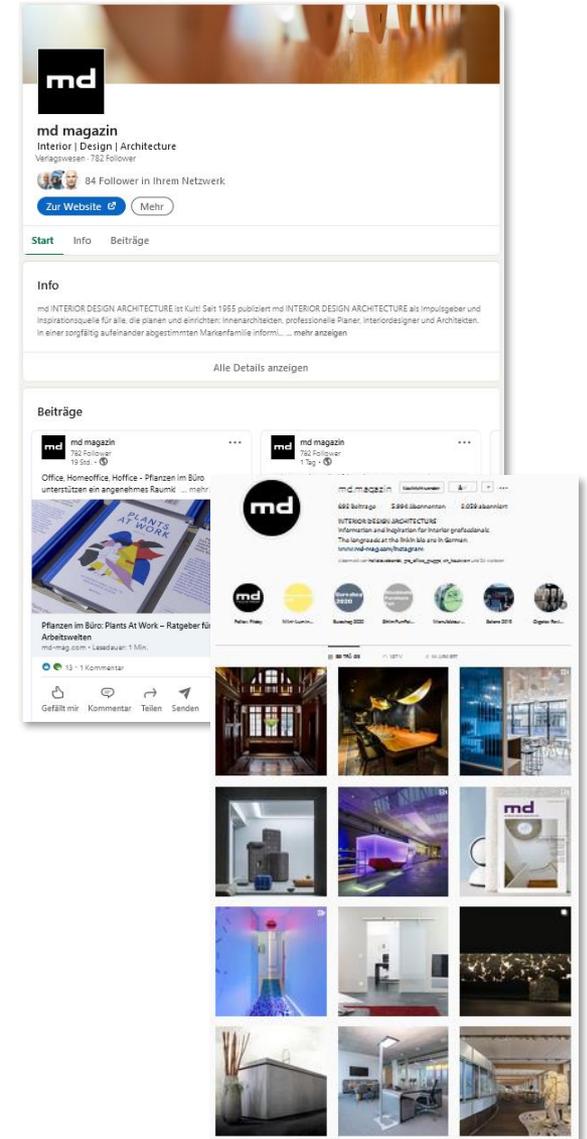
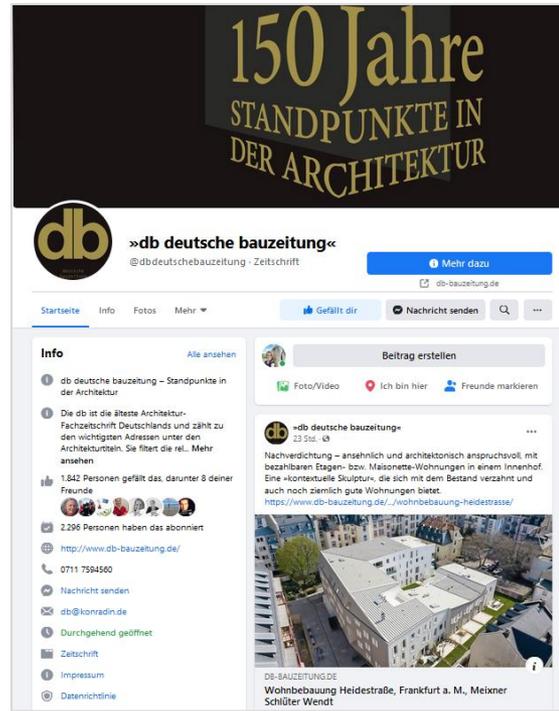
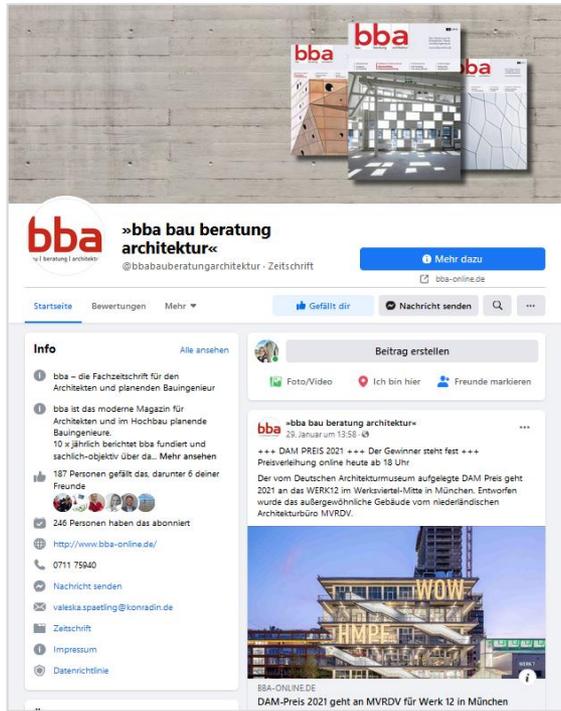
EUR 2.800



# CROSSPOSTINGS ON FACEBOOK, INSTAGRAM AND LINKEDIN

Grow with us in social media channels.  
Every cross-media package you agree with us (from EUR 6,000 volume) includes **2 free postings** in the db, bba and md channels.

**11.830 Follower** (Status Oktober 2021)



You will receive  
qualified contacts with  
concrete interest in your  
topic



## LEAD GENERATION

### Why lead generation?

Prospective customers are initially looking for solutions to their problems and not for products!

Information is increasingly being researched via the web at the most appropriate time within the customer journey.

You receive qualified contacts with concrete interest in your topic. You can use this valuable contact data for your marketing or sales communication in accordance with the EU Data Protection Regulation (GDPR).

### How does lead generation work with Konradin Architektur?



### BENEFITS

- + Your lead campaign is individually planned and managed according to the objective
- + Target group specific address
- + Explicit interest in your offer
- + Prepared business contacts incl. opt-in

### SUCCESS FACTORS

- + Topicality of the subject
- + Relevance of the topic within the target group
- + Benefit of your information offer
- + Exclusivity of the download offer
- + Size of the defined target group

### SEVERAL INFORMATION OFFERS

- + Webinars
- + arcguide
- + Exclusive Newsletter
- + Online survey | Sweepstakes
- + Digital events
- + Whitepaper
- + Native Ads



With pleasure I advise  
you in a  
personal conversation!!

**CONTACT**

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