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

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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.
bba bau beratung architektur
Hands-on trade magazine

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
1 Portrait

01 Title: bba bau beratung architektur

02 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

03 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.

04 Frequency: 10 x per year

05 Format: DIN A4

06 Year: 58th year 2020

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

08 Organ: —

09 Memberships: —

10 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:

- Economic area
  - Germany: 99.2% of 19,700 copies
  - Abroad: 0.8% of 168 copies

- Actual circulation: 100.0% of 19,867 copies

3.1 Circulation by postcode regions: Percentage of actual circulation

<table>
<thead>
<tr>
<th>Postcode</th>
<th>Percentage</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
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<td>3.6%</td>
<td>716 copies</td>
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<tr>
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<td>17.0%</td>
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<td>5</td>
<td>18.5%</td>
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<tr>
<td>6</td>
<td>19.1%</td>
<td>3,796 copies</td>
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<tr>
<td>7</td>
<td>19.1%</td>
<td>3,796 copies</td>
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<tr>
<td>8</td>
<td>8.8%</td>
<td>1,749 copies</td>
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<tr>
<td>9</td>
<td>7.0%</td>
<td>1,391 copies</td>
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</tbody>
</table>

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
## 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**, wood-, plastic-, metal-doors, revolving doors, door closers, mailboxes, door communication/access control, garage doors/industrial gates.

## 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 Dry construction for floor, ceiling and wall.
- **Stairs**, banisters, parapets, footfall sound insulation.

## Energy

- **Thermal insulation**: flat roof, steep roof, airtightness.
- **Heating**, air conditioning, cooling, heat recovery ventilation.
- **Interior insulation**: floor, wall and ceiling.
- **Thermal insulation**: facade, ETICS, base design, perimeter insulation.
- **Photovoltaic systems** on facade and roof, solar heat, energy storage, geothermal, heat pumps.

## 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.

## 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**.

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### Trade fair dates (subject to change)

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

**February**
- **digitalBAU**: Cologne, 11.-13.02.2020

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

**April**
- **ifh INTERMAR**: Nuremberg, 21.-24.04.2020
## Building envelope

**Flat roof:** waterproofing, insulation, greenery, roof edges, drainage/-ventilation, domed skylights, rooflights, flat roof windows, steep pitch roofing

### bba-Product Report 2020

**Product highlights of the year from the areas:**

- Building envelope
- Masonry/wall construction materials, masonry drainage and restoration
- balconies: coverings/waterproofing/drainage, parapets/glazings
- Flat roof: waterproofing, greenery, drainage

## Building components

**Large-surface glazing:** overhead glazing, glass shelves/partitions, fittings for all-glass systems, pushers and handles for glass door systems

### Roller shutter, solar shading (-automation), daylight guidance, sliding and folding shutters, slats

## Interior finishing

**Floorings:** twin cavity/hollow floors footfall sound insulation

### Ceiling design/interior paints; interior wall insulation, ceiling design/functional ceilings

## Energy

**Spatial heating and cooling (flooring, walls, ceilings), air conditioning/ventilation units, summer heat protection**

### Thermal insulation: roof and facade

## Aspects

**Timber construction**

### Fire prevention

## Online dossier

**Doors/sliding doors**

### Sound insulation and acoustics

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### Editorial Schedule 2020

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>Building components</td>
<td>bba-Product Report 2020</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>
<td></td>
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<tr>
<td>Building components</td>
<td>balconies: coverings/waterproofing/drainage, parapets/glazings</td>
<td>Windows, weatherstrips, ventilation, fittings, anti-burglar protection, solar shading</td>
<td>(Multi-)functional doors: smoke protection, fire prevention, sound insulation, burglar resistance, damp/wet room doors; industrial gates, access/access control systems</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interior finishing</td>
<td>Large-surface glazing, overhead glazing, glass shelves/partitions, fittings for all-glass systems, pushers and handles for glass door systems</td>
<td>Roller shutter, solar shading (-automation), daylight guidance, sliding and folding shutters, slats</td>
<td>Ceiling design/interior paints; interior wall insulation, ceiling design/functional ceilings</td>
<td>Sanitary equipment, swimming pools, wellness</td>
<td>Stairs/-banisters</td>
</tr>
<tr>
<td>Energy</td>
<td>Spatial heating and cooling (flooring, walls, ceilings), air conditioning/ventilation units, summer heat protection</td>
<td>Thermal insulation: roof and facade</td>
<td>Heating, air conditioning, cooling, heat recovery ventilation</td>
<td>Thermal insulation: floor, ceiling and interior wall</td>
<td></td>
</tr>
<tr>
<td>Aspects</td>
<td>Timber construction</td>
<td>Fire prevention</td>
<td>Sound insulation and room acoustics</td>
<td>Outdoor facilities: flooring, drainage/guttering, urban furniture, lighting; Parking: multi-storey car parks, automated parking systems</td>
<td></td>
</tr>
<tr>
<td>Online dossier</td>
<td>Doors/sliding doors</td>
<td>Sound insulation and acoustics</td>
<td>Timber construction</td>
<td>Metal for facade and roof</td>
<td>Flat roof: waterproofing, greenery, drainage</td>
</tr>
</tbody>
</table>

### Trade fair dates (subject to change)

- **June 2020**
  - Intersolar Europe: Munich, 17.-19.06.2020
  - Gala Bau: Nuremberg, 16.-19.09.2020

- **September 2020**
  - denkmal: Leipzig, 05.- 07.11.2020

- **November 2020**
  - architect@work: Stuttgart, 02.-03.12.2020

- **December 2020**
  - BAU: Munich, 11.-16.01.2021

- **January 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>
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<tbody>
<tr>
<td>Facade/facade facings/</td>
<td>Windows</td>
<td>Ceiling design/</td>
<td>Thermal insulation: roof,</td>
<td>Fire protection</td>
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<td>facade fixing</td>
<td>bba 01-02</td>
<td>special-function ceilings</td>
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<td>bba 04</td>
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<td></td>
<td>bba 03</td>
<td>06</td>
<td>09</td>
<td>11</td>
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<td></td>
<td>bba 04</td>
<td>05</td>
<td>07-08</td>
<td>09</td>
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<tr>
<td>Masonry</td>
<td>Glass</td>
<td>Floors/floor coverings</td>
<td>bba 01-02</td>
<td>04</td>
</tr>
<tr>
<td></td>
<td>bba 01-02</td>
<td>03</td>
<td>07-08</td>
<td>09</td>
</tr>
<tr>
<td>Flat roofs</td>
<td>steep-pitched roofs</td>
<td>Solar shading</td>
<td>louvered, roller, sliding and folding window shutters</td>
<td>bba 01-02</td>
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<tr>
<td></td>
<td>bba 06</td>
<td>09</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Metal for facades and roofs</td>
<td>Doors</td>
<td>Sanitary</td>
<td>saunas</td>
<td>swimming pools</td>
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<tr>
<td></td>
<td>bba 05</td>
<td>06</td>
<td>09</td>
<td>12</td>
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<tr>
<td>Concrete</td>
<td>Gates</td>
<td>Dry construction</td>
<td>bba 05</td>
<td>09</td>
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<tr>
<td></td>
<td>bba 05</td>
<td>09</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Plasters</td>
<td>paints</td>
<td>ETICS</td>
<td>Partitioning systems/ room dividers</td>
<td>bba 05</td>
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<tr>
<td></td>
<td>bba 03</td>
<td>04</td>
<td>09</td>
<td>10</td>
</tr>
<tr>
<td>Balconies</td>
<td>Stairs/banisters</td>
<td>Interiors wall insulation, paints/plaster, coverings</td>
<td>bba 06</td>
<td>09</td>
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<td></td>
<td>bba 03</td>
<td>04</td>
<td>09</td>
<td>10</td>
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<tr>
<td></td>
<td>bba 06</td>
<td>09</td>
<td>11</td>
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### Ads: Standard formats

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<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>Format: width x height in mm</th>
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<td>3,300.00</td>
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<td>290.00</td>
<td>land. 4col port. 2col</td>
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<td>land. 4col 2col port. 1col</td>
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<td>925.00</td>
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<td>290.00</td>
<td>land. 4col 2col port. 1col</td>
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</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: 1.12 €
- Box number charge incl. postage charge for responses: 17.00 €

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></td>
<td></td>
</tr>
<tr>
<td>1 leaf = 2 pages 2 leaves = 4 pages</td>
<td>80 - 134 gsm 5,400.00 8,050.00 135 - 180 gsm 6,100.00 9,150.00</td>
<td>Delivery quantity: 18,800 copies Must accompany all copies Size (untrimmed): 216 x 305 mm Prices for &lt;80 gsm and &gt;180 gsm on request.</td>
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</table>

<table>
<thead>
<tr>
<th>Tip-ons</th>
<th>In addition to carrying ad/bound inserts</th>
<th>Delivery quantity: 19,300 copies Must accompany all copies Others, e.g.: booklets, product samples on request.</th>
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<tbody>
<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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<table>
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<tr>
<th>Loose inserts</th>
<th>Delivery quantity: 18,300 copies Partial inserts on request Max. format: 200 x 290 mm (w x h)</th>
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<tbody>
<tr>
<td>up to 25 g up to 30 g</td>
<td>260.00 per thousand 286.00 per thousand</td>
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</tbody>
</table>

**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**

**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>
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<tr>
<td>6 ads 10% 5 pages 10%</td>
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<tr>
<td>9 ads 12.5% 8 pages 15%</td>
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</tr>
<tr>
<td>12 ads 15% 12 pages 20%</td>
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<tr>
<td>15 ads 20% 15 pages 25%</td>
<td></td>
</tr>
<tr>
<td>20 ads 25% 18 pages 30%</td>
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</tbody>
</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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<tr>
<td>2/1 page</td>
<td>4-5</td>
<td>5,000 characters</td>
<td>9,500.00</td>
</tr>
<tr>
<td>1/1 page</td>
<td>1-4</td>
<td>1,000-2,000 characters</td>
<td>5,500.00</td>
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</table>

*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.
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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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:
- Subscription copies: 2,687
- Retail sales: 46
- Other sales: 7,342

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

03 Geographical analysis:

<table>
<thead>
<tr>
<th>Economic area</th>
<th>Share of total distributed copies</th>
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</thead>
<tbody>
<tr>
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<tr>
<td>Abroad</td>
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<tr>
<td>Actual circulation</td>
<td>100.0</td>
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<td></td>
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<table>
<thead>
<tr>
<th>Economic area</th>
<th>Copies</th>
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</thead>
<tbody>
<tr>
<td>Germany</td>
<td>29,983</td>
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<tr>
<td>Abroad</td>
<td>720</td>
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<tr>
<td>Actual circulation</td>
<td>30,703</td>
</tr>
</tbody>
</table>

3.1 Circulation by postcode regions:
Percentage of actual circulation

Postcode 2: 9.1% = 2,721 copies
Postcode 4: 10.8% = 3,242 copies
Postcode 5: 10.1% = 3,038 copies
Postcode 6: 12.0% = 3,582 copies
Postcode 7: 13.5% = 4,050 copies
Postcode 8: 10.9% = 3,258 copies
Postcode 9: 9.3% = 2,772 copies
Postcode 0: 5.7% = 1,699 copies
Postcode 1: 8.7% = 2,603 copies
Postcode 3: 10.0% = 2,990 copies
Postcode 10: 7.2% = 2,226 copies
Postcode 11: 6.5% = 2,087 copies
Postcode 12: 6.0% = 1,928 copies
Postcode 13: 5.5% = 1,772 copies
Postcode 14: 5.0% = 1,615 copies
Postcode 15: 4.5% = 1,458 copies
Postcode 16: 4.0% = 1,301 copies
Postcode 17: 3.5% = 1,144 copies
Postcode 18: 3.0% = 987 copies
Postcode 19: 2.5% = 830 copies
Postcode 20: 2.0% = 673 copies
Postcode 21: 1.5% = 516 copies
Postcode 22: 1.0% = 359 copies
Postcode 23: 0.5% = 202 copies
Postcode 24: 0.0% = 41 copies

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>
<th>03/2020</th>
<th>04/2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feature topic</td>
<td>Greige</td>
<td>Eating and Drinking</td>
<td>Residential</td>
</tr>
<tr>
<td></td>
<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>
</tbody>
</table>
| Products   | Interior and exterior finishings  
Renders, paints, coatings, wall coverings  
Facades/facade technology  
Materials, fixings, design, membranes, photovoltaics  
Windows, doors, gates  
Fittings and safety technology  
incl. drive and control systems  
Walls, ceilings and floors  
Building with glass  
interior and exterior  
News from the software market  
imm review  
Light + Building preview | Masonry/concrete engineering (wall materials)  
Fair-faced concrete, reinforced concrete, translucent concrete, concrete reinforcements, shuttering, aggregates  
Waterproofing  
Moisture barriers, plastic sheeting, vapour barriers, liquid plastics, surface sealing, protective coatings  
Roof  
Flat roofs, pitched roofs, green roofs, roof insulation and waterproofing, roofing materials, skylights, rooflights, photovoltaics, solar thermal energy  
Bathrooms  
Bathroom taps and mixers, sanitary ware and fittings |
### Editorial Schedule 2020

<table>
<thead>
<tr>
<th>Issue</th>
<th>01-02/2020</th>
<th>03/2020</th>
<th>04/2020</th>
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<tr>
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<td>21.01.2020</td>
<td>05.03.2020</td>
<td>02.04.2020</td>
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<tr>
<td>Indoor flooring:</td>
<td>09.12.2019</td>
<td>11.02.2020</td>
<td>10.03.2020</td>
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</table>

#### Products: shop window
- Indoor flooring
  - Tiles, carpets, vinyl, designer flooring, wood, floor screed
- Acoustics

### db-Meta-morphose
- Trading in Transition
  - 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.
  - Historical constructions
  - Energy efficient renovation
  - Weak points

### 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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<th>05/2020</th>
<th>06/2020</th>
<th>07-08/2020</th>
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<td>04.06.2020</td>
<td>02.07.2020</td>
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<td>08.05.2020</td>
<td>05.06.2020</td>
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<td>Feature</td>
<td>Potential Topography</td>
<td>China</td>
<td>Ornament</td>
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<tr>
<td>topic</td>
<td>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.</td>
<td>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.</td>
<td>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.</td>
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</tbody>
</table>

Products
- 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
### Editorial Schedule 2020

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<td>09.04.2020</td>
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<tr>
<td><strong>Products:</strong></td>
<td>Solar shading</td>
<td>Kitchens</td>
<td>Partitions, partition-wall systems</td>
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<tr>
<td><strong>shop window</strong></td>
<td>Roller shutters, awnings, sunblinds, sliding shutters, blinds, textile shading elements</td>
<td>Kitchens, electrical devices, taps and mixers</td>
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<td><strong>db-Metamorphose</strong></td>
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<td>Schools and Kindergardens</td>
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<td>The renovation backlog and the lack of kindergarten 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?</td>
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<td>Historical constructions</td>
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<td>Energy-efficient redevelopments</td>
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<td>Weaknesses</td>
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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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<td>03.12.2020</td>
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<td>12.08.2020</td>
<td>09.09.2020</td>
<td>14.10.2020</td>
<td>10.11.2020</td>
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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, load-bearing structures, insulation, fire protection
  - **Interior and exterior finishings**: Renders, paints, coatings, wall coverings
  - **Outdoor design**: Outdoor paving, urban furniture, drainage, sports grounds 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>
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<tr>
<td><strong>Products:</strong></td>
<td>Building with glass</td>
<td>Bathrooms</td>
<td>Switches/building automation</td>
<td>Fittings and safety technology</td>
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<tr>
<td><strong>shop window</strong></td>
<td>interior and exterior</td>
<td>Bathroom taps and mixers, sanitary ware and fittings</td>
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<tr>
<td><strong>db-Meta-morphose</strong></td>
<td>Extreme change of use</td>
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<td>»Respect and Perspective« Building Inventory – Award 2020</td>
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<tr>
<td></td>
<td>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></td>
<td>Historical constructions Energy-efficient redevelopments</td>
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<tr>
<td></td>
<td>Historical constructions Energy-efficient redevelopments</td>
<td>Weaknesses</td>
<td>Weaknesses</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.*

### Trade fair dates (subject to change)

- **September**
  - Gala Bau: Nuremberg, 16.-19.09.2020
  - denkmal: Leipzig, 05.-07.11.2020

- **November**
  - architect@work: Stuttgart, 02.-03.12.2020

- **December**
  - BAU: Munich, 11.-16.01.2021

- **January 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 composites</th>
<th>Interior finishing</th>
<th>Energy</th>
<th>Other</th>
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<td>Interior walls</td>
<td>insulation</td>
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<td>roller shutters</td>
<td>awnings</td>
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**Ad formats and prices** (Prices valid as of 01.10.2019, in €, plus VAT)

### Ads: Standard formats

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### 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
**db deutsche bauzeitung**

**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>1 leaf = 2 pages 2 leaves = 4 pages</td>
<td>Delivery quantity: 30,000 copies Must accompany all copies</td>
</tr>
<tr>
<td></td>
<td>80 - 134 gsm</td>
<td>9,440.00 12,200.00</td>
</tr>
<tr>
<td></td>
<td>135 - 180 gsm</td>
<td>10,850.00 14,060.00</td>
</tr>
<tr>
<td><strong>Tip-ons</strong></td>
<td>on advertisements or bound inserts</td>
<td>Delivery quantity: 30,700 copies Must accompany all copies</td>
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<td></td>
<td>Postcards</td>
<td>Others, e.g.: booklets, product samples on request.</td>
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<tr>
<td></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>
<td><strong>Loose inserts</strong></td>
<td>up to 25 g up to 30 g</td>
<td>Delivery quantity: 29,500 copies Partial inserts on request</td>
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<tr>
<td></td>
<td>260.00 per thousand 286.00 per thousand</td>
<td>Max. format: 223 x 290 mm (w x h)</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>
<tr>
<th>Frequency</th>
<th>Volume</th>
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<tbody>
<tr>
<td>3 ads</td>
<td>5%</td>
<td>2 pages</td>
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<tr>
<td>6 ads</td>
<td>10%</td>
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<tr>
<td>9 ads</td>
<td>12,5%</td>
<td>8 pages</td>
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<tr>
<td>12 ads</td>
<td>15%</td>
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<td>15 ads</td>
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<td>15 pages</td>
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<tr>
<td>20 ads</td>
<td>25%</td>
<td>18 pages</td>
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</tbody>
</table>

Ask about our combined discounts!

**TECHNICAL INFORMATION** see page 33

**ADVERTORIALS**

**Reference – promotion**

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

Contact for submission of files and technical details: angelika.rottlaender@konradin.de

Example of 2/1 page

Example of 1/1 page
**md INTERIEUR DESIGN ARCHITECTURE**

Plus four special issues focussing 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 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**

9,500 copies

**NEWSLETTER**

9,000 subscribers

**WEBSITE**

www.md-mag.com

**SPECIALS**

Themed Events (P. 47)

**md Office 2020**

in February, May, August and October
### md INTERIOR DESIGN ARCHITECTURE

**1 Portrait**

<table>
<thead>
<tr>
<th>01 Title:</th>
<th>md INTERIOR DESIGN ARCHITECTURE + md Office</th>
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</thead>
<tbody>
<tr>
<td><strong>02 In brief:</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>03 Target group:</strong></td>
<td>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</td>
</tr>
<tr>
<td><strong>04 Frequency:</strong></td>
<td>11 x per year (7 x md + 4 x md Office)</td>
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<tr>
<td><strong>05 Format:</strong></td>
<td>DIN A4</td>
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<tr>
<td><strong>06 Year:</strong></td>
<td>66th year 2020</td>
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<tr>
<td><strong>07 Subscription price:</strong></td>
<td>Annual subscription: Germany 154.80 € Abroad 164.40 € Retail price 13.00 €</td>
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<td><strong>08 Organ:</strong></td>
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<td><strong>09 Memberships:</strong></td>
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<td><strong>10 Publishing house:</strong></td>
<td>Konradin Medien GmbH</td>
</tr>
<tr>
<td><strong>11 Publisher:</strong></td>
<td>Katja Kohlhammer</td>
</tr>
<tr>
<td><strong>12 Advertising:</strong></td>
<td>Petra Wehinger Phone +49 711 7594-404 <a href="mailto:petra.wehinger@konradin.de">petra.wehinger@konradin.de</a></td>
</tr>
<tr>
<td><strong>13 Editorial:</strong></td>
<td>Susanne Tamborini-Liebenberg Phone +49 711 7594-288 <a href="mailto:susanne.tamborini@konradin.de">susanne.tamborini@konradin.de</a> Gabriele Benitz Phone +49 711 7594-384 <a href="mailto:gabriele.benitz@konradin.de">gabriele.benitz@konradin.de</a> Alexander Kuckuk Phone +49 711 7594-352 <a href="mailto:alexander.kuckuk@konradin.de">alexander.kuckuk@konradin.de</a> Katharina Feuer Phone +49 711 7594-423 <a href="mailto:katharina.feuer@konradin.de">katharina.feuer@konradin.de</a> Johanna Neves Pimenta Phone +49 711 7594-229 <a href="mailto:johanna.pimenta@konradin.de">johanna.pimenta@konradin.de</a></td>
</tr>
</tbody>
</table>
2 Circulation Analysis

01 Audited by:

02 Circulation analysis:

Print run
Total circulation
print + digital dispatch

Total circulation:
Paid circulation:
• Subscription copies:
  of them for members:
• Retail sales:
• Other sales:
Complimentary copies:
Remaining/file copies:
Remission:

md Office
Subscription circulation

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>
<tr>
<td><strong>Lead story</strong></td>
<td><strong>Living for Future</strong> Sustainability versus Smart Home. Which tools are useful?</td>
<td><strong>Digital Lab</strong> Work in Transition - how Companies succeed in Transformation</td>
<td><strong>Hotel worlds</strong> What feel-good factors determine the hotel culture?</td>
<td><strong>Lot Size One</strong> Customisation of all equipment levels</td>
<td><strong>Agile Works</strong> Which working mode is the right one? And how do you plan it?</td>
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<tr>
<td></td>
<td><strong>Sustainability</strong> Pioneer and Role Models – sustainable concepts</td>
<td><strong>LED 2.0</strong> Light - where innovation takes place</td>
<td><strong>Wireless and smart</strong> The mobile control of lighting and home technology</td>
<td><strong>iSaloni Milano</strong> Mobile, Eurocucina e Bagni</td>
<td><strong>Fitness in the Office</strong> Why ergonomics should not be neglected in activity-based working. And why Gym is so important!</td>
</tr>
<tr>
<td></td>
<td><strong>On Everyone’s Lips</strong> Eating as a global Debate in Interior Design</td>
<td><strong>Trade in Transition</strong> Concepts, Platforms, Points of Sale</td>
<td><strong>Surfaces and fittings</strong> Optics, Haptics and Minimal Art</td>
<td><strong>Kitchen World</strong> Challenging Places for all senses</td>
<td><strong>Open your ears, listen!</strong> Balanced acoustics is a question of equilibrium. Solution proposals for Ceiling, Wall and Floor.</td>
</tr>
<tr>
<td><strong>Fairs</strong></td>
<td><strong>Preview</strong> imm, Living Kitchen Heimtextil Domotex Maison&amp;Objet</td>
<td><strong>Preview</strong> Stockholm Furniture Fair Ambiente digitalBAU Euroshop</td>
<td><strong>Preview</strong> Light + Building</td>
<td><strong>Preview</strong> iSaloni with Eurocucina e Bagno</td>
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<td><strong>Events</strong></td>
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<tr>
<td><strong>In every issue:</strong></td>
<td>Universities, design collections, Letter from, Smart materials, Green, Spot on, Young talents, Designer chat, Instagram</td>
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</tbody>
</table>

## Trade fair dates  (subject to change)

### January
- **Heimtextil:** Frankfurt, 07.-10.01.2020
- **Domotex:** Hanover, 10.-13.01.2020
- **imm cologne:** Cologne, 13.-19.01.2020
- **Swissbau:** Basel, 14.-18.01.2020
- **Mayson&Objet:** Paris, 17.-21.01.2020
- **Paperworld:** Frankfurt, 24.-28.01.2020

### February
- **ZOW:** Bad Salzuflen, 04.-06.02.2020
- **Stockholm Furniture Fair:** Stockholm, 04.-08.02.2020
- **Ambiente:** Frankfurt, 07.-11.02.2020
- **EuroShop:** Düsseldorf, 16.-20.02.2020

### March
- **Light + Building:** Frankfurt, 08.-13.03.2020
- **SHK:** Essen, 10.-13.03.2020
- **Münchner Stoff Frühling:** Munich, 12.-15.03.2020
- **Holzhandwerk:** Nuremberg, 18.-21.03.2020
## Editorial Schedule 2020

<table>
<thead>
<tr>
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<tr>
<td>PD: AD/ED:</td>
<td>02.06.2020</td>
<td>04.08.2020</td>
<td>01.09.2020</td>
<td>01.10.2020</td>
<td>03.11.2020</td>
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<td>05.05.2020</td>
<td>10.07.2020</td>
<td>07.08.2020</td>
<td>08.09.2020</td>
<td>09.10.2020</td>
<td>11.11.2020</td>
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<tr>
<td>Lead story</td>
<td>md 66th Anniversary Issue, with a wink</td>
<td>creativity@work</td>
<td>Silver Society</td>
<td>Network</td>
<td>Intelligent Light</td>
<td>Heritage &amp; Identity</td>
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<tr>
<td></td>
<td>Interiordesign in all its breadth</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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<td></td>
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<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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<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>
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<td></td>
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<td>Educational Institutions</td>
<td>Colour, Textiles and Texture</td>
<td>Finally Peace!</td>
<td>Step by step – open the door</td>
<td>Hello Robot</td>
</tr>
<tr>
<td></td>
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<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>Acoustic planning pays off</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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<td>Fairs Events</td>
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<td>Preview area 30, Cersaie, 100 % Design, M&amp;O</td>
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<td>Preview Orgatec Acoustex</td>
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<tr>
<td>In every issue:</td>
<td>Universities, design collections, Letter from, Smart materials, Green, Spot on, Young talents, Designer chat, Instagram</td>
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</table>

### 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>md</th>
<th>01</th>
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<td>Store and exhibition stand construction</td>
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<td><strong>Furniture components</strong></td>
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<td><strong>Locking systems</strong></td>
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<td><strong>Stairs</strong></td>
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<td><strong>Door fittings</strong></td>
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# 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>
<tbody>
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<td>4,700.00</td>
<td>650.00</td>
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<td>2,970.00</td>
<td>940.00</td>
<td>3,440.00</td>
<td>250.00 land. 4col port. 2col</td>
<td>188 x 133</td>
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<td>1/3 page</td>
<td>2,150.00</td>
<td>300.00</td>
<td>2,450.00</td>
<td>600.00</td>
<td>2,750.00</td>
<td>215.00 land. 4col port.</td>
<td>188 x 88</td>
<td>210 x 105</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,490.00</td>
<td>250.00</td>
<td>1,740.00</td>
<td>500.00</td>
<td>1,990.00</td>
<td>149.00 land. 4col port. 1col</td>
<td>188 x 65</td>
<td>210 x 82</td>
</tr>
<tr>
<td>1/8 page</td>
<td>760.00</td>
<td>125.00</td>
<td>885.00</td>
<td>250.00</td>
<td>1,010.00</td>
<td>-</td>
<td>188 x 32</td>
<td>188 x 55</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 €

## Trade partner entries

**Partners for office planning**
- Main entry: 140.00 € p/year
- Every additional entry: 96.00 € p/year

**Partners for office furnishings**
- Main entry: 400.00 € p/year
- Every additional entry: 200.00 € p/year

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>
<th>Technical notes</th>
</tr>
</thead>
</table>
| **Bound inserts** | 80–134 gsm  
1 leaf = 2 pages  
2 leaves = 4 pages | Delivery quantity: 10,300 copies  
Must accompany all copies  
Size (untrimmed): 216 x 305 mm  
Prices for <80 gsm and >180 gsm on request. |
| **Tip-ons** | 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 | Delivery quantity: 10,600 copies  
Must accompany all copies  
Others, e.g.: booklets, product samples on request. |
| **Loose inserts** | up to 25 g  
up to 30 g | Delivery quantity: 9,700 copies  
Partial inserts on request  
Max. format: 200 x 290 mm (w x h) |

**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>
</tr>
</thead>
<tbody>
<tr>
<td>3 ads</td>
<td>5%</td>
</tr>
<tr>
<td>6 ads</td>
<td>10%</td>
</tr>
<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>Formats</th>
<th>Number of images</th>
<th>Text volume</th>
<th>Prices*, 4c</th>
</tr>
</thead>
</table>
| 2/1 page | 6-8  
3,500 characters | 9,500.00 |
| 1/1 page | 4-5  
1,600 characters | 5,500.00 |
| 1/2 page | 1-4  
700-800 characters | 3,000.00 |

*no further discounts
**Technical Requirements**

### for **bba** | **md**

**Bound insert:**
Possible with perfect binding. Delivery untrimmed.

**Trim layout diagram:**

### for **db**

**Bound insert:**
Possible with perfect binding. Delivery untrimmed.

**Trim layout diagram:**

### DELIVERY OF AD SPECIALS

| For ad specials: | Addressed to »bba«, »db«, »md«, issue (no.)
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Euro-pallet dimensions:</strong></td>
<td>80 x 120 cm (max. height 110 cm)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Delivery address for</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>bound and glued inserts:</td>
<td></td>
</tr>
<tr>
<td>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</th>
<th>Size in pixel (B x H)</th>
<th>Position</th>
<th>Size in pixel (B x H)</th>
<th>Price per week/website</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Large Leaderboard</strong></td>
<td>Desktop and tablet*</td>
<td>970 x 90</td>
<td>Mobile</td>
<td>300 x 50</td>
<td>390.00</td>
</tr>
<tr>
<td><strong>Leaderboard</strong></td>
<td>Desktop and tablet</td>
<td>728 x 90</td>
<td>Mobile</td>
<td>300 x 50</td>
<td>290.00</td>
</tr>
<tr>
<td><strong>Skyscraper</strong></td>
<td>Desktop and tablet</td>
<td>120 x 600 or 160 x 600 (wide)</td>
<td>Mobile</td>
<td>300 x 50</td>
<td>310.00</td>
</tr>
<tr>
<td><strong>Sticky Skyscraper</strong></td>
<td>Desktop and tablet</td>
<td>120 x 600 or 160 x 600 (wide)</td>
<td>Mobile</td>
<td>300 x 50</td>
<td>370.00</td>
</tr>
<tr>
<td><strong>Hockeystick or Wallpaper with background colour as a HEX code</strong></td>
<td>Desktop and tablet</td>
<td>728 x 90 and 160 x 600 or 970 x 90 and 120 x 600</td>
<td>Mobile</td>
<td>300 x 75</td>
<td>750.00</td>
</tr>
<tr>
<td><strong>Billboard</strong></td>
<td>Desktop and tablet</td>
<td>970 x 250</td>
<td>Mobile</td>
<td>300 x 75</td>
<td>490.00</td>
</tr>
<tr>
<td><strong>Medium Rectangle</strong></td>
<td>Desktop and tablet</td>
<td>300 x 250</td>
<td>Mobile Rendering 1:1</td>
<td>300 x 75</td>
<td>350.00</td>
</tr>
<tr>
<td><strong>Halfpage Ad</strong></td>
<td>Desktop and tablet</td>
<td>300 x 600</td>
<td>Mobile Rendering 1:1</td>
<td>300 x 75</td>
<td>470.00</td>
</tr>
<tr>
<td><strong>Video Ad</strong></td>
<td>Desktop and tablet</td>
<td>300 x 250</td>
<td>Mobile Rendering 1:1</td>
<td>300 x 75</td>
<td>430.00</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, HTML5 (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)*

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**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**

<table>
<thead>
<tr>
<th>Recipients</th>
<th>Price per issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscribers to 19,000 or 18,200</td>
<td>4,500.00</td>
</tr>
<tr>
<td>Subscribers to 19,200</td>
<td>4,500.00</td>
</tr>
<tr>
<td>Subscribers to 9,000</td>
<td>4,500.00</td>
</tr>
<tr>
<td>Subscribers to Tue + Thu 21,500</td>
<td>4,500.00</td>
</tr>
</tbody>
</table>

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

| “Architects/planners” | 46,100 | 6,500.00 |
| “Architects/planners/interior designers” | 51,500 | 7,900.00 |
| “Architecture/construction in general” | 86,000 | 9,500.00 |

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**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.
Benefit from a customised Theme Page for architects, planners and designers.

**AVAILABLE WEBSITES**

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

**ADVERTISING FORMAT**

<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>

**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”
- Editorially, 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
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.

**Your extras in detail**

<table>
<thead>
<tr>
<th>Service Description</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

**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
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.
Webinars

(Prices valid as of 01.10.2019, in €, plus VAT)

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

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!

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?

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

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

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

We place your references and industry news quickly and prominently
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.

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

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

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)

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**arcguide partner models in detail**

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

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### Profile entry

- 12-month run time
- Company profile plus logo and big lead image
- **NEW:** image video and product photos
- All PR releases at a glance
- Further links

**1,000.00**

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### PR package (12 months)*

- 12-month run time
- All releases will be published automatically in the newsletter

<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.

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### 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

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**Talk to us – together we will find precisely the right package for you.**
Phone +49 711 7594-310
arcguide@konradin.de

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* Only bookable in combination with a new or already existing profile entry.
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 lightning, 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 ObjektTOUR

**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
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.

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

Architecture: 262,788 PIs, 172,973 visits, 63,033 print run copies
Crafts: 634,127 PIs, 491,027 visits, 90,664 print run copies
Knowledge: 7,328,157 PIs, 4,049,159 visits, 183,968 print run copies
Optometry: 96,992 PIs, 43,088 visits, 13,900 print run copies
Working World: 65,254 PIs, 43,542 visits, 14,665 print run copies
Industry: 514,856 PIs, 345,510 visits, 215,900 print run copies

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.

PRINT JOURNAL incl. 4 weeks basic job online*

<table>
<thead>
<tr>
<th>Architecture</th>
<th>1/4 page</th>
<th>1/2 page</th>
<th>1/1 page</th>
<th>Circulation/frequency p.a.</th>
</tr>
</thead>
<tbody>
<tr>
<td>db deutsche bauzeitung</td>
<td>990.00</td>
<td>1,900.00</td>
<td>2,900.00</td>
<td>31,100 copies 10x</td>
</tr>
<tr>
<td>bba bau beratung architektur</td>
<td>990.00</td>
<td>1,900.00</td>
<td>2,900.00</td>
<td>19,933 copies 10x</td>
</tr>
<tr>
<td>md INTERIOR DESIGN ARCHITECTURE</td>
<td>990.00</td>
<td>1,900.00</td>
<td>2,900.00</td>
<td>12,000 copies 12x</td>
</tr>
</tbody>
</table>

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

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.
Architecture has many facets