

arcguide bba db md

MEDIA KIT **2022**

PRINT | ONLINE | SOCIAL MEDIA | EVENTS

› **konradin**
Architektur

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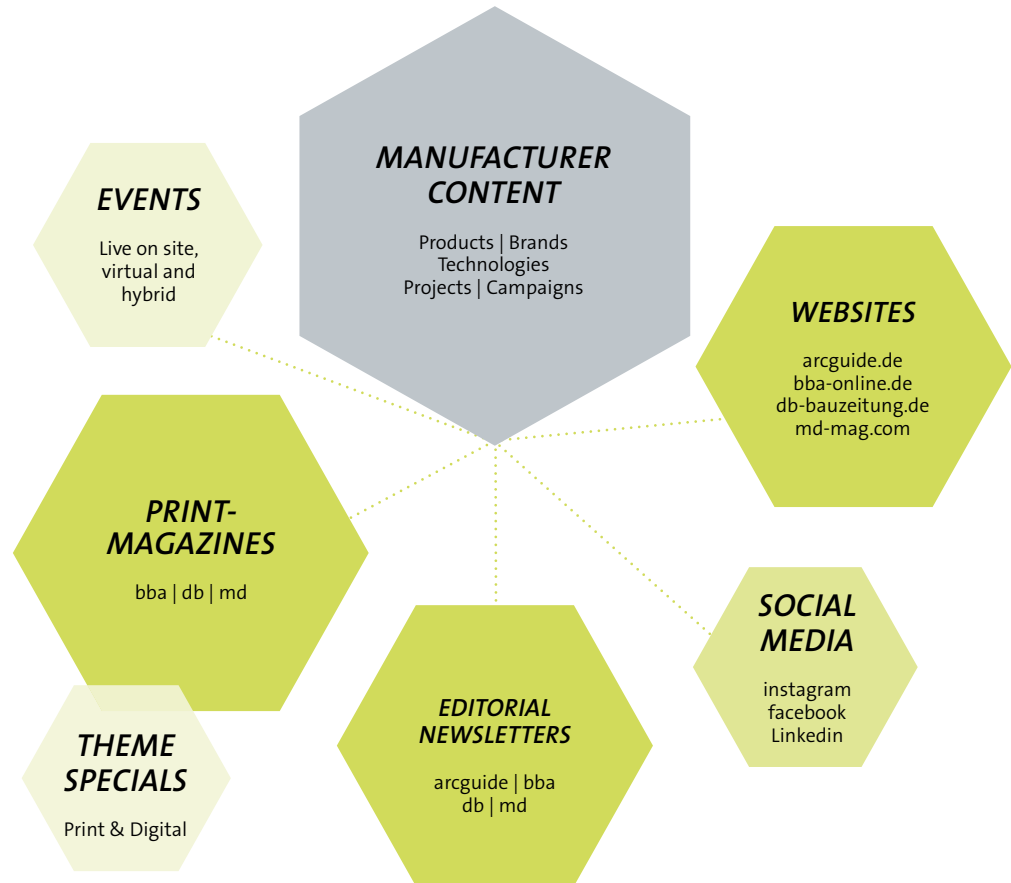
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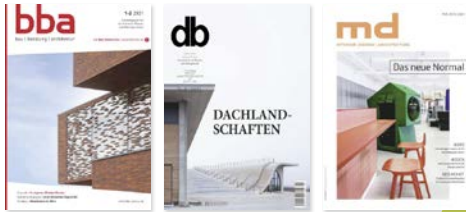
*As a specialist for
architecture,
interior design, construction
and design we offer you
a strong network of brands
for communication within
key target groups*

Let us work out
an offer for you:
architektur.media@konradin.de

Communication in all channels



Total circulation



MEDIA BRANDS

bba, db and md are three trade magazines, that complement each other perfectly in terms of content: Architecture criticism and inspiration, opinion, planning, technology, interior design, office planning and design.

Konradin Architektur sends 52,000 copies print and digitally per month.

Architecture
Crossmedial:
420,000
contact opportunities
per month



NEWSLETTERS

Konradin Architektur publishes 24 newsletters per month with current industry news, specialist information, event announcements and invitations, product announcements and references.

In total we reach **80,000** subscribers.

WEBSITES

Four websites offer qualified contact opportunities and possibilities to present products and brand in a lively and professionally competent environment. They can be combined. Up-to-date. Inspiring. SEO optimized.

Konradin Architektur convinces with **120.000** unique user per month.



SOCIAL MEDIA CHANNELS





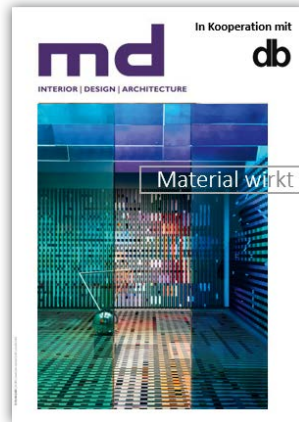
db Bauen im Bestand db Building in Existing Contexts

Publication date: May 2022

Topics: Energy-efficient refurbishment, conversion, rebuilding and further building.

An ideal communication platform for your products. The editorial expertise stands for the highest quality of content. Topics are viewed critically and in detail from different angles.

Content: Interviews | technical articles | products | trends and much more...



md Material wirkt md Material works

in cooperation with db

Publication date: July 2022

Which material fulfils the desired function? In this special issue, together with db, we look at projects whose effect on the outside and/or inside is shaped to a large extent by the material.



md Sonderausgabe Küche md special edition Kitchen

Publication date: September 2022

Sophisticated places for all the senses. Projects, products, interviews, trends and specialist articles.

Editorial Schedule 2022











Topic	Jan.	Feb.	March	April	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
Outdoor space, parking systems, drainage					bba		bba		db	bba-Dossier		
Balconies, Loggias					bba	db	bba		bba, db			
Barrier-free	db		db	md								
Waterproofing						db	bba					
Fittings, safety technology			bba				bba		bba, db			md
Concrete			bba		db		bba, db		bba		db + bba-Dossier	
Building inventory, refurbishment			db		db	db			db			db
Flooring	db		db		bba		bba	md		md	bba	md
Fire prevention, sound insulation, acoustics	db	md	bba			md	bba			md, db		bba Fire protection Dossier
Office		md				md				md		db
Roofing	bba		bba	db	bba		bba		db		bba	
Ceiling	bba		db		bba-Dossier		bba		bba		bba	
Facade, ETICS			bba		bba	db	bba		bba, db	db	db	
Windows			bba	db	bba	db	bba				db	
Building automation/switches		md			db	md	bba	md				md
Glass	bba, db		bba				bba		bba		bba, db	
Heating, air conditioning, ventilation	db		bba				bba		bba		bba	db
Timber and steel construction	bba			db + bba-Dossier			bba, db		bba			
Hospitality		md										md
Hygiene			db	md				md				
Interior walls			bba, db		bba		bba				bba	

Editorial Schedule 2022

Topic	Jan.	Feb.	March	April	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
Kitchens		md		md					md			
Store construction		md										md
Light, illumination		md		md	db	md		md				md
Material, surfaces		md	db	md		md	db, md	md				md
Masonry			bba		db		db, bba + bba-Dossier				bba, db	
Metal		bba-Dossier		db	bba		bba, db					
Furniture		md								md		md
Furniture components								md				
Modular design				db							db	
Sustainability		md		md		md		md		md		md
Outdoor								md	db			
Plasters, paint			db			md	bba, db				bba	
Sanitary	db		bba, db	md			bba	md		md		
Software	bba			db	bba		bba		bba			
Solar technology, photovoltaics				db								
Solar shading, awnings, roller shutters	bba		bba-Dossier			db	bba		bba		bba	
Textile										md		
Dividing wall systems		md	bba, db			bba-Dossier	bba				bba	
Stairs, elevators	bba						bba		bba, db			
Dry construction			db				bba				bba	
Doors, gates				db	bba		bba				db	db, md
Thermal insulation	bba				bba		bba		bba-Dossier	db	bba	






Ad formats and prices (Prices valid as of 01.10.2021, in €, plus VAT)

Ads: Standard formats

Formats	bba md		Format: Width x height in mm Trim: add 3 mm to each side			db		Format: Width x height in mm Trim: add 3 mm to each side		
	Basic rates b/w	Total rate 4c	Type area	Trimmed		Basic rates b/w	Total rate 4c	Type area	Trimmed	
1/1 page	4.650,–	6.030,–		188 x 270	210 x 297	8.400,–	10.900,–		188 x 270	230 x 297
1/2 page	2.570,–	3.350,–	 land. 4col port. 2col	188 x 133 92 x 270	210 x 150 103 x 297	4.450,–	5.770,–	 land. 4col port. 2col	188 x 133 92 x 270	230 x 150 107 x 297
1/3 page	1.960,–	2.550,–	 land. 4col port.	188 x 88 60 x 270	210 x 105 71 x 297	2.850,–	3.690,–	 land. 4col port.	188 x 88 60 x 270	230 x 105 75 x 297
1/4 page	1.340,–	1.740,–	 land. 4col 2col port. 1col	188 x 65 92 x 133 44 x 270	210 x 82 103 x 150 55 x 297	2.100,–	2.700,–	 land. 4col 2col port. 1col	188 x 65 92 x 133 44 x 270	230 x 82 107 x 150 59 x 297
1/8 page	820,–	1.070,–	 land. 4col 2col port. 1col	188 x 32 92 x 65 44 x 133	210 x 50	1.040,–	1.320,–	 land. 4col 2col port. 1col	188 x 32 92 x 65 44 x 133	230 x 49
Classified advertisement	<ul style="list-style-type: none"> • Small “recommendation“-type ads: Per millimeter prices on request • Job ads, offers to act as offers of representation, 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,– € 									

Prices for preferential placements on request.

Special ad formats (Prices valid as of 01.10.2021, in €, plus VAT)

	Details	Prices incl. share of postage		Delivery quantity
		80–134 g/qm	135–180 g/qm	
Bound inserts bba 	1 leaf = 2 pages	5.050,–	5.800,–	Delivery quantity bba: Must accompany all 12,720 copies Size (untrimmed): 216 x 305 mm Prices for 80 g/qm and over 180 g/qm on request.
Bound inserts db 	1 leaf = 2 pages	9.500,–	10.930,–	Delivery quantity db: Must accompany all 25,850 copies Size (untrimmed): 216 x 305 mm Prices for 80 g/qm and over 180 g/qm on request.
Bound inserts md 	1 leaf = 2 pages	5.050,–	5.800,–	Delivery quantity md: Must accompany all 8,680 copies Size (untrimmed): 216 x 305 mm Prices for 80 g/qm and over 180 g/qm on request.
Tip-ons for all titles 	On advertisements or bound inserts	in addition to carrying ad/ bound insert 61,– per thousand. plus gluing: 38,– per thousand automated/ 74,– per thousand manually		Delivery quantity: Must accompany all bba 13,060 copies, db 26,450 copies, md 8,940 copies. Other e.g.: booklets, product samples on request
Loose inserts for all titles 	up to 25 g up to 30 g	270,– pro Tsd. 297,– pro Tsd.		Delivery quantity: bba 12,220 copies, db 25,350 copies, md 8,180 copies, partial inserts on request Max. Format: 200 x 290 mm (B x H)

DISCOUNTS:

For print advertisements and inserts in case of acceptance within 12 months (insertion year). Inserts and all special advertising forms are not discountable. Discounts on bound inserts: 1 leaf = 1/1 page

Frequency		Volume	
3 ads	5%	2 pages	5%
6 ads	10%	5 pages	10%
9 ads	12,5%	8 pages	15%
12 ads	15%	12 pages	20%
15 ads	20%	15 pages	25%
20 ads	25%	18 pages	30%

Ask about our combined discounts!



TECHNICAL INFORMATION
see page 11

Advertorials (Prices valid as of 01.10.2021, in €, plus VAT)

An exclusive opportunity to present products and projects. In the “Look & Feel” of the title.

- You provide text and images
- We take over with the design
- You will receive the advertorial for approval

Formate	Number of images	Text volume	Prices 4c	Prices 4c	Prices 4c
			bba	db	md
2/1 pages	6-8	3.500 characters	8.800,-	11.600,-	8.800,-
1/1 page	4-5	1.600 characters	5.300,-	8.900,-	5.300,-
1/2 page	1-4	700-800 characters			3.200,-

All prices without further deductions. We do not grant any agency commission.

Examples



2/1 pages



1/1 page



1/1 page



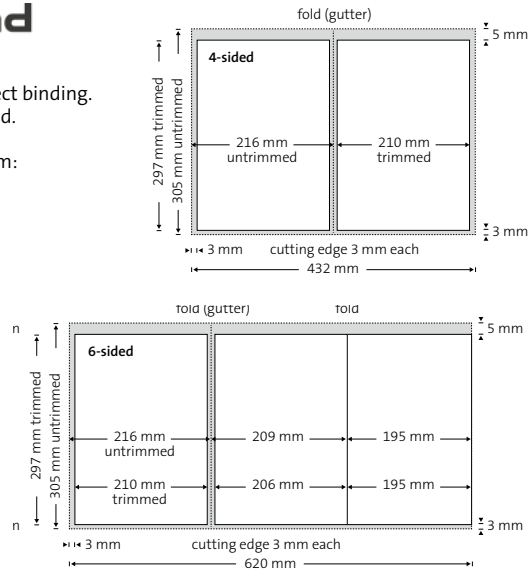
1/2 page

Technical Requirements

for **bba md**

Bound insert:
Possible with perfect binding.
Delivery untrimmed.

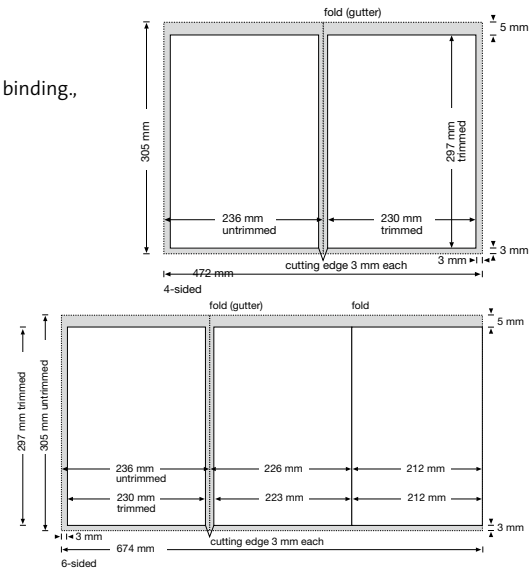
Trim layout diagram:



for **db**

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

Trim layout diagram:



DELIVERY OF AD SPECIALS

Delivery note for ad specials:	For »bba«, »db«, »md«, issue (no.) euro-pallet dimensions: 80 x 120 cm (max. height 110 cm)
Delivery address for bound and glued inserts:	Delivery at Konradin Druck GmbH, Kohlhammerstraße 15, 70771 Leinfelden-Echterdingen Delivery times: Monday to Friday 7:00 a.m. – 6:00 p.m.
Delivery address for loose inserts:	Delivery at advertiser's expense to Beck Servicepack GmbH, Raiffeisenstraße 25, 70794 Filderstadt Delivery times: Monday to Friday 7:30 a.m. – 4:30 p.m.

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 (HOA) service phases 4 – permit planning – and 5 – execution planning).

CONTENT

Reliable reporting in 5 areas: building, envelope, building components, interior finishing, energy aspects.

Trustworthy, objective reporting, including property reports, technical papers, product applications and inspiring product ideas.

TARGET GROUP

Architectural/construction engineering firms; planning departments at manufacturing companies, banks and insurance companies; municipal building departments; building and housing associations; structural engineering firms and engineering firms specialising in statics/loadbearing structure planning.

FREQUENCY
6 x per year

CIRCULATION
12,000 copies

NEWSLETTER
22,000 subscribers

WEBSITE
www.bba-online.de



bba DOSSIER
(p. 34)

unique

solution-oriented

with a strong resonance

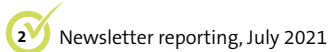
1 Portrait

01 Title:	bba bau beratung architektur
02 In brief:	<p>Hands-on trade magazine for architects and civil and structural engineers with new info elements:</p> <ul style="list-style-type: none"> • 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
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:	6 x per year
05 Format:	DIN A4
06 Year:	60th year 2022
07 Subscription price:	<p>Annual subscription:</p> <p>Germany 95,10 €</p> <p>Abroad 95,10 €</p> <p>Free delivery to qualified recipients only</p>
08 Organ:	—

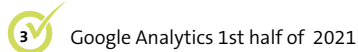
09 Memberships:	—
10 Publishing house:	Konradin Medien GmbH Ernst-Mey-Straße 8, 70771 Leinfelden-Echterdingen
11 Publisher:	Katja Kohlhammer
12 Advertising:	<p>Christel Trautwein</p> <p>Phone +49 711 7594-371</p> <p>christel.trautwein@konradin.de</p>
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IVW I/2021



Newsletter reporting, July 2021



Google Analytics 1st half of 2021

	Magazine	Contact opportunities
	<div> <div> Print magazine via Postal Distribution 11.984 1 ✓ </div> <div> ePaper by payment subscription via target group newsletter 2.104 7.927 1 ✓ 2 ✓ </div> <div> Recipient addresses </div> </div>	Magazine total per publication date (plus print co-readers) 22.015
	Newsletter	
	<div> Editorial newsletter 22.000 2 ✓ </div> <div> Recipient addresses </div>	Editorial newsletter per transmission 22.000 (monthly 4 x = 88,000)
	Website	
	<div> www.bba-online.de 3 ✓ </div>	Website per month PI: 69.721 User: 46.786

Issue	01-02/2022	03-04/2022	05-06/2022
PD	07.01.2022	02.03.2022	05.05.2022
CD/MD	10.12.2021	07.02.2022	08.04.2022
Building envelope	Flat roof Sealing, insulation, greening, drainage, flat roof windows, skylights/ RWA, PV, roof edge profiles Pitched roof	Masonry Clinker, masonry drying, plaster/WDVS Concrete	Metal for facade + roof Balconies/ -drainage, -glazing
Building components	Roller shutters, sun and glare protection venetian blinds, textile screens, light control, sun protection glass, sun protection slats, sliding and folding shutters, sun protection automation	Windows , -profiles, -rebate ventilation, fitting technology, anti-burglar protection	Doors/Gate Sliding doors, fire protection, sound insulation and wet room doors, industrial doors, garage doors
Interior finishing	Ceiling design/functional ceilings Stairs/railings + impact sound insulation	Sound insulation for sanitary installations Floor-level showers, drainage Partition wall systems/room dividers/ room-in-room systems	Flooring , -superstructures/constructions Impact sound insulation Wall coverings, interior plaster, interior insulation
Energy	Thermal insulation Flat roof, parapet, pitched roof	Heating, air conditioning, ventilation/WRG	Thermal insulation Facade, plinth, perimeter
Aspects	Software AVA, BIM, CAD & Co. Timber construction	Fire prevention	Outdoor facilities pavements, drainage etc. Software AVA, BIM, CAD & Co.

Issue	07-08/2022	09-10/2022	11-12/2022
PD	06.07.2022	02.09.2022	04.11.2022
CD/MD	09.06.2022	10.08.2022	11.10.2022
Building envelope	bba practical solutions/product applications 2022 from the fields of: <ul style="list-style-type: none"> • Building envelope • construction elements • Interior fittings • energy systems • outdoor facilities • Software 	Facade Balconies Concrete	Masonry Clinker, masonry drying, plaster/WDVS Flat roof Sealing, greening, drainage etc.
Building components		Functional glass Thermal insulation, sun and glare protection, sound insulation, large-area glazing, glass doors/fittings	Roller shutters, sun and glare protection venetian blinds, textile screens, light control, sun protection glass, sun protection slats, sliding and folding shutters, sun protection automation
Interior finishing		Ceiling design/functional ceilings Stairs	Partition walls/room dividers/room-in-room systems Dry construction for floor, wall + ceiling
Energy		Surface heating/cooling/ventilation for floor, wall and ceiling	Interior insulation Floor, wall + ceiling Heating, air conditioning, ventilation/WRG
Aspects		Timber construction Software AVA, BIM, CAD & Co.	Sound insulation/acoustics Fire protection

db deutsche bauzeitung

Angles on architecture



Critical

Opinion-forming

Trend-setting

THE MAGAZINE

db – Germany's oldest architecture journal - stands for critical, opinion-forming and trend-setting specialized journalism. db combines architectural criticism and building technology, is a trend scout for new products, materials and technologies and thus achieves architects and planning engineers alike.

CONTENT

db critically examines the current construction process, takes a stand, provides background knowledge. Architectural and engineering services are offered under creative, constructional-technical, energetic and economic aspects in the sense of 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

In the extensive topic part "Bauen im Bestand", which is published 4 times a year db deals with all relevant questions concerning the topic and offers the reader a particularly high practical benefit.

TARGET GROUP

Architecture/civil engineering offices, planning departments of industry, banks, insurance companies, building construction offices, construction and settlement companies, structural engineering companies, specialist engineering offices for statics / structural design.

FREQUENCY

9 x per year plus 2 special editions.

4 x db issues with the topic section db-Metamorphose »Bauen im Bestand«

CIRCULATION

25,000 copies

Special editions:
MATERIAL WORKS
7,200 copies

Building in Existing
Contexts
3,600 copies

NEWSLETTER

db: 24,000 subscribers
db-Metamorphose:
22,000 subscribers

WEBSITE

www.db-bauzeitung.de



db-ORTSTERMIN
(p. 37)

01 Title:	db deutsche bauzeitung
02 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. Because of the constantly increasing relevance of the topic "Bauen im Bestand", db-Metamorphose dedicates itself 4 times a year on about 30 pages explicitly the topics reconstruction, energetic renovation and preservation of historical monuments.
03 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
04 Frequency:	9 x per year db + 2 special editions
05 Format:	230 mm wide x 297 mm high

06 Year:	156th year 2022
07 Subscription price:	Annual subscription: Germany 206,80 €, abroad 212,90 €
08 Organ:	VFA Vereinigung Freischaffender Architekten Deutschlands e.V. BDB Bund Deutscher Baumeister, Architekten und Ingenieure Frankfurt Rhein Main e.V.
09 Memberships:	—
10 Publishing house:	Konradin Medien GmbH
11 Publisher:	Katja Kohlhammer
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	Martin Höchst Phone +49 711 7594-562 martin.hoechst@konradin.de



IVW I/2021



Newsletter-reporting, July 2021



Google Analytics 1st half of 2021



Magazine

Print magazine
via Postal Distribution

24.951



ePaper
by payment subscription

Recipient addresses



2.015

Contact opportunities

Magazine total
per publication date
(plus print co-readers)

26.966

Newsletter

Editorial newsletter

Recipient addresses
24.000



Editorial newsletter
per transmission

24.000

(monthly 4-x = 96.000)

Website

www.db-bauzeitung.de



Website
per month

PI: 185.532
User: 49.973

Social Media

facebook

www.facebook.com/dbdeutschebauzeitung

Follower

2.557



Editorial Schedule 2022

Issue	01-02/2022	03/2022	04/2022	05/2022	Special edition	06/2022
PD	12.01.2022	02.03.2022	01.04.2022	04.05.2022	18.05.2022	01.06.2022
CD/MD	13.12.2021	03.02.2022	07.03.2022	05.04.2022	21.04.2022	04.05.2022
Issue topic	Serving buildings: Infrastructure for transport and supply	The courage to be colourful	Recycled	London	Bauen im Bestand Building in Existing Contexts	Retrospective - arch, cornice and co.
Description	Combined heat and power plants, recycling plants, pumping stations, railway stations - in short, everything that keeps the city alive is the subject of this issue.	How and where does colour supports the architecture quite sensible?	Everything about materials that have already completed their first life cycle and have been used again in new and different ways in construction.	In our city issue, we turn the spotlight on London's architecture, building culture and architectural scene.	Dealing with existing buildings is becoming an increasingly important building task for architects. That is why we are dedicating a special issue to the topics of energy-efficient refurbishment, conversion, rebuilding and further construction.	We critically examine the phenomenon of retrospectives using project examples as well as art historical and sociological questions.
branches, matching the magazine topic	Glass, masonry, concrete, building sealing, development, fire protection, HVAC, barrier-free, acoustics, renovation	Plaster, paint, ceramics, concrete, facade/ facade construction in general, interior fittings, interior surfaces, Refurbishment	All materials inside and outside, roof, windows/ doors/ gates, fittings, interior fittings, Bauen im Bestand	Facade/ facade technology, all materials for the building envelope, exterior, interior fittings, refurbishment	Insulation, Building in Existing Contexts, renovation, roof, HVAC, fire protection, balconies and loggias	Facade/facade technology, all materials for the building envelope, balconies and loggias, windows/doors/ gates, fittings, sun protection
Product news	Floor coverings in the Interior building with glass, barrier-free	Surfaces inside and exterior wall, ceiling, floor, Sanitary	Roof, wood and steel construction, software	Masonry/ concrete technology lights, switches, Building automation	without product news	Facade/facade technology sun protection building sealing
db-Metamorphose		Churches				„Junk real estate“
Description		Church conversions and adaptations is becoming a perennial favourite among the building tasks remain. We show successful examples..				What to do with buildings that are almost in ruins? Can they be renovated and put to new uses? And what expenditure is still justified?

Editorial Schedule 2022

Issue	Special edition	09/2022	10/2022	11/2022	12/2022
PD	06.07.2022	01.09.2022	04.10.2022	02.11.2022	01.12.2022
CD/MD	07.06.2022	05.08.2022	06.09.2022	05.10.2022	04.11.2022
Issue topic	Material wirkt Material works	Green buildings	Redensified	Open, closed	Editor's favourites
Description	Which material fulfils the desired function? In this special issue, together with md, we look at projects whose effect on the outside and/or inside is shaped quite significantly by the material.	Green facades and entire parks on roofs: green buildings are becoming more and more popular. We look at the projects under design and technical aspects.	Redensification in the metropolis, but also in the rural context, is an effective means of countering the ongoing land consumption and urban sprawl.	Entrances, windows, doors, gates - the targeted placement of openings shapes the face of a building and specifically controls the incidence of light.	In December, we once again invite you on a voyage of discovery to the editors' favourite projects. All projects will be presented under the db's usual critical architectural eye.
branches, matching the magazine topic	All materials inside and exterior, including wood, metal, ceramics, plaster, paint, textiles, concrete, masonry	Green roof, roof, drainage, building sealing, green building, facade and Facade technology	Timber construction, masonry, concrete, insulation, facade, balconies and loggias, outdoor space, modular construction, parking	Windows/doors/gates, fittings, facade, glass, sun protection, concrete, masonry	Facade/Facade technology, all materials for the building envelope, interior fittings, low-tech
Product news	without product news	Outdoor space, parking systems balconies/loggias, stairs, escalators, lifts	Insulation, fire protection, acoustics	Windows, doors, gates fittings/security technology module construction	Heating, air conditioning and ventilation technology office, renovation
db- Metamorphose		The 90s			db competition „Respekt und Perspektive“
Description		Buildings from this decade are also already 30 years old and undergoing their first refurbishment			The db award recognises refurbishments, conversions and extensions in which exemplary solutions have been implemented. We present the winning projects.

md INTERIOR DESIGN ARCHITECTURE



Selective

Credible

with strong opinions

THE MAGAZINE

Since 1955 md INTERIOR DESIGN ARCHITECTURE selects interior architecture, object furnishing and interior design.

In a perfectly coordinated cross-media brand family, a daily updated website, social media and events strengthen the print edition. md provides information about products, projects and personalities that have a lasting impact on the industry.

CONTENT

md presents trendsetting interior design. In three topic blocks per issue journalistically strong and technically sound.

md presents pioneers and groundbreaking projects from the various disciplines, imparts comprehensive knowledge about materials and products and thus provides a lively insight into the diverse interior design industry.

TARGET GROUP

All those who plan and design the interior: Interior designers and architects, specialist planners, designers, the upscale furnishing shops, buyers, HR Manager and Facility Manager.

FREQUENCY

6 x per year, plus 2 special editions

CIRCULATION

8,000 copies

Special editions:
MATERIAL WORKS
7,200 copies

KITCHEN

20,000 copies

NEWSLETTER

19,000 subscribers

WEBSITE

www.md-mag.com



**md THEMED
TRADE EVENTS**

(p. 36)

1 Portrait





01 Title:	md INTERIOR DESIGN ARCHITECTURE		
02 In brief:	<p>md is the independent and international platform for high-quality interior design and sophisticated object furnishing. Clearly structured and with a sophisticated outfit.</p> <p>md publishes serious journalistic articles in every issue, individually researched and exclusively written. Practical and at the same time looking beyond the horizon with interfaces of interior design to architecture and design.</p> <p>md is published at the beginning of each even month and dedicates a thematic block to three different disciplines and planning modules in each issue. Selective, credible and with strong opinions.</p>		
03 Target group:	Everyone involved in planning and furnishing interior: interior designers, architects, designers, interior fitters and premium dealers, office fitters, office planners, purchasers, HR managers and facility managers		
04 Frequency:	6 x per year md + 2 special editions		
05 Format:	DIN A4		
06 Year:	68th year 2022		
07 Subscription price:	Annual subscription:		
	Germany	158.00 €	
	abroad	167.60 €	
	price for a single issue	19.80 €	
08 Organ:	—		

09 Memberships:	—
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1 ✓  IVW I/2021

2 ✓ Newsletter reporting, July 2021

3 ✓ Google Analytics 1st half of 2021

	Magazine	Contact opportunities
	<div> <div> Print magazine via Postal Distribution <div>1 ✓</div> </div> <div> <div>7.994</div> </div> </div> <div> <div> ePaper by payment subscription <div>1 ✓</div> </div> <div> <div>Recipient addresses</div> <div>12.536</div> </div> </div>	<div> Magazine total per publication date (plus print co-readers) <div>20.530</div> </div>
	Newsletter	
	<div> <div> Editorial newsletter <div>2 ✓</div> </div> <div> <div>Recipient addresses</div> <div>19.000</div> </div> </div>	<div> Newsletter per transmission (monthly 4 x = 76.000) <div>19.000</div> </div>
	Website	
	<div> <div> www.md-mag.com <div>3 ✓</div> </div> </div>	<div> Website per month <div> Pl: 61.894 User: 15.660 </div> </div>
	Social Media	
	<div> <div>instagram</div> <div>md.magazin</div> </div>	<div> Follower <div>7.414</div> </div>

Issue	01-02/2022	03-04/2022	05-06/2022	Special edition
PD	02.02.2022	01.04.2022	01.06.2022	06.07.2022
CD/MD	04.01.2022	07.03.2022	04.05.2022	07.06.2022
Issue topic	<p>OFFICE Ergonomics, acoustics, lighting and good air quality are invisible feel-good factors. How to integrate them into the planning via the space design, ceiling, wall and floor.</p> <p>RESTAURANT A place for all the senses - and for many purposes: gastronomy opens up for other uses, for example as a workplace or concept store. Consequences for spatial concept and choice of materials.</p> <p>LIGHT Luminous brand architecture: How modern luminaires and control systems strengthen the relaunch of trade fairs, retail and gastronomy.</p>	<p>SUSTAINABILITY For a long time, sustainability seemed like a marketing phrase, but the demands of building owners are growing. Usage concepts, materials and certifications for sustainable interior design: from kitchens to bathrooms, from floors to walls, from surfaces to textiles.</p> <p>LIVING Where people live, needs - and potentials - arise. How interior design enables new forms of living and working together, from coworking spaces to generation houses and roof terraces.</p> <p>KITCHEN Sophisticated fittings, multifunctional faucets and elegant fume extraction systems are visually restrained so that materials can appear all the more impressive.</p>	<p>OFFICE From the meeting to the break zone: how interior design strengthens employee branding with diverse spatial concepts and how AI, AR and VR influence working life.</p> <p>PUBLIC BUILDINGS From museums to libraries: where strangers meet, lighting, acoustics and room layout ensure the right balance of privacy and publicity.</p> <p>COLOUR Colour provides orientation, rhythms and sets the scene. But in terms of room health and emotional impact, there are a few things to consider: How to use it successfully.</p>	<p>MATERIAL WIRKT! MATERIAL WORKS!</p> <p>Joint edition db + md.</p> <p>Materials determine how buildings and interiors are perceived. An all-round view of unusual applications and remarkable innovations.</p>

Issue	07-08/2022	Special Edition	09-10/2022	11-12/2022
PD	04.08.2022	01.09.2022	05.10.2022	01.12.2022
CD/MD	08.07.2022	01.08.2022	07.09.2022	04.11.2022
Issue topic	<p>PRE-FAIR EDITION ORGATEC FROM THE WORKSTATION TO THE HOME OFFICE.</p> <p>HOTEL Upscale hotels rely on distinguished, individual room concepts. Interior designers and manufacturers provide customised designs for walls, floors and lighting.</p> <p>SANITARY Anyone who has enjoyed a rain shower on holiday would not want to miss it at home. How spa and wellness experiences set new standards.</p> <p>SUSTAINABILITY Where living and working have to be possible in the smallest of spaces, refined room concepts and functional materials are in demand.</p>	<p>KÜCHEN KITCHEN</p> <p>Sophisticated places for all senses</p> <p>Products Professional articles Interviews Best Practice Projects</p>	<p>TRADE FAIR EDITION ORGATEC</p> <p>Note: Book also the Orgatec Special and the hybrid event „Acoustics&Office“.</p> <p>OFFICE Collaboration is a business success factor. Flexible room concepts enable exchange on site and online. The home office is also becoming more professional.</p> <p>ACOUSTICS Concentrated work is only possible with good acoustics. From sound-absorbing absorbers to meeting cubes that prevent noise from escaping.</p> <p>TEXTILE With their flexibility and special technical properties, textiles enable new interior design concepts: insights from contract fabrics to carpet constructions.</p>	<p>LIVING Service around the clock, perfect room sound, harmonious material and colour concepts as well as the luxury bathroom: How standards of the professional hotel industry shape private living spaces - and what role smart home technologies play.</p> <p>FLOOR Not only the appearance, but also technical aspects such as fine dust filtering and acoustic effect influence the choice of the building owner. Which factors planners should be aware of.</p> <p>PERSONALITIES From XXL projects to meticulous detailed solutions: Interior architects, planners and designers present projects that have shaped them.</p>



**Editorial preparation
of the project documentation**

Place your project

Your reference will be editorially prepared, layouted and published on a double page in the context of the participating architectural office with background information, interviews and a construction panel.

CRITERIA

- Project must not be older than 2 years
- Significant graphical material available
- Consent of the client for editorial preparation
- Contact details of the participating architectural office

SERVICES

- Editorially prepared project documentation
- Supplement with 50,000 copies in the December issues of the architecture titles:
db deutsche bauzeitung, bba bau beratung architektur, md INTERIOR DESIGN ARCHITECTURE

TARGET GROUP

Architects, interior designers, designers and planners

PRICE

Price double page*	4,900,-
Preferential price for arcguide partners	3,150,-

FURTHER ADVERTISING POSSIBILITIES

Cover page (U2, U3)	2,700,-
Cover page (U4)	3,000,-

*Price includes an arcguide partnership for 12 months with one profile entry and one PR Package S (Value: 1,670 Euro)

FREQUENCY

December 2021

CIRCULATION

50,000 copies

FORMAT

200 x 265 mm

WEBSITE

Digital integration on arcguide.de with extended picture galleries





arcguide.de Info service for architects, planners and designers

Product news and projects achieve high attention and acceptance. With a comprehensive company profile in combination with PR messages you increase awareness and strengthen the brand. Architects, planners, interior designers, designers and office planners seek inspiration and impulses for their daily work.

The communication is rounded off with a publication in the editorial newsletter.

ADDED VALUE

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

TARGET GROUP

architects, planners, interior designers, designers and office planners

RUN TIME

1 year

Architects look for
inspiration and specialist
information from A-Z.

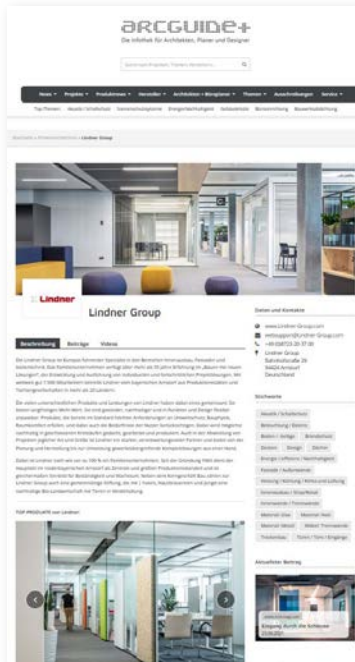
arcguide.de shows everything
from the world of architecture.

NEWSLETTER
20,000 subscribers
2 x per week

WEBSITE
www.arcguide.de

CONTENT
Projects
Product news
Topics
News
Videos





Place your PR messages to your target group quickly and easily.

Profile entry

- + 12-month run time
- + Company description with logo and lead picture
- + All PR messages at a glance
- + Videos and downloads
- + Top product pictures
- + Product groups/keywords

1.000,—



PR Package (only bookable in combination with the profile entry)

- + 12-month run time
- + All messages are automatically published in the desired newsletter
- + Simply select your target group and we will place your industry news in the desired newsletter (Tuesday: arcguide news and Thursday: arcguide Office news)

S	3 communications	670,—
M	7 communications	1.250,—
L	16 communications	2.300,—
XL	unlimited communications	4.200,—

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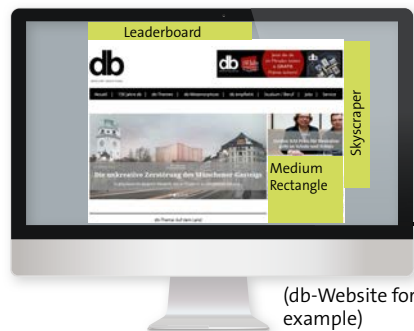
Konradin Architektur – a strong network with four architecture websites.

Take advantage of the defined target group approach with topic- and interest-driven online campaigns!

Do you have individual wishes?
We implement your campaign in a targeted manner.

Request our comprehensive online presentation:
architektur.media@konradin.de

Display Ads (Prices valid as of 01.10.2021 in €, plus VAT)



Display Ads appear on the booked website/
the booked websites incl. all sub-pages for a
maximum of 3 adverts in rotation

DISCOUNT 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, HTML 5 (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, Sticky
Skyscraper and Expandable Leaderboard
advertising formats, please request our
technical specifications by emailing
auftragsmanagement@konradin.de.

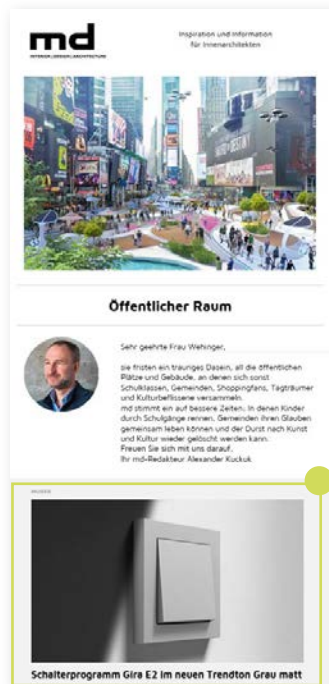
*Size and position in illustrations exemplary. Displayed in rotation.

Advertising form	Position Desktop and tablet*	Size in Pixel (B x H) Desktop and tablet	Position Mobile	Size in Pixel (B x H) Mobile	Price per week/ Website
Large Leaderboard		970 x 90		300 x 50	430,-
Leaderboard		728 x 90			330,-
Skyscraper		120 x 600 or 160 x 600 (wide)		300 x 50	350,-
Sticky Skyscraper					380,- 410,-
Hockeystick or Wallpaper with background colour (as a HEX-Code)		728 x 90 and 160 x 600 or 970 x 90 and 120 x 600		300 x 75	820,-
Billboard		970 x 250		300 x 75	570,-
Medium Rectangle		300 x 250		mobile Rendering 1:1	380,-
Halfpage Ad		300 x 600		mobile Rendering 1:1	520,-
Video Ad		300 x 250		mobile Rendering 1:1	470,-



OTHER FORMATS ON REQUEST: architektur.media@konradin.de

Newsletter (Prices valid as of 01.10.2021, in €, plus VAT)



Examples of newsletters .
You may choose the template.

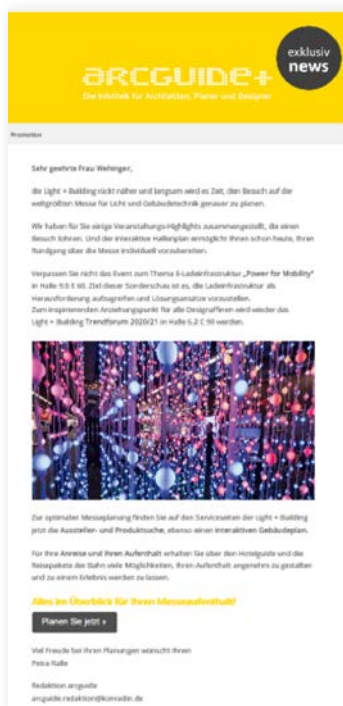


Editorial Newsletter	Pixel (width x height)	Price per issue
Text-image ad (300 characters)	200 x 150	1,020,-
Premium text-image ad (300 characters)	550 x 330	1,980,-
Leaderboard	590 x 100	730,-
Fullbanner (in content)	590 x 100	530,-

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.

Exclusive Newsletter (Prices valid as of 01.10.2021, in €, plus VAT)



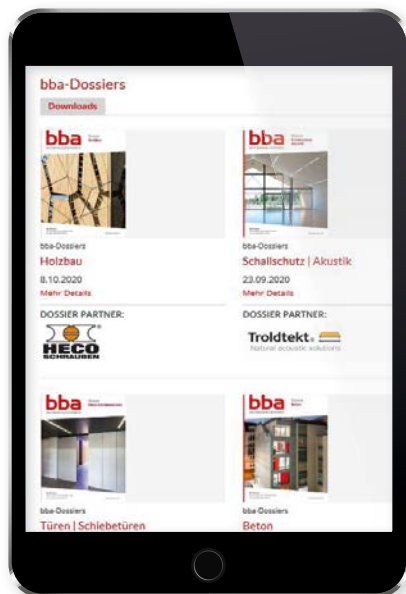
Exclusive Newsletter	Recipients* *as of 09/2021 per dispatch	Price per issue
Subscribers to db db-Metamorphose BAUEN IM BESTAND	24,000 bzw. 22,000	4,700,-
Subscribers to bba	22,000	4,700,-
Subscribers to md	19,000	4,700,-
Subscribers to arcguide+ Tue + Thu	20,000	4,700,-

Other target groups of the Konradin architecture brand network		
"Architects/planners"	45,200	6,500,-
"Architects/planners/interior designers"	51,000	7,900,-
"Architects/construction in general"	86,000	9,500,-

SUBMISSION OF FILES:

14 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.

Examples of newsletters .
You may choose the template.



The editorial team 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 have to register for the download. You will receive the generated architect addresses by e-mail every month and see exactly who is interested in the topic.

topics

02/22	Metal for facade + roof	07/22	Masonry/clinkers
03/22	Sun protection/roller shutters	09/22	Thermal insulation
04/22	Timber construction	10/22	Outdoor space/Outdoor facilities
05/22	Ceiling design/ Functional ceilings	11/22	Concrete
		12/22	Fire protection
06/22	Partition walls/room dividers		

Run time

one year

Price

4.100,—

SERVICES

- Exclusive media partner
- Leads sent monthly
- Mention of your company, incl. logo under the dossier on www.bba-online.de
- Link to your homepage under dossier
- 1/1 page, bled, 4c, on the U2 of the online dossier
- 2/1 pages advertorial with relevant content from your company
- Run time: 12 months
- Text/image ad in the dossier newsletter to 22,000 subscribers

*bba-Dossiers offer
rapid access to key topics
of interest and provide valuable
architect contacts*



2. Zukunftskongress Stadt & Land

1. December 2022, Hospitalhof Stuttgart

FOR A LONG TIME, MIGRATION KNEW ONLY ONE DIRECTION:

From the countryside to the city. Many a village is struggling with ageing and vacancies. But in the cities, the cost of living is exploding - and the pandemic has given a boost to the home office. Will more people move to the countryside again? What opportunities are there to revitalise places? Or will the trend towards urbanisation continue? If so, how do cities need to change to provide a liveable environment for their inhabitants?

AIM

The future does not fall from the sky. The future develops from today. That's why the „Future Congress“ aims to provide impulses that open people's minds, cross borders and think in new ways. Experts from practice and science will report on forward-looking projects. They will present lighthouse projects and concepts that touch on the profession of interior designers and architects and/or their interfaces.

TARGET GROUPS

Interior designers and architects

ADVANTAGES AND BENEFITS

- Lead generation |
- Networking
- Brand strengthening
- Target group-specific addressing

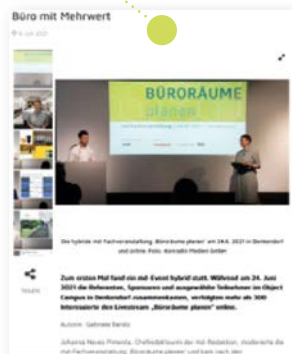
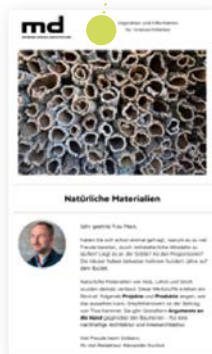
SPONSOR CONTRIBUTION

8.000,-

INKLUSIVE

- Invitation management
- Prepared participant lists
- Short interview
- Presentation of your products and brochures on site
- Catering

md Events 2022 (Prices valid as of 01.10.2021, in €, plus VAT)



Good interior design is the result of many factors - but many are invisible and thus only known to the experts. In the md specialist events experts report on aspects of successful planning.

With its trade events, md INTERIOR DESIGN ARCHITECTURE embodies content marketing par excellence:

Manufacturers show architects, planners and interior designers solutions, technologies and materials.

An independent speaker, for example an interior designer who regularly plans your products, gives a lecture on your behalf on a formative topic in interior design and illustrates it with his work.

HYBRIDE md EVENTS 2022:

Nachhaltigkeit planen | 12. Mai 2022 | Hospitalhof, Stuttgart

Büro + Akustik planen | 24. Oktober 2022 | Designpost, Köln

NEU: md.flurfunk | 7. Juli, 22. September, 17. November 2022

YOUR BENEFITS

- Your own expert lecture
- Short interview/ presentation of your company
- Lead generation: list of participants with contact details of the participating architects and planners
- Binding of the target group through networking during the evening
- Brand and company are anchored with interested and buying-advising participants
- High benefit through invitation management and extensive advertising campaign via the Konradin Architektur media with a total of 51,000 e-mail recipients
- Own customers can be invited

LEADS

Sponsors receive the list of participants with the approved contact details (according to the DSGVO) of the registered visitors.

SPONSORSHIP FEE

6.900,-

A challenging lecture programme with your expert presentation and short interview. Become a partner!

Virtual db Ortstermin (Prices valid as of 01.10.2021, in €, plus VAT)

Moderated encounter,
questions and exchange
in the chat
between architects,
planners and
manufacturers

The virtual db Ortstermin (on-site appointment) is aimed at architects, civil engineers and interior designers with a concrete interest in the project.

BEFORE

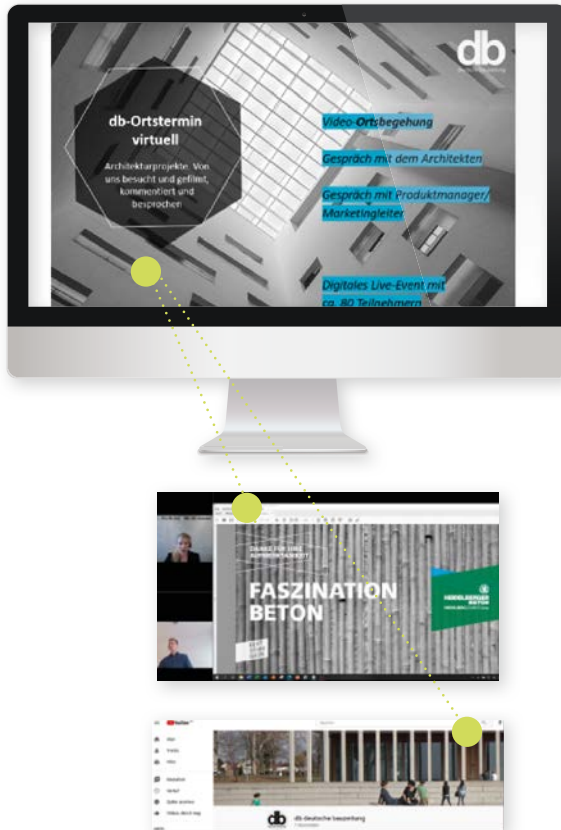
1. selection of a special building project with the db editorial team, proposed by you.
2. creation of a db architectural film of the building on site, a walk-through with the camera inside and outside

BENEFITS

- Professionally produced db film of your reference
- Presentation of your installed product in your own lecture
- Lead generation: list of participants with the contact details of the participating architects and planners at the virtual db on-site appointment
- Manufacturer in exchange with the participants
- Event is advertised in Konradin architecture newsletters (db, db-meta, bba, md, arcguide) and through banners on the corresponding websites
- Recording of the entire event runs on db-YouTube-Channel
- Integration of the db film and the recording of the event into your online channels

PRICE

6.900,-





Showcase your expertise and brand where all the big and renowned architectural firms are vying for the db award with outstanding projects

Awards are given for refurbishments, conversions and extensions in which innovative solutions that go beyond technically established standard solutions have been implemented and which impress with their outstanding qualities.

Projects that succeed in giving the existing buildings a sustainable perspective. The award, including the winning designs, is presented in detail in the db-Metamorphose section.

ADVANTAGES AND BENEFITS

- Binding of the target group through an informative and emotional experience
- Networking with the target group
- The brand is strengthened and thus awareness is increased

LEADS

Sponsors receive the list of participants with the approved contact details (according to the DSGVO) of the registered visitors as well as a photographic documentation of the event.

ON THE SITE

- Presentation of your logo during the award ceremony
- Representatives of your company are cordially invited to attend the award ceremony
- Possibility to display information material

SPONSORSHIP CONTRIBUTION

6.900,-

fachjobs24.de

Das Stellenportal für Ihren Erfolg!

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



Architecture

262,788 Pls,
172,973 visits,
63,033 print run
copies



Crafts

634,127 Pls,
491,027 visits,
90,664 print run
copies



Knowledge

7,328,157 Pls,
4,049,159 visits,
183,968 print run
copies



Optometry

96,992 Pls,
43,088 visits,
13,900 print run
copies



Working World

65,254 Pls,
43,542 visits,
14,665 print run
copies



Industry

514,856 Pls,
345,510 visits,
215,900 print run
copies

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.

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

PRINT JOURNAL incl. 4 weeks basic job online*

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

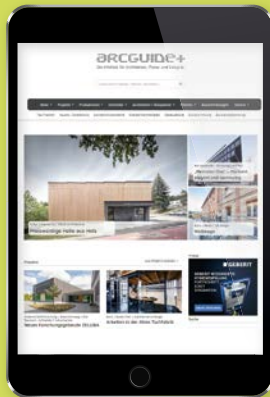
ONLINE ONLY

Basis Job	Premium Job	Premium Job +
4 weeks	8 weeks	8 weeks
simple listing	simple listing	exclusive listing
199.00	249.00	299.00

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



www.arcguide.de



www.bba-online.de



www.db-bauzeitung.de



www.md-mag.com

arcguide bba db md

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Architektur