Circulation: 22,000 copies per issue

Kitchens special in issue 5/2015

architektur.konradin.de/md

Print | Online | Events | Lead generation
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Rate Card No. 56
You can find our Terms and Conditions online at www.konradin.de. Alternatively, you can ask us to send them to you.
The md brand family – international platform for high class interior design and contract furniture.

The magazine

Unique source of inspiration for all professionals, who plan, construct and furnish.

» The content:
   qualified and sophisticated
   With target-group-specific practical examples, products and design solutions in the functional context.

» The audience:
   the most important multipliers
   Professional planners, architects and interior designers as well as the upscale German furnishing shops.

www.md-mag.com

Latest news, events, md App Gallery, jobs, Young Talents – including Project Forum.

» Complements the print edition

The Newsletter

With selected topics and relevant news from the industry. Opening rate > 30%.
Sent out to md readers every month. More than 9,500 highly relevant recipients.

» fast communication

Individualized concepts and tailor-made solutions

Events, sponsoring, media partnerships or corporate publishing (e.g. reference booklets and brochures), Lead generation a.s.o.

Our media services are made-to-measure. As specialists in architecture, we have a direct line to your target groups!

» Do you have an idea for a concept? Contact us!
<table>
<thead>
<tr>
<th>Issue</th>
<th>Fairs/Shows</th>
<th>Lead Story</th>
<th>In each issue</th>
</tr>
</thead>
</table>
| 1/2015  | Reviews imm, Heimtextil, Domotex, Maison & Objet, BAU | **Elegant fit-outs** High-quality home furnishings for bespoke projects  
**Kitchen equipment and dining accessories** Delicious solutions for the eye and the taste buds: kitchens, dining room furniture, appliances, tableware |  |
|         | **Trade fair special** iSaloni including Euroluce and Salone Ufficio  
**ISH fair special** Reviews of Stockholm Furniture Fair and Ambiente | **Stylish relaxation** Bathrooms and the world of wellness today  
**More than just Småland** Spaces for children – how they should be designed |  |
| 2/2015  | Review Proposte                       | **The contemporary office** Brilliant ideas for contract furniture, floor coverings, office lighting and room acoustics  
**Materials and finishes** Innovations that make all the difference |  |
|         |                                       | **All lit up** Light and light fixtures – forms and functions  
**Vital components of a good design** High-end furniture components and accessories |  |
<p>| 3/2015  |                                       | <strong>Contract, office and home furniture</strong>                                                        |  |
| 4/2015  |                                       |  |</p>
<table>
<thead>
<tr>
<th>Issue</th>
<th>Fairs/Shows</th>
<th>Lead Story</th>
<th>In each issue</th>
</tr>
</thead>
</table>
| 5/2015 | 01.09.2015  | Welcome to paradise  
High-end hotel furnishings  
Outdoor design  
Outdoor furniture and garden accessories  
with Kitchen special | |
| 6/2015 | 06.10.2015  | The world of work today  
Contemporary solutions for offices and commercial premises  
*md's Autumn of Fabrics*  
Stylish textiles that lend character to a room | |
| 7/2015 | 04.11.2015  | Interior design for individuals  
Furniture for sleep, leisure and life  
Technology and sophistication  
Fabulous lighting for fabulous properties | |
Shopfitting and trade fair stand construction  
Creative case studies from an innovative industry  
Floor coverings  
Lots of creative freedom for every fit-out project | |

Further details on request: md.anzeigen@konradin.de
Print

THE BENEFITS
Easy to arrange, high level of trust in the medium, guaranteed coverage, feel of paper conveys sense of quality.

Studies show that readers search for the following specialist information in print publications: technical data, product information & prices, regulations & statutory requirements, latest developments & trends, past projects, company data, analyses & opinions.

A MUST FOR...
Enhancing your image: by advertising in print you show that you are a pro-active & relevant player in the market. Highlight your position in the market!
Growing your business: a print advertisement gives readers more confidence in choosing your product, and helps establish new products on the market. Showcase your solutions and expertise.

81% of professional decision-makers agree: “By regularly advertising in the trade press, a company shows that it is an important player in the market.” (2013/14 B2B decision-maker analysis, DE trade press)

ADVERTISEMENTS ARE RECOMMENDATIONS. FOR READERS AND ADVERTISERS ALIKE.
Advertenties: standard formats

<table>
<thead>
<tr>
<th>Formats</th>
<th>Basic rates b/w</th>
<th>Surcharge for 2-colour</th>
<th>Total rates 2-colour</th>
<th>Surcharge for 3-colour</th>
<th>Total rates 3-colour</th>
<th>Surcharge for 4-colour</th>
<th>Total rates 4-colour</th>
<th>Bleed surcharge</th>
<th>Formats: Width x height in mm</th>
<th>Trimm: add 3 mm to each side</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>€ 4,330</td>
<td>€ 620</td>
<td>€ 4,950</td>
<td>€ 1,240</td>
<td>€ 5,570</td>
<td>€ 1,860</td>
<td>€ 6,190</td>
<td>€ 433</td>
<td>horiz. 4sp vert. 2sp</td>
<td>188 x 270 210 x 297</td>
</tr>
<tr>
<td>1/2 page</td>
<td>€ 2,300</td>
<td>€ 460</td>
<td>€ 2,760</td>
<td>€ 920</td>
<td>€ 3,220</td>
<td>€ 1,380</td>
<td>€ 3,680</td>
<td>€ 230</td>
<td>horiz. 4sp vert. 2sp 1sp</td>
<td>188 x 133 92 x 270 103 x 297</td>
</tr>
<tr>
<td>1/3 page</td>
<td>€ 1,960</td>
<td>€ 290</td>
<td>€ 2,250</td>
<td>€ 580</td>
<td>€ 2,540</td>
<td>€ 870</td>
<td>€ 2,830</td>
<td>€ 196</td>
<td>horiz. 4sp vert. 2sp 1sp</td>
<td>188 x 88 60 x 270 210 x 105 71 x 297</td>
</tr>
<tr>
<td>1/4 page</td>
<td>€ 1,360</td>
<td>€ 240</td>
<td>€ 1,600</td>
<td>€ 480</td>
<td>€ 1,840</td>
<td>€ 720</td>
<td>€ 2,080</td>
<td>€ 136</td>
<td>horiz. 4sp vert. 2sp 1sp</td>
<td>188 x 65 92 x 133 103 x 150 55 x 297</td>
</tr>
<tr>
<td>1/8 page</td>
<td>€ 690</td>
<td>€ 120</td>
<td>€ 810</td>
<td>€ 240</td>
<td>€ 930</td>
<td>€ 360</td>
<td>€ 1,050</td>
<td>–</td>
<td>horiz. 4sp vert. 2sp 1sp</td>
<td>188 x 32 92 x 65 44 x 133</td>
</tr>
</tbody>
</table>

Classified ads
- Job ads, offers to act as representative offices, competitions, miscellaneous, width: 44 mm, price per mm for b/w: € 2.95, colour: € 4.50
- Jobs sought, width: 44 mm, b/w, price per mm: € 1.10
- Box number charge incl. postage charge for responses: € 17.00

Special positions, Availability of cover pages and other formats on request.
Special ad formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Details</th>
<th>Prices incl. share of postage</th>
<th>Technical details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bound inserts</strong></td>
<td>1 leaf = 2 pages</td>
<td>80–134 gsm € 4.330 € 7.570</td>
<td>Required no. of copies: 11,950 Must accompany all copies Size (untrimmed): 216 x 305 mm Prices for &lt; 80 g/m² and &gt; 180 g/m² on request.</td>
</tr>
<tr>
<td></td>
<td>2 leafes = 4 pages</td>
<td>135–180 gsm € 4.980 € 8.700</td>
<td></td>
</tr>
<tr>
<td><strong>Tip-ons</strong></td>
<td>on advertisements or bound inserts</td>
<td></td>
<td>Required no. of copies: 12,000 Must accompany all copies Max. size: 200 x 290 mm Others, e.g.: booklets, product samples, CDs/DVDs, on request</td>
</tr>
<tr>
<td></td>
<td>Postcards</td>
<td>In addition to carrying ad/ bound inserts</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>€ 61 per thousand plus sticking; € 37 per 1,000 automated/ € 74 per 1,000 manual</td>
<td></td>
</tr>
<tr>
<td><strong>Loose inserts</strong></td>
<td>up to 25 g</td>
<td>€ 224 per thousand</td>
<td>Required no. of copies: 11,500 Partial print run on request.</td>
</tr>
<tr>
<td></td>
<td>up to 30 g</td>
<td>€ 245 per thousand</td>
<td></td>
</tr>
<tr>
<td></td>
<td>up to 35 g</td>
<td>€ 268 per thousand</td>
<td></td>
</tr>
<tr>
<td></td>
<td>up to 40 g</td>
<td>€ 290 per thousand</td>
<td></td>
</tr>
<tr>
<td></td>
<td>up to 45 g</td>
<td>€ 313 per thousand</td>
<td></td>
</tr>
<tr>
<td></td>
<td>up to 50 g</td>
<td>€ 335 per thousand</td>
<td></td>
</tr>
</tbody>
</table>

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. Insert discounts: 1 leaf = 1/1 page

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Volume</th>
<th>3 ads</th>
<th>5%</th>
<th>6 ads</th>
<th>10%</th>
<th>12 ads</th>
<th>15%</th>
<th>24 ads</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>ads</td>
<td>page</td>
<td></td>
<td></td>
<td>pages</td>
<td></td>
<td>pages</td>
<td></td>
<td>pages</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>5%</td>
<td>3</td>
<td>10%</td>
<td>6</td>
<td>15%</td>
<td>12</td>
<td>20%</td>
<td>24</td>
<td>20%</td>
</tr>
</tbody>
</table>

Approval and confirmation by the publisher is subject to submission of a binding sample. Difficulties arising during processing and any additional work (e.g. folding/sticking) will be charged for separately. Contact for submission of files and technical details: petra.breuer@konradin.de

Our recommendation: Creativity is king! unusual advertising always stands out and carches readers’ attention.

Are you looking for a particularly special ad format?

Contact: Petra Wehinger, Phone +49 711 7594-404, petra.wehinger@konradin.de
Online | Digital | Mobile

THE BENEFITS
Speed, flexibility, large coverage, good price-performance ratio.

- Online advertising is effective even if it isn’t clicked on – and it remains effective for a long time.
- More than 50% of German internet users perceive banner campaigns not as advertising, but as a source of information.
- Online advertising has been shown to increase revenues, not least by encouraging “face-to-face” contact with real people, e.g. external sales personnel, sales outlets, etc.

A MUST FOR...
Making contact: Quickly and simply send your news, e.g. announcements, invitations and information about promotions – out to a wide audience.
Enhancing your image: Benefit from low-cost exposure for your brand over long periods, e.g. in the lead-up to trade fairs and company anniversaries.

architecture channel

- The marketing alliance within Konradin Publishing Group for B2B online campaigns targeting architects, interior designers, workplace consultants and planners, structural engineers and construction companies.
- The architecture channel is based on substantiated specialized information and a wide range of community options.
- The architecture channel offers best prerequisites for successful performance marketing and enables webbased targeting.
- It is that simple: You choose the desired period and target audience – we manage your campaign accordingly within the architecture channel.

APP GALLERY: 12 months duration 490 €

Submission of files: 7 days before start of campaign by email to auftragsmanagement@konradin.de, file size: max. 60 KB
Newsletter: Format: GIF, JPG, (plus DOC in case of text & image ad), tracking code/redirect option available, no embedding of web bugs. Animated images: be aware that not all systems display these as animations.
## Online | Digital | Mobile

(Prices valid as of 01.10.2014, in €, plus VAT)

### Display ads

<table>
<thead>
<tr>
<th>Display ads</th>
<th>Pixels (width x height)</th>
<th>Price per week</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.md-mag.com">www.md-mag.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>€ 215</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 / 160 x 600</td>
<td>€ 215</td>
</tr>
<tr>
<td>Medium rectangle</td>
<td>300 x 250</td>
<td>€ 135</td>
</tr>
<tr>
<td>Video ad</td>
<td>300 x 250</td>
<td>€ 295</td>
</tr>
<tr>
<td>Hockey stick</td>
<td>728 x 90 + 160 x 600</td>
<td>€ 295</td>
</tr>
<tr>
<td>Wallpaper (+ background colour)</td>
<td></td>
<td>€ 295</td>
</tr>
</tbody>
</table>

Website incl. all subpages/prices valid for max. 3 ads in rotation
Discounts: 5% for 6 weeks or more, 10% for 12, 15% for 18, 20% for 24

### Editorial newsletter

<table>
<thead>
<tr>
<th>Editorial newsletter</th>
<th>Pixels (width x height)</th>
<th>Price per issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 x per month</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Text/image ad</td>
<td>300 char. + image</td>
<td>€ 990</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>€ 700</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 / 160 x 600</td>
<td>€ 600</td>
</tr>
<tr>
<td>Full banner</td>
<td>590 x 100</td>
<td>€ 500</td>
</tr>
</tbody>
</table>

### Exclusive newsletter

<table>
<thead>
<tr>
<th>Exclusive newsletter</th>
<th>Recipients</th>
<th>Price per issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subscribers to md</td>
<td>9,500</td>
<td>€ 3,650</td>
</tr>
</tbody>
</table>

### Other target groups of the architecture channel

- Architects/planners | 33,000 | € 5,900
- Architects/planners/interior designers | 42,000 | € 7,500
- Architecture/construction in general | 55,000 | € 9,200

### The perfect match: A PR partnership with arcguide connects.

Communicate with your target group on an editorial level: press releases, company and product news, latest projects, awards, invitations to events, competitions...

#### Premium entry (12 months)

- 3,500 characters of text, picture gallery, downloads, videos, links € 850

#### PR package (12 months)

- S 3 communications € 500
- M 7 communications € 1,000
- L 16 communications € 2,100
- XL Unlimited € 4,100
Konradin Publishing Group is one of the largest providers of specialist information in the German-speaking world. Its portfolio comprises some 50 trade and general-interest publications, online portals, and events series. Learn more at: www.konradin.de

Online | Digital | Mobile:
• Display ads
• Regular newsletters
• Exclusive newsletters
• E-mailshots
• Apps
• Microsites

Events:
• Workshops
• Evening events
• Roadshows
• “Ortstermin” events
• Competitions
• Conferences

Lead generation:
• Surveys/prize draws
• Address hire
• Download library
• Webinars/webconferencing

Services:
• Printing specialists: konradinheckel.de, konradin-printshop.de
• Market research and market analysis
• Corporate publishing: 100% customised konradin-relations.de

Print:
• Advertisements
• Inserts
• Specials
• Corporate publishing
• Special ad formats

Architektur
Communicating to architects, construction engineers and designers
Our entire range of media at a glance: architektur.konradin.de

A strong brand network