"Show me how you build and I will tell you who you are."

Christian Morgenstern
» Konradin Architecture at one glance

»Advertise your products and references in all Konradin Architecture

Print

Trade magazines
- Ads
- Inserts
- Advertorials
- Special ad formats

Konradin architecture
- Editorial newsletters
- Exclusive newsletters
- and much more

Online

PR partnerships

Konradin Relations
- Customer magazines
- Print newsletters
- Online magazines
- E-books
- Events
- and much more

Corporate Media Services

Events

Events staged by our trade magazines
- Thematic events: Color | Acoustics | Haptics | Light
db sufficiency congress and more

Presentation of new products and references
- Product-related events: db on-site “Ortstermin” | bba on-site technology Competitions and more

Architecture “on the move”
- Readers' tours | manufakTOUR
- Fair tours and more

Use our expertise and our networks to reach architects, interior designers, planners and designers
» Classical advertising is a thing of the past!

Your contacts at the publishing house

**Cornelia Huth-Neumann**
Always has brilliant ideas for you!

**Marion Hinze**
Has sleepless nights for you!

**Petra Wehinger**
Figures are relative. It's the brand that counts!

**Stefanie Schulz**
Looks forward to meeting you at international trade fairs!

**Florian Holocher**
Our brands for your success!
Print

Use our architecture trade magazines
A must-read for all construction planners at the tendering stage

**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.

bba is the modern *magazine with the strongest resonance effect for architects and construction engineers in building construction planning* featuring a unique information service. Practical product and system know-how and problem solutions in the fields of construction, building equipment, building physics and aesthetics assure our consultancy expertise for builder-owners, specialist planners and specialised craftsmen.

Editorial objectives focus on *problem solutions both in functional and design respects*, to readers' benefit. The information service is complemented by advisory elements, interesting links, references to other publications etc.

**Highlights**

- bba online dossiers on the most important product groups
- "Technik vor Ort" events
- bba planner communication competition

**Frequency of publication**

10 x a year

**Circulation**

20,100 copies

**Newsletter**

17,700 recipients

**Website**

www.bba-online.de
db deutsche bauzeitung

Positions in architecture. Critical - opinion-forming – trend-setting

**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.

Comprehensive architectural criticism, building culture, technical developments, plus building in existing contexts - these are the main topics of db deutsche bauzeitung, the **oldest and best-known architectural magazine** in the German-speaking area.

**db connects architecture and technology**, is a trend scout for new products, materials and technologies, thus reaching both architects and planning engineers.

In the special **db-Metamorphose** section, all aspects of building in existing contexts are treated competently, in detail and to the point.

**Frequency of publication**
10 x a year
4 x with db-Metamorphose

**Circulation**
31,100 copies

**Newsletter**
15,400 recipients

**Website**
www.db-bauzeitung.de

**Highlights**

» Copy test in db 06/17
» db "ANDERS BAUEN" congress, sufficiency in building culture
» db "RESPEKT und PERSPEKTIVE" competition
  Building in existing contexts
» 150 years db anniversary
» md INTERIOR | DESIGN | ARCHITECTURE

A prime mover and source of inspiration for all who plan and furnish

**Frequency of publication**
12 x a year
4 x with „md Office”

**Circulation**
24,100 copies (12,000 of which digitally IVW tested)

**Newsletter**
13,200 recipients

**Target group**
Professional planners, interior designers and architects, furnishing planners, designers and upscale premium retailers – *purchasing decision-makers and multipliers!*

**The content: sophisticated and qualified**
With target-group oriented practical examples, product and design solutions in a functional context. The international platform for demanding architecture, high-class interior design and contract furnishings.

**New in 2017:** md will be published 4 times a year with the theme special „md Office” to target office planners even more!

The ideal communication platform for product and image advertising - without wastage!

**Highlights**

» **New in 2017:** theme special „md Office“ 4 x a year
» Trade events (see page 26)

**Website**
www.md-mag.com
www.menschundbuero.de
Möbel VERKAUFEN is the new trade magazine for joiners and carpenters who sell their own and third-party products like specialist furniture retailers. This magazine is an indispensable source of ideas and stimuli for companies aiming at complementing their range of products with merchandise like furniture, kitchens, lighting and living accessories.

Here, joiners and carpenters will find incentives on how to increase sales. Möbel VERKAUFEN reports on trends in interior furnishings, consulting topics with tips and tools, interviews, market data on purchasing groups and suppliers. Best-practice stories provide readers with concrete assistance for selling.

For more than half of all joiners and carpenters, trade is an important subject, but it is still frequently kept on a back burner.

Target group

Frequency of publication
6 x a year

Circulation
20,000 copies

Website
www.mv-verkaufen.de
» Editorial reporting

Editors report directly from their trade sector!

As specialists in the fields of architecture, construction and design, we are, on the one hand, very close to the architects, planners and designers target groups, and on the other to the problem solutions offered by the industry.

By offering individual packages, we bring both together. No matter what your communication objectives may look like, with Konradin Architektur you have a strong partner who offers you individually tailored solutions.

Our editorial staff know what counts in practice, and they communicate with you at eye level.

Clearly structured layout
The lucidly structured layouts leave room for individual information and set accents.

High-grade appearance
Generous lead stories create a high level of attention for the big magazine topics. Clearly layouted interviews, reportages, and object reports draw the reader’s attention to what is special.

Images and pictorial reports
Design topics and applications are presented graphically.
Online

Use our powerful network of brands
» A strong partner online as well

Use the defined target-group approach with topic- and interest-controlled campaigns!

» access numbers
(average rate per month)

<table>
<thead>
<tr>
<th>Website</th>
<th>Page Impressions</th>
<th>Ad Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>arcguide.de</td>
<td>47,100</td>
<td>15,500</td>
</tr>
<tr>
<td>bba-online.de</td>
<td>38,800</td>
<td>27,000</td>
</tr>
<tr>
<td>db-bauzeitung.de</td>
<td>104,000</td>
<td>40,400</td>
</tr>
<tr>
<td>md-mag.com</td>
<td>19,700</td>
<td>9,200</td>
</tr>
<tr>
<td>menschundbuero.de</td>
<td>21,900</td>
<td>11,500</td>
</tr>
</tbody>
</table>

*Numbers will be adapted quarterly

The marketing alliance with Konradin Publishing Group for B2B online campaigns targeting architects, interior designers, designers, office planners, construction engineers and building contractors

Based on profound specialist information and a variety of community offers, the websites of our brands

» db deutsche bauzeitung
» bba bau | beratung | architektur
» md Interior | Design | Architecture
» Mensch&Büro with office-work.net
» arcguide

form our powerful network of brands.
» Display Ads
Use the cost-efficient presence of your brand

Placement of your advertising campaign
on all desired websites of our powerful network of brands, all subpages included for up to 3 ads in rotation.
» Digital ambassadors for your communication

Editorial newsletters

Each brand of Konradin Architektur mails an editorial newsletter at least once a month.

Advertise your messages quickly and simply

» Announcements
» Invitations
» Special promotions
» New products

Open rate

approx. 27%
Average value of all newsletters per mailing

Advertising forms

» Leaderboard
» Skyscraper
» Fullbanner
» Sponsored Link
Individually & exclusively

Editorial newsletters attract a particularly high level of attention

Target groups according to recipients

- Architects/planners 38,000
- Architects/planners/interior designers 44,000
- Architects/construction in all 53,000

Recipients

- arcguide 15,500
- bba 17,700
- db 15,400
- db-metamorphose 22,800
- md 13,200
- Mensch&Büro 3,700

Exclusive newsletter

Offers you an opportunity to book your very individual and exclusive newsletter.

With an exclusive newsletter you can present your company or a thematic field, thus attracting a particularly high level of attention!
» arcguide.de | menschundbuero.de

Our architecture portals bring manufacturers and architects together

We publish your PR message:

1. As News at arcguide.de | office-work.net
2. Via your profile entry
3. In the next editorial newsletter

Communicate with your target group on an editorial level

arcguide.de

has been one of the most important German-language architecture portals for architects and planners for more than 15 years.

» Profile entry + PR package (S, M, L or XL)

menschundbuero.de

menschundbuero.de replaces office-work.net and is the professional online information source for office planners, architects, interior designers, decision-makers, buyers and the specialist office trade.

» Basic or premium partnership for 12 months

PR partnership for

» current references
» company and product news
» awards and prizes
» invitations
» competitions

NEW to Orgatec!
Corporate Media Services

Use our expertise and our networks
» Reliable and competent

The Konradin Relations team

Jennifer Bühling
Senior project management
She keeps track of things even when the going gets tough.

Katharina Ullrich
Project management assistance
Deals with project implementation enthusiastically and with great pleasure.

Nicole Gauch
Conception and graphics
Implements her project passionately and with zest for action.

Kerstin Kast
Project management assistance
Has the necessary all-round view and is highly motivated in each respect.
» From concept through to printing...

Our services in the Corporate Media Services field - print, online, event

 Konradin Relations aims at designing its target-group communication lively and attractively. We create individual concepts for you for print and online media or events and implement them professionally and with much enthusiasm.
From concept through to printing...

Corporate Media Services – Print

We can offer your the whole spectrum of print communication from *printed newsletter* to *advertising materials* or *customer magazines*. We develop with you the perfect medium for your target-group communication and implement it *quickly, competently and reliably*. Editorial support through our network of trade journalists, photographers and experts ensures a high level of *quality* and *credibility*. 
Implementing your ideas individually and digitally

Corporate Media Services - Online

In online communication, we have been a competent partner for more than 15 years when it comes to realising online magazines and e-books. For implementing projects online we also draw on our comprehensive professional netzwerk.
» Implementing your ideas individually and digitally

Corporate Media Services - Events

When it comes to events, we can help you with our know-how and our in-house network to make your event a complete success.

With our trade magazines in the fields of architecture and outfitting within the Konradin Publishing Group we can refer to a unique network of media and target groups for marketing purposes.
### Events 2015

**Insights and outlooks**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
<th>Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>md Haptik – First Sense</td>
<td>23 June 2015</td>
<td>Design Post, Cologne</td>
<td>150 architects</td>
</tr>
<tr>
<td>md Farbe</td>
<td>21 October 2015</td>
<td>Haus der Architektur, Stuttgart</td>
<td>160 architects</td>
</tr>
<tr>
<td>md International Design Selection - Czech Republic</td>
<td>22 October 2015</td>
<td>Eisbach Studios, Munich</td>
<td>80 architects</td>
</tr>
</tbody>
</table>
» Events 2016/2017

Insights and outlooks

**md Haptik**

- **date:** 15 June 2016
- **location:** Haus der Architektur, Stuttgart
- **participants:** 150 architects

**md Akustik**

- **date:** 24 October 2016
- **location:** Design Post, Cologne
- **participants:** 140 architects

» Be part of if – become partner of our md events!

**Dates 2016/2017**

**md Farbe**
29 June 2017, Düsseldorf
12 October 2017, Frankfurt

**md Haptik**
26 October 2017, Munich

**md Riechen**
23 November 2017, Stuttgart
Events

Use our unique network
Build differently! Sufficiency in building culture

One-day event

Sufficiency is a sociopolitical and most of all an ethical topic. It is in any case a future topic. More than each of us as individuals, architects and urban planners bear a responsibility.

Live and build moderately and adequately. Resources should not be totally dispensed with but used intelligently and carefully. **Sufficiency = quality instead of questionable quantity!**

Participants:
approx. 120 participants

Sponsoring
Premium Sponsoring
Basic Sponsoring

Website
www.db-suffizienzkongress.de

Your partner options

Sponsoring package including media support and editorial coverage BEFORE-DURING-AFTER the event in db, bba, md and arcguide (print, online and newsletter)
» db on-site Ortstermin
An exclusive event on site with the editorial staff

Organiser
db deutsche bauzeitung

Sponsoring
1 to 4 manufacturers

1 project, 1 afternoon, 30 architects

» a reference object chosen by the editors
You are welcome to make suggestions

» approx. 3 hours including a small packed lunch

» approx. 30 participants: architects, construction engineers, interior designers with a concrete interest in the project. Participation free of charge

Your partner options

1. Exclusivity: 1 manufacturer
2. Team spirit: min. 2 to max. 4 manufacturers.
   Bring your favourite partner along!

including media support and editorial coverage BEFORE-DURING-AFTER the event in db (print, online and newsletter)
The award for exemplary solutions when building in existing contexts

The award goes to renovations, conversions and expansions that have implemented exemplary and innovative solutions or solutions going beyond technically established standards and are also convincing by their exceptional design quality. Projects that succeed in providing the built environment respectfully with a viable perspective.

Publication
The award will be presented in detail along with the prize-winning designs in the topic section of db-Metamorphose 12/2016.

Media support
Before-during-after principle via all Konradin architecture media: db, db-Metamorphose, bba, arcguide

Print: Ad campaign, flyer
Online: Microsite, special newsletter, sponsored links, banner campaign
On location: Participation in the award ceremony, participants' addresses
» HAPTIK | LICHT | FARBE | AKUSTIK

in an interior-design context

Participants
approx. 150 participants

Sponsoring
max. 4 partners per event

Half-day events on the topics of HAPTICS | LIGHT | COLOUR | ACOUSTICS

approx. 150 participants per event: architects, interior designers, specialist dealers with a concrete interest in products and solution potentials.

Staged by
md INTERIOR|DESIGN|ARCHITECTURE

» Moderated by the md editor-in-chief

» Realised with 4 partners from architectural or interior-design disciplines relating to the relevant thematic fields.

Website
www.events.md-mag.com/

Your partner options
Sponsoring package including media support and editorial coverage BEFORE-DURING-AFTER the event in md (print, online and newsletter)
» manufakTOUR
On the road with architects

2 DAYS | 1 OVERNIGHT STAY | 4 MANUFACTURER INCL. MEALS + BUS TRANSFER

Two-day event

» 40 architects visit 4 manufacturers in 2 days.

» Participants will gain exlusive insight into the production processes of the companies visited.

» As a sponsor you will gain intensive personal contacts with architects who have a concrete interest in your products.

Participants
40 architects

Sponsoring
max. 4 partners

Your partner options

Sponsoring package including media support and editorial coverage BEFORE-DURING-AFTER the event in db, md, bba and arcguide (print, online and newsletter).
**bba "Technik vor Ort"**
Experience product applications interactively

**Organiser**
bba bau|beratung|architektur

**Sponsoring**
1 to 4 manufacturers

---

**Explain your solutions on site and on the object**

» Solutions in concrete applications, selected by the editors; you are welcome to make suggestions

» about 3 hours between 2 and 5 p.m., with a small snack on site

» approx. 30 participants: architects, construction engineers and planners with a concrete interest in the project. Participation free of charge.

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**Your partner options**

1. **Exclusivity**: 1 manufacturer
2. **Team spirit**: min. 2 to max. 4 manufacturers. Bring your favourite partner along!

including media support and editorial coverage BEFORE-DURING-AFTER the event in bba (print, online and newsletter)
Contacts

**Sales** | [www.architektur.konradin.de](http://www.architektur.konradin.de)

- **db – deutsche Bauzeitung**
  Marion Hinze
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- **bba bau | beratung | architektur**
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  +49 (0) 711 / 7594 - 372

- **md Interior | Design | Architecture**
  Petra Wehinger
  +49 (0) 711 / 7594 - 404

- **Mensch&Büro**
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  Petra Wehinger
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**Corporate Media Services** | [www.konradin-relations.de](http://www.konradin-relations.de)

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