

ORFEDU bba db md

MEDIA KIT
2023

PRINT
ONLINE
SOCIAL MEDIA
EVENTS

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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*

Communication in all channels

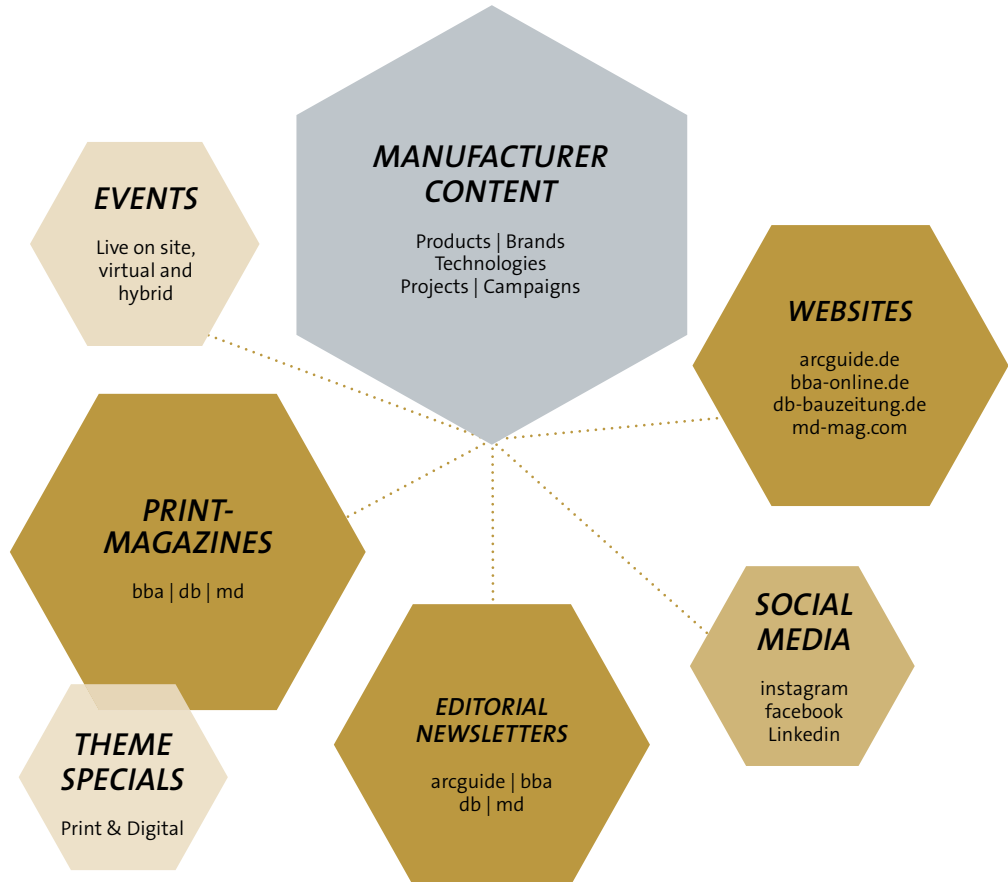
Let us work out

an offer for you:

architektur.media@konradin.de

or visit us on our new website:

architektur.konradin.de



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 50.000 copies print and digitally per month.

In addition, three special issues and themed specials.

Architecture Crossmedial:

570.000

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 **81.000 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 **199.000 unique user per month**.



SOCIAL MEDIA CHANNELS





db Bauen im Bestand

db Building in Existing Contexts

Publication date: August 2023

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.



md Material wirkt

md Material works
in cooperation with db

Publication date: July 2023

Interior design and architecture are closely intertwined disciplines. The specialist editorial teams of md INTERIOR DESIGN ARCHITECTURE and db deutsche bauzeitung present an all-round view: The special issue focuses on showcase projects.

Whether living in bricks, working in concrete, enjoying culture in metal and glass or learning in wood. From trends to processing issues, from sustainability impulses to product presentations.



md Sonderausgabe Küche

md special edition Kitchen

Publication date: September 2023

Whether indoors or outdoors, a stove is at the center of the action. The md editorial team shows projects, products and personalities who exemplify how a useful, elegant and perfectly fitting framework for chefs and guests can be created.

With interviews, best practice and technical articles.

Editorial Schedule 2023











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

Editorial Schedule 2023

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






Ad formats and prices (Prices valid as of 01.10.2022, 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 01.10.2022, in €, plus VAT)

	Details	Prices incl. share of postage		Delivery quantity
		80–134 g/qm	135–180 g/qm	
Bounds 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.
Bounds inserts db 	1 leaf = 2 pages	9.500,–	10.930,–	Delivery quantity db: Must accompany all 24,850 copies Size (untrimmed): 216 x 305 mm Prices for 80 g/qm and over 180 g/qm on request.
Bounds 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 65,– 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	280,– pro Tsd. 308,– pro Tsd.		Delivery quantity: bba 12.220 copies, db 24.350 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 01.10.2022, 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

Formats	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



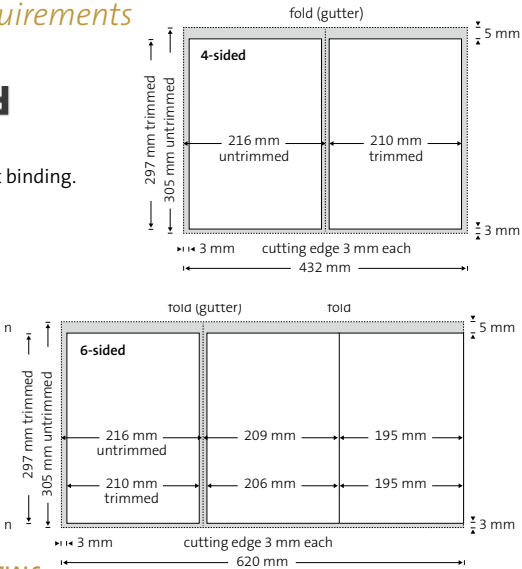
1/2 page

Technical Requirements

for **bba md**

Bound insert:
Possible with perfect binding.
Delivery untrimmed.

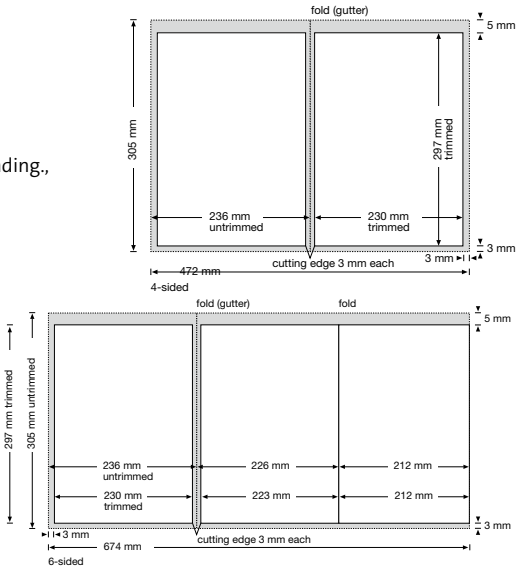
Trim layout diagram:



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 loose inserts:	
for bba, db and md	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.
Delivery address for bound inserts:	
for bba and db	Delivery at Konradin Druck GmbH, Kohlhammerstraße 15, 70771 Leinfelden-Echterdingen, Delivery times: Monday to Friday 7:00 a.m. – 6:00 p.m.
for md	Deliver at advertiser's expense to Gert Schallenmüller GmbH & Co. KG, Dreifelderstraße 25, 70599 Stuttgart Delivery times: 7:00 – 9:00 a.m., 9:15 – 12:00 a.m., 12:45 – 4:00 p.m. (fridays until 2:00 p.m.)
Delivery address for glued inserts:	
for bba and db	Delivery at Konradin Druck GmbH, Kohlhammerstraße 15, 70771 Leinfelden-Echterdingen, Delivery times: Monday to Friday 7:00 a.m. – 6:00 p.m.
for md	Deliver at advertiser's expense to Offizin Scheufele Druck und Medien GmbH & Co. KG, Tränkestraße 17, 70597 Stuttgart Delivery times: Monday to Thursday 7:00 a.m. - 5:00 p.m., Friday 7:00 a.m. – 3:00 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 (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.

FREQUENCY

6 x per year

CIRCULATION

12.000 copies

NEWSLETTER

24.000 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 following 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:	61st year 2023
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
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1 ✓  IVW Q1/2022

2 ✓ Newsletter reporting, July 2022

3 ✓  Matomo, 1st half of 2022

	Magazine		Contact opportunities	
	Print magazine via Postal Distribution 11.957 1 ✓	ePaper by payment subscription via target group newsletter Recipient addresses 1 ✓ 2.157 2 ✓ 9.005	Magazine total per publication date (plus print co-readers) 23.119	
	Newsletter			
	Editorial newsletter 2 ✓	Recipient addresses 24.016	Editorial newsletter per transmission (monthly 4 x = 96,000) 24.016	
	Website			
	www.bba-online.de 3 ✓		Website per month Pl: 59.287 User: 150.233	

With trade
fair special
BAU

Issue	01-02/2023	03-04/2023	05-06/2023
PD	05.01.2023	02.03.2023	08.05.2023
CD/MD	12.12.2022	07.02.2023	12.04.2023
Building envelope	Metal for facade + roof Flat roof sealing/insulation, greening, skylight domes/strips/RWA, flat roof windows	Masonry /dry lining, clinker, plaster/WDVS Concrete /-rehabilitation, precast concrete parts, exposed concrete	Facades /greening, modular construction Balconies /drainage, glazing
Building components	Doors/Gates : sliding and lifting/sliding doors, entrance doors, fire protection and soundproof doors, industrial and garage doors	Windows , profiles, rebate ventilation, heat-insulating glass, fittings, anti-burglary device	Roller shutters, sun and glare protection : Venetian blinds, textile screens, solar control glass, light control, slats, sliding, folding, hinged shutters, Sun protection automation
Interior finishing	Floor coverings /-structures /-constructions Wall coverings, interior plasters, exterior wall Interior insulation	Floor level showers /drainage Floor coverings in the sanitary area/drainage Partition walls /room dividers	Ceiling design /functional ceilings Stairs/railings + impact sound insulation
Energy	Thermal insulation : facade, plinth, perimeter	Heating , air conditioning, ventilation, WRG: Renewable energies with PV, heat pumps, geothermal energy, etc.	Thermal insulation : flat roof, parapet, pitched roof
Aspects	Timber construction Software : AVA, BIM, CAD & Co.	Fire protection Sound insulation /acoustics	Outdoor facilities : pavements, drainage, furniture, screens/walls, greenery, Rainwater management Software : AVA, BIM, CAD & Co.

Issue	07-08/2023	09-10/2023	11-12/2023
PD	06.07.2023	01.09.2023	03.11.2023
CD/MD	13.06.2023	09.08.2023	10.10.2023
Building envelope	<p>Editor's favorites - Projects and product applications 2023 from the areas:</p> <ul style="list-style-type: none"> - Building envelope - construction elements - Interior fittings - energy - outdoor facilities - software 	<p>Flat roof: waterproofing, insulation, greening, drainage, flat skylights, skylight domes/strips/ RWA, PV, roof edge profiles</p> <p>Pitched roof coverings/insulation, skylights</p> <p>Metal roofs</p>	<p>Masonry/dry lining, clinker, Plaster/WDVS</p> <p>Concrete</p> <p>Balcony/parapets/drainage</p>
Building components		<p>Functional glass: thermal insulation, fire protection, sun and glare protection, sound insulation, large area glazing, safety glass</p> <p>Glass doors/fittings</p>	<p>Doors</p> <p>Windows/roller shutters/sun protection</p>
Interior finishing		<p>Partition walls, room dividers, Room-in-room systems</p> <p>Dry construction for floor, wall and ceiling</p>	<p>Floor coverings</p> <p>Ceiling design/functional ceilings</p> <p>Stairs/railings</p>
Energy		<p>Surface heating/cooling/ventilation for floor, ceiling and wall</p> <p>Summer heat protection</p>	<p>Interior insulation for walls, ceilings + floors</p> <p>Building automation for energy optimisations: Temperature, humidity, smoke extraction etc.</p>
Aspects		<p>Fire protection</p>	<p>Timber construction</p> <p>Software: AVA, BIM, CAD & Co.</p>

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

24,000 copies

Special editions:
MATERIAL WORKS
7,200 copies

Building in Existing
Contexts
3,600 copies

NEWSLETTER

db: 24,000 subscribers
db-Metamorphose:
21,000 subscribers

WEBSITE

www.db-bauzeitung.de



db EVENTS


(p. 35 and 38)


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:	157th year 2023

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
12 Advertising:	Cornelia Huth-Neumann Phone +49 711 7594-372 c.huth-neumann@konradin.de
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 IVW Q1/2022


 Newsletter reporting, July 2022


 Matomo, 1st half of 2022


Magazine

Print magazine
via Postal Distribution

24.944



ePaper
by payment subscription

Recipient addresses



2.025

Kontaktchancen

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

26.969

Newsletter

Editorial newsletter

Recipient addresses
24.291



Editorial newsletter
per transmission

24.291

(monthly 4-x = 97.164)

Website

www.db-bauzeitung.de



Website
per month

PI: 176.306
User: 48.591

Social Media

facebook

www.facebook.com/dbdeutschebauzeitung

Follower

2.798



Editorial Schedule 2023

Trade
fair edition
for BAU

Issue	01-02/2023	03/2023	04/2023	05/2023	06/2023	Special edition
PD	10.01.2023	03.03.2023	04.04.2023	05.05.2023	02.06.2023	06.07.2023
CD/MD	12.12.2022	06.02.2023	08.03.2023	05.04.2023	04.05.2023	07.06.2023
Issue topic	Celebrate and get together	Generational living	Engineering design wood	Urban quarters	At the water	Material wirkt Material works
Description	Celebrating, sitting together, making music, but also listening to lectures or cheering on a sporting competition: In this issue, we focus on meeting places of all kinds and sizes.	We present intergenerational housing projects that enable different new forms of living together, keeping in mind the great need for affordable housing.	Focusing on wood as a construction material, we present exemplary civil engineering projects and ask about the latest technical developments and possibilities.	Attractive neighbourhoods and (re-) revitalised city centre locations are essential for a functioning urban fabric. In this issue, we look at convincing examples of design and concept.	At the water, on the water, with the water - whether inland waters or the ocean, building on or near the water is both a challenge and an inspiration.	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.
Branches, matching the magazine topic	Construction, supporting structures, assembly, civil engineering, interior concepts, flooring, HVAC, light, fire protection, acoustics, exterior	Floor plan design, all materials of the building envelope (including concrete, masonry, glass, wood, plaster); interior surfaces, HVAC, kitchen, bathroom, barrier-free, acoustics	Timber construction, wood-based materials and systems, sound and fire protection, sustainability, wood treatment	Outdoor space, parking systems, street furniture, facades	Construction, flood protection, structural waterproofing, building envelope materials (including concrete, masonry, glass, wood), HVAC, solar technology	All materials inside and outside including wood, metal, ceramics, plaster, paint, textiles, concrete, masonry
Product news	Roof , solar technology; Interior floor coverings , adhesives, fastening; Building with glass	Surfaces inside and outside, paint; wall, ceiling, floor, sanitary/ bathroom	Special for BAU (all product groups) + BAU-IT (software)	Outdoor space/parking systems ; Balconies/loggias ; Access, stairs, lifts, escalators	Facades/technology ; sun protection ; Building waterproofing	Materials/surfaces inside and outside
db-Metamorphose		Radical interventions			Development in transition	
Description		We present bold, courageous interventions that completely change the character of an existing building.			Accessibility often needs to be improved in old buildings - whether for reasons of fire protection or accessibility.	

Editorial Schedule 2023

Issue	Special edition	09/2023	10/2023	11/2023	12/2023
PD	01.08.2023	01.09.2023	04.10.2023	02.11.2023	01.12.2023
CD/MD	05.07.2023	07.08.2023	06.09.2023	05.10.2023	06.11.2023
Issue topic	Bauen im Bestand Building in Existing Contexts	Tschechien	Building differently	Balconies and loggias	Editor's favourites
Description	This year, we are once again dedicating a special issue to the topics of energy-efficient refurbishment, conversion, conversions and extensions as well as monument protection - in addition to our db-Metamorphose magazine section in db, which is published 4 times a year.	In this year's country issue, we focus on architecture, building culture, regional characteristics and the (young) architectural scene in the Czech Republic.	Building moderately and appropriately is feasible. After four congresses and three issues on the topic of building differently, we continue the series with articles and project examples in this issue.	Balconies and loggias have a mediating function between inside and outside, between private and public. We approach these complex components on a design and constructional-technical level.	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 eye.
Branches, matching the magazine topic	Insulation, building in existing contexts, renovation, roof, HVAC, fire protection, balconies and loggias	Building types (e.g. residential, commercial, museums), building envelope (e.g. concrete, masonry, natural stone, clay, wood, plaster), insulation, outdoor space	Structures, building types (including housing, studios), new materials, façade, energy concepts, recycling, interior design	Balconies, loggias, facades, sun protection, building technology	Facade, all materials for the building envelope, interior design, low-tech, sustainability
Product news	Product showcase Building in the existing contexts	Masonry/concrete; luminaires; switches/building automation; Barrier-free	Wood and steel construction; Insulation; Acoustics; Fire protection	Windows, doors, gates; fittings/security technology; Modular construction; Software	Heating, air conditioning, ventilation technology; office; partition walls; refurbishment
db-Metamorphose		The 70s			Roofscapes
Description		Hardly any decade has given us as many buildings as the 1970s with its building boom. Today, many of them urgently need to be modernised - the renovation wave is keeping architects and the construction industry busy.			The densification of our cities is also having an impact on the roof landscape - be it through the addition of new storeys or the conversion of vacant attics. Inventiveness is called for: both in technical and design terms.

md INTERIOR DESIGN ARCHITECTURE



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

18,000 subscribers

WEBSITE

www.md-mag.com



md EVENTS

(page 36 and 37)

Selective

Credible

with strong opinions


1 Portrait


01 Title:	md INTERIOR DESIGN ARCHITECTURE
02 In brief:	md is the independent and international platform for high-quality interior design and sophisticated object furnishing. Clearly structured and with a sophisticated outfit. 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. 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.
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:	69th year 2023
07 Subscription price:	Annual subscription: Germany 158.00 € abroad 167.60 € price for a single issue 19.80 €









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09 Memberships:	—
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 IVW Q1/2022


 Newsletter reporting, July 2022


 Matomo, 1st half of 2022

	Magazine		Contact opportunities	
	Print magazine via Postal Distribution 	Recipient addresses 7.980 ePaper by payment subscription  12.517	Magazine total per publication date (plus print co-readers) 20.497	
	Newsletter Editorial newsletter 	Recipient addresses 17.864	Newsletter per transmission 17.864 (monthly 4 x = 71.456)	
	Website www.md-mag.com 		Website per month Pl: 19.909 User: 18.823	
	Social Media instagram	md.magazin	Follower 8.572	

Issue	01-02/2023	03-04/2023	05-06/2023	Special edition
PD	06.02.2023	31.03.2023	01.06.2023	06.07.2023
CD/MD	10.01.2023	06.03.2023	03.05.2023	07.06.2023
Issue topic	<p>OFFICE Companies have learned from the pandemic and are focusing on flexible and sustainable space concepts that transform the workplace into an attractive meeting place.</p> <p>LIGHT Light attracts people, as the old saying goes. Today it can do much more: In shopfitting, together with sensors and communication networks, it forms the technical backbone of the „smart store“.</p> <p>STORE CONSTRUCTION (Preview Euroshop) The decisive advantage of stationary retail is the emotional appeal to the customer. How interior fittings, floor-, ceiling- and wall design shape the shopping experience.</p>	<p>RESTAURANT Who likes to go to a restaurant where you can't hear the person sitting opposite you? From the choice of colours and materials to lighting and acoustics: a look at the design factors that determine success.</p> <p>KITCHEN The secret stars: how multifunctional fittings, induction hobs hidden under the worktop and ingenious fittings create a new cooking ambience.</p> <p>SANITARY (Review ISH) Be it in private building projects, in the hotel industry or in public buildings: The blue industry is turning green. Manufacturers and planners are focusing on sustainability.</p>	<p>OFFICE How does cooperative collaboration work across spatial and local boundaries - and what equipment do you need for it? Plus: office lighting. From LED strips in Tunable White to standard-compliant task lighting and visually sophisticated wallwashers. An overview of technology and applications.</p> <p>FLOOR (Review BAU) What contribution does the production of floor coverings make to sustainable planning, for example through innovative production methods and take-back programmes?</p> <p>HOTEL Successful hotels are a magnet for long-distance travellers and residents alike. A professional look at all the rooms that generate footfall and turnover beyond the rooms, from the conference room to the spa.</p>	<p>MATERIAL WIRKT! MATERIAL WORKS!</p> <p>Interior design and architecture are closely intertwined disciplines. The specialist editorial teams of md INTERIOR DESIGN ARCHITECTURE and db deutsche bauzeitung present an all-round view: The special issue focuses on showcase projects.</p> <p>Whether living in bricks, working in concrete, enjoying culture in metal and glass or learning in wood: the projects shown here are convincing both inside and out.</p> <p>Also: trends, products and sustainability impulses.</p>

Issue	07-08/2023	Special edition	09-10/2023	11-12/2023
PD	04.08.2023	01.09.2023	05.10.2023	01.12.2023
CD/MD	10.07.2023	07.08.2023	07.09.2023	06.11.2023
Issue topic	<p>SUSTAINABILITY Wood VS concrete, existing VS new construction: architectural journalism tends towards clear heroic images. But sometimes science contradicts gut feeling. An investigation of the grey area.</p> <p>SCENOGRAPHY Whether at a trade fair, a museum or in public buildings: When spaces become a means of communication, a scenographer was at work. Current thinking, innovative technology and efficient furnishing.</p> <p>LIVING How does holiday architecture differ from other places of residence? A search for clues from the choice of materials appropriate to the location to the second living room in the outdoor area to the private spa.</p>	<p>KITCHEN Whether indoors or outdoors: a cooker is at the centre of the action. The md editorial team shows projects, products and personalities who exemplify how a useful, elegant and perfectly fitting setting can be created for cooks and guests.</p> <p>With interviews, planning examples and technical articles.</p>	<p>OFFICE Between work and pleasure: How balancing inviting communal areas, focus locations and fitness and rest zones leads to a healthy working environment - and what flooring choices contribute.</p> <p>ACOUSTICS Room-specific acoustic planning and implementation are essential for offices. Which tricks - and products - can also be used in other disciplines?</p> <p>INTERIOR DESIGN (in cooperation with dds) Having a design vision is one thing - implementing it is another. md and dds jointly report on the cooperation between interior designers and carpenters.</p>	<p>LIVING Modern building technology promises comfort, safety and energy efficiency from the kitchen to the bathroom. What do you have to consider when planning - and does the advancing digitalisation have an impact on interior design?</p> <p>PERSONALITIES Women are gaining visibility in the construction industry. A track on female doers and strong voices.</p> <p>DOORS & STAIRS Functional doors and sophisticated staircases do much more than provide access.</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*	5.040,-
Preferential price for arcguide partners	3.290,-

FURTHER ADVERTISING POSSIBILITIES

Cover page (U2, U3)	2.800,-
Cover page (U4)	3.100,-

*Price includes an arcguide partnership for 12 months with one profile entry and one PR Package 5 (Value: 1.690 Euro)

FREQUENCY
December

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
- News from the world of architecture with tips on events, seminars, books, podcasts and more.
- Free tenders

TARGET GROUP

architects, planners, interior designers, designers and office planners

RUN TIME

1 year

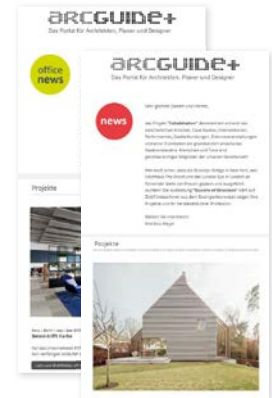
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CONTENT
Projects
Product news
Topics
News
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- + Product groups/keywords

1.000,-



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- + 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)

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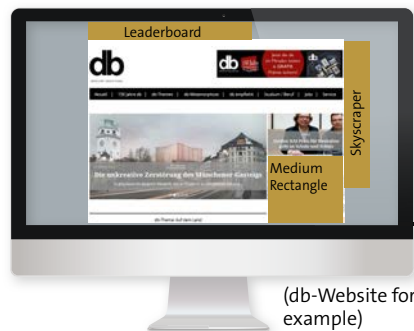
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Display Ads appear on the booked website/
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maximum of 3 adverts in rotation

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
kundenportal.konradin.de
File formats GIF, JPG, HTML 5 (responsive),
Redirect. File size max. 80KB for GIF und JPG.
HTML5 and Redirect - please attach HTTPS-
conform. File format video ad: MPEG4 (file size
max. 30 MB). Tracking code and tracking pixel
are possible. Wir behalten uns vor, die
Dateigröße für Video Ads anzupassen.
Please request our technical specifications by
emailing to
auftragsmanagement@konradin.de.

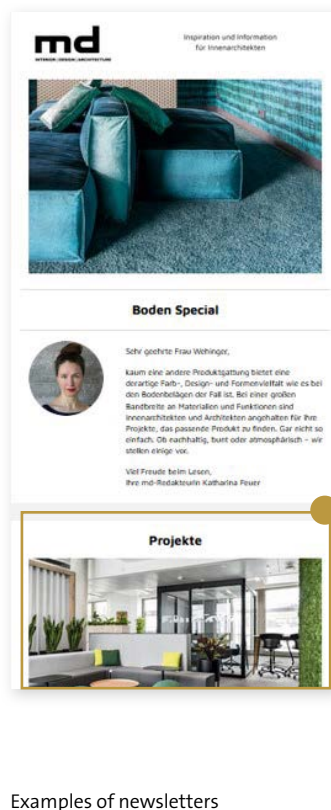
*Size and position in illustrations exemplary. Displayed in rotation.

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	440,—
Leaderboard		728 x 90			340,—
Skyscraper		120 x 600		300 x 50	360,—
Wide Skyscraper		160 x 600			390,—
Sticky Skyscraper					430,—
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	830,—
Billboard		970 x 250		300 x 75	590,—
Medium Rectangle		300 x 250		mobile Rendering 1:1	390,—
Halfpage Ad		300 x 600		mobile Rendering 1:1	540,—
Video Ad		300 x 250		mobile Rendering 1:1	480,—



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

Newsletter (Prices valid as of 01.10.2022, in €, plus VAT)



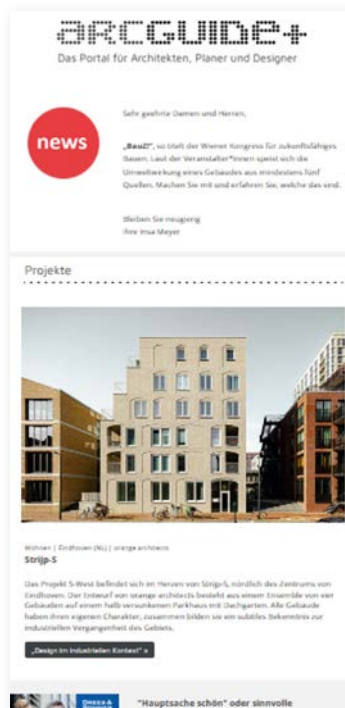
Examples of newsletters

Editorial Newsletter	Pixel (width x height)	Price per issue
Text-image ad (300 characters incl. blanks)	200 x 150	1.020,-
Premium text-image ad (300 characters incl. blanks)	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).
 For animated GIF files, only the first frame may be displayed in the email.

Exclusive Newsletter (Prices valid as of 01.10.2022, in €, plus VAT)



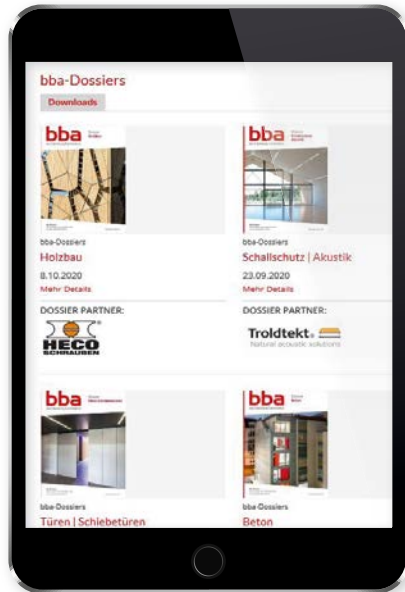
Exclusive Newsletter	Recipients* *as of 09/2021 per dispatch	Price per issue
Subscribers to db db-Metamorphose BAUEN IM BESTAND	24.000 resp. 21.000	4.700,-
Subscribers to bba	24.000	4.700,-
Subscribers to md	18.000	4.700,-
Subscribers to arcguide+ Tue + Thu	17.000	4.700,-

Other target groups of the Konradin architecture brand network		
“Architects/planners”	45.500	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).
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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.

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

Topics

02/23	Windows/Doors/Glass
04/23	Heating/air conditioning/ventilation
06/23	Metal for facade + roof
08/23	Floor
09/23	Sun protection/roller shutters
10/23	Flat roof/pitched roof
11/23	Sound insulation/acoustics
12/23	Wood construction

Run time

12 months

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
- Run time: 12 months
- Text/image ad in the dossier newsletter to 24.000 subscribers



PROGRAMME SCHEDULE

1. Keynote speech and four technical presentations by qualified speakers, determined by the sponsor in consultation with the db editorial team beforehand
2. short interview and company presentation of the sponsors (recorded or live on site) with a db editor
3. afterwards and during the breaks, get-together with time for professional and personal exchange

NEW

db Events 2023 (on site & live streaming)

Topic: Sufficiency and sustainability planning
13 July 2023 | Stuttgart
16 November 2023 | Berlin

Planning differently, building sustainably and energy-efficiently - how this can look and be reflected in concrete projects is shown by manufacturers and experts together with the db editorial team in the **new event format**.

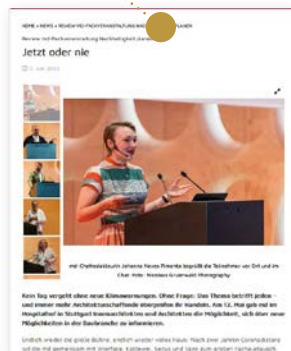
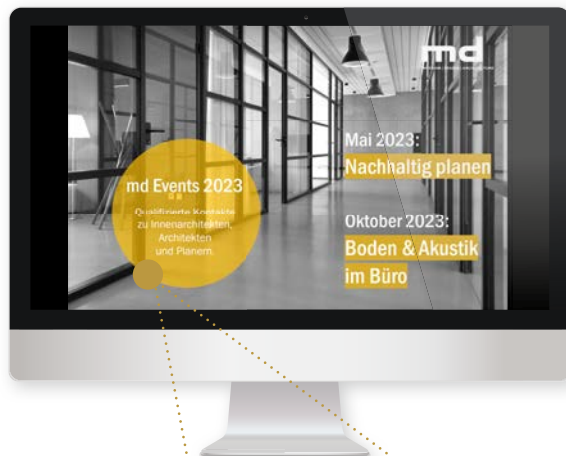
YOUR ADVANTAGES

- + Lecture with an expert
- + Short interview/ presentation of your company
- + Lead generation: list of participants with contact details
- + Binding of the target group through networking
- + Brand and company are anchored with interested architects
- + Invitation management and advertising campaign via Konradin Architecture Media
- + Recording of the event for use with reporting on db-bauzeitung.de

COSTS

7.500,-

Top-class lectures,
short interviews with
depth, an evening for
networking.
Become a sponsor!



md Events 2023 *(on site & live streaming)*

Sustainable Planning | 11 May 2023 | Berlin
Flooring and Acoustics in the Office | October 2023 | Cologne

md embodies content marketing par excellence with its trade events:
Manufacturers show architects, planners and interior designers solutions, technologies, materials.

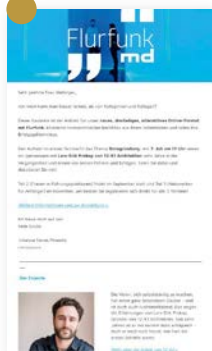
Good interior design is the result of many factors - but many are invisible and thus only known to the experts. At the md specialist events experts report on aspects of successful planning.

YOUR ADVANTAGES

- + Lecture by an expert
- + Short interview/ presentation of your company
- + Lead generation: list of participants with contact details
- + Binding of the target group through networking
- + Brand and company are anchored in the minds of interested interior architects and planners
- + Invitation management and advertising campaign via Konradin Architecture Media
- + Recording of the event for use with reporting on md-mag.com

COSTS
7.500,-

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



md Flurfunk 2023

Webinar Series:
March, June, September,
December 2023

Four-part, interactive online format:

Just like in a spontaneous conversation in the coffee kitchen, established interior designers and planners share their secrets of success in an interactive online talk with md editor-in-chief Johanna Neves Pimenta.

YOU DON'T BECOME AN INTERIOR DESIGNER TO GET RICH!

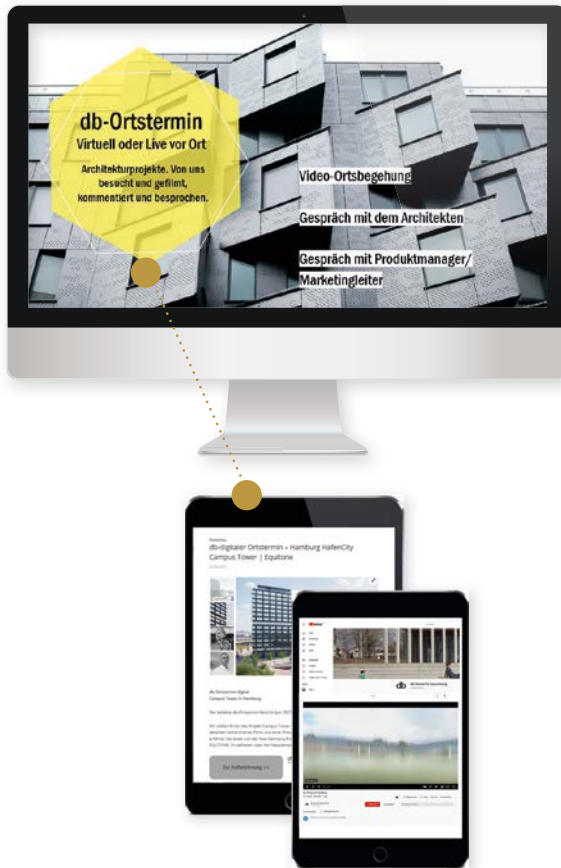
In the new webinar format, md invites interior designers to talk about their everyday work. What all the participants have in common is their special love for their profession. Topics such as „setting up an office“ and „new fields of business“ encourage the listeners to dare to try something new.

The companies sponsoring this webinar series show how important the interior designer is to them, that they are partners of interior designers and support them as consultants.

- + inclusion of the recorded video statement „Why is the interior designer important to us as a partner“ in each webinar.
- + 4 PR messages in each exclusive invitation newsletter
- + Prepared lists of participants
- + Coverage on md-mag.com
- + Company logo with link on all pages

COSTS

6.000,—



db-Ortstermin (on site or digital)

The db-Ortstermin 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

YOUR BENEFITS

- + Professionally produced db film of your reference
- + Presentation of your installed product in your own lecture
- + Lead generation: list of participants with all contacts
- + Recording of the entire event (db-film can be used for all online channels)
- + Invitation management and advertising campaign via Konradin Architecture Media

COSTS

7.500,–

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

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 66 print and online brands with the highest level of professional competence



Architecture

409.376 Pls,
143.527 visits,
70.585 print run
copies



Crafts

715.032 Pls,
312.360 visits,
72.917 print run
copies



Knowledge

4.597.942 Pls
2.456.351 visits,
115.891 print run
copies



Optometry

52.204 Pls,
26.500 visits,
14.519 print run
copies



Working World

57.654 Pls,
36.263 visits,
10.204 print run
copies



Industry

555.021 Pls,
350.331 visits,
234.891 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,-	1.900,-	2.900,-	26.969 copies	11x
bba bau beratung architektur	990,-	1.900,-	2.900,-	23.119 copies	6x
md INTERIOR DESIGN ARCHITECTURE	990,-	1.900,-	2.900,-	20.497 copies	8x

ONLINE ONLY

Basis Job	Premium Job	Premium Job +
4 weeks	8 weeks	8 weeks
simple listing	simple listing	exclusive listing
249,-	299,-	349,-

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 2022.

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