

arcguide

bba db md

ONLINE
2023

For your digital
architect
communication

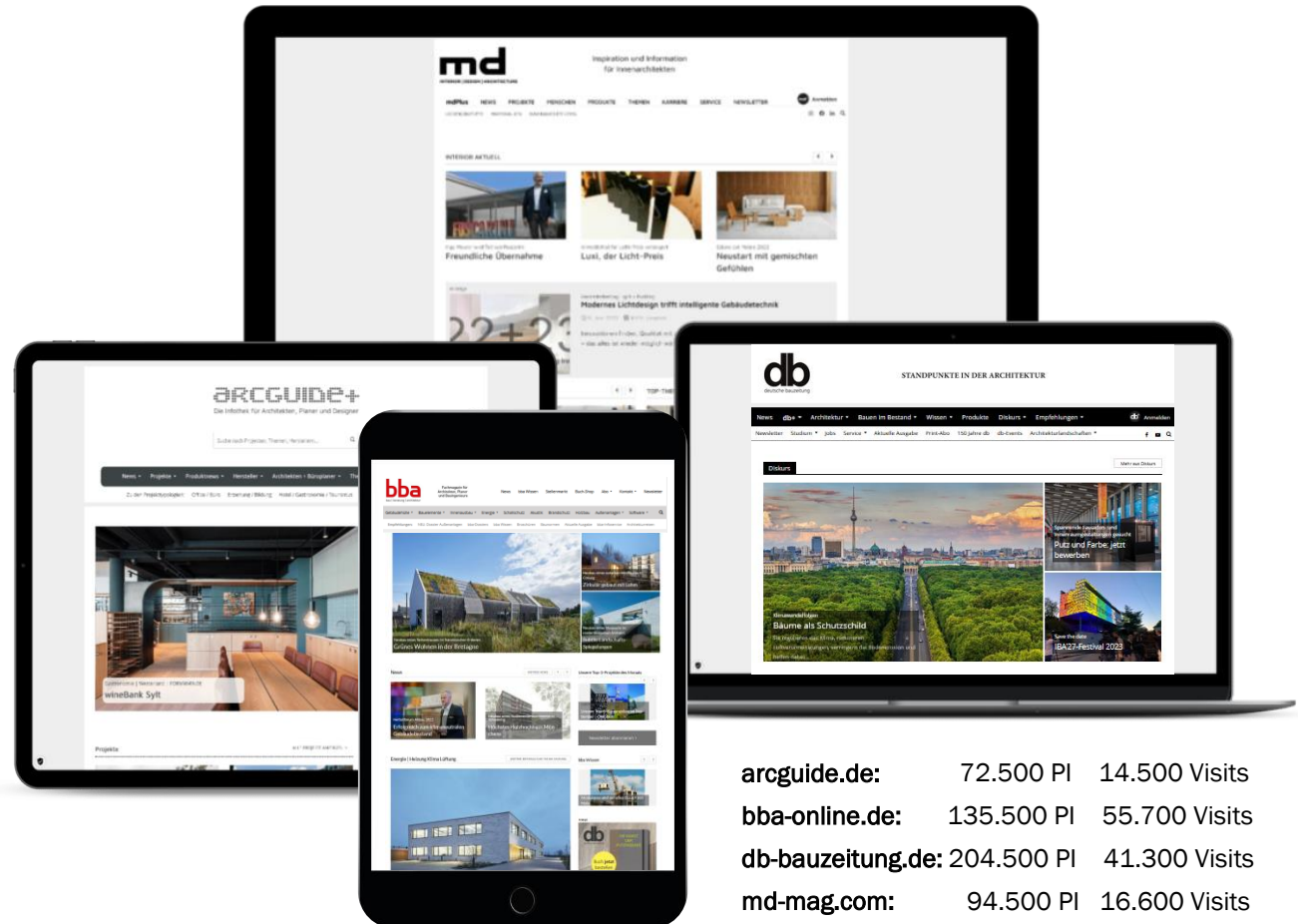
› konradin
Architektur

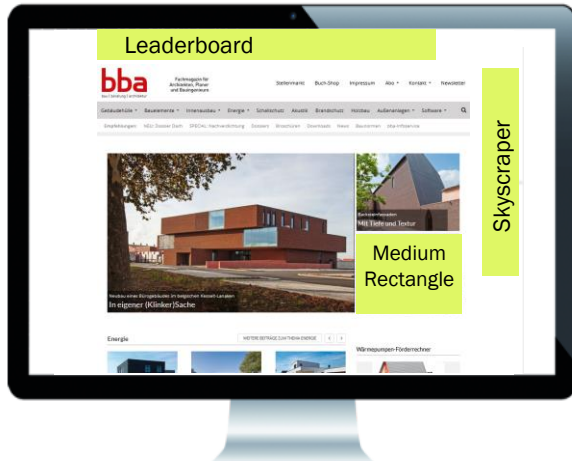
TARGETING

Konradin Architektur impresses with 199,000 unique users per month.

Four websites offer
qualified contact
opportunities and
opportunities to present
products and brand in a
lively and professional
environment.

Combinable. Up-to-date.
Inspiring.
SEO optimized.





DISPLAY ADS AND EXPANDABLE ADS

DISPLAY ADS/ AD BUNDLES

Use the Konradin Architektur websites for your high-reach advertising and combine our four brands in a targeted way.

EXPANDABLE ADS

Expandable Ads are branding advertising media that increase their area when touched. An advertising message is delivered very simply and prominently over a large area using Expandable Display ads.



Display ads appear on the booked website(s) including all subpages, with a maximum of 3 ads in rotation

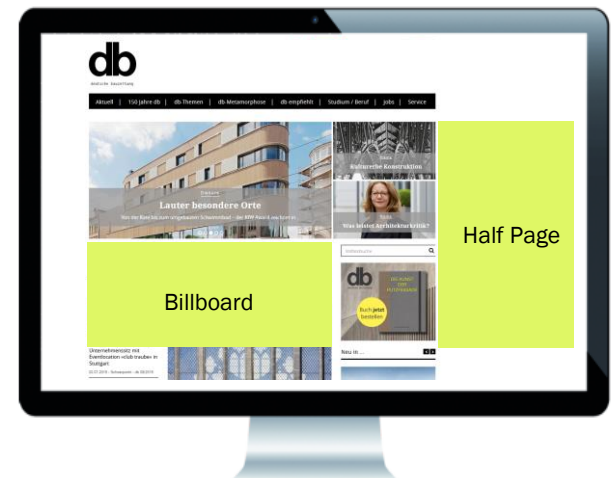
Use the
defined target group approach
with topic- and interest-driven
online campaigns

HALF PAGE & BILLBOARD

Attention-grabbing and effectively placed on the home page and all sub-pages:

ADVANTAGES

- + Attention-grabbing
- + Traffic generation
- + Brand awareness
- + Image strengthening



[All formats and prices in the Media Kit 2023](#)

Place your content
in our
editorial
environment.

NATIVE ADS ONLINE ADVERTORIALS

All architecture websites are available for your content marketing. On request, we prepare your content and complex contexts perfectly for the desired target group.

ADVANTAGE

This format is perceived as high-quality, competent and above all credible. The appropriate traffic package (editorial teaser elements + newsletter) generates the best access figures.

We additionally recommend the combination with a print advertorial.

PRICE

from 2.900 Euro + Traffic Package



Startseite » News » Wie gestalten wir nachhaltigen Wohnbau? » Online-Diskussion im Studio X
Advertorial

Digitale Live-Diskussion im Studio X am 27. Oktober um 14 Uhr: Zukunft bauen: Wie gestalten wir nachhaltigen Wohnbau?

04.10.2022



Das StudioX bei Xella gibt am 27.10.2022 als digitale Live-Diskussion mit Experten aus der Branche einen Einblick in die politischen sowie gesellschaftlichen Voraussetzungen für nachhaltigen Wohnbau und zeigt mögliche Lösungswege auf. Foto: Xella

Am 27. Oktober findet im Studio X eine digitale Live-Diskussion statt zu der Frage, wie wir nachhaltigen Wohnbau gestalten können. Die geladenen Experten geben einen Einblick in die politischen sowie gesellschaftlichen Voraussetzungen und zeigen mögliche Lösungswege für eine Realisierung der Bauwende auf.

Klimawandel, Energiekrise und Ressourcenmangel sind die gesellschaftlichen Themen unserer Zeit und fordern uns zum Umdenken in allen Bereichen des modernen Lebens auf. Gerade die Baubranche, die für ungefähr ein Drittel der weltweiten Treibhausgasemissionen verantwortlich ist, kann und muss sich diesen Themen annehmen und ihnen neue Lösungen entgegensetzen. Eine zukunftsfähige Wende ist jedoch nicht nur politisch gewollt, sondern auch notwendig, um lebenswerten Wohnraum zu bauen.

Im Studio X #3 wagen wir in einer digitalen Live-Diskussion mit unserem Wissen von heute einen Blick in das Bauen für morgen. Bei der Planung sind Architekten nicht nur als Umsetzende von klimapolitischen Vorgaben gefordert, sondern haben ein professionelles Interesse, die gesellschaftliche Diskussion aktiv zu begleiten und neue, nachhaltige Lösungen zu entwickeln. Lassen Sie uns in den Dialog treten und diskutieren Sie mit uns Ihre Herausforderungen, Perspektiven und konkreten Lösungsansätze.

Wie gestalten wir nachhaltigen Wohnbau?

In welchen Gesetzen, Normen und Rahmenbedingungen bewegt sich aktuell und künftig das Planen und Bauen? Welche Bauweisen sind nachhaltig? Wie kann einfach, flexibel und kostengünstig Wohnraum geschaffen werden? Welche Möglichkeiten bietet die Kreislaufwirtschaft?

Unsere Experten geben einen Einblick in die politischen sowie gesellschaftlichen Voraussetzungen und zeigen mögliche Lösungswege für eine Realisierung dieser Bauwende auf. Gemeinsam mit Ihnen diskutieren wir über unterschiedliche Bauweisen und deren jeweiligen Beitrag zum nachhaltigen Bauen. Als mögliche Alternative zum allgegenwärtigen Holzbau beleuchten wir dabei die Massivbauweise genauer. Gelingene Beispiele aus der Planung zeigen mögliche (kreative und außergewöhnliche) Umsetzungsmöglichkeiten im Wohnbau und bieten dem Architekten einen planerischen und inspirierenden Mehrwert.

[Hier anmelden »](#)



**Present to your target
group specific topics
related to your product!**

TOPIC-NEWSLETTER

The editorial team (db, bba or md depending on the topic) produces newsletters with industry-specific content, e.g.

- + heating | air conditioning | ventilation
- + Building waterproofing
- + room acoustics
- + and many more

Under a subject-specific introductory article by the editorial team, manufacturers who identify with the subject and want to reach their target group with innovations or application examples present themselves.

ADVERTISING FORMAT

Text-image ad

ADVANTAGE

This format is perceived as a competent and credible editorial newsletter because it provides architects with a market overview.

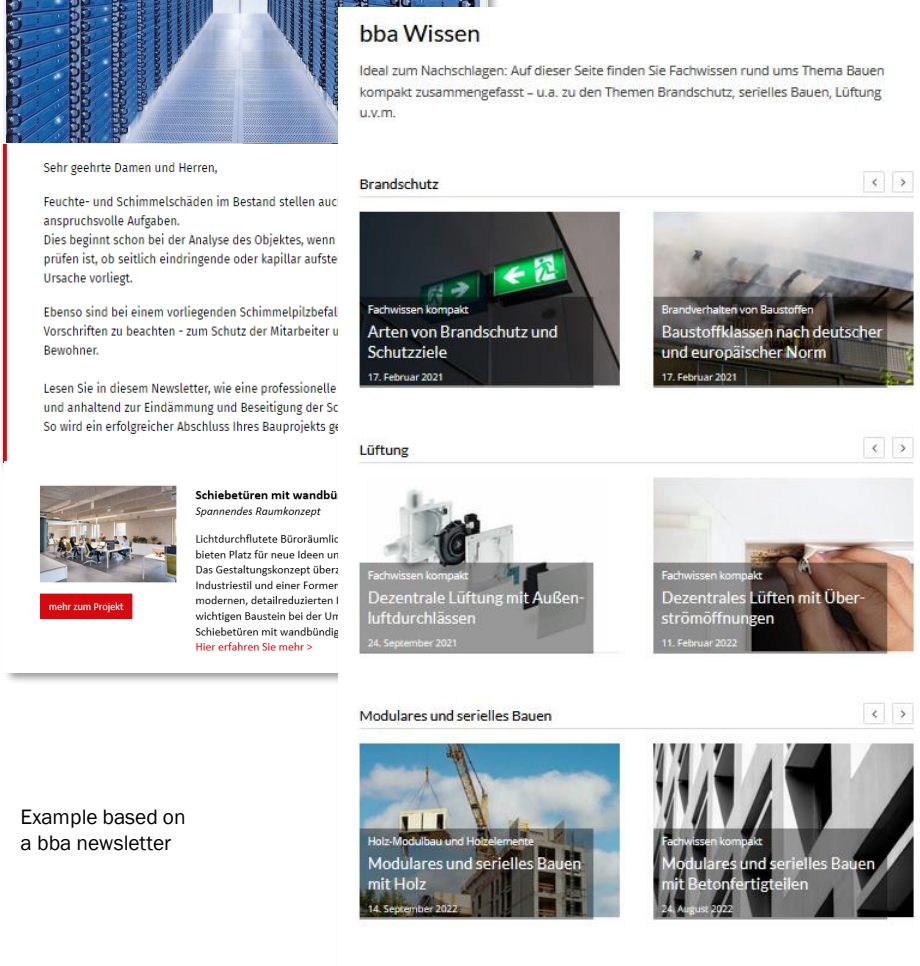
COVERAGE

db - Newsletter: 24.000 recipients
bba - Newsletter: 24,000 recipients
md - Newsletter: 19,000 recipients

PRICE

1.250 Euro

Example based on
a bba newsletter



Communicate news,
especially announcements,
invitations, special
promotions, product news
fast and uncomplicated!

EXCLUSIVE NEWSLETTER

This newsletter offers particularly high attention exclusively for a company.

Several elements can be integrated:

Product news, video ads, interviews, sweepstakes, e-paper or even references. Everything is possible.

The template and the target group are chosen by the customer:

- + bba, db, md or arcguide.
- + architects, planners, interior designers

PRICE

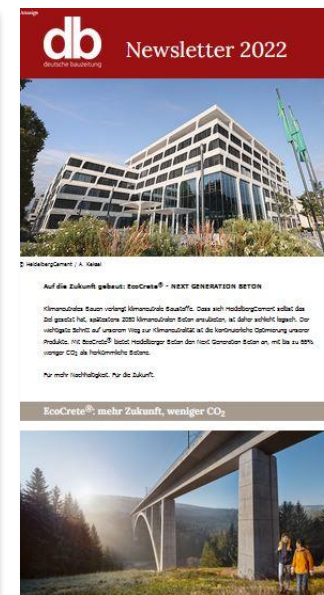
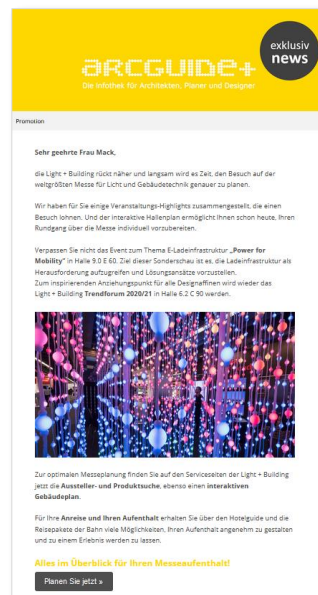
from 4.700 Euro

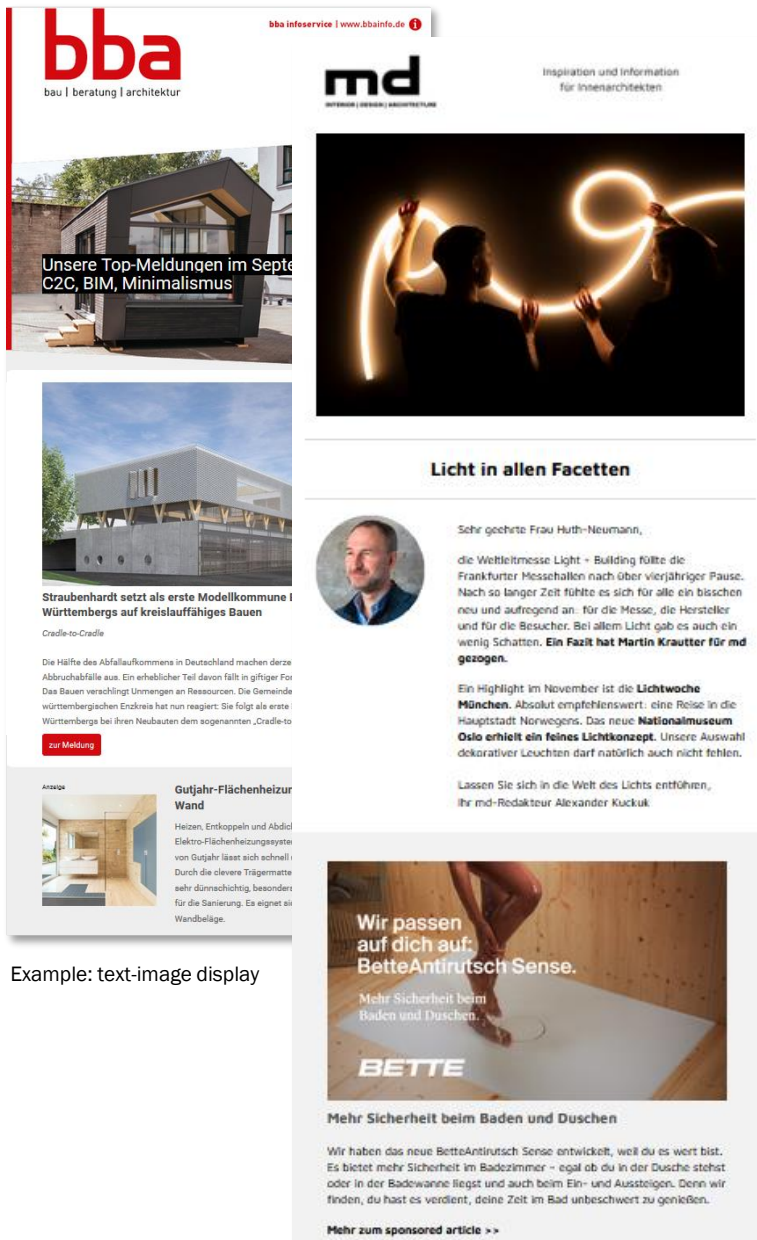
[All formats and prices in the Media Kit 2023](#)

TARGET GROUPS

Architects and planners
45,500 recipients

Architects, planners and
Interior designers
51,000 recipients





Example: text-image display

Example: Premium-image-ad

EDITORIAL NEWSLETTER

Our editorial newsletters are high-reach digital ambassadors for your communication. Each Konradin Architektur brand sends out 3-4 newsletters per month.

Text-image ads as well as premium image ads, video ads, leaderboards, skyscrapers or full banners can be placed in the content.

ADVANTAGES

- + Increase traffic to your website
- + Your message in an editorial environment
- + Personalized approach

SUBSCRIBERS (subscribers per mailing)

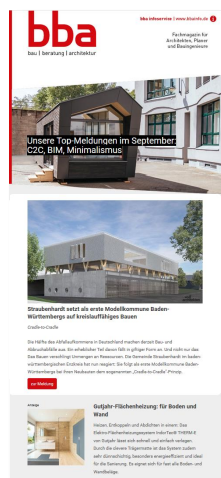
db deutsche bauzeitung	24,000 recipients
bba bau beratung architektur	24,000 recipients
md interior design architecture	19,000 recipients
arcguide.de	17,000 recipients

PRICE

from 530 Euro

[All formats and prices in the Media Kit 2023](#)

**You will receive
qualified traffic to your website.**

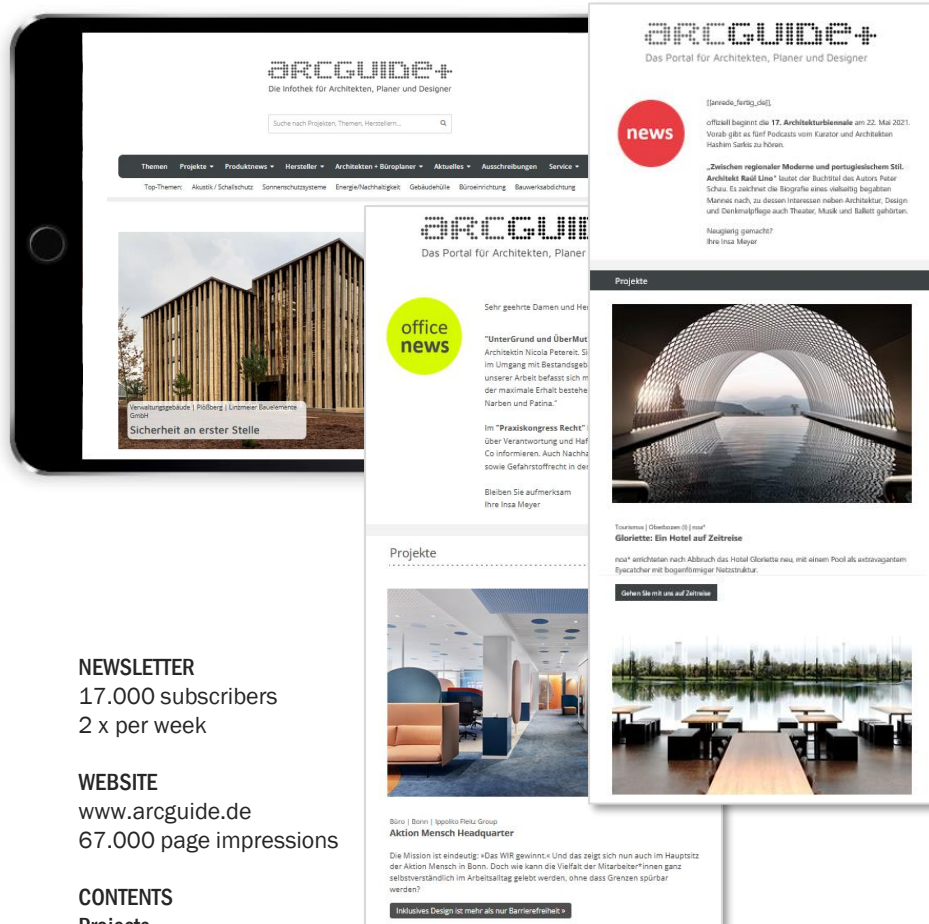


EDITORIAL NEWSLETTER MAILING DATES

1st half year 2023				2nd half year 2023			
bba	db	md		bba	db	md	
January	12.01.2023 19.01.2023 26.01.2023	10.01.2023 17.01.2023 24.01.2023 31.01.2023	04.01.2023 11.01.2023 18.01.2023 25.01.2023	July	13.07.2023 20.07.2023 27.07.2023	04.07.2023 11.07.2023 18.07.2023 25.07.2023	05.07.2023 12.07.2023 19.07.2023 26.07.2023
February	02.02.2023 09.02.2023 16.02.2023 23.02.2023	07.02.2023 14.02.2023 21.02.2023 28.02.2023	01.02.2023 08.02.2023 15.02.2023 22.02.2023	August	03.08.2023 10.08.2023 24.08.2023 31.08.2023	08.08.2023 15.08.2023 22.08.2023 29.08.2023	02.08.2023 09.08.2023 16.08.2023 23.08.2023 30.08.2023
March	09.03.2023 16.03.2023 23.03.2023	07.03.2023 14.03.2023 21.03.2023 28.03.2023	01.03.2023 08.03.2023 15.03.2023 22.03.2023 29.03.2023	September	07.09.2023 14.09.2023 21.09.2023 28.09.2023	05.09.2023 12.09.2023 19.09.2023 26.09.2023	06.09.2023 13.09.2023 18.09.2023 20.09.2023 27.09.2023
April	06.04.2023 13.04.2023 20.04.2023 27.04.2023	04.04.2023 11.04.2023 18.04.2023 25.04.2023	05.04.2023 12.04.2023 19.04.2023 26.04.2023	October	05.10.2023 12.10.2023 19.10.2023 26.10.2023	10.10.2023 17.10.2023 24.10.2023 31.10.2023	04.10.2023 11.10.2023 18.10.2023 25.10.2023
May	04.05.2023 11.05.2023 25.05.2023	02.05.2023 16.05.2023 23.05.2023 30.05.2023	03.05.2023 10.05.2023 17.05.2023 24.05.2023 31.05.2023	November	02.11.2023 09.11.2023 16.11.2023 23.11.2023 30.11.2023	07.11.2023 14.11.2023 21.11.2023 28.11.2023	01.11.2023 06.11.2023 08.11.2023 15.11.2023 22.11.2023 29.11.2023
June	01.06.2023 15.06.2023 22.06.2023 29.06.2023	06.06.2023 13.06.2023 20.06.2023 27.06.2023	07.06.2023 14.06.2023 21.06.2023 28.06.2023	December	07.12.2023 14.12.2023 21.12.2023	05.12.2023 12.12.2023 19.12.2023	06.12.2023 13.12.2023 20.12.2023 27.12.2023

arcguide newsletters are published every Tuesday (building construction, finishing) and Thursday (office)

**We set your
architectural projects
in scene**



NEWSLETTER
17.000 subscribers
2 x per week

WEBSITE
www.arcguide.de
67.000 page impressions

CONTENTS
Projects
Product news
News
News from the editorial offices

arcguide.com
Infothek for architects, planners and designers

With an extensive company profile on arcguide.de, you increase your visibility and reach architects, planners, interior designers, designers and office planners with your specialist topics.

The communication is rounded off with a publication in the editorial newsletters (17,000 subscribers).

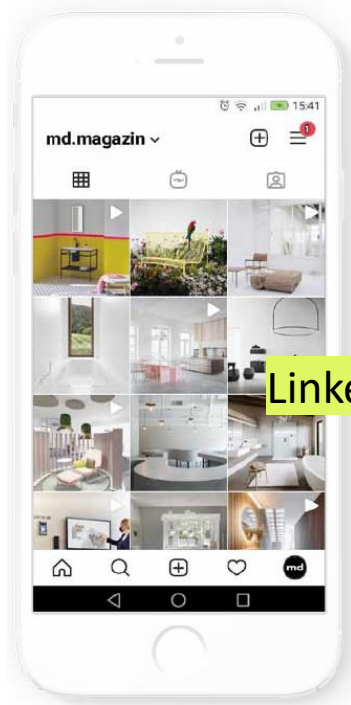
**COMMUNICATE WITH YOUR TARGET GROUP
ON AN EDITORIAL LEVEL**

- + Prominent presentation of your references and product news
- + With an extensive company profile
- + Generate qualified inquiries

DURATION
12 months

PRICES
Profile entry for 12 months 1.000 Euro
PR packages (S, M, L and XL) from 690 Euro

[All formats and prices in the Media Kit 2023](#)



Linked!

Instagram @md magazin

CONCEPT

The @md.magazin channel is aimed at architects, interior designers, planners and designers. With high-quality content we present inspiring projects, products and personalities.

APPEARANCE

To ensure that your post benefits from our brand environment, we plan it in the look and feel of the md Instagram presence.

STORY | PRACTICAL EXAMPLE

Present your brand authentically and in an entertaining way with the story function. Stories are displayed in a separate area and are visible for 24 hours. They consist of a short video or several consecutive images, which are shown in an automatic sequence.

PRICE

150 Euro per post with 2 pictures (from three posts)

220 Euro per animated post with 3 pictures (from three posts)

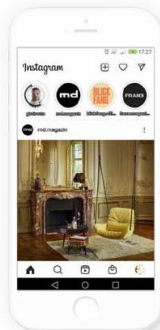
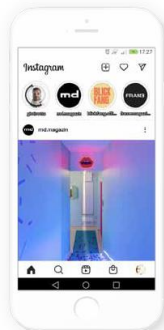
Stories from 100 Euro

• **HOTEL**
Erstes Konzept in Italien.
Instagramtauglicher
Schauplatz. Bunt und schrill.

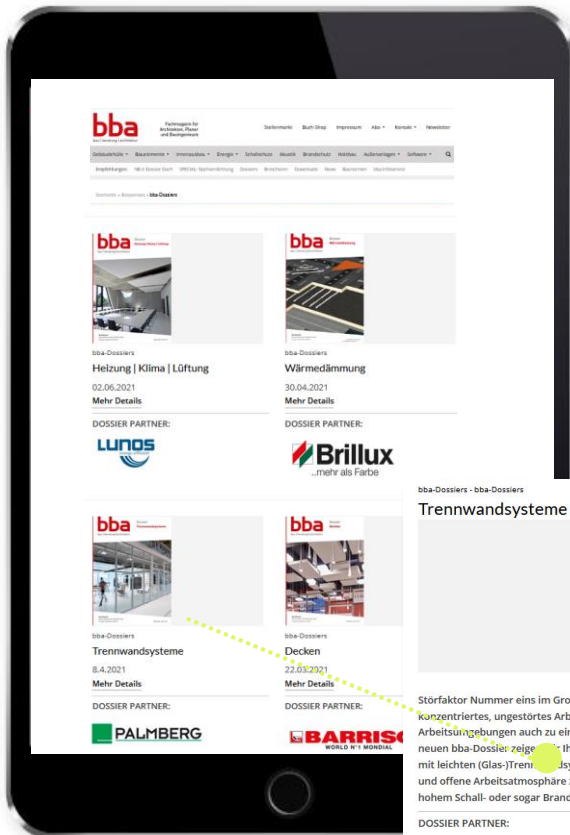
• **WOHNEN**
Junge Familie. Umbau.
Szeneviertel, Deutschland.
Gedackte Farben.

• **BAR & LOBBY**
Produktfamilie. Wohnlich.
Gemütlich. Bequem.
Alt und neu gemischt.

• **LOFT**
Internationale Einflüsse.
Hohe Decken.
Große Glasflächen.



Current followers: 8,752



bba online-dossiers
enable valuable
architect contacts on
a monthly basis

bba ONLINE-DOSSIERS

The editorial team regularly summarizes the published articles thematically in online dossiers. These are available for download at www.bba-online.de/dossiers for 12 months.

Become a partner of a dossier of your choice and gain new architect contacts every month.

SERVICES

- + Sole media partner
- + Monthly sending of leads
- + Logo integration and linking to your website under the dossier
- + 1/1 page, bleed, 4c, on page 2 in the online-dossier
- + Text/image ad in the dossier newsletter

DURATION

12 months

TOPICS

Metal for facade + roof | Sun protection/roller shutters | Wood construction | Ceiling design/functional ceilings | Partition walls/room dividers | Masonry/clinker | Thermal insulation | Exterior installations | Concrete fire protection

PRICE 12 MONTHS EXCLUSIVE

4.100 Euro



ONLINE SURVEYS WITH RAFFLE

Ask selected questions to the target group to get to know them better.

HOW DOES IT WORK?

- + You provide us with 3-6 questions.
- + We add 1-2 questions from an editorial point of view.
- + You provide prizes for a raffle.
- + We create the online survey and place it prominently on the 4 architecture websites.
- + We determine the duration together with you:
 - + a) A defined time window
 - + b) Until a defined number of participants is reached
- + An exclusive newsletter invites 51,000 architects, interior designers and specialist planners to participate.

ADVANTAGES

- + You benefit from the know-how of Konradin Market Research
- + You receive the survey results exclusively for your company = advantage through knowledge
- + Participants of the competition are your customers of tomorrow

YOUR INVESTMENT

from 6.400 Euro

**Market research
in your target group for more
business success!**

Viewpoints, core competencies, product developments - illuminated in a way that is appropriate to the target group

VIDEO INTERVIEW WITH A SPECIALIST EDITOR

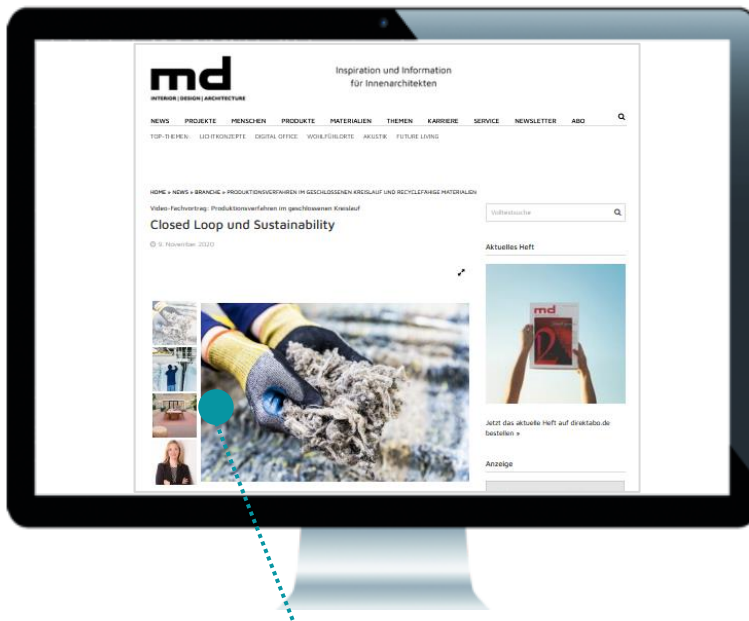
With this format, we offer you the opportunity to shed light on viewpoints, core competencies and product developments in a professional interview with a specialist editor.

PERFORMANCE

- + Provision of your questions approx. 10 days before the interview date
- + supplemented by 2-3 questions from the specialist editor
- + Interview duration max. 10 min.
- + Preparation of the background at the telephone station yourself (note: product placement is recommended)
- + Technical check and recording of the interview with teams or zoom
- + video editing and creation of a start picture in consultation with you
- + the basic package includes publication as a video ad for 4 weeks on an architecture website of your choice
- + permanent provision in the "video tips" on arcguide.de
- + further placements as well as integration in editorial or exclusive newsletters for an additional charge
- + You receive the video for your own use

PRICE BASIC PACKAGE

2.800 Euro



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

In live chat!

WEBINARS - IMPARTING SPECIALIST KNOWLEDGE

- + **Announcement of your webinar** with image - text - registration page
- + **Promotion** via newsletter - website - other suitable media from Konradin Architektur: Invitation mail - reminder - appointment reminder - follow-up
- + **Online with live chat** (approx. 45 minutes), survey during the live broadcast
- + **Professional moderator** Integration of up to two speakers from your side (live test before broadcast)
- + Registration list including **contact details**
- + **Detailed reporting** on-demand webcast after live broadcast on website with image and text
- + **Recording** of the webinar and provision for your website



Inform about the application possibilities of your products in a live chat.

Gain new contacts with registered participants who are interested in your know-how.

Share audio, video and data files with your target audience on a multimedia platform!

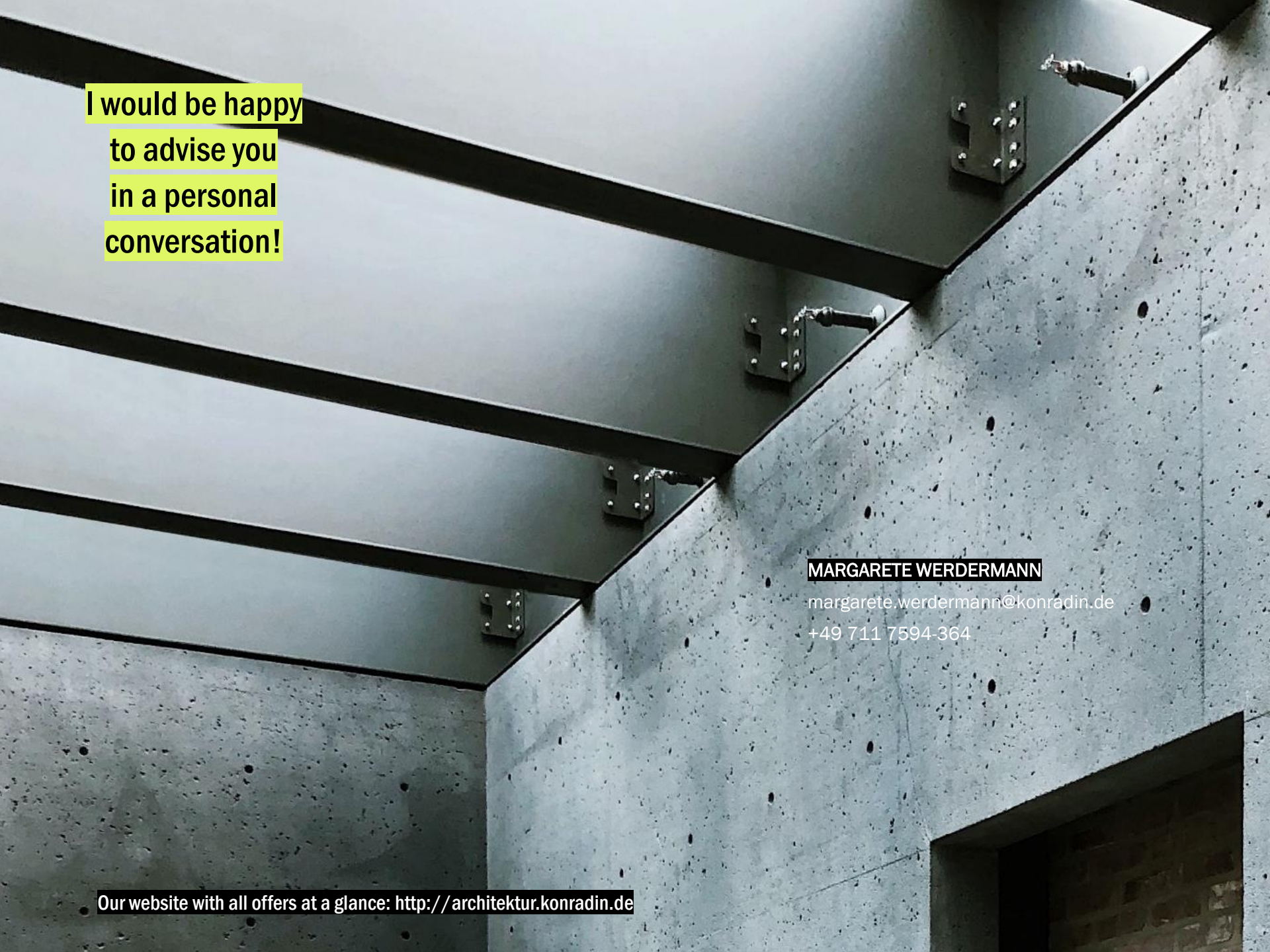
ADVANTAGES

Lead generation

- + Competent execution
- + Image and brand strengthening
- + Cost and time savings
- + Direct contact to the target group

PRICE COMPLETE

7.000 Euro



I would be happy
to advise you
in a personal
conversation!

MARGARETE WERDERMANN

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Our website with all offers at a glance: <http://architektur.konradin.de>