For your digital architect communication
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.

arcguide.de: 72,500 PI 14,500 Visits
bba-online.de: 135,500 PI 55,700 Visits
db-bauzeitung.de: 204,500 PI 41,300 Visits
md-mag.com: 94,500 PI 16,600 Visits

* Average value per month. Status: October 2022
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
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
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
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
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.
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**Trade fair special for BAU 2023**

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

Current followers: 8,752
The editorial team regularly summarizes the published articles thematically in online dossiers. These are available for download at [www.bba-online.de/dossiers](http://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
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
WEBINARS - IMPARTING SPECIALIST KNOWLEDGE

Knowledge transfer on a multimedia basis in direct contact with the target group. In live chat!

- 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

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!

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