

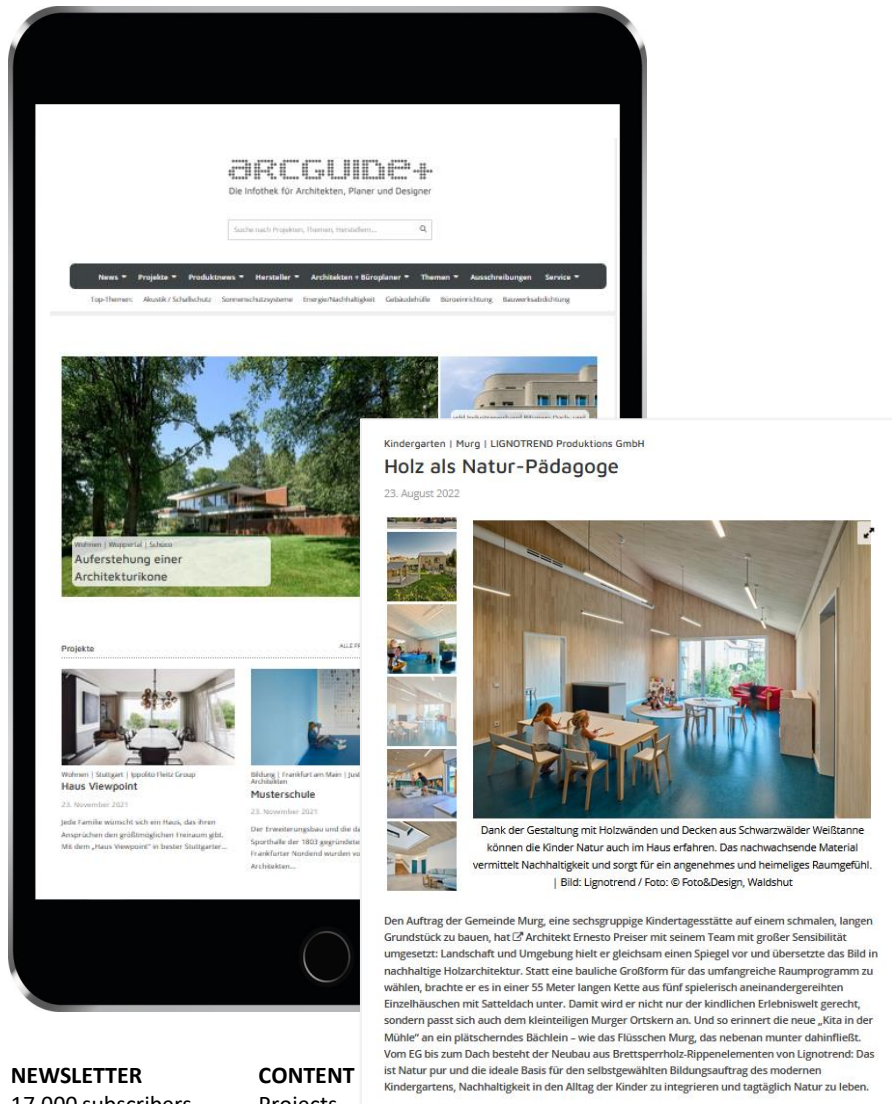


Place projects  
and product news  
prominently and  
permanently!

ARCGUIDE+

Die Infothek für Architekten, Planer und Designer

prices valid from 01.10.2022



**NEWSLETTER**  
17,000 subscribers  
2 x weekly

**WEBSITE**  
www.arcguide.de

**CONTENT**  
Projects  
Product News  
News  
Topics  
Videos

## Your architectural projects are staged

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 are looking for inspiration and impulses for their daily work.

The communication is rounded off with a publication in the editorial newsletters.

## COMMUNICATE WITH YOUR TARGET GROUP ON AN EDITORIAL LEVEL

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

## ADDED VALUE

- + Prominent presentation of projects and product news
- + Current topics from the db, bba and md editorial teams
- + Topic pages with interesting facts about building in existing contexts, acoustics, interior design and much more
- + News with tips from the editorial team
- + Free invitations to tender

This is how the Infothek for architects, planners and designers works!

We publish your PR messages quickly and prominently:

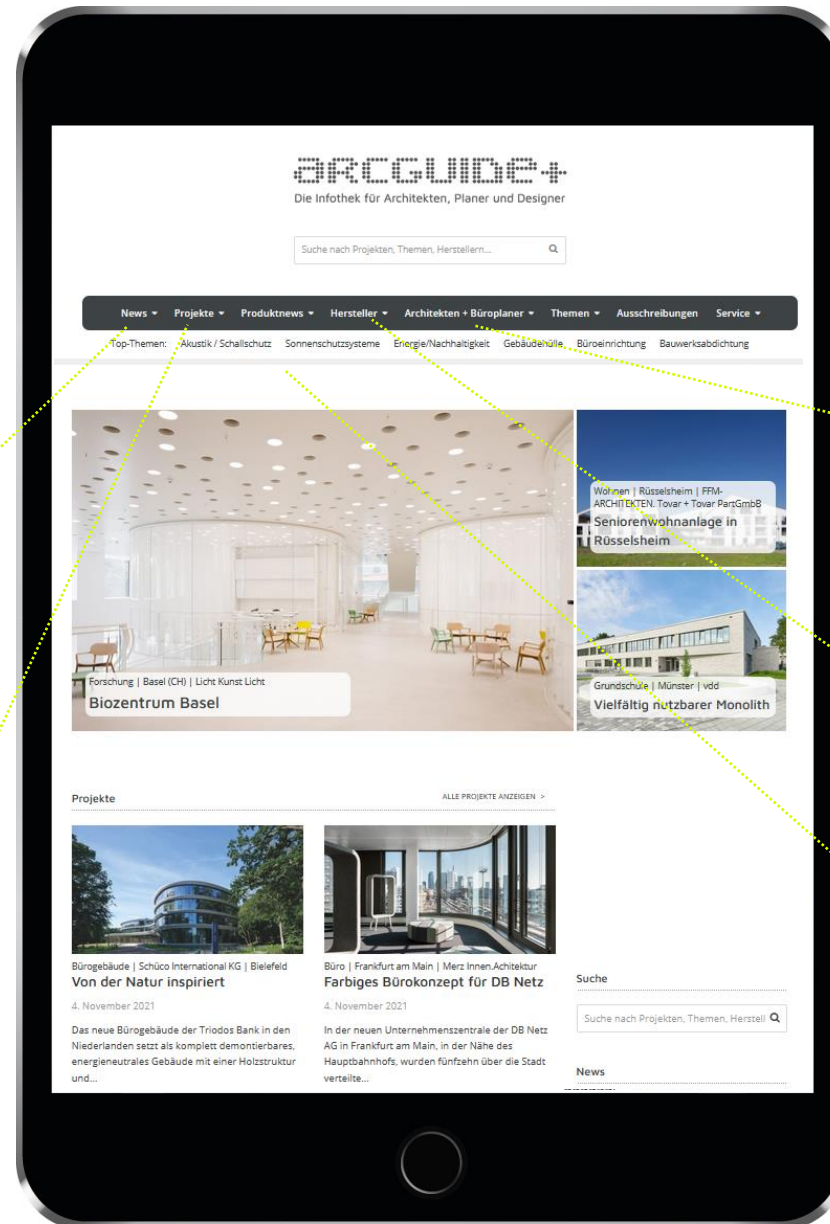
- + Product solutions
- + Product applications
- + References
- + Awards
- + Events and more

#### NEWS

Event tips, books & podcasts recommendations as well as announcements of fairs & exhibitions are published here

#### PROJECTS

All projects by architects + office planners as well as manufacturers are presented prominently on the homepage and in the Projects section.



#### ARCHITECTS + OFFICE PLANNERS

Architects, planners, designers, office planners etc. present themselves here via an office profile

#### MANUFACTURER

arcguide partners introduce themselves with their extensive profile entry

#### PRODUCT NEWS

Planners will find the latest product trends and product applications here

## The latest projects, trends & events in the newsletter

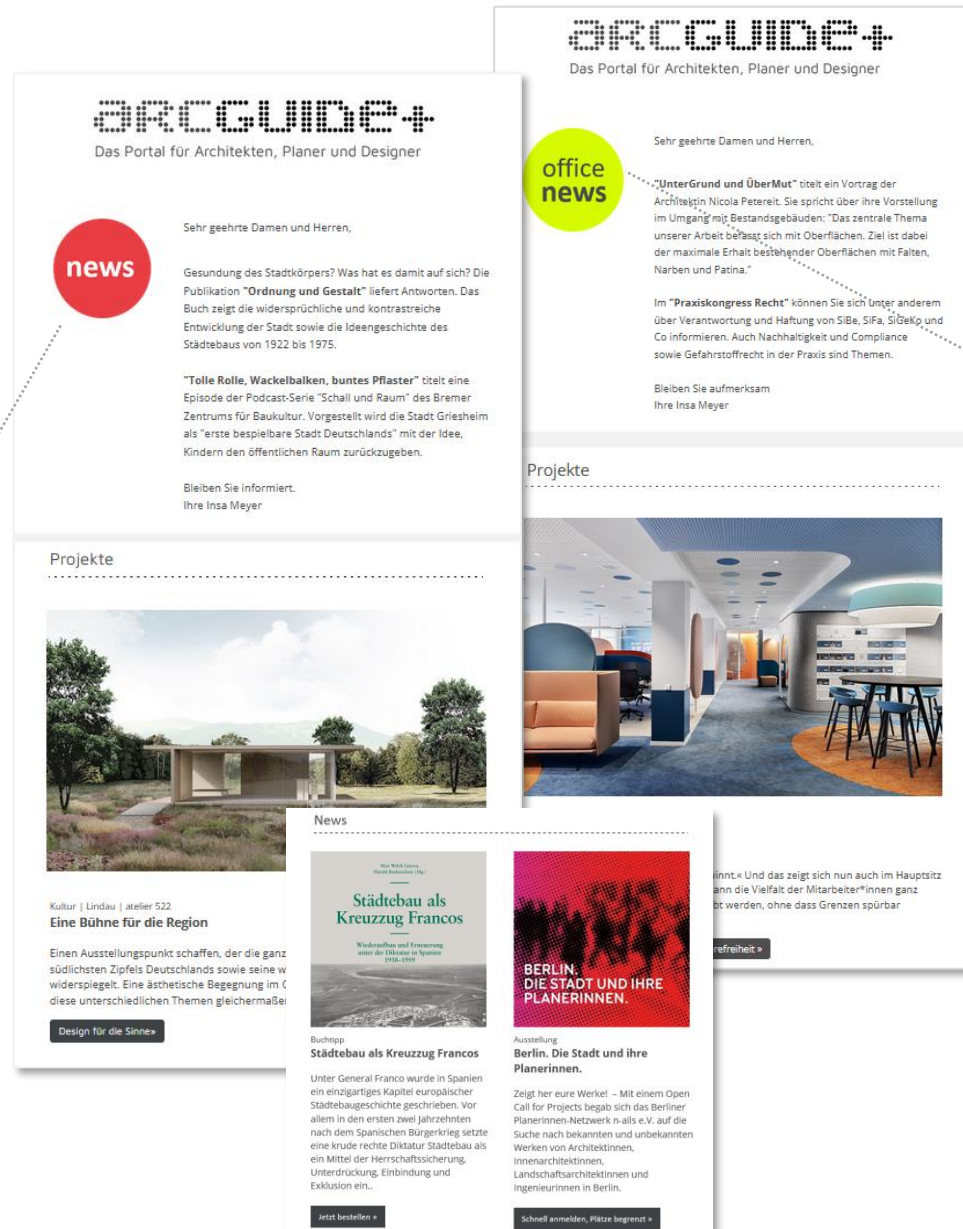
The communication to your target group is rounded off with a publication in our arcguide newsletters.

Simply select the desired newsletter for your messages.

### CONTENT

- + Projects
- + Product News
- + News
- + News from the editorial offices

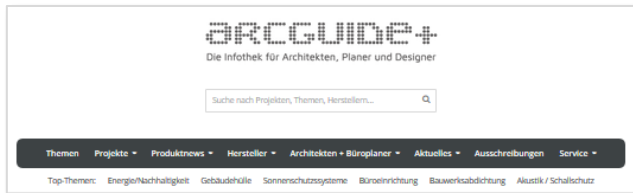
**Tuesday**  
**17,000 subscribers**  
Architects  
Interior designers  
Planners



**Thursday**  
**17,000 subscribers**  
Architects  
Interior designers  
Planners  
+ Office planners

**CONTENT:**  
Specialist topics  
around office  
planning and  
furnishing





## Become an arcguide partner with the PR package that suits you best.

Place your PR messages quickly and easily to your target group.

### PROFILE ENTRY

- + 12 months runtime
- + Company description with logo and lead image
- + All PR messages at a glance
- + Videos and downloads
- + Top product images
- + Product groups/keywords, keywords

1.000 EUR



### PR-PACKAGE

(only bookable in combination with the profile entry)

- + 12 months running time
- + All messages are automatically published in the newsletter of your choice
- + Simply select your target group and we will place your industry news in the desired newsletter (Tue: arcguide news and Thu: arcguide Office news)



3 Messages

690 EUR



16 Messages

2.350 EUR



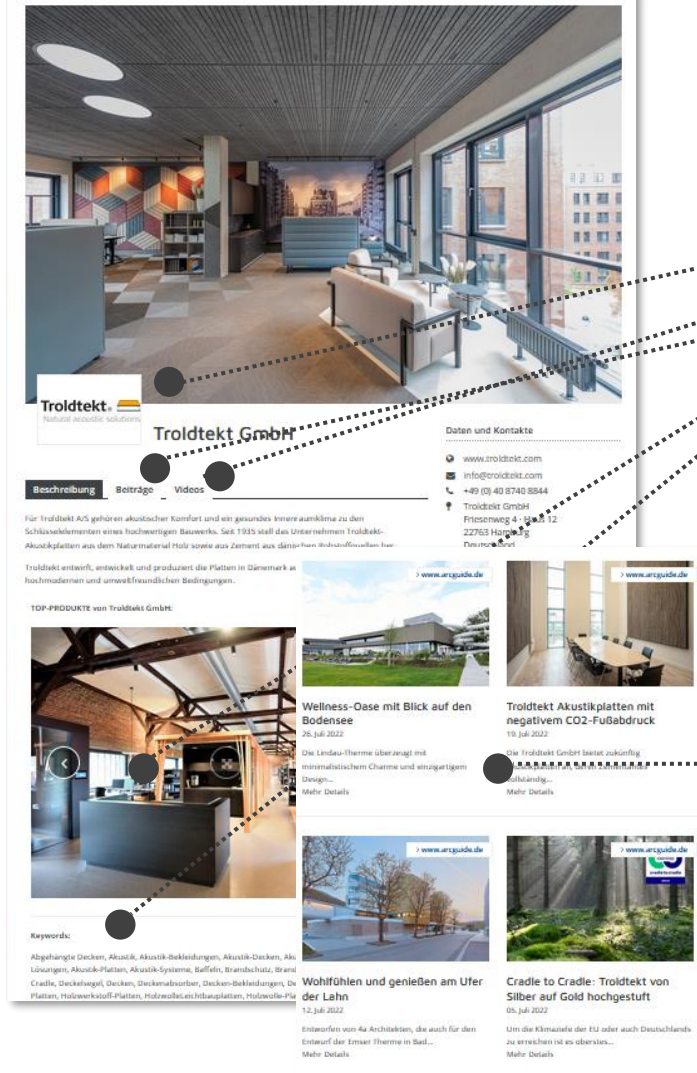
7 Messages

1.280 EUR



Unlimited Messages

4.200 EUR





## Place your project in the special edition 2023

Your reference is edited, laid out and published on a double-page spread in the context of the architectural office involved, with background information, interviews and a building board.

### CRITERIA

- + Project must not be older than 2 years
- + Meaningful photographic material must be available
- + Consent of the client for editorial processing
- + Contact details of the architect's office involved

### PERFORMANCE

- + Editorially prepared project documentation
- + Supplement with 50,000 copies in the architecture titles: *db deutsche bauzeitung*, *bba bau beratung architektur*, *md INTERIOR DESIGN ARCHITECTURE*

### TARGET GROUP

Architects, interior architects, designers and planners

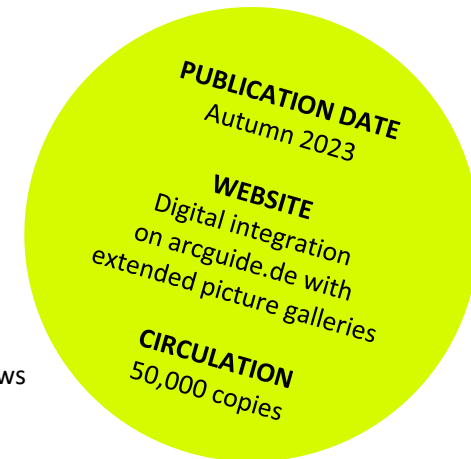
### PRICE

Price double page  
no arcguide partner 5.040 EUR  
(incl. profile entry + 3 PR messages)

Price double page  
arcguide Partner 3.350 EUR

### OTHER ADVERTISING OPPORTUNITIES

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



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

#### CONTACT

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