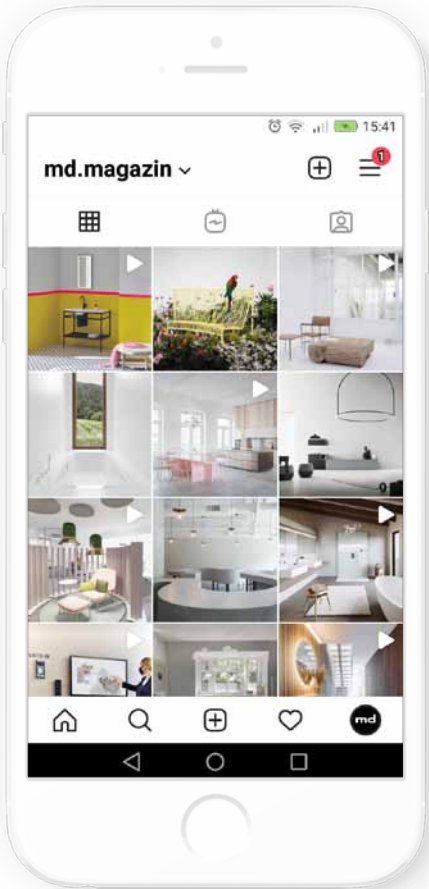


SOCIAL MEDIA

@md.magazin

Instagram-Styleguide



Background knowledge

CONCEPT

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

IMPLEMENTATION

The md feed is thematically pre-planned as a uniform brand presence and implemented with high graphic standards. In contrast to consumer platforms with a wider reach, the content is aimed at interior design professionals.

APPEARANCE

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

Role models

LEARNING FROM SUCCESSES

The editorial posts seen here are examples that have achieved high organic reach. The success factors:

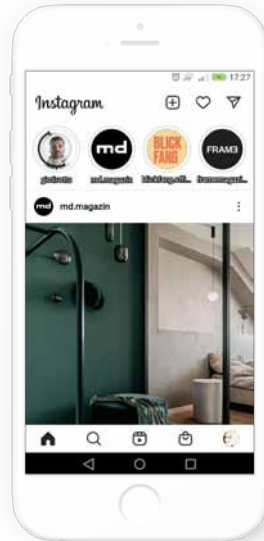
• HOTEL

First concept in Italy.
Instagram-ready venue.
Colourful and flashy.



• LIVING

Young family. Conversion.
Trendy district. Germany.
Muted colours.



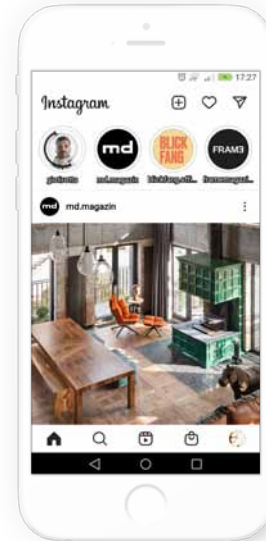
• BAR & LOBBY

Product family. Homely.
Cosy. Comfortable.
Old and new mixed.



• LOFT

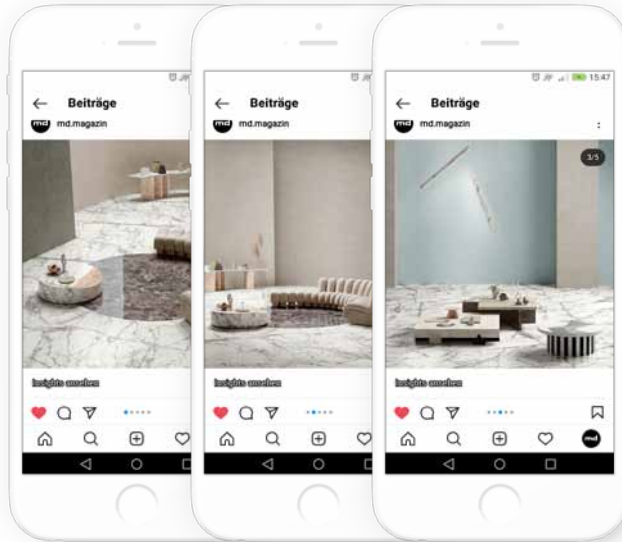
International influences.
High ceilings.
Large glass areas.



Post

PRACTICAL EXAMPLE

The md community reacts to spatial effects – so stage your product in context. As a single post or in a kind of digital slide show: here, several static, clearly delimited images are strung together. These can be called up automatically or by swiping one after the other.



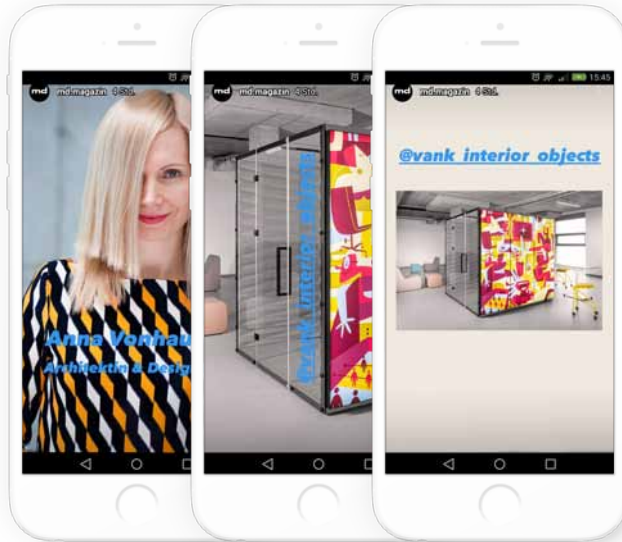
DATA REQUEST

- In case of a desired order, please name it
- Image size (W x H in pixels) 1080 x 1080 px.
Resolution 144 dpi, Aspect ratio 1:1, square
- png-, gif-, jpg.- or tiff-files
- Maximum file size 30 MB
- No text or logos integrated in the image
- Text in German (or English) as Word document:
maximum 450 characters incl. spaces
professionally competent addressed to architects and interior designers
- Profile name
- Up to 25 hashtags
- Photo credit and photo rights. With the booking you confirm us that you own the rights of use for the pictures
- Posts will be marked as advertising

Story

PRACTICAL EXAMPLE

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



DATA REQUEST

- Either photos or a video can be shown
- Stories are visible for 24 hours for both photos and videos
- Profile name
- URL landing page is required. Please specify desired link
- Stories are announced as advertisements

PHOTOS

- Up to 10 motifs
- If you have a desired order, please name it
- Picture size (W x H in pixels) 1080 x 1920 px.
Aspect ratio 9:16, portrait format, full screen mode
- Text in English or German embedded in the image:
maximum 150 characters incl. spaces
professionally addressed to architects and interior designers
- Images are automatically displayed for 5 seconds each
- Photo credit and photo rights. With the booking you confirm us that you own the rights of use for the pictures

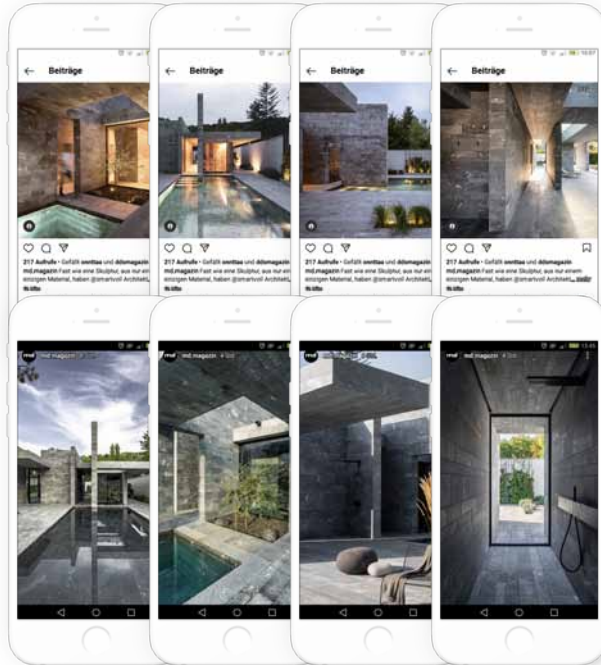
VIDEO

- mp4- oder mov.-file
- Maximum file size 4 GB
- Maximum video length of 60 seconds:
a video for a full minute is divided into four 15-second parts
- Video statement and video rights. With the booking you confirm us that you own the copyrights for the video

Post & Story

PRACTICAL EXAMPLE

Maximise the attention of the md community, by simultaneously flanking your post with a story.

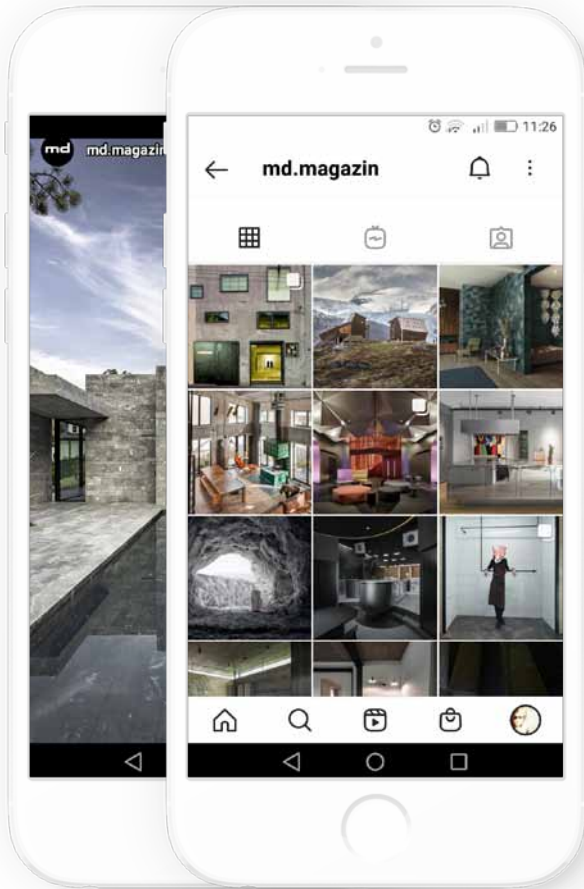


WHAT YOU SHOULD KNOW

- Data delivery up to 2 weeks before desired publication date
- Look for appealing photos with high resolution
- Focus on one topic in terms of content and visuals
- The post is graphically linked in the look-and-feel of md
- For a story in the format 1080 x 1920 px. it's recommended to plan the upper and lower image margin with 250 px. each design-free. This avoids that important elements like profile icon, text, call-to-action, etc. are obscured
- There will be up to 2 placements per week (1 post + 1 story)
- Texts are to be understood as captions and should concentrate on the essentials in terms of content.

Please also note that in the feed only the first 3 lines of text are displayed in the feed and md does not use emojis

- You are welcome to receive an overview of previous posts from the previous month
- You will receive a report 5 working days after publication of the post and/or story
- Post and story are announced as advertisements
- With the booking you confirm that you own the rights of use for the pictures and/or that you own the copyrights for the video



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