

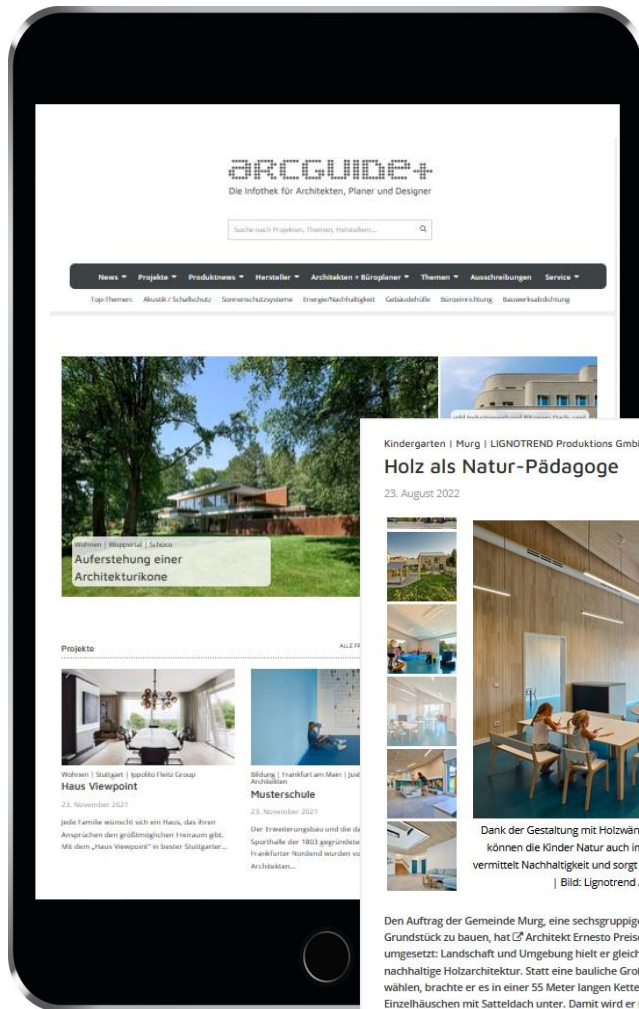


Place projects,
product news and
videos prominently
and permanently!

ARCGUIDE+

Die Infothek für Architekten, Planer und Designer

prices valid from 01.10.2023



NEWSLETTER
15,000 subscribers
2 x per week

WEBSITE
www.arcguide.de

CONTENTS
Projects
Product news
Videos
News

Your architectural projects are put in the spotlight

Projects, product news and videos achieve high attention and acceptance. With an extensive 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.

ADDED VALUE

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

TARGET GROUP

Architects, planners, interior designers, designers and office planners

RUN TIME
1 year

Kindergarten | Murg | LIGNOTREND Produktions GmbH Holz als Natur-Pädagoge

23. August 2022



Auferstehung einer
Architekturikone

Projekte



Haus Viewpoint
23. November 2021

Jede Familie wünscht sich ein Haus, das ihren Ansprüchen den größtmöglichen Raum gibt. Mit dem „Haus Viewpoint“ in bester Stadtgarage...



Musterschule
23. November 2021

Der Erweiterungsbau und die da Sporthalle der 1963 gegründete Frankfurter Musterschule wurden von Architekten...



Dank der Gestaltung mit Holzwänden und Decken aus Schwarzwälder Weißtanne können die Kinder Natur auch im Haus erfahren. Das nachwachsende Material vermittelt Nachhaltigkeit und sorgt für ein angenehmes und heimeliges Raumgefühl.
| Bild: Lignotrend / Foto: © Foto&Design, Waldshut

Den Auftrag der Gemeinde Murg, eine sechsprüfliche Kindertagesstätte auf einem schmalen, langen Grundstück zu bauen, hat ☞ Architekt Ernesto Preiser mit seinem Team mit großer Sensibilität umgesetzt: Landschaft und Umgebung hielt er gleichsam einen Spiegel vor und übersetzte das Bild in nachhaltige Holzarchitektur. Statt eine bauliche Großform für das umfangreiche Raumprogramm zu wählen, brachte er es in einer 55 Meter langen Kette aus fünf spielerisch aneinandergereihten Einzelhäuschen mit Satteldach unter. Damit wird er nicht nur der kindlichen Erlebniswelt gerecht, sondern passt sich auch dem kleinteiligen Murger Ortskern an. Und so erinnert die neue „Kita in der Mühle“ an ein plätscherndes Bächlein – wie das Flüsschen Murg, das nebenan munter dahinfließt. Vom EG bis zum Dach besteht der Neubau aus Brettsperrholz-Rippenelementen von Lignotrend: Das ist Natur pur und die ideale Basis für den selbstgewählten Bildungsauftrag des modernen Kindergartens, Nachhaltigkeit in den Alltag der Kinder zu integrieren und tagtäglich Natur zu leben.

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

We publish your PR messages quickly and prominently:

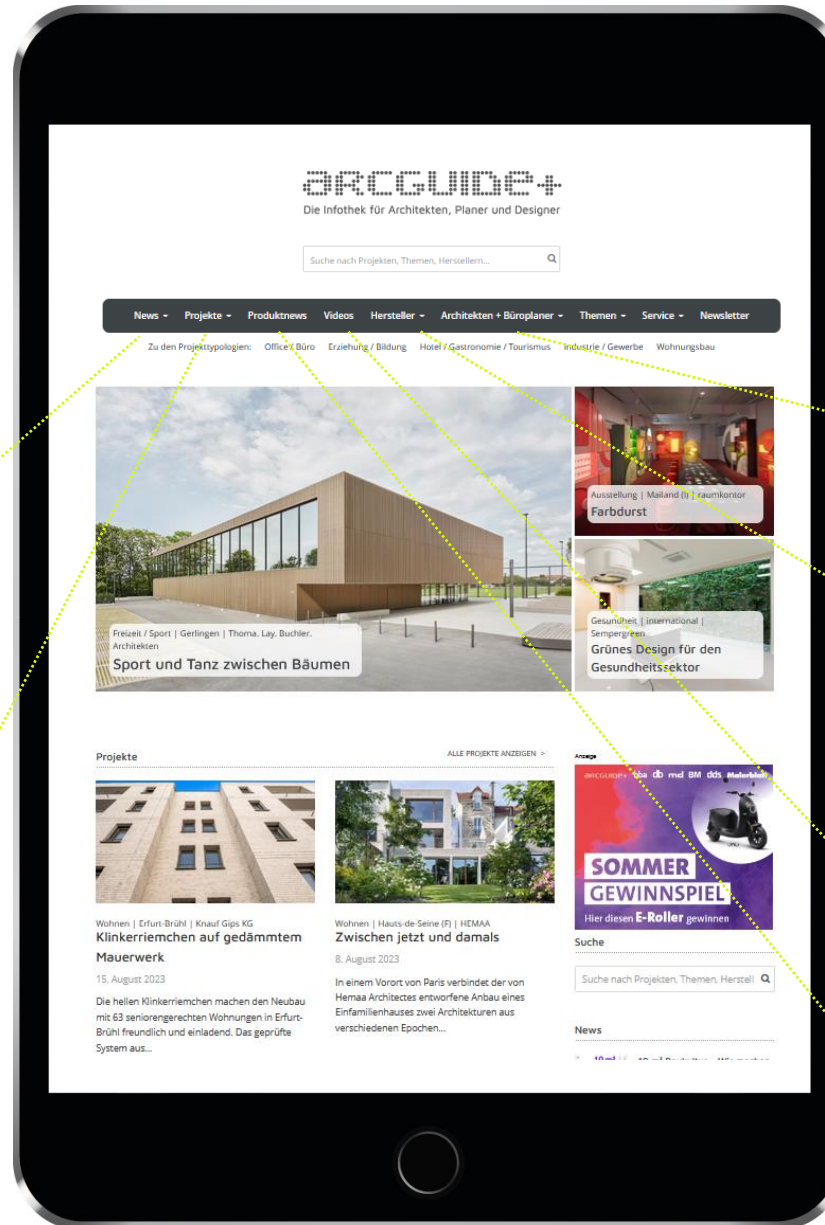
- + References
- + Product news
- + Videos
- + Awards
- + Events and more

NEWS

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

PROJECTS

All projects of architects + office planners as well as manufacturers are prominently presented on the home page and in the projects section



ARCHITECTS + OFFICE PLANNERS

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

MANUFACTURER

arguide partners introduce themselves with their extensive profile entry

VIDEOS (NEW)

All articles with videos will be published additionally under this heading.

PRODUCT NEWS

Planners will find the latest product trends and product applications here

The latest projects, trends & events in the newsletter

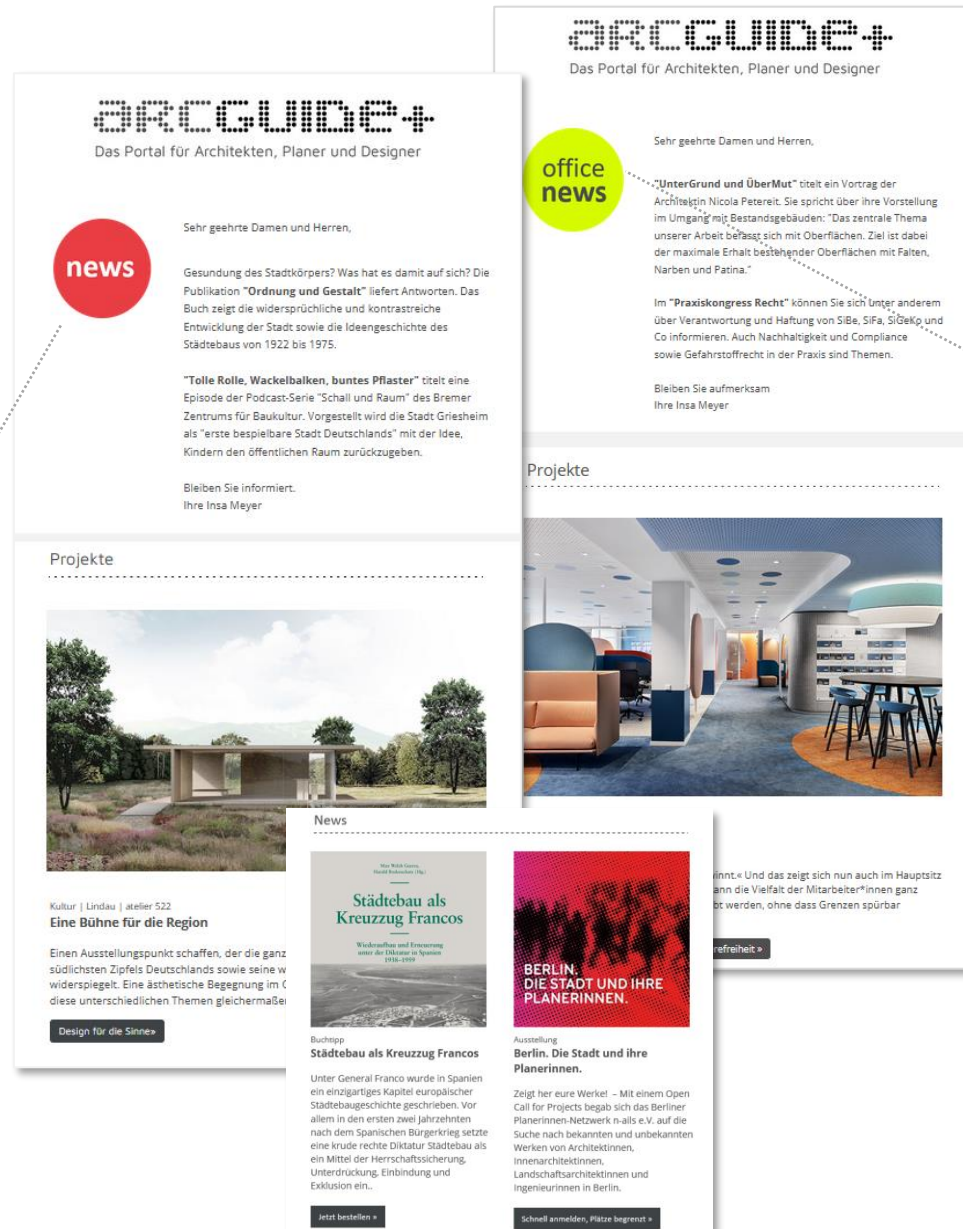
The communication to your target group is rounded off with a publication in our arcguide newsletters..

Simply select the desired newsletter for your messages.

CONTENT

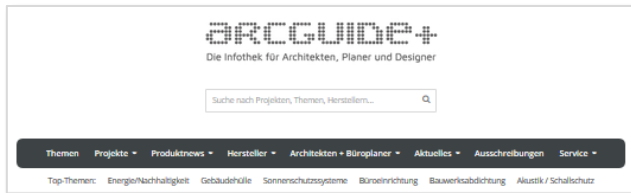
- + Projects
- + Product News
- + News
- + News from the editorial offices

TUESDAY
15,000 subscribers
Architects
Interior designers
Planners
Designers



THURSDAY
15,000 subscribers
Architects
Interior designers
Planners
Designers
+ 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 releases quickly and easily to your target group.

PROFIL 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

1.000 EUR

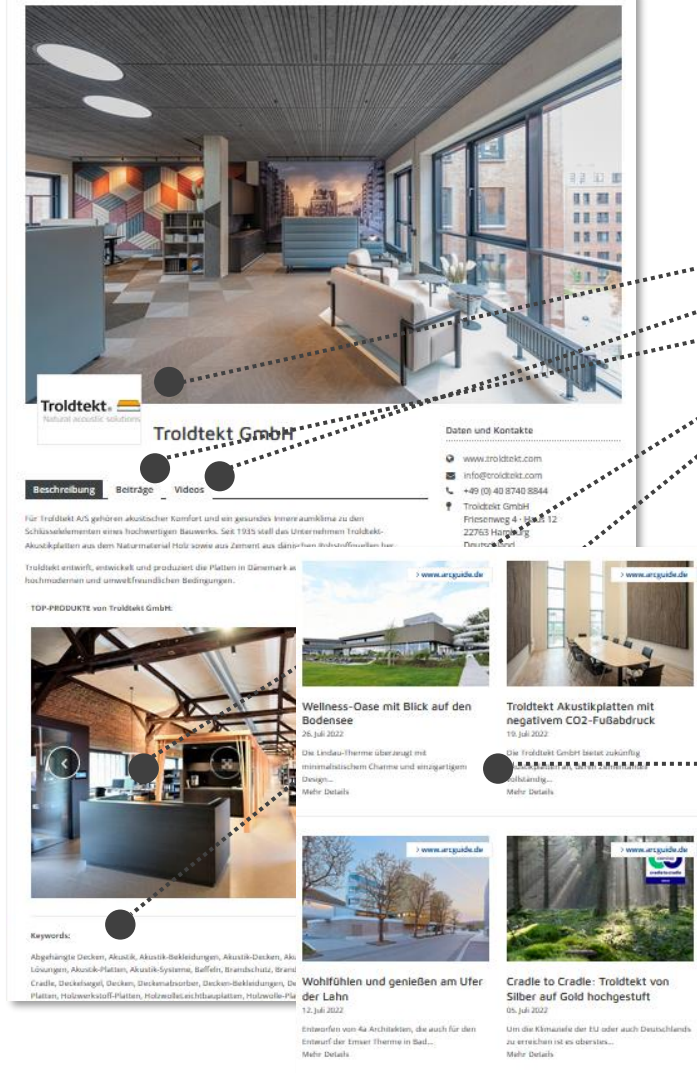


PR-PACKAGE

(only bookable in combination with the profile entry)

- + 12 months runtime
- + 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 (Tue: arcguide news and Thu: arcguide Office news)

S	3 releases	730 EUR	L	16 releases	2.490 EUR
M	7 releases	1.360 EUR	XL	Unlimited number of releases	4.400 EUR





Place your project in the special edition 2024

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

CRITERIA

- + Project must not be older than 2 years and must be completed
- + Meaningful picture material available
- + Consent of the client for editorial preparation
- + Contact details of the architectural office involved

SERVICES

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

TARGET GROUP

Architects, interior designers, designers and planners

COSTS

Price double page
no arcguide partner 5.400 EUR
(incl. profile entry + 3 PR releases)

Price double page
arcguide partner 3.670 EUR

OTHER ADVERTISING OPTIONS

Cover page (U2, U3) 2.980,—
Cover page (U4) 3.300,—

PUBLICATION DATE
Autumn 2024

WEBSITE
Digital integration
on arcguide.de with
extended picture galleries

CIRCULATION
50,000 copies



**We will be happy to advise you in a
personal conversation!**

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