

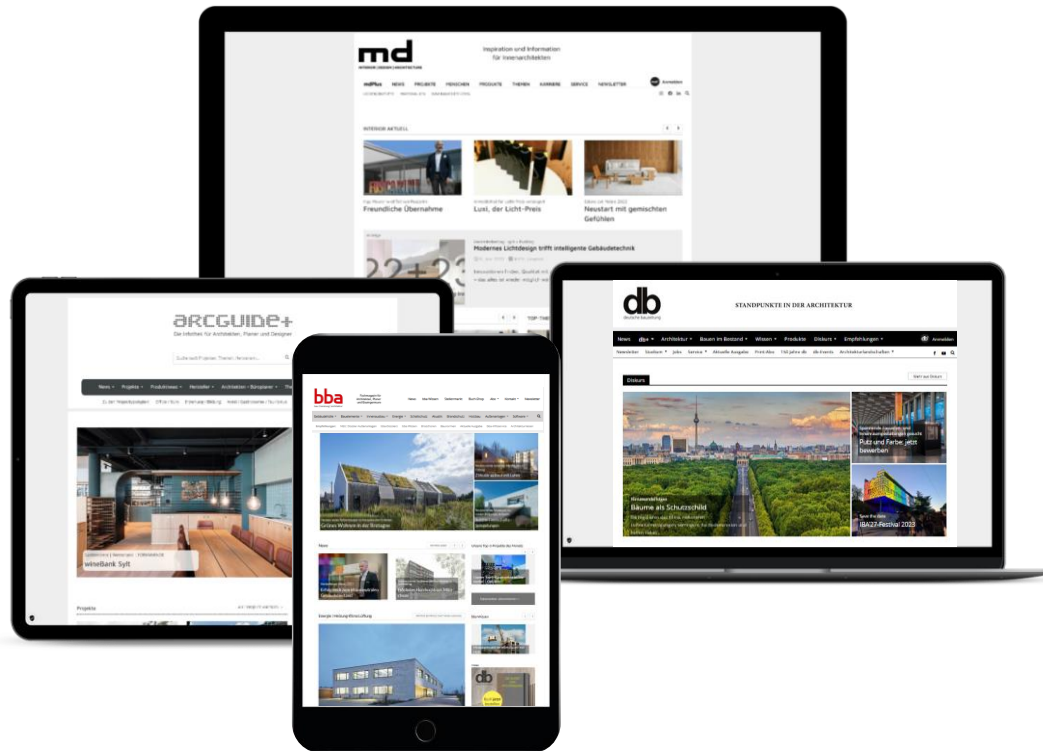
arcguide bba db md

**ONLINE  
2024**

**For your digital  
architect communication**

› **konradin**  
Architektur

# STRONG PERFORMANCE VALUES



**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:**

108,000 page views

19,500 visits

15,000 newsletter subscribers

**bba-online.de:**

146,000 page views

48,500 visits

24,800 newsletter subscribers

**db-bauzeitung.de:**

236,500 page views

54,300 visits

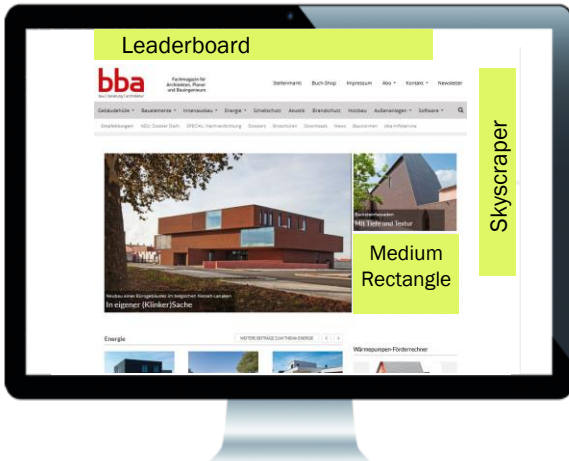
25,000 newsletter subscribers

**md-mag.com:**

112,000 page views

19,900 visits

18,800 newsletter subscribers



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

## DISPLAY ADS AND EXPANDABLE ADS

### DISPLAY ADS/ AD BUNDLES

Use the Konradin Architecture websites for your advertising with a wide range 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.

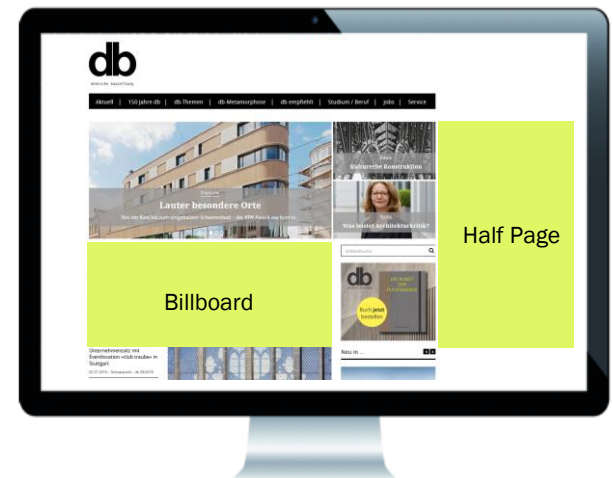
Use the  
defined target group  
approach with topic-  
specific and targeted  
online campaigns

## HALF PAGE & BILLBOARD

Strong attention and effectively placed on the home page and all subpages:

### ADVANTAGES

- + Traffic
- + Strong attention
- + Brand awareness
- + Image





Place your content  
in our editorial  
environment.

## NATIVE ADS ONLINE ADVERTORIALS

All architecture websites are available for your content marketing. On request, we can 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

3,100 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.

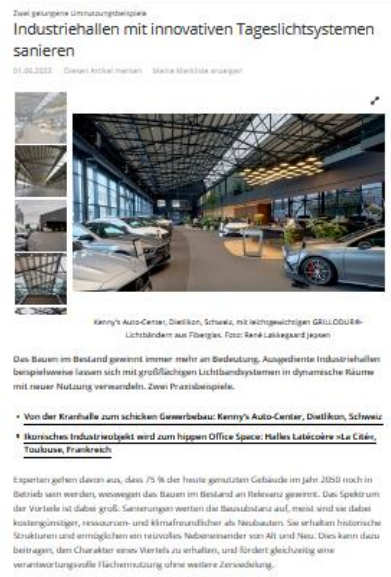
#### Wie gestalten wir nachhaltigen Wohnbau?

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. Gelungene Beispiele aus der Planung zeigen mögliche (kreative und außergewöhnliche) Umsetzungsmöglichkeiten im Wohnbau und bieten dem Architekten einen planerischen und inspirierenden Mehrwert.

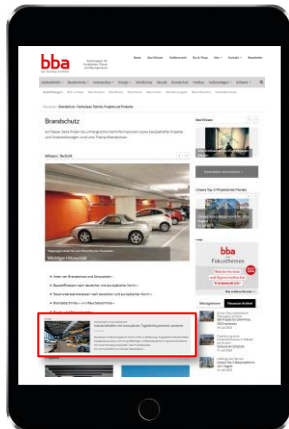
[Hier anmelden »](#)

Best  
access figures  
generate!

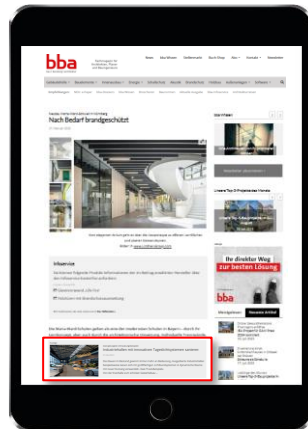


Example category  
"Fire protection"

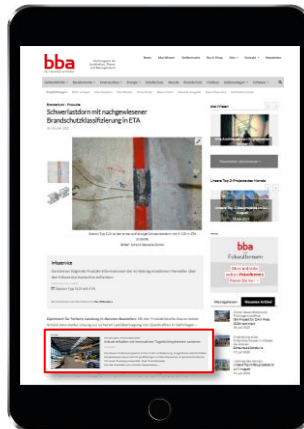
1. Overview page



2. Project



3. Product



## NATIVE ADS CATEGORIES ADVERTORIALS

The fire protection, thermal insulation, heating and flat roof sections on bba-online.de are available for thematic content marketing.

On request, we can prepare your content and complex contexts perfectly for the target group.

### ADVANTAGE

Prominent teaser on the following pages of the selected category generates the best access figures:

We also recommend the combination with a traffic package consisting of banner placements and newsletter ads.

### PRICE

4,600 Euro + traffic package

We also recommend the combination with a print advertorial.

# ALL NEWSLETTERS AT A GLANCE



Example  
bba newsletter



Example  
db newsletter



Example  
md newsletter

## THEMATIC NEWSLETTER

bba | db | md

The editorial teams produce newsletters on specific topics such as building waterproofing, heating, air conditioning and ventilation, acoustics in rooms and more.

### ADVERTISING FORMAT

Text-image ad

### ADVANTAGE

This format is perceived as a competent and credible editorial newsletter

### RANGE

db Newsletter: 25,000 recipients  
bba Newsletter: 24,800 recipients  
md newsletter: 18,800 recipients

### PRICE

1,250 Euro

## Editorial newsletter

arcguide | bba | db | md

Digital ambassadors with topics and specialist content, created by the editorial teams.  
Dispatch per title: 3-4 times a month.

### ADVERTISING FORMAT

Text-image ads, premium text-image ads, leaderboards, skyscrapers, full banners.

### ADVANTAGE

Increased traffic to your website, your message is placed in the editorial environment and sent in a personalized way.

### RANGE

db Newsletter: 25,000 recipients  
bba newsletter: 24,800 recipients  
md newsletter: 18,800 recipients  
arcguide newsletter: 15,000 recipients

### PRICE

from 560 Euro

## Exclusive newsletter

arcguide | bba | db | md

An exclusive mailing offers a particularly high level of attention for your company. Several elements can be integrated.

### ADVERTISING FORMAT

Product news, video ads, interviews, competitions, e-paper or even references.

### ADVANTAGE

Selection of the recipients:  
Architects, planners, interior designers, by media brand or across the board.

### RANGE

Architects and planners: 46,000 recipients  
Architects, planners and interior designers: 55,000 recipients

### PRICE

from 4,900 Euro

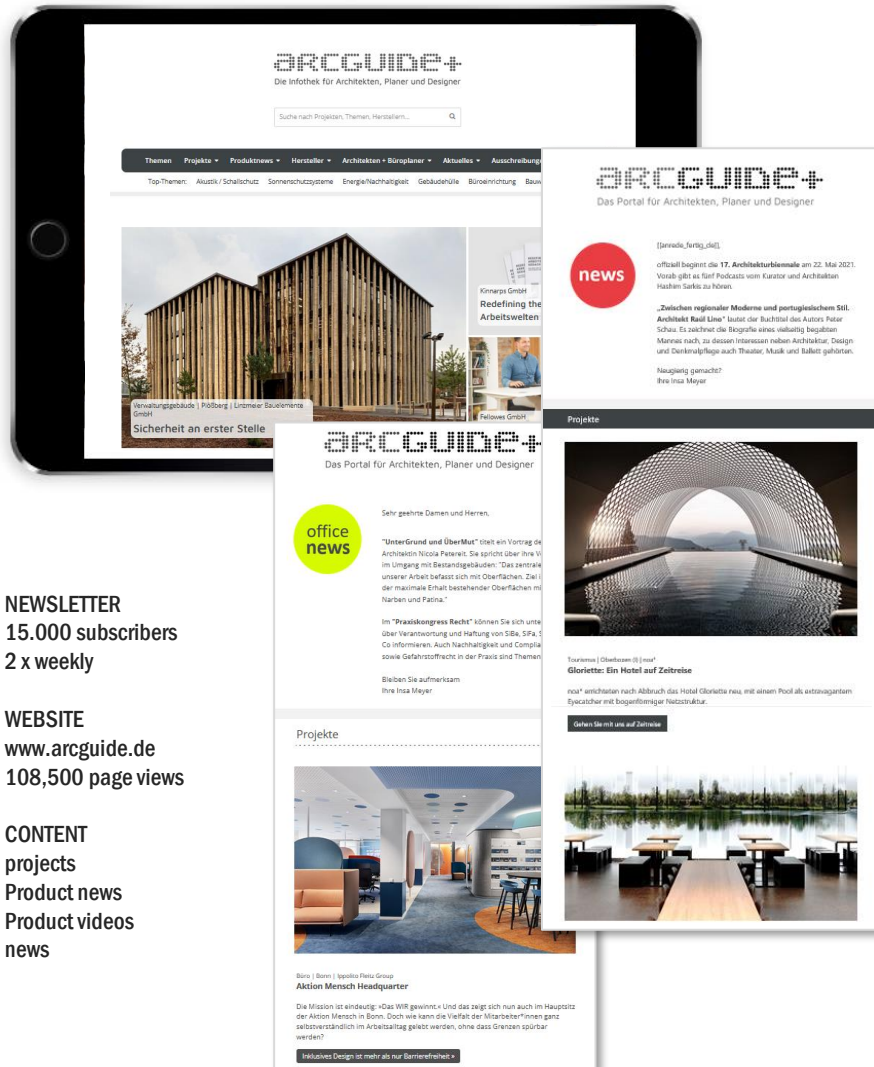
# DATES OF THE EDITORIAL NEWSLETTER

1st half year 2024	bba	db	md	2nd half year 2024	bba	db	md
January	11.01.2024 18.01.2024 25.01.2024	09.01.2024 16.01.2024 23.01.2024 30.01.2024	03.01.2024 10.01.2024 17.01.2024 24.01.2024 31.01.2024	July	11.07.2024 18.07.2024 25.07.2024	02.07.2024 16.07.2024 23.07.2024 30.07.2024	03.07.2024 10.07.2024 17.07.2024 24.07.2024 31.07.2024
February	01.02.2024 08.02.2024 15.02.2024 22.02.2024	06.02.2024 13.02.2024 20.02.2024 27.02.2024	07.02.2024 14.02.2024 21.02.2024 28.02.2024	August	08.08.2024 15.08.2024 22.08.2024 29.08.2024	06.08.2024 13.08.2024 20.08.2024 27.08.2024	07.08.2024 14.08.2024 21.08.2024 28.08.2024
March	07.03.2024 14.03.2024 21.03.2024	05.03.2024 12.03.2024 19.03.2024 26.03.2024	06.03.2024 13.03.2024 20.03.2024 27.03.2024	September	05.09.2024 12.09.2024 19.09.2024 26.09.2024	03.09.2024 10.09.2024 17.09.2024 24.09.2024	04.09.2024 11.09.2024 18.09.2024 25.09.2024
April	04.04.2024 11.04.2024 18.04.2024 25.04.2024	02.04.2024 09.04.2024 16.04.2024 23.04.2024	03.04.2024 10.04.2024 17.04.2024 24.04.2024	October	10.10.2024 17.10.2024 24.10.2024 31.10.2024	01.10.2024 08.10.2024 15.10.2024 22.10.2024	02.10.2024 09.10.2024 16.10.2024 23.10.2024 30.10.2024
May	02.05.2024 16.05.2024 23.05.2024	07.05.2024 14.05.2024 21.05.2024 28.05.2024	08.05.2024 15.05.2024 22.05.2024 29.05.2024	November	07.11.2024 14.11.2024 21.11.2024 28.11.2024	05.11.2024 12.11.2024 19.11.2024 26.11.2024	06.11.2024 13.11.2024 20.11.2024 27.11.2024
June	06.06.2024 13.06.2024 20.06.2024 27.06.2024	04.06.2024 11.06.2024 18.06.2024 25.06.2024	05.06.2024 12.06.2024 19.06.2024 26.06.2024	December	05.12.2024 12.12.2024 19.12.2024	03.12.2024 10.12.2024 17.12.2024	04.12.2024 11.12.2024 19.12.2024



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

## We set the scene for your architectural projects



**NEWSLETTER**  
15.000 subscribers  
2 x weekly

**WEBSITE**  
[www.arcguide.de](http://www.arcguide.de)  
108,500 page views

**CONTENT**  
projects  
Product news  
Product videos  
news

## arcguide.de

Infothek for architects, planners and designers

Product news and projects attract a high level of attention and acceptance. With a company profile in combination with PR messages, you increase awareness and strengthen the brand.

Architects, planners, interior architects, designers and office planners are looking for inspiration for their daily work. The PR messages will be published on the website and additionally in the editorial newsletters.

### ADDED VALUE

- + Prominent presentation of projects and product news
- + News from the world of architecture with tips on events
- + Tips about seminars, books, podcasts and more

### TARGET GROUP

Architects, planners, interior architects, designers and office planners

### RUN TIME

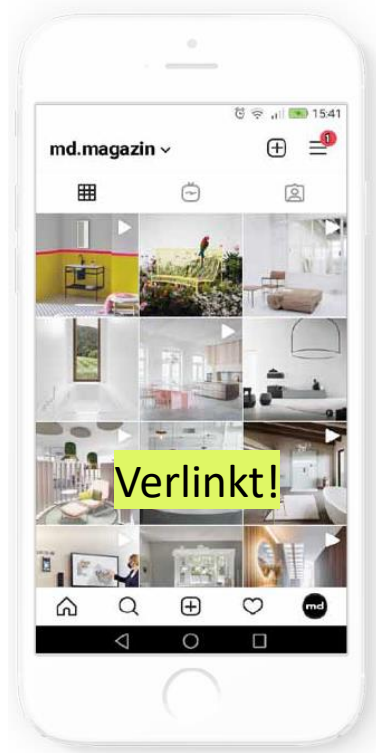
1 year

### PRICES

Profile entry for 12 months 1,000 euros  
PR package (S, M, L and XL) from 730 euros

[All formats and prices in the media kit 2024](#)





## 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

Use the story function to present your brand in an authentic and 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, which are shown in an automatic sequence.

### PRICE

on request

**Current followers: 10,400**

#### • HOTEL

Erstes Konzept in Italien.  
Instagramtauglicher  
Schauplatz. Bunt und schrill.

#### • WOHNEN

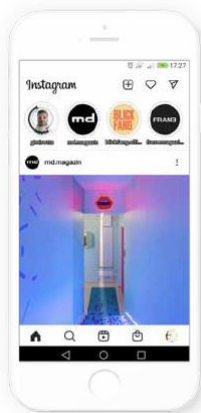
Junge Familie. Umbau.  
Szenevierviertel. Deutschland.  
Gedackte Farben.

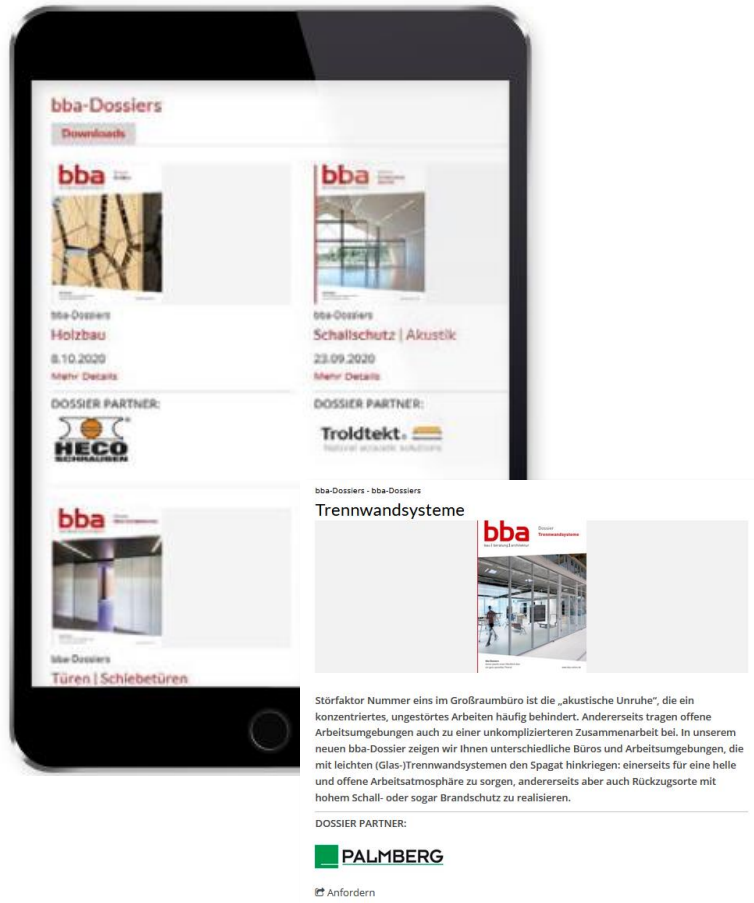
#### • BAR & LOBBY

Produktfamilie. Wohnlich.  
Gemütlich. Bequem.  
Alt und neu gemischt.

#### • LOFT

Internationale Einflüsse.  
Hohe Decken.  
Große Glasflächen.





**bba online dossiers**  
**enable valuable**  
**monthly contacts with**  
**architects**

## 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](http://www.bba-online.de/dossiers) for 12 months. Become a partner of a dossier of your choice and get new architect contacts every month.

### SERVICES

- + Exclusive media partner
- + Monthly report of leads
- + Logo integration + link to your website under the dossier
- + 1/1 page, trimmed, 4c, on page 2 below the online dossier
- + Double-page advertorial with relevant content from your company
- + Text/image ad in the dossier newsletter

### RUN TIME

12 months

### TOPICS

- 02/24 Masonry/brickwork
- 04/24 Partition walls/room dividers
- 06/24 Balconies/waterproofing/drainage
- 08/24 Fire protection
- 09/24 Concrete
- 10/24 Outdoor facilities
- 11/24 Thermal insulation
- 12/24 Ceiling design/functional ceilings

### PRICE 12 MONTHS EXCLUSIVE

4.300 Euro



## ONLINE - SURVEYS WITH COMPETITION

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

### HOW DOES IT WORK?

- + You send us 3-6 questions.
- + We add 1-2 questions from an editorial perspective.
- + You provide prizes for a prize draw.
- + 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 line
  - b) Up to 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 expertise of Konradin market research
- + You receive the survey results exclusively for your company  
= lead position start through knowledge
- + Participants in the competition are your customers of tomorrow

### YOUR INVESTMENT

from 6,400 euros

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

## Views of the architect, builder and solution provider - inspiring db project films

## db project film exclusively for your project during the construction phase or after completion

The db film team puts your reference in the spotlight. The video with statements from the architect, the builder and your project manager or architectural consultant has a special added value for your target group. Get new architects contacts as partners with the publication of the video!

### SERVICES

- + Selection of your reference project for a db film
- + A film on the construction site is recommended, especially if your installed products are no longer visible after completion
- + Briefing of the db team on the desired film details
- + Filming date together with commentators on site
- + Video cut and creation of a start image in dialogue with you
- + The basic package includes publication on the db YouTube channel
- + You receive the video for your own use
- + The video can also be advertised with a coordinated traffic package (banner + newsletter ads, exclusive newsletter)

### PRICE BASIC PACKAGE

4,900 euros

Traffic package from 420 Euro on top







**Contact us!**

**CORNELIA HUTH-NEUMANN**

c.huth-neumann@konradin.de  
+49 711 7594-372

**PETRA WEHINGER**

petra.wehinger@konradin.de  
+49 711 7594-404

**MELANIE TURZER**

melanie.turzer@konradin.de  
+49 711 7594-357

**CHRISTEL TRAUTWEIN**

christel.trautwein@konradin.de  
+49 711 7594-371

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