

arcguide+ bba db md

› konradin  
Architektur

**MEDIA  
KIT**

PRINT  
ONLINE  
SOCIAL MEDIA  
EVENTS

**2024**

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As a specialist in  
architecture,  
interior design, construction  
and design, we offer  
a strong network of brands  
to communicate with  
key target groups

Konradin Medien GmbH  
Ernst-Mey-Straße 8  
70771 Leinfelden-Echterdingen  
Germany

# COMMUNICATION ACROSS ALL CHANNELS

## MANUFACTURER CONTENT

Products | brands  
technologies  
projects | campaigns

## EVENTS

Live on site,  
virtual and  
hybrid

## PRINT MAGAZINES

bba | db | md

## WEBSITES

arcguide.de  
bba-online.de  
db-bauzeitung.de  
md-mag.com

Request a quote from:  
**architektur.media@konradin.de**  
or visit our website  
for more information:  
**architektur.konradin.de**

## EDITORIAL NEWSLETTERS

theme-related, exclusive, journalistic  
arcguide | bba | db | md

## SPECIALS

Print & digital

## SOCIAL MEDIA

Instagram  
facebook  
LinkedIn

## ARCHITECTURE CROSS-MEDIA APPROACH

### OUR MEDIA BRANDS

bba, db and md are three trade magazines that complement each other perfectly in terms of content: Architecture criticism and inspiration, opinion, planning, technology, interior design, office planning and design.

Konradin Architektur sends out

**50,000 PRINTED AND  
DIGITAL COPIES PER MONTH.**

In addition, three special issues and theme specials are published.

# 590,000

contact opportunities  
per month

### OUR WEBSITES

Four websites provide qualified contact opportunities and possibilities to showcase products and brands in a vibrant professional environment. Combinable. Up-to-date. Inspiring. SEO-optimised.

Konradin Architektur convinces with

**199,000 UNIQUE USERS  
PER MONTH.**

### OUR NEWSLETTERS

Konradin Architektur publishes 24 newsletters per month containing the latest industry news, specialist information, event announcements and invitations, product announcements and references.

In total we reach

**81,000 SUBSCRIBERS.**

### THE SOCIAL MEDIA CHANNELS



## SPECIAL ISSUES 2024

arcguide bba db md



### Impactful materials

Material wirkt

**md INTERIOR DESIGN ARCHITECTURE**  
*in cooperation with db*  
**Publication date: July 2024**

For the fifth time, the specialist editorial teams of md and db are pooling their expertise to take an all-round look under the motto „Material wirkt“ (Impactful materials). They explore buildings where everything is just right. Projects that have been consistently planned and realised with materials in mind, both on the inside and outside.



### Building in existing contexts

Bauen im Bestand

**db deutsche bauzeitung**  
**Publication date: August 2024**

Topics: Energy-efficient renovations, conversions, extensions and architectural heritage conservation



### Kitchens

Küche

**md INTERIOR DESIGN ARCHITECTURE**  
**Publication date: September 2024**

Whether indoors or outdoors, the stove is the center of attention. The md editorial team presents projects, products and personalities that illustrate how to create a useful, elegant and perfectly fitting framework for cooks and guests.

With contributions from the fields of technology, design and impressions from a variety of living environments!



### Projects that blew us away

Projekte, die uns umgehauen haben

**arcguide**  
**Publication date: December 2024**

A special issue featuring your reference project together with the architectural firm involved, including background information, interviews and a project information board on a double-page spread. Also available as an e-paper.

More information on [architektur.konradin.de](https://architektur.konradin.de) or in the detailed theme plans starting on page 20.

## OVERALL EDITORIAL SCHEDULE 2024











Topic	Jan.	Feb.	March	April	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
Outdoor space, parking systems, drainage				db	bba		bba			bba dossier, db		
Balconies, loggias			bba		bba dossier, db		bba				bba	
Barrier-free access	db		db			md		md				
Waterproofing					db	db						
Door fittings, security	db		bba						bba	db	bba	
Concrete			db		bba		bba, db/ md	bba dossier	db		bba	
Existing structures, refurbishment	db	md	db			db, md		md, db	db		db	db, md
Flooring		md	bba, db	md			bba	md			bba	md
Fire prevention, sound insulation, acoustics	bba, db	md			bba	md, bba dossier	bba	db	bba, db	db, md		
Office		md				md				md		db
Roofing			bba		db		bba	db	bba			
Ceilings					bba						bba	bba dossier
Facades, ETICS	bba		db		bba, db	db	bba, db/ md		bba		bba	db
Windows			bba		db		bba			db	bba	
Building automation/switches	bba, db			md	db	md			bba		db	
Glass	bba, db		bba		db		bba, db/ md		bba, db			
Heating, air conditioning, ventilation	bba, db				bba, db		bba	db			bba	db
Timber/steel construction			bba		db		bba, db/ md				bba, db	md
Hospitality				md								
Interior walls	bba, db		db				db/md		bba		db	
Kitchens				md					md			

## OVERALL EDITORIAL SCHEDULE 2024

Topic	Jan.	Feb.	March	April	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
Light, illumination	db	md		db, md		md			db	db, md		
Materials, surfaces			db	md	db	md	db/md		md			db
Masonry		bba dossier	db		bba, db		bba, db/ md		db		bba	
Metal	bba		bba, db		db		bba, db/ md		bba			
Furniture				md								md
Modular design	bba						bba				db	
Sustainability		md		db			db/md	md		db	db	md
Outdoor				db						db		
Plasters, paints		md	db		db		db/md					
Sanitary facilities			db	md		md					db	md
Software	bba		bba	db			bba		bba	db, md	db	
Solar technology, photovoltaics	bba			db	db		bba		bba			
Solar shading, awnings, roller shutters	bba, db			db	bba	db	bba				bba	
Textiles				md								
Partition wall systems	bba	md		bba dossier		md	bba		bba	md		
Stairs, elevators					bba		bba		db		bba	
Dry construction	db								bba			
Doors, gates	bba				bba		bba			db	bba	md
Thermal insulation	bba		bba		db	db	bba	db	bba		bba+bba dossier, db	

## AD FORMATS AND PRICES (Prices valid as of 01.10.2023, in €, plus VAT)

### Ads: Standard formats

Formats	bba md		Format: width x height in mm Trim: add 3 mm to each side			db		Format: width x height in mm Trim: add 3 mm to each side		
	Basic rate b/w	Total rate 4c	Type area	Trimmed		Basic rate b/w	Total rate 4c	Type area	Trimmed	
1/1 page	4,930.00	6,390.00		188 x 270	210 x 297	8,900.00	11,550.00		188 x 270	230 x 297
1/2 page	2,720.00	3,550.00	 land. 4col port. 2col	188 x 133 92 x 270	210 x 150 103 x 297	4,720.00	6,120.00	 land. 4col port. 2col	188 x 133 92 x 270	230 x 150 107 x 297
1/3 page	2,080.00	2,700.00	 land. 4col port.	188 x 88 60 x 270	210 x 105 71 x 297	3,020.00	3,910.00	 land. 4col port.	188 x 88 60 x 270	230 x 105 75 x 297
1/4 page	1,420.00	1,840.00	 land. 4col 2col port. 1col	188 x 65 92 x 133 44 x 270	210 x 82 103 x 150 55 x 297	2,230.00	2,860.00	 land. 4col 2col port. 1col	188 x 65 92 x 133 44 x 270	230 x 82 107 x 150 59 x 297
1/8 page	870.00	1,130.00	 land. 4col 2col port. 1col	188 x 32 92 x 65 44 x 133	210 x 50	1,100.00	1,400.00	 land. 4col 2col port. 1col	188 x 32 92 x 65 44 x 133	230 x 49
Classified ads	<ul style="list-style-type: none"> <li>• Smaller recommendation ads: millimetre prices on request</li> <li>• Job ads, offers of representation, tenders, competitions, miscellaneous – width: 44 mm, price per mm for b/w: €3.30, 4c: €5.10</li> <li>• Jobs wanted ads – width 44 mm, b/w, price per mm: €1.30</li> <li>• Box number charge incl. postage charge for responses: €17.00</li> </ul>									

Prices for preferential placements on request.

**Data submission:** Use our advertising portal [www.konradin-ad.de](http://www.konradin-ad.de) for data delivery



## SPECIAL AD FORMATS (Prices valid as of 01.10.2023, in €, plus VAT)

	Details	Prices incl. postage		Delivery quantities
		80–134 gsm	135–180 gsm	
Bound inserts <b>bba</b>	1 leaf = 2 pages	5,400.00	6,150.00	<b>bba: 10,720 copies</b> No partial print-runs Size (untrimmed): 216 x 305 mm Prices under 80 gsm and over 180 gsm on request.
Bound inserts <b>db</b>	1 leaf = 2 pages	10,700.00	11,585.00	<b>db: 22,850 copies</b> No partial print-runs Size (untrimmed): 236 x 305 mm Prices under 80 gsm and over 180 gsm on request.
Bound inserts <b>md</b>	1 leaf = 2 pages	5,400.00	6,150.00	<b>md: 8,680 copies</b> No partial print-runs Size (untrimmed): 216 x 305 mm Prices under 80 gsm and over 180 gsm on request.
Tip-ons for all titles	On ads or bound inserts  Postcards	In addition to carrier ad/ bound insert  65.00 per thousand Plus gluing: 38.00 per thsd. autom. gluing 74.00 per thsd. manual gluing	<b>bba 11,060 copies, db 23,450 copies, md 8,940 copies</b> No partial print-runs  <b>Other e.g.: booklets, product samples on request</b>	
Loose inserts for all titles	up to 25 g up to 30 g	295.00 per thousand 325.00 per thousand  Plus postage by weight (on request). Sample required.	<b>bba 10,220 copies, db 22,350 copies, md 8,180 copies</b> Partial print-runs on request  Max. format: 200 x 290 mm (W x H)	

### DISCOUNTS:

For print ads and bound inserts when placed within  
12 months (insertion year). Loose inserts and all other  
special ad formats are not discountable.  
Discounts on bound inserts: 1 leaf = 1/1 page

Frequency discounts		Volume discounts	
3 ads	5%	2 pages	5%
6 ads	10%	5 pages	10%
9 ads	12.5%	8 pages	15%
12 ads	15%	12 pages	20%
15 ads	20%	15 pages	25%
20 ads	25%	18 pages	30%

Ask for our combined discounts!



### TECHNICAL REQUIREMENTS

see page 11

# ADVERTORIALS (Prices valid as of 01.10.2023, in €, plus VAT)

## Examples



2/1 pages



1/1 page



1/2 page

## An exclusive opportunity to present products and projects in the "look & feel" of the magazine.

- You provide text and images
- We take care of the layout
- You receive the advertorial for approval

Formats	Prices 4c	Prices 4c	Prices 4c
	db	md	bba
2/1 pages	12,300.00	9,330.00	9,330.00
1/1 page	9,430.00	5,650.00	5,650.00
1/2 page		3,390.00	

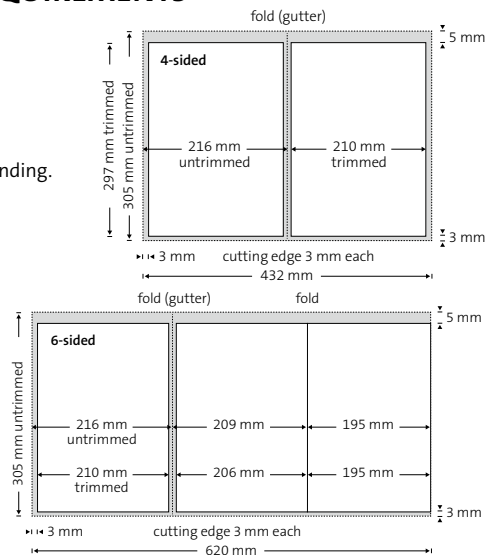
All prices without further deductions. We do not grant any agency commission.

# TECHNICAL REQUIREMENTS

for **bba md**

**Bound insert:**  
Possible with perfect binding.  
Delivery untrimmed.

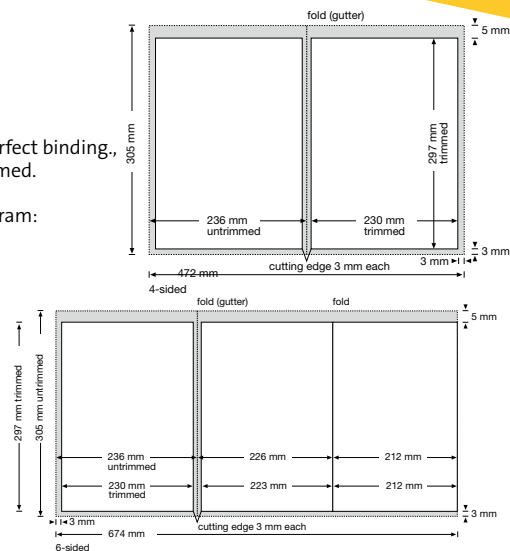
Trim layout diagram:



for **db**

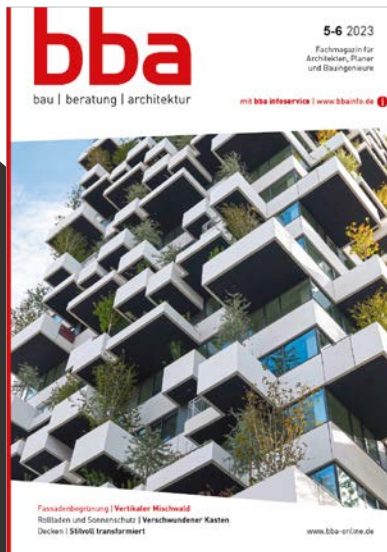
**Bound insert:**  
Possible with perfect binding.,  
Delivery untrimmed.

Trim layout diagram:



## DELIVERY OF AD SPECIALS

Delivery note for ad specials	For »bba«, »db«, »md«, issue (no.), euro-pallet dimensions: 80 x 120 cm (max. height 110 cm)
Delivery address for loose inserts	
for bba, db and md	Delivery at advertiser's expense to Beck Servicepack GmbH, Raiffeisenstraße 25, 70794 Filderstadt, Delivery times: Monday to Friday 7:30 a.m. – 4:00 p.m.
Delivery address for bound inserts	
for bba, db und md	Delivery at advertiser's expense to Konradin Druck GmbH, Kohlhammerstraße 15, 70771 Leinfelden-Echterdingen, Delivery times: Mon-Fri 8:00 a.m. – 8:00 p.m.
Delivery address for glued inserts	
for bba, db und md	Delivery at advertiser's expense to Konradin Druck GmbH, Kohlhammerstraße 15, 70771 Leinfelden-Echterdingen, Delivery times: Mon-Fri 8:00 a.m. – 8:00 p.m.



#### THE MAGAZINE

Practice-oriented product and system expertise to support architects and construction engineers in providing expert advice to clients/investors, specialist planners and tradesmen. bba takes a solution-oriented approach to construction, building equipment, building physics and aesthetics and is an essential guide for planners responsible for invitations to tender (HOAI service phases 4 – permit planning – and 5 – execution planning).

#### CONTENT

Reliable know-how in 5 areas: building envelope, building components, interior finishing, energy, aspects.

Sound, objective reporting with property reports, technical papers, product applications and inspiring product ideas.

#### TARGET GROUP

Architectural/civil engineering firms; planning departments of industrial companies, banks and insurance companies; municipal building departments; building and housing associations; construction companies; engineering firms specialising in structural engineering/ structural design.

#### FREQUENCY

6 x per year

#### CIRCULATION

10,000 copies

#### NEWSLETTER

24,800 subscribers

#### WEBSITE

[www.bba-online.de](http://www.bba-online.de)



#### bba DOSSIER

(p. 33)

**Unique**

**Solution-focused**





**Practice-oriented**









# 1 PORTRAIT

<b>01 Title:</b>	bba bau beratung architektur
<b>02 In brief:</b>	<p>Practice-oriented magazine for architects and civil engineers planning buildings with the following information elements:</p> <ul style="list-style-type: none"> <li>• Project requirements and solutions at a glance</li> <li>• Project information board with all planners and information on construction costs, area and location</li> <li>• Short interviews and opinions of those involved in the project (architect, owner, contractor, manufacturer)</li> <li>• Legal requirements for implementing projects in compliance with regulations</li> <li>• And much more on the subject with links to further information</li> <li>• With a unique info service on lead generation with consulting elements, download files, videos, specialist brochures</li> </ul> <p>Product manufacturers and service providers receive the contact details of readers who use the bba information service</p>
<b>03 Target group:</b>	Architectural/civil engineering firms, planning departments of industrial companies, banks, insurance companies, municipal building departments, building and housing associations, construction companies, engineering firms specialising in structural engineering structural design
<b>04 Frequency:</b>	6 x per year
<b>05 Format:</b>	DIN A4
<b>06 Year:</b>	62 <sup>nd</sup> year 2024

<b>07 Subscription price:</b>	<p>Annual subscription:  Germany €102.00  Abroad €102.00  Free delivery only to qualified recipients</p>
<b>08 Organ:</b>	—
<b>09 Memberships:</b>	—
<b>10 Publishing house:</b>	Konradin Medien GmbH Ernst-Mey-Straße 8, 70771 Leinfelden-Echterdingen
<b>11 Publisher:</b>	Katja Kohlhammer
<b>12 Advertising:</b>	<p>Melanie Turzer  Phone +49 711 7594 357  melanie.turzer@konradin.de</p>
<b>13 Editorial team:</b>	<p>Jürgen Ostrowski, Editor-in-Chief  Phone +49 711 7594-250  juergen.ostrowski@konradin.de</p> <p>Eva Berggötz  Phone +49 711 7594-277  eva.berggoetz@konradin.de</p> <p>Valeska Spätling  Phone +49 711 7594-267  valeska.spaelting@konradin.de</p>

# KONRADIN GUARANTEED CIRCULATION

  IVW Q1/2023
  Newsletter reporting, July 2023
  Matomo, 1st half of 2023

	Magazine		Contact opportunities	
	<b>Print copy</b> print circulation  11,937	<b>ePaper</b> subscriptions target group newsletter Recipient addresses  2,154  24,164	<b>Total circulation</b> per issue (plus additional print copy readers) <b>38,255</b>	
	Newsletter			
	<b>Editorial newsletter</b> 	Recipient addresses 24,164	<b>Newsletter</b> per issue (4x per month = 96,656) <b>24,164</b>	
	Website			
	<b>www.bba-online.de</b> 		<b>Website</b> per month Pls: 182,822 Users: 64,814	

## EDITORIAL SCHEDULE 2024

Issue	01-02/2024	03-04/2024	05-06/2024
PD	08.01.2024	29.02.2024	08.05.2024
AD/MD	11.12.2023	06.02.2024	12.04.2024
Building envelope	<p>Facade design: clinker bricks, metal, VCW (ventilated curtain wall), glass/mullion-transom facades, PV, greening, etc.</p> <p>modular construction/serial construction/prefabrication</p>	<p>Flat roof: sealing/insulation, greening, drainage, flat roof windows, skylight domes/strips/rainwater drainage, PV, roof edge profiles</p> <p>metal roofs/pitched roof coverings</p> <p>balconies/drainage, glazing</p>	<p>Masonry: sand-lime bricks, clinker bricks, clay, lightweight concrete, aerated concrete, bricks</p> <p>masonry renovation/drying renders/ETICS</p> <p>Concrete: exposed concrete, precast elements, refurbishment</p>
Building components	<p>Roller shutters, solar shading and glare protection: external venetian blinds, textile screens, solar control glass, light control, slats, sliding, folding, hinged shutters, solar shading automation</p> <p>Industrial, commercial and residential doors</p>	<p>Windows, profiles, rebate vents, sliding systems, heat-insulating glass, anti-theft windows</p>	<p>Doors: exterior doors, anti-theft doors, door automation, sliding and lift-and-slide doors, fire protection and soundproof doors, wet room doors</p>
Interior finishing	<p>Partition walls, room dividers, room-in-room systems</p> <p>Wall cladding, interior plaster, interior wall insulation</p>	<p>Floor-level showers/drainage</p> <p>Flooring in the sanitary area/drainage</p> <p>Sanitary partitions/room dividers</p>	<p>Stairs/railings + impact sound insulation</p> <p>Ceiling design/functional ceilings</p>
Energy	<p>Heating, air conditioning, ventilation, heat recovery: PV/storage systems, CHP, heat pumps, district heating, geothermal energy, centralised/decentralised ventilation systems</p>	<p>Thermal insulation: flat roof, pitched roof, parapet</p>	<p>Surface temperature control: heating/cooling/fresh air with floor, ceiling + wall</p> <p>Summer heat protection</p>
Aspects	<p>Fire protection</p> <p>Software: AVA, BIM, CAD, KI + Co.</p>	<p>Software: AVA, BIM, CAD, KI + Co.</p> <p>Timber construction</p>	<p>Outdoor facilities: paving, drainage, greening, furniture, solar shading/visual protection, rainwater management/flood protection</p> <p>Sound insulation/acoustics</p>

## EDITORIAL SCHEDULE 2024

Issue	07-08/2024	09-10/2024	11-12/2024
PD	08.07.2024	02.09.2024	04.11.2024
AD/MD	13.06.2024	08.08.2024	09.10.2024
Building envelope	Editor's favourites: projects and product applications 2024 from the areas: <ul style="list-style-type: none"> <li>- building envelope</li> <li>- construction elements</li> <li>- interior fittings</li> <li>- energy</li> <li>- outdoor facilities</li> <li>- software</li> </ul>	Metal for facade + roof  Flat roof: sealing/insulation, greening, drainage, flat roof windows, skylight domes/ strips/rainwater drainage, PV, roof edge profiles	Masonry/dry lining, clinker bricks, renders/ETICS  Concrete Balcony/drainage/sealing
Building components		Functional glass: thermal insulation, sun and glare protection, fire protection, burglary protection, large-area glazing	Windows/solar shading/roller shutters  Doors/gates
Interior finishing		Dry construction for floor, wall and ceiling, partition walls/room dividers, clay plasters/clay boards	Floor coverings Ceiling design/functional ceilings Stairs/railings
Energy		Thermal insulation: facade, foundation, perimeter building automation for energy optimisation: temperature, ventilation, humidity, etc.	Heating, air conditioning, ventilation, heat recovery  Interior insulation for walls, floors + ceilings
Aspects		Fire protection  Software: AVA, BIM, CAD, KI + Co.	Timber construction





**Critical**  
**Opinion-forming**  
**Trendsetting**

#### THE MAGAZINE

db – Germany's oldest architecture journal - stands for critical, opinion-forming and trendsetting specialist journalism. db combines architectural criticism and building technology, is a trend scout for new products, materials and technologies and reaches architects and planning engineers alike.

#### CONTENT

db critically examines current developments in the building industry, takes a stand and provides background knowledge. Architectural and engineering services are analysed in terms of design, engineering, energy and economics, providing the basis for in-depth architectural criticism.

All projects featured in the magazine have been inspected by the editorial team of db and the specialist authors.

#### Special section db-Metamorphose

In its comprehensive »Bauen im Bestand« section, which is published 4 times a year, db deals with all relevant questions on the subject and offers readers a particularly high practical benefit.

#### TARGET GROUP

Architectural/civil engineering firms, planning departments of industrial companies, banks, insurance companies, municipal building departments, building and housing associations, construction companies, engineering firms specialising in structural engineering/ structural design.

#### FREQUENCY

9 x per year plus  
 2 special issues

4 x db issues with the  
 special section  
 db-Metamorphose  
 »Bauen im Bestand«

#### CIRCULATION

22,000 copies

Special issues:  
 MATERIAL WIRKT  
 7,200 copies

Bauen im Bestand  
 3,600 copies

#### NEWSLETTER

db: 25,000 subscribers  
 db-Metamorphose:  
 21,000 subscribers

#### WEBSITE

[www.db-bauzeitung.de](http://www.db-bauzeitung.de)



#### db Events

(p. 35 and 36)

# 1 PORTRAIT

<b>01 Titel:</b>	db deutsche bauzeitung
<b>02 In brief:</b>	<p>In-depth architecture reviews, building culture, technical innovations, conversion and refurbishment – these are the central themes addressed by db deutsche bauzeitung, Germany's oldest and best-known dedicated architecture magazine. db identifies the key topics of the building scene, provides background knowledge, takes a stand and thus makes an active contribution to the architectural debate. For the core topic each month, db presents case studies from Germany and abroad and analyses them from the perspective of urban planning, architecture, engineering, building technology, energy and economics, supplementing this information with a series of specialist articles. The »Technik aktuell« section shows the latest technological developments and their potential applications. Questions relating to energy-efficient construction are dealt with in the »Energie« section.</p> <p>Due to the high relevance of the topic of building in existing contexts, the section »db-Metamorphose / Bauen im Bestand« is dedicated 4 times a year to the topics of conversion, energy-efficient renovation and architectural heritage conservation on about 30 pages.</p>
<b>03 Target group:</b>	Architectural/civil engineering firms, planning departments of industrial companies, banks, insurance companies, municipal building departments, building and housing associations, construction companies, engineering firms specialising in structural engineering/ structural design
<b>04 Frequency:</b>	9 x per year db + 2 special issues
<b>05 Format:</b>	230 mm wide x 297 mm high
<b>06 Year:</b>	158 <sup>th</sup> year 2024

<b>07 Subscription price:</b>	Annual subscription: Germany €229.90, abroad €236.50
<b>08 Organ:</b>	VFA Vereinigung Freischaffender Architekten Deutschlands e.V. BDB Bund Deutscher Baumeister, Architekten und Ingenieure Frankfurt Rhein Main e.V.
<b>09 Memberships:</b>	—
<b>10 Publishing house:</b>	Konradin Medien GmbH
<b>11 Publisher:</b>	Katja Kohlhammer
<b>12 Advertising:</b>	Cornelia Huth-Neumann Phone +49 711 7594-372 c.huth-neumann@konradin.de
<b>13 Editorial team:</b>	<p>Emre Onur Editor-in-Chief Phone +49 711 7594-569 emre.onur@konradin.de</p> <p>Anke Geldmacher Contact person for product news Phone +49 711 7594-571 anke.geldmacher@konradin.de</p> <p>Martin Höchst Phone +49 711 7594-562 martin.hoechst@konradin.de</p>

# KONRADIN GUARANTEED CIRCULATION

1 ✓  IVW Q1/2023

2 ✓ Newsletter reporting, July 2023

3 ✓ Matomo, 1st half of 2023



## Magazine

Print copy  
print circulation

24,965

ePaper  
subscriptions

Recipient addresses

1 ✓ 2,219

Total circulation  
per issue  
(plus additional print copy readers)

27,184

## Newsletter

Editorial newsletter

Recipient addresses  
24,589

Editorial newsletter  
per issue

24,589

(4x per month = 98,356)

## Website

www.db-bauzeitung.de

Website  
per month

Pls: 238,750  
Users: 48,115

## EDITORIAL SCHEDULE 2024

Issue	01-02/2024	03/2024	04/2024	05/2024	06/2024	Special issue
PD	09.01.2024	01.03.2024	02.04.2024	03.05.2024	04.06.2024	05.07.2024
AD/MD	08.12.2023	05.02.2024	04.03.2024	05.04.2024	02.05.2024	10.06.2024
Theme	Culture	Nuances	Outdoor spaces	Building Envelopes	Southern France	Material wirkt Impactful materials
Description	Museums, concert halls and theatres are places for creative development and give a city its identity. We focus on the use of daylight and artificial light in cultural buildings.	Intermediate shades We focus on the harmonious yet striking interplay of finely tuned, subtle tones with materials and surfaces in interiors and on facades.	Squares, streets and green spaces are essential to urban planning. How can they be designed in a climate-sensitive way to contribute to a better quality of life in public spaces?	Besides the usual functional and design aspects of roofs and facades, we explore additional functions, such as improving the climate, generating energy or acting as a means of communication.	In this year's country issue, we focus on the South of France and present the building culture with its regional characteristics, current projects and the local architectural scene.	Which material fulfils the desired function? In this special issue in collaboration with md, we look at projects whose external and/or internal impact is strongly influenced by the material used.
Sectors, in line with the theme of the issue	Floor plan design, design engineering, supporting structures, civil engineering, fittings, light, security, fire protection, acoustics, HVAC, modular design, barrier-free access, interior finishing	All materials of the building envelope (including concrete, masonry, glass, wood, plaster, ceramics); interior and exterior surfaces, interior concepts, flooring	Design of outdoor spaces, parking systems, flooring, street furniture, water systems, outdoor lighting, e-mobility, playground equipment, facades	Facades, roofs, roof greening, waterproofing, drainage, building envelope materials (e.g. concrete, masonry, natural stone, clay, wood, plaster), insulation	Different building types (e.g. residential, commercial, museums), surfaces, facades, outdoor spaces, HVAC, building automation, solar shading, kitchens, bathrooms, energy concepts	All interior and exterior materials, including wood, metal, ceramics, plaster, paint, textiles, concrete, masonry
Product news	Glass and sun protection; interior finishing (incl. modular design); barrier-free access	Surfaces; flooring (incl. adhesives, fastening); sanitary fac./bathrooms	Outdoor spaces (incl. parking systems), lights, software	Roof; timber construction; balconies/loggias	Facades; solar shading; structural waterproofing	
db-Metamorphose		1980s			Digging deeper	
Description		The buildings from this period are now due for major modernisation – a massive task for architects.			Underground extensions to existing buildings are particularly technically demanding and require high-quality building materials.	

# EDITORIAL SCHEDULE 2024

Issue	Special issue	09/2024	10/2024	11/2024	12/2024
PD	01.08.2024	03.09.2024	01.10.2024	05.11.2024	03.12.2024
AD/MD	05.07.2024	07.08.2024	04.09.2024	08.10.2024	06.11.2024
Theme	<b>Bauen im Bestand Building in Existing Contexts</b>	<b>Places of learning</b>	<b>Mobility</b>	<b>Finding the beauty in simplicity!</b>	<b>Editor's favourites</b>
Description	We are dedicating a special issue to energy-efficient refurbishment, repurposing, conversions, extensions and heritage conservation again – in addition to our db-Metamorphose issue, which is published 4 times a year.	Educational institutions are in a state of flux due to digitalisation, flexible learning models and the creation of inclusion schemes and are in desperate need of renovation, from childcare centres to universities.	How can new infrastructure concepts contribute to the sustainable and social development of cities? What role do today's transport buildings play in the built environment and how are they designed?	Is it possible to create more affordable yet high-quality housing by saving space and materials through modular or optimised architecture in the sense of circular building?	In December, we once again invite you on a voyage of discovery to the editors' favourite projects. All projects will be presented under db's usual critical eye.
Sectors, in line with the theme of the issue	Insulation, building in existing contexts, renovation, roofs, HVAC, fire protection, balconies and loggias	HVAC, facades, daylight systems, lights, acoustics, fire protection, modular design, fittings, barrier-free building, design engineering, timber construction, metal and steel construction	Outdoor spaces, parking systems, e-mobility, street furniture, software, security technology, building automation, energy and traffic concepts, design engineering	Floor plans, interior design, low-tech, balconies and loggias, facades, solar shading, timber construction, wood materials and systems, sound and fire protection, kitchens, bathrooms, new materials, recycling, modular design	Facades, roofs, all materials for the building envelope, interior finishing, outdoor spaces, surfaces
Product news	<b>Product showcase Building in existing contexts</b>	<b>Masonry/concrete; acoustics; development</b>	<b>Windows, doors, gates; fittings/security technology; fire protection</b>	<b>Modular design; insulation; building automation; switches; software</b>	<b>Heating, ventilation, air conditioning; office (incl. partition walls); refurbishment</b>
db-Metamorphose		Belgium			<b>db competition respect and perspective</b>
Description		A special culture of conversion - more improvised and less perfectionist than in Germany - has developed in our neighbouring country.			The db Prize honours outstanding renovations and conversions with exemplary solutions. We present the winning projects.



Selective

Credible

Discerning

## THE MAGAZINE

Since 1955 md INTERIOR DESIGN ARCHITECTURE has been covering interior architecture, object furnishing and interior design.

In a perfectly coordinated cross-media brand family, a daily updated website, social media and events reinforce the print edition. md provides information on products, projects and personalities that have a lasting impact on the industry.

## CONTENT

md presents trendsetting interior design. In three thematic blocks per issue, journalistically strong and technically sound.

md presents pioneers and groundbreaking projects from the various disciplines, imparts comprehensive knowledge about materials and products and offers a lively insight into the diverse interior design sector.

## TARGET GROUP

All those who plan and design interiors: Interior designers and architects, specialist planners, designers, upmarket retailers, buyers, HR managers and facility managers.

## FREQUENCY

6 x per year, plus 2 special issues

## CIRCULATION

8,000 copies

Special issues:  
MATERIAL WIRKT  
7,200 copies

KÜCHEN  
20,000 copies

NEWSLETTER  
18,000 subscribers

WEBSITE  
[www.md-mag.com](http://www.md-mag.com)



md-EVENTS  
(page 37 and 38)

# 1 PORTRAIT

<b>01 Title:</b>	md INTERIOR DESIGN ARCHITECTURE
<b>02 In brief:</b>	md is the independent and international platform for high-quality interior design and sophisticated object furnishing. Clearly structured and with a sophisticated outfit.  md publishes serious journalistic articles in every issue, individually researched and exclusively written. Practical and at the same time looking beyond the horizon, with interfaces to interior design, architecture and design.  md is published at the beginning of every even month and dedicates a thematic block to three different disciplines and planning modules in each issue. Selective, credible and discerning.
<b>03 Target group:</b>	Anyone involved in planning and furnishing interiors: interior designers, architects, designers, interior fitters, premium retailers, office fitters, office planners, buyers, HR managers and facility managers
<b>04 Frequency:</b>	6 x per year md + 2 special issues
<b>05 Format:</b>	DIN A4
<b>06 Year:</b>	70th year 2024
<b>07 Subscription price:</b>	Annual subscription: Germany €174.00 Abroad €183.60 Retail price for a single issue €21.75





<b>08 Organ:</b>	—
<b>09 Memberships:</b>	—
<b>10 Publishing house:</b>	Konradin Medien GmbH
<b>11 Publisher:</b>	Katja Kohlhammer
<b>12 Advertising:</b>	Petra Wehinger Phone +49 711 7594-404 petra.wehinger@konradin.de
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# KONRADIN GUARANTEED CIRCULATION

1 ✓  IVW Q1/2023

2 ✓ Newsletter reporting, July 2023

3 ✓ Matomo, 1st half of 2023

	Magazine		Contact opportunities	
	<b>Print copy</b> print circulation 7,956 1 ✓	<b>ePaper</b> subscriptions 12,648 1 ✓ Recipient addresses	<b>Total circulation</b> per issue (plus additional print copy readers) <b>20,604</b>	
	<b>Newsletter</b>  Editorial newsletter 18,369 2 ✓ Recipient addresses		<b>Newsletter</b> per issue 18,369 (4x per month = 73,476)	
	<b>Website</b>  www.md-mag.com 3 ✓		<b>Website</b> per month Pls: 103,006 Users: 18,070	
	<b>Social media</b>  Instagram		<b>md.magazin</b>  Followers	
			<b>9,422</b>	



## EDITORIAL SCHEDULE 2024

Issue	01-02/2024	03-04/2024	05-06/2024	Special issue
PD	06.02.2024	28.03.2024	31.05.2024	05.07.2024
AD/MD	10.01.2024	01.03.2024	29.04.2024	10.06.2024
Theme	<p><b>Office:</b> How do you measure sustainability in office buildings? Is it compliance with relevant standards? Is it the use of reclaimed materials? Or is it adaptability and longevity?</p> <p><b>Colour:</b> Whether wallpaper, carpets or tiles, patterns are back in style. At the same time, the trend towards monochrome minimalism continues unabated. md juxtaposes examples of both trends with their style-forming elements from residential building and the hospitality sector.</p> <p><b>Education:</b> Germany's educational landscape does not make for good headlines. However, there are many buildings in which young and old can enjoy a high quality of learning and living. md collects showcase projects and examines the role of light in modern learning environments.</p>	<p><b>Hotels:</b> Guests expect a sustainably designed environment. md examines how the industry's environmental standards are defined and presents long-term solutions: from lighting to flooring to bathrooms.</p> <p><b>Kitchens:</b> When it comes to the design of the cooking centre, the dimensions vary from the XXL eat-in kitchen to the XXS built-in niche. Which materials, appliances and fittings create a coherent, personalised look in each dimension?</p> <p><b>Lighting:</b> Intelligent lighting technology versus rebound effect: How can we ensure that increased consumption does not cancel out efficiency gains in lighting design? With innovations and trend themes from Light &amp; Building.</p>	<p><b>Office:</b> In addition to space efficiency, soft factors are becoming increasingly important. From holistic planning with acoustics, light and air to architectural and colour psychology. They give a new quality to regular workstations, meeting and conference areas.</p> <p><b>Sanitary facilities:</b> The desire for a higher quality of living often leads to more colour in the bathroom. md informs about modern building blocks, especially for renovations: from bathtubs to XXL shower trays, from attractive fittings to holistic sanitary collections.</p> <p><b>Health buildings:</b> Nowhere is the subconscious perception of space more important than in medical practices and clinics. What subtle design elements can reduce anxiety and promote recovery?</p>	<p><b>IMPACTFUL MATERIALS!</b></p> <p>SPECIAL ISSUE "MATERIAL WIRKT" in cooperation with db deutsche bauzeitung</p> <p>Interior design and architecture are closely related disciplines. This special issue focuses on showcase projects. Whether living and enjoying art in brickwork, working in metal and glass or studying in wood, what the projects have in common is that they have been consistently planned and realised with an eye to materials, both inside and out.</p> <p>From trends to processing issues, from sustainability impulses to product presentations: Supplementary articles underpin the examples shown and provide a glimpse of future topics.</p>

## EDITORIAL SCHEDULE 2024

Issue	07-08/2024	Special issue	09-10/2024	11-12/2024
PD	02.08.2024	03.09.2024	04.10.2024	29.11.2024
AD/MD	08.07.2024	01.08.2024	06.09.2024	04.11.2024
Theme	<p><b>Flooring:</b> Choosing the right floor for a building means looking for durability, longevity and healthy raw materials. Floors are increasingly becoming an expression of a company's CI. The trend is towards more opulent patterns and stronger colours. Just a fad?</p> <p><b>Sustainability:</b> How do we want to live tomorrow? Statistics point to growing urbanity - but rising rents and living costs are encouraging people to live in the country. md puts the spotlight on urban and rural living and working spaces.</p> <p><b>Social interior design:</b> Interior design can help people feel at ease: in healthcare facilities and offices, in social housing and temporary accommodation. How do you manage the balancing act between tight budgets and social responsibility?</p>	<p><b>SPECIAL ISSUE KITCHENS</b></p> <p>Whether indoors or out, the cooker is at the centre of the action. This special issue showcases projects, products and personalities that exemplify how to create a useful, elegant and fitting environment for cooks and guests.</p> <p>With contributions from the fields of technology, design and impressions from a variety of living environments!</p>	<p><b>Office (Orgatec trade-fair issue):</b> Agile working requires organisational structures that allow employees more personal responsibility, independent action and fast communication. But are furniture on castors and battery-powered devices enough to enable people to be mobile on site as well as in their minds?</p> <p><b>Acoustics:</b> Focus zones are considered to be crucial to successful office design. Can an open-plan office provide this, or does partial retreat into the home office or individual offices prevail? md investigates which acoustic measures facilitate concentrated work.</p> <p><b>Digitalisation:</b> No online service has seen such a rapid increase in visitors as ChatGPT. How do advanced programmes help interior designers, planners and designers in their daily work? Do they threaten jobs – or create new business potential?</p>	<p><b>Personalities:</b> Through the decades: As the magazine prepares to celebrate its 70th anniversary in January 2025, md portrays interior architects, designers and creatives who have ventured into the profession in different decades.</p> <p><b>Living:</b> Living space is becoming increasingly scarce, especially in large cities. As a result, concepts for small spaces are in demand. From the kitchen to the living room to the bathroom, stylish accents can be set even in limited spaces.</p> <p><b>Sustainability:</b> Natural materials are on the rise in interior design. md brings together exemplary applications of well-known materials paired with forward-looking material innovations – from vegan leather to CO2-reduced steel to recycled concrete.</p>

Start of  
the md  
anniversary  
year!

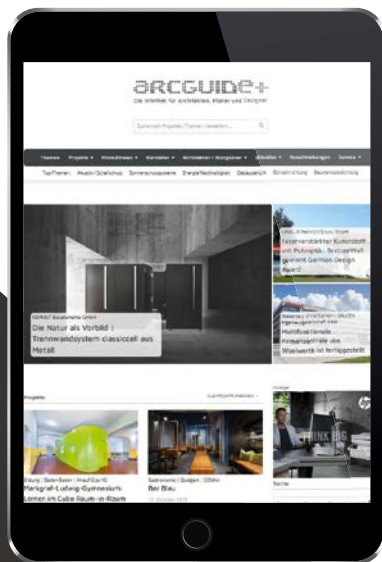
**Four websites**  
**SEO-optimised**  
**Professionally competent**

# ONLINE

THE SOCIAL MEDIA CHANNELS



ONLINE **PR-PARTNERSHIP** (Prices valid as of 01.10.2023, in €, plus VAT)



**Pick a prominent position  
for your PR releases**

## arcguide.de Info service for architects, planners and designers

Product news and projects attract high attention and acceptance. A comprehensive company profile, combined with PR releases, increases awareness and strengthens the brand. Architects, planners, interior designers, designers and office planners are looking for inspiration and ideas for their daily work.

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

### ADDED VALUE

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

### TARGET GROUP

Architects, planners, interior designers, designers and office planners

### RUN TIME

1 year

### NEWSLETTER

15,000 subscribers  
2 x per week

### WEBSITE

[www.arcguide.de](http://www.arcguide.de)

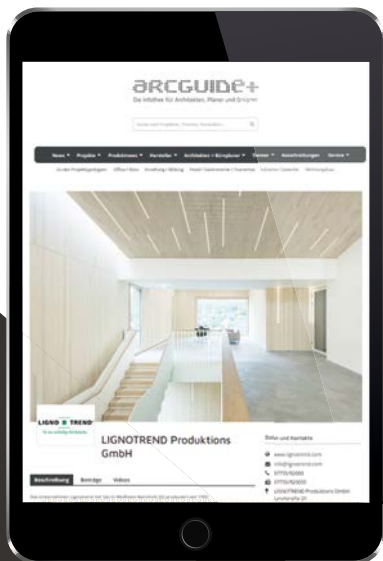
### CONTENT

Projects  
Product news  
Topics  
News  
Videos

Additionally, present  
your most innovative  
project in the 2024  
arcguide special issue

For further details, visit  
[architektur.konradin.de](http://architektur.konradin.de)

ONLINE **PR-PARTNERSHIP** (Prices valid as of 01.10.2023, in €, plus VAT)



## Place projects and product news at the editorial level!

### Profile entry

<ul style="list-style-type: none"> <li>+ 12-months run time</li> <li>+ Company description with logo and lead image</li> <li>+ All PR releases at a glance</li> <li>+ Videos and downloads</li> <li>+ Top product images</li> <li>+ Product groups</li> </ul>	1,000.00
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### PR package (only bookable in combination with the profile entry)

- + 12-months run time
- + All releases are automatically published in the preferred newsletter (Tuesdays: arcguide news, Thursdays: arcguide Office news)

<b>S</b>	3 releases	730.00
<b>M</b>	7 releases	1,360.00
<b>L</b>	16 releases	2,490.00
<b>XL</b>	unlimited number of releases	4,400.00

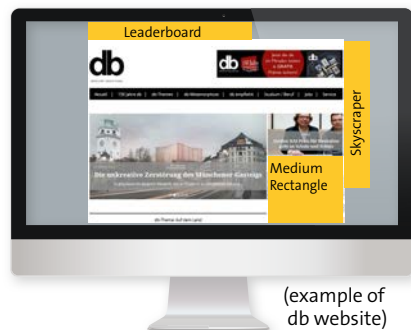
Included:  
Place  
videos  
in releases!

**Become an arcguide partner  
with a PR package  
that is tailored to your needs**

Talk to us – we will find the  
right PR package for you!

Phone  
+49 711 7594-310  
architektur.media@konradin.de

# DISPLAY ADS (Prices valid as of 01.10.2023 in €, plus VAT)



Display ads appear on the booked website(s) incl. all sub-pages, with a maximum of 3 adverts in rotation

## DISCOUNTS FOR NO. OF WEEKS:

from 6 = 5% from 12 = 10%  
from 18 = 15% from 24 = 20%

## SUBMISSION OF FILES:

7 days before start of campaign via our customer portal: [kundenportal.konradin.de](https://kundenportal.konradin.de)  
File formats: GIF, JPG, HTML5 (responsive), redirect. File size max. 80KB for GIF and JPG. Please create HTTPS-compatible HTML5 and redirect files (max. 30 MB). Tracking code and tracking pixels are possible. We reserve the right to adjust the file size for video ads. Please request our technical specifications by emailing to [auftragsmanagement@konradin.de](mailto:auftragsmanagement@konradin.de).

Advertising format	Placement on desktop and tablet*	Size in pixels (w x h) on desktop and tablet	Position on phone display	Size in pixels (w x h) on smartphone	Price per week/website
Large leaderboard		970 x 90		300 x 50	470.00
Leaderboard		728 x 90			360.00
Skyscraper		120 x 600		300 x 50	380.00
Wide skyscraper		160 x 600			410.00
Sticky skyscraper					450.00
Hockeystick or wallpaper with background colour (specify HEX code)		728 x 90 and 160 x 600 or 970 x 90 and 120 x 600		300 x 75	870.00
Billboard		970 x 250		300 x 75	630.00
Medium rectangle		300 x 250		mobile rendering ratio 1:1	410.00
Half-page ad		300 x 600		mobile rendering ratio 1:1	570.00
Video ad		300 x 250		mobile rendering ratio 1:1	490.00

**OTHER FORMATS ON REQUEST:**  
[architektur.media@konradin.de](mailto:architektur.media@konradin.de)

\*Size and position in pictures illustrative.  
Placement in rotation.

## NEWSLETTER (Prices valid as of 01.10.2023, in €, plus VAT)



(Example of bba newsletter)



(Example of db newsletter)



(Example of md newsletter)

### Topic-related Newsletter

bba | db | md

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

#### ADVERTISING FORMAT

Text-image ad

#### BENEFIT

As an editorial newsletter, this format is perceived as competent and credible.

### Editorial Newsletter

arcguide | bba | db | md

Digital ambassadors with topics and specialised content created by the editorial teams. Frequency: 3-4 times per month.

#### ADVERTISING FORMAT

Text-image ad, premium text-image ad, leaderboard, skyscraper, full banner.

#### BENEFIT

Drives traffic to your website. Your message is placed in an editorial context and delivered in a personalised way.

### Exclusive Newsletter

arcguide | bba | db | md

An exclusive mailing attracts a lot of attention to your company. Several elements can be incorporated.

#### ADVERTISING FORMAT

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

#### BENEFIT

The customer selects the recipients: architects, planners, interior designers

## NEWSLETTER (Prices valid as of 01.10.2023, in €, plus VAT)

Editorial Newsletter	Pixels (width x height)	Price per dispatch
Text-image ad (300 characters incl. blanks)	200 x 150	1,080.00
Premium text-image ad (300 characters incl. blanks)	550 x 330	2,060.00
Leaderboard	590 x 100	770.00
Full banner (in content)	590 x 100	560.00

### SUBMISSION OF FILES:

7 days before dispatch date via our customer portal: [kundenportal.konradin.de](https://kundenportal.konradin.de)  
 File formats: GIF, JPG (DOC additionally for text/image ads), tracking code is possible, tracking pixels are not built in (file size max. 60 KB).  
 In the case of animated GIF files, only the first frame may be displayed in the email.

**Present your  
 product-related topics  
 to your target audience  
 in the newsletter of your choice**

Exclusive Newsletter	Recipients* *as of: 09/2022 per dispatch	Price per dispatch
<b>db</b> db-Metamorphose BAUEN IM BESTAND	25,000 21,000	4,900.00 4,700.00
<b>bba</b>	24,800	4,900.00
<b>md</b>	18,800	4,800.00
<b>arcGUIDE</b> TUE + THU	15,000	4,600.00

### Other target groups of the Konradin architecture brand network

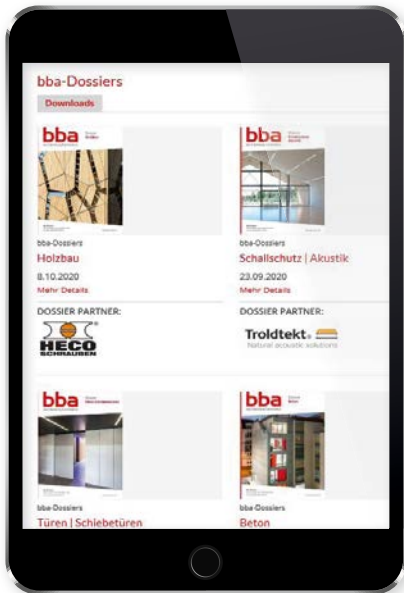
Architects/planners	46,000	6,800.00
Architects/planners/interior designers	55,000	8,300.00

### SUBMISSION OF FILES:

14 days before dispatch date by email to: [auftragsmanagement@konradin.de](mailto:auftragsmanagement@konradin.de)  
 You will receive the requirements with all the details directly by email.



## bba DOSSIERS (Prices valid as of 01.10.2023, in €, plus VAT)



Once a year, the editorial team compiles published articles on key topics into an online dossier. The dossier is available to architects and planners for download at [www.bba-online.de/dossiers](http://www.bba-online.de/dossiers) for a period of 12 months.

To download the dossier, interested parties must register. Each month, you will receive an email with the addresses of the architects who have downloaded the dossier, so you can see exactly who is interested in the topic.

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

Run Time	Price
12 months	4,300.00

**bba dossiers provide  
quick access to key topics  
and valuable architectural contacts**

### SERVICES

- Exclusive media partner
- Monthly mailing of leads
- Listing of your company incl. logo under the dossier at [www.bba-online.de](http://www.bba-online.de)
- Direct link to your website
- Full-page ad on inside cover (U2) of the online dossier
- Double-page advertorial with relevant content from your company
- Run time: 12 months
- Text/image ad in the dossier newsletter that is sent out to 24,000 subscribers

**Networking**  
**Positioning your brand**  
**Generating leads**

# EVENTS

## Building differently on site & live streaming

July 2024 in Stuttgart

- + 1 PR release in an exclusive invitation newsletter
- + Prepared lists of attendees
- + Coverage on [db-bauzeitung.de](https://www.db-bauzeitung.de)
- + Linked company logo on all pages

**COSTS**  
7,500.00

All details on [architektur.konradin.de](https://architektur.konradin.de)



**Networking**

**Interested attendees**

**Strengthening your brand**

## db-Ortstermin

on site or live streaming

### OPTION 1

**On site:** Selection of a special construction project with the db editorial team

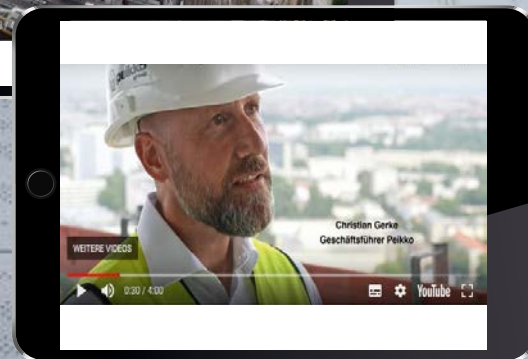
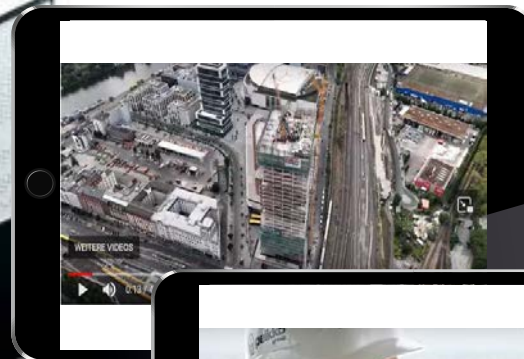
### OPTION 2

**digital:** Creation of a db architectural film of the building on site

- + Professionally created db film
- + Recording of the whole event
- + Lead generation: list of attendees with contact details
- + Invitation management and advertising campaign via Konradin Architektur-Medien

**COSTS**  
7,500.00

All details on [architektur.konradin.de](http://architektur.konradin.de)



**Moderated session**  
**Exchange in the chat**  
**YouTube db film**

## »Respect and Perspective« db Architecture Contest 2024 Sponsorship

**Submission period:** May-September 2024

**Award ceremony:** December 2024

- + Contest sponsorship creates target audience loyalty
- + Company logo in all print and online promotional material
- + Prepared list of contestants of the participating architecture firms
- + Display of information material at the award ceremony on site

### **COSTS**

7,500.00

All details on [architektur.konradin.de](http://architektur.konradin.de)

**Lead generation**

**Strengthening your brand**

**Networking**



## **Office | Acoustics | Sustainability** on site and live streaming

March 2024, Frankfurt  
October 2024 in Cologne

- + 1 PR release in an exclusive invitation newsletter
- + Prepared lists of attendees
- + Coverage on md-mag.com
- + Linked company logo on all pages

**COSTS**  
7,500.00

All details on [architektur.konradin.de](https://architektur.konradin.de)

**Collective experience**  
**Networking**  
**Content marketing**

md-Fachveranstaltung

**NACH  
HALTIG  
KEIT** planen

## **md Flurfunk 2024**

Season 3

Similar to an impromptu chat at the watercooler, established interior designers and planners share their secrets of success in an interactive online talk with the md editorial team.

### **YOU DON'T BECOME AN INTERIOR DESIGNER TO GET RICH!**

With this webinar format, md invites interior designers to talk about their everyday work. What all the participants have in common is their special love for their profession. Topics such as "Negotiating with confidence", "Flirting with the cliché" or "Opening an office" encourage listeners to try something new.

The companies sponsoring Flurfunk show how important interior designers are to them, that they are their partners and support them as consultants.

- + Replay of the recorded video statement "Why are interior designers important to us as partners?" during each talk
- + 4 PR releases in each exclusive invitation newsletter
- + Prepared lists of attendees
- + Coverage on md-mag.com
- + Linked company logo on all pages

### **COSTS**

6,500.00

All details on [architektur.konradin.de](https://architektur.konradin.de)



**Four online talks:**

**March, June, September**

**and December**



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