

**Digital  
architect communication**

**ONLINE  
2025**

# Numbers that speak for themselves!

Use three strong websites from the fields of architecture, building in existing structures, interior architecture and design to present your brand and products in a lively and specialist environment.

Combinable.  
Up-to-date. Inspiring.  
SEO optimized.

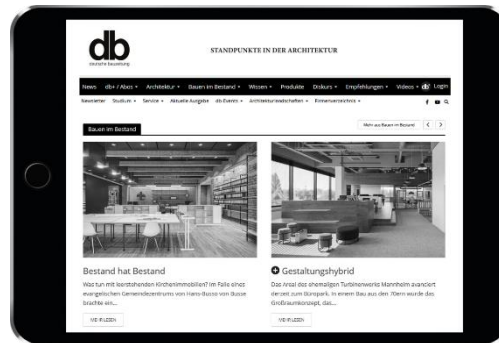


**arcguide.de:**

108,000 Page Views

19,500 Visits

13,500 Newsletter subscribers

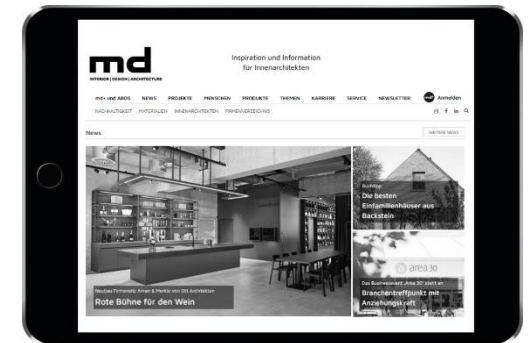


**db-bauzeitung.de:**

236,500 Page Views

54,300 Visits

25,300 Newsletter subscribers



**md-mag.com:**

112,000 Page Views

19,900 Visits

18,300 Newsletter subscribers

# Display Ad Formats

Reach your target group precisely and effectively with customized, target group-oriented online campaigns!



## Display Ads & Ad Bundles

Maximize your reach and combine our brands with your campaigns.

## Expandable Ads

An advertising message is delivered prominently over a large area using expandable display ads.

## Half Page & Billboard

Attention-grabbing and effectively placed on the homepage and on all subpages.



All display ads appear on the websites including all subpages, with max. 3 ads in rotation.

# Native ads and online advertorials

All architecture websites are available for your content marketing. We prepare your content and complex contexts perfectly for the desired target group.



## Value added

This format convinces through quality, competence and absolute credibility.

The matching traffic package of editorial teaser + newsletter generates the best access figure

## Price

from 3,600 euros + traffic package



We also recommend the combination with a print advertorial.

Place your content in our editorial environment.

# All newsletters at a glance



## Special newsletter arcguide | db | md

Editorial newsletter on trade fairs such as Heating Air Conditioning Ventilation, Acoustics in Rooms, Acoustics and more. High credibility through professional expertise.

Advertising format  
Text-image advert



## Exklusive newsletter arcguide | db | md

Several elements can be integrated. High level of attention through exclusive mailing. The recipients are freely selectable.

Advertising formats  
Product news, video ads, interviews, competitions, e-papers or references.



## Editorial newsletter arcguide | db | md

Digital ambassadors with topics and specialised content, created by the editorial teams. Advertising message is placed in the red. Placed in the editorial environment and sent out in a personalised manner.

Advertising formats  
Text-image adverts, premium text-image adverts, leaderboard, full banner.

## Reach

db Newsletter:	31,200* recipients
md Newsletter:	18,300 recipients
arcguide newsletter:	13,500 recipients
Architects + planners:	46,000 recipients
Architects, planners + interior designers:	55,000 recipients

\*as of January 2025

# Overview of editorial newsletters



	db	md		db	md
<b>January</b>	07.01.2025	08.01.2025	<b>Juli</b>	01.07.2025	02.07.2025
	14.01.2025	15.01.2025		08.07.2025	09.07.2025
	21.01.2025	22.01.2025		15.07.2025	16.07.2025
	28.01.2025	29.01.2025		22.07.2025	23.07.2025
	BAU-Special-NL	08.01.2025		29.07.2025	30.07.2025
	BAU-Special-NL	22.01.2025			
<b>February</b>	04.02.2025	05.02.2025	<b>August</b>	05.08.2025	06.08.2025
	11.02.2025	12.02.2025		12.08.2025	13.08.2025
	18.02.2025	19.02.2025		19.08.2025	20.08.2025
	25.02.2025	26.02.2025		26.08.2025	27.08.2025
<b>March</b>	04.03.2025	05.03.2025	<b>September</b>	02.09.2025	03.09.2025
	11.03.2025	12.03.2025		09.09.2025	10.09.2025
	18.03.2025	19.03.2025		16.09.2025	17.09.2025
	25.03.2025	26.03.2025		23.09.2025	24.09.2025
<b>April</b>	01.04.2025	02.04.2025		30.09.2025	
	08.04.2025	09.04.2025	<b>October</b>	07.10.2025	01.10.2025
	15.04.2025	16.04.2025		14.10.2025	08.10.2025
	22.04.2025	23.04.2025		21.10.2025	15.10.2025
	29.04.2025	30.04.2025		28.10.2025	22.10.2025
				29.10.2025	
<b>May</b>	06.05.2025	07.05.2025	<b>November</b>	04.11.2025	05.11.2025
	13.05.2025	14.05.2025		11.11.2025	12.11.2025
	20.05.2025	21.05.2025		18.11.2025	19.11.2025
	27.05.2025	28.05.2025		25.11.2025	26.11.2025
<b>Juni</b>	03.06.2025	04.06.2025	<b>December</b>	02.12.2025	03.12.2025
	10.06.2025	11.06.2025		09.12.2025	10.12.2025
	17.06.2025	18.06.2025		16.12.2025	17.12.2025
	24.06.2025	25.06.2025			
	31.06.2025				

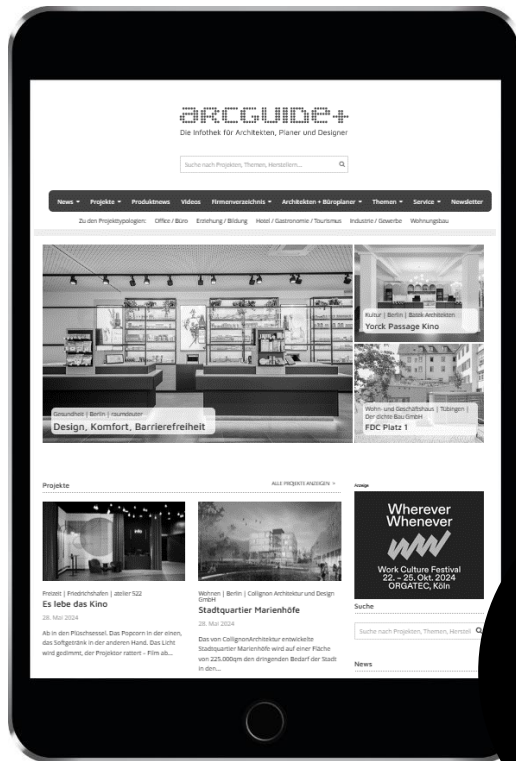


arcguide Newsletter:  
every Tuesday and  
Thursday



# arcguide.de

The information centre for architects, planners and designers. Communication on an editorial level. Print and online. Become an arcguide partner and place your PR messages.



**Newsletter**  
13,500 subscribers  
2 x weekly

**Website**  
[www.arcguide.de](http://www.arcguide.de)  
108,900 page views

We set the scene  
for your  
architectural  
projects!

## Brand building and brand awareness.

References, videos and product news are placed on the homepage in an SEO-optimised way.

## Detailed company profile.

All editorial contributions of the architecture brands are linked **db deutsche bauzeitung** and **md INTERIOR DESIGN ARCHITECTURE**, in addition to the booked PR messages.

## Possible lead generation.

Architects, interior designers, planners, designers and office planners have the opportunity to send direct contact enquiries to the manufacturers.

# Instagram @md magazin

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

## Appearance

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

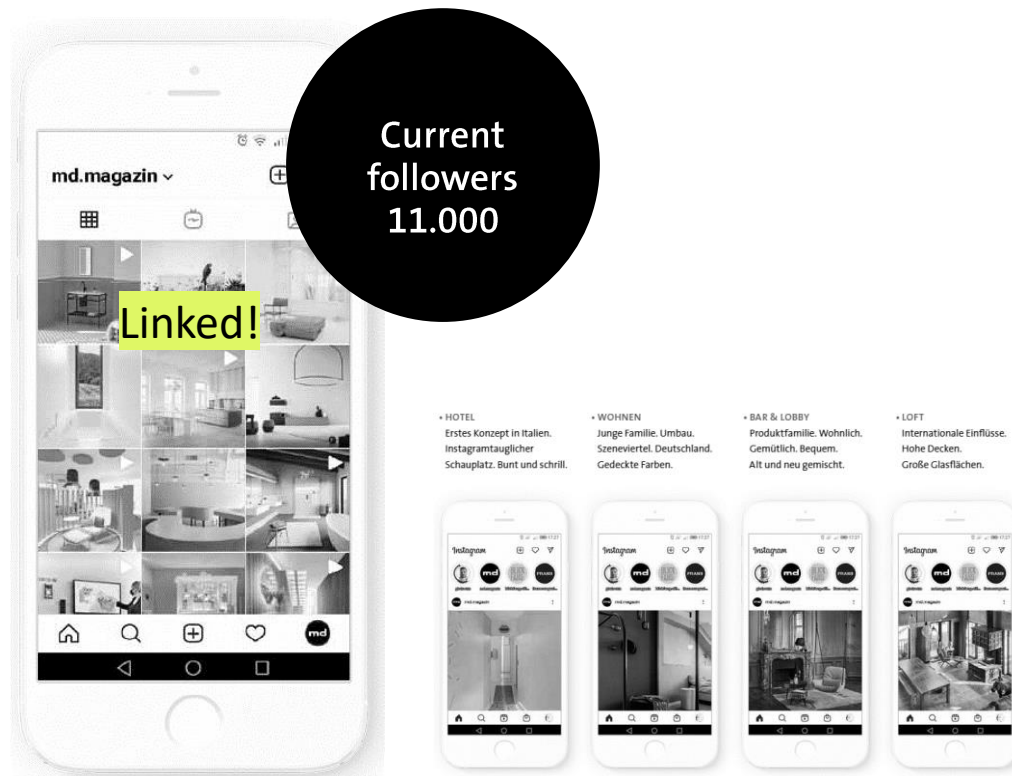
## Story / practical example

Use the story function to present your brand in an authentic and entertaining way.

Stories appear in a separate area for 24 hours and consist of short videos or images in automatic sequence.

## Price

On request





# Online surveys with prize draw

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

Targeted market research for your sustainable business success!



## Contents

- + Provide us with 3-6 questions.
- + Provide attractive prizes for our prize draw.
- + Your online survey will be highlighted on four architecture websites.
- + Select the desired time period.
- + Our exclusive newsletter invites 51,000 architects, interior designers and specialist planners.

## Benefit from

Benefit from Konradin Architektur's market research expertise with exclusive survey results

## The price

From 6,400 euros

# db project film

The db film team puts your references in the spotlight! With statements from architects, clients and consultants, we offer your target group real added value. Publish the video and win new architects as partners!

Exclusively for  
Your reference  
project

## Services

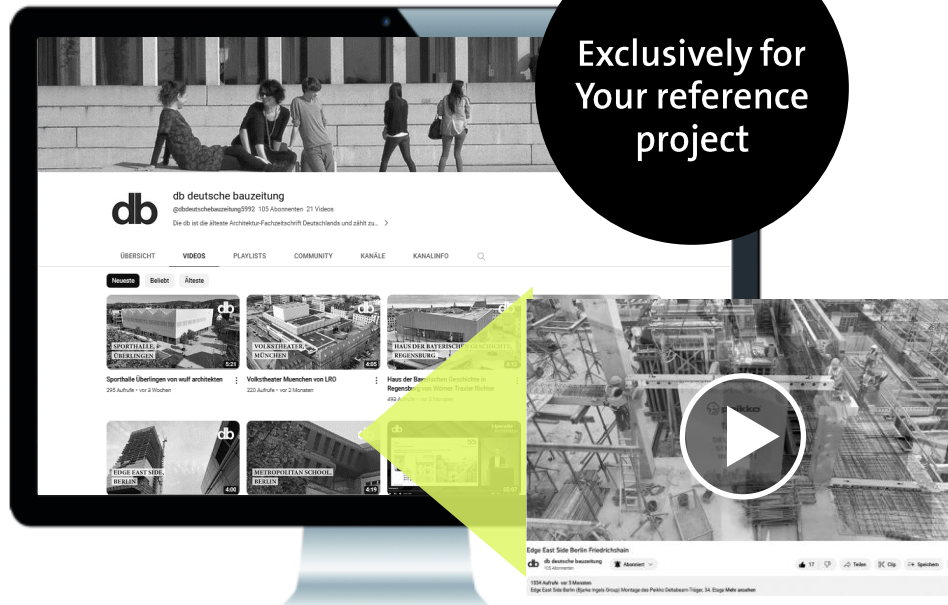
- + Selection of your reference project
- + Detailed briefing in consultation with the db editorial team.
- + Joint shooting date with the commentators.
- + Professional video editing
- + Including publication on the db YouTube channel.
- + You receive the video for use.
- + Additional promotion with an advertising campaign.

## Price

4,900 euros



Our recommendation: A construction site film that is particularly valuable if your products are hidden after com





## Contact us

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