

MEDIA  
KIT

2025

PRINT  
ONLINE  
SOCIAL MEDIA  
EVENTS



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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, digital and hybrid

## WEBSITES

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

## PRINT MAGAZINES

db | md

Request a quote from:

[architektur.media@konradin.de](mailto:architektur.media@konradin.de)

or visit our website

for more information:

[architektur.konradin.de](http://architektur.konradin.de)

## EDITORIAL NEWSLETTERS

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

## SPECIALS

Print & digital

## SOCIAL MEDIA

Instagram  
Facebook  
LinkedIn  
YouTube



## TOTAL CIRCULATION

### OUR MEDIA BRANDS

arcguide, db and md are three media brands 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 **38,000 PRINTED AND DIGITAL COPIES PER MONTH.**

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

## ARCHITECTURE CROSS-MEDIA APPROACH

# 420,000

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 **115,000 UNIQUE USERS PER MONTH.**

### OUR NEWSLETTERS

Konradin Architektur publishes 16 newsletters per month containing the latest industry news, specialist information, event announcements and invitations, product announcements and references.

In total we reach **60,000 SUBSCRIBERS.**

#### THE SOCIAL MEDIA CHANNELS



## SPECIAL ISSUES 2025



### Impactful materials

Material wirkt

Cooperation of db deutsche Bauzeitung and md INTERIOR DESIGN ARCHITECTURE

Publication date: July 2025

For the sixth 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.

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



### Designed for indulgence

Gestaltet für Genuss

md INTERIOR DESIGN ARCHITECTURE

Publication date: September 2025

Interiors engage all the senses, blending visual, acoustic, tactile, and olfactory elements. This special issue highlights projects, best practices and products that celebrate spaces designed for indulgence: from kitchens and restaurants to hotels and spas.



### Projects that blew us away

Projekte, die uns umgehauen haben

arcguide

Publication date: December 2025

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.

## OVERALL EDITORIAL SCHEDULE 2025

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

# OVERALL EDITORIAL SCHEDULE 2025

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

# AD FORMATS AND PRICES (Prices valid as of 01.10.2024, in €, plus VAT)

## Ads: Standard formats





Formats	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
Cover pages: U4 U2/U3		8,300.00 7,800.00			188 x 270 210 x 297		14,500.00 13,800.00			188 x 270 230 x 297
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

\*Print enhancement for back cover ('U4') available 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 01.10.2024, in €, plus VAT)

	Details	Prices incl. postage	Delivery quantities
		135*–180 gsm	
<b>Bound inserts db</b> 	1 leaf = 2 pages	11,585.00	<b>db: 20,800 copies</b> No partial print-runs Size (untrimmed): 236 x 305 mm Prices under 80 gsm and over 180 gsm on request.
<b>Bound inserts md</b> 	1 leaf = 2 pages	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.
<b>Tip-ons for all titles</b> 	On ads or bound inserts  Postcards	In addition to carrier ad/ bound insert  70.00 per thousand Plus gluing: 38.00 per thsd. autom. gluing 74.00 per thsd. manual gluing	<b>bba: 8,940 copies, db: 21,300 copies, md: 8,940 copies</b> No partial print-runs  Other e.g.: booklets, product samples on request
<b>Loose inserts for all titles</b> 	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: 8,180 copies, db: 20,300 copies, md: 8,180 copies</b> Partial print-runs on request  Max. format: 200 x 290 mm (W x H)

\*Minimum weight 135 gsm

### 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

### Classified ads

- Smaller recommendation ads: millimetre prices on request
- Job ads, offers of representation, tenders, competitions, miscellaneous – width: 44 mm, price per mm for b/w: €3.30, 4c €5.10
- Jobs wanted ads – width 44 mm, b/w, price per mm: €1.30
- Box number charge incl. postage charge for responses: €17.00

# ADVERTORIALS (Prices valid as of 01.10.2024, in €, plus VAT)

## Examples

**ERSTE WAHL FÜR INNENARCHITEKTEN UND DESIGNER**

BEI DER ERWÄHLT SICH EINER EINER KUNSTWERKLEISTUNG, BEI DER ES UM KEINE KUNST UMZUKOMMEN SOLLT.

- Die erweiterte Designpalette greift ein geliebten Trend zu mehr Individualität bei der Sanierung auf.
- Die große Vielfalt an Farben, Oberflächen und passenden Produkten macht eine stilvolle Sanierung für eine moderne Wohnwelt zu einem leichteren Vorhaben.
- Flexiblen Design- und Nachbearbeitungsbedarf für eine moderne Wohnwelt.

Das neue Trend der Individualisierung erreicht die Badezimmer-Sanierung nicht nur bei der Sanierung, sondern auch bei der Sanierung. Die Individualisierung ist ein wichtiger Bestandteil der Sanierung. Die Individualisierung ist ein wichtiger Bestandteil der Sanierung. Die Individualisierung ist ein wichtiger Bestandteil der Sanierung.

**Wohnhöfe am Salzteich**

Neubau von drei Stadthäusern in Würzburg

Die Wohnhöfe am Salzteich sind ein Projekt, das die Individualisierung in der Sanierung darstellt. Die Individualisierung ist ein wichtiger Bestandteil der Sanierung. Die Individualisierung ist ein wichtiger Bestandteil der Sanierung.

**Human Connections®**

Neue globale Interface-Kollektion von David Daley

Die neue globale Interface-Kollektion von David Daley ist ein Projekt, das die Individualisierung in der Sanierung darstellt. Die Individualisierung ist ein wichtiger Bestandteil der Sanierung. Die Individualisierung ist ein wichtiger Bestandteil der Sanierung.

2/1 pages

**Wohnhöfe am Salzteich**

Neubau von drei Stadthäusern in Würzburg

Die Wohnhöfe am Salzteich sind ein Projekt, das die Individualisierung in der Sanierung darstellt. Die Individualisierung ist ein wichtiger Bestandteil der Sanierung. Die Individualisierung ist ein wichtiger Bestandteil der Sanierung.

**Parklex®**

Die neue globale Interface-Kollektion von David Daley ist ein Projekt, das die Individualisierung in der Sanierung darstellt. Die Individualisierung ist ein wichtiger Bestandteil der Sanierung. Die Individualisierung ist ein wichtiger Bestandteil der Sanierung.

1/1 page

**Human Connections®**

Neue globale Interface-Kollektion von David Daley

Die neue globale Interface-Kollektion von David Daley ist ein Projekt, das die Individualisierung in der Sanierung darstellt. Die Individualisierung ist ein wichtiger Bestandteil der Sanierung. Die Individualisierung ist ein wichtiger Bestandteil der Sanierung.

**Interface**

Die neue globale Interface-Kollektion von David Daley ist ein Projekt, das die Individualisierung in der Sanierung darstellt. Die Individualisierung ist ein wichtiger Bestandteil der Sanierung. Die Individualisierung ist ein wichtiger Bestandteil der Sanierung.

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	
	db	md
2/1 pages	12,300.00	9,330.00
1/1 page	9,430.00	5,650.00
1/2 page	5,660.00	3,390.00

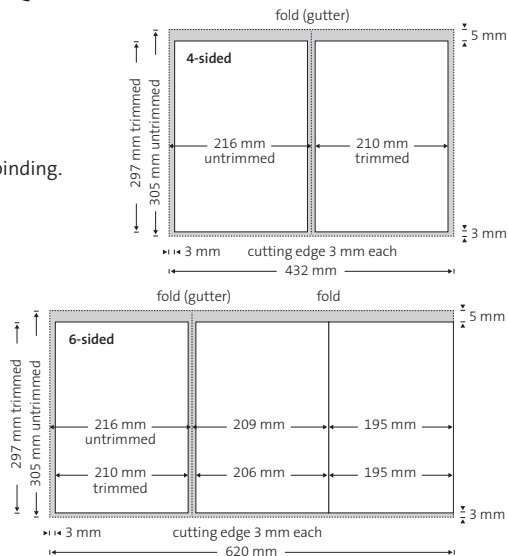
All prices without further deductions. We do not grant any agency commission.

# TECHNICAL REQUIREMENTS

for **md**

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

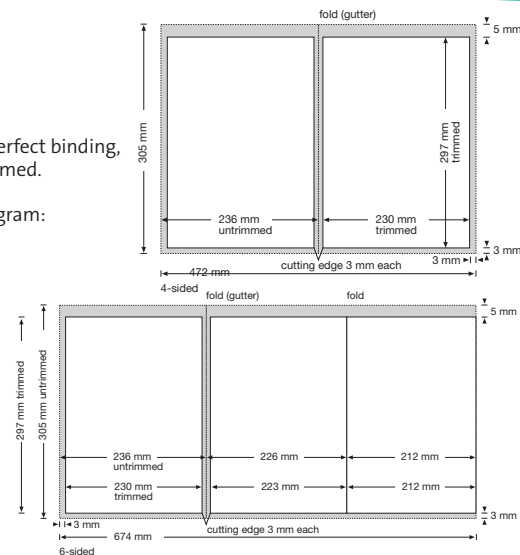
Trim layout diagram:



for **db**

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

Trim layout diagram:



## DELIVERY OF AD SPECIALS

Delivery note for ad specials	For »db«, »md«, issue (no.), euro-pallet dimensions: 80 x 120 cm (max. height 110 cm)
Delivery address for loose inserts	
for 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 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 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.

**NEW SECTIONS!**  
From January 2025



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

**THE MAGAZINE**

In each issue, db readers will find comprehensive articles on 'Building in existing contexts'. With well-founded architectural criticism and trend-setting building technology, db offers practical insights into products and technologies. By offering valuable background knowledge on current building developments, db creates great added value for architects and planning engineers.

**CONTENT**

At the heart of db are project reports focussing on a wide range of topics. Our aim is to present advances in the building revolution and innovative solutions for energy-efficient and sustainable construction. Our specialist authors visit the projects presented on site in order to analyse architectural and engineering services comprehensively from a design, construction, technical, energetic and economic perspective.

**SECTIONS**

**Building in existing contexts:** Topics relating to refurbishment, conversion, extension or addition of storeys

**Impulses from practice:** Key views and opinions from the construction industry with interviews

**Trends/recommendations:** "Products from the field" and "New in..." present current projects and environmentally friendly building practices and materials.

**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 issues  
plus special issue  
'Material wirkt'  
7,200 copies

**CIRCULATION**

20,000 copies

**NEWSLETTER**

31,200\* subscribers

**WEBSITE**

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



**db Events**

(p. 29 and 31)

\*ab Januar 2025

# 1 PORTRAIT

**01 Title:** db deutsche bauzeitung

**02 In brief:** Under the motto "Viewpoints in architecture", db deutsche bauzeitung – Germany's oldest and most renowned architecture magazine – focuses on comprehensive **architectural criticism, building culture and technical developments**. db critically filters and analyses relevant building events and provides solid background knowledge. With clear statements and in-depth analyses, db actively enriches the **discourse**. Features highlight exemplary projects from Germany and abroad in terms of urban planning, architecture, construction, structural engineering, energy and economics, and are supplemented by additional specialist articles.

**NEW:** Topics on building in existing contexts in every issue (conversion, energy-efficient refurbishment and monument preservation). The construction turnaround and climate-friendly building are regularly the focus of the db editorial team.

**03 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

**04 Frequency:** 9 x per year + 1 special issue

**05 Format:** 230 mm wide x 297 mm high

**06 Year:** 159<sup>th</sup> year 2025

**07 Subscription price:** Annual subscription: Germany €236.50, abroad €243.65

**08 Organ:** VFA Vereinigung Freischaffender Architekten Deutschlands e.V.  
BDB Bund Deutscher Baumeister, Architekten und Ingenieure Frankfurt Rhein Main e.V.

**09 Memberships:** —

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### 'BUILDING IN EXISTING CONTEXTS' IN EVERY ISSUE

- The latest news on building regulations, standards and weak points in the construction industry.
- Review articles with practical relevance

### db+ AND SOCIAL MEDIA

- More than 1,500 online articles on db+
- db is active on LinkedIn, Instagram and YouTube

### NEW MAGAZINE LAYOUT

## Did you know...

that db has been covering **building in existing contexts** and **sustainable construction** for more than 15 years, long before the building turnaround?

that **architectural criticism** from a constructive-technical, design-related and economic perspective has always been a core strength of db? Readers value this crucial expertise for shaping informed opinions.

that the **db authors visit every architectural site** before reporting on it? That's why readers find fascinating background knowledge in every project article.

that **direct connections** are constantly growing through the extensive range of events, fostering stronger ties between architects and db?

## db 2025 MORE FORMATS FOR MANUFACTURERS IN THE BUILDING INDUSTRY



### **INSPIRATION FROM THE FIELD**

Opinions and statements from the building industry, from associations and trendsetters, interviews

### **PRODUCTS FROM THE FIELD**

Several user reports per issue

### **ONLINE AT [db-bauzeitung.de](https://www.db-bauzeitung.de)**

Project video

Advertorial: e.g. interview with a db editor

### **NEWSLETTER**

Exclusive newsletter in the layout of db

### **PARTICIPATION IN EVENTS**

db symposium 'anders! bauen' (building differently)

db 360 degrees – the architecture forum

db roadshow, 2nd season

### **db – EVENTS EXCLUSIVELY FOR MANUFACTURERS**

db Ortstermin digital or live


Individual events,


e.g. cleaning workshop incl. editorial reporting

**Active in the network  
of architects  
and  
structural engineers**





# KONRADIN GUARANTEED CIRCULATION

1  IVW Q1/2024

2  Newsletter reporting, July 2024

3  Matomo, 1st half of 2024



Magazine		Contact opportunities
<b>Print copy</b> print circulation <span style="float: right;">21,857</span> 1 	<b>ePaper</b> subscriptions <span style="float: right;">2,208</span> Recipient addresses 1 	<b>Total circulation</b> per issue (plus additional print copy readers) <span style="float: right;">24,065</span>
Newsletter		
<b>Editorial newsletter</b> 2 	Recipient addresses 25,771	<b>Editorial newsletter</b> per issue <span style="float: right;">25,771</span> (4x per month = 103.084)
Website		
www.db-bauzeitung.de 3 		<b>Website</b> per month <span style="float: right;">Pls: 251,292 Users: 55,698</span>



# EDITORIAL SCHEDULE 2024

Incl. trade-fair special for BAU

Issue	01-02/2025	03/2025	04/2025	05/2025	06/2025
PD	09.01.2025	28.02.2025	02.04.2025	02.05.2025	04.06.2025
AD/MD	05.12.2024	03.02.2025	06.03.2025	02.04.2025	07.05.2025
Theme	<b>Building differently</b>	<b>Stony</b>	<b>Construction engineering</b>	<b>In the countryside</b>	<b>Healthcare buildings</b>
Description	For the construction turnaround to succeed, buildings must be designed circular, reversible and with sufficiency in mind. This trade fair edition for BAU 2025 continues our long-standing db series "Anders Bauen".	Natural stone, masonry, and bricks represent durability and craftsmanship. In this issue, we focus on both the load-bearing and cladding applications of stone building elements.	We showcase projects where the contribution of structural engineers has been crucial to the success of the project, as well as exploring the latest technical developments and opportunities in civil engineering.	In many villages, the infrastructure is thinning out and the townscape, which in some cases has evolved over centuries, is being neglected. How can architecture be used to counteract such developments in the countryside?	Based on current projects, we examine trends and challenges in healthcare building design and ask how architecture can contribute to patient wellbeing.
Building in existing contexts in every issue	<b>News/technology</b> Building technology, building regulations, teaching & research, examples from practice	<b>Halls</b> Renovating or converting exhibition halls, warehouses, factories, or sports facilities can be a lucrative business, often resulting in large contracts for architecture firms and the construction industry.	<b>News/technology</b> Building technology, building regulations, teaching & research, examples from practice	<b>News/technology</b> Building technology, building regulations, teaching & research, examples from practice	<b>Creating housing</b> There is great potential for new housing in existing properties, whether by converting, extending or adding storeys to existing residential properties, or by converting vacant offices, workshops or similar.
Sections	<b>In every issue: impulses and products from practice: project references, opinions and viewpoints from the industry</b>				
Product news	Special for BAU + BAU-IT (software)	Building with glass; bathroom/sanitary; floor coverings	Roof; timber construction; balconies/loggias	Outdoor space (incl. parking systems and drainage); waterproofing; interior finishing (incl. system design)	Facades; solar shading; lights; barrier-free access
Advertising themes	All materials of the building envelope (including concrete, masonry, glass, wood, plaster, ceramics); design engineering, energy, Insulation, interior and exterior surfaces, low-tech, recycling	Masonry, natural stone, facades, floor plan design, construction, supporting structures, assembly, building technology	Facades, roofs, roof greening, waterproofing, drainage, design engineering, light-weight design, modular design, civil engineering (timber/steel construction, concrete, masonry), photovoltaics	Landscape design, parking systems, outdoor flooring, street furniture, water technology, outdoor lighting, e-mobility, outdoor play equipment, façades, insulation	Building envelope materials (ceramics, plaster, glass, concrete, wood, masonry), balconies and loggias, sun protection, building automation, barrier-free, fittings, HVAC, bathroom/sanitary, AC, energy concepts

## EDITORIAL SCHEDULE 2025

Issue	Special issue	09/2025	10/2025	11/2025	12/2025
PD	04.07.2025	03.09.2025	01.10.2025	05.11.2025	03.12.2025
AD/MD	20.05.2025	07.08.2025	04.09.2025	09.10.2025	06.11.2025
Theme	<b>Impactful materials</b>	<b>Saxony</b>	<b>Natural</b>	<b>Densified housing</b>	<b>Editors' favourites</b>
Description	Special issue "Material wirkt" (Impactful materials) in cooperation with md INTERIOR DESIGN ARCHITECTURE. Which material fulfils the desired function? Projects whose external and/or internal impact is strongly influenced by the material used.	Are there typical Saxon building styles? How do we deal with the (GDR's) architectural heritage and how do current buildings characterise cities such as Leipzig or Dresden, but also Chemnitz, one of the two European Capitals of Culture in 2025?	Building with natural materials such as clay, wood or straw is becoming increasingly important. We present ecologically sound projects that focus on climate justice, building biology and user health.	Infill development and adding storeys are key elements in creating living space in cities. Our focus is on projects that promise not only high-quality but also affordable housing.	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.
Building in existing contexts in every issue		<b>Obsolete transport buildings</b> Garages, multi-storey car parks, railway stations – unused transport infrastructure is abandoned in many places. Finding a new use for these buildings requires a great deal of ingenuity.	<b>News/technology</b> Building technology, building regulations, teaching & research, examples from practice	<b>News/technology</b> Building technology, building regulations, teaching & research, examples from practice	<b>Ruin romanticism</b> When existing buildings have been vacant for a very long time and have already begun to decay, the challenge of saving the building fabric is particularly great.
Sections	<b>In every issue: impulses and products from practice: project references, opinions and viewpoints from the industry</b>				
Product news		Masonry/concrete; acoustics; development	Windows, doors, gates; fittings/security technology; fire protection	Modular design; insulation; building automation; switches; software	Heating, ventilation, air conditioning; office; refurbishment
Advertising themes	Surfaces and all interior and exterior materials, including wood, metal, ceramics, plaster, paint, textiles, concrete, masonry	Design engineering, supporting structures, Building envelope (Masonry, concrete, plaster, timber construction), roofs, facades, outdoor spaces, daylight systems, insulation, ventilation, HVAC, modular design	Interior and exterior surfaces, building envelope materials, new materials, sustainability, ecological building, interior finishing, HVAC, low-tech, recycling	Floor plans, interior design, balconies, loggias, facades, solar shading, timber construction, wood materials and systems, sound and fire protection, flooring, bathroom, door fittings, new materials, modular design	Facades, roofs, all materials of the building envelope, interior finishing, Outdoor spaces, surfaces

70 years  
of md



Selective  
Future-oriented  
Discerning

## THE MAGAZINE

The depth of editorial expertise and breadth of vision make md a distinctive and unique voice for interior designers. With expert project reports, valuable background knowledge and carefully selected product sections, md embodies the highest quality and innovative strength.

md stands for audience relevance and practical support, offering solutions that enrich everyday working life. The mdPlus video library, interactive online talks and established social media channels create a dynamic connection with a younger, engaged community.

## CONTENT

Discover pioneers and groundbreaking projects in interior design! md provides in-depth knowledge of materials and products and offers a lively insight into a fascinating and diverse industry. From 'networking' to 'negotiating' to 'succession in architectural offices', interior designers will benefit in their day-to-day work and stay one step ahead.

## TARGET GROUP

Interior architects and planners, office planners and interior designers as well as the upmarket specialised trade.

## REQUENCY

6 x per year, plus  
2 special issues

## CIRCULATION

8,000 copies

Special issues:

"MATERIAL WIRKT"  
7,200 copies

"Gestaltet für Genuss"

20,000 copies

## NEWSLETTER

18,300 subscribers

## WEBSITE

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



## md-EVENTS

(page 32 and 33)

# 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.	
	In each issue, md dedicates a thematic block to three different specialist disciplines and planning modules. Selective, forward-looking 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 and planners.	
<b>04 Frequency:</b>	6 x per year md + 2 special issues	
<b>05 Format:</b>	DIN A4	
<b>06 Year:</b>	71st year 2025	
<b>07 Subscription price:</b>	Annual subscription:	
	Germany	€179.20
	Abroad	€188.80
	Retail price for a single issue	€21.75





<b>08 Organ:</b>	—
<b>09 Memberships:</b>	—
<b>10 Publishing house:</b>	Konradin Medien GmbH
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	Alexander Kuckuk Phone +49 711 7594-352 alexander.kuckuk@konradin.de

# KONRADIN GUARANTEED CIRCULATION

1 IVW Q1/2024

2 Newsletter reporting, July 2024

3 Matomo, 1st half of 2024

Magazine		Contact opportunities
	<p><b>Print copy</b> print circulation</p> <p>7,748</p> <p>1 </p>	<p><b>ePaper</b> subscriptions</p> <p>11,737</p> <p>1 </p> <p>Recipient addresses</p> <p><b>Total circulation</b> per issue (plus additional print copy readers)</p> <p>19,485</p>
Newsletter		Contact opportunities
	<p><b>Editorial newsletter</b></p> <p>18,551</p> <p>2 </p>	<p><b>Newsletter</b> per issue</p> <p>18,551</p> <p>(4x per month = 74,204)</p>
Website		Contact opportunities
	<p>www.md-mag.com</p> <p>3 </p>	<p><b>Website</b> per month</p> <p>Pls: 114,770 Users: 21,875</p>
Social media		Contact opportunities
	<p>instagram</p>	<p>md.magazin</p> <p><b>Followers</b></p> <p>10,900</p>

## EDITORIAL SCHEDULE 2025

Issue	01-02/2025	03-04/2025	05-06/2025	Special issue
PD	06.02.2025	28.03.2025	30.05.2025	04.07.2025
AD/MD	10.01.2025	03.03.2025	30.04.2025	20.05.2025
Theme	<p><b>Lifelong learning</b></p> <p><b>Office:</b> Finding qualified employees is becoming increasingly difficult and companies need to do more to retain staff. From flooring and greenery to acoustics, how can office space encourage people to join and stay?</p> <p><b>Education &amp; public buildings:</b> Whether in schools, universities, libraries or museums, there are places that are specifically designed to impart knowledge. What interior design elements contribute to this? What ideas could office designers adapt?</p> <p><b>Lighting:</b> The principle of Human Centric Lighting is well established. But is light that promotes concentration and well-being a technical or a design issue? The interplay of visual, psychological and biological factors in lighting design.</p>	<p><b>The future of living</b></p> <p><b>Housing:</b> 'My home is my castle' used to be the motto. But people are increasingly drawn back to public spaces. md showcases sustainable smart homes as well as spaces such as cafés and co-working spaces that function as extended living rooms, offering a cosy ambience.</p> <p><b>Bathroom:</b> Sustainable and barrier-free, homely and durable: there are many facets to the bathroom experience. MD presents pioneering solutions with a special focus on ISH novelties.</p> <p><b>Kitchen:</b> In the kitchen, food takes centre stage – right? Discover which colour and material concepts enhance this focus and how spatial designs and fixtures keep everything in order.</p>	<p><b>The ultimate office escape/workation</b></p> <p><b>Office:</b> How are companies adapting to reduced office space needs due to hybrid work? Are they downsizing, increasing coworking areas, or repurposing spaces for other uses? What interior designers need to know about creating flexible work environments.</p> <p><b>Hotel:</b> Temporary spaces – not just for sleeping, but also for working. From temporary flats to coworking spaces and architect retreats.</p> <p><b>Flooring:</b> How is a successful mix of different flooring materials achieved? What effects does it create? Which flooring is best suited for which application – and how does the flooring differ depending on the application, from office to library to hotel?</p>	<p><b>impactful Materials</b></p> <p><b>Special issue "Material wirkt"</b> 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>In-depth product sections show which surfaces and materials can be used to realise projects holistically – and which switch haptics complement different materials.</p>

## EDITORIAL SCHEDULE 2025

Issue	07-08/2025	Special issue	09-10/2025	11-12/2025
PD	01.08.2025	03.09.2025	02.10.2025	28.11.2025
AD/MD	07.07.2025	07.08.2025	05.09.2025	03.11.2025
Theme	<p><b>Invisible design</b></p> <p><b>Sustainability:</b> Interior designers often work in existing buildings. md showcases projects, personalities and innovative products that breathe new life into these spaces.</p> <p><b>Materials:</b> Walls and floors, wallpaper and paint The ultimate playground for interior design. What do surfaces need to deliver, endure, and how should they be designed?</p> <p><b>Architectural psychology:</b> Why do spaces feel the way they do? md interviews architectural psychologists, explores trends and offers guidelines for mastering lighting, acoustics, ventilation and colour design.</p>	<p><b>Design for indulgence</b></p> <p>Interiors engage all the senses, blending visual, acoustic, tactile and olfactory elements. This special issue highlights projects, best practices and products that celebrate spaces designed for indulgence: from kitchens and restaurants to hotels and spas.</p> <p><b>Focusing on the product groups:</b></p> <ul style="list-style-type: none"> <li>- Kitchens and accessories</li> <li>- Sanitary</li> <li>- Living room furniture</li> <li>- Contract furniture</li> <li>- Materials</li> </ul>	<p><b>Rules versus creativity</b></p> <p><b>Office:</b> How do developments and trends in other areas of interior design influence office design? Hotels and restaurants, educational institutions and private homes serve as model.</p> <p><b>Acoustics:</b> How appropriate is it to rely solely on meeting standards? Are other factors equally important? When should acoustic planning be integrated into the design process to achieve a holistic result?</p> <p><b>Inhumane architecture:</b> We've all been there: The restaurant where you can't hear yourself think. The workplace with glaring lights that strain your eyes. The bench that's designed to make you get up quickly. And all those design details that are inelegantly solved because standards dictate otherwise. md examines these intentionally uncomfortable spaces – and shows how to do it better.</p>	<p><b>Change of perspective</b></p> <p><b>Building for children:</b> From doctor's surgeries to nursery schools, from classrooms to homes: how to design for young people – and what to consider when choosing healthy flooring, colours and more?</p> <p><b>Interior design and craftsmanship:</b> From carpenters to electricians to painters: No design is complete without those who bring it to life. How does ideal communication between office and construction site work? How can one overcome reservations in realising complex ideas? And how can you benefit from the expertise of craftsmen?</p> <p><b>Restaurant:</b> Interior design concepts for hospitality must increasingly focus on technology, personalization, sustainability and flexibility to create an exceptional experience. How to create smart spaces without losing their charm.</p>



Three websites

SEO-optimised

Professionally competent

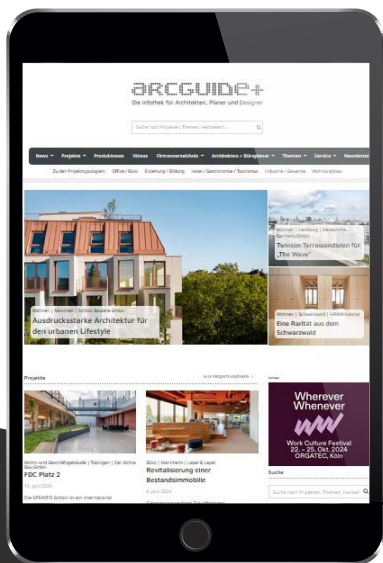
ONLINE

THE SOCIAL MEDIA CHANNELS





ONLINE PR-PARTNERSHIP (Prices valid as of 01.10.2024, in €, plus VAT)



Communication at  
editorial level.  
Print and online.

## 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, raises 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

- **Brand building and brand awareness:** References, videos and product news are placed on the home page, optimised for search engine visibility.
- **Detailed company profile:** All editorial contributions of the architecture brands db deutsche bauzeitung, bba bau beratung architektur, md INTERIOR DESIGN ARCHITECTURE are linked, in addition to the booked PR releases.
- **Potential lead generation:** Architects, interior architects, planners, designers and office planners can send direct contact enquiries to the manufacturers.

### TARGET GROUP

Architects, planners, interior designers, designers and office planners

### RUN TIME

12 month

**NEWSLETTER**  
13,500 subscribers  
2 x per week

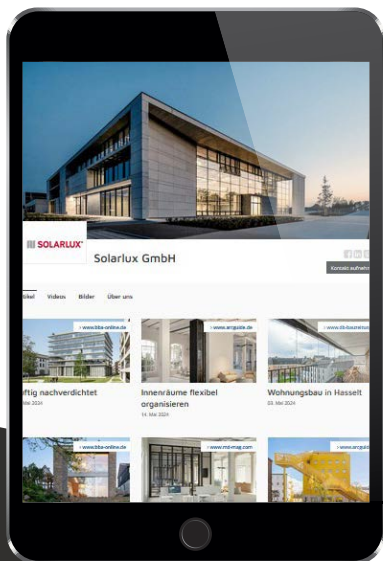
**WEBSEITE**  
[www.arcguide.de](http://www.arcguide.de)

**CONTENTS**  
Projects  
Product news  
News  
Videos

▶ Additionally, present  
your most innovative  
project in the 2025  
arcguide special issue

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

ONLINE PR-PARTNERSHIP (Prices valid as of 01.10.2024, in €, plus VAT)



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

### Profile entry in the architecture business directory

+ 12-months run time	1,200.00
+ Company description with logo and lead image	
+ Article overview: PR releases + editorial contributions of the architecture brands (bba, db and md)	
+ Videos and downloads	
+ Product images and product groups	



### PR package (only bookable in combination with the profile entry)

+ 12-months run time	
+ Publication of PR messages on the home page and under projects/product news	
+ Promotion of PR releases in the newsletter (Tue or Thu)	
<b>S</b> 3 releases	750.00
<b>M</b> 7 releases	1,380.00
<b>L</b> 16 releases	2,510.00
<b>XL</b> unlimited number of releases	4,400.00

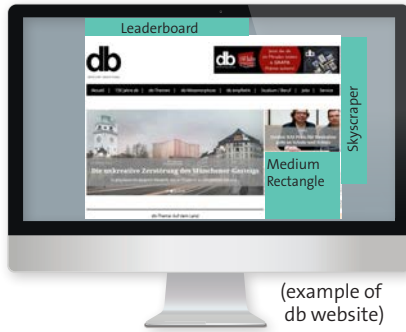
**NEW:**  
All editorial contributions from arcguide, bba, db and md are combined in the business directory.

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 01.10.2024 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. 80 KB 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. For questions regarding the delivery of advertising material, please contact: [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
<b>Large leaderboard</b>		970 x 90		300 x 50	<b>480.00</b>
<b>Leaderboard</b>		728 x 90			<b>380.00</b>
<b>Skyscraper</b>		120 x 600		300 x 50	<b>400.00</b>
<b>Wide skyscraper</b>		160 x 600			<b>430.00</b>
<b>Sticky skyscraper</b>					<b>470.00</b>
<b>Hockeystick or wallpaper with background colour (specify HEX code)</b>		728 x 90 and 160 x 600 or 970 x 90 and 120 x 600		300 x 75	<b>890.00</b>
<b>Billboard</b>		970 x 250		300 x 75	<b>660.00</b>
<b>Medium rectangle</b>		300 x 250		mobile rendering ratio 1:1	<b>440.00</b>
<b>Half-page ad</b>		300 x 600		mobile rendering ratio 1:1	<b>590.00</b>
<b>Video ad</b>		300 x 250		mobile rendering ratio 1:1	<b>510.00</b>

**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 01.10.2024, in €, plus VAT)



(Example of db-newsletter BAU)



(Example of db newsletter)



(Example of md newsletter)

**Special newsletter**

arcguide | db | md

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

**ADVERTISING FORMAT**

Text-image ad

**BENEFIT**

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

**Editorial newsletter**

arcguide | db | md

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

**ADVERTISING FORMAT**

Text-image ad, premium text-image ad, leaderboard, 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 | db | md

An exclusive mailing attracts a lot of attention to your company. Several articles 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 01.10.2024, in €, plus VAT)

Editorial newsletter	Pixels (width x height)	Price per dispatch
Text-image ad (300 characters incl. blanks)	250x180	1,080.00
Premium text-image ad (300 characters incl. blanks)	550 x 330	2,060.00
Leaderboard	728 x 90	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* <small>*as of: 06/2024 per dispatch</small>	Price per dispatch
db	31,200*	4,900.00
md	18,300	4,800.00
ARCGUIDE	13,500	4,600.00

Other target groups of the Konradin architecture brand network		
Architects/planners	46,000	6,800.00
Architects/planners/interior designers	58,000	8,500.00

**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.

\*from January 2025

**Networking**

**Positioning your brand**

**Generating leads**

**EVENTS**

## Building differently

on site & via live stream

10. July 2025 at the Hospitalhof Stuttgart

- + Professional lecture
- + Sponsor exhibition
- + Editorial coverage on [db-bauzeitung.de](https://www.db-bauzeitung.de)
- + Company logo on all promotional materials
- + Provision of participant lists

**COSTS**  
7,500.00

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

**Expert speakers will present project examples and applications for building in existing contexts. Topics include conversion, energy efficient refurbishment and conservation.**



## **db Ortstermin** digital

- + Professionally created db film
- + Curated list of participants
- + Presentation of the project, company and product on the registration page
- + Documentation of the digital 'Ortstermin'
- + Promotion includes company logos of the sponsors

**COSTS**  
7,500.00

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

**Moderated online talk  
with the architect, client  
and manufacturer about  
a selected building project.  
Additional integration of  
the video on YouTube.**



## »db 360 degrees« New online talk series

Sponsoring

db's Editor-in-Chief Emre Onur engages in discussions with an architect/specialist planner and manufacturers about planning challenges. The talk series focuses on thematic issues and presents specific product solutions.

- + Up to three sponsors from the construction industry per topic
- + Provision of the list of participants
- + Lead generation and brand enhancement
- + Recording and coverage of the talk series on [db-bauzeitung.de](https://www.db-bauzeitung.de)
- + Promotion includes company logos of the sponsors

### COSTS

2,500.00

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

**Three online talks on  
planning challenges for architects  
and specialist planners.**

**„Signature Space“:**  
Distinctive Hotels

**„Re-Think“:**  
Sustainability in Interior Design  
on site and via live stream

15. May 2025, Stuttgart  
23. October 2025, Cologne

- + Professional lecture
- + Sponsor exhibition
- + Editorial coverage on md-mag.com
- + Company logo on all promotional materials
- + Provision of participant lists

**COSTS**  
7,500.00

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



DESIGN  
ENTSCHIEDET

**The shared experience  
anchors the product and brand  
in the minds of interior architects,  
planners and designers.  
Benefit from the proximity  
to your target audience.**

Staffel 3  
Flurfunk  
md

## md Flurfunk 2025

Season 4

(19. March; 25. June; 17. September; 3. December)

Accompany md Flurfunk 2025 and present your firm as a partner in all 4 of the online talks.

- + Presentation of the sponsors' video statements
- + 1 PR release per talk in an exclusive invitation mailing
- + Curated lists of attendees
- + Coverage on md-mag.com
- + Promotion includes company logos of the sponsors

### COSTS

6,500.00

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

In the md online talk,  
interior designers give insights into  
their daily work.

The sponsors of the panel  
emphasise their support as  
partners and advisors.



# ARCHITECTURE HAS MANY FACETS

Visit us at  
[architektur.konradin.de](http://architektur.konradin.de)

arcguide+ db md

**> konradin**  
Architektur