

**MEDIA  
KIT**

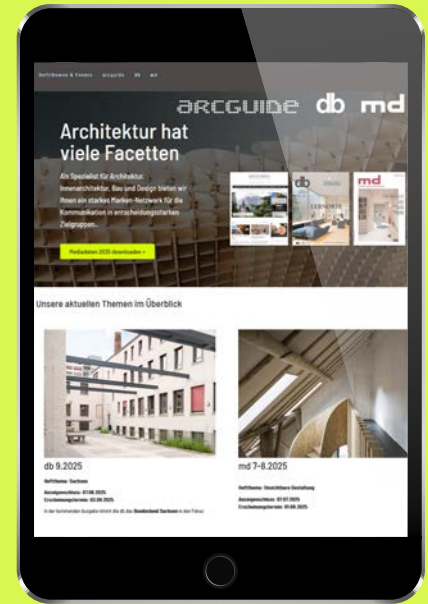
PRINT  
ONLINE  
SOCIAL MEDIA  
EVENTS

**2026**

# Want to stand out in architecture? Make sure you're communicating in the right context.

All channels.  
One platform.  
Greater reach.

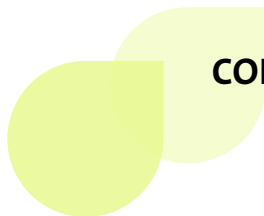
- Editorial themes & schedule
- Exclusive event formats
- All advertising options at a glance



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



› **konradin**  
Architektur



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## YOUR CONTACTS

Reach the decision-makers  
in architecture and design –  
with precision, impact and  
cross-media presence.

Choose media that  
make an impact – right  
where decisions are made.

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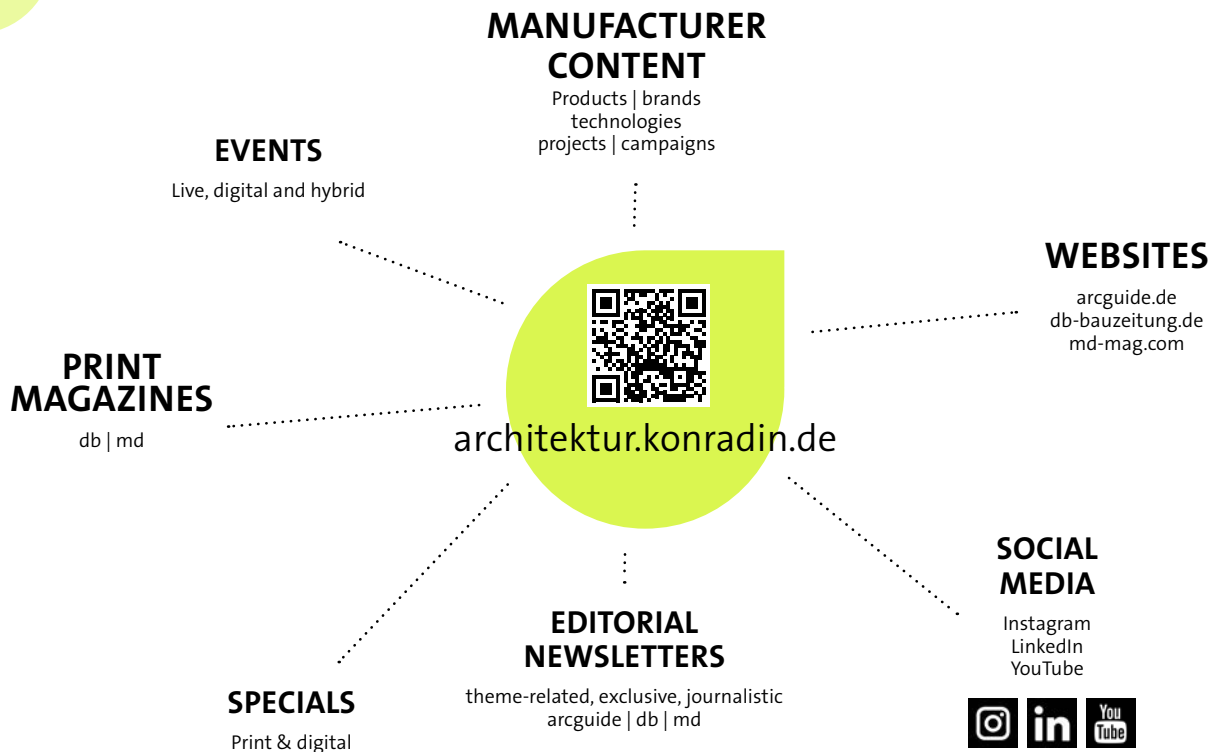
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# COMMUNICATION ACROSS ALL CHANNELS



## TOTAL CIRCULATION

### OUR MEDIA BRANDS

arcguide, db and md:

Building in existing contexts, sustainability, projects, trends, technology, interviews, interior design, office planning and design.

**22,000 PRINTED AND  
DIGITAL COPIES PER MONTH**

Plus two special issues  
and theme specials.

### OUR SOCIAL MEDIA CHANNELS



ARCHITECTURE'S  
**CROSS-MEDIA  
REACH**  
**420,000**  
contact opportunities  
per month

### OUR WEBSITES

Three websites provide qualified contact opportunities and possibilities to showcase products and brands in a vibrant professional environment.

**80,000 UNIQUE USERS  
PER MONTH**

### OUR NEWSLETTERS

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

**60,000 SUBSCRIBERS  
IN TOTAL**

## SPECIAL ISSUES 2026



### Impactful materials

Cooperation of db deutsche bauzeitung and md INTERIOR DESIGN ARCHITECTURE

Now in its fifth edition, this special issue explores the intersection of architecture and interior design. The editorial teams of md and db join forces to shed light on the interplay between interior and exterior spaces. Materiality is approached holistically – extending beyond tactile quality, construction, colour and atmosphere. The selected projects focus on sustainability, building in existing contexts and the use of innovative materials. The issue features a dual cover.

For further details, see the editorial schedules starting on pages 16 and 22.



### Building Ahead

Publication date: September 2026

From offices to boutiques, from homes to wellness hotels: When it comes to converting existing buildings, interior designers have long led the way. Already during their studies, they learn how to create atmospheric spatial experiences within rigid architectural frameworks. md showcases projects ranging from adaptive reuse and repurposing to energy-efficient and technical upgrades – all tailored to today's needs.

With additional e-paper distribution to a total of 65,000 newsletter subscribers from the magazines dds, BM and db.



### PROJECTS that blew us away

arcguide

Publication date: December 2026

Your reference – powerfully staged in an architectural context.

This editorially curated special issue presents your project together with the architectural firm involved – featured across a visually striking double-page spread with interviews, background insights and a project fact box. Also available as an e-paper edition to maximise digital reach.

# AD FORMATS AND RATES

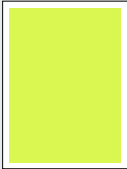
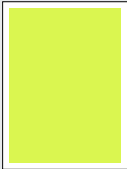
(Rates valid as of 01.10.2025, in €, plus VAT)

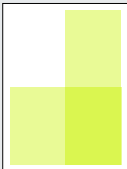
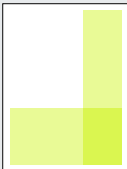
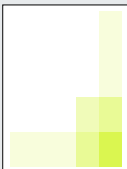


Magazine format:

230 x 297 mm

Format: width x height in mm

| Formats                                                                                                            | Type area<br>(in mm) | Trim size*<br>(in mm) | Rate<br>b/w | Rate<br>4c |
|--------------------------------------------------------------------------------------------------------------------|----------------------|-----------------------|-------------|------------|
|  <b>Cover pages</b><br>U4<br>U2/U3 | 188 x 270            | 230 x 297             |             | 14,500.00  |
|                                                                                                                    | 188 x 270            | 230 x 297             |             | 13,800.00  |
|  <b>1/1 page</b>                  | 188 x 270            | 230 x 297             | 8,900.00    | 11,550.00  |

| Formats                                                                                                                                       | Type area<br>(in mm)             | Trim size*<br>(in mm)             | Rate<br>b/w | Rate<br>4c |
|-----------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|-----------------------------------|-------------|------------|
|  <b>1/2 page</b><br>land. 4col<br>port. 2col                 | 188 x 133<br>92 x 270            | 230 x 150<br>107 x 297            | 4,720.00    | 6,120.00   |
|  <b>1/3 page</b><br>land. 4col<br>port.                      | 188 x 88<br>60 x 270             | 230 x 105<br>75 x 297             | 3,020.00    | 3,910.00   |
|  <b>1/4 page</b><br>land. 4col<br>corner 2col<br>port. 1col  | 188 x 65<br>92 x 133<br>44 x 270 | 230 x 82<br>107 x 150<br>59 x 297 | 2,230.00    | 2,860.00   |
|  <b>1/8 page</b><br>land. 4col<br>corner 2col<br>port. 1col | 188 x 32<br>92 x 65<br>44 x 133  | 230 x 49                          | 1,100.00    | 1,400.00   |

\*Plus 3 mm bleed on all sides

# AD FORMATS AND RATES

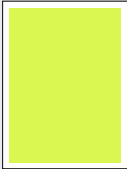
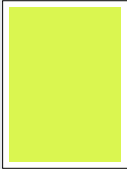
(Rates valid as of 01.10.2025, in €, plus VAT)

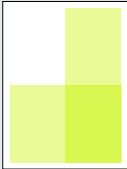
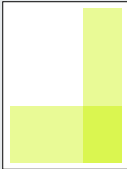
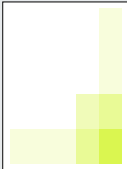


Magazine format:

210 x 297 mm

Format: width x height in mm

| Formats                                                                                                            | Type area<br>(in mm) | Trim size*<br>(in mm) | Rate<br>b/w     | Rate<br>4c      |
|--------------------------------------------------------------------------------------------------------------------|----------------------|-----------------------|-----------------|-----------------|
|  <b>Cover pages</b><br>U4<br>U2/U3 | 188 x 270            | 210 x 297             |                 | <b>8,300.00</b> |
|                                                                                                                    | 188 x 270            | 210 x 297             |                 | <b>7,800.00</b> |
|  <b>1/1 page</b>                  | 188 x 270            | 210 x 297             | <b>4,930.00</b> | <b>6,390.00</b> |

| Formats                                                                                                                                       | Type area<br>(in mm)             | Trim size*<br>(in mm)             | Rate<br>b/w     | Rate<br>4c      |
|-----------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|-----------------------------------|-----------------|-----------------|
|  <b>1/2 page</b><br>land. 4col<br>port. 2col                 | 188 x 133<br>92 x 270            | 210 x 150<br>103 x 297            | <b>2,720.00</b> | <b>3,550.00</b> |
|  <b>1/3 page</b><br>land. 4col<br>port.                      | 188 x 88<br>60 x 270             | 210 x 150<br>71 x 297             | <b>2,080.00</b> | <b>2,700.00</b> |
|  <b>1/4 page</b><br>land. 4col<br>corner 2col<br>port. 1col  | 188 x 65<br>92 x 133<br>44 x 270 | 210 x 82<br>103 x 150<br>55 x 297 | <b>1,420.00</b> | <b>1,840.00</b> |
|  <b>1/8 page</b><br>land. 4col<br>corner 2col<br>port. 1col | 188 x 32<br>92 x 65<br>44 x 133  | 210 x 50                          | <b>870.00</b>   | <b>1,130.00</b> |

\*Plus 3 mm bleed on all sides

## SPECIAL AD FORMATS

(Rates valid as of 01.10.2025, in €, plus VAT)

### Bound inserts **db**



| Details                         | Delivery quantities                                                                                                                          | Rates incl. postage<br>135*–180 gsm                                                                                  |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| 1 leaf =<br>2 pages             | <b>db: 16,400 copies</b><br>No partial print-runs<br>Size (untrimmed):<br>236 x 303 mm<br>Rates under 80 gsm and over<br>180 gsm on request. | <b>11,585.00</b>                                                                                                     |
| 1 leaf =<br>2 pages             | <b>md: 7,200 copies</b><br>No partial print-runs<br>Size (untrimmed):<br>216 x 303 mm<br>Rates under 80 gsm and over<br>180 gsm on request.  | <b>6,150.00</b>                                                                                                      |
| On ads or<br>bound inserts      | <b>db: 16,400 copies</b><br><b>md: 7,200 copies</b><br>No partial print-runs                                                                 | In addition to carrier ad/<br>bound insert<br><b>70.00</b> per thousand                                              |
| Postcards                       | <b>Samples, booklets and other<br/>materials available upon request.</b>                                                                     | Plus gluing:<br><b>38.00</b> per thsd. autom. gluing<br><b>74.00</b> per thsd. manual gluing                         |
| Loose inserts<br>for all titles | <b>db: 16,400 copies</b><br><b>md: 7,200 copies</b><br>Partial print-runs on request<br><br>Max. format:<br>200 x 290 mm (W x H)             | <b>295.00 per thousand</b><br><b>325.00 per thousand</b><br>Plus postage by weight<br>(on request). Sample required. |

### **md**



### Tip-ons for all titles



### Loose inserts for all titles



### 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 |     |
|---------------------|-------|------------------|-----|
| <b>3 ads</b>        | 5%    | <b>2 pages</b>   | 5%  |
| <b>6 ads</b>        | 10%   | <b>5 pages</b>   | 10% |
| <b>9 ads</b>        | 12,5% | <b>8 pages</b>   | 15% |
| <b>12 ads</b>       | 15%   | <b>12 pages</b>  | 20% |
| <b>15 ads</b>       | 20%   | <b>15 pages</b>  | 25% |
| <b>20 ads</b>       | 25%   | <b>18 pages</b>  | 30% |

Ask for our combined discounts!

### TECHNICAL REQUIREMENTS

see page 11

### Classified ads

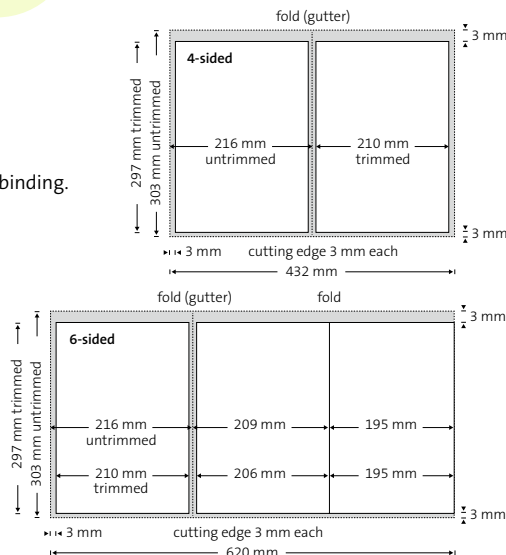
- Smaller recommendation ads: millimetre rates on request
- Job ads, offers of representation, tenders, competitions, miscellaneous – width: 44 mm, rate per mm for b/w: **€3.30**, 4c **€5.10**
- Jobs wanted ads – width 44 mm, b/w, rate per mm: **€1.30**

# TECHNICAL REQUIREMENTS

for **md**

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

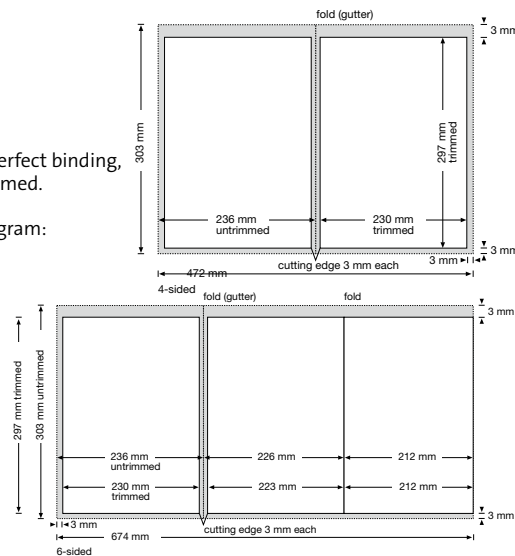
Trim layout diagram:



for **db**

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

Trim layout diagram:



## Delivery of AD SPECIALS

|                                    |                                                                                                                                                                                            |
|------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Delivery note for ad specials      | To Konradin - "db", "md", issue (no.), euro-pallet dimensions: 80 x 120 x max. height 110 cm (incl. pallet)                                                                                |
| Delivery address for loose inserts | Delivery at advertiser's expense to Westermann Druck GmbH, Georg-Westermann-Allee 66, Tor 1 / Bettina Müller, 38104 Braunschweig<br>Delivery times: Monday to Friday 7:00 a.m. – 2:00 p.m. |
| Delivery address for bound inserts | Delivery at advertiser's expense to Westermann Druck GmbH, Georg-Westermann-Allee 66, Tor 1 / Bettina Müller, 38104 Braunschweig<br>Delivery times: Monday to Friday 7:00 a.m. – 2:00 p.m. |
| Delivery address for glued inserts | Delivery at advertiser's expense to Westermann Druck GmbH, Georg-Westermann-Allee 66, Tor 1 / Bettina Müller, 38104 Braunschweig<br>Delivery times: Monday to Friday 7:00 a.m. – 2:00 p.m. |

160  
years of  
db

db deutsche bauzeitung



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

**CIRCULATION**  
16,000 copies

**NEWSLETTER**  
28,000 subscribers

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



## MAGAZINE

db delivers independent, expert journalism where architecture meets technology. With a sharp eye for quality and future potential, the editorial team tracks down trends, analyses projects, materials and technologies and places them in context.

db sheds light on the latest developments in construction with critical distance, takes a stance on relevant issues and provides well-founded background insights. Architectural and engineering work is explored from design, structural, energy and economic angles – as part of a comprehensive and independent architectural critique.

## CONTENT

At the heart of db are project features – ranging from innovative residential architecture to complex infrastructure projects. The editorial focus is on solutions for the building transition: sustainable, energy-efficient and resource-conscious.

A strong focus lies on building within existing structures – showcasing renovations, conversions and upgrades that unlock the potential of the building fabric. Every project is personally visited and reviewed by expert authors.

## 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.

# CONCEPT & SECTIONS

## FEATURES

Through thematically aligned product communication, companies deliver practical, solution-focused impulses that support planners in their day-to-day work.



## INSIGHTS FROM PRACTICE

Key perspectives, industry opinions and interviews.



## BUILDING IN EXISTING CONTEXTS

Renovation, conversion and vertical extension are key to the building transition. Companies showcase innovative ways to help transform the existing building stock.

## TRENDS/RECOMMENDATIONS

'Products in Practice' and 'Tech News' highlight innovative projects and eco-friendly building methods.



## MAGAZINE PROFILE

|                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>01 Title:</b>             | db deutsche bauzeitung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>02 In brief:</b>          | <p>Under the motto “architectural perspectives”, db deutsche bauzeitung – Germany’s oldest and most renowned architectural magazine – focuses on in-depth <b>architectural critique, building culture and technological developments</b>. db critically filters and analyses relevant building events and provides solid background insights. With clear statements and in-depth analyses, db actively fosters the architectural <b>discourse</b>. Features highlight projects from Germany and abroad in terms of urban planning, architectural, structural, technical, energy-related and economic perspectives and are expanded with expert articles.</p> <p>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.</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 + 1 special issue                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>05 Format:</b>            | 230 mm wide x 297 mm high                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>06 Year:</b>              | 160th year 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>07 Subscription rate:</b> | Annual subscription: Germany €244.20, abroad €250.80                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

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

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## CIRCULATION

1 ✓  IVW Q1/2025

2 ✓ Newsletter reporting, July 2025

3 ✓ Matomo, 1st half of 2025



## Magazine

Print copy  
print circulation

15,858

ePaper  
subscriptions

Recipient addresses

1 ✓ 2,483

## Contact opportunities

Total circulation  
per issue  
(plus additional print copy readers) 18,341

## Newsletter

Editorial newsletter

Recipient addresses  
29,218

Newsletter  
per issue 29,218  
  
(4x per month = 116,872)

## Website

www.db-bauzeitung.de

Website  
per month  
  
PIs: 263,561  
Users: 43,927

## Social media

instagram

db.bauzeitung

Followers 4,148



# EDITORIAL SCHEDULE 2026

| Issue              | 01-02/2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 03/2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 04/2026                                                                                                                                                                                                                                                                                                                                                                                                                       | 05/2026                                                                                                                                                                                                                                                                                                                                                                                                                                       | 06/2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PD                 | 14.01.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 05.03.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 02.04.2026                                                                                                                                                                                                                                                                                                                                                                                                                    | 30.04.2026                                                                                                                                                                                                                                                                                                                                                                                                                                    | 03.06.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| AD/MD              | 10.12.2025                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 06.02.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 06.03.2026                                                                                                                                                                                                                                                                                                                                                                                                                    | 01.04.2026                                                                                                                                                                                                                                                                                                                                                                                                                                    | 05.05.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Theme              | <p><b>Roofs</b><br/>The design potential of roofs as the fifth façade. Technical and structural challenges in roof construction. Design strategies for integrating new roofs into existing roofscapes. Approaches to design elements such as photovoltaic systems and green roofing.</p> <p><b>Trends</b><br/>BIM and AI</p> <p><b>Building in existing contexts</b><br/>Energy-efficient refurbishment, making the most of limited resources, tackling the challenges of conversion and extension</p> | <p><b>Architecture and colour</b><br/>Successful architecture with bold use of colour – both inside and out. The effect and qualities of differently coloured surfaces: from the inherent tone of brick and through-coloured render to colour applied via surface treatments and coatings.</p> <p><b>Trends</b><br/>Lighting</p> <p><b>Building in existing contexts</b><br/><b>Renewing schools</b><br/>Renovation backlog, new educational models and the transition to full-day schooling are driving a new wave of school conversions.</p> | <p><b>Challenging sites</b><br/>Successful infill solutions on sites with difficult conditions such as topography, soil, plot layout, noise, surrounding structures or access.</p> <p><b>Trends</b><br/>Fire protection</p> <p><b>Building in existing contexts</b><br/>Fire protection in existing buildings, the challenge of adaptive reuse, the latest developments in building law and standardization, case studies</p> | <p><b>Climate resilience</b><br/>Designing and building for climate resilience in open spaces, urban areas and buildings. Promotion of biodiversity, sponge city principles, greening, shading and water management.</p> <p><b>Trends</b><br/>Outdoor spaces</p> <p><b>Building in existing contexts</b><br/>Building technology and materials in refurbishment and conversion projects, tackling the challenges of heritage preservation</p> | <p><b>Designing for children</b><br/>Planning child-friendly architecture and spaces that support learning and play. Focus on the design of educational environments and the use of construction, materials, colour and light.</p> <p><b>Trends</b><br/>Sports buildings</p> <p><b>Building in existing contexts</b><br/><b>East German modernism</b><br/>How can GDR architecture be carried forward? Examples range from careful restoration to complete transformation</p> |
| Key product themes | Roof, photovoltaics, solar technology, insulation, drainage, metal, façades                                                                                                                                                                                                                                                                                                                                                                                                                            | Interior and exterior surfaces, glass, timber construction, flooring, façades, bathroom and sanitary design, lighting systems                                                                                                                                                                                                                                                                                                                                                                                                                  | Roofing, masonry, concrete, structural waterproofing, fire protection, software, modular construction                                                                                                                                                                                                                                                                                                                         | Outdoor spaces, parking systems, drainage, balconies and loggias, lighting, solar shading                                                                                                                                                                                                                                                                                                                                                     | Acoustics, HVAC, façades, timber construction, modular construction, interior fit-out, fire protection                                                                                                                                                                                                                                                                                                                                                                        |

## EDITORIAL SCHEDULE 2026

| Issue              |  | Special issue                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  | 09/2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  | 10/2026                                                                                                                                                                                                                                                                                                                               |  | 11/2026                                                                                                                                                                                                                                                                                                                                                                                                                     |  | 12/2026                                                                                                                                                                                                                                                                                                                                                                                                                                |  |
|--------------------|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| PD                 |  | 06.07.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  | 03.09.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  | 01.10.2026                                                                                                                                                                                                                                                                                                                            |  | 05.11.2026                                                                                                                                                                                                                                                                                                                                                                                                                  |  | 03.12.2026                                                                                                                                                                                                                                                                                                                                                                                                                             |  |
| AD/MD              |  | 09.06.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  | 07.08.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  | 04.09.2026                                                                                                                                                                                                                                                                                                                            |  | 09.10.2026                                                                                                                                                                                                                                                                                                                                                                                                                  |  | 06.11.2026                                                                                                                                                                                                                                                                                                                                                                                                                             |  |
| Theme              |  | <b>Impactful materials</b><br>The focus lies at the intersection of architecture and interior design – materiality is approached holistically, including such aspects as tactile quality, construction, colour and spatial impact.<br><br>Key topics include:<br>• Sustainability<br>• Building in existing contexts<br>• Innovative materials<br><br>These topics are illustrated through selected projects – each with a focus on both interior and exterior spaces. In addition, in-depth product features highlight surfaces and materials that contribute to holistic project solutions. The tactile qualities of different switches are also examined in relation to specific materials. |  | <b>Living in Vienna</b><br>Architecture and urban planning for social diversity in Vienna. Innovative approaches to affordable, high-quality housing. Successful collaboration between the city, cooperatives and developers.<br><br><b>Trends</b><br>Modular and serial construction<br><br><b>Building in existing contexts</b><br><b>Refurbished with timber</b><br>Timber is the ideal material for building in existing contexts – whether for rooftop extensions or for improving the energy performance of façades. |  | <b>Circular building</b><br>Projects and analyses on how components can be reused in architecture and how dismantled building materials can be returned to the cycle.<br><br><b>Trends</b><br>Building with steel<br><br><b>Building in existing contexts</b><br>Teaching and research on building in existing contexts, case studies |  | <b>Places of remembrance</b><br>Architecture as a space for quiet reflection and healing engagement with the past. A sensitive approach to history and context. Thoughtful design, materiality and symbolism at memorial sites.<br><br><b>Trends</b><br>Structural timber construction<br><br><b>Building in existing contexts</b><br>Building materials for sustainable refurbishment, circular construction, case studies |  | <b>db award: Building in existing contexts</b><br>An in-depth look at the outstanding projects recognised by the db “Respect and Perspective” award – honouring exemplary renovation and transformation efforts.<br><br><b>Trends</b><br>Healthcare buildings<br><br><b>Building in existing contexts</b><br>Case studies, current developments in building law and standards and the challenges of upward extensions and urban infill |  |
| Key product themes |  | Interior and exterior surfaces, colour, render, timber, metal, concrete, ceramics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  | Insulation, bathroom/sanitary, windows, fittings, switches, building automation, interior finishing                                                                                                                                                                                                                                                                                                                                                                                                                        |  | Steel construction, timber construction, modular construction, accessibility, software, office design                                                                                                                                                                                                                                 |  | Building automation, access control, locking systems, interior doors, doors and gates, windows                                                                                                                                                                                                                                                                                                                              |  | Renovation, access infrastructure, office design, masonry, concrete, façades, insulation                                                                                                                                                                                                                                                                                                                                               |  |

## md INTERIOR DESIGN ARCHITECTURE

**REQUENCY**

6 x per year, plus  
2 special issues  
'Material wirkt'  
'Weiter bauen'  
7,200 copies each

**NEWSLETTER**

17,000 subscribers

**WEBSITE**

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

**CIRCULATION**

7,000 copies

**THE MAGAZINE**

Interior design with attitude: md is the specialist magazine that combines critical thinking, aesthetics and analysis. Editorial depth, curated product selections and a sharp eye for trends make md a relevant voice in the industry – independent, opinionated and rooted in practice.

Whether in print, via stream or in direct dialogue: md delivers inspiration and insight through in-depth project analyses, strategic know-how and innovative formats. A comprehensive video library and wide-reaching social media channels open up professional content to a young, connected community – for all those who don't just design spaces, but shape them.

**CONTENT**

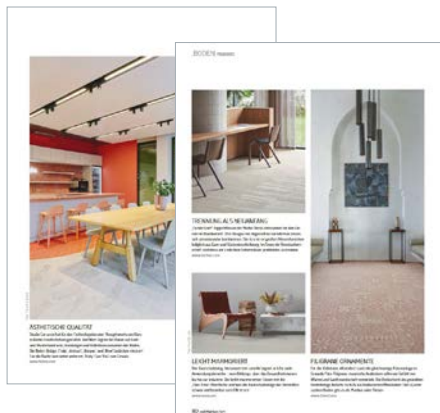
md explores how interior design is shaping tomorrow – through trailblazing projects, visionary thinking and hands-on expertise. New materials, smart products and inspiring design concepts are not just showcased, but thoughtfully curated and contextualised.

Be it digitalisation, circular design or new ways of working – md offers orientation and empowers readers with hands-on strategies and actionable insights. Content that matters – and stands its ground.

**TARGET GROUP**

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

# CONCEPT & SECTIONS



## EXPERT ARTICLES

Where others skim the surface, md goes deeper. Industry specialists report on production processes, application possibilities and real-world experience. This is where expertise takes the floor. md is essential reading for interior designers and planners.

## COVER STORY

With three themed sections per issue, md moves between specialist planning topics and widely applicable design solutions. This framework offers manufacturers the opportunity to present themselves as practical, solution-driven partners.



## BEST PRACTICE AND PRODUCTS

md highlights forward-looking developments in interior design – with a focus on materials, products and design-driven solutions. Planners receive well-founded inspiration for sustainable design.



# MAGAZINE PROFILE

|                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |         |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| <b>01 Title:</b>             | md INTERIOR DESIGN ARCHITECTURE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |         |
| <b>02 In brief:</b>          | <p>md is the independent and international platform for high-quality interior design and sophisticated object furnishing. Clearly structured and with a sophisticated outfit.</p> <p>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.</p> <p>In each issue, md dedicates a thematic block to three different specialist disciplines and planning modules. Selective, forward-looking and discerning.</p> |         |
| <b>03 Target group:</b>      | Anyone involved in planning and furnishing interiors: interior designers, architects, designers, interior fitters, premium retailers, office fitters and office planners.                                                                                                                                                                                                                                                                                                                                                                                                                   |         |
| <b>04 Frequency:</b>         | 6 x per year + 2 special issues                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |         |
| <b>05 Format:</b>            | DIN A4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |         |
| <b>06 Year:</b>              | 72nd year 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |         |
| <b>07 Subscription rate:</b> | Annual subscription:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |         |
|                              | Germany                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | €184.80 |
|                              | Abroad                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | €194.40 |
|                              | Cover price                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | €22.40  |

|                             |                                                                                                                                                                                                                                                                    |
|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>08 Organ:</b>            | —                                                                                                                                                                                                                                                                  |
| <b>09 Memberships:</b>      | —                                                                                                                                                                                                                                                                  |
| <b>10 Publishing house:</b> | Konradin Medien GmbH                                                                                                                                                                                                                                               |
| <b>11 Publisher:</b>        | Katja Kohlhammer                                                                                                                                                                                                                                                   |
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## CIRCULATION

1 ✓  IVW Q1/2025

2 ✓ Newsletter reporting, July 2025

3 ✓ Matomo, 1st half of 2025

|                                                                                   | Magazine                                                                |                                                                            | Contact opportunities                                                                       |  |
|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------|----------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|--|
|   | <b>Print copy</b><br>print circulation<br><br>6,624<br><br>1 ✓          | <b>ePaper</b><br>subscriptions<br>Recipient addresses<br>12,690<br><br>1 ✓ | <b>Total circulation</b><br>per issue<br>(plus additional print copy readers)<br><br>19,314 |  |
|                                                                                   | Newsletter                                                              |                                                                            |                                                                                             |  |
|   | <b>Editorial newsletter</b><br>Recipient addresses<br>17,107<br><br>2 ✓ |                                                                            | <b>Newsletter</b><br>per issue<br>17,107<br><br>(4x per month = 68,428)                     |  |
|                                                                                   | Website                                                                 |                                                                            |                                                                                             |  |
|   | <b>www.md-mag.com</b><br><br>3 ✓                                        |                                                                            | <b>Website</b><br>per month<br><br>Pls: 114,137<br>Users: 19,023                            |  |
|                                                                                   | Social media                                                            |                                                                            |                                                                                             |  |
|  | instagram                                                               | md.magazin                                                                 | <b>Followers</b><br><br>12,042                                                              |  |

## EDITORIAL SCHEDULE 2026

| Issue | 01-02/2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 03-04/2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 05-06/2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Special issue                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PD    | 06.02.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 01.04.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 03.06.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 06.07.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| AD/MD | 12.01.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 05.03.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 05.05.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 09.06.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Theme | <p><b>Office</b><br/>How relevant is corporate architecture today – in times of hybrid work models and increasingly individual lifestyles? Do office spaces still serve as identity carriers? And how can they be designed with enough clarity to communicate that identity even when people are working from home?</p> <p><b>Spatial identity</b><br/>md explores how the trend towards craftsmanship is shaping interior design – for design tasks such as hotels, restaurants and residential buildings – and which materials used for walls, floors, furniture, lighting and accessories help strengthen a space's identity.</p> <p><b>Interior design with social responsibility</b><br/>The role of interior designers is changing: they are becoming facilitators and process drivers, taking on greater responsibility for the community – especially in the context of the building transition. How can digitalisation and AI support this transformation?</p> | <p><b>Living</b><br/>Despite the trend towards minimalism, the desire for individual, characterful living spaces remains strong. This issue explores how flooring, switches and fittings support personalisation – and how smart home technologies discreetly enhance comfort.</p> <p><b>Lighting</b><br/>Ahead of Light + Building, two trends are emerging: greater awareness of circular business models and new technologies that help interior designers plan comfort, health and energy use more individually and efficiently.</p> <p><b>Kitchen</b><br/>Around the heart of the home, a conversation is unfolding: how can we create spaces for connection in private homes – and which fittings, appliances and details help make the kitchen a place where people naturally come together?</p> | <p><b>Office</b><br/>A people-centred office needs more than just rearranged furniture: smart floorplan structures, psychological sensitivity to the need for both visibility and retreat – and anchor points such as the coffee machine as a casual meeting spot.</p> <p><b>Flooring</b><br/>Flooring is moving back into focus in interior design – as a sustainable, acoustic, low-emission and visually impactful element. md presents a nuanced overview of current approaches and solutions.</p> <p><b>Sustainability</b><br/>In light of climate goals, limited space and political pressure, adaptive reuse and transformation are key issues. Interior designers are making a strong case with creative conversions, energy upgrades, heritage-sensitive renovation and circular building – supported by new flows of materials and furniture.</p> | <p><b>Impactful materials</b><br/>The focus lies at the intersection of architecture and interior design – materiality is approached holistically, including such aspects as tactile quality, construction, colour and spatial impact.</p> <p>Key topics include:</p> <ul style="list-style-type: none"> <li>• Sustainability</li> <li>• Building in existing contexts</li> <li>• Innovative materials</li> </ul> <p>These topics are illustrated through selected projects – each with a focus on both interior and exterior spaces.</p> <p>In addition, in-depth product features highlight surfaces and materials that contribute to holistic project solutions. The tactile qualities of different switches are also examined in relation to specific material.</p> |

## EDITORIAL SCHEDULE 2026

| Issue | 07-08/2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Special issue                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | NEW | 09-10/2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Orgatec trade-fair issue with special                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 11-12/2026 |
|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| PD    | 03.08.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 04.09.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     | 02.10.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 01.12.2026 |
| AD/MD | 07.07.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 10.08.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |     | 07.09.2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 04.11.2026 |
| Theme | <p><b>Sanitary design</b><br/>Long live individuality: clients are increasingly seeking emotionally engaging and aesthetically rich bathrooms. We explore how the return of colour and personalised fittings is transforming desire into spatial experience – while giving water, as a resource, a renewed sense of value.</p> <p><b>Climate-responsive design</b><br/>Record-breaking heatwaves make it clear: German architecture must adapt to changing climate conditions. Fortunately, technological progress makes it easier than ever to design flexible spaces that respond to different times of day and seasons – indoors and out, at home and at work.</p> <p><b>Colour</b><br/>“You cannot not communicate” – a well-known quote by communication theorist Paul Watzlawick. In interior design, no medium expresses this more clearly than colour. A reflection on the tension between function and emotion, especially in the workplace.</p> | <p><b>Building Ahead</b><br/>From offices to boutiques, from homes to wellness hotels:</p> <p>When it comes to converting existing buildings, interior designers have long led the way. Already during their studies, they learn how to create atmospheric spatial experiences within rigid architectural frameworks.</p> <p>md showcases projects ranging from adaptive reuse and repurposing to energy-efficient and technical upgrades – all tailored to today’s needs.</p> |     | <p><b>Multigenerational workspaces</b><br/>Under 30 and over 55 – in the context of skilled labour shortages, both age groups are widely discussed. Yet few consider what this generational span means for lighting, acoustics and communication. With a special focus on ergonomics, our Orgatec trade-fair edition presents office concepts that put inclusion into practice.</p> <p><b>Acoustics</b><br/>Acoustics is not an afterthought – it is fundamental to focus, communication and health. At best, it is woven into the design rather than applied as an add-on. We explore how functional requirements, design methods and user needs can be successfully aligned.</p> <p><b>Shared spaces</b><br/>Digitalisation is reshaping how and where people connect – in both professional and private settings. Where do people meet today? And what does interior design need to offer to draw people in and support our inherently social nature?</p> | <p><b>Restaurant design</b><br/>The larger the space, the bigger the canvas for creating unforgettable culinary experiences. But in contrast to fine dining, strong brand identities can also emerge in the smallest of spaces. md explores how this is achieved with gourmet food stalls.</p> <p><b>Resimercial</b><br/>Whether showroom or office, screen-fatigued individuals are seeking real-world experiences. Interior designers are crafting immersive spaces that measurably enhance wellbeing through multisensory design – with lighting, acoustics and tactile measures – and create emotional impact through colour, materials and spatial storytelling.</p> <p><b>What does the client actually want?</b><br/>Some clients know exactly what they want – and what to expect during the design process. For others, building is unfamiliar territory, both exciting and overwhelming. We offer practical guidance on communication and positioning, along with key digital tools for efficient planning and visualisation.</p> |            |

# ONLINE

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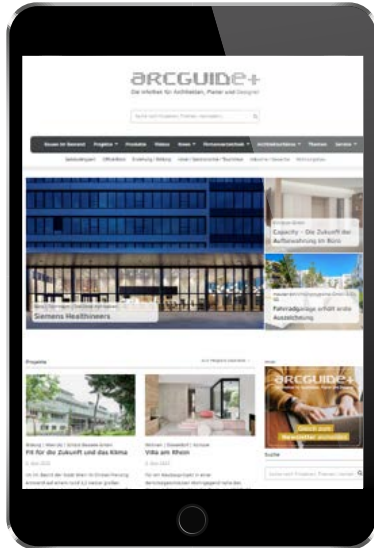
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### CONTENT

- + Boosting brand visibility: References, videos and product news are optimised for search engines and published on the website and via the newsletter.
- + Full profile visibility: Your company profile links all contributions from db deutsche bauzeitung and md INTERIOR DESIGN ARCHITECTURE with your PR releases.

### TARGET GROUP

Architects, planners, interior designers, designers and office planners

### RUN TIME

12 months

## PR PARTNERSHIP

(Rates valid as of 01.10.2025, in €, plus VAT)

### Profile entry in the architecture business directory

|                                                                                                                                                                                                                                                                                                                       |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| <ul style="list-style-type: none"> <li>+ 12-months run time</li> <li>+ Company description with logo and lead image</li> <li>+ Article overview: PR releases + editorial contributions of the architecture brands (db and md)</li> <li>+ Videos and downloads</li> <li>+ Product images and product groups</li> </ul> | 1,200.00 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|



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

|                                                                                                                                                                                                             |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| <ul style="list-style-type: none"> <li>+ 12-months run time</li> <li>+ Publication of PR releases under projects/product news</li> <li>+ Promotion of PR releases in the newsletter (Tue or Thu)</li> </ul> |          |
| <b>S</b> 3 releases                                                                                                                                                                                         | 770.00   |
| <b>M</b> 7 releases                                                                                                                                                                                         | 1,420.00 |
| <b>L</b> 16 releases                                                                                                                                                                                        | 2,580.00 |
| <b>XL</b> unlimited number of releases                                                                                                                                                                      | 4,500.00 |

### arcguide SPECIAL ISSUE: PROJECTS

Present your reference project in this special issue – editorially curated across a double-page spread, including background information, interview and project fact box. Included as a supplement in db deutsche bauzeitung and md interior design architecture with a print run of 30,000 copies and published digitally as an e-paper on arcguide.de.



All details:



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|--------------------------------------------------------------------|----------------------------------|--------------------------------------------------|---------------------|---------------------------------|-----------------------|
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| Leaderboard                                                        |                                  | 728 x 90                                         |                     |                                 | 390.00                |
| Skyscraper                                                         |                                  | 120 x 600                                        |                     | 300 x 50                        | 420.00                |
| Wide skyscraper                                                    |                                  | 160 x 600                                        |                     |                                 | 450.00                |
| Sticky skyscraper                                                  |                                  |                                                  |                     |                                 | 490.00                |
| Hockeystick or wallpaper with background colour (specify HEX code) |                                  | 728 x 90 und 160 x 600 or 970 x 90 and 120 x 600 |                     | 300 x 75                        | 910.00                |
| Billboard                                                          |                                  | 970 x 250                                        |                     | 300 x 75                        | 690.00                |
| Medium rectangle                                                   |                                  | 300 x 250                                        |                     | mobile rendering ratio 1:1      | 460.00                |
| Half-page ad                                                       |                                  | 300 x 600                                        |                     | mobile rendering ratio 1:1      | 620.00                |
| Video ad                                                           |                                  | 300 x 250                                        |                     | mobile rendering ratio 1:1      | 520.00                |

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

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

## NEWSLETTERS

(Rates valid as of 01.10.2025, in €, plus VAT)



### Exclusive newsletter

arcguide | db | md

Guaranteed to attract special attention: An exclusive mailing created specifically for your company – with the option to include multiple articles.

#### ADVERTISING FORMAT

Product news, video ads, interviews, competitions and references.

#### BENEFIT

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



### Editorial newsletter

arcguide | db | md

Digital thought leaders with real depth: editorially produced features and specialist articles, tailored to your target audience. 4 high-quality mailings per title each month.

#### ADVERTISING FORMAT

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

#### BENEFIT

Increases traffic to your website, places your message in an editorial context and delivers it as a personalised mailing.



### Special newsletter

arcguide | db | md

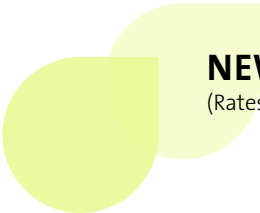
The editorial teams produce newsletters on trade fairs and topics such as structural waterproofing, heating, ventilation and air conditioning, room acoustics and more.

#### ADVERTISING FORMAT

Text-image ads.

#### BENEFIT

As an editorial newsletter, this format conveys competence and credibility.



# NEWSLETTERS

(Rates valid as of 01.10.2025, in €, plus VAT)

| Ad formats for editorial newsletter                 | Pixels (width x height) | Rate per dispatch |
|-----------------------------------------------------|-------------------------|-------------------|
| Text-image ad (300 characters incl. blanks)         | 250 x 180               | 1,120.00          |
| Premium text-image ad (300 characters incl. blanks) | 550 x 330               | 2,130.00          |
| Leaderboard                                         | 728 x 90                | 790.00            |
| Full banner (in content)                            | 590 x 100               | 590.00            |

**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.

| Brands   | Recipients as of. 06/2025 | Rate per dispatch |
|----------|---------------------------|-------------------|
| db       | 28,000                    | 5,100.00          |
| md       | 17,000                    | 4,900.00          |
| ARCGUIDE | 13,500                    | 4,750.00          |

| Target groups of the Konradin architecture brand network |        |          |
|----------------------------------------------------------|--------|----------|
| Architects/planners                                      | 45,000 | 6,980.00 |
| Architects/planners/interior designers                   | 53,000 | 8,750.00 |

**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.

## 2026 EVENT FORMATS

### Become a partner. Build the future. Shape architecture!

All details:



Showcase your company to a relevant professional audience through our targeted event formats. Boost your brand visibility, engage directly with specialists and decision-makers, generate qualified leads – and make your mark in the world of architecture.



#### db 360 degrees:

Four-part online talk series on current challenges in the construction industry. The db editorial team engages in discussion with an architect/specialist planner and three manufacturers to explore key issues in contemporary architectural planning.



#### md 'Flurfunk':

The online talks take the stage four times a year: In open conversations with creative minds, the md editorial team explores success factors beyond traditional planning – with opportunities for participants to actively contribute to the discussion.



#### md event:

On the eve of Orgatec, everything revolves around office design, flooring, lighting and acoustics. Engaging talks and moderated panel discussions featuring speakers and sponsors combine knowledge sharing with concrete product recommendations – live on site and via livestream.

## 2026 EVENT FORMATS

All details:



### db + md symposium

**“anders! bauen” – building differently:**

**For the first time, md and db are teaming up for a joint event**

In focus: sustainable solutions for architecture and interior design. Expert talks and moderated discussions featuring speakers, manufacturers and the editorial teams combine conceptual thinking with concrete product recommendations – live on site and via livestream.



### md design dialog:

md design dialog unites top thinkers, cutting-edge innovations and forward-looking ideas in design, lighting and workplace culture – in an exclusive online talk for the decision-makers and visionaries of tomorrow.



### db ‘Ortstermin’:

Your platform for real project leads: In this moderated online format, you present your reference project directly to architects, interior designers and building engineers with concrete interest in new developments. Deliver your own expert talk, accompanied by an exclusive db film – including live Q&A and direct interaction.



### db competition: »Respect and Perspective Building in Existing Structures«

The award recognises projects that give existing buildings a sustainable future and stand out through innovation. As a sponsor, you'll accompany the competition from its launch to the award ceremony – benefitting from high visibility and valuable industry contacts.

# ARCHITECTURE HAS MANY FACETS.

arcguide+ db md



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

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