

onlineformats 2026

Reach architects,
interior designers,
and planners
digitally.

Numbers that speak for themselves!

Utilize three powerful websites covering architecture, building renovation, interior design, and design to showcase your brand and products in a vibrant and specialized environment.

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

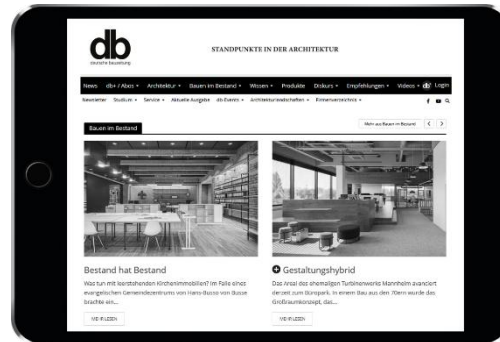


arcguide.de:

Page views: 110,000

Visits: 19,000

13,500 newsletter subscribers

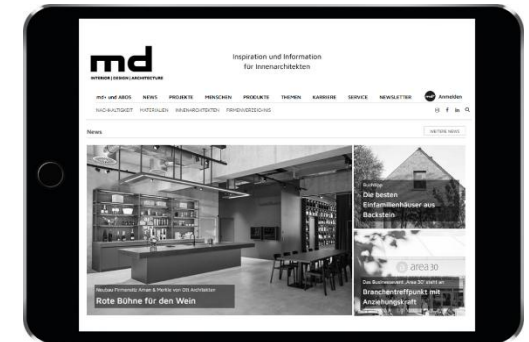


db-bauzeitung.de:

Page views: 215,000

Visits: 39,000

28,000 newsletter subscribers



md-mag.com:

Page views: 98,000

Visits: 22,000

17,000 newsletter subscribers

Display ad formats

Reach your target audience precisely and effectively with customized online campaigns tailored to your target group!



Display ads & ad bundles

Maximize your reach and combine our brands with your campaigns in a targeted manner.

Expandable ads

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

Half page & billboard

Eye-catching and effectively placed on the home page and all subpages.



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

Native ads and online advertorials

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

Added value

This format impresses with quality, expertise, and absolute credibility.

The right traffic package consisting of an editorial teaser + newsletter generates the best access figures.

Price

from 3,800 euros + traffic package



We also recommend combining this with a print advertorial.



Place your
content in
our editorial
environment.

All newsletters at a glance



Special newsletter arcguide | db | md

Editorial newsletter on trade fairs such as ORGATEC Cologne and BAU Munich.

High credibility thanks to professional expertise.

Advertising format
Text and image ad



Exklusive newsletter arcguide | db | md

Multiple elements can be integrated. High visibility thanks to exclusive distribution. Recipients can be freely selected.

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



Editorial newsletter arcguide | db | md

Digital ambassadors with topics and specialist content created by the editorial teams.

Advertising messages are placed in the editorial environment and sent out in a personalized form.

Advertising formats
Text and image ads, premium text and image ads, leaderboards, full banners.

Reach

db newsletter:	28,000 recipients
md newsletter:	17,000 recipients
arcguide newsletter:	13,500 recipients
Architects + planners:	45,000 recipients
Architects, planners, and interior designers:	53,000 recipients

Schedule overview for editorial newsletters

First half of the year 2026			Second half of the year 2026		
	db	md		db	md
January	13.01.2026	07.01.2026	July	07.07.2026	01.07.2026
	20.01.2026	14.01.2026		14.07.2026	08.07.2026
	27.01.2026	21.01.2026		21.07.2026	15.07.2026
		28.01.2026		28.07.2026	22.07.2026
					29.07.2026
February	03.02.2026	04.02.2026	August	04.08.2026	05.08.2026
	10.02.2026	11.02.2026		11.08.2026	12.08.2026
	17.02.2026	18.02.2026		18.08.2026	19.08.2026
	24.02.2026	25.02.2026		25.08.2026	26.08.2026
March	03.03.2026	04.03.2026	September	01.09.2026	02.09.2026
	10.03.2026	11.03.2026		08.09.2026	09.09.2026
	17.03.2026*	18.03.2026		15.09.2026	16.09.2026
	24.03.2026	25.03.2026		22.09.2026	23.09.2026
	31.03.2026			29.09.2026	30.09.2026
April	07.04.2026	01.04.2026	October	06.10.2026	07.10.2026
	14.04.2026	08.04.2026		13.10.2026	13.10.2026*
	21.04.2026	15.04.2026		20.10.2026	14.10.2026
	28.04.2026	22.04.2026		27.10.2026	21.10.2026
		29.04.2026			22.10.2026*
May	05.05.2026	06.05.2026	November	03.11.2026	04.11.2026
	12.05.2026	13.05.2026		10.11.2026	11.11.2026
	19.05.2026	20.05.2026		17.11.2026	18.11.2026
	26.05.2026	27.05.2027		24.11.2026	25.11.2026
June	02.06.2026	03.06.2026	December	01.12.2026	02.12.2026
	09.06.2026	10.06.2026		08.12.2026	09.12.2026
	16.06.2026	17.06.2026		15.12.2026	16.12.2026
	23.06.2026	24.06.2026		22.12.2026	23.12.2026
	30.06.2026				



* Special newsletter:
DIGITALBAU

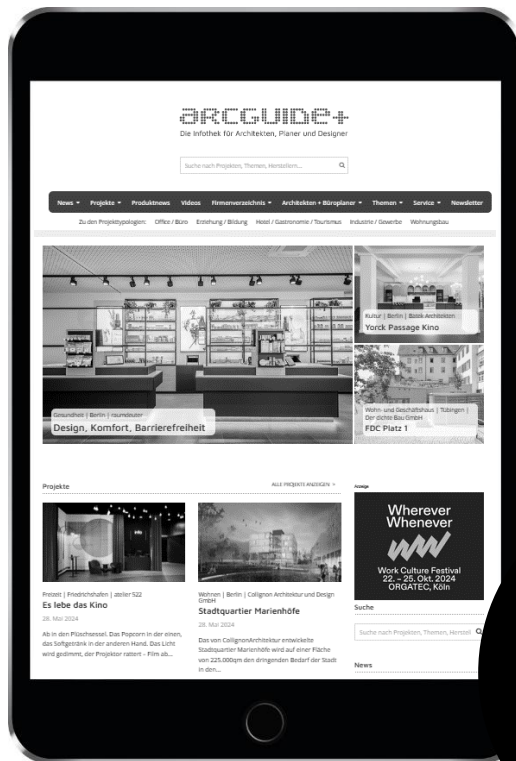


* Special newsletter:
Orgatec

Plan
your shipping dates
well in advance!

arcguide.de

The information center for architects, planners, and designers. Communication at the editorial level.
Become an arcguide partner and place your PR announcements



Newsletter
13,500 subscribers
Twice weekly

Website
www.arcguide.de
110,000 page views

**We showcase
your architectural
projects!**

Publish PR announcements effectively

Your references, videos, and new products are presented in an SEO-optimized manner on the homepage and in the newsletter. This allows you to increase your brand awareness and gain more visibility among your target group.

Detailed company profile.

Your profile not only presents your company, but also bundles all editorial articles from the architecture brands db deutsche bauzeitung and md INTERIOR DESIGN ARCHITECTURE. In addition, your booked PR releases are integrated – for a strong and holistic presence.

Reach for architects and planners: @md.magazin & @dbdeutschebauzeitung

Reach architects, interior designers, planners, and designers through our Instagram channels.

Present your products and projects in a high-quality, curated environment—with strong visual impact and in the exclusive style of our established architecture brands.

Appearance

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

Story / Practical example

Use the story function to present your brand in an authentic and entertaining way. Stories appear in a separate area for 24 hours and consist of short videos or images in automatic sequence.

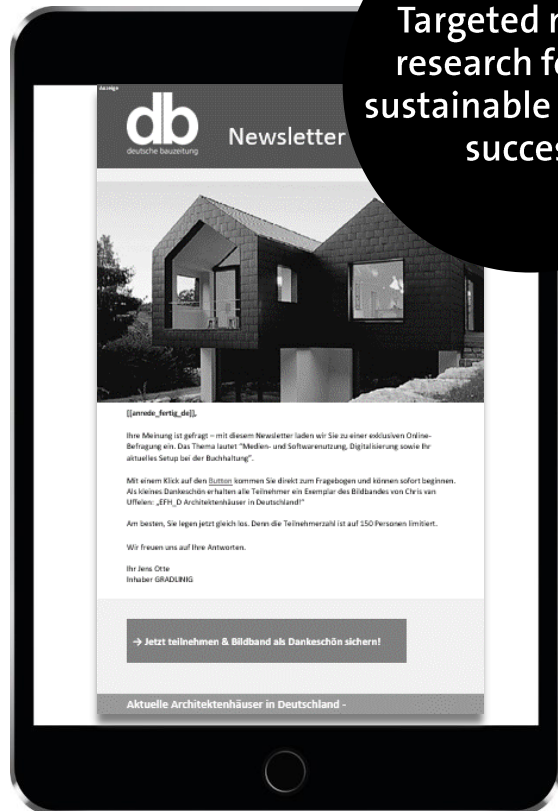
Prices on request



Online surveys with prize draws

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

Targeted market research for your sustainable business success!



Content

- + Provide us with 3-6 questions.
- + Provide attractive prizes for our prize draw.
- + Your online survey will be highlighted on three architecture websites.
- + Select the desired time period.
- + Our exclusive newsletter invites 53,000 architects, interior designers, and specialist planners.

Benefits

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

Price

From 6,500 euros

db Project film

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

Services

Selection of your reference project
Detailed briefing in consultation with the db editorial team.

Joint filming date with the commentators.
Professional video editing includes publication on the db YouTube channel.

You will receive the video for your use.
Additional promotion with an advertising campaign.

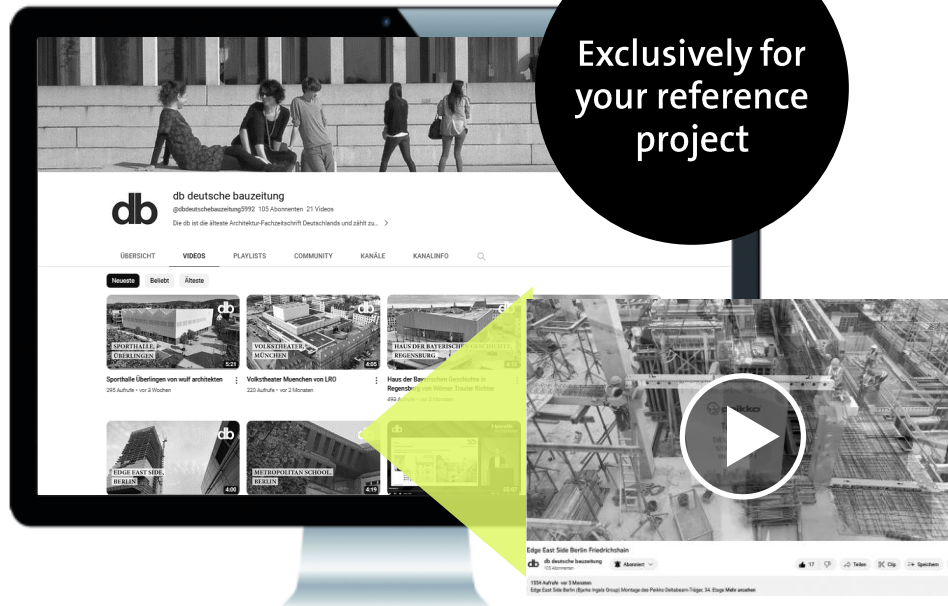
Price

5,100 euros



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

Exclusively for
your reference
project





Contact us!

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Visit us at
www.architektur.konradin.de

