

MEDIA KIT

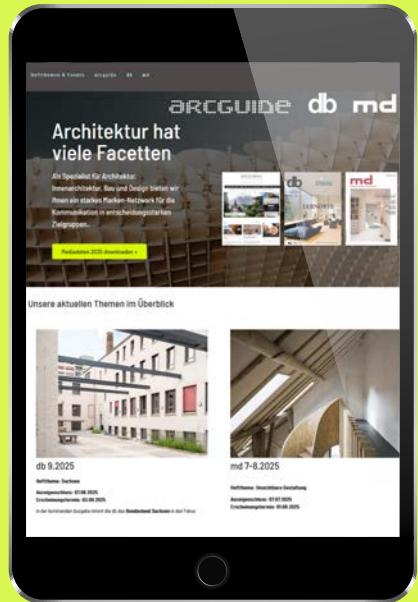
2026

PRINT
ONLINE
SOCIAL MEDIA
EVENTS

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

All channels.
One platform.
Greater reach.

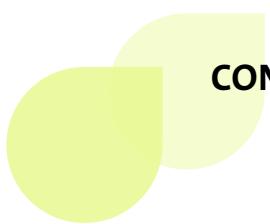
- Editorial themes & schedule
- Exclusive event formats
- All advertising options at a glance



www.konradin.architektur.de



› **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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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.

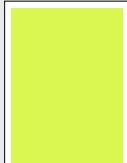
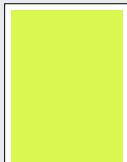
This editorially curated special issue presents your project together with the architectural firm involved – featured across a visually striking double-page spread with interviews, background insights and a project fact box. Also available as an e-paper edition to maximise digital reach.

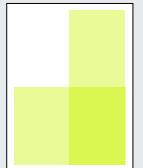
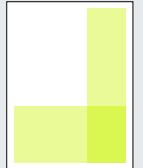
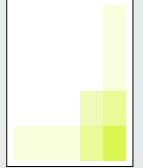
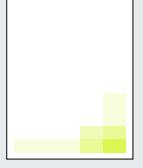
AD FORMATS AND RATES

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

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

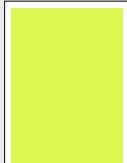
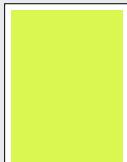
*Plus 3 mm bleed on all sides

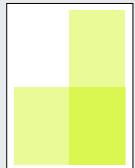
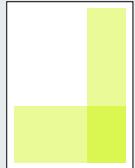
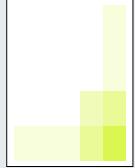
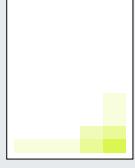
AD FORMATS AND RATES

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

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

*Plus 3 mm bleed on all sides

SPECIAL AD FORMATS

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

Bound inserts db



md



Tip-ons for all titles



Loose inserts for all titles



Details	Delivery quantities	Rates incl. postage 135*-180 gsm
1 leaf = 2 pages	db: 16,400 copies No partial print-runs Size (untrimmed): 236 x 303 mm Rates under 80 gsm and over 180 gsm on request.	11,585.00
1 leaf = 2 pages	md: 7,200 copies No partial print-runs Size (untrimmed): 216 x 303 mm Rates under 80 gsm and over 180 gsm on request.	6,150.00
On ads or bound inserts	db: 16,400 copies md: 7,200 copies No partial print-runs	In addition to carrier ad/ bound insert 70.00 per thousand
Postcards	Samples, booklets and other materials available upon request.	Plus gluing: 38.00 per thsd. autom. gluing 74.00 per thsd. manual gluing
up to 25 g up to 30 g	db: 16,400 copies md: 7,200 copies Partial print-runs on request Max. format: 200 x 290 mm (W x H)	295.00 per thousand 325.00 per thousand Plus postage by weight (on request). Sample required.

DISCOUNTS:

For print ads and bound inserts when placed within 12 months (insertion year). Loose inserts and all other special ad formats are not discountable.

Discounts on bound inserts: 1 leaf = 1/1 page

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

Ask for our combined discounts!

TECHNICAL REQUIREMENTS

see page 11

Classified ads

- Smaller recommendation ads: millimetre 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**

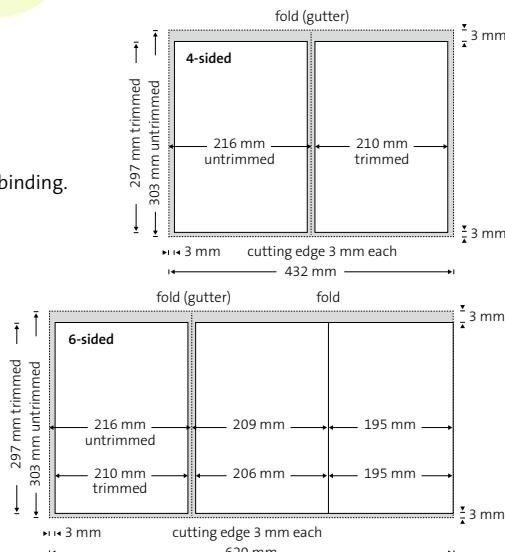
TECHNICAL REQUIREMENTS

for **md**

Bound insert:

Possible with perfect binding.
Delivery untrimmed.

Trim layout diagram:



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
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
Delivery times: Monday to Friday 7:00 a.m. – 2:00 p.m.

Delivery address for glued inserts

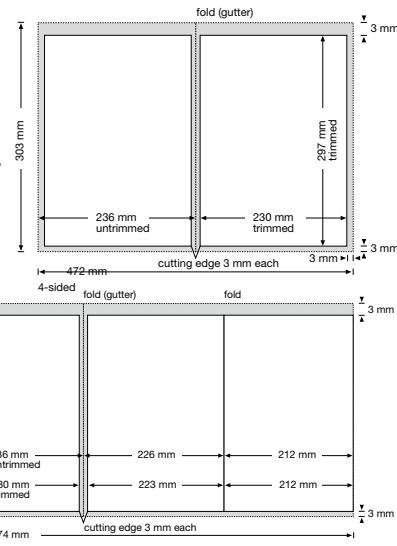
Delivery at advertiser's expense to Westermann Druck GmbH, Georg-Westermann-Allee 66, Tor 1 / Bettina Müller, 38104 Braunschweig
Delivery times: Monday to Friday 7:00 a.m. – 2:00 p.m.

for **db**

Bound insert:

Possible with perfect binding,
delivery untrimmed.

Trim layout diagram:



db deutsche bauzeitung

160
years of
db



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

NEWSLETTER
28,000 subscribers

WEBSITE
www.db-bauzeitung.de



CIRCULATION
16,000 copies

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

DISKURS
Baukunst
Baukunst
Baukunst
Baukunst

SCHWERPUNKT
INGENIEUR-BAUKUNST

EMPHASIS
Baukunst
Baukunst
Baukunst

FEATURES

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

BÄULEN IM BESTAND
Bauen im Bestand

Themen:
INGENIEUR-BAUKUNST
Baukunst Baukunst Baukunst
WETTER NACH OPEN-GESCHÄFT
Baukunst Baukunst Baukunst
NACH DER FLUT IST VOR DER FLUT
Baukunst Baukunst Baukunst

MIT AUGENMASS UND MEHRWERT
Baukunst Baukunst Baukunst

VOLLER ENERGIE
Baukunst Baukunst Baukunst

INSIGHTS FROM PRACTICE

Key perspectives, industry opinions and interviews.

IM HÖHEN BOGEN

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

01 *Title:*

db deutsche bauzeitung

02 *In brief:*

Under the motto "architectural perspectives", db deutsche bauzeitung – Germany's oldest and most renowned architectural magazine – focuses on in-depth architectural critique, building culture and technological developments. 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 discourse. 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.

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

03 *Target group:*

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

04 *Frequency:*

9 x per year + 1 special issue

05 *Format:*

230 mm wide x 297 mm high

06 *Year:*

160th year 2026

07 *Subscription rate:*

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.

09 *Memberships:*

—

10 *Publishing house:*

Konradin Medien GmbH

11 *Publisher:*

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12 *Advertising:*

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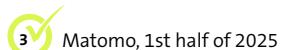
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CIRCULATION



  	Magazine			Contact opportunities	
	Print copy print circulation	15,858	ePaper subscriptions	Recipient addresses  2,483	Total circulation per issue (plus additional print copy readers)  18,341
					
	Newsletter				
	Editorial newsletter	Recipient addresses  29,218		Newsletter per issue (4x per month = 116,872)	 29,218
					
	Website			Website per month	Pls: 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	Roofs The design potential of roofs as the fifth façade. Technical and structural challenges in roof construction. Design strategies for integrating new roofs into existing roofs. Approaches to design elements such as photovoltaic systems and green roofing.	Architecture and colour 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.	Challenging sites Successful infill solutions on sites with difficult conditions such as topography, soil, plot layout, noise, surrounding structures or access.	Climate resilience Designing and building for climate resilience in open spaces, urban areas and buildings. Promotion of biodiversity, sponge city principles, greening, shading and water management.	Designing for children 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.
	Trends BIM and AI	Trends Lighting	Trends Fire protection	Trends Outdoor spaces	Trends Sports buildings
	Building in existing contexts Energy-efficient refurbishment, making the most of limited resources, tackling the challenges of conversion and extension	Building in existing contexts Renewing schools Renovation backlog, new educational models and the transition to full-day schooling are driving a new wave of school conversions.	Building in existing contexts Fire protection in existing buildings, the challenge of adaptive reuse, the latest developments in building law and standardization, case studies	Building in existing contexts Building technology and materials in refurbishment and conversion projects, tackling the challenges of heritage preservation	Building in existing contexts East German modernism How can GDR architecture be carried forward? Examples range from careful restoration to complete transformation
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

Anniversary issue
160 years of db

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	<p>Impactful materials 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"> • Sustainability • Building in existing contexts • Innovative materials <p>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.</p>	<p>Living in Vienna Architecture and urban planning for social diversity in Vienna. Innovative approaches to affordable, high-quality housing. Successful collaboration between the city, cooperatives and developers.</p> <p>Trends Modular and serial construction</p> <p>Building in existing contexts Refurbished with timber Timber is the ideal material for building in existing contexts – whether for rooftop extensions or for improving the energy performance of façades.</p>	<p>Circular building Projects and analyses on how components can be reused in architecture and how dismantled building materials can be returned to the cycle.</p> <p>Trends Building with steel</p> <p>Building in existing contexts Teaching and research on building in existing contexts, case studies</p>	<p>Places of remembrance 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.</p> <p>Trends Structural timber construction</p> <p>Building in existing contexts Building materials for sustainable refurbishment, circular construction, case studies</p>	<p>db award: Building in existing contexts An in-depth look at the outstanding projects recognised by the db “Respect and Perspective” award – honouring exemplary renovation and transformation efforts.</p> <p>Trends Healthcare buildings</p> <p>Building in existing contexts Case studies, current developments in building law and standards and the challenges of upward extensions and urban infill</p>
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

CIRCULATION
7,000 copies



NEWSLETTER
17,000 subscribers

WEBSITE
www.md-mag.com

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

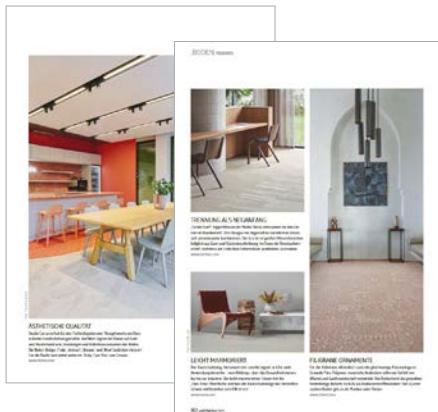
md explores how interior design is shaping tomorrow – through trailblazing projects, visionary thinking and hands-on expertise. New materials, smart products and inspiring design concepts are not just showcased, but thoughtfully curated and contextualised.

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



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.



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.



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

01 Title:**md INTERIOR DESIGN ARCHITECTURE****02 In brief:**

md is the independent and international platform for high-quality interior design and sophisticated object furnishing. Clearly structured and with a sophisticated outfit.

md publishes serious journalistic articles in every issue, individually researched and exclusively written. Practical and at the same time looking beyond the horizon, with interfaces to interior design, architecture and design.

In each issue, md dedicates a thematic block to three different specialist disciplines and planning modules. Selective, forward-looking and discerning.

03 Target group:

Anyone involved in planning and furnishing interiors: interior designers, architects, designers, interior fitters, premium retailers, office fitters and office planners.

04 Frequency:

6 x per year + 2 special issues

05 Format:

DIN A4

06 Year:

72nd year 2026

07 Subscription rate:

Annual subscription:

Germany	€184.80
Abroad	€194.40
Cover price	€22.40

08 Organ:

—

09 Memberships:

—

10 Publishing house: Konradin Medien GmbH**11 Publisher:** Katja Kohlhammer**12 Advertising:** Petra Wehinger

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CIRCULATION



1



IVW Q1/2025



2

Newsletter reporting, July 2025



3

Matomo, 1st half of 2025

	Magazine			Contact opportunities
	Print copy print circulation 	6,624	ePaper subscriptions 	Recipient addresses 12,690 Total circulation per issue (plus additional print copy readers) 19,314
	Newsletter			
	Editorial newsletter 	Recipient addresses 17,107		Newsletter per issue (4x per month = 68,428) 17,107
	Website			
	www.md-mag.com 			Website per month Pls: 114,137 Users: 19,023
	Social media			
	instagram	md.magazin		Followers 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>Office 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>Spatial identity 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>Interior design with social responsibility 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>Living 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>Lighting 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>Kitchen 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>Office 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>Flooring 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>Sustainability 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>Impactful materials 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"> • Sustainability • Building in existing contexts • Innovative materials <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>Sanitary design 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>Climate-responsive design 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>Colour “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>Building Ahead 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>Multigenerational workspaces 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>Acoustics 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>Shared spaces 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>Restaurant design 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>Resimercial 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>What does the client actually want? 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

db-bauzeitung.de

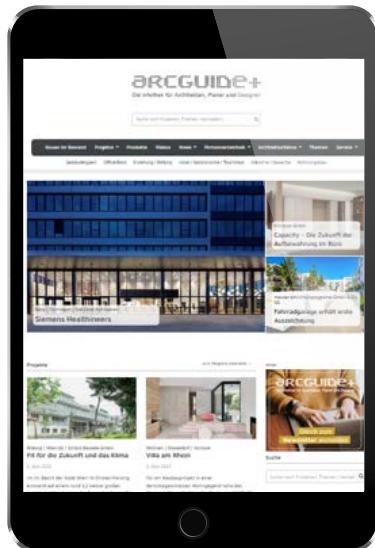
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Maximum visibility for your brand – among architects, planners and designers. The PR partnership at editorial level places your product news and projects in a targeted, editorial environment on our website – enhanced by a compelling company profile and extended reach via the editorial newsletter.

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

NEWSLETTER

13,500 subscribers
2 x per week

CONTENTS

Projects
Product news
News
Videos

WEBSITE

www.arcguide.de

PR PARTNERSHIP

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

Profile entry in the architecture business directory

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

+ 12-months run time + Publication of PR releases under projects/product news + Promotion of PR releases in the newsletter (Tue or Thu)	
S	3 releases
M	7 releases
L	16 releases
XL	unlimited number of releases

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:



DISPLAY ADS

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



(Example of db website)

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

DISCOUNTS FOR NO. OF WEEKS:

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

SUBMISSION OF FILES:

7 days before start of campaign via our customer portal: kundenportal.konradin.de
File formats: GIF, JPG, HTML5 (responsive), redirect. File size max. 80 KB for GIF and JPG. Please create HTTPS-compatible HTML5 and redirect files (max. 30 MB). Tracking code and tracking pixels are possible. We reserve the right to adjust the file size for video ads. For questions regarding the delivery of advertising material, please contact: auftragsmanagement@konradin.de.

Advertising format	Placement on desktop and tablet*	Size in pixels (w x h) - desktop and tablet	Placement on mobile	Size in pixels (w x h) - mobile	Rate per week/website
Large leaderboard		970 x 90		300 x 50	490.00
Leaderboard		728 x 90		300 x 50	390.00
Skyscraper Wide skyscraper Sticky skyscraper		120 x 600 160 x 600		300 x 50	420.00 450.00 490.00
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

*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
 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

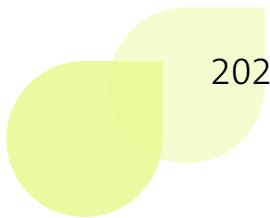
Target groups of the Konradin architecture brand network

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
 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:



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.

ARCHGUIDE+ db md



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