konradin Architektur

ARCGUIDE+ db md

MEDIA KIT 2027

PRINT
DIGITAL
LEADS
CONTENT MARKETING
SOCIAL MEDIA
EVENTS



konradin Architektur

WANT TO STAND OUT IN ARCHITECTURE? MAKE SURE YOU'RE COMMUNICATING IN THE RIGHT CONTEXT.

Three perspectives.
Full market coverage.
One media portfolio.



» architektur.konradin.de

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One click takes you straight to the topics that matter to you!

YOUR **CONTACT PERSON**

Reach architects, interior designers and planners exactly where projects take shape, materials are evaluated and decisions are made.
Our media connect you with your target audience throughout the entire planning and decision-making process – in print, digital and in person.

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COMMUNICATION ACROSS ALL CHANNELS

LEADS
Events
(live, digital
and hybrid)

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

PRINT
Magazines
db | md

NEWSLETTER
theme-related,
exclusive and
editorial



SPECIALS
Print and
Digital

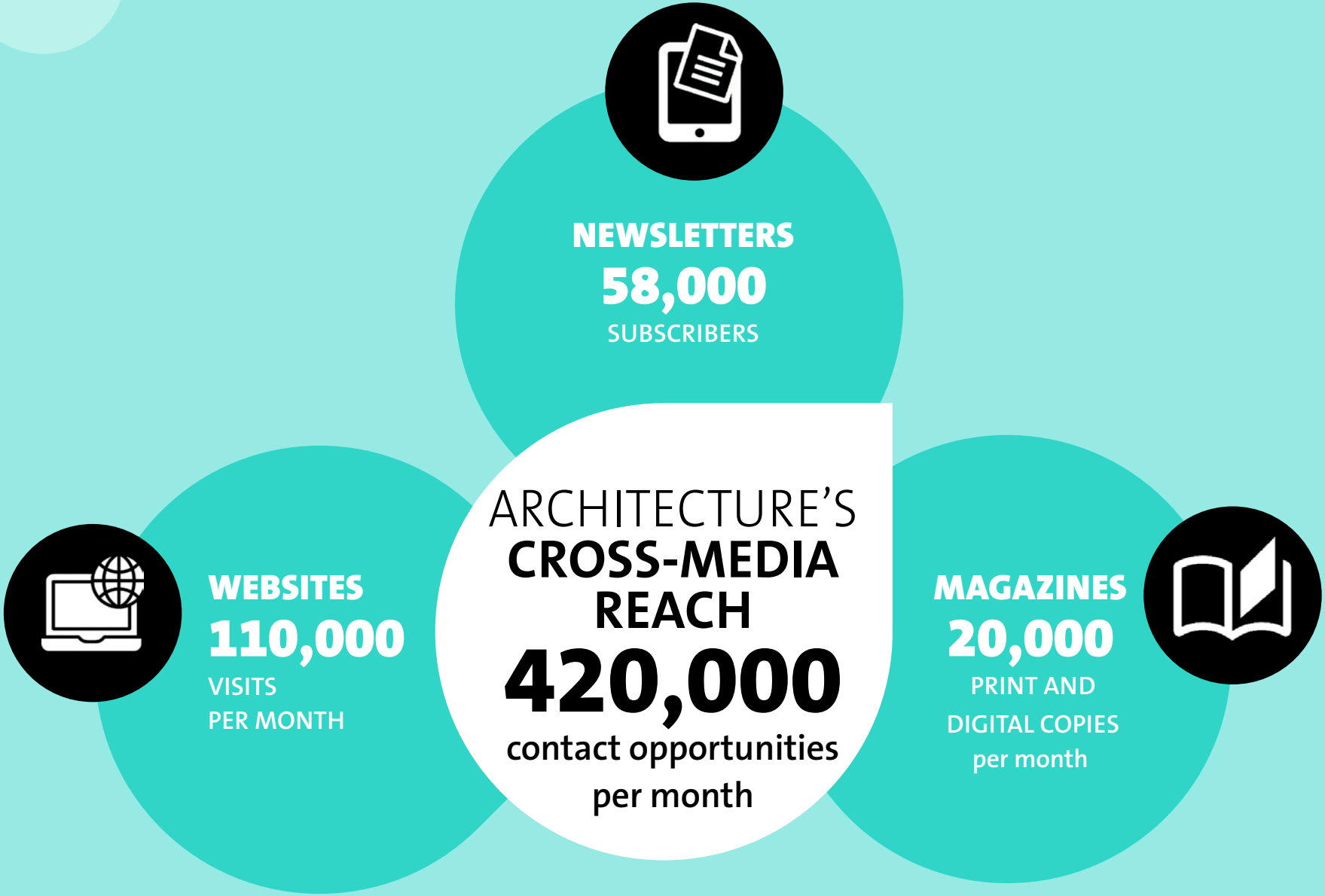
SOCIAL MEDIA

YOUR BENEFITS

- One website, three perspectives – bringing architecture together
- Manufacturer content: products, brands, technologies, projects and campaigns
- All advertising opportunities at a glance: editorial themes, exclusive formats and events

» All information

TOTAL **CIRCULATION**



PRINT

LASTING RELEVANCE.
IMPACTFUL PRESENCE.

db deutsche bauzeitung and md interior design architecture combine in-depth expertise with high credibility. Reach architects, interior designers and planners with your brand exactly where they explore projects, products and trends – and where decisions take shape.



YOUR BENEFITS

- High credibility
- Relevant professional environment
- Explore key topics in greater depth

AD FORMATS AND RATES

(Rates valid as of 01.10.2026, 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	188 x 270	230 x 297		**14,500.00**
U2 and U3	188 x 270	230 x 297		**13,800.00**
1/1 page	188 x 270	230 x 297	**9,080.00**	**11,780.00**

*Plus 3 mm bleed on all sides

Formats	Type area (in mm)	Trim size* (in mm)	Rate b/w	Rate 4c
1/2 page				
land. 4col	188 x 133	230 x 150	**4,810.00**	**6,240.00**
port. 2col	92 x 270	107 x 297		
1/3 page				
land. 4col	188 x 88	230 x 105	**3,080.00**	**3,990.00**
port.	60 x 270	75 x 297		
1/4 page				
land. 4col	188 x 65	230 x 82	**2,270.00**	**2,920.00**
corner 2col	92 x 133	107 x 150		
port. 1col	44 x 270	59 x 297		
1/8 page				
land. 4col	188 x 32	230 x 49	**1,120.00**	**1,430.00**
corner 2col	92 x 65			
port. 1col	44 x 133			

AD FORMATS AND RATES

(Rates valid as of 01.10.2026, 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 (special finishing on request)	188 x 270	210 x 297		**8,300.00**
U2 and U3	188 x 270	210 x 297		**7,800.00**
1/1 page	188 x 270	210 x 297	**5,030.00**	**6,520.00**

*Plus 3 mm bleed on all sides

Formats	Type area (in mm)	Trim size* (in mm)	Rate b/w	Rate 4c
1/2 page				
land. 4col	188 x 133	210 x 150	**2,770.00**	**3,620.00**
port. 2col	92 x 270	103 x 297		
1/3 page				
land. 4col	188 x 88	210 x 105	**2,120.00**	**2,750.00**
port.	60 x 270	71 x 297		
1/4 page				
land. 4col	188 x 65	210 x 82	**1,450.00**	**1,880.00**
corner 2col	92 x 133	103 x 150		
port. 1col	44 x 270	55 x 297		
1/8 page				
land. 4col	188 x 32	210 x 50	**890.00**	**1,150.00**
corner 2col	92 x 65			
port. 1col	44 x 133			

PRINT ADVERTORIAL

YOUR PRODUCTS AND PROJECTS IN AN EDITORIAL SETTING.

Present your content exclusively in the look and feel of db deutsche bauzeitung or md interior design architecture – attention-grabbing, high-quality and tailored to your target audience.



YOUR BENEFITS

- **High visibility**
- **Strong brand awareness**
- **Targeted product focus**

Formats	Rates 4c db	Rates 4c md
2/1 pages	**23,560.00**	**13,040.00**
1/1 pages	**11,780.00**	**6,520.00**
1/2 pages	**6,240.00**	**3,620.00**

All rates are quoted without further deductions. No agency commission applies.
You provide the content (text and images); we take care of the design in the look and feel of db or md. Prior to publication, you will receive the final advertorial for approval.

AD SPECIALS

(Rates valid as of 01.10.2026, in €, plus VAT)

	Details	Delivery quantities	Rates incl. postage 135–180 gsm
BOUND INSERTS db 	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.	**12,050.00**
md 	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.	**6,395.00**
TIP-ONS – for all titles 	On ads or bound inserts Postcards	**db: 16,400 copies** **md: 7,200 copies** No partial print-runs **Samples, booklets and other materials available upon request.**	In addition to carrier ad/ bound insert **70.00 per thousand** Plus gluing: **55.00 per thsd. autom. gluing** **per thsd. manual on request**
LOOSE INSERTS – for all titles 	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)	**305.00 per thousand** **340.00 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 12

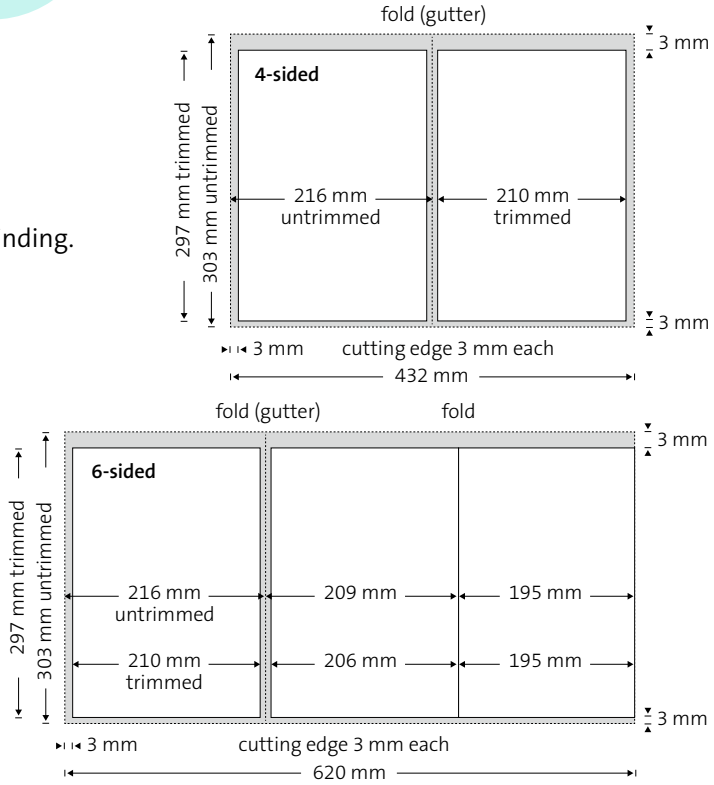
- Smaller recommendation ads: millimetre rates on request
- Job ads, offers of representation, tenders, competitions, miscellaneous – width: 44 mm, rate per mm for b/w: **€3.40, 4c €5.20**

TECHNICAL **REQUIREMENTS**

for md

bound inserts:
Possible with perfect binding.
Delivery untrimmed.

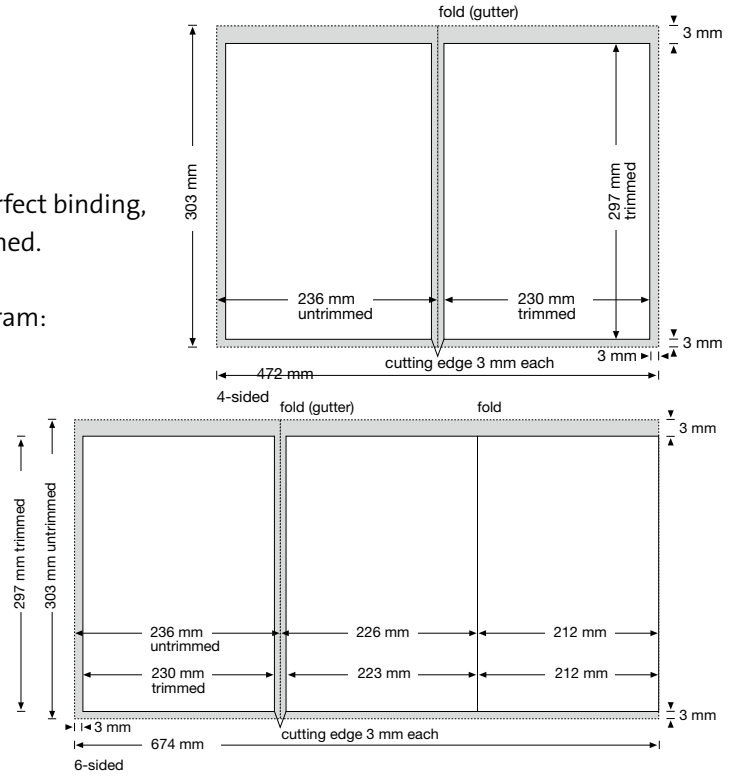
Trim layout diagram:



for db

bound inserts:
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 tip-ons	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.

SPECIAL ISSUES 2027





ADDITIONAL E-PAPER DISTRIBUTION
to a total of 65,000 newsletter subscribers of the magazines dds, BM and db.

Impactful materials

Publication date: July 2027
Cooperation of db deutsche bauzeitung and md INTERIOR DESIGN ARCHITECTURE

Now in its sixth edition, the special issue brings architecture and interior design together. 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.

Building ahead

Publication date: September 2027

Working with existing buildings has always been a core discipline of interior architecture. But expectations are rising: in an age of resource scarcity, the question is no longer simply how buildings can be carried forward into the future, but how they can be designed for further cycles of use from the outset. From reversible solutions and circular material flows to innovative materials, this special issue explores answers to one of the defining questions of contemporary architecture.

SPECIAL ISSUES 2027



NEW



PROJECTS that blew us away

arcguide

Publication date: December 2027

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.

» see page 37

md Special “In conversation”

Publication date: October 2027

What is more valuable in times like these than genuine conversation? In this special issue, people from design practice and industry have their say, looking ahead, developing visions and addressing the questions of the future: How can we achieve more with fewer resources? How can the profession embrace greater responsibility? And what distinguishes humans from machines?

» further details

db deutsche bauzeitung

9 ISSUES
plus special issue:
‘Material wirkt’ (7,200 copies)

CIRCULATION
16,000 copies plus e-paper

NEWSLETTER
27,000 subscribers

THE MAGAZINE

db delivers independent specialist journalism where architecture, technology and building culture meet. Its editorial team examines projects, materials and technologies and places current developments in a critical, well-researched context. The focus is on quality, future viability and resource efficiency – from design, construction, energy and economic perspectives.

CONTENT

db showcases outstanding projects – from innovative housing to complex infrastructure. Particular attention is given to sustainable, energy-efficient and resource-conscious solutions for the transformation of the building sector and for working with existing buildings. Every project is reviewed on site by db’s specialist 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.



» www.db-bauzeitung.de

CONCEPT & SECTIONS

FEATURES

Topic-specific product communication helps companies reach planners directly – with practical, solution-focused content that is relevant to their daily work.

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.





INSIGHTS FROM PRACTICE

Key perspectives, industry opinions and interviews.

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:	161st year 2027
07 Organ:	VFA Vereinigung Freischaffender Architekten Deutschlands e.V. BDB Bund Deutscher Baumeister, Architekten und Ingenieure Frankfurt Rhein Main e.V.
08 Memberships:	—
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CIRCULATION

1 Newsletter reporting, 1st half of 2026

2 Matomo, 1st half of 2026

Magazine

		Recipient addresses
Print copy		
print circulation	15,993	
ePaper		
subscriptions		2,496

Contact opportunities

Total circulation	
per issue	**18,489**
(plus additional print copy readers)	

Newsletter

	Recipient addresses
Editorial newsletter	27,291
1	

Newsletter	
per issue	**27,291**

Website

www.db-bauzeitung.de

2

Website	
per month	**PIs: 207,571**
	Users: 47,444

Social media

Instagram	**@dbdeutschebauzeitung**	**Followers** **6,618**

EDITORIAL SCHEDULE 2027

Issue	01-02/2027	03/2027	04/2027	05/2027	06/2027
PD	04.01.2027	02.03.2027	02.04.2027	03.05.2027	02.06.2027
AD/MD	03.12.2026	03.02.2027	04.03.2027	06.04.2027	30.04.2027
Themes	**Building differently** With our trade fair issue for BAU 2027, we continue db's long-running "Building differently" series. Circular and resource-efficient construction, Building Type E, simple and robust building methods, built examples of experimental architecture and sufficiency in architecture. **Building in existing contexts – latest developments** Energy-efficient refurbishment, making the most of limited resources, case studies **Trends** BIM and AI	**Culture** Cultural centres are places for meeting, learning and exchange. Whether designed as multifunctional spaces or as museums, theatres or concert halls, they play an essential role in a thriving society. **Building in existing contexts: Renewing churches** The conversion and adaptation of churches remains a perennial issue in architecture – even in times of a weaker economy. **Trends** Lighting	**Sports facilities** Current developments in the planning and design of sports venues, sports halls and swimming pools, with a focus on sustainable, durable materials. Refurbishments and new buildings featuring timber, steel or hybrid structures. **20 years of Metamorphose – pioneers in covering refurbishment, conversion and heritage conservation.** **Trends** Outdoor spaces	**Infrastructure projects** Buildings for urban utilities, waste management and infrastructure are often overlooked from a design perspective, yet they have a major impact on the built environment. Planning and design of municipal depots, maintenance facilities, data centres, heating plants, water towers and recycling centres. **Building in existing contexts – latest developments** The challenges of vertical extensions and urban densification, fire protection in existing buildings, case studies **Trends** Fire protection	**Multigenerational living** How can homes be intelligently planned or adapted to accommodate several generations under one roof? How can existing homes be converted to provide dignified, age-appropriate living? Intelligent solutions for vertical extensions and additions, as well as flexible floor-plan typologies. **Building in existing contexts: 100 years of the Weissenhof Estate** The legendary housing experiment celebrates its centenary and is undergoing extensive refurbishment for IBA 2027. **Trends** Healthcare buildings
Key product themes	Trade fair BAU	Interior and exterior surfaces, colour, render, lighting, acoustics, lighting systems, glass, bathroom and sanitary design	Roofing, outdoor spaces, parking systems, drainage, flooring, modular construction, software	Insulation, masonry, concrete, fire protection, structural waterproofing, interior fit-out	Balconies and loggias, accessibility, access, solar shading, HVAC, software

Every issue features the latest news and useful insights on IBA'27 – the International Building Exhibition Stuttgart

EDITORIAL SCHEDULE 2027

Issue	07-08/2027	09/2027	10/2027	11/2027	12/2027
PD	06.07.2027	03.09.2027	01.10.2027	02.11.2027	03.12.2027
AD/MD	08.06.2027	09.08.2027	06.09.2027	05.10.2027	08.11.2027
Theme	**Impactful materials** The focus is on the interface between architecture and interior design – materiality is approached holistically, including such aspects as tactile quality, construction, colour and spatial impact. Key topics include: • Sustainability • Building in existing contexts • Innovative materials These topics are illustrated through selected projects – each with a focus on both interior and exterior spaces. The tactile qualities of different switches are also examined in relation to specific materials.	**City life** How is the city centre being redefined as retail and office uses decline? What does this transformation mean for the people who live there? How can vacant spaces be put to meaningful new use and urban centres revitalised? Key topics include the 15-minute city, climate-resilient urban planning, smart cities and the densification of existing urban areas. **Building in existing contexts: Late 19th-century buildings** Few periods have left behind such a large building stock – making suitable refurbishment solutions particularly important. **Trends** Climate resilience	**Denmark** Danish architecture is widely regarded as a pioneer in sustainability, circularity and liveable urban planning, combining high aesthetic standards with bold ideas. Current projects and innovative approaches in cities such as Copenhagen and Aarhus, by the water and in rural areas. **Building in existing contexts – latest developments** Building materials for sustainable refurbishment, circular construction, case studies **Trends** Circular construction	**The art of structural engineering** Successful design is shaped to a significant degree by the contribution of structural engineers and by close collaboration between architects and engineers. The latest technical developments and possibilities in structural engineering, including bridges and transport structures, halls and towers. **Building in existing contexts – latest developments** The challenge of adaptive reuse, the latest developments in building law and standardization, case studies **Trends** Steel and timber construction	**Monolithic construction** Monolithic and solid construction using concrete, natural stone, timber or brick stands for durability and robustness. Regional differences and the adaptation of these construction methods to different climatic conditions. Simple and robust construction in the spirit of Building Type E and sufficiency. **Building in existing contexts: low budget** How existing buildings can be refurbished or converted cost-effectively in times of tight budgets. **Trends** Modular construction
Key product themes	Interior and exterior surfaces, colour, render, timber, metal, concrete, ceramics, glass	Outdoor spaces, drainage, windows, switches, building automation, bathroom/sanitary	Doors and gates, interior doors, locking systems, fittings, security technology, façades	Roofing, photovoltaic systems, solar technology, timber-, steel- and modular construction, software	Masonry, concrete, clay, renovation, office, fire protection, HVAC

Every issue features the latest news and useful insights on IBA'27 – the International Building Exhibition Stuttgart

md INTERIOR DESIGN ARCHITECTURE

6 ISSUES
plus 2 special issues:
'Material wirkt' and
'Weiter bauen'
(7,200 copies)

CIRCULATION
7,000 copies plus e-paper

NEWSLETTER
16,000 subscribers

THE MAGAZINE

Interior design with attitude: md combines aesthetics, ambition and analysis. With editorial depth, carefully curated products and a keen eye for trends, md is an influential voice in the industry – independent, opinionated and close to professional practice.
Across print, streaming and social media, md delivers inspiration, sound expertise and fresh perspectives for everyone who plans and shapes spaces.

CONTENT

md explores how interior design is shaping our future – 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 AI and digitalisation, circular design or new ways of working: md provides orientation, practical strategies and ideas for everyone working to make interior design fit for the future.

TARGET GROUP

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



» www.md-mag.com

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.





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.

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.

MAGAZINE **PROFILE**

***01** Title:*	**md INTERIOR DESIGN ARCHITECTURE**
***02** In brief:*	md is the independent 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:*	73rd year 2027
***07** Organ:*	—
***08** Memberships:*	—
***09** Publishing house:*	Konradin Medien GmbH
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CIRCULATION

1 Newsletter reporting, 1st half of 2026

2 Matomo, 1st half of 2026

Magazine

Print copy
print circulation 6,986

Recipient addresses
ePaper
subscriptions 12,044

Contact opportunities

Total circulation
per issue **19,030**
(plus additional print copy readers)

Newsletter

Recipient addresses
Editorial newsletter 16,203
1

Contact opportunities

Newsletter
per issue **16,203**

Website

www.md-mag.com
2

Contact opportunities

Website
per month **PIs: 86,960**
Users: 37,851

Social Media

Instagram **md.magazin**

Contact opportunities

Followers **13,200**

EDITORIAL SCHEDULE 2027

Issue	01-02/2027	03-04/2027	05-06/2027	Special issue
PD	10.02.2027	01.04.2027	03.06.2027	06.07.2027
AD/MD	13.01.2027	02.03.2027	30.04.2027	08.06.2027
Theme	**Office** From meeting rooms and informal spaces to the canteen: one of the key challenges in office design is creating a sense of belonging among employees. Which spatial solutions can help achieve this? **Education** Educational spaces are becoming increasingly open. From daycare centres and universities to museums, planners are responding to the latest pedagogical insights with lighting concepts and the integration of media. **Lighting** Light has a powerful impact on how spaces are experienced. It can enhance concentration in the workplace, encourage purchasing in retail environments and create intimacy in restaurants. Colours, materials and architecture only come fully to life with the right lighting concept. The challenge is finding the right light for every purpose.	**Sanitary design** Sleep trackers, meditation apps and nutritional supplements – longevity is booming. The key space for rest, regeneration and wellbeing is the bathroom. What solutions should interior designers know about to inspire health-conscious, lifestyle-driven clients – particularly in the hotel sector? **Living** Living spaces are becoming softer. Deep furniture and flexible zones set the tone, while carefully coordinated lighting, walls and flooring complete the overall look. **Kitchen** As kitchens become ever more integrated into the living space, their visual and material qualities take centre stage. At the same time, extractor hoods, fittings and appliances are also surprising users with new functions.	**Office** Companies are bringing employees back on site – and that calls for smart planning. How can existing properties be transformed into modern workplaces efficiently and cost-effectively, ideally without the need for a building permit? **Flooring** Visually and tactilely appealing, robust and healthy for indoor living – these are qualities many clients now expect from flooring. At the same time, the industry is embracing circularity. What can other sectors learn from the recycling concepts already being developed in flooring? **Modular construction** Thinking in modules can cut costs and shorten construction times. How can these principles be applied to interior design – for example through room-in-room solutions? And isn't the ability to create highly individual spaces one of interior design's greatest strengths?	**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. Key topics include: • Sustainability • Building in existing contexts • Innovative materials 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 material.

EDITORIAL SCHEDULE 2027

NEW
md special:
In conversation
» see page 16

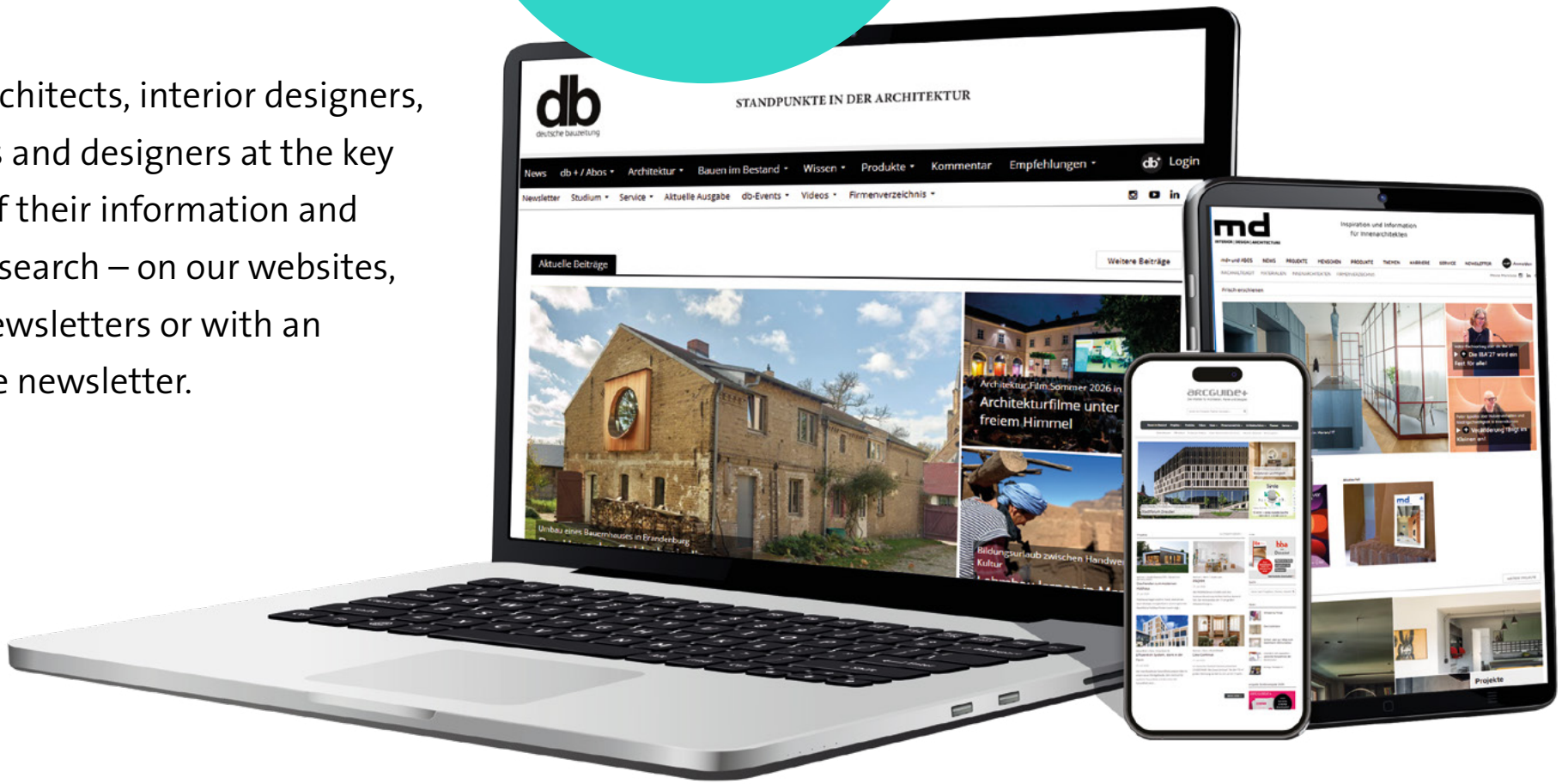
Issue	07-08/2027	Special issue	09-10/2027	11-12/2027
PD	04.08.2027	08.09.2027	05.10.2027	01.12.2027
AD/MD	07.07.2027	11.08.2027	07.09.2027	03.11.2027
Theme	**Glass** Mirrored, dichroic or satin-finished: glass is a versatile material with both decorative and functional applications – from lighting to large-scale spatial design. **Sustainability** Churches are no longer just sacred spaces. As congregations shrink, the conversion of former places of worship and community buildings is becoming increasingly relevant. **Digitalisation** Which AI tools are available, and how can they support interior architects? How do you write effective prompts, and which programmes can assist with the design process today – with or without AI? A practical guide.	**Building ahead** Working with existing buildings has always been a core discipline of interior architecture. But expectations are rising: in an age of resource scarcity, the question is no longer simply how buildings can be carried forward into the future, but how they can be designed for further cycles of use from the outset. From reversible solutions and circular material flows to innovative materials, this special issue explores answers to one of the defining questions of contemporary architecture.	**Office** Whether lobby, corridor or meeting staircase, circulation spaces are moving back into the heart of design. Designers use intelligent acoustics, furniture solutions and visual zoning across ceilings, walls and floors to define these spaces. **Acoustics** Although many employees value interaction with colleagues, noise-cancelling headphones isolate them from the office community. Which spatial solutions – from acoustic baffles to meeting pods – can help counteract this? **Hotel** Short-stay apartment chains promise flexibility and privacy, while shared spaces such as hotel bars and personal interaction between staff and guests are becoming less central. What does this shift mean for hotel design, and how can traditional hospitality continue to hold its ground?	**Society** From new forms of housing to education and travel, interior architects are increasingly called on to create environments that enable older people to participate fully in everyday life. The spectrum ranges from accessible adaptations to high-end senior living. **Hidden features** From multifunctional kitchen taps and intelligent lighting controls to subtle material innovations, sophisticated fittings and almost invisible acoustic solutions in restaurants: more and more components are taking on additional functions that are barely noticeable. A quick guide. **Shipbuilding** From private yachts to cruise ships, the maritime sector opens up new opportunities for interior architects. But what changes when interiors are designed for the water rather than for land?

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ONLINE

» db-bauzeitung.de
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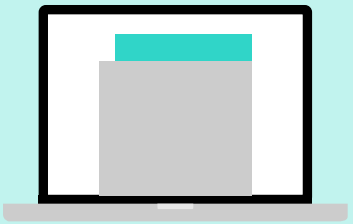
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DISCOUNTS FOR NO. OF WEEKS:
from 6 = 5% from 12 = 10%
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SUBMISSION OF FILES: 7 days before start of campaign via our customer portal » kundenportal.konradin.de
File formats: GIF, JPG, HTML5 (responsive), redirect. File size max. 80KB for GIF and JPG. Please create HTTPS-compatible HTML5 and redirect files. File format for video ad: MPEG4 (file size max. 30 MB). Tracking code and tracking pixels are possible. We reserve the right to adjust the file size for video ads.

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

ONLINE ADVERTORIAL

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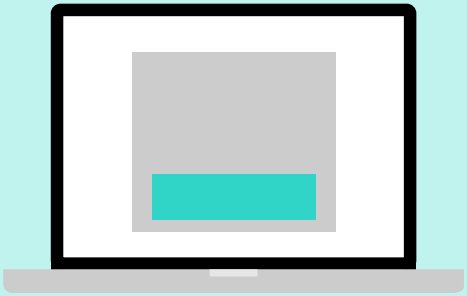
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Body text: max. 6,000 characters (incl. spaces)
Images: 5–10 images in JPG format, minimum width 600 px
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- **Communication in the look and feel of db, md or arcguide**
- **Clearly defined reach**



Brands and target group	Recipients as of 06/2026	Rate per mailing
db	27,000	**5,200.00**
md	16,000	**4,990.00**
arcguide	13,000	**4,850.00**
Architects/planners	44,000	**7,100.00**
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DATA SUBMISSION

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arcguide db md

db newsletter
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YOUR BENEFITS

- **More traffic to your website**
- **Trusted editorial environment**
- **Direct access to your target audience**

Ad formats for editorial newsletter	Pixels (width x height)	Rate per mailing
Text-image ad (300 characters incl. blanks)	250 x 180	**1,180.00**
Premium text-image ad (300 characters incl. blanks)	550 x 330	**2,240.00**
Leaderboard	728 x 90	**830.00**
Full banner (in content)	590 x 100	**620.00**

DATA SUBMISSION

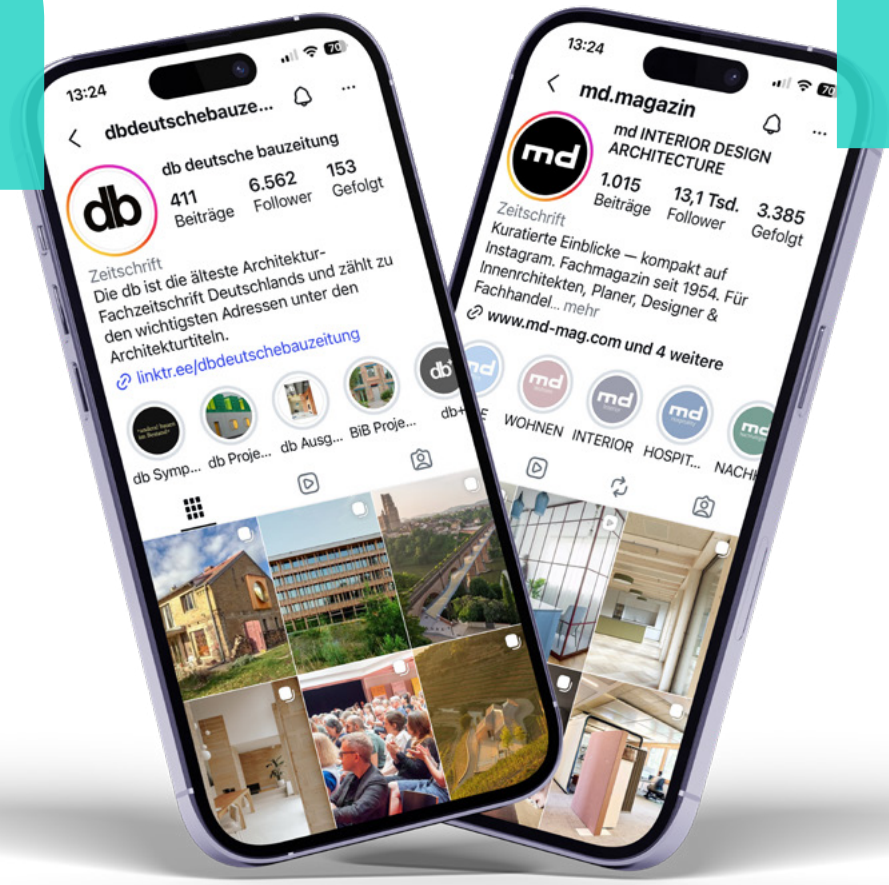
7 days before the mailing date via our customer portal: **» kundenportal.konradin.de**
File formats: GIF, JPG (DOC additionally for text/image ads), tracking code is possible, tracking pixels are not built in (file size max. 60 KB).
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md
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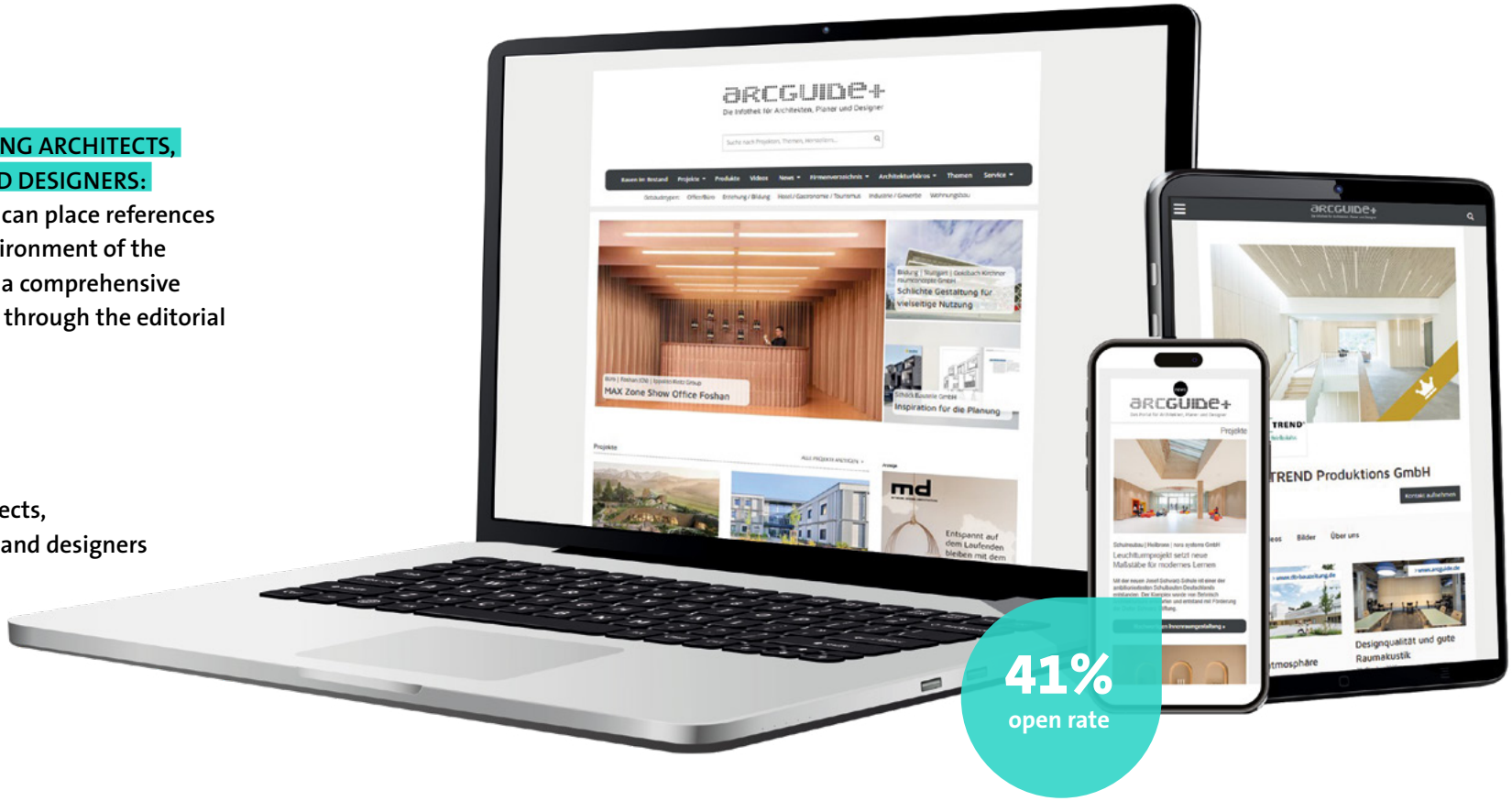
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arcguide PARTNERSHIP

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1. WEBSITE:
SEO-optimised references, videos and product news are published on the website.
www.arcguide.de

2. NEWSLETTER:
All PR news is promoted in the editorial newsletter.
2 x per week

3. COMPANY PROFILE:
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+ Publication of PR releases under projects or product news + Promotion of PR releases in the newsletter (Tue or Thu)		
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L	16 releases	**2,710.00**
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References from architects, planners and manufacturers on the homepage and under ‘Projects’.

PRODUCT NEWS
Trends and applications from manufacturers on the homepage and under ‘Product News’.

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SPECIAL ISSUE PRINT

(Rates valid as of 01.10.2026, in €, plus VAT)

PUBLICATION
December 2027

CIRCULATION
30,000 copies
+ e-paper

FORMAT
200 x 265

arcguide 2027 PROJECT ISSUE

INSPIRATION AND INFORMATION FOR ARCHITECTS AND PLANNERS:

Showcase your reference project in the 8th edition of the arcguide special issue. The editorially curated double-page feature features background information, an interview with the project architect and a detailed project profile.
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Double-page spread	4,050.00
FURTHER ADVERTISING OPTIONS	
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EVENTS



db + md symposium

“anders! bauen” – building differently

“Klimaresilienz als Zukunftsaufgabe” – Climate resilience as a challenge for the future

Climate change and extreme weather are reshaping the demands placed on architecture and interiors. How can buildings and spaces become more climate-resilient and future-ready? The db + md Symposium brings together experts, planners and manufacturers to discuss practical strategies, solutions and perspectives – live on site and via stream.



md design dialog
Exclusive

md design dialog

The exclusive md design dialog explores the issues shaping and transforming interior design: the impact of materials, new products and the role of interior designers as product developers. Bringing together decision-makers and visionaries from across the industry, the format generates fresh perspectives and new ideas.

md design dialog
AI in practice

md design dialog

AI is reshaping the industry – four talks reveal how. The md editorial team explores where AI is already making an impact on creativity, communication and workflows. The focus: human strengths, AI-powered content and marketing, visualisation, and AI as a sparring partner and personal assistant.

db Ortstermin

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 360°

db 360 Grad

A four-part expert series tackling the key challenges facing the construction industry. The db editorial team brings together an architect/specialist planner and three manufacturers to discuss the issues shaping planning and design today.

» Detailed information

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