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Media Information 2018

No. 45 effective January 1, 2018





Circulation audit: (corresponding institute to ABC)

Circulation analysis: July 1st 2016 to June 30th 2017

Total print run:

133,887	complete edition
25,175	Baden-Württemberg
23,929	Bavaria
7,250	North 1 (Hamburg, Schleswig-Holstein)
11,528	North 2 (Bremen, Lower-Saxony)
31,289	North Rhine-Westphalia
16,680	East (Berlin and all eastern federal lands)
18,016	South West (Hesse, Rhineland-Palatinate, Saarland)

Total circulation: 132,308

Number of copies sold: 130,622

Unpaid distribution: 1,686

Unpaid copies: 1,579

Deutsches Architektenblatt (German Architects magazine) - Feature Summary:

The trade journal with the largest distribution and coverage for architects of all disciplines and planning civil engineers. As an official forum of the Bundesarchitektenkammer (Federal Chamber of German Architects) and the 16 Landesarchitektenkammer (Regional Chamber of Architects), it appears in a circulation of around 130,000.

The German Architects magazine provides information on questions regarding architecture and planning, office management and organisation, construction technology and further education. The primary focus, therefore, is not on the completed construction, but rather, on those who design and manage it. It offers them practical, competent and up-to-date advice. The main topics include marketing and management, office furnishing and software, legal and career policies, construction materials, but construction processes and logistics are also covered.

Web address (URL): www.DABonline.de

Brief characteristics: Information and service offer from the Deutsches Architektenblatt for all architects and structural planning engineers. This comprises regularly updated news, background reports and discussions relevant to architecture. Practical advice is provided by articles from the fields of construction engineering and innovations, software, office management, marketing and law, professional policies and training. The jobs market section includes an extensive range of vacancies. Further service areas (such as the archive for print editions and monthly newsletter) utilize the interactivity of the web, based on user-friendly functionalities.

Target group: Architects in all disciplines, such as building construction, urban development, landscaping, interior design and in addition civil engineering specialised in construction engineering

Publisher: planet c GmbH
Address Kasernenstrasse 69, 40213 Düsseldorf
Postal address Postfach 10 11 02, 40002 Düsseldorf
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Online Administration: Simone Orlich
Phone: 0049 - 211 - 5 42 27-672
e-mail: s.orlich@planetc.co

Data supply: By e-mail to Simone Orlich at least 5 working days before ad placement

Technical specifications:
File formats sw-file, GIF, JPG or PNG banner
Placement duration at least one month
Please request our info sheet in advance for Flash files (banners and layers), so as to ensure proper supply via our ad server.

External ad server: Possible, after discussion and agreement

Editor:

Federal Chamber of Architects (Federal Association of the Chambers of Architects / Public corporations)

Complete edition with seven regional sections:

Baden-Württemberg

Bavaria

North 1 (Hamburg, Schl.-Holstein)

North 2 (Bremen, Lower Saxony)

North Rhine-Westphalia

East (Berlin and all eastern federal lands)

South-West (Hesse, Rhineland-Palatinate, Saarland)

Trimmed page size:

220 mm wide x 280 mm high

Page typed area:

185 mm wide x 250 mm high

4-col./43 mm wide

4-col./58 mm wide

Printing and binding method, copy:

Web offset printing process, perfect binding.

We need high-quality digital art work.

Deadlines:

Publication	12 editions
Date of publication	see "Schedule and topic plan"
Closing date for adverts	see "Schedule and topic plan"

Publishing house and advertising department:

planet c Gmbh	
Postal address	Kasernenstraße 69, D-40213 Düsseldorf
	POB 10 11 02, D-40002 Düsseldorf
Internet	www.planetc.co
Phone	0049 - 211 - 5 42 27-700
Media Consultant	Dagmar Schaafs
Phone	0049 - 211 - 5 42 27-684
Telefax	0049 - 211 - 5 42 27-884
E-Mail	d.schaafs@planetc.co

Terms of payment:

2% cash discount for payment within 8 days
Net for payment within 14 days
VAT Reg. No. DE 205443097

Bank connection:

HypoVereinsbank	IBAN: DE73 3022 0190 0025 3421 19
	SWIFT Code/BIC: HYVEDEMM414

Issue	Dates	Civil engineering		Trade fairs 2018
		Contributions from experts	Products and objects	
January PD: 02.01.18 AD: 08.12.17 PDD: 13.12.17	Abroad: international architecture, architecture exports, inspiration from abroad, building in Europe	Heating and air conditioning technology, ventilation	Interior wall coverings: metal, glass, textiles and coatings: Paints and varnishes Partition walls: Folding and sliding walls, glass, plumbing, soundproofing Interior fittings: insulation on the floors and interior walls	Heimtextil 09. - 12.01., Frankfurt CONSTRUCT IT 10. - 12.01., Essen INDUSTRIAL BUILDING 10. - 12.01., Essen Domotex 12. - 15.01., Hanover imm cologne with LivingKitchen 15. - 21.01., Cologne Swissbau 16. - 20.01., Basel
February PD: 01.02.18 AD: 10.01.18 PDD: 15.01.18	Public: public spaces and landscapes, landscape architecture, public buildings	Good accessibility	Constructional fire prevention: doors, seals, ducts, glazing, smoke removal Room cells and modules Waterproofing and insulation of buildings	Gebäude.Energie.Technik 02. - 04.02., Freiburg FeuerTRUTZ 21. - 22.02., Nuremberg DACH+HOLZ 20. - 23.02., Cologne bautec 20. - 23.02., Berlin
March PD: 01.03.18 AD: 09.02.18 PDD: 14.02.18	Bright: light as a design element, lighting at the workplace, glass architecture	Safety	Floor coverings: carpet, parquet, linoleum, stone, tiles, laying materials Kitchens: kitchen furniture and equipment, household devices Dome lights and daylight systems Software news	R+T 27.02. - 03.03., Stuttgart Altenpflege 06. - 08.03., Hanover SHK Essen 06. - 09.03., Essen Light + Building 18. - 23.03., Frankfurt FRONT WINDOW INSTALLATIONS 21.03 - 24.03., Nuremberg
April PD: 03.04.18 AD: 09.03.18 PDD: 14.03.18	Small: running small offices, good construction with small budgets, small houses	Solid wall construction materials	Roof: concrete, fibre cement, metal, slate, ceramic, ventilation, safety barriers, insulation, seals, chimneys Façade cladding: fibre cement, wood, clinker and facing brick, stone, glass, metal Building greening Urban space: outside lighting, roofing/canopies, borders, drainage, sports facilities, urban furniture	IFH/Intherm 10. - 13.04., Nuremberg

Issue	Dates	Civil engineering		Trade fairs 2018
		Contributions from experts	Products and objects	
May PD: 02.05.18 AD: 10.04.18 PDD: 13.04.18	Living: affordable apartment construction, new forms of housing, new floor plans, discussions on living	Building redevelopment	Windows Sun blinds: marquees, roller blinds, glazing, foil Light: lighting technology, light bulbs, lamps Building automation: smart technologies BIM: Building Information Modelling	
June PD: 01.06.18 AD: 09.05.18 PDD: 15.05.18	Sustainable: economical, ecological and socially sustainable construction, renewable and local raw materials, regionalisation	Façades	Doors and gateways: automatic, fixtures, bands, emergency exit doors, sliding doors and fixtures, seals Access control: locks, locking systems Steelwork: elements and systems, industrial construction, corrosion protection, steel-glass constructions	Intersolar Europe 20.06. - 22.06., Munich CeBIT 11. - 15.06., Hanover
July PD: 02.07.18 AD: 11.06.18 PDD: 14.03.18	Together: participation, new public participation in architecture and urban construction, inclusion, cooperation	Outdoor space	Drainage: rain gutters, downpipes, roof gullies, balcony drainage Concrete construction: concreting accessories, aerated concrete, exposed concrete Car parks and parking systems CAD software	
August PD: 01.08.18 AD: 10.07.18 PDD: 13.07.18	Change: Reutilisation and conversion, recultivation after mining, evolution of the profession	Building with prefabricated elements	Wood construction regenerative energies: heat pumps, solar energy systems Materials for interior fitting: mineral materials, stone, wood	
September PD: 01.09.18 AD: 10.08.18 PDD: 15.08.18	Urban: new mixtures, urban regions, urban planning projects, discussions on urbanity	Roofs	Wall construction materials: sand-lime brick, aerated concrete, porous concrete, tiles, cement, plaster Plumbing/sanitation: public washroom and WC facilities, cisterns, pipe installations, water treatment, rainwater usage Building automation: Smart Home Project management software	IFA 01.09. - 30.09., Berlin GaLaBau 12. - 15.09., Nuremberg Security 25. - 28.09., Essen REHACARE 26. - 29.09., Dusseldorf CERSAIE September, Bologna

Issue	Dates	Civil engineering		Trade fairs 2018
		Contributions from experts	Products and objects	
October PD: 01.10.18 AD: 10.09.18 PDD: 14.09.18	Inside: development of interior design, interior designer job profile, inner development, city centres	Illumination and lighting	Heating and air conditioning technology: panel heating, radiators, heating systems and boilers, fireplaces and stoves, cooling panels, air conditioning systems Façades: paint, plastering and linings, ETICS, fixtures, insulation, balconies Ceiling systems: acoustics, air conditioning, suspended ceilings BIM: Building Information Modelling	Chillventa 16. - 18.10., Nuremberg Interbad 23. - 26.10., Stuttgart glasstec 23. - 26.10., Dusseldorf Orgatec 23. - 27.10., Cologne EXPO Real October, Munich SAIE 17. - 20. October, Bologna
November PD: 02.11.18 AD: 10.10.18 PDD: 15.10.18	Province: innovation, expansion or renaturation in small cities and in the countryside, wording in the province, planning in rural areas	Fire prevention	Building security: Signage and orientation systems, access control Windows, doors and gateways Bathrooms: sinks and taps, baths, showers, bathroom furniture Elevators	architect@work 07. - 08.11., Berlin denkmal 08. - 10.11., Leipzig GET Nord 22. - 24.11., Hamburg
December PD: 02.12.18 AD: 09.11.18 PDD: 15.11.18	Valuable: monument conservation and cultural heritage, sharing heritage in Europe, redevelopment, preservation	Energy efficient construction	Ventilation systems Thermal insulation Roof: concrete, fibre cement, metal, slate, ceramic, ventilation, safety barriers, insulation, seals, chimneys Working: workplace equipment, office furniture, stools, tables, room partitioning systems, computers, printers, plotters AVA software	architekt@work 05. - 06.12., Stuttgart

Note: the list of themes describes the editorial scope of the respective issue. Not every term will have a separate article

PD = Publication date, AD = Advertising deadline, PM = Printing material expiry date

DABthemen offer concentrated expertise in the various specialist areas. They bundle specialist contributions from external experts within the respective areas, provide basic knowledge and offer practical construction information. DABthemen are integrated in the website of the DEUTSCHES ARCHITEKTEN-BLATT and can be accessed by any user.

DABthemen provide you, as an advertising customer, with the unique possibility of displaying a topic with an outstanding amount of breadth and depth. Present your company and brand as a partner for your specialist area.


DABthemen	Content	Ad duration
Green Building	Design, construction methods and materials, renewable energies, certification, resource management, cradle to cradle	the whole year
Affordable living space	Basic conditions, future-proof solutions, floor plan concepts, construction methods	the whole year
Building automation	Residential and business solutions, energy efficiency, AAL systems	the whole year
BIM	Requirements, software, legislation, contracts, further education, BIM objects	the whole year
Healthy ambient air	Model projects for school and office, tendering and awarding, liability, ambient air measurements, construction material quality, floors	the whole year
Wooden construction	Module construction, multi-storey buildings, fire prevention, ceilings, façades	February until April 2018
Swimming pool construction	Renovation, conversion, extension, planning, material selection	March until May 2018
Roofs	Standards and rules, safety, green roofs, rain water management, leak locating, extension of steep roofs, lighting	June until August 2018
Fire prevention	Façades, insulation, subsequent densification, innovations, expansion	September until November 2018
Interiors	Design trends, living and working, light, furniture and fixtures/fittings, floor coverings	October until December 2018
BAU 2019	Trend topics, construction material news, event tips	November 2018 until January 2019

Advertising formats and rates complete edition


Size: width height in mm		b/w	2-c	3-c	multicolor
1/1 page	185 x 259	8,730	10,130	11,530	12,930
Juniorpage	122 x 171	5,000	6,100	7,200	8.300
2/3 page	122 x 259	6,230	7,480	8,730	9,980
1/2 page	185 x 130	4,670	5,770	6,870	7,970
	90 x 259				
1/3 page	185 x 90	3,110	4,060	5,010	5,960
	90 x 259				
1/4 page*	185 x 63	2,335	3,135	3,935	4,735
	90 x 130				
1/8 page*	185 x 30	1,165	1,815	2,465	3,115
	90 x 63				
2nd. / last cover page	220 x 280				14,550
3rd cover page	220 x 280				14,050
Page 5 table of contents 1/3 page	90 x 259	3,730	4,680	5,630	6,580
Page 5 table of contents 1/2 page	58 x 259	5,600	6,700	7,800	8,900

*Individual placement not binding
All prices in Euro.


Advertising formats and rates for Type Area and Trim/Bleed Ads




1/1 page
width 185/220
height 259/280
b/w 8,730/9,603
4c 12,930/13,803



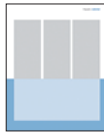
1/2 landscape
width 185/220.0
height 130/154.5
b/w 4,670/5,137
4c 7,970/8,437




1/2 portrait
width 90/107.5
height 259/280.0
b/w 4,670/5,137
4c 7,970/8,437




Juniorpage
width 122/139.5
height 171/195.5
b/w 5,000/5,500
4c 8,300/8,800




1/3 landscape
width 185/220.0
height 90/114.5
b/w 3,110/3,421
4c 5,960/6,271




1/3 portrait
width 58/77
height 259/280
b/w 3,110/3,421
4c 5,960/6,271




1/4 landscape*
width 185
height 63
b/w 2,335
4c 4,735



1/4 2-columns*
width 90
height 130
b/w 2,335
4c 4,735



1/8 landscape*
width 185
height 30
b/w 1,165
4c 3,115



1/8 2-columns*
width 90
height 63
b/w 1,165
4c 3,115

Bleed sizes and rates in [blue](#).
Please add a trim edge of 5 mm all around.
*Individual placement not binding
All prices in Euro

Premium position (discounts granted)

For binding placing regulations
surcharge 20% of basic rate. 1/2 page minimum format.

Colour surcharges (discounts granted)

Complete edition (surcharge for each additional colour)

1/1 page	1,400.- €
2/3 page	1,250.- €
1/2 page	1,100.- €
1/3 page	950.- €
1/4 page	800.- €
Each special color:	1,950.- €

Colours according to Europe scale see price-list. Special colours as combinations of Europe scale colours are charged as bicolour advert according to our price-list. Decorative colours (HKS/Pantone) on demand. Slight differences in shade within an edition are permissible variations of the printing process. Doing without the black film in the placing of colour adverts has no effect on the calculation of the colours.

Format surcharges (capable to discount)

Bleed (trimmed) adverts plus 10% of basic rate.
Please add a trim edge of 5 mm all around.

Classified advertisements (incapable to discount)

All prices per millimetre (b/w, only complete edition)

Vacancies:	5.00 €
Positions wanted:	3.00 €
Further education:	5.20 €
Others:	5.00 €
Competitions:	5.20 €
Charge for box no.	15.00 €
Colour (each colour according to Euroscala)	250.00 €

Discounts

while placing several adverts within one advertising year
(starts with the publication of the first advert).

Frequency rates

3 times	3 %
5 times	5 %
10 times	10 %
15 times	15 %
20 times	20 %

Volume rates

2 pages	3 %
3 pages	5 %
6 pages	10 %
9 pages	15 %
12 pages	20 %

Comments on bound-in and loose inserts and postcards:

It is necessary to submit a sample (3 copies), before order acceptance. The order gets obligatory for the publishing house only by presentation and approval of a sample. Due to the monthly change in the number of the chamber members it isn't possible to mention definite quantity delivered here. Please, ask the exact quantity delivered in the publishing house per month.

Bound-in inserts (capable to discount):

2 pages	10,040.- €
4 pages	15,060.- €
6 pages	20,080.- €
8 pages	25,100.- €

Bound-in inserts to be delivered uncut, several page loose inserts are to be supplied folded accordingly. The front page of bound-in insert to be marked.

Format: 220 x 280 plus 4 mm in back-margin top, 6 mm outer and lower edge = total width 229 mm, total height 290 mm. Additional trim costs may be incurred if formats vary greatly.

Loose inserts (no discounts granted)

Up to format 214 x 274 mm and weight of less than 25 grammes each copy, and 2 mm strength per thousand 158.- €. Higher weight per piece on demand.

Stuck-on postcards (incapable to discount):

on enquiry

Delivery deadline: 14 days before publication

Delivery quantity: see comments for loose and bound-in inserts and postcards.

Dispatch addresses

Please request our info sheet for delivery.

The general terms of business are an integral part of the price list.

Acceptance of digital ads

In order to accept and smoothly process digital ads/print documents, the following conditions need to be fulfilled:

Order

For each data carrier and each file submission, we require the corresponding file name in addition to a binding order as well as printouts of the ads; for colour ads we need print-ready proofs with all required details. The applicable deadlines for accepting orders and print documents can be found in the press information details. (see pages 8 and 9 "Deadlines and editorial schedule").

Contact

Announcements, information, coordination, etc. in relation to the submission of digital copy through:

Simone Orlich
Phone: 0049 - 211 - 5 42 27-672
Fax: 0049 - 211 - 5 42 27-872
Email: s.orlich@planetec.co

Data format

Programmes (Macintosh preferred): InDesign CS (preferred); QuarkXPress; Adobe Illustrator CS; Freehand

Office programmes such as Word and Excel are not suitable.

Preferred: PDF 1.3 (high-end resolution)

When sending open files (applies to the abovementioned programmes), please also submit all fonts and images (CMYK modus ISO coated). **Fonts:** Prior to creating the EPS, fonts should be converted into paths or integrated into the EPS file when it is generated. Alternatively, the fonts used in the file must also be delivered. For EPS files created in Corel Draw, fonts should be converted into paths.

PostScript The standard level is PostScript 2. When using PostScript 3, please contact us first.

ICC profile ISO coated v2 300%

Download and further information about ICC profiles at www.eci.org

Colour ads

True-colour templates are required for all ads. To check the accuracy of the colours, digital proofs must include the FOGRA Media Wedge (available at a charge from www.fogra.org). Proof prints must display an official print control strip.

Advertisement forms and prices:

Type	Placement	Size in pixel	Data volume	Price per month
Super Banner	Homepage	1,020 x 160	45 KB	2,615
Wide Skyscraper	Homepage	160 x 600	45 KB	2,495
Medium Rectangle	Homepage	300 x 250	45 KB	2,070
Wallpaper	Homepage	1,210 x 160 and 160 x 600	90 KB	5,110

Rates in Euro.

Further individual advertisement forms such as flash layers, text ads, sponsoring and similar available on request.

Discounts:

3 months	3%	9 months	10%
6 months	5%	12 months	15%

Terms of payment:

Payment within 8 days 2% discount, within 14 days purely net, VAT Reg. No. DE 205443097

Bank account: HypoVereinsbank
IBAN: DE73 3022 0190 0025 3421 19
SWIFT Code/BIC: HYVEDEMM414

The screenshot shows the DABonline website interface with several advertisement formats overlaid. The 'Super Banner' is positioned at the top of the page. The 'Wide Skyscraper' is a vertical ad on the right-hand side. The 'Medium Rectangle' is placed in the right-hand column of the main content area. The 'Wallpaper' is a large ad at the bottom right, spanning across the width of the page. The 'Banner' is located at the bottom of the page, above the footer content. The website content includes a search bar, navigation menu, and a main article about 'ÜBERZEUGUNGSTÄTER'.

DABnewsletter

Profile

The DABnewsletter updates architects and structural engineers with relevant news about the sector every two weeks. Be it projects or decisions, publications or links – as presented on DABonline.de – content focuses on issues of major interest for the various target groups. The content is presented in an editorially compact and pertinent format and linked to DABonline.de.

Target groups: Architects working in all fields, such as structural engineering, urban planning, landscape planning and interior design in addition to structural engineers specialising in super-structure work.

Advertisement formats and prices

Advertisement format	Size	Price per issue
Advertisement text + picture	400 characters	310.00

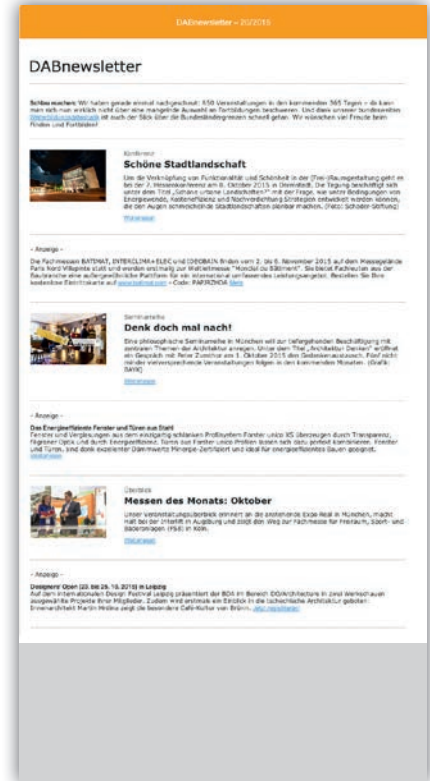
Rates in Euro. All raates subject to VAT at the statutory rate where applicable.

Publication dates Thursdays in odd-numbered calendar weeks, commencing CW3

Order deadline Mondays 12.00 p. m. in the week of publication

Discounts

4 issues = 3 %	19 issues = 15 %
8 issues = 5 %	25 issues = 20 %
13 issues = 10 %	



Sponsoring online

Sponsoring DABthema

Highly topical articles of particular interest for the target group are consolidated into dedicated topics and presented on the start page. The various topics can be sponsored. Reference to the sponsor is included in the right-hand column of the respective DABthema.

DABthemen	Ad duration
Green Building	the whole year
Affordable living space	the whole year
Building automation	the whole year
BIM	the whole year
Healthy ambient air	the whole year
Wooden construction	February until April 2018
Swimming pool construction	March until May 2018
Roofs	June until August 2018
Fire prevention	September until November 2018
Interiors	October until December 2018
BAU 2019	November 2018 until January 2019

Present your company and brand as a partner for your specialist area.

Crossmedial Sponsoring

- **Deutsches Architektenblatt:** Your logo in the print issue announcing the DABtopic
- **DABonline.de:** Your logo the DABthema homepage with link to your online advertorial
- **DABonline.de:** Your online advertorial in the DABpraxis, 5,000 characters, 5 pictures plus link to your website
- **DABnewsletter:** Your logo in two DABnewsletters issues with link to your online advertorial

Package price: 2,500,- €
Duration three months

Data transmission

Transmission via FTP: When transmitting ad data via FTP, please notify us in advance. Our FTP server <ftp.planetc.co>, and you will receive your user name and password by telephone or email on request.

Transmission by email: c.steinlage@planetc.co

File size: max. 5 MB

Data carrier: CD (650 MB), DVD

Please send the data carrier and a true-colour proof to:
planet c GmbH,
Simone Orlich, Kasernenstraße 69, 40213 Düsseldorf

Document details

For each text file (SimpleText or ASCII file): programme with version number, page size, colours used, fonts and images, point of contact and telephone number.

Liability and warranty

Please label all data carriers with your name and address. We accept no liability for unlabelled data carriers.

We can only expose what is contained on the data carrier or what is submitted to us. The publisher accepts no liability for deviations in text, images and, in particular, colours. To check the colours and contents of the ad, we require a proof in true colours. If such a proof is missing, we cannot guarantee flawless reproduction of the ad. We assume that only copies of data are submitted to us and are not accepting liability for such data.

Your contacts:



Sebastian Schurz
Head of Media Marketing



Christian Hohmann
Media Marketing
Phone 0211/54 227-688
Fax 0211/54 227-888
e-mail c.hohmann@planetco



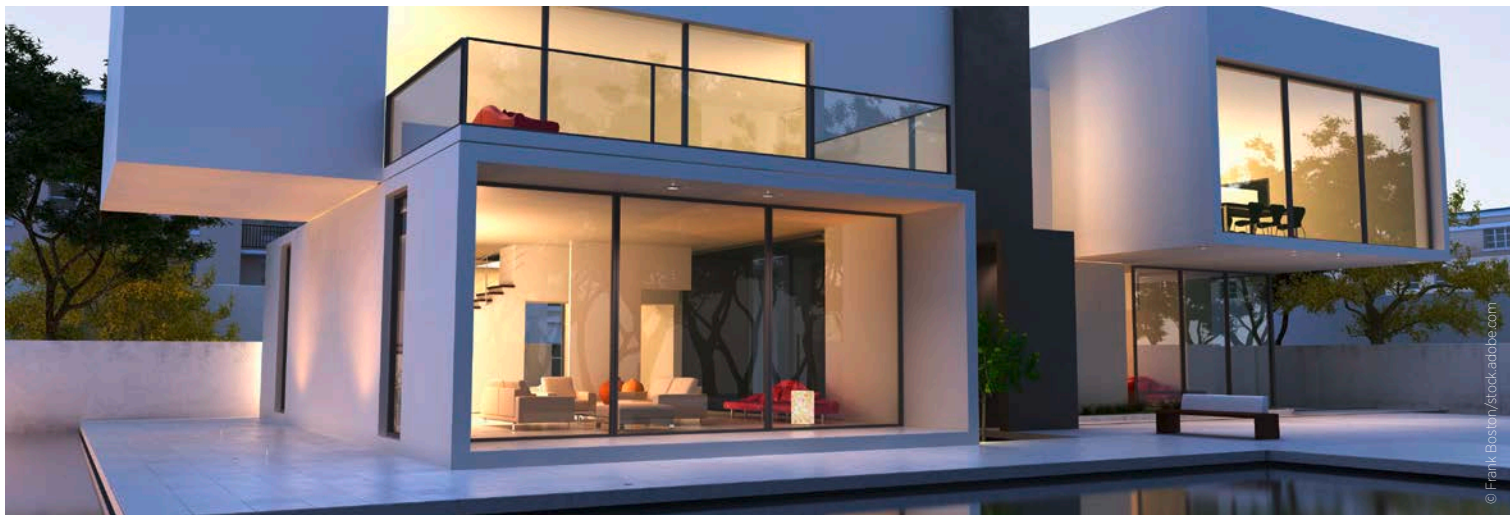
Dagmar Schaafs
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Internet www.planetc.co



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ARCHITEKTEN
KAMMER