

Complete edition with seven regional sections



Media Information 2017

No. 43 effective January 1, 2017



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Circulation audit: (corresponding institute to ABC)

Circulation analysis: July 1st 2014 to June 30th 2015

Total print run:

131,818	complete edition
24,782	Baden-Württemberg
23,287	Bavaria
7,038	North 1 (Hamburg, Schleswig-Holstein)
11,461	North 2 (Bremen, Lower-Saxony)
31,113	North Rhine-Westphalia
16,260	East (Berlin and all eastern federal lands)
17,877	South West (Hesse, Rhineland-Palatinate, Saarland)

Total circulation: 130,101

Number of copies sold: 128,373

Unpaid distribution: 1,728

Unpaid copies: 1,717

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.



Your contacts:



Dagmar Schaafs
Media Consultant

Phone: 0049 - 211 - 5 42 27-684
Fax: 0049 - 211 - 5 42 27-884
e-mail: d.schaafs@planetec.co



Tanja Singer
Media Consultant

Phone: 0049 - 211 - 5 42 27-689
Fax: 0049 - 211 - 5 42 27-889
e-mail: t.singer@planetec.co



Susanna Güden
Media Consultant

Phone: 0049 - 211 - 54 227-688
Fax: 0049 - 211 - 54 227-888
e-mail: s.gueden@planetec.co



Christine Steinlage
Media Service

Tel: 0211/54 227-672
Fax: 0211/54 227-872
E-Mail: c.steinlage@planetec.co



Complete edition with seven regional sections //////////////////////////////////////

Issue	Dates	Focus	Further topics	Trade fairs 2017
January	PD: 02/01/2017 AD: 09/12/2016 DU: 13/12/2016	Protection: Building envelope, protection from criminal acts, assurance from architects	facade cladding, heat protection, roof, building security: doors, fittings and access control, Trade fair innovations: BAU	Heimtextil 10 - 13/01/2017, Frankfurt Domotex 14 - 17/01/2017, Hannover eltec 11 - 13/01/2017, Nuremberg BAU 16 - 21/01/2017, Munich imm cologne mit LivingKitchen 16 - 22/01/2017, Cologne
February	PD: 01/02/2017 AD: 10/01/2017 PM: 13/01/2017	transparent: Looking in and looking out, natural and artificial light in the building, orientation, transparent planning processes	glass construction, window, lighting technology, skylights, fire protection Trade fair innovations: BAU	FeuerTRUTZ 22 - 23/02/2017, Nuremberg Elektrotechnik 15 - 17/02/2017, Dortmund Gebäude.Energie.Technik 17 - 19/02/2017, Freiburg
March	PD: 01/03/2017 AD: 09/02/2017 PM: 13/02/2017	hot and cold: Climate protection and energy savings in winter and summer, creative approaches to fire protection provisions and regulations	Heating and air conditioning technology, bath and sanitary, interior fittings, floor coverings, kitchen and household appliances, Trade fair innovations: BAU	MADE expo 8 - 11/03/2017, Milan MIPIM 14 - 17/03/2017, Cannes ISH 14 - 18/03/2017, Frankfurt CeBIT 20 - 24/03/2017, Hannover eltefa 29 - 31/03/2017, Stuttgart
April	PD: 01/04/2017 AD: 10/03/2017 PM: 15/03/2017	affordable: Save costs with a rational and well planned construction, especially home construction, insurance	System and module construction, building automation, wall building materials, ventilation, noise protection Trade fair innovations: BAU software	
May	PD: 02/05/2017 AD: 10/04/2017 PM: 12/04/2017	Long term view: Sustainability - consideration of all life cycles in the architectural plan, resources and costs eco-friendly construction, operation, modification and restoration of building	energy-efficient construction, renewable energy, construction to last multiple generations, natural light, trade fair innovations: ISH	Techtextil 9 - 12/05/2017, Frankfurt interzum 16 - 19/05/2017, Cologne Construmat 23 - 26/05/2017, Barcelona
June	PD: 01/06/2017 AD: 10/05/2017 PM: 15/05/2017	educated: Childcare and educational facilities such as kindergartens, schools, universities, libraries and other cultural constructions, training and development for architects	acoustics, accessibility, healthy room air, surface coatings, ceiling and wall coverings, leisure and sport facilities, HOAI software (software for calculating fees for engineers and architects)	Intersolar Europe 31/05 - 02/06/2017, Munich Parken 21 - 22/06/2017, Karlsruhe

July	PD: 01/07/2017 AD: 09/06/2017 PM: 14/06/2017	mobile: Architecture for people on the move - hotels and tourism constructions, traffic constructions, promotion of mobility through accessible construction, temporary and mobile constructions	Facades, interior, doors and access control, colours, outdoor facilities: Pavings and coverings, city furnishing	
August	PD: 01/08/2017 AD: 10/07/2017 PM: 14/07/2017	modern: the great legacy of the 1920s through to the 1970s - preservation, modernisation, preservation of historic monuments, social and cultural significance of the huge amount of work from this era	Wooden construction, building protection and restoration, sealing, indoor and outdoor insulation, parking systems, BIM (Building Information Modeling)	
September	PD: 01/09/2017 AD: 10/08/2017 PM: 15/08/2017	selective: Parliamentary elections - individuals engaged politically in architectural matters and important public works of recent times, professional/political topics - fees, liability and insurance, competition	Masonry, concrete construction, windows, sun protection, roof and drainage	efa 20 - 22/09/2017, Leipzig architect@work 27 - 28/09/2017, München IFA September 2017, Berlin CERSAIE September 2017, Bologna
October	PD: 02/10/2017 AD: 11/09/2017 PM: 15/09/2017	efficient: Commercial and office constructions, building technology, management of liability risk and the accompanying insurance premiums	energy-efficient construction, system and module construction, building automation, lifts, doors and gates, project management software	REHACARE 04 - 07/10/2017, Düsseldorf Interlift 17 - 20/10/2017, Augsburg SAIE October 2017, Bologna FSB 07 - 10/11/2017, Cologne EXPO Real October, Munich
November	PD: 02/11/2017 AD: 10/10/2017 PM: 13/10/2017	renew: Renewal and development of existing constructions and modernisation, sustainable use through designs which anticipate a subsequent change and renewal	Building with existing inventory, reinforcement/roof, partition walls, dry construction, renders and coatings	
December	PD: 01/12/2017 AD: 10/11/2017 PM: 15/11/2017	beautiful: Aesthetics as design criteria, architects as artists, architecture in conflict zone between design, cost effectiveness and use of building, commitments of architects	Metal on roofs and facades, office equipment/furnishings, ceramic coverings and natural stone, bathroom and sanitary, CAD and AVA software	architekt@work 6 - 07/12/2017, Düsseldorf

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

Advertising rates No. 43

effective January 1, 2017

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


Advertising formats and rates complete edition

Size: width height in mm	b/w	2-c	3-c	multicolor	
1/1 page	185 x 259	8,500	9,900	11,300	12,700
Juniorpage	122 x 171	4,870	5,970	7,070	8,170
2/3 page	122 x 259	6,065	7,315	8,565	9,815
1/2 page	185 x 130	4,550	5,650	6,750	7,850
	90 x 259				
1/3 page	185 x 90	3,030	3,980	4,930	5,880
	58 x 259				
1/4 page*	185 x 63	2,275	3,075	3,875	4,675
	90 x 130				
1/8 page*	185 x 30	1,135	1,785	2,435	3,085
	90 x 63				
2nd. / last cover page	220 x 280				14,310
3rd cover page	220 x 280				13,980
Page 5 table of contents 1/2 page	90 x 259	3,625	4,575	5,525	6,475
Page 5 table of contents 1/3 page	58 x 259	5,435	6,535	7,635	8,735


*Individual placement not binding

All prices in Euro.

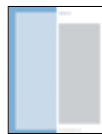
Advertising formats and rates for Type Area and Trim/Bleed Ads




1/1 page
width 185/220
height 259/280
b/w 8,500/9,350
4c 12,700/13,550



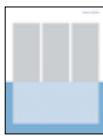
1/2 landscape
width 185/220.0
height 130/154.5
b/w 4,550/5,005
4c 7,850/8,305



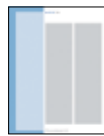
1/2 portrait
width 90/107.5
height 259/280.0
b/w 4,550/5,005
4c 7,850/8,305




Juniorpage
width 122/139.5
height 171/195.5
b/w 4,870/5,357
4c 8,170/8,657




1/3 landscape
width 185/220.0
height 90/114.5
b/w 3,030/3,333
4c 5,880/6,183



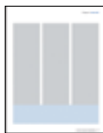
1/3 portrait
width 58/77
height 259/280
b/w 3,030/3,333
4c 5,880/6,183



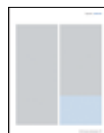
1/4 landscape*
width 185
height 63
b/w 2,275
4c 4,675



1/4 2-columns*
width 90
height 130
b/w 2,275
4c 4,675



1/8 landscape*
width 185
height 30
b/w 1,135
4c 3,085



1/8 2-columns*
width 90
height 63
b/w 1,135
4c 3,085

Bleed sizes and rates in **blue**.
Please add a trim edge of 3mm all around.
*Individual placement not binding
All prices in Euro



Advertising rates No. 43

effective January 1, 2017

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)

Adverts across back margin bleed plus 10% of basic rate.

Please add a trim edge of 3 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		Volume rates	
3 times	3 %	2 pages	3 %
5 times	5 %	3 pages	5 %
10 times	10 %	6 pages	10 %
15 times	15 %	9 pages	15 %
20 times	20 %	12 pages	20 %



Bound-in inserts, loose inserts, postcards

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 156.- €. 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.



Digital print documents

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:

Christine Steinlage

Phone: 0049 - 211 - 5 42 27-672

Fax: 0049 - 211 - 5 42 27-872

Email: c.steinlage@planetec.co

1 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

2 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.

3 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,
Christine Steinlage, Kasernenstraße 69, 40213 Düsseldorf

4 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.

5 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.

Online advertisement

effective January 1, 2017

- 1 Web address (URL):** www.DABonline.de
- 2 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.
- 3 Target group:** Architects in all disciplines, such as building construction, urban development, landscaping, interior design and in addition civil engineering specialised in construction engineering
- 4 Publisher:** planet c Gmbh
Address Kasernenstrasse 69, 40213 Düsseldorf
Postal address Postfach 10 11 02, 40002 Düsseldorf
Internet www.planetc.co
e-mail info@planetc.co
Phone 0049 - 211 - 5 42 27-700
Fax 0049 - 211 - 5 42 27-722

- 5 Online Sales:** Dagmar Schaafs
Phone: 0049 - 211 - 5 42 27-684
e-mail: d.schaafs@planetc.co

Tanja Singer
Phone: 0049 - 211 - 5 42 27-689
e-mail: t.singer@planetc.co

Susanna Guden
Phone: 0049 - 211 - 5 42 27-688
e-mail: s.gueden@planetc.co
- Online Administration:** Christine Steinlage
Phone: 0049 - 211- 5 42 27-672
e-mail: c.steinlage@planetc.co
- 6 Data supply:** By e-mail to Christine Steinlage at least 5 working days before ad placement
- 7 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.
- 8 External ad server:** Possible, after discussion and agreement

Complete edition with seven regional sections

9 Advertisement forms and prices:

Type	Placement	Size in pixel	Data volume	Price per month
Super Banner	Homepage	1,020 x 160	45 KB	2,450
Wide Skyscraper	Homepage	160 x 600	45 KB	2,490
Medium Rectangle	Homepage	300 x 250	45 KB	2,035
Banner	Homepage	728 x 90	45 KB	1,480
Wallpaper	Homepage	1,210 x 160 and 160 x 600	90 KB	4,025

Rates in Euro.

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

10 Discounts:

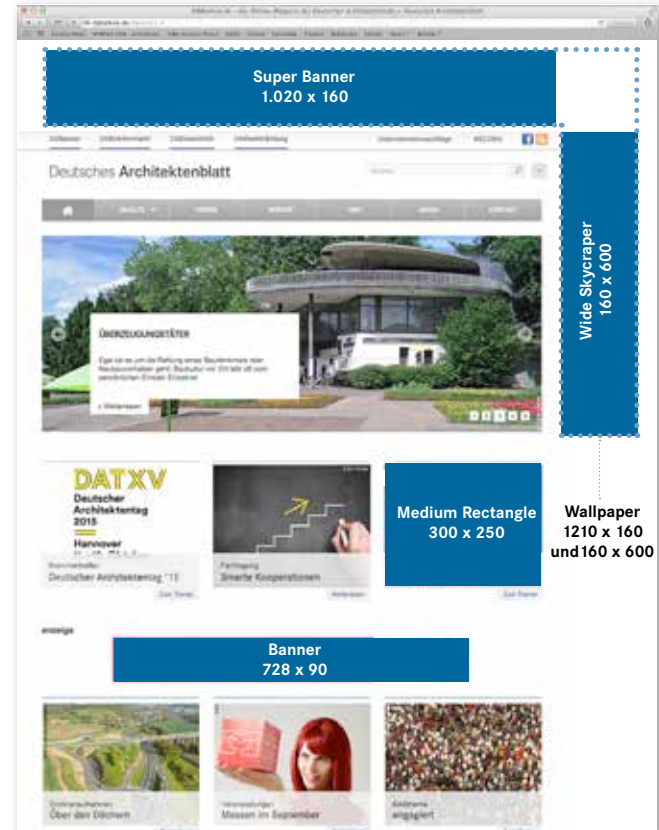
3 months	3%	9 months	10%
6 months	5%	12 months	15%

11 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

Format examples for advertisement forms



DABnewsletter

effective January 1, 2016

12 DABnewsletter

12.1 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 superstructure work.

12.2 Advertisement formats and prices

Advertisement format	Size	Price per issue
Advertisement text	400 characters	280.00

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

12.3 Publication dates

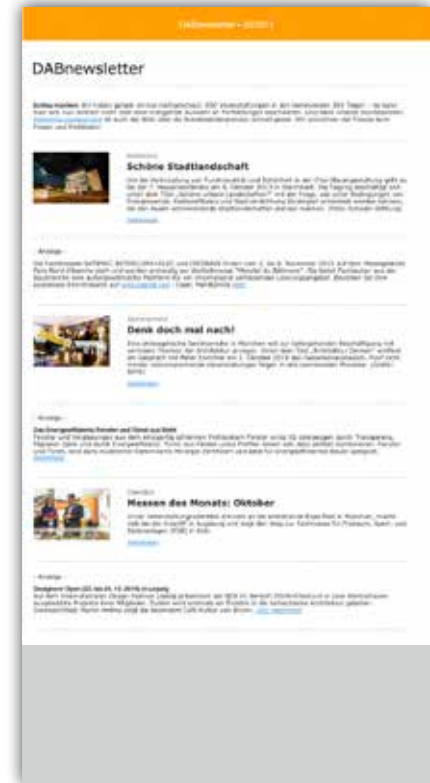
Thursdays in odd-numbered calendar weeks, commencing CW3

12.4 Order deadline

Mondays 12.00 p. m. in the week of publication

12.5 Discounts

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



Online-Sponsoring

effective January 1, 2017

13 Sponsoring online

13.1 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.

DABtopics	Run time
Green Building	all-the-year
Smart Building	all-the-year
Affordable living spaces	all-the-year
Clean air	all-the-year
BAU 2017	November 2016 – January 2017
Sanitation	Marche – May 2017
Fire protection	October – December 2017

Prices in Euro. All prices are subject to statutory value added tax at the applicable rate.

13.2 Run time and prices upon request



Deutsches Architektenblatt

DABonline.de

Complete edition with seven regional sections



planet c GmbH

Kasernenstraße 69, 40213 Düsseldorf
Postfach 10 11 02, 40002 Düsseldorf

Phone 0049 - 211-5 42 27-700
Fax 0049 - 211-5 42 27-722

E-mail dab-anzeigen@planetc.co
Internet www.planetc.co

