

Complete edition with seven regional sections



## Media Information 2016

No. 42 effective January 1, 2016



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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

there of association circulation: 128,373

**Unpaid distribution:** 1,728

**Unpaid copies:** 1,717

## Deutsches Architektenblatt

### (German Architects Sheet) - 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 with a circulation of around 130,000.

The German Architects Sheet provides information about 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: dagmar.schaafs@corps-verlag.de



Tanja Singer  
Media Consultant

Phone: 0049 - 211 - 5 42 27-689  
Fax: 0049 - 211 - 5 42 27-889  
e-mail: tanja.singer@corps-verlag.de



Susanna Guden  
Media Consultant

Phone: 0049 - 211 - 54 227-688  
Fax: 0049 - 211 - 54 227-888  
e-mail: susanna.gueden@corps-verlag.de



Ebru Aksan-Löbe  
Advertising Management

Phone: 0049 - 211 - 5 42 27-680  
Fax: 0049 - 211 - 5 42 27-880  
e-mail: ebru.loebe@corps-verlag.de



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Issue	Deadlines	Focus	Additional topics	Trade fairs
<b>January</b>	PD: 4 January 2016 AD: 9 December 2015 PM: 11 December 2015	<b>private:</b> single-family homes, living interior, public-private partnership	kitchen equipment and furniture, Interior, floor coverings, surface coating, ceiling and wall coverings, doors and door fittings	<b>Swissbau</b> 12. - 16.01., Basle <b>Deubaukom</b> 13. - 16.01., Essen <b>Domotex</b> 16. - 19.01., Hanover <b>imm cologne and LivingInteriors</b> 18. - 24.01., Cologne
<b>February</b>	PD: 1 February 2016 AD: 11 January 2016 PM: 14 January 2016	<b>above:</b> adding floors, towers, hierarchies, careers	roof, timber construction, thermal insulation and insulation, fire protection, skylight domes	<b>DACH+HOLZ</b> 02. - 05.02., Stuttgart <b>bautec</b> 16. - 19.02., Berlin <b>FeuerTrutz</b> 17. - 18.02., Nuremberg
<b>March</b>	PD: 1 March 2016 AD: 9 February 2016 PM: 12 February 2016	<b>shine:</b> brightness, stately buildings, solar architecture	luminaire and light technology, building automation, windows, window fittings, façade trade fair innovation: Domotex, Software Deubaukom	<b>Farbe, Ausbau &amp; Fassade</b> 02. - 05.03., Munich <b>Altenpflege</b> 08. - 10.03., Hanover <b>SHK Essen</b> , 09. - 12.03., Essen <b>Light+Building</b> 13. - 18.03., Frankfurt <b>CeBIT</b> 14. - 18.03., Hanover <b>Fensterbau Frontale</b> 16.03 - 19.03., Nuremberg <b>Inventa</b> 17. - 20.03., Karlsruhe
<b>April</b>	PD: 1 April 2016 AD: 9 March 2016 PM: 14 March 2016	<b>social:</b> housing construction and urban planning, buildings for social purposes	masonry, inter-generational construction, interior construction, bathrooms and sanitary installations, system and modular construction, insurance trade fair innovation: DACH+HOLZ, FeuerTrutz	<b>IFH/Intherm</b> 05. - 08.04., Nuremberg <b>Zukunft Lebensräume</b> 20. - 21.04., Frankfurt
<b>May</b>	PD: 2 May 2016 AD: 11 April 2016 PM: 14 April 2016	<b>freedom:</b> outdoor spaces and margins, freedom of action	outdoor facilities, pavement and road surface, street furniture, drainage, concrete construction, hardware trade fair innovation: Farbe, Ausbau & Fassade, Light+Building, Fensterbau Frontale	
<b>June</b>	PD: 1 June 2016 AD: 9 May 2016 PM: 12 May 2016	<b>energies:</b> sustainability, energy, old and new	energy-efficient building, thermal insulation, heating and air conditioning, regenerative energy, metal construction, BIM trends	<b>Intersolar</b> 22. - 24.06., Munich

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Issue	Deadlines	Focus	Additional topics	Trade fairs
<b>July</b>	PD: 1 July 2016 AD: 10 June 2016 PM: 15 June 2016	<b>silence and sound:</b> noise and noise reduction, traffic, concert halls	acoustic and sound insulation, partition walls, façade systems, shading systems and roller shutter, accessibility	
<b>August</b>	PD: 1 August 2016 AD: 11 July 2016 PM: 14 July 2016	<b>central:</b> city centre, stock renewal and preservation of substance, building core	working on existing buildings, drainage, roof insulation, system and modular construction, AVA-Software	
<b>September</b>	PD: 1 September 2016 AD: 10 August 2016 PM: 15 August 2016	<b>healthy:</b> hospitals, medical centre, medical practices, nursing facilities	glass construction, façade, sun protection, building security and access controll, tiles, ecological construction materials: paints, floor coverings, insulation materials	<b>IFA 02.</b> - 07.09., Berlin <b>Interbad 27.</b> - 30.09., Stuttgart <b>glasstec 20.</b> - 23.09., Dusseldorf <b>GaLaBau 14.</b> - 17.09., Nuremberg <b>Security 27.</b> - 30.09., Essen <b>Cersaie 26.</b> - 30.09., Bologna
<b>October</b>	PD: 1 October 2016 AD: 9 September 2016 PM: 14 September 2016	<b>calculated:</b> architecture, architects and economy	office furniture and illumination, daylight, partition walls, ventilation, air conditioning, insurance, project management software	<b>Chillventa 11.</b> - 13.10., Nuremberg <b>Orgatec 25.</b> - 29.10., Cologne <b>EXPO Real 04.</b> - 06.10., Munich
<b>November</b>	PD: 2 November 2016 AD: 10 October 2016 PM: 13 October 2016	<b>transformation:</b> building renewal, new usage, energetic renovation	working on existing buildings, plasters and coatings, building sealing, lifts, doors and gates, windows trade fair innovation: glasstec	<b>denkmal 10.</b> - 12.11., Leipzig <b>GET Nord 17.</b> - 19.11., Hamburg <b>architect@work 09.</b> - 10.11., Berlin
<b>December</b>	PD: 1 December 2016 AD: 10 November 2016 PM: 15 November 2016	<b>ingenious:</b> educational buildings, churches, wineries, liquor	concrete construction, wall construction materials, metal on roofs and facades, insulation, CAD software trade fair innovation: Orgatec trade fair preview: BAU 2017	<b>architect@work 07.</b> - 18.12., Stuttgart <b>BAU 16.</b> - 21.01.2017, Munich

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. 42

effective January 1, 2016

### 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 in width, 280 mm in height

### Page typed area:

185 mm in width, 259 mm in height

4 columns each 43 mm in width; 3 columns each 58 mm in width

### Printing and binding method, setting copy:

Offset printing, adhesive binding. We can use only digital printing material. Separate lithograph delivery for adverts across back-margin and overlaps.

### 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:

corps. Corporate Publishing Services GmbH	
Postal address	Kasernenstraße 69, D-40213 Düsseldorf POB 10 11 02, D-40002 Düsseldorf
Internet	www.corps-verlag.de
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	dagmar.schaafs@corps-verlag.de

### Terms of payment:

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

### Bank connection:

Commerzbank AG  
IBAN DE 58 3008 0000 0202 411100  
BIC DRES DE FF 300

## Advertising formats and rates complete edition

Size: width height in mm	b/w	2-c	3-c	multi-color	
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, 4th cover page	220 x 280				14,310
3rd cover page	220 x 280				13,980
Page 5 into index 1/2 page	90 x 259	3,625	4,575	5,525	6,475
Page 5 into index 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 regional sections

Size: width height in mm	Regional sections b/w							
	BW	BY	N 1	N 2	NW	OST	SW	
1/1 page	185 x 259	2,740	2,390	1,130	1,410	3,520	1,830	1,980
1/2 page*	185 x 130	1,465	1,280	605	755	1,885	980	1,060
	90 x 259							
1/3 page*	185 x 90	975	850	405	505	1,255	650	705
	58 x 259							
1/4 page*	185 x 63	733	640	302	377	940	490	530
	90 x 130							
1/8 page*	90 x 63	366	320	151	188	470	244	265

**BW:** Baden-Württemberg

**BY:** Bavaria

**N 1:** Hamburg, Schleswig-Holstein

**N 2:** Bremen, Lower Saxony


**NW:** North Rhine-Westphalia

**OST:** Berlin and all eastern federal lands

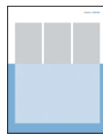
**SW:** Hesse, Rhineland-Palatinate, Saarland

Colour surcharges for regional editions see next side.

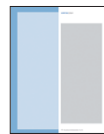
## Advertising formats and rates for Type Area and Trim/Bleed Ads




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



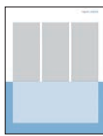
**1/2 landscape**  
width 185/220.0  
height 130/154.5  
b/w 4,550/5,005  
4c 7,850/8,305




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



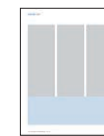
**Juniorpage**  
width 122/139.5  
height 171/195.5  
b/w 4,870/5,357  
4c 8,170/8,657




**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. 42

effective January 1, 2016

### Premium position (capable to discount)

For binding placing regulations

surcharge 20% of basic rate. 1/2 page minimum format.

### Colour surcharges (capable to discount)

#### Complete edition (each colour according to Euroskala)

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.- €

#### Regional edition (each colour according to Euroskala)

1/1 page to larger than 1/4 page	320.- €
1/4 page or smaller	250.- €
Each special colour:	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 Euroskala)	250.00 €

### Discounts

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

Frequency rates		Quantity 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 for 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.- €

(for discounts, see quantity rates, 1 sheet = 1 advert page)

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

**Format:** 220 x 280 plus 4 mm in back-margin top, 6 mm each outside and below = total width 229 mm, total height 290 mm. Additional trim costs if formats are exceeded considerably.

### Loose inserts (incapable to discount)

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 print documents through:

Ebru Aksan-Löbe

Phone: 0049 - 211 - 5 42 27-680

Fax: 0049 - 211 - 5 42 27-880

Email: [ebru.loebe@corps-verlag.de](mailto:ebru.loebe@corps-verlag.de)

### 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](http://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](http://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 is ftp.corps-verlag.de, and you will receive your user name and password by telephone or email on request.

**Transmission by email:** ebru.loebe@corps-verlag.de  
File size: max. 5 MB

**Data carrier:** CD (650 MB), DVD

Please send the data carrier and a true-colour proof to:  
corps. Corporate Publishing Services GmbH,  
Ebru Aksan-Löbe, 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, 2016

- 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, landscape planning and interior design as well as civil engineers specialised in construction engineering corps. Corporate Publishing Services GmbH Kasernenstrasse 69, 40213 Düsseldorf Postfach 10 11 02, 40002 Düsseldorf www.corps-verlag.de info@corps-verlag.de 0049 - 211 - 5 42 27-700 0049 - 211 - 5 42 27-722
- 4 Publisher:**  
Address  
Postal address  
Internet  
e-mail  
Phone  
Fax

- 5 Online Sales:**
- Dagmar Schaafs  
Phone: 0049 - 211 - 5 42 27-684  
e-mail: dagmar.schaafs@corps-verlag.de
- Susanna Guden  
Phone: 0049 - 211 - 5 42 27-688  
e-mail: susanna.gueden@corps-verlag.de
- Tanja Singer  
Phone: 0049 - 211 - 5 42 27-689  
e-mail: tanja.singer@corps-verlag.de

**Online Administration:** Ebru Aksan-Löbe  
Phone: 0049 - 211 - 5 42 27-680  
e-mail: ebru.loebe@corps-verlag.de

- 6 Data supply:** By e-mail to Ebru Aksan-Löbe 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

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## 9 Advertisement forms and prices:

Type	Placement	Size in pixel	Data volume	Price per month
Super Banner	Homepage	1,020 x 160	45 KB	2,350
Wide Skyscraper	Homepage	160 x 600	45 KB	2,405
Medium Rectangle	Homepage	300 x 250	45 KB	1,995
Banner	Homepage	728 x 90	45 KB	1,450
Wallpaper	Homepage	1,210 x 160 and 160 x 600	90 KB	3,795

Prices 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 with 2% discount, within 14 days purely net, VAT Reg. No. DE 205443097

Bank account: Commerzbank AG  
IBAN DE58 3008 0000 0202 411100  
BIC DRES DE FF 300

## Format examples for advertisement forms

The screenshot shows the website 'dasOnline.de' with several advertisement formats overlaid on the page layout. The formats are:

- Super Banner:** 1,020 x 160
- Wide Skyscraper:** 160 x 600
- Medium Rectangle:** 300 x 250
- Banner:** 728 x 90
- Wallpaper:** 1210 x 160 and 160 x 600

## 12 DABnewsletter

### 12.1 Brief 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

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

### 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

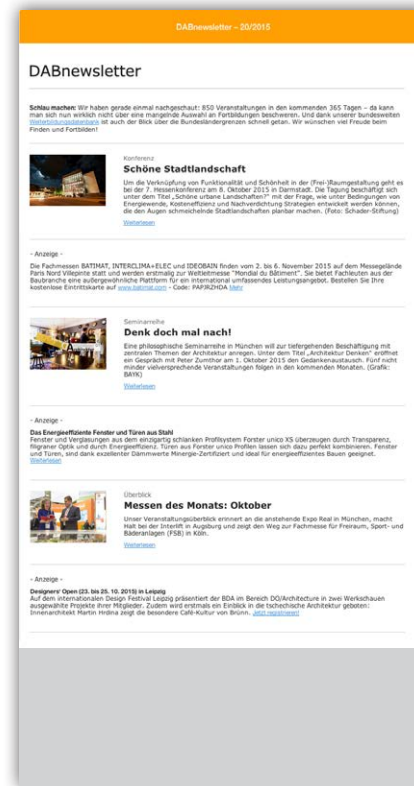
### 12.5 Discounts

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

### 12.6 Terms of payment

Payment within 8 days with 2% discount, within 14 days net, VAT registration no. DE 205443097

**Bank details:** Commerzbank AG, IBAN DE58 3008 0000 0202 411100, BIC DRES DE FF 300



### 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	January – December 2016
building automation	January – December 2016
healthy indoor air	February – April 2016
Light & Building	April – June 2016
regenerative energy	June – August 2016
swimming pool construction	September – November 2016
BAU 2017	December 2015 – February 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

The screenshot shows the website interface for 'DABthema Green Building'. At the top, there is a navigation bar with links for 'INHALTE', 'VIDEOS', 'SERVICE', 'ABO', 'MEDIA', and 'KONTAKT'. The main content area features a large green house icon on a grassy background. Below the icon, the text reads: 'DABthema Green Building. Jeder will zukünftig Ressourcen schonender wirtschaften und nachhaltiger bauen. Über den Weg dorthin scheiden sich jedoch die Geister. Deshalb machen wir Green Building zum DABthema 2014: In unserem Spezial stellen wir Ihnen hier im Laufe des Jahres immer weitere Aspekte des nachhaltigen Planens und Bauens vor.'

Below the article, it states 'Das DABthema wird präsentiert von' followed by two 'Your Logo' buttons. The first button is associated with the article 'Innenraumhygiene – Rechtliche Grundlagen' and the second with 'Innenraumhygiene – Ausschreibung, Vergabe und Kontrolle'. Both articles are dated 'Veröffentlicht am 24. Juli 2014'. The second article includes a small diagram of a house with arrows indicating air flow and the text: 'Mit die Schadstoffbelastung der Raumluft zu hoch, kann Schadenersatz drohen (Wohnrecht) ...'. At the bottom, there is a small logo for 'Der Standard der Qualität der Raumluft sollte vertraglich vereinbart werden (Wohnrecht)'.



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corps.

Corporate Publishing Services 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@corps-verlag.de](mailto:dab-anzeigen@corps-verlag.de)  
Internet [www.corps-verlag.de](http://www.corps-verlag.de)

