

Deutsches Architektenblatt

Complete edition with seven regional sections



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Media Information 2012

No. 38 effective January 1, 2012



DABonline.de



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BUNDESARCHITEKTENKAMMER





Circulation audit: (corresponding institute to ABC)

Circulation analysis: July 1st 2010 to June 30th 2011

Total print run:

127,475	complete edition
23,693	Baden-Württemberg
22,027	Bavaria
7,368	North 1 (Hamburg, Schleswig-Holstein)
11,331	North 2 (Bremen, Lower-Saxony)
29,839	North Rhine-Westphalia
15,803	East (Berlin and all eastern federal lands)
17,414	South West (Hesse, Rhineland-Palatinate, Saarland)

Total circulation: 125,826

Number of copies sold: 123,847

there of association circulation: 123,847

Unpaid distribution: 1,979

Unpaid copies: 1,649

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 126,000.

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:



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Schedule and List of Topics 2012

	Edition and dates	Architecture and office	Construction engineering and products	Trade fairs
January	PD: 2 January 2012 AD: 8 December 2011 PM: 14 December 2011	Building for children: nursery schools, schools, playing and leisure, living • Architects and craftsmen: cooperation and competition	Masonry structure • Flooring • Building with glass • Paints and coatings Building in situ: detailed technical solutions	DEUBAU 10-14 Jan., Essen Heimtextil 11-14 Jan., Frankfurt DOMOTEX 14-17 Jan., Hannover contractworld 14-17 Jan., Hannover imm cologne 16-22 Jan., Cologne DACH+HOLZ 31 Jan. - 03 Feb., Stuttgart
February	PD: 1 February 2012 AD: 10 January 2012 PM: 13 January 2012	Buildings and high technology: Energy and climate, information, comfort • German architects around the world	Sun protection • System and modular construction • Stairs Heating and air conditioning technology: using regenerative energy	bautec 21-25 Feb., Berlin R+T 28 Feb. - 03 March, Stuttgart
March	PD: 1 March 2012 AD: 9 February 2012 PM: 14 February 2012	Sustainability as controversy • Insurance and service offers	Window technology • Bathroom and plumbing • Innovations ROOF+WOOD: roof building materials, sealing, greening, wooden construction • Innovations DOMOTEX/contractworld: flooring and interior Building in situ: detailed technical solutions	CeBIT 06-10 March, Hannover SHK 07-10 March, Essen fensterbau/frontale 21-24 March, Nuremberg
April	PD: 2 April 2012 AD: 12 March 2012 PM: 15 March 2012	Interior architecture and light • Building software innovations	Building automation: Smart Home • Facades: greening systems • Innovations R+T: Roller shutters, gates, sun protection systems • Innovations imm cologne: Fittings and furniture Heating and air conditioning technology: using regenerative energy	IFH/Intherm 18-21 April, Nuremberg Light+Building 15-20 April, Frankfurt
May	PD: 2 May 2012 AD: 10 April 2012 PM: 13 April 2012	Landscape architecture • Young architects: career start and independence • Hardware innovations: printers, monitors, mobile terminals	Heat insulation • Natural stone • Innovations plumbing heating air conditioning: plumbing, fittings, bathroom, heating, air conditioning • Innovations window construction/fronts: windows, fittings, winter gardens Building in situ: detailed technical solutions	

June	PD: 1 June 2012 AD: 9 May 2012 PM: 14 May 2012	Day of architecture • Having a party: architecture for festivals, private parties, tourism, major events	Solar construction • Barrier-freedom • Innovations light+building: lighting technology Heating and air conditioning technology: using regenerative energy	Intersolar 13-15 June, Munich
July	PD: 2 July 2012 AD: 11 June 2012 PM: 14 June 2012	Travel architecture: hotels, holiday houses, airports, railway stations • Project management	Building with concrete • Rain water use and roof greening • Innovations light+building: building automation, switches and controls • Acoustics Building in situ: detailed technical solutions	
August	PD: 1 August 2012 AD: 10 July 2012 PM: 13 July 2012	Demographic change and effects on architecture • Insurance and liability	Building with metal • Façade systems • Inter-solar innovations: solar construction Heating and air conditioning technology: using regenerative energy	
September	PD: 3 September 2012 AD: 10 August 2012 PM: 15 August 2012	The city on the green meadow: centre and specialist markets • Software innovations: CAD, AVA and more	Fire protection • Air-tight envelope • Tiles and natural stone • Doors • Outdoor systems and street furniture Building in situ: detailed technical solutions	IFA 31 Aug. - 05 Sept., Berlin GaLaBau 12-15 Sept., Nuremberg Security 25-28 Sept., Essen CERSAIE Sept., Bologna
October	PD: 1 October 2012 AD: 10 September 2012 PM: 13 September 2012	Export article architecture: Expo Real • Architecture in film, advertising: houses in the leading roles	Building with glass • Plaster • Noise insulation • Wall building materials • Lift technology Heating and air conditioning technology: using regenerative energy	EXPO REAL 04-06 Oct., Munich Chillventa 09-11 Oct., Nuremberg Interbad 09-12 Oct., Stuttgart glasstec 23-26 Oct., Düsseldorf orgatec 23-27 Oct., Cologne denkmal 25-27 Oct., Leipzig SAIE Oct., Bologna
November	PD: 2 November 2012 AD: 10 October 2012 PM: 15 October 2012	Conversion: building culture revived • IT in building	Building with wood • Dry lining • Heat insulation • Building sealing • Kitchens and domestic appliances Building in situ: detailed technical solutions	GET NORD 21-23 Nov., Hamburg
December	PD: 3 December 2012 AD: 9 November 2012 PM: 14 November 2012	High quality architecture for all • Commitment in society and honorary positions	Façade systems • Innovations glasstec: Glass, facades, windows • Innovations orgatec: office furniture • Preview BAU 2013 Heating and air conditioning technology: using regenerative energy	

In every issue: law, education/career, current chamber notices, professional policy
PD = Publication date, AD = Advertising deadline, PM = Printing material expiry date

Advertising rates No. 38

effective January 1, 2012

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
Sort code 300 800 00
Account no. 202 411 100

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	8,140	9,540	10,940	12,340
2/3 page	122 x 259	5,810	7,210	8,610	10,010
Juniorpage	122 x 171	4,640	5,740	6,840	7,940
1/2 page	185 x 130	4,350	5,450	6,550	7,650
1/2 page	90 x 259				
1/3 page	185 x 90	2,900	4,000	5,100	6,200
1/3 page	58 x 259				
1/4 page*	185 x 63	2,175	2,975	3,775	4,575
1/4 page*	90 x 130				
1/8 page quer*	185 x 30	1,060	1,890	2,690	3,490
1/8 page 2-spaltig*	90 x 63				
2nd, 4nd cover page	220 x 280				14,075
3. cover page	220 x 280				13,770
Page 5 into index 1/2 page	90 x 259	5,200	6,300	7,400	8,500
Page 5 into index 1/3 page	58 x 259	3,760	4,860	5,960	7,060

*Individual placement not binding
All prices in euros.

Advertising formats and rates regional sections

Size: width height in mm		Regional sections b/w						
		BW	BY	N 1	N2	NW	OST	SW
1/1 page	185 x 259	2,690	2,330	1,110	1,390	3,470	1,800	1,950
1/2 page*	185 x 130	1,440	1,245	595	745	1,855	960	1,040
1/2 page*	90 x 259							
1/3 page*	185 x 90	960	830	395	495	1,235	640	695
1/3 page*	58 x 259							
1/4 page*	185 x 63	720	625	297	370	930	500	520
1/4 page*	90 x 130							
1/8 page*	185 x 30	360	310	150	185	465	240	260
1/8 page*	90 x 63							

BW: Baden-Württemberg

BY: Bavaria

N 1: Hamburg, Schleswig-Holstein

N2: Bremen, Lower Saxony

NW: North Rhine-Westphalia

OST: Berlin and all eastern

federal lands

N 1: Hesse, Rhineland-Palatinate,

Saarland

Colour surcharges for regional editions see next side.

Advertising rates No. 38

effective January 1, 2012

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 to larger than 1/2 page	1,400.- €
1/2 page to larger than 1/4 page	1,100.- €
1/4 page or smaller	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 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.
Trim addition per bleed edge 3 mm.

Classified advertisements (incapable to discount)

All prices per millimetre (only complete edition)

Vacancies:	4.80 €
Positions wanted:	2.80 €
Further education:	4.90 €
Others:	4.90 €
Competitions:	5.00 €
Charge for box no.	15.00 €

Discounts

while inserting 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	9,840.- €
3 pages	12,310.- €
4 pages	14,780.- €
6 pages	19,720.- €
8 pages	24,670.- €

(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 155.- €. Higher weight per piece on demand.

Stuck-on postcards (incapable to discount):

Price per thousand 65.- €.

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:

Tatjana Kampermann

Telephone: 0211/5 42 27-671

Fax: 0211/5 42 27-871

Email: tatjana.kampermann@corps-verlag.de

1 Data format

Programmes (Macintosh preferred): InDesign CS (preferred); QuarkX-Press; 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 is ftp.corps-verlag.de, and you will receive your user name and password by telephone or email on request.

Transmission by email: tatjana.kampermann@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,
Tatjana Kampermann, 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

Valid from 1st January 2012

- 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, monthly newsletter, RSS feeds and architect profiles) 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
- 4 Publisher:** corps. Corporate Publishing Services GmbH
Address Kasernenstrasse 69, 40213 Düsseldorf
Postal address Postfach 10 11 02, 40002 Düsseldorf
Internet www.corps-verlag.de
e-mail info@corps-verlag.de
Phone 0049 - 211-5 42 27-700
Fax 0049 - 211-5 42 27-722

- 5 Online Sales:** Dagmar Schaafs,
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Alexandra Zoll
Phone: 0049 - 211-5 42 27-688
e-mail: alexandra.zoll@corps-verlag.de
Ebru Aksan-Löbe
Phone: 0211/5 42 27-680
e-mail: ebru.loebe@corps-verlag.de
- Online Administration:** Tatjana Kampermann,
Phone: 0049 - 211-5 42 27-671
e-mail: tatjana.kampermann@corps-verlag.de
- 6 Data supply:** By e-mail to Tatjana Kampermann 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

9 Advertisement forms and prices:

Type	Placement	Size in pixel	Data volume	Price per month
Banner	Homepage	468 x 60	30 KB	1,380
Banner	Subsections	468 x 60	30 KB	980
Super Banner	Homepage	728 x 90	35 KB	2,105
Super Banner	Subsections	728 x 90	35 KB	1,805
Wide Skyscraper	Homepage	160 x 600	45 KB	2,405
Wide Skyscraper	Subsections	160 x 600	45 KB	2,105
Content Ad	Homepage	300 x 200	45 KB	1,680
Content Ad	Subsections	300 x 200	45 KB	1,380
Medium Rectangle	Homepage	300 x 250	45 KB	1,995
Medium Rectangle	Subsections	300 x 250	45 KB	1,695

Prices in euros. Further individual advertisement forms such as flash layers, wallpapers, 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
Sort code 300 800 00
Account no. 202 411 100

Format examples for advertisement forms

The image shows a screenshot of a website with several advertisement formats overlaid in blue boxes with white text. The website is titled 'Deutsches Architektenblatt'. The advertisement formats are:

- Super Banner**: 728 x 90, located at the top of the page.
- Wide Skyscraper**: 160 x 600, located on the right side of the page.
- Content Ad**: 300 x 200, located in the middle right section of the page.
- Medium Rectangle**: 300 x 250, located in the bottom middle section of the page.
- Banner**: 468 x 60, located at the bottom of the page.

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corps.

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DABonline.de

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BUNDESARCHITEKTENKAMMER