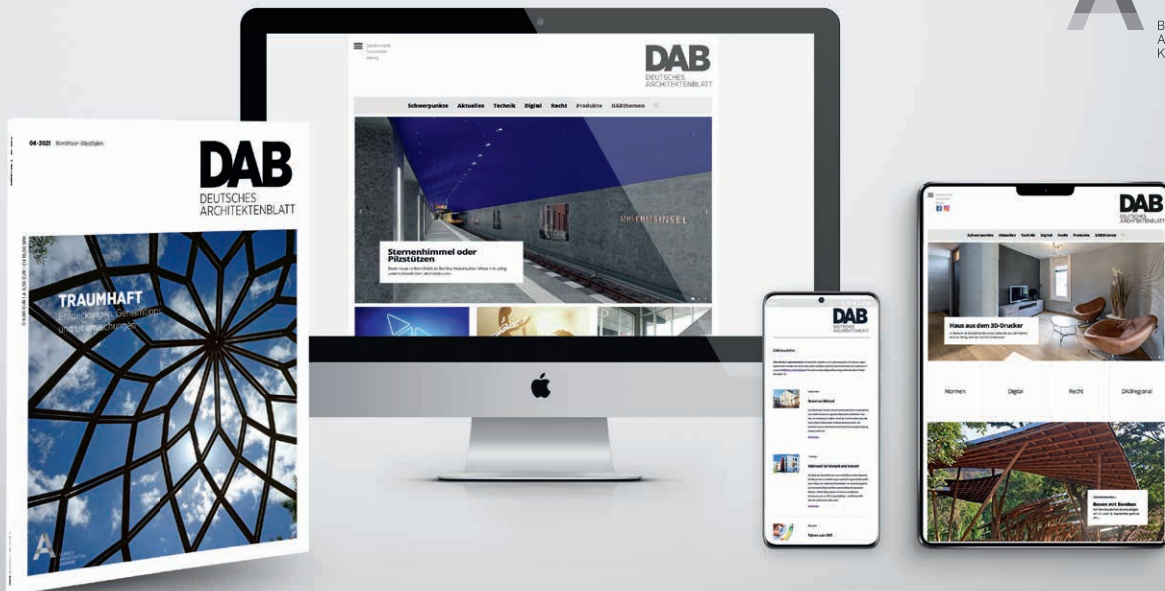


DAB

DEUTSCHES
ARCHITEKTENBLATT

[Complete edition with seven regional sections]

A
BUNDES
ARCHITEKTEN
KAMMER



Mediainformationen 2022

Nr. 49 effective January 1, 2022



solutions
by HANDELSBLATT MEDIA GROUP



Circulation audit: (corresponding institute to ABC)

Circulation analysis: July 1st 2020 to June 30th 2021

Total print run:

137,671	complete edition
26,086	Baden-Württemberg
25,150	Bavaria
7,737	North 1 (Hamburg, Schleswig-Holstein)
11,637	North 2 (Bremen, Lower-Saxony)
31,295	North Rhine-Westphalia
17,564	East (Berlin and all eastern federal lands)
18,208	South West (Hesse, Rhineland-Palatinate, Saarland)

Total circulation: 136,133

Number of copies sold: 134,709

Unpaid distribution: 1,424

Unpaid copies: 1,538

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 140,000.

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: Solutions by HANDELSBLATT MEDIA GROUP GmbH
Toulouser Allee 27, 40211 Düsseldorf
Postfach 10 11 02, 40002 Düsseldorf
www.solutions-hmg.com
dab-anzeigen@handelsblattgroup.com
0049 - 211 - 5 4227-700, Fax: -722

Address
Postal address
Internet
e-mail
Phone

Online Sales: Dagmar Schaafs
Phone: 0049 - 211 - 5 4227-684
e-mail: d.schaafs@handelsblattgroup.com
Alke Schmeis
Phone: 0049 - 211 - 5 4227-688
e-mail: a.schmeis@handelsblattgroup.com
Christian Hohmann
Phone: 0049 - 211 - 5 4227-689
e-mail: c.hohmann@handelsblattgroup.com
Melanie Wrede
Phone: 0049 - 211 - 54227-663
e-mail: m.wrede@handelsblattgroup.com

Online Administration: Simone Orlich
Phone: 0049 - 211- 5 4227-672
e-mail: s.orlich@handelsblattgroup.com

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:

188 mm wide x 260 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:

Solutions

by HANDELSBLATT MEDIA GROUP GmbH

Toulouser Allee 27, D-40211 Düsseldorf

POB 10 11 02, D-40002 Düsseldorf

www.solutions-hmg.com

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Postal address

Internet

Phone

Media Consultant

Dagmar Schaafs

Phone

0049 - 211 - 5 42 27-684

Telefax

0049 - 211 - 5 42 27-884

e-mail

d.schaafs@handelsblattgroup.com

Terms of payment:

2% cash discount for payment within 8 days

Net for payment within 14 days

VAT Reg. No. DE 205443097

Bank connection:

DZ-Bank AG, Düsseldorf

IBAN: DE29 3006 0010 1080 1204 91

SWIFT Code/BIC: GENODEDXXX

Issue/Dates	Focus	Construction engineering		Digital	Trade fairs 2022
		Contributions from experts	Products and objects		
January PD: 04.01.2022 AD: 07.12.2021 CD: 10.12.2021	Converted: Successful conversions and renovations, conversion regulations, flood assistance and prevention, courage to change	Resources and recycling	Interior finishing: partitions, wall design, cladding, ceilings Floors: flooring and structures	Digital working in architectural firms	Swissbau 18.-21.01.2022, Basel
February PD: 01.02.2022 AD: 10.01.2022 CD: 13.01.2022	Small: Small but worthwhile construction tasks, construction for children, situation of small offices, small communities	Wooden construction	Serial construction: system and modular construction Construction elements: windows, doors, gates	Intelligent digitisation of construction	R+T 21.-25.02.2022, Stuttgart DACH+HOLZ 15.-18.02.2022, Cologne DigitalBAU 15.-17.02.2022, Cologne
March PD: 01.03.2022 AD: 07.02.2022 CD: 10.02.2022	Bright: Light and brightness inside buildings and outdoors, natural lighting, light planning and design	Fire protection	Wall structures: solid, concrete, wooden, steel constructions Building preservation: sealings	BIM Building Information Modelling	light + building 13.-18.03.2022, Frankfurt SHK 08.-11.03.2022, Essen fensterbau frontale 29.03.-01.04.2022, Nuremberg
April PD: 01.04.2022 AD: 10.03.2022 CD: 15.03.2022	Outdoors: Landscape architecture, open space planning, planning of public and private green spaces	Façades	Sun protection: inside and outside Roof: cover, sealing, fall protection, chimneys, insulation Wooden construction: structures	Construction software news	IFH/Intherm 26.-29.04.2022, Nuremberg interlift 26.-29.04.2022, Augsburg

Issue/Dates	Focus	Construction engineering		Digital	Trade fairs 2022
		Contributions from experts	Products and objects		
May PD: 03.05.2022 AD: 07.04.2022 CD: 12.04.2022	Sustainable and climate friendly: Grandchildren-friendly planning and construction, sustainability thanks to digital assistants, architecture with recycled or renewable building materials	New materials/ research	Façades: paints, plaster, claddings, attachments, drainage Light: lighting, daylight, networked solutions	Renderings and digital presentation techniques	Intersolar Europe - 11.-13.05.2022, Munich
June PD: 01.06.2022 AD: 09.05.2022 CD: 12.05.2022	Popular: The favourite buildings of architects, special buildings, designs and objects, models	Modular construction	Bathroom and sanitary: equipment, fittings, installations Sanitation, heating and air conditioning: heating and air conditioning technology, ventilation technology Lifts: stair lifts, platform lifts, lifts and escalators	CAD systems and BIM	Techtextil - 21.-24.06.2022, Frankfurt am Main
July PD: 01.07.2022 AD: 09.06.2022 CD: 14.06.2022	Young: Building and impact of young architects and planners, study, young generation and office establishment, young offices, fresh ideas	Smart building automation	Outside areas: urban furniture, shading, drainage, paving and road construction, outside lighting Building shell: glass, steel, metal, tiles, natural stone, ceramics, concrete, wood	Artificial intelligence in architecture	
August PD: 02.08.2022 AD: 08.07.2022 CD: 13.07.2022	Living: Fast and affordable creation of high-quality living space, individuality in density, residential surroundings, company accommodation trend	Barrier freedom	Interior finishing: partitions, wall design, cladding, floors, ceilings, acoustics Fire protection and noise protection	Systems for invitations to tender, awarding contracts and invoicing	

Issue/Dates	Focus	Construction engineering		Digital	Trade fairs 2022
		Contributions from experts	Products and objects		
September PD: 01.09.2022 AD: 10.08.2022 CD: 15.08.2022	Leisure and sport: Buildings and outdoor facilities for sport and culture, tourism and its structures, travel tips	Outdoor facilities:	Construction elements: windows, doors, gates Heat protection: façades, interior insulation and roof	Project management software	GaLaBau 14.-17.09.2022, Nuremberg Security 20.-23.09.2022, Essen IFA 02.-06.09.2022, Berlin
October PD: 04.10.2022 AD: 09.09.2022 CD: 14.09.2022	Working: Changes in the working world and their effects on planning and construction, transformation of job specifications, co-working, new work, office buildings	Regenerative energy	Serial construction: system and modular construction Smart building: systems for networked buildings Façades: paints, plaster, cladding, structures, attachments, drainage, insulation, wood	BIM Building Information Modelling	Orgatec 25.-29.10.2022, Cologne Chillventa 11.-13.10.2022, Nuremberg Interbad 25.-28.10.2022, Stuttgart SAIE October 2022, Bologna EXPO Real 04.-06.10.2021, Munich
November PD: 02.11.2022 AD: 10.10.2022 CD: 13.10.2022	Public: Outstanding public buildings, architects in public service, resilient public spaces	Adaptive building shell	Bathroom and sanitary: equipment, fittings, installations, partitions, tiles, drainage Building security: admission control, burglary protection	Digital highlights in planning and construction	denkmal 24.-26.11.2022, Leipzig GET Nord 17.-19.11.2022, Hamburg
December PD: 01.12.2022 AD: 09.11.2022 CD: 14.11.2022	Spiritual: Inspiring spaces: churches, synagogues, mosques, chapels of rest, meditation rooms	Sustainable construction	Office equipment: furniture, chairs, acoustics, light Sanitation, heating and air conditioning: heating and air conditioning technology, ventilation Roof: cover, sealing, insulation, chimneys, structures	Optimised digitisation	

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

Partnership DABthema – Selected premium content

The DABonline website bundles selected specialist articles on exclusive DABthema. These articles offer basic knowledge and give comprehensive practical building information. DABthemen give users broad information about topic areas with special importance and promise. As an advertising customer, DABthemen provide you with the unique possibility of giving a comprehensive presentation of a specialist topic. We would be happy to advise you on the possibilities, and to work with you to find the right topic and partner model for you.

DABthemen 2022	Startzeitpunkte flexibel
BIM	January to March
Timber construction	February to April
Light	March to May
Roof and facade	April to June
Sustainability	May to July
Healthy living and working	June to August
Smart Building	July to September
Accessibility	August to October
Fire prevention and soundprotection	September to November
Affordable housing	October to December
Office	November to January 2023
BAU 2023	January to March 2023

Durations are variable and can be determined individually.
Further current topics are being planned.

Crossmedia-Partnership

Duration **3 months**

DABonline.de

- Your advertorial* with link to your website
- Your teaser ad on the homepage of the respective DABtopic, linked to your advertorial

DABnewsletter

- Your teaser ad in 2 deliveries, timed to coincide with the start of the DABtopic linked to the advertorial

Deutsches Architektenblatt

- Your logo displayed prominently in the journal as a partner for the DABtopic in the first month

€ 3,250

- Inline video (optional) 600 €

The prices quoted are not discountable and are subject to VAT.

*Texts and images for the online advertorial must be delivered free of rights.

Advertising formats and rates complete edition

Size: width height in mm		b/w	2-c	3-c	multicolor
1/1 page	188 x 260	9,000	10,450	11,900	13,350
2/3 page	124 x 260	6,400	7,700	9,000	10,300
Juniorpage	124 x 155	5,150	6,290	7,430	8,570
1/2 page	188 x 130	4,800	5,940	7,080	8,220
	90 x 260				
1/3 page	188 x 90	3,200	4,180	5,160	6,140
	58 x 260				
1/4 page*	188 x 63	2,400	3,225	4,050	4,875
	90 x 130				
1/8 page*	188 x 30	1,200	1,870	2,540	3,210
	90 x 63				
2nd. / last cover page	220 x 280				14,700
3rd cover page	220 x 280				14,100
Page 5 table of contents 1/3 page	58 x 260	3,840	4,820	5,800	6,780
Page 5 table of contents 1/2 page	90 x 260	5,760	6,900	8,040	9,180

*Individual placement not binding

All prices in Euro.

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



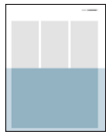
1/1 page
188x260/220x280
b/w 9,000/9,900
4c 13,350/14,250



2/3 portrait
124x260/140x280
b/w 6,400/7,040
4c 10,300/10,940



Juniorpage
124x155/140x180
b/w 5,150/5,665
4c 8,570/9,085



1/2 landscape
188x130/220x140
b/w 4,800/5,280
4c 8,220/8,700



1/2 portrait
90x260/108x280
b/w 4,800/5,280
4c 8,220/8,700



1/3 landscape
188x90/220x100
b/w 3,200/3,520
4c 6,140/6,460



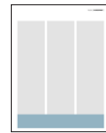
1/3 portrait
58x260/77x280
b/w 3,200/3,520
4c 6,140/6,460



1/4 landscape*
188x63
b/w 2,400
4c 4,875



1/4 2-columns*
90x130
b/w 2,400
4c 4,875



1/8 landscape*
188x30
b/w 1,200
4c 3,210

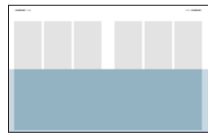


1/8 2-columns*
90x63
b/w 1,200
4c 3,210

Related formats



2/1 Seite
405x260/440x280
b/w 17,800/19,800
4c 26,200/28,500



2 x 1/2 Seite
405x130/440x140
b/w 9,520/10,560
4c 16,120/17,400

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	1,450.- €
2/3 page	1,300.- €
1/2 page	1,140.- €
1/3 page	980.- €
1/4 page	825.- €
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:	5,60 €
Positions wanted:	4,00 €
Further education:	5,60 €
Others:	5,85 €
Competitions:	5,85 €
Charge for box no.	40,00 €
Colour (each colour according to Euroscala)	280,00 €

Discounts

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

Frequency 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 %

Volume rates

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	10,600.- €
4 pages	15,900.- €
6 pages	21,200.- €
8 pages	26,500.- €

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 3 mm in back-margin top, 5 mm outer and lower edge. 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.

Advertisement forms and prices:

Type	Size Standard in Pxl	Price Standard in Euro	Size expandable in Pxl (only in HTML5)	Price expandable in Euro
Medium Rectangle	300 x 250	2,400	300 x 250 auf 440 x 333	2,600
Skyscraper	160 x 600	2,900	160 x 600 auf 420 x 600	3,300
Skyscraper sticky*	160 x 600	3,400	160 x 600 auf 420 x 600	3,900
Superbanner	728 x 90	2,950	728 x 90 auf 728 x 300	3,350
Billboard	800 x 250	3,380	800 x 250 auf 1,390 x 300	4,000
Wallpaper	728 x 90 + 160 x 600	5,700	on demand	

*Skyscraper sticky will always be visible when scrolling. All prices must be added to the applicable statutory VAT rate.

Placement: Placements take place in rotation with max. two more Advertising materials. Medium Rectangle expandable only possible on the start page, all subpages Medium Rectangle Standard. Prices for exclusive placement on request

Discounts:

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

Booking deadline and data delivery:

5 working days before the start of the shift

Duration of standard advertising forms:

per month

Technical specifications

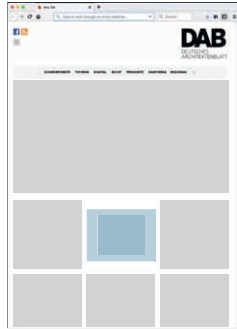
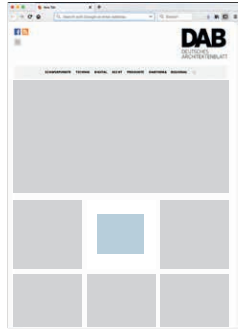
File formats: swf, gif, jpg

Data volume: max. 200 KB

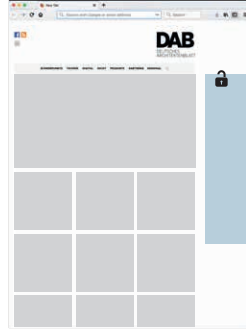
Expandable formats are only possible in HTML5. The data must be delivered fully functional. Costs for additional programming costs will be charged separately.

Please ask for our info sheet with the detailed specifications.

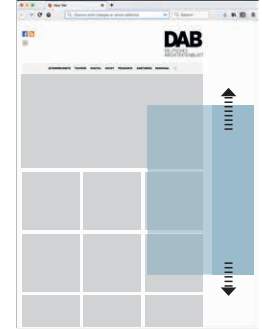
Special advertising: Like video and the like on demand.



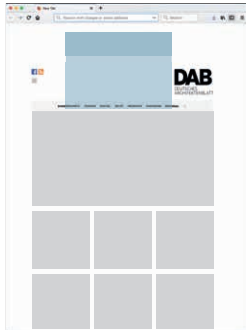
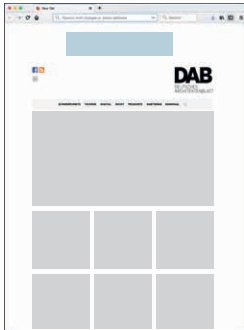
Medium Rectangle	Standard	Expandable
	300 x 250	440 x 333
	2,400 €	2,600 €



Skyscraper	Standard	Expandable
	160 x 600	420 x 600
	2,900 €	3,300 €



Sticky	Standard	Expandable
	160 x 600	420 x 600
	3,400 €	3,900 €



Superbanner	Standard	Expandable
	728 x 90	728 x 300
	2,950 €	3,350 €



Billboard	Standard	Expandable
	800 x 250	1390 x 300
	3,380 €	4,000 €



Wallpaper	Standard
	728 x 90 + 160 x 600
	5,700 €

DAB newsletter

NEWSLETTER FORMATS AND PRICES

effective January 1, 2022

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 superstructure work.

Advertisement formats and prices

Advertisement format	Size	Price per issue
Advertisement text + picture + Link	400 characters	440 €

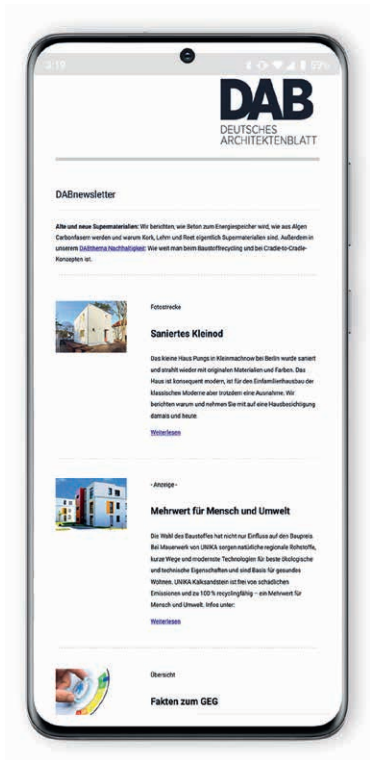
All rates subject to VAT at the statutory rate where applicable.

Publication dates Thursdays in odd-numbered calendar weeks, commencing CW1

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 %	



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 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 5 and 7 "Deadlines and editorial schedule").

Contact

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

Simone Orlich
Solutions by HANDELSBLATT MEDIA GROUP GmbH,
Toulouser Allee 27, 40211 Düsseldorf
Phone: 0049 - 211 - 5 42 27-672, Fax: -872
e-mail: s.orlich@handelsblattgroup.com

Data format

Programmes (Macintosh preferred): InDesign CS (preferred); Adobe Illustrator CS. Office programmes such as Word and Excel are not suitable.

Preferred: PDF/X3 or X4 (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.

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.

Data transmission

Transmission by email: druckunterlagen@handelsblattgroup.com

File size: max. 5 MB

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

We can only expose 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.

CONTACT US - WE WILL BE HAPPY TO ADVISE YOU!



Dagmar Schaafs

Head of Sales Architecture

Phone.: 0211/54227-684

Fax: 0211/54227-884

e-mail: d.schaafs@handelsblattgroup.com



Alke Schmeis

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e-mail: a.schmeis@handelsblattgroup.com



Melanie Wrede

Senior Sales Manager

Phone: 0211/54227-663

Fax: 0211/54227-863

e-mail: m.wrede@handelsblattgroup.com



Simone Orlich

Media Disponentin

Phone: 0211/54227-672

Fax: 0211/54227-872

e-mail: s.orlich@handelsblattgroup.com