

# DAB

DEUTSCHES  
ARCHITEKTENBLATT

[ Complete edition with seven regional sections ]

 BUNDES  
ARCHITEKTEN  
KAMMER



## Mediainformation 2023

Nr. 50a effective January 1, 2023



**Handelsblatt**  
||| MEDIA GROUP  
SOLUTIONS



**Circulation audit:** (corresponding institute to ABC)

**Circulation analysis:** July 1st 2021 to June 30th 2022

**Total print run:**

138,602	complete edition
26,025	Baden-Württemberg
25,514	Bavaria
7,782	North 1 (Hamburg, Schleswig-Holstein)
11,708	North 2 (Bremen, Lower-Saxony)
31,473	North Rhine-Westphalia
17,772	East (Berlin and all eastern federal lands)
18,328	South West (Hesse, Rhineland-Palatinate, Saarland)

**Total circulation:** 137,217

**Number of copies sold:** 135,768

**Unpaid distribution:** 1,449

**Unpaid copies:** 1,385

## 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, D-40211 Düsseldorf  
Postfach 10 11 02, D-40002 Düsseldorf  
www.solutions-hmg.com  
dab-anzeigen@handelsblattgroup.com  
0049 - 211 - 887 52-700

Address  
Postal address  
Internet  
e-mail  
Phone

**Online Sales:** Dagmar Schaafs  
Phone: 0049 - 211 - 887 52-684  
e-mail: d.schaafs@handelsblattgroup.com  
Alke Schmeis  
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Melanie Wrede  
Phone: 0049 - 211 - 887 52-663  
e-mail: m.wrede@handelsblattgroup.com

**Online Administration:** Simone Orlich  
Phone: 0049 - 211 - 887 52-672  
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

11 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

Postal address

Toulouser Allee 27, D-40211 Düsseldorf

POB 10 11 02, D-40002 Düsseldorf

Internet

www.solutions-hmg.com

Phone

0049 - 211 - 887 52-700

Media Consultant

Dagmar Schaafs

Phone

0049 - 211 - 887 52-684

Telefax

0049 - 211 - 887 52-884

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 2023
		Contributions from experts	Products and objects		
<b>January/February</b> PD: 27.01.2023 AD: 09.01.2023 PM: 10.01.2023	<b>Future:</b> Concepts, visions, ideas and visions of architects, planners and researchers for a liveable future	<b>Materials in the cycle</b>	<b>Sound insulation:</b> Partition walls, room modules, acoustic solutions, sound-insulating building systems, impact sound insulation <b>Wall constructions:</b> Solid construction, concrete construction, timber construction, steel construction	<b>Digital working in architectural firms</b>	<b>DOMOTEX</b> 12. - 15.1.2023, Hanover
<b>March</b> PD: 01.03.2023 AD: 07.02.2023 PM: 09.02.2023	<b>Communicative:</b> Citizen participation, architects as communication professionals, urban planning procedures, public relations for architectural firms	<b>Construction using existing stock</b>	<b>Sun protection:</b> inside and outside <b>Timber construction:</b> Construction <b>Smart Building:</b> Systems for networked buildings	<b>BIM Building Information modelling</b>	<b>ISH</b> 13. - 17.3.2023, Frankfurt
<b>April</b> PD: 04.04.2023 AD: 10.03.2023 PM: 15.03.2023	<b>Renovated:</b> Exemplary refurbishments and modernisations, differentiated approaches, materials, costs	<b>Building envelope</b>	<b>Roof:</b> Roofing, waterproofing, fall protection, chimneys, insulation <b>Serial construction:</b> System and modular construction	<b>AVA systems</b>	<b>BAU</b> 17. - 22.4.2023, 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

Issue/Dates	Focus	Construction engineering		Digital	Trade fairs 2023
		Contributions from experts	Products and objects		
<b>May</b> PD: 02.05.2023 AD: 06.04.2023 PM: 11.04.2023	<b>Sustainable:</b> Energy-saving construction, holistic concepts for buildings and neighbourhoods, courage to experiment, sustainable and resilient planning and execution	<b>Thermal insulation</b>	<b>Bathroom and sanitary:</b> Equipment, fittings, installations, partition walls, tiles, drainage <b>SHK:</b> Heating and air-conditioning technology, ventilation technology <b>Office furnishings:</b> Furniture, chairs, acoustics, light	<b>Hardware for architects</b>	<b>eltec</b> 23. - 25.5.2023, Nuremberg
<b>June</b> PD: 01.06.2023 AD: 08.05.2023 PM: 10.05.2023	<b>Musically:</b> Architecture for the ears - rehearsal rooms, clubs, stages, concert halls and interim quarters, good acoustics	<b>Modular construction</b>	<b>Facades:</b> Paints, plasters, claddings, constructions, fixings, drainage <b>Construction elements:</b> windows, doors, gates <b>Floors:</b> floor coverings and constructions	<b>Construction software news</b>	<b>Intersolar</b> 14. - 16.6.2023, Munich <b>Feuertrutz</b> 20. - 21.6.2023, Nuremberg <b>Parken</b> 28.6. - 29.6.2023, Wiesbaden
<b>July</b> PD: 04.07.2023 AD: 09.06.2023 PM: 14.06.2023	<b>Housing:</b> Affordable housing, small but fine housing solutions, flexible floor plans, quality densification, attractive residential environment	<b>Building automation</b>	<b>Interior design:</b> Partition walls, wall design, cladding, ceilings <b>Building protection:</b> Sealings <b>Building security:</b> Access control, burglary protection, fall protection	<b>Digital planning highlights</b>	
<b>August</b> PD: 01.08.2023 AD: 07.07.2023 PM: 12.07.2023	<b>Monument:</b> Love of historical heritage, good treatment of monuments, cooperation between architects and heritage conservation, reader opinions, heritage conservation and climate protection	<b>Pitched and flat roof</b>	<b>Outdoor space:</b> Street furniture, shading, drainage, surface and path paving, parking systems <b>Fire protection:</b> Glazing, sealing systems, coatings, insulation materials, cladding, installation shafts, bulkheads, detection systems	<b>CAD systems</b>	

Issue/Dates	Focus	Construction engineering		Digital	Trade fairs 2023
		Contributions from experts	Products and objects		
<b>September</b> PD: 01.09.2023 AD: 09.08.2023 PM: 14.08.2023	<b>Open:</b> Open buildings, flowing spaces, use of glass, courtyards and openings as design elements, openness to new things	<b>Healthy building</b>	<b>Building envelope:</b> Glass, steel, metal, brick, natural stone, ceramic, concrete, wood <b>Thermal insulation:</b> Exterior and interior insulation, roof	<b>Advantages of digital ways of working</b>	<b>ARCHITECT@WORK</b> 13. - 14.9.2023, Hamburg
<b>October</b> PD: 04.10.2023 AD: 08.09.2023 PM: 13.09.2023	<b>Staged:</b> Architects as directors of space - exciting exhibition architecture, squares and landscape architecture, highlights through light, temporary buildings for festivals and trade fairs, museum construction.	<b>Barrier-free building</b>	<b>serial construction:</b> System and modular construction <b>Lifts:</b> Stairlifts, platform lifts, lifts and escalators <b>Interior design:</b> Partition walls, wall design, cladding, floors, ceilings, acoustics	<b>Project management software</b>	<b>EXPO Real</b> 4. - 6.10.2023, Munich <b>Interlift</b> 17. - 20.10.2023, Augsburg <b>ARCHITECT@WORK</b> 25. - 26.10.2023, Stuttgart
<b>November</b> PD: 02.11.2023 AD: 06.10.2023 PM: 11.10.2023	<b>Before and after:</b> Spectacular conversions, smart installations and extensions, changes to the façade, photovoltaics, sustainable use of grey energy	<b>Façades</b>	<b>Roof:</b> Roofing, waterproofing, insulation, chimneys, constructions <b>Construction elements:</b> windows, doors, gates <b>SHK:</b> Heating and air conditioning technology, ventilation	<b>BIM Building Information Modelling</b>	
<b>December</b> PD: 01.12.2023 AD: 08.11.2023 PM: 13.11.2023	<b>Artful:</b> Art by architects, art for architects, architectural drawings, art in public space, art and construction, land art	<b>Fire prevention</b>	<b>Light:</b> Lighting, daylight, networked solutions <b>Bathroom and sanitary:</b> Equipment, fittings, installations	<b>From analogue to digital</b>	<b>ARCHITECT@WORK</b> 6. - 7.12.2023, 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

## 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.

DABthemen 2023	Start times flexible
Timber construction	February to May
BAU 2023	March to June
BIM	April to June
Sustainability	May to July
Smart Building	June to August
Housing construction	July to September
Roof and facade	August to October
Healthy living and working	September to November
Accessibility	October to December
Daylight and artificial light	November to January
Building security	December to February

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

The prices quoted are not discountable and are subject to VAT.  
\*Texts and images for the online advertorial must be delivered free of rights.

## Partnership

**DABonline.de** 3 months term

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

**DABnewsletter** 2 deliveries

- Your teaser ad linked to the advertorial

**Deutsches Architektenblatt** 1 Edition

- Your logo displayed prominently in the journal as a partner for the DABthema

3.500 €

## Premium-Partnership

**DABonline.de** 3 months term

- Your advertorial\* with link to your website
- Your teaser ad on the homepage of the respective DABthema, linked to your advertorial
- Medium Rectangle on DABonline.de
- Inline-Video on DABonline.de

**DABnewsletter** 2 deliveries

- Your teaser ad linked to the advertorial

**Deutsches Architektenblatt** 1 Edition

- Your logo displayed prominently in the journal as a partner for the DABthema

4.950 €



### Advertising formats and rates complete edition


Size: width height in mm		b/w	2-c	3-c	multicolor
1/1 page	188 x 260	9,600	11,060	12,520	13,980
2/3 page	124 x 260	6,800	8,140	9,480	10,820
Juniorpage	124 x 155	5,600	6,800	8,000	9,200
1/2 page	188 x 130	5,100	6,300	7,500	8,700
	90 x 260				
1/3 page	188 x 90	3,420	4,440	5,460	6,480
	58 x 260				
1/4 page*	188 x 63	2,560	3,400	4,240	5,080
	90 x 130				
1/8 page*	188 x 30	1,280	1,960	2,640	3,320
	90 x 63				
2nd. / last cover page	220 x 280				15,300
3rd cover page	220 x 280				14,500
Page 5 table of contents 1/3 page	58 x 260	4,100	5,120	6,140	7,160
Page 5 table of contents 1/2 page	90 x 260	6,100	7,300	8,500	9,700
Advertorial 1/1 page**	220 x 280				14,400
Advertorial 1/2 page**	90 x 260				8,900


\*Individual placement not binding


\*\* Printing material delivered ready


All prices in Euro.


**Basic formats: Width x height in mm**


	<b>1/1 page</b>		bw	4c
	Type area	188x260	9,600 €	13,980 €
	Bleed	220x280	10,560 €	14,940 €


	<b>2/3 page</b>			
	Type area	124x260	6,800 €	10,820 €
	Bleed	140x280	7,480 €	11,500 €


	<b>Juniorpage</b>			
	Type area	124x155	5,600 €	9,200 €
	Bleed	140x180	6,160 €	9,760 €


	<b>1/2 page landscape</b>			
	Type area	188x130	5,100 €	8,700 €
	Bleed	220x140	5,610 €	9,210 €

	<b>1/2 page portrait</b>			
	Type area	90x260	5,100 €	8,700 €
	Bleed	108x280	5,610 €	9,210 €


	<b>1/3 page landscape</b>			
	Type area	188x90	3,420 €	6,480 €
	Bleed	220x100	3,762 €	6,822 €

	<b>1/3 page portrait</b>			
	Type area	58x260	3,420 €	6,480 €
	Bleed	77x280	3,762 €	6,822 €


	<b>1/4 landscape*</b>		bw	4c
	Type area	188x63	2,560 €	5,080 €

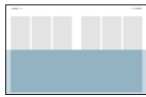
	<b>1/4 2-columns*</b>			
	Type area	90x130	2,560 €	5,080 €

	<b>1/8 landscape*</b>			
	Type area	188x30	1,280 €	3,320 €

	<b>1/8 2-columns*</b>			
	Type area	90x63	1,280 €	3,320 €

**Related formats**

	<b>2/1 page</b>		bw	4c
	Type area	405x260		
	Bleed	440x280	21,120 €	29,880 €

	<b>2 x 1/2 page</b>			
	Type area	405x130		
	Bleed	440x140	11,220 €	18,420 €

Please create all bleed formats plus 5 mm trim allowance on all sides and with registration marks.

Please create ads over waistband in two separate documents plus 5 mm bleed on all sides and with registration marks.

\*Individual placement not binding

## **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	1,460.- €
2/3 page	1,340.- €
1/2 page	1,200.- €
1/3 page	1,020.- €
1/4 page	840.- €
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:	5,90 €
Positions wanted:	4,40 €
Further education:	5,90 €
Others:	5,90 €
Competitions:	5,90 €
Charge for box no.	50,00 €
Colour (each colour according to Euroscala)	300,00 €

## **Discounts**

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

### **Frequency rates**

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

### **Volume rates**

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

**Comments on bound-in and loose inserts and postcards:**

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

**Bound-in inserts** (capable to discount):

2 pages	11,500.- €
4 pages	17,250.- €
6 pages	23,000.- €
8 pages	28,750.- €

**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 160.- €. 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	2,600	300 x 250 to 440 x 333	2,800
Skyscraper	160 x 600	3,150	160 x 600 to 420 x 600	3,400
Skyscraper sticky*	160 x 600	3,650	160 x 600 to 420 x 600	3,900
Superbanner	728 x 90	3,100	728 x 90 to 728 x 300	3,350
Billboard	800 x 250	3,700	800 x 250 to 1,390 x 300	4,000
Wallpaper	728 x 90 + 160 x 600	5,900	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

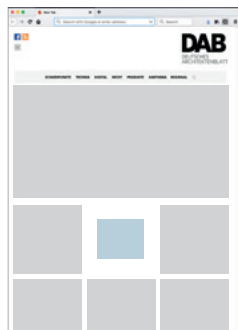
File formats: swf, gif, jpg

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  
300 x 250  
2,600 €



Expandable  
440 x 333  
2,800 €



**Skyscraper**

Standard  
Width x Height 160 x 600  
3,150 €



Expandable  
420 x 600  
3,400 €



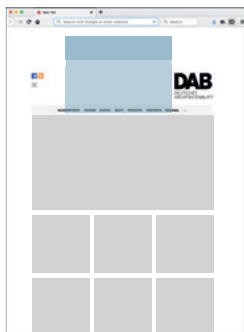
Sticky  
160 x 600  
3,650 €

Expandable  
420 x 600  
3,900 €



**Superbanner**

Standard  
Width x Height 728 x 90  
3,100 €



Expandable  
728 x 300  
3,350 €



**Billboard**

Standard  
800 x 250  
3,700 €



Expandable  
1390 x 300  
4,000 €



**Wallpaper**

Standard  
728 x 90 + 160 x 600  
5,900 €

# DAB newsletter

## NEWSLETTER FORMATS AND PRICES

effective January 1, 2023

### DABnewsletter

#### Profile

The DABnewsletter updates architects and structural engineers with relevant news about the sector every week. 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	330 characters	490 €

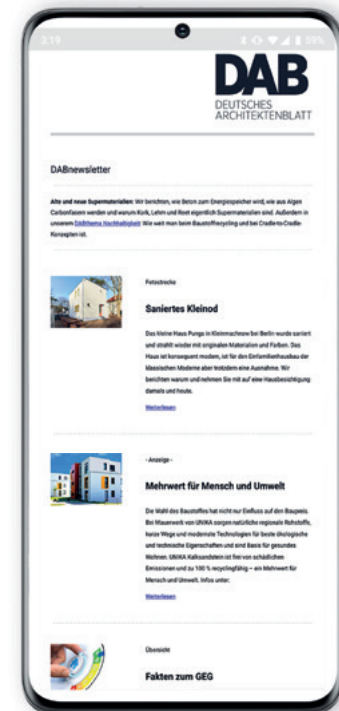
All rates subject to VAT at the statutory rate where applicable.

**Publication dates** Thursdays every week, 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 %	30 issues = 25 %



## 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 - 88752-672  
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](http://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](http://www.fogra.org)). Proof prints must display an official print control strip.

### Data transmission

**Transmission by email:** [druckunterlagen@handelsblattgroup.com](mailto: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.



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## CONTACT US - WE WILL BE HAPPY TO ADVISE YOU!



**Dagmar Schaafs**

Head of Sales Architecture

Phone.: 0049-211/88752-684

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