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<b>Editorial staff:</b>	Jürgen Ostrowski Editor-in-chief phone: +49 (0) 711 / 75 94 - 250 fax: +49 (0) 711 / 75 94 - 1250 bba.redaktion@konradin.de	<b>Volume/Year:</b>	Vol. 50, 2012
<b>Advertisements:</b>	Bettina Mayer Head of advertising sales department phone: +49 (0) 711 / 75 94 - 332 fax: +49 (0) 711 / 75 94 - 1332 <a href="mailto:bettina.mayer@konradin.de">bettina.mayer@konradin.de</a>  Anne Flath Account Manager phone: +49 (0) 711 / 75 94 - 364 fax: +49 (0) 711 / 75 94 - 1364 <a href="mailto:anne.flath@konradin.de">anne.flath@konradin.de</a>	<b>Size:</b>	210 x 297 mm
<b>Online:</b>	Anne Flath Account Manager phone: +49 (0) 711 / 75 94 - 364 fax: +49 (0) 711 / 75 94 - 1364 <a href="mailto:anne.flath@konradin.de">anne.flath@konradin.de</a>	<b>Print:</b>	Konradin Druck GmbH Kohlhammerstr. 1-15 70771 Leinfelden-Echterdingen
		<b>ISSN-Nr.:</b>	1430-6999
		<b>Subscription price:</b>	85.00 EUR per year (10 issues)
		<b>Control of press-run:</b>	
		<b>Material required:</b>	digital ad date

**Belgium, France, Luxemburg**

Janie Durand  
 13, rue du Général Pershing, 78000 Versailles  
 phone: +33 (01) 1 39 43 39 98  
 fax: (01) 42 01 58 65  
 e-mail: [durand.janie@wanadoo.fr](mailto:durand.janie@wanadoo.fr)

**Great Britain**

Jens Smith Partnership  
 The Court, Long Sutton Hook, Hampshire RG29 1TA  
 phone: +44 (0) 12 56 86 25 89  
 fax: +44 (0) 12 56 86 21 82  
 e-mail: [media@jens.demon.co.uk](mailto:media@jens.demon.co.uk)

**Israel**

Marcus Sheff  
 P.O.Box 42 28, 15 Yakinton Street  
 Netanya 42141  
 phone: +972 (0) 98 8536 87  
 fax: +972 (0) 98 85 36 89  
 e-mail: [tw@netvision.net.il](mailto:tw@netvision.net.il)

**Italy**

Cesare Casiraghi, Pubblicità internazionale  
 Via Cardano 81  
 22100 Como  
 phone: +39 031 26 14 07  
 fax: +39 031 26 13 80  
 e-mail: [casiraghi@konradin.de](mailto:casiraghi@konradin.de)

**Austria**

Robert Macher  
 Mediaberatung Süd  
 Wasserweg 7  
 D-90559 Burgthann  
 phone: +49 (0) 9183 9 52 44  
 fax: +49 (0) 9183 9 52 45  
 e-mail: [robert.macher@konradin.de](mailto:robert.macher@konradin.de)

**Swiss**

GuTe MEDIABERATUNG  
 Gunther Teufel  
 Kolberger Weg 6  
 D-71701 Schwieberdingen  
 phone: +49 (0) 7150 35 02 3  
 fax: +49 (0) 7150 35 02 45  
 e-mail: [gunther.teufel@konradin.de](mailto:gunther.teufel@konradin.de)

**USA, Kanada**

Trade Media International Corp., Corrie de Groot  
 421 Seventh Avenue / Suite 607  
 New York, N.Y. 10001-2002  
 phone: +1 212 564-3380  
 fax: +1 212 594-3841  
 e-mail: [corrie.deGroot@tmicor.com](mailto:corrie.deGroot@tmicor.com)



**Product know-how means advisory and decision-making competence Product know-how**

Knowing about products and systems relevant to daily practice ensures architects and civil engineers of having the best advisory and decision-making skills vis-à-vis their clients/investors, engineers and specialised craftspeople. The coverage analysis agla a+b of 2006 shows: 62 % of bba's readers state that bba is important to them because of the products and their applications featured.

**Decision-making competence**

To a high degree bba readers decide, alone or in collaboration with others, on the choice of products and systems. Some examples\*:

System façades/Façade claddings	83 %
Brickwork	85 %
Windows/doors/entrances	90 %
Interior fitting/interior design	71 %
Heating installations/ventilation/air conditioning	62 %
Lighting/switches/building services/drives	75 %
Sanitary installations	75 %

\* (Source: Reichweitenuntersuchung 2006 der agla a+b)



**Advisory competence**

66 % of bba readers hold the responsible position „tender/material management“\*. With its editorial concept bba addresses consistently and throughout those persons in an architectural or engineering practice who, because of their position, decide on systems and products.

**Acceptance and response**

Around 110,000 enquiries by interested readers in 2010 confirm how intensively bba is used.

**Follow-up and advertising performance measurement**

After your product and/or your advertisement have appeared in bba you will receive the contact details of those readers who are interested in your product. This is the way you can measure your advertising performance, allowing an efficient follow-up with your potential clients.

[www.bba-online.de](http://www.bba-online.de)

Products and solutions can be found quickly and unerringly with the unique cross-linked research. Additional content, like a download library, dossiers on specific topics, job site, category-listed links, and a bookshop offers high comfort to users.



Possible combination



**db  
deutsche  
bauzeitung**

**The critical  
architectural  
magazine  
challenging the  
ongoing events  
in the world of  
architecture.**

**Coverage: 29,370 readers = K1-value\***

**Profile:**

- Trendsetting forum for up-to-date architectural discourse
- Detailed documentation of exemplary projects
- Comprehensive architectural critique in design, constructional/technical, energetic and economic regards
- Presentation of the latest technical developments and their potential for future employment in the building industry
- Monthly contributions on energy and energy-efficient building
- Trendscouting on both new technologies and new products/materials



**bba  
bau beratung  
architektur**

**The trade magazine  
offering you direct  
contacts!**

**Coverage: 13,960 readers = K1-value\***

**Profile:**

- Periodical for architects and civil engineers with highest response
- Provides an unique information service
- Provides solutions for problems and issues of product choice with regard to function and designs
- Practical benefit in everyday issues for managers deciding on products and systems
- For planners charged with the realisation of design
- Delivers crucial know-how for reliable advisory skills in every-day practice
- About 115,000 readers inquiries each year

**The readership analysis  
agla a+b 2006\*\* confirms  
excellent values to our  
title combination db/bba.**

**db/bba = the discerning periodical  
37,640 architects/planning engineers\***

**Result:**

**Low readers overlap –  
only 24,1% of the db readers also read bba.**

(\*Total coverage in thousand, K1  
\*K1 = reach per single insertion)

(\*\*agla a+b = readership analysis 2006,  
carried out by: TNS-EMNID, Bielefeld  
set: 100,300 architects and planning civil engineers)

Possible combination



**Metamorphose**  
 Revitalizing buildings

The architecture periodical for conversion, refurbishment and building preservation.

Press run: 10,800 copies

**Profile:**

- The only German architecture periodical entirely dedicated to the seminal topic of building rehabilitation
- Metamorphose targets a growth market: Even today more than 60 % of all building investments in Germany are spent on the building stock
- Extensive documentation of demanding projects – including especially edited plans and information on the employed products
- Solution-oriented specialist reports on energetic, legal and technical issues concerning building revitalization
- Presents new products for building refurbishment
- High acceptance among the readership through award-winning magazine layout



**design report**

For those who create design, invest in design and decide on design.

Press run: 8,000 copies

**Profile:**

- design report perceives design as a discipline between technology, economy and art/culture
- The focus is on product design of all facets: ranging from the end-user sector (e.g. furniture, household appliances, sanitary objects, consumer electronics) to the functional sector (office furniture, lighting fixtures, communication technology) and Medical Design or capital equipment (Transportation Design, machines)
- Relations to communication design and to architecture are always included
- Reports focus on concepts, backgrounds and processes of product development
- Interviews, personal details, opinion pages and an ironical comment turn the magazine into an important organ of the design scene



bpz  
 the periodical for successful building contractors and traders

Press run: 20,100 copies

**Profile:**

- bpz offers contractors in building, civil and road engineering as well as machinery dealers important impulses, practical experiences and support in their decisions for a successful business.
- Being an all-rounder, bpz reports holistically each month about efficient site management, economical use of construction machinery and equipment and the potentials of modern building materials.
- This well-balanced mixture of topics covers the whole professional practice of decision-makers in the building trade.
- bpz's reports concentrate on crucial aspects and take into account both the target group's demand for information as well as their limited time resources

**Description:**

**bba** is the modern periodical for architects and structural engineers which generates most response, providing a unique service on trade information.

Knowledge of products and systems needed every day in their practices, solving problems in construction, building facilities, building physics, and aesthetics in the business relations to clients, specialist planners and specialist craftspeople. The editorial aim is to focus the solutions to problems, regarding function as well as design aspects, for the benefits of the readers: For instance, in object reports problem complexes are commented on and relevant systems and products providing solutions are described in detail.

By this concept, **bba** gets in touch with persons in architectural and engineering practices who decide on systems or products or who take a leading role in finding decisions. The modified information service extends the previous reference number system and is completed by new consulting elements, relevant links, references to further reading, etc.

In regular intervals product manufacturers and providers of services are sent the contact details of readers who make use of the **bba** information service.

**Publication:**

monthly (10 issues)

**Press-run:**

20,100 copies

**Distributed circulation:**

20,037 copies

## Communication with architects and designers: one-stop media packages

As specialists in the area of architecture, building and design we are on the one hand really close to the target groups of architects, planners and designers, and on the other very close to the solutions offered by manufacturers. In creating individual packages we join the two aspects. No matter what form your communication requirements take – Konradin Mediengruppe is your powerful partner that in composing a perfect media mix leads you straight to your goal. For your success use our competence and know-how!

### Your options:

#### Print:

High-circulation competence in architecture and design:

db, bba, Metamorphose, design report

Classical advertising, loose and in-bound inserts

#### Online:

db, bba, Metamorphose, design report

Newsletters

Banners

Linkings

Apps

### Combination of individual modules:

- Client events, workshops, seminars, roadshows, congresses
- Awards
- Experts exchanges
- Site visits
- Competitions
- Architect folders (from concept to print)
- Market research



**Talk to us about your ideas. You define the direction. In close collaboration with you we draw up the concept. Our team comprises architects, that is why we know how architects work, what they need and what they love. The result is individually tailored to suit your requirements. We create communication!**

### Interested?

For more information please contact:

Bettina Mayer, phone: +49 (0) 711 / 75 94- 332,

[bettina.mayer@konradin.de](mailto:bettina.mayer@konradin.de)

Anne Flath, phone: +49 (0) 711 / 75 94 - 364, [anne.flath@konradin.de](mailto:anne.flath@konradin.de)

## Readership:

<i>Germany:</i>	%	<i>copies</i>
Architects' offices	65	9,100
Architects' and civil engineering offices	15	2,000
Building departments in industry and commerce, banks, insurance companies	2	200
Building Construction Office Planning Departments	6	1,000
Building companies and settlement societies/ building construction enterprises	10	1,400
Specialized engineer's offices for technical building equipment/static/wing unit design	2	300
<b>Total</b>	<b>100</b>	<b>14,000</b>



readership analysis 2006,  
carried out by:  
TNS-EMNID,  
Bielefeld

set:  
100,300 architects  
and planning  
civil engineers

(\*K1 = reach per  
single insertion)

## Key benefits for bba (according to the K1 value\*):

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- 70% of bba-readers are office manager
  - 82% of bba-readers are architecture planners
  - 74% of bba-readers have a main focus at engineering design
  - 66% of bba-readers are material planners
  - 71% of bba-readers are construction supervisors / foremen
  - 58 % of bba-readers are project manager
  - 15 % of bba-readers are technical planners for structural framework
  - 3 % of bba-readers are technical planners for sanitary, heating and air-conditioning
  - 3 % of bba-readers are technical planners for light
  - 18 % of bba-readers are technical planners for building physics, thermal and sound insulation, fire protection
  - 15 % of bba-readers are technical planners for interior design
- 



readership analysis 2006,  
carried out by:  
TNS-EMNID,  
Bielefeld

set:  
100,300 architects  
and planning  
civil engineers

(\*K1 = reach per  
single insertion)

multiple choices are possible (100% = 14.000 readers)



Advertisement formats | Prices (1)

Prices

<b>Format</b>	<b>type area format</b> <i>Width x depth (in mm)</i>	<b>bleed format</b> <i>allowance for trim: 3 mm</i>	<b>black/white</b>	<b>4 colours</b>
1/1 page	188 x 270	210 x 297	EUR 5,100.-	EUR 6,300.-
2/3 page	188 x 178 or 125 x 270	210 x 195 or 135 x 297	EUR 3,700.-	EUR 4,900.-
Juniorpage	140 x 190	151 x 205	EUR 3,400.-	EUR 4,250.-
1/2 page	188 x 133 or 92 x 270	210 x 150 or 103 x 297	EUR 2,750.-	EUR 3,600.-
1/3 page	188 x 88 or 60 x 270	210 x 105 or 71 x 297	EUR 1,900.-	EUR 2,750.-
1/4 page	188 x 65 or 92 x 133 or 44 x 270	210 x 82 or 103 x 150 or 55 x 297	EUR 1,450.-	EUR 2,300.-
1/8 page	188 x 32 or 92 x 65 or 44 x 133	210 x 50	EUR 750.-	EUR 1,600.-

Prices excl. VAT at current rate

Special positions

Surcharge for back cover, inside front/back cover: 20%  
 1/2 page 4c (depth format) near the table of contents: 30%  
 (there are minimum 3 ads bookable)

Volume discount

2 pages	5%
5 pages	10%
8 pages	15%
12 pages	20%
15 pages	25%
18 pages	30%

Frequency discount

3x	5%
6x	10%
9x	12.5%
12x	15%
15x	20%
20x	25%
25x	30%

Mutual rebates

The magazines design report, db deutsche bauzeitung, bba bau beratung architektur, Metamorphose – Bauen im Bestand are discounted together.



## Advertisement formats | Prices (2)

### Colour surcharge

euroscale (HKS 3, 14, 25,47) other colours are special colours (no discount)

1/1 page and smaller      1/2 page and smaller

2c	EUR 550.-	EUR 350.-
3c	EUR 950.-	EUR 700.-
4c	EUR 1,200.-	EUR 850.-

special colour (all sizes) EUR 1,000.-

metallic and phosphorescent colours on request (as per sample)

### Bleed surcharge (no discount)

1/1 page and smaller EUR 490.-

1/2 page and smaller EUR 300.-

### Loose insert

(no discount possible). Max. size: 200 x 290 mm, binding sample are required.

<i>Individual weight</i>	<i>price per one thousand</i>
up to 25 g	EUR 215.-
up to 30 g	EUR 236.-
up to 35 g	EUR 258.-
up to 40 g	EUR 279.-
up to 45 g	EUR 301.-
up to 50 g	EUR 322.-

per 5 g more: 5 % surcharge on the price of 25 g

### Delivery address for loose inserts:

KONSEND GmbH + Co. KG

Tafinger Straße 13 - 15

71665 Vaihingen /Enz, Germany

Remark: bba bau beratung architektur, issue (No.)

Delivery: Monday-Friday 7.00 a.m. to 6.00 p.m.

Euro-Pallets: 80 x 120 cm (max. high 110 cm)



## Advertisement formats | Prices (3)

### Inserts, bound-in (discount possible)

20,400 inserts required

Size: 216 x 305 mm (untrimmed).

Processed by means of perfect binding technique. Prices for bound inserts are valid only for those inserts that are in accordance with postal regulations, therefore a sample is absolutely necessary.

<i>Gross price according to paper weight</i>		<i>80 – 134g/sqm</i>	<i>135 – 180g/sqm</i>
1	sheet = 2 pages	EUR 5,110.-	EUR 5,850.-
1,5	sheets = 3 pages	EUR 7,600.-	EUR 8,750.-
2	sheets = 4 pages	EUR 8,900.-	EUR 10,200.-
2,5	sheets = 5 pages	EUR 11,400.-	EUR 13,150.-
3	sheets = 6 pages	EUR 12,300.-	EUR 14,100.-
4	sheets = 8 pages	EUR 14,800.-	EUR 17,000.-

### Tip-on cards (no discount possible)

Per one thousand EUR 61.00

plus bonding costs:

for machine processing EUR 37.00

for hand processing EUR 74.00

We must receive a sample in order to calculate the actual price.

### Delivery address for bound inserts:

Konradin Druck GmbH

Kohlhammerstr. 15,

70771 Leinfelden-Echterdingen, Germany

Remark: bba bau beratung architektur, issue (No.)

Delivery: Monday-Friday 7.00 a.m. to 6.00 p.m.

Euro-Pallets: 80 x 120 cm (max. high 110 cm)

Like the periodical bba bau beratung architektur, www.bba-online.de offers knowledge of products and systems for everyday practice in order to solve problems in the areas of structure, building services, building physics and aesthetic. This crucial expert knowledge provides the planner with a strong advisory competence vis-à-vis clients, engineers and specialized craftspeople.

Architects belong to the target group with an internet affinity: 90 % regularly make use of the internet for retrieving information, especially as a help for decisions on products and systems and their technical application.

bba-online´s content and appearance are clear and uncluttered. Information can be found quickly and unerringly with the uniquely cross-linked research. Additional content offers high comfort to the users:

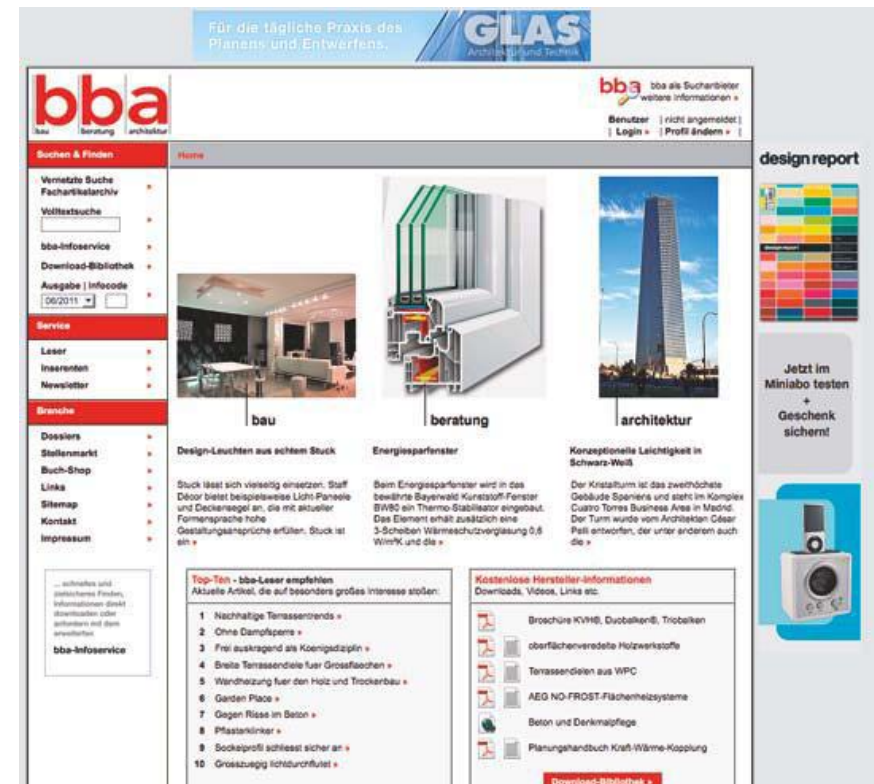
- Info service: Every article has an info code which enables readers to request further information free of cost. The manufacturer/service provider is given the contact information of those readers who use the info service related to his publication.

- Archive of expert reports/cross-linked research: The unique bba research allows to find information selectively. The topics

- building envelope
- bulding components
- interior fitting
- energy
- aspects

are structured in up to three levels and can additionally be searched by building type and/or new or existing building.

- Dossiers on special topics
- Download library: Free-of-charge information for the user from the manufacturer, e.g. PDFs, videos, links to manufacturers´ websites
- Top Ten: bba readers recommend
- Job site
- Links listed by category
- Bookshop





Handout online advertising (1)

Advertising on www.bba-online.de

Products and solutions to problems with the unique cross-linked search found quickly and accurately. Additional offers, as a download library, files on specific issues, jobs, categorized link list and a book shop offers a high user comfort.

Advantages for your banner advertisement

- qualified opportunities of exposure to your potential prospective customers
- direct and fast communication with your target group
- interaction possibility
- to strengthen synergies by the combination with your printed ad in the magazine bba bau beratung architektur
- your campaign success is direct measurable

Advertising forms and prices

1	Full size banner	468 x 600 pixels	EUR 40.00*
2	Skyscraper	120 x 600 pixels	EUR 60.00*
2	Wide Skyscraper	160 x 600 pixels	EUR 60.00*
3	Button	120 x 90 pixels	EUR 40.00*
		120 x 240 pixels	EUR 40.00*
		120 x 125 pixels	EUR 40.00*

\*Price per thousand excl. VAT

**Hits per month:** 50,484 page impressions  
(August 2011)



Data format

gif, jpg, html, flash (up to a maximum of 40 KB)

Data delivery

Digital to [petra.breuer@konradin.de](mailto:petra.breuer@konradin.de), 4 days before starting campaign

Contacts

Anne Flath, phone: +49 711/ 75 94 - 364  
e-Mail: [anne.flath@konradin.de](mailto:anne.flath@konradin.de)

## Handout online advertising (2)

### Download Library

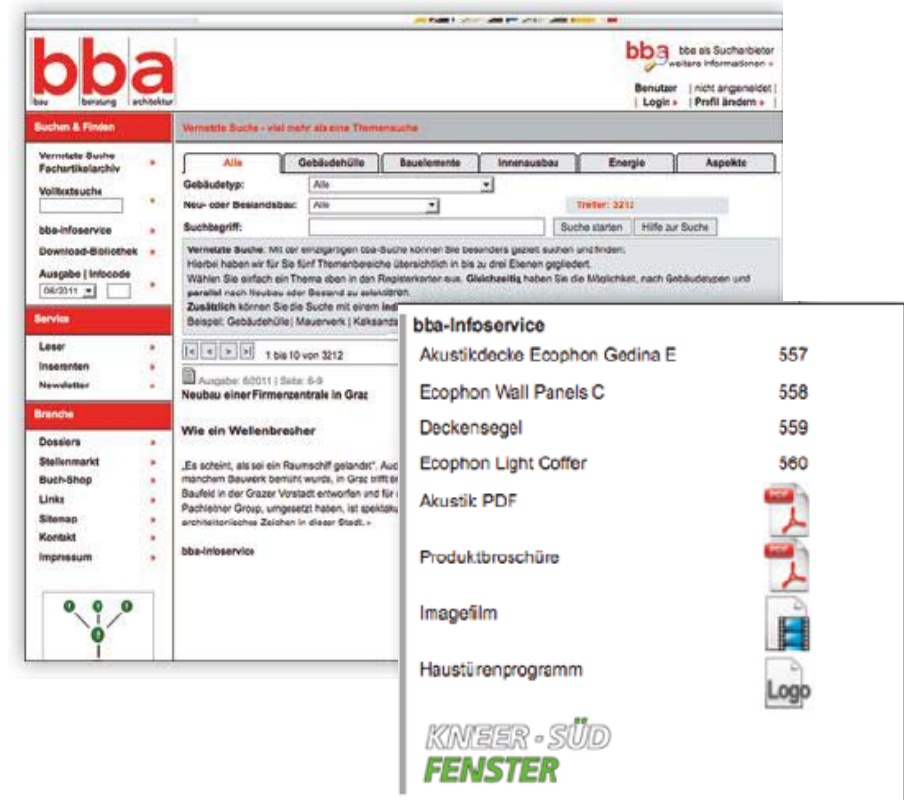
Here the user finds all of the manufacturers information on the the bba-Info service to download, as product-/manufacturervideo or are provided as links.

The sort options by topic, manufacturer and formats provide a convenient search tool that only registered users is available. As a manufacturer you get the contact details of interested parties to your booked format - as advertising effectiveness and for your other vendor's activities.

### Technical requirements and prices

Share your information materials (e.g. technical fact sheet, product brochure, planning folder) and other digital documents for direct download.

You will save postage costs, reduce print costs and your handling costs. For your follow-up we will send you the contact details of interested persons.



#### Manufacturersinformation as pdf

Download only for registered users

Documents (pdf, doc, ppt) or web-adresse, e.g. <http://www.yourcompany.de/info.pdf>

Price: 1.60 EUR per download



#### Manufacturersinformation as video | E-Paper

Download only for registered users

Video (flv) max. 15 min., max. 400 pixels wide

Price: 2.20 EUR per download



#### Logo with link to manufacturer

only for registered users

Logo (jpg, tiff, bmp, pdf), max. 120 pixels Wide, 120 pixels high

Price: 1.60 EUR per klick



Handout online advertising (3)

Advertising in online newsletter

The monthly newsletter provides news, events and information on bba current issue website. Your ad including logo / image can be placed in the appropriate area of interest and links directly to the desired site.

Target Group

Architects, planning engineers

Advertising in online newsletter

Text ad with max. 400 characters, incl. logo or picture, max. 180 pixels wide

Price

CTP\* excl. VAT

Recipients:

60.00 ,– ERUR \*  
9,300 (June 2011)

\*CPT (Cost per thousand, price per 1,000 recipients)

Contact

Anne Flath

Phone +49 711 7594-364

[anne.flath@konradin.de](mailto:anne.flath@konradin.de)

The screenshot shows a newsletter layout with the bba logo at the top left. The main content area features several articles with text and images. A red dotted line points from the 'Advertising in online newsletter' section to a 'SPONSORED LINK' box at the bottom right of the newsletter page. This box contains text about 'Keilgezinktes Vollholz' and the 'KVH' logo.



Handout online advertising (4)

The **bba newsletter „Im Blickpunkt“**

You can benefit from the standalone newsletter of bba bau beratung architektur „Im Blickpunkt“ („In Focus“) in addressing your target group. Within the layout of the topic-related newsletter you will be stated as exclusive sponsor.

The content is composed of object reports, products applications and reports on products. Your contributions, charts and images will be adapted, in close coordination with you, by the editors of bba. On appearance of the standalone newsletter the reports become part of the archive of expert reports on [www.bba-online.de](http://www.bba-online.de) and are available to the user in full as well as on later researches.

By linking them to the bba info service it is possible to easily request more information on your products. Besides a click statistics you will get the contact details of those readers who use the bba info service on your articles.

The editorial adaptation and layout of the newsletter guarantees that your target group is addressed appropriately.

Benefit from the brand image transfer of bba bau beratung architektur for your distinctive communication.

**Price:**

CPT \*: 235,- EUR\*

Recipients: 9,300 (June 2011)

\*CPT (Cost per thousand, price per 1,000 recipients)

Split-edition bookings according to post code areas are possible within Germany, at an additional cost of 100,- \*. Minimum order: 470,- \*.

Editorial and publication schedule

Issue No. / Deadlines	Building case	Building panels	Competition of the interior	Energy	Aspects	Interior
<b>1-2</b> <b>Publication:</b> 10.02.2012 <b>Closing date:</b> 24.01.2012	Walling materials  Facades	Solar protection Rolling shutters Gates	Floor   -coverings	Thermal insulation: Roof	Timber	Kitchen design
<b>3</b> <b>Publication:</b> 15.03.2012 <b>Closing date:</b> 27.02.2012	Plasters Colours Glazes Thermal insulation systems	Windows  Glass	Ceiling design  Functional Ceilings	Heating  Air-Conditioning  Ventilation	Noise insulation  Acoustic  DV	Floor design
<b>4</b> <b>Publication:</b> 10.04.2012 <b>Closing date:</b> 20.03.2012	Steep roof Flat roof  Roof greening  Glass domes	Doors Gates Window and door handles	Sanitary Sauna Swimming pool	Thermal insulation: Floors Walls Ceilings	Building services engineering: Light Electrics Building automation Security engineering	Sitting in the office
<b>5</b> <b>Publication:</b> 14.05.2012 <b>Closing date:</b> 23.04.2012	Metal for: Facades Roofs	Functional glas: Thermal insulation, Solar protection, Noise insulation, Fireproofing systems, Safety technology	Inner wall insulation Stairs , Interior colours	Summery heat protection Air-conditioning Ventilation	Noise insulation Acoustic DV   Software	Stylish Luminaires design

Issue No. / Deadlines	Building case	Building panels	Competition of the interior	Energy	Aspects	Interior
<b>6</b> <b>Publication:</b> 11.06.2012 <b>Closing date:</b> 21.05.2012	Concrete Balconies	Windows Folding shutter Rolling fittings Conservatories	Dry constructions for: Ceilings Walls Floors	Solar thermal Photovoltaic	Outside facilities: Paving stones Cast stones and tiles Lighting Street furniture Drainage Garden design	Sanitary design
<b>7-8</b> <b>Publication:</b> 06.08.2012 <b>Closing date:</b> 18.07.2012	Walling materials Facades	Solar protection Entrance area	Floor   -coverings	Heating Cogeneration / combined heat and power plant Heat pumps	Fireproofing systems	Flagging: Walls Floors
<b>9</b> <b>Publication:</b> 17.09.2012 <b>Closing date:</b> 29.08.2012	<b><u>PRODUKT REPORT 2011</u></b> <b>Product highlights of the year</b> from: <ul style="list-style-type: none"> <li>• Building case</li> <li>• Building panels</li> <li>• Competition of the interior</li> <li>• Energy</li> <li>• Light / Electrics</li> <li>• Sanitary</li> <li>• DP / software</li> <li>• Outdoor installation</li> </ul> <b>Subject examples: health care and nursing care</b>					bar stools

Editorial and publication schedule

Issue No. / Deadlines	Building case	Building panels	Competition of the interior	Energy	Aspects	Interior
<p><b>10</b></p> <p><b>Publication:</b> 15.10.2012 <b>Closing date:</b> 25.09.2012</p>	<p>Metal for: Facades Roofs</p>	<p>Glass Windows Conservatories</p>	<p>Ceiling design</p> <p>partition walls room partitions Provisions on views</p>	<p>Solar thermal</p> <p>Photovoltaic Radiator</p>	<p>Timber</p>	<p>Foyer design</p>
<p><b>11</b></p> <p><b>Publication:</b> 12.11.2012 <b>Closing date:</b> 23.10.2012</p>	<p>Flat roof</p> <p>Roof greening</p> <p>Glass domes</p>	<p>Folding shutter Inner door Sliding door</p>	<p>Inner wall insulation</p> <p>Stairs   Stair railings</p>	<p>Heating</p> <p>Air-conditioning</p> <p>Ventilation</p>	<p>Noise insulation</p> <p>Acoustic Day light/ -control</p>	<p>Fireplace and heating stove design</p>
<p><b>12</b></p> <p><b>Publication:</b> 07.12.2012 <b>Closing date:</b> 20.11.2012</p>	<p>Walling materials</p> <p>Facades</p> <p>concrete</p>	<p>Solar protection</p> <p>Rolling shutters</p>	<p>Dry construction for: Ceiling Walls Floors Sanitary-ware</p>	<p>Thermal insulation: Roof   Facades</p>	<p>Security engineering   Safety technology</p> <p>Lifts Moving staircases Escalators</p>	<p>Worktop-design</p>

**Providing advertisement data:**

It is easy to provide your data via our advertising service portal [www.konradin-ad.de](http://www.konradin-ad.de)

E-mail: [anzeigenkv@konradin-druck.de](mailto:anzeigenkv@konradin-druck.de)

1. PDF advertisements (PDF automatically checked)
2. open data (via Upload Mask, please deliver packed data)

If you have any questions please call our hotline: +49 711 7594-718 (8.00 am-5.30 pm)

**Delivery of digital data for advertisements:**

Prior to the digital delivery of an advertisement the advertising department must receive an appropriate official Advertisement Order.

The general advertising copy deadlines apply. In order to check advertisements received, a full size printout or – for colour advertisements – a contact proof or press proof are required.

For further information: Petra Breuer +49 (0) 7 11 / 75 94 - 312

**Data formats:**

We recommend the delivery of artwork in PDF/X-3 standard. Otherwise please supply unseparated files in EPS or TIFF format. Open data (e.g. InDesign, Quark XPress etc) should be avoided. The file must be ready for printing, i.e. all the fonts that are used must be embedded. The resolution of continuous tone images must be at least 300 dpi and line art 600 dpi.

**Colour space:**

CMYK process colours in accordance with ISO 2846-1. Spot colours possible by prior arrangement. Please refer to the standard ECI offset profiles (order the free “ECI\_Offset\_2009” package from [www.eci.org](http://www.eci.org)) when converting and checking the colour space (ICC Color Management). Use the “eciRGB\_v2.icc” (RGB colour space) and “ISOcoated\_v2\_eci.icc” (CMYK colour space) profiles.

**Proof:**

Contact proof in accordance with the “Media Standard Print” (bvdm). Digitally produced proofs must contain the FOGRA media wedge (available to order from [www.fogra.org](http://www.fogra.org)) to allow the colour to be checked. Proofs must display an officially recognised print control strip.



Digital Advertising Copies (2)

**Data carrier:**

We recommend delivery on CD-ROM.

**Data archiving:**

All data is archived. Therefore repeats with no changes are usually possible. However, no guarantee is offered with respect to the data.

**Guarantee/Additional costs:**

In the case of delivery of incomplete or incorrect data (text, colours, illustrations) we accept no liability for the printed result. Faulty output due to incomplete or faulty files, incorrect settings or incomplete instructions will be charged for, as will additional setting or repro and the production of missing proofs.

