

DETAIL

RATE 20
CARD 25

PRINT

DIGITAL

DETAIL Inspiration

EVENTS

CONTENT MARKETING

No. 57 valid from 1 October 2024



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DIGITAL

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DETAIL 360° SPECIALISED COMMUNICATION



Portfolio and Media Reach

German-speaking and international



>57,000 readers/issue¹

10 issues/year

3.3 M reader minutes/issue¹

18,000 copies. (IVW) print run¹



Ø 3.58 M page impressions/month²

Ø 1.48 M visits/month²

Newsletter subscribers

~25,889 daily³

~27,756 weekly³

~30,243 EN³



~487,504 followers⁴

~1.9 M page impressions/month⁴



Professional congresses/conferences

Client events

Architecture competitions

Award ceremonies



~225,000 users⁵

>223 institutions worldwide⁵

>2,525 platform subscribers/paid content⁶



DETAIL PORTFOLIO

We work closely with you to develop tailored communication concepts and events for crossmedia engagement with architects, planners, civil engineers, interior architects, office and building planners, designers, and planning departments across sectors such as banking, insurance, building authorities, construction firms, housing corporations, and structural engineering firms.

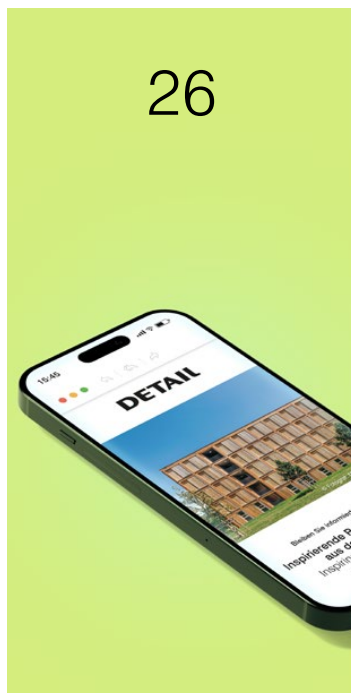
Our portfolio delivers high-quality, impactful communication solutions across key touchpoints.



5

PRINT

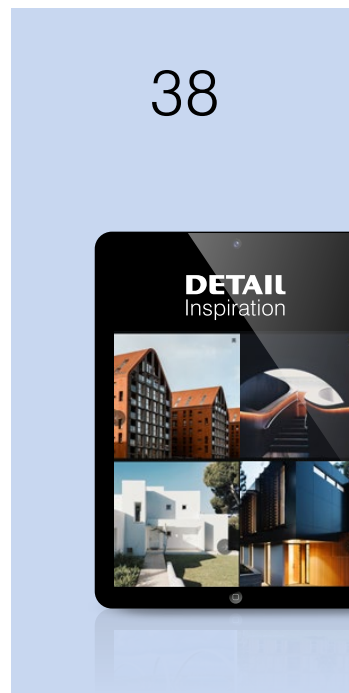
- Magazine
- Special ad formats
- Books



26

DIGITAL

- Website
- Newsletter
- Online advertorial
- Display ads
- Social media
- Company portrait



38

DETAIL Inspiration

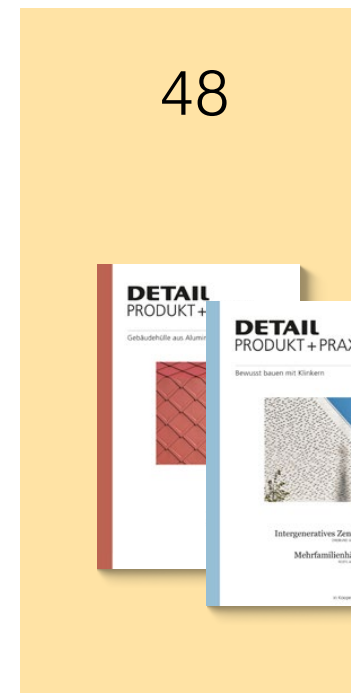
- Project in DETAIL
- Company portrait



42

EVENTS

- Awards
- Workshops
- Congresses / conferences
- Client events



48

CONTENT MARKETING

- NEW: Market research
- Reference publications
- Corporate publishing
- Client magazines
- Image brochures
- Corporate books
- Video content
- Podcasts



PRINT

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PROFILE DETAIL MAGAZINE

“By architects, for architects” – DETAIL has been the esteemed international partner for decision makers in architectural and interior design planning and implementation for over 60 years.

Published bilingually, DETAIL stands for high-quality communication in architecture – innovative, crossmedia, and with extensive reach. Its mission: to document and inform about building projects across all categories, focusing on construction details within their structural and aesthetic context. The editorial team covers global projects and references, offering in-depth insights into planning, construction, and material selection.

DETAIL is a unique resource for architectural and planning practices, holding a distinct market position with its editorial quality and depth. In addition to architectural construction and building details, it covers topics like heritage building, digitisation, and interiors & design.

Our portfolio offers powerful, innovative communication solutions across key touchpoints.

DETAIL is the go-to brand network for engaging key decision makers worldwide, including:

Architects, planners, civil engineers, interior architects, office and project planners, designers, and planning departments in the industrial sector, banks, insurance companies, public building authorities, construction companies, housing development corporations, and structural engineering firms.



Specials for Ad Partners:

DETAIL 6.25 and 11.25
DETAIL 4.25 and 10.25
DETAIL 7/8.25

Crossmedia Special “Sustainability”
Crossmedia Special “Interiors & Design”

Free copy test for ads 1/2 page or larger:
Reader survey by a market research institute to assess qualitative and quantitative ad effectiveness.

Circulation

Print Run

18,000 copies plus ePaper

Actual Circulation

13,912 copies¹

Germany: 8,456 copies

International: 5,456 copies

plus DETAIL Inspiration

Paid content: 2,525 subscribers

Languages

DETAIL (10 times per year)

Bilingual Chinese/English

DETAIL China (6 times per year)

Bilingual Chinese/English

Editorial Content Analysis

Project documentation on buildings and spaces with images, drawings, and explanations	49%
Product information on construction, finishes, and furnishings (approx. 975 reports, some with images), specialist literature, tenders, events	22%
Expert discussions and reports	29%
Technology	11%
Features and current news	10%
Service section (project participants, manufacturers, contractors)	6%

Memberships: IVW (German Audit Bureau of Circulation) / Deutsche Fachpresse (German Association of Business Media)



CIRCULATION AND DISTRIBUTION ANALYSIS



IVW
Circulation Analysis¹

Print Run	18,000
Total Circulation	13,912
Germany	8,456
International	5,456
DACH Region	10,473
Copies Sold	12,356
Germany	7,227
International	5,128
of which:	
Single Issue/Other Sales	985
Subscriptions	11,371
Germany	6,571
International	4,800
Paid Content²	2,525

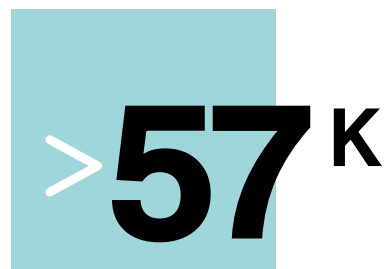
Distribution of DETAIL Print Editions

Germany	58 %
Switzerland	8 %
Austria	7 %
Benelux (Belgium, Netherlands, Luxembourg)	4 %
Italy	4 %
Scandinavia (Norway, Sweden, Denmark)	3 %
United Kingdom	3 %
France	3 %
Rest of Europe	5 %
Worldwide	5 %



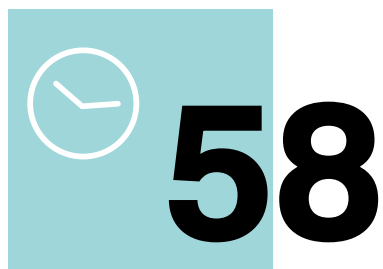


DETAIL READERSHIP STRUCTURE OVERVIEW



>57^K

DETAIL readers
per issue



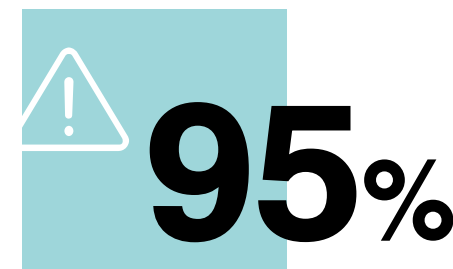
58

minutes on average
are spent reading
a copy of **DETAIL**.



4.1

people on average **read**
one copy of **DETAIL**.



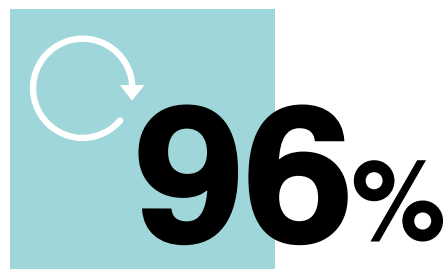
95%

of readers **pay attention to ads/**
advertising/advertorials for
products and services when
reading **DETAIL**.



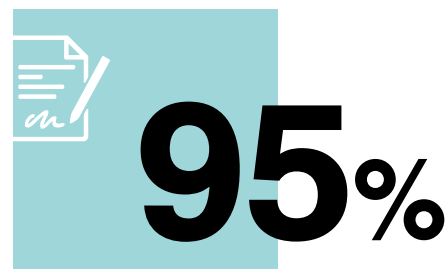
99%

of **DETAIL** readers **keep**
or archive their issues,
in whole or in part.



96%

of readers **use DETAIL**
regularly to frequently.



95%

of readers are **involved in**
product decisions, with over
three quarters making these
decisions independently or
collaboratively.



89%

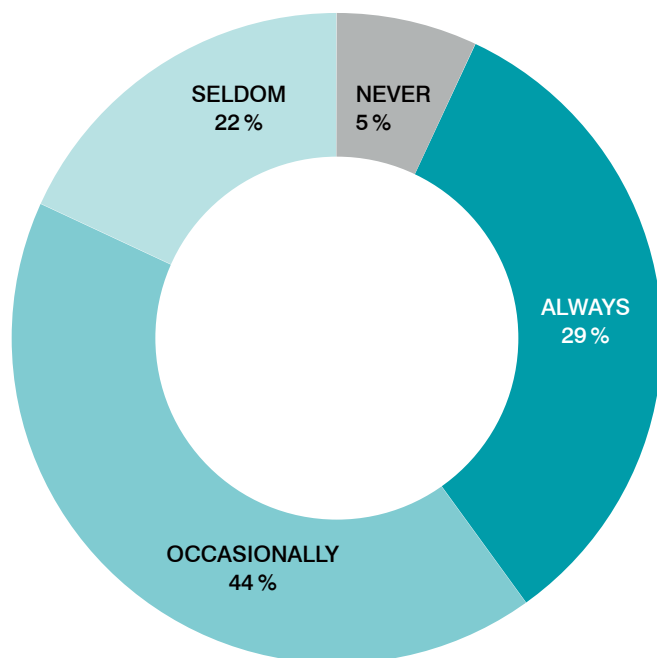
of **DETAIL** readers
are **owners** or have a
management position.



DETAIL READERSHIP STRUCTURE ANALYSIS

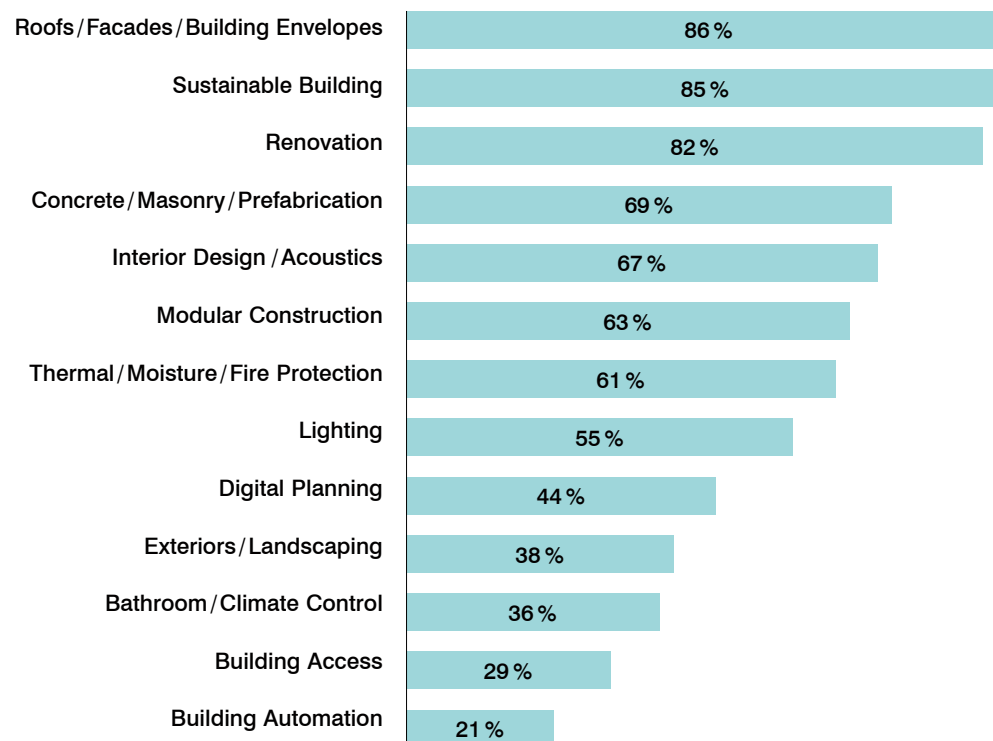
95 % of readers pay attention to ads / advertising / advertorials for products and services.

Question: How often do you pay attention to advertisements / advertising / advertorials for products and services when reading DETAIL?



98 % of readers seek information on at least one of the listed product areas.

Question: Which of these product areas do you need information on in the short to medium term, whether due to personal interest or upcoming planning or recommendations?

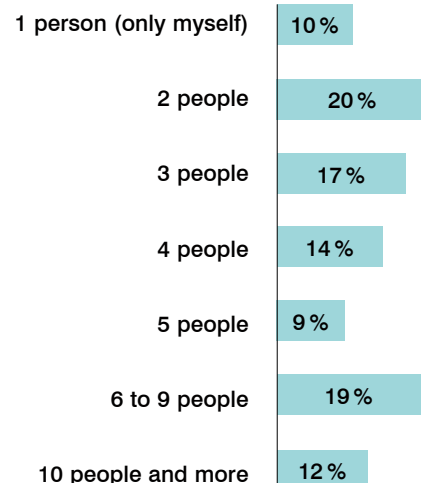




DETAIL READERSHIP STRUCTURE ANALYSIS

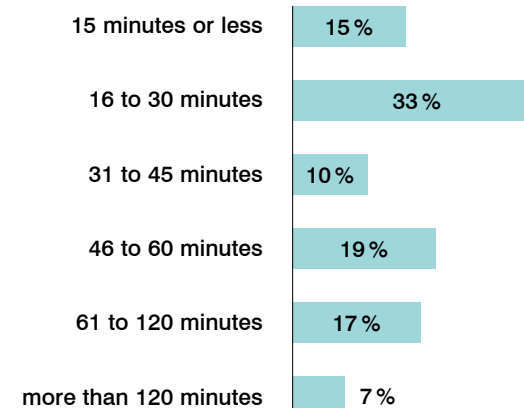
On average, each copy of DETAIL is read by 4.1 people.

Question: How many other people read your copy of DETAIL? If unsure, please provide an estimate.



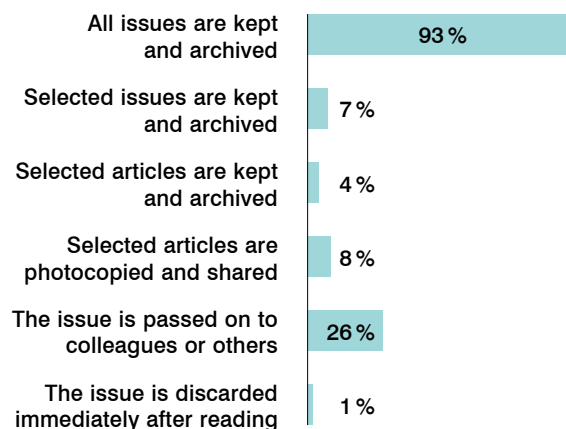
On average, each copy of DETAIL is read for 58 minutes.

Question: On average, how much total time do you spend reading a copy of DETAIL? If you read it on multiple occasions, please estimate the combined reading time in minutes.



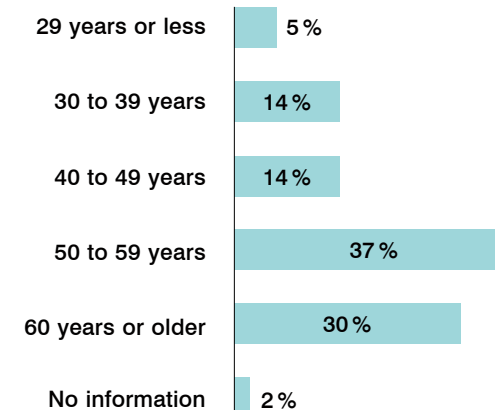
99 % of readers keep or archive their issues, in whole or in part.

Question: What do you typically do with your copy of DETAIL once you've finished reading? (Select all that apply)



The average reader age is 52

Question: What is your age?

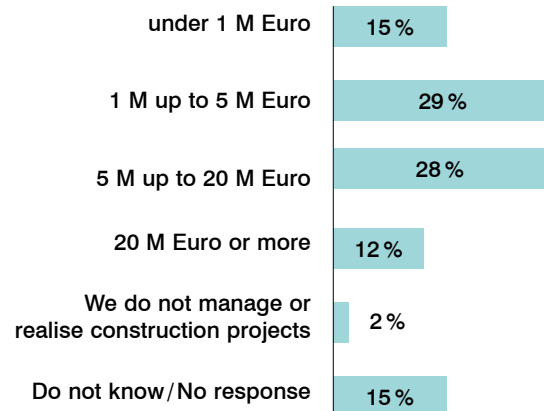




DETAIL READERSHIP STRUCTURE ANALYSIS

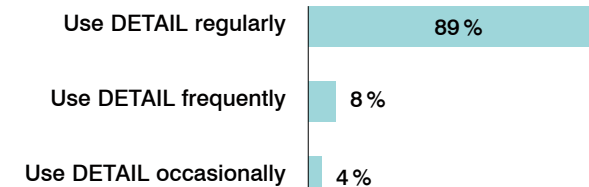
Project volume

Question: What was the total project volume of all construction projects managed or completed by your office or company last year? If you are unsure of the exact amount, please provide an estimate.



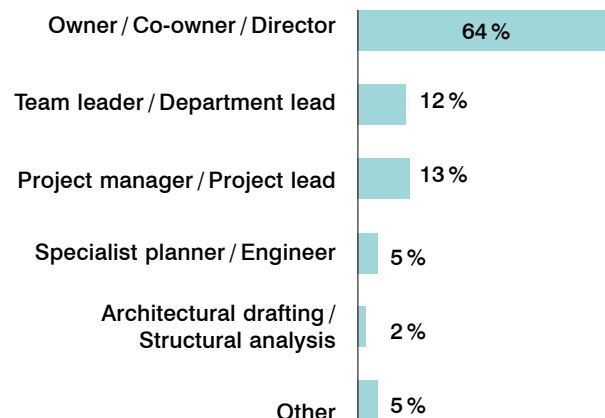
96 % of readers use DETAIL regularly or frequently

Question: I will read out the names of several journals. Please indicate whether you read each one regularly, frequently, occasionally, or not at all.



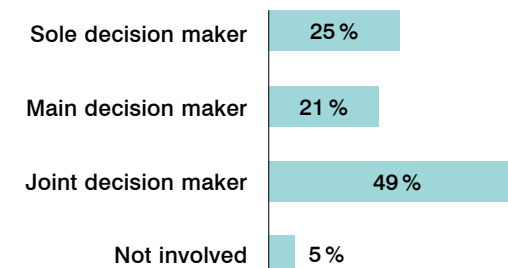
89 % of readers are owners or hold a leadership position

Question: What is your current professional role within your organisation?



95 % of readers have sole or significant influence on product decisions

Question: How would you rate your influence on product decisions?





EDITORIAL CALENDAR

Issue	Issue Title/Issue Topics	Product Topics	DETAIL Events/Trade Fairs
1/2.2025 PD: 02.01.25 ED: 04.11.24 AD: 25.11.24 CD: 28.11.24 DDi: 10.12.24	Digital and Sustainable	BAU Product News Interiors Interior Finishes, Acoustics Lighting	DETAIL FORUM BAU Munich 14.01.25 BAU 13.01.–17.01.25 Heimtextil 14.01.–17.01.25 DOMOTEX 16.01.–19.01.25 Ambiente 07.02.–11.02.25 elektrotechnik 12.02.–14.02.25 Cevisama 24.02.–28.02.25
3.2025 PD: 03.03.25 ED: 09.01.25 AD: 03.02.25 CD: 06.02.25 DDi: 13.02.25	Urban Housing	Building Envelopes & Roofs Thermal, Moisture & Fire Protection Building Physics, Renovation Bathrooms & Sanitary Heating, Cooling, Ventilation	Futurebuild 04.03.–06.03.25 Construction Summit 05.03.–06.03.25 BetonTage 11.03.–13.03.25 ISH 17.03.–21.03.25 Eltefa 25.03.–27.03.25
4.2025 PD: 01.04.25 ED: 05.02.25 AD: 05.03.25 CD: 10.03.25 DDi: 14.03.25	Solid Construction Special Supplement: Interiors Crossmedia Special	Solid Construction, Masonry, Concrete Digital Planning & Construction Processes Interiors Interior Finishes, Acoustics Lighting	Salone del mobile 08.04.–13.04.25
5.2025 PD: 02.05.25 ED: 07.03.25 AD: 02.04.25 CD: 07.04.25 DDi: 11.04.25	Facades	Facades & Windows System, Modular & Prefabricated Building, Timber Construction Exteriors & Landscaping	DETAIL FACADE CONGRESS Stuttgart 09.05.25 Intersolar 06.05.–07.05.25 Architect@work, Zürich 07.05.–08.05.25 Biennale di Venezia 10.05.25 eltec 20.05.–22.05.25 Interzum 20.05.–23.05.25
6.2025 PD: 02.06.25 ED: 08.04.25 AD: 30.04.25 CD: 05.05.25 DDi: 14.05.25	Circular Construction Crossmedia Special Sustainability AD: 08.04.2025	Building Envelopes & Roofs Thermal, Moisture & Fire Protection Building Physics, Renovation Access & Building Automation	DETAIL CLIMATE FORUM I Munich 05.06.25 spoga+gafa 22.06.–24.06.25 Feuertrutz 25.06.–26.06.25 Sicherheitsexpo 25.06.–26.06.25



EDITORIAL CALENDAR

Issue	Issue Title/Issue Topics	Product Topics	DETAIL Events / Trade Fairs
7/8.2025 PD: 15.07.25 ED: 21.05.25 AD: 16.06.25 CD: 18.06.25 DDi: 27.06.25	Regional Building Culture Copy Test Participation from 1/2 page	Facades, Masonry, Concrete Interior Finishes, Acoustics Lighting, Bathrooms & Sanitary	Building Green, Hamburg 01.07.– 02.07.25
9.2025 PD: 01.09.25 ED: 08.07.25 AD: 01.08.25 CD: 05.08.25 DDi: 13.08.25	Kindergartens	System, Modular & Prefabricated Building, Timber Construction Digital Planning & Construction Processes Exteriors & Landscaping	DETAIL MODULAR CONSTRUCTION CONGRESS, Stuttgart 18.09.25 Nordbau 10.09.– 14.09.25 Architect@work, Hamburg 17.09.– 18.09.25 Cersaie 23.09.– 27.09.25
10.2025 PD: 01.10.25 ED: 11.08.25 AD: 02.09.25 CD: 05.09.25 DDi: 15.09.25	Roofs Special Supplement: Interiors Crossmedia Special	Building Envelopes & Roofs Access & Building Automation Interiors Interior Finishes, Acoustics Lighting	Building Green, Heidelberg 01.10.– 02.10.25 ExpoReal 06.10.– 08.10.25 Interlift 14.10.– 17.10.25 idd cologne 26.10.– 29.10.25
11.2025 PD: 03.11.25 ED: 10.09.25 AD: 06.10.25 CD: 08.10.25 DDi: 16.10.25	Adaptive Reuse Crossmedia Special: Sustainability AD: 10.09.2025	Masonry, Concrete Thermal, Moisture & Fire Protection Building Physics, Renovation Heating, Cooling, Ventilation	DETAIL CLIMATE FORUM II Düsseldorf 02.10.25 Architect@work, Stuttgart 05.11.– 06.11.25 BIM World, Munich 26.11.– 27.11.25
12.2025 PD: 01.12.25 ED: 03.10.25 AD: 04.11.25 CD: 07.11.25 DDi: 13.11.25	Transparency & Translucency	Facades & Windows Digital Planning & Construction Processes Bathrooms & Sanitary	DETAIL COMPANY AWARD Munich 04.12.25 Architect@work, Düsseldorf 03.12.– 04.12.25
1/2.2026 PD: 15.01.26 ED: 17.11.25 AD: 03.12.25 CD: 05.12.25 DDi: 18.12.25	Simple Building	System, Modular & Prefabricated Building, Timber Construction Roofs Interior Finishes, Acoustics Lighting	Heimtextil 19.01.– 22.01.26 DOMOTEX 20.01.– 23.01.26 imm Cologne Ambiente Dach&Holz 24.02.– 27.02.26

CONTENT CALENDAR



		Digital & Sustainable	BAU Trade Fair	Urban Housing	Solid Construction	Facades	Circular Construction	Regional Building	Kindergartens	Roofs	Adaptive Reuse	Transparency & Translucency	Simple Building	
Strategic Ad Alignment with Editorial Themes		01/2025	02/2025	03/2025	04/2025	05/2025	06/2025	07/2025	08/2025	09/2025	10/2025	11/2025	12/2025	1-2/2026
EXTERIORS & LANDSCAPING Street furniture, outdoor surfacing, outdoor lighting, wayfinding, access & parking, landscaping, greenery, drainage, noise protection, fencing, ground stabilisation, gates, pool & pond installations	Issues:	✓	✓			✓				✓				✓
	Online newsletter:	13, 20, 29				06, 12, 19				01, 08, 15				
	Thematic newsletter:	07, 09, 14				20/05				09/09				
BATHROOMS & SANITARY Tiles, fittings, sanitary ceramics, drainage systems, steam bath, sauna & swimming pool technology	Issues:	✓	✓	✓				✓	✓				✓	✓
	Online newsletter:	13,20,29		03,10,17				15,22,29					01,08,15	
	Thematic newsletter:	07,09,14		11/03				08/07					02/12	
	Interiors newsletter:	23/01	20/02	20/03	03/04	22/05	26/06	24/07	28/08	18/09	16/10	20/11	18/12	29/01
BUILDING PHYSICS / FIRE PROTECTION Thermal insulation, moisture & fire protection, noise protection & acoustics, foils & seals	Issues:	✓	✓	✓			✓					✓		✓
	Online newsletter:	13,20,29		03,10,17			02,10,16					03,10,17		12,19,26
	Thematic newsletter:	07,09,14		25/03			11,18/06					18/11		
LIGHTING Luminaires, lighting technology & design, indoor & outdoor lighting, optical guidance systems, lighting installations, switches, control technology	Issues:	✓	✓		✓			✓	✓		✓			✓
	Online newsletter:	13,20,29			01,07,14			15,22,29			01,08,15			
	Thematic newsletter:	07,09,14	11/02		15/04			08/07	26/08		21/10			12,19,26
INTERIORS / LIGHTING Luminaires, lighting technology & design, indoor lighting, optical guidance systems, lighting installations, switches, control technology	Issues:	✓	✓		✓			✓	✓		✓			✓
	Online newsletter:	13,20,29												
	Thematic newsletter:	07,09,14							26/08					
	Interiors newsletter:	23/01	20/02	20/03	03/04	22/05	26/06	24/07	28/08	18/09	16/10	20/11	18/12	29/01
INTERIOR FINISHES & ACOUSTICS Partition walls, dividers, ceiling, floor & wall surfaces, acoustic elements, internal doors, room systems, stairs, interior plasters & paints, indoor air quality, natural materials	Issues:	✓	✓		✓			✓	✓		✓			✓
	Online newsletter:	13,20,29			01,07,14			15,22,29			01,08,15			12,19,26
	Thematic newsletter:	07,09,14	11/02		15/04			08,30/07			21/10		03/12	
	Interiors newsletter:	23/01	20/02	20/03	03/04	22/05	26/06	24/07	28/08	18/09	16/10	20/11	18/12	29/01
INTERIORS SPECIAL OFFICE, HOSPITALITY, HOTEL, RETAIL, RESIDENTIAL: Furniture, flooring, tiles, wall surfaces, paints, plasters, bath-room & sanitary fixtures, acoustics, lighting / interior lighting	Issues:	✓	✓								✓			✓
	Online newsletter:	13,20,29												12,19,26
	Thematic newsletter:	07,09,14												
	Interiors newsletter:	23/01	20/02	20/03	03/04	22/05	26/06	24/07	28/08	18/09	16/10	20/11	18/12	29/01
ROOFS Flat, pitched & green roofs, roof structures & coverings, drainage, insulation systems, waterproofing, photovoltaic systems, fastenings, penetrations, roof windows, skylights, smoke & heat extraction systems	Issues:	✓	✓	✓			✓				✓			✓
	Online newsletter:	13,20,29		03,10,17			02,10,16				01,08,15			12,19,26
	Thematic newsletter:	07,09,14		18/03			03/06				28/10			
DIGITAL PLANNING & CONSTRUCTION PROCESSES Software: Cost estimation, tendering, BIM, CAD, AI, project management, VR/AR, facility management, digital twin, integration interfaces. Hardware: 3D printing, laser scanning, robotics, digital construction site	Issues:	✓	✓		✓					✓			✓	
	Online newsletter:	13,20,29			01,07,1					01,08,15			01,08,15	
	Thematic newsletter:	07,09,14			08/04					23/09			09/12	

CONTENT CALENDAR



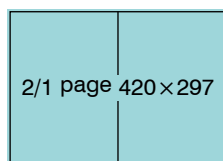
Strategic Ad Alignment with Editorial Themes		01/2025	02/2025	03/2025	04/2025	05/2025	06/2025	07/2025	08/2025	09/2025	10/2025	11/2025	12/2025	1-2/2026
ACCESS Entrances, doors, gates, barrier-free access, stairs, escalators, lifts, parking, wayfinding, fittings, locks, security, intrusion protection, signage	Issues: Online newsletter: Thematic newsletter:	✓ 13,20,29 07,09,14	✓				✓ 02,10,16 23/06				✓ 01,08,15 07/10			
FACADES Facade systems & cladding, masonry (concrete, wood, stone), profiles, sandwich panels, glazing, windows, balconies, sun protection, drainage, exterior plasters & paints, ETICS/insulation, solar facades, external doors & gates, circular construction, climate & resource protection	Issues: Online newsletter: Thematic newsletter:	✓ 13,20,29 07,09,14	✓	✓ 03,10,17 18/03	✓ 01,07,14 22/04	✓ 06,12,19 27/05	✓	✓ 15,22,29	✓		✓	✓ 03,10,17 11/11	✓ 01,08,15 02/12	
BUILDING AUTOMATION Smart home, switches, sockets, sensors, switchgear, control systems, electrical & regulation systems, smart solutions, communication, security, fire alarms	Issues: Online newsletter: Thematic newsletter:	✓ 13,20,29 07,09,14	✓				✓ 02,10,16 23/06			26/08	✓ 01,08,15 07/10			
BUILDING ENVELOPES Wall materials, prefabrication, facade systems & cladding, glass & windows, balconies, terraces, sun protection, drainage, exterior plasters & paints, insulation, solar and PV systems, circular construction, climate & resource protection	Issues: Online newsletter: Thematic newsletter:	✓ 13,20,29 07,09,14	✓	✓ 03,10,17 18/03	✓ 01,07,14 22/04	✓ 06,12,19	✓ 02,10,16 03/06	✓ 15,22,29	✓		✓ 01,08,15 28/10	✓ 03,10,17	✓ 01,08,15	
HEATING, COOLING & VENTILATION Heat pumps, heat storage, heating upgrades, heat recovery, boilers, burners, condensing technology, radiators, underfloor heating, heating, water & wastewater systems, ventilation, cooling, climate control	Issues: Online newsletter: Thematic newsletter:	✓ 13,20,29 07,09,14	✓	✓ 03,10,17 18/03								✓ 03,10,17 25/11		
SOLID CONSTRUCTION, MASONRY, CONCRETE Masonry, solid building materials, brick, concrete and steel construction, earthen construction, elemental-based construction, natural stone, masonry, stone, concrete, wood construction	Issues: Online newsletter: Thematic newsletter:				✓ 01,07,14 22/04			✓ 15,22,29	✓			✓ 03,10,17 11/11		
RENOVATION Structural, energy-efficient & design-oriented renovation, densification, vertical extensions, insulation & plastering systems, fastening technology, coatings & paint, moisture protection, interior finishes, bathroom renovation, circular construction, climate & resource protection	Issues: Online newsletter: Thematic newsletter:	✓ 13,20,29 07,09,14	✓	✓ 03,10,17 18/03			✓ 02,10,16 11/06					✓ 03,10,17 18/11		✓ 12,19,26
SYSTEM, MODULAR & PREFABRICATED BUILDING Prefabricated & modular construction, prefabricated facades & elements, lightweight, timber, concrete & steel construction	Issues: Online newsletter: Thematic newsletter:	✓ 13,20,29 07,09,14	✓			✓ 06,12,19 13/05		17/07		✓ 01,08,15 16/09				✓ 12,19,26 03/02



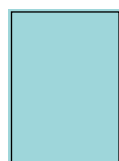
AD FORMATS

Bleed Ads

Format W×H in mm



2/1 page
420×297



1/1 page
210×297



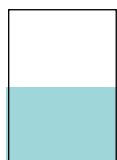
2/3 page
vertical
135×297



2/3 page
horizontal
210×188



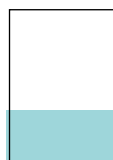
1/2 page
vertical
102×297



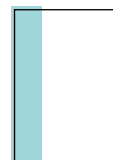
1/2 page
horizontal
210×145



1/3 page
vertical
69×297



1/3 page
horizontal
210×99



1/4 page
vertical
53×297



1/4 page
horizontal
210×76

For bleed ads, add a 3 mm bleed allowance on each outer edge.

Submit double-page ads as two separate pages.

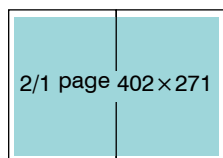
For part-page portrait-format ads, add 3 mm bleed on all sides.

For 1/3 page ads and smaller, placement requests cannot be accommodated.

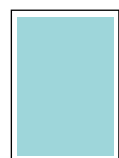
Special formats on request.

Type Area (non-bleed) Ads

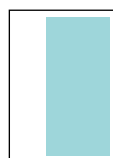
Format W×H in mm



2/1 page
402×271



1/1 page
189×271



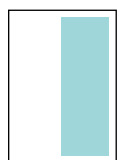
2/3 page
vertical
125×271



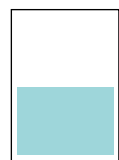
2/3 page
horizontal
189×176



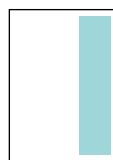
9/16 page
junior page
140×193



1/2 page
vertical
93×271



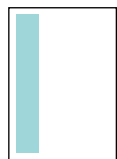
1/2 page
horizontal
189×133



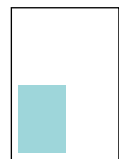
1/3 page
vertical
63×271



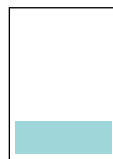
1/3 page
horizontal
189×87



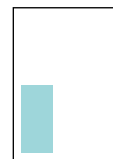
1/4 page
vertical
45×271



1/4 page
93×133
portrait



1/4 page
horizontal
189×64



1/6 page
vertical
63×133



AD PRICE LIST

Format		Type Area Ads		Bleed Ads		b/w	4c
		Width mm	Height mm	Width mm	Height mm	€	€
2/1 page		402	271	420	297	14,690	20,590
Cover page 2, 4		189	271	210	297		12,475
Cover page 3		189	271	210	297		10,915
1/1 page next to content		189	271	210	297	8,500	11,955
1/1 page		189	271	210	297	7,425	10,395
2/3 page	vertical	125	271	135	297	5,860	8,205
	horizontal	189	176	210	188		
9/16 page (junior page)	vertical	140	193	152	206	5,520	7,730
1/2 page (1st issue half)	vertical	93	271	102	297	5,500	7,795
	horizontal	189	133	210	145		
1/2 page	vertical	93	271	102	297	4,960	6,945
	horizontal	189	133	210	145		
1/3 page	vertical	63	271	69	297	4,030	5,645
	horizontal	189	87	210	99		
1/4 page	vertical	45	271	53	297	2,860	4,005
	portrait	93	133				
	horizontal	189	64	210	76		
1/6 page	vertical	63	133			2,100	2,945

Placement Surcharge

If a specific placement is accepted (minimum size 1/3 page): 20% surcharge; exclusive (solus) ads: 30% surcharge.

Discounts

For ads placed within a calendar year, starting with the first insertion:

Frequency Discount

with	3 ads	3 %
with	6 ads	5 %
with	9 ads	10 %
with	12 ads	12.5 %

Volume Discount

with	1 page	3 %
with	3 pages	5 %
with	6 pages	10 %
with	9 pages	15 %

No discount on glued-on inserts, technical surcharges, or distribution costs.



CROSSMEDIA SPECIAL SUSTAINABILITY

Crossmedia Specials in DETAIL

6.2025 “Circular Construction” **11.2025 “Adaptive Reuse”**
Ad booking deadline: 08.04.2025 Ad booking deadline: 10.09.2025

Aligning with our sustainability-focused issues – “Circular Construction” (Issue 6.2025) and “Adaptive Reuse” (Issue 11.2025) – we invite you to feature your advertorial within these focal topics. Choose a classic image/text format or an interview conducted by the DETAIL editorial team to showcase your company’s unique perspective and commitment to sustainability.

Your advertorial will be seamlessly woven into each issue’s central theme, capturing the full attention of our readership.

Note:

Deadlines for ad booking and copy submission (images and text) are set individually for each issue.

Boost Your Reach with Our Crossmedia Offer:

- Print ad in DETAIL
> 57,000 readers
- Permanent presence on detail.de
Ø 3.58 M page impressions/month²
Ø 1.48 M visits/month²
- DETAIL newsletter image/text ad
Ø 25,889 DE or 29,400 EN subscribers³
Ø 40% open rate³
- Social media⁴
> 487,504 followers
> 1.9 M Total impressions/month



Print

Benefit from Our Crossmedia Special at a discounted rate

Issue 6.2025 “Circular Construction”
Ad booking deadline: 08.04.2025

Issue 11.2025 “Adaptive Reuse”
Ad booking deadline: 10.09.2025

Total Price

1/1 page only 7,900 €¹
instead of: 11,500 €

2/1 page only 12,950 €¹
instead of: 22,500 €

Crossmedia

- Online advertorial on detail.de (permanent presence)
- 1 × Image/text ad
to promote the online advertorial
- 1 × Social media post
- Detailed report 4 weeks after publication

Total Price

1/1 page only 11,400 €¹
instead of: 15,650 €

2/1 page only 16,450 €¹
instead of: 26,650 €

Optional

- Integration into the corporate portrait section (p. 37)



CROSSMEDIA SPECIAL INTERIORS & DESIGN

Make the Most of Our High-Reach Crossmedia Special

Showcase your products and brand across platforms with the DETAIL Interiors Special in issues **4.2025** or **10.2025** – and benefit from lasting online visibility in our Interiors & Design section at detail.de/interiorsdesign.

4.2025 Trade fair issue
“Salone del mobile”

Ad booking deadline: 05.03.2025



10.2025 Trade fair issue
“idd cologne”









Ad booking deadline: 02.09.2025



© Scovad / istockphoto.com

Your Visibility:

- Print ad in DETAIL
> 57,000 readers
- Permanent presence on detail.de
Ø 3.58 M page impressions/month²
Ø 1.48 M visits/month²
- DETAIL newsletter image/text ad
Ø 25,889 DE or 29,400 EN subscribers³
Ø 40 % open rate³
- Social media⁴
> 487,504 followers    
> 1.9 M total impressions/month 

- | | | |
|------------------|--|--|
| Package 1 | <ul style="list-style-type: none"> – 1/1 page 4c in DETAIL issue 4.2025 or 10.2025 – Online advertorial on detail.de/de_en/interiorsdesign (permanent presence) – 1 × Image/text ad to promote the online advertorial in the Interiors & Design Special newsletter (position subject to availability) – 1 × Social media post     – Detailed report 4 weeks after publication | Total Price
10,500€¹
instead of: 14,545 € |
| Package 2 | <ul style="list-style-type: none"> – 1/2 page 4c in DETAIL issue 4.2025 or 10.2025 – Online advertorial on detail.de/de_en/interiorsdesign (permanent presence) – 1 × Image/text ad to promote the online advertorial in the Interiors & Design Special newsletter (position subject to availability) – 1 × Social media post     – Detailed report 4 weeks after publication | Total Price
8,356€¹
instead of: 11,095 € |
| Package 3 | Product presentation “Interiors & Design” (online only) <ul style="list-style-type: none"> – Permanent presence on detail.de – Placement of the product announcement in Interiors & Design – 3 gallery images, max. 500 characters, link, tracking code – 2 × Product feature in the Interiors & Design newsletter (on release date & 8 weeks later) – Length approx 750 – 1000 characters incl. spaces – Integration in the company portrait section (if available) – Newsletter report, 2 weeks after each dispatch | Total Price
2,660€¹
instead of: 3,615 € |
| Optional | – Advertorial or product presentation integration into the company portrait section (p. 37) | |



CROSSMEDIA

PRODUKT + PRAXIS

Produkt + Praxis (Crossmedia)

“Produkt + Praxis” is an exclusive 4- or 6-page detachable insert, curated by the DETAIL editorial team to deliver engaging, insightful content for architects and planners.

This format concisely showcases key material and product specifications, illustrating materials in use through selected reference projects.

With an aesthetic, architecturally focused communication style centred on architectural photography and details, the insert conveys essential material or product information with clarity and precision.

High Archival Value

The insert features a perforated strip, allowing readers to easily detach, collect, and archive it for future reference.

Lead Generation

Depending on the booking package, a postcard (for an additional fee) or QR code can be added as a direct response tool. This enables readers to request material samples or additional information directly from manufacturers, with measurable feedback.

Fixed Price

4-page 14,500 €^{1,2}

6-page 19,500 €^{1,2}



Discover Produkt + Praxis
online here:
detail.de/produkt-praxis

Services:

- Publication on detail.de (permanent presence)
Ø 3.58 M page impressions/month²
Ø 1.48 M visits/month²
- Publication as an image/text ad in the newsletter
Ø 25,889 DE or 29,400 EN subscribers
Ø 40% open rate
- Use on your own URL
(PDF with source citation, available 4 weeks after print publication)
- **Optional:**
Integration into the company portrait section (p. 37)

Optional (additional fee):

- Additional print run for own distribution at a low cost
- Postcard as a response tool for lead generation
- Bilingual format (DE/EN)
- Special print finishing on the cover

**HIGHLY
LIMITED
AD FORMAT.
SECURE YOUR
PLACEMENT
NOW!**





SPECIAL AD FORMATS ADVERTORIAL

Advertorial (Print and Optional Crossmedia)

A teaser and image alone may not fully capture the depth of your ideas and more detailed information for your target audience.

A print advertorial positions your content within an editorial context, allowing it to be seen as both credible and high-quality.





Appearing alongside our editorial features, the advertorial enriches both the informational value and brand image of your company.

Simply provide the basic texts and images, and the DETAIL editorial team will tailor them to resonate with your audience. Each placement is clearly marked as an advertisement.

Crossmedia (additional fee):

Extend your advertorial online on detail.de for an **additional 3,500 €²** instead of: 4,150 €

Services:

- Publication on detail.de (permanent presence)
Ø 3.58 M page impressions/month²
Ø 1.48 M visits/month²
- Publication as an image/text ad in the newsletter
Ø 25,889 DE or 29,400 EN subscribers
Ø 40% open rate
- 1 x Social media post    
- Detailed report delivered 4 weeks after publication
- **Optional:**
Integration into the company portrait section (p. 37)

Advertorial 2/1, 4c	22,500 €¹
Advertorial 1/1, 4c	11,500 €¹
Advertorial 1/2, 4c	8,750 €¹

Please submit all materials by the editorial deadline (ED) for the desired print issue.



Advertorial 2/1



Advertorial 1/1



Advertorial 1/2

¹ Special ad format: not eligible for discount, but eligible for agency commission.

² The print content will be used online | ³ IVW Online: 11.2023 – 07.2024.



SPECIAL AD FORMATS PRINT

Gatecover/ Cover Flap

Leverage the haptic impact of our cover pages U2 or U3 for powerful product and brand communication.

Simply provide the basic texts and images, and the DETAIL editorial team will tailor them to resonate with your target audience.

Specifications: 3 pages
Flap on the 2nd or 3rd cover page
Bilingual option available

25,900 €^{1,2}



Cover Gatefold/ Cover Wrap

Half-page flap on the front cover for bold visibility.

Price on request¹



Banderole

Make an instant impact!
Our exclusive wrap-around banderole puts your message front and centre.

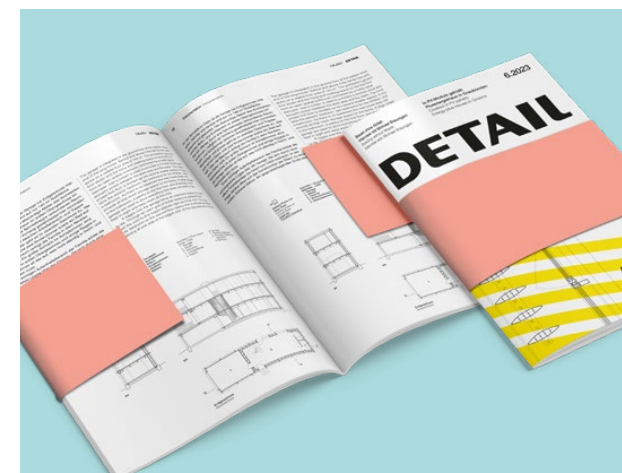
Price on request¹



Split Banderole

Capture attention from the outset with your exclusive split banderole, offering a double-page presence – ideal for your ad or advertorial.

Price on request^{1,2}



¹ Submit by the editorial deadline (ED) for the desired print issue.

² Special ad format: not eligible for discounts or agency commission.

All listed prices are subject to VAT.

The publisher's current terms and conditions apply, available at www.detail.de/de_en/agnb.



SPECIAL AD FORMATS PRINT

Bound-In Inserts

2-page	8,910 € ¹
2-page with flap	11,160 € ¹
4-page	13,050 € ¹
6-page	15,930 € ¹
8-page	18,360 € ¹

The bound-in insert must be supplied by the manufacturer.

For paper weight over 180 g/m²: Price on request
Discountable (per volume rate): 1 sheet = 1 ad page

The bound-in insert can be bound between content sections.
For further technical specifications, see pages 54–55.



Glued-On Inserts

Booking a full-page ad is required for the glued-on insert.
The ad is billed according to the current price list; see page 17.

Size

Minimum 40×60 mm, maximum 170×257 mm (W×H)

2 cm margin from the spine and all outer edges

Thickness

Maximum 3 mm

Maximum weight

50 g

Glued-on inserts are not eligible for discount but are eligible for agency commission. Shipping fees are excluded from all discounts.



Postcards, DIN C6

165 € per 1000 copies plus shipping fees²

Booklets up to 170×257 mm (W×H),

3 mm thick, and 50 g

Machine Processing:

265 € per 1000 copies plus shipping fees²

Machine Processing:

345 € per 1000 copies plus shipping fees²

For more technical specifications, see pages 54–55.

CONTACT
US TO LEARN
MORE!

We would be happy to provide expert guidance on a range of special advertising formats, including die-cut ads, enhancements with special inks or finishes, and bespoke sizes.

¹ Special ad format: not eligible for discount, but eligible for agency commission.

² Special ad format: not eligible for discounts or agency commission.

All listed prices are subject to VAT.

The publisher's current terms and conditions apply, available at www.detail.de/de_en/agb.



SPECIAL AD FORMATS PRINT



Inserts

Inserts are placed within the magazine. Split run options available. Available for subscription copies or targeted regional distribution (additional fee applies). The insert is delivered by the manufacturer.

Size: minimum DIN C6, maximum 200×290 mm (W×H)

Thickness: maximum 2 mm

Maximum weight: 100 g

For further technical specifications, see pages 54–55.

Up to 25 g for machine insertion:
240 €¹ per 1000 copies plus shipping fees

Prices for heavier inserts or those requiring manual insertion are available upon request.



Outserts

The outsert is placed on the back cover of DETAIL and shrinkwrapped with the magazine. Split run options available. Available for subscription copies or targeted regional distribution (additional fee applies).

The outsert must be provided by the manufacturer.

The price is calculated individually based on the weight of the outsert.



Sponsorship: Paper Shipping Envelope

100% kraft paper, no plastic additives

Optional add-on:

Enhance your outsert with a customised paper shipping envelope featuring your advertising message.

Price on request¹

Available only with a split run due to shipping restrictions.



COPY TEST

Evaluate Your Ad Performance

In Issue 7/8.2025, DETAIL offers all advertising partners an exclusive copy test, providing insights into how architects, planners, and civil engineers perceive your brand, ads, products, and overall image.

We are pleased to share these valuable results with you either in person or online.

This complimentary service is available with ad bookings of 1/2 page or more. Advertorials, gatefolds, inserts, or supplements are also eligible.

Take advantage of this opportunity to gain valuable feedback from your target audience.

Reserve your spot soon – availability is limited.

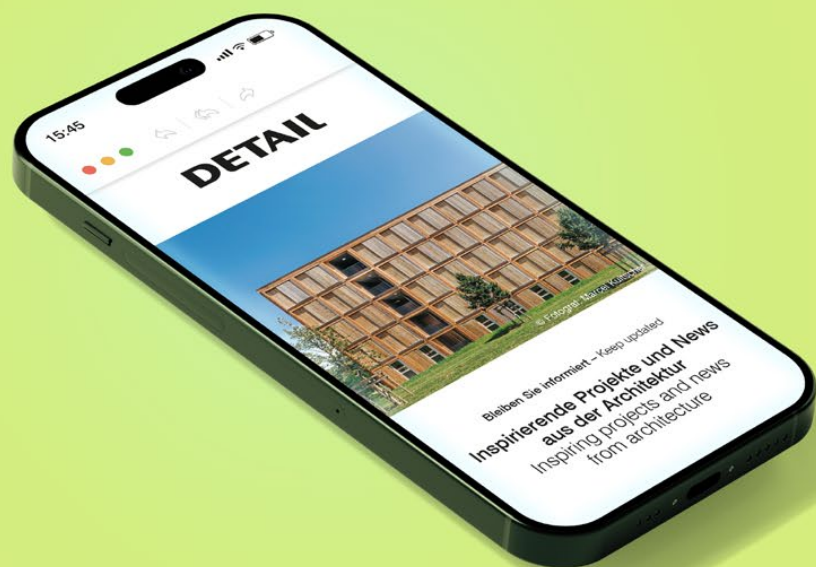
Copy Test
Issue 7/8.25
Ad booking deadline: 16.06.2025

The copy test is conducted by an independent market research institute, using a representative reader survey to assess the qualitative and quantitative impact of the ad.

Our copy test goes beyond content and design analysis. As a participant, you'll gain insights into both the ad's performance and your product and company image.

The institute conducts the test using CATI (Computer-Assisted Telephone Interviewing), following the ZAW framework for advertising media analysis, ensuring a representative and objective evaluation of your campaign.





DIGITAL

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PROFILE DETAIL.DE

detail.de is the leading bilingual platform for your digital architectural communication. Timely – Inspiring – SEO-Optimised.

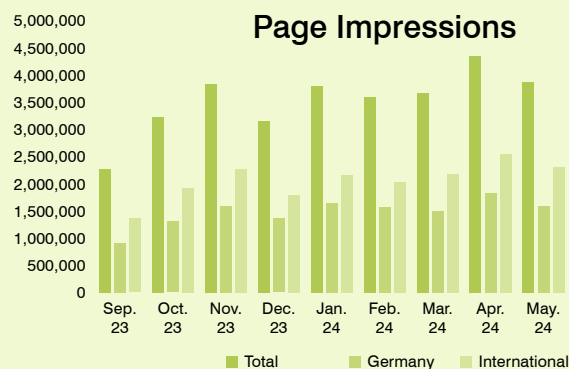
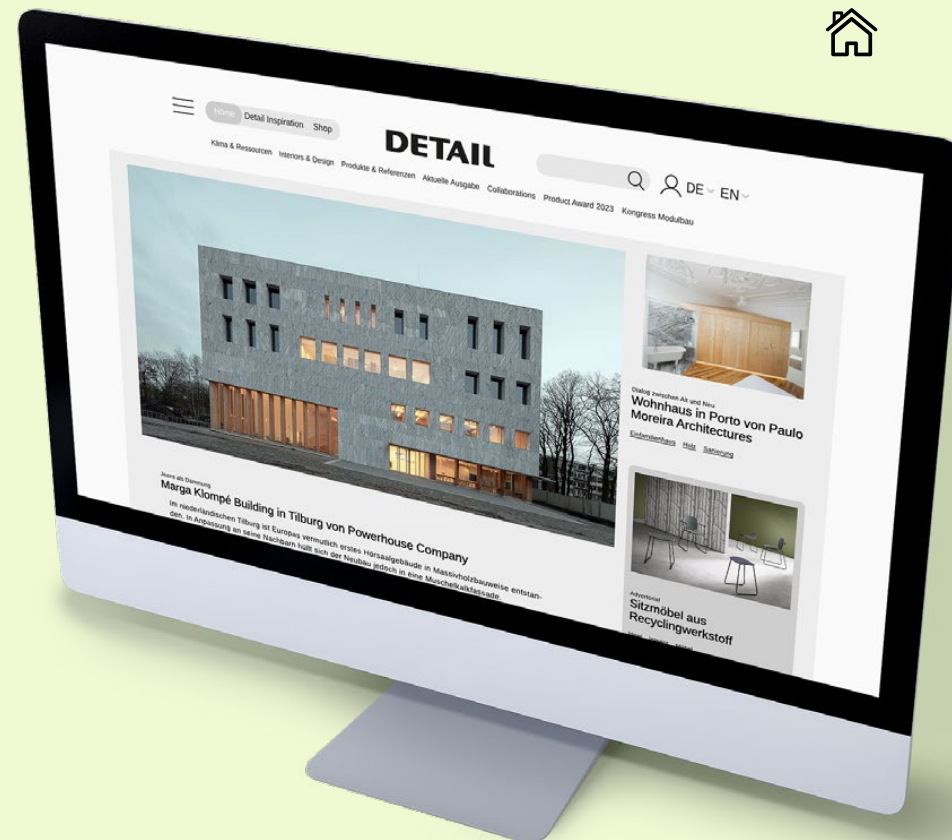
Ø 3.58 M¹ page impressions/month
Ø 1.48 M¹ visits/month

With a modern, innovative design, captivating architecture-centric images, and visually striking display formats, we attract and engage our audience, as reflected in our impressive monthly user statistics.

We offer timely news, events, industry insights, standout reference projects, in-depth issue features, along with videos, podcasts, product information, and announcements for professional events.

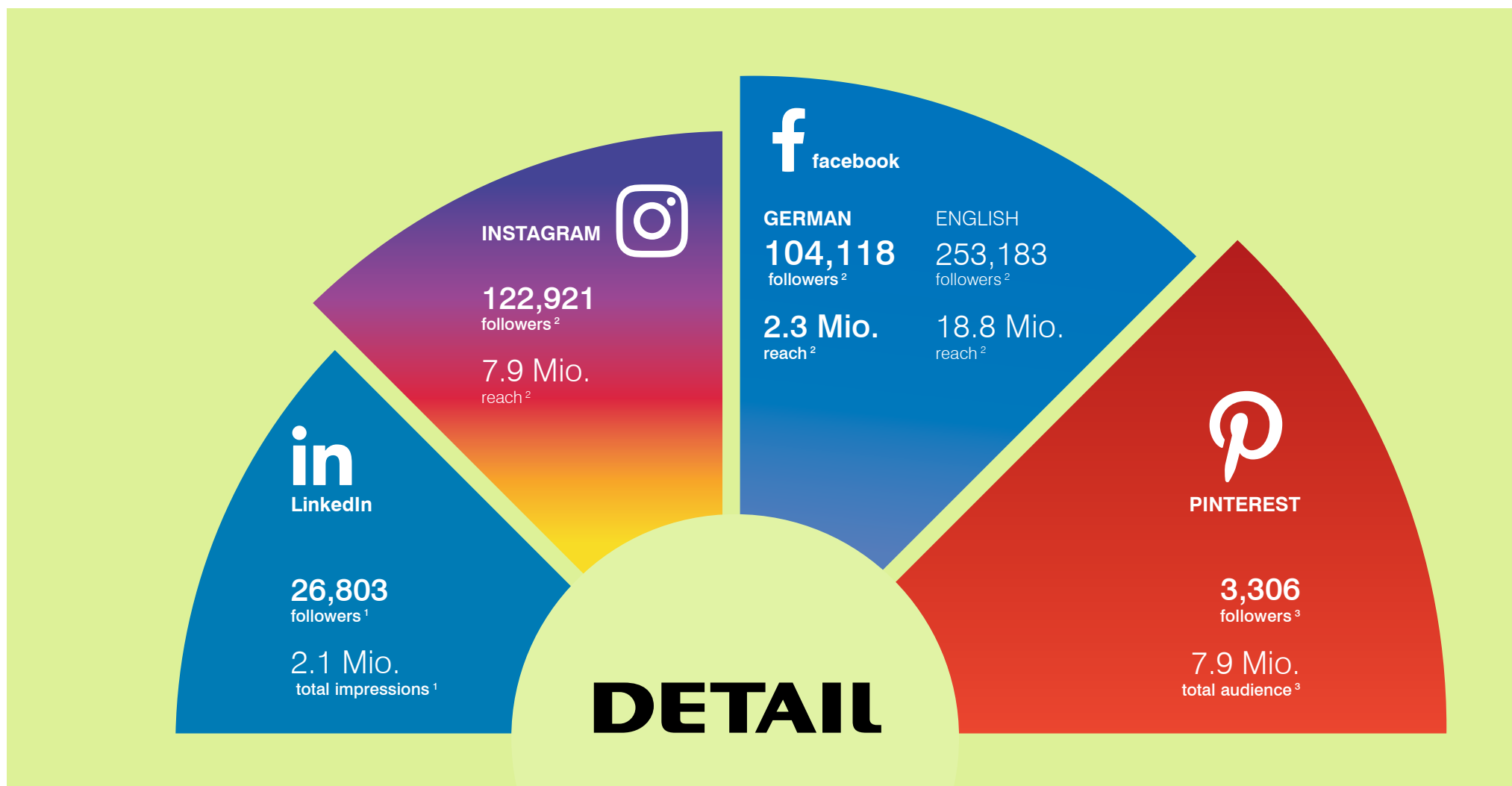
Our “Climate & Resources,” “Interiors & Design,” and “Products & References” sections offer targeted advertising opportunities. The “Collaborations” section allows advertisers to showcase their companies with crossmedia formats and custom advertising options for maximum impact.

Our English-language site provides adapted content from our German platform, ideal for globally oriented campaigns.





SOCIAL MEDIA



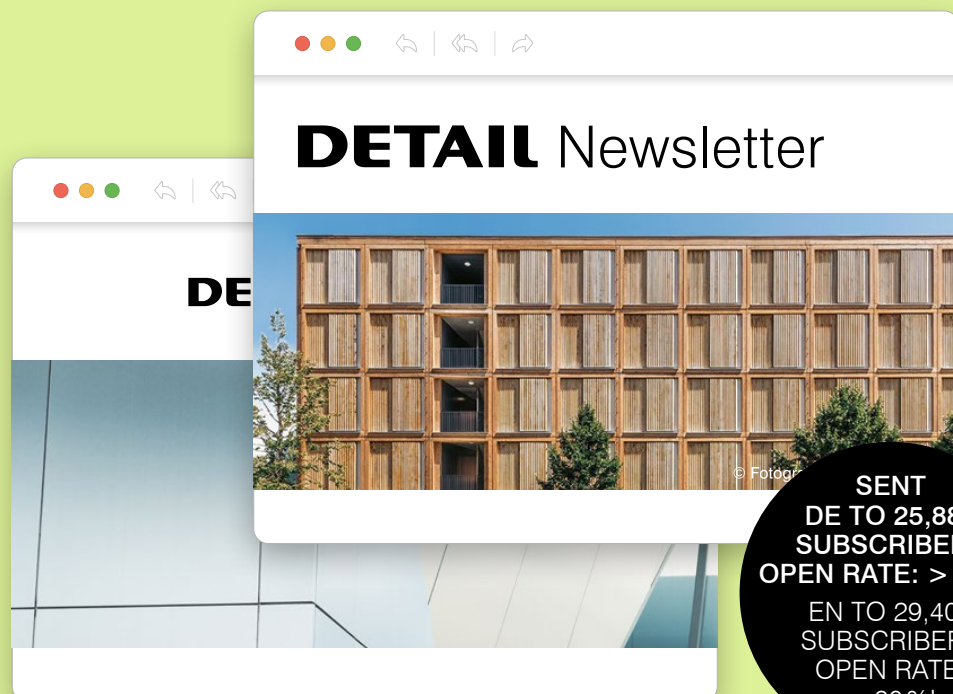


NEWSLETTER TOPICS 2025

The editorial DETAIL newsletter delivers essential architecture and design news:

- **DE German 4 × week, Monday through Thursday**
- **EN English 1 × week, Thursday**

Our issue-specific newsletters provide in-depth insights into the editorial topics and products featured in each print edition. Special newsletters on trade fairs and focused themes further enhance our wide-reaching newsletter programme.



Date	Editorial Focus	Products
13.01. 20.01. 27.02.	DETAIL 1/2: Digital & Sustainable	BAU Product News
07.01.	Trade Fair BAU Special	
08.01.	Trade Fair Newsletter BAU Special: Modular Construction, System Building, Timber Construction, Prefabrication	
09.01.	Trade Fair BAU Special (DE/EN)	
14.01.	Trade Fair BAU Special	
23.01.	Interiors & Design (DE/EN)	
11.02.	Interior Architecture / Acoustics, Lighting	
20.02.	Interiors & Design: Trade Fair (DE/EN)	
03.03. 10.03. 17.03.	DETAIL 3: Urban Housing	Building Envelopes & Roofs, Thermal, Moisture & Fire Protection Building Physics, Renovation Bathroom & Sanitary, Heating, Cooling & Ventilation
11.03.	Trade Fair ISH Bathroom & Sanitary / Heating, Cooling & Ventilation	
18.03.	Building Envelopes & Roofs	
20.03.	Interiors & Design (DE/EN)	
25.03.	Thermal, Moisture & Fire Protection / Building Physics / Renovation	
01.04. 07.04. 14.04.	DETAIL 4: Solid Construction	Solid Construction, Masonry, Concrete Digital Planning & Construction Processes Interiors, Interior Finishes / Acoustics, Lighting
03.04.	Interiors & Design: Trade Fair Salone del mobile (DE/EN)	
08.04.	Digital Planning & Construction Processes	
15.04.	Interiors / Acoustics, Lighting	
22.04.	Solid Construction, Masonry, Concrete	



NEWSLETTER TOPICS 2025

Date	Editorial Focus	Products
06.05. 12.05. 19.05.	DETAIL 5: Facades	Facades & Windows System, Modular, Prefabricated & Timber Construction Exteriors & Landscaping
13.05.	System, Modular, Prefabricated & Timber Construction	
20.05.	Exteriors & Landscaping	
22.05.	Interiors & Design (DE/EN)	
27.05.	Facades	
02.06. 10.06. 16.06	DETAIL 6: Circular Construction	Building Envelopes & Roofs, Thermal, Moisture & Fire Protection, Building Physics, Renovation Access & Building Automation
03.06.	Building Envelopes & Roofs	
11.06.	Thermal, Moisture & Fire Protection / Building Physics / Renovation	
18.06.	Trade Fair Feuertrutz	
23.06.	Access & Building Automation / Trade Fair Sicherheitsexpo	
26.06.	Interiors & Design (DE/EN)	
15.07. 22.07. 29.07.	DETAIL 7/8: Regional Building Culture	Facades, Masonry, Concrete Interior Finishes, Acoustics Lighting, Bathroom & Sanitary
08.07.	Interior Finishes / Acoustics / Bathroom & Sanitary / Lighting	
17.07.	System, Modular, Prefabricated & Timber Construction	
24.07.	Interiors & Design (DE/EN)	
30.07.	Flooring	
07.08.	Climate & Resources	
26.08.	Lighting & Building Automation	

Date	Editorial Focus	Products
01.09. 08.09. 15.09.	DETAIL 9: Kindergartens	System, Modular, Prefabricated & Timber Construction Digital Planning & Construction Processes Exteriors & Landscaping
09.09.	Landscaping	
16.09.	System, Modular, Prefabricated & Timber Construction	
18.09.	Interiors & Design: Trade Fair Cersaie (DE/EN)	
23.09.	Digital Planning & Construction Processes	
01.10. 08.10. 15.10.	DETAIL 10: Roofs	Building Envelopes & Roofs Access & Building Automation Interiors, Interior Finishes, Acoustics, Lighting
07.10.	Access & Building Automation	
16.10.	Interiors & Design (DE/EN)	
21.10.	Interior Finishes / Acoustics, Lighting	
28.10.	Building Envelopes & Roofs	
03.11. 10.11. 17.11.	DETAIL 11: Adaptive Reuse	Masonry, Concrete Thermal, Moisture & Fire Protection, Building Physics, Renovation Heating, Cooling & Ventilation
11.11.	Masonry, Concrete	
18.11.	Thermal, Moisture & Fire Protection / Building Physics / Renovation	
20.11.	Interiors & Design (DE/EN)	
25.11.	Heating, Cooling & Ventilation	
01.12. 08.12. 15.12.	DETAIL 12: Transparency & Translucency	Facades & Windows Digital Planning & Construction Processes Bathroom & Sanitary
02.12.	Facades	
03.12.	Interior Finishes / Acoustics / Bathroom & Sanitary	
09.12.	Digital Planning & Construction Processes	
18.12.	Interiors & Design (DE/EN)	



NEWSLETTER AD FORMATS

Placement options in our newsletters

The DETAIL newsletter in **German DE** is sent **4 × week, Monday through Thursday**, and is a trusted daily resource for our target audience.

The international DETAIL newsletter in **English EN** is sent out **1 × week on Thursday**.

Its high-quality journalistic content offers the ideal environment for an image/text ad that effectively reaches architects and planners, boosting traffic to your website.

Content aligns with publication dates and features related product highlights, trade fairs, and focus topics.

	Ad Format	Specifications	CPM Subscribers
1	Image ad in the DE/EN newsletter	1st + 2nd placement	105 €
2	Image ad in the DE/EN newsletter	3rd placement	95 €
3	Banner	Banner 1200 × variable size up to max. 240 px (W × H)	1,120 €

4 × per week **German DE Newsletter Distribution**

- Monday | Wednesday | Thursday to over 25,000 subscribers¹
- Tuesday to over 26,000 subscribers

1 × per week **International EN Newsletter Distribution**

- Thursday to over 29,400 subscribers¹

Newsletter Booking

Please submit order and materials at least 7 business days before the publication date.

Requirements:

- 1 image 1920 × 1280 px (W × H)
- 320 characters of text (incl. spaces)
- 40-character headline (incl. spaces) and link

You will receive a detailed report 2 weeks after distribution.

TOP
OPEN RATES!

DE > 40%¹
EN > 30%¹

International EN Newsletter Distribution Dates:

09.01.25	24.07.25
16.01.25	31.07.25
23.01.25	07.08.25
30.01.25	14.08.25
06.02.25	21.08.25
13.02.25	28.08.25
20.02.25	04.09.25
27.02.25	11.09.25
06.03.25	18.09.25
13.03.25	25.09.25
20.03.25	02.10.25
27.03.25	09.10.25
03.04.25	16.10.25
10.04.25	23.10.25
17.04.25	30.10.25
24.04.25	06.11.25
08.05.25	13.11.25
15.05.25	20.11.25
22.05.25	27.11.25
05.06.25	04.12.25
12.06.25	11.12.25
26.06.25	18.12.25
03.07.25	08.01.26
10.07.25	15.01.26



Schematic of a mobile newsletter view

EVENT PROMOTION

Newsletter + detail.de

When paired with your event listing in the DETAIL newsletter, you can maximise your reach and effectively promote your event to a wider audience.

Event Promotion BASIC

Fixed Price
790 €¹

Event promotion in newsletter only

Newsletter content requirements:

- Title: max. 50 characters incl. spaces
- Time (start–end), location, and address
- Link to client website

Event Promotion PLUS

Package Price
1,290 €¹

Event promotion in newsletter ²
Includes event listing under “Events” on detail.de

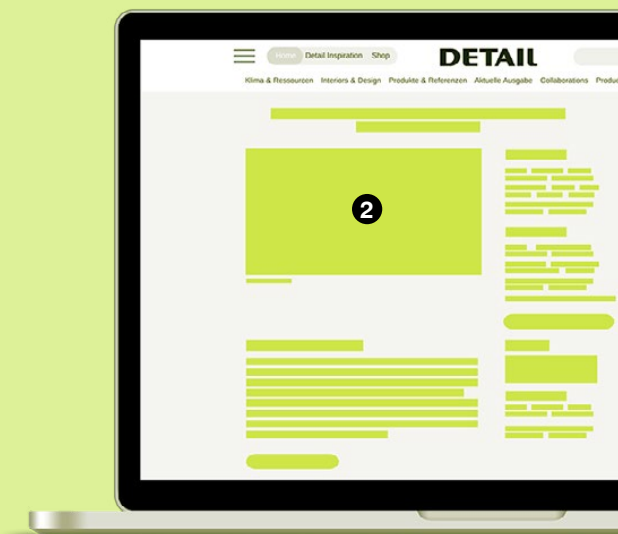
Newsletter content requirements:

- Teaser text: max. 50 characters incl. spaces
- Time (start–end), location, and address
- Link to event listing on detail.de under “Events”

Event listing content requirements:

- Header image (1920 × 1280 px)
- Image credit
- Date
- Time (start–end)
- Event location with address
- Event link
- Event description (approx. 800 characters incl. spaces)
- Organiser logo
- Organiser name/address
- Organiser contact details
- Link to organiser’s homepage
- Links to organiser’s social media channels

You will receive a detailed report 2 weeks after distribution.



1 Event promotion in newsletter

2 Event listing on detail.de



STANDALONE NEWSLETTER

An exclusive newsletter featuring your content, sent on your preferred date.

DETAIL handles the design and acts as the sender, allowing you to present your reference projects, product launches, events, and more as exclusive updates.

Your submitted content is reviewed, edited, and tailored to the target audience, ensuring maximum relevance and engagement.

Our editorial team is also available to advise on suitable topics and image selection.

German and/or English Version

- Sent on your preferred date
- Partial targeting available, e.g., with geotargeting
- Minimum reach: 10,000 subscribers

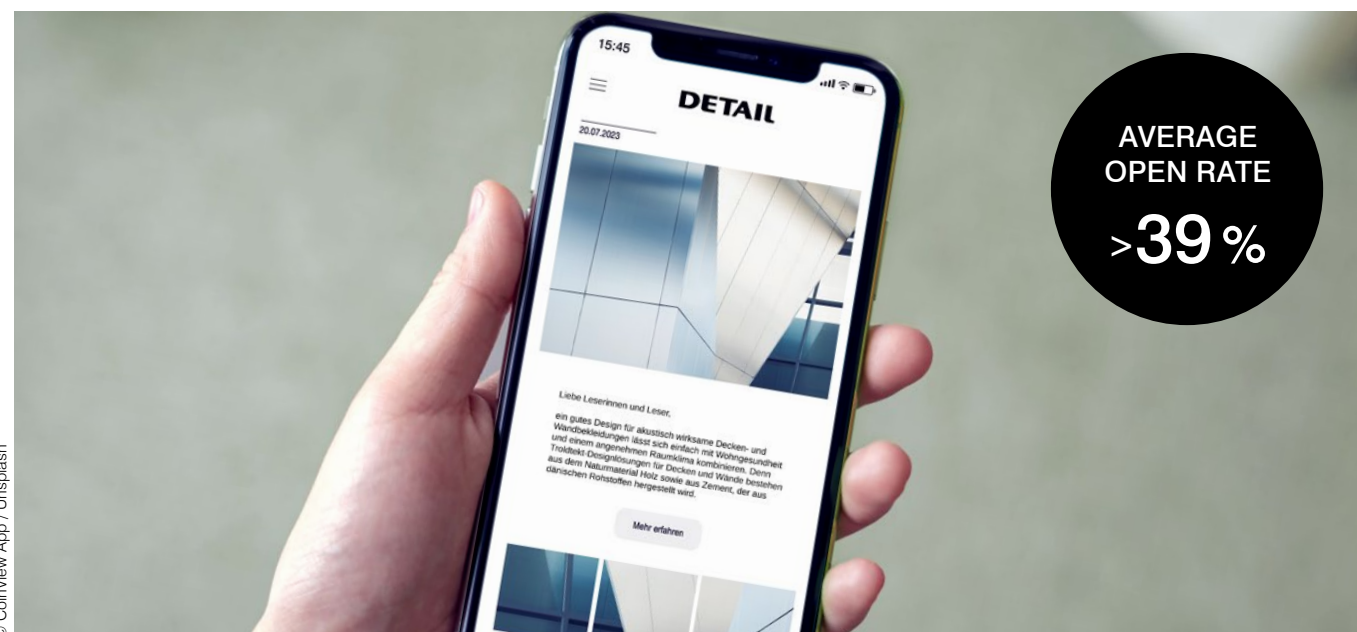
Base Price for DETAIL Standalone Newsletter

10,000 subscribers: **4,200 €**

> 10,000 subscribers: **4,200 €**

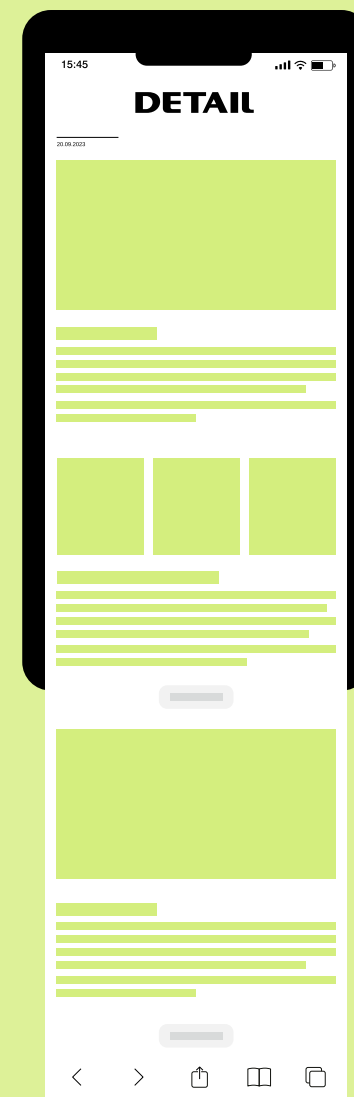
+ CPM for each additional 1,000 subscribers: **285 €**

You will receive a detailed report 2 weeks after distribution.



© CoinView App / Unsplash

AVERAGE
OPEN RATE
>39%



Schematic of a mobile newsletter view







ONLINE ADVERTORIAL BASIC

The Online Advertorial offers a permanent presence on detail.de, ensuring broad online reach within DETAIL's premium editorial environment to showcase your product, project, or service in depth – free from ad-blocker limitations.

Our editorial team reviews, edits, and refines your content, guaranteeing a high-quality, targeted market presence that delivers your news powerfully across multiple touchpoints.

Reach:

- Publication on detail.de (permanent presence)
 - > 3.58 M page impressions/month²
 - > 1.48 M visits/month²
- Publication as an image/text ad in the newsletter
 - Ø 25,889 DE or 29,400 EN subscribers
 - Ø 40% open rate
- 1 × Social media post    
- Detailed report delivered 4 weeks after publication
- **Optional:**
 - Integration into the company portrait section (p. 37)



Discover our advertorials here:
detail.de/de_en/Advertorials

Our Service Package

- **Comprehensive online listing**
(German only) with a large teaser image, 4 gallery images, and up to 2,500 characters of text
- **Permanent online advertorial on detail.de**
Advertorial stays accessible on detail.de, both in its section and via global search. Your content is reviewed, edited, and refined by our editorial team.
- **Custom link to your target URL**
Option to add a tracking code for performance tracking
- **Image/text ad in the DETAIL newsletter**
Featured in the DETAIL newsletter with a direct link to the online advertorial

Homepage placement

Prime homepage placement with an image and teaser text on publication day, also appearing in the relevant section.

Contact form for lead generation

1 × Social media most

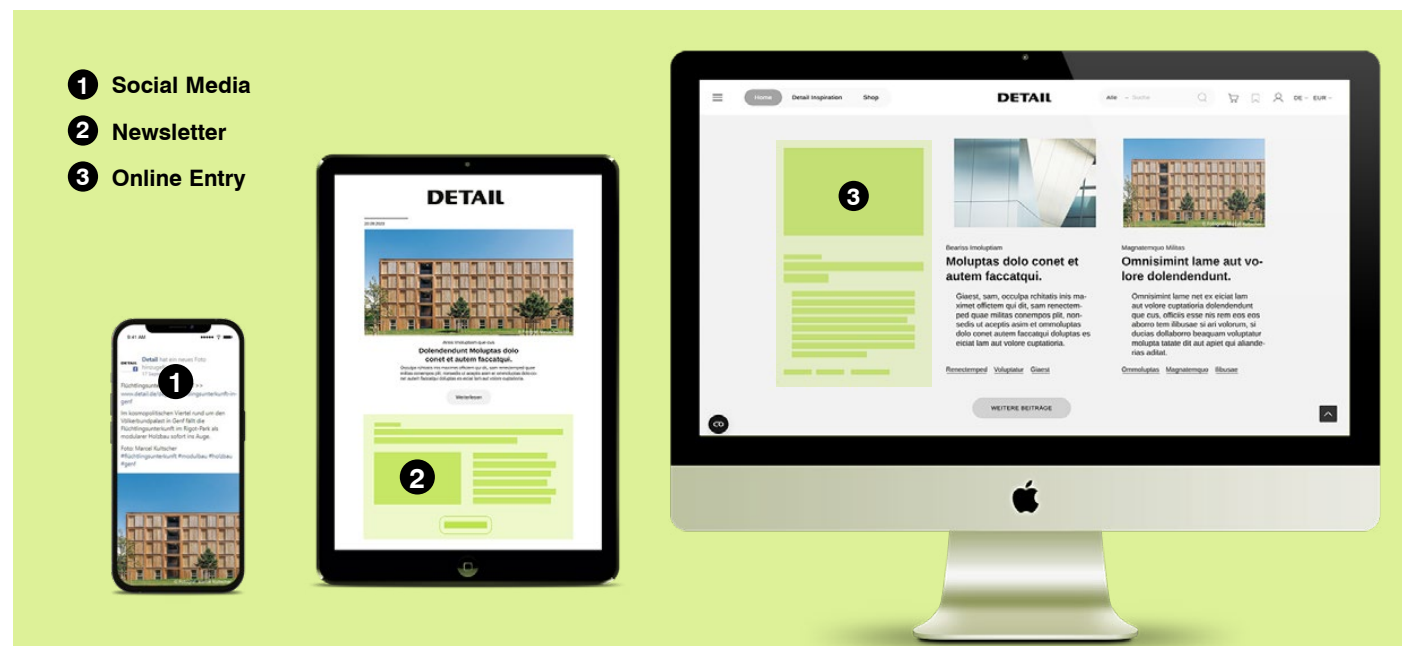
A professionally crafted post is shared with our followers, linking to your content after publication on our website.

1 × Advertorial refresh on homepage (after 4–6 weeks)

You will receive a detailed report 4 weeks after publication.

Package Price

4,150 €¹



¹ Special ad format: not eligible for discount, but eligible for agency commission.

² VW Online: 11.2023 – 07.2024 | ³ Mailchimp: 07.2023 – 07.2024 | ⁴ Social Media 09.2024

⁵ You provide the basic texts and images, and the DETAIL editorial team will revise them to resonate with your target audience. The ad will be marked as such. All listed prices are subject to VAT and include two rounds of revisions. The publisher's current terms and conditions apply, available at www.detail.de/de_en/agb.







ONLINE ADVERTORIAL PLUS

Your Comprehensive, High-Reach Digital Content Package

Enhance your content strategy and reach a broad audience of architects, specialist planners, and civil engineers with our high-impact Online Advertorial Plus Package.

Showcase your products, services, and case studies, and take advantage of exclusive added value to target our users multiple times at a favourable rate.

Reach:

- 3 × Publication on detail.de (permanent presence)
> 3.58 M page impressions/month²
> 1.48 M visits/month²
- 3 × Publication as an image/text ad in the newsletter
Ø 25,889 DE or 29,400 EN subscribers³
Ø 40% open rate³
- 3 × Social media post⁴
> 487,504 followers   
> 1.9 M total impressions/month 
- 3 × Detailed report 4 weeks after publication
- **Optional:**
Integration into the company portrait section (p. 37)



Discover our advertorials here:
detail.de/de_en/Advertorials

Online Advertorial Plus Package: What's Included

- Up to 3 advertorials on detail.de (permanent presence)²
- 3 × Homepage placement on publication day
- 3 × Newsletter promotion of advertorials
- 3 × Social media post    
- 3 × Homepage refresh of advertorials
- 3 × Detailed report, each 4 weeks after publication

Package Price

9,960 €¹ instead of: 12,450 €

Combi Package: _____

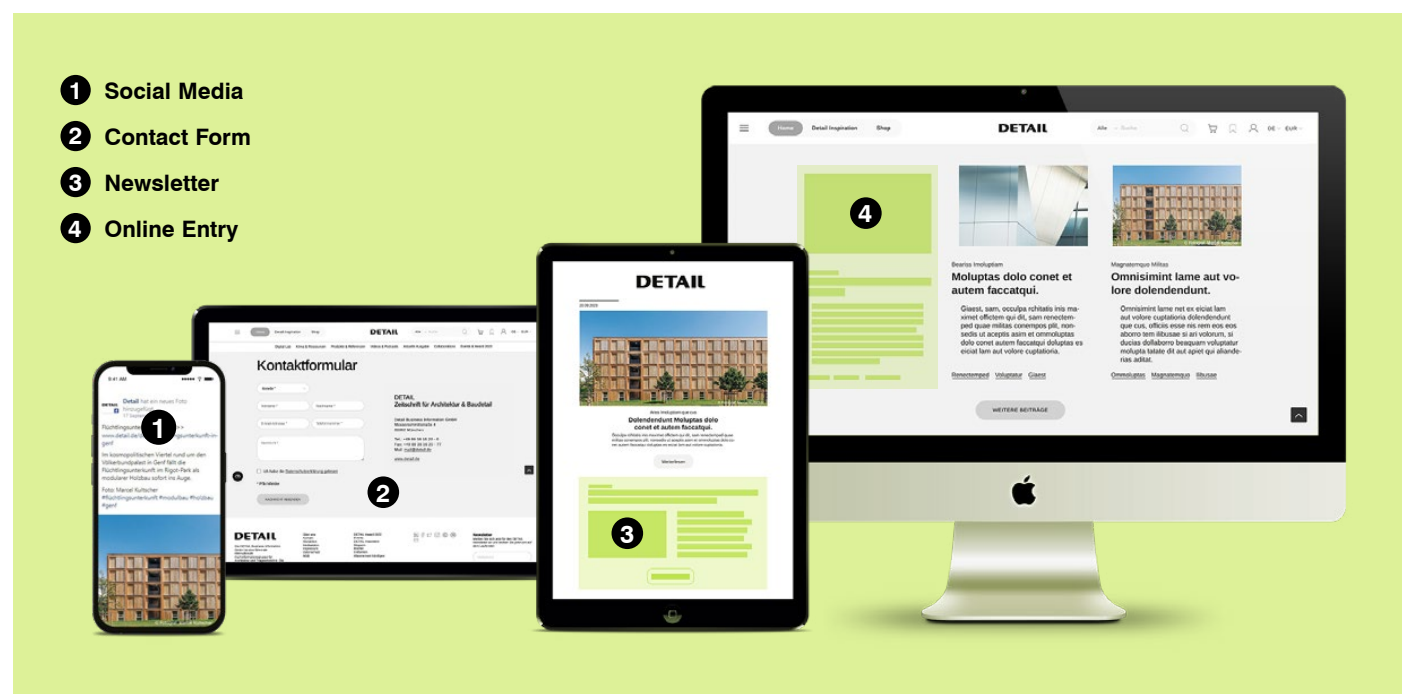
Online Advertorial Plus & Partner Page on detail.de

Interested in showcasing your content on an exclusive partner page on detail.de?

With our expanded package, you can present high-quality content to our users on a dedicated partner page. In addition to your articles from the Advertorial Plus Package, you have the option to include video content, an image gallery, and a contact form for lead generation.

Package Price

12,460 €¹ instead of: 14,950 €



¹ Special ad format: not eligible for discount, but eligible for agency commission.

² IVW Online: 11.2023 – 07.2024 | ³ Mailchimp: 07.2023 – 07.2024 | ⁴ Social Media 09.2024

⁵ You provide the basic texts and images, and the DETAIL editorial team will revise them to resonate with your target audience. The ad will be marked as such. All listed prices are subject to VAT and include two rounds of revisions. The publisher's current terms and conditions apply, available at www.detail.de/de_en/agb.



DISPLAY AD FORMATS

Desktop/
Mobile



Ad Format		Desktop Size (W × H)	Mobile Size (W × H)	CPM DETAIL
1 Billboard 1	Prime placement in header area	Sticky 970 × 250 px	320 × 50 px 320 × 100 px	130 €
2 Billboard 2		970 × 250 px 728 × 90 px	320 × 50 px 320 × 100 px	90 €
3 Billboard 3		970 × 250 px	320 × 50 px	50 €
4 Skyscraper Half-page Ad		300 × 600 px	—	90 €

Specifications

Formats
GIF, JPG, PNG, HTML5

File size
max. 800 KB for all
formats (detail.de)

Ad delivery
7 days before
campaign start

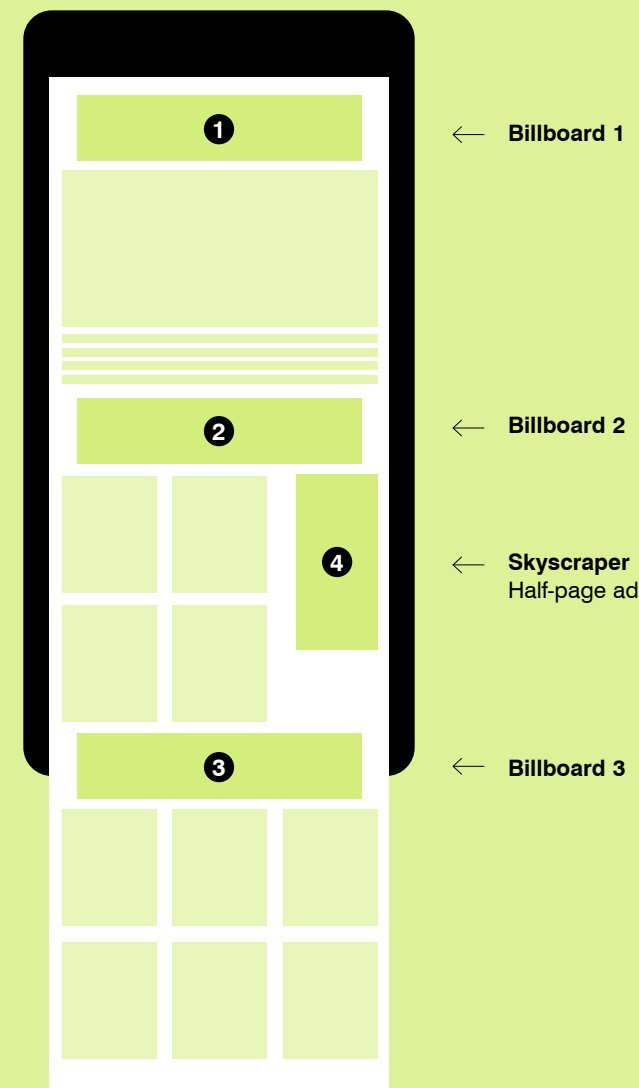
Physical Delivery
Delivered without 3rd-party cookies

Image: GIF, JPG, PNG

HTML5: ZIP file with complete HTML content
(may include optional CSS, JS, GIF, JPG, JPEG, PNG, SVG)

Animated GIF: Max. length 30 seconds; animations may loop but must
stop after 30 seconds. Animated GIF ads must run at 5 FPS or slower.

You will receive a report after the campaign ends.





COMPANY PORTRAIT

A company portrait on detail.de gives businesses the opportunity to present their brand and services to a targeted, highly qualified audience.

It strengthens the company's image, builds trust in the brand and offerings, and attracts potential customers.

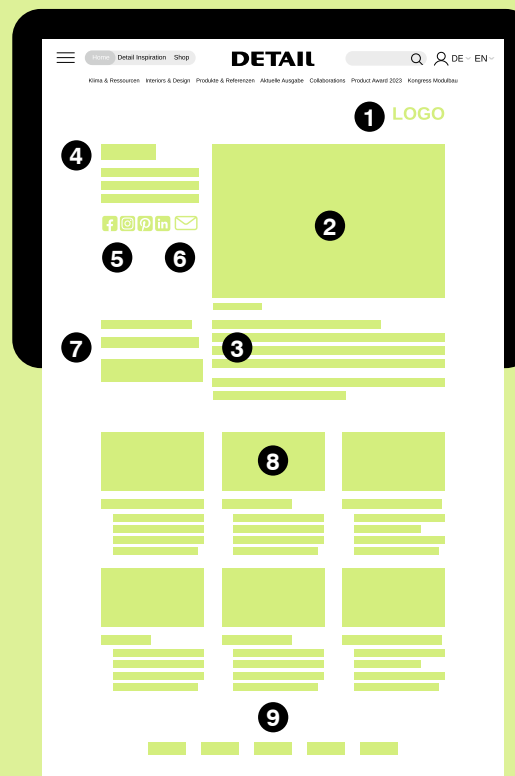
- Targeted audience reach
- Integration of your social media channels
- Enhanced search engine visibility

Your Benefits:

- Dedicated company portrait on detail.de
- Contact, information request, and callback forms
- Up to 5 hashtags for keyword search
- Link to company page (SEO-friendly dofollow link)
- Cross-linking to other online services (e.g., online advertorials, Produkt + Praxis, or event sponsorship)
- Integration of social media channels (linked)

Fixed Price

1,190.00 €¹ (Duration: 12 months)



Overview of service components provided for reference only

DETAIL Specifications “Company Portrait”

- 1 Company logo, max. 2 MB
- 2 One landscape image, 1920 × 1280 pixels incl. credits
- 3 Info text, max. 1000 characters
- 4 Company address
Phone number
Email
Homepage link
- 5 Optional: Links to social media profiles
- 6 (General) recipient email address for contact form
- 7 Direct contact person or general info address:
name, phone number, fax, email, and optional image
- 8 Related articles/cross-links on detail.de (if available)
- 9 Max. 5 tags (a selection of possible keywords will be provided)

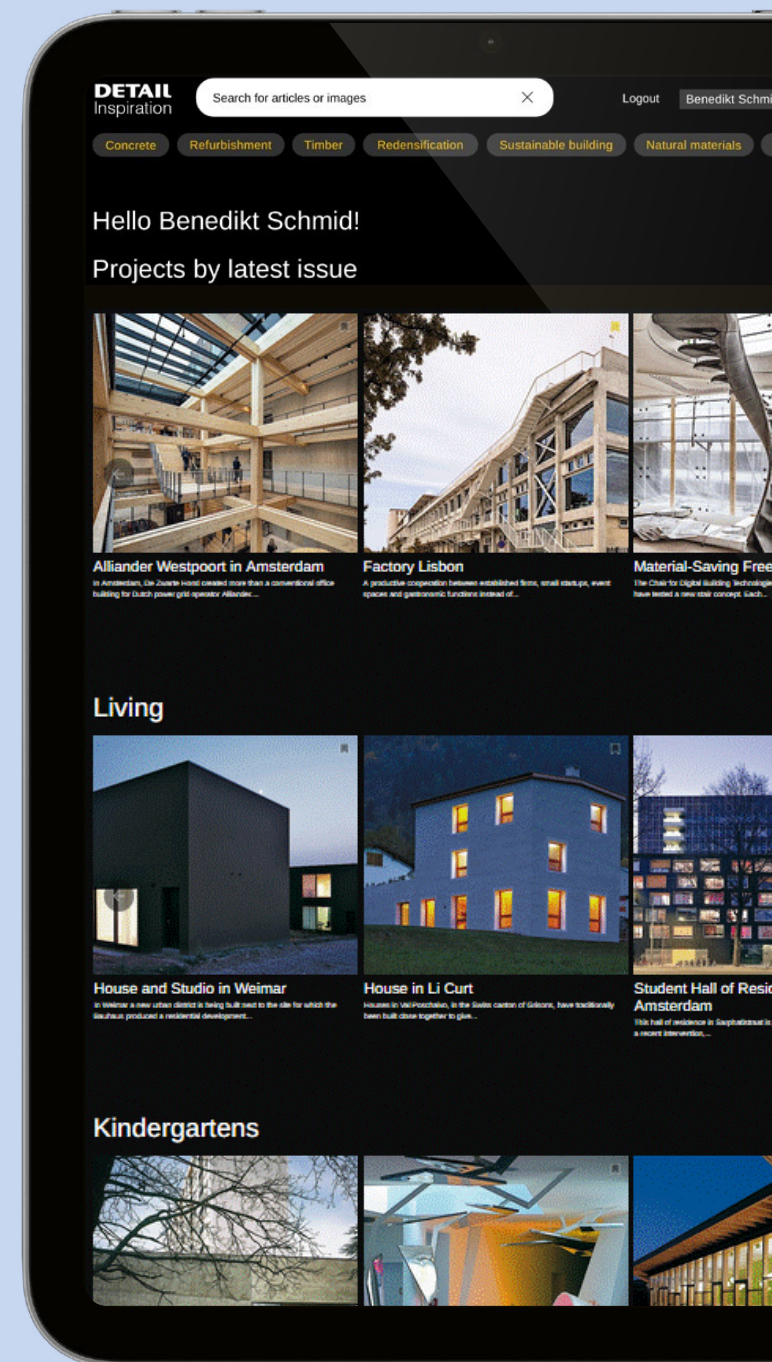


Find the DETAIL company portraits here:
detail.de/de_en/Unternehmensportrait



DETAIL INSPIRATION

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DETAIL INSPIRATION

THE ARCHITECTURE KNOWLEDGE PLATFORM

Connect directly with architects, planners, and architecture students as they conduct research for new projects!

DETAIL Inspiration is the largest research and inspiration platform of its kind, featuring every project documentation published in DETAIL since 1960, along with content from current issues.

With over 6,000 German and 4,000 English articles – including details on project participants and manufacturers, as well as 30,000 images and detail drawings – DETAIL Inspiration shows how outstanding architecture is planned and realised. Since 2014, this knowledge platform has been a resource for architects, architecture firms, students, universities, colleges, and libraries.

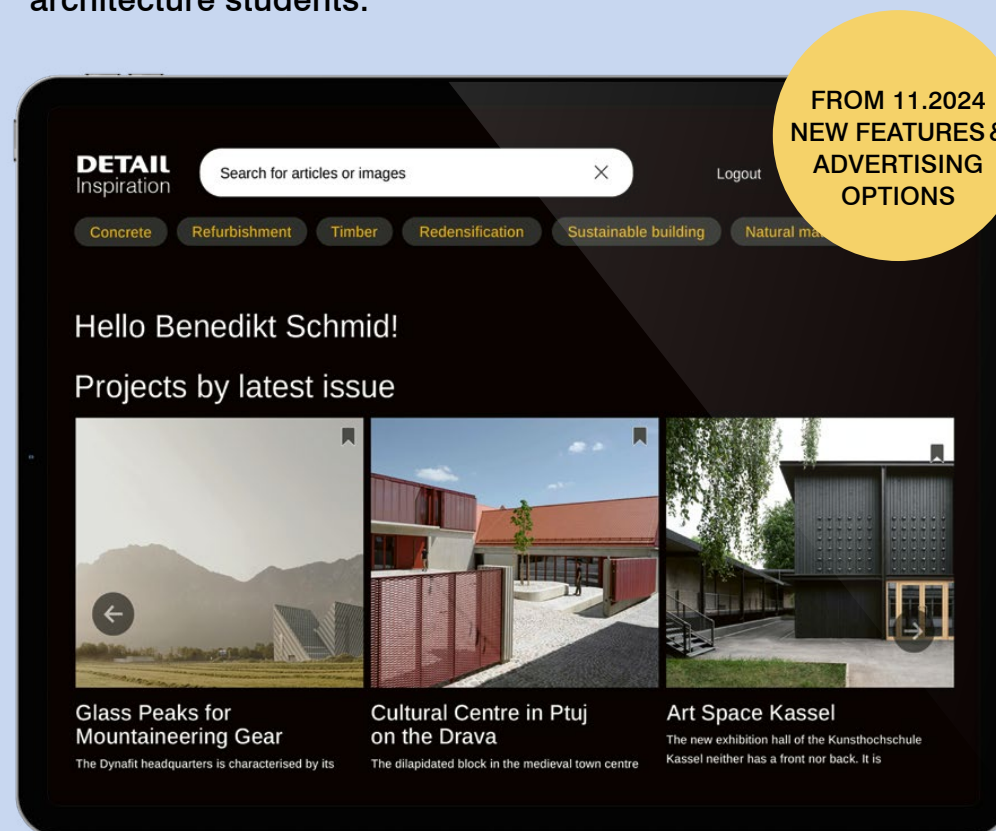
Supporting the design and planning phases, this database is an essential source of inspiration for complex constructions and building solutions across key building phases.

DETAIL Inspiration content is searchable by free text and can be filtered by year, location, building type, and construction method.

- In-depth project descriptions and construction drawings
- Time-saving, optimised keyword search
- Extensive filters for precise results
- Fresh inspiration through new image search
- Personalised watchlists



The digital tool for architects, architecture firms, and architecture students.



Reach over 240,000 potential users across more than 64 countries¹



PROJECTS IN DETAIL NATIVE ADVERTISING

Showcase your flagship project permanently on DETAIL Inspiration, an exclusive platform with steadily growing reach in its member area.

Do you have an exceptional project that embodies your company, product solution, or service and want to share it with architects, planners, and architecture students?

Harness the platform's trusted reputation to present your reference project within the distinct editorial environment of DETAIL Inspiration.

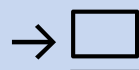
You reach over 64 countries:

- > 235,000 potential architecture students
- > 2,500¹ subscribers
- > 2,500¹ potential users through office subscriptions

Additionally, your project is highlighted as a featured **reference project on detail.de**, benefiting from our extensive online reach:

Ø 3.58 M page impressions/month
Ø 1.48 M visits/month

Fixed Price
19,500 €²



detail.de/referenz-im-detail

Services:

- Editorial content creation by the DETAIL editorial team
- Architect-tailored presentation
- CAD drawings
- Tagged for search in DE/EN
- Bilingual DE/EN
- Company portrait on DETAIL Inspiration with contact option
- Plus: Permanent presence on detail.de/en/de_en/produktreferenzen





DETAIL INSPIRATION COMPANY PORTRAIT

The company portrait allows you to present your business and services to a targeted, highly qualified audience. It strengthens your company's image, builds trust in your brand and offerings, and highlights your solutions to potential customers.

Company Portrait on DETAIL Inspiration

Fixed Price

1,190 €¹ (Duration: 12 Months)

- Precise targeting of your audience
- Integration of your social media channels

- Dedicated company portrait on DETAIL Inspiration
- Contact, information request, and callback forms
- Up to 5 hashtags for keyword search
- Link to additional company page

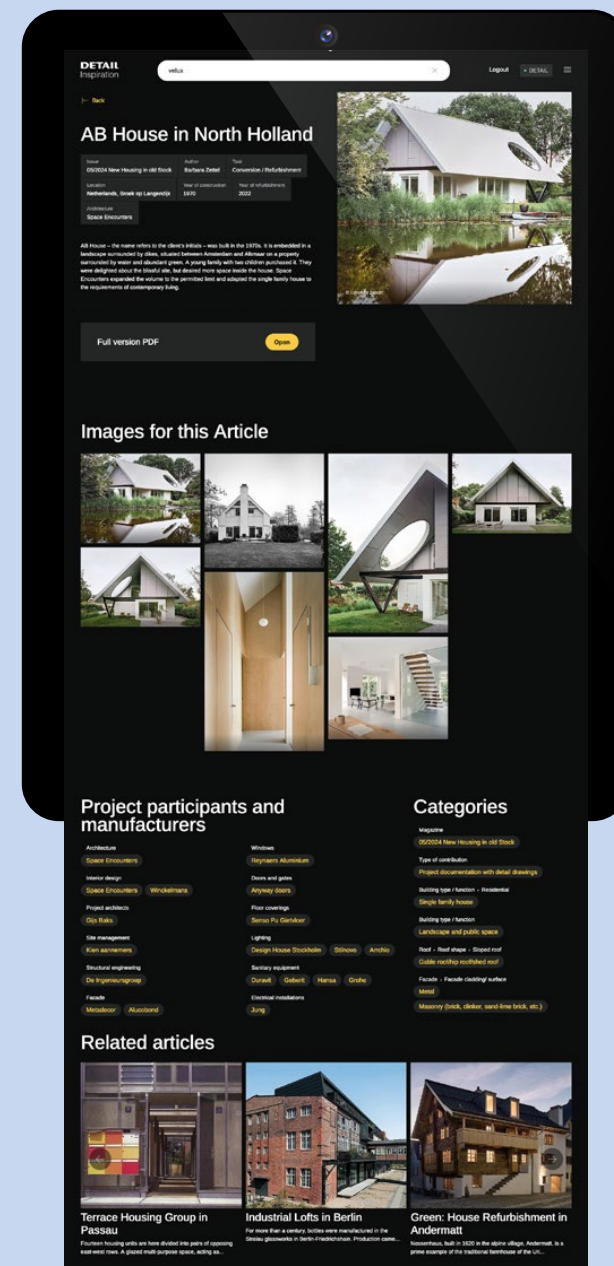
Company Portrait on DETAIL Inspiration + detail.de (p. 37)

Package Price

1,990 €¹ (Duration: 12 Months)

- Precise targeting of your audience
- Integration of your social media channels
- Enhanced search engine visibility

- Dedicated company portrait on DETAIL Inspiration and detail.de
- Contact, information request, and callback forms
- Up to 5 hashtags for keyword search
- Link to additional company page (SEO-relevant dofollow link)
- Cross-linking to other online services (e.g., online advertorial, Produkt + Praxis, or event sponsorship)
- Integration of social media channels (linking)





EVENTS

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EVENTS@DETAIL

Success Through Creativity: Detail Event Concepts to Elevate Your Brand

Events are a powerful platform to elevate your company's image and forge valuable relationships with key audiences.

Professional and targeted presentation makes your brand and expertise memorable for event participants.

Architecture and events are a perfect combination – both craft spaces, evoke emotions, and inspire action. We uniquely combine DETAIL's architectural insight with strategic event management.

Our expertise spans conferences, seminars, symposia, trade fairs, roadshows, award ceremonies, product launches, workshops, round table talks, and showroom concepts. Backed by architectural knowhow, we deliver high-quality, industry-specific events.

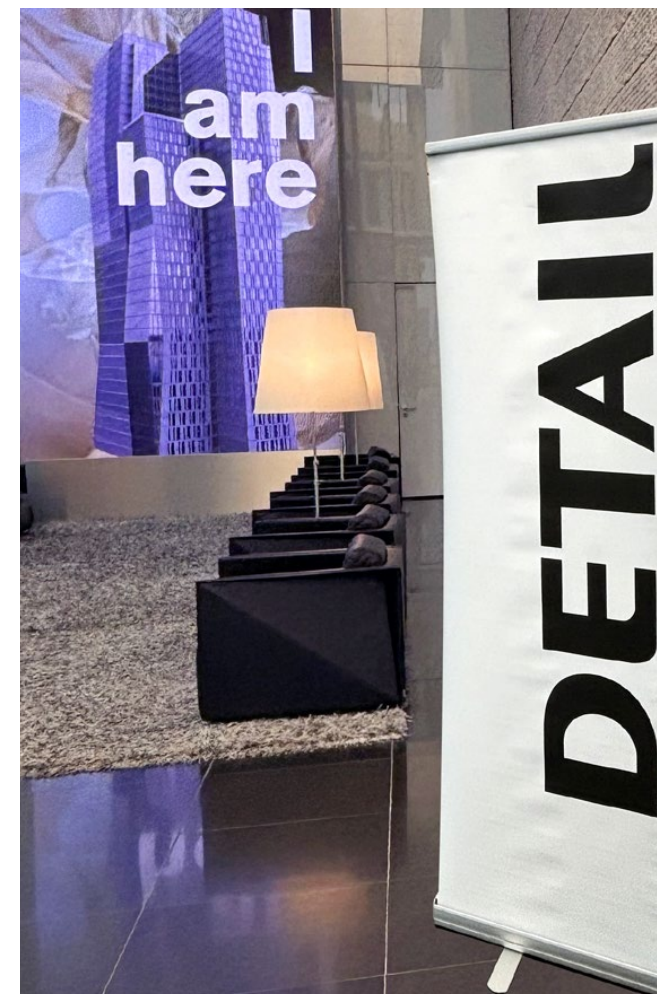
From initial concept to post-event analysis, we partner with you to develop tailored events that precisely achieve your strategic objectives.

Choose individual services or our full-service package – with in-person, hybrid, or digital events. Customise your perfect event strategy to suit your precise needs:

- Event/project conception, design, organisation, and implementation
- Developing event content strategy
- Speaker acquisition and briefing
- Professional moderation
- Participant invitation and management
- Booking of venue, speakers and experts, show acts / artists, catering
- Live streaming
- Production of video content before and during event
- Project management before and during event
- Event follow-up
- Budget control
- Crossmedia promotion on detail.de
- Integration with organiser's social media channels

Events provide unique in-person opportunities to meet and forge relationships with customers, partners, and potential collaborators. Together, we will amplify your brand's impact and make a lasting impression on your target group.

→ Questions about our customised event services? Consult our specialists:
events@detail.de



DETAIL FACADE CONGRESS 2025

Materials, Technologies, and Design for the Facades of Tomorrow

Facades have come a long way – today, they do much more than they did just a few years ago, advancing in functionality and design.

Once providing only protection and a distinct appearance, the building envelope now takes on multiple roles, addressing the increasing demands for energy efficiency, innovative materials, and advanced technology.

The facade has become far more than a building's outer layer; as a connection between architecture and the environment, it acts as both an emblem and a shield, contributing significantly to a building's comfort and overall wellbeing.

The DETAIL Facade Congress in May 2025 will spotlight the facade's role in contemporary architecture. With speakers, architects, engineers, and specialist planners present onsite – and a broad digital audience – topics of discussion will include: How do we balance aesthetic design with peak energy efficiency? Which innovative materials and technologies will shape the facades of the future? How can facades be designed for functionality, sustainability, and adaptability to future demands?

As a gold, silver, or partner sponsor, you can showcase your expertise directly to a discerning audience, discussing the latest trends, achievements, and challenges in tomorrow's facades.

Meet industry experts as they share insights and project experiences through engaging presentations on innovative designs. Join us in exploring the future of facades and the compelling issue of how aesthetic quality aligns with ecological responsibility and technological advancement, as research and construction industry innovations come together.



Have we sparked your interest? We look forward to hearing from you: events@detail.de



DETAIL Facade Congress

Hybrid format
Onsite audience & livestreaming
for online participants.

Your advantages:

- Expanded reach with hybrid format
- Positioning as an innovative manufacturer
- Targeted visibility through a focused event
- Growth of your specialised network
- Crossmedia advertising at exclusive rates
- Expanded participation through global access

Event date: 9 May 2025^{1,2}
Event location: Stuttgart¹

© Jimmy Chang / Unsplash

DETAIL CLIMATE FORUM 2025

Building for Tomorrow: Architecture as a Key to Climate Action

In a rapidly changing world, architecture and the construction industry face one of the greatest challenges of our time: climate change.

How can architecture make our cities more resilient, our buildings more energy-efficient, and our society more sustainable?

How can we modernise existing buildings in a resource-saving way to meet climate demands?

The DETAIL Climate Forum, “Building for Tomorrow: Architecture as the Key to Climate Action” aims to lay the groundwork for a sustainable, climate-neutral future, demonstrating how energy-efficient technologies and mindful use of materials can significantly reduce the carbon footprint while creating creative and environmentally responsible architecture. Expert presentations will offer insights into why architecture can address climate change, covering topics like sustainable materials, green infrastructure, circular construction, and new technologies.

Renowned architects will present pioneering projects that merge sustainability, functionality, and aesthetics, setting new standards in energy-efficient and eco-friendly construction. Discover how forward-thinking ideas and concepts are shaping a livable future for our planet.

In the panel discussion, you have the opportunity to engage directly with experts on innovative solutions and the pivotal role of architecture in a sustainable future.

As an event sponsor, you position your brand as a leader in sustainability and climate action, showing your target audience how your company and products drive solutions to global challenges. Present your brand to an expert audience of leading architects, urban planners, and decision makers united by a shared goal: Building for tomorrow.



Have we sparked your interest? We look forward to hearing from you: events@detail.de



DETAIL Climate Forum

Hybrid format
Onsite audience & livestreaming for online participants.

Climate Forum I:

Event date: 5 June 2025^{1,2}
Event location: München¹

Climate Forum II:

Event date: 2 October 2025^{1,2}
Event location: Düsseldorf¹

DETAIL MODULAR CONSTRUCTION CONGRESS 2025

Modular Construction: The Future of Efficient Building?

In a world where time, cost, and sustainability are increasingly important, the construction industry faces new challenges. Could serial construction revolutionise the industry by balancing efficiency and quality?

Through prefabricated modules, construction time is drastically reduced, ensuring precise, consistent quality with significant cost savings. Standardised production processes and optimised material use conserve resources and drive down costs, making modular construction particularly attractive for large-scale projects.

Serial construction also offers remarkable flexibility and adaptability – building solutions can be tailored precisely to evolving needs and requirements. This responsiveness is a decisive advantage in a constantly changing world where buildings can no longer be rigid and inflexible.

Also in terms of sustainability, modular construction is impressive: precise prefabrication optimises material consumption and minimises waste, while reusable or recyclable modules further reduce the ecological footprint. Modular buildings are resource-efficient and contribute to lowering CO₂ emissions in the construction industry. Additionally, modern modular architecture demonstrates that efficiency and aesthetics can coexist, meeting and exceeding these demands.

At the DETAIL Modular Construction Congress in September 2025, architects and experts will also offer insights into efficient planning solutions (BIM, serial, modular, and prefabricated construction) addressing degrees of prefabrication, legal requirements, and regulations.

Learn how modular construction is transforming the industry today and discover future possibilities. Experience practice-based presentations, innovative technologies, and visionary concepts that show why modular construction could be the future of building.



Have we sparked your interest? We look forward to hearing from you: events@detail.de



DETAIL Modular Construction Congress

Hybrid format
Onsite audience & livestreaming
for online participants.

Event date:
18 September 2025^{1,2}

Event location:
Stuttgart¹

© Alexander Andrews / Unsplash

DETAIL COMPANY AWARD 2025

Every two years, the DETAIL Company Award celebrates national and international companies making outstanding contributions to architecture and design.

The DETAIL Company Award celebrates companies whose work exemplifies social significance and relevance for the future of building culture and interior design. In addition to pioneering product developments, submissions may feature efforts to reduce CO₂ emissions, innovative designs, cost efficiency, customer feedback, and other best-practice aspects.

We seek inspiring companies that act as beacons of innovation, setting sustainable trends and leading in architecture and interior design.

Any company offering a product, solution, or service used in architectural design is eligible to participate. An independent jury will select a winner and 10 finalists, evaluating not only aesthetics, innovation, cost efficiency, commercial success, sustainability, circularity, and customer feedback but also the company's exemplary impact.

The award ceremony will take place at an exclusive gala dinner, where the winner and finalists will be highlighted in DETAIL 1/2.2026, ensuring additional media coverage and recognition.

As a sponsor, you gain a valuable platform to showcase your brand and demonstrate your commitment to excellence and sustainable innovation.

Increase your visibility and connect with high-profile industry guests and visionary companies at this event, helping to shape the future of architecture and design.



Have we sparked your interest? We look forward to hearing from you: events@detail.de



NEW



DETAIL
Company Award

The award ceremony will be held at a gala dinner.

Event date:
4 December 2025¹

Event location:
Munich¹

© Montylov / Unsplash



CONTENT MARKETING



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DETAIL CONTENT MARKETING

Content That Inspires: Customised Content Marketing for Your Success

Content marketing offers countless benefits to help you stand out, reach your target audience, build brand awareness, strengthen customer relationships, and ultimately drive sales.

By architects for architects: Our specialist editorial team brings extensive expertise and years of industry experience. Partnering with us allows you to harness this knowledge to create high-quality, insightful content and distribute it widely. Our crossmedia channels ensure deep target group reach, delivering your message effectively to the right audience.

We are pleased to support you in developing a tailored content strategy and guide you through the implementation of your content.



Increase Visibility

High-quality, search-optimised content enhances website visibility.

Trust and Credibility

Informative, valuable content builds trust and credibility – now more essential than ever.

Targeted Approach

Reach specific target groups effectively

Strengthen Customer Loyalty

Regular, insightful content keeps customers engaged and informed.

Positioning as an Industry Expert

Share expertise, trends, and best practices to reinforce trust and authority.

Cost Efficiency

Content is a long-term, cost-effective investment that can be repurposed for ongoing value.

Promote Interaction and Lead Generation

Engaging content encourages customer feedback and provides valuable insight into their needs.

Increase conversion rate

Well-crafted content tailored to target audience needs drives higher conversion rates.



CORPORATE PUBLISHING

Strategic Storytelling: Effective Corporate Publishing for Your Brand Messages

Our specialised publications – both in print and online formats – are crafted by the largest editorial team in the industry. Constantly current, they offer incisive insights into the latest developments in architecture and construction, fostering direct exchange between architects and manufacturers.

With a deep understanding of industry needs and trends, we deliver content that is both informative and impactful.

Take advantage of DETAIL's high standards and let us collaborate with you to develop a customised corporate publishing solution.

Our expertise – by architects, for architects – ensures content precisely aligned with your needs, strengthening your brand, connecting with your target audience, and positioning you as an industry leader.

Your Benefits:

- Specialist expertise and high-quality content
- Professionally researched and crafted
- Targeted to specific audiences
- Strengthens and enhances brand identity
- Personalised guidance on suitable corporate publishing formats
- All-in-one service: from concept to production
- Boosts visibility
- Efficient use of resources

Crossmediale Leistungen:

- Distribution of your publication as an insert or outsert in the DETAIL print edition
- Digitisation and publication on detail.de
- Enhanced online version with videos, animations, and audio files
- Expanded reach through DETAIL social media channels
- Supporting promotional measures to increase engagement



Our Service Portfolio

- | | |
|----------------------------|---------------------|
| – Consulting | – Production |
| – Project management | – Interviews |
| – Research | – Storylining |
| – Concept development | – Storyboarding |
| – Writing | – Pre-production |
| – Translation | – On-set assistance |
| – Layout | – Post-production |
| – Visualisation / Graphics | – Animation |
| – Drawings | |

We create for you:

- | | |
|-------------------------|---------------------------------|
| – Customer magazine | – Case study / Reference report |
| – Reference publication | – Blog post |
| – Image brochure | – Video |
| – Whitepaper | – Podcast |



ONLINE MARKET RESEARCH

Customised Market Research for Your Key Topics

Our online market research gives you valuable insights into the needs of your target audience on trends, materials, and technologies in the construction industry.

Receive direct, expertly prepared feedback from architects, planners, and civil engineers.

Quickly access targeted information to better align your products and services, assess competitors, and uncover potential niches.

The construction industry is international. Through our English-language portal, reach international markets and gain a deep understanding of your target group to make informed decisions, spark innovation, and boost your competitive edge.

As a manufacturer, show your commitment to meeting industry needs and offering innovative solutions.

Contact us to create exclusive market research tailored to your goals.

Benefit from Our Expertise

- Expert guidance from our editorial team
- Custom question catalogue developed with our team
- Survey results evaluated and analysed
- Comprehensive report presentation
- Guaranteed minimum of 200–250 participants
- No additional human resources required
- Strengthen and enhance your brand identity
- High reputation through DETAIL association
- Follow-up editorial article in DETAIL

3–5 questions: (fixed price) 18,000 €

6–10 questions: (fixed price) 22,500 €

11–15 questions: (fixed price) 27,000 €

Prices include all accompanying promotional activities for at least 200–250 participants.

Promotional activities:

- 2 × Exclusive standalone newsletters
- 2 × Image/text ad in DETAIL newsletter
- 1 × Facebook post (DE 103,656 | EN 251,250 followers)
- 1 × LinkedIn post (20,598 followers)
- 1 × Instagram story (112,000 followers)

As a thank-you, survey participants can enter to win a voucher for the DETAIL online shop.



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WHITEPAPER

Inspire, Engage, Convince: The Power of Strategic Content Marketing

- Do you want to position your company as a trusted resource for architects and planners?
- Do you hold specific expertise that adds value to the planning community?
- Do you frequently encounter unanswered questions in discussions with architects and specialist planners?
- Do you have an outstanding product that architects may not yet fully understand?

If so, a whitepaper could be the ideal solution. Conversations with architects consistently reveal a high demand for specialised, planning-relevant information about products, their features, and suitability.

On request, the DETAIL editorial team can assist with the concept, design, and digital preparation of your whitepaper, and support its publication with a wide-reaching media package. Alternatively, you can provide existing whitepapers, which we will publish on detail.de after editorial review and support with targeted advertising measures to drive traffic.

Leverage decades of experience, in-depth industry knowledge, and the exceptional expertise of the DETAIL editorial team. “By architects for architects” – your added value for high-impact 360° brand communication.

Your benefits:

- Positive image transfer and reputation building
- Positioning as a trusted expert for specialised queries
- High visibility through placement on DETAIL’s wide-reaching media channels
- Expert guidance and target-group-focused editing by the DETAIL editorial team
- Increased visibility for your products and services
- Lead generation

Content options:

White papers address complex topics concisely, covering areas such as:

- Planning information, including structural integration of products
- Detailed product specifications
- Standards and regulatory information
- Current research findings
- Links to online planning tools supporting structural design
- Material composition, manufacturing, and recycling processes
- Product suitability across applications
- Verifiable sustainability information

Content formats can include:

- Classic short technical articles
- FAQs or brief interviews with company representatives, to provide a personal touch

Formats can also be combined within a single whitepaper.

Recommended Length:

6 – 20 pages

Our Services:

Concept, Editorial, and Layout

- Content consultation
- Review of materials provided by you (text, graphics, images, etc.)
- Editing of supplied texts and interview responses (approximately 3,000 – 3,500 characters per page, including spaces)
- Image selection from your provided image pool
- Layout in the graphic look and feel of DETAIL

Note:

Our offer excludes image and text fees, with the understanding that the materials you provide are free of third-party rights.

Price on request



PODCAST PRODUCTION

The Sound of Your Brand: First-Class Podcast Production for Your Business

Podcasts are today's trending medium, and yours can reach your audience wherever they are – on the go or at home.

Give your brand a personal voice and build real connections with your listeners. Establish yourself as an industry expert, gain your audience's trust, and boost brand awareness.

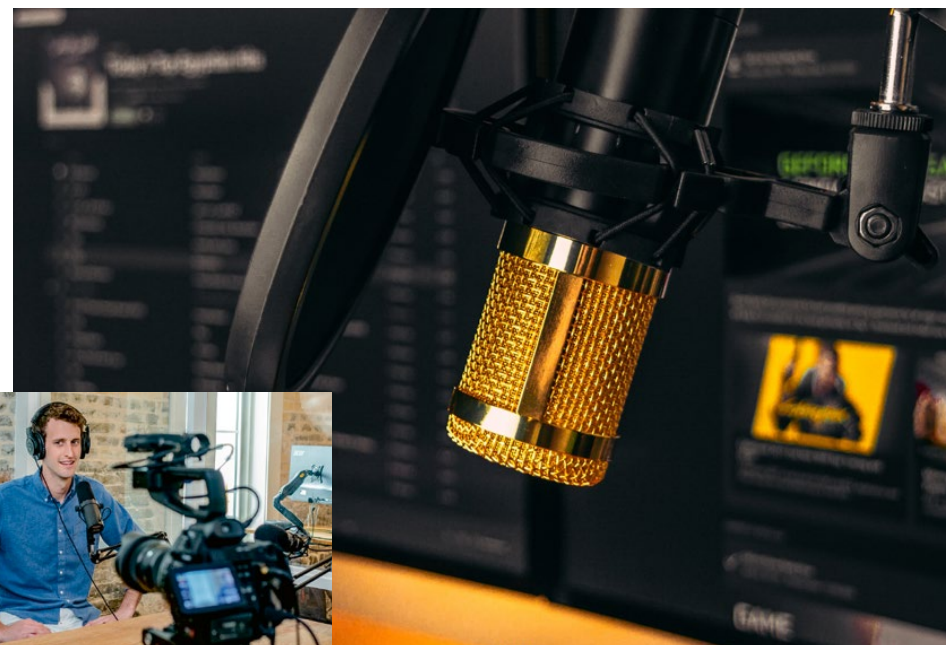
With regular episodes, you can foster loyalty and build a lasting relationship with listeners. Your podcasts will continue reaching a broad audience over time, providing measurable results: track success through downloads, subscribers, and ratings.

Choose from engaging formats – interviews, discussions, or expert panels – that best showcase your expertise.

Ideal podcast lengths range from 20 to 60 minutes, giving you time to cover topics in-depth and keep listeners interested.

Use podcasts as a targeted tool in your content marketing strategy to speak directly to your industry audience.

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Our experienced team supports you through every step – from concept to final podcast:

- Concept development, topic selection, and storytelling tailored to your communication strategy
- Research and sourcing of authors, editors, interviewees, and experts in the architecture industry
- Project management and briefing for interview partners
- Production: recording, post-production, and publication
- Hosting and publishing on detail.de, with distribution across all relevant channels

Price on request

Let's inspire your audience and elevate your brand with podcasts.

Contact us to learn more and start your podcast journey.



TECHNICAL SPECIFICATIONS

Dates

Publication dates

In the first week of each month

Editorial deadline

8 weeks before publication

Ad booking and print copy deadline

4 weeks before publication

Notice: For special ad formats – advertorial, manufacturer news and “Produkt + Praxis” – the editorial deadline applies.

Production

Magazine format

DIN A4 (210 × 297 mm trimmed; 216 × 303 mm untrimmed; 3 mm trim per bleed edge)

Type area

189 mm wide, 271 mm high

Printing/binding/paper

Offset printing /adhesive binding

Content paper Finesse 115 g/m², cover Monostar 300 g/m²

Print data

Preferred data format is PDF/X-4 (composite PDF).

All fonts used must be embedded.

Unseparated TIF and EPS files are acceptable.

Open-format files (e.g. InDesign, QuarkXPress etc.) should be avoided.

Colour mode CMYK, 300 dpi, line in bitmap mode, at least 1,200 dpi.

Bleed: at least 3 mm per bleed edge.

Color profile: PSO coated V3 (coated paper).

Colour proofs are required for all advertisements. Proof specifications on request.

Double-page ads

Delivery as individual pages, each with 3 mm trim and bleed allowance.

Note:

Trim size for part-page portrait-format advertisements: Delivery with 3 mm trim on all sides.

Delivery

(inserts, bound-in inserts, and glued-on inserts)

Delivery date

3 weeks before publication date, between 08:00 and 17:00, delivered to publisher with all costs covered

Delivery address

On request.

The delivery note should be attached to the OUTSIDE of the pallet or box (do not put it inside the box).

The delivery note must contain the following information:

- Customer/client
- Magazine title and issue number
- Delivery quantities (total weight, number of containers (pallets or boxes), format size, address and telephone number of the deliverer)

For inserts, bound-in supplements and glued-on advertising material, the publisher requires a binding sample by the advertising deadline, if necessary a dummy sample with size and weight information.

Inserts

Inserts must be closed on one side and are attached mechanically parallel to the binding edge. Inserts without a closed side, such as fan-fold flyers, have to be inserted manually.

Price on request.

Size: min. C6, max. 200 × 290 mm, max. weight 100g.

Please provide sample to Disposition/Ad Management.

Outserts

All inserts that exceed the insert maximum format size (200 × 290 mm) and/or are thicker than 2 mm and/or heavier than 100 g must be processed as outserts.

Outserts are generally processed manually.

Please send samples to Disposition/Ad Management for review.



TECHNICAL SPECIFICATIONS

Bound-in inserts

Delivery in untrimmed format 216 × 306 mm (W × H; including 3 mm milling margin). The bound-in insert must align with the booklet format at the binding edge and on at least two other sides. Folded bound-in inserts must be closed along the binding side. Bound-in inserts are included in the sequential pagination.

Glued-on inserts

Machine processing

Postcards and glued-on inserts/booklets with a closed side along the binding edge; fan-fold flyers foldable on the left and right, secured at the bottom (centre to left) with a glue dot for closed delivery. Gluing must be parallel to the binding edge. Samples provided on request.

Manual processing

Glued-on inserts/booklets without a closed side along the binding edge; fan-fold flyers that are not closed; post-its that are not glued along the binding edge. Samples provided on request.

Cover gatefolder/cover wrap

Motif is printed at the bottom of the flap.
Format: 105 × 200 mm

Paper dispatch packaging

Maximum motif size: DIN A4
Print resolution: 600 × 600 dpi
Profile: PSO uncoated v3 (uncoated paper)

Banderole and split banderole

Format: Up to 600 × 150 mm + 3 mm bleed. Motif adjustments (based on magazine thickness) are made in consultation with the publisher.

Delivery Address

for print files, proofs,
and digital ad materials

DETAIL Architecture GmbH
Disposition
Messerschmittstraße 4
80992 Munich

E-mail: disposition@detail.de
Tel.: +49 89 38 16 20-879



PUBLISHER INFORMATION

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DETAIL Architecture GmbH

Managing Directors:
Christof Wahl, Markus Wolf

**Director Sales,
Member of the Executive Board:**
Margit Färber

**Editor-in-Chief,
Member of the Executive Board:**
Dr. Sandra Hofmeister

Address:
Messerschmittstraße 4
80992 Munich
Phone: +49 89 381620-0
Fax: +49 89 381620-899
Website: detail.de
Email: anzeigen@detail.de

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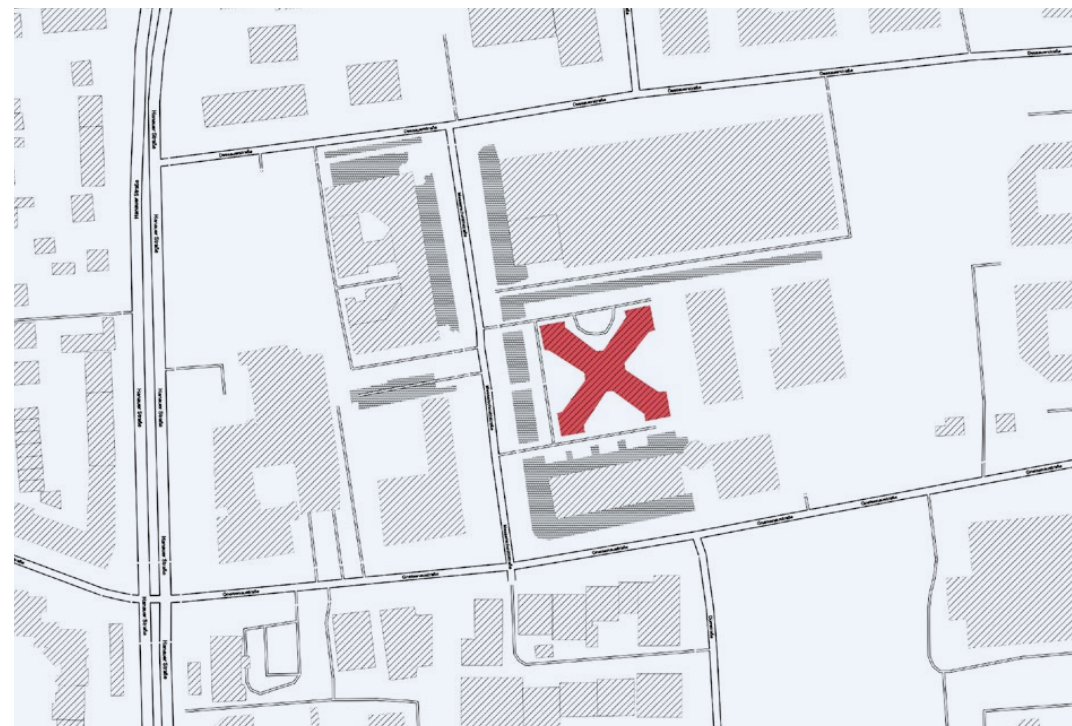
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General Terms and Conditions: All orders are subject exclusively to the publisher's general terms and conditions, available at: www.detail.de/de_en/agb





YOUR CONTACT TEAM



Margit Färber

Director Sales & Event,
Member of the Executive Board

+49 89 381620-836
faerber@detail.de



Janette Mirkovic

Deputy head of advertising

Area Sales Management
North Rhine-Westphalia

International
excluding Austria & Switzerland

+49 89 381620-825
mirkovic@detail.de



Michael Fuhrmann

Baden-Württemberg
Berlin, Brandenburg
Mecklenburg Western Pomerania
Thuringia, Saxony
Saxony-Anhalt, Lower Saxony
Hesse, Rhineland-Palatinate
Saarland, Schleswig-Holstein
Hamburg, Bremen
Switzerland, Liechtenstein

Fuhrmann Medienservice
Waiblinger Straße 6
71404 Korb

+49 7151 20554-0
michael@fuhrmann-medienservice.de



Peter Schachtl

Bavaria, Austria

Peter Schachtl Medienservice
Am Point 10
83075 Bad Feilnbach

+49 8064 905975
medienservice@schachtl.de



Elisabeth Plomitzer-Kanzler

+49 89 381620-879
plomitzer-kanzler@detail.de



Johanna Eberl

Event Management

+49 89 381620-887
eberl@detail.de

events@detail.de

EVENTS



Corinna Fischer

Junior Sales Manager

+49 89 381620-424
fischer@detail.de

SALES



Anke Thaler

+49 89 381620-868
thaler@detail.de

DETAIL Architecture GmbH
Disposition
Messerschmittstraße 4
80992 Munich
disposition@detail.de
Fax: +49 89 381620-899

SCHEDULING / AD MANAGEMENT