

DETAIL

RATE 20
CARD 25

EVENTS

No. 57 valid from 1 October 2024





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



EVENTS



EVENTS@DETAIL	4
DETAIL Facade Congress	5
DETAIL Climate Forum	6
DETAIL Modular Construction Congress	7
Sponsoring Packages	8
Publisher Information	9
Your Contact Team	10



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.

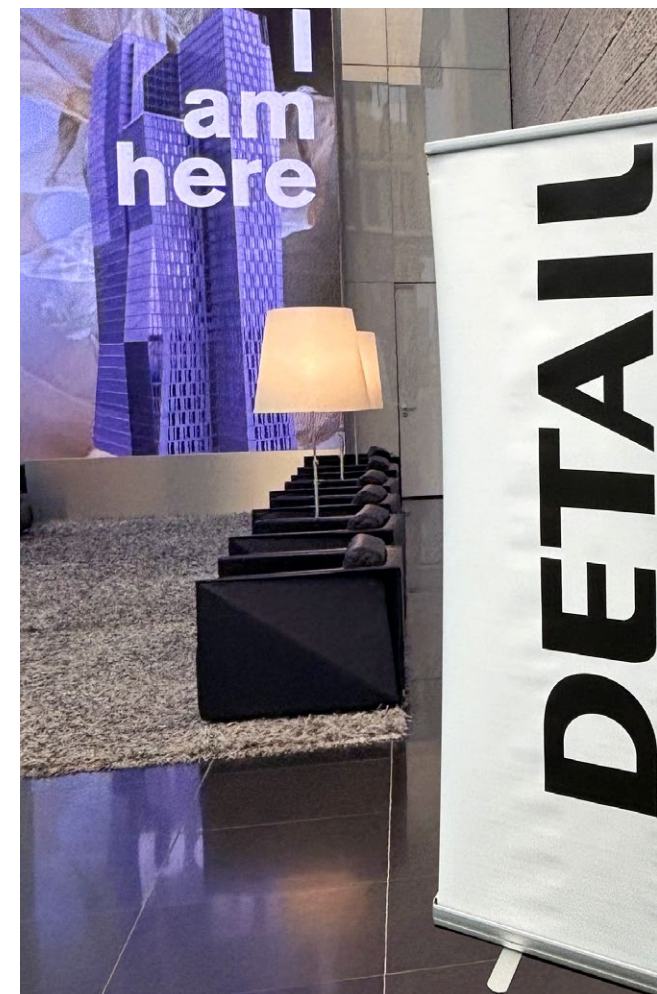
From initial concept to post-event analysis, we partner with you to develop tailored events that precisely achieve your strategic objectives.

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



OVERVIEW SPONSORING PACKAGES FOR DETAIL CONFERENCES

Gold Sponsor

- Participate in a panel discussion (30 minutes) on-site, led by a Detail-appointed host
- Live presentation (25 minutes) in the form of a project or case study
- Full-page (1/1) ad in the DETAIL issue published before or after the event
- Information desk at the conference for networking opportunities
- Sponsor acknowledgement in comprehensive omnichannel package (print, online & social media)
- Event live streaming, with recording of the event if applicable
- Access to leads with approved data consent

Package Price
15,500 €^{1,2}



Silver Sponsor

- Live presentation (20 minutes) in the form of a project or case study
- or 15 minutes marketing presentation
- Information desk at the conference for networking opportunities
- Sponsor acknowledgement in comprehensive omnichannel package (print, online & social media)
- Event live streaming, with recording of the event if applicable
- Access to leads with approved data consent

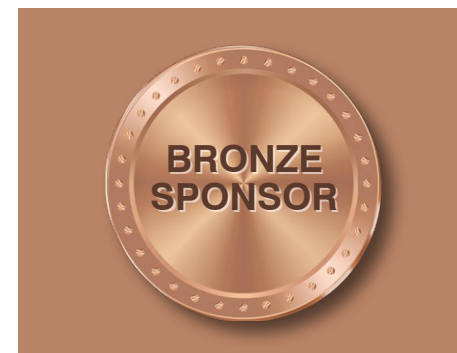
Package Price
10,500 €^{1,2}



Bronze Sponsor

- Information desk at the conference for networking opportunities
- Sponsor acknowledgement in comprehensive omnichannel package (print, online & social media)

Package Price
5,500 €^{1,2}





PUBLISHER INFORMATION

Publisher:
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

Publication year/Edition:
64th year / 2024

Publishing frequency: 10 × year

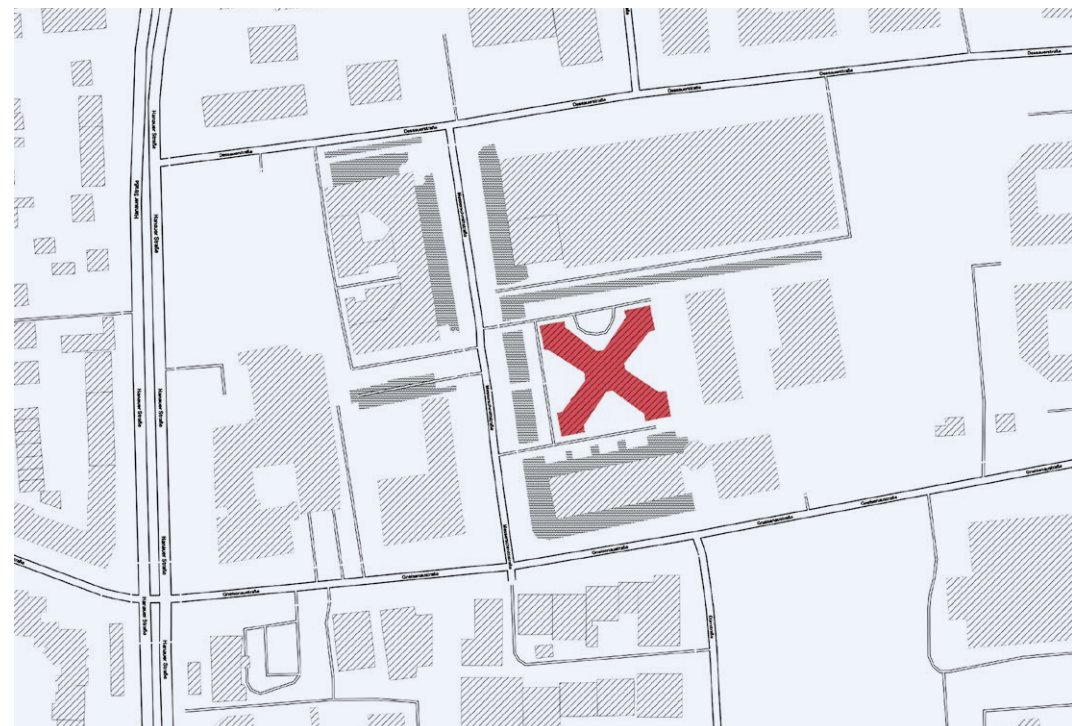
Purchase price:
Annual subscription: € 235
Retail price € 27
ISSN-Nr. 2627-2598

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

Terms of payment: Payment due within 14 days net, or within 8 days of the invoice date with a 2 % discount. A 3 % discount applies for advance payment. All prices are exclusive of statutory VAT.

Bank account:
Commerzbank AG
IBAN: DE70 3008 0000 0212 7829 00
BIC: DRESDEFF300
VAT no.: DE 260 118 554
Tax no.: 143/128/90039
Register court: HRB 172756, Munich local court

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



Johanna Eberl

Event Management

+49 89 381620-887
events@detail.de

eberl@detail.de