

MEDIA **20** KIT **26**

CONTENT MARKETING





DETAIL 360° SPECIALISED COMMUNICATION



Portfolio and Media Reach German-speaking and international

 >55,000 readers/issue¹
10 issues/year
3.3 M reader minutes/issue¹
16,375 copies (IVW) print run¹

 Ø 3.44 M PI /month²
Ø 736,000 visits/month²

Newsletter subscribers
~26,750 daily³
~28,150 weekly³
~28,900 EN³

 ~541,136 followers⁴
Ø 38.7 M reach⁴

 Professional congresses/conferences
Client events
Architecture competitions
Award ceremonies

 ~246,000 potential users⁵
Ø 218,500 sessions/month⁵

CONTENT MARKETING



DETAIL Content Marketing	4
Corporate Publishing	5
Online Market Research	6
White Paper	7
Podcast Production	8



DETAIL CONTENT MARKETING

Content that inspires – for your success

We work with you to develop a tailor-made content strategy and accompany you from the initial idea to successful implementation. With high-quality, search engine optimised content, you increase your visibility, strengthen trust and build lasting loyalty among your target group. DETAIL positions your company as an industry expert, increases interactions and generates leads.



By architects for architects

Our editorial team combines extensive industry experience with in-depth expertise.

High-quality content

We create relevant, journalistically verified content tailored to your target group that conveys your messages credibly and sustainably.

Crossmedia reach

Through print, online, newsletters and social media, you can reach architects, planners and decision-makers across all channels in a targeted manner with a wide reach.

Targeted communication

DETAIL is the platform for architecture and design – precise target group communication in a high-quality editorial environment reaches architects, planners and decision-makers directly and without wasted coverage.

Strengthening your brand and trust

Relevant, informative content allows you to create genuine added value – increasing brand awareness and positioning your company as an expert in the long term. Expertise, trends and best practices underline your competence and make your brand a thought leader.

Increased visibility

High-quality, search engine optimised content increases the discoverability of your website and your brand.

More interaction & leads

Engaging content stimulates dialogue, provides valuable feedback and generates new business contacts.

High cost-effectiveness

Content has a lasting impact: once created, it can be used and distributed multiple times over the long term.



CORPORATE PUBLISHING

Strategic storytelling: effective corporate publishing for your messages

With Corporate Publishing by DETAIL you deliver your brand messages exactly where they matter – to architects, planners, and key decision-makers in the construction sector.

Our specialist publications – whether in print or online – are produced by the largest architecture editorial team in the industry.

Through close collaboration with architects and manufacturers, we understand the needs, trends and issues and translate them into relevant, highquality content.

Benefit from our high-quality standards at DETAIL – let us work together to develop your individual corporate publishing product – for content that inspires and makes your brand successful.

With our expertise – from architects for architects – we deliver content that is tailored precisely to your needs. This enables you to strengthen your brand, reach your target group accurately and position yourself as an industry expert in the long term.

Your advantages at a glance:

- Technical expertise and top-quality content
- Professionally researched and editorially prepared content
- Tailored approach to your target group
- Strengthening and expanding your brand identity
- Individual advice on the right CP formats
- Everything from a single source: from the idea to production
- Greater visibility and reach
- Efficient use of your resources

Crossmedia services – for maximum visibility:

- Distribution of your publication as an insert or outsert in the DETAIL print edition
- Digital publication of your content on detail.de/en
- Attractive enrichment with moving images, animations and audio
- High-reach placement via DETAIL social media channels
- Accompanying advertising measures to increase visitor numbers and reach



Our Service Portfolio

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

We create for you:

- Customer magazine
- Reference publication
- Image brochure
- White paper
- Case study/Reference report
- Blog post
- Video
- Podcast



ONLINE MARKET RESEARCH

Tailor-made market research – close to your target group

Our online market research provides you with valuable insights into your target group's needs regarding trends, materials and technologies in the construction industry.

Direct feedback from architects, planners and civil engineers – professionally evaluated and processed. Fast, target group-specific information to precisely tailor products and services.

Competitive analyses and the identification of market niches. Access to international markets via our English-language portal.

This enables you to make informed decisions, promote innovation and increase your competitiveness. As a manufacturer, you definitely demonstrate, that you take the needs of your target group seriously – and impress them with innovative solutions.

Get in touch with us – we develop exclusive market research tailored to your specific topics.

Your advantages with DETAIL market research

- Professional expertise from our experienced editorial team
- Customised questionnaires developed in collaboration with the editorial team
- Professional evaluation and analysis of the results
- Report presenting the insights
- Guaranteed 200–250 qualified participants
- No additional human resources required
- Strengthening of your brand identity through DETAIL's high reputation
- Editorial article in DETAIL as accompanying communication

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.

Advertising measures:

- 2 × Exclusive standalone newsletters
- 2 × Image/text ads in the DETAIL newsletter
- 1 × Facebook post
- 1 × LinkedIn post
- 1 × Instagram story

As a thank-you for participating in the online survey, participants will have the chance to win a voucher for the DETAIL online shop.



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WHITE PAPER

White paper – knowledge that convinces

Inspire. Enthuse. Convince.

A white paper allows you to position your company as a competent point of contact.

Why a white paper is ideal:

You want to establish yourself as a technically skilled expert in the industry.

You have specific know-how that offers added value to the planning community.

You encounter unanswered questions in dialogue with architects that need to be addressed.

You have an outstanding product that is not yet fully understood.

Why a white paper is effective:

There is a high demand for specialist, planning-related information on products, materials and technologies.

Benefit from:

- **Strong image transfer & reputation**
Present your company in a high-quality editorial environment
- **Positioning as an industry expert**
Establish yourself as a competent contact for architects and planners
- **Maximum reach**
Placement in the high-reach DETAIL media channels – online and crossmedia
- **Editorial expertise**
Target group-oriented preparation by the experienced DETAIL editorial team
- **Concept, design and digital preparation**
Content consulting and coordination
- **Design in the graphic look & feel of DETAIL**
- Publication on **detail.de/en**
- **High-reach support**
through media packages & accompanying advertising measures
- Optional: **Integration of existing white papers** after editorial review
- **Increased attention**
Greater visibility for your products, services and innovations
- **Lead generation**
Qualified contacts through relevant content with added value

Content possibilities for a white paper:

White papers address complex topics and are presented in a concise manner:

- Planning information, including information on the structural integration of products
- Comprehensive information on product features
- Information on standards and regulations
- Information on current research findings
- References to online planning tools that facilitate the integration/design of the respective structural solution
- Information on material composition, manufacturing and recycling processes
- Information on the suitability of the product for different areas of application
- Other verifiable sustainability information

Recommended length: 6-20 pages

Editorial processing and optimisation

Text and answers to interview questions
(Ø 3,000–3,500 characters per page incl. spaces)

Image selection

From your provided image pool

Note:

Our offer does not include image and text fees.
It is assumed that the material you provide is free of third-party rights.

Price on request



PODCAST PRODUCTION

The sound of your brand – authentic, personal, successful.

Podcasts are the trendy medium of the moment: flexible, mobile and accessible. They accompany your target group on the go or at home and create a direct, personal connection.

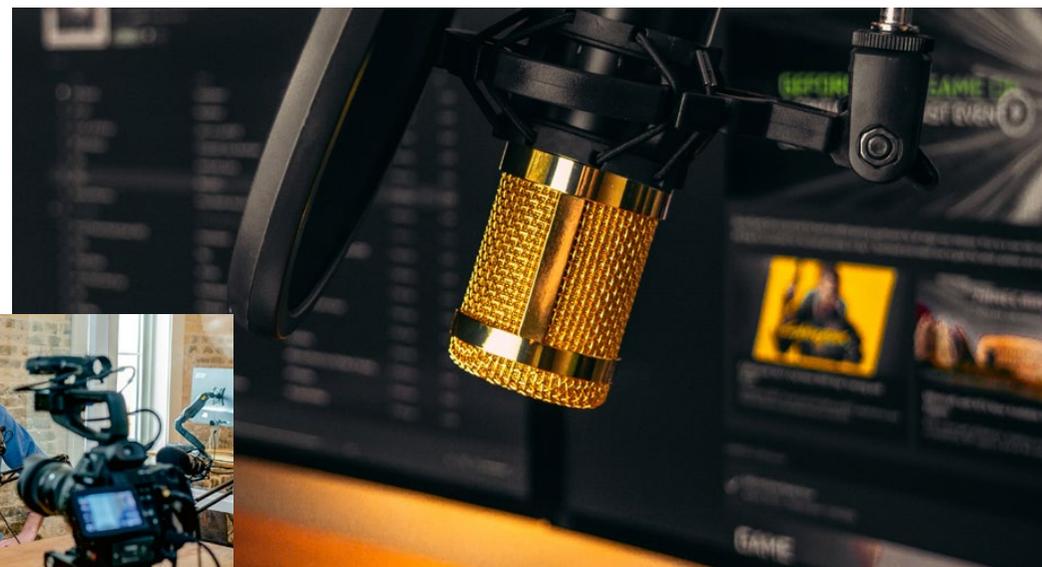
Your benefits:

- **Establish your brand voice:** Give your company a personal voice and strengthen your brand identity.
- **Secure expert status:** Position yourself as an industry expert and gain the trust of your target audience.
- **Long-term impact:** Once published, podcasts achieve reach over a longer period of time.
- **Measurable success:** Downloads, subscribers and ratings provide clear KPIs.
- **Diverse formats:** Interviews, discussions or expert panels – varied and tailored to your target audience.
- **Optimal length:** 20–60 minutes for depth and high attention.

Use podcasts as a **strategic content marketing tool** to reach and retain your target audience in the long term.



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Podcast production – full service with **DETAIL**

Our team accompanies you from the initial idea to the finished podcast – professionally, efficiently and purposefully:

Our services:

- **Concept & storytelling**
Finding topics and developing suitable content for your communication strategy
- **Research & mediation**
Authors, editors, interview partners and experts from the architecture industry
- **Project management & briefing**
Perfect preparation and smooth processes
- **Production**
Recording, post-production and publication in the highest quality
- **Hosting & distribution**
Placement on detail.de/en and playback on other podcast platforms

Price on request

Let's work together to inspire your audience and strengthen your brand with podcasts.
Get in touch with us – start your podcast journey with **DETAIL now!**



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