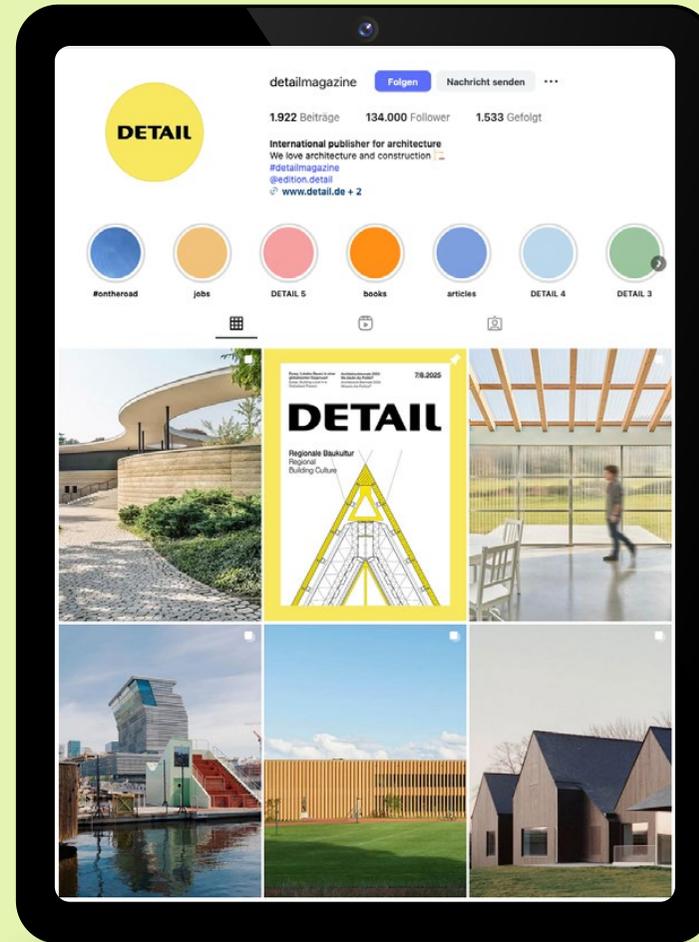




MEDIA 20
KIT 26

SOCIAL MEDIA



Valid from 1 January 2026



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

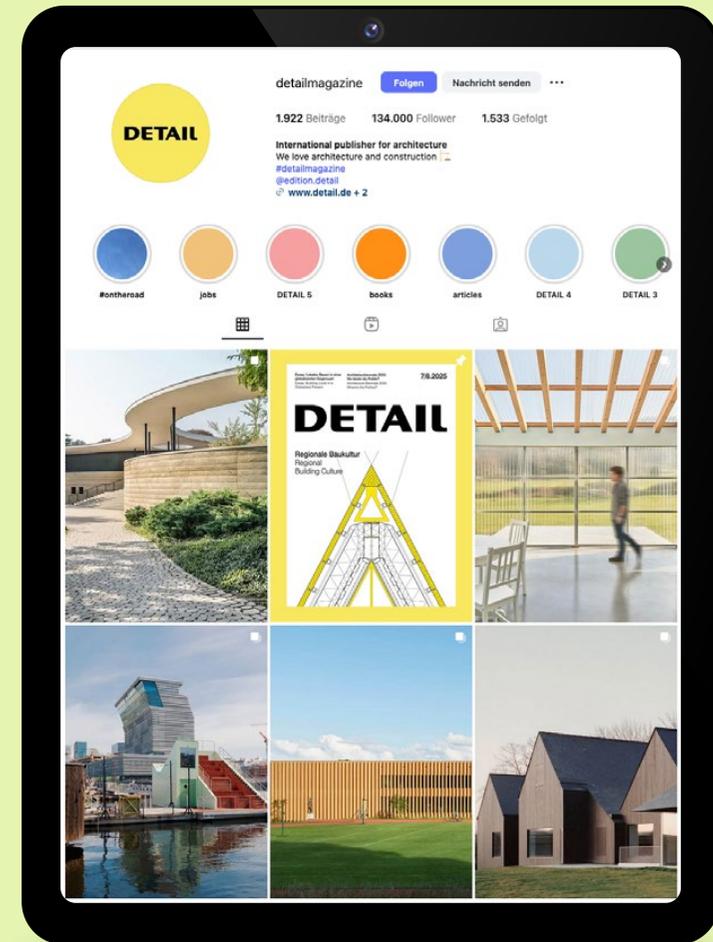
 Professional congresses/conferences
Client events
Architecture competitions
Award ceremonies

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

DETAIL SOCIAL MEDIA

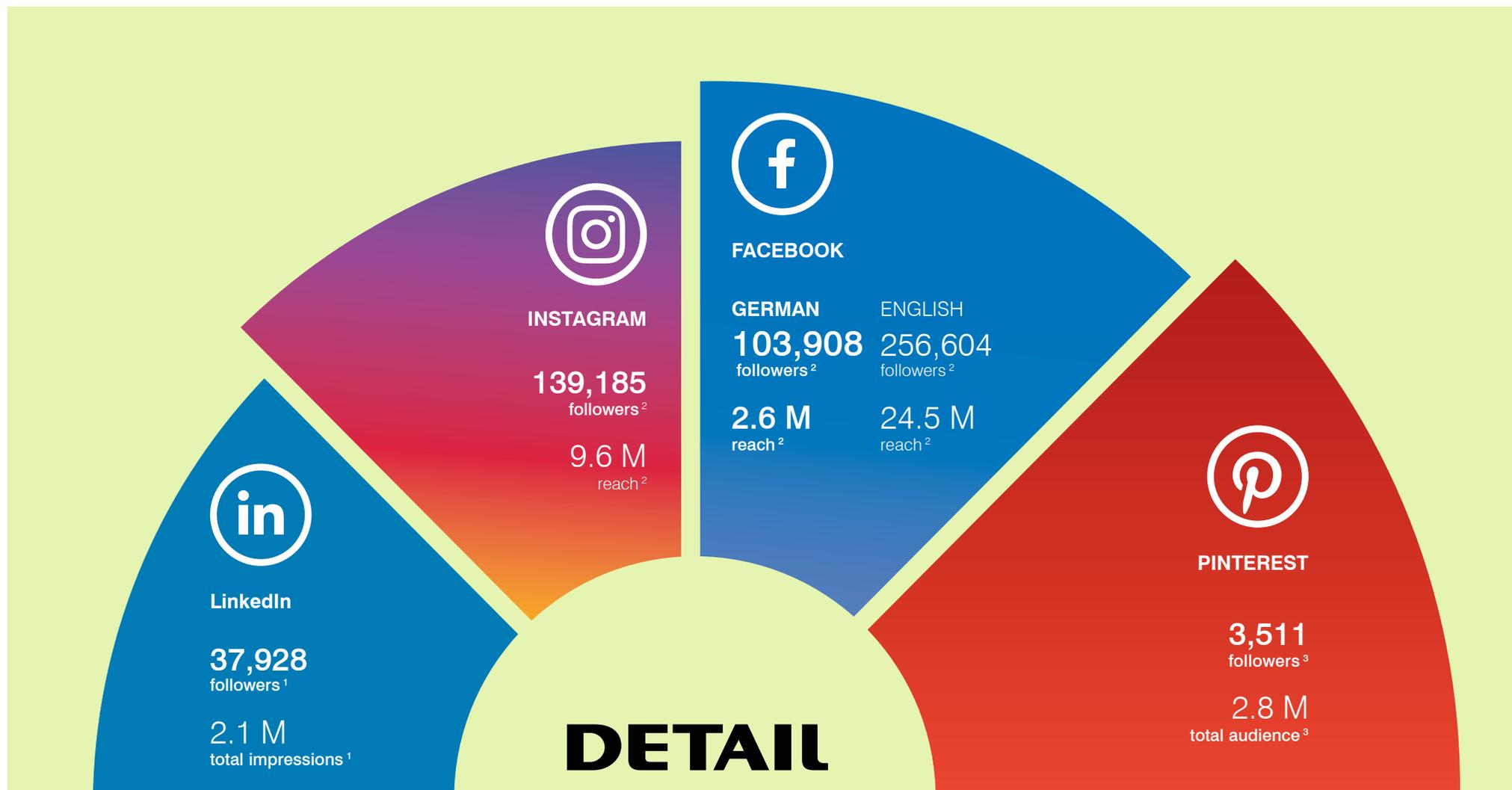
Maximum visibility,
direct targeting of your audience,
measurable impact

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SOCIAL MEDIA





FACTS & FIGURES

DETAIL reaches architects, planners and civil engineers across its social media channels – precisely the decision-makers in the construction and design sector.

- Your content will be displayed alongside high-quality architectural content, which will further enhance your message.
- Architecture is a visual subject – perfectly suited for image-rich posts that generate likes, shares and comments.
- Your products, references or events will be directly linked to landing pages, advertorials or company portraits on detail.de/en.
- The result is a seamless transition from **social media** → **website** → **lead**
- The DETAIL editorial team creates or optimises your content editorially.
- You benefit from tailor-made campaigns with appropriate imagery, texts and optimal placement.



Followers: 139,185¹

Reach: 27,715,908¹

Target group:
young architects and young people interested in architecture

USP:
high reach,
choice between post and story



Followers DE: 103,908¹
Followers EN: 256,604¹

Reach DE: 3,265,761¹
Reach EN: 47,21,649¹

Target group:
architects and architectural enthusiasts

USP:
high reach and direct contact with the target group



Followers: 37,928²

Reach: 754,107²

Target group:
professionals from the fields of architecture, planning and construction

USP:
B2B target group,
high engagement rate



Followers: 3,511³

Reach: 2,800,000³
(Total Audience)

Target group:
architecture enthusiasts & creative professionals with a focus on architecture and interior design

USP:
highly visual, therefore suitable for high-quality projects, especially interior photography



MAXIMUM REACH FOR YOUR CONTENT

ORGANIC & PAID PERFECTLY COMBINED

Benefit from our complete solution: Your content will be organically distributed via DETAIL's social media channels and simultaneously amplified through targeted paid boosts. This not only allows you to reach your existing community, but also guarantees access to relevant target groups – including architects, planners and civil engineers in your desired countries and regions.

- Greater visibility in the high-quality environment of architecture content
- Effective targeting of decision-makers in the construction and design sector

Our complete packages offer you the perfect mix of organic impact and paid reach – for campaigns that work.

	DACH* german language	EUROPE** without DACH english language	Rest of World*** without DACH and Europe english language
f Facebook 2 × carousel posts incl. paid booster	f Total reach: 14,000 Total frequency: 6 Total impressions: 42,000 Organic post: 2,000 € Paid booster: 740 € ¹ Price: 2,740 €	f Total reach: 54,000 Total frequency: 6 Total impressions: 162,000 Organic post: 2,000 € Paid booster: 1,900 € ¹ Price: 3,900 €	f Total reach: 34,000 Total frequency: 6 Total impressions: 102,000 Organic post: 2,000 € Paid booster: 1,200 € ¹ Price: 3,200 €
@ Instagram 2 × carousel posts incl. paid booster	@ Total reach: 17,000 Total frequency: 6 Total impressions: 51,000 Organic post: 2,000 € Paid booster: 780 € ¹ Price: 2,780 €	@ Total reach: 38,000 Total frequency: 6 Total impressions: 114,000 Organic post: 2,000 € Paid booster: 1,500 € ¹ Price: 3,500 €	@ Total reach: 20,000 Total frequency: 6 Total impressions: 60,000 Organic post: 2,000 € Paid booster: 1,060 € ¹ Price: 3,060 €
in LinkedIn 2 × carousel posts incl. paid booster	in Total reach: 14,000 Total frequency: 6 Total impressions: 42,000 Organic post: 2,000 € Paid booster: 2,600 € ¹ Price: 4,600 €	in Total reach: 7,000 Total frequency: 6 Total impressions: 21,000 Organic post: 2,000 € Paid booster: 1,600 € ¹ Price: 3,600 €	in Total reach: 3,400 Total frequency: 6 Total impressions: 10,200 Organic post: 2,000 € Paid booster: 1,000 € ¹ Price: 3,000 €
	<small>* Germany, Austria, Switzerland</small>	<small>** Belgium, Bulgaria, Czech Republic, Denmark, Spain, Finland, France, United Kingdom, Greece, Croatia, Hungary, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Sweden, Slovenia, Slovakia, Estonia, Latvia, Lithuania, Turkey</small>	<small>*** United Arab Emirates, Australia, Canada, Hong Kong, Japan, South Korea, Kuwait, Mexico, New Zealand, Qatar, Saudi Arabia, Singapore, Taiwan, USA, South Africa, Chile, Brazil, China</small>

¹ Paid Boost: not eligible for discount or agency commission | Organic Post: eligible for discount and for agency commission

² Reach: Number of unique individuals who saw the advertisement

³ Frequency: Average number of times the advertisement was displayed per person

⁴ Impressions: Total number of times the advertisement was displayed, including multiple views

All listed prices are subject to VAT. The publisher's current terms and conditions apply, available at www.detail.de/de_en/agb.



MAXIMUM REACH FOR YOUR CONTENT

ORGANIC & PAID PERFECTLY COMBINED

Meta package Facebook & Instagram

Starter pack for a solid basic reach on the most important social media platforms

- 1 x carousel post incl. paid booster
- 1 x carousel post incl. paid booster

Premium Visibility META + LinkedIn

Starter pack for a solid basic reach on the most important social media platforms

- 1 x carousel post incl. paid booster
- 1 x carousel post incl. paid booster
- 1 x carousel post incl. paid booster

DACH* german language

Total reach: 15,500
Total frequency: 6
Total impressions: 46,500

	f	@
Reach:	7,000	8,500
Frequency:	3	3
Impressions:	21,000	25,500

Organic post: 2,000 €
Paid booster: 760 €¹

Price: 2,760 €

Total reach: 22,500
Total frequency: 9
Total impressions: 67,500

	f	@	in
Reach:	7,000	8,500	7,000
Frequency:	3	3	3
Impressions:	21,000	25,500	21,000

Organic post: 3,000 €
Paid booster: 2,060 €¹

Price: 5,060 €

* Germany, Austria, Switzerland

EUROPE** without DACH english language

Total reach: 46,000
Total frequency: 6
Total impressions: 138,000

	f	@
Reach:	27,000	19,000
Frequency:	3	3
Impressions:	81,000	57,000

Organic post: 2,000 €
Paid booster: 1,700 €¹

Price: 3,700 €

Total reach: 49,500
Total frequency: 9
Total impressions: 148,500

	f	@	in
Reach:	27,000	19,000	3,500
Frequency:	3	3	3
Impressions:	81,000	57,000	10,500

Organic post: 3,000 €
Paid booster: 2,500 €¹

Price: 5,500 €

** Belgium, Bulgaria, Czech Republic, Denmark, Spain, Finland, France, United Kingdom, Greece, Croatia, Hungary, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Sweden, Slovenia, Slovakia, Estonia, Latvia, Lithuania, Turkey

Rest of World*** without DACH and Europe english language

Total reach: 35,000
Total frequency: 6
Total impressions: 105,000

	f	@
Reach:	17,000	10,000
Frequency:	3	3
Impressions:	51,000	30,000

Organic post: 2,000 €
Paid booster: 1,130 €¹

Price: 3,130 €

Total reach: 28,700
Total frequency: 9
Total impressions: 86,100

	f	@	in
Reach:	17,000	10,000	1,700
Frequency:	3	3	3
Impressions:	51,000	30,000	5,100

Organic post: 3,000 €
Paid booster: 1,630 €¹

Price: 4,630 €

*** United Arab Emirates, Australia, Canada, Hong Kong, Japan, South Korea, Kuwait, Mexico, New Zealand, Qatar, Saudi Arabia, Singapore, Taiwan, USA, South Africa, Chile, Brazil, China



EVENT PROMOTION

More visibility for your event – on multiple channels simultaneously

Your event will appear on two platforms simultaneously: organically via our channels and specifically via paid social media to the relevant DETAIL community – including architects, planners and civil engineers in your desired countries and regions.

In addition, you can advertise your event in the DETAIL newsletter and on detail.de/en under ‘Events’. This allows you to reach your target group via multiple touchpoints simultaneously.

	DACH* german language	EUROPE** without DACH english language	Rest of World*** without DACH and Europe english language																																				
BASIC	(f) (in) Total reach: 14,000 Total frequency: 6 Total impressions: 42,000 <table border="1"> <thead> <tr> <th></th> <th>f</th> <th>in</th> </tr> </thead> <tbody> <tr> <td>Reach:</td> <td>7,000</td> <td>7,000</td> </tr> <tr> <td>Frequency:</td> <td>3</td> <td>3</td> </tr> <tr> <td>Impressions:</td> <td>21,000</td> <td>21,000</td> </tr> </tbody> </table> Organic post: 1,700 € Paid booster: 1,670 € Price: 3,370 €¹		f	in	Reach:	7,000	7,000	Frequency:	3	3	Impressions:	21,000	21,000	(f) (in) Total reach: 30,500 Total frequency: 6 Total impressions: 91,500 <table border="1"> <thead> <tr> <th></th> <th>f</th> <th>in</th> </tr> </thead> <tbody> <tr> <td>Reach:</td> <td>27,000</td> <td>3,500</td> </tr> <tr> <td>Frequency:</td> <td>3</td> <td>3</td> </tr> <tr> <td>Impressions:</td> <td>81,000</td> <td>10,500</td> </tr> </tbody> </table> Organic post: 1,700 € Paid booster: 1,750 € ¹ Price: 3,450 €		f	in	Reach:	27,000	3,500	Frequency:	3	3	Impressions:	81,000	10,500	(f) (in) Total reach: 18,700 Total frequency: 6 Total impressions: 56,100 <table border="1"> <thead> <tr> <th></th> <th>f</th> <th>in</th> </tr> </thead> <tbody> <tr> <td>Reach:</td> <td>17,000</td> <td>1,700</td> </tr> <tr> <td>Frequency:</td> <td>3</td> <td>3</td> </tr> <tr> <td>Impressions:</td> <td>51,000</td> <td>5,100</td> </tr> </tbody> </table> Organic post: 1,700 € Paid booster: 1,100 € ¹ Price: 2,800 €		f	in	Reach:	17,000	1,700	Frequency:	3	3	Impressions:	51,000	5,100
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Frequency:	3	3																																					
Impressions:	51,000	5,100																																					
PLUS	(f) 1 × image post incl. paid boost (in) 1 × image post incl. paid boost (envelope) 1 × event promotion in newsletter (tag) 1 × event listing under ‘Events’ on detail.de/events Organic post: 1,700 € Paid booster: 1,670 € Newsletter and event listing on detail.de/en: 1,290 € Price: 4,660 €¹	Organic post: 1,700 € Paid booster: 1,750 € ¹ Newsletter and event listing on detail.de/en: 1,290 € Price: 4,740 €¹	Organic post: 1,700 € Paid booster: 1,100 € ¹ Newsletter and event listing on detail.de/en: 1,290 € Price: 4,090 €¹																																				
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