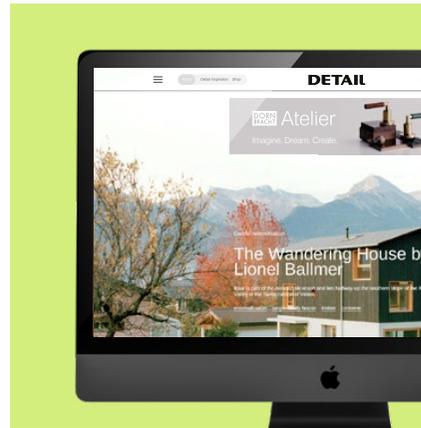
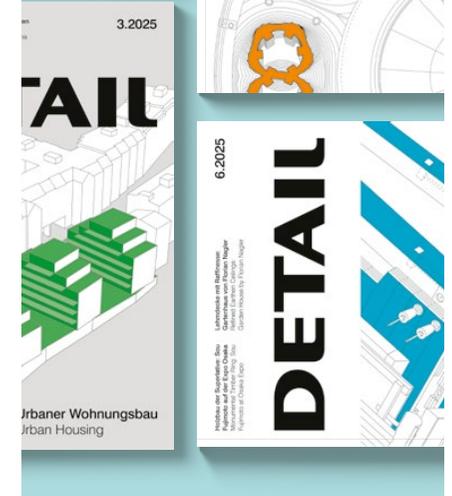
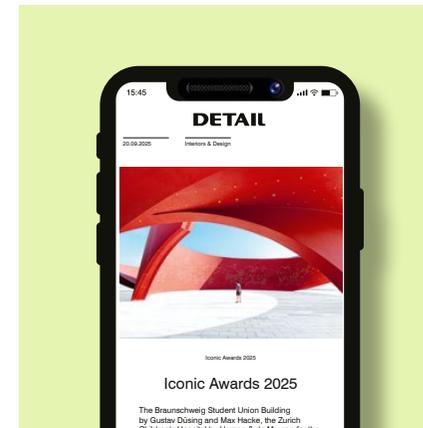


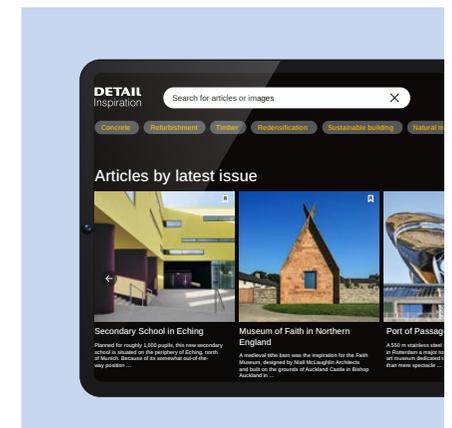
# DETAIL



## MEDIA KIT 2026



- PRINT
- DIGITAL
- DETAIL Inspiration
- EVENTS
- CONTENT MARKETING



No. 58 valid from 1 January 2026



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# DETAIL 360° SPECIALISED COMMUNICATION



## Portfolio and Media Reach German-speaking and international

 >55,000 readers/issue<sup>1</sup>  
10 issues/year  
3.3 M reader minutes/issue<sup>1</sup>  
16,375 copies (IVW) print run<sup>1</sup>

 Ø 3.44 M PI /month<sup>2</sup>  
Ø 736,000 visits/month<sup>2</sup>

Newsletter subscribers  
~26,750 daily<sup>3</sup>  
~28,150 weekly<sup>3</sup>  
~28,900 EN<sup>3</sup>

 ~541,136 followers<sup>4</sup>  
Ø 38.7 M reach<sup>4</sup>

 Professional congresses/conferences  
Client events  
Architecture competitions  
Award ceremonies

 ~246,000 potential users<sup>5</sup>  
Ø 218,500 sessions/month<sup>5</sup>



# DETAIL PORTFOLIO

We develop customised communication concepts and events that specifically target architects, planners, civil engineers, interior architects, office planners and project planners as well as designers. We also reach the planning departments of industry, banks, insurance companies, building authorities, construction companies, housing and development associations, as well as specialist engineering firms for structural design and analysis – crossmedia, effective, and sustainable. Our portfolio includes high-quality, wide-reaching communication solutions, present at all relevant touchpoints of your target groups.

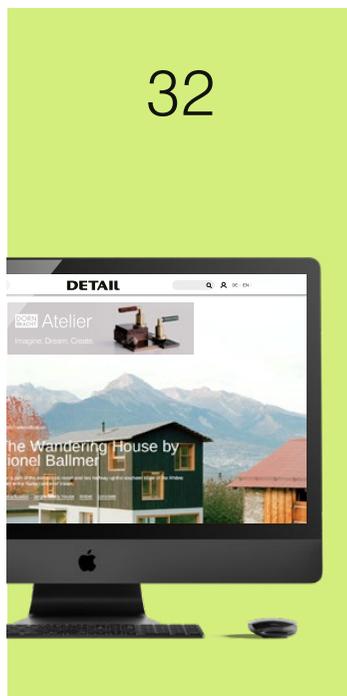
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## PRINT

- Advertisements
- Interiors & Design Special
- Advertorial Special Sustainability
- Product & Practice
- Special Advertising Formats
- Copy Test

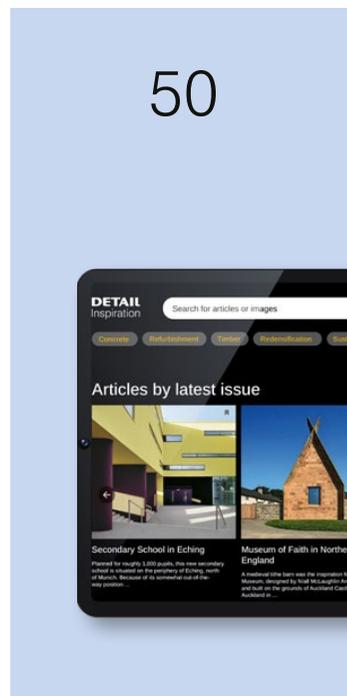
32



## DIGITAL

- Website
- Newsletter
- Event Promotion
- Online advertorial
- Display ads
- Company portrait
- Social Media

50



## DETAIL Inspiration

- Advertorial BASIC
- Advertorial PLUS
- Advertorial PREMIUM
- Company portrait
- Display ad

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## EVENTS

- Awards
- Workshops
- Congresses/conferences
- Client events

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## CONTENT MARKETING

- NEW: Market research
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# PRINT

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# FOREWORD



## We are shaping the future of architecture today

Architecture is transformation. New opportunities and challenges await the building industry in 2026. DETAIL accompanies this change as a leading professional medium in German-speaking countries and beyond with groundbreaking content, innovative formats and direct dialogue with the thought leaders of the architectural world.

Our magazine **themes** are reflected in our **congresses** and highlight architecture in 2026 in all its depth and power: as a healing space in healthcare buildings, as a sustainable urban building block made from recyclable and natural materials, with intelligent facade systems and modular solutions supporting the acceleration in housing construction.

Digital solutions have long been a reality, but are now gaining new momentum thanks to AI. With our **congress on digital transformation** in autumn 2026, we are bringing together the pioneers of this movement and turning visionary ideas into tangible solutions.

To mark the 65th anniversary of DETAIL, we are also paying tribute to what really determines construction quality: the details. The new **DETAIL Construction Award** is the first of its kind and will recognise outstanding detail designs in various categories. Construction product manufacturers can also submit their solutions for consideration. The feedback from the industry has already been overwhelming.

**DETAIL creates the platform on which your innovations drive the industry forward. Let us shape the future together.**



*Jeanette Kusmann*

Editor-in-chief, DETAIL

# PROFILE DETAIL MAGAZINE

‘By architects for architects’ – for 65 years, DETAIL has been the renowned international partner for decision-makers in the planning and execution process in architecture and interior design, construction and design.

DETAIL is published in two languages and stands for high quality architectural communication – innovative, crossmedia and wide-reaching.

The editorial concept: documentation and detailed information on construction projects of all categories worldwide, with a focus on structural and design details. The content covers projects, references, planning, construction, material selection, building renovation, digitalisation, and interiors & design with a focus on sustainability.

DETAIL is the unique source of information for architectural and planning firms – with the highest quality standards and international reach.

## Our portfolio:

Innovative, wide-reaching communication solutions at all relevant touchpoints, also on an international scale. We address architects, planners, civil engineers, interior architects, office and project planners, designers, as well as the planning departments of industry, banks, insurance companies, building authorities, construction companies, housing and development associations, and specialist engineering firms for structural design and analysis.



## Specials for Ad Partners:

DETAIL 6.26, 11.26  
DETAIL 4.26, 7/8.26, 10.26  
DETAIL 7/8.26

Advertorial special ‘Sustainability’  
Crossmedia Special ‘Interiors & Design’  
Copy test starting at 1/2 page (free of charge)

## Circulation

### Print Run

16,375 copies plus ePaper

### Actual Circulation

12,707 copies<sup>1</sup> incl. ePaper  
Germany: 7,310 copies  
International: 5,123 copies

### plus DETAIL Inspiration

**Paid content: 2.064 subscribers<sup>2</sup>**

### Languages

DETAIL (10 times per year)  
Bilingual German/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 Analysis<sup>1</sup>

<b>Print Run</b>	<b>16,375</b>
<b>Total Circulation</b>	<b>12,707</b>
Germany	7,310
International	5,123
ePaper	274
<b>Copies Sold</b>	<b>11,386</b>
Germany	6,502
International	4,884
DACH Region	9,162
of which:	
Single Issue / Other Sales	713
Subscriptions	10,673
Germany	6,080
International	4,592
<b>Paid Content<sup>2</sup></b>	<b>2,064</b>

## Distribution of DETAIL Print Editions

Germany	57 %
Switzerland	8 %
Austria	7 %
Benelux (Belgium, Netherlands, Luxembourg)	5 %
Italy	4 %
Scandinavia (Norway, Sweden, Denmark)	3 %
United Kingdom	3 %
France	2 %
Rest of Europe	6 %
Worldwide	6 %





# DETAIL READERSHIP STRUCTURE ANALYSIS

## OVERVIEW



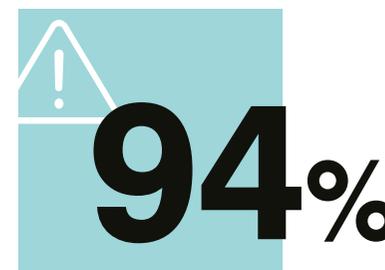
DETAIL readers per issue



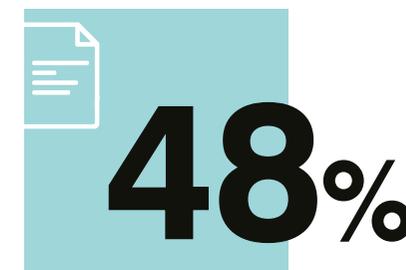
minutes on average are spent reading a copy of DETAIL.



people on average read one copy of DETAIL.



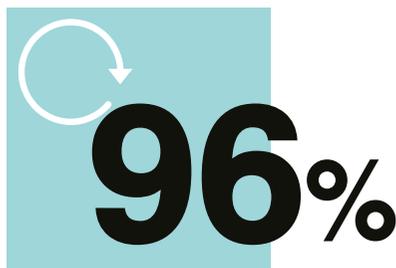
of the readers pay attention to ads/advertising/advertorials for products and services when reading DETAIL.



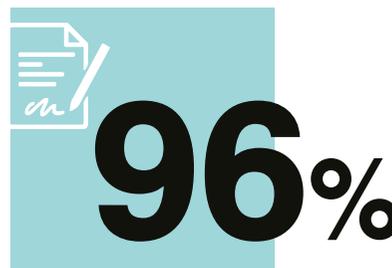
Over the past 12 months, DETAIL readers have become aware of a new company, product or service through an advertisement or advertorial.



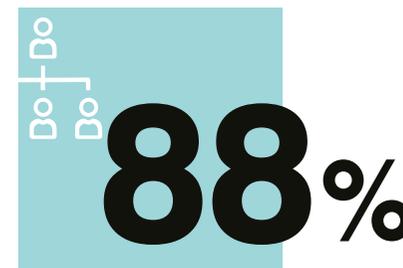
of DETAIL readers keep or archive their issues, in whole or in part.



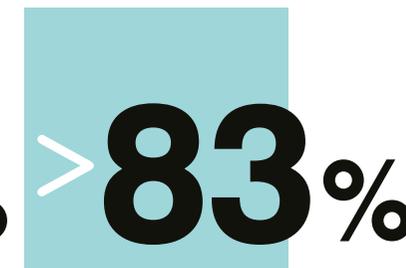
of readers use DETAIL regularly to frequently.



of the readers are involved in product decisions, 73 % decide independently or are co-decision-makers.



DETAIL readers are owners or hold management positions.



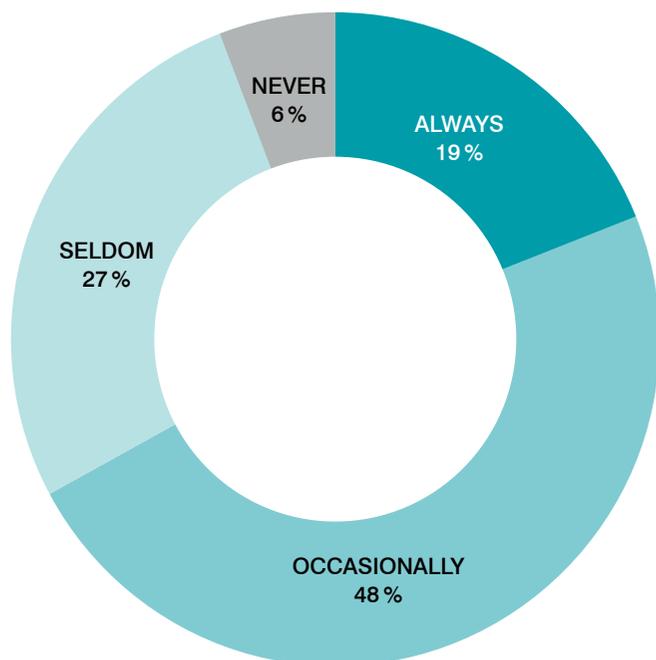
At least 83 % of DETAIL readers manage and implement construction projects.



# DETAIL READERSHIP STRUCTURE ANALYSIS

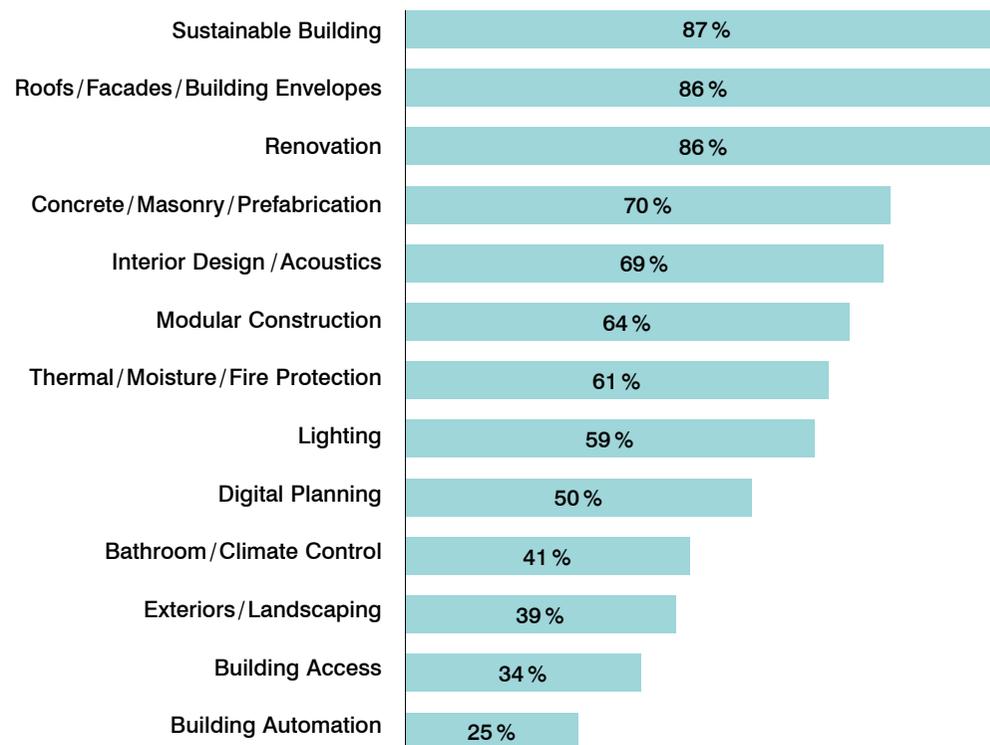
94 % of readers pay attention to ads / advertising / advertorials for products and services.

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

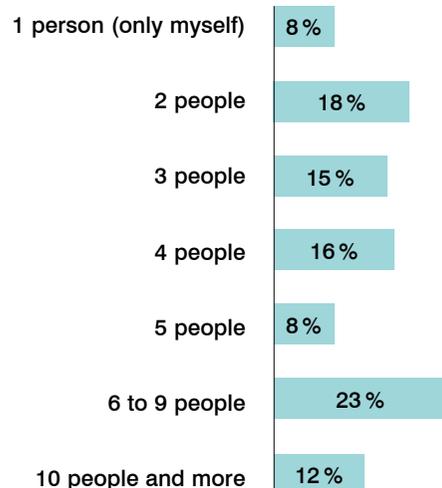




# DETAIL READERSHIP STRUCTURE ANALYSIS

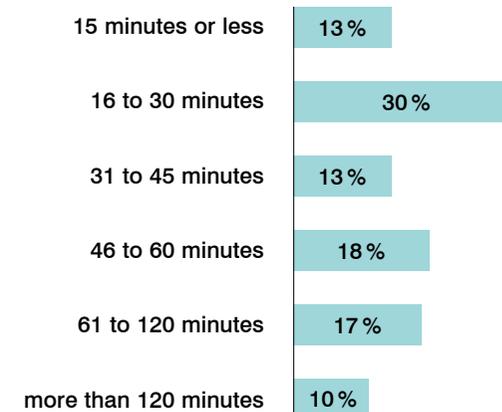
**On average, each copy of DETAIL is read by 4.3 people**

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



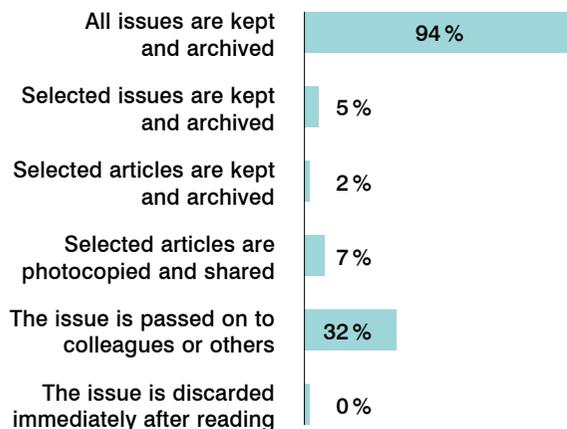
**On average, each copy of DETAIL is read for 61 minutes**

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.



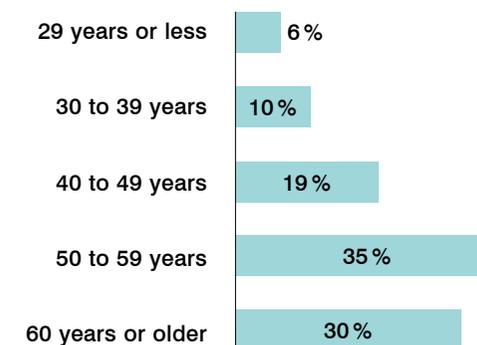
**100% of readers collect and archive their magazines in whole or in part**

Question: What generally happens to your copy of DETAIL once you have finished reading it? (Multiple answers possible)



**The average reader age is 52**

Question: What is your age?

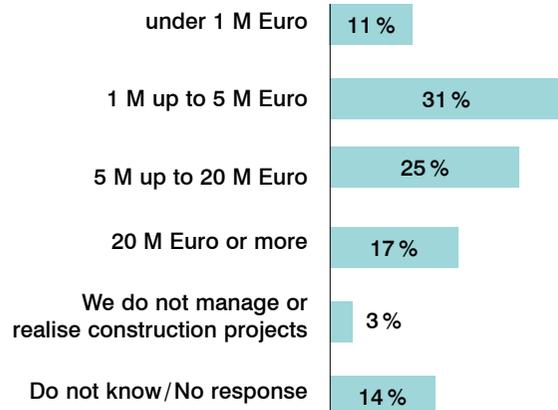




# DETAIL READERSHIP STRUCTURE ANALYSIS

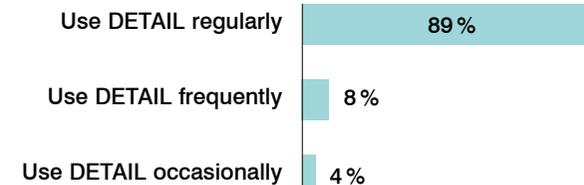
## Project volume

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.



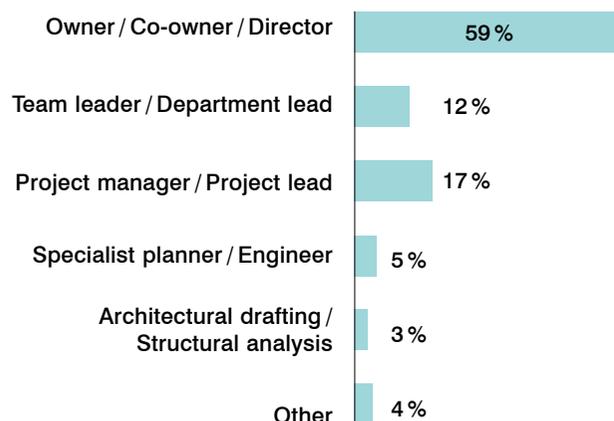
## 97 % of readers use DETAIL regularly or frequently

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



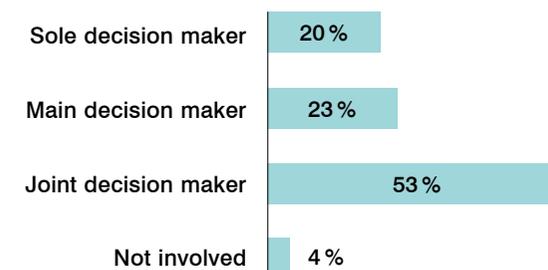
## 88 % of readers are owners or hold a leadership position

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



## 96 % of readers have sole or significant influence on product decisions

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

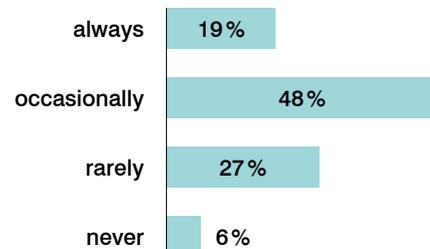




# DETAIL READERSHIP STRUCTURE ANALYSIS

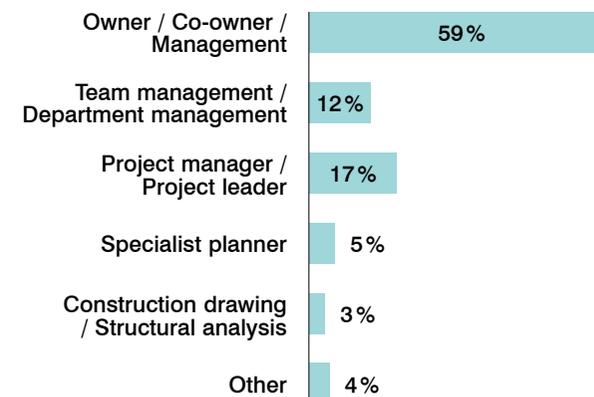
**94 % of readers pay attention to ads / advertorials for products or services when reading DETAIL**

Question: How often do you pay attention to ads / advertorials for products or services when reading DETAIL?



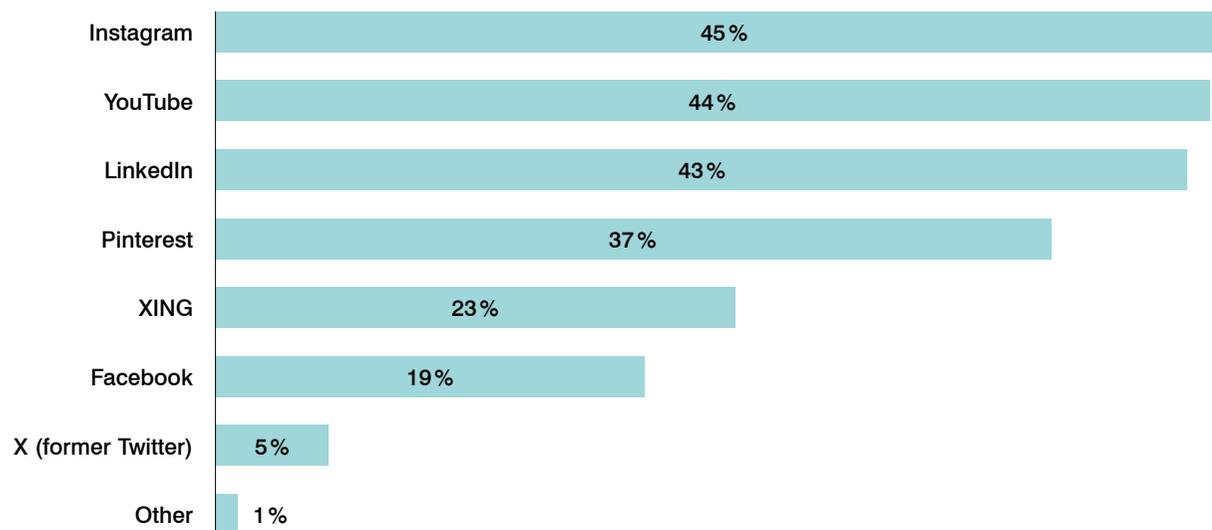
**At least 83 % of DETAIL readers manage and implement construction projects**

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



**79 % of readers use at least one of the listed social networks for professional purposes**

Question: Which of the following social networks do you use at least occasionally for professional purposes? (Multiple answers possible)





# EDITORIAL CALENDAR

Issue	Issue Title/Issue Topics	Product Topics	DETAIL Events / Trade Fairs
<b>1/2.2026</b> PD: 15.01.26 ED: 14.11.25 <b>AD: 02.12.25</b> <b>CD: 04.12.25</b> DDi: 17.12.25	<b>Simply Well Built</b>	Building Envelope & Roofs Interior Finishes, Interiors System & Modular Construction	Heimtextil 13.01.–16.01.26 DOMOTEX 19.01.–22.01.26 imm Cologne 20.01.–23.01.26 Swissbau 20.02.–24.02.26 Ambiente 06.02.–10.02.26 Cevisama 24.02.–28.02.26 DACH + HOLZ 24.02.–27.02.26 SCHULBAU Stuttgart 25.02.–26.02.26
<b>3.2026</b> PD: 02.03.26 ED: 05.01.26 <b>AD: 29.01.26</b> <b>CD: 03.02.26</b> DDi: 10.02.26	<b>Natural Building Materials Wood, Earth, Straw</b>	Building Envelopes & Roofs SPECIAL light + building Digital Planning & Construction Processes	<b>DETAIL CONSTRUCTION AWARD Munich 12.03.26</b>  Light + Building 08.03.–13.03.26 BetonTage 10.03.–12.03.26 SHK + E Essen 17.03.–20.03.26 digitalBAU 24.03.–26.03.26 ceramitec 24.03.–26.03.26 Fensterbau Frontale 24.03.–27.03.26
<b>4.2026</b> PD: 01.04.26 ED: 05.02.26 <b>AD: 04.03.26</b> <b>CD: 09.03.26</b> DDi: 16.03.26	<b>Typology: Healthcare Buildings/ Healing Architecture</b>  Special Supplement: Interiors Crossmedia Special	Interior Finishes, Interiors Heating, Cooling, Ventilation	IFH/Intherm 14.04.–17.04.26 SCHULBAU Frankfurt 15.04.–16.04.26 ARCHITECT@WORK Munich 15.04.–16.04.26 Salone del Mobile 21.04.–26.04.26 Construction Summit 22.04.–23.04.26
<b>5.2026</b> PD: 04.05.26 ED: 09.03.26 <b>AD: 01.04.26</b> <b>CD: 08.04.26</b> DDi: 15.04.26	<b>Climate Adaptive Building Envelopes</b>	Building Envelopes & Roofs System & Modular Construction Exteriors & Landscaping	<b>DETAIL FACADE CONGRESS Düsseldorf 21.05.26</b>
<b>6.2026</b> PD: 02.06.26 ED: 07.04.26 <b>AD: 30.04.26</b> <b>CD: 06.05.26</b> DDi: 13.05.26	<b>Anniversary Issue 65 Years of DETAIL</b>  Advertorial Special Sustainability AD: 07.04.2025	Building Envelopes & Roofs Interior Finishes, Interiors Digital Planning & Construction Processes	<b>DETAIL CLIMATE FORUM Stuttgart 11.06.26</b>  Stone+tec 17.06.–20.06.26 spoga+gafa 22.06.–24.06.26 FeuerTrutz 24.06.–25.06.26 Intersolar 23.06.–25.06.26





# EDITORIAL CALENDAR

Issue	Issue Title/Issue Topics	Product Topics	DETAIL Events / Trade Fairs
<b>7/8.2026</b> PD: 15.07.26 ED: 15.05.26 <b>AD: 11.06.26</b> <b>CD: 17.06.26</b> DDi: 29.06.26 	<b>Solid Construction: Masonry and Concrete</b>  Special Supplement: Interiors Crossmedia Special	Building Envelopes & Roofs Interior Finishes, Interiors	SecurityExpo Munich 01.07.–02.07.26
<b>9.2026</b> PD: 01.09.26 ED: 10.07.26 <b>AD: 04.08.26</b> <b>CD: 07.08.26</b> DDi: 14.08.26	<b>Prefabrication and Modular Construction</b>	System & Modular Construction Exteriors & Landscaping	Cersaie 22.09.–26.09.26 Batimat 28.09.–01.10.26 SCHULBAU Cologne 30.09.–01.10.26
<b>10.2026</b> PD: 01.10.26 ED: 11.08.26 <b>AD: 03.09.26</b> <b>CD: 08.09.26</b> DDi: 15.09.26	<b>Typology: Cultural buildings</b>  Special Supplement: Interiors Crossmedia Special	Building Envelopes & Roofs Interior Finishes, Interiors Heating, Cooling, Ventilation	<b>DETAIL MODULAR CONSTRUCTION CONGRESS, Munich 15.10.26</b>  EXPO REAL 06.10.–08.10.26 Interbad 06.10.–08.10.26 Chillventa 13.10.–15.10.26 glasstec 20.10.–23.10.26 Orgatec 27.10.–30.10.26
<b>11.2026</b> PD: 02.11.26 ED: 10.09.26 <b>AD: 05.10.26</b> <b>CD: 08.10.26</b> DDi: 15.10.26	<b>Adaptive Reuse</b>  Advertorial Special: Sustainability AD: 10.09.2026	Building Envelopes & Roofs Interior Finishes, Interiors Digital Planning & Construction Processes	<b>DETAIL DIGITAL CONGRESS Berlin 12.11.26</b>  SCHULBAU Berlin 11.11.–12.11.26
<b>12.2026</b> PD: 01.12.26 ED: 08.10.26 <b>AD: 02.11.26</b> <b>CD: 05.11.26</b> DDi: 12.11.26	<b>Facades</b>	Facades & Windows Interior Finishes, Interiors System & Modular Construction	<b>DETAIL AWARD Munich December 2026</b>
<b>1/2.2027</b> PD: 04.01.27 ED: 05.11.26 <b>AD: 01.12.26</b> <b>CD: 04.12.26</b> DDi: 11.12.26	<b>Circular Construction</b>	<b>Trade Fair Edition BAU 2027</b>	BAU 11.01.–15.01.27  <b>DETAIL FORUM BAU Munich 12.01.27</b>

# CONTENT CALENDAR



	Simply Well Built	Natural Building Materials Wood, Earth, Straw	Typology: Healthcare Buildings/ Healing Architecture	Climate-Adaptive Building Envelopes	Anniversary Issue 85 Years of DETAIL	Solid Construction: Masonry and Concrete	Prefabrication and Modular Construction	Typology: Cultural Buildings	Adaptive Reuse	Facades	Adaptive Reuse
Advertising in an editorial environment	1/2.2026	3.2026	4.2026	5.2026	6.2026	7/8.2026	9.2026	10.2026	11.2026	12.2026	1/2.2027
<b>BUILDING ENVELOPE / ROOF</b> <b>Facade:</b> Facade systems and cladding (masonry, clinker brick, concrete, natural stone, ceramics, glass, metal, etc.), profiles, glazing, windows, balconies, sun protection, solar facades, entrances, doors, gates, drainage, exterior rendering and paints, ETICS insulation systems, sandwich constructions, renovation, circular construction <b>Wall:</b> Masonry, earth, concrete, wood <b>Roof:</b> Flat roofs, pitched roofs, green roofs, roof structures, roofing, drainage, insulation systems, waterproofing, roof windows, skylights, smoke and heat extraction <b>Building physics / fire protection:</b> Thermal, moisture and fire protection, sound insulation and acoustics, renovation, membranes and seals	<b>Issue Newsletter:</b> 15.01. 29.01. 12.02. 29.01. EN	<b>Issue Newsletter:</b> 02.03. 09.03. 23.03. 26.03. EN		<b>Issue Newsletter:</b> 04.05. 11.05. 18.05. 13.05. EN	<b>Issue Newsletter:</b> 02.06. 09.06. 16.06. 11.06. EN	<b>Issue Newsletter:</b> 15.07. 29.07. 12.08. 30.07. EN		<b>Issue Newsletter:</b> 01.10. 08.10. 15.10. 08.10. EN	<b>Issue Newsletter:</b> 02.11. 09.11. 16.11. 12.11. EN	<b>Issue Newsletter:</b> 01.12. 08.12. 15.12. 17.12. EN	<b>Issue Newsletter:</b> 04.01. 12.01. 18.01. 07.01. EN
	<b>Thematic Newsletter:</b> 03.02. 05.02. EN	<b>Thematic Newsletter:</b> 11.03.		<b>Thematic Newsletter:</b> 05.05. 07.05. EN	<b>Thematic Newsletter:</b> 23.06.	<b>Thematic Newsletter:</b> 21.07.  Housing-Typologies 09.07. EN		<b>Thematic Newsletter:</b> 20.10. 15.10. EN	<b>Thematic Newsletter:</b> 04.11.	<b>Thematic Newsletter:</b> 14.12.	<b>Thematic Newsletter:</b> 19.01.
	<b>Trade Fair Newsletter:</b> DACH + HOLZ 17.02.	<b>Trade Fair Newsletter:</b> Fensterbau Frontale 17.03.						<b>Trade Fair Newsletter:</b> glasstec 13.10.			<b>Trade Fair Newsletter:</b> BAU 05.01. 07.01.DE/EN 11.01.
<b>INTERIOR DESIGN / INTERIORS</b> <b>Light:</b> Luminaires, lighting technology, lighting design, visual guidance systems, lighting installations, switches <b>Bathroom and Sanitary:</b> Tiles, sanitary ceramics, fittings, drainage systems, saunas, swimming pool technology <b>Interior finishes, acoustics:</b> Drywall, partition walls, floor coverings, wall coverings, acoustic elements, interior doors, fittings, stairs, coatings, interior rendering, paints, healthy living <b>Building physics/fire protection:</b> Thermal, moisture and fire protection, sound insulation and acoustics, renovation, foils, seals and waterproofing Drywall walls, partition walls, floor coverings, wall coverings, acoustic elements, interior doors, fittings, stairs, coatings, interior plaster, paints, healthy living <b>Building automation:</b> Smart home, switches, control technology, security technology, fire alarm systems <b>Development:</b> Barrier-free access, stairs, lifts, escalators, parking systems, burglary protection, signage	<b>Issue Newsletter:</b> 15.01. 29.01. 12.02. 29.01. EN	<b>Special Light+Building Issue Newsletter:</b> 02.03. 09.03. 23.03. 26.03. EN	<b>Issue Newsletter:</b> 01.04. 08.04. 15.04. 09.04. EN		<b>Issue Newsletter:</b> 02.06. 09.06. 16.06. 11.06. EN	<b>Issue Newsletter:</b> 15.07. 29.07. 12.08. 30.07. EN		<b>Issue Newsletter:</b> 01.10. 08.10. 15.10. 08.10. EN	<b>Issue Newsletter:</b> 02.11. 09.11. 16.11. 12.11. EN	<b>Issue Newsletter:</b> 01.12. 08.12. 15.12. 17.12. EN	<b>Issue Newsletter:</b> 04.01. 12.01. 18.01.
	<b>Thematic Newsletter:</b> 10.02.	<b>Trade Fair Newsletter:</b> SHK+E Essen 03.03.	<b>Trade Fair Newsletter:</b> IFH/Intherm 09.04.		<b>Thematic Newsletter:</b> 30.06.	<b>Thematic Newsletter:</b> 04.08.	<b>Trade Fair Newsletter:</b> Interbad 29.09.	<b>Thematic Newsletter:</b> 06.10.	<b>Thematic Newsletter:</b> 24.11.	<b>Thematic Newsletter:</b> 09.12.	<b>Thematic Newsletter:</b> 03.02.
	<b>Trade Fair Newsletter:</b> DACH + HOLZ 17.02.	<b>Trade Fair Newsletter:</b> Light+Building 25.02. DE 26.02. EN	<b>Trade Fair Newsletter:</b> Salone del Mobile 16.04. DE/EN				<b>Trade Fair Newsletter:</b> Cersaie 10.09. DE/EN	<b>Trade Fair Newsletter:</b> Orgatec 22.10. DE/EN			<b>Trade Fair Newsletter:</b> BAU 05.01. 07.01.DE/EN 11.01.

# CONTENT CALENDAR



Simply Well Built

Natural Building Materials  
Wood, Earth, Straw

Typology:  
Healthcare Buildings/  
Healing Architecture

Climate-Adaptive Building Envelopes

Anniversary Issue  
85 Years of DETAIL

Solid Construction:  
Masonry and Concrete

Prefabrication and Modular Construction

Typology:  
Cultural Buildings

Adaptive Reuse

Facades

Adaptive Reuse

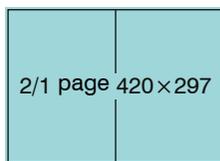
Advertising in an editorial environment	1/2.2026	3.2026	4.2026	5.2026	6.2026	7/8.2026	9.2026	10.2026	11.2026	12.2026	1/2.2027
<b>SPECIAL SUPPLEMENT</b> <b>INTERIORS &amp; DESIGN</b> Office, hospitality, hotel, retail, and residential design, furniture, floor coverings, tiles, wall coverings, paints, interior rendering, interior construction, acoustics, lighting, switches, bathrooms, sanitary fixtures and fittings	<b>Interiors &amp; Design NL</b> <sup>1</sup> 22.01. DE/EN 19.02. DE/EN	<b>Interiors &amp; Design NL</b> <sup>1</sup> 19.03. DE/EN	Interiors Special  <b>Trade Fair Newsletter:</b> Salone del Mobile 16.04. DE/EN	<b>Interiors &amp; Design NL</b> <sup>1</sup> 21.05. DE/EN	<b>Interiors &amp; Design NL</b> <sup>1</sup> 18.06. DE/EN	Interiors Special  <b>Interiors &amp; Design NL</b> <sup>1</sup> 23.07. DE/EN 20.08. DE/EN	<b>Interiors &amp; Design NL</b> <sup>1</sup> 17.09. DE/EN  <b>Trade Fair Newsletter:</b> Cersaie 10.09 DE/EN	<b>Interiors &amp; Design NL</b> <sup>1</sup> 22.10. DE/EN  <b>Trade Fair Newsletter:</b> Orgatec 22.10. DE/EN	<b>Interiors &amp; Design NL</b> <sup>1</sup> 19.11. DE/EN	<b>Interiors &amp; Design NL</b> <sup>1</sup> 10.12. DE/EN	<b>Interiors &amp; Design NL</b> <sup>1</sup> 21.01. DE/EN  <b>Trade Fair-Newsletter:</b> BAU 05.01. 07.01. DE/EN 11.01.
<b>SYSTEM CONSTRUCTION / MODULAR CONSTRUCTION</b> Modular construction, prefabricated facades and building elements, timber construction, steel construction, hybrid construction methods, design-to-production	<b>Issue Newsletter:</b> 15.01. 29.01. 12.02. 29.01. EN  <b>Thematic Newsletter:</b> 24.02.			<b>Issue Newsletter:</b> 04.05. 11.05. 18.05.  <b>Thematic Newsletter:</b> 19.05.			<b>Issue Newsletter:</b> 01.09. 08.09. 15.09. 24.09. EN			<b>Issue Newsletter:</b> 01.12. 08.12. 15.12. 17.12. EN  <b>Thematic Newsletter:</b> 02.12.	<b>Issue Newsletter:</b> 04.01. 12.01. 18.01.
<b>DIGITAL PLANNING AND CONSTRUCTION PROCESSES</b> <b>Software:</b> BIM, CAD, AVA, AI, project management, visualisation, virtual and augmented reality (VR/AR), facility management, digital twin, interfaces, design-to-production <b>Hardware:</b> Robotics, laser scanning, 3D printing		<b>Issue Newsletter:</b> 02.03. 09.03. 23.03. 26.03. EN  <b>Trade Fair Newsletter:</b> digitalBAU 16.03. 12.03. EN			<b>Issue Newsletter:</b> 02.06. 09.06. 16.06. 11.06. EN  <b>Thematic Newsletter:</b> 10.06. 25.06. EN				<b>Issue Newsletter:</b> 02.11. 09.11. 16.11. 12.11. EN  <b>Thematic Newsletter:</b> 11.11. 05.11. EN		<b>Trade Fair-Newsletter:</b> BAU 05.01. 07.01. DE/EN 11.01.
<b>EXTERIORS &amp; LANDSCAPING</b> Street furniture, outdoor surfacing, lighting, access routes, wayfinding systems, access and parking systems, greening, drainage, noise protection, pool and pond facilities, systems and materials for mitigating urban overheating				<b>Issue Newsletter:</b> 04.05. 11.05. 18.05. 13.05. EN  <b>Thematic Newsletter:</b> 26.05.			<b>Issue Newsletter:</b> 01.09. 08.09. 15.09. 24.09. EN  <b>Thematic Newsletter:</b> 22.09.				<b>Issue Newsletter:</b> 04.01. 12.01. 18.01.
<b>HEATING / COOLING / VENTILATION</b> Ventilation, cooling and air conditioning technology, heat storage, heat recovery, heat pumps, heating, water and wastewater technology			<b>Issue Newsletter:</b> 01.04. 08.04. 15.04. 09.04. EN  <b>Trade Fair-Newsletter:</b> IFH/Intherm 09.04.					<b>Issue Newsletter:</b> 01.10. 08.10. 15.10.  <b>Thematic Newsletter:</b> 28.10.			<b>Trade Fair-Newsletter:</b> BAU 05.01. 07.01. DE/EN 11.01.



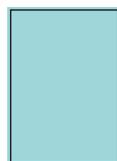
# AD FORMATS

## Bleed Ads

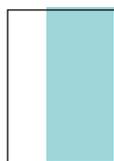
Format W×H in mm



2/1 page  
420×297



1/1 page  
210×297



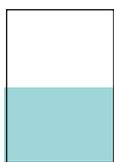
2/3 page  
vertical  
135×297



2/3 page  
horizontal  
210×188



1/2 page  
vertical  
102×297



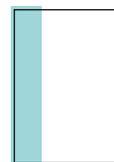
1/2 page  
horizontal  
210×145



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.

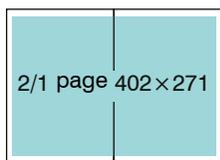
For part-page portrait-format ads, add 3 mm bleed on all sides.

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



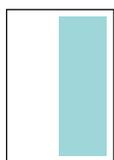
2/3 page  
vertical  
125×271



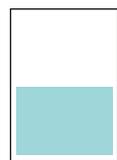
2/3 page  
horizontal  
189×176



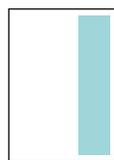
9/16 page  
junior page  
140×193



1/2 page  
vertical  
93×271



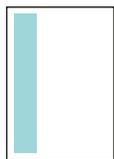
1/2 page  
horizontal  
189×133



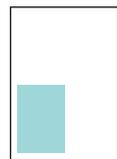
1/3 page  
vertical  
63×271



1/3 page  
horizontal  
189×87



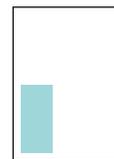
1/4 page  
vertical  
45×271



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.



# ANNIVERSARY ISSUE

## 65 years of DETAIL 6.2026

### PRINT ADVERTORIAL

with extended crossmedia reach via online advertorial (optional)

#### • Company history over the last 65 years

Present your company's milestones and innovations in a special layout in the anniversary issue.

**1/1 page 6,900 €<sup>1</sup>**  
instead of: 11,500 €

#### • Sustainability – Advertorial

Present your company's sustainability strategy in an advertorial in the anniversary edition – either in the traditional form of an image/text contribution or in an interview conducted by the DETAIL editorial team (in writing or by telephone).  
Further information can be found on page 23.

**2/1 page 12,450 €<sup>1</sup>**  
instead of: 22,500 €

#### Optional extended crossmedia reach

##### One advertorial on detail.de/en:

- Home page placement on the day of publication (Home)
- Detailed online listing
- Permanent presence on detail.de/en
- Teaser image, 4 gallery images, up to 2,500 characters of text (DE or EN)
- Link to a desired URL (including tracking option)
- Architecture-specific content preparation by the editorial team
- Multi-channel distribution via various online touchpoints
- 1 × Image/text advertisement in the DETAIL newsletter (DE or EN)
- 1 × Social media post    
- Detailed reporting 4 weeks after publication
- If available: inclusion in company profile (detail.de/en)

**3.500 €<sup>1</sup>**  
instead of: 4,150 €

##### Reach:

Website Ø 3.44 million PV/month, Ø 736,000 visits/month<sup>2</sup>  
Newsletter DE > 26,750, EN > 28,900 subscribers<sup>3</sup>, Ø 40% opening rate  
Social media > 541,000 followers<sup>4</sup>





# ANNIVERSARY ISSUE

## 65 years of DETAIL 6.2026

### AD WITH CONGRATULATIONS

Congratulate DETAIL on its 65th anniversary in our anniversary issue 6.2026.

#### Ad with congratulations

**1/1 page in 4c: 6,500 €<sup>1,2</sup>**  
instead of: 10.395 €

**9/16 page in 4c: 5,025 €<sup>1,2</sup>**  
instead of: 7.730 €

**1/2 page in 4c: 4,515 €<sup>1,2</sup>**  
instead of: 6.945 €

**1/3 page in 4c: 3,670 €<sup>1,2</sup>**  
instead of: 5.645 €

**1/4 page in 4c: 2,604 €<sup>1,2</sup>**  
instead of: 4.005 €

#### Logo with congratulations

Place your logo and a short congratulatory message on a special page in the editorial section of this issue.

We will expand your reach by including your congratulations on our anniversary landing page at [detail.de/en](https://detail.de/en).

**1/8 page incl. logo 1,750 €<sup>1</sup>**





# ANNIVERSARY ISSUE

## 65 years of DETAIL 6.2026

### ONLINE

#### Newsletter

**Image/text display in the accompanying DETAIL magazine newsletter for the anniversary issue 6.2026**

Publication dates: **2 June, 9 June, 16 June**

Sent to > 28,150 subscribers

Average open rate 40%

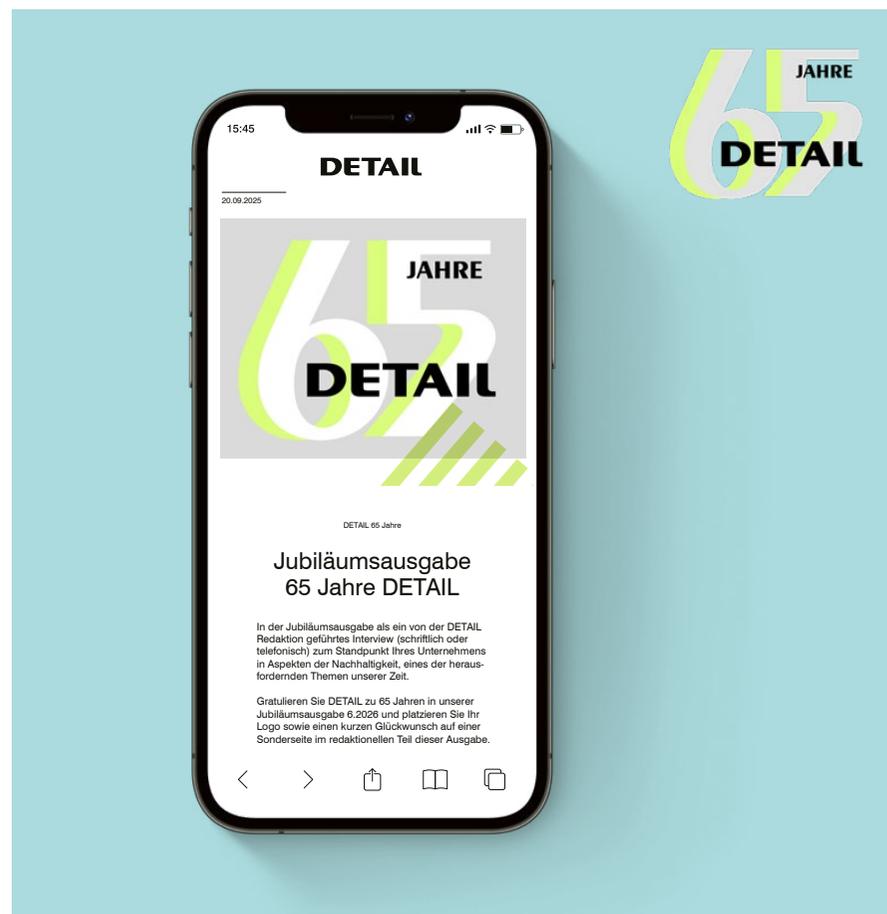
**Special prize: 2,250 €<sup>1,2</sup>**  
instead of: 2,940 €

#### Display AD

**35% more AD IMPRESSIONS**

Book your display ad campaign in June 2026 and receive 35% of the booking volume on top.

Broadcast: June–August  
Desktop & Mobile





# SUSTAINABILITY ADVERTORIAL SPECIAL

Advertorial Special in these copies:

**6.2026 '65 years of DETAIL'**    **11.2026 'Circular Construction'**  
 Ad booking deadline:            Ad booking deadline:  
 07.04.2026                            10.09.2026

Your sustainability strategy in the spotlight: Present your company exclusively in the advertorial special SUSTAINABILITY.

Classic as an image/text format or as an interview conducted by the DETAIL editorial team – with a special focus on your company's point of view and your sustainability strategy.

Your advertorial will be seamlessly integrated into the respective focus topic, thereby receiving the full attention of a highly relevant readership from the fields of architecture and planning. Take advantage of this opportunity to authentically position your brand in the context of sustainability and building culture.

**Please note:**

The deadline for advertisements and the delivery date for image and text material is the respective editorial deadline.



**You will reach:**

- **Print ad in DETAIL**  
> 55,000 readers
- **Permanent presence on detail.de/en**  
Ø 3.44 M Pl/month<sup>2</sup>  
Ø 736,000 visits/month<sup>2</sup>
- **DETAIL newsletter image/text ad**  
DE > 26,750 subscribers<sup>3</sup>  
EN > 28,900 subscribers<sup>3</sup>
- **Social Media**  
> 541,000 followers<sup>4</sup>    

**Print**

Issue 6.2026 '65 years of DETAIL'  
 Ad booking deadline: 07.04.2026

Issue 11.2026 'Circular Construction'  
 Ad booking deadline: 10.09.2026

**Price**

**1/1 page only 6,900€<sup>1</sup>**  
 instead of: 11,500 €

**2/1 page only 12,450€<sup>1</sup>**  
 instead of: 22,500 €

**+ Crossmedia**

**Take advantage of our popular Crossmedia Special at a special price**

- Online advertorial on detail.de/en (permanent placement)
- 1 x DETAIL newsletter image/text ad
- 1 x Social media post    
- Detailed reporting 4 weeks after publication

**Crossmedia-Special Total Price**

**1/1 page**  
 incl. online advertorial  
**10,400€<sup>1</sup>** instead of: 15,650 €

**2/1 page**  
 incl. online advertorial  
**15,950€<sup>1</sup>** instead of: 26,650 €

**Optional**

- Inclusion in the company portrait (p. 42)



# INTERIORS & DESIGN CROSSMEDIA SPECIAL

## Benefit from our wide-reaching crossmedia special!

Present your company and products across multiple channels with maximum visibility – in the DETAIL Interiors specials (issues 4.2026, 7/8.2026, or 10.2026) and permanently on detail.de/en/interiorsdesign.

<b>4.2026 Trade fair edition</b> <b>Salone del Mobile</b>	<b>7/8.2026</b> <b>Copytest</b>	<b>10.2026 Trade fair edition</b> <b>Orgatec</b>
Ad booking deadline: 04.03.2026	Ad booking deadline: 11.06.2026	Ad booking deadline: 03.09.2026



© Forill De Rad | Unsplash

### You will reach:

- **Print ad in DETAIL**  
> 55,000 readers
- **Permanent presence on detail.de/en**  
Ø 3.44 M PI/month<sup>2</sup>  
Ø 736,000 visits/month<sup>2</sup>
- **DETAIL newsletter image/text ad**  
DE > 26,750 subscribers<sup>3</sup>  
EN > 28,900 subscribers<sup>3</sup>  
Ø 40% Öffnungsrate<sup>3</sup>
- **Social Media**   
> 541,000 followers<sup>4</sup>  
> 1.12 M total impression/month

### Package 1

- 1/1 page 4c  
in **DETAIL issue 4.2026, 7/8.2026 or 10.2026**
- Online advertorial on detail.de/en/interiorsdesign (permanent placement, DE or EN)
- 1 x DETAIL Interiors & Design newsletter image/text ad (DE or EN)
- 1 x Social media post
- Detailed reporting 4 weeks after publication

### Total price

**10,500€<sup>1</sup>**  
instead of: 14,545€

### Package 2

- 1/2 page 4c  
in **DETAIL issue 4.2026, 7/8.2026 or 10.2026**
- Online advertorial on detail.de/en/interiorsdesign (permanent placement, DE or EN)
- 1 x DETAIL Interiors & Design newsletter image/text ad (DE or EN)
- 1 x Social media post
- Detailed reporting 4 weeks after publication

### Total price

**8,356€<sup>1</sup>**  
instead of: 11,095€



# INTERIORS & DESIGN ONLINE

Present your company and your products permanently and visibly on detail.de/en/interiorsdesign – and reach your target audience exactly where they are looking for inspiration.

## Product presentation on detail.de/en interiorsdesign

3 gallery images, approx. 750–1,000 characters including spaces, linking, tracking code

## BASIC

### 3 × Product presentations DE or EN incl. Company portrait

- 3 × Product presentations (permanent presence)
- 3 × DETAIL Interiors & Design newsletter image/text ad
- 1 × Company portrait / duration 12 months

### Package price

**3,550 €<sup>1</sup>**  
instead of: 4,770 €

## PREMIUM

### 3 × Product presentations + Online advertorial DE or EN incl. Company portrait

- 3 × Product presentations (permanent presence)
- 3 × DETAIL Interiors & Design newsletter image/text ad
- 1 × Company portrait / duration 12 months

### Package price

**7,050 €<sup>1</sup>**  
instead of: 8,920 €

- 1 × Online advertorial
- 1 × Homepage placement on the day of publication
- 1 × Image/text ad in the DETAIL newsletter
- 1 × Social media post    
- 1 × Refresh after 4–6 weeks
- 1 × Reporting online advertorial 4 weeks after publication date

detail.de/en  
Ø 3.44 Pl/month<sup>2</sup>  
Ø 736,000 visits/month<sup>2</sup>

Newsletter  
DE > 26,750 subscribers<sup>3</sup>  
EN > 28,900 subscribers<sup>3</sup>

Social Media  
> 541,000 followers<sup>4</sup>



## BASIC Bilingual

### 3 × Product presentations DE and EN incl. Company portrait

- 6 × Product presentations – each 3 × DE+EN (permanent presence)
- 6 × DETAIL Interiors & Design newsletter image/text ad
- 2 × Company portrait – each 1 × DE+EN / duration 12 months

### Package price

**6,670 €<sup>1</sup>**  
instead of: 9,540 €

## PREMIUM Bilingual

### 3 × Product presentations + Online advertorial DE and EN incl. Company portrait

- 6 × Product presentations – each 3 × DE+EN (permanent presence)
- 6 × DETAIL Interiors & Design newsletter image/text ad
- 2 × Company portrait – each 1 × DE+EN / duration 12 months

### Package price

**12,450 €<sup>1</sup>**  
instead of: 17,840 €

- 2 × Online advertorial – each 1 × DE+EN
- 2 × Homepage placement on the day of publication detail.de/en
- 2 × Image/text ad in the DETAIL newsletter – each DE+EN
- 2 × Social media post – each DE+EN    
- 2 × Refresh after 4–6 weeks
- 2 × Reporting online advertorial 4 weeks after publication date – each DE+EN



# INTERIORS & DESIGN NEWSLETTER

The DETAIL INTERIORS & DESIGN newsletter is published monthly, every Thursday, in German and English. It delivers exclusive news, trends and inspiration from the worlds of architecture and design – directly to the inboxes of an international readership of architecture, interior design and planning professionals.

Subscribers  
DE > 26,750  
Ø opening rate  
40%<sup>1</sup>  
  
EN > 28,900  
Ø opening rate  
33%<sup>1</sup>

	Ad Format	Specification	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 1,200 × variable size up to max. 240 px (W×H)	1,120 €

Date	DE and EN
22.01.	Interiors & Design
19.02.	Interiors & Design
25.02.	Trade fair newsletter Light + Building DE
26.02.	Trade fair newsletter Light + Building EN
03.03	Trade fair newsletter SHK + E Essen DE
19.03.	Interiors & Design
09.04.	Trade fair newsletter IFH/Intherm
16.04.	Trade fair newsletter Salone del Mobile
21.05.	Interiors & Design
18.06.	Interiors & Design
23.07.	Interiors & Design
20.08.	Interiors & Design
10.09.	Trade fair newsletter Cersaie
17.09.	Interiors & Design
29.09.	Trade fair newsletter Interbad DE
22.10.	Trade fair newsletter Orgatec
19.11.	Interiors & Design
10.12.	Interiors & Design

### Delivery:

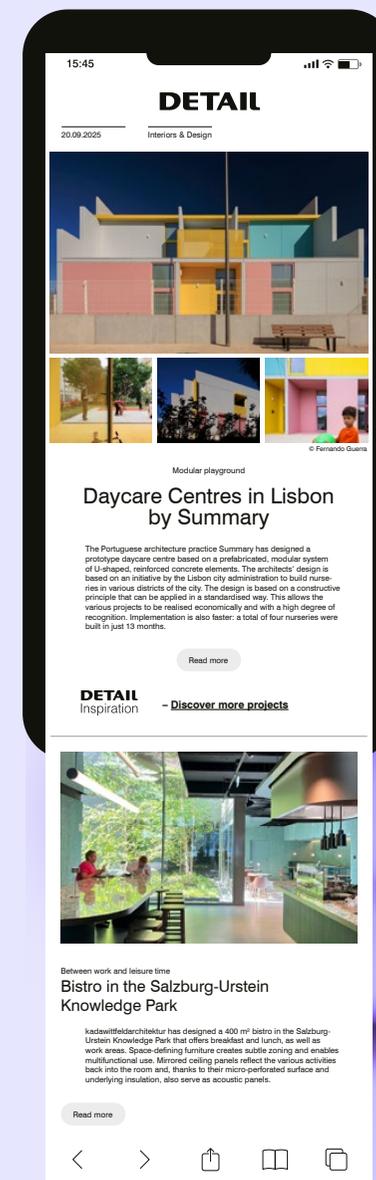
Thursday  
DE 26,750 subscribers<sup>1</sup>  
EN 28,900 subscribers<sup>1</sup>

### Booking:

Please submit your order and data at least 7 working days before the publication date

### Requirements:

- 1 image 1,920 × 1,280 px (W × H)
- 320 characters of text (including spaces)
- 40 characters for headline (including spaces) and link





# COPYTEST

## Make the success of your advertisement measurable

In issue 7/8.2026, DETAIL offers you an exclusive copy test: find out directly from architects, planners and civil engineers how your company, your advertisement, your products and your image are actually perceived. The results are presented to you in a personal presentation – on site or online. This provides you with valuable insights that help you make your communication even more targeted and effective.

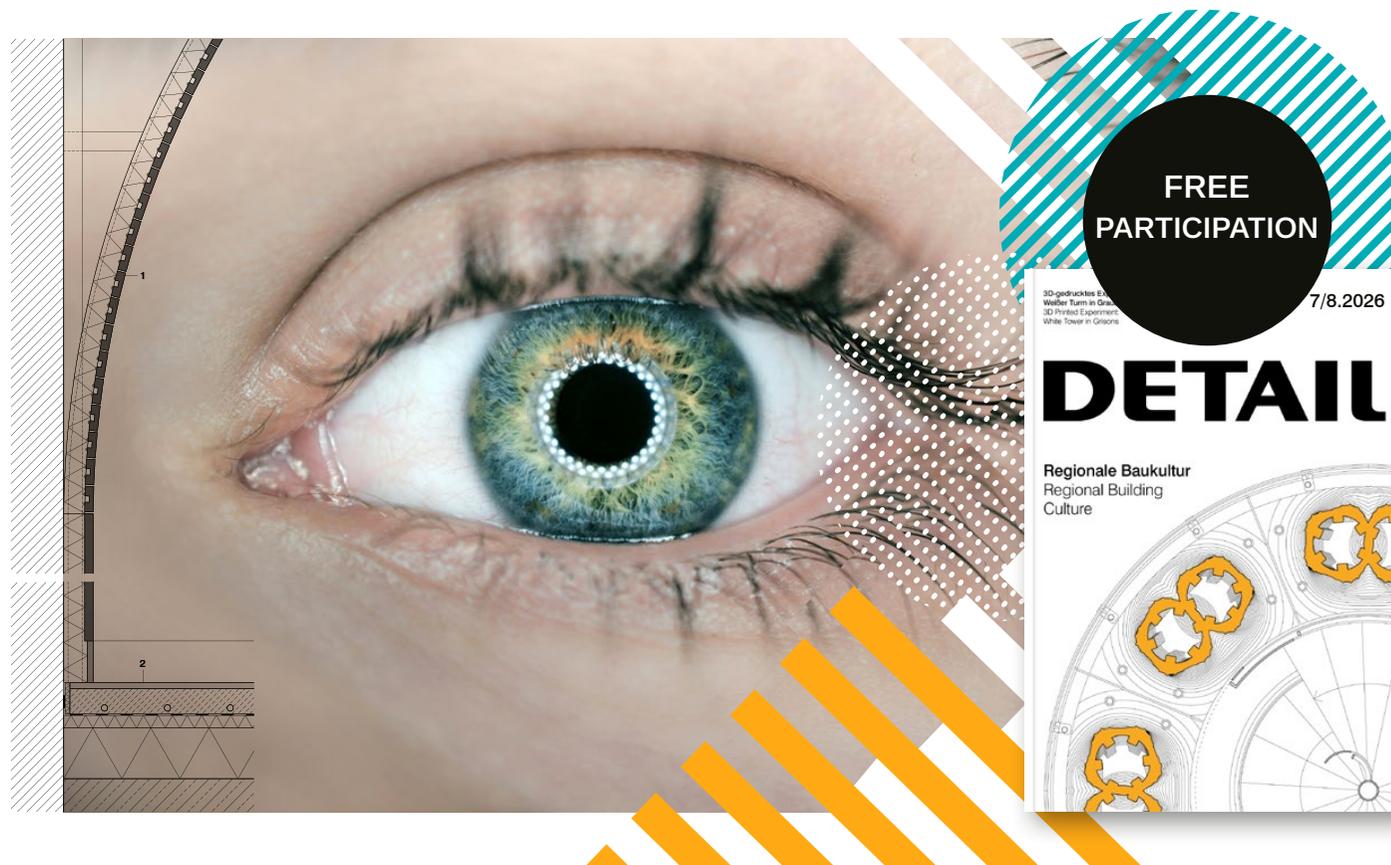
Participation in this free service is possible with an ad booking of at least a ½ page in issue 7/8.2026. Advertorials, gatefolds, and inserts can also be included in the evaluation.

Take advantage of this opportunity and gain valuable feedback directly from your target group. Book now: Participant places are strictly limited.

**Copytest**  
**Issue 7/8.2026**  
**Advertisement deadline: 11 June 2026**

The copy test is carried out by an independent market research institute. Based on a representative reader survey, both the qualitative and quantitative advertising impact of your advertisement is determined. The analysis goes beyond pure design and content:

You will also gain valuable insights into how your product and company image are perceived. The survey is conducted using CATI in accordance with the ZAW framework for advertising media analysis, guaranteeing you an objective, valid and representative evaluation of your advertising measures.





# CROSSMEDIA PRODUKT + PRAXIS

## Produkt + Praxis (crossmedia)

With 'Produkt + Praxis', you can present your company in an **exclusive 4- or 6-page supplement** – edited by the DETAIL editorial team and specifically tailored to architects and planners.

'Produkt + Praxis' combines editorial credibility with measurable advertising success – use this exclusive format to reach your target group in a sustainable way.

### Editorial quality

'Produkt + Praxis' provides concise material and product specifications in brief form, with references showing the materials in use.

### Aesthetic presentation

High-quality architectural photography and clear illustrations perfectly showcase your product.

### High level of archiving

Perforated strips make it easy to remove and collect the inserts, ensuring that your content remains visible in the long term.

### Effective lead generation

Optionally, you can add a response postcard or a QR code. This allows prospects to request samples or information material directly from you – and you can measure your response rate.

## Fixed Price

4-page 14,500 €<sup>1,2</sup>

6-page 19,500 €<sup>1,2</sup>



Discover Produkt + Praxis  
online here:

[detail.de/de\\_en/produkt-praxis](https://detail.de/de_en/produkt-praxis)

### Services:

- Publication on detail.de/en (permanent presence)  
Ø 3.44 M page impressions/month<sup>2</sup>  
Ø 736,000 visits/month<sup>2</sup>
- Publication as an image/text ad in the newsletter  
DE > 26,750 subscribers<sup>3</sup>  
EN > 28,900 subscribers<sup>3</sup>
- Use on your own URL (PDF with source citation, available 4 weeks after print publication)
- Detailed reporting (newsletter and detail.de/en)

### - Optional:

Inclusion in company portrait (p. 42)

### - 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)

Sometimes images and headlines alone are not enough to really convey complex content or innovative products to your target group. With a print advertorial, you can place your message in the editorial environment of DETAIL – and benefit from high-quality, credible perception.

- Convey complex information in a clear and targeted way.
- By being embedded in editorial content, your brand is positioned as competent and relevant.
- You provide us with texts and images – our editorial team refines them and tailors them precisely to your target group.
- The publication is labeled as an advertisement and can be extended crossmedia on request – for maximum reach and visibility.

### Crossmedia Special:

Extended reach as an online advertorial on detail.de/en

### Services:

- Publication on detail.de (permanent presence)  
Ø 3.44 M page impressions/month<sup>3</sup>  
Ø 736,000 visits/month<sup>3</sup>
- Publication as an image/text ad in the newsletter  
DE > 26,750 subscribers<sup>4</sup>  
EN > 28,900 subscribers<sup>4</sup>
- 1 x Social media post  
> 541,000 followers<sup>5</sup>    
- Detailed report delivered 4 weeks after publication
- **Optional:**  
Integration into the company portrait section (p. 42)

### PRINT

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

### CROSSMEDIA SPECIAL

+ Online-Advertorial plus 3,500 €<sup>2</sup>  
instead of: 4,150€

Please note that data must be submitted by the editorial deadline (ED) for the desired print edition at the latest.



Advertorial 2/1



Advertorial 1/1



Advertorial 1/2



# 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 €<sup>1,2</sup>**



## Cover Gatefold/ Cover Wrap

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

**Price on request<sup>1</sup>**



## Banderole

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

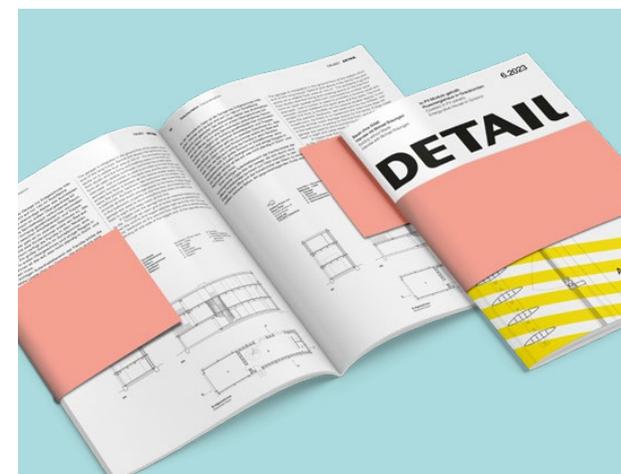
**Price on request<sup>1</sup>**



## 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<sup>1,2</sup>**



<sup>1</sup> Submit by the editorial deadline (ED) for the desired print issue.

<sup>2</sup> Special ad format: not eligible for discounts or agency commission.

All listed prices are subject to VAT.



# SPECIAL AD FORMATS PRINT

## Bound-In Inserts

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

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

**For paper weight over 180 g/m<sup>2</sup>: 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 74–75.



## 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 19.

### 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 fees<sup>2</sup>

## Booklets up to 170×257 mm (W×H),

3 mm thick, and 50 g

### Machine Processing:

265 € per 1000 copies plus shipping fees<sup>2</sup>

### Manual Processing:

345 € per 1000 copies plus shipping fees<sup>2</sup>

For more technical specifications, see pages 74–75.



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.

<sup>1</sup> Special ad format: not eligible for discount, but eligible for agency commission.

<sup>2</sup> 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/agn](http://www.detail.de/de_en/agn).



# 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)

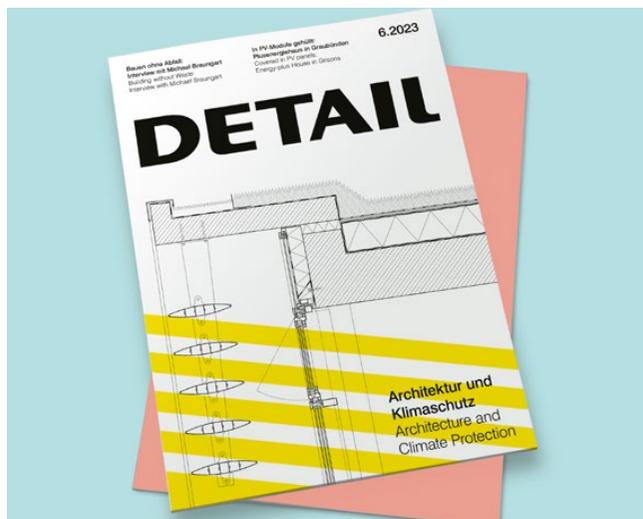
**Thickness:** maximum 2 mm

**Maximum weight:** 100 g

For further technical specifications, see pages 74–75.

**Up to 25 g for machine insertion:  
240 €<sup>1</sup> 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

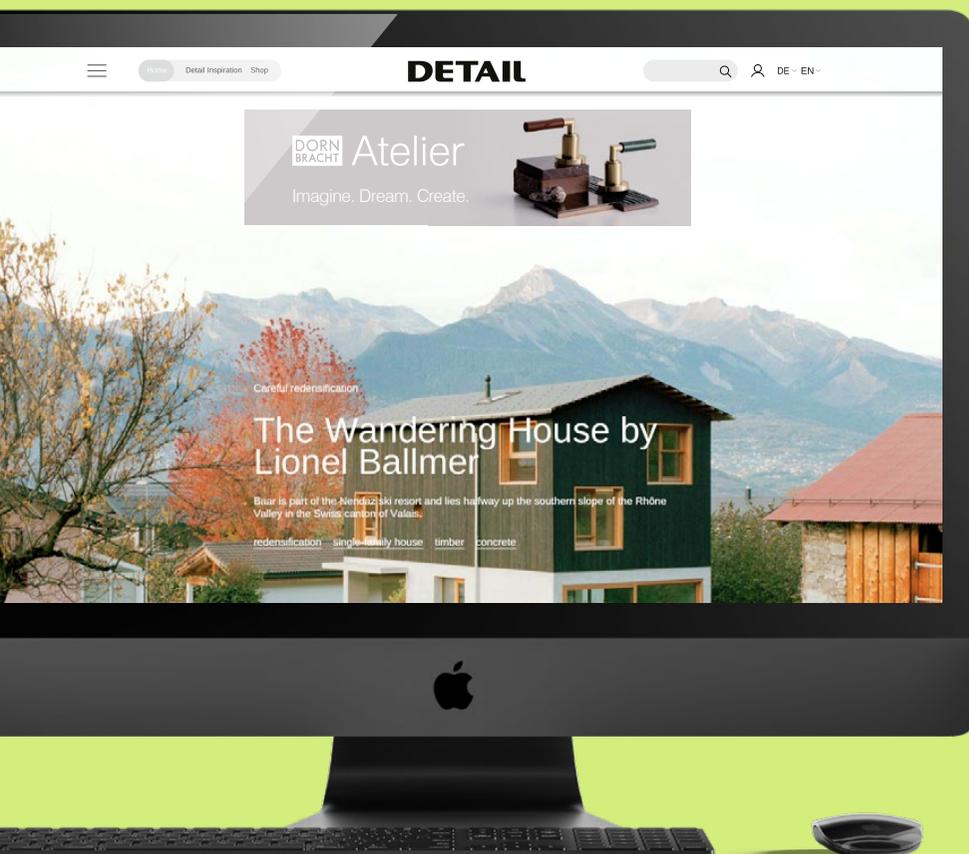
100% kraft paper, no plastic additives

Optional add-on:

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

**Price on request<sup>1</sup>**

Available only with a split run due to shipping restrictions.



# DIGITAL

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# PROFILE DETAIL.DE/EN

## detail.de/en – Your digital platform for architectural communication

detail.de/en is the leading bilingual architecture platform for your digital brand and product communication: up-to-date, inspiring and SEO-optimised.

detail.de/en combines reach, relevance and credibility – make your brand visible online where architects seek inspiration.

Ø 3.44 M<sup>1</sup> page impressions/month

Ø 736,000<sup>1</sup> visits/month

detail.de/en combines modern web design with generous, architecturally appealing imagery and eye-catching display formats. We offer an ideal environment for your messages – with a wide reach and a steadily growing specialist target group.

Our online platform delivers daily architectural articles, the latest news, in-depth features, industry and event trends, inspiring reference projects, videos, podcasts, product innovations, and updates on professional events.

The sections 'Climate & Resources', 'Interiors & Design', and 'Products & References' provide an ideal environment for topicspecific ad placements. In the 'Collaborations' category, we work with you to develop customised, crossmedia formats and individual special advertising solutions – for maximum visibility and precise targeting of your audience.

Our English-language platform presents selected content from the German-language offering – ideal for internationally oriented advertising messages.





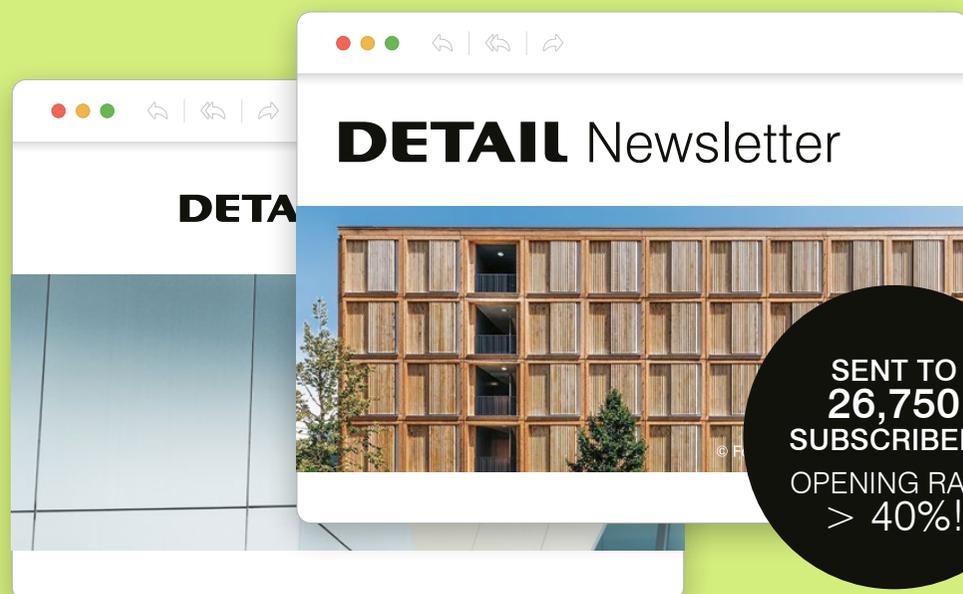
# NEWSLETTER TOPICS 2026

## DETAIL Newsletter – the direct link to your target audience

The editorial DETAIL newsletter is published in German and English and provides architects, planners and designers with relevant news from the world of architecture and design.

**Germany (DACH Region <sup>1</sup>):** 4 × per week (Monday to Thursday)  
**International:** 1 × per week (Thursday, English-language with international reach)

Magazine newsletter: In-depth coverage of editorial topics and products featured in the print edition. Special newsletters: Exclusive editions on trade fairs and key topics attracting particular attention.



Date	Editorial Focus	Products
15.01. 29.01. 12.02.	<b>DETAIL 1/2: Simply well built</b>	Building envelope & Roofs Interior Finishes, Interiors System & Modular Construction
22.01.	Interiors / Interiors Finishes	
03.02.	Building Envelope / Roof	
10.02.	Interiors Finishes / Interiors	
17.02.	Trade Fair Newsletter DACH + HOLZ	
19.02.	Interiors / Interiors Finishes	
24.02.	System / Modular Construction	
25.02.	Trade Fair Newsletter Light + Building	
02.03. 09.03. 23.03.	<b>DETAIL 3: Natural building materials Wood, earth, straw</b>	Building Envelopes & Roofs SPECIAL Light + Building Digital Planning & Construction Processes
03.03.	Trade Fair Newsletter SHK	
11.03.	Building Envelope / Roof	
16.03.	Trade Fair Newsletter digitalBAU	
17.03.	Trade Fair Newsletter Fensterbau Frontale	
19.03.	Interiors / Interiors Finishes	
01.04. 08.04. 15.04.	<b>DETAIL 4: Typology: Healthcare buildings/ healing architecture</b>	Interior Finishes, Interiors Heating, Cooling, Ventilation
09.04.	Trade Fair Newsletter IFH/Intherm / Heating / Cooling / Ventilation	
16.04.	Trade Fair Newsletter Salone del Mobile / Interiors & Design	
21.04.	Interiors Finishes / Interiors	
04.05. 11.05. 18.05.	<b>DETAIL 5: Climate-Adaptive Building Envelopes</b>	Building Envelopes & Roofs System & Modular Construction Exteriors & Landscaping
05.05.	Building Envelope / Roof	
19.05.	System / Modular Construction	
21.05.	Interiors / Interiors Finishes	
26.05.	Exteriors & Landscaping	



# NEWSLETTER TOPICS 2026

Date	Editorial Focus	Products
<b>02.06.</b> <b>09.06.</b> <b>16.06</b>	<b>DETAIL 6: Anniversary issue 65 years of DETAIL</b>	Building Envelopes & Roofs Interior Finishes, Interiors Digital Planning & Construction Processes
10.06.	Digital Planning & Construction Processes	
18.06.	Interiors / Interiors Finishes	
23.06.	Building Envelope / Roof	
30.06.	Interiors Finishes / Interiors	
<b>15.07.</b> <b>29.07.</b> <b>12.08.</b>	<b>DETAIL 7/8: Solid construction: Masonry and concrete</b>	Building Envelopes & Roofs Interior Finishes, Interiors
21.07.	Building Envelope / Roof	
23.07.	Interiors / Interiors Finishes	
24.07.	Exteriors & Landscaping	
04.08.	Interiors Finishes / Interiors	
20.08.	Interiors / Interiors Finishes	
<b>01.09.</b> <b>08.09.</b> <b>15.09.</b>	<b>DETAIL 9: Prefabrication and modular construction</b>	System & Modular Construction Exteriors & Landscaping
10.09.	Trade Fair Newsletter Cersaie	
17.09.	Interiors / Interiors Finishes	
22.09.	Exteriors & Landscaping	
29.09.	Trade Fair Newsletter interbad	
<b>01.10.</b> <b>08.10.</b> <b>15.10.</b>	<b>DETAIL 10: Typology: Cultural buildings</b>	Building Envelopes & Roofs Interior Finishes, Interiors Heating, Cooling, Ventilation
06.10.	Interiors Finishes / Interiors	
13.10.	Trade Fair Newsletter glasstec	

Date	Editorial Focus	Products
20.10.	Building Envelope / Roof	
22.10.	Trade Fair Newsletter Orgatec	
28.10.	Heating / Cooling / Ventilation	
<b>02.11.</b> <b>09.11.</b> <b>16.11.</b>	<b>DETAIL 11: Adaptive Reuse</b>	Building Envelopes & Roofs Interior Finishes, Interiors Digital Planning & Construction Processes
04.11	Building Envelope / Roof	
11.11.	Digital Planning & Construction Processes	
19.11.	Interiors / Interiors Finishes	
24.11.	Interiors Finishes / Interiors	
<b>01.12.</b> <b>08.12.</b> <b>15.12.</b>	<b>DETAIL 12: Facades</b>	Facades & Windows Interior Finishes, Interiors System & Modular Construction
02.12.	System / Modular Construction	
09.12.	Interiors Finishes / Interiors	
10.12.	Interiors / Interiors Finishes	
14.12.	Building Envelope / Roof	
<b>04.01.27</b> <b>12.01.27</b> <b>18.01.27</b>	<b>DETAIL 1/2.2027: Circular Construction</b>	Trade fair edition BAU 2027
05.01.27	Trade Fair Newsletter BAU	
07.01.27	Trade Fair Newsletter BAU	
11.01.27	Trade Fair Newsletter BAU	
19.01.27	Building Envelope / Roof	
21.01.27	Interiors / Interiors Finishes	



# NEWSLETTER AD FORMATS

Take advantage of the wide reach of the DETAIL newsletter to get your message across directly and regularly to a highly relevant specialist target group. The DETAIL newsletter is the daily go-to resource for architects and planners.

**Germany (DACH Region):** 4 × per week (Monday to Thursday)  
**International:** 1 × per week (Thursday, English-language with international reach)

With an image/text ad, you place your advertising message in DETAIL's high-quality editorial environment – reaching your target group with precision: architects and planners.

### Benefit from:

- High credibility through integration into editorially sophisticated content
- Targeted communication through thematic alignment with magazine focuses, trade fairs, or key topics
- Traffic on your website

Leverage this ideal environment to firmly establish your brand with your target audience.

	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 / Event promotion	Banner 1,200 × variable size up to max. 240 px (W×H)	1,120 €

4 × per week **German DE Newsletter Distribution**  
 – Monday | Wednesday | Thursday to over 26,750 subscribers<sup>1</sup>  
 – Tuesday to over 28,200 subscribers<sup>1</sup>

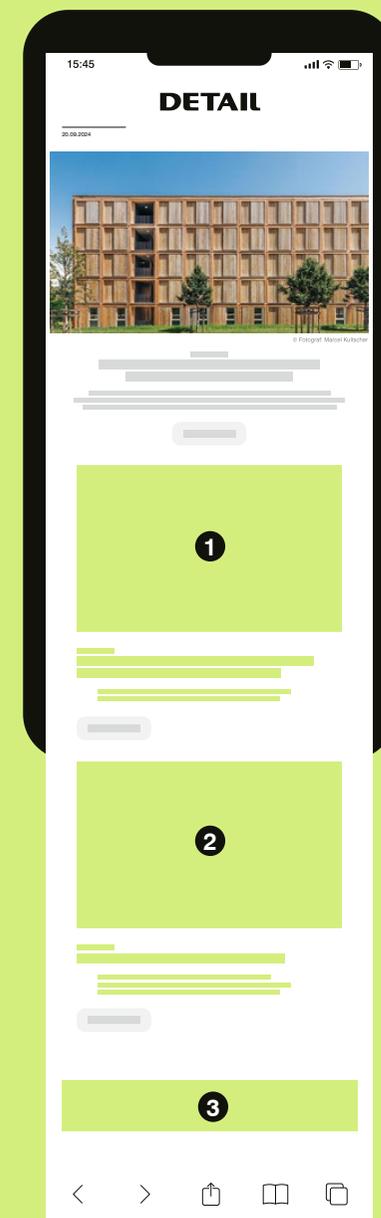
1 × per week **International EN Newsletter Distribution**  
 – Thursday to over 28,900 subscribers<sup>1</sup>

**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  
OPENING  
RATES!  
>40%<sup>1</sup>



Schematic of a mobile newsletter view



# EVENT PROMOTION

## Newsletter + detail.de/en

### Your event in focus

With the DETAIL newsletter, you can reach architects and planners directly – and ensure maximum attention for your event. In combination with an event announcement, you can achieve a wide reach and targeted promotion for your presentation.

### Event Promotion BASIC

**Fixed Price**  
790 €<sup>1</sup>

Event promotion in newsletter only <sup>2</sup>

**Newsletter content requirements:**

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

You will receive a detailed report  
2 weeks after distribution.

### Event Promotion PLUS

**Package Price**  
1,290 €<sup>1</sup>

Event promotion in newsletter <sup>2</sup>  
Includes event listing under ‘Events’ on detail.de/en

**Newsletter content requirements:**

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

**Event listing content requirements:**

- Header image (1,920 × 1,280 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



- 1** Event promotion in newsletter
- 2** Event listing on detail.de/en



# STANDALONE NEWSLETTER

## Standalone Newsletter – exclusive focus on your message

With a standalone newsletter, you can present your content exclusively and exactly when you want. DETAIL takes care of the design for you and acts as the sender – for maximum credibility and reach.

- Presentation of reference objects, new products or events
- Exclusive information delivered directly to your target group's inbox
- Editorial review, editing and target group-oriented preparation of your content
- Personal consultation with our editorial team on topic and image selection

We ensure that your message is presented professionally and that your target audience is addressed in the ideal way.

### German and/or English Version

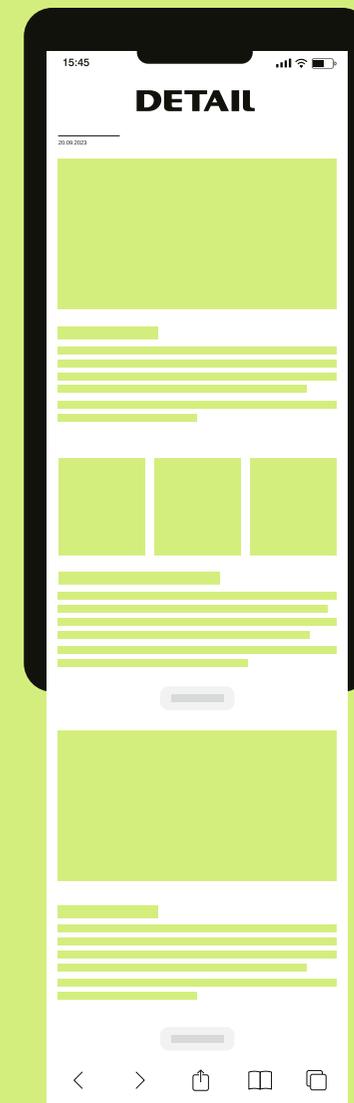
- Sent on your preferred date
- Partial targeting available, e.g., with geotargeting
- Minimum reach: 10,000 subscribers

### Base Price for DETAIL Standalone Newsletter

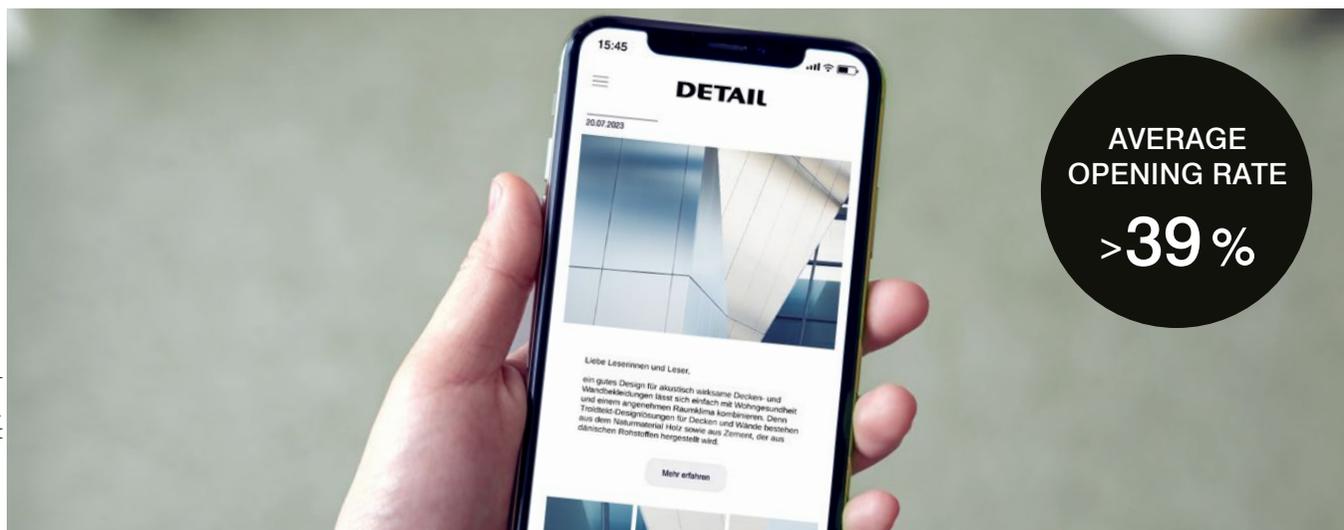
10,000 subscribers: **4,200 €**

> 10,000 subscribers: **4,200 €**  
+ CPM for each additional  
1,000 subscribers: **285 €**

You will receive a detailed report  
2 weeks after distribution.



Schematic of a mobile newsletter view



© CoinView App / Unsplash



# ONLINE ADVERTORIAL BASIC

## Your permanent presence on detail.de/en

With an online advertorial, you can secure longterm visibility on detail.de/en – in the high-quality editorial environment of DETAIL. This allows you to present your product, reference or service in depth and without restrictions from ad blockers.

Your content will be reviewed, edited and optimally prepared by our editorial team. This enables us to guarantee a high-quality, target group-specific presentation that is distributed across various channels with a wide reach.

### Reach:

– Publication on detail.de/en (permanent presence)  
> 3.44 M page impressions/month<sup>2</sup>  
> 736,000 visits/month<sup>2</sup>

– Publication as an image/text ad in the newsletter  
DE > 26,750 subscribers<sup>3</sup>  
EN > 28,900 subscribers<sup>3</sup>

– 1 x Social media post<sup>4</sup>      
> 541,000 followers

– Detailed report delivered 4 weeks after publication

### Optional:

Integration into the company portrait section (p. 42)



Discover our advertorials here:  
[detail.de/de\\_en/Advertorials](https://detail.de/de_en/Advertorials)

## Our Service Package

- **Comprehensive online listing**  
(single language DE or EN) consisting of a large teaser image, 4 gallery images and a text length of up to 3,000 characters including spaces
- **Permanent online advertorial on detail.de/en**  
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 x Social media post

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

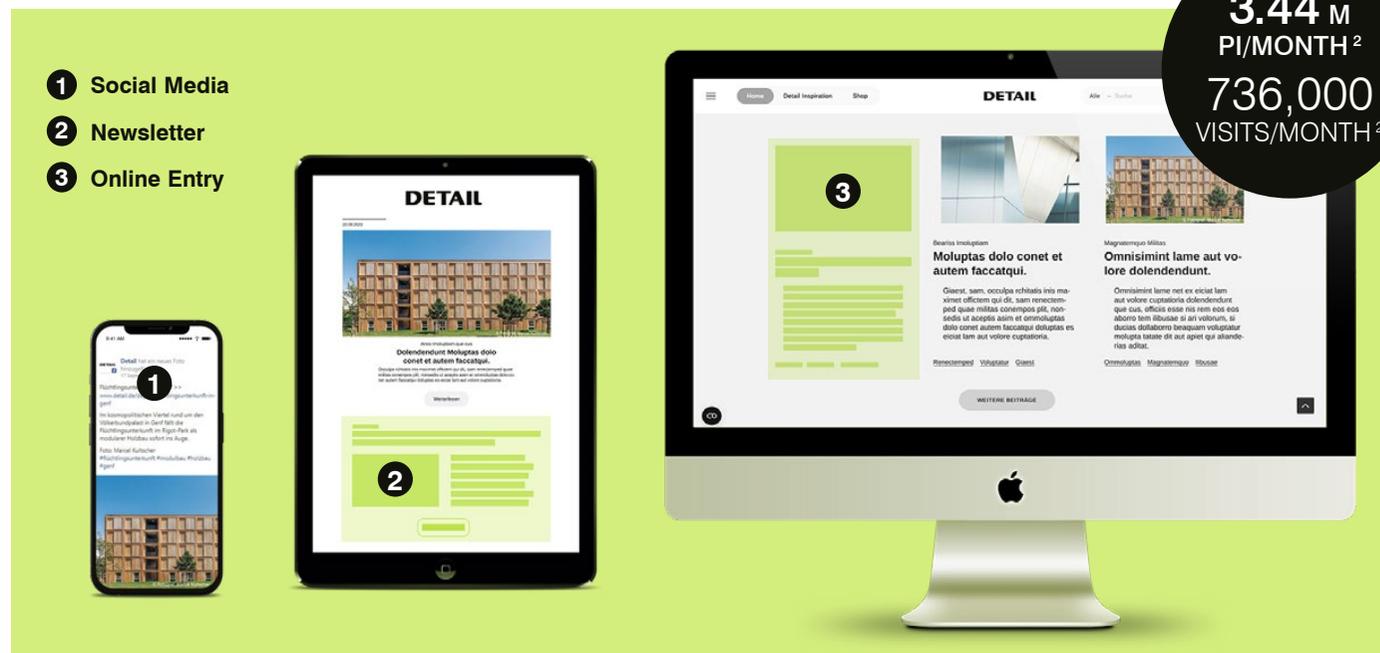
### – 1 x Advertorial refresh on homepage (after 4–6 weeks)

You will receive a detailed report 4 weeks after publication.

## Package Price

4,150 €<sup>1</sup>

3.44 M  
PI/MONTH<sup>2</sup>  
736,000  
VISITS/MONTH<sup>2</sup>



<sup>1</sup> Special ad format: not eligible for discount, but eligible for agency commission.

<sup>2</sup> IVW-Online: 08.2024–07.2025 | <sup>3</sup> Mailchimp: 07.2024–07.2025 | <sup>4</sup> Social Media 31.12.2025

<sup>5</sup> 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](https://www.detail.de/de_en/agb).



# ONLINE ADVERTORIAL PLUS

## The wide-reaching content package

Expand your content strategy and reach a wide audience of architects, specialist planners and civil engineers. With the Online Advertorial PLUS, you can ensure maximum visibility, measurable reach and sustained attention.

### Your advantages:

**Reach:** Your content will be displayed multiple times and in a targeted approach across multiple touchpoints. **Increased visibility:** Present your products, services, and references in the high-quality editorial environment of DETAIL. **Crossmedia:** Benefit from additional exposure via newsletters and social media channels. **Price advantage:** All services bundled into one attractive package.

### Reach:

- 3 x Publication on detail.de/en (permanent presence)
  - > 3.44 M page impressions/month<sup>2</sup>
  - > 736,000 visits/month<sup>2</sup>
- 3 x Publication as an image/text ad in the newsletter
  - DE > 26,750 subscribers<sup>3</sup>
  - EN > 28,900 subscribers<sup>3</sup>
- 3 x Social media post    
  - > 541,000 followers<sup>4</sup>
- 3 x Detailed report delivered 4 weeks after publication
- **Optional:**
  - Integration into the company portrait section (p. 42)

## Online Advertorial Plus Package: What's Included

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

## Package Price

**9,960 €<sup>1</sup>** instead of: 12,450 €

Combi Package: \_\_\_\_\_

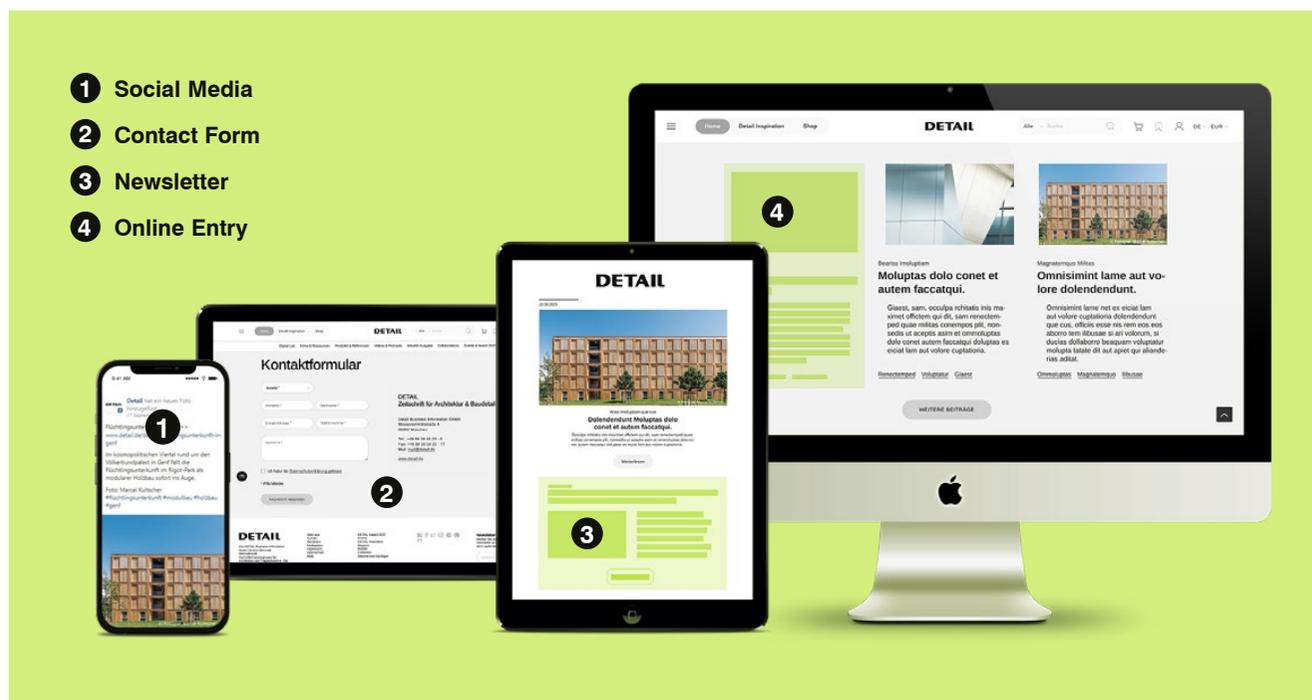
## Online Advertorial Plus & Partner Page on detail.de

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 €<sup>1</sup>** instead of: 14,950 €



<sup>1</sup> Special ad format: not eligible for discount, but eligible for agency commission.

<sup>2</sup> IVW-Online: 08.2024–07.2025 | <sup>3</sup> Mailchimp: 07.2024–07.2025 | <sup>4</sup> Social Media 31.12.2025

<sup>5</sup> 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/agg](http://www.detail.de/de_en/agg).



# COMPANY PORTRAIT

With a company portrait on detail.de/en, you can present your company and your services to a highly qualified target group of specialists from the fields of architecture, planning and construction. Strengthen your image, increase trust in your brand and draw the attention of potential customers to your company in a targeted approach.

Take advantage of the reach and credibility of detail.de/en to make

## Your advantages:

- Your own company listing on detail.de/en including contact, information and callback forms
- SEO Boost through dofollow links to your company website
- Integration of your social media channels for greater reach
- Up to 5 hashtags for keyword searches
- Cross-linking with other online formats (e.g. online advertorial, product + practice or event sponsorship)

## Fixed Price

**1,190 €<sup>1</sup>** (monolingual DE or EN)

**1,790 €<sup>1</sup>** (bilingual DE + EN)

Duration: 12 months



## DETAIL Specifications 'Company Portrait'

- 1 Company logo, max. 2 MB
- 2 One landscape image, 1,920 × 1,280 pixels incl. credits
- 3 Info text, max. 1,250 characters incl. spaces
- 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/en  
(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](https://www.detail.de/de_en/Unternehmensportrait)



# DISPLAY AD FORMATS

## DESKTOP detail.de/en

detail.de/en  
**3.44 M**  
 PI/MONTH<sup>2</sup>  
**736,000**  
 VISITS/MONTH<sup>2</sup>

Maximum visibility. Targeted communication. Measurable success.

Your advertisement will appear in direct context with high-quality editorial content on detail.de/en – where your target group seeks inspiration and knowledge on a daily basis.

Ad Format		Desktop Size (W×H)	Mobile Size (W×H)	CPM detail.de/en
<b>1</b> Hero Billboard	prominent placement in the header area	1,600×412 px	—	<b>150 €<sup>1</sup></b>
<b>2</b> Billboard 1	prominent placement in the header area	970×250 px	320×100 px	<b>130 €<sup>1</sup></b>
<b>3</b> Custom Campaign	Maximum attention	1,920×1,280 px	—	<b>180 €<sup>1</sup></b>
<b>4</b> Billboard 2		970×250 px	320×100 px	<b>90 €<sup>1</sup></b>
<b>5</b> Half Page Ad		300×600 px	—	<b>90 €<sup>1</sup></b>
<b>6</b> Skyscraper		300×160 px	—	<b>90 €<sup>1</sup></b>
<b>7</b> Billboard 3		970×250 px	320×100 px	<b>50 €<sup>1</sup></b>

## Specifications

**Formats**  
 GIF, JPG, PNG, HTML5

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

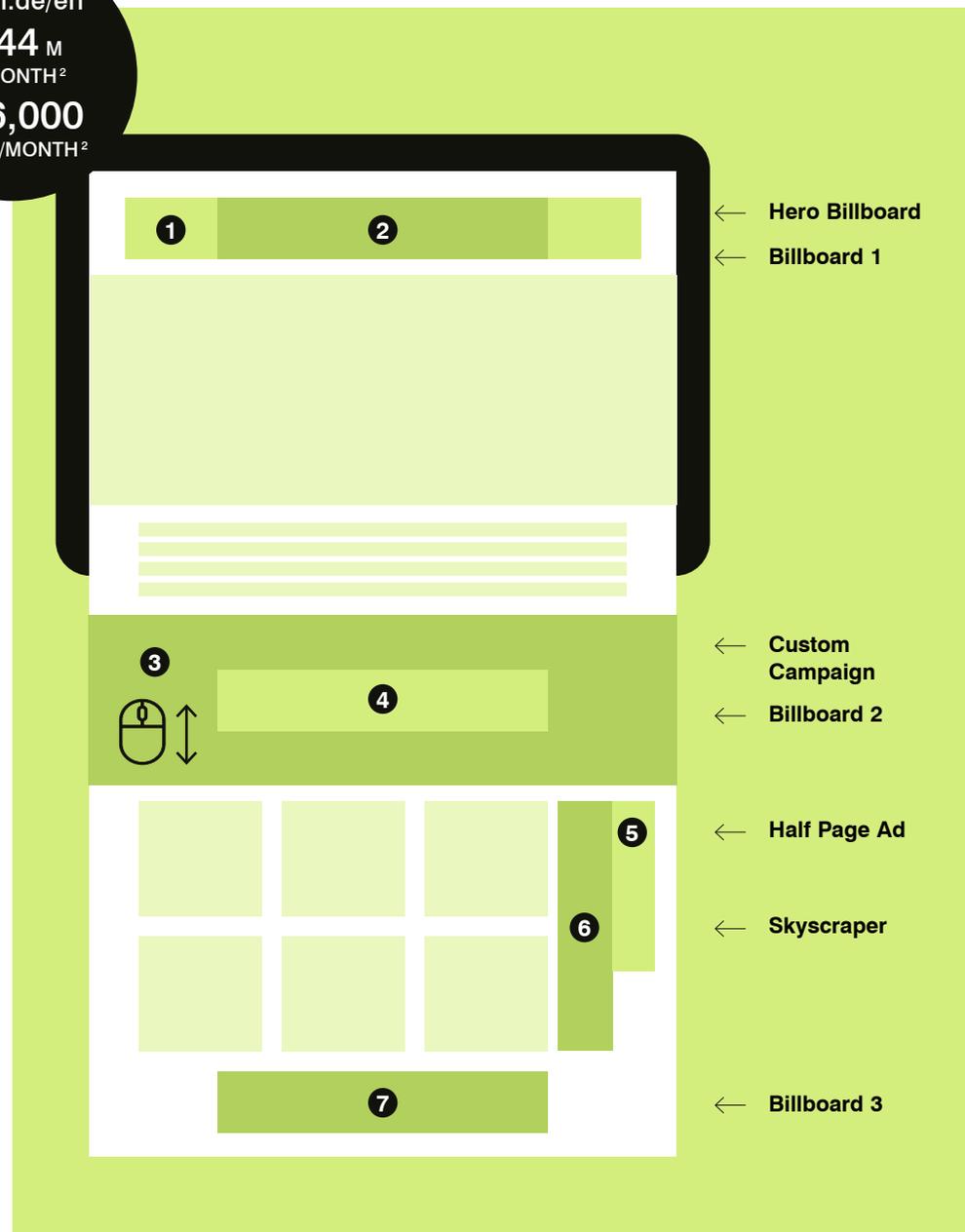
**Ad delivery**  
 7 days before campaign start

**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.





# DISPLAY AD FORMATS

## MOBILE detail.de/en

Sichern Sie sich maximale Reichweite auf detail.de/en auch mobil.

detail.de/en  
**3.44 M**  
 PI/MONTH<sup>2</sup>  
**736,000**  
 VISITS/MONTH<sup>2</sup>

Ad Format		Mobile Size (W x H)	CPM detail.de/en
<b>1</b> Billboard 1	prominent placement in the header area	320 x 100 px	<b>55 €<sup>1</sup></b>
<b>2</b> Medium Rectangle		300 x 250 px	<b>70 €<sup>1</sup></b>
<b>3</b> Premium Rectangle		320 x 412 px	<b>90 €<sup>1</sup></b>

### Specifications

**Formats**  
 GIF, JPG, PNG, HTML5

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

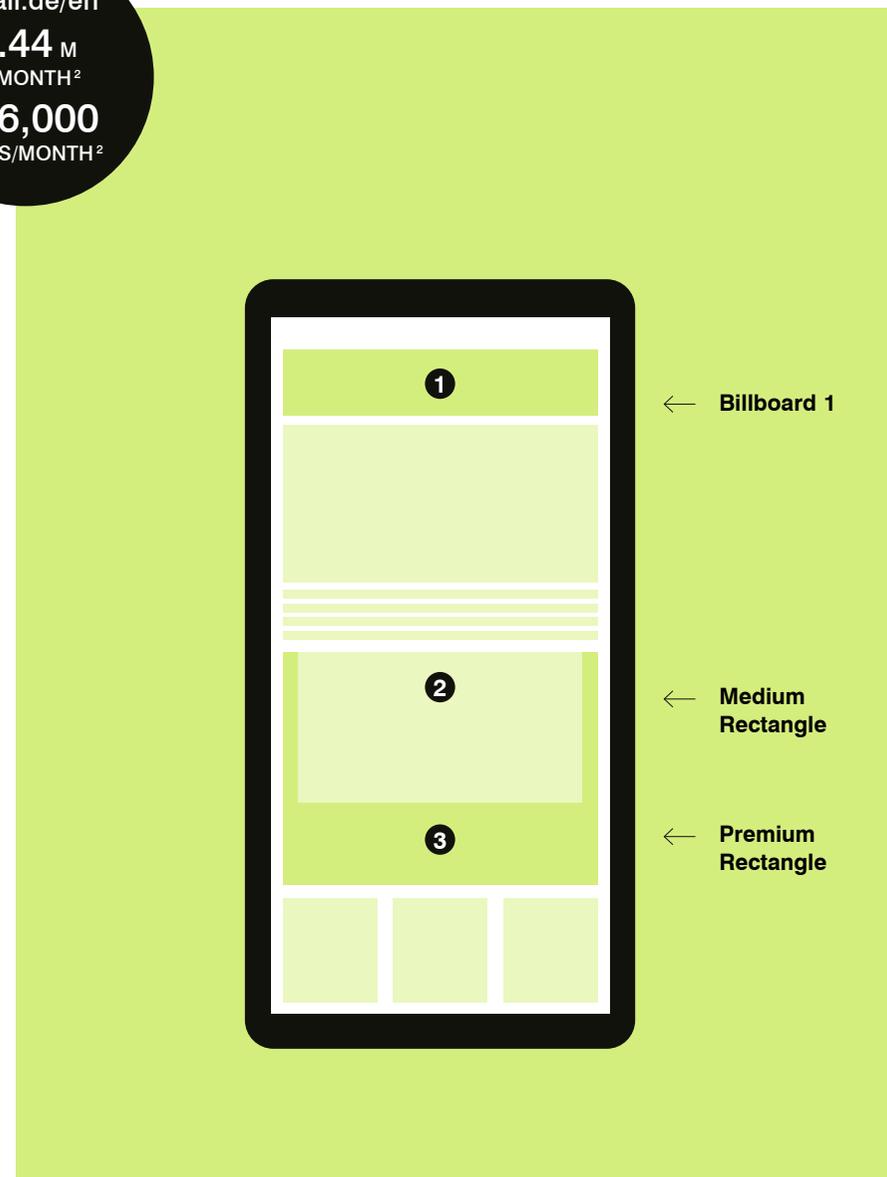
**Ad delivery**  
 7 days before campaign start

**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.



<sup>1</sup> Eligible for discount and for agency commission.

<sup>2</sup> IWW Online: 08.2024 – 07.2025

All listed prices are subject to VAT.

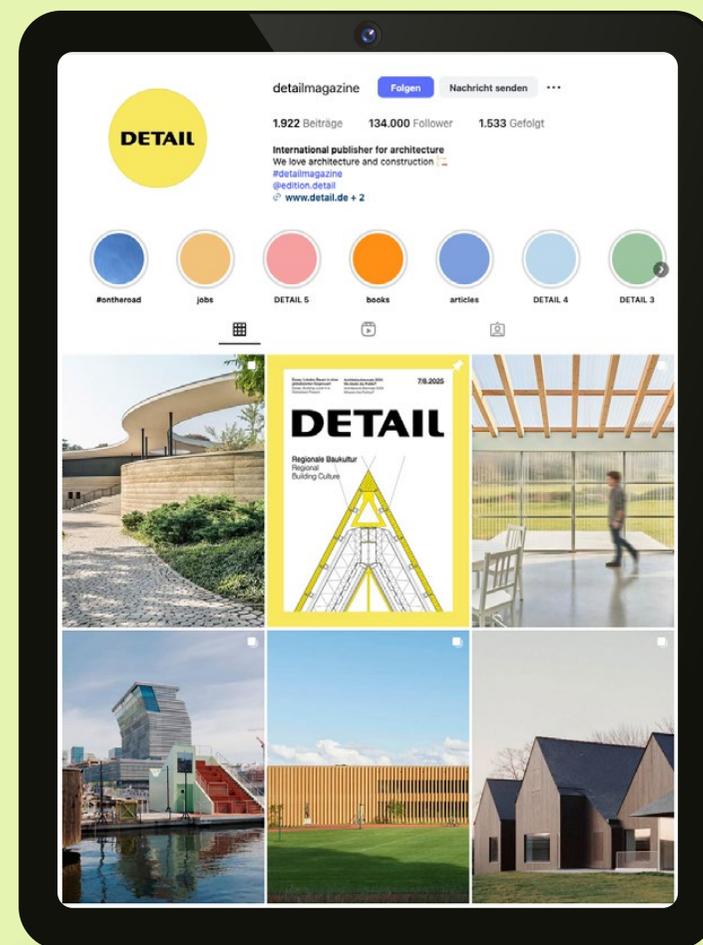
The publisher's current terms and conditions apply, available at [www.detail.de/de\\_en/agnb](http://www.detail.de/de_en/agnb).



# DETAIL SOCIAL MEDIA

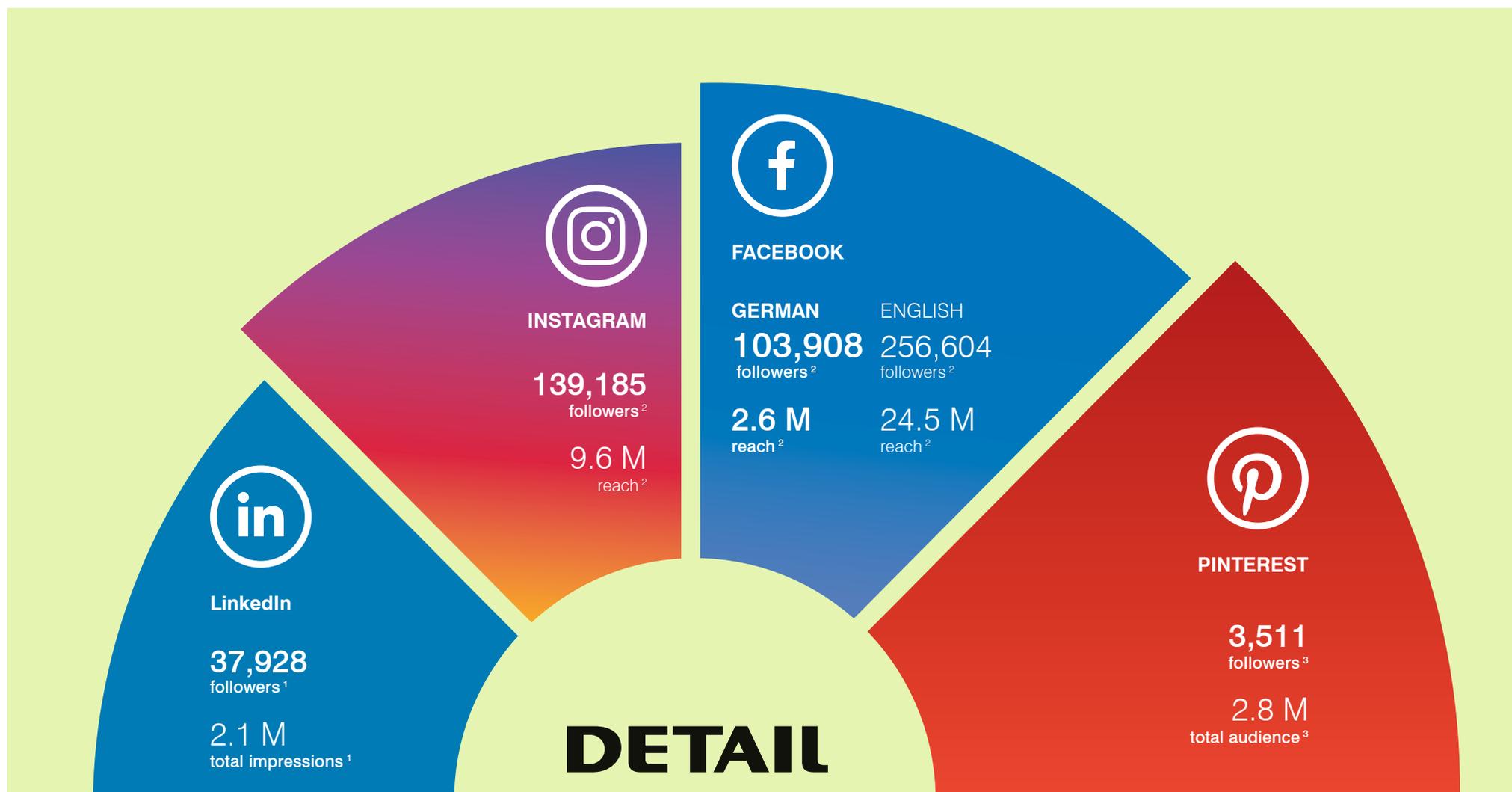
Maximum visibility,  
direct targeting of your audience,  
measurable impact

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Maximum Reach for your Content	48 – 49
Event Promotion	50





# 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:** 139,185<sup>1</sup>

**Reach:** 27,715,908<sup>1</sup>

**Target group:**  
young architects and young people interested in architecture

**USP:**  
high reach,  
choice between post and story



**Followers DE:** 103,908<sup>1</sup>  
**Followers EN:** 256,604<sup>1</sup>

**Reach DE:** 3,265,761<sup>1</sup>  
**Reach EN:** 47,21,649<sup>1</sup>

**Target group:**  
architects and architectural enthusiasts

**USP:**  
high reach and direct contact with the target group



**Followers:** 37,928<sup>2</sup>

**Reach:** 754,107<sup>2</sup>

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

**USP:**  
B2B target group,  
high engagement rate



**Followers:** 3,511<sup>3</sup>

**Reach:** 2,800,000<sup>3</sup>  
(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
 <b>Facebook</b> 2 × carousel posts incl. paid booster	 Total reach: 14,000 Total frequency: 6 Total impressions: 42,000 Organic post: 2,000 € Paid booster: 740 € <sup>1</sup> <b>Price: 2,740 €</b>	 Total reach: 54,000 Total frequency: 6 Total impressions: 162,000 Organic post: 2,000 € Paid booster: 1,900 € <sup>1</sup> <b>Price: 3,900 €</b>	 Total reach: 34,000 Total frequency: 6 Total impressions: 102,000 Organic post: 2,000 € Paid booster: 1,200 € <sup>1</sup> <b>Price: 3,200 €</b>
 <b>Instagram</b> 2 × carousel posts incl. paid booster	 Total reach: 17,000 Total frequency: 6 Total impressions: 51,000 Organic post: 2,000 € Paid booster: 780 € <sup>1</sup> <b>Price: 2,780 €</b>	 Total reach: 38,000 Total frequency: 6 Total impressions: 114,000 Organic post: 2,000 € Paid booster: 1,500 € <sup>1</sup> <b>Price: 3,500 €</b>	 Total reach: 20,000 Total frequency: 6 Total impressions: 60,000 Organic post: 2,000 € Paid booster: 1,060 € <sup>1</sup> <b>Price: 3,060 €</b>
 <b>LinkedIn</b> 2 × carousel posts incl. paid booster	 Total reach: 14,000 Total frequency: 6 Total impressions: 42,000 Organic post: 2,000 € Paid booster: 2,600 € <sup>1</sup> <b>Price: 4,600 €</b>	 Total reach: 7,000 Total frequency: 6 Total impressions: 21,000 Organic post: 2,000 € Paid booster: 1,600 € <sup>1</sup> <b>Price: 3,600 €</b>	 Total reach: 3,400 Total frequency: 6 Total impressions: 10,200 Organic post: 2,000 € Paid booster: 1,000 € <sup>1</sup> <b>Price: 3,000 €</b>
	* Germany, Austria, Switzerland	** 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	*** 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

<sup>1</sup> Paid Boost: not eligible for discount or agency commission | Organic Post: eligible for discount and for agency commission

<sup>2</sup> Reach: Number of unique individuals who saw the advertisement

<sup>3</sup> Frequency: Average number of times the advertisement was displayed per person

<sup>4</sup> 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](http://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 €<sup>1</sup>  
**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 €<sup>1</sup>  
**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 €<sup>1</sup>  
**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 €<sup>1</sup>  
**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 €  
**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 €  
**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																																				
<b>BASIC</b>	Total reach: 14,000 Total frequency: 6 Total impressions: 42,000	Total reach: 30,500 Total frequency: 6 Total impressions: 91,500	Total reach: 18,700 Total frequency: 6 Total impressions: 56,100																																				
(f) 1 × image post incl. paid boost (in) 1 × image post incl. paid boost	<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>		f	in	Reach:	7,000	7,000	Frequency:	3	3	Impressions:	21,000	21,000	<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>		f	in	Reach:	27,000	3,500	Frequency:	3	3	Impressions:	81,000	10,500	<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>		f	in	Reach:	17,000	1,700	Frequency:	3	3	Impressions:	51,000	5,100
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	Organic post: 1,700 € Paid booster: 1,670 € <b>Price: 3,370 €<sup>1</sup></b>	Organic post: 1,700 € Paid booster: 1,750 € <sup>1</sup> <b>Price: 3,450 €</b>	Organic post: 1,700 € Paid booster: 1,100 € <b>Price: 2,800 €</b>																																				
<b>PLUS</b>	Organic post: 1,700 € Paid booster: 1,670 € Newsletter and event listing on detail.de/en: 1,290 €	Organic post: 1,700 € Paid booster: 1,750 € Newsletter and event listing on detail.de/en: 1,290 €	Organic post: 1,700 € Paid booster: 1,100 € Newsletter and event listing on detail.de/en: 1,290 €																																				
(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	<b>Price: 4,660 €<sup>1</sup></b>	<b>Price: 4,740 €<sup>1</sup></b>	<b>Price: 4,090 €<sup>1</sup></b>																																				
	* Germany, Austria, Switzerland	** 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	*** 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																																				

<sup>1</sup> Paid Boost: not eligible for discount or agency commission | Organic Post: eligible for discount and for agency commission

<sup>2</sup> Reach: Number of unique individuals who saw the advertisement

<sup>3</sup> Frequency: Average number of times the advertisement was displayed per person

<sup>4</sup> 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](http://www.detail.de/de_en/agb).

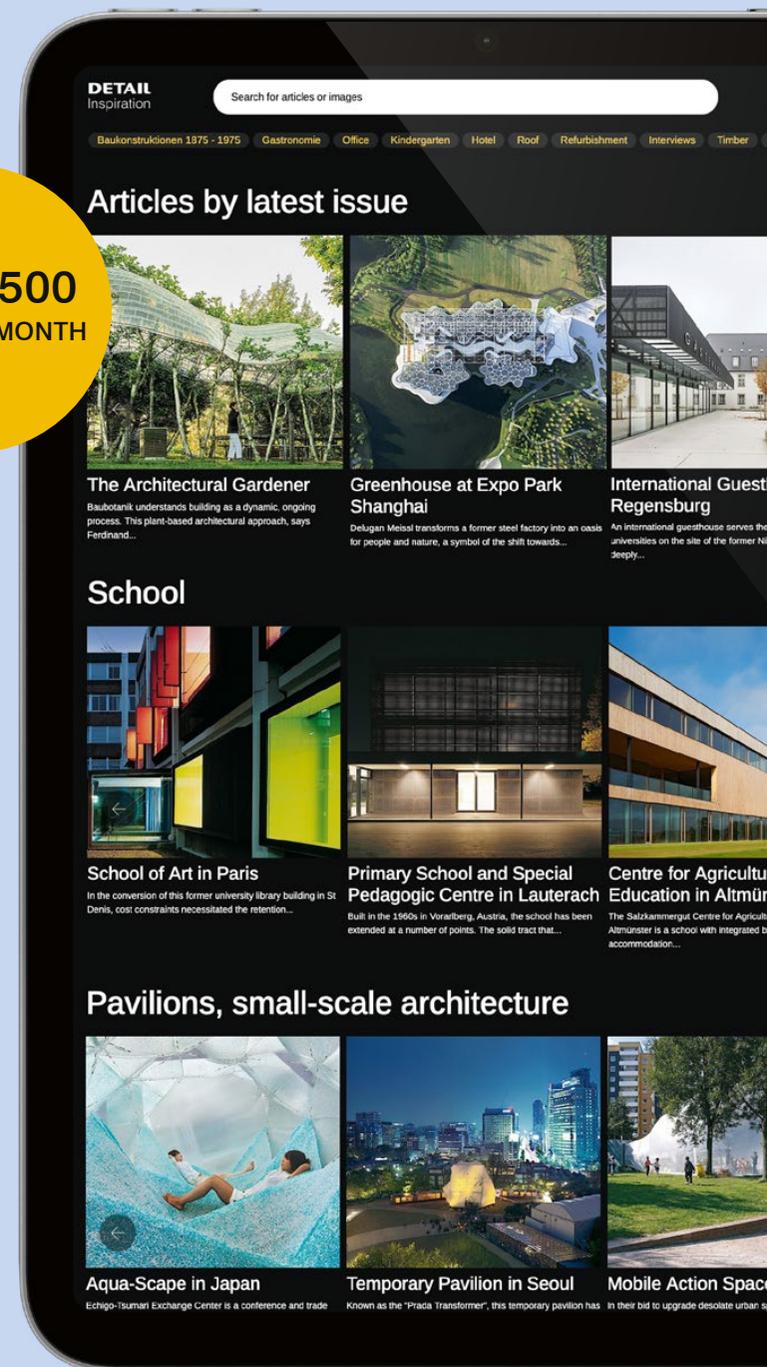


# DETAIL INSPIRATION

The digital tool for architects, architectural firms and architecture students

Ø 218,500  
SESSIONS/MONTH

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# DETAIL INSPIRATION

## THE ARCHITECTURE KNOWLEDGE PLATFORM

Reach architects, planners and decision-makers worldwide – exactly when they are looking for solutions.

DETAIL Inspiration is the largest research and inspiration platform of its kind. It contains all project documentation published in DETAIL since 1960, as well as content from current issues.

With over 6,400 German and more than 4,300 English articles, including information on project participants and manufacturers, as well as 46,000 images and detailed drawings, DETAIL Inspiration shows how outstanding architecture is planned and realised.

Since 2014, the knowledge platform has been used by architects, architectural firms, architecture students, universities, colleges and libraries worldwide.

From the initial design phase through the entire planning process, DETAIL Inspiration helps you discover ideas for advanced constructions and building solutions – a trusted source of research and inspiration across all key stages of building.

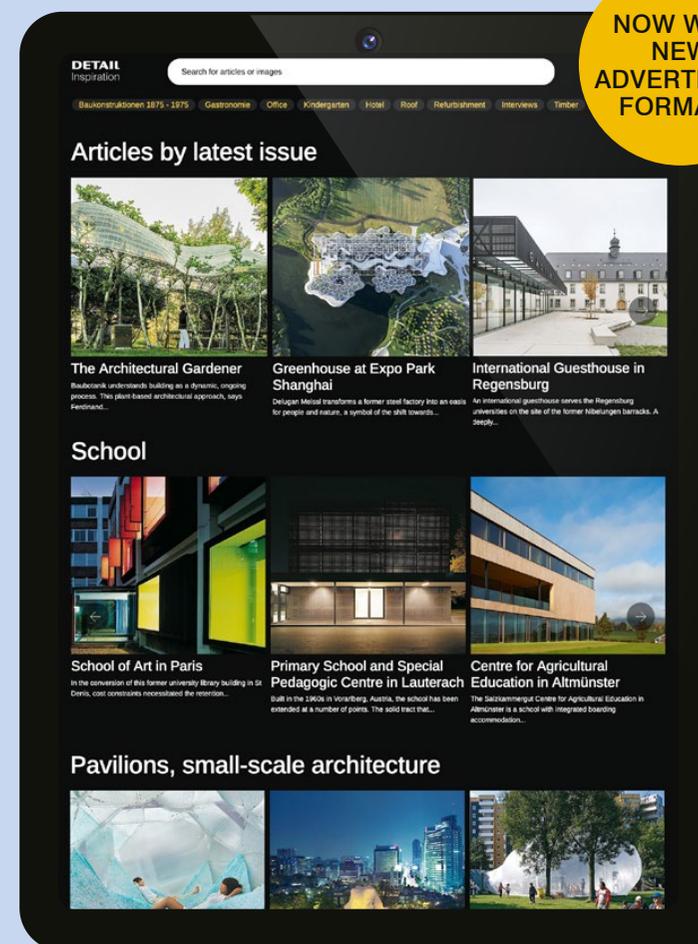
### Utilise DETAIL Inspiration as an advertising platform now!

Reach today's and tomorrow's decision-makers at the crucial moment: during the design and planning phase. This is the highly relevant environment where products are researched, solutions are compared and decisions are made.

#### Your benefits:

- **targeted approach to over**
  - > 246,000 potential users<sup>1</sup> in over 64 countries<sup>1</sup>
  - Ø 218,500 sessions/month<sup>2</sup>
- **no wasted coverage thanks to a qualified target group:**
  - architects, planners, architecture students, universities and libraries
  - content tailored to architects by the DETAIL editorial team
  - filters and image search for maximum relevance

NOW WITH  
NEW  
ADVERTISING  
FORMATS



→  [inspiration.detail.de](https://inspiration.detail.de)





# INSPIRATION ADVERTORIAL BILINGUAL BASIC (DE and EN)

Book your bilingual online advertorial in DETAIL Inspiration – and reach architects worldwide.

## Services:

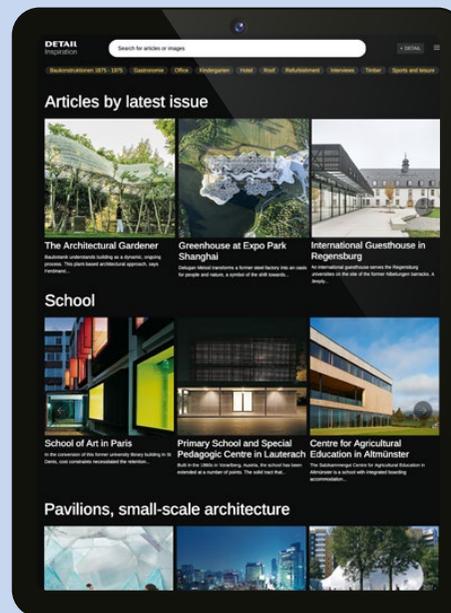
- 2 x homepage placement for two months
- 2 x detailed online entry
- 2 x permanent presence in a high-quality editorial environment
- up to 10 images and 5 building floor plans and sections
- max. 5,000 characters including spaces
- max. 5 links (company URL, products, etc.) including tracking
- keyword search
- details of project participants
- architecture-focused content preparation by the editorial team
- 4 x image/text ad in the DETAIL Inspiration newsletter (each 2 x DE and EN)
- 2 x social media post (each DE and EN)    
- 2 x detailed reporting 8 weeks / 6 months / 12 months after publication
- if available: inclusion in company portrait (DETAIL Inspiration)

## Reach:

- > 246,000 potential users<sup>2</sup> in over 64 countries<sup>2</sup>
- Ø 218,500 sessions/month<sup>3</sup>
- Newsletter DE > 26,750,  
EN > 28,900 subscribers<sup>4</sup>,
- Ø 40% opening rate<sup>4</sup>
- > 541,000 social media followers<sup>5</sup>    

## Price

6,000 €<sup>1</sup> instead of: 7,600 €





# INSPIRATION ADVERTORIAL PLUS (DE or EN)

Expand your content strategy with the wide-reaching Advertorial PLUS package.

Present your **three flagship projects** – permanently visible and edited to a high standard by the DETAIL editorial team – in an exclusive, architecture-related environment.

## Services:

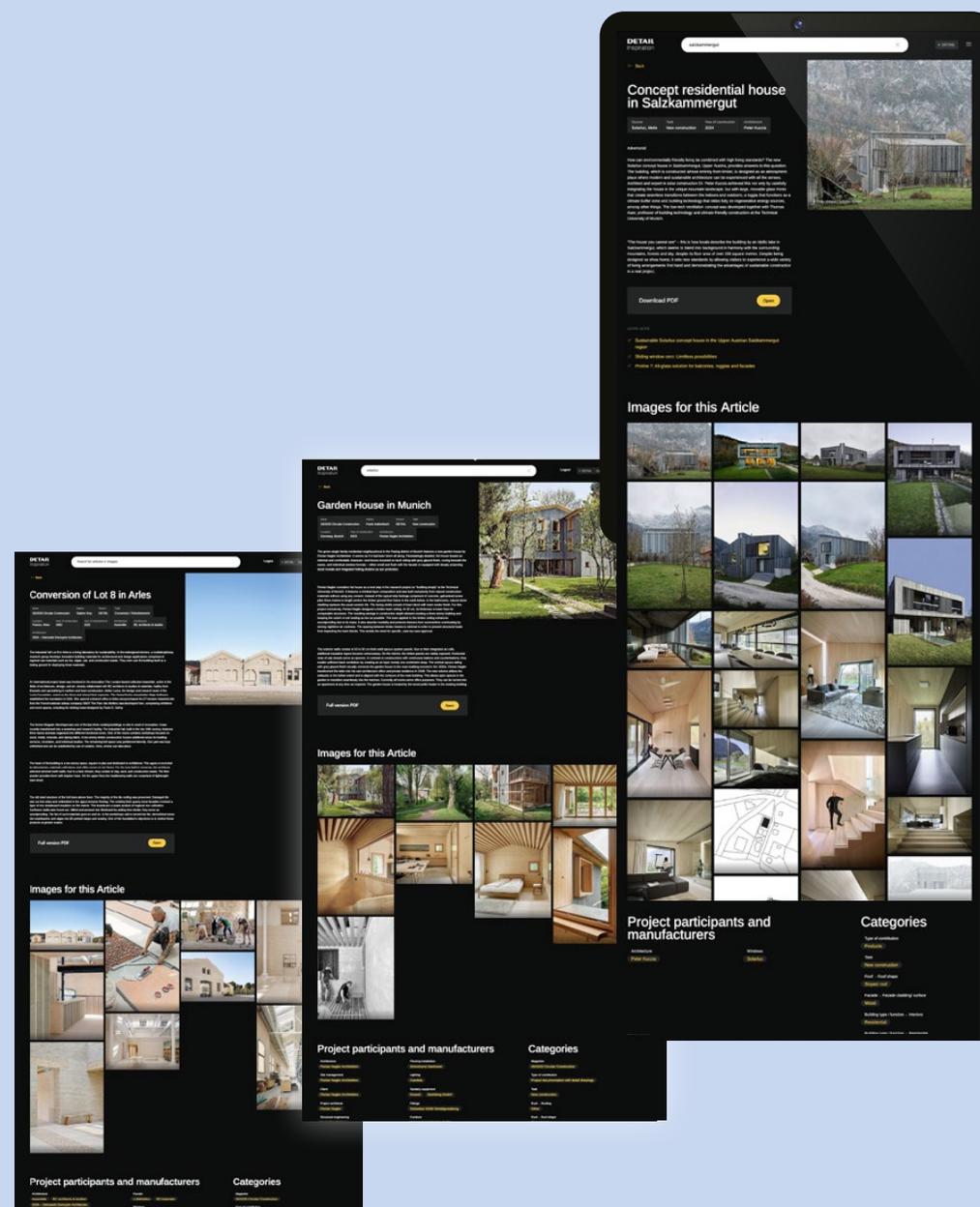
- placement of three advertorials in DETAIL Inspiration
- 3 x homepage placement for two months
- 3 x detailed online entry
- 3 x permanent presence in a high-quality editorial environment
- up to 10 images and 5 building floor plans and sections
- max. 5,000 characters including spaces
- max. 5 links (company URL, products, etc.) including tracking
- keyword search
- details of project participants
- architecture-focused content preparation by the editorial team
- 6 x image/text ad in the DETAIL Inspiration newsletter
- 3 x social media post    
- 3 x detailed reporting 8 weeks / 6 months / 12 months after publication
- if available: inclusion in company portrait (DETAIL Inspiration)

## Reach per advertorial:

- > 246,000 potential users<sup>2</sup> in over 64 countries<sup>2</sup>
- Ø 218,500 sessions/month<sup>3</sup>
- Newsletter DE > 26,750,  
EN > 28,900 subscribers<sup>4</sup>,
- Ø 40% opening rate<sup>4</sup>
- > 541,000 social media followers<sup>5</sup>    

## Price

9,100 €<sup>1</sup> instead of: 11,400 €





# INSPIRATION ADVERTORIAL BILINGUAL PLUS (DE and EN)

Strengthen your content strategy with our wide-reaching Advertorial BILINGUAL PLUS package.

Present your three flagship projects – in both German and English, permanently visible and presented in high editorial quality by DETAIL, within an exclusive architectural environment.

## Services:

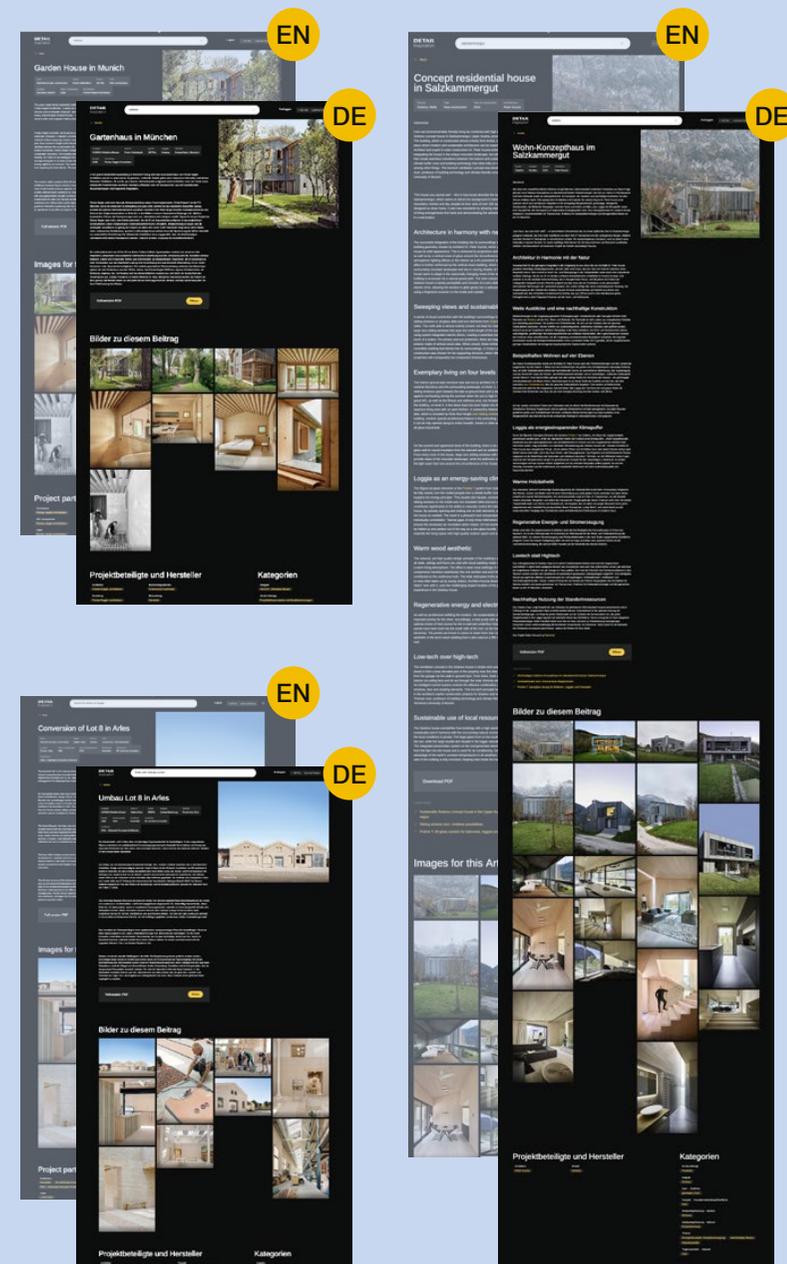
- placement of three advertorials (each 3 × DE and EN) in DETAIL Inspiration
- 6 × homepage placement for two months (each 3 × DE and EN)
- 6 × detailed online entry (each 3 × DE and EN)
- 6 × permanent presence in a high-quality editorial environment (each 3 × DE and EN)
- up to 10 images and 5 building floor plans and sections
- max. 5,000 characters including spaces
- max. 5 links (company URL, products, etc.) including tracking
- keyword search
- details of project participants
- architecture-focused content preparation by the editorial team
- 12 × image/text ad in the DETAIL Inspiration newsletter (each 6 × DE and EN)
- 6 × social media post    
- 6 × detailed reporting 8 weeks / 6 months / 12 months after publication
- if available: inclusion in company portrait (DETAIL Inspiration)

## Reach:

- > 246,000 potential users<sup>2</sup> in over 64 countries<sup>2</sup>
- Ø 218,500 sessions/month<sup>3</sup>
- Newsletter DE > 26,750,  
EN > 28,900 subscribers<sup>4</sup>,
- Ø 40% opening rate<sup>4</sup>
- > 541,000 social media followers<sup>5</sup>    

## Price

**18,000 €**<sup>1</sup> instead of: 22,400 €





# INSPIRATION ADVERTORIAL PREMIUM (DE or EN)

Present your references with maximum reach and visibility!

With the Premium Package, we combine our renowned platforms – DETAIL Inspiration and detail.de/en. Position your reference with strong reach at two key touchpoints for architects, planners, and civil engineers.

## Advertorial in DETAIL Inspiration DE or EN

> 246,000 potential users<sup>2</sup> in over 64 countries<sup>2</sup>

- homepage placement for two months
- detailed online entry
- permanent presence in a high-quality editorial environment
- up to 10 images and 5 building floor plans and sections
- max. 5,000 characters including spaces
- max. 5 links (company URL, products, etc.) including tracking
- keyword search
- details of project participants
- architecture-focused content preparation by the editorial team
- 2 x image/text ad in the DETAIL Inspiration newsletter
- 1 x social media post    
- detailed reporting 8 weeks / 6 months / 12 months after publication
- if available: inclusion in company portrait (DETAIL Inspiration)

### Reach:

Ø 218,500 sessions/month<sup>3</sup>

> 541,000 social media followers<sup>5</sup>    

## Online-Advertorial on detail.de/en DE or EN

> 3.44 M PI/month, Ø 736,000 visits/month

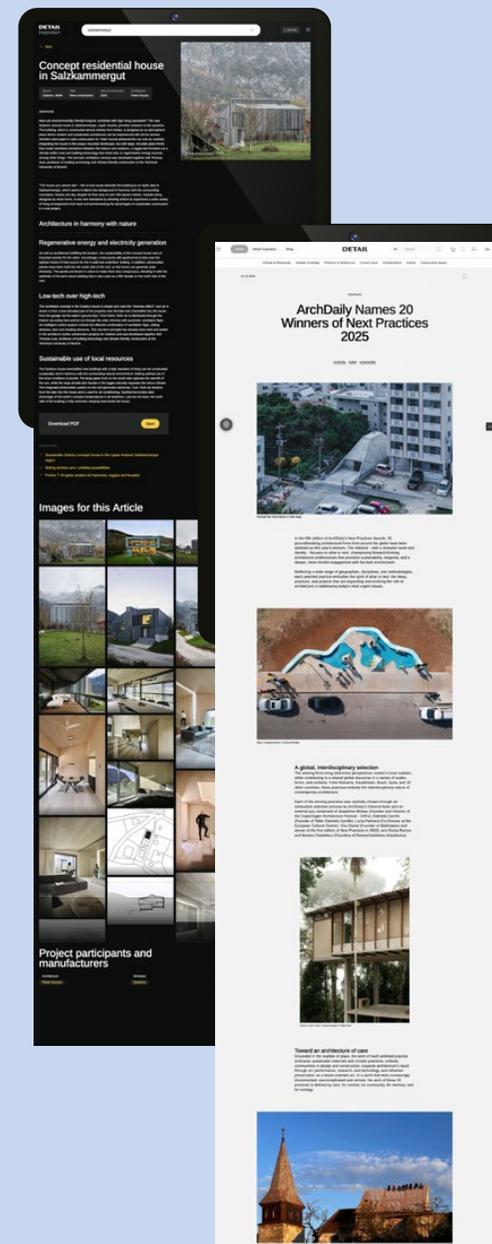
- homepage placement on the day of publication
- detailed online entry
- permanent presence on detail.de/en
- teaser image, 4 gallery images, up to 2,500 characters of text (DE or EN)
- link to a desired URL (including tracking option)
- architecture-focused content preparation by the editorial team
- multichannel delivery via multiple online touchpoints
- 1 x image/text display in the DETAIL newsletter (DE or EN)
- 1 x social media post (DE or EN)    
- detailed reporting 4 weeks after publication
- if available: inclusion in company portrait (detail.de/en)

### Reach:

- Newsletter DE > 26,750,

EN > 28,900 subscribers<sup>4</sup>

> 541,000 social media followers<sup>5</sup>    



## Package price

7,000 €<sup>1</sup> instead of: 7,950 €

<sup>1</sup> Special ad format: not eligible for discount, but eligible for agency commission.

<sup>2</sup> DETAIL distribution reporting 07.2025 | <sup>3</sup> Etracker: 01.2025-07.2025 | <sup>4</sup> Mailchimp: 07.2024-07.2025 | <sup>5</sup> Social Media 31.12.2025

All listed prices are subject to VAT.

The publisher's current terms and conditions apply, available at [www.detail.de/de\\_agb](http://www.detail.de/de_agb).



# DETAIL INSPIRATION COMPANY PORTRAIT

The company portrait on DETAIL Inspiration is your stage for presenting your brand, services and expertise to a highly qualified architecture community.

The company portrait offers you the opportunity to present your company and your services to a specific, highly qualified target group. It strengthens your company's image, builds trust in your brand and your products or services, and draws the attention of potential customers to your solutions.

## Company portrait DETAIL Inspiration

- 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 keywords
- link to additional company page
- logo banner on the company portrait

### Price

1,190 €<sup>1</sup> (DE or EN)

1,790 €<sup>1</sup> (DE and EN)

Duration 12 months

## Company portrait DETAIL Inspiration + detail.de/en (s.42)

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

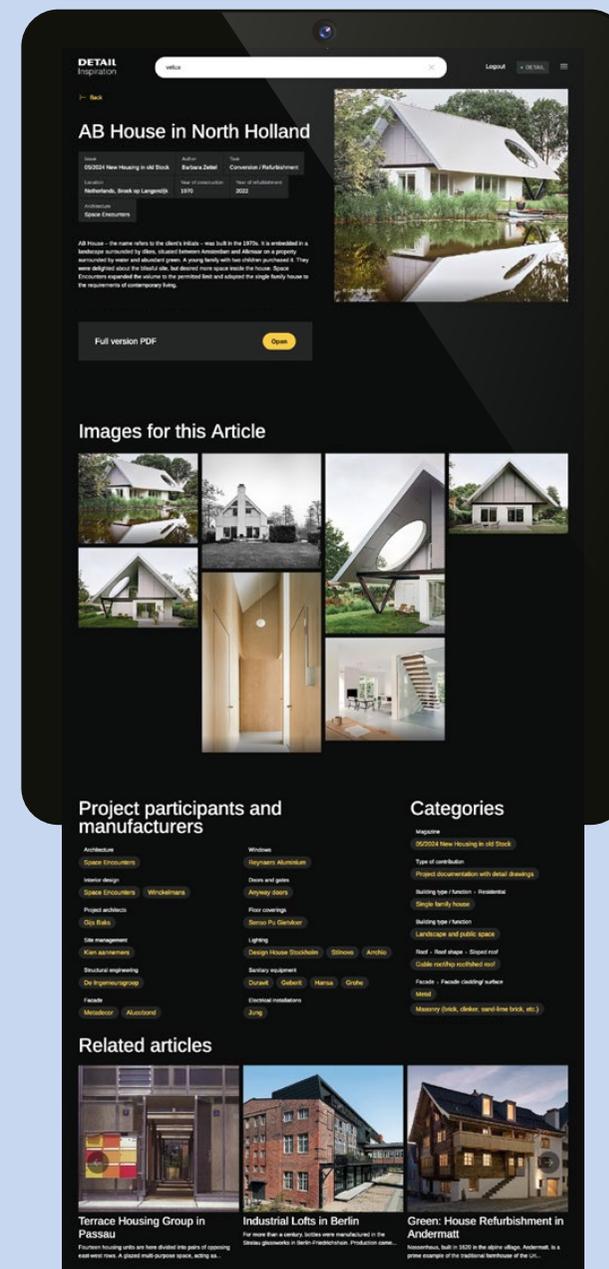
- dedicated company portrait on DETAIL Inspiration and detail.de/en
- contact, information request, and callback forms
- up to 5 keywords (DETAIL Inspiration)
- link to additional company page (SEO-relevant dofollow link)
- cross-linking to other online services (e.g., online advertorial, Produkt + Praxis, or event sponsorship)
- integration of social media channels (linking)
- logo banner on the company portrait (only DETAIL Inspiration)

### Package price

1,990 €<sup>1</sup> (DE or EN)

2,590 €<sup>1</sup> (DE and EN)

Duration 12 months



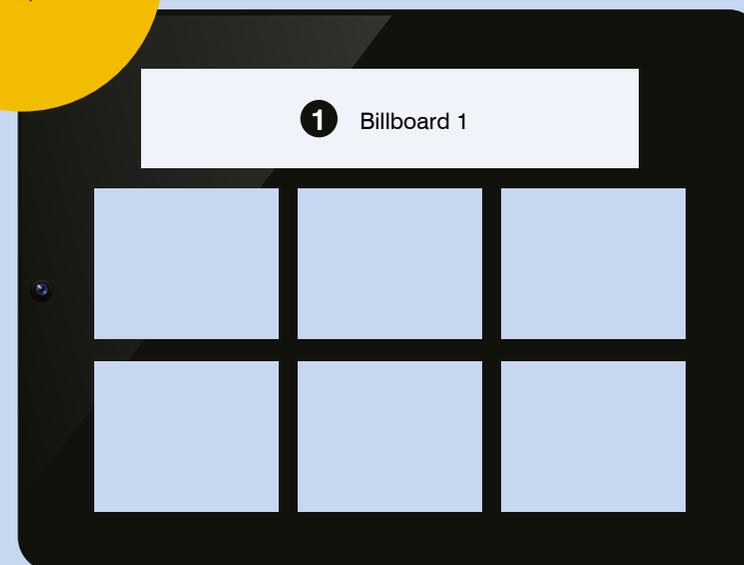


# DISPLAY AD FORMATS

## DESKTOP/MOBILE

With a display ad in DETAIL Inspiration, you can be sure of capturing the full attention of a high-quality, focused target group: architects, planners, civil engineers and architecture students who are specifically looking for solutions and inspiration.

Ø 218,500  
SESSIONS/MONTH<sup>2</sup>



Werbeformat		Desktop size (W×H)	Mobile size (W×H)	CPM DETAIL Inspiration
1 Billboard 1	prominent placement in the header area	970×250px	320×100px	130 € <sup>1</sup>

## 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.



# EVENTS



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# EVENTS@DETAIL

→ Do you have any questions about our customised event services? Feel free to contact us at: [events@detail.de](mailto:events@detail.de)

## Creativity leads to success: DETAIL event concepts to strengthen your brand

Events are one of the most effective platforms for highlighting your company's image, strengthening your brand and building valuable relationships with your target audience. Through professional and targeted staging, we make your brand and expertise visible – and anchor them firmly in the minds of participants.

Architecture and events are a perfect match – both shape spaces, create emotions and provide lasting inspiration. The ideal opportunity to combine our core competencies: architecture and event expertise.

We combine our extensive expertise in developing and implementing industry-specific events with our passion for events. Whether conferences, seminars, symposiums, trade fairs, roadshows, award ceremonies, product launches, workshops, round table talks or showroom concepts – we professionally showcase your brand and round it off with our architectural expertise.

From the initial idea to measuring success, we accompany you as a reliable partner. Together, we develop tailor-made event concepts that strengthen your brand, inspire your target group and achieve your goals in a measurable way.

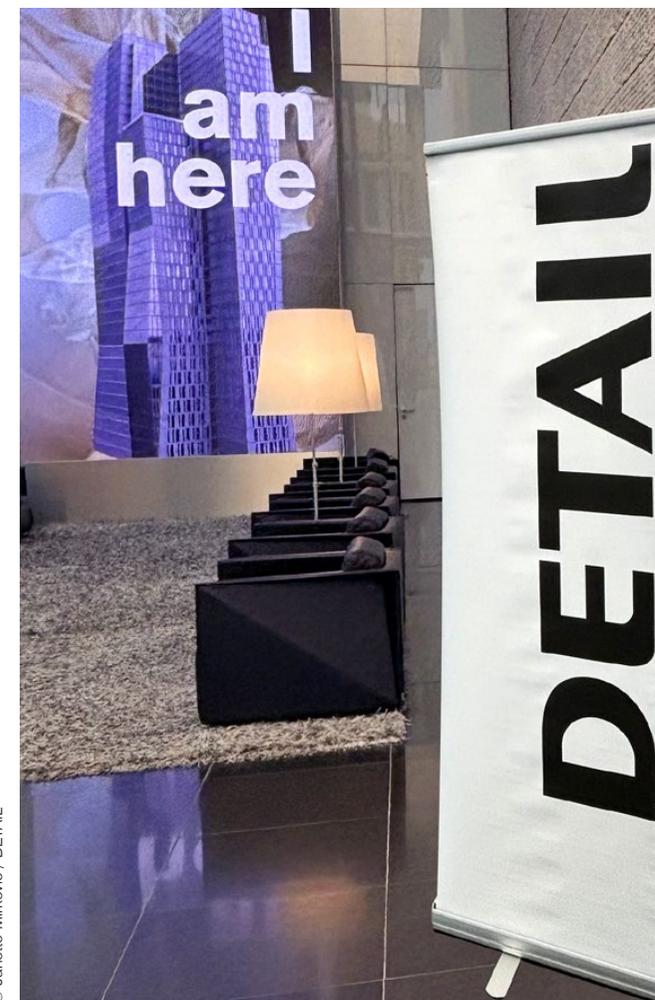
Events provide the ideal platform for reaching customers, business partners and potential collaborators in person in order to build trust. Together, we will enhance the appeal of your brand and leave a lasting impression on your target group.

Whether you require individual services or a full-service package, whether you are planning an in-person, hybrid or digital event – our services can be flexibly combined and individually tailored to your needs.

Position your company by offering an award. We will support you from the announcement phase through the submission process all the way to the jury meeting and award ceremony – accompanied by professional, crossmedia communication.

### Our services at a glance:

- Conception, planning, organisation and implementation of your event or project
- Content development and mapping of competitions
- Speaker acquisition and briefing
- Moderation by experienced professionals
- Invitation and participant management
- Booking of venues, speakers, experts, show acts/ artists and catering
- Live streaming of your event
- Video production before and during the event
- Project management in all phases of the event
- Event follow-up including evaluation
- Budget control
- Crossmedia promotion of your event on [detail.de/en](http://detail.de/en)
- Link to the organiser's social media channels



© Janelle Mirkovic / DETAIL

# DETAIL CONSTRUCTION AWARD 2025

## International award for detail solutions in building constructions and interior design

On the occasion of its 65th anniversary, DETAIL is placing even greater emphasis on constructive detail: with the new DETAIL Construction Award, presented every two years from now on, DETAIL honours outstanding solutions in the fields of building construction and interior design worldwide. The award-winning solutions impress with their pioneering details, clever design, appropriate materials and resource-saving concepts.

The aim of the DETAIL Construction Award 2025 is to improve the quality of construction and to strengthen the relevance of detail planning in architecture in the long term. 'The better the details of a project, the higher the quality of the whole.'

### Submissions for the DETAIL Construction Award open in September 2025 – both nationally and internationally.

A high-calibre committee of experts and an independent jury will evaluate the constructive detail solutions. The winning projects of the DETAIL Construction Award 2025 will be presented in the anniversary issue 6.2026, '65 Years of DETAIL'.

The DETAIL Construction Award 2025 will be presented in five categories:

- Facade
- Roof
- Adaptive Reuse
- Structural Systems
- Interiors

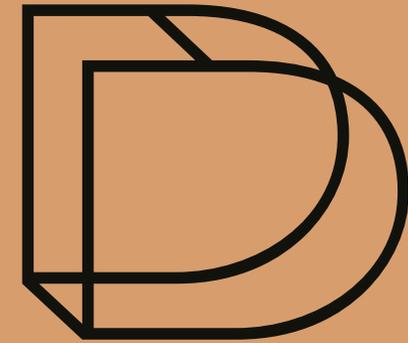
The Students' Award recognises bachelors' and masters' theses in the fields of architecture and interior design. In addition, special theme-related prizes may be awarded.

Detail solutions from construction projects of all building types completed worldwide after 1 January 2022 are eligible for the award. New buildings, renovations, conversions and extensions can all be submitted.

→ Have we sparked your interest?  
Feel free to contact us: [events@detail.de](mailto:events@detail.de)



NEW  
AWARD



## DETAIL Construction Award 2025

Opportunity to participate:  
1 September 2025  
to 30 November 2025

# DETAIL FACADE CONGRESS 2026

## More than just a facade: adaptive and climate-friendly building envelopes

The facade is one of the most distinctive architectural elements and has an impact far beyond its boundaries on the cityscape, neighbourhoods and interior.

In recent years, materials, systems and technologies have evolved rapidly. Today, facades offer more than ever in terms of functionality, sustainability and design. The DETAIL Facade Congress, the annual industry gathering, explores new possibilities for this progress in dialogue with leading figures from architecture, specialist planning and civil engineering. International and local innovations in facade design and technology, as well as outstanding built projects, will be presented.

- What new materials and technologies are shaping facade design today and tomorrow?
- How can aesthetics, energy efficiency and recyclability be combined?
- How can facades enhance the interior of a building as adaptive envelopes?

As a **gold or silver sponsor**, you will engage directly with a high-calibre panel of experts and discuss key issues in facade architecture. You will gain exclusive insights into the working methods, challenges and needs of leading architecture and specialist planning firms.

→ Have we sparked your interest?  
Feel free to contact us: [events@detail.de](mailto:events@detail.de)



## DETAIL Facade Congress

**Hybrid Event: in-person and livestream –  
for greater reach and more participants**

### Your benefits:

- Wide reach thanks to hybrid conference format  
Live. Online. Visible everywhere.
- Positioning as an innovative manufacturer
- No wasted coverage thanks to topic-specific event
- Expansion of your professional network
- Crossmedia advertising at special rates

**Event day:** 21 May 2026<sup>1,2</sup>  
**Event location:** Düsseldorf<sup>1</sup>

# DETAIL CLIMATE FORUM 2026

## Change on all levels

The work of architects and planners in the fields of interior design, design and landscaping is changing. Challenges such as the resource-efficient use of materials, a sustainable understanding of urban planning, and adaptive and climate-friendly construction methods require a high level of responsibility from all stakeholders – both globally and regionally – even before the design phase.

It's about building with what exists – and building to last. The DETAIL Climate Forum 2026 aims to initiate and further develop industry-specific discourse on these topics. Various approaches from the fields of architecture, interior design, urban planning and industry will be presented and discussed.

- What can the disciplines learn from each other?
- Can the ideas and projects presented serve as models or blueprints for other contexts?
- Why can't concrete be generally condemned, while natural building materials such as timber are not automatically synonymous with sustainable construction?
- What does recyclability actually mean in the context of construction?

As a **gold or silver sponsor**, you position your company among responsible pioneers in sustainability and climate protection. On stage, you share your perspective and demonstrate how your products and solutions actively contribute to sustainable construction.

→ Have we sparked your interest?  
Feel free to contact us: [events@detail.de](mailto:events@detail.de)



## DETAIL Climate Forum

**Hybrid Event: in-person and livestream –  
for greater reach and more participants**

### Your benefits:

- Wide reach thanks to hybrid conference format  
Live. Online. Visible everywhere.
- Positioning as an innovative manufacturer
- No wasted coverage thanks to topic-specific event
- Expansion of your professional network
- Crossmedia advertising at special rates

**Event day:** 11 June 2026 <sup>1,2</sup>  
**Event location:** Stuttgart <sup>1</sup>

# DETAIL MODULAR CONSTRUCTION CONGRESS 2026

## What does the future hold for modular construction and serial construction?

Since German Federal Minister of Construction Verena Hubertz (SPD) kick-started the national drive to accelerate building in the summer of 2025, prefabricated and modular building designs have been experiencing a renaissance. Serially pre-produced room modules offer clear advantages not only in housing, with precise planning processes, fast construction times and cost-effective architecture.

Standardised production processes and optimised material use also conserve resources and budgets. At the same time, serial construction allows remarkable flexibility and adaptability, so that building solutions can be tailored to individual needs and requirements.

At the DETAIL Modular Construction Congress in September 2026, international experts from architecture and specialist planning will provide valuable insights into planning strategies and share information on prefabrication levels, legal frameworks and regulations.

As a **gold or silver sponsor**, you will showcase your company's expertise and capabilities in modular construction and prefabrication to an exclusive audience of architects, builders and municipal decision-makers. You will engage directly with key stakeholders and discuss central issues surrounding modular construction.

As a gold sponsor of the DETAIL Modular Construction Congress 2026, you will also represent your position as a strong partner for serial construction at the panel discussion – sending a clear signal of how the current acceleration in building can succeed.

→ Have we sparked your interest?  
Feel free to contact us: [events@detail.de](mailto:events@detail.de)



## DETAIL Modular Construction Congress

**Hybrid Event: in-person and livestream –  
for greater reach and more participants**

### Your benefits:

- Wide reach thanks to hybrid conference format  
Live. Online. Visible everywhere.
- Positioning as an innovative manufacturer
- No wasted coverage thanks to topic-specific event
- Expansion of your professional network
- Crossmedia advertising at special rates

**Event day:** 15 October 2026<sup>1,2</sup>  
**Event location:** Munich<sup>1</sup>

# DETAIL DIGITAL CONGRESS

## Artificial intelligence & co.: A revolution for the construction industry?

Digitalisation is transforming the construction world – from planning and implementation to operation. Drones and laser scans enable precise assessments of existing buildings, while AI-supported tools convert 2D sketches into 3D models, check data consistency and reveal ecological impacts such as carbon footprints or climate simulations early in the phase. With the help of virtual-reality glasses, clients can test the design long before construction begins.

In practice, 3D printing, robotics and modular construction methods are revolutionising building processes. Digital platforms connect all stakeholders, manage resources and construction progress in real time, streamline supply chains and make processes more resilient. New process technologies and industrially customised materials increase speed and quality.

Smart homes are becoming increasingly popular: AI-based controls for energy, ventilation and security systems increase comfort, self-sufficiency and sustainability. But digitalisation is more than just technology – it requires a shift in thinking: away from isolated drawings towards networked data models, integrative workflows and smart buildings.

What opportunities are we already seizing of today? Where do we still lack the courage to experiment? And how can we ensure that efficiency does not come at the expense of building culture and people?

Leading architecture and specialist planning firms from Germany and Europe present their digital solutions for all phases of construction and share their experiences.

As a gold or silver sponsor, you position your company at the heart of this transformation – as a driver of digital innovation. You gain exclusive visibility in front of a high-calibre professional audience, engage directly with decision-makers and demonstrate that you are actively shaping innovation. Take this opportunity to showcase your expertise where the future of the industry is being defined.

We offer special deals for start-ups (up to 3 years old) interested in participating in this event.

→ Have we sparked your interest?  
Feel free to contact us: [events@detail.de](mailto:events@detail.de)



## DETAIL Digital Congress

**Hybrid Event: in-person and livestream –  
for greater reach and more participants**

### Your benefits:

- Wide reach thanks to hybrid conference format  
Live. Online. Visible everywhere.
- Positioning as an innovative manufacturer
- No wasted coverage thanks to topic-specific event
- Expansion of your professional network
- Crossmedia advertising at special rates

**Event day:** 12 November 2026 <sup>1,2</sup>  
**Event location:** Berlin <sup>1</sup>

# DETAIL AWARD 2026

The DETAIL Award is an internationally renowned architecture prize and one of the most important international awards in architecture.

Since its introduction in 2005, it has been awarded every two years, drawing attention to the importance of building culture and the work of architectural practices worldwide. It pursues a clear goal: to promote building culture. It raises awareness of architectural quality and highlights the significance of well-conceived, future-oriented solutions that have a lasting impact on our built environment.

The award recognises construction projects of all types from around the world that can serve as exemplary models. Size and construction budget are not decisive for success in the competition. What counts is a convincing overall concept, a consistently implemented sustainability strategy, successful details and a consistent choice of materials.

Renowned jurors have been involved in the DETAIL Award from the outset, including Dominique Perrault, Odile Decq and Louisa Hutton. Previous winners include David Chipperfield Architects, Snøhetta and Toyo Ito. The DETAIL Award will be presented for the 12th time in 2026.

It is awarded in three categories.

– **DETAIL Award**

Honours a building whose architecture is particularly impressive as an overall concept.

– **DETAIL Award for Students and Universities**

Recognises buildings and prototypes realised as part of research and teaching at architecture schools.

– **DETAIL Readers' Award**

Honours the favourite project of DETAIL readers, selected through an online vote.

As a sponsor, you position your company visibly in the context of **innovation, quality and sustainability** – in front of a globally renowned specialist audience. You gain direct access to decision-makers and the next generation of architects, strengthen your network and anchor your brand sustainably in international building culture.

→ Have we sparked your interest?  
Feel free to contact us: [events@detail.de](mailto:events@detail.de)



**DETAIL**  
Award

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The award ceremony will take place during a gala evening.

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Event day:  
December 2026<sup>1</sup>

Event day:  
Munich<sup>1</sup>



# CONTENT MARKETING



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# 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](http://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.



© Alex Shuper / Unsplash



# 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.

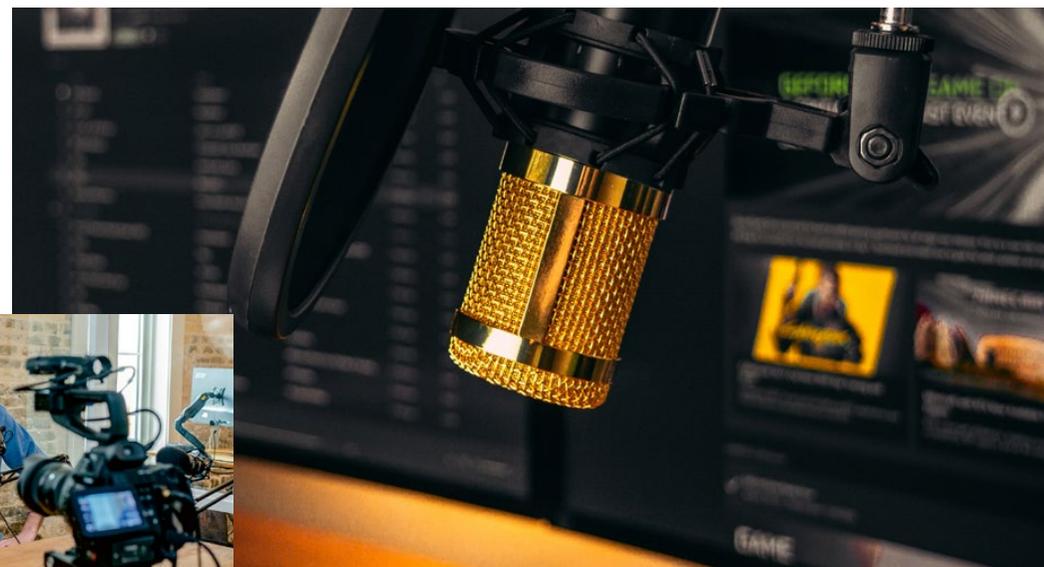
## Your benefits:

- **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.



© Austin Distel / Unsplash



© Amr Taha™ / Unsplash

## 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!**



# 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/m<sup>2</sup>, cover Monostar 300 g/m<sup>2</sup>

## 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.

## 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](mailto:disposition@detail.de)  
Tel.: +49 89 38 16 20-879



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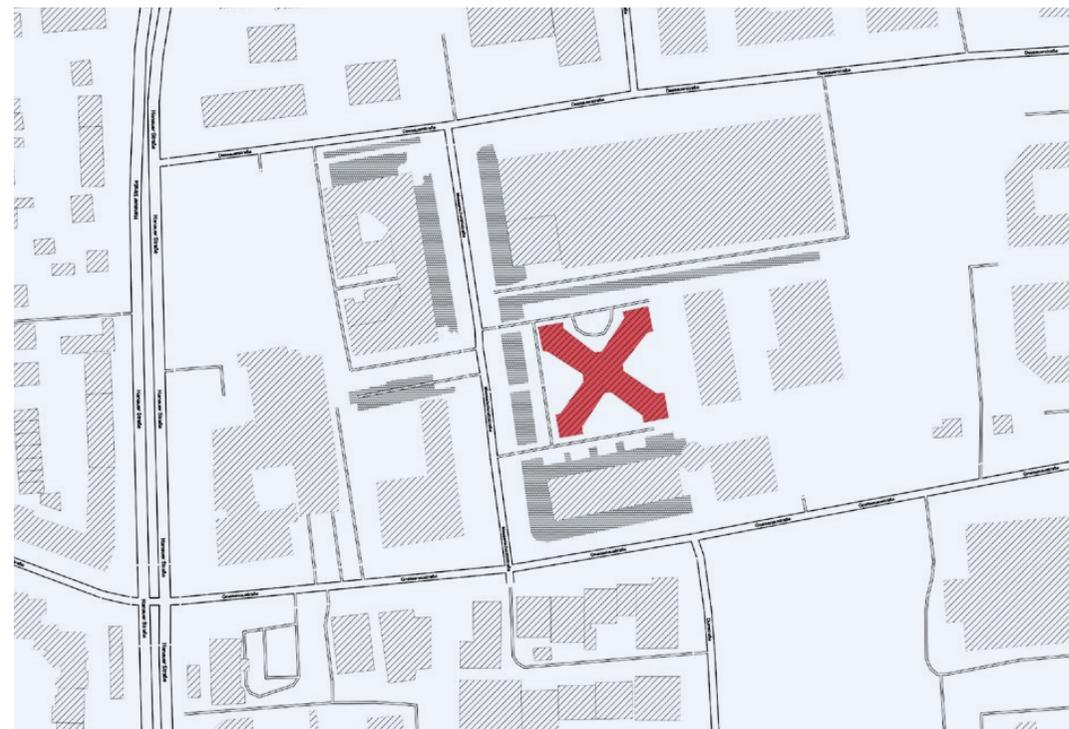
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