



MEDIA 20  
KIT 26

EVENTS

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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>



~532,218 followers<sup>4</sup>  
Ø 38.8 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>



# 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.

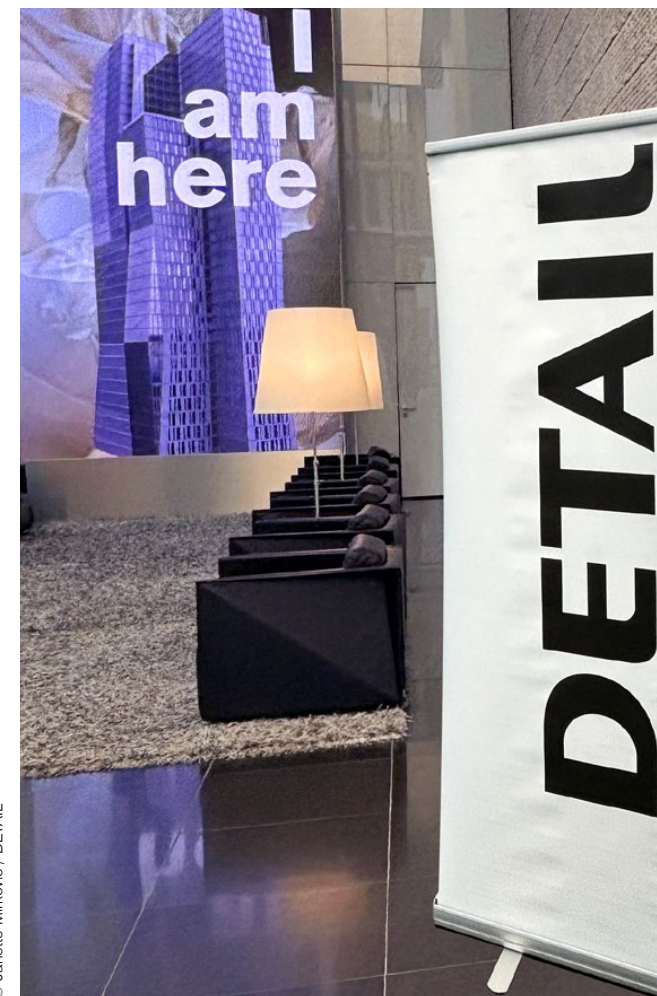
Events provide the ideal platform for reaching customers, business partners and potential collaborators in person in order to build trust. Together, we will enhance the appeal of your brand and leave a lasting impression on your target group.

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](https://detail.de/en)
- Link to the organiser's social media channels



© Janette Mirkovic / DETAIL



12 March, Munich

# 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.**

The first award ceremony takes place on 12 March 2026 in Munich. 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.

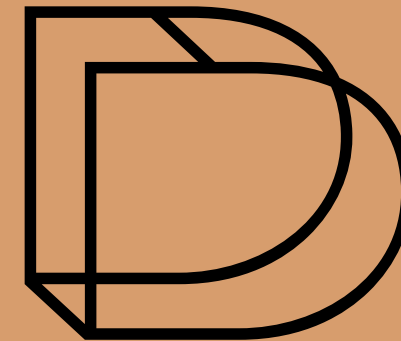
Detail solutions from construction projects of all building types completed worldwide after 1 January 2022 are eligible for the award. New buildings, renovations, conversions and extensions can all be submitted.



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



NEW  
AWARD



## DETAIL Construction Award 2025

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**Opportunity to participate:**  
**1 September 2025**  
**to 30 November 2025**

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**Award ceremony:**  
**12 March 2026<sup>1</sup>**

**Event location:**  
**Munich<sup>1</sup>**

© Jakob Schoof / DETAIL

# 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?  
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## DETAIL Climate Forum

**Hybrid Event: in-person and livestream –  
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### Your benefits:

- Wide reach thanks to hybrid conference format  
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- No wasted coverage thanks to topic-specific event
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**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  
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**Event day:** 15 October 2026<sup>1,2</sup>  
**Event location:** Munich<sup>1</sup>

© Pierre Chatel / Unsplash



# 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.

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**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>**



# OVERVIEW SPONSORING PACKAGES FOR DETAIL CONFERENCES

## Gold Sponsor

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

**Package Price**  
**15,500 €<sup>1,2</sup>**



## Silver Sponsor

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

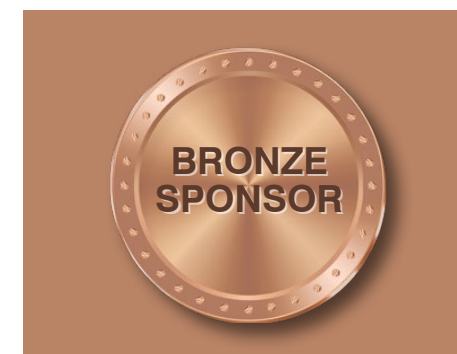
**Package Price**  
**10,500 €<sup>1,2</sup>**



## Bronze Sponsor

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

**Package Price**  
**5,500 €<sup>1,2</sup>**





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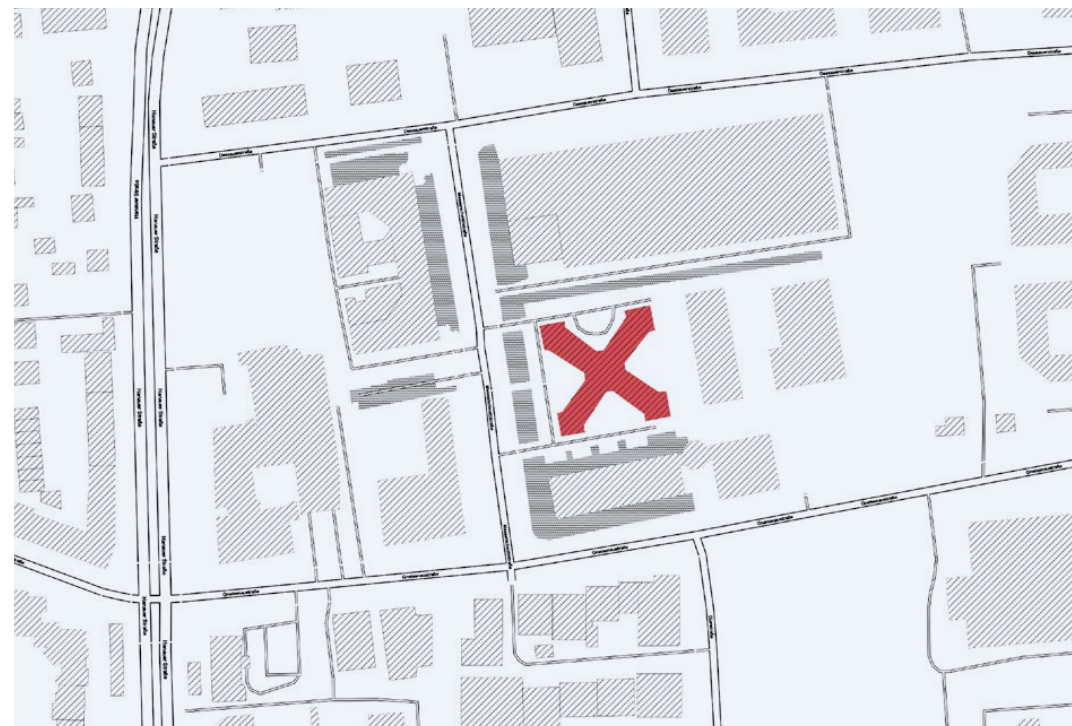
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