



# DETAIL

## Table of Contents

### DETAIL – Review of Architecture and Construction Details

- 3 Profile
- 4 General Information
- 5–7 Themes/Timetable
- 8 Advertising Prices
- 9 Advertising Formats
- 10 Special Types of Advertising
- 11 Technical Specifications
- 12 Circulation and Distribution Analysis
- 13 Summary of the Survey Method used for the Circulation and Distribution Analysis
- 14 Readership Structure Analysis
- 15 Reach Analysis
- 16 Summary of the Survey Method used for the 2006 Comparative Reach Analysis

### DETAIL International

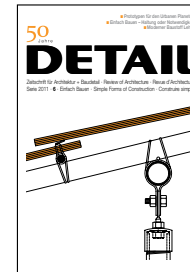
- 17 DETAIL Spain
- 17 DETAIL China
- 18–21 DETAIL English

### DETAIL Online

- 22–23 Crossmedia
- 24 Profile
- 25 Formats and Prices
- 26 DETAIL-Newsletter
- 27 DETAIL-daily Newsletter + Blog

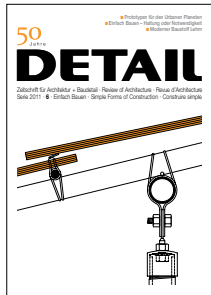
### Contact

see back cover page

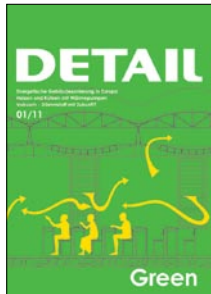


*Norman Foster, excellent publications ... keep up the good work!*

Norman Foster, London



10 issues DETAIL



+ 2 issues DETAIL Green

**Edition Print run:** 34,351 copies  
Actual distributed circulation  
– annual average  
(IVW 3/10 to 2/11): 28,933 copies



### Brief characteristics:

A journal for architects, civil engineers, building authorities and property developers. The publication's title describes what its aim has been right from the start: to document and inform readers about buildings of all types. Focus: to thoroughly research and document details in their structural and architectural contexts. DETAIL represents a unique information source for planning and architectural firms. Its editorial concept and very high quality mean that it occupies a special position in the market. Alongside the usual 8 DETAIL editions covering construction-related topics and 2 DETAIL Concept editions focusing on building types, 2 additional editions of DETAIL Green offer practical information on all aspects of sustainable planning and construction.

### The key facts at a glance:

- Review of Architecture and Construction Details
- 50 years of premium quality
- Leading quality subscription-based architecture journal in Germany
- Subscription rate of more than 90%
- Number 1 in terms of open-market-sales (no professional or association involvement)
- The architecture journal with the highest international circulation

### DETAIL – the name says it all.

Thanks to its standalone editorial concept, DETAIL has a unique position in the market. And not just in Germany but worldwide too.

### By the architects for architects.

Within the DETAIL editorial team, architects write for architects. This guarantees an editorial concept with the highest possible target-group affinity.

### DETAIL's USP are its drawings.

Created from scratch by the editorial team to illustrate the way buildings have actually been built. Faithful, high-quality, and comparable due to the use of uniform symbols, they are always placed next to photographs of building details.

### DETAIL is a powerful advertising medium

with high activating power for your advert: \*

**44.7%:** "Internet searches carried out on keywords/content"

**36.8%:** "Information from adverts in DETAIL included in plans and decisions"

**27.0%:** "Company contacted directly"

**21.1%:** "Spoke with colleagues about adverts in DETAIL"

\* Source: TNS Emnid Copy Test July/Aug. 2011. Personal interviews with 152 DETAIL subscribers.

|                                      |   |
|--------------------------------------|---|
| <b>Memberships</b>                   | agla a+b / IVW / German trade press   |
| <b>Organ</b>                         | –   |
| <b>Publisher</b>                     | Institut fuer int. Architektur-Dokumentation GmbH & Co. KG  |
| Location:                            | Hackerbruecke 6, 80335 Munich, Germany  |
| Mailing address:                     | Postfach 20 10 54, 80010 Munich, Germany  |
| Internet:                            | www.detail.de   |
| <b>Editorial</b>                     | Editorial discussion, documentation and technology:<br>Christian Schittich (Chief Editor)   |
|                                      | Detail transfer editorial team:<br>Meike Weber (Chief Editor)   |
| <b>Advertising department:</b>       | Edith Arnold  |
| Fax:                                 | Phone +49 (0)89 381620-48   |
| E-Mail:                              | +49 (0)89 381620-99<br>anzeigen@detail.de   |
| <b>Online</b>                        | Tanja Pawlik (Online Sales Director)  |
|                                      | Phone +49 (0)89 38 16 20-34,<br>e-Mail pawlik@detail.de   |
| <b>Payment terms</b>                 | Net 30 days, within 14 days of payment –<br>2% discount, 3% discount for payment<br>by bank draft.  |
| <b>Bank information</b>              | Deutsche Bank AG<br>Account no. 2 223 394<br>(Bank routing number 700 700 10)<br>SWIFT code: DEUT DEM M<br>IBAN: DE 07700700100222339400<br>VAT no. DE 813 334 479<br>Tax no. 9/147/246/10073 |
| <b>General Terms and Conditions:</b> | All advertisement orders will be processed<br>in accordance with the General Terms<br>and Conditions of the publishing house.<br>These can be found at: www.detail.de/agla                    |

|   |   |
|---|---|
| <b>Year of publication/current year</b> | 52/2012   |
| Publication schedule:                   | 12 times a year<br>therefrom 2 times DETAIL Green |
| <b>Timetable and themes</b>             | see pages 5–7                                     |

|                                     |         |
|-------------------------------------|---------|
| <b>Purchase price</b>               |         |
| Annual subscription – Germany       | € 148.– |
| Annual subscription – International | € 148.– |
| Single copy                         | € 15.50 |
| excl. postage and packing           |         |
| ISSN no. 0011-9571                  |         |

|  |                    |
|--|--------------------|
| <b>Range analysis 2010 = 12 editions</b> |                    |
| Magazine format                          | DIN A4             |
| Total size                               | 1,618 pages = 100% |
| Editorial section                        | 1,266 pages = 78%  |
| Advertisement section                    | 352 pages = 22%    |
| Of which                                 |                    |
| Classified advertisements                | 0 pages = 0%       |
| Bound insert                             | 5 pages = 1%       |
| Publisher own-advertisements             | 131 pages = 37%    |
| Supplements                              | 30 pieces          |

|   |                 |
|---|-----------------|
| <b>Content analysis of editorial section 2010 = 1,266 pages</b>   |                 |
| Reports and latest news   | 88 pages = 7%   |
| Specialist discussions and reports  |                 |
| Special reports   | 100 pages = 8%  |
| Reports on buildings and areas,<br>with images, drawings<br>and explanations  | 400 pages = 32% |
| Technology/engineering  | 180 pages = 14% |
| Product information on building,<br>extending and furnishing<br>(approx. 760 reports, some<br>with illustrations), specialist literature,<br>descriptions, events | 498 pages = 39% |

Take advantage of the high acceptance of our independent and topical “Products” section for your advertising message: According to 74.3% of questioned DETAIL subscribers\* the Product Information section is “very important/important”.

\* Source: TNS EMNID, copy test July/August 2011. Personal interviews with 152 DETAIL subscribers.

### DETAIL product information – now cross-medial!

We are constantly developing our product information section, just as user behaviour is constantly changing and the range of building products is constantly growing. One of our stated goals is to increase the cross-medial linking of our content, and this is reflected in our completely redesigned online product information pages. The long-established product categories are now clearly presented in 12 main categories, with the editorial articles easier and faster to find thanks to an intelligent search function.

In the print edition, the focuses of the main product information categories vary (see the editorial calendar on pages 6–7), and special editions are published for the sector’s main trade fairs.

For advertisers cross-media linking is particularly attractive because advertisements and banner ads are placed in a high-affinity product environment, now not only in the DETAIL print edition but also online.

For information on our package offers turn to page 23 – or give us a call.

### 12 main product categories at [www.detail.de](http://www.detail.de):

| Main categories                                    | Focuses  |
|--|--|
| <b>Outdoor systems, outdoor furniture</b>          | Drainage, road signage, street furniture, landscaping, fences, railings, noise prevention, outdoor lighting  |
| <b>Bathrooms, sanitary engineering</b>             | Sanitary ware, sanitary tiles, fittings, steam rooms, saunas, toilet partitions, swimming pool technology, water and wastewater technology                       |
| <b>Constructional physics</b>                      | Humidity, insulation, and fire protection, sound insulation, acoustics   |
| <b>Lighting</b>                                    | Decorative and technical lighting, outdoor lighting, LED lights, lamps and bulbs   |
| <b>Roofs</b>                                       | Sloping roofs, flat roof systems, roof coverings, accessories, insulation, membranes, green roofs, roof windows, skylights, rooftop solar/PV systems             |
| <b>Digital planning and construction processes</b> | AVA, CAD, visualization, project management software, 2-D/3-D printing systems, plotters, monitors, computer technology  |
| <b>Electrical engineering, building management</b> | Switches, sockets, sensor technology, switchgear, control and regulation technology, communications equipment, security technology                               |
| <b>Access</b>                                      | Lifts/parking systems, stairs, doors, gates, entrances   |
| <b>Facades</b>                                     | Cladding systems, windows, sun protection, exterior plaster and paints, fixtures, glass  |
| <b>Heating, cooling, ventilation systems</b>       | Boilers, burners, condensing boilers, radiators, radiant heating systems, ventilation systems, air conditioners  |
| <b>Interior conversion work</b>                    | Interior plaster and paints, partitions, interior walls, ceilings, floors, furniture and interior design concepts  |
| <b>Construction</b>                                | Masonry, timber construction, concrete construction, steel construction, clay construction, modular construction, textile construction, lightweight construction |

# DETAIL

Themes / Timetable 2012

| 2012 issue  | Main Theme   | Product Information<br><i>Special Themes / Specials</i>   | Newsletter*<br><i>special newsletter</i>    | Fairs   |
|---|--|---|---|---|
| <b>DETAIL 1/2</b><br>PD: 02.01.12<br>BD: 22.11.11<br>CD: 29.11.11<br>DDbi: 13.12.11     | <b>Timber Construction</b>   | Lifts, Elevators, Staircases, Parking Systems<br>Flooring<br>Interior Plastering and Interior colour<br>Doors, Gates, Entrances<br><i>Timber (Construction and Finishing)</i>   | Timber Construction<br><i>Dach + Holz</i>   | 10.–14.01.<br>11.–14.01.<br>14.–17.01.<br>14.–17.01.<br>16.–22.01.<br>17.–21.01.<br>31.–03.02.<br>06.–09.02.<br>07.–10.02.<br>10.–14.02.<br>21.–25.02.<br>28.–03.03.<br>Deubau, Essen<br>Heimtextil, Frankfurt/Main<br>Domotex, Hanover<br>contractworld, Hanover<br>imm cologne, Cologne<br>Swissbau, CH-Baseel<br>Dach+Holz, Stuttgart<br>ZOW, Bad Salzfluen<br>Cevisama, E-Valencia<br>Ambiente, Frankfurt/Main<br>bautech, Berlin<br>R+T, Stuttgart |
| <b>DETAIL 3</b><br>PD: 01.03.12<br>BD: 18.01.12<br>DU: 25.01.12<br>DDbi: 08.02.12       | <b>“Concept”<br/>Gastronomy and<br/>Catering</b>                   | Facades<br>Windows<br>Anti-Glare-Shielding<br>Partition Walls, Interior Walls, Ceilings<br><i>Hotels and Catering</i>   | Gastronomy and<br>Catering<br><i>Hotels</i> | 06.–08.03.<br>07.–10.03.<br>20.–22.03.<br>21.–24.03.<br>27.–29.03.<br>Facility Management, Frankfurt/Main<br>SHK, Essen<br>Ecobuild&Futurebuild, GB-London<br>fensterbau/frontale, Nuremberg<br>Altenpflege, Hanover  |
| <b>DETAIL 4</b><br>PD: 02.04.12<br>BD: 17.02.12<br>CD: 24.02.12<br>DDbi: 09.03.12       | <b>Interior / Services<br/>and Finishings</b>                      | Bathrooms, Sanitary Engineering<br>Digital Planning and Construction Processes<br>Insulation / Drainage / Ventilation / Air / Fire<br>Protection, Acoustics, <i>Light + Building (Focus:<br/>Lighting, Building Automation)</i> | Interior<br><i>Light + Building</i>         | 15.–20.04.<br>17.–22.04.<br>18.–21.04.<br>18.–22.04.<br>Light + Building, Frankfurt/Main<br>Salone Internazionale del Mobile, I-Mailand<br>IFH/Intherm, Nuremberg<br>Construma, H-Budapest  |
| <b>DETAIL 5</b><br>PD: 02.05.12<br>BD: 21.03.12<br>CD: 28.03.12<br>DDbi: 11.04.12       | <b>Cost-Effective<br/>Building</b>                                 | Landscaping, Outdoor Furniture<br>Roofs<br>Heating Systems / Heat Pumps / Ventilation /<br>Construction<br><i>Refurbishment + Recycling</i>   | Cost-Effective Building                     | 02.–06.05.<br>TurkeyBuild, TR-Istanbul  |
| <b>DETAIL Green 1</b><br>PD: 02.05.12<br>BD: 21.03.12<br>CD: 28.03.12<br>DDbi: 11.04.12 | <b>Sustainable<br/>Construction</b>                                | Photovoltaics<br>Wooden Construction and Wooden Materials<br>Interior Finishes and Interior Design (Flooring,<br>Ceilings, Partitionwalls)<br>Facades, Windows, Furniture   | Sustainable<br>Construction                 |   |
| <b>DETAIL 6</b><br>PD: 01.06.12<br>BD: 20.04.12<br>CD: 27.04.12<br>DDbi: 11.05.12       | <b>Prefabrication<br/>(Precast<br/>components<br/>and systems)</b> | Lifts, Elevators, Staircases, Parking Systems<br>Furniture and Spatial Concepts<br>Doors, Gates, Entrances<br><i>Elements and Systems</i>   | Prefabrication<br><i>Intersolar</i>         | 13.–15.06.<br>Intersolar Europe, Munich   |

# DETAIL

## Themes / Timetable 2012

| 2012 issue   | Main Theme                                   | Product Information<br><i>Special Themes / Specials</i>  | Newsletter*<br><i>special newsletter</i>     | Fairs  |  |
|--|--|--|--|--|--|
| <b>DETAIL 7/8</b><br>PD: 16.07.12<br>BD: 01.06.12<br>CD: 08.06.12<br>DDbi: 22.06.12      | <b>Facades</b>                               | Flooring<br>Facades<br>Photovoltaics<br>Anti-Glare-Shielding<br><i>Special topic</i>   | Facades                                      | 24.–28.08.   | Tendence, Frankfurt/Main   |
| <b>DETAIL 9</b><br>PD: 03.09.12<br>BD: 20.07.12<br>CD: 27.07.12<br>DDbi: 10.08.12        | <b>“Concept”<br/>Housing for<br/>Seniors</b> | Landscaping, Outdoor Furniture<br>Lighting<br>Interior Plastering and Interior colour<br>Partition Walls, Interior Walls, Ceilings<br><i>Inclusive Design Healthcare</i> | Housing for Seniors                          | September<br>September<br>12.–15.09.<br>19.–23.09.<br>25.–28.09.                                   | 100% Design, GB-London<br>Cersaie, I-Bologna<br>GaLaBau, Nuremberg<br>For Arch, CZ-Prag<br>Security, Essen   |
| <b>DETAIL 10</b><br>PD: 01.10.12<br>BD: 23.08.12<br>CD: 30.08.12<br>DDbi: 13.09.12       | <b>Load-Bearing<br/>Structures</b>           | Roofs<br>Digital Planning and Construction Processes<br>Heating Systems, Heat Pumps<br>Ventilation / Construction<br><i>Office</i>                                       | Load-Bearing<br>Structures<br><i>Orgatec</i> | October<br>08.–14.10.<br>09.–10.10.<br>10.–13.10.<br>11.–14.10.<br>23.–26.10.<br>23.–27.10.        | Saie, I-Bologna<br>Expo Real, Munich<br>Chillventa, Nuremberg<br>interbad, Stuttgart<br>TurkeyBuild, TR-Izmir<br>glasstec, Duesseldorf<br>Orgatec, Cologne |
| <b>DETAIL 11</b><br>PD: 02.11.12<br>BD: 21.09.12<br>CD: 28.09.12<br>DDbi: 12.10.12       | <b>Concrete<br/>Construction</b>             | Exterior plaster and Exterior Colour<br>Bathrooms, Sanitary Engineering<br>Facades / Windows<br><i>Concrete, Concrete Refurbishment<br/>(Construction)</i>               | Concrete Construction<br><i>Bau 2013</i>     | 13.–16.11.<br>22.–24.11.<br>22.–24.11.<br>07.–08.11.   | BioEnergy Decentra, Hanover<br>denkmal, Leipzig<br>GET Nord, Hamburg<br>Architect@work, Stuttgart  |
| <b>DETAIL Green 2</b><br>PD: 02.11.12<br>BD: 21.09.12<br>CD: 28.09.12<br>DDbi: 12.10.12  | <b>Sustainable<br/>Construction</b>          | Heating Systems, Heat Pumps<br>Ventilation, Insulation<br>Energy Efficient Lighting<br>Photovoltaics and Solar Thermal Energy<br>Green Roofs and Facades                 | Sustainable<br>Construction                  |  |  |
| <b>DETAIL 12</b><br>PD: 03.12.12<br>BD: 19.10.12<br>CD: 26.10.12<br>DDbi: 09.11.12       | <b>Special Topic</b>                         | Building Automation<br>Insulation / Drainage / Ventilation / Air /<br>Fire Protection / Acoustics<br>Furniture and Spatial Concepts<br><i>BAU 2013</i>                   | Special Topic<br><i>BAU 2013</i>             | 07.–08.12.<br><br>2013:<br>14.–19.01.2013 BAU, Munich  | Architect@work, Duesseldorf  |
| <b>DETAIL 1/2-2013</b><br>PD: 02.01.13<br>BD: 09.11.12<br>CD: 16.11.12<br>DDbi: 30.11.12 | <b>Translucent<br/>Materials</b>             | Translucent Materials<br>Flooring<br>Doors, Gates, Entrances<br><i>BAU 2013</i>  | Translucent Materials<br><i>BAU 2013</i>     | 14.–19.01.2013<br>16.–18.01.2013<br>January 2013<br>January 2013<br>January 2013<br>15.–19.02.2013 | BAU, Munich<br>ELTEC, Nuremberg<br>DOMOTEX, Hanover<br>Heimtextil, Frankfurt/Main<br>imm cologne, Cologne<br>Ambiente, Frankfurt/Main                      |

PD = Publishing-date, BD = Booking deadline, CD = Copy deadline, DDbi = Day of delivery bound inserts, loose inserts, tip-on cards

\* Newsletter published weekly; exact dates available on request.

| Size                  | Type Area   |           | Trim / Bleed Ads |           | Surcharge<br>€ | Mono<br>b/w<br>€ | 1 decorative<br>colour*<br>€ | 2 decorative<br>colours*<br>€ | 4c*<br>€ |         |
|-----------------------|-------------|-----------|------------------|-----------|----------------|------------------|------------------------------|-------------------------------|----------|---------|
|                       | Width mm    | Height mm | Width mm         | Height mm |                |                  |                              |                               |          |         |
| DPS – double page ads | 402         | 271       | 420              | 297       | 1,229.–        | 12,290.–         | 14,380.–                     | 16,470.–                      | 18,560.– |         |
| Full page             | 189         | 271       | 210              | 297       | 615.–          | 6,145.–          | 7,190.–                      | 8,235.–                       | 9,280.–  |         |
| 2/3 page              | portrait    | 125       | 271              | 135       | 297            | 420.–            | 4,195.–                      | 5,240.–                       | 6,285.–  | 7,330.– |
|                       | landscape   | 189       | 176              | 210       | 188            |                  |                              |                               |          |         |
| 1/2 page              | portrait    | 93        | 271              | 102       | 297            | 317.–            | 3,165.–                      | 4,210.–                       | 5,255.–  | 6,300.– |
|                       | landscape   | 189       | 133              | 210       | 145            |                  |                              |                               |          |         |
| 1/3 page              | portrait    | 63        | 271              | 69        | 297            | 212.–            | 2,115.–                      | 3,160.–                       | 4,205.–  | 5,250.– |
|                       | two columns | 125       | 128              |           |                |                  |                              |                               |          |         |
|                       | landscape   | 189       | 87               | 210       | 99             |                  |                              |                               |          |         |
| 1/4 page              | portrait    | 45        | 271              | 53        | 297            | 160.–            | 1,600.–                      | 2,310.–                       | 3,020.–  | 3,730.– |
|                       | 1.5 columns | 93        | 133              |           |                |                  |                              |                               |          |         |
|                       | two columns | 125       | 98               |           |                |                  |                              |                               |          |         |
|                       | landscape   | 189       | 64               | 210       | 76             |                  |                              |                               |          |         |
| 1/6 page              | portrait    | 63        | 133              |           |                | 1,150.–          | 1,860.–                      | 2,570.–                       | 3,280.–  |         |
|                       | two columns | 125       | 64               |           |                |                  |                              |                               |          |         |
|                       | landscape   | 189       | 43               |           |                |                  |                              |                               |          |         |

Prices exclude value added tax and sales tax. The publishing house's current Terms and Conditions apply, they can be found at: [www.detail.de/agb](http://www.detail.de/agb)

\* **Decorative colours / Surcharge:** Blue HKS 47 (Pantone Process Cyan), Magenta HKS 25 (Pantone Process Magenta), Yellow HKS 3 (Pantone Process Yellow); four-coloured = Euroscale.

All HKS and Pantone colours, except basic Euroscale:

|                              |                        |                    |
|------------------------------|------------------------|--------------------|
| <b>Surcharge:</b>            | <b>1/1 – 1/3 page:</b> | <b>≤ 1/4 page:</b> |
| per Euroscale primary colour | € 1,045.–              | € 710.–            |
| per special colour           | € 2,090.–              | € 1,420.–          |

**Placement:** Following acceptance of a commitment to place ads in specific locations (minimum format: 1/3 page): 20%. Island ads: 30%.

**Discounts** (for purchases within on insertion year):

**Quantity scale:**

|                     |       |
|---------------------|-------|
| for 3 ads and more  | 3%    |
| for 6 ads and more  | 5%    |
| for 9 ads and more  | 10%   |
| for 12 ads and more | 12,5% |
| for 18 ads and more | 15%   |
| for 24 ads and more | 20%   |

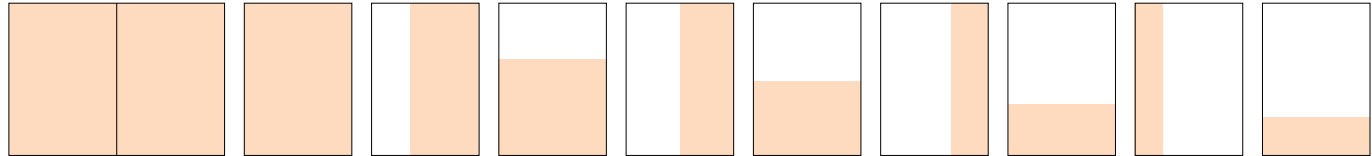
**Repetition scale:**

|              |       |
|--------------|-------|
| for 1 page   | 3%    |
| for 3 pages  | 5%    |
| for 6 pages  | 10%   |
| for 9 pages  | 15%   |
| for 12 pages | 17,5% |
| for 18 pages | 20%   |

**Discounts:**

30% for Business ads and Job ads (offered/wanted)

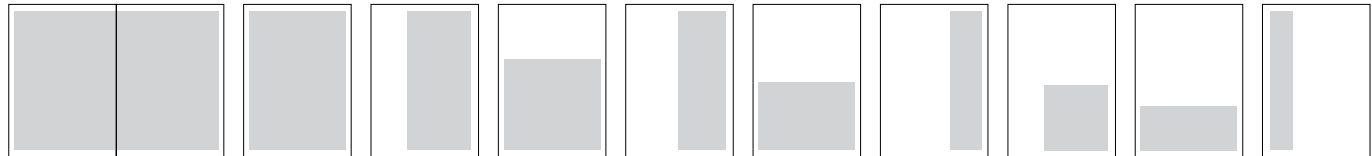
### Trim / Bleed Ads\* (Width x Height = W x H)



| Format      | DPS**     | Full page | 2/3 page portrait | 2/3 page landscape | 1/2 page portrait | 1/2 page landscape | 1/3 page portrait | 1/3 page landscape | 1/4 page portrait | 1/4 page landscape |
|-------------|-----------|-----------|-------------------|--------------------|-------------------|--------------------|-------------------|--------------------|-------------------|--------------------|
| W x H in mm | 420 x 297 | 210 x 297 | 135 x 297         | 210 x 188          | 102 x 297         | 210 x 145          | 69 x 297          | 210 x 99           | 53 x 297          | 210 x 76           |

\* Mult-part, high format and sectional ads should generally be delivered with two cutting trims of **3 mm** each on the right-hand and left-hand side of the document.  
 Double page ads: submit as simple pages and add 3 mm trim each for cutting and milling edges

### Type Area



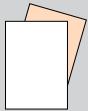
| Format      | DPS*      | Full page | 2/3 page portrait | 2/3 page landscape | 1/2 page portrait | 1/2 page landscape | 1/3 page portrait | 1/3 page 2 columns | 1/3 page landscape | 1/4 page portrait |
|-------------|-----------|-----------|-------------------|--------------------|-------------------|--------------------|-------------------|--------------------|--------------------|-------------------|
| W x H in mm | 402 x 271 | 189 x 271 | 125 x 271         | 189 x 176          | 93 x 271          | 189 x 133          | 63 x 271          | 125 x 128          | 189 x 87           | 45 x 271          |

\*\*DPS = double page ads

1/3 page and smaller: We cannot accept placement requests, such as placement of the ad by itself, on the right-hand page, or right after text, etc.



| Format      | 1/4 page                | 1/4 page              | 1/4   page landscape | 1/6 page             | 1/6 page              | 1/6 page              |
|-------------|-------------------------|-----------------------|----------------------|----------------------|-----------------------|-----------------------|
| W x H in mm | 1,5 columns<br>93 x 133 | 2 columns<br>125 x 98 | 189 x 64             | 1 column<br>63 x 133 | 2 columns<br>125 x 64 | 3 columns<br>189 x 43 |

**Supplements:**

Price:

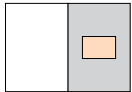
Partial purchase options available.

Until 25 g, maximum size 200 x 290 mm, maximum thickness 2 mm:  
€ 225.– per thousand copies, incl. postal fee.

Inserts must be closed on one side and are attached mechanically parallel to the rib.

Inserts without a closed side, such as fan-fold flyers, have to be inserted manually.

Price on request. Higher weights, larger thicknesses and larger formats are possible as outserts.  
Information and price on request.

**Tip-on cards:**

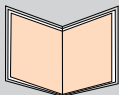
Price:

Partial purchase options available.

Postcards until 25 g, maximum size 148 x 105 mm (DIN A 6):  
€ 130.– per thousand copies, incl. postal fee.  
Booklets, post-it, etc. on request.

Advertising space purchase: Full Page b/w or colour. Invoicing according to price list.

A basic technical charge of € 250.– is raised for all glued inserts that require especially precise gluing due to the design of the advert (e.g. image replication or continuation).

**Bound inserts:**

Purchase options:

Price:

Partial purchase options available.

|                   |            |
|-------------------|------------|
| 2 pages           | € 8,550.–  |
| 2 pages with flap | € 11,700.– |
| 4 pages           | € 14,350.– |
| 6 pages           | € 18,200.– |
| 8 pages           | € 21,700.– |

Technical specifications:

The bound insert must have the same format as the magazine along the bound edge and along at least two other edges. Weltd supplements must be closed along the bound edge. Supplements are included in running page numbering.

Paper heavier than 180g/m<sup>2</sup> price available upon request.

Supplements qualify for discounts (according to quantity discount scale): 1 sheet = 1 ad page.

**Delivery address and specifications:**

See page 11 "Technical Specifications"

To find out the current circulation figures call: +49 (0)89 381620-24

|  |  |
|--|--|
| <b>Format</b>  | DIN A4 (German industrial norm)<br>210 × 297 mm Trim Size,<br>216 × 303 mm Bleed Size, all edges<br>3 mm trim per cutting edge   |
| <b>Type size</b><br><b>Print space</b>                 | 189 mm wide, 271 mm high,<br>3 columns, 63 mm each   |
| <b>Print method</b>                                    | Offset printing/adhesive binding   |
| <b>Paper</b>   | DETAIL Inside pages: Finesse 115 g/m <sup>2</sup> ,<br>DETAIL Cover: Monostar 300 g/m <sup>2</sup> ,<br>DETAIL Green: PlanoPlus 120 g/m <sup>2</sup> ,<br>DETAIL Green Cover: 300 g/m <sup>2</sup>   |
| <b>Copy/Artwork</b>                                    | We accept only digital printing materials.<br>Please ask for our separate specifications data sheet.<br>Artwork with true colours is required for all ads:<br>print samples (on original paper, if possible) or proofs.<br>Digital proofs should be in Iris or Chromalin.<br>Double page ads: submit as single pages and<br>add 3 mm trim each for cutting and milling edges.<br>Multi-part, high-format, sectional ads should generally<br>be delivered with two cutting trims of 3 mm each, on<br>the right-hand and left-hand side of the document. |
| <b>Delivery address<br/>for printing<br/>materials</b> | Stuertz GmbH<br>Advertisingteam DETAIL<br>Alfred-Nobel-Str. 33<br>97080 Wuerzburg, Germany<br>Tel.: +49 (0) 931 385-356<br>Email: detail@stuertz.de (cc: disposition@detail.de)  |

|                       |  |
|-----------------------|--|
| <b>Dates</b>          |  |
| Publication schedule: | 12 times a year therefrom 2 times DETAIL Green |
| Publication dates:    | During the first week of the month             |
| Booking deadline:     | Six weeks prior to publication                 |
| Copy deadline:        | Five week prior to publication                 |

### Delivery of special types of advertising:

|                          |   |
|--------------------------|---|
| <b>Delivery Deadline</b> | 3 weeks prior to the delivery date of the magazine<br>Monday to Friday 6 a.m. to 6 p.m., free house |
|--------------------------|---|

|                         |   |
|-------------------------|---|
| <b>Shipping Address</b> | Stuertz GmbH,<br>LAGER, Einfahrt 4,<br>Alfred-Nobel-Str. 33,<br>97080 Wuerzburg, Germany<br>Tel.: +49 (0) 931 385-851 |
|-------------------------|---|

|                      |   |
|----------------------|---|
| <b>Shipping Note</b> | The shipping note should be applied on the <u>outer side</u> of the pallet or box. It must contain following information:<br>– Customer (orderer)<br>– Project title and issue number<br>– Delivery quantity:<br>· Total weight<br>· Number of pallets and/or boxes<br>· Size and nature of the product (flat, folded)<br>· Address and phone number of the deliverer |
|----------------------|---|

### Circulation monitoring



#### Circulation analysis

Annual average circulation per edition  
July 1, 2010 – June 30, 2011.

#### Print run

34,351

Total circulation 28,933 of which 10,547 copies were  
circulated internationally

Paid circulation 26,505 of which 10,091 copies were  
sold internationally

– subscription copies 24,703

– other sales 425

– retail sales 1,377

#### Complimentary copies

2,428

#### Back issues, archived copies and voucher copies

3,511\*

\* Since January 1, 1995, sales of individual back  
issues from earlier reporting periods have been  
reported by the IWV:

Average sales of individual issues for the period  
of July 1, 2010 – June 30, 2011: 857 copies

### Geographical circulation analysis

| Economic region | Percentage of total circulation | % | copies |
|-----------------|---------------------------------|---|--------|
| Germany         | 64%                             |   | 18,386 |
| International   | 36%                             |   | 10,547 |

#### Total circulation

**100 % 28,933**

#### Nielsen Region I

Schleswig-Holstein 11% 2,020

City of Hamburg

City of Bremen

Lower Saxony

#### Nielsen Region II

North Rhine-Westphalia 19% 3,495

#### Nielsen Region III a

Hessen 18% 3,310

Rhineland-Palatine

Saarland

#### Nielsen Region III b

Baden-Wuerttemberg 17% 3,125

#### Nielsen Region IV

Bavaria 19% 3,495

#### Nielsen Region V

City of Berlin 7% 1,285

#### Nielsen Region VI, VII

Thuringia, Saxony, 9% 1,655

Mecklenburg-Vorpommern,

Brandenburg, Saxony-Anhalt

#### Total circulation Germany

100% 18,386

For a brief summary of the survey methods see page 13.

|                                |   |               |        |                            |     |               |       |                      |   |           |        |          |        |
|--------------------------------|---|---------------|--------|----------------------------|-----|---------------|-------|----------------------|---|-----------|--------|----------|--------|
| <b>1. Nature of the file</b>   | The recipient file contains the addresses of all the recipients arranged according to postcode.   |               |        |                            |     |               |       |                      |   |           |        |          |        |
| <b>2. Examination method</b>   | Distribution analysis through data evaluation – total evaluation  |               |        |                            |     |               |       |                      |   |           |        |          |        |
| <b>3. File evaluation date</b> | 05.09.2011  |               |        |                            |     |               |       |                      |   |           |        |          |        |
| <b>4. Recipient structure</b>  | <p><b>a)</b> Total number of recipients in the file 27,115</p> <p><b>b)</b> Recipient structure of a current average edition according to distribution formats:</p> <table><tr><td>- subscribers</td><td>25,826</td></tr><tr><td>- permanently free samples</td><td>918</td></tr><tr><td>- retail sale</td><td>1,657</td></tr><tr><td>- promotional copies</td><td>–</td></tr></table> <p>Actual number of distributed copies 28,401</p> <table><tr><td>- Germany</td><td>17,126</td></tr><tr><td>- abroad</td><td>11,273</td></tr></table> | - subscribers | 25,826 | - permanently free samples | 918 | - retail sale | 1,657 | - promotional copies | – | - Germany | 17,126 | - abroad | 11,273 |
| - subscribers                  | 25,826  |               |        |                            |     |               |       |                      |   |           |        |          |        |
| - permanently free samples     | 918   |               |        |                            |     |               |       |                      |   |           |        |          |        |
| - retail sale                  | 1,657   |               |        |                            |     |               |       |                      |   |           |        |          |        |
| - promotional copies           | –   |               |        |                            |     |               |       |                      |   |           |        |          |        |
| - Germany                      | 17,126  |               |        |                            |     |               |       |                      |   |           |        |          |        |
| - abroad                       | 11,273  |               |        |                            |     |               |       |                      |   |           |        |          |        |

|   |        |   |       |
|---|--------|---|-------|
| <b>5. Population</b><br>(percentage in the study) |        |   |       |
| Population  | 28,401 | = | 100 % |
| Not included in the study:                        |        |   |       |
| Retail sales                                      | 1,657  |   |       |
| Promotional copies                                | –      |   |       |
| The study represents of the recipient population  | 26,744 | = | 94 %  |

|                                      |   |
|--------------------------------------|---|
| <b>6. Description of the survey:</b> | The evaluation is based on the entire file. The determined percentages for domestic and overseas distribution are based on a projection of the actual annual average circulation in accordance with AMF point 17. |
| <b>7. Study target person:</b>       | n/a   |
| <b>8. Definition of the reader:</b>  | n/a   |
| <b>9. Fluctuation range:</b>         | n/a   |
| <b>10. Study carried out by:</b>     | Publishing House  |
| <b>11. Study carried out in:</b>     | September 2011  |

### Sectors / Trades / Fields / Occupational groups

| Classification nr.  | Receiver groups<br>Name (according to trade classi.)                                | Percent of ascertained readers K1 |                      |
|---------------------|---|-----------------------------------|----------------------|
|                     |   | %                                 | Projection (approx.) |
| 74.20.1             | Architect's office  | 69                                | 17,200               |
| 74.20.4             | Architect's and civil engineering office  | 12                                | 3,000                |
| -                   | Project planning departments of industrial companies, banks, etc.                   | 2                                 | 500                  |
| 75.14               | Planning departments of municipal building departments                              | 7                                 | 1,900                |
| 70.11.3/<br>45.21.2 | Building and housing associations/<br>building construction companies               | 8                                 | 2,000                |
| 74.20.5             | Specialist engineers' office for mechanical services/ statics / structural planning | 2                                 | 400                  |
|                     |   | 100                               | 25,000               |

### Occupational characteristic according to function

|                               | Percent of ascertained readers K1 |                      |
|-------------------------------|-----------------------------------|----------------------|
|                               | %                                 | Projection (approx.) |
| Office management             | 61                                | 15,300               |
| Planning                      | 81                                | 20,300               |
| Design                        | 75                                | 18,700               |
| Tendering, materials planning | 57                                | 14,300               |
| Project management            | 61                                | 15,200               |
| Project leadership            | 60                                | 15,000               |
| Specialist planning           | 63                                | 15,400               |

Multiple answers (100% = 25,000 readers)

### According to position in profession

|  | Percent of ascertained readers K1 |                      |
|--|-----------------------------------|----------------------|
|  | %                                 | Projection (approx.) |
| Owner, co-owner, managing director       | 62                                | 15,500               |
| Office manager in an administrative body | 0                                 | 100                  |
| Head of construction department          | 3                                 | 700                  |
| Department manager                       | 8                                 | 2,000                |
| Project manager/leader                   | 33                                | 8,300                |
| Specialist planner                       | 19                                | 4,900                |
| Other                                    | 3                                 | 700                  |

Multiple answers (100% = 25,000 readers)

### Size of the economic entity according to number of employees

|                       | Percent of ascertained readers K1 |                      |
|-----------------------|-----------------------------------|----------------------|
|                       | %                                 | Projection (approx.) |
| 1 Employee            | 21                                | 5,200                |
| 2 bis 4 Employees     | 30                                | 7,400                |
| 5 bis 9 Employees     | 14                                | 3,400                |
| 10 bis 19 Employees   | 14                                | 3,600                |
| 20 bis 49 Employees   | 11                                | 2,700                |
| 50 and more Employees | 11                                | 2,700                |
|                       | 100                               | 25,000               |

### According to construction volume in € million

|                           | Percent of ascertained readers K1 |                      |
|---------------------------|-----------------------------------|----------------------|
|                           | %                                 | Projection (approx.) |
| below 0,50 Mio.           | 12                                | 3,100                |
| 0,50 to under 1,00 Mio.   | 12                                | 3,000                |
| 1,00 to under 2,50 Mio.   | 16                                | 4,000                |
| 2,50 to under 5,00 Mio.   | 19                                | 4,800                |
| 5,00 to under 25,00 Mio.  | 25                                | 6,100                |
| 25,00 to under 50,00 Mio. | 6                                 | 1,500                |
| 50,00 Mio. and more       | 9                                 | 2,100                |
| no information            | 1                                 | 400                  |
|                           | 100                               | 25,000               |

### According to professional status

|                         | Percent of ascertained readers K1 |                      |
|-------------------------|-----------------------------------|----------------------|
|                         | %                                 | Projection (approx.) |
| Independent, freelancer | 62                                | 15,500               |
| Employed                | 36                                | 9,000                |
| Civil servant           | 2                                 | 500                  |
|                         | 100                               | 25,000               |

For a summary of the survey method, see page 16.

Source: agla a+b 2006 reach analysis.

TNS EMNID, Bielefeld.



www.agla-ab.de

### Reaches

Percent of ascertained readers K1

|  | %  | Projection (approx.) |
|--|----|----------------------|
| Awareness:<br>at least of name                             | 83 | 83,600               |
| Awareness:<br>seen first-hand                              | 73 | 73,500               |
| Widest circle of readers:<br>at least 1 edition in 10 read | 50 | 50,100               |
| K1 value:<br>readership – average edition                  | 25 | 25,000               |

### K1 value according to sector

Classification nr. Receiver groups  
Name (according to trade class.)

Percent of ascertained readers K1

|   | %  | Projection (approx.) |
|---|----|----------------------|
| 74.20.1 Architect's office  | 30 | 17,200               |
| 74.20.4 Architect's and civil engineering<br>office/civil engineering office                                    | 17 | 3,000                |
| – Project planning departments of<br>industrial companies, banks, etc.  | 14 | 500                  |
| 75.14 Planning departments of municipal<br>building departments   | 34 | 1,900                |
| 70.11.3/<br>45.21.2 Building and housing associations/<br>building construction companies<br>with 50+ employees | 18 | 2,000                |
| 74.20.5 Specialist engineers' office for<br>statics / structural planning                                       | 8  | 400                  |

### Reach growth with multiple placements

K1 value Advert placements

|     | 1   | 2   | 3   | 4   | 5   | 6   |
|-----|-----|-----|-----|-----|-----|-----|
| 25% | 25% | 31% | 35% | 38% | 40% | 42% |
|     | 7   | 8   | 9   | 10  | 11  | 12  |
|     | 43% | 44% | 45% | 46% | 46% | 47% |

### Archiving behaviour

Percentage of ascertained readers K1

|  |    |
|--|----|
| entire editions are archived             | 81 |
| individual editions are archived         | 10 |
| editions are circulated                  | 29 |
| editions are thrown away                 | 3  |
| multiple answers (100% = 25,000 readers) |    |

### Heftnutzung

Percentage of ascertained readers K1

|                                   |     |
|-----------------------------------|-----|
| read/opened once                  | 20  |
| read/opened twice                 | 22  |
| read/opened three times           | 17  |
| read/opened more than three times | 40  |
|                                   | 100 |

### Title assessment and reader loyalty

#### Attachment to title

Percentage of ascertained readers K1

|   |     |
|---|-----|
| Scale value A: "very attached to it"          | 29  |
| Scale value B:                                | 29  |
| Scale value C:                                | 18  |
| Scale value D:                                | 12  |
| Scale value E:                                | 6   |
| Scale value F:                                | 5   |
| Scale value G: "very little attachment to it" | 1   |
| Average (A = 7, G = 1) 5.4                    | 100 |

### Professional use

Percentage of ascertained readers K1

|                 |     |
|-----------------|-----|
| 5 very high use | 33  |
| 4               | 41  |
| 3               | 20  |
| 2               | 5   |
| 1 no use        | 1   |
| Average 4.0     | 100 |



### Titel profile

Percentage of ascertained readers K1

|   | %  |
|---|----|
| Sound articles  | 72 |
| Especially up to date   | 34 |
| Well-researched topics and articles                                   | 37 |
| Reports factually and objectively                                     | 36 |
| Includes background information                                       | 21 |
| Problem-oriented  | 28 |
| Critical  | 9  |
| Places architecture and technical themes in a somewhat larger context | 31 |
| Attractive edition design   | 39 |
| Future oriented   | 26 |
| Attractive themed editions  | 41 |
| Clear layout throughout the entire edition                            | 38 |
| Written clearly   | 38 |
| Able to be recommended  | 53 |
| No other journal could take its place                                 | 30 |
| Includes high-quality architectural photographs                       | 24 |
| Contains interesting and helpful product information                  | 39 |
| Opinion-forming, provides a forum for qualified architects            | 10 |
| Includes international architecture                                   | 39 |
| Varied  | 34 |
| Delivers ideas, sets trends, provides stimuli                         | 51 |
| I look forward to each edition  | 27 |
| Multiple answers (100% = 25,000 readers)                              |    |

### Summary of the Survey Method used for the agla a+b 2006 comparative reach analysis in line with the requirements of the ZAW (Zentralverband der deutschen Werbewirtschaft – Central Association of the Advertising Industry in Germany) scheme

#### 1. Method:

1st step: computer-aided telephone screening interviews (C.A.T.I.) to determine the size of the population

2nd step: computer-aided telephone interviews (C.A.T.I.) using title cards

#### 2. Population:

a. Compiling/recording the population:

Architects and civil engineers in the Federal Republic of Germany involved in civil engineering planning activities in the twelve months prior to the survey, or involved in several system product or brand decisions as part of civil engineering projects during the past twelve months and employed in one of the following: architects offices, civil engineering offices, architects and civil engineering offices, construction planning departments of industrial companies or banks, etc., municipal building planning departments, construction and housing associations, construction companies with 50+ employees, specialist engineering offices for statics/structural engineering drawings.

b. 100,300 architects and civil engineers; 59,000 architects and 41,300 civil engineers

#### 3. Reader definition:

K1 = User of an average edition

#### 4. Study time period:

January 9, 2006 – March 28, 2006

#### 5. Study carried out by:

TNS Emnid, Bielefeld

A comprehensive summary of the survey method used can be found at [www.agla-ab.de/analyse](http://www.agla-ab.de/analyse).



## DETAIL SPAIN



First published 2002  
**Publication dates**  
10 times a year  
there from 2 times **DETAIL Green**

Circulation: 9.000 copies  
Language: spanish  
Distribution: Spain

**Advertisement:**  
1/1 Page 4c € 2,950.-  
BD: 5 weeks prior to publication  
CD: 4 weeks prior to publication

**Publisher:**  
Reed Business Information, S.A.  
**Elena Sarachu**  
Zancoeta, 9  
48013 Bilbao  
Spain

Tel.: +34 (0)944 285629  
Fax: +34 (0)944 285633  
e-Mail: detail.adv@rbi.es  
www.rbi.es

## DETAIL CHINA



First published 2005  
**Publication dates**  
6 times a year

Circulation: 6.700 copies  
Language: chinese  
Distribution: China

**Advertisement:**  
1/1 Page 4c € 3,000.-  
BD: 5 weeks prior to publication  
CD: 4 weeks prior to publication

**Publisher:**  
Dalian University of Technology Press –  
Dalian Zhongwei Information Company  
**Lepus Zhang (Ms.)**  
1105, Tower B, 80 Software Park Road  
Dalian, 116024  
Liaoning Province, PRC  
Tel.: +86 411 84707606  
Fax: +86 411 84707606  
e-Mail: lepuszhang@126.com  
www.dutp.cn

10% combination discount with simultaneous placement in the German **DETAIL** edition. Further information and download of the ratecard at [www.detail.de/english](http://www.detail.de/english)  
BD = Booking deadline, CD = Copy deadline

### Profile

DETAIL is one of the most respected architectural journals in the world. Architects, planners, engineers, and construction-industry workers in over 80 countries appreciate and use the technically-oriented documents and information it contains. The standalone magazine concept offers high professional value. The USPs are the design drawings that precisely document the constructed buildings. The content consists of five different sections: discussion, reports, documentation, technology and products. Since 2004, the international edition of DETAIL has been published in English six times a year. With a circulation of 12,500, it is sold in the UK, USA, Australia and Asia. Alongside the usual 6 DETAIL editions covering construction-related topics and a DETAIL Konzept edition focusing on a building type, 2 additional editions of DETAIL Green offer practical information on all aspects of sustainable planning and construction.

### Dates

Publi. schedule: Eight times a year therefrom 2 DETAIL Green  
Publication dates: During the first week of the month  
Booking deadline: Six weeks prior to publication  
Copy deadline: Five weeks prior to publication

### Circulation:

12,500 copies  
Breakdown: 8,000 copies UK/Ireland  
550 copies retail sales  
1,400 copies Europe (without UK)  
1,400 copies USA/Canada  
600 copies Australia/New Zealand  
300 copies Asia  
250 copies rest of world

### Format

DIN A4 (German industrial norm), 210 × 297 mm Trim Size  
216 × 303 mm Bleed Size, all edges  
3 mm trim per cutting edge

### Type size

189 mm wide, 271 mm high  
3 columns, 63 mm each

### Print method

Offset printing/adhesive binding

### Paper

DETAIL: Inside pages Finesse 115 g/m<sup>2</sup>, cover Monostar 300 g/m<sup>2</sup>,  
DETAIL Green: PlanoPlus 120 g/m<sup>2</sup>, cover 300 g/m<sup>2</sup>

### Copy/Artwork

We accept only digital printing materials. Please ask for our separate specifications data sheet. Artwork with true colours is required for all ads: print samples (on original paper, if possible) or proofs. Digital proofs should be in Iris or Chromalin. Double page ads: submit as single pages and add 3 mm trims each for cutting and milling edges. Multi-part, high-format, sectional ads should generally be delivered with two cutting trim of 3 mm each, on the right-hand and left-hand side of the document.

### Delivery address for printing materials

Institut fuer internationale Architektur-  
Dokumentation GmbH & Co. KG,  
Attn. Peter Gensmantel  
Hackerbruecke 6, 80335 Munich, Germany  
Phone +49 (0)89 3816 20 -13,  
Fax +49 (0)89 3816 20-99,  
Email: gensmantel@detail.de (cc: disposition@detail.de)

### Publisher

Institut fuer internationale Architektur-  
Dokumentation GmbH & Co. KG  
Location: Hackerbruecke 6, 80335 Munich, Germany  
Postfach 20 10 54, 80010 Munich, Germany  
www.detail.de/english

### Internet:

### Advertising department:

Edith Arnold, Telefon (089) 38 16 20-48  
Telefax (089) 38 16 20-99  
E-Mail anzeigen@detail.de

### Payment terms

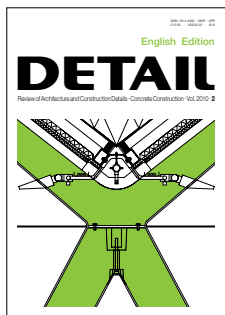
Net 30 days, within 14 days of payment – 2% discount,  
3% discount for payment by bank draft.

### Bank information

Deutsche Bank AG  
Account no. 2 223 394  
(Bank routing no. 700 700 10)  
SWIFT code: DEUT DEM M  
IBAN: DE 07700700100222339400  
VAT no. DE 813 334 479  
Tax no. 9/147/246/10073

### General Terms Conditions:

All advertisement orders will be processed in accordance with the General Terms and Conditions of the publishing house at: [www.detail.de/mediadaten](http://www.detail.de/mediadaten)



| Issues 2012   | Publishing date   | Topic  | Products   |
|---|-------------------|--|--|
| <b>DETAIL 1</b><br>BD: 05.12.11<br>CD: 12.12.11       | <b>16.01.2012</b> | <b>Solid Forms of Construction</b>           | Concrete, Brick and Stone Construction / Cladding and Surfaces<br>Interior Walls, Ceilings and Acoustics<br>Wall and Floor Tiles                           |
| <b>DETAIL 2</b><br>BD: 19.01.12<br>DU: 26.01.12       | <b>01.03.2012</b> | <b>Timber Construction</b>                   | Timber Construction / Windows and Doors<br>Insulation / Flooring<br>Landscaping  |
| <b>DETAIL Green 1</b><br>BD: 21.03.12<br>CD: 28.03.12 | <b>02.05.2012</b> | <b>Sustainable Planning and Construction</b> | Photovoltaics / Timber Construction and Derived Timber Products / Interior Finishes, Flooring, Ceilings / Energy-Efficient Facades                         |
| <b>DETAIL 3</b><br>BD: 21.03.12<br>CD: 28.03.12       | <b>02.05.2012</b> | <b>“Concept” Gastronomy and Catering</b>     | Interior Design Restaurants and Kitchen<br>Bathrooms and Sanitary Ware / Lift, Stairs and Escalators<br>Fire Protection / Ecobuild and Futurebuild Review  |
| <b>DETAIL 4</b><br>BD: 21.05.12<br>CD: 28.05.12       | <b>02.07.2012</b> | <b>Cost-Effective Building</b>               | Cost-Effective Building<br>Glass / Lighting and Control<br>Access, Smart House   |
| <b>DETAIL 5</b><br>BD: 20.07.12<br>CD: 27.07.12       | <b>03.09.2012</b> | <b>Facades</b>                               | Facades / Solar Power and Solar Thermal<br>Anti-glare Shielding / Heating, Ventilation, Air Conditioning and MVHR<br>CAD and Software                      |
| <b>DETAIL Green 2</b><br>BD: 21.09.12<br>CD: 28.09.12 | <b>02.11.2012</b> | <b>Sustainable Planning and Construction</b> | Heating, Ventilation and Cooling Systems / Thermal Insulation / Energy-Efficient Lighting / Photovoltaics / Solar-Thermal Energy / Green Roofs and Facades |
| <b>DETAIL 6</b><br>BD: 21.09.12<br>DU: 28.09.12       | <b>02.11.2012</b> | <b>Load Bearing Structures</b>               | Steel, Lightweight and Offsite Building Construction<br>Roofs and Drainage<br>Refurbishment / Interior Design / BAU 2013 Preview                           |
| <b>DETAIL 1/2013</b><br>BD: 29.11.12<br>CD: 06.12.12  | <b>10.01.2013</b> | <b>Concrete</b>                              | Construction / Interior Walls, Ceilings and Acoustics<br>Wall and Floor Tiles / Insulation<br>BAU 2013 Review  |

| Format  | Type Area Ads  |                          | Trim / Bleed Ads |           | Surcharge   | Mono b/w             | 4 decorative colours* |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
|---|--|--------------------------|------------------|-----------|---|----------------------|-----------------------|--------------------|----|--------------------------|------------|----|--------------------|----|--|-------------|----|--------------------|-----|--|-------------|-----|---------------------|-------|--|-------------|-----|---------------------|-----|--|--------------|-------|---------------------|-----|--|--------------|-----|
|   | Width mm   | Height mm                | Width mm         | Height mm | €   | €                    | €                     |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
| DPS   | 402  | 271                      | 420              | 297       | 622.–   | 6,220.–              | 8,220.–               |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
| Full Page   | 189  | 271                      | 210              | 297       | 311.–   | 3,110.–              | 4,110.–               |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
| 2/3 Page  | portrait   | 125                      | 271              | 135       | 297   | 210.–                | 2,100.–               | 3,100.–            |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
|   | landscape  | 189                      | 176              | 210       | 188   |                      |                       |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
| 1/2 Page  | portrait   | 93                       | 271              | 102       | 297   | 156.–                | 1,555.–               | 2,555.–            |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
|   | landscape  | 189                      | 133              | 210       | 145   |                      |                       |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
| 1/3 Page  | portrait   | 63                       | 271              | 69        | 297   | 104.–                | 1,037.–               | 2,037.–            |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
|   | two colums   | 125                      | 128              |           |   |                      |                       |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
|   | landscape  | 189                      | 87               | 210       | 99  |                      |                       |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
| 1/4 Page  | portrait   | 45                       | 271              | 53        | 297   | 78.–                 | 778.–                 | 1,558.–            |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
|   | two colums   | 125                      | 98               |           |   |                      |                       |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
|   | landscape  | 189                      | 64               | 210       | 76  |                      |                       |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
| 1/6 Page  | portrait   | 63                       | 133              |           |   |                      | 518.–                 | 1,298.–            |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
|   | two colums   | 125                      | 64               |           |   |                      |                       |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
|   | landscape  | 189                      | 43               |           |   |                      |                       |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
| <b>Paketage</b>   | 6 × 1/1 page (Custom ad sizes are available upon request)<br>4 × 1/1 page (Custom ad sizes are available upon request)   |                          |                  |           |   | 15,600.–<br>10,900.– | 20,600.–<br>14,400.–  |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
| Prices exclude value added tax and sales tax. The publishing house's current Terms and Conditions apply, they can be found at: <a href="http://www.detail.de/agb">www.detail.de/agb</a> |  |                          |                  |           |   |                      |                       |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
| <b>* Decorative colours / Surcharge:</b>  | Blue HKS 47 (Pantone Process Cyan), Magenta HKS 25 (Pantone Process Magenta), Yellow HKS 3 (Pantone Process Yellow); four-coloured = Euroscale. All HKS and Pantone colours, except basic Euroscale. |                          |                  |           | <b>Discounts</b> (for purchases within on insertion year):  |                      |                       |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
| <b>Placement:</b>   | Following acceptance of a commitment to place ads in specific locations (minimum format: 1/3 page): 20%. Island ads: 30%.  |                          |                  |           | <b>Quantity scale:</b>  |                      |                       |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
| <b>Combined discount:</b>   | 10% discount for DETAIL English if you also book an advertisement in the DETAIL German edition.  |                          |                  |           | <table border="0"> <tr> <td>for 3 ads and more</td> <td>3%</td> <td><b>Repetition scale:</b></td> <td>for 1 page</td> <td>3%</td> </tr> <tr> <td>for 6 ads and more</td> <td>5%</td> <td></td> <td>for 3 pages</td> <td>5%</td> </tr> <tr> <td>for 9 ads and more</td> <td>10%</td> <td></td> <td>for 6 pages</td> <td>10%</td> </tr> <tr> <td>for 12 ads and more</td> <td>12,5%</td> <td></td> <td>for 9 pages</td> <td>15%</td> </tr> <tr> <td>for 18 ads and more</td> <td>15%</td> <td></td> <td>for 12 pages</td> <td>17,5%</td> </tr> <tr> <td>for 24 ads and more</td> <td>20%</td> <td></td> <td>for 18 pages</td> <td>20%</td> </tr> </table> |                      |                       | for 3 ads and more | 3% | <b>Repetition scale:</b> | for 1 page | 3% | for 6 ads and more | 5% |  | for 3 pages | 5% | for 9 ads and more | 10% |  | for 6 pages | 10% | for 12 ads and more | 12,5% |  | for 9 pages | 15% | for 18 ads and more | 15% |  | for 12 pages | 17,5% | for 24 ads and more | 20% |  | for 18 pages | 20% |
| for 3 ads and more  | 3%   | <b>Repetition scale:</b> | for 1 page       | 3%        |   |                      |                       |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
| for 6 ads and more  | 5%   |                          | for 3 pages      | 5%        |   |                      |                       |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
| for 9 ads and more  | 10%  |                          | for 6 pages      | 10%       |   |                      |                       |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
| for 12 ads and more   | 12,5%  |                          | for 9 pages      | 15%       |   |                      |                       |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
| for 18 ads and more   | 15%  |                          | for 12 pages     | 17,5%     |   |                      |                       |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
| for 24 ads and more   | 20%  |                          | for 18 pages     | 20%       |   |                      |                       |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |
|   |  |                          |                  |           | <b>Discounts:</b> 30% for Business ads and Job ads (offered/wanted)   |                      |                       |                    |    |                          |            |    |                    |    |  |             |    |                    |     |  |             |     |                     |       |  |             |     |                     |     |  |              |       |                     |     |  |              |     |

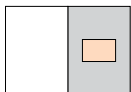
**Supplements:**

Price:

Partial purchase options available.

Until 25 g, maximum size 200 x 290 mm, maximum thickness 2 mm:  
€ 225.– per thousand copies, incl. postal fee.

Inserts must be closed on one side and are attached mechanically parallel to the rib.

Inserts without a closed side, such as fan-fold flyers, have to be inserted manually.Price on request. Higher weights, larger thicknesses and larger formats are possible as outserts.  
Information and price on request.**Tip-on cards:**

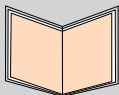
Price:

Partial purchase options available.

Postcards until 25 g, maximum size 148 x 105 mm (DIN A 6):  
€ 130.– per thousand copies, incl. postal fee.  
Booklets, post-it, etc. on request.

Advertising space purchase: Full Page b/w or colour. Invoicing according to price list.

A basic technical charge of € 250,-- is raised for all glued inserts that require especially precise gluing due to the design of the advert (e.g. image replication or continuation).

**Bound inserts:**

Purchase options:

Price:

Partial purchase options available.

|                   |           |
|-------------------|-----------|
| 2 pages           | € 2.700,– |
| 2 pages with flap | € 3.700,– |
| 4 pages           | € 4.600,– |
| 6 pages           | € 5.800,– |
| 8 pages           | € 6.900,– |

Technical specifications:

The bound insert must have the same format as the magazine along the bound edge and along at least two other edges. Weltd supplements must be closed along the bound edge. Supplements are included in running page numbering.

Paper heavier than 180g/m<sup>2</sup> price available upon request.

Supplements qualify for discounts (according to quantity discount scale): 1 sheet = 1 ad page.

**Delivery address and specifications:**

See page 11 "Technical Specifications"

**To find out the current circulation figures call: +49 (0)89 381620-24**

DETAIL Print

and

DETAIL Online

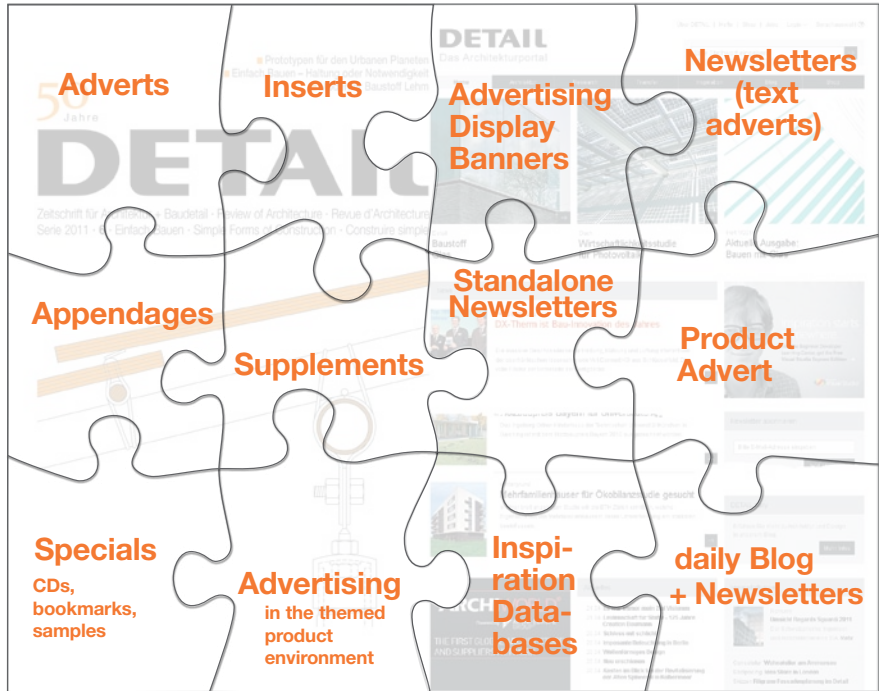
## Print and Online

Cross-medially you can reach your target group more quickly and directly using various channels.

Overall German-language contact opportunities:

- Over 28,000 distributed copies per issue
- 41,000 newsletter recipients
- 310,000 unique users per month

Take advantage of the variety of cross-media campaigns. We're also happy to develop other customized AdSpecials (microsites, market research, competitions, sales lead generation etc.).



Increase the coverage and the advertising success of your campaign

Available cross-media packages:

## 1. Aim: Recognition

- Banner placement in the relevant themed environment
- Advertorial in DETAIL daily
- Print adverts or inserts

## 2. Aim: Information

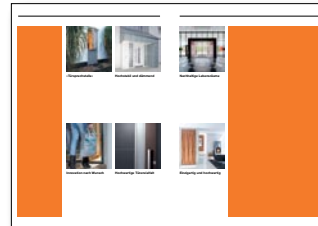
- Appendages or print adverts
- Standalone newsletter/newsletter text advert
- Themed worlds/microsites with your own exclusive content

## 3. Aim: Product placement

- Print adverts in the themed product environment
- Product adverts in your product's themed channel
- Reference inspiration database

## New: DETAIL microsities

Print advert



Banner



Newsletter



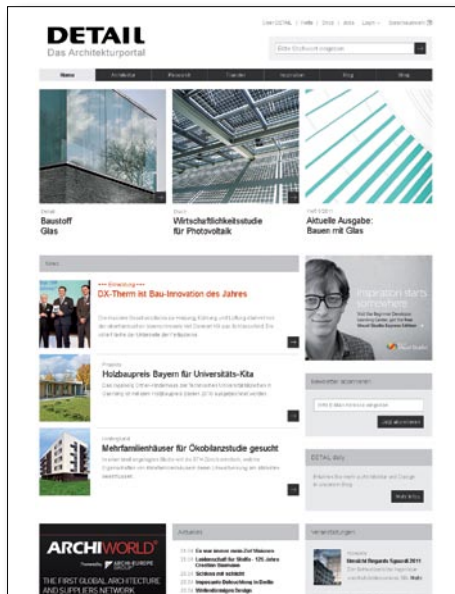
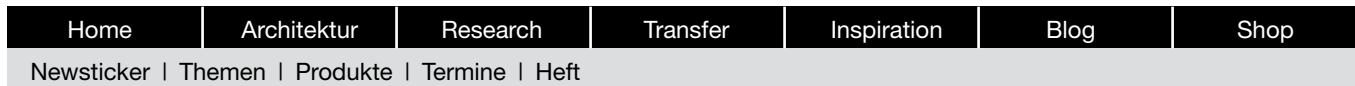
Inspiration



Insert



Contact us for advice on the best package for you – we're happy to help!



**DETAIL.de** is DETAIL's international architecture portal. It combines all DETAIL's online offerings into one comprehensive website. DETAIL.de highlights the latest developments in the sector and provides more in-depth information on the articles contained in the print edition as well as specialist knowledge for architects. Using DETAIL.de you can reach the following user groups\*:

- 66.8% work for an architecture and/or construction company
- 50.5% are employed in planning and drafting
- 25.3% are managers/office managers

Use the following environments to get your advertising message to our highly attractive target group:

- Themes – specialist information edited and selected by architects for architects
- Products – new materials and developments, selectable according to trade
- Inspiration – outstanding reference projects for new plans and ideas
- DETAILdaily Blog + Newsletter – daily stimulus for architects and designers

93.4% consider detail.de to be reputable and trustworthy\*

77.6% regard detail.de as the core information source for the sector\*

65.1% ascribe detail.de a high professional value\*

85.3% would recommend detail.de\*

Contact us for more information about our users – we're happy to help!

\*Source: Dr Markus Schnepfer, online user survey 08/2011. Basis: 627 respondents.

- > 1.600.000 page impressions
- > 580.000 visits
- > 310.000 unique user

Average number of users per month as of August 2011.



| Advertising | (all formats available as expandables) | Size in px                                      | CPT*              |
|-------------|--|---|-------------------|
| 1           | Supersize Banner/<br>Leaderboard       | 728 x 90  | € 50,-            |
| 2           | Wide<br>Skyscraper                     | 120 x 600<br>140 x 600<br>160 x 600             | € 50,-            |
| 3           | Hockeystick                            | 728 x 90 and 160 x 600<br>(one below the other) | € 70,-            |
| 3           | Wallpaper                              | 728 x 90 and 160 x 600<br>(one below the other) | € 85,-            |
| 4           | Medium Rectangle                       | 300 x 250                                       | € 75,-            |
| 4           | Video advert                           | 300 x 250                                       | € 85,-            |
| 5           | Banderole advert                       | 770 x 250                                       | € 85,-            |
| 6           | Product advert – content               | 600 x 200                                       | € 990,- per month |
| 7           | Product advert – sidebar               | 300 x 125                                       | € 490,- per month |

**Data format** JPEG, GIF, Flash files (up to a maximum of 100 KB), Data type and size of video advertisements available on request.

**Data delivery** Digital to [disposition@detail.de](mailto:disposition@detail.de), 5 working days before placement

**Discounts**

|                        |      |
|------------------------|------|
| 75,000 ad impressions  | 3,0% |
| 110,000 ad impressions | 5,0% |
| 150,000 ad impressions | 7,5% |

The minimum booking 25,000 ad impressions.

**Crossmedia discount** 10% discount on online placement if print and online are booked simultaneously (within one month).

\* CPT (Cost per thousand ad impressions).  
All prices are exclusive of VAT, the publisher's current Terms and Conditions apply – see [www.detail.de/mediadaten](http://www.detail.de/mediadaten)

With the DETAIL newsletter  
you can reach more than 41,000  
German-speaking recipients.

**DETAIL**  
Das Architekturportal

**DETAIL aktuell**

**Ein Werkstoff für die besten Architektinnen der Welt**

**Empire Riverside Hotel Hamburg**

**Zaha Hadid's Opera House in China**

**Your text advert**

**Your picture**

### DETAIL news

The editorial newsletter is a monthly round-up of news relating to the content of the latest print edition. It is supplemented by editions of Green, which focus on sustainability. Themed special newsletters are also occasionally published.

### Print Edition Newsletter Prices (CPT\*)

| DETAIL news   | german** | english** | italian** |
|---|----------|-----------|-----------|
| Text advert<br>(four lines of text / 65 characters<br>plus headline, logo/picture and link) | € 65,-   | € 70,-    | € 70,-    |
| Banner (468 x 60 px)  | € 40,-   | € 40,-    | € 40,-    |

### DETAIL aktuell – DETAIL's stand-alone newsletter

Be the sole cooperation partner! DETAIL distributes the newsletter and takes care of the design. You decide on content and graphics/images. A stand-alone edition and therefore exclusively yours!

Publication frequency: determined individually following discussion  
 Split runs: only available for the German-language edition  
 Minimum run: 5,000 subscribers

### Standalone Newsletter Prices (CPT\*)

| DETAIL aktuell       | german** | english** | italian** |
|----------------------|----------|-----------|-----------|
| > 10.000 subscribers | € 235,-  | € 250,-   | € 250,-   |
| < 10.000 subscribers | € 295,-  | € 250,-   | € 250,-   |

\* CPT (Cost per thousand recipients; translations calculated separately)  
 All prices are exclusive of VAT, the publisher's current Terms and Conditions apply – see [www.detail.de/mediadaten](http://www.detail.de/mediadaten)  
 \*\* Current circulation on request.



Blog

\* in rotation  
All prices are exclusive of VAT, the publisher's Terms and Conditions apply – see [www.detail.de/mediadaten](http://www.detail.de/mediadaten)

- > 120.000 page impressions
- > 70.000 visits
- > 40.000 newsletter subscribers

Average user numbers per month as of May 2011.



Newsletter

### DETAIL daily

DETAILdaily is DETAIL's daily newsletter + blog. The newsletter includes news and facts about architecture and design and provides offices with new ideas, being topical, inspiring and eye-catching. The target group comprises design-oriented architects and interior designers. The blog provides more in-depth detail and space in advertorials for appropriate projects and product presentations.

Outstanding results from the current user survey\*:

**80.8%** like DETAILdaily

**81.9%** give DETAILdaily a rating of very good/good as a trend-setter and stimulus generator

**75.3%** would always recommend DETAILdaily to others\*

### Prices DETAILdaily Blog

| Available formats*                   | Price per month per format |
|--------------------------------------|----------------------------|
| 1 Halfsize banner (468 x 60 px)      | € 1.190,- net              |
| 2 Big halfsize banner (468 x 120 px) |                            |
| 3 Skyscraper (160 x 600 px)          |                            |
| 4 Medium rectangle (300 x 250 px)    |                            |

### Prices DETAILdaily Newsletter

| Available formats*                   | Price per month (= 4 issues per month) |
|--------------------------------------|--|
| 1 Halfsize banner (468 x 60 px)      | € 1.190,- net                          |
| 2 Big halfsize banner (468 x 120 px) |  |

### Prices DETAILdaily Newsletter + B log

| Available formats*   | Price                 |
|--|-----------------------|
| 5 Partner logo (100 x 50 px)   | € 890,- net per month |
| 6 Advertorial (text max. 750 characters, up to 5 pictures, min. 500 px). One-off exclusive position in newsletter and permanent placement in blog. | € 990,- net           |

\*Source: Dr Markus Schnepfer, online user survey 08/2011. Basis: 627 respondents.

**Institut für internationale  
Architektur-Dokumentation  
GmbH & Co. KG**  
Advertising Department  
Hackerbruecke 6  
80335 Munich  
Fax: +49 (0)89 3816 20-99



**Advertising Sales Director**  
Edith Arnold  
T: +49 (0)89 3816 20-48  
E: arnold@detail.de



**Director advertisement  
scheduling**  
Claudia Wach  
T: +49 (0)89 3816 20-24  
E: wach@detail.de



**Advertisement scheduling**  
Romy Früh  
T: +49 (0)89 3816 20-68  
E: frueh@detail.de



**Online Sales Director**  
Tanja Pawlik  
T: +49 (0)89 3816 20-34  
E: pawlik@detail.de



**Account Manager Online**  
Sandra Pfaffenberger  
T: +49 (0)89 3816 20-63  
E: pfaffenberger@detail.de



**Berlin, Brandenburg,  
Mecklenburg-Vorpommern,  
Saxony, Saxony-Anhalt and  
Thuringia**  
Villwock Media Service  
Reinhard Villwock  
John-Sieg-Str. 22A, 10365 Berlin,  
Germany  
P: +49 (0)30 291 10 06  
F: +49 (0)30 29 00 24 16  
E: villwock@skyhawk-germany.com



**North Rhine Westfalia,  
Lower Saxony, Schleswig-Holstein,  
Hamburg, Bremen**  
Verlagsbüro DETAIL Birgit Merz  
Breslauer Strasse 3, 42781 Haan,  
Germany  
P: +49 (0)2129 34 88 81  
F: +49 (0)2129 34 39 71  
M: +49 (0)175 225 56 16  
E: birgit.merz@detail.de



**Rhineland-Palatinate,  
Hesse and Saarland**  
Verlagsbüro Karl-Heinz Hörnle  
Sophie-Rosenthal-Str. 19,  
60388 Frankfurt/Main, Germany  
P: +49 (0)6109 227 72  
F: +49 (0)6109 227 44  
E: info@verlagsbuero-hoernle.de



**Baden-Wuerttemberg, Switzerland  
and Liechtenstein**  
MedienService Michael Fuhrmann  
Maybachstrasse 22, 71404 Korb, Germany  
P: +49 (0)7151 205 54-0  
F: +49 (0)7151 205 54-29  
E: michael@fuhrmann-medienservice.de



**Bavaria, Austria**  
MedienService Peter Schachtl  
Am Point 10, 83075 Bad Feilnbach  
Germany  
P: +49 (0)8064 90 59 75  
F: +49 (0)8064 90 59 74  
E: medienservice@schachtl.de



**International except UK, CH, A, FL**  
Cézanne Sales Services  
Denise Cézanne-Güttich  
Rotdornstrasse 2  
41352 Korschenbroich  
Germany  
P: +49 (0)2182 5783973  
F: +49 (0)2182 5783975  
E: dcg\_detail@cezannesales.com



**Great Britain**  
Synergy Group Media  
Roy Kemp,  
SBC House, Restmor Way  
Wallington, Surrey SM6 7AH  
Great Britain  
P: +44 (0)20 8255-2121  
F: +44 (0)20 8255-2123  
E: detail@synergygm.com