



Portfolio

Knowledge

Industry

World of work

Architecture

Eye care

Trades

Fine living

Media and
Services

konradin
publishing group



Konradin Publishing Group is one of the largest providers of specialist information within the German-speaking world.

The Konradin media portfolio comprises some 50 trade and special interest magazines, online portals and live event series, backed up by professional services ranging from corporate publishing to printing.








Konradin, a family-owned company founded in 1929, has today grown to become a successful independent media group with a consolidated group turnover of some Euro 105 million, employing around 600 people.

Konradin magazines stand out through their subject-specific expertise and many have been keeping the industries they serve informed for decades.

The core activity of Konradin Media is to deliver professional information tailored to requirements across all channels. Usefulness and efficacy are the prime concern, together with a focus on identifying developments early and highlighting prospects in order to inspire new approaches.

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You will not find this kind of variety in any kiosk!



+++ Special-Interest Magazines +++ Planning, Building, Designing +++ Furnishing, Interior Design +++ Design Engineering, Production, Industry Processes +++



+++ Eye Care +++ Purchasing, Logistics +++ Fine Living, Lifestyle +++ Occupational Health and Safety +++



direktabo.de – Discover the vast array of information offered by more than 40 magazines and choose your individual gift from a wide range of attractive offers! That's how magazine subscription works today.

The fascination of knowledge

Our range of media

- Consists of special-interest magazines for discerning readers on topics including science, history, nature and sustainability.
- offers one of Germany's largest online networks of knowledge.

Our target groups

- Seek in-depth information and are inquisitive, committed people who place high value on education and culture and often maintain Pan ecologically-responsible lifestyle.
- Are often influential people in their communities and belong to high social strata.

Not only that, but

- Our online shops offer related textbooks and other non-fiction books, technology toys for hobbyists, and high-quality gift ideas.
- Exclusive reader trips with members of the editorial team take readers to exciting places around the world.

bild der wissenschaft

publishes news about research in the natural and life sciences, medicine, technology and social disciplines, as well as examining the consequences of these for our everyday lives.

[daily newsletter](#)
wissenschaft.de



For many years, bild der wissenschaft has been awarding the German Prize for Science Photography together with the Brendel press office in Düsseldorf.

DAMALS

explores the world of history. The magazine presents well-researched information on a wide array of areas, cultures and ages for interested lay people, and reflects the latest state of historical research.

[weekly newsletter](#)
damals.de

natur

is the magazine for nature-conscious living. It is aimed at the modern "green generation" who combine their love of nature with a desire for sustainability and protection of the environment and nature. "natur" fascinates, informs and inspires.

[weekly newsletter](#)
natur.de

S² ScienceBlogs™

scinexx.de

wissen.de

The online network of knowledge

With a reach of 6.5 million page impressions per month, we can offer you one of Germany's largest networks in the knowledge segment:

- wissenschaft.de
- natur.de
- damals.de
- scinexx.de
- scienceblogs.de
- wissen.de



Media sales contact

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The network of expertise for industry

Our range of media

- Includes 18 media brands including journals, special publications and online portals for decision-makers in industry.
- Includes publications many of which have been published for decades in their home market, enjoying the confidence of businesses and advertisers.
- Communicates directly with high-profile executives in a huge range of positions.

Our target groups

- Are general decision-makers, or specialists requiring information on specific sectors and innovative new growth areas within their industries.
- Use our media to keep up-to-date on the latest innovations, and have for many years testified to the credibility, expertise and influence of our market-leading technical periodicals.

Not only that, but...

- As a network for industry communications, we enable our clients to communicate with their target groups across a range of media including print publications and websites, and through events, media partnerships and corporate publishing. We are your expert partner for fully-integrated communication with industry.

For more information please visit media.industrie.de

Your quick link to us

Phone +49 711 7594-552
media.industrie@konradin.de

Industrie

anzeiger

is a high-quality professional journal that reaches top decision-makers across the German manufacturing industries: owners, CEOs, technical directors or (in larger companies) the technical management team.

[Newsletter](#)
industrieanzeiger.de
 Event: Robotics Congress

Industrie.de

Das Industrie-Portal

is an online portal for the process industries and related industrial service providers.
industrie.de

Beschaffung

aktuell

is the trade magazine for strategic purchasing and supply management. The members of the German Federal Association of Materials Handling, Purchasing and Logistics (BME) and the ÖPWZ receive Beschaffung aktuell as part of their membership package.

[Newsletter](#)
beschaffung-aktuell.de

Sicherheits-beauftragter

looks at the risks present in day-to-day company operations, and possible safety measures for combating them. It gives safety officers the information they need for their work on behalf of and in the interests of the workforce and the company.
 See also „World of work“, page 9

[Newsletter](#)
sicherheitsbeauftragter.de
 Event: Tag der PSA

QUALITY ENGINEERING

covers market and application-focused aspects of quality management and assurance as well as production measurement technology.

[Newsletter](#)
qe-online.de
 Events: InnovationsForum, Praxistag, Medtech meets Quality

Sicherheits-ingenieur

is the independent trade magazine for safety and health at work, delivering the information required to ensure safe, problem-free operation, and prevent damage, accidents and illnesses.

See also „World of work“, page 9
sicherheitsbeauftragter.de



Automationspraxis

provides practical and application-oriented information for decision-makers in the process industries who are searching for intelligent automation solutions for their companies.

[Newsletter](#)
automationspraxis.de
 Events: Expertenforen

mav

Innovation in der spanenden Fertigung

focuses on metal processing. Its target groups are production and manufacturing managers in machine/vehicle manufacturing, electrical engineering, consumer goods, and tool and mould-making.

[Newsletter](#)
mav-online.de
 Event: mav Innovationsforum

elektro AUTOMATION

presents developments in the world of electrical automation technology for specialists and managers in design/development, systems planning and integration, production management and technical business management.

[Newsletter](#)
wirautomatisierer.de
 Event: AUTOMATION AWARD



KEM Konstruktion

is a leading specialist publication for designers, development engineers and technical managers with problem-solving, optimisation, planning and decision-making roles within the fields of mechanical and electrical engineering.

[Newsletter](#)
kem.de
 Events: Konstrukteurstage

medizin & technik

delivers engineering information for the growth market of medical technology and news about the development and manufacture of medical equipment.

[Newsletter](#)
medizin-und-technik.de
 Event: Medtech meets Quality

medicine & technology

With international editions medicine&technology in English.

Konradin Industry Events:

- Innovationsforen
- Expertenforen
- Praxistage
- Konstrukteurstage
- AUTOMATION AWARD
- Medtech meets Quality
- ENGINEERING CAMPUS



The network of expertise for industry

EPP
Elektronik Produktion + Prüftechnik

is dedicated to practical and application-oriented topics relating to the electronics manufacturing and testing industry, with a focus on PCB, component manufacturing and chip packaging alongside testing and inspection procedures.

[Newsletter](#)
epp-online.de

Event: EPP InnovationsFORUM Germany

cav
chemie anlagen verfahren

For almost 50 years, cav chemie anlagen verfahren has been the established practice magazine on the market and takes an application-oriented look at processes, systems, apparatus and components for the chemical and pharmaceutical industries.

[Newsletter](#)
prozestechnik-online.de

Event: cav InnovationsFORUM

Pharma
produktion

looks at products and technical solutions from the specific viewpoint of the pharmaceutical industry, covering products, packaging, management and services.

[Newsletter](#)
prozestechnik-online.de

dei die ernährungs industrie

is the trade magazine for the whole of the food and luxury goods industries, focusing on all aspects of food processing.

[Newsletter](#)
prozestechnik-online.de

EPP
EUROPE
Electronics Production and Test

With international editions
EPP EUROPE in English.

cpp
chemical plants & processes

With international editions
cpp chemical plants & processes in English.

prozestechnik
online

The joint website of the process-engineering titles represents a comprehensive knowledge portal for the chemical, pharmaceutical and food industries.

prozestechnik-online.de





Our range of media

- Focuses on the interaction between employees and the workplace, whether it be in the office or the production environment.
- informs about health questions and safety guidelines or techniques.

The SI-Akademie

- organises seminars, conferences and events with topics ranging from the environment to health and safety at work. These seminars can be individually tailored to the customer's requirements and staged in-house.

ErgoMed

is the magazine for applied occupational health and corporate health management. It provides a bridge between scientific research and occupational health practice.

ergo-med.de

Papier + Technik

is a magazine for employees of the German paper industry, published by the Federation of Employers in the German Paper Industry (VAP). Themes range from social, economic and environmental policy to paper technology.

papierundtechnik.de

DGUV faktor arbeitsschutz

is dedicated to all aspects of occupational health and safety, prevention and legal requirements. A practice-oriented focus provides the reader with useful information and tips from the experts. The magazine is issued by the German Social Accident Insurance (DGUV).

dguv-faktor-arbeitsschutz.de

SI-Akademie

für Sicherheit + Gesundheit bei der Arbeit

The „SI-Akademie für Sicherheit + Gesundheit bei der Arbeit“ (SI Academy for Occupational Health and Safety) closely collaborates with the editorial staff of „Sicherheitsingenieur“.

SI-Akademie training programs are geared to the requirements and interests of safety engineers, experts for industrial safety, safety and security officers, ergonomists, corporate health officers, executives and health managers. The seminars cover a wide range of topics, focusing mainly on occupational health and safety, but also on topics from other fields.

With its program, SI-Akademie wants to help to improve the working conditions in production and offices. In the field of ergonomics, there is a close collaboration with the „Interessengemeinschaft der Rückenschullehrer/innen e.V. (IGR)“ (community of interest of back trainers) and interesting seminars are organized in cooperation with the IGR.



Tag der PSA

27th September 2016 in Heidelberg

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Our range of media

- Documents everything happening within the market in a creative and design-, technology- and user-oriented way, in two media – print and online.
- Spans the entire construction process from initial design right through to implementation, including interiors and exteriors.
- Provides comprehensive information tailored to the target group, from the initial consultation to the finished project.

Our target groups

- Are architects, engineers, planners, interior designers and office planners.
- Thanks to HandelsDIGEST include those working in the fields of lifestyle and décor too.

Not only that, but...

- As specialists in architecture we offer individually tailored solutions for communicating with potential customers through print and online media, via events, or through corporate publishing.
- Special internet guides offer users an overview of the most important manufacturer and industry websites.
- Market research studies such as tests of copy and visuals provide valuable insights into your target audience.



stands for solutions in the areas of design, construction equipment, building physics and aesthetics. Practical product and system information mean expert advice is always assured. The bba info service helps architects and manufacturers to get in touch directly over the internet.

[Newsletter](#)
bba-online.de

ARCGUIDE

bringt Hersteller und Architekten zusammen

arcguide.de is one of the most important German-speaking architecture portals on the market. Manufacturers can present their reference projects, innovations and production solutions to architects and planners in article form. All press releases are automatically published in the arcguide newsletter. Architectural firms can also publish free office profiles at arcguide.de, to ensure their current projects receive maximum attention.

[Newsletter](#)
arcguide.de



Wide-ranging architecture criticism, building culture, technical innovations, the building stock... these are the central themes covered in db deutsche bauzeitung, the oldest and best-known of Germany's architecture periodicals.

[Newsletter db und db-Metamorphose](#)
db-bauzeitung.de

db-Ortstermin

The renowned series of events by db: 1 project, 1 afternoon, 35 architects, organized by db deutsche bauzeitung, moderated by the editorial team of db and the relevant project architect, together with a maximum of 3 manufacturers involved in the project, explaining solutions on site at the object



db-Wettbewerb



»Respekt und Perspektive«
Bauen im Bestand Preis 2016

This prize is awarded for renovations, conversions and extensions where exemplary, innovative solutions were implemented that go beyond technically established standards and that were designed with outstanding quality.



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can be found at:**
architektur.konradin.de



is the international platform for high-quality interior design and interior furnishing. The crossmedia brand family offers quality reporting on products, case studies and design solutions for interior designers, architects and furnishing planners.
[Newsletter](#)
md-mag.com



Four issues of md Office in cooperation with Mensch&Büro 2017 in February, May, August and October. The focus is on products and room solutions from the office furniture sector, supplemented with specialist articles, interviews and trends in ergonomics.



The md live event series offers high-quality content in a sophisticated setting.

Topics so far:
 HAPTICS, ACOUSTICS,
 LIGHT, Round Table
 of Textiles, COLOUR

MENSCH & BÜRO

Information platform with the latest news from the office furniture sector, trade-fair and seminar dates, job offers and product innovations.

The magazine md Office is published 4 times a year in cooperation with Mensch&Büro.
[Newsletter](#)
menschundbuero.de

HANDELS DIGEST

is an established trade journal presenting the most important innovations in the fields of lifestyle, interior design, homes, cooking and luxury goods and services.
[Newsletter](#)
handelsdigest.de

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**Further information
 can be found at:**
architektur.konradin.de



Our range of media

- Enjoys a strong market presence, built upon influential titles that have been considered “must-reads” within the industry for decades, both in print and online.
- Is based on a series of concepts tailored to specific target groups.

Our target groups

- Include self-employed and employed opticians, industry specialists, purchasers and sales executives, optometrists, ophthalmologists, contact lens specialists, students – in short, the current and future decision-makers from the optics industry.

Not only that, but...

- **AO-Info, the global optics database**, gives subscribers an online overview of key manufacturers’ addresses and offers search functions for rapid access.
- The website **www.der-augenoptiker.de** offers news, jobs and product information. This cross-media approach strengthens the position of DER AUGENOPTIKER within the market.
- DER AUGENOPTIKER offers readers and media partners further added value in the form of **exclusive trips for readers, events, innovation days and seminars.**



is a specialist in knowledge | fashion | management. With an ideal mix of articles, the magazine shares the latest expert knowledge and reports on company management issues as well as the latest trends and marketing. Its influence in the industry is reflected in the large proportion of industry players who subscribe to it, and its large classified ads section.

[Newsletter](#)
der-augenoptiker.de

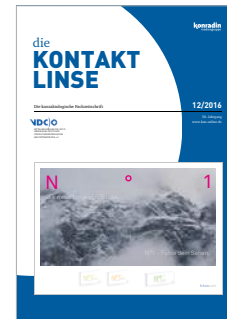


With the end-user magazine „DURCHBLIKKER“, DER AUGENOPTIKER proves to be a true inspiration for the sector. In cooperation with other industry partners, the magazine provides interesting facts from the world of eye care, presented comprehensively and in an entertaining manner.



has been the official magazine for members of the VDco for over 50 years and is the oldest and best-known German-language contact lens magazine.

[Newsletter](#)
kon-online.de



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Our range of media

- Documents everything happening within the market in a creative and design-, technology- and user-oriented way, in two media – print and online.
- Includes trade magazines, online portals, events and customer magazines.

Our target groups

- Are carpenters and joiners, painters and decorators, plasterers, and (in the case of Lackierblatt) specialists in vehicle painting and bodywork repairs.

Not only that, but...

- Special internet guides offer users an overview of the most important manufacturer and industry websites.
- Market research studies such as panel surveys and tests of copy and visuals provide unique insights into target groups.

BM

provides vital inspiration and key practical tips to boost the commercial success of joiners, cabinet-makers, window fabricators, interior decorators, shopfitters, trade fair stand builders and interior fitters.

Topics include: design, materials, fittings, production, marketing, sales and assembly.

[Newsletter](#)
[bm-online.de](#)

Malerblatt

is a modern trade magazine offering the painting and decorating, plastering and fit-out industries sound expertise in the fields of technology, design and company management. A wide variety of online services additionally offer ample opportunity for multi-media communication.

[Newsletter](#)
[malerblatt.de](#)

dds

is the innovative trade magazine for joiners, cabinetmakers, interior contractors and window fabricators. It offers monthly reports on design, technology, marketing and training.

[Newsletter](#)
[dds-online.de](#)

Lackiererblatt

is the magazine for vehicle painting, bodywork and repairs. Richly illustrated, it communicates its subject matter through easy-to-understand user reports, articles and interviews.

[Newsletter](#)
[lackiererblatt.de](#)

[Möbel] VERKAUFEN

is the new trade magazine for carpenters and joiners. The magazine provides essential ideas and inspiration for companies that complement their product range with trade goods such as furniture, kitchens, lighting and accessories.

[Newsletter](#)
[mv-verkaufen.de](#)

werkzeugforum.de

DAS INFOPORTAL FÜR WERKZEUGPROFIS

is the Internet portal for the professional tool user. It is a comprehensive information and service platform aimed at buyers from the trades and industry, as well as manufacturers and dealers.

[Newsletter](#)
[werkzeugforum.de](#)

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Our range of media

- Provides dealers and experts in catering and luxury goods distribution and manufacture with all of the key industry information, continuing right along the chain to include consumers too.
- Provides a full update on developments in the worlds of wine, tobacco and luxury goods and services.
- Reaches its audience by taking a cross-media approach featuring print magazines, websites (with all the additional benefits that they bring) and newsletters published on a regular basis.

Our target groups

- Are discerning in their choice of wines, tobaccos and fine living.
- Include producers, suppliers, consumers and sales representatives for products in these sectors.

Not only that, but...

- The selection independent jury regularly carries out systematic tastings of luxury goods and publishes its favourites in the magazine. With its unbiased reporting and high-quality design, selection is a delight for the senses.

DIE TABAK ZEITUNG

is the communication channel for the tobacco industry in Germany, forming a vital link in the marketing chain between the tobacco industry and wholesalers and retailers.

[weekly newsletter](#)
tabakzeitung.de

TJI TOBACCO JOURNAL INTERNATIONAL

is the leading, Englishlanguage trade magazine for the international tobacco industry and its suppliers.

[weekly newsletter](#)
tobaccojournal.com

SMOKERSCLUB

is the highest-circulation customer magazine for the tobacco trade. It delivers in-depth and varied information about the world of cigars, pipes and smoking accessories.

WEINWISSER

is an exclusive, independent information service for wine experts and connoisseurs, and is one of the most important sources of wine ratings and buying advice for high-quality wines.

weinwisser.com

selection

DAS GENUSSMAGAZIN

comes out quarterly, in March, June, September and November, and is one of Germany's leading luxury goods and services magazines, covering a whole host of interesting themes relating to wine, food, culture and travel.

aus-lust-am-genuss.de



selection regularly holds renowned tasting competitions.



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Services



Corporate
Media Services

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Media
Production

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Shops for
Specialist
Literature, Non-
Fiction Literature,
Gifts

Seite 18





What we offer

We specialise in tailored, company-specific B2B communication. Our range of services includes all types of corporate communication: print, online and events. We offer expert advice and develop compelling concepts in collaboration with our customers. Our technical and industry expertise focuses on the same areas as those covered in our media, particularly architecture and trades, the world of work, and additionally science and technology.

We can prepare content for you whatever level of detail is required, whether it is for a magazine or a newsletter, a specialist Internet forum or a popular science magazine.

Our services range from the initial concept to final implementation and include all necessary consulting, project management, cost control, graphics and editing services.

We are always looking for opportunities to take a cross-channel approach.



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context

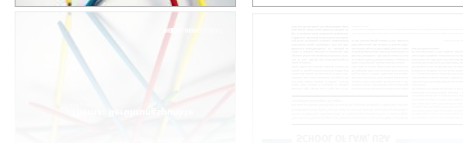
Every issue of the customer magazine "context" features a different cover story informing readers about the projects, partners, products and customers of HeidelbergCement. Four times a year, the customer magazine is sent to civil engineers, architects, planners and manufacturers.

Often awarded:



Armstrong Reference book

Packed with case studies, this reference guide from flooring manufacturer Armstrong provides inspiration for architects and interior designers. More than 200 pages long, it showcases a selection of international projects to demonstrate the wide range of possible applications for the company's products.



Swiss Medtech Industry

In collaboration with the editorial staff of the trade magazine medizin&technik, Konradin Relations devised the content and design concept and the editorial focus of the magazine "Swiss Medtech Industry" for the Medical Cluster, an association of Swiss med-tech companies.

archiTEC24.de

The online magazine www.archiTEC24.de, which is geared to the specific requirements of architects, was conceived for the company Viessmann. The magazine includes monthly reports on reference projects, written by expert architectural journalists. On top of these come the latest reports on various aspects of heating and air-conditioning technology.



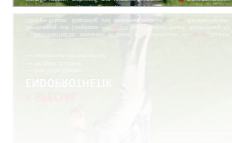
Laminated Glass News

This 16-page print newsletter from Kuraray is published once a year with a print run of 10,000 copies and is mailed to architects and engineers. The newsletter has had a makeover to make it more like a newspaper. Konradin Relations now also project-manages, produces and prints the newsletter.

manufakTOUR



The Konradin Media Group created this event format in collaboration with four companies, inviting architects on an exclusive two-day tour to give forty architects the opportunity to visit companies and take a closer look at the production processes on-site. Architects and company representatives are given ample opportunity to network and deepen important relationships. The first tour took place in autumn 2015 in East Westphalia with support from companies Bette, COR, FSB and MWE.



What we offer

KonradinHeckel is a leading media production service provider and one of Germany's largest web offset printers. It operates from two plants in Leinfelden and Nuremberg, where our state of the art production facilities are able to print your jobs to the highest professional standards.

In short, we deliver tomorrow's standards today.

We specialize in

- magazines/customer magazines
- catalogues and inserts

Our range of services spans prepress, sheet-fed and web offset printing as well as postpress and innovative ideas for your printed product.

High-performance machinery

means to us: We operate five Manroland web offset presses: one 16-page, one 32-page, one 48-page and two 72-page presses. There is full compatibility between the two sites for all products and, thanks to our in-house production according to the offset printing process standard, a high degree of reliability is assured. With CO₂-checked, FSC®- und PEFC certification, carbon-neutral, environmentally-friendly production is also guaranteed.

teamwork-net

Our teamwork-net Internet portal allows you to transmit your print data quickly and securely, to make corrections and to issue approvals. All those involved can check the current state of production at any time and from any location. The result: simplified approval, short throughput times, lower costs.

Print&Forest environmental project

Through Print & Forest we offer every customer the opportunity to obtain carbon-neutral printed products from us. We plant trees in Paraguay for each print job carried out under the initiative. The round Print & Forest logo, which our customers can have displayed on the cover of their publication if they wish, specifies the precise number of trees planted.

www.print-and-forest.de



TurnPages

turns your e-paper into a real page-turner. Use TurnPages – the ePaper with turning pages – to make the best possible impression. Its attractive turning pages function allows the look and feel of the printed product to be experienced online. If you want, you can take it further and add numerous further functions such as online shops.

www.turnpages-smart.de

konradin PRINTSHOP

Thanks to the Konradin PRINTSHOP you can now order your bespoke printed materials online. From business cards and trade fair flyers through to full product catalogues, online you can find the entire range of services, including web offset printing. Even the shipping is free-of-charge. Trusted Shops certification ensures the safe and responsible handling of your valuable data. The free, integrated easyDesigner lets you create your professional documents online like a pro in only five minutes, without any previous design experience.

www.konradin-PRINTSHOP.de



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www.konradinheckel.de





The Shop for specialist literature, non-fiction books, high quality gifts

What we offer

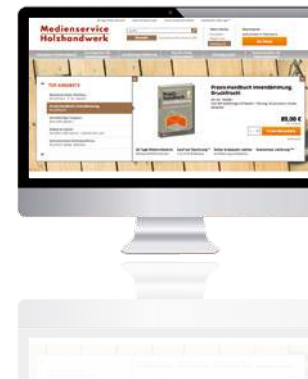
Through its various target-group-specific shops selling specialist literature, textbooks and high-quality gifts, Medienservice Konradin supplements the information in Konradin's specialist media with extra information tailored to each group of readers, and so further boosts customer loyalty. Konradin Medienservice reaches its target audience through print campaigns, email marketing and online shops.

Our specialist literature shops stock a wide range of specialist books, reference works, demo videos and CD-ROMs for specific subject areas, including introductory works for trainees and titles covering specialist fields and legal or management questions, as well as current trends.

Trade media shops

The trade media shops provide high-quality information in the fields of architecture, construction, carpentry and joinery, as well as for painters and decorators and medics.

- www.architekturbuch.de
- www.bm-medienservice.de
- www.dds-medienservice.de
- www.malerblatt-medienservice.de
- www.medienservice-holz.de
- www.medienservice-medizin.de



wissenschaft-shop.de

www.wissenschaft-shop.de covers science, technology, nature and history. We have made it our business to source a special range of products that offer discerning target groups knowledge, enlightenment and fun.

www.wissenschaft-shop.de



Extraordinary and creative gift ideas, such as ...

Flexipor glider: This model airplane is made of extremely robust Flexipor and weighs only 53 grams – with a much better stability than its counterparts made of wood or foam.

These magic vases will puzzle your guests. Narrow and light, they have no foot and yet remain stable. The secret lies in a magnet under the surface of the table, which holds them in place.

Zoomer TM Bentley 2.0.: The interactive little robotic dog learns and understands 50 different tricks and commands. Its intelligent playing behaviour makes it the perfect interactive pet.

Media Services Konradin

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