



# Portfolio

Knowledge

Industry

World of work

Architecture

Eye care

Trades

Fine living

Media and  
Services

**konradin**  
publishing group

Konradin  
„informs  
and  
inspires“

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 EUR 105 million, employing around 500 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.

## Content

### Media:

- 4 Knowledge
- 6 Industry
- 10 World of work
- 12 Architecture
- 16 Eye care
- 18 Trades
- 20 Fine Living

### Services:

- 24 Market research
- 26 Corporate Media Services
- 28 Media production
- 30 The shop for specialist literature, non-fiction books, gifts

# Media 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 an ecologically-responsible lifestyle.
- are often opinion leaders within society and are amongst the higher education and income levels.

## 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**

**natur**

**NR** *Naturwissenschaftliche  
Rundschau*

**DAMALS**

**GALORE**  
INTERVIEWS



### The online network of knowledge

With a reach of 3,4 million page impressions per month, we can offer you one of Germany's largest networks in the knowledge segment:

**wissen.de** wissen.de the knowledge portal  
**scinexx.de** scinexx.de the science online magazine  
**wissenschaft.de** wissenschaft.de the science portal  
**DAMALS.de** damals.de the history platform  
**natur.de** natur.de the portal for a world in transition  
**ScienceBlogs** scienceblogs.de the blogger site



### bild der wissenschaft

provides an insight into the fascinating world of science. It informs readers about exciting new findings and describes expertly and graphically how today's research will change our tomorrow. Complex research made transparent, investigated at the pulse of science, classified by the top researchers in every discipline – all stand-out features for over 60 years now.

[täglicher Newsletter](#) • [wissenschaft.de](#) • [bdw+](#)



### natur

is the magazine for a world in transition. natur shows the world's fascinating flora and fauna, shares biological knowledge and explains ecological principles. Breathtaking photo series, reports from the field and background stories take the reader into nature.

[wöchentlicher Newsletter](#) • [natur.de](#)



### DAMALS

is the magazine for history: To make sense of today, you must understand the past – presented within DAMALS. DAMALS provides the historical facts, analyses and illustrates the motivation of the participants, makes decision-making processes open and sheds light upon societal developments – for over 50 years now.

[wöchentlicher Newsletter](#) • [damals.de](#) • [DAMALS+](#)



### NR Naturwissenschaftliche Rundschau

offers a monthly in-depth look at the fascinating world of science. By bringing together biology, physics, geosciences, medicine and chemistry, Naturwissenschaftliche Rundschau provides a comprehensive understanding of the different areas of science.

[naturwissenschaftliche-rundschau.de](#)

### GALORE

is the first and only German magazine that devotes itself to interviews painting a picture of people from the arts and culture, society and politics. The interviews follow the credo of John Irving who said: "A good conversation knows its course." Each issue is supplemented by the latest news from music, film and literature.

[Newsletter](#) • [galore.de](#)



#### Media sales contact

*bild der wissenschaft*  
*natur*

*Naturwissenschaftliche Rundschau*  
 Silvija Pozgaj  
 Phone +49 711 7594-363  
 silvia.pozgaj@konradin.de

*DAMALS*  
 Eileen Miccoli  
 Phone +49 711 7594-366  
 eileen.miccoli@konradin.de

*Online Network Knowledge*  
 Simone Hermann  
 Phone +49 711 7594-546  
 simone.hermann@konradin.de

*GALORE*  
 Nils Klein  
 Phone +49 231 557131-21  
 klein@galore.de



# Media Industry

## Our range of media

- comprises 16 media brands: Trade magazines, title websites, newsletters as well as online portals and trade events for decision-makers in the 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 decision-makers in the central sectors of the industry or specialists using focused information in important sub-sectors or innovative growth areas.
- 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...

- our portfolio enables a cross-media, audience-specific approach in print and online, through events and even media partnerships. We are the competent partner for integrated communication in the industry.

For more information, please visit [media.industrie.de](http://media.industrie.de)

## Your quick link to us

Phone +49 711 7594-552  
[media.industrie@konradin.de](mailto:media.industrie@konradin.de)

**Industrie**  
anzeiger

**Industrie.de**

**Beschaffung**  
aktuell

**QUALITY**  
**ENGINEERING**

 **Sicherheits-**  
**ingenieur**

 **Sicherheits-**  
**beauftragter**

**medizin**  
& **technik**

**maV**  
Innovativ in der spannenden Fertigung

**Automations**  
**praxis**

**KEM** Konstruktion  
Automation

**EPP**  
Elektronik Produktion + Profitechnik

**EPP**  
EUROPE

**cav**

**phpro**

**dei**

**prozesstechnik**  
online

 **ErgoMed**  
Praktische Arbeitsmedizin



### Industrie anzeiger

informs top decision-makers across the industry: owners, CEOs, technical managers of medium-sized companies or the technical management team of larger companies.

[Newsletter](#) • [industrieanzeiger.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](#)



### 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, Qualitätssicherung in der additiven Fertigung



### Industrie.de

is the overarching online trade portal for digitalisation in manufacturing.

[Newsletter](#) • [industrie.de](#)

### 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 10

[sifa-sibe.de](#) • [SibePlus](#)

Events: Si-Akademie



### 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 10

[Newsletter](#) • [sifa-sibe.de](#) • [SibePlus](#)

Events: Si-Akademie



### ErgoMed Praktische Arbeitsmedizin

is the magazine for applied occupational health and corporate health management. It bridges the gap between scientific research and occupational health practice. See also "World of work", page 10

[ergo-med.de](#)





delivers engineering information for medical technology and news relevant for the development and manufacture of medical equipment and products.

[Newsletter](#) • [medizin-und-technik.de](http://medizin-und-technik.de)



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](http://mav-online.de)

Events: Expert forums



is the engineering magazine for designers, development engineers and technical management in mechanical and plant engineering. The main topics are drive technology, automation, components, materials & processes and methods/tools.

[Newsletter](#) • [kem.de](http://kem.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](http://automationspraxis.de)

Events: Expert forums



*Media sales contact*  
All objects on page 7,  
Automationspraxis, mav,

Joachim Linckh  
Phone +49 711 7594-565  
[joachim.linckh@konradin.de](mailto:joachim.linckh@konradin.de)

*All other objects in this area*  
Andreas Hugel  
Phone +49 711 7594-472  
[andreas.hugel@konradin.de](mailto:andreas.hugel@konradin.de)



#### Konradin Industry Events:

- Innovation forums
- Expert forums







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](#)

Events: EPP Innovation FORUM Germany, Expert forums



International editions of EPP Europe in English.

[Newsletter](#) • [epp-europe.eu](#)



For more than 50 years, cav has been the established practice magazine on the market and reports on processes, plants, apparatus and components for the chemical industry in an application-oriented manner.

[Newsletter](#) • [prozesstechnik-online.de](#)



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

[Newsletter](#) • [prozesstechnik-online.de](#)



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

[prozesstechnik-online.de](#)



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

[Newsletter](#) • [prozesstechnik-online.de](#)

Events: Expert forum on food safety



# Media    World of Work

## **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-Academy**

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



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.

[Newsletter](#) • [sifa-sibe.de](#) • [SibePlus](#)

Events: Si-Akademie



is the magazine for applied occupational health and corporate health management. It bridges the gap between scientific research and occupational health practice.

[ergo-med.de](#)



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.

[Newsletter](#) • [sifa-sibe.de](#) • [SibePlus](#)

Events: Si-Akademie



The Si-Academy for Health and Safety co-operates closely with the trade journals Sicherheitsingenieur (Safety Engineer) and Sicherheitsbeauftragter (Safety Officer). Their training courses are aimed at safety engineers, specialists in occupational safety, safety officers, ergonomists, occupational health and safety officers, executives and health managers. Within the area of ergonomics, there is also an official co-operation with the Interessengemeinschaft der Rückenschullehrer/innen e.V. (IGR).

[Newsletter](#) • [si-akademie.de](#)



Impression from  
"Tag der PSA"



### Contact Si-Akademie

Martina Langenstück  
Phone +49 711 7594-4607  
[martina.langenstueck@konradin.de](mailto:martina.langenstueck@konradin.de)

### Media sales contact

Joachim Linckh  
Phone +49 711 7594-565  
[joachim.linckh@konradin.de](mailto:joachim.linckh@konradin.de)

# Media Architecture

## Our range of media

- documents everything happening in the market in a creative and design-, technology- and user-oriented way, spanning online channels as well as the social media channels.
- covers 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 group

- are architects, civil engineers, planners, interior designers and office planners.

## 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.

**bba**  
bau | beratung | architektur

**db**  
deutsche bauzeitung

**arcguide**

**md**  
interior | design | architecture

**MENSCH & BÜRO**  
... die akademie



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.

Expertise in five sections:  
building envelope, building elements, interior design, energy, aspects.  
Well-founded, objective reporting with object reports, technical articles, product applications and inspiring product ideas:

- Project requirement and solution at a glance
- Project description with planning participation and executors
- Statements by project participants from the respective perspective
- Legal requirements for implementing projects in line with regulations
- More information on the topic with links to further information

In addition, 8 bba dossiers provide access to focus topics.

[Newsletter](#) • [bba-online.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](#) • [dbPlus](#)



### db-Ortstermin

Live or digital. db's established event series, moderated by the db editorial team.

- live on site: 1 project, 1 afternoon, approx. 35 architects. Presentations by the respective project architect and the manufacturer involved in the project, explaining their planning and solutions on site.
- digital: 1 project, 2 hours, approx. 200 architects, video site visit with db architectural film, moderated online discussion round with the architect and the manufacturer.

db-WETTBEWERB



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.



### Media sales contact

*db*

Cornelia Huth-Neumann  
Phone +49 711 7594-372  
[c.huth-neumann@konradin.de](mailto:c.huth-neumann@konradin.de)

*bba*

Melanie Turzer  
Phone +49 711 7594-357  
[melanie.turzer@konradin.de](mailto:melanie.turzer@konradin.de)

### Further information

can be found at:

[www.architektur.konradin.de](http://www.architektur.konradin.de)

### ARCGUIDE+

Die Infothek für Architekten, Planer und Designer

Architects, planners, interior designers, designers and office planners are looking for inspiration and impulses for their daily work. arcguide.de is the ideal information portal with current projects and product reports from the industry, which are additionally sent out twice a week by newsletter.

The „News“ section additionally provides information on event tips, trade fair dates, exhibitions and the „Tenders“ section perfectly rounds off the information portal.

Since 2020, the arcguide special edition „innovative projects“ is published annually and is enclosed with the trade media bba, db and md. References are edited together with the architectural office involved featuring background knowledge and a project description and are published on a double page spread.

[Newsletter](#) • [arcguide.de](#)

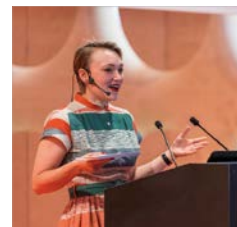
### md

INTERIOR | DESIGN | ARCHITECTURE

is the independent and international platform for high-quality interior design and sophisticated object furnishing. Clearly structured and with a sophisticated look.

md presents trend-setting interior design. In three thematic blocks per issue, md presents pioneers and ground-breaking projects of the various disciplines and conveys comprehensive knowledge about materials and products. Selective, credible and discerning.

[Newsletter](#) • [md-mag.com](#) • [mdPlus](#)



With its specialist events, md embodies content marketing par excellence!

Topics: Sustainability, office and acoustics.

Flurfunk md - a webinar series for interior designers.



### MENSCH&BÜRO

die akademie

When it comes to specialist knowledge about the „office“, the Mensch&Büro-Akademie has been the right address since 1991. The academy offers a wide range of training courses and events throughout the German-speaking world, both on site and online. Here, seminar participants acquire qualified knowledge on all aspects of the office. In the publicly accessible seminars, expert speakers show how office work can be organized in a healthy, safe and effective manner. Anyone looking for individual learning opportunities will also find what they are looking for here: The Mensch&Büro-Akademie organizes in-house seminars for companies.

[www.menschundbuero.de](#)



#### Media sales contact

[arcguide.de](#)  
Sandra Mack (Projektleitung)  
Phone +49 711 7594-395  
[sandra.mack@konradin.de](mailto:sandra.mack@konradin.de)

[md](#)  
Petra Wehinger  
Phone +49 711 7594-404  
[petra.wehinger@konradin.de](mailto:petra.wehinger@konradin.de)

[Mensch&Büro-Akademie](#)  
Martina Langenstück  
Phone +49 711 7594-4607  
[martina.langenstueck@konradin.de](mailto:martina.langenstueck@konradin.de)



„More than  
40 print and online,  
media brands  
covering 7 topic areas“

# Media Eye care

## Our range of media

- features a strong market presence, the magazines have been essential reading in the industry for decades now – both print and online.
- includes individual concepts specifically aligned to the respective target group.

## Our target groups

- are self-employed and employed opticians, professionals within the eye care industry, buyers and sales personnel in specialist opticians, optometrists, ophthalmologists, contact lens specialists, students – the present and future deciders in the eye care industry.

## Not only that, but...

- **AO-Info**, the comprehensive digital supplier directory, is the universal reference and work tool for everyone in the eye care industry.
- the **AO-Info engraving directory** simplifies the free, quick and precise identification of lens engravings by leading manufacturers.
- the editorial newsletters, which are published several times a month, offer readers a wide range of news on products, jobs, videos and much more.
- the portfolio is rounded off by special editions covering a multitude of subjects.
- the [www.der-augenoptiker.de](http://www.der-augenoptiker.de) website offers news, job vacancies and product information. The trans-media focus strengthens the position of DER AUGENOPTIKER within the market.
- through its trips for readers, events and practice days, DER AUGENOPTIKER offers additional added value for readers and media partners.



## Know-how for opticians



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. A reliable subscriber base and a large classified ads section are proof of its reputation as the industry's mouthpiece.

Newsletter • [der-augenoptiker.de](http://der-augenoptiker.de) • [AugenoptikPlus](http://AugenoptikPlus)



has been the oldest and most renowned contactology journal in the German language for over 50 years. The magazine provides information on current specialist research publications and publishes clinical contributions in the form of case studies, regular book reviews as well as congress and industry reports

Newsletter • [kon-online.de](http://kon-online.de) • [AugenoptikPlus](http://AugenoptikPlus)

**fachjobs24.de**  
Das Stellenportal für Ihren Erfolg!

A wide range of job offers for opticians in cooperation with fachjobs24.de



**Media sales contact**  
Petra Sonnenfroh-Kost  
Phone +49 711 7594-306  
[petra.sonnenfroh-kost@konradin.de](mailto:petra.sonnenfroh-kost@konradin.de)



# Media Trades

## 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 long-established trade magazines with a stable subscriber base.

## Our target groups

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

## Not only that, but...

- special company directories provide an overview of the most important companies in the sectors
- market research studies such as copy tests, market surveys and ad tests provide unique insights into target groups.

**BM**  
Interiäusbau / Möbel / Bauelemente

**dds**  
MÖBEL UND AUSBAU

**Malerblatt**

**Lackierer**  
**blatt**



provides indispensable impulses and practical tips for the business success of carpenters, joiners, window makers, object fitters, shop fitters, trade fair fitters and interior fitters. Topics are: Design, materials, fittings, production, marketing, sales and assembly.

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



### 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](#)



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

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



### Lackierer blatt

is the magazine for vehicle painting, bodywork and repairs. Richly illustrated, it communicates its key topics through easy-to-understand user reports, articles and interviews. The website offers industry news, a company directory, videos and services

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



#### Media sales contact

*BM*

Claudia Weygang

Phone +49 711 7594-410

[claudia.veygang@konradin.de](mailto:claudia.veygang@konradin.de)

*dds*

Andreas Schweizer

Phone +49 711 7594-435

[andreas.schweizer@konradin.de](mailto:andreas.schweizer@konradin.de)

*Malerblatt*

*Lackiererblatt*

Carola Gayda

Phone +49 711 7594-432

[carola.gayda@konradin.de](mailto:carola.gayda@konradin.de)

# Media

## Fine living

### Our range of media

- provides retailers and experts in the trade, catering and manufacturing industry with all the key industry information and completes the circle right through to the end consumer.
- provides a full update on developments in the worlds of wine, gourmet topics and tobacco.
- 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...

- selection regularly conducts objective tastings of gourmet products with its own independent panel of experts and presents recommended products to its readers. With its unbiased reporting and high-quality design, selection is a delight for the senses.

**DTZ.**

**SMOKERSCLUB**

**WEINWISSE**

**TJI** TOBACCO JOURNAL  
INTERNATIONAL

  
**SELECTION**  
DAS WEIN- UND GENUSSPORTAL



### DTZ.

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](#)

### SMOKERSCLUB

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



is the leading English-language trade magazine for the international tobacco industry and its suppliers.

[weekly newsletter](#) • [tobaccojournal.com](#)

### 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 - the online wine and gourmet portal with many interesting topics related to wine, fine living, culture and travel. The winners of the dedicated tastings are presented on a regular basis. The wine database contains several thousand wines.

[www.selection-online.de](#)



selection regularly holds renowned tasting competitions.



**Media sales contact**  
Tobacco Journal International  
Stefanie Scherrer  
Phone +49 6131 5841-139  
[stefanie.scherrer@konradin.de](mailto:stefanie.scherrer@konradin.de)

*All other objects in this area*  
Michael Günther  
Phone +49 6131 5841-126  
[michael.guenther@konradin.de](mailto:michael.guenther@konradin.de)

# Media

## Fine living

### **Our range of media**

- revolves all around music, with expertise and passion built up over many years: rock in all its varieties, live festivals and, as a speciality, MINT - the magazine for vinyl culture.
- is transmedial including printed magazines, digital by means of websites, social media and regular newsletters. With numerous additional benefits like the latest record and concert reviews or the festival information service.

### **Our target groups**

- consume music in all its forms and are interested in the latest developments in all kinds of end devices and accessories.
- are active concert and festival goers.

### **Additionally,**

- the editors see themselves as committed members of their respective communities and are active networkers and multipliers within them.

**VISIONS** **FESTIVALPLANER** **MINT** **buddy.**

### VISIONS – Musik aus Leidenschaft

For over 30 years, rock in all its varieties has been a true passion for us: from metal, hardcore and punk to indie, noise and alternative to post-rock, Britpop and singer/songwriter - good music is our only criterion. VISIONS is a magazine for readers who are as passionate about music as we are. Open-minded and with devotion.

[visions.de](http://visions.de) • [VISIONS+](http://visions.de)



### FESTIVALPLANER

Since 1999, FESTIVALPLANER has been the magazine with the highest reach in the music and lifestyle segment. Featuring a handy, portable A6 format, fact-based reporting and a dynamic online format that brings all readers up to date, the free title published twice a year is a guide to the open-air season.

[festivalplaner.de](http://festivalplaner.de)



### MINT

Since its foundation in 2015, MINT has developed into an organ for the ardent vinyl community. Records have enjoyed a huge revival in recent years. With its expertise, background insights and numerous record reviews, our magazine focussing on vinyl culture is directed at a continually growing community that has long found "its magazine".

[Newsletter • mintmag.de](http://Newsletter.mintmag.de)



### buddy.

buddy is the lifestyle format for a male target group between 30 and 49 years of age. buddy is smart, humorous and at eye level with its readers. buddy readers are enthusiastic about the good things in life and open to new, hip topics and products. buddy is more than a magazine and accompanies its readers cross-medially: in the form of print, digital, social media & digital out-of-home promotion.

[www.buddymag.de](http://www.buddymag.de)



**Media sales contact**  
VISIONS, FESTIVALPLANER,  
MINT, buddy  
Nils Klein  
Phone +49 231 557131-21  
[klein@visions.de](mailto:klein@visions.de)

# Services **Market research**

## **Our offer**

Konradin market research renders complex sales segments more transparent, analyses decision-maker target groups and explores technological trends. We collaborate with established market-research institutes and can apply the entire range of method instruments, depending on your requirements.

Our range of services includes:

### **Advertising impact research:**

This includes copy tests, pre/post-test campaigns and advertisement motive tests.

### **Individual market/target-group studies:**

Customer awareness/brand image/customer satisfaction studies, surveys on target-group structures, market environment and products.

### **Joint studies:**

These are market/target-group studies assigned jointly by several manufacturers or providers with Konradin acting as neutral publisher.

## ✓ Advertising impact research

For many of our titles, we carry out regular advertisement copy tests and our advertising customers can participate free of charge with their advertisement. These copy tests reveal powerful insights into the effects of advertising. We have compiled our findings that have been consolidated over the years in a white paper that you can request from us.

In addition, we offer individual advertisement motive tests where one or more motives can be tested:

- Attention performance and distribution (e. g. click tests with heat-map generation)
- Pleasure/displeasure characteristics, image effect, activation potential, etc.

## ✓ Konradin target group surveys (panels)

Our target group panels allow for a simple and cost-effective method to generate answers from defined target groups.

We regularly conduct surveys with e. g. painters, joiners and opticians who, being the readers of our trade magazines, are in contact with us and give our editorial teams feedback on current topics.

Please address the media consultant of the relevant magazine if you would like to use this method to survey your market.

## ✓ Market studies as theme setting

The outcome of studies might surprise you, offer a basis for discussion and spark new ideas and perspectives.

Market studies set up together with our editorial teams can help raise your target group's awareness for specific topics and draw attention to your company and your services.

We offer everything from a single source: data collection, creation of a study abstract with the most important results, publication of selected findings via suitable Konradin media.

## ✓ Individual market surveys

Studies conducted by mail, phone or online – we tailor study concepts to your needs and implement them professionally.

Based on our long-term experience with B2B studies, we know which method is best suited for the respective objectives and target groups. We can offer practical advice based on your particular interests and support your question-definition process with tested sample questions.



# Services **Corporate Media Services**

## **What we offer**

We specialise in tailored, company-specific B2B communication. Our range of services includes all types of corporate communication: print, online, events and travel. 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 prepare content for you in any desired depth of information: for a customer magazine or a newsletter, for an Internet trade forum or a popular knowledge magazine. Our range of services extends from the initial conceptual idea to media implementation and includes all services related to consulting, project management, cost control, graphics, editing, address management and dispatch.

We are your information service provider, across all channels.

Get in touch with us!



## Corporate Publishing

The Konradin Corporate Media Service has determined its goal to be that of making communication come to life and to be attractive. We add pep and pleasure to the relationship with your partners.

To enable your products and references to reach the desired target group using an exceptional range of media, we offer you a tailored communication option for the desired focal topic.

You determine the goal for the content with professionally written pieces about exceptional projects, interviews and product reports.

We will assist you with our full specialist media expertise in the conception process, implementation and sales by means of a supplement in our architecture magazines or online.

- **Customer magazines**
- **Paper newsletter**
- **Reference brochures**
- **Online magazines**
- **E-paper**

## Project management team contact

Florian Holocher  
Phone +49 711 7594-538  
[www.konradin-relations.de](http://www.konradin-relations.de)

Sandra Mack  
Phone +49 711 7594-395  
[sandra.mack@konradin.de](mailto:sandra.mack@konradin.de)

## Architectural events

### db Events

db Events primarily focus on the future of resource-efficient construction. Top-class speakers present outstanding renovation projects, focus on the circular economy and encourage bold concepts. Partners from the construction industry are actively involved. Events: db+IBA'27 - Symposium 2023, db award ceremony „bib - Respect and Perspective“.

Events: db+IBA'27 - Symposium 2023, db Preisverleihung „bib - Respekt und Perspektive“ 2023

### 2023 architectural excursions

The Konradin Media Group offers professional excursions guided by architects for several days, primarily for architects. Other target groups are welcome at any time. The aim of the trips is to experience architecture, to absorb mentalities, language and culture on site, in the built environment, and to discuss and network with other architects. The excursions have already led to Barcelona, Dubai and Copenhagen, among others. Upcoming destinations are South Africa, Brazil, Italy and the Czech Republic.

Architects' trips:  
Copenhagen 2022, Dubai 2022

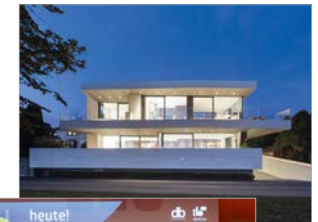
## md Events

The md events are designed to raise awareness among architects, interior designers and retailers by integrating the know-how of various partners and top-level speakers. The event is intended to show new solution potentials and technologies while providing inspiration and sharing visions. Events: md Flurfunk 2023, md Nachhaltigkeit planen 2023

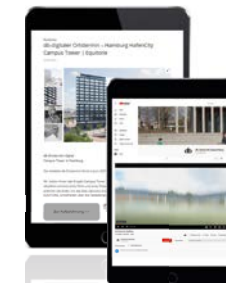
### db Ortstermine (on-site visits)

The db Ortstermine are aimed at architects, civil engineers and interior designers with a concrete interest in the specific project. Intensive contacts are established within a very short time. The events are held as virtual or live events. The db editorial team selects a special building project based on your recommendations. A db architectural film will then be made of the building on site, featuring an inside and outside camera tour.

## db digitaler Ortstermin: Villa Seewalchen am Attersee 2022



db+IBA'27 Symposium 2023



# Services **Media production**

## **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

When it comes to realizing your print jobs, we are already keeping an eye on the requirements of the future. We always have the right solution and regularly introduce technical innovations such as „PressProof“, the installation of colour-accurate monitors on all presses. This enables us to offer you an end-to-end monitor proof workflow. Production no longer requires additional paper proofs, offering you decisive time and cost benefits and also protecting the environment.

## Digital Print Sharing: 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.

## Ideas for sustainable print products

We attach great importance to ecological practices in all areas of business. In addition to the FSC®, PEFC and „climate-neutral printing“ certifications, we also meet all the requirements for producing your print products with the „Blue Angel“.

And through our Print&Forest climate project, you can compensate for the CO<sub>2</sub> emitted by reforesting trees. We will be happy to provide you with a non-binding calculation of how many trees can compensate for the CO<sub>2</sub> emitted during the production of your print product.



The conservation of resources is of high relevance to us even early on. We thus use the waste heat from our printing presses to heat our publishing and print shop buildings.

No matter which offer you choose, you can always rely on one thing: intelligent media production that not only provides you with high-quality print products, but also the greatest possible time and cost savings in media production.

What do we have in store for you?

Get in touch with us and find out...

We look forward to hearing from you.

**konradin  
druck**

### Contact

Julian Riedl  
Phone +49 711 7594-729  
julian.riedl@konradin.de  
www.konradin-druck.de



# Services **Shops**

## **Our offer:**

Through its various target-group-specific shops selling specialist literature, textbooks and high-quality gifts, Konradin Medienservice supplements the information provided 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. The portfolio includes introductory works for trainees and titles covering specialist fields and legal or management questions as well as current trends.



# The shop for specialist literature, non-fiction books, gifts

## Trade media shops

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

[www.architekturbuch.de](http://www.architekturbuch.de)

[www.bm-medienservice.de](http://www.bm-medienservice.de)

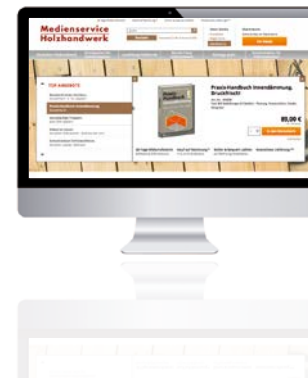
[www.dds-medienservice.de](http://www.dds-medienservice.de)

[www.industrie-medienservice.de](http://www.industrie-medienservice.de)

[www.malerblatt-medienservice.de](http://www.malerblatt-medienservice.de)

[www.medienservice-holz.de](http://www.medienservice-holz.de)

[www.medienservice-medizin.de](http://www.medienservice-medizin.de)



## wissenschaft-shop.de

[www.wissenschaft-shop.de](http://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](http://www.wissenschaft-shop.de)



## Extraordinary and creative gift ideas, such as ...

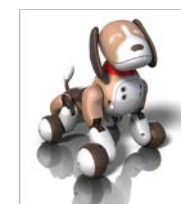
**Flexipor glider:** This model airplane is made of extremely robust Flexipor and weighs only 53 grams – with a much better stability than its counterparts made of wood or foam.

**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.

## Konradin Media Service

**Contact**  
Phone +49 711 71924-111





# Konradin Service Portals

The Konradin subscription portal

**direktabo.de**

## **direktabo.de**

is the subscription portal of the Konradin Media Group. Interested readers will find relevant subscription offers for all titles – for PRINT versions, but many titles are also available as DIGITAL versions and as com-binations of PRINT+DIGITAL.

Our extensive range of individual editions and special publications is also available at direktabo.de and can be ordered directly from there.



The Konradin job portal

**fachjobs24.de**  
Das Stellenportal für Ihren Erfolg!

## **fachjobs24.de**

is the job portal for career opportunities! As job portal of the Konradin Media Group, fachjobs24.de benefits from years of experience and popularity in the B2B sector. Based on a unique media network of 35 online brands and 28 print brands, the job portal offers unprecedented and wide-ranging professional competency.

Companies offering jobs and specialists and executives searching for jobs are matched up with their specific target group in six industry channels.



**konradin**  
publishing group

**Konradin Publishing Group**  
Ernst-Mey-Straße 8  
70771 Leinfelden-Echterdingen  
Germany

### **Head office: Leinfelden-Echterdingen**

Konradin-Verlag Robert Kohlhammer GmbH  
Konradin Medien GmbH  
Medienservice Konradin GmbH  
Konradin Business GmbH  
Ernst-Mey-Straße 8  
70771 Leinfelden-Echterdingen

### **Business location: Mainz**

Konradin Selection GmbH  
Erich-Dombrowski-Straße 2  
55127 Mainz

### **Business location: Heidelberg**

Dr. Curt Haefner-Verlag GmbH  
Vangerowstraße 14/1  
69115 Heidelberg

### **Business location: Dortmund**

VISIONS Verlag GmbH  
DIALOG GmbH  
Heiliger Weg 1  
44135 Dortmund

### **Printery**

Konradin Druck GmbH  
Kohlhammerstraße 1–15  
70771 Leinfelden-Echterdingen

[www.konradin.de](http://www.konradin.de)