

# Portfolio

Knowledge

Industry

World of work

Architecture

Eye care

Trades

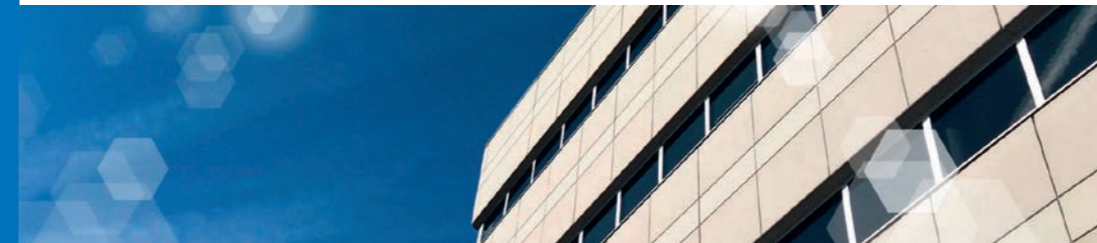
Fine living

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 e.g. corporate publishing.

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 60 million, employing around 220 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.

Konradin  
„informs  
and  
inspires“

Content

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# 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 Pan 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

## Knowledge

The fascination of knowledge

### The online network of knowledge

With a reach of 3 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.

Newsletter 3x/week • [wissenschaft.de](http://wissenschaft.de) • [bdw+](http://bdw+) • [bdw](http://bdw) Podcast



### 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](http://woechentlicherNewsletter.natur.de) • [natur.de](http://natur.de)



### DAMALS

DAMALS is one of Germany's oldest history magazines. For over 50 years, historians have been uncovering the stories behind historical facts and exploring social developments. In the podcast "DAMALS und heute" ("Then and Now"), a new topic is explored every two weeks in a relaxed dialogue format.

[weekly newsletter](http://weeklynewsletter.damals.de) • [damals.de](http://damals.de) • [DAMALS+](http://DAMALS+) • [DAMALS podcast](http://DAMALSpodcast)



### 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](http://naturwissenschaftliche-rundschau.de)

### GALORE INTERVIEWS

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

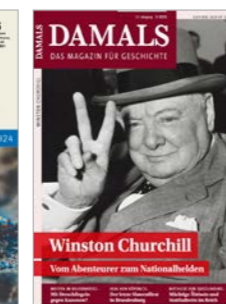


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# Media Industry

## Our range of media

- comprises 17 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 and 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  
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# Industry

The network of expertise for industry

## 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](http://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](http://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](http://qe-online.de)



## Industrie.de

is the overarching online trade portal for digitalisation in manufacturing.

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

## batterie-produktion.de

ist das Portal rund um die Batterie-technologie und bietet fundierte Einblicke in die Themen Batterie-Entwicklung, Batterie-Produktion und Batterie-Recycling. Der Fokus liegt auf der umfassenden fachlichen Beleuchtung dieser Bereiche, sowohl für die Elektromobilität als auch für Energiespeicher in Unternehmen.

Newsletter • [batterie-produktion.de](http://batterie-produktion.de)

## Sicherheitsingenieur

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](http://sifa-sibe.de) • SibePlus  
 Events: Si-Akademie



## Sicherheitsbeauftragter

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](http://sifa-sibe.de) • SibePlus  
 Events: Si-Akademie





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

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

Event: Innovationstag Medizintechnik Stuttgart



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: KRox, Expertenforen



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](#)

Events: mav InnovationsForum, Expertenforen



The "additive" platform gives manufacturing companies valuable insights into the latest technological developments and showcases real-world examples of successful additive manufacturing projects. Serving as a link between users and technology providers, additive offers a unique advertising platform for the industry.

[additive.industrie.de](#)

Event: Anwenderforum Additive Produktionstechnologie



A leading and established trade magazine for all those who want to tackle their product and production development tasks effectively and with application-oriented solutions in an increasingly digitalised world. The focus is not only on drive technology, but also on automation – because it is an essential element in building innovative machines and successfully driving digitalisation.

[Newsletter • kem.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 InnovationsFORUM, Expertenforum



International editions of EPP Europe in English language, with additional focus on semiconductor packaging.

[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](#)



Leading trade magazine for the entire food and luxury goods industry, focusing on all aspects of food processing.

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



#### Media sales contact

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# 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,



## World of work

For a safe and healthy world of working



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 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"



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# 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.



# Architecture

## Ideas for architecture and building



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. „Building in existing contexts“ is featured in every issue.

[Newsletter](#) • [db-bauzeitung.de](#) • [dbPlus](#)



md is the independent platform for high-quality interior design and contract furnishing. Each issue presents innovative projects, pioneers of the industry, and information on materials and products. md provides clearly structured and well-prepared information about materials and products.

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



arcguide.de offers inspiration, the latest projects, and new product developments. News, tips, and a twice-weekly newsletter keep readers up to date. Each year, the special issue "Innovative Projects" is published.

[Newsletter](#) • [arcguide.de](#)



Since 1991, the Academy has been the go-to source for expertise on all aspects of office work. It offers training courses and seminars across the German-speaking region – both on-site and online – focusing on healthy, safe, and efficient office practices. Customized in-house seminars for companies are also part of the program.



## Media sales contact

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# Media Eye care

## Our range of media

- Strong market presence: DER AUGENOPTIKER and die KONTAKTLINSE have been must-reads in the optics industry for decades – in print and online.
- Tailored concepts: Custom communication solutions precisely targeted to your audience.
- Cross-media impact: Print, online, newsletters, events and special campaigns – perfectly integrated for maximum reach.

## Our target groups

- Independent and employed opticians, industry and retail professionals, purchasers, sales staff and decision-makers in specialist retail, optometrists, ophthalmologists, contact lens experts, trainees and students – the next generation of professionals in the field.

## Not only that, but...

- **AO-Info:** The largest digital supplier directory – indispensable for day-to-day work in the industry.
- **AO-Info Gravurenverzeichnis:** Quick identification of lens engravings from leading manufacturers.
- **Prism and BVD calculators:** Practical everyday tools for opticians.
- **AO-WIKI:** The go-to online resource for trainees preparing for their exams.
- **Editorial newsletters:** Published several times a month, featuring product news, job offers, videos and more.
- **Special editions & events:** Extended reach and valuable networking opportunities within the community.
- **www.der-augenoptiker.de:** Industry news, job listings and product highlights at a glance.



## Eye care

## Know-how for opticians



is the leading trade magazine for the optics industry, combining in-depth expertise with the latest developments in fashion, management and marketing. With its balanced editorial mix, the magazine delivers hands-on insights into business operations and market trends. A loyal subscriber base and a comprehensive classified section underline its established position as the industry's trusted voice.

[Newsletter](#) • [der-augenoptiker.de](#) • [AugenoptikPlus](#)



With more than 55 years of publishing history, KONTAKTLINSE is the oldest and most renowned German-language trade magazine in the field of contactology. It provides updates on current scientific publications, presents clinical case studies, book reviews, and reports from professional congresses and the industry – delivering content that is expert, relevant and practice-oriented.

[Newsletter](#) • [kon-online.de](#) • [AugenoptikPlus](#)



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# 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.



Trades

Know-how for craftsmen



provides essential insights and practical guidance for the business success of carpenters, joiners, window manufacturers and interior fitters. Core topics include technology, business management and design.

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



## Malerblatt

is a modern trade publication that delivers in-depth expertise to companies in the painting, plastering and interior finishing trades, covering topics such as technology, design and business management.

[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](#)



## Lackiererblatt

is the trade 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](#)



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# 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.

DTZ.

SMOKERSCLUB

WEINWISSER

TJI TOBACCO JOURNAL INTERNATIONAL



**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.

**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.

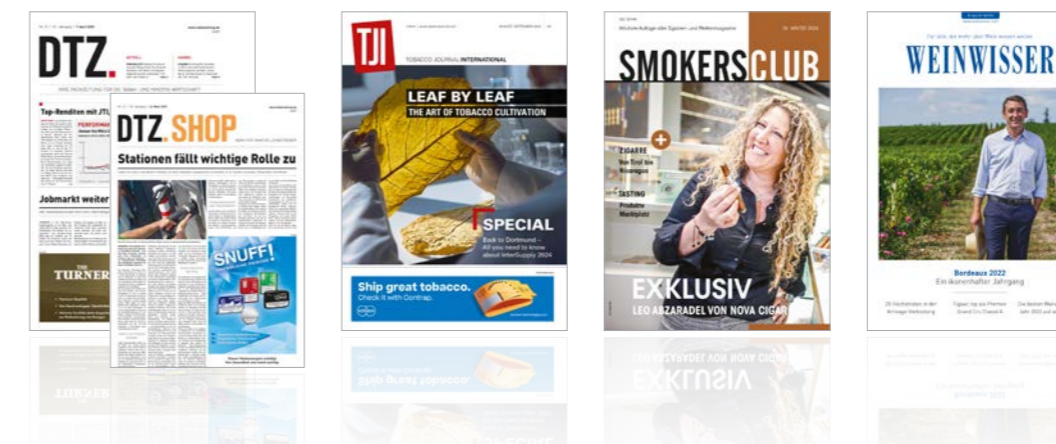
[weinwisser.com](#)



**TJI TOBACCO JOURNAL INTERNATIONAL**

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

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



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# 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.



## Fine living

## Lifestyle & Entertainment

### 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+](https://www.facebook.com/visionsmag)



### 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](https://www.facebook.com/mintmag) • [mintmag.de](http://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)



### glow

glow is the new women's and family magazine. It is aimed at women aged between 30 and 59 who are looking for authentic stories, practical content and inspiration for a conscious lifestyle. With a special focus on the beautiful and sustainable things in life, glow offers topics that make a difference - from beauty and wellness to health, family and travel to culture and lifestyle.

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



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# 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.

# Market research

## **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 Media Services

## Corporate publishing

- Konradin Corporate Media Services transforms your communication into messages that resonate and deliver results.
- We create tailored media solutions for your products and projects – from customer magazines to e-papers, in print and online.
- We support you with concept development, production and distribution, including placement as supplements in our architecture titles.

## Event formats

Our event formats offer companies a wide range of opportunities to present themselves in an architectural context. These formats enable precise targeting of relevant audiences, foster valuable connections with industry experts and decision-makers, and strengthen your visibility in the market.



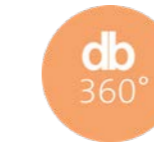
**db + md symposium “anders! bauen”**  
Hosted jointly by md and db for the first time, this event focuses on building within existing structures, with an emphasis on sustainable architectural and interior design solutions.



**db competition**  
“Respect and perspective – building in existing contexts”  
This award recognises projects that contribute to a sustainable future for existing buildings and stand out through innovation.



**md Flurfunk**  
Held four times a year, these online talks create space for open conversations with creatives and explore success factors beyond traditional planning – including active participation from attendees.



**db 360 degrees**  
**Four-part expert roundtable**  
This series addresses today's key challenges in the construction sector. The db editorial team discusses central planning topics with an architect/specialist planner and three manufacturers.



**db on-site talk**  
A stage for project-driven dialogue  
In this moderated online format, selected reference projects are presented specifically to architects, interior designers and civil engineers with concrete project interests.



**md design dialog**  
This exclusive online talk connects top industry professionals, innovative products and current topics in design, lighting and workplace culture – aimed at decision-makers and visionaries.

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# E-commerce Digital marketplaces

## Our offer:

Konradin's Media Service extends the information offering of Konradin Fachmedien and creates an additional level of customer loyalty through several targeted online shops for specialist literature, non-fiction books and high-quality gifts, games and knowledge items. The Media Service e-commerce platforms reach their audiences through traditional print campaigns, newsletter marketing, search engine advertising, social media and organic outreach strategies.

The B2B shops offer a wide range of specialist literature, reference materials and digital products tailored to specific fields. Topics range from basic literature for education and training to specialised fields, legal issues and business management. The B2C shop offers a diverse range of products that make science and research accessible in an entertaining and informative way.

## E-commerce Portfolio

### B2B

The specialist media stores offer a comprehensive and relevant range of products in the fields of architecture, construction and the woodworking and painting trades.

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



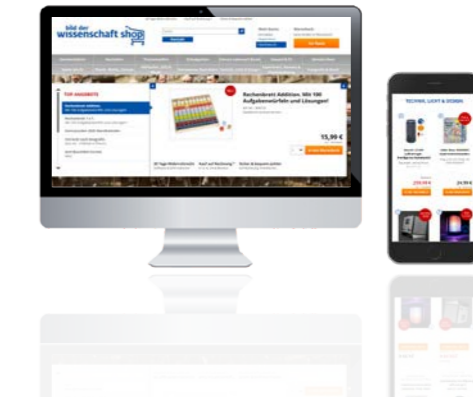
**Malerblatt  
Medienservice**

**Medienservice  
Holzhandwerk**

### B2C

The Science Shop combines knowledge, curiosity and fun in an inspiring way with a carefully curated range, a target group-specific approach and high-reach marketing on multiple channels.

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



**bild der  
Wissenschaft shop**

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



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