



# Portfolio

Knowledge

Industry

World of work

Architecture

Eye care

Trades

Fine living

Media and  
Services

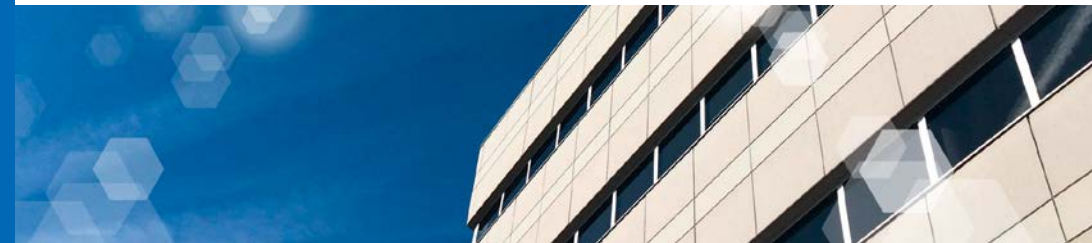
**konradin**  
publishing group

# Konradin “informs and inspires”



Konradin  
Publishing Group

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 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.

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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**

**DAMALS**

**GALORE**  
INTERVIEWS

## Knowledge

The fascination of knowledge

### The online network of knowledge

With a reach of 7 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 nature, the environment and a better life**  
**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 50 years now.

[Daily Newsletter](#) • [wissenschaft.de](#)

## natur

is the magazine for nature, the environment and a better life. The editorial team researches the facts and backgrounds in a variety of topics revolving around nature and sustainability, and then classifies them for the readers. We clearly state the problems and present problem-solving approaches. It is in keeping with the editorial team's positive attitude to research, innovation and a sustainable style of living.

[Weekly 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.

[weekly newsletter](#) • [damals.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](#)



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# Media 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](http://media.industrie.de)

Your quick link to us

Phone +49 711 7594-552

[media.industrie@konradin.de](mailto:media.industrie@konradin.de)



## Industry

### 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 Kongress, weitere Events in Kooperation mit der Technology Academy in Hannover

### 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 • ge-online.de](#)

Events: InnovationsForum, Qualitätssicherung in der additiven Fertigung

### Industrie.de

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

[industrie.de](http://industrie.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 9

[sifa-sibe.de](http://sifa-sibe.de)

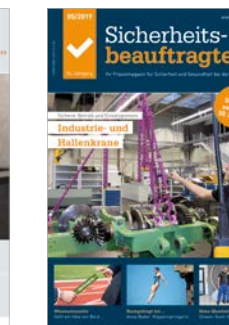
Events: Tag der PSA (Congress on Personal Protective Equipment), Tag der Ergonomie, Tag der BBS, Praxiskongress Recht

### 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 9

[Newsletter • sifa-sibe.de](#)

Events: Tag der PSA (Congress on Personal Protective Equipment), Tag der Ergonomie, Tag der BBS, Praxiskongress Recht







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



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



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](#)



**Konradin Industry Events:**

- Innovation forums
- Expert forums
- Automation Award



With international editions medicine&technology in English.



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: Expert forums



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



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, LED meets SMT



With international editions EPP EUROPE in English.

[Newsletter](#) • [epp-europe.eu](#)



For almost 50 years, cav – Prozesstechnik für die Chemieindustrie 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](#) • [prozesstechnik-online.de](#)  
Event: cav InnovationsFORUM



With international editions cpp – Process technology for the chemical industry in English.

[cpp-net.com](#)



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](#)



# 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 at work. These seminars can be individually tailored to the customer's requirements and staged in-house.



Papier + Technik

## World of work

For a safe and healthy world of work



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](#)

Events: Tag der PSA (Congress on Personal Protective Equipment), Tag der Ergonomie, Tag der BBS, Praxiskongress Recht



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](#)



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](#)

Events: Tag der PSA (Congress on Personal Protective Equipment), Tag der Ergonomie, Tag der BBS, Praxiskongress Recht

## 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](#)



The Si-Academy for Health and Safety at Work co-operates closely with the respected trade journals Sicherheitsingenieur (Security Engineer) and Sicherheitsbeauftragter (Safety Officer). Their training courses are aimed at Safety Engineers, specialists in Occupational Safety, Safety Officers, Ergonomists, BGM Officers, Executives and Health Management. Within the area of Ergonomics, there is also official co-operation with the Interessengemeinschaft der Rückenschullehrer/innen e.V. (IGR).



Impressions from  
"Tag der PSA"



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# Media Architecture

## 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.

## 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.



MENSCH & BÜRO

## Architecture



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](#)



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



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



arcguide is an information portal for architects, interior designers, planners and, new, for office suppliers. On [arcguide.de](http://arcguide.de), content from the three specialist magazines – db deutsche bauzeitung, bba and md Interior Design Architecture – belonging to the Konradin architecture sector is ordered thematically and presented in line with the relevant topics.

The business model behind arcguide is the press portal. Manufacturers from every industry pay for PR packages and they supply us with product news and reference reports. We publish these on [arcguide.de](http://arcguide.de) and in the weekly newsletters.

The news section with the latest event tips, trade show dates, exhibitions as well as the “Tenders” section round off the information portal perfectly. Architecture offices have the opportunity to place current projects eye-catchingly on [arcguide.de](http://arcguide.de).

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



the international media platform for high-quality interior design. Design solutions and products for professional practice are presented to Interior Designers, Architects and Facility Planners, all within a co-ordinated brand family of Print, Online and Social Media. With four themed books published under the title of md Office, md appears a total of twelve times per year. Print Editions with accompanying Newsletters focus on Living, Healthcare, Hospitality, Lighting and Retail, in addition to Office and Sustainability. Selective, credible and discerning.

[Newsletter](#) • [md-mag.com](http://md-mag.com)



The md trade events offer challenging contents in a high-class setting.

Previous topics  
HAPTICS, ACOUSTICS, LIGHT,  
Round Table of Textiles,  
COLOUR



The “Mensch&Buro-Akademie” has been communicating office know-how in the German-speaking world since 1991.

With its vocational training courses and range of events, the “Mensch&Buro-Akademie” provides professional know-how in the office planning, furnishing and ergonomics sectors. As for the adjoining sectors, it offers comprehensive and holistic expertise in the classic office themes like corporate health management, physiotherapy, human resources development, work psychology and organisation development.

The seminars are open to everybody but can also be booked – individually tailored – in-house.

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“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 supplier directory**, is the universal reference book and essential tool for all those working in the eye care industry. It consists of the 13th issue for subscribers to the DER AUGENOPTIKER magazine as well as the publication of every entry online at [www.der-augenoptiker.de](http://www.der-augenoptiker.de) with additional options.
- the DER AUGENOPTIKER online engraving directory simplifies the free, quick and unerring identification of lens engravings employed by leading manufacturers.
- 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 DER AUGENOPTIKER's position within the market.
- through its trips for readers, events, innovation days and seminars, DER AUGENOPTIKER offers additional added value for readers and media partners.



## Eye care

## 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. 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](http://der-augenoptiker.de)



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

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

A wide range of job offers for opticians in cooperation with [fachjobs24.de](http://fachjobs24.de)



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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 trade magazines, online portals, events and customer magazines.

## 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 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**  
Innenbau / Möbel / Bauelemente

**dds**  
MÖBEL UND AUSBAU

[Möbel]  
**VERKAUFEN**

**Malerblatt**

**Lackierer  
blatt**



## Trades

## Know-how for craftsmen

**BM**  
Innenbau / Möbel / Bauelemente

provides vital inspiration and key practical tips to boost the commercial success of joiners, cabinetmakers, 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**  
MÖBEL UND AUSBAU

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](#)

**Lackierer  
blatt**

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](#)

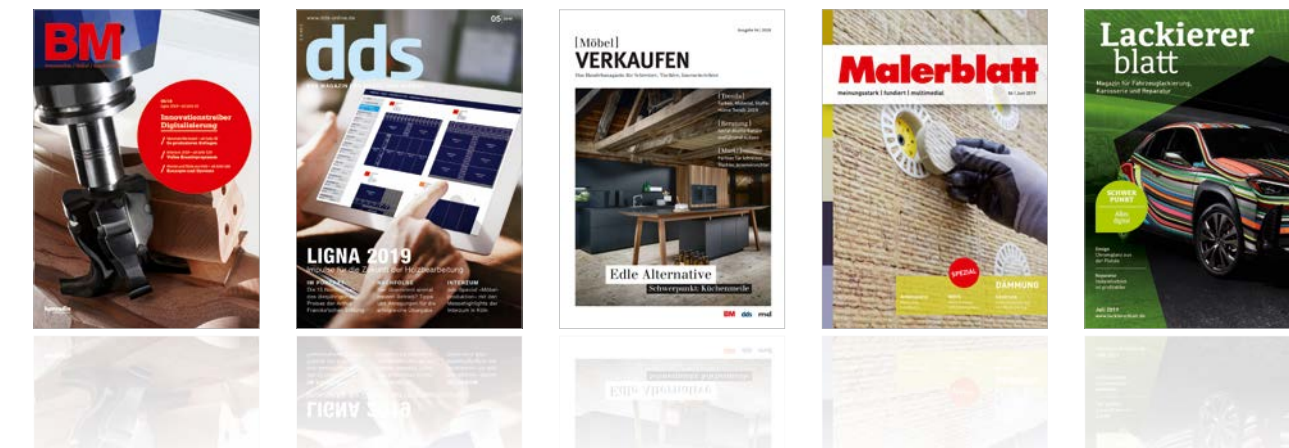
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# Media Fine living

## 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.



## Fine living

Information for manufacturers, distributors and consumers

## 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.

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

## 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.



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

## 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](#)

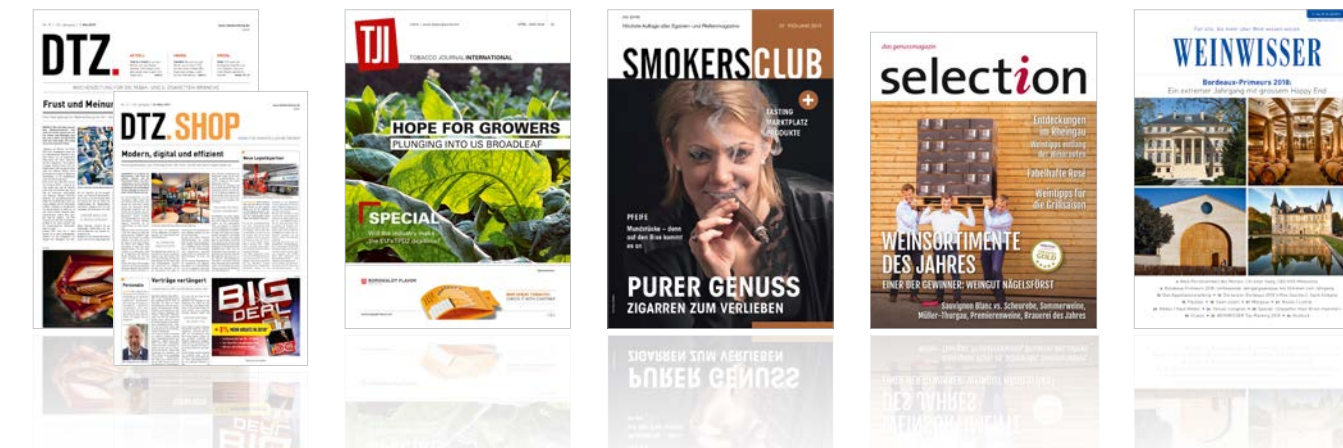


comes out quarterly, in March, June, September and November, and is one of Germany's leading luxury goods and services magazines, covering a whole host of interesting themes relating to wine, food, culture and travel.

[aus-lust-am-genuss.de](#)



selection regularly holds renowned tasting competitions.



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### Our range of media

- revolves, with expertise and passion intensified over a period of many years, all around music: every variety of rock, 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 every form and is interested in the latest developments in all kinds of end devices and accessories.
- are made up of 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.

Fine living

Lifestyle & Entertainment

## VISIONS – Musik aus Leidenschaft

has been the magazine for rock in all its genres for 30 years: from heavy metal, hardcore and punk via indie, noise and alternative to post-rock, Britpop and singer/songwriter – good music is the only criteria. VISIONS is a magazine for readers that are as passionately into music as the people behind the magazine. Without blinkers and with dedication.

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

## FESTIVALPLANER

is the free companion throughout the festival season. It provides the ideal overview of the year's festivals, augmented by inspiration, service and editorial background information – also covering the widest range of topics between Rock am Ring and Parookaville. Its printed version appears twice a year as a practical portable pocket booklet – and there are other channels: digital, social media and out-of-home.

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

## MINT

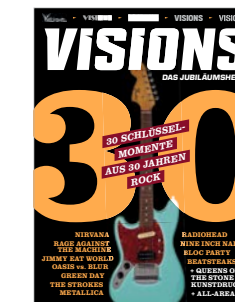
is the magazine for vinyl culture and reports eight times a year on topics dear to the hearts of vinyl lovers. Since being founded in 2015, MINT has developed into an organ for the ardent vinyl community. Records have enjoyed a huge revival in recent years. With its expertise, background insights and numerous record reviews, our magazine focussing on vinyl culture is directed at a continually growing community that has long found "its magazine".

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

## buddy.

buddy is the new lifestyle format for a male target group aged between 30 and 49. buddy is smart, humorous and in tune with its readers. buddy readers enjoy the beautiful things in life and are open to new trends and products. buddy is more than just a magazine and accompanies its readers cross-medially using the print, digital, social media & digital out-of-home promotion channels.

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



## Contact

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# 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 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.

## Corporate Media Services

### 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

### Exclusive architect event specifically developed for you

40 architects visit up to 4 production sites or architectural projects over the space of 2 days. The participants gain exclusive insights into the manufacturing facilities of the companies that are visited or in the products used in building projects.

#### Aim

All the sponsors enjoy intensive personal contact with architects and planners having a specific interest in your product and its utilisation. The programme of events is rounded off with intensive networking at an evening dinner containing a talk on an architectural topic.

#### Become a sponsor

Including media services (invitation advertising, banner campaign, special newsletter and booklet) as well as a professionally written report.

BEFORE-DURING-AFTER the architectural event (online, print, newsletter)

Prices upon request



**manufakTOUR:**  
4 sponsors, 2 day,  
40 participants



**Exclusive “manufakTOUR”  
and “ObjektTOUR”:**  
1 sponsor, 2 days, 40 participants

### Kontakt Projektmanagement Team

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# 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.

## Media production

### 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 CO<sub>2</sub>-checked, FSC®- und PEFC certification, carbon-neutral, environmentally-friendly production is also guaranteed.

### 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.

### 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](http://www.print-and-forest.de)



### TurnPages ePaper

The flip-page ePaper with added value. Make the best impression online with TurnPages. The Highlight: The look and feel of the print material becomes a fully interactive experience online, thanks to the attractive scroll function - and, if desired, with numerous additional functions such as Webshops, for example.

**konradin  
druck**

#### Contact

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



# Services Shop

## What we offer

Through its various target-group-specific shops selling specialist literature, textbooks and high-quality gifts, Konradin Media Services supplements the information in Konradin's specialist media with extra information tailored to each group of readers, boosting customer loyalty. Konradin Media Services 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.

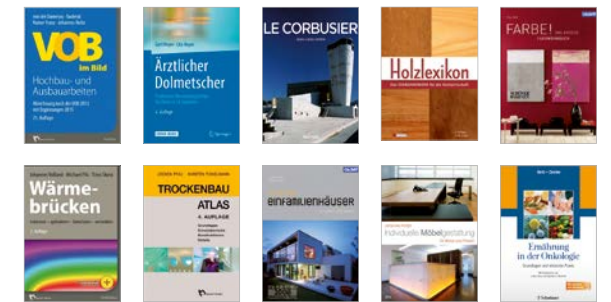
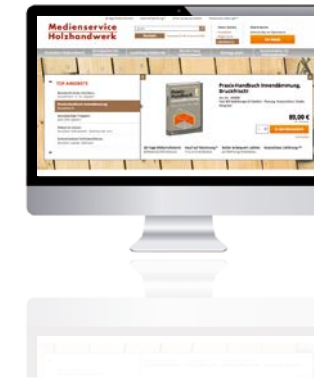


The shop for specialist literature, non-fiction books, gifts

## Fachmedien-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 medic

[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.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.

## Medienservice Konradin

**Contact**  
 Andreas Uhl  
 Phone +49 711 71924-111  
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# Konradin Service Portals

## The Konradin subscription portal

### **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 combinations 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.



**direktabo.de**



## The Konradin job portal

### **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 34 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 Mediengruppe**  
**Ernst-Mey-Straße 8**  
**70771 Leinfelden-Echterdingen**  
**Germany**

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

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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**

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