



Portfolio

Knowledge

Industry

World of work

Architecture

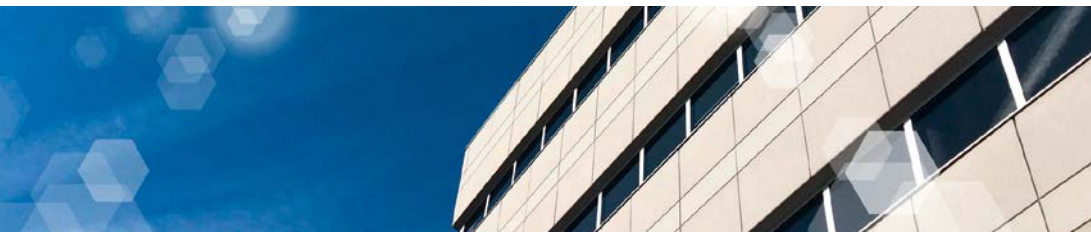
Eye care

Trades

Fine living

Media and
Services

konradin
publishing group



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

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








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

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

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

Media
from page 5

Services
from page 16

	Knowledge	Page 5
	Industry	Page 6
	World of work	Page 9
	Architecture	Page 10
	Eye care	Page 12
	Trades	Page 13
	Fine living	Page 14



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 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.



The Konradin job portal

fachjobs24.de

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 33 online brands and 27 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.



Architecture

Industry

Trades

Knowledge

Eye care

World of work

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

The fascination of Science has been felt – for 53 years. No other technical knowledge magazine in Germany has shaped the mediation between theory and practice, research and society quite as strongly as bild der wissenschaft. Germany's first science magazine is the pioneer of journalistic reporting on scientific discoveries and technical inventions.

[daily newsletter](#)
[wissenschaft.de](#)



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

natur

is the magazine for Nature, Environment and a better Life. natur is serious when it comes to the issue of Sustainability. The Editorial staff research facts and background information on topics related to nature, leisure, travel, nutrition, energy, agriculture, finance and mobility and comprehensively present this information to Readers. We clearly identify problems and show effective solutions for them at the same time. Relevance to the everyday life of our readers is considered particularly crucial. This directly corresponds to the editorial's positive attitude to research, innovation and a sustainable lifestyle.

[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](#)

wissenschaft.de

natur.de

DAMALS.de

wissen.de

scinexx.de

ScienceBlogs™

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:

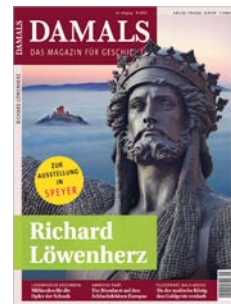
- wissenschaft.de
- natur.de
- damals.de
- scinexx.de
- scienceblogs.de
- wissen.de

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bild der wissenschaft
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DAMALS | network of knowledge
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The network of expertise for industry

Our range of media

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

Our target groups

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

Not only that, but...

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

For more information, please visit media.industrie.de

Your quick link to us

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



Industrie anzeiger

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

[Newsletter](#)
industrieanzeiger.de

Event: Robotics Kongress

Industrie.de

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

industrie.de

Beschaffung aktuell

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

[Newsletter](#)
beschaffung-aktuell.de

Sicherheits- beauftragter

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

See also "World of work", page 9

[Newsletter](#)
sifa-sibe.de

Event: Tag der PSA (Congress on Personal Protective Equipment)

QUALITY ENGINEERING

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

[Newsletter](#)
qe-online.de

Events: InnovationsForum, Praxistag, Medtech meets Quality

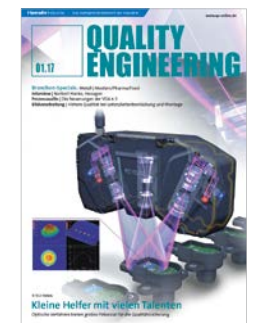
Sicherheits- ingenieur

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

See also "World of work", page 9

sifa-sibe.de

Event: Tag der PSA (Congress on Personal Protective Equipment)



medizin & technik

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

[Newsletter](#)

medizin-und-technik.de

Event: Medtech meets Quality

medicine & technology

With international editions of medicine&technology in English.

mav

Innovation in der spanenden Fertigung

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

[Newsletter](#)

mav-online.de

Event: mav Innovationsforum

Automations praxis

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

KEM Konstruktion

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

[Newsletter](#)

kem.de

elektro AUTOMATION

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

[Newsletter](#)

wirautomatisierer.de

Event: Automation Award



Konradin Industry Events:

- Innovation forums
- Expert forums
- Practice Days
- Automation Award
- Medtech meets Quality



EPP

Elektronik Produktion + Prüftechnik

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

[Newsletter](#)
epp-online.de

Event: EPP InnovationsFORUM Germany
InnovationsFORUM Hungary

EPP EUROPE

Electronics Production and Test

With international editions EPP EUROPE in English.

[Newsletter](#)
epp-europe.eu

cav

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

cpp

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

cpp-net.com

phpro

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

[Newsletter](#)
prozesstechnik-online.de

prozesstechnik online

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

prozesstechnik-online.de

dei

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



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.



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

Event: Tag der PSA (Congress on Personal Protective Equipment)

ErgoMed

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

ergo-med.de



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.

sifa-sibe.de

Event: Tag der PSA (Congress on Personal Protective Equipment)

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"



Contact Si-Academy

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Our range of media

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

Our target groups

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

Not only that, but...

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



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

[Newsletter](#)
bba-online.de

arcGUIDE

brings together manufacturers and architects

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

[Newsletter](#)
arcguide.de



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

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

db-Ortstermin

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



db-WETTBEWERB



»Respekt und Perspektive«

Bauen im Bestand Preis 2018

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



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can be found at:
architektur.konradin.de



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

MENSCH & BÜRO

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

The magazine md Office is published 4 times a year in cooperation with Mensch&Büro.

[Newsletter](#)
menschundbuero.de



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

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

HANDELS DIGEST

is an established trade journal presenting the most important innovations in the fields of lifestyle, interior design, homes, cooking and luxury goods and services.

[Newsletter](#)
handelsdigest.de

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petra.wehinger@konradin.de

Further information

can be found at:
architektur.konradin.de



Our range of media

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

Our target groups

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

Not only that, but...

- **AO-Info, the global optics database**, gives subscribers an online overview of key manufacturers' addresses and offers search functions for rapid access.
- The supplier directory **AO-Info** is also published as special print edition.
- Special editions on various topics round off the portfolio.
- The website **www.der-augenoptiker.de** offers news, jobs and product information. This cross-media approach strengthens the position of DER AUGEN-OPTIKER within the market.
- DER AUGENOPTIKER offers readers and media partners further added value in the form of **exclusive trips for readers, events, innovation days and seminars**.



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

[Newsletter](#)
der-augenoptiker.de

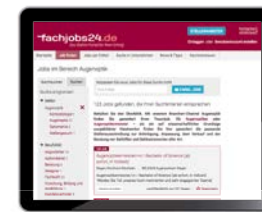


has been the official magazine for members of the VDCO for over 50 years and is the oldest and best-known German-language contact lens magazine.

[Newsletter](#)
kon-online.de

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

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

Interieurbau / 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](#)
[malerblatt-wissen.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](#)

Lackiererblatt

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

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

[Möbel]

VERKAUFEN

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

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

werkzeugforum.de

DIE MARKTÜBERSICHT FÜR WERKZEUGPROFIS

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

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

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Our range of media

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

Our target groups

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

Not only that, but...

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

DIE TABAK ZEITUNG

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

[weekly newsletter](#)
tabakzeitung.de



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

[weekly newsletter](#)
tobaccojournal.com

SMOKERSCLUB

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



selection regularly holds renowned tasting competitions.

WEINWISSER

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

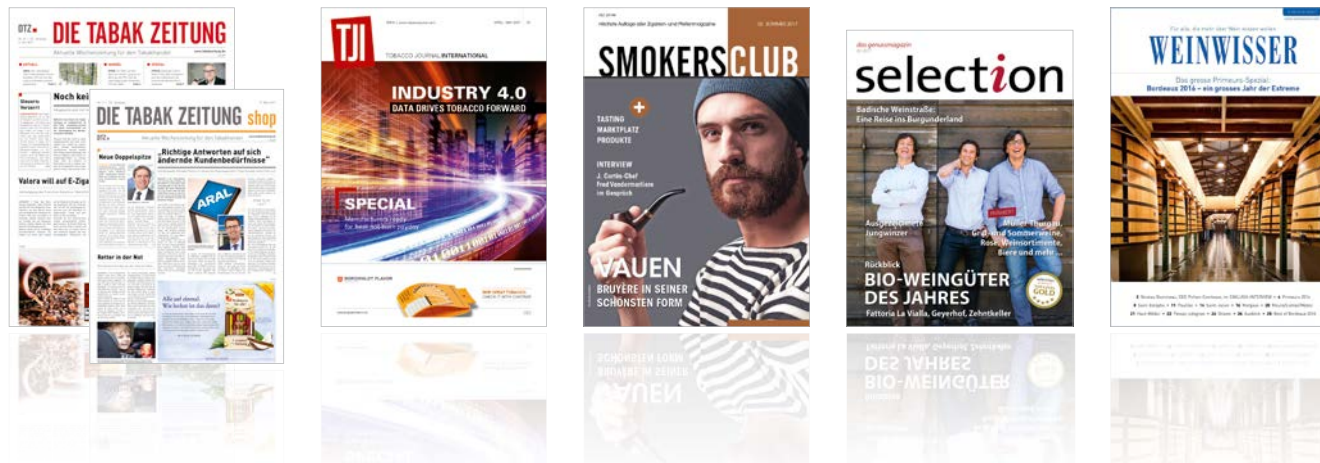
weinwisser.com

selection

DAS GENUSSMAGAZIN

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

aus-lust-am-genuss.de



Media sales contact





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Services

	Market research	Page 16
	Corporate Media Services	Page 17
	Media production	Page 18
	Shops for specialist literature, non-fiction literature, gifts	Page 19



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.

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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.



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.



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.



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.

konradin
»relations

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context

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

Often awarded:



Armstrong reference book

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

Swiss Medtech Industry

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

archiTEC24.de

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

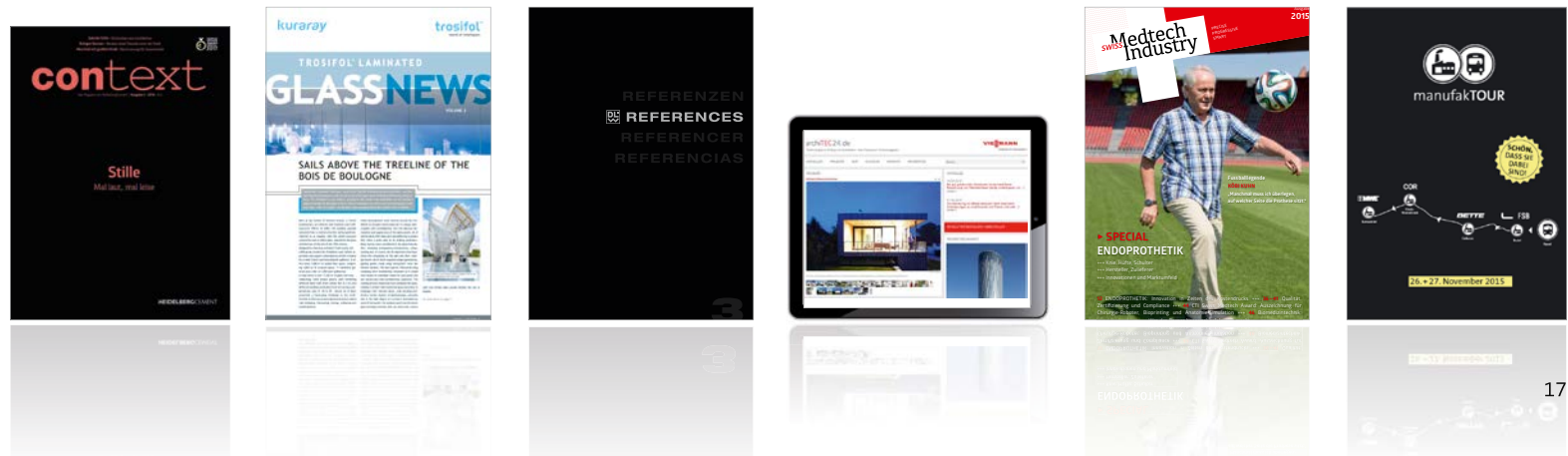
Laminated Glass News

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

manufakTOUR



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



What we offer

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

In short, we deliver tomorrow's standards today.

We specialize in

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

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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.

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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



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

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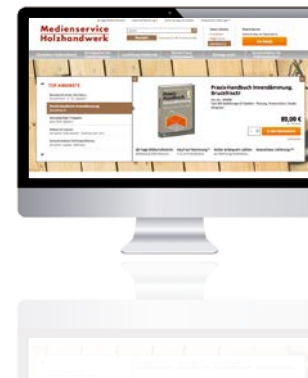
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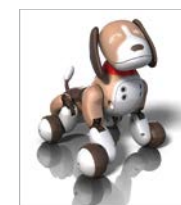
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