



MEDIA 20
KIT 26

PRINT

Valid from 1 January 2026





DETAIL 360° SPECIALISED COMMUNICATION



Portfolio and Media Reach

German-speaking and international



> 55,000 readers/issue¹
10 issues/year
3.3 M reader minutes/issue¹
16,375 copies (IVW) print run¹



Ø 3.44 M PI /month²
Ø 736,000 visits/month²

Newsletter subscribers

~26,750 daily³
~28,150 weekly³
~28,900 EN³



~541,136 followers⁴
Ø 38.7 M reach⁴



Professional congresses/conferences
Client events
Architecture competitions
Award ceremonies



~246,000 potential users⁵
Ø 218,500 sessions/month⁵



PRINT

Foreword	4
Profile DETAIL Magazine	5
Circulation and Distribution Analysis	6
Readership Structure Analysis	7 – 11
Editorial Calendar	12 – 13
Content Calendar Print & Newsletter	14 – 15
Ad Formats & Price List	16 – 17
Anniversary Issue	18 – 20
Advertorial Special 'Sustainability'	21
Crossmedia Special 'Interiors & Design'	22 – 24
Copy Test	25
Crossmedia 'Produkt + Praxis'	26
Special Ad Formats	27 – 30



FOREWORD

”

We are shaping the future of architecture today

Architecture is transformation. New opportunities and challenges await the building industry in 2026. DETAIL accompanies this change as a leading professional medium in German-speaking countries and beyond with groundbreaking content, innovative formats and direct dialogue with the thought leaders of the architectural world.

Our magazine **themes** are reflected in our **congresses** and highlight architecture in 2026 in all its depth and power: as a healing space in healthcare buildings, as a sustainable urban building block made from recyclable and natural materials, with intelligent facade systems and modular solutions supporting the acceleration in housing construction.

Digital solutions have long been a reality, but are now gaining new momentum thanks to AI. With our **congress on digital transformation** in autumn 2026, we are bringing together the pioneers of this movement and turning visionary ideas into tangible solutions.

To mark the 65th anniversary of DETAIL, we are also paying tribute to what really determines construction quality: the details. The new **DETAIL Construction Award** is the first of its kind and will recognise outstanding detail designs in various categories. Construction product manufacturers can also submit their solutions for consideration. The feedback from the industry has already been overwhelming.

DETAIL creates the platform on which your innovations drive the industry forward. Let us shape the future together.



Jeanette Kuschmann

Editor-in-chief, DETAIL

PROFILE DETAIL MAGAZINE

‘By architects for architects’ – for 65 years, DETAIL has been the renowned international partner for decision-makers in the planning and execution process in architecture and interior design, construction and design.

DETAIL is published in two languages and stands for high quality architectural communication – innovative, crossmedia and wide-reaching.

The editorial concept: documentation and detailed information on construction projects of all categories worldwide, with a focus on structural and design details. The content covers projects, references, planning, construction, material selection, building renovation, digitalisation, and interiors & design with a focus on sustainability.

DETAIL is the unique source of information for architectural and planning firms – with the highest quality standards and international reach.

Our portfolio:

Innovative, wide-reaching communication solutions at all relevant touchpoints, also on an international scale. We address architects, planners, civil engineers, interior architects, office and project planners, designers, as well as the planning departments of industry, banks, insurance companies, building authorities, construction companies, housing and development associations, and specialist engineering firms for structural design and analysis.



Specials for Ad Partners:

DETAIL 6.26, 11.26
DETAIL 4.26, 7/8.26, 10.26
DETAIL 7/8.26

Advertorial special ‘Sustainability’
Crossmedia Special ‘Interiors & Design’
Copy test starting at 1/2 page (free of charge)

Circulation

Print Run

16,375 copies plus ePaper

Actual Circulation

12,707 copies¹ incl. ePaper

Germany: 7,310 copies

International: 5,123 copies

plus DETAIL Inspiration

Paid content: 2.064 subscribers²

Languages

DETAIL (10 times per year)

Bilingual German/English

DETAIL China (6 times per year)

Bilingual Chinese/English

Editorial Content Analysis

Project documentation on buildings and spaces with images, drawings, and explanations 49 %

Product information on construction, finishes, and furnishings (approx. 975 reports, some with images), specialist literature, tenders, events 22 %

Expert discussions and reports 29 %

Technology 11 %

Features and current news 10 %

Service section (project participants, manufacturers, contractors) 6 %

Memberships: IVW (German Audit Bureau of Circulation) / Deutsche Fachpresse (German Association of Business Media)



CIRCULATION AND DISTRIBUTION ANALYSIS



IVW
Circulation Analysis¹

Print Run	16,375
Total Circulation	12,707
Germany	7,310
International	5,123
ePaper	274
Copies Sold	11,386
Germany	6,502
International	4,884
DACH Region	9,162
of which:	
Single Issue / Other Sales	713
Subscriptions	10,673
Germany	6,080
International	4,592
Paid Content²	2,064

Distribution of DETAIL Print Editions

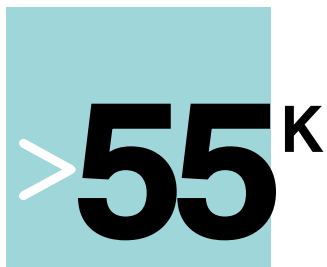
Germany	57 %
Switzerland	8 %
Austria	7 %
Benelux (Belgium, Netherlands, Luxembourg)	5 %
Italy	4 %
Scandinavia (Norway, Sweden, Denmark)	3 %
United Kingdom	3 %
France	2 %
Rest of Europe	6 %
Worldwide	6 %





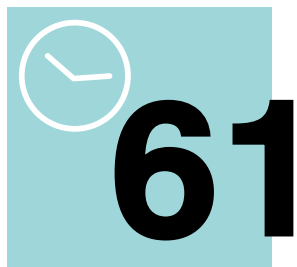
DETAIL READERSHIP STRUCTURE ANALYSIS

OVERVIEW



>55^K

DETAIL readers per issue



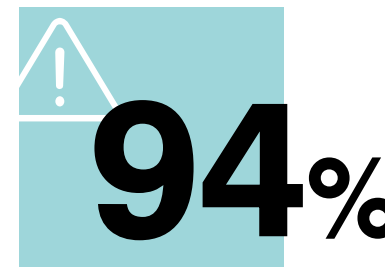
61

minutes on average are spent reading a copy of DETAIL.



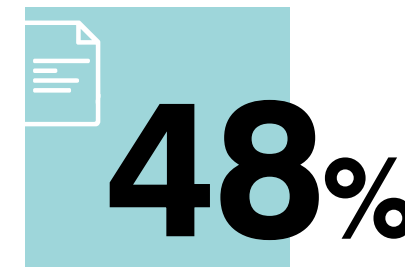
4.3

people on average read one copy of DETAIL.



94%

of the readers pay attention to ads/advertising/advertorials for products and services when reading DETAIL.



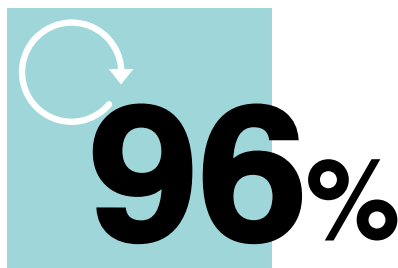
48%

Over the past 12 months, DETAIL readers have become aware of a new company, product or service through an advertisement or advertorial.



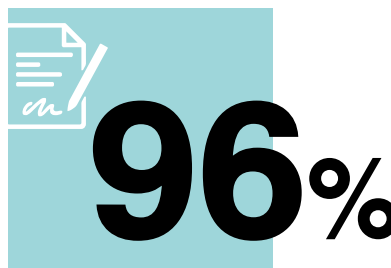
100%

of DETAIL readers keep or archive their issues, in whole or in part.



96%

of readers use DETAIL regularly to frequently.



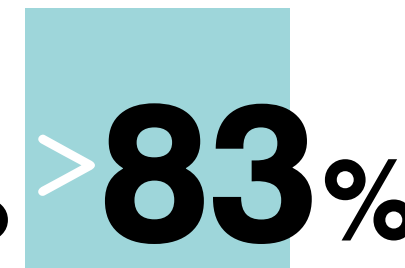
96%

of the readers are involved in product decisions, 73 % decide independently or are co-decision-makers.



88%

DETAIL readers are owners or hold management positions.



>83%

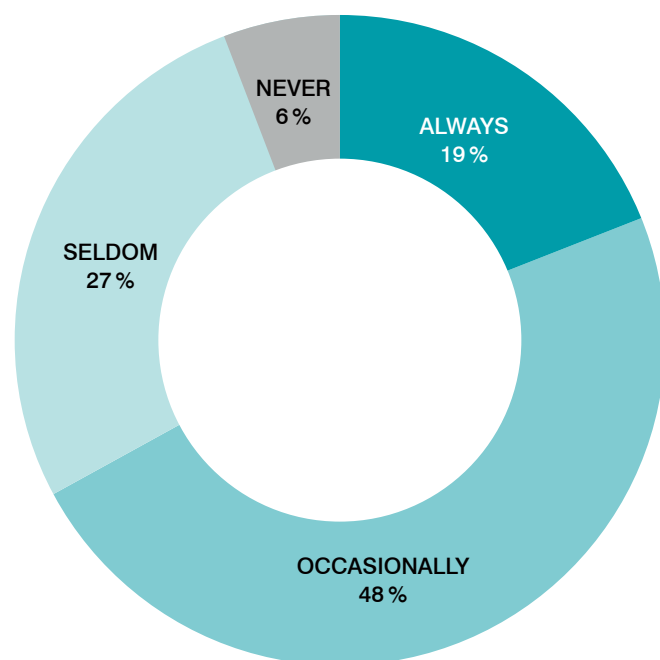
At least 83 % of DETAIL readers manage and implement construction projects.



DETAIL READERSHIP STRUCTURE ANALYSIS

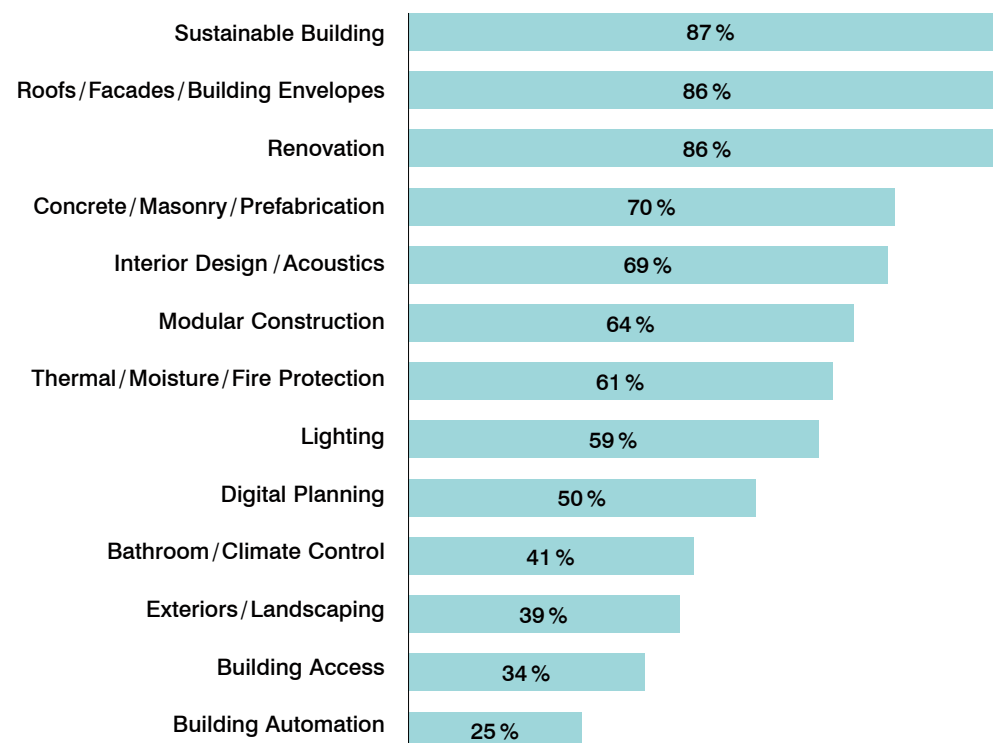
94 % of readers pay attention to ads / advertising / advertorials for products and services.

Question: How often do you pay attention to advertisements / advertising / advertorials for products and services when reading DETAIL?



98 % of readers seek information on at least one of the listed product areas.

Question: On which of these product areas do you need information in the short to medium term, whether due to personal interest or upcoming planning or recommendations?

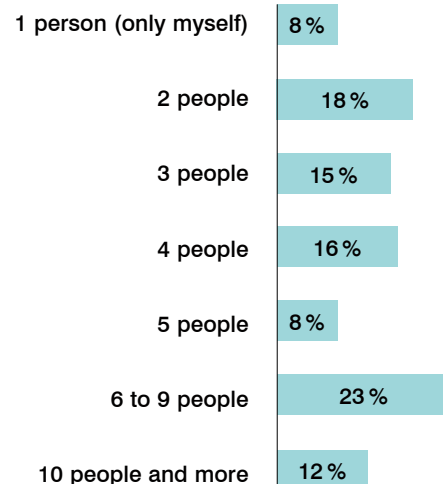




DETAIL READERSHIP STRUCTURE ANALYSIS

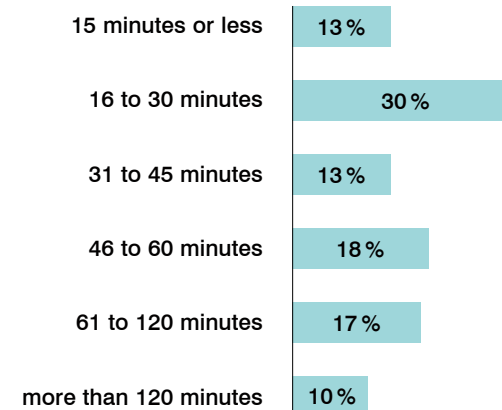
On average, each copy of DETAIL is read by 4.3 people

Question: How many other people read your copy of DETAIL? If unsure, please provide an estimate.



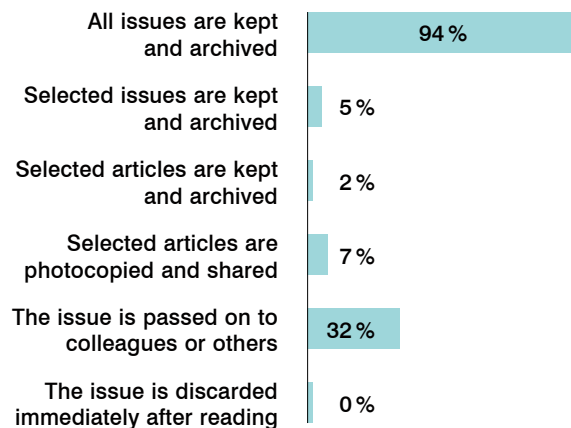
On average, each copy of DETAIL is read for 61 minutes

Question: On average, how much total time do you spend reading a copy of DETAIL? If you read it on multiple occasions, please estimate the combined reading time in minutes.



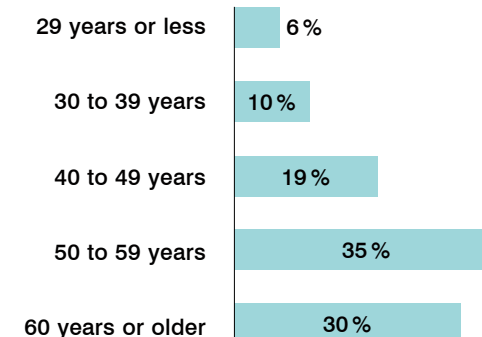
100 % of readers collect and archive their magazines in whole or in part

Question: What generally happens to your copy of DETAIL once you have finished reading it? (Multiple answers possible)



The average reader age is 52

Question: What is your age?

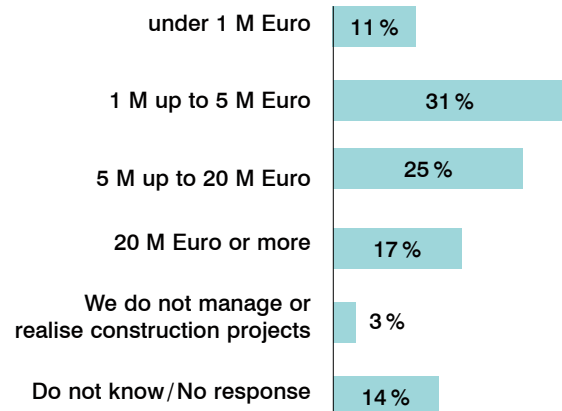




DETAIL READERSHIP STRUCTURE ANALYSIS

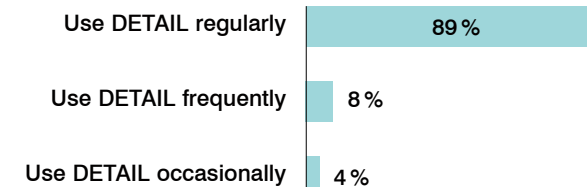
Project volume

Question: What was the total project volume of all construction projects managed or completed by your office or company last year? If you are unsure of the exact amount, please provide an estimate.



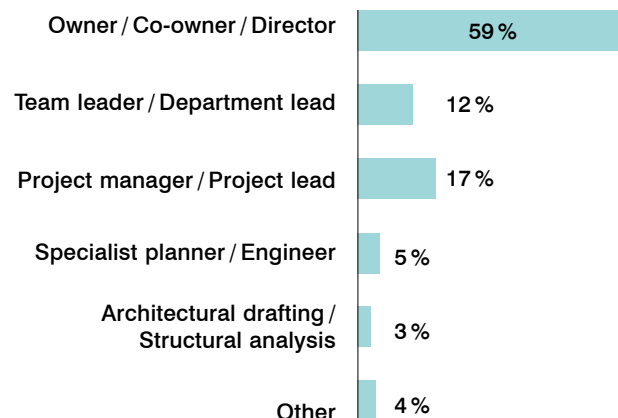
97 % of readers use DETAIL regularly or frequently

Question: I will read out the names of several journals. Please indicate whether you read each one regularly, frequently, occasionally, or not at all.



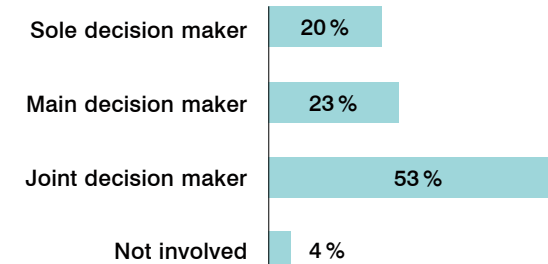
88 % of readers are owners or hold a leadership position

Question: What is your current professional role within your organisation?



96 % of readers have sole or significant influence on product decisions

Question: How would you rate your influence on product decisions?

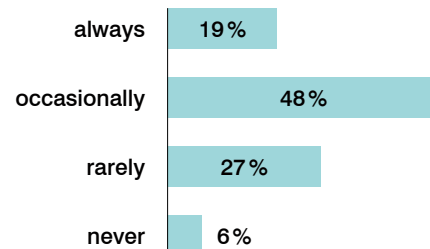




DETAIL READERSHIP STRUCTURE ANALYSIS

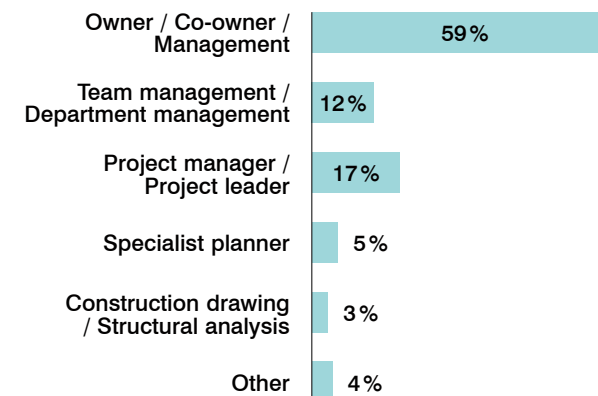
94 % of readers pay attention to ads / advertorials for products or services when reading DETAIL

Question: How often do you pay attention to ads / advertorials for products or services when reading DETAIL?



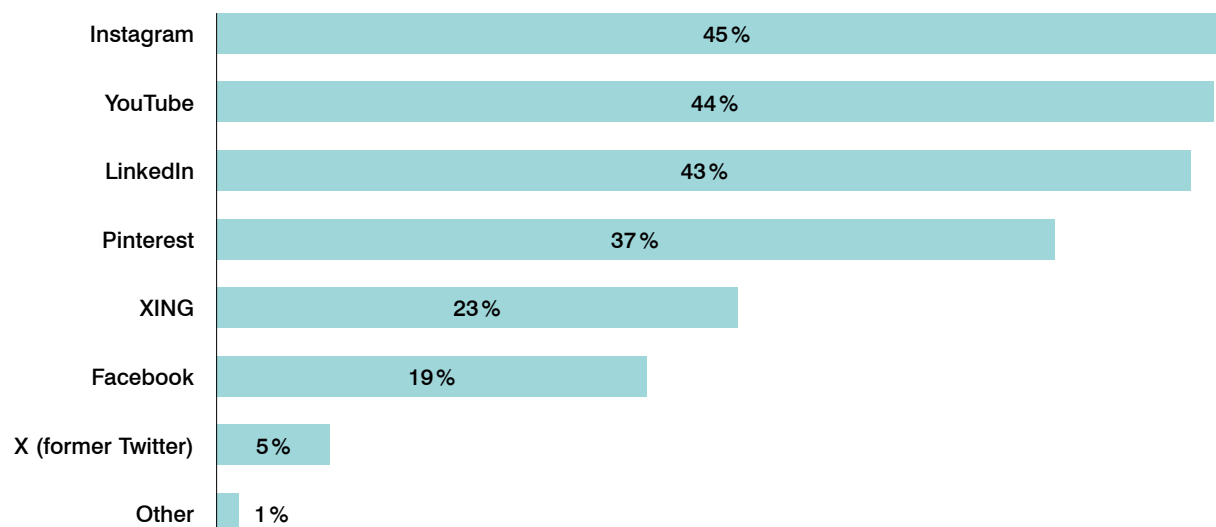
At least 83 % of DETAIL readers manage and implement construction projects

Question: What is your current professional role within your organisation?



79 % of readers use at least one of the listed social networks for professional purposes

Question: Which of the following social networks do you use at least occasionally for professional purposes? (Multiple answers possible)





EDITORIAL CALENDAR

Issue	Issue Title/Issue Topics	Product Topics	DETAIL Events / Trade Fairs
1/2.2026 PD: 15.01.26 ED: 14.11.25 AD: 02.12.25 CD: 04.12.25 DDi: 17.12.25	Simply Well Built	Building Envelope & Roofs Interior Finishes, Interiors System & Modular Construction	Heimtextil 13.01.–16.01.26 DOMOTEX 19.01.–22.01.26 imm Cologne 20.01.–23.01.26 Swissbau 20.02.–24.02.26 Ambiente 06.02.–10.02.26 Cevisama 24.02.–28.02.26 DACH + HOLZ 24.02.–27.02.26 SCHULBAU Stuttgart 25.02.–26.02.26
3.2026 PD: 02.03.26 ED: 05.01.26 AD: 29.01.26 CD: 03.02.26 DDi: 10.02.26	Natural Building Materials Wood, Earth, Straw	Building Envelopes & Roofs SPECIAL light + building Digital Planning & Construction Processes	DETAIL CONSTRUCTION AWARD Munich 12.03.26 Light + Building 08.03.–13.03.26 BetonTage 10.03.–12.03.26 SHK + E Essen 17.03.–20.03.26 digitalBAU 24.03.–26.03.26 ceramitec 24.03.–26.03.26 Fensterbau Frontale 24.03.–27.03.26
4.2026 PD: 01.04.26 ED: 05.02.26 AD: 04.03.26 CD: 09.03.26 DDi: 16.03.26	Typology: Healthcare Buildings/ Healing Architecture Special Supplement: Interiors Crossmedia Special	Interior Finishes, Interiors Heating, Cooling, Ventilation	IFH/Intherm 14.04.–17.04.26 SCHULBAU Frankfurt 15.04.–16.04.26 ARCHITECT@WORK Munich 15.04.–16.04.26 Salone del Mobile 21.04.–26.04.26 Construction Summit 22.04.–23.04.26
5.2026 PD: 04.05.26 ED: 09.03.26 AD: 01.04.26 CD: 08.04.26 DDi: 15.04.26	Climate Adaptive Building Envelopes	Building Envelopes & Roofs System & Modular Construction Exteriors & Landscaping	DETAIL FACADE CONGRESS Düsseldorf 21.05.26
6.2026 PD: 02.06.26 ED: 07.04.26 AD: 30.04.26 CD: 06.05.26 DDi: 13.05.26 	Anniversary Issue 65 Years of DETAIL Advertorial Special Sustainability AD: 07.04.2025	Building Envelopes & Roofs Interior Finishes, Interiors Digital Planning & Construction Processes	DETAIL CLIMATE FORUM Stuttgart 11.06.26 Stone+tec 17.06.–20.06.26 spoga+gafa 22.06.–24.06.26 FeuerTrutz 24.06.–25.06.26 Intersolar 23.06.–25.06.26



EDITORIAL CALENDAR

Issue	Issue Title/Issue Topics	Product Topics	DETAIL Events / Trade Fairs
7/8.2026 PD: 15.07.26 ED: 15.05.26 AD: 11.06.26 CD: 17.06.26 DDi: 29.06.26 	Solid Construction: Masonry and Concrete Special Supplement: Interiors Crossmedia Special	Building Envelopes & Roofs Interior Finishes, Interiors	SecurityExpo Munich 01.07.–02.07.26
9.2026 PD: 01.09.26 ED: 10.07.26 AD: 04.08.26 CD: 07.08.26 DDi: 14.08.26	Prefabrication and Modular Construction	System & Modular Construction Exteriors & Landscaping	Cersaie 22.09.–26.09.26 Batimat 28.09.–01.10.26 SCHULBAU Cologne 30.09.–01.10.26
10.2026 PD: 01.10.26 ED: 11.08.26 AD: 03.09.26 CD: 08.09.26 DDi: 15.09.26	Typology: Cultural buildings Special Supplement: Interiors Crossmedia Special	Building Envelopes & Roofs Interior Finishes, Interiors Heating, Cooling, Ventilation	DETAIL MODULAR CONSTRUCTION CONGRESS, Munich 15.10.26 EXPO REAL 06.10.–08.10.26 Interbad 06.10.–08.10.26 Chillventa 13.10.–15.10.26 glasstec 20.10.–23.10.26 Orgatec 27.10.–30.10.26
11.2026 PD: 02.11.26 ED: 10.09.26 AD: 05.10.26 CD: 08.10.26 DDi: 15.10.26	Adaptive Reuse Advertorial Special: Sustainability AD: 10.09.2026	Building Envelopes & Roofs Interior Finishes, Interiors Digital Planning & Construction Processes	DETAIL DIGITAL CONGRESS Berlin 12.11.26 SCHULBAU Berlin 11.11.–12.11.26
12.2026 PD: 01.12.26 ED: 08.10.26 AD: 02.11.26 CD: 05.11.26 DDi: 12.11.26	Facades	Facades & Windows Interior Finishes, Interiors System & Modular Construction	DETAIL AWARD Munich December 2026
1/2.2027 PD: 04.01.27 ED: 05.11.26 AD: 01.12.26 CD: 04.12.26 DDi: 11.12.26	Circular Construction	Trade Fair Edition BAU 2027	BAU 11.01.–15.01.27 DETAIL FORUM BAU Munich 12.01.27

CONTENT CALENDAR



	Simply Well Built	Natural Building Materials Wood, Earth, Straw	Typology: Healthcare Buildings/ Healing Architecture	Climate-Adaptive Building Envelopes	Anniversary Issue 65 Years of DETAIL	Solid Construction: Masonry and Concrete	Prefabrication and Modular Construction	Typology: Cultural Buildings	Adaptive Reuse	Facades	Adaptive Reuse
Advertising in an editorial environment	1/2.2026	3.2026	4.2026	5.2026	6.2026	7/8.2026	9.2026	10.2026	11.2026	12.2026	1/2.2027
BUILDING ENVELOPE / ROOF Facade: Facade systems and cladding (masonry, clinker brick, concrete, natural stone, ceramics, glass, metal, etc.), profiles, glazing, windows, balconies, sun protection, solar facades, entrances, doors, gates, drainage, exterior rendering and paints, ETICS insulation systems, sandwich constructions, renovation, circular construction Wall: Masonry, earth, concrete, wood Roof: Flat roofs, pitched roofs, green roofs, roof structures, roofing, drainage, insulation systems, waterproofing, roof windows, skylights, smoke and heat extraction Building physics / fire protection: Thermal, moisture and fire protection, sound insulation and acoustics, renovation, membranes and seals	Issue Newsletter: 15.01. 29.01. 12.02. 29.01. EN	Issue Newsletter: 02.03. 09.03. 23.03. 26.03. EN		Issue Newsletter: 04.05. 11.05. 18.05. 13.05. EN	Issue Newsletter: 02.06. 09.06. 16.06. 11.06. EN	Issue Newsletter: 15.07. 29.07. 12.08. 30.07. EN		Issue Newsletter: 01.10. 08.10. 15.10. 08.10. EN	Issue Newsletter: 02.11. 09.11. 16.11. 12.11. EN	Issue Newsletter: 01.12. 08.12. 15.12. 17.12. EN	Issue Newsletter: 04.01. 12.01. 18.01. 07.01. EN
	Thematic Newsletter: 03.02. 05.02. EN	Thematic Newsletter: 11.03.		Thematic Newsletter: 05.05. 07.05. EN	Thematic Newsletter: 23.06.	Thematic Newsletter: 21.07. Housing-Typologies 09.07. EN		Thematic Newsletter: 20.10. 15.10. EN	Thematic Newsletter: 04.11.	Thematic Newsletter: 14.12.	Thematic Newsletter: 19.01.
	Trade Fair Newsletter: DACH + HOLZ 17.02.	Trade Fair Newsletter: Fensterbau Frontale 17.03.						Trade Fair Newsletter: glasstec 13.10.			Trade Fair Newsletter: BAU 05.01. 07.01.DE/EN 11.01.
INTERIOR DESIGN / INTERIORS Light: Luminaires, lighting technology, lighting design, visual guidance systems, lighting installations, switches Bathroom and Sanitary: Tiles, sanitary ceramics, fittings, drainage systems, saunas, swimming pool technology Interior finishes, acoustics: Drywall, partition walls, floor coverings, wall coverings, acoustic elements, interior doors, fittings, stairs, coatings, interior rendering, paints, healthy living Building physics/fire protection: Thermal, moisture and fire protection, sound insulation and acoustics, renovation, foils, seals and waterproofing Drywall walls, partition walls, floor coverings, wall coverings, acoustic elements, interior doors, fittings, stairs, coatings, interior plaster, paints, healthy living Building automation: Smart home, switches, control technology, security technology, fire alarm systems Development: Barrier-free access, stairs, lifts, escalators, parking systems, burglary protection, signage	Issue Newsletter: 15.01. 29.01. 12.02. 29.01. EN	Special Light+Building Issue Newsletter: 02.03. 09.03. 23.03. 26.03. EN	Issue Newsletter: 01.04. 08.04. 15.04. 09.04. EN		Issue Newsletter: 02.06. 09.06. 16.06. 11.06. EN	Issue Newsletter: 15.07. 29.07. 12.08. 30.07. EN		Issue Newsletter: 01.10. 08.10. 15.10. 08.10. EN	Issue Newsletter: 02.11. 09.11. 16.11. 12.11. EN	Issue Newsletter: 01.12. 08.12. 15.12. 17.12. EN	Issue Newsletter: 04.01. 12.01. 18.01.
		Trade Fair Newsletter: SHK+E Essen 03.03.	Trade Fair Newsletter: IFH/Intherm 09.04.				Trade Fair Newsletter: Interbad 29.09.				
	Thematic Newsletter: 10.02.	Special Light+Building	Thematic Newsletter: 21.04.		Thematic Newsletter: 30.06.	Thematic Newsletter: 04.08.		Thematic Newsletter: 06.10.	Thematic Newsletter: 24.11.	Thematic Newsletter: 09.12.	Thematic Newsletter: 03.02.
	Trade Fair Newsletter: DACH + HOLZ 17.02.	Trade Fair Newsletter: Light+Building 25.02. DE 26.02. EN	Trade Fair Newsletter: Salone del Mobile 16.04. DE/EN				Trade Fair Newsletter: Cersaie 10.09. DE/EN	Trade Fair Newsletter: Orgatec 22.10. DE/EN			Trade Fair Newsletter: BAU 05.01. 07.01.DE/EN 11.01.

CONTENT CALENDAR



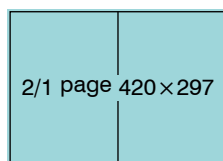
	Simply Well Built	Natural Building Materials Wood, Earth, Straw	Typology: Healthcare Buildings/ Healing Architecture	Climate-Adaptive Building Envelopes	Anniversary Issue 65 Years of DETAIL	Solid Construction: Masonry and Concrete	Prefabrication and Modular Construction	Typology: Cultural Buildings	Adaptive Reuse	Facades	Adaptive Reuse
Advertising in an editorial environment	1/2.2026	3.2026	4.2026	5.2026	6.2026	7/8.2026	9.2026	10.2026	11.2026	12.2026	1/2.2027
SPECIAL SUPPLEMENT INTERIORS & DESIGN Office, hospitality, hotel, retail, and residential design, furniture, floor coverings, tiles, wall coverings, paints, interior rendering, interior construction, acoustics, lighting, switches, bathrooms, sanitary fixtures and fittings	Interiors & Design NL¹ 22.01. DE/EN 19.02. DE/EN	Interiors & Design NL¹ 19.03. DE/EN	Interiors Special Trade Fair Newsletter: Salone del Mobile 16.04. DE/EN	Interiors & Design NL¹ 21.05. DE/EN	Interiors & Design NL¹ 18.06. DE/EN	Interiors Special Interiors & Design NL¹ 23.07. DE/EN 20.08. DE/EN	Interiors & Design NL¹ 17.09. DE/EN Trade Fair Newsletter: Cersaie 10.09. DE/EN	Interiors & Design NL¹ 22.10. DE/EN Trade Fair Newsletter: Orgatec 22.10. DE/EN	Interiors & Design NL¹ 19.11. DE/EN	Interiors & Design NL¹ 10.12. DE/EN	Interiors & Design NL¹ 21.01. DE/EN Trade Fair-Newsletter: BAU 05.01. 07.01. DE/EN 11.01.
SYSTEM CONSTRUCTION / MODULAR CONSTRUCTION Modular construction, prefabricated facades and building elements, timber construction, steel construction, hybrid construction methods, design-to-production	Issue Newsletter: 15.01. 29.01. 12.02. 29.01. EN Thematic Newsletter: 24.02.			Issue Newsletter: 04.05. 11.05. 18.05. Thematic Newsletter: 19.05.			Issue Newsletter: 01.09. 08.09. 15.09. 24.09. EN			Issue Newsletter: 01.12. 08.12. 15.12. 17.12. EN Thematic Newsletter: 02.12.	Issue Newsletter: 04.01. 12.01. 18.01.
DIGITAL PLANNING AND CONSTRUCTION PROCESSES Software: BIM, CAD, AVA, AI, project management, visualisation, virtual and augmented reality (VR/AR), facility management, digital twin, interfaces, design-to-production Hardware: Robotics, laser scanning, 3D printing		Issue Newsletter: 02.03. 09.03. 23.03. 26.03. EN Trade Fair Newsletter: digitalBAU 16.03. 12.03. EN			Issue Newsletter: 02.06. 09.06. 16.06. 11.06. EN Thematic Newsletter: 10.06. 25.06. EN				Issue Newsletter: 02.11. 09.11. 16.11. 12.11. EN Thematic Newsletter: 11.11. 05.11. EN		Trade Fair-Newsletter: BAU 05.01. 07.01. DE/EN 11.01.
EXTERIORS & LANDSCAPING Street furniture, outdoor surfacing, lighting, access routes, wayfinding systems, access and parking systems, greening, drainage, noise protection, pool and pond facilities, systems and materials for mitigating urban overheating				Issue Newsletter: 04.05. 11.05. 18.05. 13.05. EN Thematic Newsletter: 26.05.			Issue Newsletter: 01.09. 08.09. 15.09. 24.09. EN Thematic Newsletter: 22.09.				Issue Newsletter: 04.01. 12.01. 18.01.
HEATING / COOLING / VENTILATION Ventilation, cooling and air conditioning technology, heat storage, heat recovery, heat pumps, heating, water and wastewater technology			Issue Newsletter: 01.04. 08.04. 15.04. 09.04. EN Trade Fair-Newsletter: IFH/Intherm 09.04.					Issue Newsletter: 01.10. 08.10. 15.10. Thematic Newsletter: 28.10.			Trade Fair-Newsletter: BAU 05.01. 07.01. DE/EN 11.01.



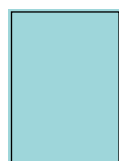
AD FORMATS

Bleed Ads

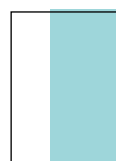
Format W×H in mm



2/1 page
420×297



1/1 page
210×297



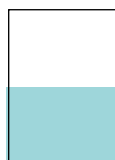
2/3 page
vertical
135×297



2/3 page
horizontal
210×188



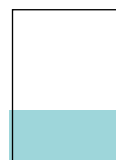
1/2 page
vertical
102×297



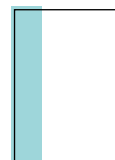
1/2 page
horizontal
210×145



1/3 page
vertical
69×297



1/3 page
horizontal
210×99



1/4 page
vertical
53×297



1/4 page
horizontal
210×76

For bleed ads, add a 3 mm bleed allowance on each outer edge.

Submit double-page ads as two separate pages.

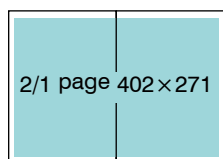
For part-page portrait-format ads, add 3 mm bleed on all sides.

For 1/3 page ads and smaller, placement requests cannot be accommodated.

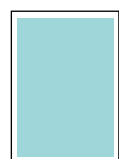
Special formats on request.

Type Area (non-bleed) Ads

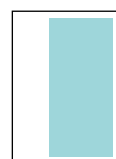
Format W×H in mm



2/1 page
402×271



1/1 page
189×271



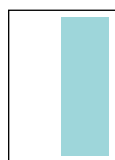
2/3 page
vertical
125×271



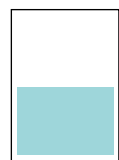
2/3 page
horizontal
189×176



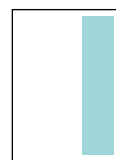
9/16 page
junior page
140×193



1/2 page
vertical
93×271



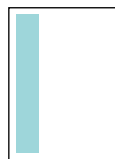
1/2 page
horizontal
189×133



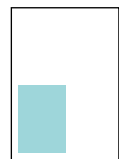
1/3 page
vertical
63×271



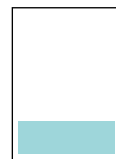
1/3 page
horizontal
189×87



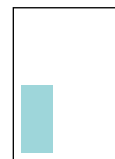
1/4 page
vertical
45×271



1/4 page
93×133
portrait



1/4 page
horizontal
189×64



1/6 page
vertical
63×133



AD PRICE LIST

Format		Type Area Ads		Bleed Ads		b/w	4c
		Width mm	Height mm	Width mm	Height mm	€	€
2/1 page		402	271	420	297	14,690	20,590
Cover page 2, 4		189	271	210	297		12,475
Cover page 3		189	271	210	297		10,915
1/1 page next to content		189	271	210	297	8,500	11,955
1/1 page		189	271	210	297	7,425	10,395
2/3 page	vertical	125	271	135	297	5,860	8,205
	horizontal	189	176	210	188		
9/16 page (junior page)	vertical	140	193	152	206	5,520	7,730
1/2 page (1st issue half)	vertical	93	271	102	297	5,500	7,795
	horizontal	189	133	210	145		
1/2 page	vertical	93	271	102	297	4,960	6,945
	horizontal	189	133	210	145		
1/3 page	vertical	63	271	69	297	4,030	5,645
	horizontal	189	87	210	99		
1/4 page	vertical	45	271	53	297	2,860	4,005
	portrait	93	133				
	horizontal	189	64	210	76		
1/6 page	vertical	63	133			2,100	2,945

Placement Surcharge

If a specific placement is accepted (minimum size 1/3 page): 20% surcharge; exclusive (solus) ads: 30% surcharge.

Discounts

For ads placed within a calendar year, starting with the first insertion:

Frequency Discount

with	3 ads	3 %
with	6 ads	5 %
with	9 ads	10 %
with	12 ads	12.5 %

Volume Discount

with	1 page	3 %
with	3 pages	5 %
with	6 pages	10 %
with	9 pages	15 %

No discount on glued-on inserts, technical surcharges, or distribution costs.



ANNIVERSARY ISSUE

65 years of DETAIL 6.2026

PRINT ADVERTORIAL

with extended crossmedia reach via online advertorial (optional)

• Company history over the last 65 years

Present your company's milestones and innovations in a special layout in the anniversary issue.

1/1 page 6,900 €¹
instead of: 11,500 €

• Sustainability – Advertorial

Present your company's sustainability strategy in an advertorial in the anniversary edition – either in the traditional form of an image/text contribution or in an interview conducted by the DETAIL editorial team (in writing or by telephone).
Further information can be found on page 21.

2/1 page 12,450 €¹
instead of: 22,500 €

Optional extended crossmedia reach

One advertorial on detail.de/en:

- Home page placement on the day of publication (Home)
- Detailed online listing
- Permanent presence on detail.de/en
- Teaser image, 4 gallery images, up to 2,500 characters of text (DE or EN)
- Link to a desired URL (including tracking option)
- Architecture-specific content preparation by the editorial team
- Multi-channel distribution via various online touchpoints
- 1 × Image/text advertisement in the DETAIL newsletter (DE or EN)
- 1 × Social media post    
- Detailed reporting 4 weeks after publication
- If available: inclusion in company profile (detail.de/en)

3.500 €¹
instead of: 4,150 €

Reach:

Website Ø 3.44 million PI/month, Ø 736,000 visits/month²
Newsletter DE > 26,750, EN > 28,900 subscribers³, Ø 40% opening rate
Social media > 541,000 followers⁴





ANNIVERSARY ISSUE

65 years of DETAIL 6.2026

AD WITH CONGRATULATIONS

Congratulate DETAIL on its 65th anniversary in our anniversary issue 6.2026.

Ad with congratulations

1/1 page in 4c: 6,500 €^{1,2}
instead of: 10.395 €

9/16 page in 4c: 5,025 €^{1,2}
instead of: 7.730 €

1/2 page in 4c: 4,515 €^{1,2}
instead of: 6.945 €

1/3 page in 4c: 3,670 €^{1,2}
instead of: 5.645 €

1/4 page in 4c: 2,604 €^{1,2}
instead of: 4.005 €

Logo with congratulations

Place your logo and a short congratulatory message on a special page in the editorial section of this issue.

We will expand your reach by including your congratulations on our anniversary landing page at detail.de/en.

1/8 page incl. logo 1,750 €¹





ANNIVERSARY ISSUE

65 years of DETAIL 6.2026

ONLINE

Newsletter

Image/text display in the accompanying DETAIL magazine newsletter for the anniversary issue 6.2026

Publication dates: **2 June, 9 June, 16 June**

Sent to > 28,150 subscribers

Average open rate 40%

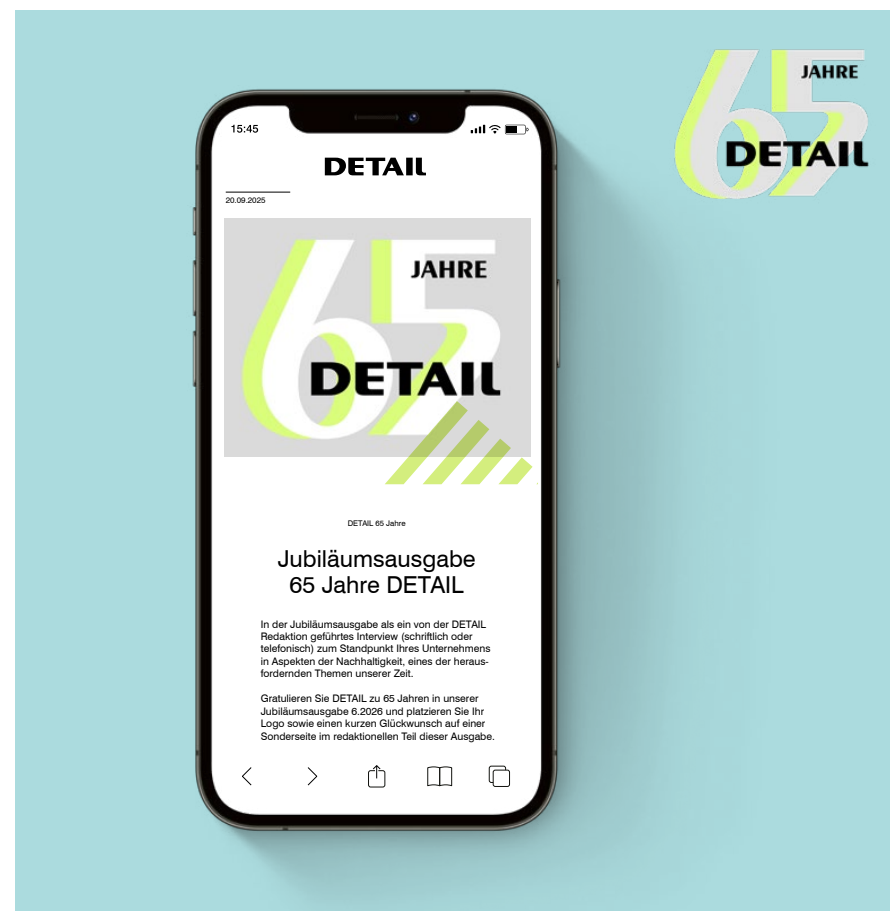
Special prize: 2,250 €^{1,2}
instead of: 2,940 €

Display AD

35% more AD IMPRESSIONS

Book your display ad campaign in June 2026 and receive 35 % of the booking volume on top.

Broadcast: June–August
Desktop & Mobile





SUSTAINABILITY ADVERTORIAL SPECIAL

Advertorial Special in these copies:

6.2026 '65 years of DETAIL' **11.2026 'Circular Construction'**
Ad booking deadline: Ad booking deadline:
07.04.2026 10.09.2026

Your sustainability strategy in the spotlight: Present your company exclusively in the advertorial special SUSTAINABILITY.

Classic as an image/text format or as an interview conducted by the DETAIL editorial team – with a special focus on your company's point of view and your sustainability strategy.

Your advertorial will be seamlessly integrated into the respective focus topic, thereby receiving the full attention of a highly relevant readership from the fields of architecture and planning. Take advantage of this opportunity to authentically position your brand in the context of sustainability and building culture.

Please note:

The deadline for advertisements and the delivery date for image and text material is the respective editorial deadline.

You will reach:

- **Print ad in DETAIL**
> 55,000 readers
- **Permanent presence on detail.de/en**
Ø 3.44 M Pl/month²
Ø 736,000 visits/month²
- **DETAIL newsletter image/text ad**
DE > 26,750 subscribers³
EN > 28,900 subscribers³
- **Social Media**
> 541,000 followers⁴    



Print

Issue 6.2026 '65 years of DETAIL'
Ad booking deadline: 07.04.2026

Issue 11.2026 'Circular Construction'
Ad booking deadline: 10.09.2026

Price

1/1 page only 6,900€¹
instead of: 11,500€

2/1 page only 12,450€¹
instead of: 22,500€

+ Crossmedia

Take advantage of our popular Crossmedia Special at a special price

- Online advertorial on detail.de/en (permanent placement)
- 1 x DETAIL newsletter image/text ad
- 1 x Social media post    
- Detailed reporting 4 weeks after publication

Optional

- Inclusion in the company portrait

Crossmedia-Special Total Price

1/1 page
incl. online advertorial
10,400€¹ instead of: 15,650€

2/1 page
incl. online advertorial
15,950€¹ instead of: 26,650€



INTERIORS & DESIGN CROSSMEDIA SPECIAL

Benefit from our wide-reaching crossmedia special!

Present your company and products across multiple channels with maximum visibility – in the DETAIL Interiors specials (issues 4.2026, 7/8.2026, or 10.2026) and permanently on detail.de/en/interiorsdesign.

4.2026 Trade fair edition Salone del Mobile

Ad booking deadline:
04.03.2026

7/8.2026 Copytest

Ad booking deadline:
11.06.2026

10.2026 Trade fair edition Orgatec

Ad booking deadline:
03.09.2026

You will reach:

- **Print ad in DETAIL**
> 55,000 readers
- **Permanent presence on detail.de/en**
Ø 3.44 M PI/month²
Ø 736,000 visits/month²
- **DETAIL newsletter image/text ad**
DE > 26,750 subscribers³
EN > 28,900 subscribers³
Ø 40% Öffnungsrate³
- **Social Media**
> 541,000 followers⁴
> 1.12 M total impression/month

Package 1

- 1/1 page 4c
in **DETAIL issue 4.2026, 7/8.2026 or 10.2026**
- Online advertorial on detail.de/en/interiorsdesign
(permanent placement, DE or EN)
- 1 × DETAIL Interiors & Design newsletter image/text ad
(DE or EN)
- 1 × Social media post
- Detailed reporting 4 weeks after publication

Total price

10,500€¹
instead of: 14,545€

Package 2

- 1/2 page 4c
in **DETAIL issue 4.2026, 7/8.2026 or 10.2026**
- Online advertorial on detail.de/en/interiorsdesign
(permanent placement, DE or EN)
- 1 × DETAIL Interiors & Design newsletter image/text ad
(DE or EN)
- 1 × Social media post
- Detailed reporting 4 weeks after publication

Total price

8,356€¹
instead of: 11,095€



© Forill De Rad | Unsplash



INTERIORS & DESIGN ONLINE

Present your company and your products permanently and visibly on detail.de/en/interiorsdesign – and reach your target audience exactly where they are looking for inspiration.

Product presentation on detail.de/en interiorsdesign

3 gallery images, approx. 750–1,000 characters including spaces, linking, tracking code

BASIC

3 × Product presentations DE or EN incl. Company portrait

- 3 × Product presentations (permanent presence)
- 3 × DETAIL Interiors & Design newsletter image/text ad
- 1 × Company portrait / duration 12 months

Package price

3,550 €¹
instead of: 4,770 €

PREMIUM

3 × Product presentations + Online advertorial DE or EN incl. Company portrait

- 3 × Product presentations (permanent presence)
- 3 × DETAIL Interiors & Design newsletter image/text ad
- 1 × Company portrait / duration 12 months
- 1 × Online advertorial
- 1 × Homepage placement on the day of publication
- 1 × Image/text ad in the DETAIL newsletter
- 1 × Social media post    
- 1 × Refresh after 4–6 weeks
- 1 × Reporting online advertorial 4 weeks after publication date

Package price

7,050 €¹
instead of: 8,920 €

detail.de/en
Ø 3.44 Pl/month²
Ø 736,000 visits/month²

Newsletter
DE > 26,750 subscribers³
EN > 28,900 subscribers³

Social Media
> 541,000 followers⁴



BASIC Bilingual

3 × Product presentations DE and EN incl. Company portrait

- 6 × Product presentations – each 3 × DE+EN (permanent presence)
- 6 × DETAIL Interiors & Design newsletter image/text ad
- 2 × Company portrait – each 1 × DE+EN / duration 12 months

Package price

6,670 €¹
instead of: 9,540 €

PREMIUM Bilingual

3 × Product presentations + Online advertorial DE and EN incl. Company portrait

- 6 × Product presentations – each 3 × DE+EN (permanent presence)
- 6 × DETAIL Interiors & Design newsletter image/text ad
- 2 × Company portrait – each 1 × DE+EN / duration 12 months
- 2 × Online advertorial – each 1 × DE+EN
- 2 × Homepage placement on the day of publication detail.de/en
- 2 × Image/text ad in the DETAIL newsletter – each DE+EN
- 2 × Social media post – each DE+EN    
- 2 × Refresh after 4–6 weeks
- 2 × Reporting online advertorial 4 weeks after publication date – each DE+EN

Package price

12,450 €¹
instead of: 17,840 €



INTERIORS & DESIGN NEWSLETTER

The DETAIL INTERIORS & DESIGN newsletter is published monthly, every Thursday, in German and English. It delivers exclusive news, trends and inspiration from the worlds of architecture and design – directly to the inboxes of an international readership of architecture, interior design and planning professionals.

Subscribers
DE > 26,750
Ø opening rate
40%¹

EN > 28,900
Ø opening rate
33%¹

	Ad Format	Specification	CPM subscribers
1	Image ad in the DE/EN newsletter	1st + 2nd placement	105 €
2	Image ad in the DE/EN newsletter	3rd placement	95 €
3	Banner	Banner 1,200 × variable size up to max. 240 px (W×H)	1,120 €

Delivery:

Thursday

DE 26,750 subscribers¹

EN 28,900 subscribers¹

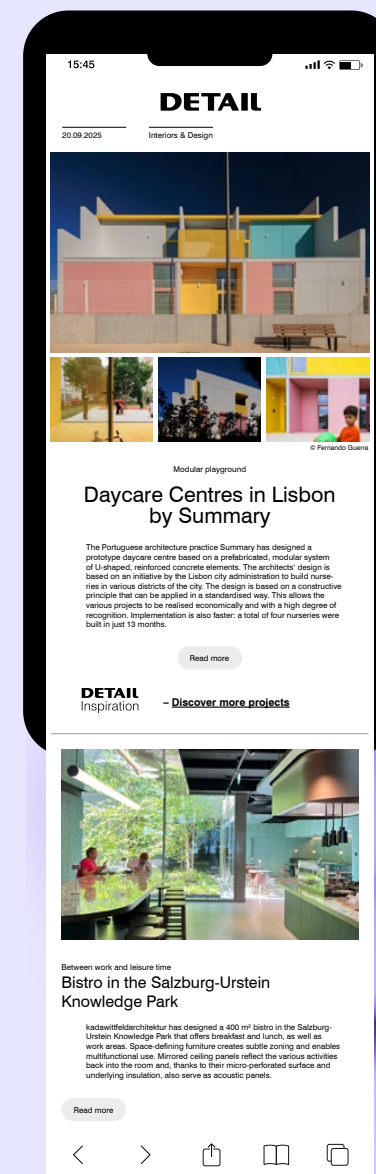
Booking:

Please submit your order and data at least 7 working days before the publication date

Requirements:

- 1 image 1,920 × 1,280 px (W × H)
- 320 characters of text (including spaces)
- 40 characters for headline (including spaces) and link

Date	DE and EN
22.01.	Interiors & Design
19.02.	Interiors & Design
25.02.	Trade fair newsletter Light + Building DE
26.02.	Trade fair newsletter Light + Building EN
03.03	Trade fair newsletter SHK + E Essen DE
19.03.	Interiors & Design
09.04.	Trade fair newsletter IFH/Intherm
16.04.	Trade fair newsletter Salone del Mobile
21.05.	Interiors & Design
18.06.	Interiors & Design
23.07.	Interiors & Design
20.08.	Interiors & Design
10.09.	Trade fair newsletter Cersaie
17.09.	Interiors & Design
29.09.	Trade fair newsletter Interbad DE
22.10.	Trade fair newsletter Orgatec
19.11.	Interiors & Design
10.12.	Interiors & Design





COPYTEST

Make the success of your advertisement measurable

In issue 7/8.2026, DETAIL offers you an exclusive copy test: find out directly from architects, planners and civil engineers how your company, your advertisement, your products and your image are actually perceived. The results are presented to you in a personal presentation – on site or online. This provides you with valuable insights that help you make your communication even more targeted and effective.

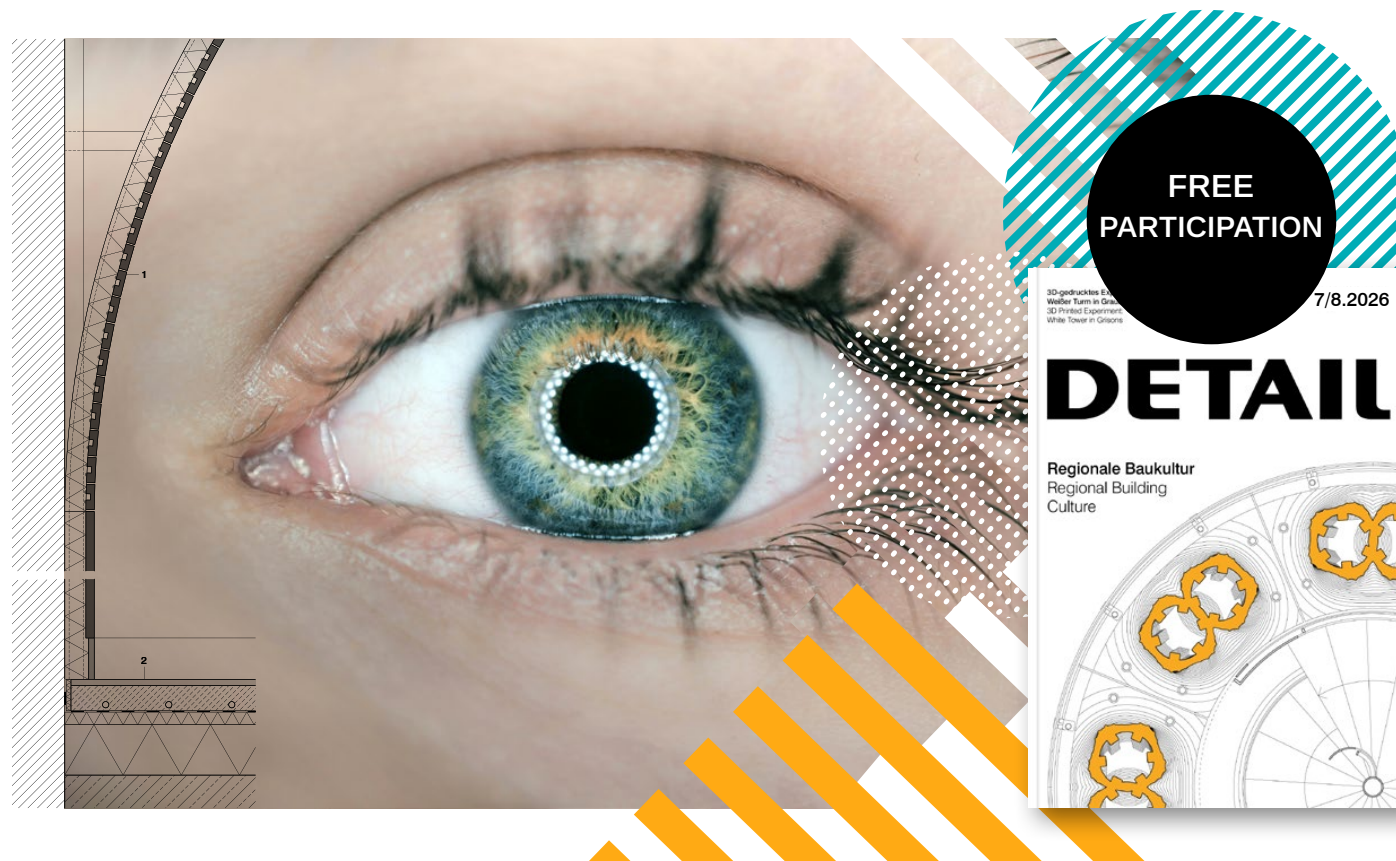
Participation in this free service is possible with an ad booking of at least a ½ page in issue 7/8.2026. Advertorials, gatefolds, and inserts can also be included in the evaluation.

Take advantage of this opportunity and gain valuable feedback directly from your target group. Book now: Participant places are strictly limited.

Copytest
Issue 7/8.2026
Advertisement deadline: 11 June 2026

The copy test is carried out by an independent market research institute. Based on a representative reader survey, both the qualitative and quantitative advertising impact of your advertisement is determined. The analysis goes beyond pure design and content:

You will also gain valuable insights into how your product and company image are perceived. The survey is conducted using CATI in accordance with the ZAW framework for advertising media analysis, guaranteeing you an objective, valid and representative evaluation of your advertising measures.





CROSSMEDIA PRODUKT + PRAXIS

Produkt + Praxis (crossmedia)

With 'Produkt + Praxis', you can present your company in an **exclusive 4- or 6-page supplement** – edited by the DETAIL editorial team and specifically tailored to architects and planners.

'Produkt + Praxis' combines editorial credibility with measurable advertising success – use this exclusive format to reach your target group in a sustainable way.

Editorial quality

'Produkt + Praxis' provides concise material and product specifications in brief form, with references showing the materials in use.

Aesthetic presentation

High-quality architectural photography and clear illustrations perfectly showcase your product.

High level of archiving

Perforated strips make it easy to remove and collect the inserts, ensuring that your content remains visible in the long term.

Effective lead generation

Optionally, you can add a response postcard or a QR code. This allows prospects to request samples or information material directly from you – and you can measure your response rate.

Fixed Price

4-page 14,500 €^{1,2}

6-page 19,500 €^{1,2}



Discover Produkt + Praxis
online here:

detail.de/de_en/produkt-praxis

Services:

- Publication on detail.de/en (permanent presence)
Ø 3.44 M page impressions/month²
Ø 736,000 visits/month²
- Publication as an image/text ad in the newsletter
DE > 26,750 subscribers³
EN > 28,900 subscribers³
- Use on your own URL (PDF with source citation, available 4 weeks after print publication)
- Detailed reporting (newsletter and detail.de/en)

– Optional:

Inclusion in company portrait

– Optional (additional fee):

- Additional print run for own distribution at a low cost
- Postcard as a response tool for lead generation
- Bilingual format (DE/EN)
- Special print finishing on the cover

**HIGHLY
LIMITED
AD FORMAT.
SECURE YOUR
PLACEMENT
NOW!**





SPECIAL AD FORMATS ADVERTORIAL

Advertorial (print and optional crossmedia)

Sometimes images and headlines alone are not enough to really convey complex content or innovative products to your target group. With a print advertorial, you can place your message in the editorial environment of DETAIL – and benefit from high-quality, credible perception.

- Convey complex information in a clear and targeted way.
- By being embedded in editorial content, your brand is positioned as competent and relevant.
- You provide us with texts and images – our editorial team refines them and tailors them precisely to your target group.
- The publication is labeled as an advertisement and can be extended crossmedia on request – for maximum reach and visibility.

Crossmedia Special:

Extended reach as an online advertorial on detail.de/en

Services:

- Publication on detail.de (permanent presence)
Ø 3.44 M page impressions/month³
Ø 736,000 visits/month³
- Publication as an image/text ad in the newsletter
DE > 26,750 subscribers⁴
EN > 28,900 subscribers⁴
- 1 x Social media post
> 541,000 followers⁵    
- Detailed report delivered 4 weeks after publication
- **Optional:**
Integration into the company portrait section

PRINT

Advertorial 2/1, 4c	22,500 € ¹
Advertorial 1/1, 4c	11,500 € ¹
Advertorial 1/2, 4c	8,750 € ¹

CROSSMEDIA SPECIAL

+ Online-Advertorial **plus 3,500 €²**
instead of: 4,150 €

Please note that data must be submitted by the editorial deadline (ED) for the desired print edition at the latest.



Advertorial 2/1



Advertorial 1/1



Advertorial 1/2



SPECIAL AD FORMATS PRINT

Gatecover/ Cover Flap

Leverage the haptic impact of our cover pages U2 or U3 for powerful product and brand communication.

Simply provide the basic texts and images, and the DETAIL editorial team will tailor them to resonate with your target audience.

Specifications: 3 pages
Flap on the 2nd or 3rd cover page
Bilingual option available

25,900 €^{1,2}



Cover Gatefold/ Cover Wrap

Half-page flap on the front cover for bold visibility.

Price on request¹



Banderole

Make an instant impact!
Our exclusive wrap-around banderole puts your message front and centre.

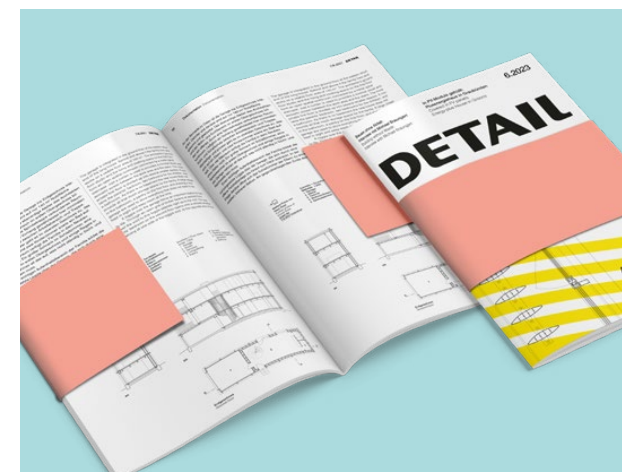
Price on request¹



Split Banderole

Capture attention from the outset with your exclusive split banderole, offering a double-page presence – ideal for your ad or advertorial.

Price on request^{1,2}



¹ Submit by the editorial deadline (ED) for the desired print issue.

² Special ad format: not eligible for discounts or agency commission.

All listed prices are subject to VAT.

The publisher's current terms and conditions apply, available at www.detail.de/de_en/agb.



SPECIAL AD FORMATS PRINT

Bound-In Inserts

2-page	8,910 € ¹
2-page with flap	11,160 € ¹
4-page	13,050 € ¹
6-page	15,930 € ¹
8-page	18,360 € ¹

The bound-in insert must be supplied by the manufacturer.

For paper weight over 180 g/m²: Price on request
Discountable (per volume rate): 1 sheet = 1 ad page

The bound-in insert can be bound between content sections.



Glued-On Inserts

Booking a full-page ad is required for the glued-on insert.
The ad is billed according to the current price list; see page 17.

Size

Minimum 40×60 mm, maximum 170×257 mm (W×H)
2 cm margin from the spine and all outer edges

Thickness

Maximum 3 mm

Maximum weight

50 g

Glued-on inserts are not eligible for discount but are eligible for agency commission. Shipping fees are excluded from all discounts.



Postcards, DIN C6

165 € per 1000 copies plus shipping fees²

**Booklets up to 170×257 mm (W×H),
3 mm thick, and 50 g**

Machine Processing:

265 € per 1000 copies plus shipping fees²

Manual Processing:

345 € per 1000 copies plus shipping fees²

CONTACT
US TO LEARN
MORE!

We would be happy to provide expert guidance on a range of special advertising formats, including die-cut ads, enhancements with special inks or finishes, and bespoke sizes.

¹ Special ad format: not eligible for discount, but eligible for agency commission.

² Special ad format: not eligible for discounts or agency commission.

All listed prices are subject to VAT.

The publisher's current terms and conditions apply, available at www.detail.de/de_en/agb.



SPECIAL AD FORMATS PRINT



Inserts

Inserts are placed within the magazine. Split run options available. Available for subscription copies or targeted regional distribution (additional fee applies). The insert is delivered by the manufacturer.

Size: minimum DIN C6, maximum 200×290 mm (W×H)

Thickness: maximum 2 mm

Maximum weight: 100 g

Up to 25 g for machine insertion:
240 €¹ per 1000 copies plus shipping fees

Prices for heavier inserts or those requiring manual insertion are available upon request.



Outserts

The outsert is placed on the back cover of DETAIL and shrinkwrapped with the magazine. Split run options available. Available for subscription copies or targeted regional distribution (additional fee applies).

The outsert must be provided by the manufacturer.

The price is calculated individually based on the weight of the outsert.



Sponsorship: Paper Shipping Envelope

100% kraft paper, no plastic additives

Optional add-on:

Enhance your outsert with a customised paper shipping envelope featuring your advertising message.

Price on request¹

Available only with a split run due to shipping restrictions.



YOUR CONTACT TEAM



Margit Färber

Director Sales & Event,
Member of the Executive Board

Asia,
Pacific,
South America

+49 89 381620-836
faerber@detail.de



Janette Mirkovic

Deputy Head of Sales

International
North Rhine-Westphalia

+49 89 381620-825
mirkovic@detail.de



Michael Fuhrmann

Baden-Württemberg,
Berlin, Brandenburg, Bremen,
Hamburg, Hesse, Lower Saxony,
Mecklenburg-Western Pomerania,
Rhineland-Palatinate, Saarland,
Saxony, Saxony-Anhalt,
Schleswig-Holstein, Thuringia

Switzerland, Liechtenstein

Fuhrmann Medienservice
Waiblinger Straße 6, 71404 Korb

+49 7151 20554-0
michael@fuhrmann-medienservice.de



Hélène Loubeau

Spain,
Portugal,
France,
Belgium,
Luxembourg

+49 69 310 999-44
loubeau@detail.de



Katharina Brückl

Event Management

+49 89 381620-865
brueckl@detail.de

events@detail.de



Elisabeth Plomitzer-Kanzler

Disposition

+49 89 381620-879
plomitzer-kanzler@detail.de



Gizem Karakas

Sales & Marketing Coordinator

+49 89 381620-424
karakas@detail.de



Peter Schachtl

Bavaria

Austria

Peter Schachtl Medienservice
Am Point 10
83075 Bad Feilnbach

+49 8064 905975
medienservice@schachtl.de



Anke Thaler

Disposition

+49 89 381620-868
thaler@detail.de

DETAIL Architecture GmbH
Messerschmittstraße 4
80992 München
disposition@detail.de
Fax: +49 89 381620-899

SALES

EVENTS

SCHEDULING