

CUBE

The metropolitan
magazine for
architecture, interior
design and lifestyle

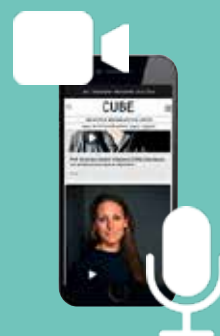
Valid from January 2026

NEW:
Special advertising
formats
and Social
Media

MEDIA KIT



2026



MEDIA OVERVIEW

CUBE METROPOLITAN MAGAZINES

CUBE is published 4 times a year in **8 metropolitan areas** with independent titles

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BERLIN, DÜSSELDORF, FRANKFURT/RHINE-MAIN, HAMBURG, COLOGNE BONN, MUNICH, RUHR AREA AND STUTTGART

CUBE SELECT

CUBE Select – 4 times a year **nationwide** with a selection of highend residential architectural available at selected magazine retailers

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CUBE INSPIRE CUBE REAL ESTATE

4 times a year magazines for architecture **professionals** are published CUBE Inspire (thrice) and CUBE Real Estate (once)

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CUBE DIGITAL

Website, newsletter, SEO-Marketing, podcast, innovation video

with over 7,500 architectural articles and about 120,000 impressions per month

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OTHER

Contacts, general publisher information, general terms and conditions

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READERSHIP	high-income private individuals, regional architects and real estate professionals
NUMBER OF INDEPENDENT MAGAZINES	8 – Berlin, Cologne Bonn, Düsseldorf, Frankfurt/Rhine-Main, Hamburg, Munich, Ruhr Area, Stuttgart
FREQUENCY OF PUBLICATION	4 times a year
AREAS OF PUBLICATION	respective metropolitan region
VOLUME	17th year, since 2009
TOTAL CIRCULATION	total circulation 64,000 copies/quarter, 8,000 copies per regional title
COPY FORMAT	DIN A4 210 x 297 mm
YEARLY SUBSCRIPTION	domestic 32 EUR (incl. VAT and shipping costs) International 46,80 EUR (incl. VAT and shipping costs)
ONLINE	www.cube-magazin.de
FACTS	Issues 2024 35 issues
	Total page count 2024 2,352 pages
	Ø page count 2024 Ø 73.5 pages
ONLINE-MAGAZINES	www.cube-magazin.de/digitale-print-ausgaben

Share by gender:

61 % male
39 % female

Average age:

50.9 years

Monthly net income over 5,000 EUR:

32.2 %

Living situation:

40.3 % renting
46.8 % own house
12.9 % own apartment

Average amount of readers per individual copy:

2.8 private individuals
3.5 architecture professionals

What is read:

38.5 % read the complete copy
40.6 % read more than half
20.6 % read only certain articles

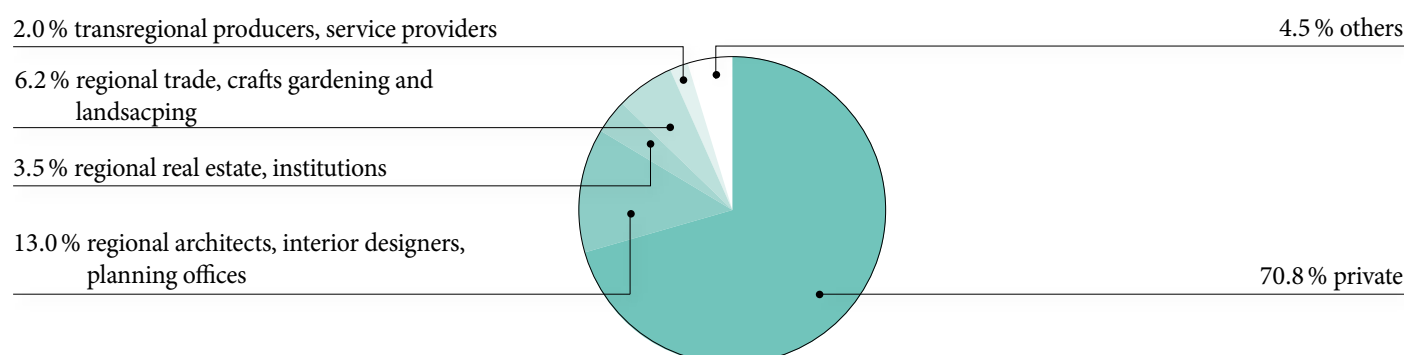
What happens with the magazine after reading:

62.1 % keep it
26.1 % pass it on
11.8 % other usage

I rate the magazine with the grade:

private individuals: 1.9
architects: 2.1

READERSHIP STRUCTURE (average scores of all 8 metropolitan magazines)



* Source: CUBE reader analysis from 2022, 140 participants, 24 closed and open questions, written and online survey

METROPOLITAN MAGAZINES DATES OF PUBLICATION

METROPOLITAN TITLE	Spring issue 01/2026		Summer issue 02/2026		Autumn issue 03/2026		Winter issue 04/2026	
DÜSSELDORF	AD:	02.02.26	AD:	20.04.26	AD:	27.07.26	AD:	05.10.26
	PD:	09.02.26	PD:	27.04.26	PD:	03.08.26	PD:	12.10.26
	DP:	24.02.25	DP:	12.05.26	DP:	18.08.26	DP:	27.10.26
COLOGNE BONN	AD:	02.02.26	AD:	20.04.26	AD:	27.07.26	AD:	05.10.26
	PD:	09.02.26	PD:	27.04.26	PD:	03.08.26	PD:	12.10.26
	DP:	24.02.26	DP:	12.05.26	DP:	18.08.26	DP:	27.10.26
HAMBURG	AD:	16.02.26	AD:	04.05.26	AD:	10.08.26	AD:	19.10.26
	PD:	23.02.26	PD:	11.05.26	PD:	17.08.26	PD:	26.10.26
	DP:	10.03.26	DP:	26.05.26	DP:	01.09.26	DP:	10.11.26
MUNICH	AD:	16.02.26	AD:	04.05.26	AD:	31.08.26	AD:	02.11.26
	PD:	23.02.26	PD:	11.05.26	PD:	07.09.26	PD:	09.11.26
	DP:	10.03.26	DP:	26.05.26	DP:	15.09.26	DP:	24.11.26
RUHR AREA	AD:	16.02.26	AD:	04.05.26	AD:	10.08.26	AD:	19.10.26
	PD:	23.02.26	PD:	11.05.26	PD:	17.08.26	PD:	26.10.26
	DP:	10.03.26	DP:	26.05.26	DP:	01.09.26	DP:	10.11.26
STUTTGART	AD:	02.03.26	AD:	18.05.26	AD:	31.08.26	AD:	02.11.26
	PD:	09.03.26	PD:	26.05.26	PD:	07.09.26	PD:	09.11.26
	DP:	24.03.26	DP:	09.06.26	DP:	15.09.26	DP:	24.11.26
FRANKFURT/ RHINE-MAIN	RS/AS:	02.03.26	RS/AS:	18.05.26	RS/AS:	31.08.26	AD:	02.11.26
	DUS:	09.03.26	DUS:	26.05.26	DUS:	07.09.26	PD:	09.11.26
	ET:	24.03.26	ET:	09.06.26	ET:	15.09.26	DP:	24.11.26
BERLIN	AD:	02.03.26	AD:	18.05.26	AD:	10.08.26	AD:	19.10.26
	PD:	09.03.26	PD:	26.05.26	PD:	17.08.26	PD:	26.10.26
	DP:	24.03.26	DP:	09.06.26	DP:	01.09.26	DP:	10.11.26

AD = Advertising deadline, PD = Print material deadline, DP = Date of publication

SUPPLEMENT-MAILING to architects together with a metropolitan magazine to architectural offices

Recipients: Owners of architecture and interior design offices as well as real estate professionals from one metropolitan area and the surrounding area. See list on page 5 "Amount of professionals in the 8 metropolitan regions"

a.) Architecture mailing:

e.g. CUBE Hamburg 1,567 recipients

Mailing of an insert or product sample (**max. 200 g/DIN A4**)

together with the magazine, reference to insert in the mailing cover letter + an editorial report (1 page). Costs per mailing:

3.40 EUR

Total costs: 5,328 EUR (1,567 x 3.40 EUR)

b.) Architecture supplement:

e.g. CUBE Hamburg 1,567 recipients

Mailing of an insert or flyer (**max. 30 g/max. 200 x 280 mm**) inserted.

Costs per mailing: **1.50 EUR**

Total costs: 2,351 EUR (1,567 x 1.50 EUR)

SHIPPING DATES of the metropolitan magazines to architecture professionals

	Issue 01/2026	Issue 02/2026	Issue 03/2026	Issue 04/2026
Delivery until	02.04.26	16.06.26	22.09.26	01.12.26
Dispatch from	07.04.26	23.06.26	29.09.26	08.12.26

Please send supplements for the architecture mailing directly to the publisher: b1 communication GmbH, Briedestraße 1–9, 40599 Düsseldorf, Germany

ADVERTISING FORMATS in CUBE metropolitan titles: Berlin, Cologne Bonn, Düsseldorf, Frankfurt, Hamburg, Munich, Ruhr Area, Stuttgart	PRICE IN EUR¹ (per title)	TOTAL PLACEMENT² IN EUR¹ (one-off, all 8 titles)	Combined discounts The following discounts will be granted for multiple placements in several metropolitan titles within 12 months:
PER ISSUE - ONE-OFF PLACEMENT			
1/2 page advert (portrait or landscape) 2nd part of the magazine	1,500	10,000	Placement in 2 titles (e.g. Hamburg and Berlin) 4 %
1/1 page advert (inside)	2,600	19,000	Placement in up to 6 titles 6 %
1/1 page advertorial (inside) ³	2,600	19,000	Placement in 7 or more titles 8 %
1/1 page advert (2nd or 3rd cover page) ⁴	3,200	-	
1/1 page advert (back cover) ⁴	3,900	-	
2/1 pages advert (inside)	3,600	24,500	
2/1 pages real estate advertorial (inside) ³	3,600	24,500	
Supplement up to 30 g ⁵ , max. 280 x 200 mm	2,600	19,000	
¹ All prices plus applicable value-added tax. The general terms and conditions apply (see page 19). Commissioned advertising agencies and advertising mediators are granted an intermediary commission of 15 % on top of the possibly discounted (quantity/combination discount) net price.			Quantity discount The following discounts will be given for multiple placements in several CUBE issues within 12 months:
² No further discounts can be applied to an already discounted bundle price for a complete booking of all metropolitan magazines.			Placement in 2 issues (e.g. spring and summer) 4 %
³ Prices include layout and text creation, copyright-free images are provided by the customer. We assume that we can use the images provided in the printed and digital CUBE media (including social media) without violating the rights of third parties or incurring any costs to the publisher.			Placement in 3 issues (e.g. spring, summer, autumn) 6 %
⁴ If available.			Placement in 4 issues (spring, summer, autumn, winter) 8 %
⁵ Each additional 10 g cost 200 EUR extra.			
[*] The prices listed are subject to change. The publisher receives the right to adjust prices if important conditions, such as printing prices, change.			Advertising formats see page 9

AMOUNT OF PROFESSIONALS⁷ IN THE
8 METROPOLITAN REGIONS (as of August 2025)

TITEL	GESAMT
BERLIN	1,942
COLOGNE BONN	1,494
DÜSSELDORF	1,443
FRANKFURT/RHINE-MAIN	1,400
HAMBURG	1,567
MUNICH	1,617
RUHR AREA	1,295
STUTTGART	1,463
TOTAL	12,221

ADDITIONAL MAIN TOPICS⁶

ISSUES	MAIN TOPICS
01/2026 (March)	Outdoor and sun protection
02/2026 (June)	Hospitality
03/2026 (August)	Office
04/2026 (November)	Light and lighting/stoves and fireplaces

⁶ These topics are covered in all 8 metropolitan magazines as a thematic section.
⁷ Professionals: Owners of architecture and interior design offices, real estate developers from the areas of publication

SELECT (CONSUMER)



NATIONWIDE PREMIUM MAGAZINE

CUBE Select addresses with its core theme high-quality residential architecture and interior design projects private individuals. Other topics include classic cars, luxury hotels, art and culture, chronographs, and wineries. Expert interviews with well-known figures from the world of architecture and design round out the range of topics. CUBE Select is distributed nationwide via magazine retail trade, in railway station and airport bookshops and by subscription, and is also sent by post to the owners of 1,000 top residential architecture and interior design offices in Germany.¹

Online viewing copy here:

<https://www.cube-magazin.de/mediadaten/>

READERSHIP	high-income individuals and architecture professionals
CIRCULATION	8,000 copies
FREQUENCY OF PUBLICATION	4 times a year
AREA OF PUBLICATION	germany-wide, Austria, Switzerland (and Luxembourg selectively)
PRINT MATERIAL DEADLINE	in each case 21 days before publication of the issue
RETAIL PRICE PER COPY	6.50 EUR, 32 EUR in annual subscription (incl. VAT and shipping costs) ²
COPY FORMAT	230 x 297 mm
DISTRIBUTION (A)	magazine retailers, stations and airport bookstores, subscription
DISTRIBUTION (B)	direct mailing to owners of the 1,000 top residential architecture and interior design

¹ These are the offices that have already presented a villa or a luxury apartment in CUBE magazine in the last 15 years.

² Foreign prices upon request.

PRICES*

Advertising format see page 9

ADVERTISEMENT/PLACEMENT	PRICES IN EUR ^{1, 2}	QUANTITY DISCOUNT (following discounts will be granted for multiple bookings of several CUBE Select issues within 12 months)
1/2 page advert (portrait or landscape)	2,600	2 Anzeigen 4 %
1/1 page advert / advertorial ³	4,800	3 Anzeigen 6 %
2/1 pages advert / advertorial ³	6,800	4 Anzeigen 8 %
1/1 advert 2nd or 3rd cover page ⁴	5,600	
1/1 advert back cover ⁴	6,200	
SUPPLEMENTS		
a.) Supplement complete issue (weight up to 30 g, max. format 220 x 290 mm)	4,800	
b.) Architectural supplement sent directly to 950 architectural offices (weight up to max. 200 g, max. format 210 x 297 mm)	3,200	

¹ All prices plus VAT

² We grant commissioned advertising agencies and media intermediaries an intermediary commission of 15 % of the net price.

³ Prices include layout and text creation, copyright-free images assuming that we and digital CUBE media (including social media) without us violate the rights of third parties or incur costs to the publisher.

⁴ If available.

* The prices listed are subject to change. If it is important for the publisher. If conditions such as printing prices change, the publisher reserves the right to adjust the prices.

DATES OF PUBLICATION

	Spring issue	Summer issue	Autumn issue	Winter issue
CUBE SELECT	AD: 16.03.26 PD: 23.03.26 DP: 14.04.26	AD: 01.06.26 PD: 08.06.26 DP: 30.06.26	AD: 07.09.26 PD: 14.09.26 DP: 06.10.26	AD: 16.11.26 PD: 23.11.26 DP: 15.12.26

AD = Advertising deadline, PD = Print material deadline, DP = date of publication

INSPIRE (PROFESSIONALS)



NATIONWIDE ARCHITECTURE AND INTERIOR DESIGN PUBLICATION

Three times a year, CUBE Inspire focuses on a current architectural topic that is highly relevant for architects and interior designers. Together with the eight CUBE metropolitan editions, CUBE Inspire is sent directly to the owner of architecture and interior design offices. This magazine is an excellent opportunity for brand manufacturers to present reference projects or new products in a highly attractive editorial environment.

Online viewing copy here:

<https://www.cube-magazin.de/mediadaten/>

READERSHIP	architects and interior designers
CIRCULATION	12,000 copies
FREQUENCY OF PUBLICATION	3 times a year
AREA OF PUBLICATION	Germany
PRINT MATERIAL DEADLINE	14 days before publication
COPY FORMAT	DIN A4 (210 x 297 mm)
MAIN TOPICS IN 2026	1st issue (April) – Office 2nd issue (July) – Hospitality 3rd issue (December) – Lighting
DISTRIBUTION	Direct postal shipping to 12,000 architecture and interior design offices all over Germany

PRICES*

Advertising formats see page 9

ADVERTISEMENT/PLACEMENT	PRICES IN EUR ¹	DATES OF PUBLICATION
Inside pages		Spring issue No. 1/2026 (Office)
1/2 page advert (portrait or landscape)	2,600	AD: 16.03.26
1/1 page advert/advertorial ²	3,600	PD: 23.03.26
2/1 pages advert/advertorial ²	4,800	DP: ab 14.04.26
Special placements ³		Summer issue No. 2/2026 (Hospitality)
1/1 advert 2nd or 3rd cover page ³	4,200	AD: 01.06.26
1/1 advert 4th cover page ³	5,200	PD: 08.06.26
Supplement (up to max. 30 g, Format max. 290 x 200 mm)	3,600	DP: ab 30.06.26
Combinations		Winter issue No. 4/2026 (Lighting)
Combi 1: 1/1 advert in CUBE Inspire + 1/2 product PR in all 8 metropolitan CUBE magazines	5,200	AD: 16.11.26
Combi 2: Double page (2/1) consisting of 1/1 advertorial + 1/1 expert interview + podcast in digital CUBE media (website, social media)	5,300	PD: 23.11.26
Combi 3: 1/2 advert in CUBE Inspire + 1/2 page product-PR in 4 from 8 metropolitan magazines (of choice)	3,400	DP: ab 08.12.26

¹ All prices plus VAT. Commissioned advertising agencies and advertising mediators are granted an intermediary commission of 15 % on top of the possibly discounted (quantity/combo discount) net price.

² Prices include layout and text creation, copyright-free images are provided by the customer. We assume that we can use the images provided in the printed and digital CUBE media (including social media) without violating the rights of third parties or incurring any costs to the publisher.

³ If available.

* Prices listed are subject to change. The publisher reserves the right to adjust prices if important conditions, such as printing prices, change.

REAL ESTATE (PROFESSIONALS)



NATIONWIDE REAL ESTATE MAGAZINE

CUBE Real Estate provides an overview of ambitious large-scale projects and neighborhood developments with high sustainability claims. The readership consists exclusively of professionals from the architecture, real estate and construction industries. We use lighthouse projects to show that high quality and sustainable architecture is a powerful argument for successful urban and location development. The themed issue is a suitable environment to draw the attention of a highly attractive target group to a brand, a real estate project, an exclusive location or a service portfolio – absolutely targeted and at attractive conditions.

Online viewing copy here:

<https://www.cube-magazin.de/mediadaten/>

READERSHIP	architectural offices, real estate developers, construction industry, municipal institutions and local construction institutions
CIRCULATION	12,000 copies
AREA OF PUBLICATION	Germany
FREQUENCY OF PUBLICATION	1 x per year
COPY FORMAT	DIN A4 (210 x 297 mm)
MAIN TOPIC IN 2026	green architecture (large-scale projects)
DISTRIBUTION	direct postal shipping to 12,000 architecture offices and real estate companies

PRICES*

ADVERTISEMENT/PLACEMENT	PRICES IN EUR ¹
1/2 page advert (portrait/landscape)	2,600
1/1 page advert/advertorial ²	3,600
2/1 page advertorial ²	4,800
2/1 page consisting of one advertorial ² + expert interview + Podcast in digital CUBE media (Website, Social Media)	5,200
Special placements	
1/1 page 2nd or 3rd cover page ³	4,600
1/1 page 4th cover page ³	5,600
Supplement (up to max. 30 g, Format max. 290 x 200 mm)	3,600

¹ All prices plus VAT. We grant commissioned advertising agencies and media intermediaries an intermediary commission of 15 % of the net price.

² Prices including layout and text creation, copyright-free images are provided by the customer. We assume that we can use the images provided in the printed and digital CUBE media (including social media) without violating the rights of third parties or incurring any costs to the publisher.

³ If available.

* The prices listed are subject to change. If there are essential conditions for the publisher such as e.g. If the printing prices change, the publisher reserves the right to adjust the prices.

Advertising formats see page 9

Combinations¹

CUBE Real Estate and selected metropolitan magazine in EUR

Combi 1: 1/1 advertorial/advert in a metropolitan magazine 2026 (e.g. CUBE Hamburg) + 1/1 advertorial/advert in metropolitan section of CUBE Real Estate **6,200**

Combi 2: 2/1 advertorial in a metropolitan magazine 2026 (e.g. CUBE Hamburg) + 2/1 advertorial in CUBE Real Estate **7,200**

DATES OF PUBLICATION

Advertising deadline: 24.08.26

Print material deadline: 02.09.26

Published: 22.09.26

ADVERTISING FORMATS

CUBE metropolitan magazine, CUBE Real Estate, CUBE Inspire: **210 x 297 mm**, CUBE Select: **230 x 297 mm**

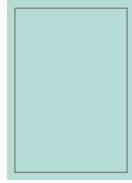
ADVERTISEMENTS IN BLEED

2/1 pages ¹



420 x 297 mm
Select 460 x 297 mm

1/1 page ¹



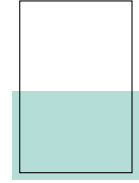
210 x 297 mm
Select 230 x 297 mm

1/2 page portrait ^{1/3}



102 x 297 mm
Select 110,5 x 297 mm

1/2 page landscape ^{1/3}



210 x 150 mm
Select 230 x 150 mm

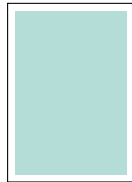
ADVERTISEMENTS IN TYPE AREA

2/1 pages ²



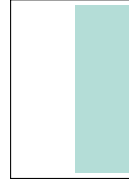
400 x 275 mm
Select 432 x 297 mm

1/1 page ²



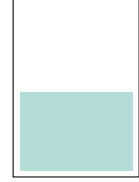
188 x 275 mm
Select 198 x 275 mm

1/2 page portrait ^{2/3}



92 x 275 mm
Select 96,5 x 275 mm

1/2 page landscape ^{2/3}



188 x 135 mm
Select 198 x 135 mm

¹ Please add 3 mm trim allowance to all outer pages of bleed ads.

² Please deliver print documents with cutting marks for exact placement.

³ Only full-page ads are possible in the front issue section.

TECHNICAL DETAILS/DELIVERY OF SUPPLEMENTS AND ATTACHMENTS

Data transfer:

- per mail: media@cube-magazin.de
- WeTransfer or Dropbox etc.

Data format:

preferably PDF/X-3 or PDF/X-4
All fonts used need to be embedded.

Profiles:

Color mode CMYK, 300 dpi,
stroke in bitmap mode, at least 1,200 dpi. Bleed: at least 3 mm
per bleed edge Profil CUBE: ISO Coated v2 300 % (ECI)

Color tuning:

Color-consistent proofs are required for all ads:
digital proofs (with Ugra/FOGRA Media Wedge V 2.0)

We assume that the files given to us are copies and do not take
any responsibility for their storage.

SUPPLEMENTS/ATTACHMENTS

Delivery date 2 weeks before the issue is published, free of
charge, between 8 am and 5 pm.

Delivery address:

Zeitfracht Medien GmbH
Emmericher Straße 10, 90411 Nürnberg, Germany
The delivery note should be placed clearly visible OUTSIDE on
the pallet or on a box (do NOT put it INTO the box).

It must contain the following information:

- Customer/client
- CUBE magazine title and issue (e.g. CUBE Berlin No. 3/2026)
- Delivery quantities (total weight, number of packages (pallets or cartons))
- Address and phone number of the shipper

ARCHITECTURE MAILING

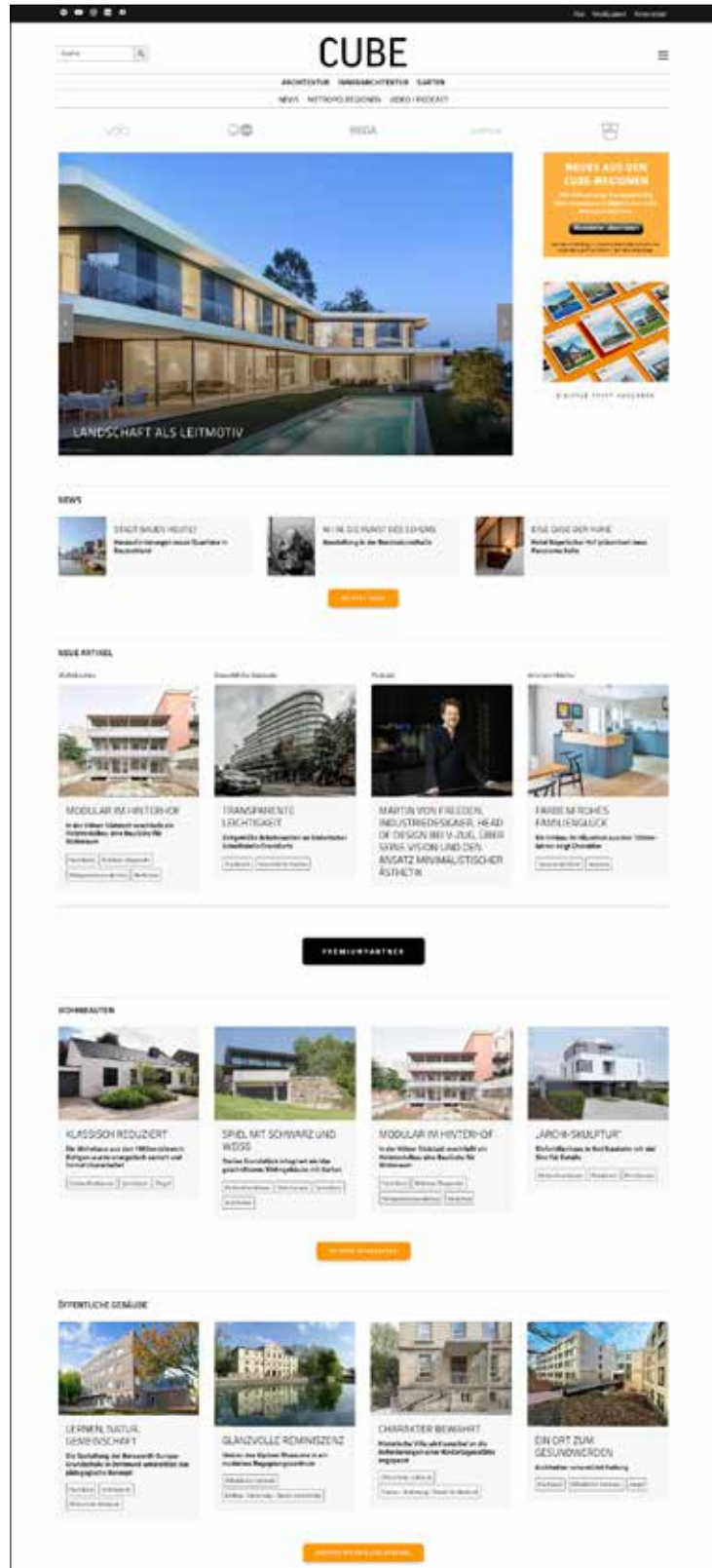
Delivery date 1 week before shipping date, free of charge,
between 9 am and 5 pm.

Delivery address:

b1 communication GmbH
Briedestraße 1–9, 40599 Düsseldorf, Germany

WEBSITE

www.cube-magazin.de / **HOME**



Performance figures

URL: www.cube-magazin.de

Impressions per month: 120,000

Clicks per month: 25,000

Session duration: 2.09 minutes

Ahrefs Domain Rating: 69 (see page 14)

Ahrefs Traffic: 1,100

Similarweb Traffic: 21,100

www.cube-magazin.de / **HOME**

Costs for rectangle advert A-C*:

- Minimum term: 1 month
- Position A: 1,500 EUR per month
- Position B: 1,200 EUR per month
- Position C: 1,000 EUR per month

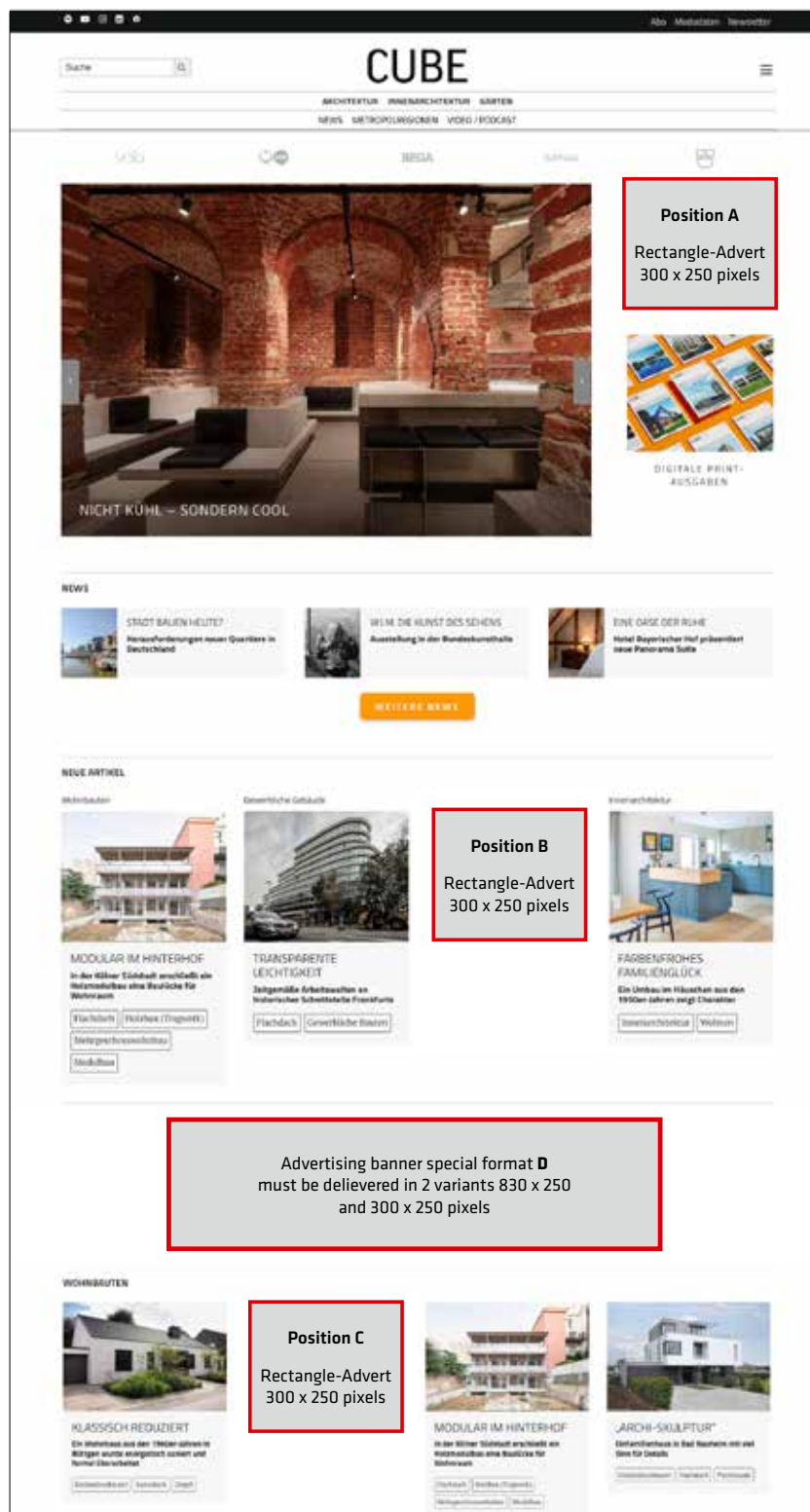
Rectangle ad formats A-C*:

- 300 x 250 pixels (width x height)
- as JPEG or HTML5

Special format: D*:

- Minimum term: 1 month
- Costs: 1,500 EUR per month
- 830 x 250 pixels (width x height) for desktop view
- 300 x 250 pixels for mobile view
- as JPEG or HTML5

*All costs plus VAT



www.cube-magazin.de / **HOME**

Advertorials

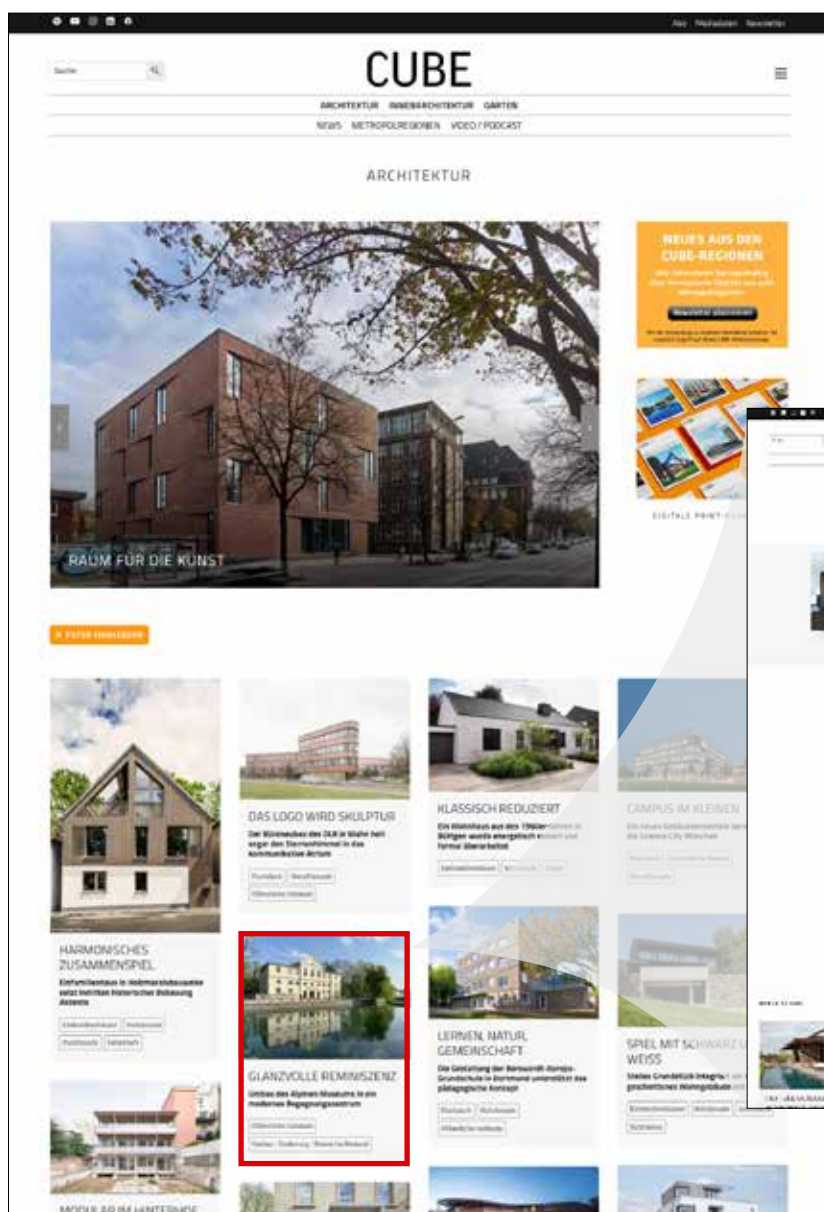
Conditions:

- Minimum term: 1 month
- Costs: 900 EUR per month plus VAT
- Reports are provided with the customer
Domain bound – in the form of a
DoFollow links to the customer website
- Placement: *www.cube-magazin.de*

Requirements:

- Design and text creation by the publisher, no advertising speech or e.g. capitalized spellings
- Components: Article teaser + article page
- Article teaser: Head / Subhead / 1st sentence copy text
- Article page: max. number of images: 8, max. number of characters: 1,500
- 1 correction run
- Professional images are provided by the customer and are copyright-free from the publisher could be used without restrictions without the publisher incurring any costs or violating the rights of third parties.

article teaser



Artikelseite

www.cube-magazin.de / **CATEGORY**

Topic-related logo placement, e.g. on all article pages of a category or topic, e.g. detached houses (>600 property reports) or gabled roof (>170 property reports)

Conditions:

- Minimum term: 1 month
- Costs: 900 EUR per month plus VAT

Placement/Performance:

- Manufacturer logo under all items in a defined category (e.g. *single-family homes*)

Sturmer / München / Detachments and houses to enjoy

ZURÜCKHALTEND UND BESONDERS ZUGLEICH

Ein vierstöckiges Einfamilienhaus besticht mit großzügigem Innenraum



Der Blick im Anschein an das kleinteilige, vierstöckige Architekturwerk hat sich das gebührende Wohngefühl nachfolgend mit Können aus Einfamilienhäusern und Villen entwickelt. Das, was das Haus und das Innere - um die wichtigsten Highlights zu nennen, machen das Haus zu einem begehrten Wohnort. Hier haben die Münchner Architekten Jacob & Springer ein neues Einfamilienhaus errichtet, das sich deutlich von den Nachbargebäuden unterscheidet, ohne als Fremdkörper wahrgenommen zu werden. Sein Flachdach, die Holzverkleidung, großformatige vertikale Fenster und das Eingangsportal aus Metall sind zunächst die äußeren Merkmale. Mehr ist für Passantinnen nicht zu sehen. Dennoch lassen sich ein großzügiges Innere und ein Garten erahnen. Das Erdgeschoss verfügt über einen offenen Grundriss, in dem sich die Funktionen Eingangsbereich, Küche, Esszimmer und Wohnzimmer um einen zentralen Raum anordnen. Der hellere, grün gestrichelte Korb hat es in sich: Er beherbergt unterschiedliche Funktionen, die teilweise verschiebbar integriert sind. Er liegt auf jeder Seite einer weiten gegenüber im Raum adäquate Funktionen. Der Küchenbereich gegenüber bietet er nun Beispiel Raum für Anrichte, Kaffee- und Bar. Das Haus erfüllt sich über Schwebel, weichen Wohnraum und ein Aufzug aneinander. Die Gestaltung des Innenraums, der Wohnkomfort, geschult in enger Zusammenarbeit mit Thematik Interiors. Eine große Zierde, begleitet durch ein Oberlicht im Dach, führt im Obergeschoss. Hier liegen die Privatzimmer, das Schlafzimmer mit offener Ankleide, Bad und Dusche. Mit viel Glas und Holzgestaltung und der Einsatz besonderer Materialien, schmelzen abgerundet. Sogar der Wintergarten, dessen Glas im Untergeschoss, hat ein weiches Ambiente und bietet an Außenhaltungsklima für herrlichen Anblick.

Die wahre Offenheit ist die Erkenntnis des Hauses: Sie öffnet sich über sich und hält mit ihrer bodentiefen Verglasung viel Licht ins Innere. Eine schmale Terrasse, in die ein Pool eingelassen ist, bietet Raum zum Sonnen oder Dank eines Vorlagers auch Schatten. Hier wird gegessen, gegrillt, relaxt oder gearbeitet. Alle Tätigkeiten können, wenn die Witterung es zulässt, auch draußen erledigt werden. Das Einfamilienhaus ist so konzipiert, dass bei verschleimtem Platzbedarf ein Badgeschoss hinzugefügt werden kann. Dies wurde von Anfang an mitgedacht, ohne dass der potentielle Anbau dem bei Zeit und Anwesenheit wäre. Die Erweiterung ist im Bedarfsfall mit sehr geringem Aufwand möglich. Zudem ist noch das nachhaltige Energiemanagement. Es besteht aus einer Kombination von Luftwärmepumpe, Photovoltaik und einer kontrollierten Lüftungsanlage mit Wärmerückgewinnung - so ist für jegliche Wohnbedürfnisse vorgesorgt.

www.jacobundspringer.de

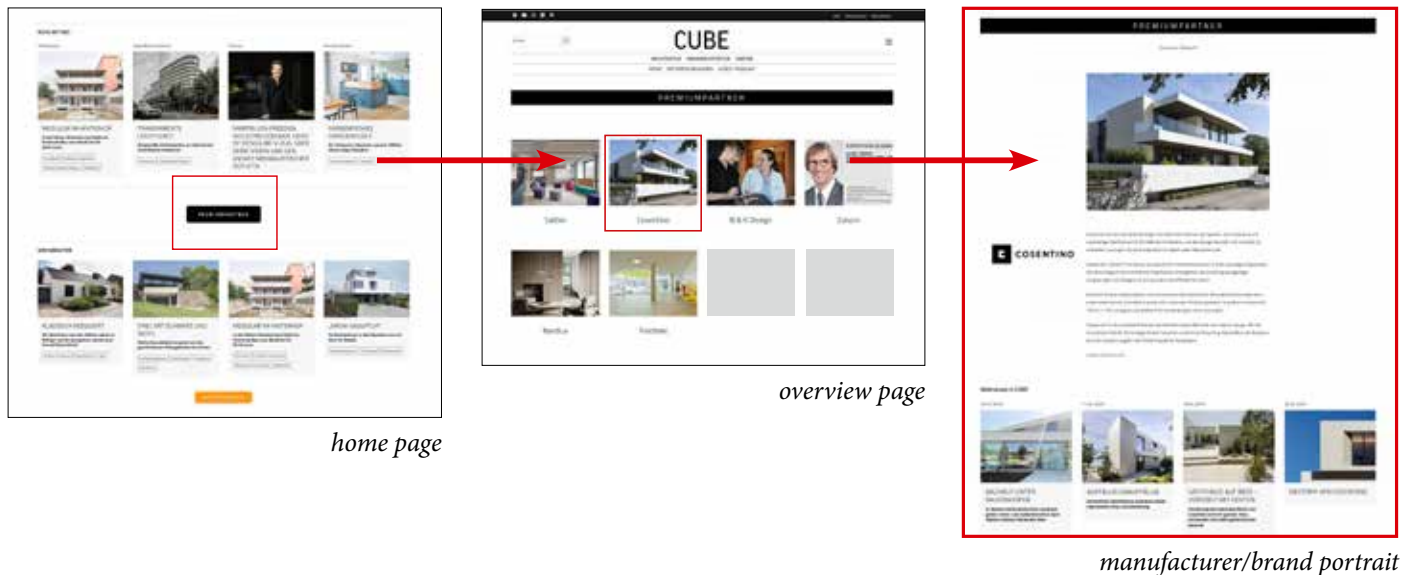
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www.cube-magazin.de / **HOME**

Creating a customer-specific landing page with manufacturer/brand profile and reference objects



Step 1:

Creating a SEO-optimized customer page on the CUBE website, including a dofollow link to the customer's website. For this, the publisher is provided with royalty-free images, a logo, and text information.

The CUBE website has an above-average Ahrefs Domain Rating of 69. Consequently, all links from editorial articles originating from the CUBE website are a „booster“ for improving the customer's search engine rankings in the medium term.

Step 2:

Over a period of one year, we will place up to eight editorial articles (e.g., about reference projects) on our website. The articles are collected on the customer-specific landing page and also linked to the customer's website via a do-follow link.

The minimum term is one year, as SEO effects can only be expected after that period.

Conditions:

- Minimum term: 1 year
- Costs per year: 3,300 EUR plus VAT

Scope of services:

- Design and text creation of the customer page (2 images, text length: approx. 1,000 characters).
- Entering up to 8 editorial articles per year, e.g. reference reports, interviews and product presentations, rights-free and professional image and text material is provided by the customer, prepared by the publisher.
- Placement of the new editorial articles on the architecture, interior design or garden overview page.
- Linking all posts to the customer website using a search engine relevant dofollow link.

NEWSLETTER (weekly)



Performance figures:

- Recipients: approx. 5,250
- average click rate: 14.5 %
- 80 % of newsletter subscribers are architects or interior designers

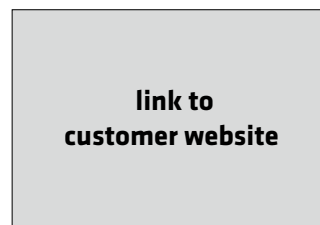
Rectangle display

Conditions:

- Costs in EUR ¹: 900 per placement

Placement/performance:

- 3rd field with a rectangle display²
- Format: 600 x 400 pixels
- Link to customer website



Logo-sponsorship

Longer-term sponsorship of the weekly newsletter by integrating a customer logo ² (linked to the customer website)

Conditions ¹:

- Half year: **3,900 EUR** (= 26 newsletter subscriptions)
- Whole year: **5,200 EUR** (= 52 newsletter subscriptions)

¹ All prices plus VAT

² Rights-free images are provided by the customer. We assume that we can use the images provided in the printed and digital CUBE media (including social media) without violating the rights of third parties or incurring any costs to the publisher.

SOCIAL MEDIA



Instagram

Follower: 9,350

Content-Reach:

- reached accounts: 63,210¹
- impressions: 319,578¹
- profile views: 2,554¹

Content-Interactions:

Accounts that interacted:

- 6,666¹
- 54 % follower¹
- 46 % non-follower¹



Spotify

Follower: 201

Plays: 3,622



LinkedIn

Follower: 1,273

Reactions: 265¹

Impressions: 11,642¹



Youtube

Subscribers: 258

Views: 9,139¹

Impressionen: 109,880¹



Facebook

Follower: 463

Content-Reach: 1.324¹

Page views: 3.490¹



¹ per quarter

PODCASTS

PODCAST/EXPERT INTERVIEW

In-depth interviews with experts, designers, or architects conducted by the CUBE editorial team.

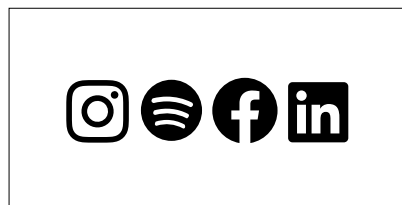
Carried out via video conference.



Multimedia use



Focused expert interview in print magazine with a link via QR code to the podcast with the full interview



Podcast in CUBE-Social Media



Podcast on CUBE-website
<https://www.cube-magazin.de/videos-podcasts/>



Podcast freely available in the customer's communication channels

The podcasts are produced by the publisher as a supplement to a presence package in CUBE print and digital media and are also made freely available to the partners.

We would be happy to make you an offer tailored to your needs.

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Invoices are due for payment on the publication date of the issue in which the advertisement is published, at the latest within 14 days of receipt of the invoice.

Otherwise, clause 12 of the general terms and conditions (see page 19) applies.

Copyright and publishing law

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General Terms and Conditions

1. An advertising order in the sense of these general terms and conditions is the contract for the placement of one or more print advertisements, third-party inserts (insert, bound-in insert, product samples etc.) as well as online forms of advertising in compliance with the current overview of conditions, whereby legally binding advertising orders are only concluded once the order has been confirmed in writing.
2. In case of doubt, advertisements are to be run for publication within one calendar year. If the right to run individual advertisements is granted within the framework of a contract, the order shall be processed within one year of the publication of the advertisement, provided that the first advertisement is run and published within the period specified in Section 1.
3. In the case of contracts, the customer shall be entitled to run further advertisements within the agreed period or within the period specified in Section 1, in addition to the quantity of advertisements specified in the order, under the contractually agreed conditions.
4. Placement of advertisements: advertisements shall be published in specific numbers, editions or at specific points in the printed publication or Internet page if this is confirmed in writing by the publisher when the order is placed. If no clear placement specifications are made, the publisher can freely determine the placement.
5. If an order is not fulfilled for reasons which the publisher is not responsible for, the customer shall, without prejudice to any further legal obligations, reimburse the publisher for the difference between the discount granted and the discount corresponding to the actual acceptance. Reimbursement will not be made if the non-fulfilment is due to force majeure or strikes within the publisher's sphere of risk.

Advertisement bookings are binding upon acceptance by the publisher. Cancellations after acceptance of the advertisement are subject to a cancellation fee of 30%. In the period from 4 weeks to the closing date for advertisements, 50% of the cancellation fee will be charged in the event of cancellation. Cancellations after the advertising deadline are subject to a lump-sum cancellation fee of 75%.

6. Orders for advertisements and third-party inserts which are to be published exclusively in certain numbers, certain editions or at certain points in the publication must be received by the publisher in good time so that the customer can be notified before the advertising deadline if the order cannot be executed in this way. Classified advertisements will be printed in the respective category without this requiring express agreement.
7. The closing dates for printing documents are set out in the publisher's written order confirmation. The customer is solely responsible for the punctual delivery of the advertisement text and faultless print documents. If print documents or online advertising forms are transmitted to the publisher digitally or by remote transmission in paperless form, the following provisions shall apply:

Advertisement templates should only be digitally transmitted using closed files which the publisher cannot change in terms of content. The publisher may reject open files. The publisher is not liable in the event of incorrect publication of advertisements (print) that are transmitted with open files. Related files are to be sent or stored by the customer in a common directory (folder). The customer is liable for ensuring that the transmitted or stored files are free of computer viruses. The publisher is entitled to delete files containing computer viruses without the customer having any claims arising therefrom. Printing material will only be returned to the customer upon special request. The obligation to store the advertisement ends 6 weeks after its publication. Floppy disks or CD-ROMs with artwork sent to the publisher become the property of the publisher. They will only be returned to the customer at the customer's risk upon express request or for a delivery fee of EUR 5.00.

8. The publisher reserves the right to reject advertising orders, including individual runs within the framework of a contract, and insert orders on the grounds of content, origin or technical form in accordance with the publisher's uniform, objectively justified principles if their contents/origin violate laws or official regulations or if their publication is unacceptable for the publisher. This shall also apply to orders placed with branch offices, receiving offices or representatives. Orders for inserts shall not be binding for the publisher until a sample of the insert has been submitted and approved. Inserts which, through their format or presentation, give the reader the impression of being part of the newspaper or magazine or which contain third-party advertisements shall not be accepted. The refusal of an order will be communicated to the customer immediately.
9. The customer is responsible for the punctual delivery of the advertisement text and faultless print documents or inserts. The publisher shall immediately request a replacement for recognisably unsuitable or damaged print documents. The publisher guarantees the usual print quality for the title in question within the scope of the possibilities offered by the print documents.
10. If an advertisement is printed incorrectly despite timely delivery of faultless artwork, the customer may demand that a faultless replacement advertisement be printed (subsequent performance) or demand a reduction in payment, but only to the extent that the purpose of the advertisement was impaired. The publisher shall have the right to refuse a replacement advertisement if this requires expenditure which is grossly disproportionate to the customer's interest in performance, taking into account the content of the obligation and the requirements of good faith, or if this would only be possible for the publisher at disproportionate cost.

If the publisher allows a reasonable period of time set for the replacement advertisement or the publication of the other advertising material to elapse, or if the replacement advertisement is not faultless again, the customer shall be entitled to a reduction in payment or cancellation of the advertising order. Cancellation of the advertisement order is excluded in the case of insignificant defects

in the advertisement. Complaints regarding non-obvious defects must be lodged within one year of the statutory commencement of the limitation period.

The publisher shall be liable for all damages, whether they result from breach of contract or tort, in accordance with the following provisions:

In the event of gross negligence, liability in commercial dealings shall be limited to compensation for the typical foreseeable damage; this limitation shall not apply if the damage was caused by the publisher's executive employees.

In the event of simple negligence, the publisher shall only be liable if an essential contractual obligation has been breached, a guarantee granted or there has been fraudulent deception. In such cases the liability is limited to the typical foreseeable damage.

In the event of liability for typical foreseeable damage only, there shall be no liability for indirect damage, consequential damage or loss of profit.

In the event of claims under the Product Liability Act and in the event of injury to life, limb or health, the publisher shall be liable in accordance with the statutory provisions.

11. The publisher does not guarantee a minimum circulation. A claim to a price reduction cannot be derived from a reduction in circulation.
12. If the customer does not pay in advance, the invoice will be sent immediately, if possible 14 days after publication of the advertisement. The invoice is to be paid within the period of time indicated in the price list from receipt of the invoice, unless another payment period or advance payment has been agreed in individual cases.
13. In the event of default in payment or deferment of payment, interest and collection costs shall be charged. In the event of default in payment, the publisher may postpone the further execution of the current order until payment has been made and demand advance payment for the remaining advertisements. If there is justified doubt as to the customer's solvency, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the amount and the settlement of outstanding invoice amounts, even during the term of an advertising contract, irrespective of any originally agreed payment period.
14. Costs for the production of ordered print documents as well as for substantial changes to originally agreed designs requested by the customer or for which the customer is responsible shall be borne by the customer.
15. On request, the publisher shall send a specimen copy to the billing address. If a receipt can no longer be obtained, it shall be replaced by a legally binding written statement from the publisher confirming the publication and distribution of the advertisement.
16. Place of performance shall be the publisher's registered office. In business transactions with fully qualified merchants, legal entities under public law or special funds under public law, the place of jurisdiction for legal action shall be the publisher's registered office. Insofar as the publisher's claims are not asserted in the dunning procedure, the place of jurisdiction for non-merchants shall be determined by their place of residence. If the customer's domicile or habitual residence, including in the case of non-commercial customers, is unknown at the time the action is brought or if the customer has moved their domicile or habitual residence outside the scope of the law after concluding the contract, the place of jurisdiction shall be the publisher's registered office.

General Terms and Conditions for subscriptions to magazines 'CUBE'

- § 1 The General Terms and Conditions scope
The following general terms and conditions apply to all magazine subscription agreements concluded with the entrepreneur.
The customer's deviating terms and conditions and verbal ancillary agreements shall not be valid.
- § 2 Conclusion of a subscription agreement
The subscription agreement is only concluded once the customer has received written confirmation of the order for the subscription selected by the customer.
- § 3 Contracting party
The subscription is concluded between
b1 communication GmbH, Briedestraße 1-9, D-40599 Düsseldorf and the subscriber.
- § 4 Sales partners
b1 communication GmbH does not use a partner to distribute the CUBE subscription. Subscription agreements can only be concluded in writing with b1 communication GmbH.
- § 5 Right of withdrawal for telephone orders
Magazine subscription agreements concluded solely by telephone by consumers with b1 communication GmbH may be revoked. Otherwise, there is a right of revocation according to the statutory provisions.
- § 6 Terms of delivery
The magazine is always delivered to the delivery address provided by the customer. Delivery defects must be reported in writing.
- § 7 Terms of payment
The payment of the subscription fees is due in advance before the magazine is delivered. Payment must be made within 14 days of concluding the subscription agreement to the account specified on the invoice or by direct debit.
- § 8 Duration and termination of agreement
The subscription agreement is concluded for 1 year. The agreement will be extended by a further year if it is not terminated in writing with one month's notice to the end of the subscription period. The right to termination for good cause remains unaffected.

§ 9 Data protection

b1 communication GmbH complies with the provisions of the Federal Data Protection Act (BDSG). All personal data necessary for the fulfilment of the subscription will therefore be stored in compliance with data protection regulations. The entrepreneur only discloses this data to third parties in the context of legal defaults, in particular in the context of criminal proceedings.

§ 10 Final provisions

Amendments and supplements to the agreement must be in writing, including the clause on the written form itself. Should any provision of the contract be or become invalid in whole or in part, this shall not affect the validity and enforceability of the remaining provisions.

Additional terms and conditions

- a) In the event of rate changes for advertising and insert prices, the new terms and conditions shall also come into force immediately for current orders.
- b) By placing an advertising order, the customer accepts the general and additional terms and conditions as well as the publisher's price list. The placed advertisement order only becomes legally binding after written confirmation by the publisher.
- c) Changes to placements, sizes, formats and colour are no longer possible after the closing date for advertisements. The publisher is not liable for the correctness of the reproduction of placed advertisements or corrections made over the telephone. Liability shall also be excluded if defects in other artwork do not become apparent until reproduction or printing. The advertiser then has no claims if the print is poor. Any additional costs incurred must still be charged.
- d) Cancellations of advertisements or inserts must be made in writing or by presenting an identity card.
- e) Advertising intermediaries and advertising agencies are obliged to adhere to the publisher's price lists in their offers, contracts and invoices for advertisers. The agency fee granted by the publisher may not be passed on to the customer either in whole or in part.
- f) The customer bears sole responsibility for the content and legal admissibility of the text and image documents made available for insertion. The customer shall be responsible for indemnifying the publisher against any claims by third parties against the publisher arising from the execution of the order, even if the order has been cancelled. The publisher is not obliged to check orders and advertisements to see whether they affect the rights of third parties.
- g) For print documents of any kind, the storage obligation expires 12 weeks after the publication date, unless expressly agreed otherwise.
- h) In the case of the delivery of finished film sets, special conditions apply to the technical processing, which will be communicated by the publisher on request.
- i) In the event of bankruptcy or compulsory settlement, no discount shall be granted.
- j) The publisher reserves the right to set special or different prices for special publications and special categories, for collectives and advertisement series.
- k) The price for advertisements and inserts from customers in the distribution area (local price) can be claimed by such companies that have their registered office in the publisher's distribution area. If advertisements from the aforementioned customer are to be invoiced through advertising agencies, the basic prices shall apply instead of the prices for local customers.
- l) The publisher shall be entitled to publish advertising orders placed in the publisher's online services following the publisher's express approval.
- m) The advertisements designed, placed and published by the publisher may only be reproduced and reprinted with the express consent of the publisher. The publisher reserves the right to charge the customer the reproduction costs incurred to produce advertisements.
- n) In the event of operational disruptions or in cases of force majeure, industrial action, confiscation, traffic disruptions, general shortage of raw materials or energy and the like, both at the publisher's business and at external businesses used by the publisher to fulfil its obligations, claims for damages against the publisher due to total or partial non-appearance of the printed matter or advertisements shall be excluded.
- o) If any defects in the print documents are not immediately recognisable, but only become apparent during the printing process, the customer shall have no claims in the event of poor printing.

