

CUBE

The metropolitan
magazine for
architecture, interior
design and lifestyle

Valid from January 2024

NEW:
Video and
Podcast

MEDIA KIT



2024



MEDIA OVERVIEW

CUBE METROPOLITAN MAGAZINES

CUBE is published
4 times a year in
8 metropolitan areas
with independent titles
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BERLIN, COLOGNE BONN, DÜSSELDORF, FRANK-
FURT/RHINE-MAIN, HAMBURG, MUNICH,
RUHR AREA, STUTTART

CUBE SELECT

CUBE Select – 4 times a
year **nationwide**
with a selection of
architectural articles and
available at selected high-
end magazine retailers
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CUBE INSPIRE CUBE REAL ESTATE

4 times a year **magazines**
for architecture profession-
nals are published
CUBE Inspire (thrice) and
CUBE Real Estate (once)
[Page 7-8](#)



CUBE DIGITAL

website, newsletter,
innovation video, podcast
with over 6,500 architec-
tural articles and about
85.000 impressions
per month
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OTHER

Contact, general publisher information,
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	
VOLUME	14th year, since 2009	
TOTAL CIRCULATION	Total circulation 80,000 copies, 10,000 copies per regional issue	
COPY FORMAT	210 x 297 mm	
YEARLY SUBSCRIPTION	Domestic EUR 32 (incl. VAT and shipping costs) International EUR 46 (incl. VAT and shipping costs)	
ONLINE	www.cube-magazin.de	
FACTS	Issues 2022	36 issues
	Total page count	2.756 pages
	Ø page count 2022	Ø 76,5 pages
	Editorial share	77 %
	Advertisement share	23 %

Share by gender:

61 % male
39 % female

Average age:

50.9 years

Monthly net income over EUR 5,000:

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

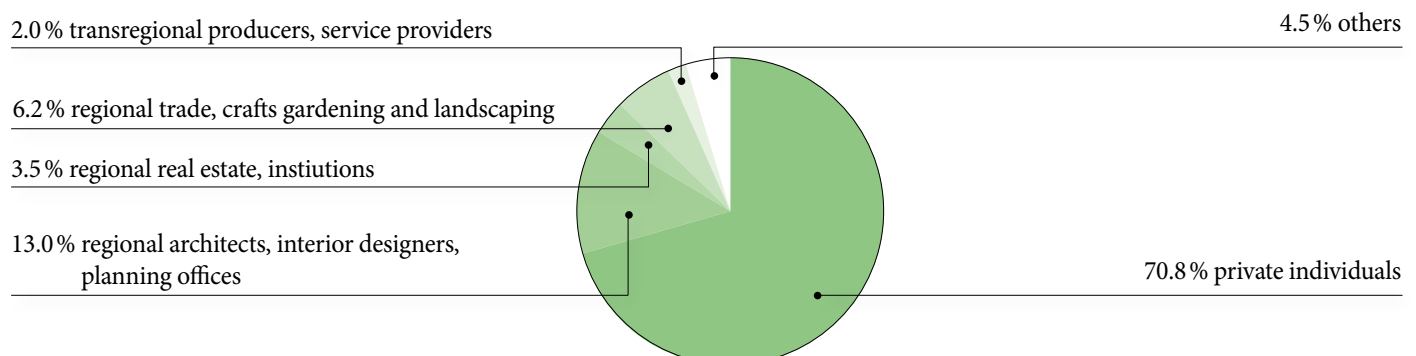
What happens with the magazine after reading:

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 TITLE	Spring issue 01/2024	Summer issue 02/2024	Autumn issue 03/2024	Winter issue 04/2024
DÜSSELDORF	AD: 05.02.24 PD: 12.02.24 DP: 27.02.24	AD: 22.04.24 PD: 29.04.24 DP: 14.05.24	AD: 22.07.24 PD: 29.07.24 DP: 20.08.24	AD: 07.10.24 PD: 14.10.24 DP: 29.10.24
FRANKFURT/RHINE-MAIN	AD: 05.02.24 PD: 12.02.24 DP: 27.02.24	AD: 22.04.24 PD: 29.04.24 DP: 14.05.24	AD: 22.07.24 PD: 29.07.24 DP: 27.08.24	AD: 07.10.24 PD: 14.10.24 DP: 29.10.24
COLOGNE BONN	AD: 05.02.24 PD: 12.02.24 DP: 27.02.24	AD: 22.04.24 PD: 29.04.24 DP: 14.05.24	AD: 22.07.24 PD: 29.07.24 DP: 20.08.24	AD: 07.10.24 PD: 14.10.24 DP: 29.10.24
HAMBURG	AD: 19.02.24 PD: 26.02.24 DP: 12.03.24	AD: 06.05.24 PD: 13.05.24 DP: 29.05.24	AD: 05.08.24 PD: 12.08.24 DP: 27.08.24	AD: 21.10.24 PD: 28.10.24 DP: 12.11.24
MUNICH	AD: 19.02.24 PD: 26.02.24 DP: 12.03.24	AD: 06.05.24 PD: 13.05.24 DP: 29.05.24	AD: 19.08.24 PD: 26.08.24 DP: 10.09.24	AD: 21.10.24 PD: 28.10.24 DP: 12.11.24
RUHR AREA	AD: 19.02.24 PD: 26.02.24 DP: 12.03.24	AD: 06.05.24 PD: 13.05.24 DP: 29.05.24	AD: 05.08.24 PD: 12.08.24 DP: 27.08.24	AD: 21.10.24 PD: 28.10.24 DP: 12.11.24
STUTTGART	AD: 04.03.24 PD: 11.03.24 DP: 26.03.24	AD: 21.05.24 PD: 27.05.24 DP: 11.06.24	AD: 19.08.24 PD: 26.08.24 DP: 10.09.24	AD: 04.11.24 PD: 11.11.24 DP: 26.11.24
BERLIN	AD: 04.03.24 PD: 11.03.24 DP: 26.03.24	AD: 21.05.24 PD: 27.05.24 DP: 11.06.24	AD: 05.08.24 PD: 12.08.24 DP: 27.08.24	AD: 04.11.24 PD: 11.11.24 DP: 26.11.24

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

ARCHITECTURE MAILING/-SUPPLEMENT

See list on page 5 „Amount of professionals in the 8 metropolitan regions“.

Recipients: e.g. **Hamburg** 1.594 owners of architecture and interior design offices and real estate professionals in and around Hamburg (radius of 100 km).

a.) Architecture mailing: e.g. CUBE Hamburg

Mailing of an insert or product sample (max. 200 g/DIN A4) together with the magazine (e. g. CUBE Hamburg), reference to insert in the mailing cover letter + an editorial report (1 page).

Costs per mailing: **4.20 Euro**

Total costs: 6,695 Euro (1,594 x 4.20 Euro)

b.) Architecture supplement: e.g. CUBE Hamburg

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

Costs per mailing: **2.20 Euro**

Total costs: 3,507 Euro (1,594 x 2.20 Euro)

DATES ARCHITECTURE MAILING

TITLE	Issue 01/2024	Issue 02/2024	Issue 03/2024	Issue 04/2024
Delivery until	02.04.24	18.06.24	17.09.24	03.12.24
Dispatch from	09.04.24	25.06.24	24.09.24	10.12.24

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 ¹ (per issue)	Total Place- ment ² (one-off, all 8 titles)	Combined discounts The following discounts will be granted for multiple placements in several metropolitan titles within 12 months:
PER ISSUES – ONE-OFF PLACEMENT (IN EUR)			
1/2 page advert (portrait or landscape) 2nd part of the magazine	1,500	10,000	Placement in 2 titles <i>(e.g. Hamburg and Berlin)</i> 4 %
1/1 page advert (inside)	2,600	19,000	Placement in up to 6 titles 6 %
1/1 page advert (inside) ³	2,600	19,000	Placement in 7 or more titles 8 %
1/1 page advert (2nd oder 3rd cover page) ⁴	3,200	-	Quantity discount The following discounts will be given for multiple placements in several CUBE issues within 12 months:
1/1 page advert (back cover) ⁴	3,900	-	
2/1 pages advert (inside)	4,200	29,000	
2/1 pages real estate advertorial (inside) ³	3,500	24,000	
Supplement up to 30 g ⁵ , max. 280 x 200 mm	2,600	19,000	Placement in 2 issues <i>(e.g. spring and summer)</i> 4 %
			Placement in 3 issues <i>(e.g. spring, summer, autumn)</i> 6 %
			Placement in 4 issues <i>(spring, summer, autumn, winter)</i> 8 %

¹ All prices plus applicable value-added tax. The general terms and conditions apply (see page 15). 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 No further discounts can be applied to an already discounted bundle price for a complete booking of all metropolitan magazines.

³ Including design of the basic layout; copyright-free photo material and text information must be provided by the customer.

⁴ If available

⁵ Each additional 10 g costs EUR 200 extra

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

Advertising formats see page 9

AMOUNT OF PROFESSIONALS IN THE 8 METROPOLITAN REGIONS (as of august 2023)

TITLE	TOTAL
BERLIN	1,912
DÜSSELDORF	1,388
FRANKFURT/RHINE-MAIN	1,455
HAMBURG	1,594
COLOGNE BONN	1,446
MUNICH	1,586
RUHR AREA	1,312
STUTTGART	1,488
TOTAL	12,181

ADDITIONAL SPECIAL FEATURES ¹

ISSUES	SPECIAL FEATURE
01/2024 (March)	Outdoor
02/2024 (June)	Wellness and Spa + Swiss Special
03/2024 (August)	Office
04/2024 (November)	Light and Luminaires

¹ These topics are covered in all 8 metropolitan magazines as a thematic section.

SELECT



NATIONWIDE PREMIUM MAGAZINE

CUBE Select addresses private individuals with its core theme of high-quality residential architecture and interior design projects. Other subject areas include luxury hotels, art and culture, chronographs and wine culture. CUBE Select is distributed nationwide in the upmarket press trade, in railway station and airport bookshops and by subscription, and is also sent by post to the owners of 950 top residential architecture and interior design offices in Germany.

Online viewing copy here:

https://www.cube-magazin.de/pub/select/2023_03/

READERSHIP	High-income individuals and architecture professionals
CIRCULATION	10,000 copies
FREQUENCY OF PUBLICATION	4 times a year
AREA OF PUBLICATION	Germany-wide
PRINT MATERIAL DEADLINE	In each case 21 days before publication of the issue
RETAIL PRICE PER COPY	EUR 6.50, EUR 32.00 in annual subscription (incl. VAT and shipping costs within Germany)
COPY FORMAT	230 x 297 mm
DISTRIBUTION (a)	Magazine retailers, stations and airport bookstores, subscription
DISTRIBUTION (b)	Direct mailing to owners of the 950 top residential architecture and interior design offices in Germany

¹ Foreign prices upon request

PRICES*

Advertising formats see page 9

Advertisement/Placement	Price in EUR ¹	Quantity discount ² (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 adverts 4 %
1/1 page advert/advertorial	4.800	3 adverts 6 %
2/1 pages advert/advertorial	6.800	4 adverts 8 %
1/1 advert 2nd or 3rd cover page ³	5.600	
1/1 advert back cover ³	6.200	
SUPPLEMENTS		
a.) Supplement complete issue (weight up to 30 g, max. format 220 x 290 mm)	4.800	
b.) Supplement top 950 architects and interior designers (weight up to max. 200 g , max. format 213 x 297 mm)	5.500	

¹ All prices plus VAT

² Commissioned advertising agencies and advertising mediators are granted an intermediary commission of 15 % on top of the possibly discounted (quantity/combination discount) net price.

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.

DATES OF PUBLICATION

	Spring issue	Summer issue	Autumn issue	Winter issue
CUBE SELECT	AD: 18.03.24 PD: 25.03.24 DP: 16.04.24	AD: 03.06.24 PD: 10.06.24 DP: 02.07.24	AD: 02.09.24 PD: 09.09.24 DP: 01.10.24	AD: 18.11.24 PD: 25.11.24 DP: 17.12.24

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

INSPIRE



INTERIOR DESIGN THEMED MAGAZINE

Three times a year, CUBE Inspire focuses on a topic that is particularly relevant for architects and interior designers. As a supplement to the eight CUBE metropolitan issues, CUBE Inspire is sent directly to architects and interior designers. CUBE Inspire is an excellent opportunity for brand manufacturers from the respective subject area to present their reference projects or new products in a highly attractive editorial environment.

Online viewing copy here:

https://www.cube-magazin.de/pub/inspire/2023_2/

READERSHIP	Architects and interior designers and regional office furniture retail
CIRCULATION	12,000 copies
FREQUENCY OF PUBLICATION	3 times a year
AREA OF PUBLICATION	Nationwide
PRINT MATERIAL DEADLINE	14 days before publication
COPY FORMAT	210 x 297 mm
TOPICS IN 2024	1st issue (April) Facade an Roof (New) 2nd issue (July) Office 3rd issue (December) Light and Luminaires (New)
DISTRIBUTION	Direct postal delivery to 12,000 architects and interior designers

PRICES *

Advertising formats see page 9

Advertisement/Placement	Price in EUR ¹	DATES OF PUBLICATION	
Inside		Spring issue 01/2023 (Facade and Roof)	
1/2 page advert (portrait or landscape)	2,500	AD:	18.03.24
1/1 page advert/advertorial ³	3,600	PD:	25.03.24
2/1 pages advertorial ³	5,300	DP:	18.04.24
Special placements ²		Summer issue 02/2023 (Office)	
1/1 advert 2nd or 3rd cover page ²	4,200	AD:	03.06.24
1/1 advert 4th cover page ²	4,800	PD:	10.06.24
Supplement (up to max, 30g, Format max, 290 x 200 mm)	3,600	DP:	02.07.24
Combinations of CUBE Inspire and metropolitan magazines		Winter issue 03/2023 (Light and Luminaires)	
Combi 1: 1/1 advert in CUBE Inspire + 1/2 product PR in all 8 regional CUBE magazines	5,200	AD:	18.11.24
Combi 2: 1/2 advert in CUBE Inspire + 1/2 product PR in all 8 regional CUBE magazines	4,100	PD:	25.11.24
		DP:	10.12.24

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

² If still available

³ Including design of the basic layout; copyright-free photo material and text information must be provided by the customer

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

REAL ESTATE



NATIONWIDE REAL ESTATE PUBLICATIONS

CUBE Real Estate provides an overview of sophisticated neighbourhood development and major projects in the metropolitan regions from which CUBE reports. 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/pub/REAL_ESTATE_SPECIAL/2022/

READERSHIP	Real estate industry, construction companies, urban institutions and economic development agencies, architecture industry, financial service providers
CIRCULATION	12,000 copies
AREA OF PUBLICATION	Nationwide
FREQUENCY OF PUBLICATION	1 time a year
COPY FORMAT	210 x 297 mm
TOPIC IN 2024	Green Architecture
DISTRIBUTION	Direct postal delivery to 12,000 architecture offices and real estate companies

PRICES*

Advertisement/Placement	PRICE IN EUR ¹
General Part	
1st advert (1/1 page) inside ²	5,500
2nd advert (1/1 page) inside ²	5,100
3rd advert (1/1 page) ff, inside ²	4,700
Metropolitan part	
1/2 page advert/advertorial ³	2,800
1/1 page advert/advertorial ³	3,800
2/1 pages advert/advertorial ³	4,600
Special placements²	
1/1 page 2nd or 3rd cover page	6,500
1/1 page 4th cover page	7,100
Supplement (up to max, 30 g, Format max, 290 x 200 mm)	3,800

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

² If still available

³ Including design of the basic layout; copyright-free photo material and text information must be provide by the customer.

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

Advertising formats see page 9

Combinations ¹	
CUBE Real Estate and metropolitan magazines	
Combi 1: 1/1 advertorial/advert in a metropolitan magazine 2024 (e. g. CUBE Hamburg) + 1/1 advertorial / advert in metropolitan section of CUBE Real Estate	4,900
Combi 2: 2/1 advertorial in a metropolitan magazine 2024 (e. g. CUBE Hamburg) + 2/1 advertorial in metropolitan section of CUBE Real Estate	5,900

DATE OF PUBLICATION

advertising deadline 26.08.2024

print material deadline 02.09.2024

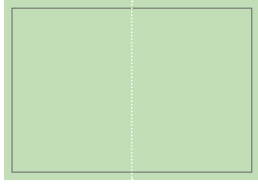
published 24.09.2024

ADVERTISING FORMATS

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

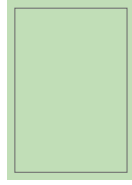
ADVERTISEMENTS IN BLEED

2/1 pages ¹



420 x 297 mm
Select 460 x 297 mm

1/1-page ¹



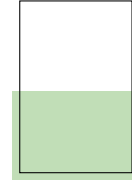
210 x 297 mm
Select 230 x 297 mm

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

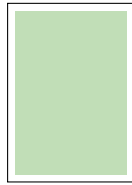
ADVERTISEMENTS IN TYPE AREA

2/1-pages ²



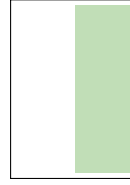
400 x 275 mm
Select 432 x 297 mm

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-Seite 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. Please deliver double-page ads as single pages.

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 3/2024)
- Delivery quantities (total weight, number of packages (pallets or cartons))
- Address and phone number of the shipper

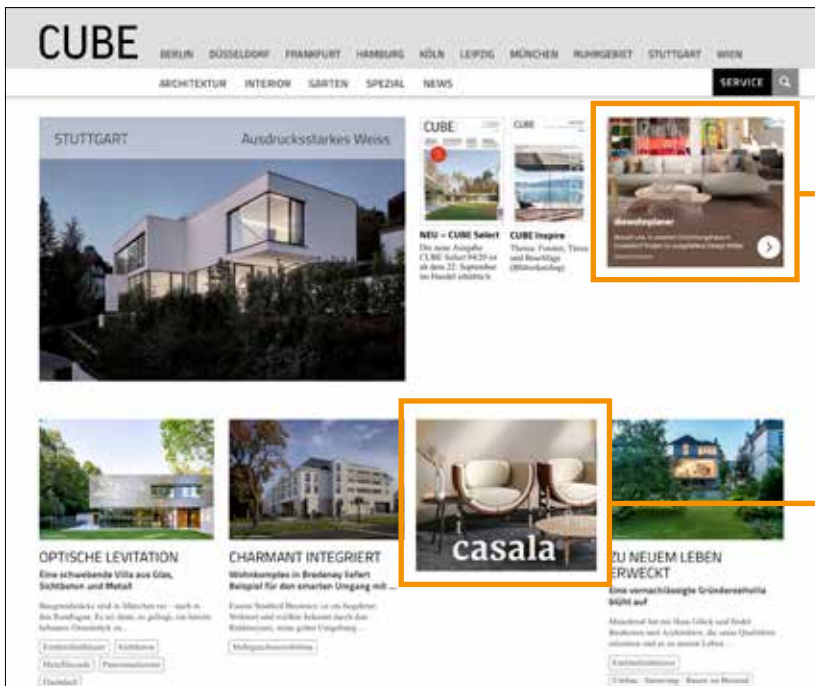
ARCHITECTURE MAILING

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

Delivery address:

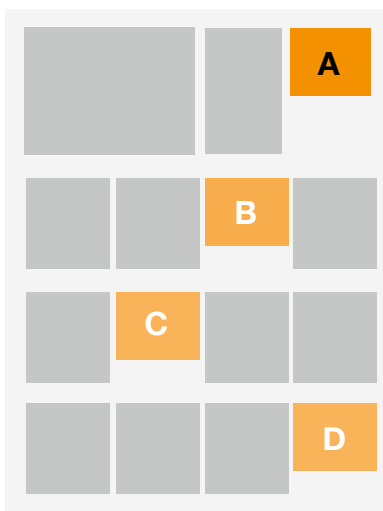
b1 communication GmbH
Briedestraße 1–9, 40599 Düsseldorf, Germany

ADVERT - Homepage



A.
 TOP-position-advert
 Format:
 Medium rectangle
 300 × 250 pixel
 (width × height)
 as jpg or html5

B. to D.
 Format:
 Medium rectangle
 300 × 250 pixel
 (width × height)
 as jpg or html5



on homepage (Desktop-View)

ADVERTS (FIXED PLACEMENT)

Format: Medium rectangle 300 × 250 pixel (width × height) in JPG format

	Page	Price in Eur ¹ per month
Position A ²	Homepage	1,500
Position B ²	Homepage	900
Position C ²	Homepage	800
Position D ²	Homepage	750

¹ All prices in EUR plus VAT

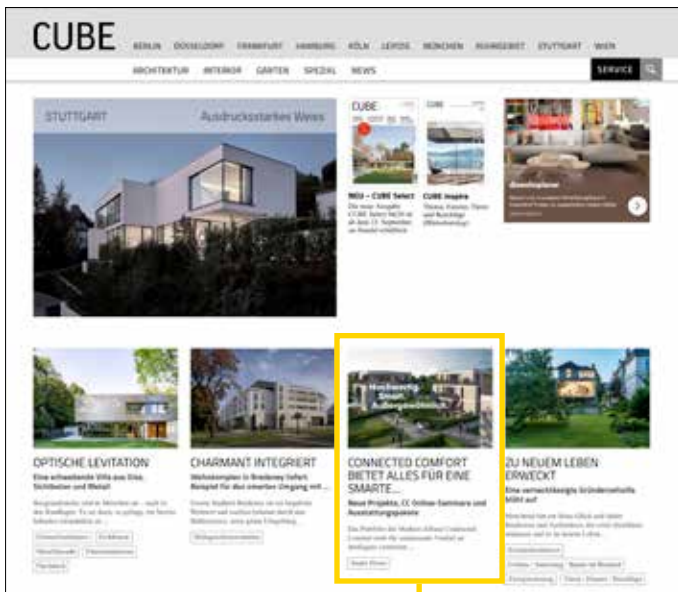
² If available

PERFORMANCE FIGURES 2021 (as of December 2021)

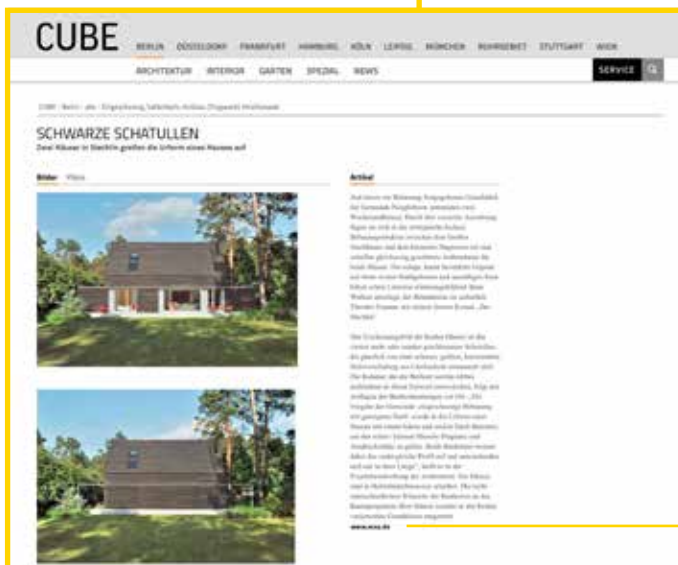
CUBE Website	Page Impressions	Visits (Sessions)	Authority Score
Homepage www.cube-magazin.de			71
1st quarter 2021	312,850	122,113	
2nd quarter 2021	264,674	101,704	
3rd quarter 2021	203,334	82,254	
4th quarter 2021	204,582	85,007	

Average session duration: 2.09 minutes

ADVERTORIAL - Homepage



Homepage



Article page

ADVERTORIAL

Editorially prepared advertising content in the form of an article¹

Position	Price in EUR per month ²
Homepage	900

¹ Image material: max. 5 images (copyright-free) with 700 pixels on the short edge or 1050 pixels on the long edge at 72 dpi in .jpg file format; text material: either finished text with max. 3,500 characters (including blank spaces) as a Word document or sufficient information for text creation.

² All prices in EUR plus VAT

Link to customer website
(dofollow-link)

NEWSLETTER

NEWSLETTER (weekly)



CUBE Newsletter	Recipients	average click-through-rate
	ca. 7,000	14.5 %

80 % of the newsletter subscribers are architects and interior designers

Advert in 3rd field
format: 600 x 400 pixel

	Price in EUR per placement ¹
Link to customer website (A)	900

¹ All prices in EUR plus VAT

² Image material: max. 5 images (copyright-free) with 700 pixels on the short edge or 1,050 pixels on the long edge at 72 dpi in .jpg file format; text material: either finished text with max. 3,500 characters (including blank spaces) as a Word document or sufficient information for text creation.



Link from CUBE article page to customer website

Customer website

Image format newsletter:
600 x 400 Pixel

Here ist the Headline

Here is the subline subline

powered by

Troldekt® 

Sponsorship of the weekly newsletter
Integration of a lettering or customer logo
(do follow link to customer website)

Cost in Euro¹:
half year: **3,900**
Full year: **5,200**

NEW: PODCAST AND VIDEO BUNDLES

PODCAST-BUNDLE

Detailed interviews with experts, designers or architects by CUBE video editors. Implementation on site at trade fairs or via video conference.



bundle contents

INTERVIEW

Lässt sich aufpassen, welche Determinanten für realistische Arbeitsverträge sorgen? In der Praxis üblich?
Schmutzer: Ich glaube, dass die Flächen, die Unternehmen ihren Mitarbeitern zur Verfügung stellen, sich vollständig in einem Kostenkontroll- und Kulturwandel wandeln. Die große Herausforderung wird sein, Dinge nicht mehr so perfekt fertig zu machen, weil wir gar nicht wissen, wie wir es machen können. Ich würde mir wünschen, es gibt zumindest keine Blöcke für das Büro der Zukunft. Dinge, die Flächen müssen flexibler werden. Man muss hinterfragen, welche Flexibilität, was sind und was ist von einer reglementarischen Umsetzung in eine professionellere Arbeitsstruktur. Hier empfiehlt sich die Anwesenheit von Prozessingenieuren, um nicht zu scheitern.

Sauber: Wichtig ist zu verstehen, für gibt es die Idee Antwort auf die richtige Arbeitsaufgabe, die jetzt und in Zukunft bestehen wird. Die Aufgaben ändern sich zunehmend und es wird immer mehr auch die Anforderungen an die Räume und Tools.

Was heißt das ganzheitlich für Architekt- und Innenarchitekten?
Schmutzer: Das gibt immer mehr den Architekten die Chance, in der Arbeitswelt zu bleiben. Es gibt immer mehr in Richtung Interaktion, in dem die Tools helfen, etwas werden sollte. Das heißt nicht, dass wir nur noch Wohnraumempfehlungen machen, es geht darum um die Flexibilität der Unternehmensstruktur. Darüber hinaus geht der Trend in Richtung Flexibilität von Teilnehmern aus dem wirtschaftlichen Bereich. Die strategische Zusammenarbeit von Teams erfordert einen neuen Raum.

Stellen Sie uns einen ein, dass bei der Gestaltung einer neuen Arbeitswelt ein richtig gemacht wurde. Welche konkreten Vorteile entstehen?
Schmutzer: Kurz gesagt: Es kommt für alle Beteiligten zu besseren Ergebnissen. Hier sind einflussreiche Unternehmensbereiche, die sich in der Praxis umsetzen lassen. Umzusetzen ist ein Prozess, der über Jahre hinweg geht. Die Umsetzung, sich verändern zu wollen, ist ein Prozess, der über Jahre hinweg geht. Die Umsetzung, sich verändern zu wollen, ist ein Prozess, der über Jahre hinweg geht. Die Umsetzung, sich verändern zu wollen, ist ein Prozess, der über Jahre hinweg geht.

Ein Neuer Geist
Michael O. Schmutzer und Sabine Sauber, Gründer des Unternehmens Neue Höhe

Wärmepumpe plus Holzfeuerstätte
Wärmepumpe und Holzfeuerstätte sind die besten Kombinationen für ein energieeffizientes und umweltfreundliches Heizsystem. Die Wärmepumpe nutzt die Wärme aus der Luft, Wasser oder der Erde, um das Gebäude zu beheizen. Die Holzfeuerstätte nutzt die Wärme aus Holz, um das Gebäude zu beheizen. Die Kombination aus Wärmepumpe und Holzfeuerstätte ermöglicht es, die Wärme aus der Luft, Wasser oder der Erde zu nutzen, um das Gebäude zu beheizen, und die Wärme aus Holz zu nutzen, um das Gebäude zu beheizen.

EFFIZIENTE KOMBINATION
Wärmepumpe plus Holzfeuerstätte

LIHT. NEU GEDACHT.
Ein Münchner Unternehmen bietet eine ganz neue Dimension der Lichtplanung und -gestaltung.

SparkShelf

Expert interview with link via QR code to the podcast with the full interview



Podcast on CUBE website

INNOVATION VIDEO-BUNDLE

Produced by a professional TV team at the customer's premises or at trade fairs. Short presentation of products in publisher's layout. Duration approx. 60-90 seconds in 9:16 format.



bundle contents

ENERGIE

EFFIZIENTE KOMBINATION
Wärmepumpe plus Holzfeuerstätte

LIHT. NEU GEDACHT.
Ein Münchner Unternehmen bietet eine ganz neue Dimension der Lichtplanung und -gestaltung.

SparkShelf

Product report half-page or full-page with link via QR code to innovation video with same topic



Innovation video on CUBE website

Podcasts and innovation videos are produced by the publisher as a supplement to a presence bundle in CUBE print media and are also made freely available to the partners.

We would be happy to provide you with 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 15) applies.

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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 advertising 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.

