



Media information 2021

Who or what is “APARTMENT”?

Apartment is a knowledge-sharing platform about “temporary living”. Everyone involved in planning, building and operating serviced apartments, student accommodation, mixed-use projects and other forms of temporary living can find useful information here.

- ✓ News
- ✓ Brand profiles
- ✓ **Multimedia documentaries** about new projects
- ✓ Webinars, podcasts and interviews with experts
- ✓ Projects and products in informative **databases**
- ✓ **Professional articles** about planning, design, technology and operation

APARTMENT – Your digital magazine and community for everyone involved in planning, building and operating in the temporary living sector

www.apartment-community.de

Contact persons

Advertising

Thilo Paulin
Tel. 08233/381-203
thilo.paulin@forum-zeitschriften.de

Ad placement coordination

Karin Meier
Tel. 08233/381-247
karin.meier@forum-zeitschriften.de

Editorial team

Sandra Lederer, certified political scientist
Tel. 08233/381-162
sandra.lederer@forum-zeitschriften.de

Online/technical

Martina Schneemayer,
certified business data processing specialist
Tel. 08233/381-545
martina.schneemayer@forum-zeitschriften.de

FORUM Zeitschriften und Spezialmedien GmbH, Mandichostraße 18, 86504 Merching

www.apartment-community.de

Editorial staff / Publisher

Editorial staff:	Sandra Lederer (project management/editor-in-chief), Miriam Glaß, Petra Kellerer, Marie Graichen, Karin Kronthaler, Lisa Regenold, Kirsten Posautz
Advertising:	Thilo Paulin, Birgit Raab
Launch:	2020
Publisher:	FORUM Zeitschriften und Spezialmedien GmbH
Postal address:	PO Box 1340, D-86408 Mering
Street address:	Mandichostraße 18, 86504 Merching
Telephone:	+49 (0) 8233/381-0
Fax:	+49 (0) 8233/381-212
Subscription rates:	Annual subscription € 300,- (VAT excl.)
Bank details:	Stadtsparkasse Augsburg (branch code 720 500 00), account no. 2 587 921 IBAN: DE88720500000002587921, BIC: AUGSDE77XXX
Terms of payment:	Within 10 days of receipt of invoice net VAT ID no. DE 262996914

Page impressions and user analysis (for November 2020)

User/month:	approx. 1.200
Sessions/month:	approx. 1.800
Page views/month:	approx. 13.600
Average duration per session:	5:35 min
Mobile website usage:	approx. 30 percent
Internationality:	85 % of all users are from Germany, Austria and Switzerland



Image: hobbitfoot/stock.adobe.com

Editorial calendar 2021

CONTENT	January	February	March	April	May	June
Brand profile	behomie	Smartments	R.evo	Gorki Apartments	Harry's Home	Vision-apartments
Focus of coverage	In the suburbs	Company dwellings	Modular construction	Casual luxury	Young & wild	Small & Cosy
Professional article	Meetings/ Conferences	Vending	Heating, cooling & ventilation	Smart lighting	E-mobility	Pools & outside areas
	Textiles in rooms	Delivery services	Sanitatanion	Kitchen appliances	Fitness	Living accessories

Editorial calendar 2021

CONTENT	July	August	September	October	November	December
Brand profile	Adagio/ Adagio Access	Staycity	The Base	Living Hotels	Adina	Yays
Focus of coverage	Multi-generational living	Smart concepts	Sustainability	Mixed-use projects	Inclusion	From all over the world
Professional artical	Cleaning	Access solutions	Software & systems	Service robots	Staff planning	Doors & windows
	Lavatories	Multimedia & entertainment	Elevators & conveying technology	Communal areas	Floors, walls & ceilings	Sound proofing

Your advertising options – overview

Advertising in professional articles/cover stories

Banner (full size, rectangle):

850 Euro, Placement in text, duration: unlimited, advert possibly behind paywall

Image gallery including link:

850 Euro per image/link, placement in the editorial image gallery, duration: unlimited, advert possibly behind paywall

Entry in the Fact & Figures section with link:

600 Euro per logo/link, duration: unlimited, advert possibly behind paywall

Advertorial in the Know-how section:

2.500 Euro per article, duration: 1 year, before the paywall

SAMPLE BANNER

Was die Gäste praktisch und schön finden, ist für den Betreiber oft mit großem Aufwand verbunden und daher unpraktisch und eher weniger schön. Doch wenn es um Zutrittsysteme geht, decken sich die Ansprüche.

Je größer die Auswahl in der Speisekarte des Restaurants ist, umso komplizierter wird es für den Koch. Übernachtungsbetriebe, die standardmäßig einen Late-Check-out anbieten, erschweren es dem Personal, das Zimmer fristgerecht für den nächsten Gast vorzubereiten. Rauschige Teppiche sind schwieriger zu reinigen. Und in umso mehr Kopfkissen sich der Gast einkuscheln kann, umso länger dauert es, bis das Bett gemacht ist. Auch ein Shuttle-Service oder ein kostenloser Parkplatz bedeuten für Betreiber einen Mehraufwand. Diese Aufzählung lässt sich endlos fortsetzen. Derin Fakt ist: Viele Anbieter nehmen zusätzliche Arbeit in Kauf, damit ihre Gäste möglichst zufrieden sind. Bei Zutrittsystemen ist das aber oft anders, denn hier haben Betreiber und ihre Gäste grundsätzlich die gleichen Wünsche.

Sicherheit

Wenn sich der Gast selbst im Haus befindet oder wenn er möglicherweise seine Wertgegenstände dort zurücklässt, will er das Gefühl haben, dass sein Apartment ein sicherer Ort ist. Während seines Aufenthalts soll – abgesehen vom Reinigungspersonal – ausschließlich er Zugang haben. Dieser Anspruch gilt auch von Seiten des Betreibers. Für ihn steht dabei jedoch ein weiteres Risiko im Fokus: Im Gebäude ändern sich durch an- und abreisende Gäste häufig die Zutrittsberechtigungen. Außerdem erhöhen Schichtwechsel beim Personal die Gefahr, dass sich ein Unbefugter Zutritt verschafft. Zusätzlich Neben den Apartmenttüren muss der Betreiber also auch die Sicherheit von Gästen, Mitarbeitern und Sachwerten an den Eingängen, in den Fluren, in der Tiefgarage oder auf dem Parkplatz sowie in Anlieferungsbereichen gewährleisten.



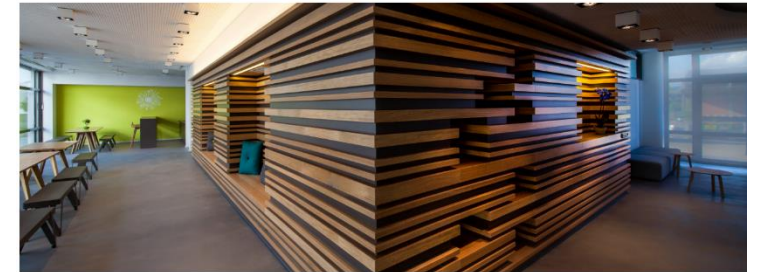
ANZEIGE

Komfort

Darüber hinaus erwartet der Gast, dass sich seine Apartmenttür zuverlässig öffnen und versperren lässt. Bei mechanischen Zutrittsystemen, also einer Kombination aus konventionellem Schlüssel und Zylinderschloss, funktioniert das in der Regel problemlos. Herkömmliche Schlüssler mit einem Hotelblemben als Anhänger sind zwar im Vergleich zu Keycards oder Transpondern groß und schwer, doch solange der Gast ihn nicht verliert, kann er seine Zimmertür damit auf- und zusperren. Dagegen kommt es bei elektronischen Zutrittsystemen manchmal zu Schwierigkeiten, zum Beispiel, wenn der Code auf der RFID-Karte beschädigt ist. In anderen Häusern lässt sich die Schließtechnik über eine App steuern. Doch dieses System hat einen unbequemen Nachteil für Gäste, die regelmäßig verschiedene Unterkünfte besuchen: Jede hat ihre eigene App, sodass sich schnell viele verschiedene Softwares auf dem Smartphone ansammeln. Praktisch und komfortabel ist das nicht gerade.

Im Bereich Back-of-House geht es weniger um Datenmüll auf dem Handy des Gastes, sondern darum, wie einfach sich die Zutrittsrechte verwalten lassen. Bei mechanischen Schließsystemen wird das Recht auf Zutritt gemeinsam mit dem Schlüssel an den Gast vergeben. Checkt er aus, gibt er den Schlüssel an der Rezeption wieder zurück und kommt entsprechend nicht mehr in sein Apartment. Das klingt auf den ersten Blick simpel, doch wenn der Schlüssel abhandenkommt, wird es kompliziert: Der Finder oder im schlimmsten Fall der Dieb kann dann die Tür öffnen, solange der Hotelbetreiber das Schloss nicht auswechselt. Bei elektronischen Schließsystemen vergibt der Systemadministrator die Zugangsberechtigung und in einem zweiten Schritt erhält der Gast das Schlüsselmedium, also eine PIN, eine RFID- oder Magnetkarte, einen Transponder, einen Code auf das Smartphone etc. Der Vorteil ist, dass das Zutrittsrecht nicht an das Medium gebunden ist, sondern der Administrator jederzeit die Berechtigung aktivieren oder deaktivieren kann – etwa wenn der Gast auscheckt oder das Zugangsmittel verliert. Außerdem spielt es für den Gastgeber eine Rolle, wie langjährig die Materialien der verbauten Komponenten beziehungsweise wie anfällig sie für Verschleiß sind.

Einrichten mit Leidenschaft



Objekt & Küche München

ANZEIGE

Unsere verantwortlichen Mitarbeiter im Bereich Objekt entwickeln und koordinieren zuverlässig die Möblierung und Raumausstattung von Wohnheimen im Bereich Mietwohnung. Aus der Erfahrung unserer Küchenfachgeschäfte in Bühl und Koblach betreiben wir die räumliche Gestaltung der Mietwohnungen in München konsequent auf die Bedürfnisse der Bewohner zugeschnitten ein. Die Konzeption und Planung müssen das rechtlich bestmögliche, um so die besten Kosten zu sparen. Dadurch, dass die gemeinsame Basis der Unterverantwortung besteht und Planung im Blick, unsere Leistungen dabei werden die Qualität der Mietwohnungen erheblich durch eine sorgfältige und praktische Einrichtung und wenn die Arbeit, dann werden die Bewohner möglichst während der gesamten Zeit des Aufenthalts in einer neuen Stadt an das Objekt gebunden. Somit profitieren die Kunden von der gebildeten und zielgerichteten Kompetenz aus beiden Bereichen.



Business Apartment: Bild Objekt und Küche München



Studenten Apartment: Bild Objekt und Küche München

Service-, Business und Studenten Apartments

Für welchen Zweck dort sein? Vertrauen Sie unseren Objektplanern und Architekten die Ausstattung ihrer Mietwohnungen an, Sie sind verbundene Wegweiser durch den Dschungel des Mietwesens, und aus unserer Erfahrung als Küchenprofi heraus, verfügen wir über ein umfassendes Portfolio an Materialien, Einrichtungsgegenständen und technischem Know-how in der Handhabung. Wir übernehmen Planung und Ausführung von Ihre Projekte im Bereich Mietwohnung so zu, verständlich, dass sich die Menschen, für die sie gemacht werden, rundum wohlfühlen.

Die Teil- oder Vollmöblierungen ihrer Micro Apartments, vom Studenten Apartment über das Business Apartment bis hin zum Serviced Apartment (Boardinghouse) erhalten Sie aus einer Hand, Budgetorientiert für alle Segmente mit nachvollbarem Anspruch. Und um Ihre Projekte Ihre Projekte durch Langlebigkeit, Wartbarkeit und Wertigkeit, sodass sich Ihre Investition maximal auszahlt.

www.objektundkueche.de



f Facebook t Twitter in LinkedIn

SAMPLE ADVERTORIAL

Your advertising options – overview

Entry in the company database

600 Euro per entry, duration: 1 year

Video in the Know-how section

Own production:

4,000 Euro per video, duration: 1 year

Production done by the editorial team:

7,500 Euro per video, commentary, if requested, done by the editorial team, duration: 1 year

Sponsored webinar/podcast

Production in co-operation with the editorial team:

6.500 Euro per production, presentation done by the editorial team, duration: 1 year

SAMPLE COMPANY DATA BASE

Bad & Sanitär

Adresse:
Heinrich-Bette-Straße 1
33129 Delbrück

Beschreibung:
Seit 1952 produziert das Familienunternehmen in Delbrück hochwertige architektonische Badeelemente aus natürlichem glasierten Titan-Stahl. Bette Produkte sind Unikate, sie lassen sich in Farben und Abmessungen vielfältig variieren und schaffen inspirierende Freiräume für jede Badezimmeregestaltung. Aufgrund ihrer besonders dünnen Materialität sind die Badeelemente leicht und außergewöhnlich widerstandsfähig. Außerdem ist glasierter Titanstahl zu 100% recyclingfähig. Die brillanten Oberflächen der BetteGlasur® sind härter als Marmor, Kunststoff oder Stahl, kratzfest, keim- und porenfrei sowie UV-beständig. Premium-Qualität, auf die Bette 30 Jahre Garantie gibt.

Produkte/Dienstleistung: edle Badeelemente aus glasiertem Titan-Stahl

KONTAKT INFORMATION

Ansprechpartner: Carola Husemann, Leitung Projektgeschäft Deutschland – Österreich

Telefonnummer: 051/5413903

E-Mail-Adresse: chusemann@bette.de

Webseite: www.my-bette.com

Map Contact

directions to:
Heinrich-Bette-Straße 1
33129 Delbrück

Get directions

Your advertising options – **details**

Advertising in professional articles/cover stories

Present your offering directly in the editorial parts of the platform (in the exclusive member area) either in the form of an advertisement, as part of the image gallery with a direct link or in the respective Facts & Figures section with a direct link:

- **Banner:** File formats: jpg, gif, animated gif, png (max. 120 kB), formats: full size (468 x 60 px), rectangle (300 x 250 px)
- **Image gallery with link:** up to 3 images/graphics per article (gif, jpg, png, max. 150 kB) plus image caption and URL link
- **Entry in the Fact & Figures section with link:** 1 logo (gif, jpg, png, max. 150 kB) plus URL link
- **Advertorial in the Know-how section:** Heading (up to 60 characters), up to 3 images/graphics (gif, jpg, png, max. 150 kB), text with up to 4,000 characters (incl. spaces), URL link

Entry in the company database

Select your category (Outside areas, Bathroom & sanitation, Building materials and elements, Office and conference furniture, Consultants & service providers, Building technology, IT/software and hardware, Kitchen appliances & technology, Planning & furnishing, Access & security technology, Wellness and spa, Others)

Company name/contact person, address/contact details, logo, website with link, up to 4 images

Your advertising options – **details**

Video in the Know-how section

Videos are an important part of the platform and bring the content across in a particularly vivid way. We show your videos accurately and without any scatter loss to your target group.

The video serves as your branding, provides product information and showcases your work as well as your profile as a competent partner. In that way, the video provides high-quality content and generates customer leads.

Place your product videos on our platform as examples of best practice. You can provide the videos yourself or work together with our editorial team to create unique content. For your clip (max. 3 min., filming location in Germany only), we co-ordinate with you to conceive a storyboard and produce the video including final cut and scoring.

The offer includes a notification with a link to your video in our news section at www.apartment-community.de

Possible formats:

- a) Company coverage
- b) Product video
- c) Employer profile
- d) Case study
- e) Documentary

Your advertising options – **details**

Sponsored Webinar/Podcast

Webinars and podcasts are a modern form of conveying information and further training. They offer professional knowledge from experts, sometimes even allow for interaction and discussion between the participants and the speaker and save travel expenses for the participants.

Together with you, we bring your knowledge accurately and without any scatter loss to our target group.

For participants, the sponsored webinars and sponsored podcasts are free of charge, meaning it is available in the publicly accessible area of the platform.

Your advantages: precise audience targeting + highly qualified leads

As media experts, we know how to competently present expert information. We happily assist you in finding a topic and creating the webinar or podcast. The webinar will be conducted and presented by us with your speaker and hosted via our software at the date agreed upon.

Your attractive package:

- Notification with link to your video in the news section at www.apartment-community.de (duration depends on the campaign)
- Access to a webinar/podcast via a registration form to generate leads
- Professional production of the webinar/podcast together with the editorial team, duration max. 60 minutes
- Upon request the recordings will be available on the platform for up to 1 year

Our Terms and Conditions

Item 1 In accordance with the following General Terms & Conditions of Business an advertising order is the contract for the publication of one or more advertisements, banners, images, videos, podcasts, webinars and other formats of an advertising party or other advertisers on the Apartment online platform for the purpose of distribution.

Item 2 Advertisements are deemed for publication within one year of entering into the agreement. If under the terms of the agreement the right to submit individual advertisements has been granted, the order shall be carried out within one year of publication of the first advertisement, given that the first advertisement is called off and published within the period described in sentence 1 of this item.

Item 3 In the event that an order is not carried out due to circumstances beyond the control of the Publishers, the Advertiser, without prejudice to any other legal obligations, shall grant to the Publisher the difference between the discount granted and the discount corresponding to the actual purchase. Reimbursement is void when the failure to carry out the order is a result of force majeure in the risk area of the Publisher.

Item 4 Advertisements which by reason of their editorial design are not immediately recognizable as advertisements shall be clearly identified as such by the Publishers by insertion of the word “advertisement”. The same applies to videos, podcasts, webinars and other digital formats.

Item 5 The Publisher reserves the right to refuse advertisements – including individual orders within the scope of a contract – for reasons of content, origin or technical form according to standard, justified principles of the Publisher, if the content violates laws or official regulations or if the publication is otherwise unacceptable to the Publisher. This also applies to orders handed in at branch offices or receiving offices or handed out to representatives. The Advertiser shall be informed immediately in the event that the advertisement is refused.

Item 6 The Advertiser is responsible for providing the advertisement text and proper graphics/videos or other formats in good time. The Publisher shall immediately request replacements for any material which is obviously unsuitable.

Item 7 In the event of the advertisement appearing in full or in part illegible, incorrect or incomplete, the Advertiser is entitled to a reduction in payment or to a replacement advertisement in perfect condition, but only to the extent to which the purpose of the advertisement has been impaired. If the Publisher fails to comply within a reasonable deadline set for this purpose, the Advertiser is entitled to a reduction in payment or cancellation of the order. Claims for compensation resulting from positive breach of an obligation, culpa in contrahendo and tort are excluded – including orders placed by telephone. Claims for compensation resulting from impossibility of performance and delay are restricted to indemnity for the foreseeable damage and to the payment for the advertisement or supplement concerned. This does not apply to intent and gross negligence on the part of the Publisher, its authorized representative and employees assisting in the order. Liability of the Publisher for damages on account of the absence of guaranteed characteristics remains unaffected. In the course of commercial business transactions, the Publisher is also not liable for gross negligence on the part of employees assisting in the order; in the remaining cases the liability for gross negligence is restricted in extent to the foreseeable damage up to the full value of the advertisement concerned. Complaints – except in the case of defects which are not immediately obvious – must be made within four weeks after receipt of the invoice and proof.

Our Terms and Conditions

Item 8 Specimen proofs will only be supplied when expressly requested. The Advertiser is responsible for the correctness of the returned specimen proofs. The Publisher shall include all corrections of errors that it is notified of within the period of time set when sending out the specimen proof. Advertisement designs and contents cannot be changed during the booking period.

Item 9 Until one week prior to the booked date of appearance on the platform orders may be cancelled free of charge. Costs already incurred will be billed separately. In the case of cancellation of an order after the booked date of appearance or failure to submit the material in time, a cancellation fee of 100% of the commissioned value of the order will be charged. The cancellation of an order must reach the Publisher in written form by the respective latest date of cancellation.

Item 10 If the Advertiser does not pay in advance, the invoice shall be sent out immediately, but in any event no later than 14 days after the advertisement was published. The invoice is to be paid within the time period stated in the price list which begins on receipt of the invoice, as long as no other terms of payment or advance payment has been agreed on in individual cases.

Item 11 In the event of default or deferment of payment, interest and collection costs will be charged. In the case of default of payment the Publisher can delay the further execution of the current order until payment has been received and can demand payment in advance for the subsequent advertisements. In the case of justifiable doubt as to the Advertiser's ability to pay, the Publisher is entitled, even during the term of an advertising agreement, to make the publication of further advertisements, without consideration of any originally agreed date for payment, dependent on the advance payment of the amount and on the settlement of outstanding invoices.

Item 12 On request, the Publisher will supply a link to the respective page as proof together with the invoice, provided the commissioned format is place in front of the pay wall; otherwise screenshots from the member area will be provided as proof.

Item 13 The ordering party has to bear the costs associated with preparing the content and advertisement material ordered or for any amendments to originally agreed executions requested by or attributable to the Advertiser.

Item 14 The place of performance is Augsburg. In business dealings with commercial business people or legal persons under public law or in case of special funds under public law, the place of jurisdiction in case of legal action is Augsburg. Insofar as claims of the Publisher are not enforced in default proceedings, the place of jurisdiction for non-business people is deemed to be their place of residence. If the address or the regular place of residence of the ordering party, including non-business people, is not known at the time of the legal action being taken or if after the contract has been concluded, the ordering party has relocated to a new address or to a different regular place of residence which is outside the area of validity of the law, then the place of jurisdiction is agreed to be Augsburg.

Item 15 All present and future claims of the agency against its ordering party in respect of the insertion and possible additional costs are assigned to the Publisher. The agency has the authority to recover the assigned debts for so long until it has met the contractual obligation of payment towards the Publisher. The Publisher is in principle entitled to disclose and recover the debt on his own behalf.

Item 16 The Advertiser has sole responsibility for the content and legal admissibility of the texts and pictures made available for the insertion. The Advertiser is under obligation to release the Publisher from any third party claims which arise against the former from the performance of the order, even if the order should be cancelled. The Publisher is not obliged to examine orders and advertisements to check whether these infringe on rights of third parties. In the event that cancelled advertisements are still published, the Advertiser does not have any right to enforce a claim against the Publisher.

Item 17 All graphic material submitted must be free of third-party rights.