



MEDIA INFORMATION 2026

**BYGGERI+ARKITEKTUR
AND INDRET**

For more than 20 years Byggeri + Arkitektur has written about spectacular architecture in Denmark, that has attracted international attention and awards. As a media, we communicate directly to and at eye level with the Danish architects and engineers, and therefore, there is great value in being a part of this serious and precise communication.

Be part of our dialogue with architects and designers – do you have a message for the Danish construction industry?

BYGGERI+ARKITEKTUR AND INDRET

ABOUT BYGGERI+ARKITEKTUR

Danish architects carry forward a proud tradition of creating beautiful and user-friendly buildings, and both Danish architects and engineers are highly sought after abroad.

We highlight the remarkable projects within landscape and urban spaces, building and architecture, interior design and spatial design.

Today, the construction industry is developing at a rapid pace, and reflection is essential:

Which values are worth fighting for, and when must we look ahead to find the right architectural solutions?

ABOUT INDRET

INDRET is an integrated part of Byggeri+Arkitektur with a focus on interiors and design. The magazine is aimed exclusively at the contract market, and we see that companies and organisations have higher quality demands and more specific needs compared to the retail sector.

Danish architects are trained to think holistically and to use interior design as an active architectural tool – making elements such as lighting, acoustics, wayfinding, and furniture an integrated part of a building's expression.

How can interior design be used to support architectural ambitions?



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The Danish market is becoming more and more important for us. In Byggeri+Arkitektur we have found a competent and committed partner who offers us the appropriate environment on relevant channels for the authentic presentation of Brunner contract furniture and the associated values: clever functionality, long-lasting quality and an exceptionally aesthetic ergonomic design. Byggeri+Arkitektur has been supporting us for years to continuously increase our level of awareness in the Danish market.

Olivia Harders, Brunner GmbH

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CONTACT US TO LEARN MORE

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PRESSE
NÆVNET



PUBLICATIONS, TOPICS AND DATES

NO. 148 – NORDIC ARCHITECTURE

Deadline: January 21, 2026

Publication Date: February 2, 2026

Key topics related to Nordic Architecture:

- Green Transition and Documentation
- DGNB Projects
- LCA (Life Cycle Assessment)
- EPD (Environmental Product Declaration)
- ESG (Environmental, Social, and Governance)
- Wood
- Climate proofing
- Roofing

Topic in INDRET: WHAT IS SCANDINAVIAN DESIGN TODAY?

NO. 149 – TRANSFORMATION

Deadline: February 25, 2026

Publication Date: March 9, 2026

Key topics related to Transformation:

- Recycling and resource optimisation
- Bio-based materials
- Brick
- Energy optimisation
- The building envelope

Topic in INDRET: THE KITCHEN

INSERT

Municipality focus: Architecture, urban development and projects in Aalborg

Special distribution for this edition:

500 copies will be sent to construction industry companies in the North Denmark Region

NO. 150 – URBAN DEVELOPMENT AND LANDSCAPE

Deadline: April 22, 2026

Publication Date: May 4, 2026

Key topics related to Urban development and landscape:

- Climate resilience
- Biodiversity
- Residential construction
- Roads and infrastructure
- The façade
- Playgrounds and sports facilities
- Concrete
- Paving

Topic in INDRET: OUTDOOR FURNITURE AND LIGHTING

INSERT

Municipality focus: Architecture, urban development and projects in Aarhus

Special distribution for this edition:

500 copies will be sent to construction industry companies in the Central Denmark Region

NO. 151 – OFFICE AND CORPORATE BUILDING CONSTRUCTION

Deadline: June 2, 2026

Publication Date: June 15, 2026

Key topics related to Office and corporate building construction:

- Building automation
- Digitization and IT in construction
- Indoor climate and focus on the users
- Glass
- Indoor Climate (ventilation, acoustics, lighting)
- Steel
- Wayfinding

Topic in INDRET: 3 DAYS OF DESIGN

PUBLICATIONS, TOPICS AND DATES

NO. 152 – RESIDENTIAL CONSTRUCTION

Deadline: August 19, 2026

Publication Date: August 31, 2026

Key topics related to Residential construction:

- Communities and utilisation of outdoor areas
- Green transition and documentation
- LCA (Life Cycle Assessment)
- EPD (Environmental Product Declaration)
- ESG (Environmental, Social and Governance)
- The Nordic Swan Ecolabel
- Timber
- The roof surface

Topic in INDRET: BATHROOMS AND SPA

INSERT

Municipality focus: Architecture, urban development and projects in Odense

Special distribution for this edition:

500 copies will be sent to construction industry companies in the Region of Southern Denmark

NO. 153 – INTERIOR – FOCUS ON INTERIOR DESIGN

Deadline: September 23, 2026

Publication Date: October 5, 2026

Key topics related to Interior Design:

- Green transition in furniture production
- Acoustics
- Lighting
- Textiles
- Storage
- Bathroom and kitchen
- Floors and carpets
- Interior design projects

NO. 154 – RENOVATION AS A DISCIPLINE

Deadline: October 21, 2026

Publication Date: November 2, 2026

Key themes related to Renovation as a discipline:

- Recycling and resource optimisation
- Bio-based materials
- The façade
- Brick
- Energy optimization

Topic in INDRET: LIGHTING

INSERT

Municipality focus: Architecture, urban development and projects in Copenhagen

Special distribution for this edition:

500 copies will be sent to construction industry companies in the Capital Region of Denmark

NO. 155 – THE ROLE OF THE DEVELOPER AND THE CLIENT IN ARCHITECTURE

Deadline: November 25, 2026

Publication Date: December 7, 2026

Key topics related to The role of the developer and the client in architecture:

- Schools, kindergartens and public construction
- DGNB projects
- Digitalisation and IT in construction
- Building automation and smart energy management
- Indoor climate and user-focused design (acoustics, lighting, ventilation and comfort)
- Glass
- Steel

Topic in INDRET: ART IN INTERIOR DESIGN

TELL US ABOUT YOUR PROJECT!

We want to showcase extraordinary projects from the perspectives of all those involved. The editorial team welcomes submissions regarding upcoming construction projects where special consideration has been given to aesthetics, functionality, and material choices.

Contact Editor-in-Chief Mikkel Weber Sandahl: ms@mediaxpress.dk

ADVERTISING PRINT

BYGGERI+ARKITEKTUR'S DISTRIBUTION

Byggeri+Arkitektur is published eight times a year with a circulation of approx. 10,300 copies.

Byggeri+Arkitektur is delivered directly to approx. 5,000 Danish architects at their private addresses, providing the perfect setting for reading and immersion, ensuring that your messages achieve maximum impact.

- 5296 Architects on their private addresses
- 859 Architectural studios
- 361 Interior designers
- 1583 Consulting engineers
- 345 Contractors and construction companies
- 1545 Builders and Administrators
 - Administrator of real estate, housing associations and housing companies
 - Municipalities, technical management etc.
 - Developers and investment companies
- 382 Various

YOUR ARTICLE CREATES VALUE ACROSS PLATFORMS

As a media house, we have many years of experience in storytelling, and for a number of years we have produced commercial features for our clients. A good story is always the best way to convey a message, and we take that seriously. Our copywriters are used to communicating directly to companies in the construction industry, ensuring that your messages are presented in a way your customers understand.

When you have a commercial article written by our journalists for a print publication, it includes:

- Inclusion in our newsletter, which is sent twice a week to our readers
- Exposure of the article on the front page of byggeri-arkitektur.dk as well as two selected theme pages, with link-building to your website
- Profiling of the article on our social media channels
- You own the rights to the text produced by our writers and may use it in other contexts (e.g., brochures, social media, press releases, newsletters, other media, etc.)

Optional add-on for articles: Online branding campaign
The article and your company can be broadly exposed through a campaign on the Google Display Network
We guarantee 5,000 visits and 100,000 impressions of your article

Price: 5,000 DKK

FORMATS AND PRICES

- 2/1 pages, 460 x 297 mm. DKK 48.600,-
- 1/1 page, 230 x 297 mm. DKK 26.500,-
- 1/2 page, 98 x 268 mm. DKK 15.400,-
- 1/2 page, 203 x 125 mm. DKK 15.400,-
- 1/4 page, 46 x 268 mm. DKK 8.600,-

Formatspecs. is only on advertisements

DELIVERY OF ADVERTISEMENTS

- Advertisements are supplied in CMYK, 300 dpi.
- Advertisements to edge + 5 mm. for pruning as well as cutting marks.
- Remember to indicate the media and publication number.
- Delivery by mail: materiale@mediaxpress.dk

In case of cancellation or exceeding the deadline for submitting material, the company will be invoiced the agreed amount

ALL PRINT MAGAZINES CAN BE READ ONLINE

All printed publications are freely available on Byggeri+Arkitektur's website via the digital publishing service ISSUU. On the Mediatrixpress ISSUU profile there are approx. 235,000 visitors annually, and the publications have been read approx. 21,000 times in the past 12 months.

CONTACT US TO LEARN MORE

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ONLINE

BYGGERI-ARKITEKTUR.DK AND NEWSLETTERS

On Byggeri+Arkitektur's website, we feature news on competition wins and completed projects, as well as in-depth articles like profiles of prominent architects and designers. Readers can immerse themselves in the many aspects of construction in 2026.

There will be rotating theme pages focusing on prestige projects and major topics such as the construction industry's green transition, biogenic materials, urban development, and biodiversity.

BANNER EXPOSURE ON BYGGERI-ARKITEKTUR.DK

Skyscraper banner 160x600 px.
Prices from 10,000 DKK/month

Center banner 970x180 px.
Prices from 6,500 DKK/month

Contact us for prices on a giga scroll-down banner 1920x600 px on the homepage and other special placements on theme pages, etc.

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NEWSLETTERS

Every Tuesday and Thursday, Byggeri+Arkitektur's newsletter is released, filled with current and inspiring content. By participating in our newsletters or special newsletters, your messages will be presented clearly and effectively.

- Participation in a newsletter with an article:
Price 2,500 DKK
- Participation in a newsletter with an article with 1 week's homepage exposure, optimization, and categorization of the article on the site's subpages, themes, and tags:
Price 4,500 DKK
- Participation with a banner in a newsletter.
Banner 600x180 px: Price 2,000 DKK

“It has been a positive experience on every level to collaborate with Mediexpress. At Scan Convert, we have developed the Absorb concept for noise barriers as well as the Safe2Fall safety net, and we therefore address widely different segments, which the media house has been able to handle. In the sales process, they understand how to listen to our needs and provide high-level guidance, and the dialogue with the copywriter and graphic designer has been inspiring and of high quality. The starting point in the dialogue has always been me as the customer, and I experience great flexibility and excellent service, where they consistently go the extra mile to achieve the optimal result.”

Jes Bo Rennebod, Owner, Scan Convert A/S



OMNICHANNEL MARKETING

We offer a 360-degree solution that guarantees strong visibility and exposure across all of Byggeri+Arkitektur's digital and print channels. As a media house, we have built extensive experience in executing campaigns, which we now make available to you. The impact of marketing is stronger when spread across multiple platforms – it creates an accumulated effect.

We can produce your commercial features from A to Z; all you need to provide is image material and set aside time for an interview. Once all text is approved, the article will be exposed through:

PRINT

- 1 page under a relevant theme in the newspaper
- ½-page advertisement under a relevant theme in the newspaper

NEWSLETTER

- Your article will be included in our regular newsletter

NEWS SITE

- Exposure on byggeri-arkitektur.dk's front page and subsequently on two selected theme pages

SEO AND GEO (GENERATIVE ENGINE OPTIMIZATION)

- We strengthen your brand and increase traffic to your own website through selected keywords and link-building from bygge-anlaegsavisen.dk

SOCIAL MEDIA

The article will be exposed through a post on:

- Byggeri+Arkitektur's LinkedIn, Facebook and Instagram profiles
- Your own LinkedIn, Facebook and Instagram profiles
(we prepare a post that can be published by us or by you)

ONLINE BRANDING CAMPAIGN

We run a boosted campaign via social media and Google Ads over 5 weeks, where the article will be shown to your target audience.

YOU WILL RECEIVE REPORTING FOR YOUR CAMPAIGN

- Campaign reach – we guarantee 100,000 impressions
- Online article reads – we guarantee 5,000 reads

"Our members deliver good indoor climate, daylight, functionality and beautiful design in many styles, both for new builds and renovations. In Byggeri+Arkitektur we have found an aesthetic and relevant trade magazine that targets several of the audiences we want to reach with the message about Dansk Vindues Verifikation [DVV]: the voluntary Danish quality scheme for windows and external doors."

Elisabeth Lykke Nielsen, VinduesIndustrien

OMNICHANNEL	DISCOUNT	PRICE
Text production and layout		6,000 DKK
Print (full-page article)	50%	14,250 DKK
Print (half-page advertisement)	50%	7,700 DKK
Digital print edition	Included	0 DKK
Newsletter participation with article	Included	0 DKK
News site	Included	0 DKK
Social media post	Included	0 DKK
Boost campaign: SoMe and Google	No discount available	5,000 DKK
TOTAL		27,955 DKK

PARTNER PROFILE

Your own dedicated profile page on our news site, completely free from ads from other companies. It includes a company description, contact information, logo, video presentations, product catalogs, live feed from the company's social media, references, etc.

With the partner profile, you can publish articles directly on the front page of bygge-anlaegsavisen.dk via your own partner login. You will receive monthly statistics on your content across our online media platforms.

Price for 12 months: DKK 15,000

“The Danish market is becoming more and more important for us. In Byggeri+Arkitektur we have found a competent and committed partner who offers us the appropriate environment on relevant channels for the authentic presentation of Brunner contract furniture and the associated values: clever functionality, long-lasting quality and an exceptionally aesthetic ergonomic design. Byggeri+Arkitektur has been supporting us for years to continuously increase our level of awareness in the Danish market.”

Olivia Harders, Brunner GmbH

BECOME A PREMIUM PARTNER

- GET FULL SERVICE

If a Partner Profile is to achieve maximum impact, it requires engaging content and strong visuals—and it is a major advantage to add extra boosting [via newsletters, social media channels, Google, etc.] as well as promotion with references both internally and externally.

Instead of having to produce all content for your Partner Profile yourself, we offer a powerful and effective marketing package in which all text is written by our copywriters. As a Premium Partner, you receive all the usual opportunities and benefits of a Partner Profile, plus:

- 4 articles as well as a precise and compelling company description
- External brand exposure through 2 external articles with links to your profile or article
- 2 sponsored articles per year on our site
- Presentation on our social media profiles 5 times per year
- Access to advice on how to get even more value from your partnership and your content—this may include sparring with our webmaster, SoMe specialist or editor

Price for the full-service Premium Partner package
- 30,000 DKK per year



“At Airtox, we aim to push the boundaries of safety footwear – in terms of comfort, technology and styling – but also by ensuring that our shoes are used on the construction site, in the office and in people's active leisure time. Airtox is a brand that our users have developed a close relationship with. That strategy requires a massive presence, and here we have used Byggeri+Arkitektur as a leading medium for architecture and design in our marketing, both in print and online, and we have been very satisfied with the collaboration and the results.”

Henrik Wiingaard Madsen, Airtox
