



Review 2015: Launch of an Initiative

Start of BAUMEISTER/Topos Cities Initiative with the Conference “City as Project” during the Smart City Fair “Metropolitan Solutions” in May 2015

High-grade symposium, based on four thematic Columns
“**sustainable, mobile, creative, open city**”

Detailed reports and interviews over all print and online channel of BAUMEISTER and its sister publications Topos and Garten+Landschaft

We got the Initiative started!

Next Step: Cities Initiative 2016

BAUMEISTER, Topos and Garten+Landschaft keep on engaging with the future of urbanity, building, thereby enriching the discourse about the cities of tomorrow.

In synergetic relationships with our target groups of architects, landscape architects, planners and political decision makers, we create impulses through:

- Interviews with key players in politics, business and city planning
- Reports with an urban focus or social best cases from the metropolises around the world
- Innovative Solutions to increase the quality of life in urban agglomerations

Through this unique combination, we generate a considerable media impact (three magazines, three websites, three Facebook pages).

2016: The Communication Plan

- Two blogs and newsletters with more than 10,000 recipients (monthly – German and English – from Jan 2016) about current developments in the creative space that is the urban sphere
- Before and after the Metropolitan Solutions 2016, the respective issues of BAUMEISTER and Topos engage architects, planners and decision makers in politics and business in a meaningful dialog, creating relevant inputs

Communication Plan

- Special newsletter from January 15 on (Over 10,000 recipients)
- Cover story/special report in BAUMEISTER (Issue 5/16 und 09/16), Topos (Issue 95 und 96) and Garten + Landschaft (Issue 5/16 und 09/16)
- Online column “Cities Initiative“ on BAUMEISTER, Topos & Garten+Landschaft
- Workshop and Stand at Metropolitan Solutions in June 2016



Workshop at Metropolitan Solutions 2016

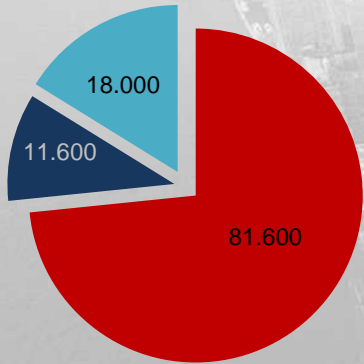
- Workshop and results presentation event (presumably 31. May 16) during the Metropolitan Solutions (31. Mai - 2. June 16) in Berlin
- Subject: **Connective City** – or how we improve the social, technological and communicative openness of our cities and enhance inclusion of all citizens through creative interface management
- Architects and planners discuss with decision makers from politics and business
- Evening event: Topos Award 2016 (location: Deutsches Architekturzentrum)

Coverage

> 600.000 Contacts!

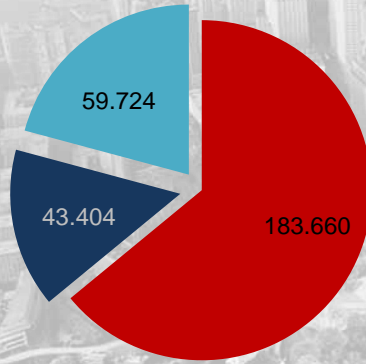
Print

Number of copies



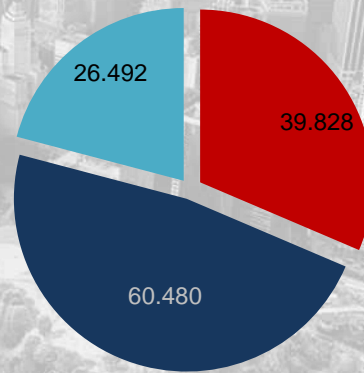
Online

Visits Websites



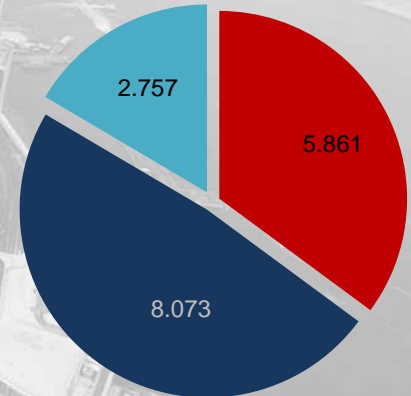
Newsletter

Number of recipients



Facebook

Number of Fans



BAUMEISTER

Topos

Garten+Landschaft

BAU
MEISTER

Cities Initiative 2016



Sponsoring Package:

- Integration in workshops during Metropolitan Solutions 2016, presence on our partner stand on the fair ground*
- Banner inserts in 12 special newsletters
- Logo presence on all announcements on BAUMEISTER, Topos, Garten+Landschaft
- Logo presence cover topic/special report in BAUMEISTER (Issue 5/16 and 09/16), as well as Topos (Issue 95 und 96) and Garten + Landschaft (Issue 5/16 and 09/16)
- Online reports on BAUMEISTER, Topos, Garten+Landschaft , e.g. interviews
- optional: 50% discount on advertising bookings

total price: EUR 12.800,00

Design example: next chart

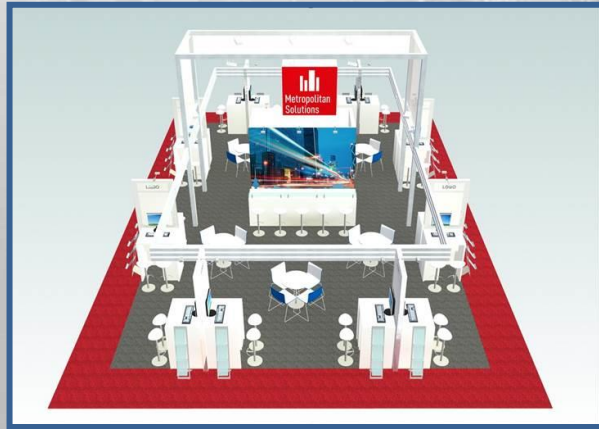
**BAU
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Cities Initiative 2016

Topos

Sponsoring Package:

Example of partner stand during the Metropolitan Solutions 2016



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