

Britain's leading magazine for architectural products, technology and trends

ARCHITECTURE

ARCHITECTUREMAGAZINE.CO.UK

M A G A Z I N E

2024 MEDIA INFORMATION

Influencing buying decisions and inspiring
British architecture for over two decades

THE PERFECT SOLUTION FOR PROMOTING TO ARCHITECTS

31,000+ newsletter recipients 5,000 web
views per month 42,000+ digital readers

9,000

Print readership

36,000+

Current app installs

20,000+

Social followers

Britain's leading magazine for architectural products, technology and trends

ARCHITECTURE

MAGAZINE

Architecture Magazine has been at the forefront of the architecture industry for more than 20 years, with a long history of providing product and technology news and information to Britain's leading architects. As the number one product magazine in the sector, and with an audience primed to use our journal when deciding product specifications and selecting suppliers for projects, Architecture Magazine provides suppliers with an unrivalled medium to drive product sales and brand awareness. Captivating our influential readers with engaging industry news, product and technology reviews and detailed project case studies, Architecture Magazine serves to highlight the very best of the industry.



Explore the world of architecture through pages of pioneering design concepts, brought to life by the **best** in the industry.

Advertising in **Architecture Magazine** enables you to reach a huge audience of architecture professionals.



Target Readership Profile

The trade journal is delivered as a printed magazine every month to over 2,500 subscribers, including key UK practices, and is available to pick up for free at trade shows. Architecture Magazine is also available on App Stores with over 11,000 current live app users and 30,000 digital edition readers via web browsers. In addition, the magazine is emailed to our database of 31,000+ giving a total reach of up to 82,000+ active readers.

Our professional readership includes architects, interior designers and product designers, as well as those working in the hospitality sector, on private residences and commercial projects such as public buildings, galleries and offices. Furthermore, readers can access the Architecture Magazine app via Apple or Android.

Our sister publication, The Architecture Yearbook provides a valuable source of information for professionals throughout the year.



Who's reading Architecture Magazine?

- UK leading Architects
- Top Interior designers
- Construction specialists
- Specifiers
- Product designers
- Manufacturers

Advertiser Testimonials

"Architecture Magazine is regarded as the most important magazine in the architecture and construction industry. Firstly, it explains in a simple and understandable way the latest trends that are shaping reality. Good use of images, well edited and a great, eye-catching cover!

Second, the articles are very informative and vary in length, so you can choose something for yourself if you have a moment to spare.

Thirdly, the range of topics covered is a delight. We are not exaggerating when we say that you will simply get smarter and better informed with each issue.

AM is excellent in every way!"

Joanna Rodziewicz
Group Marketing Coordinator,
Decorative Panels

"Working with Architecture Magazine has given us the perfect platform to connect with our target audience. Through this partnership, we work closely with architects to uncover the best design solution, focusing on improving the quality of people's lives through contemporary architecture and design. Architecture Magazine is an essential part of our marketing strategy, and I couldn't recommend them enough."

Siobhan Gadiot,
Marketing Manager,
Armourcoat

Brilliant designs featured inside

Editorial features



Interview

Each issue we profile an architect whose work is renowned and synonymous with outstanding design; we discover details of their design past, present and future plans.

My Inspiration

Architects offer their thoughts on a particular building, a movement or an individual who has inspired their work and career.

Ask The Expert

An industry insider shares valuable information on a hot topic or the latest product.



News

News pages feature a round up of the latest developments in the Architecture & Design sector including appointments and diary dates of upcoming events.

In The Pipeline

A selection of projects making their way to completion or just starting their journey.

Projects

A plethora of projects from across the globe completed by some of the industry's best architects and designers.

Question Time

An expert panel of architects and industry insiders answer a topical industry question, making reference to their own work and experiences.



Collaboration with architects is the key to **creative** success

Architecture Magazine prides itself on its excellent relationships, working collaboratively with architects and designers from within the industry.

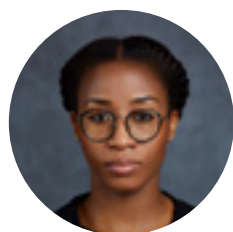
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Jonathan Hagos & Tom Bell
Freehaus



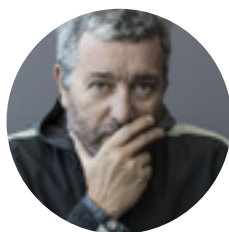
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Philippe Starck
Starck



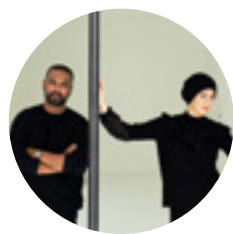
Simone de Gale
Simone de Gale Architects



Selasi Setufe
Black Females
in Architecture



**Siv Helene Stangeland
& Reinhard Kropf**
Helen & Hard



**Gijo Paul George
& Hend Almatrouk**
Studio Toggle



FEB/MAR

- Lighting
- Glass & Glazing
- Windows & Doors
- Interior Design

APRIL/MAY

- Timber
- Kitchens
- Bathrooms
- Commercial Design

JUNE/JULY

- Surfaces
- Tiles and Stonework
- Coating, Sealings & Paints
- Workplace Design

AUG/SEP

- Landscapes & External Works
- Flooring
- Technology & Innovation
- Retail Design

OCT/NOV

- Acoustics
- Insulation
- Sustainability
- Hospitality Design

DEC/JAN

- Cladding & Facades
- Security, Safety & Fire Protection
- Roofing & Ceilings
- Residential Design

Features List

The spotlight features cover a variety of products, projects and design disciplines. Within each issue we aim to highlight some of the best designs in the industry and showcase how they are being applied successfully within designers' projects. The issues are broken down into specialised features, which are complimented by our regular spots including industry news, product innovations and all the highlights from the shows in the design calendar. There is also an editor's choice selection, which is curated per issue, giving new talent the chance to showcase their work.



Events & Media Coverage

Architecture Magazine is proud to work with many shows and events throughout the year and additional copies of the magazines are send out to our media partner shows for distribution to visitors adding to our readership on each issue. Please see a list here of our current media partners. (Please note that more shows will be added to this list throughout the year.)

Shows/Events Media Partner Packages

Join forces with Architecture Magazine and website to promote your show/event. Utilising our magazine, website and social media platforms, we will promote your show to our entire audience. We have a wide range of set media partner packages available and can also

create a bespoke package for you. Our Media Partnership packages start at £1000, please get in touch to discuss your requirements. (Please note we do not work on any full-contra agreements and that all shows and events are on a paid-for basis)

| | | |
|------------------------|---------------------------|-----------------------------|
| Spatex | Clerkenwell Design Week | Domotex |
| January Furniture Show | Grand Designs Live | Flooring Show |
| Surface Design Show | Fit Show | Landscape Show |
| Architect@Work London | UK Construction Week | London Build |
| Future Build | Sustainable Design Summit | World Architecture Festival |
| ISH | Hotel Resort Design South | Madrid Design Festival |
| Workspace Design Show | Installer Show | Cruise Ship Expo |
| KBB | Decorex | Light + Build |

Multiple **platforms** enable our readers to engage with the magazine and its contents, anytime, anywhere

In print, online and by app!

Readers of the magazine are able to access the publication through a variety of platforms. The bi-monthly publication is available on subscription for professional designers and is available to pick up at many of the UK design shows throughout the year. The magazine is also available to download as a digital publication through the app [architecturemagazine.co.uk](#) and followed on X - @ARCHmagazineUK and Instagram - @architecturemagazineuk

Print Readership
9,000

Digital
42,000+ digital readers across flickread + app

APP Installs
36,000+

Subscribers
31,000 + receive the new issue of the magazine digitally bi-monthly via our newsletter (25,000+ Architects, specifiers, construction specialists 5,000+ Interior Designers)

Social Media
20,000+ followers across social media
X 18,900+ (@ARCHmagazineUK)
Instagram 1,300+ (@architecturemagazineuk)
Linked In 800+ (Architecture Magazine (UK))

Total Reach of over 82,000 per issue across Print and Digital

*This figure does not include additional distribution at shows and events



Online, on Digital Edition, App and via Social Media

[architecturemagazine.co.uk](#) is our daily source of news and information, containing some of our feature highlights and projects from around the globe. The magazine is available to view via our 'read magazine' tab, with live links taking readers directly to the source of information they need. Architecture Magazine is available to download via our App from the app store. By searching for 'Architecture Magazine' and downloading the app, our readers are able to access news 24 hours a day. The new editions are uploaded every other month so you can keep up-to-date with all the industry happenings while on the go. X and Instagram provide an interactive connection with our readers and followers. This enables us to extend our global reach and create a positive and thought-provoking dialogue with our digital readers.

Magazine Advertising

| Display | 1 Issue | 3 Issues | 6 Issues |
|------------------|---------|----------|----------|
| Front Cover | £POA | £POA | £POA |
| IFC | £3,120 | £2,810 | £2,495 |
| IBC | £3,120 | £2,810 | £2,495 |
| OBC | £3,120 | £2,810 | £2,495 |
| DPS | £2,500 | £2,250 | £2,000 |
| Full page colour | £1,795 | £1,615 | £1,435 |
| Half page colour | £1,065 | £955 | £855 |

| Brand Directory | 6 Issues |
|-----------------|----------|
| Single panel | £700 |
| Double Panel | £1,200 |

PR /Editorial Set Rates

| | |
|--|--------|
| 1/3 page placement (150-180 words) | £300 |
| 2/3 page placement (up to 300 words) | £450 |
| Full page placement (up to 500 words) | £750 |
| Double page placement (up to 1000 words) | £1,250 |

Online Advertising

| | | |
|--|--|---------------|
| Online Editorial | £300 | (per article) |
| Premium Banner 500px(w) x 75px(h) - 72dpi | £600 | (per month) |
| Home Page Advert MPU 500px(w) x 250px(h) - 72dpi | £500 | (per month) |
| Home Page Pop Up 500px(w) x 700px(h) - 72dpi (minimum five-day booking) | £900 | (per day) |
| Home Page Takeover Exclusivity of the homepage (minimum five-day booking) | £1,250 | (per day) |
| HTML Eshot | £1,950 | (per eshot) |
| Newsletter Sponsorship Exclusive takeover of our email newsletter sent for each issue | £2,500 (per issue) £15,000 (per year) | |
| Social Media Package One post delivered across Twitter, Instagram and LinkedIn | £400 | (per post) |
| Banner on the magazine app 1378px(w) x 300px(h) - 72dpi | £500 | (per month) |
| Digital Brochure Downloadable for free from the Architecture Magazine Flickread store | £1,250 | (per month) |
| Skyscraper Ad on Flickread 520px(w) x 180px(h) - 72dpi | £600 | (per month) |

Technical Information

Supplying artwork for print

- Copy should be sent via email (up to 10mb) or through a file sharing service such as WeTransfer
- Images for print need to be supplied at 300dpi in JPEG, PNG, EPS or TIFF format
- Fonts will need to be embedded or converted to outlines before supplying us with your artwork
- PDF artwork needs to be to a print standard
- We can not accept artwork produced in Word.

Artwork to be created by us

- All text will need to be supplied and checked by you as an email, Word document or .txt file
- Images for print need to be supplied at 300dpi in JPEG, PNG, EPS or TIFF format.
(We can not accept images from the web as these generally don't reproduce very well in print.)

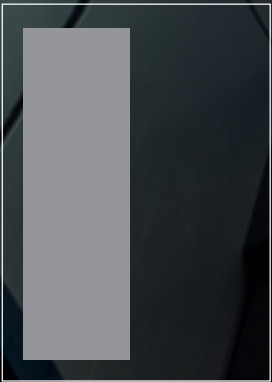
Mechanical Information



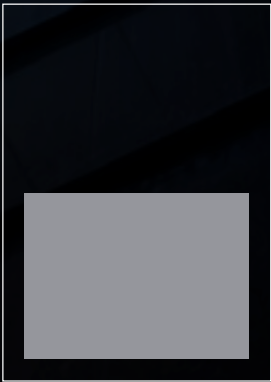
Double Page Spread
Trim: 420mm(w) x 297mm(h)
Bleed: 426mm(w) x 303mm(h)
Type: 400mm(w) x 277mm(h)



Full Page
Trim: 210mm(w) x 297mm(h)
Bleed: 216mm(w) x 303mm(h)
Type: 180mm(w) x 277mm(h)



1/2 Page (Portrait)
86mm(w) x 262mm(h)



1/2 Page (landscape)
177mm(w) x 129mm(h)



Single Panel
86mm(w) x 62mm(h)
Double Panel
86mm(w) x 129mm(h)

CANCELLATION POLICY

Failure to supply advertisement copy in time for publication does not constitute a cancellation and you will still be charged for the booked space. A minimum of 28 days written notice, prior to the published copy deadline, must be given to cancel any advertisement. A series booking, which a series discount, must run for a minimum of 50 per cent of the total number of issues booked or any discount given will be re-charged at our published rate card prices.

TERMS OF BUSINESS

All orders are strictly subject to Media One Communications Limited terms and conditions. A copy is available on request.

All content in Architecture Magazine and on the website is paid for and in line with the set PR rates above. We do not offer any free or contra opportunities with the exception of a charity organisation of if the piece has no mention of any particular brand.

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ARCHITECTURE
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