

The Architectural Review  
Media guide 2017



# The Architectural Review

## Key influencer of design professionals in 96 countries

The Architectural Review (AR) is the leading authority on contemporary architecture in the world, a position it has held unrivalled since 1896.

The AR scours the globe for architecture that challenges and inspires, and commissions critics and photographers to capture and judge the success of a project based not only on its artistic or technical achievements, but on its social, political and ecological impact on the place and its people.

The AR offers its unique perspective on the biggest issues of our time, from housing to the urban condition, commissioning foreign correspondents to critique emerging architecture while its immense archive of historical reports provide the long view.

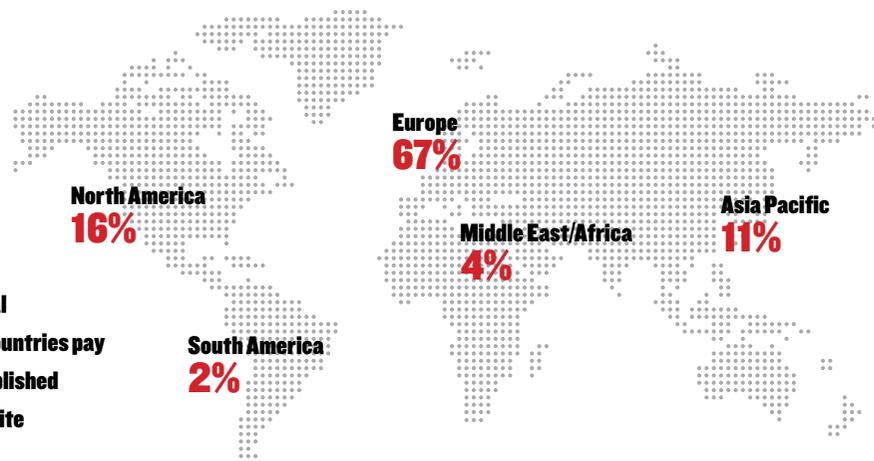
Through its awards, the AR redefines excellence and crowns the stars of tomorrow. In print, online, on social, on film and podcast, the AR shapes the architecture of the present and future.

### AR readership:

- 51% male, 49% female\*
- 21% of paid subscribers are CEOs, directors, principles or partners, founders or managing directors\*\*
- 35% readers are 25-34 years old\*
- 35% are 18-24 years old\*
- 25% readers are 35-54 years old\*
- 84% are interested in design‘
- 72% are interested in interiors‘
- 73% purchase premium brands‘
- 47% earn US\$100k+‘
- 30% own a home worth \$US500k+‘

Source: \*Google Analytics for AR website Oct 2016-March 2017  
\*\*AR subscriber audit, 2016  
‘ Twitter analytics for @archreview in March 2017

Thousands of architectural professionals in over 96 countries pay for the AR, which has established itself as the world's favourite architecture magazine.



*‘The Architectural Review as I’ve said many times in the past was a very strong influence which led me to becoming an architect’*

Norman Foster, Chairman + Founder, Foster + Partners

# The Architectural Review

## Why advertise in the magazine

This is your opportunity to influence and impress the leading creative lights of design and architecture by associating your brand with the world's most inspirational architecture magazine. The AR in its luxurious print edition reaches top decision makers, who make up 21% of its paid-for readership, alongside a valuable and difficult-to-

reach future generation of architects aged 18-24, who value our unique aesthetic in print. Readers pour over the AR for its thinkpieces which grant insight into the global shifts and social changes they need to understand to design for success. Themed issues feature stunning architectural and interior design with award-winning graphic layouts,

photography and supporting critiques to inform designers and architects and recharge their creative juices. Reaching out to this loyal and dedicated readership will enhance your brand recognition and associate your service with thought-leadership and design excellence, while reaching out to our readers in over 96 countries.

### 2017 schedule

#### **February**

Craft

#### **March**

Shared space +  
Women in Architecture

#### **April**

Form

#### **May**

Africa

#### **June**

Water

#### **July/Aug**

Home +  
AR House Awards

#### **September**

Facade

#### **October**

After the revolution

#### **November**

Berlin +  
AR Emerging Architecture

#### **December**

Cultural heritage +  
AR New into Old awards

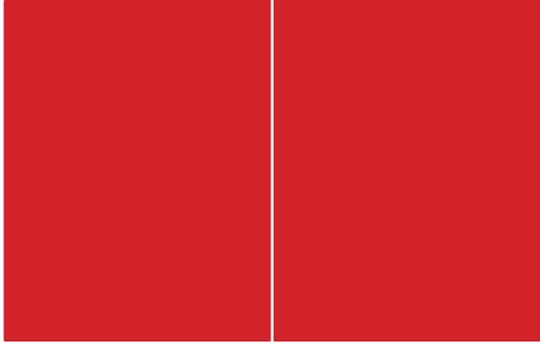
*'Excellent publication, thoughtfully developed, critical, with detailed drawings that allow insight into the work presented.'*

Brian Szymanik, Principal, MAKE. Llc

# The Architectural Review

## Magazine specification

Double page:  
ad or advertorial



*Trim*

W 460mm x H 280mm

*Bleed*

W 466mm x H 286mm  
(3mm all round)

*Text area*

W 455mm x H 259mm

*Gutter allowance*

8mm

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Double page costs

Advert

1 insertion: £6,930

*Advertorial*

1 insertion: £8,400

Full page:  
ad or advertorial



*Trim*

W 230mm x H 280mm

*Bleed*

W 236mm x H 286mm  
(3mm all round)

*Text area*

W 192mm x H 259mm

*Gutter allowance*

8mm

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Full page costs

Advert

1 insertion: £3,675

*Advertorial*

1 insertion: £4,410

*Cover pages*

1 insertion: £4,410

Half page ad:  
vertical



*Trim*

W 105mm x H 280mm

*Gutter allowance*

8mm

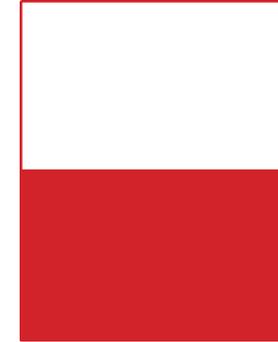
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Half page costs

Advert

1 insertion: £2,100

Half page ad:  
horizontal



*Trim*

W 230mm x H 140mm

*Gutter allowance*

8mm

*'It's got some really great essays  
and always has thoughtful  
building coverage.'*

Gerald Tierney, Associate Principal, Perkins+Will

# The Architectural Review

## Digital numbers

**5.3m**

**UNIQUE PAGE VIEWS PER YEAR**

### TOP SEARCHES SPECIFICATION

1. BRICK
2. BAMBOO
3. CONCRETE
4. WATER
5. FACADE

**1,600,575**

**WEBSITE USERS PER YEAR**

**2.00 mins**

**RETURNING USER AVERAGE TIME ON SITE**

**2.14**

**PAGES PER VISIT**

**42,000**

**E-MAIL NEWSLETTER SUBSCRIBERS**

**72,314**

**TWITTER FOLLOWERS**

**37,000**

**PAGE LIKES ON FACEBOOK**



**7,367**

**YOUTUBE SUBSCRIBERS**



**24,000**

**INSTAGRAM FOLLOWERS**

### TOP SEARCHES TYPE

1. HOUSING
2. SCHOOL
3. HOTEL
4. CHURCH
5. OFFICE
6. MUSEUM
7. LIBRARY
8. HOUSE
9. HOSPITAL
10. THEATRE

### WEB TRAFFIC CITY

1. LONDON
2. NEW YORK
3. SYDNEY
4. MELBOURNE
5. PARIS
6. BOSTON
7. HONG KONG
8. SINGAPORE
9. ISTANBUL
10. NEW DELHI

The Architectural Review offers a wide range of digital services that allow you to reach out to the global architecture community.

These include sending solus branded emails to our newsletter subscribers, advertising in the AR Viewsletter and displaying banners on the architectural-review.com.

### Email advertising

	<i>subscribers</i>	<i>inventory</i>	<i>size</i>	<i>cost/week</i>	<i>cost/email</i>
solus email	24,700		n/a	n/a	£2,900
AR Viewsletter*	42,000	MPU	300 x 250	£2,000	POA

\*Subject to availability. Viewsletter's sent three times a week.  
Email banners gif/jpg format only.

### Billboard, mpu and Double mpu

	<i>size</i>	<i>cpm</i>
Billboard	970 x 250	£85/000
MPU	300 x 250	£75/000
Double MPU	300 x 250	£85/000

Rich Media ad formats +10% premium.  
Rich Media ad serving costs to be paid by client.  
Video +20% premium.

Channel sponsorship/Competitions/Surveys/Videos/Webinars/Audiocast all POA

# The Architectural Review

## Awards 2017



Women in Architecture  
*3 March 2017*

The Women in Architecture awards and annual programme of events is a campaign for equality and diversity with three key components, an accreditation programme, a global survey, and an awards programme and event that celebrates excellence in design from women in the profession, creating role models for young women in practice.

Sponsoring Women in Architecture shows your commitment to a sustainable future for the profession and marks you out as an enlightened champion of design excellence.



AR/Mipim Future  
Projects Awards  
*15 March 2017*

MIPIM, the international property development fair, attracts over 20,000+ delegates to Cannes annually every March. Now in their 16th highly successful year, the MIPIM AR Future Project Awards are an established part of this key event. The awards celebrate projects in design or under construction, with a wide range of different categories.

All entries are published in the official AR MIPIM Future Projects catalogue, which is distributed to all MIPIM delegates.

These awards offer a unique marketing opportunity to associate your company with innovative design and architecture at Europe's premier property event, and to network with an influential constituency from the property and construction sectors.



AR House  
*July 2017*

Winners of this prestigious award for one-off houses will be extensively featured in the AR across both print and digital platforms through specially commissioned critiques and films that will explore the ideas behind the architecture and bring winning projects vividly to life.

This is the perfect opportunity to target your audience through a positive association with excellence in a specific category, the iconic standalone house and cultural buildings. Sponsors of the awards will feature online and in print and are given the opportunity to host bespoke events with all the shortlisted entrants.



AR Emerging  
Architecture awards  
*15-17 November 2017*

Now in their 19th year, the AR Emerging Architecture Awards are the world's most popular and prestigious prize for up-and-coming global architects under the age of 45. The awards celebrate excellence in completed work and cover a very broad spectrum of project types, from buildings to interiors, landscaping, refurbishment, urban projects, temporary installations, furniture and event product designs. The award usually receives more than 200 entries. All shortlisted projects will be published in a special edition of the AR, the shortlisted architects will be invited to Berlin to present to the judging panel and attend a dinner and party, and their work will be exhibited at the World Architecture Festival (WAF) in Berlin.

*'It's an incredible resource that allows practitioners in far flung places to stay abreast of contemporary and humane approaches to cities and landscapes.'*

Michael Liveris, Hully Liveris Design CO

# The Architectural Review

## Bespoke packages



### Custom publishing

The AR provides a bespoke publishing service with a range of options to suit different requirements, from individual features to fully fledged practice monographs. Depending on their size, these can either feature within the magazine or be bound separately as stand-alone supplements and distributed with an issue to the AR's global network of subscribers.



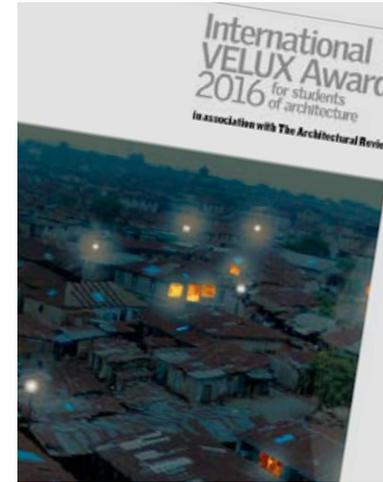
### Promotional features

This feature provides an opportunity to describe your product innovation in greater detail than a traditional advertisement. In addition to the print product, the feature can also in a special email sent out to 24,700+ email subscribers.



### Round tables & lectures

Demonstrate thought leadership by commissioning a round table or lecture, chaired by the AR and attended by key industry figures. We can organise for a member of the Architectural Review team to be on hand to capture the discussion and the most insightful highlights will be featured in an online article on the AR website.



### Competitions

Whether it's an international design competition for the commissioning of a project or an iPad giveaway, the AR can generate and manage any size of competition, from call-for-entries, to judging, to publication of the shortlist and winner.

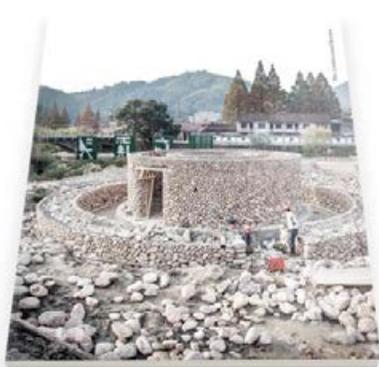
### Bespoke solutions

*Let us know what you are hoping to achieve from working with the AR and we can make a tailored package to meet your promotional needs.*

*'It is a great source of information on the current status of world architecture, plus a way to be updated on the current architectural thinking.'*

Ernesto Porras, Principal, Seis Arquitectos

# The Architectural Review



*2017 Awards: shortlisted and awaiting results*

PPA Awards - Media Brand of the Year

PPA Awards - Magazine of the Year

PPA Awards - Designer of the Year

*2016 Awards: Winner*

BSME Awards - Art Director of the Year

British Media Awards - Silver - Print Product of the Year

*2016 Awards: Shortlisted*

PPA Awards - Editor of the Year

BSME Awards - Editor of the Year

BSME Awards - Cover of the Year

BSME Awards - Campaign of the Year

AOP Digital Publishing Awards - Best Use of Video

PPA Digital Awards - Video Output of the Year

IBP Awards - Architecture Writer of the Year

# The Architectural Review

## Contact us today to find out more

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*'The AR is a comprehensive overview of the architectural world, including it's' history, and the ideas discussed are relevant and important for the profession.'*

Franc D'Ambrosio, Principal, D'Ambrosio  
architecture + urbanism