“Every issue of Architecture Today is a great read. We love AT for its wonderful range of scale, location and diversity of projects and subjects, its high intellectual standards, its critical rigour, and its stylish and refined look.”

Sunand Prasad
Penoyre & Prasad Architects
“AT is always densely packed with the information we need to know about the buildings we are really interested in. It’s great to read practising architects write about other architects’ buildings – it’s a magazine by architects and for architects.”

Peter Clegg
Feilden Clegg Bradley Studios

“Everyone at Marks Barfield looks forward to receiving Architecture Today. Its unique formula of in-depth case studies of high-quality architecture, peer-reviewed by equally high quality, thoughtful practicing architects ensures that it is invariably a feast for the eye and intellect as well as being incredibly useful and informative about the practicalities of materials and suppliers used.”

Julia Barfield
Marks Barfield Architects

Since its launch in 1989, backed by more than 70 leading practices, Architecture Today has become strongly established in the hearts and minds of its readers.

Our uniquely deep roots in the architectural community have enabled us to develop an intimate understanding of the role and challenges facing architects today.

AT’s multiplatform portfolio of magazines, website and events can help to achieve your marketing goals, whether in raising brand awareness or driving new business.

Our editorial team, all of whom have an architectural training, provides expert insight and analysis through high-quality editorial content that is clearly told in both print and digital.

AT’s independent view is respected and admired throughout the industry and our reach is truly reflective of the many facets of the UK architecture scene, without being constrained by institutional membership.

We deliver content that is assembled with a platform-neutral mindset. Our investment and development plans are guided by a multimedia approach that addresses the needs of architects.

This integrated approach is focused on ensuring content, platform and technology work in harmony to establish connections with the architectural audience and deliver deep engagement that produces results for our clients.
By architects for architects

Architecture Today is a high quality, controlled circulation magazine distributed to key specifiers and opinion formers across the industry. Widely respected for its unparalleled coverage of the best new buildings with authoritative writing and insightful analysis by high-profile architects and commentators, Architecture Today delivers a unique formula of in-depth studies, reviews, opinions and sector analysis. Launched in 1989, it is published by an independent company in which most shareholders are architects, and all of its editors have an architectural training.

Precision targeting of key specifiers

Architecture Today has an average net circulation of 12,000, almost all architects in full-time practice in the UK, plus key members of related professions, organisations and companies. Based on data held by the statutory body, the Architects Registration Board, the circulation is verified annually by the Audit Bureau of Circulations. An overwhelming majority of the controlled circulation is requested within the last 12 months through our rolling registration programme.

Unequalled marketing potential

Architecture Today offers a range of promotional opportunities within a high-quality editorial environment, including display advertising and sponsored features. Precisely targeted opportunities are also provided by themed sector and product features.

<table>
<thead>
<tr>
<th>2017-18 Architecture Today Features Programme</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AT278 May</strong></td>
</tr>
<tr>
<td>Ed 13 April; ad 21 April; pub 8 May</td>
</tr>
<tr>
<td><strong>AT281 Sept</strong></td>
</tr>
<tr>
<td>Ed 11 Aug; ad 18 Aug; pub 4 Sept</td>
</tr>
<tr>
<td><strong>AT284 Jan</strong></td>
</tr>
<tr>
<td>bbc</td>
</tr>
<tr>
<td><strong>AT287 April</strong></td>
</tr>
<tr>
<td>bbc</td>
</tr>
<tr>
<td><strong>AT290 July/Aug</strong></td>
</tr>
<tr>
<td>Ed 17 July; ad 24 July; pub 10 Sept</td>
</tr>
<tr>
<td><strong>AT293 Nov/Dec</strong></td>
</tr>
<tr>
<td>Ed 20 Oct; ad 27 Oct; pub 13 Nov</td>
</tr>
</tbody>
</table>

**Interiors & Services**
Floors, ceilings, finishes, kitchens, bathrooms, lighting

**Building Envelope**
Roofing, cladding, windows, doors, coatings, landscape

**Refurbishment & Sustainability**
Retrofit, insulation, heating, ventilation
Website
Architecture Today’s website has been conceived with the busy architect in mind. The emphasis is on delivering carefully curated, interesting and relevant stories with first-rate architectural photography and authoritative commentaries.

AT’s website offers a range of content marketing and advertisement options that can tell your story and equip architects with a rich mix of useful, relevant and inspiring information that will establish connections and foster future collaborations.

Email Communications
Our programme of email communications provides an effective channel to reach our unparalleled readership of decision-makers, specifiers and opinion-formers in the architecture and construction industry.

Whether your aim is to raise awareness of your brand, products or services, or to drive new business leads, we offer a range of opportunities, from brand advertising on newsletters to bespoke content-led emails.

Banner Advertising
In addition to guest content, AT’s website offers prominent banner advertisements. These are positioned in the sidebar alongside content on the home page and three section pages.

<table>
<thead>
<tr>
<th>Format</th>
<th>1 month</th>
<th>2 months</th>
<th>3 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Button (350x200)</td>
<td>£625</td>
<td>£565</td>
<td>£525</td>
</tr>
<tr>
<td>Square Button (350x350)</td>
<td>£865</td>
<td>£765</td>
<td>£725</td>
</tr>
<tr>
<td>Vertical Banner (160x240)</td>
<td>£1,100</td>
<td>£990</td>
<td>£935</td>
</tr>
</tbody>
</table>

Guest Content
We excel at packaging information in a format and language that architects and other specifiers trust, and we relish the opportunity of working with like-minded organisations to create and deliver content that is relevant for, and engages with your target audience.

We take a collaborative approach and will work with you to develop tailored content propositions that help position you as a trusted advisor, by demonstrating expertise with a mix of valuable information, specialist insight and expert advice. Our team of editors, all of whom studied architecture, has a distinguished track-record in producing content that is admired and respected. We share responsibility for creating and commissioning all guest content packages to meet the highest standards that you and our audience expects.
Guest Content Options
Boost brand image, deepen engagement and deliver results

**Guest Content**
Standalone article appearing prominently on ‘editors choice’ on the home page and relevant section pages, and in unlimited archive searches:
- 750-word article
- Nine images — both inline images and slideshow
- Contact details — URL, email and phone
- Promoted via email newsletter and two tweets

£895 per month

**Resources Section**
Image-led article appearing prominently on Home page and a Section Page as one of only four stories and in unlimited archive searches:
- 500-word article
- Seven images — inline images and slideshow
- Contact details — URL, email and phone
- Promoted via email newsletter and one tweet

£695 per month

**Themed Product Stories**
Image-led stories prominently promoted in themed sections on Home page and Section Page and in unlimited archive searches:
- 250-word article
- Four images — inline image and slideshow
- Contact details — URL, email and phone
- Promoted via email newsletter

£495 per month

**Bespoke Feature Content Option**
Bespoke multi-article feature appearing on Home page and two Section Pages linking through to three related articles designed to deliver expert advice, useful and valuable information and demonstrate expertise through case studies and insight:
- Three x 600-word articles
- Nine images per article — inline images and slideshow
- Video
- Contact details — URL, email and phone
- Promoted via standalone email and three tweets

Fee based on feature components
AT Dialogue integrates our architectural content expertise and media know-how to provide multiplatform and bespoke opportunities that can foster collaboration and build connections for our clients through an exchange of knowledge and insight.

Our expertise in delivering content for architects in a format they trust and respect enables us to work in partnership with you to create tailored content programmes in print, digital and live media to meet your objectives.

We have experience of creating and delivering a broad range of events, including round-table discussions, bespoke seminars, media partnerships, technical seminars, debates and talks, focus groups, factory visits, as well as special supplements, standalone publications, digital user guides and thought leadership in a range of formats.

**Brick Bulletin:** working with the Brick Development Association we relaunched the long-running Brick Bulletin with a new standalone format, design and editorial approach. This steered the title back into the consciousness of specifiers and received many plaudits — and not least contributed to the adoption of brick among a younger generation of architects as a contemporary, creative and sustainable material.

**Design magazine:** in collaboration with Ibstock, we developed a new format and editorial approach for its showcase architectural magazine, which we plan, commission, design, print and distribute.

**ICI/Dulux Masterclasses:** we developed and delivered a series of high-profile ‘masterclasses’ with the paint manufacturer that attracted national press and radio coverage. The day-long design charrettes involved teams from leading architectural practices, including Tony Fretton, Ted Cullinan, Eva Jiricna, Jeremy Dixon and Edward Jones, and many more. The theoretical briefs ranged from the Olympics Stratford site to the London mayor’s offices.

**Pilkington Competition:** our Glasshouse ideas competition attracted more than 600 entries, making it one of the biggest architectural competitions ever. We conceived and organised a series of associated events, and convened a high profile jury of international architects.

**Finnforest:** we worked with the timber company to showcase its products in real-world situations, helping the company develop awareness and expand its UK reach. With students at London Metropolitan University, we constructed a demountable prototype timber building at a major trade show. Likewise, we collaborated with Monodraught for some years to introduce and establish its innovative daylighting and natural ventilation products.

**Steel Solutions:** working with the British Constructional Steel Association, we developed a bespoke editorial approach aimed at demonstrating to architects the many benefits of structural steel construction.
**Information for architects**
Published five times a year and distributed with Architecture Today, Inform is conceived to address the information needs of architects and specifiers by delivering relevant information for the practising professional. The magazine complements Architecture Today’s coverage of completed buildings, embracing the range of fields involved in the process of the design and construction of buildings.

**Topical, concise and relevant**
Each issue comprises three main sections — Resource, Report and Product — each carefully tuned editorially to provide readers with concise, accessible and relevant information. This rich mix includes the latest developments in product specification, research & development information; products and materials in use; technical and regulatory updates; sector insight reports and viewpoints, and a news round-up.

**Reaching the specifier**
Distributed to Architecture Today’s unrivalled registered readership of UK architects and specifiers, Inform’s comprehensive editorial approach ensures both immediate impact and a long shelf-life. Promotional opportunities within Inform include showcases (new products, case studies, applications etc), sponsored factory visits and technical features, hosted round-table discussions, as well as display advertising and inserts.

---

**2017 Inform Features Programme**

**Inform 16 June**
*Ed 19 May; ad 26 May; pub 12 June*
- Sector Report: Workplace
- Product Features: Doors, Windows & Ironmongery
- Products in Focus: Cladding, Flooring, Bricks
- Material Focus: Timber
- New Products Round-up

**Inform 17 Sept**
*Ed 11 Aug; ad 18 Aug; pub 4 Sept*
- Sector Report: Hotels/Leisure
- Product Features: Insulation
- Products in Focus: Lighting, Access/Security, Technology
- Material Focus: Glass
- New Products Round-up

**Inform 18 Nov/Dec**
*Ed 20 Oct; ad 27 Oct; pub 13 Nov*
- Sector Report: Healthcare
- Product Features: Roofing
- Products in Focus: Acoustics, Ceilings, Cladding
- Material Focus: Steel
- New Products Round-up
Targeting the residential specifier
Published four times a year, Inhabit provides exemplary presentations of dwellings of all types, from one-off houses, innovative extensions and refurbishments, to large-scale residential developments and specialist sectors such as homes for the elderly and student residences.

Engaging content
The house is the most fundamental of building types, and a subject of endless fascination and interest for all architects. Inhabit brings together the best new residential projects from around the UK, combining informative texts with first-rate architectural photography and plans and construction drawings. The full credit listings, with consultants, manufacturers and suppliers, provide an essential information resource for readers in this buoyant market.

Domestic marketing
Inhabit is distributed with Architecture Today to our unmatched circulation of key specifiers. It offers manufacturers of products relevant to the residential market a unique opportunity to promote themselves to this important readership. As well as display advertising, each issue includes a sponsored editorial showcase comprising double-page illustrated features specially designed to enhance the character of the magazine.

2017 Inhabit Features Programme

Inhabit 12 July/Aug       Extending and Updating
Ed 23 June; ad 30 June; pub 17 July

Inhabit 13 Oct           Housing Solutions
Ed 15 Sept; ad 22 Sept; pub 9 Oct

Jonathan Stock jonathan.s@architecturetoday.co.uk
Alan Irvine alan.i@architecturetoday.co.uk
Product news products@architecturetoday.co.uk
Editorial copy editorial@architecturetoday.co.uk
+44 (0)20 7837 0143  www.architecturetoday.co.uk
Architecture Today, 34 Pentonville Rd, London N1 9HF
Copy dimensions

Double page
Bleed size: 276 x 426mm
(trim to 270 x 420mm)
Type area: 253 x 406mm

Single page
Bleed size: 276 x 213mm
(trim to 270 x 210mm)
Type area: 253 x 194mm

Half page spread
Bleed size: 138 x 426mm
(trim to 135 x 420mm)
Type area: 125 x 406mm

Half pages
Horizontal - Bleed: 138 x 213mm
(trim to 135 x 210mm)
Type area: 125 x 194mm
Vertical - Bleed: 276 x 105mm
(trim to 270 x 102mm)
Type area: 253 x 95mm

Quarter pages
Standard: 122 x 95mm
Horizontal: 61 x 194mm
Vertical: 253 x 46mm

Display Advertisements

<table>
<thead>
<tr>
<th>Size</th>
<th>1</th>
<th>3</th>
<th>6</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>£2480</td>
<td>£2350</td>
<td>£2110</td>
<td>£1890</td>
</tr>
<tr>
<td>Half</td>
<td>£1490</td>
<td>£1415</td>
<td>£1270</td>
<td>£1145</td>
</tr>
<tr>
<td>Quarter</td>
<td>£890</td>
<td>£850</td>
<td>£765</td>
<td>£685</td>
</tr>
<tr>
<td>Double</td>
<td>£4490</td>
<td>£4260</td>
<td>£3840</td>
<td>£3460</td>
</tr>
<tr>
<td>Half dps</td>
<td>£2480</td>
<td>£2350</td>
<td>£2110</td>
<td>£1890</td>
</tr>
</tbody>
</table>

Sponsored covers, guaranteed special positions, terms and conditions etc on request.

Loose Inserts

<table>
<thead>
<tr>
<th>Size</th>
<th>0-5g</th>
<th>6-10g</th>
<th>11-20g</th>
<th>21-30g</th>
<th>31-40g</th>
<th>41-50g</th>
</tr>
</thead>
<tbody>
<tr>
<td>£480</td>
<td>£690</td>
<td>£1110</td>
<td>£1525</td>
<td>£1940</td>
<td>£2360</td>
<td></td>
</tr>
<tr>
<td>£325</td>
<td>£4345</td>
<td>£5240</td>
<td>£6240</td>
<td>£7235</td>
<td>£8230</td>
<td></td>
</tr>
</tbody>
</table>

Full run 12,000; max 290 x 200mm; min 210 x 100mm; min 100gsm; folded inserts extra.

Digital Options

Guest Content  Standalone 750-word article, 9 images and contact details, promoted by email and twitter: £695 per month.

Resources Section  One of four Homepage stories, with 500-word article, 7 images and contact details, promoted by email and twitter: £695 per month.

Themed Product Stories  Image-led story in themed section on Homepage and Section Page, with 250-word article, 4 images and contact details, promoted by email newsletter: £495 per month.

Bespoke Feature Content  Multi-article feature on Homepage and two Section Pages linking to three 600-word articles with 9 images per article, video and contact details, promoted by standalone email and twitter: fee based on components.

Banner Advertisements 1 month 2 months 3 months

<table>
<thead>
<tr>
<th>Size</th>
<th>£625</th>
<th>£565</th>
<th>£525</th>
</tr>
</thead>
<tbody>
<tr>
<td>Button (350x200)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Square Button (350x350)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vertical Banner (160x240)</td>
<td>£1,100</td>
<td>£990</td>
<td>£935</td>
</tr>
</tbody>
</table>

Email  E-newsletters and bespoke emails to AT’s opted-in circulation: ask for rates.

2017 print advertisement deadlines

Jan — AT274  14 Dec
Feb — AT275 + Inform  20 Jan
March — AT276  17 Feb
April — AT277 + Inform  24 Mar
May — AT278  21 April
June — AT279 + Inform  26 May
July/Aug — AT280 + Inhabit  30 June
Sept — AT281 + Inform  18 Aug
Oct — AT282 + Inhabit  22 Sept
Nov/Dec — AT283 + Inform  27 Oct