

ARCHETECH

Turning Dreams into Reality

Media Pack 2017



About Us

The Archetech magazine is a beautifully designed, editorial led publication that is directly delivered to accredited Architects, Architectural Technologists and Interior Designers working on various projects and sectors throughout the world.

Included within each issue are written articles from the world's leading architects and designers, industry news and comprehensive product galleries from the world's leading manufactures and show previews keeping our readers informed and inspired.

This prestigious publication maintains a clear focus: to sell its advertisers' products, and does this by offering a complete marketing package for advertisers which includes print advertising six times a year, plus online opportunities that will guarantee to generate more traffic to your website.

With a cutting-edge design, informative written style and published as a perfect bound magazine with 300gsm cover and 115gsm white paper throughout, the quality of the publication reflects the quality of our circulation.

Features

- Editors Choice
- Architectural Modelmaking
- Architectural Projects / Services
- Bathrooms & Kitchens
- Ceilings, Walls & Partitions
- Coatings, Sealants & Paints
- Computing & Software
- Doors, Windows & Fittings
- Eco & Sustainability
- Floors & Flooring
- Heating, Ventilation & Insulation
- Interiors & Interior Design
- Landscaping & External Works
- Lifts, Stairs & Balustrades
- Lighting & Electrical
- Roofing & Cladding
- Safety, Security & Fire Protection
- Timber & Timber Frames
- Editorial Showcase

These features will be present in every issue we produce. Additional features may be included depending on the editorial produced by the Editor.

Circulation Breakdown

We distribute 15,000 hard copies, and just over 29,000 digital versions. This totals 44,000 for our magazine circulation:

WHO IT TARGETS	FIGURES
Architects- RIBA Architects & Senior Partners of major UK architectural practices	23,294
Architectural Technologists – CIAT Members	7,456
Interior Designers – Contract Furnishers, IDA Members & The British Institute of Interior Design Members	13,785

UK DISTRIBUTION	%
England & Wales	75%
Scotland	15%
Ireland	10%

ENGLAND DISTRIBUTION	%
London	37%
Midlands	26%
Southern	21%
Northern	16%

[Rates & Data >>](#)

Advertising Services

We offer a vast range of advertising and marketing options. Whether you require quality sales leads or high-impact market awareness of precise target mailings, we can offer the complete package.

DISPLAY ADVERTISING

Magazine – A choice of spaces, sizes and rates to fit your needs for advertising within our printed and digital editions.

Leaflets / Inserts – A choice of loose or bound-in inserts.

DIGITAL ADVERTISING

Web Banner – These can be purchased to appear on our company website for three months, six months, one year or more.

Solus Email / E-shot – Supply us with an HTML file which we will send out to our unique list of subscribers: We can track email addresses of everyone who has clicked on your website, how many clicks you have received, and supply 'open' rate statistics from the email campaign.

Newsletter – The newsletters are sent out to our refined unique circulation monthly so is perfect for time sensitive news.

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Rates

Double Page Spread	Full Page	Half Page	Quarter Page	Covers	Product Showcase
Inside Front - £2,995	Any Position - £1,600	Horizontal - £950	Horizontal - £650	Inside Front or Outside Back - £2,000	Showcase or Editorial - £300
Any Position - £2,500		Vertical - £950	Vertical - £650	Inside Back - £1,800	

Please Note: for guaranteed right hand pages there is a 25% extra fee for this to be reserved.

Specifications

Type	Area	Trim	Bleed
Double Page Spread	400mm x 277mm	420mm x 297mm	426mm x 303mm
Full Page	190mm x 277mm	210mm x 297mm	216mm x 303mm
Half Page Horizontal	180mm x 132mm	N/A	N/A
Half Page Vertical	88mm x 267mm	N/A	N/A
Quarter Page	88mm x 132mm	N/A	N/A
Product Showcase / Editorial	100-125 words of text and a full colour image	N/A	N/A

DIGITAL REQUIREMENTS

Artwork should be sent over in the following formats: JPEG, PDF. Any images, or PDF files must be supplied as 300 DPI high resolution.

FREE ARTWORK SERVICE

Our company offer the opportunity to create your artwork absolutely free of charge. All we would need from yourselves are the high-res images (including the logo), text and full contact details. If requested, the designer can then send you a proof of your designed artwork. The deadline for submitting artwork for our designer to create is two weeks prior to closing the issue. Upon booking in, our sales team will inform you of this cut-off point.

Exhibition Shortlist

For each and every issue of the publication we print extra copies to be distributed at the key exhibitions within the relevant industries. Below is a shortlist:

Surface Design Show, Ecobuild, Grand Designs, London Build 2017, Decorex, 100% Design, UK Construction Week, Sleep, The Landscape Show, The Flooring Show and Kent Construction Expo.

To get a full list of the Exhibitions we will be distributing at in 2017, please contact one of the sales team.