



# ARCHETECH

Turning Dreams into Reality

Media Pack 2021



# 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 manufacturers 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 300grm cover and 115grm white paper throughout, the quality of the publication reflects the quality of our circulation.



# Circulation Breakdown

We have a combined printed and digital circulation of just over 44,000

WHO IT TARGETS	%
Architects & Senior Partners of major UK architectural practices	44%
Interior Designers – Contract Furnishers, IDA Members & The British Institute of Interior Design Members	26%
Architectural Technologists – CIAT Members	16%
Structural Engineers	6%
Landscape Architects	4%
Contractors	4%

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

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

# 2021 Feature Schedule

## January/February

- Timber & Timber Frame
- Roofing, Cladding & Facades
- Heating, Ventilation & Insulation
- Interiors & Interior Design
- Bathrooms & Kitchens

Shows: TBC

## March/April

- Doors, Windows & Fittings
- Heating, Ventilation & Insulation
- Interiors & Interior Design
- Roofing, Cladding & Facades
- Drainage & Plumbing

Shows: TBC

## May/June

- Interiors & Interior Design
- Fire Safety & Security
- Doors, Windows & Fittings
- Lighting & Electrical
- Roofing, Cladding & Facades

Shows: UK Construction Week, Clerkenwell Design Week, IFSEC and Firex

## July/August

- Landscaping & External Works
- Doors, Windows & Fittings
- Education & Healthcare
- Bathrooms & Kitchens
- Drainage & Plumbing

Shows: TBC

## September/October

- Bathrooms & Kitchens
- Interiors & Interior Design
- Floors, Walls & Ceilings
- Roofing, Cladding & Facades
- Fire Safety & Security

Shows: Design London, UK Construction Week, Flooring Show, Landscape Show, South East Construction Expo and Kent Construction Expo

## November/December

- Coatings, Sealants & Paints
- Doors, Windows & Fittings
- Timber & Timber Frames
- Roofing, Cladding & Facades
- Heating, Ventilation & Insulation

Shows: London Build and Sleep Event

Please Note: The shows listed above are events we have previously worked with in 2019. These can be subject to change, and also others may be added throughout the year.

For more information, please contact a member of the sales team.

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## Additionally to the main features above, we will also be covering the following product news sections in each edition.

- Editors Choice
- Architectural Modelmaking
- Architectural Projects / Services
- Bathrooms & Kitchens
- Coatings, Sealants & Paints
- Computing & Software
- Doors, Windows & Fittings
- Drainage & Plumbing
- Education & Healthcare
- Flooring Systems
- Heating, Ventilation & Insulation
- Interiors & Interior Design
- Landscaping & External Works
- Lifts, Stairs & Balustrades
- Lighting & Electrical
- Roofing, Cladding & Facades
- Safety, Security & Fire Protection
- Signs & Displays
- Stone & Stonework
- Timber & Timber Frames

# Print Advertising Options

Double Page Spread £2500

Full Page £1600

Half Page £950

Quarter Page £650

For more information on inside front cover, back cover and opposite contents pages please contact the sales team.

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

## Print Editorial Options

Editorial Highlights £175 (100-120 words, contact details and 1 image)

Quarter Page £250 (125-175 words, contact details and 1 image)

Half Page £400 (250-300 words, contact details and 1-2 images)

For more information on larger case study/feature articles, please contact the sales team

## Digital Advertising Options

Newsletter - £295

Newsletter Banner - £995

Solus Email Campaign - £1495

Website Banner - £695 6 months / £995 12 months

Directory – £395 6 months / £695 12 months

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