

ARCHETECH

Turning Dreams into Reality

Media Pack 2024





About

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

Circulation

After several years of being at the forefront of providing quality media to Architects and commercial professionals, Archetech maintains a forever-growing circulation.

Constantly picking up new subscribers via digital marketing and from attending trade events our 2024 circulation will stand at just over 52,000.

Our circulation is monitored on an issue by issue basis to ensure that our clients receive the best results possible.

The Digital edition is now available on Joomag, Issuu & Readly.



Circulation Breakdown

Each edition is distributed on a bi-monthly basis by post and directly to our readers inboxes. Below is a breakdown of the demographics and types of readers who are subscribed to receive each edition.

<u>WHO IT TARGETS</u>	<u>%</u>
Architects & Senior Partners of major UK architectural practices	41%
Interior Designers – Contract Furnishers, IDA Members & The British Institute of Interior Design Members	28%
Architectural Technologists – CIAT Members	15%
Structural Engineers	7%
Landscape Architects	6%
Contractors	3%

<u>UK DISTRIBUTION</u>	<u>%</u>
England & Wales	76%
Scotland	18%
Northern Ireland	6%

<u>ENGLAND DISTRIBUTION</u>	<u>%</u>
London	38%
Midlands	28%
Southern	19%
Northern	15%



2024 Feature Schedule

January/February

Doors, Windows & Fittings
Landscape & External Works
Roofing, Cladding & Facades
Heating, Ventilation & Insulation
Interiors & Interior Design
Bathrooms & Kitchens
Shows: Surface Design Show, KBB Show & Futurebuild,

March/April

Doors, Windows & Fittings
Heating, Ventilation & Insulation
Interiors & Interior Design
Roofing, Cladding & Facades
Drainage & Plumbing
Shows: UK Construction Week London & Architect@Work London

May/June

Drainage & Plumbing
Interiors & Interior Design
Doors, Windows & Fittings
Lighting & Electrical
Roofing, Cladding & Facades
Shows: FIT Show & Clerkenwell Design Week

July/August

Landscaping & External Works
Doors, Windows & Fittings
Education & Healthcare
Bathrooms & Kitchens
Lighting & Electrical
Shows: TBC

September/October

Bathrooms & Kitchens
Interiors & Interior Design
Floors, Walls & Ceilings
Roofing, Cladding & Facades
Fire Safety & Security
Shows: Flooring Show, UK Construction Week Birmingham, RCI Show & Clerkenwell Design Week

November/December

Coatings, Sealants & Paints
Doors, Windows & Fittings
Timber & Timber Frames
Roofing, Cladding & Facades
Heating, Ventilation & Insulation
Shows: London Build, Homes UK

Please Note: The shows listed above are events we have previously worked with in 2023. 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.

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

EDITOR'S CHOICE

THE TIMELESS ELEGANCE AND SUSTAINABLE STRENGTH OF CLAY BRICKS IN CONSTRUCTION



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EDITOR'S CHOICE

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UPFL SHOPS & BUSINESSES

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Half Page - £950

Area: 180mm x 132mm (Horizontal)
Area: 88mm x 267mm (Vertical)

Quarter Page - £650

Area: 88mm x 132mm

Editorial Highlights £175

100-120 words, contact details and 1 image)

Newsletter - £295

Newsletter Banner - £995

Solus Email Campaign - £1495

Website Banner

£695 - 6 months

£995 - 12 months

Online Directory

£395 - 6 months

£695 - 12 months

ARCHETECH
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For more information on prime positions such as inside front cover, back cover and opposite contents pages please contact the sales team.

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