



**ARCHITECTURE**

▶ practice

▶ design

▶ process



→ 2004 MEDIA SOLUTIONS

Getting your fair share?

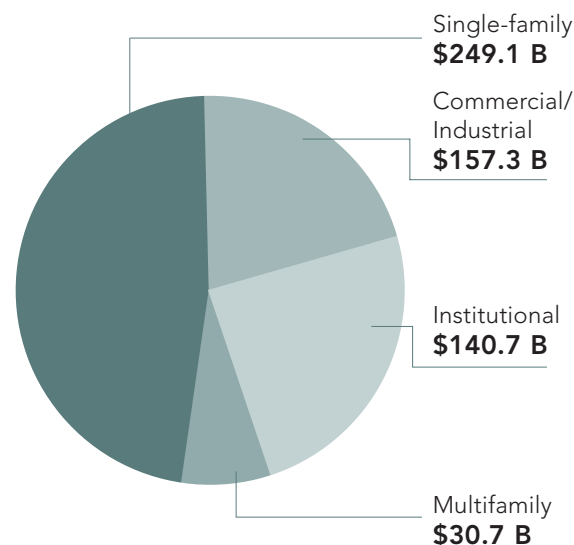
# THE MARKET

## CONSIDER THE POWER OF THE ARCHITECT

consult • plan • design • build • specify • renovate • refine:

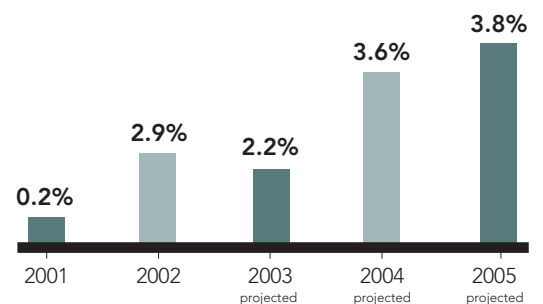
It all starts with the architect. As masters of design, they know the successful marriage of form/function rests in the details. Bringing the right materials, technique, technology and products together: it's their legal and professional responsibility.

New building construction

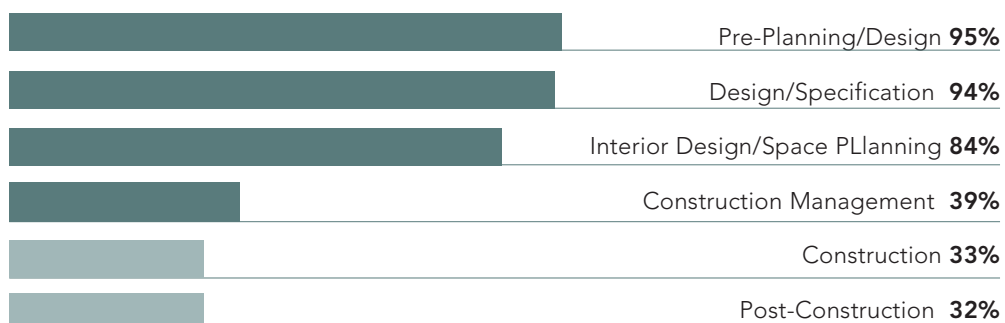


A market valued at over  
**\$577.8 Billion**

Economic expansion still a reality  
GDP year over year growth rates



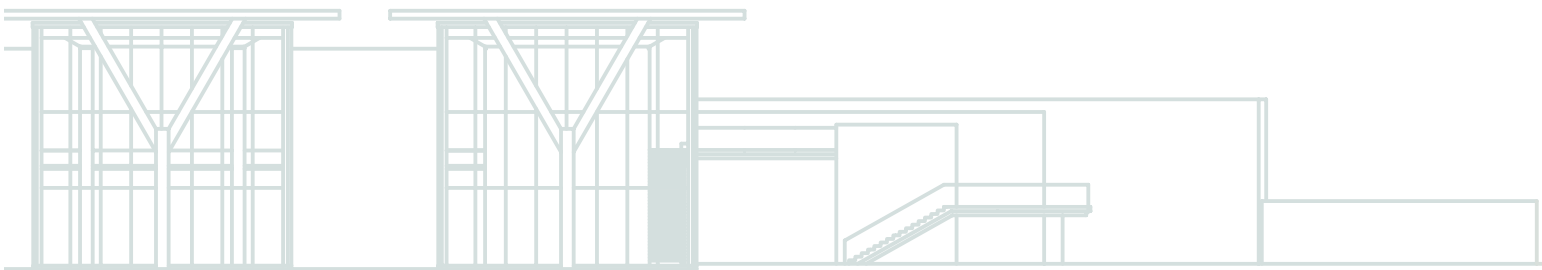
Architects' firms provide a variety of trusted expertise – a trust that pays off in repeat business.



## THE ARCHITECTURAL FUNCTION

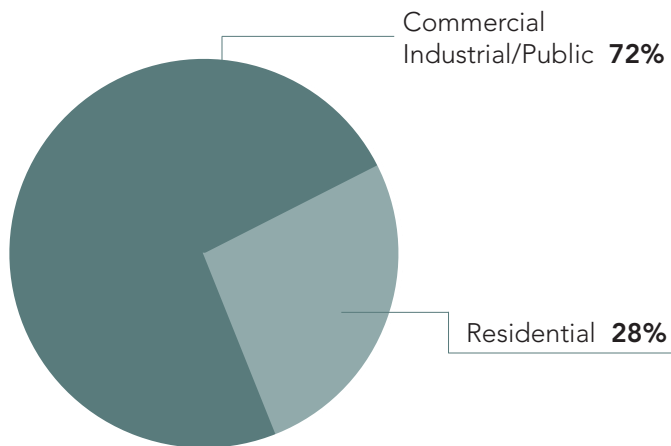
Architects design buildings according to owners' requirements and vision. They produce working drawings, specifications, legal documents of the building process and oversee construction. They are designers, coordinators and problem solvers, managing all the resources — from people to materials.

In short, architects orchestrate the entire construction process, from drawing board to move-in, and specify virtually every material, product and design element that goes into the project.



## Non-residential makes the Impact

(firm billings based on dollar volume)



### WATCH FOR:

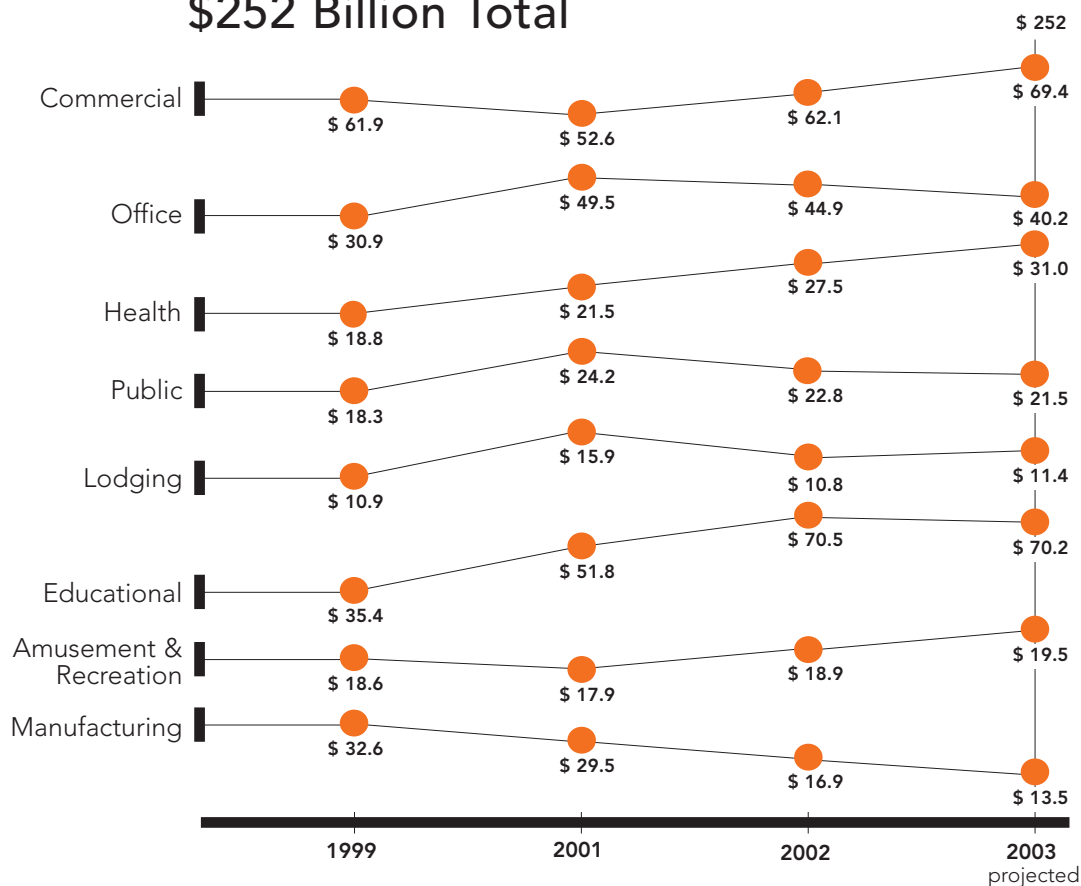
- ▶ Healthcare facilities to experience significant growth and rework as the largest population segment continues to age
- ▶ Continued growth in residential markets to spur localized retail, office and lodging construction
- ▶ Both academic, educational and professional/corporate training environments to be in high-demand requiring renovations and new facilities to accommodate new educational models, distance learning facilities, etc.
- ▼ Growth in construction and improvements for criminal-justice facilities

### Projection: Education Construction/Renovation to Boom

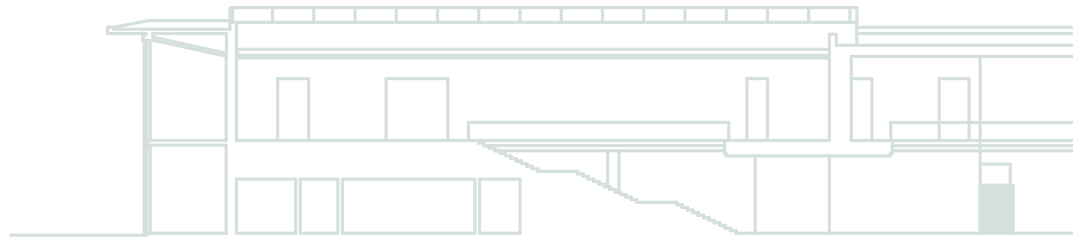
- Average age of U.S. schools: 42 years
- New schools needed by 2003: 2,400
- Cost to bring existing schools into "good" condition: \$112 billion
- Elementary/Secondary enrollment by 2009: 54.2 million

## Value of annual non-residential construction (Billions of dollars)

**\$252 Billion Total**



About our Data/Sources: Adapted and sourced from the following white papers and statistical organizations: *Architecture Subscriber Study*, 2002; Mortgage Bankers Association, 2003; "Changes in Construction Markets: The Next 15 Years", Kermit Baker, AIA Chief Economist and Senior Research Fellow at Harvard University's Joint Center for Housing Studies; United States Department of Commerce, 2003; U.S. Census Bureau; Department of Education, 2003



# MISSION

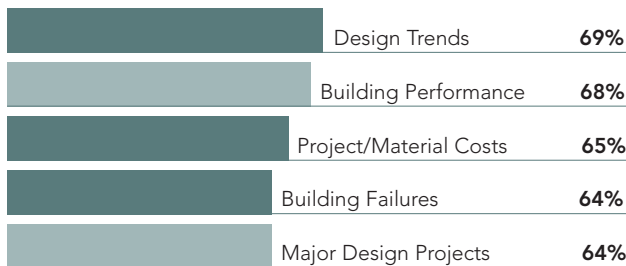
With its balanced mix of inspiration, insights and unique editorial perspective, *Architecture* is committed to helping practicing architects leverage intelligent solutions across the design process to better reach their objectives.

## ARCHITECTURE DELIVERS THE KEY INFORMATION THAT ARCHITECTS WANT

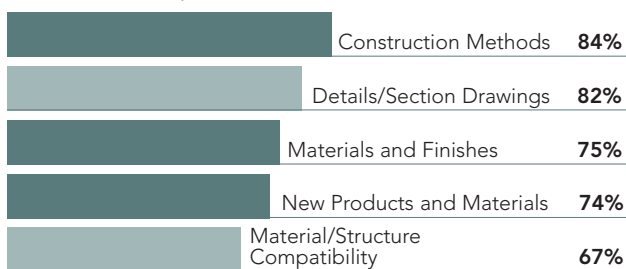
By studying our subscriber base, we confirmed that the topic architects want to learn most about is the **process** of executing their projects — from materials to budgets to technology and more. This is and has always been the primary focus of *Architecture's* editorial content.

### ▶ WHAT ARCHITECTS WANT TO LEARN ABOUT... ARCHITECTURE DELIVERS

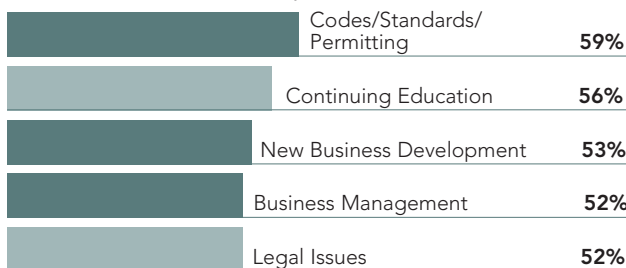
#### General Subject matters



#### Technical topics



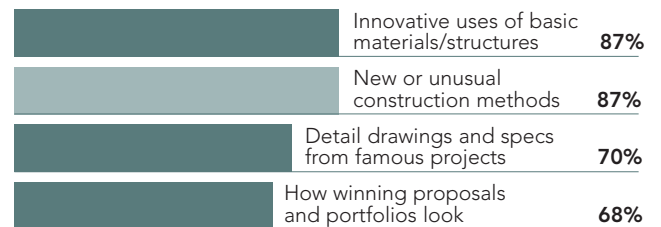
#### Business Practice topics



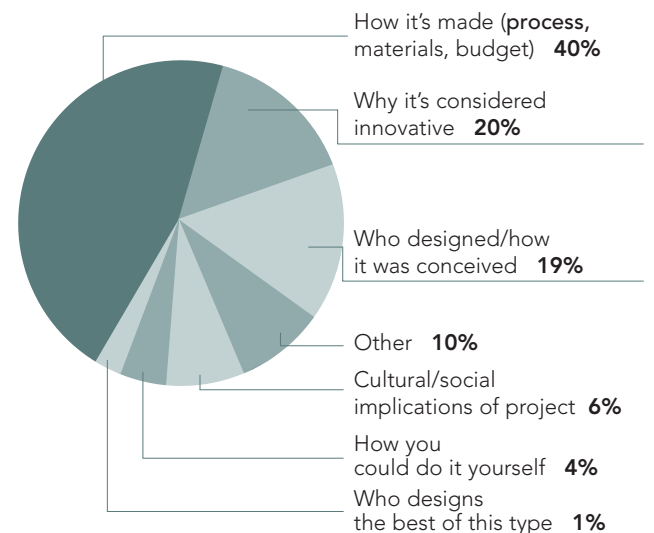
Source: Architecture Editorial Research Study, 2003

### ▶ UNIQUE EDITORIAL COVERAGE

Outside-the-box topics architects want to know about



### ▶ WHAT ARCHITECTS WANT FROM A BUILDING PROJECT FEATURE



# ARCHITECTURE IS ORGANIZED INTO THREE MAIN SECTIONS



▶ **PRACTICE**  
Practice is about the big picture: ideas, trends, markets, technology and events that affect the practice of architecture. These timely, provocative feature stories by *Architecture's* editors and prestigious contributors.

**FACT:**

**Most Wanted "Outside-The-Box" Topics\***

- ▶ Innovative uses of basic materials/structures **49%**
- ▶ New or unusual construction methods **46%**
- ▶ How winning portfolios look **41%**

\*Architecture Editorial Research Study, 2003

▶ **DESIGN**  
The core of our coverage, the Design section explores the latest and most innovative architectural designs, both built and "on the boards." In addition to our award-winning photography and reviews of the most important new projects and designers, readers will find even more process, specifications, detail drawings, sources and construction information.



- New columns**
- **Firm**  
*Architecture's* focus on the business of running an architectural practice.
  - **Tech**  
Techniques, technology, methods and materials that are shaping the building environment.
  - **Sources**  
The latest products and services to bring architects new choices in building materials, finishes and systems.

▶ **PROCESS**  
This major new section covers everything architects need to know about the design and construction process, building materials and methods, specifications, computer trends and technology advances, in addition to emerging products and services for architects. We've also added two new departments: Tech and Sources.



# AN EDITORIAL EVOLUTION TO REFLECT AN EVOLVING INDUSTRY

As industry trends and the way architects conduct business change, so does the information they require. That's why the May 2003 issue marked a significant reformatting of our editorial focus.

## ▶ NEW IDEAS

Written for the leaders, decision-makers and rising stars in the architectural community, our editorial expertise continues to create a dynamic discussion forum on products, materials, techniques, building types, as well as design and architectural practice.

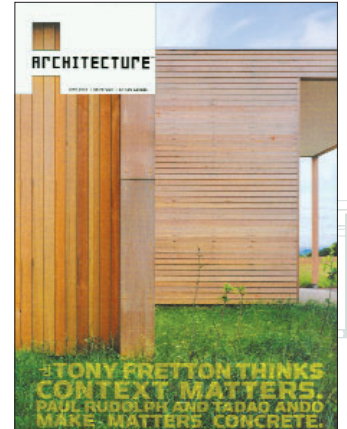
Our broadened editorial scope offers even more in-depth information about the process and practice of architecture, establishing a more profound and significant connection with readers—this translates into a more valuable connection between readers and advertisers.

**FACT:**

**Readers' Top Three Technical Topics\***

- ▶ Detail Drawings
- ▶ Construction Methods
- ▶ New Products

\*Architecture Editorial Research Study, 2003



## ▶ NEW LOOK

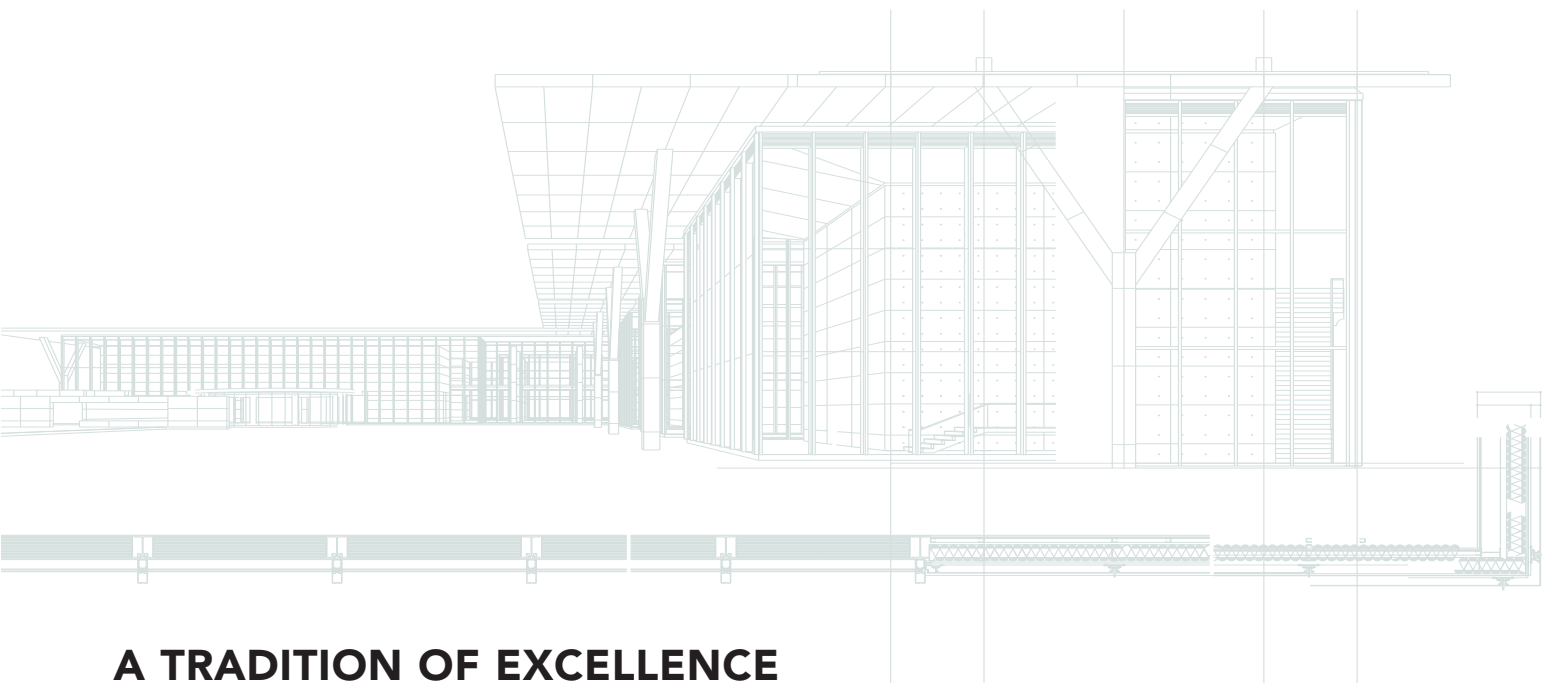
While *Architecture's* new, highly accessible design offers a more convenient standard magazine size, preferred by readers, our enhanced format offers comprehensive coverage of the main endeavors and information that engage design professionals. How do we know this? Because we asked them.

*Architecture* employed comprehensive market research by polling our readers then reformatting our content to reflect their interests and concerns more than ever.

No second-guessing here. We went directly to the source and found out that architects want an array of information that will help them stay abreast of new developments in their field and give substance to the design process.

**What does this mean to our advertisers?** *Architecture's* enhanced format provides readers with faster access to the issues that will help them achieve their goals and potential, and increases your advertising visibility as well. Our sharp, new editorial focus lets advertisers lock in positions adjacent to the topics most relevant to your products and services.





## A TRADITION OF EXCELLENCE

### ▶ THE INDEPENDENT VOICE

More than any other publication, *Architecture* goes beyond simple industry recording to empower the architect to challenge convention, as confident practitioners with a deeper understanding of process and craft.

That's what makes architects want to receive *Architecture*. They don't receive it by default or as a byproduct of membership dues to an association. That makes *Architecture* the smarter choice for manufacturers who want to reach the most active group of registered architects and specifiers in the industry.

### ▶ RECOGNITION

Since it was founded, *Architecture* has won more awards for journalism and design than all other magazines in the field combined, including prestigious design awards in 2003.

Highlights include:

- Jesse H. Neal Award
- Ozzie Award of Design Excellence
- Robert Boger Award
- Society of National Association Publications
- Folio Editorial Excellence Award
- Society of Publication Designers
- American Graphic Design Award
- Print Magazine Design Awards



# ARCHITECTURE

calendar

# 2004

calendar

	January	February	March	April	May	June
process focus	Computers and Craft	Reinventing the Intelligent Building	Design and Engineering	Materials	Structure	Interior Architecture
practice	Economic Update	Transit and Architecture	Urbanism Emerging Firms Report	Sustainability Update	Management Roundtable	Accessibility
firm	Codes and Standards	Project Management and Construction Administration	Specification Trends	Law	Marketing	Career Path
design	<b>51<sup>st</sup> Annual P/A Awards</b> Health and Wellness	Civic Projects Preservation & Adaptive Reuse	Museums Research and Laboratories	Affordable Housing Libraries	Industrial Facilities Senior Living + Learning	Multifamily Housing Civic Projects New Towers
process	21st-Century Tools for Designers Glazing Curtain Wall	Thermal and Moisture Control Long-Span Structures: Stadiums	Interiors Steel Structures EIFS	Skylights Data Centers Fire Protection	Engineered Timber Metal Claddings and Roofing	Specialty Glass Finish Carpentry
tech	New Software	Peripherals	Presentation Technology	CAD/CAM	Tools for the Field	Web-based Applications
SOURCES	Roofing Hardware Flooring/ Carpeting	Mesh and Cable Ceilings Lighting	Washrooms/ Restrooms Masonry + Stone Coatings	Furniture LightFair Preview Windows	Roofing Doors Wayfinding + Signage	Storefronts + Curtainwall NeoCon Review Mechanical Systems

**other monthly departments**    On the Boards | Editor's Note | Letters | Viewpoints

editorial deadlines	Space: December 1 Material: December 5	Space: January 1 Material: January 5	Space: February 1 Material: February 5	Space: March 1 Material: March 5	Space: April 1 Material: April 5	Space: May 1 Material: May 5
industry and trade shows	World of Concrete NAHB Surfaces	NRCA	KBIS Coverings Lightfair	CSI		NeoCon AIA



# EDITORIAL CALENDAR

July	August	September	October	November	December
Execution in the Field	Safe Buildings	Masterbuilders, Masterworks	Context and Site	The Modern Home	Details
Emerging Markets	Education	Design-Build	Landscape Architecture	Entertainment and Architecture	Computers and Craft
Contracts	Organizational Strategies	Presentation Technology and Techniques	Client Relations and Marketing	Law	Pro Bono Work
Plaza, Park and Public Space Parking Structures	Waterfront Design Airports	Schools and Universities Engineering Support: MEP, Structures	Hospitality Energy-Efficient Buildings	<b>Home of the Year Competition</b> Government Facilities	Mixed-Use Projects Fabric and Cable Structures
Retail Fixturing Curtain Wall Building Failures	Concrete Structures + Finishes Vertical Transport	Ornamental Metals Wood, Light-Gauge Steel and FRP Framing	Metal Finishes Egress + Access	Interiors Landscaping and Outdoor Lighting	Fabrication and Specialty Construction Concrete Structures
Rendering & Visualizing	Project Management	New Software and Hardware	Peripherals	Web-based Applications	CAD/CAM + Rapid Prototyping
Ceramic Tile + Glass Tile Coatings Masonry + Stone	Interiors: Workplace Brick + Stone Doors	Electrical Systems + Lighting Life Safety + Security Interior Finishes	Furniture Systems EIFS and Stucco Carpeting	Kitchens/Baths Roofing Flooring	Glazing and Windows Door Hardware/ Finishes ACE Awards Mechanical/ Electrical Systems

ews | Protest

## December Special Section: The 3rd Annual ACE Awards

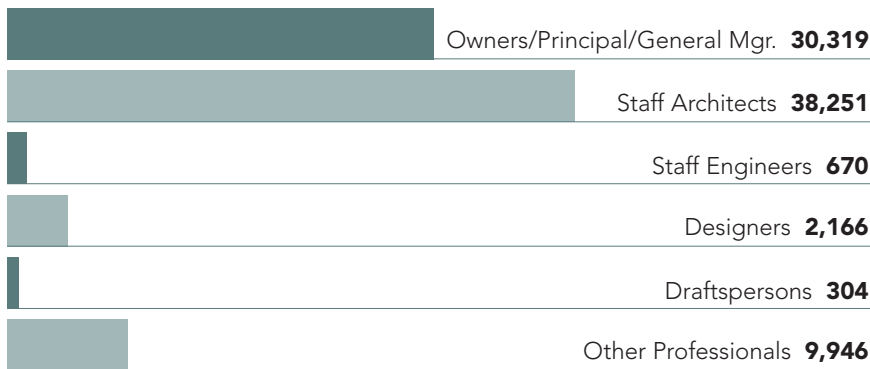
Space: June 1 Material: June 5	Space: July 1 Material: July 5	Space: August 1 Material: August 5	Space: September 1 Material: September 5	Space: October 1 Material: October 5	Space: November 1 Material: November 5
	<b>Architecture Conferences</b>	<b>Architecture Conferences</b> Design Build Institute of America	<b>Architecture Conferences</b> Build Boston	<b>Architecture Conferences</b>	

# REACH MORE ARCHITECTS

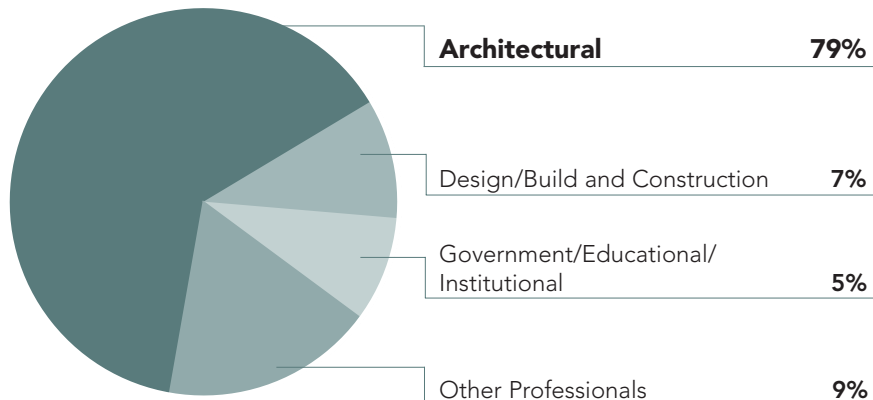
To ensure that our advertisers reach the largest identifiable audience of architectural professionals with proven specification power.

Architecture is committed to delivering a targeted, qualified audience of registered architects, design professionals and other proven specifiers, and to document their activity through intricate database marketing and a rigid annual qualification process verified by independent audit.

Analysis of 88,000 + subscribers: by job title <sup>1</sup>



Analysis: by firm <sup>1</sup>



**BUSINESS PUBLICATION** CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2002

**BPA INTERNATIONAL**

**ARCHITECTURE**

**FIELD SERVED**

**DEFINITION OF RECIPIENT QUALIFICATION**

**AVERAGE QUALIFIED CIRCULATION BY REGION**

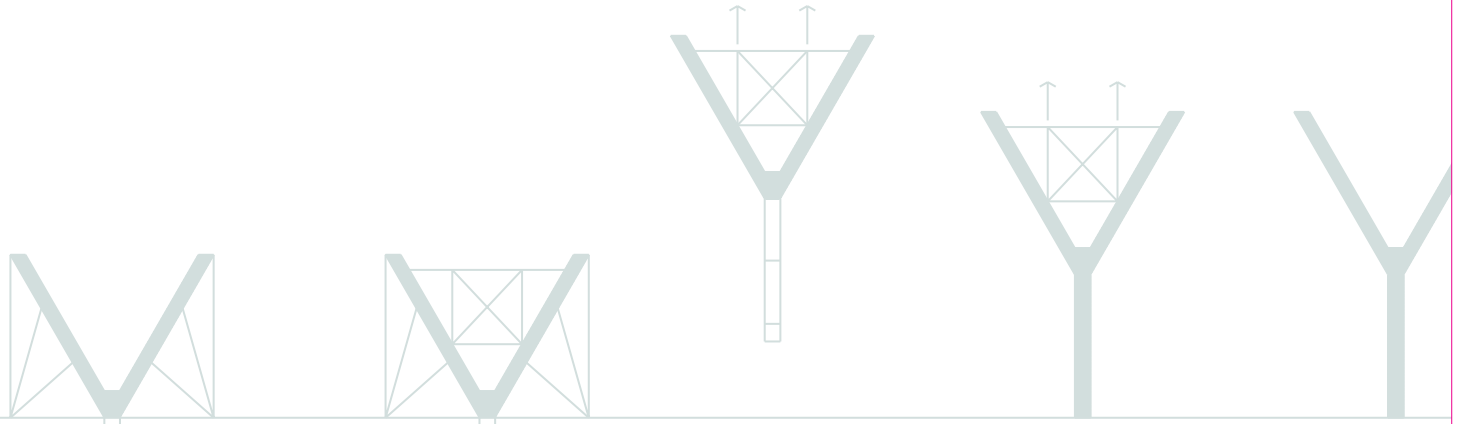
Region	Qualified Circulation	Total Circulation
North	27,141	47,341
South	11,287	20,387
West	30,852	65,852
<b>TOTAL</b>	<b>69,280</b>	<b>133,580</b>

**2. QUALIFIED CIRCULATION BY INDUSTRY WITH REMOVALS AND ADDITIONS FOR PERIOD**

2002 Year	Number Added	Number Removed	Number at End of Period	2001 Year	Number Added	Number Removed	Number at End of Period
January	65,822	32,422	87,341	April	65,782	12,251	86,981
February	65,148	31,287	86,381	May	21,982	24,027	97,491
March	61,817	30,852	85,853	June	105	1,000	88,362
<b>TOTAL</b>	<b>252,734</b>	<b>124,518</b>	<b>213,971</b>	<b>TOTAL</b>	<b>218,751</b>	<b>28,338</b>	<b>213,971</b>

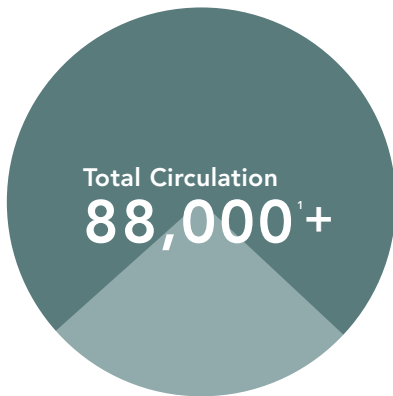
**70,415 REGISTERED ARCHITECTS**

**88,000 TOTAL SUBSCRIBERS**



▶ **AN EFFECTIVE NO-WASTE CIRCULATION**

More registered architects<sup>1</sup>



▶ **BEYOND INDUSTRY AND TITLE:<sup>2</sup>  
A SPECTRUM OF SUBSCRIBER DATA**

Only *Architecture* can identify subscribers by firm size, services provided, types of projects in the portfolio and the projects/services specified by the subscriber and the firm.

Plus our more rigorous BPA Audit builds security and accountability into our process — a level of comfort you can't get from any other association or "paid" architecture publication.



**Circulation Management  
Circulation Excellence Awards**

Winner of *Circulation Management* magazine's 2003 Circulation Excellence Award, *Architecture* magazine was recognized for our outstanding achievement and innovation in Magazine B-to-B Circulation...Business Magazine Circulation 50,000 to 99,000

▶ **A COMMITTED INVESTMENT  
IN CIRCULATION**

With over 70,000 registered architects and a total circulation of over 88,000<sup>1</sup> — *Architecture* delivers more registered architects than any other industry publication. These are influential leaders with the most specifying power, and we will maintain this high-quality circulation.

▶ **A DIRECT RELATIONSHIP WITH  
SUBSCRIBERS<sup>1</sup>**

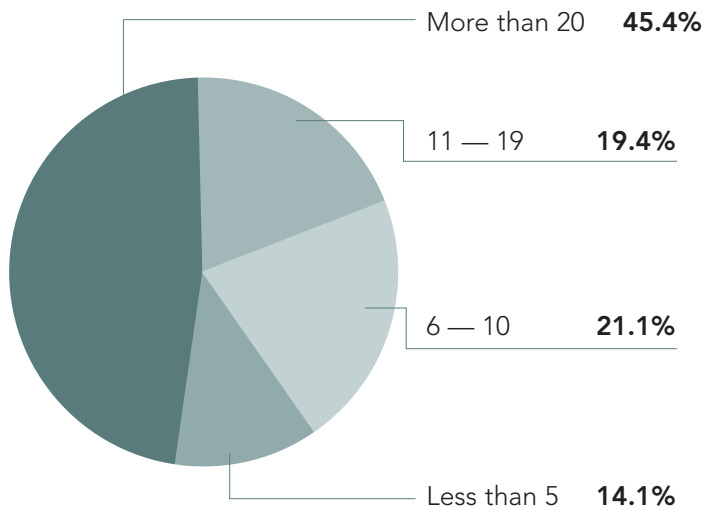
*Architecture* is proud that our subscribers result from our direct relationship with architects. We don't rely on associations nor do our subscribers receive a subscription through membership.



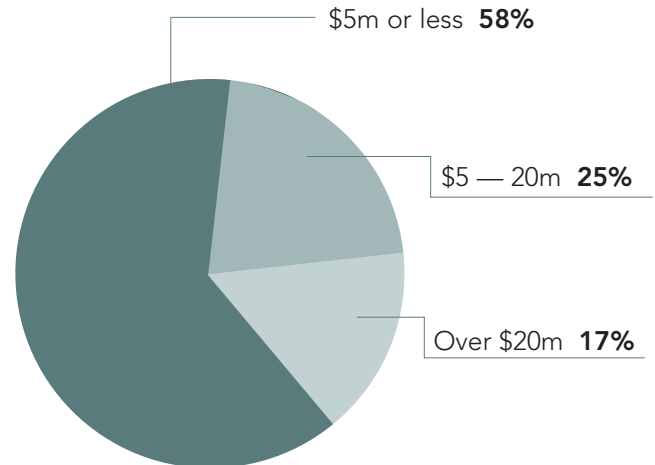
► **OUR INFORMATION MAKES YOUR INVESTMENT WORK HARDER**  
 Creating an ongoing forum for communicating with our subscribers has helped us build a better publication and a quality circulation. By asking the right questions we stay in touch with the concerns of the architectural community. Our extensive polling and market research make *Architecture* a vital source for more active architects as well as smarter investment for advertisers. No other publication can provide as much demographic information on their subscribers as *Architecture*. It's how *Architecture* proves the quality of its circulation while other magazines cannot.

► **REACH AN AUDIENCE OF ACTIVE, INVOLVED SPECIFIERS**  
 Almost half of our subscriber base completes over 20 projects each year.

Average annual projects completed <sup>2</sup>



Firm billing <sup>3</sup>



**ARCHITECTURE** A VNU Publication  
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 New York, NY 10005

## Subscription Form

Signature (required) \_\_\_\_\_ Date \_\_\_\_\_  
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**Complete and return this form to start your own complimentary subscription to architecture.**

**YES!** I would like to receive (continue to receive) a **FREE** subscription to *architecture* magazine.  **No.**

Are you a registered architect?  **YES**  **NO**

1) Which one of the following categories best describes your firm (including all offices)?

a. <input type="checkbox"/> Architectural/Architectural Engineering Firm or Architect-Engineer in Private Practice	h. <input type="checkbox"/> Industrial/Institutional
b. <input type="checkbox"/> Mechanical, Architectural/Engineering Firm or Consulting Engineering Firm or Engineer in Private Practice	i. <input type="checkbox"/> Planning
c. <input type="checkbox"/> Design Firm	j. <input type="checkbox"/> Cultural/Institutional
d. <input type="checkbox"/> Government/Industrial/Institutional	k. <input type="checkbox"/> Real Estate
e. <input type="checkbox"/> Government/College or School	l. <input type="checkbox"/> Education
f. <input type="checkbox"/> Academic/Professional Club, Society or Trade Association	m. <input type="checkbox"/> Other (please specify) _____
g. <input type="checkbox"/> Other (please specify) _____	

2) How long have you been in business?

a. <input type="checkbox"/> Less than 1 year	g. <input type="checkbox"/> 11-15 years
b. <input type="checkbox"/> 1-5 years	h. <input type="checkbox"/> 16-20 years
c. <input type="checkbox"/> 6-10 years	i. <input type="checkbox"/> 21-25 years
d. <input type="checkbox"/> 11-15 years	j. <input type="checkbox"/> 26-30 years
e. <input type="checkbox"/> 16-20 years	k. <input type="checkbox"/> 31-35 years
f. <input type="checkbox"/> 21-25 years	l. <input type="checkbox"/> 36-40 years
	m. <input type="checkbox"/> 41-45 years
	n. <input type="checkbox"/> 46-50 years
	o. <input type="checkbox"/> 51-55 years
	p. <input type="checkbox"/> 56-60 years
	q. <input type="checkbox"/> 61-65 years
	r. <input type="checkbox"/> 66-70 years
	s. <input type="checkbox"/> 71-75 years
	t. <input type="checkbox"/> 76-80 years
	u. <input type="checkbox"/> 81-85 years
	v. <input type="checkbox"/> 86-90 years
	w. <input type="checkbox"/> 91-95 years
	x. <input type="checkbox"/> 96-100 years

3) Are you a member of the AIA?  **YES**  **NO**

4) How much of your firm bill in new construction and/or renovation projects last year?

a. <input type="checkbox"/> Over \$5 Million	h. <input type="checkbox"/> \$1.5 Million to \$500,000	i. <input type="checkbox"/> Under \$500,000
--	--	---

5) Are you ever involved in renovation and/or restoration projects?  **YES**  **NO**

6) Which of the following services does your firm provide?

a. <input type="checkbox"/> Architecture	i. <input type="checkbox"/> Surveying Services
b. <input type="checkbox"/> Architectural Engineering	j. <input type="checkbox"/> Structural Consulting
c. <input type="checkbox"/> Mechanical Engineering	k. <input type="checkbox"/> Feasibility/Economic Analysis
d. <input type="checkbox"/> Electrical Engineering	l. <input type="checkbox"/> Lighting Consulting
e. <input type="checkbox"/> Other engineering	m. <input type="checkbox"/> Acoustical Consulting
f. <input type="checkbox"/> Civil Engineering	n. <input type="checkbox"/> Photographic rendering
g. <input type="checkbox"/> Other engineering	o. <input type="checkbox"/> Model making
h. <input type="checkbox"/> Landscape Architecture	p. <input type="checkbox"/> Interior Design/Space Planning
	q. <input type="checkbox"/> Other (please specify) _____

7) Please indicate the project types your firm has been involved in within the past twelve months (check all that apply):

a. <input type="checkbox"/> Single Family Residence	h. <input type="checkbox"/> Industrial/Institutional
b. <input type="checkbox"/> Multi-Family Residence	i. <input type="checkbox"/> Planning
c. <input type="checkbox"/> Office	j. <input type="checkbox"/> Cultural/Institutional
d. <input type="checkbox"/> Retail, Food service, etc.	k. <input type="checkbox"/> Real Estate
e. <input type="checkbox"/> Education	l. <input type="checkbox"/> Transportation
f. <input type="checkbox"/> Health Care	m. <input type="checkbox"/> Other (please specify) _____

8) Which of the following products/services do you plan to specify in the next 12 months?

a. <input type="checkbox"/> Computer Hardware and Software	l. <input type="checkbox"/> Specialties
b. <input type="checkbox"/> Concrete/Masonry	m. <input type="checkbox"/> Equipment
c. <input type="checkbox"/> Dry Wall	n. <input type="checkbox"/> Paints/Coatings
d. <input type="checkbox"/> Glass	o. <input type="checkbox"/> Structural Construction
e. <input type="checkbox"/> Wood and Plastics	p. <input type="checkbox"/> Covering Systems
f. <input type="checkbox"/> Thermal and Moisture Protection	q. <input type="checkbox"/> Mechanical
g. <input type="checkbox"/> Doors and Windows	r. <input type="checkbox"/> Electrical
h. <input type="checkbox"/> Finishes	

9) What is the average number of projects that your firm completes in an annual basis?

a. <input type="checkbox"/> More than 20	g. <input type="checkbox"/> 6-10
b. <input type="checkbox"/> 11-20	h. <input type="checkbox"/> 1-5

10) Which of the following magazines do you personally receive (check all that apply)?

a. <input type="checkbox"/> Architectural Record
b. <input type="checkbox"/> Building Design and Construction
c. <input type="checkbox"/> Other (please specify) _____

The publisher reserves the right to serve only those individuals who meet the publication qualifications.

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vnu business publications

# THE POWER OF ARCHITECTURE SUBSCRIBERS

## customize your reach

Our subscribers request us and are willing to tell us about themselves. This comprehensive data collection on our subscribers ensures that your advertising reach is the most effective, with no waste circulation.

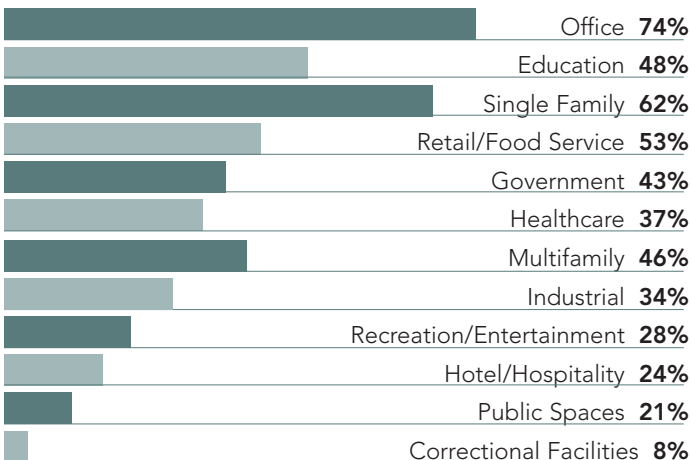
### Our subscribers don't just receive *Architecture* — they read it...and take action. <sup>2</sup>

- **68%** spend at least 30 minutes with each issue
- **85%** visited advertiser's web site
- **72%** requested additional info from company/rep
- **60%** recommended purchase

## SPECIFICATION POWER <sup>2</sup>

RESIDENTIAL		NON-RESIDENTIAL	
Doors	94%	Bath/Kitchen	83%
Door Hardware	90	Brick	85
Exterior Finishes	98	Carpet	83
Floor Coverings	97	Casework	85
Garage Doors	91	Ceilings	90
Heating/Cooling Systems	64	Ceramic Tile/Marble/Terrazzo	92
Interior Finishes	95	Computer Software/Hardware	21
Kitchen/Bath Accessories	83	Concrete/Masonry	92
Kitchen Appliances	76	Contract Furnishings/Systems	51
Kitchen/Bath Countertops	95	Conveying Systems	58
Kitchen/Bath Cabinets	92	Curtainwall	68
Lighting Fixtures	86	Doors/Frames Exterior	95
Plumbing Fixtures	86	Doors/Frames Interior	94
Prefab Fireplace Units	83	Electrical Systems/Wiring	50
Roofing	96	Glass	89
Siding	95	HVAC Equipment	48
Windows	97	Life Safety/Exiting	69
		Lighting/Daylighting	78
		Metals	84
		Paints/Coatings	93
		Plaster/Gypsum Board	89
		Plumbing/Fixtures/Equipment	76
		Pre-engineered Structures	49
		Roofing/Shingles/Tiles	89
		Security Access/Surveillance	40
		Siding	80
		Signage	72
		Skylights	85
		Sound/Seismic Control	53
		Structural Systems	63
		Thermal Protection	85
		Wall Coverings/Finishes	84
		Windows	95

## PROJECTS: OVER THE LAST 12 MONTHS <sup>2,3</sup>

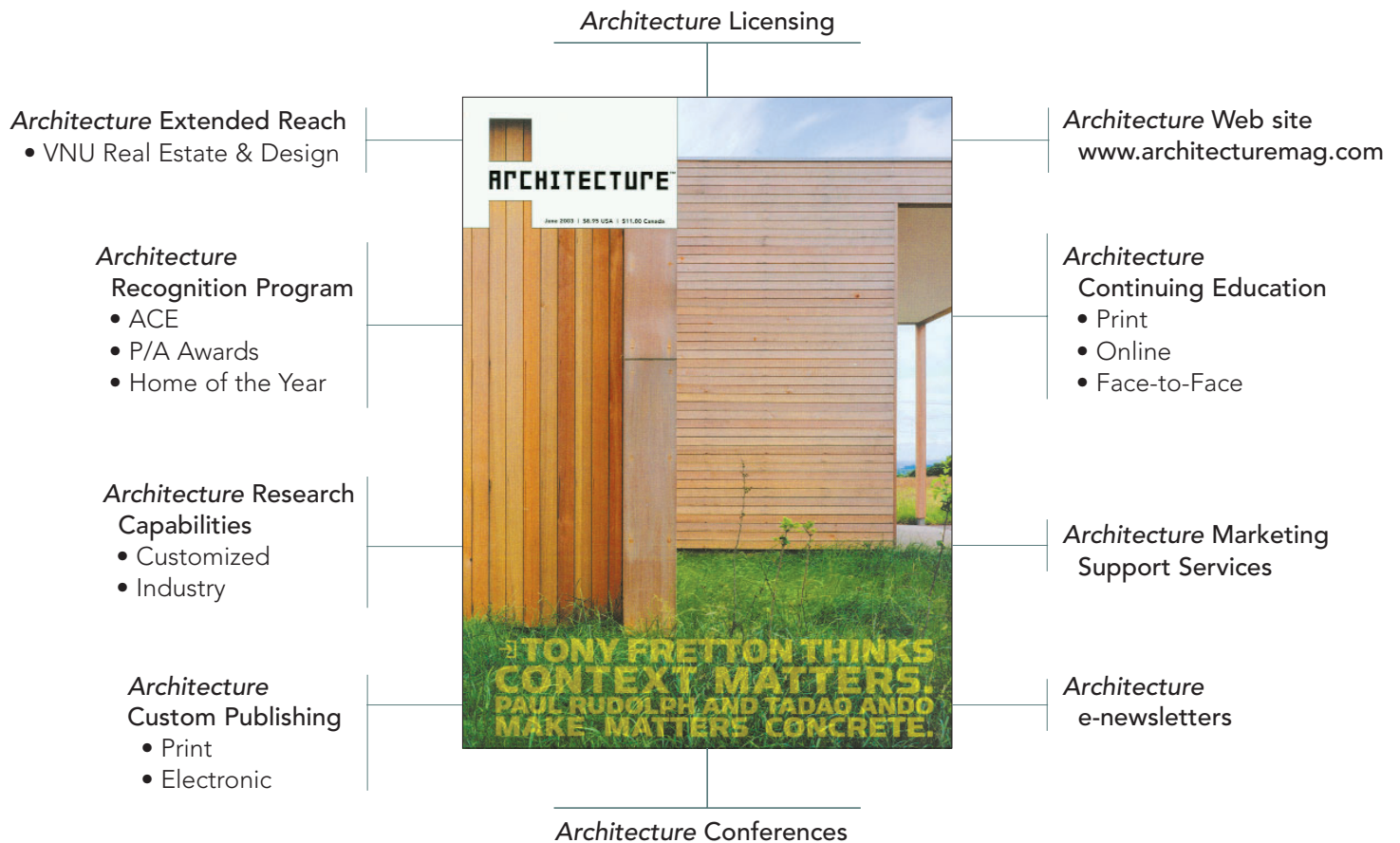


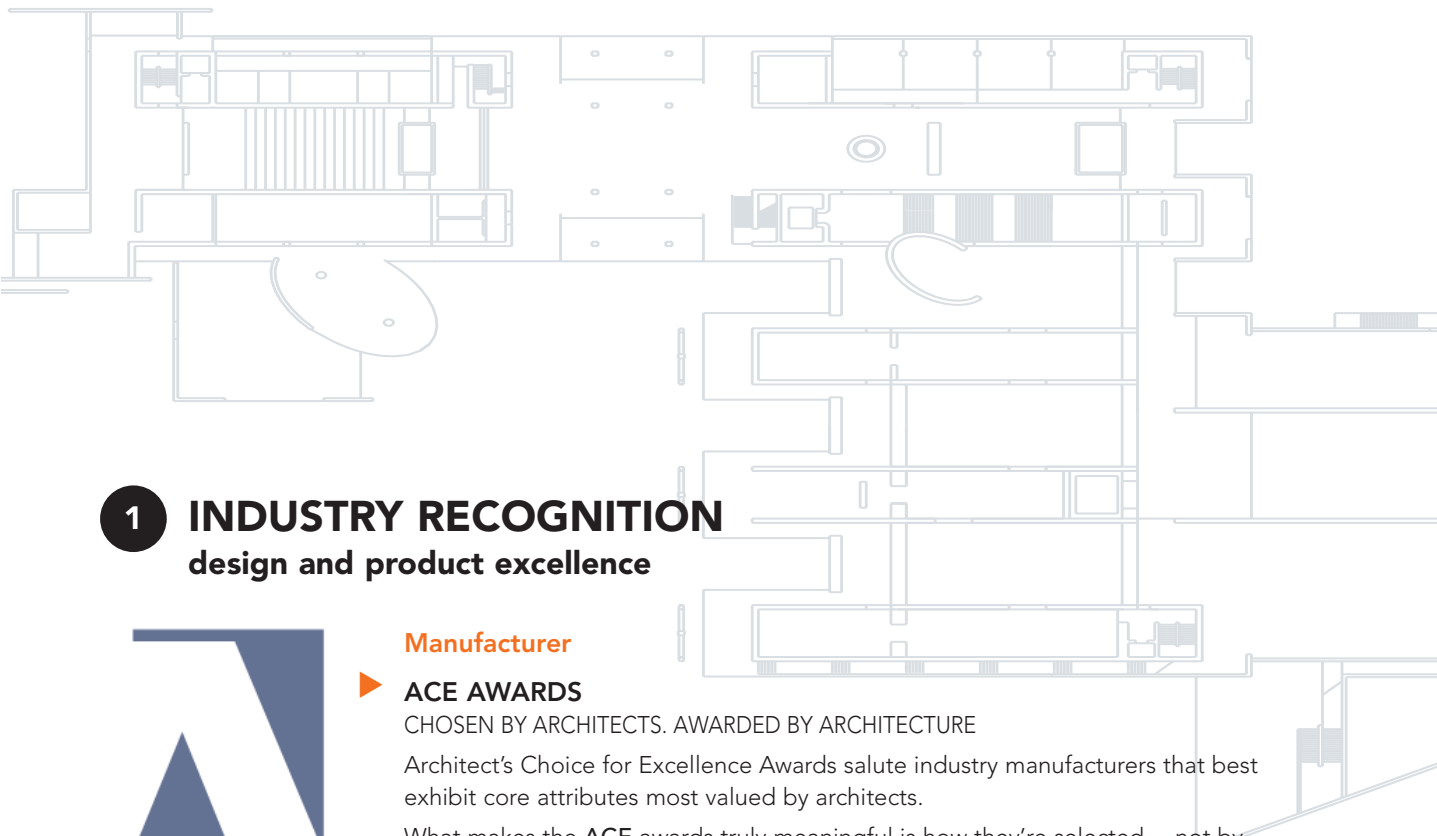
# RESOURCES

Reach a targeted audience with our diverse range of customized, multi-media marketing platforms. In print, online and face-to-face — whatever your budget or strategy, we've got the vehicle for you!

As established experts in the field, *Architecture* proudly supports and manages recognition programs and industry resources that empower specifiers and suppliers to maximize their potential and achieve their goals.

## ARCHITECTURE BRAND EXTENTIONS





# 1 INDUSTRY RECOGNITION

## design and product excellence



### Manufacturer

#### ▶ ACE AWARDS

CHOSEN BY ARCHITECTS. AWARDED BY ARCHITECTURE

Architect's Choice for Excellence Awards salute industry manufacturers that best exhibit core attributes most valued by architects.

What makes the **ACE** awards truly meaningful is how they're selected —not by an exclusive jury, but by thousands of architects. ACE ballots appear throughout the year in *Architecture* with results in the December Awards issue.

Winners of **ACE** receive special award designations to include on marketing and advertising materials, **plus** exclusive opportunities to participate in programs that position your products as the Architect's Choice.

- December Issue

### Residential

#### ▶ HOME OF THE YEAR

INNOVATION IN RESIDENTIAL DESIGN

The annual **Home of the Year** Award honors exceptional achievement and innovation in residential design with an independent jury. This special focus on this market provides the perfect environment to showcase product lines and capture the attention of this targeted audience.

- November Issue



### New Design

#### ▶ P/A AWARDS

HALF A CENTURY OF ARCHITECTURE

As the oldest and most prestigious industry competition in the U.S., the *Architecture's P/A Awards* have been the launching pad for some of today's leading architects and provide an ideal opportunity for suppliers to share appreciation for progressive design.

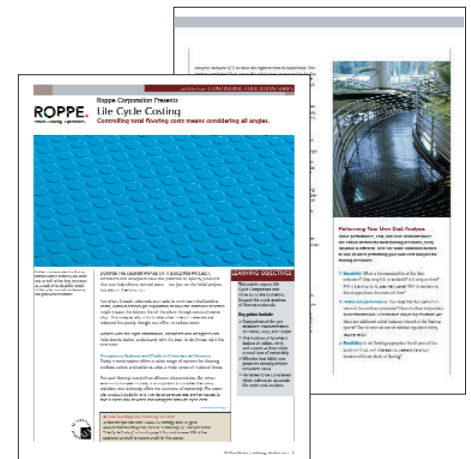
- January Issue



## 2 CONTINUING EDUCATION PROGRAMS designed with flexibility and accessibility

Architecture collaborates with select industry manufacturers and organizations to bring the most current, vital and relevant information, developments and new technology to our Continuing Education Program series. Supported by a response-driven online component, *Architecture* hosts, grades and records the educational sessions that meet both AIA and state requirements and are available in print, in person and online.

Sponsorship of our units provides a powerful opportunity to establish your company as an industry authority and a reliable resource. Each Unit is produced fully turnkey by *Architecture*, and customized with your information and branding, making the connection between your products and their learning, seamless and lasting.



## 3 ARCHITECTURE CONFERENCES

### meet your market face-to-face

Our respected conferences deliver invaluable information on the issues facing today's real estate and design professionals, while offering AIA and state CEU credits. Align your marketing message with these prestigious events through sponsorship opportunities and customized ancillary events.

#### 2004 Conference Series:

- Building Better Schools
- The Healthcare Market Series

#### FACT:

- ▶ AIA members are required to earn 18 CEUs a year
- ▶ Most states require continuing education in order to renew architectural licenses



4

# E-MARKETING

**creative. customized. cost-effective.**

Architecturemag.com's varied eMarketing programs can help you bring your brand message to the attention of architects and design professionals.

Diverse and dynamic, our online advertising opportunities range from banners to content sponsorships. We offer a variety of vehicles to suit specific budgets and strategies.



Architecture Stats: 69,000 page views a month to 17,500 unique viewers

## ONLINE SOLUTIONS TO MEET YOUR MARKETING OBJECTIVES

Multi-faceted solutions that can be customized to achieve a variety of sales and marketing objectives

	Branding & Reach AWARENESS	Lead Generation INTEREST	Customer Acquisition TRIAL	Customer Retention LOYALTY
Banners	●	●	●	●
Buyer's Guides	●	●	●	
Classified Advertising		●	●	
Custom Publishing	●	●		
Email Newsletters	●	●	●	●
Integrated Campaigns	●	●	●	●
Mini-Sites	●	●	●	●
Rich Media	●	●	●	
Sponsorships	●			●
WebCasts	●	●	●	

### ▶ SITE SPONSORSHIP BANNERS maximize your advertising dollar

Increase brand awareness and drive traffic to your site with Banner ad campaigns and Rich media ads.

- Top Banner Sponsor \$750 gross/ month
- Vertical Banner Sponsor \$650 gross/ month
- Anchor Banner Sponsor \$400 gross/ month

### ▶ ONLINE CLASSIFIEDS a straight shot to the right readers

Whether you want to recruit top-notch professionals, or advertise your products and services, an online classified ad is an extremely effective way to reach architects and design professionals. Categories include: Positions Available, For Sale, and Business Opportunities. Please contact Michael Parrish at 646-654-5763, or mparrish@vnubuspubs.com for details.

### ▶ REAL ESTATE & DESIGN SITE COMBOS expand your brand's reach

Combination rates are available for banner ad purchases across two or more of the VNU Real Estate & Design Network of websites

	Two sites	Three sites
• Top Banner Sponsor	\$1,400	\$2,000
• Vertical Banner Sponsor	\$1,200	\$1,700
• Anchor Banner Sponsor	\$ 750	\$1,100

#### Additional online marketing solutions include:

- Roadblocks
- Mini/Co-branded sites
- Content Licensing
- Sponsored Reports
- Online Directories
- E-mail List Rental
- Message Boards



# 360° MARKETING

## CUSTOMIZED SOLUTIONS THAT DELIVER.

Your marketing budget will go farther when you let our team of industry experts, artists and eMedia consultants work for you. We know your market inside and out, and have long-standing relationships with the targeted audience you want to reach most. *Architecture* is the only industry publication with the proven resources to deliver custom research, publishing, printing, distribution and Internet programs.

### 1 CUSTOM RESEARCH

#### cost-effective market intelligence

#### ▶ FOCUS GROUPS + ROUNDTABLES

Hosted roundtables with our respected editorial teams are an ideal way to gain valuable market intelligence. We'll help select and invite participants from our subscriber database and even provide a moderator, at our on-site high-tech facility.

#### ▶ READER RESEARCH

Stay on top of industry trends, customer perceptions of you and your competitors, and much more using our proprietary surveys and database resources.



#### Studies available

- Advertising tracking and effectiveness
- Brand/product awareness/usage/perception
- Creative testing
- New market exploration
- Customer satisfaction
- Pricing
- Product testing
- Purchase behavior/decision making

### 2 CUSTOM DISTRIBUTION

#### tap into a proven audience of design professionals

#### ▶ TOTAL MARKET COVERAGE

Your marketing message with your customized choice of sister publications and Web sites within our Real Estate + Design Group, our collective expertise attracts 300,000 designers, architects and decision-makers.

#### ▶ EXTENDED REACH + TARGET MARKETING

Utilizing custom mailing lists — culled from our database of 2.5 million qualified professionals who trust our family of business publications — to target potential new customers who meet your criteria.



#### Files searchable by

- Industry
- Gender
- Company size
- Job function
- Other industry qualification standards

### 3 CUSTOM PUBLISHING AND COMMUNICATION capture more of your market

#### IN PRINT

Position your product with single advertorial pages, quarterly newsletters, sponsorship of industry issue supplements, or customized brochures. Our Custom Publishing team will work with you to write, design, print, and distribute the most impactful project possible.

#### IN PERSON

Bring your brand or service face-to-face with industry leaders with custom events scheduled in conjunction with *Architecture* conferences and events. Or let our world-class Special Events department help you create your own customized event.

#### ON THE WEB

Associate your brand with our quality Web content by sponsoring a specific online department that links from your brand to a relevant subject. Our eMedia team work with you to create a Mini-Site to help maximize your product's unique market niche.

#### PRINTING+PRODUCTION

The printing economies and expertise of our dynamic team can help you augment your current advertising materials and make your brand truly stand out.

### 4 SALES SUPPORT targeted. customized. effective.

#### SALES LEADS

#### DIRECT MAIL LISTS

#### PUBLISHER'S LETTER

#### REPRINTS



- Newsletters
- Product Guides
- Postcards
- Inserts
- Guidebooks
- Direct Mailers
- Educational Material

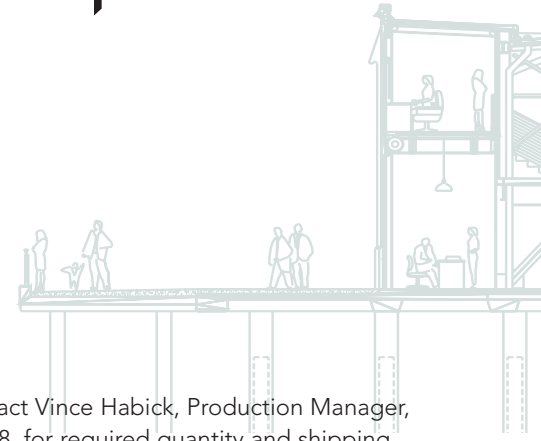
#### Want even more E-exposure?

Extend your reach with unique targeted audiences on our ad-network of 7 high-traffic Real Estate + Design Web sites.

- Tip-ins
- Cover-wraps
- Bellybands
- BRCs



# ARCHITECTURE



4 color	1x	3x	6x	12x
spread	\$21,270	\$20,420	\$19,360	\$17,020
full page	12,120	11,640	11,030	9,700
2/3 page	10,420	10,000	9,480	8,340
1/2 page	8,970	8,610	8,160	7,180
1/3 page	6,670	6,400	6,070	5,340
1/4 page	4,850	4,660	4,410	3,880
2 color	1x	3x	6x	12x
spread	NA	NA	NA	NA
full page	\$10,970	\$10,530	\$10,090	\$9,000
2/3 page	9,870	9,480	9,080	8,090
1/2 page	8,010	7,690	7,370	6,570
1/3 page	6,250	6,000	5,750	5,130
1/4 page	4,720	4,530	4,340	3,870
Note: for matched 2-color, add \$300 net				
B/W	1x	3x	6x	12x
spread	\$17,000	\$16,320	\$15,640	\$14,280
full page	9,350	8,980	8,600	7,850
2/3 page	8,040	7,720	7,400	6,750
1/2 page	6,730	6,460	6,190	5,650
1/3 page	5,240	5,030	4,820	4,400
1/4 page	3,830	3,680	3,520	3,220
Covers	1x	3x	6x	12x
Back	\$18,850	\$16,200	\$14,000	\$11,500
2nd & 3rd	13,500	11,900	11,000	10,000
Product Review	1x	3x	6x	12x
1/4 pg	\$1,500	\$1,300	\$1,600	\$1,000
Classified	1x	3x	6x	12x
(per column inch)	\$300	\$290	\$280	\$270

All rates are gross. Bleed charge-add 10%

## INSERTS

Please contact Vince Habick, Production Manager, 646.654.7238, for required quantity and shipping instructions.

Inserts which do not meet *Architecture* magazine's mechanical or bindery specifications will incur additional charges. Samples of inserts should be sent for approval prior to manufacturing. Black-and-white page rates apply to national inserts furnished by advertisers. Regional inserts, priced per page; \$225 per thousand circulation. Minimum insert charge \$2,250. Prices do not include tipping or magnacraft. Full-page regional inserts are sold on a state basis. *Architecture* reserves the right to drop a regional insert from any issue in which it is scheduled if production difficulties necessitate. Quantity of regional inserts will vary according to advertiser's state of selection, based on current circulation report; check to confirm current state count. Furnish 10% extra inserts for spoilage. Supplied inserts should be printed on 60# coated white paper stock or acceptable equivalent; variations will incur extra charges.

## PREMIUM CHARGES

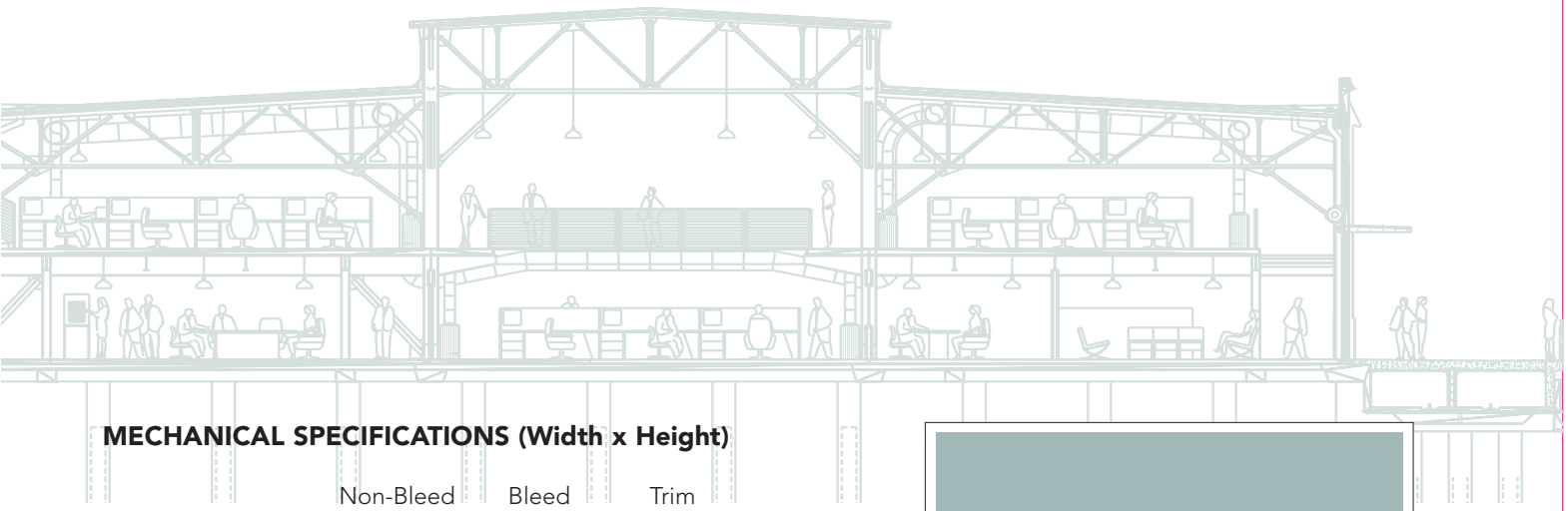
For other preferred positioning add 10% to basic unit and color rate. No charge for bleed on three or four-color process. Add 10% to space and color charges for black-and-white and two-color bleed.

## AGENCY COMMISSION

15% allowed to agencies on space, color, bleed, and position only, provided account is paid within 30 days of invoice date.

## INTERNET RATES

Visit [www.architecturemag.com](http://www.architecturemag.com) or call Suzanne Tron Haber at 646-654-5756 for current Web sponsorship pricing options. Combination rates are available for banner ad purchases across two or more of the VNU Real Estate & Design Network of Web sites: [architecturemag.com](http://architecturemag.com), [contractmagazine.com](http://contractmagazine.com), [cpnonline.com](http://cpnonline.com), [fdm.com](http://fdm.com), [hdmag.com](http://hdmag.com), [kitchenbath.com](http://kitchenbath.com), [lightforum.com](http://lightforum.com) and [multi-housingnews.com](http://multi-housingnews.com).



## MECHANICAL SPECIFICATIONS (Width x Height)

	Non-Bleed	Bleed	Trim
Spread	15-1/2 x 10	16-1/2 x 11	16 x 10-3/4
Full page	7 x 10	8-1/4 x 11	8 x 10-3/4
2/3 page	4-9/16 x 10		
1/2 page horizontal	7 x 4-7/8	8-1/4 x 5-3/8	8 x 5-1/4
1/2 page vertical	3-3/8 x 10	4-3/16 x 11	4-1/6 x 10-3/4
1/2 page island	4-9/16 x 7-1/2		
1/3 page square	4-9/16 x 4-7/8		
1/3 page vertical	2-3/16 x 10	3-1/16 x 11	2-15/16 x 10-3/4
1/4 page	3-3/8 x 4-7/8		
Product review image size	1-1/2 x 2		

**Binding:** Perfect

**Trim:** 8 x 10-3/4

**Pages:** 2 columns; each column is 3 3/8"  
3 columns; each column is 2 3/16 wide

**Trim/Bleed:** Allow 1/8" trim at top, foot and face, plus 1/8" in the gutter. Keep reading and live matter 1/4" from trim edges.

**Gutter:** Gutter trim is 1/8". On spreads allow for 1/4" in gutter.

**Inserts:** Head trim on inserts is 1/8"

### Digital

**materials:** Send insertion orders, traffic information and materials to:  
Vince Habick, Production Manager  
Architecture  
C/O VNU Inc.  
770 Broadway  
New York, NY 10003-9595

## ARCHITECTUREMAG.COM TECHNICAL INFORMATION

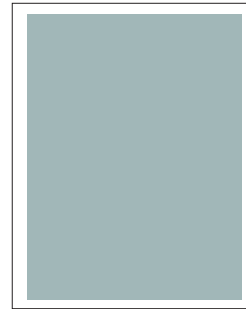
Top and Anchor Banners: 468 x 60 pixels

Vertical Banner: 120 x 240 pixels

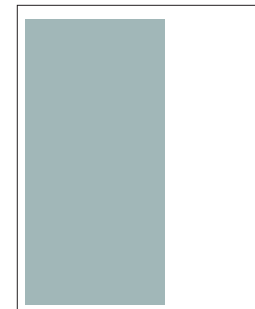
Maximum file size: 16K. File format: GIF, Animated GIF, or JPEG. Rich media and HTML ads accepted on a case-by-case basis. All creative must be received at least 5 business days in advance of flight date. Send all materials to [adcreative@vnuemedia.com](mailto:adcreative@vnuemedia.com)



•spread



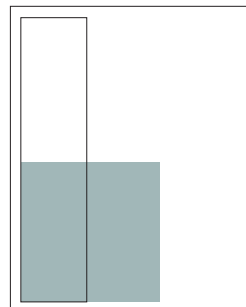
•page



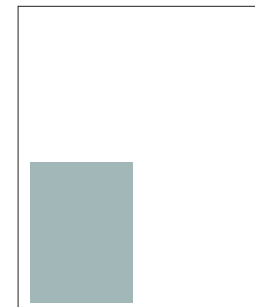
•2/3 page



•1/2 page vertical  
•1/2 page horizontal



•1/3 page vertical  
•1/3 page square



•1/4 page



## DIGITAL ADVERTISING REQUIREMENTS

Digital data is required for all ad submissions. Preferred file format is PDF/X-1a, a SWOP-compliant format for hi-resolution digital data exchange in CMYK format. Submit one file per advertisement. A SWOP proof is required for each ad submitted. We recommend ad submissions include a copy of the insertion order and a printout of the disk contents. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number.

VNU Business Publications cannot guarantee accurate reproduction of ads supplied in non-preferred file formats, such as native application files. Non-adherence to the preferred format may necessitate production fees. Materials not called for will be destroyed after one year.

## PDF/X-1A FILE PREPARATION

A PostScript document is created from the native application file prior to preparing the final PDF/X-1a file. Please adhere to the following guidelines in file preparation:

- ▶ Set native application files in portrait mode at 100% of size with no rotations. Include trapping.
- ▶ Trim, bleed and center marks should be included in the file but kept outside the "live" area. Bleed must extend 1/8" beyond trim. Keep live matter 5/16" from trim edge.
- ▶ Images must be SWOP standard CMYK at 300 dpi with a total area density of 300%. (No RGB, PDF or JPEG images.)
- ▶ Use only PostScript Type 1 fonts. (No TrueType fonts.) Do not use type styling for font attributes such as italic, bold, etc.
- ▶ All high-resolution images and fonts must be included. Supply both printer and screen fonts.
- ▶ Separations for any spot (or fifth) color must be submitted in the native application file. (The publisher reserves the right to match non-paid fifth or spot colors as process colors.)
- ▶ Create a PostScript file from the native application (such as QuarkXPress) using the Universal PPD available as a download from DDAP at [www.ddap.org](http://www.ddap.org).
- ▶ Use PDF/X-1a compliant software such as Apago's X-Checkup plug-in for Adobe Acrobat ([www.apago.com](http://www.apago.com)) or Adobe Acrobat Professional Version 6 to create a PDF/X-1a file from your desktop, or
- ▶ Enlist a prepress vendor or on-line service to create a PDF/X-1a file from the native application file. See [www.ddap.org](http://www.ddap.org) for a list of service providers.

## PROOFING REQUIREMENTS

A SWOP certified proof is required for all color ads. Proofs must be representative of the supplied file at actual size and display a printer's color control bar. Alternative proofing formats will be used as content proofs only. Any special output or printing instructions, such as matched or spot color usage, should be clearly indicated on the supplied proof.

SWOP-certified digital proofing formats include the following. A complete list is available at [www.swop.org](http://www.swop.org).

- ▶ Digital Matchprints from Kodak Polychrome Graphics
- ▶ Kodak Approval Digital Color Proofs
- ▶ Fuji PictroProof and Fuji FinalProof
- ▶ Latran Technologies PolaProofs
- ▶ Proofs using the O.R.I.S. Digital Proofing System or Best Colorproof technology

## ACCEPTABLE MEDIA

Submit files in Macintosh format on CD-ROM, Zip, JAZ, or DVD media. Provide one ad per disk and send only the files necessary for production of that ad. We will also accept files via FTP, provided a SWOP proof is shipped simultaneously. (Call production manager for site access.)

## MORE INFO

For more information regarding the above specifications, contact Vince Habick, production manager at 646-654-7238.



## ADVERTISING CONDITIONS

1. All advertising is subject to Publisher's approval. Rates, conditions and space units are subject to change without notice. Positioning requests that are not paid for are not guaranteed. Publisher may reject advertisements without liability, for any reason or no reason, including those that Publisher deems inappropriate or incompatible with its standards and those that have been previously acknowledged or accepted. Publisher may place the word "advertisement" or otherwise add or delete text to or from ads, which, in Publisher's opinion, resemble editorial matter. Publisher does not accept cancellations after the publication closing date. Publisher may print any advertisement received before then and collect the full amount shown on the insertion order. A 15% commission will be paid to advertising agencies recognized by Publisher. No commissions will be paid on production and mechanical charges.
2. Payment terms are net 30 days after date of invoice. Publisher may apply payments from Advertiser or its affiliates to any other debt owed to Publisher or its affiliates. Advertiser and its affiliates shall remain liable for all outstanding sums owed to Publisher and its affiliates. Advertiser will be charged interest on all past due payments at the rate of 18% per year or the highest legal rate, whichever is lower. Advertiser, its affiliates and any applicable agency are jointly and severally liable for all payments to Publisher and its affiliates. Publisher is not bound by any terms or conditions that are unwritten or that appear on order forms or copy instructions when those terms or conditions conflict with or alter any provision contained in Publisher's rate card or its policies.
3. Advertiser and any applicable agency jointly and severally represent that they are fully authorized and licensed to use and publish (i) the names, portraits and pictures of living and dead persons, (ii) all intellectual, private and proprietary property, and (iii) all testimonials and other matter contained in any advertisement submitted by or on behalf of Advertiser, and that the advertisement is not libelous, an invasion of privacy or otherwise unlawful.
4. As part of the consideration to induce Publisher to publish advertisements, Advertiser, any applicable agency and their affiliates agree to and shall indemnify, defend and hold harmless Publisher and its affiliates from and against any and all losses, damages (including consequential, incidental, special and punitive damages), liabilities, costs, fees and expenses (including court, collection and legal fees and expenses) incurred, arising out of or related to (i) the content and publication of the advertisements and (ii) the failure of any contest related to the advertisements to comply and conform to all applicable laws, ordinances, statutes and rules.
5. Publisher's aggregate liability to Advertiser and any third parties for any and all reasons shall not exceed the amount paid by Advertiser to Publisher for the applicable advertisement. Publisher shall have no liability in all cases resulting from events that are beyond its reasonable control. In no event shall Publisher be liable to Advertiser or any other party for consequential, incidental, special or punitive damages. Publisher is not liable for errors in pubset reader service numbers, booth lines or ad indexes.

## SALES

### **publisher**

Suzanne Haber  
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Fax: 646.654.5816  
sthaber@vnuuspubs.com

### **midwest**

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rbrockley@architecturemag.com

### **mid-atlantic/east**

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Wayne, PA 19087  
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gbroskey@architecturemag.com

### **west**

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San Marino, CA 91108  
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Fax: (626) 799-5853  
patsbea@msn.com

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reg\_lawrence@msn.com

Todd Tidmore  
2107 W. 10th Street  
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Phone: (512) 477-3806  
Fax: (512) 476-9494  
attidmore@yahoo.com

### **northeast/International & southern lighting**

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770 Broadway  
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heather@parsintl.com

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