

ARCHITECTUREDC

Official Publication of:
THE WASHINGTON CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS



ARCHITECTUREDC is a magazine for enthusiastic consumers of architecture and design, whether residential, commercial, institutional, or governmental. Created by the Washington Chapter of The American Institute of Architects (AIAIDC), the magazine promotes the work of AIAIDC members, brings attention to new trends in home furnishings, and previews forthcoming new architecture. **ARCHITECTUREDC** is positioned to attract the interest of consumers highly sought-after by companies eager to reach this affluent, discerning market.

EDITORIAL HIGHLIGHTS

DetailsDC

In each issue, **DetailsDC** features the best in home furnishings and accessories for the discriminating homeowner, showcasing new, innovative home products.

Architecture Ahead

There's always something new being planned or under construction, and **Architecture Ahead** readers love having the "inside track" on what's happening in the city. This regular department is one of the few sources for DC-area consumers to learn about architecture "in the pipeline."

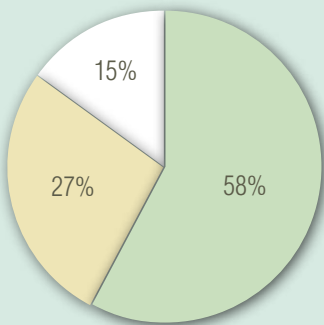
GreenDC

Sustainable, or green design, no longer a fringe movement, is now part of our everyday lives. Whether building a new home or remodeling an existing home, **GreenDC** will help homeowners to think green and navigate them through the sea of sustainable building products that are now available. Each issue, **GreenDC** will put home builders and owners on a path to creating beautiful, environmentally-responsible homes that they can be proud to live in.

AUDIENCE

The typical reader of **ARCHITECTUREDC** is a homeowner in the Washington area with an eye for design and the finer things the area has to offer. They are affluent enthusiasts of luxurious home furnishings and fine interior design. The **ARCHITECTUREDC** audience is also infused by a unique blend of the region's top architects and design professionals.

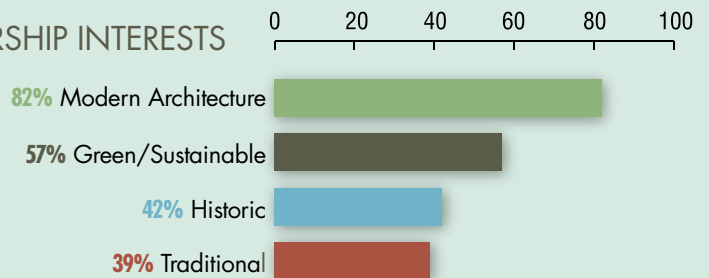
Our readers enjoy dining out (86%), traveling (73%) and working on their homes (66%). They have a high disposable income with 11% reporting incomes of over \$200,000. Over 25% have completed a recent residential real estate transaction with a value in excess of \$600,000 and 13% own real estate valued in excess of \$1 million.



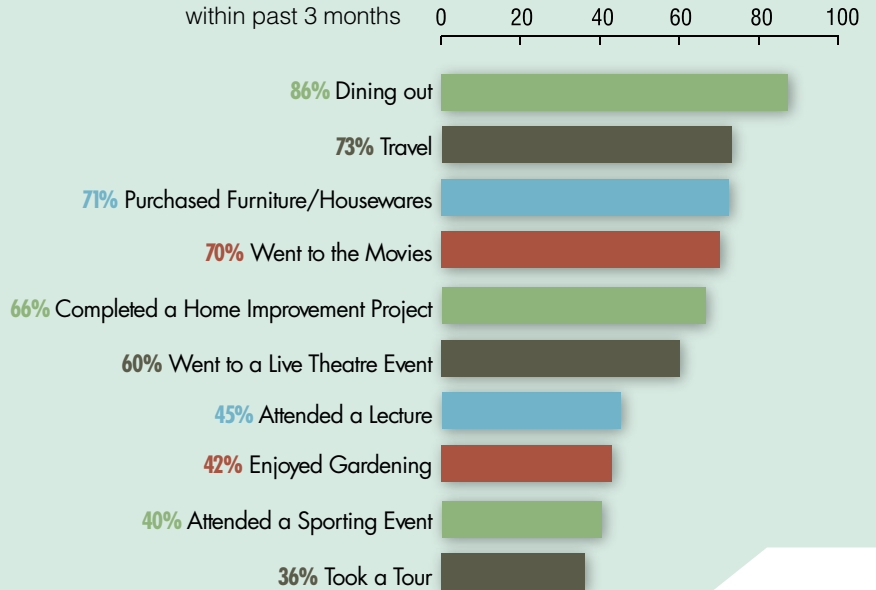
READER DEMOGRAPHICS

- 58% Consumers/Homeowners
- 27% Non-AIA/DC architects and other design professionals
- 15% Other Design Professionals

READERSHIP INTERESTS



READERSHIP ACTIVITIES



All survey questions are optional, responses do not total 100 percent.

*The following information is compiled from the responses of subscribers to an online survey, which they are asked to complete the survey when they subscribe. Subscribers who identify themselves as architects are in addition to AIA/DC members, who already receive the magazine as a benefit of AIA/DC membership. This demonstrates the extended reach and appeal of ARCHITECTUREDC for the professional as well as the consumer audience.

EDITORIAL CALENDAR 2008

SPRING 2008

PUBLIC SPACES

Ad Contract Deadline:
January 18

Artwork Deadline:
January 25

Publication Date:
February 22

SUMMER 2008

ARCHITECTURE@HOME

Includes Residential Design Winner

Ad Contract Deadline:
April 11

Artwork Deadline:
April 18

Publication Date:
May 16

FALL 2008

INTERIORS

Includes Architecture Week

Ad Contract Deadline:
July 11

Artwork Deadline:
July 18

Publication Date:
August 15

WINTER 2008

WASHINGTON ARCHITECTURE

Ad Contract Deadline:
October 24

Artwork Deadline:
October 31

Publication Date:
November 28

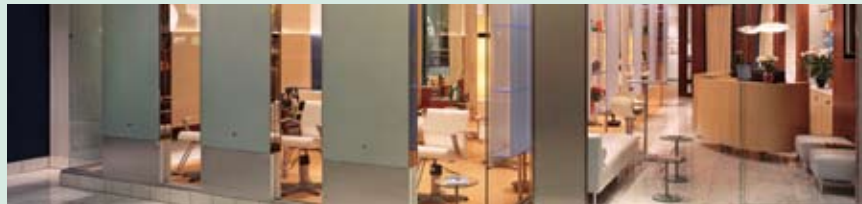
DISTRIBUTION

CIRCULATION 16,000 (guaranteed rate base)

PUBLISHING FREQUENCY Quarterly

SUBSCRIPTIONS 13,300 (83%)

NEWSSTAND COPIES 2,700 (17%)



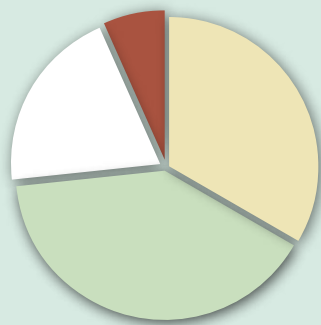
Breakdown of Subscriber Base

- Subscribers at **aiadc.com**
- Members of AIAIDC and the Washington Architectural Foundation
- Members of the National Building Museum
- Washington, DC-area Realtors®
- Homeowners reported in the Washington Business Journal to have completed residential real estate transactions with a value in excess of \$600,000.

Our free "newsstand" distribution includes home design stores as well as bookstores in the Washington, DC, area where ARCHITECTUREDC is most likely to reach consumers interested in architecture and home design, and where it is often the only publication of its kind available.

WHERE YOU CAN FIND ARCHITECTUREDC

- | | |
|------------------------|--------------------------|
| Adlon | Illuminations |
| AIA National Bookstore | Muleh |
| Apartment Zero | National Building Museum |
| Barnes & Noble | Bookstore |
| Borders | Skynear |
| Contemporaria | Tabletop |
| Franz Bader Book Store | Vastu |
| Future Green | Vesta Home |
| Home Rule | XYDecor |



READERSHIP REGIONS

- District of Columbia
- Maryland
- Virginia
- Other



NEW IN 2008

ArchitectureDC in Print and ONLINE

Special offer: free listing and live weblink

In addition to your ad in the print version of ARCHITECTUREDC, advertisers will automatically receive a free listing and live web link for the duration of your ad contract on the magazine's new web site www.architecturedc.net. Each listing will include a description, contact information and a live web link, leading visitors directly to your products and services.

2008 ADVERTISING RATES

Rates are Net

| 4/COLOR RATES | 1X | 2X | 4X |
|--------------------------------------|-----------|-----------|-----------|
| DOUBLE PAGE SPREAD | \$2,970 | \$2,610 | \$2,205 |
| FULL PAGE | \$1,735 | \$1,525 | \$1,285 |
| 1/2 PAGE (vertical or horizontal) | \$1,050 | \$920 | \$785 |
| 1/3 PAGE (vertical or square) | \$885 | \$750 | \$625 |
| 1/4 PAGE | \$735 | \$655 | \$550 |
| 1/6 PAGE | \$625 | \$535 | \$420 |
| 1/8 PAGE | \$500 | \$440 | \$375 |

COVER RATES

| | | | |
|--------------|---------|---------|---------|
| OUTSIDE BACK | \$2,625 | \$2,310 | \$1,965 |
| INSIDE FRONT | \$2,520 | \$2,205 | \$1,890 |
| INSIDE BACK | \$2,375 | \$1,975 | \$1,675 |

POSTCARD AND INSERT RATES

Mechanical specifications and rates provided upon request. Please contact your sales representative. *All inserts are furnished by advertiser.*

FILE REQUIREMENTS

ELECTRONIC FILE REQUIREMENTS:

- Please supply only JPG, TIFF, or PDF printready files. Photoshop composite files or hard copy artwork are not accepted.
- JPG and TIFF Files should be 100%, 300 dpi min. All fonts must be outlined and all images must be provided even if they are embedded in the file.
- PDF files must be submitted 300 DPI or better and all fonts must be embedded.
- Ads may be full color or b&w. Accommodate for bleed of at least 1/8".

FILE SUBMITTAL:

Please submit artwork via e-mail to: artwork@aiadc.com
or mail to:
The Washington Chapter/AIA
1777 Church Street, NW
Washington DC, 20036

Advertise on www.ArchitectureDC.net

Now you can tap into the buying power that only ARCHITECTUREDC can deliver, combined with the ease and speed of the internet. The magazine's new web site, www.architecturedc.net is an online community where homeowners can find everything and everyone they need to turn their home into their dream home. From the region's top architectural and design firms to the area's hottest furniture and interiors boutiques — architecturedc.net has it all. Online sponsorships are the perfect complement to your print advertising campaign. Gain visibility over your competitors and take advantage of immediate lead generation, only the internet can provide.

Contact your sales representative for rates and packages

ADVERTISING SPECIFICATIONS

TRIM SIZE:..... **8.5" w x 11" h**

AD SIZE (Width x Height)

| | |
|---------------------------------|---------------------|
| DOUBLE-PAGE SPREAD (BLEED)..... | 17.5" w x 11.25" h |
| FULL PAGE (NON-BLEED)..... | 7.5" w x 10" h |
| FULL PAGE (BLEED)..... | 8.75" w x 11.25" h |
| 1/2 PAGE (VERTICAL)..... | 3.625" w x 10" h |
| 1/2 PAGE (VERTICAL, BLEED)..... | 3.875" w x 11.25" h |
| 1/2 PAGE (HORIZONTAL)..... | 7.5" w x 4.875" h |
| 1/3 PAGE (SQUARE)..... | 4.875" w x 4.875" h |
| 1/3 PAGE (VERTICAL)..... | 2.375" w x 10" h |
| 1/3 PAGE (VERTICAL, BLEED)..... | 2.625" w x 11.25" h |
| 1/4 PAGE (VERTICAL)..... | 3.625" w x 4.875" h |
| 1/6 PAGE..... | 2.375" w x 4.875" h |
| 1/8 PAGE..... | 3.625" w x 2.125" h |

Please be sure to accommodate for bleed by at least 1/8".

FTP SUBMITTAL:

To expedite the art submission process, please use the ARCHITECTUREDC FTP site. To access the FTP site, we recommend using an FTP client application such as Fetch (Mac), CuteFTP, and FTP Voyager (Windows).

FTP login information:

host: ftp.ygsc.com

username: aiadcftp

password: aiadc

(please note that login is case sensitive)

Place files for upload in the To_YPS folder.

Please notify your sales representative with the filename and the date of upload.

CONTACT ADVERTISING SALES TODAY!

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