

ARCHITECTUREDC

MEDIA PLANNER 2017



ARCHITECTUREDC is a magazine for consumers of architecture and design, whether residential, commercial, institutional, or governmental. Created by the Washington Chapter of The American Institute of Architects (AIA|DC), the magazine promotes the work of AIA|DC members, brings attention to new trends in home furnishings, and previews upcoming new architecture.

ARCHITECTUREDC is positioned to attract the interest of consumers highly sought-after by those companies eager to reach this affluent, discerning market.



EDITORIAL CALENDAR 2017

- Spring:** (1) Institutional Projects;
 (2) Focus on the Shaw Neighborhood
- Advertising Deadline: January 30
 - Artwork Deadline: February 3
 - Publication Date: February 28
- Summer:** (1) Residential Design;
 (2) Focus on the Waterfront
- Advertising Deadline: April 24
 - Artwork Deadline: April 28
 - Publication Date: May 23
- Fall:** (1) Office Buildings/Interiors;
 (2) Out-of-Town Projects by DC-Area Firms
- Advertising Deadline: July 17
 - Artwork Deadline: July 21
 - Publication Date: August 15
- Winter:** Annual Awards Issue
 (Including Chapter Award and Washingtonian Design Award Winners)
- Advertising Deadline: October 23
 - Artwork Deadline: October 27
 - Publication Date: November 21



DISTRIBUTION

CIRCULATION: 22,000
SUBSCRIPTIONS: 19,700
MEMBERSHIP: 2,300

AUDIENCE

The typical reader of ARCHITECTUREDC is either an AIA/DC member, or 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 (87%), traveling (74%) and working on their homes (66%). They have a high disposable income with 13% reporting incomes of over \$200,000. Over 30% have completed a recent residential real estate transaction with a value in excess of \$600,000 and 15% own real estate valued in excess of \$1 million.

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 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.

BREAKDOWN OF SUBSCRIBER BASE

- Consumer and Trade Subscribers through www.aiadc.com
- Members of AIA/DC
- Members of Washington Architectural Foundation
- Members of the National Building Museum
- Readers of Dwell Magazine from the DC Metropolitan Region

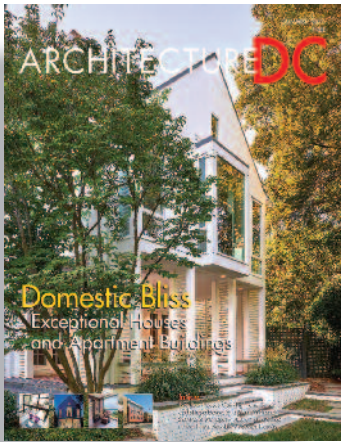
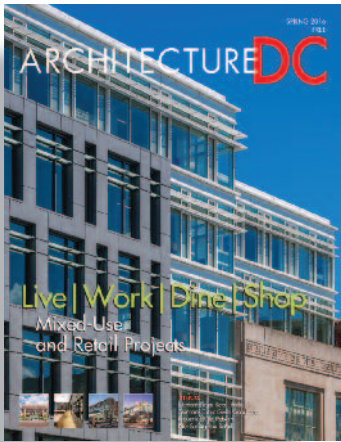
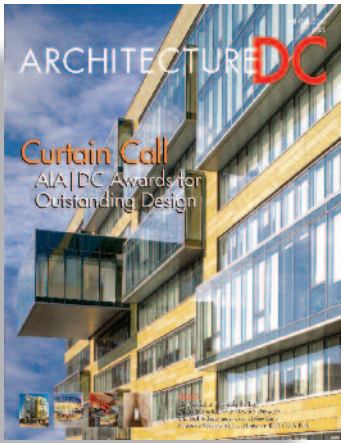
WHERE YOU CAN FIND ARCHITECTUREDC

- AIA Bookstore
- DAC (District Architecture Center)
- National Building Museum

- Added Dimensions
- Alliance Lighting
- American Cedar & Millwork
- Archer
- BoConcept
- Boffi Georgetown
- DAD's
- Daniel Donnelly
- Davida's Kitchen & Tiles
- Gutierrez Studios
- Havtech
- Illuminations

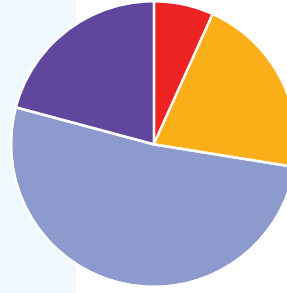
- Jennifer Gilmer Kitchen & Bath
- Kitchen and Bath Studios
- Kleppinger Design Showroom
- Konst-Siematic
- Ligne Roset
- M2L
- Nest 301
- PoggenPohl
- Porcelanosa
- Roche Bobois
- Room & Board
- Studio Snaidero DC



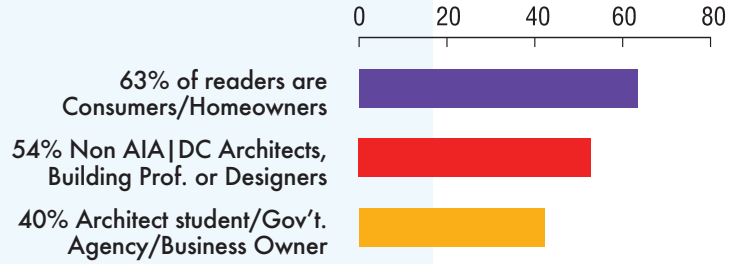


READERSHIP REGIONS

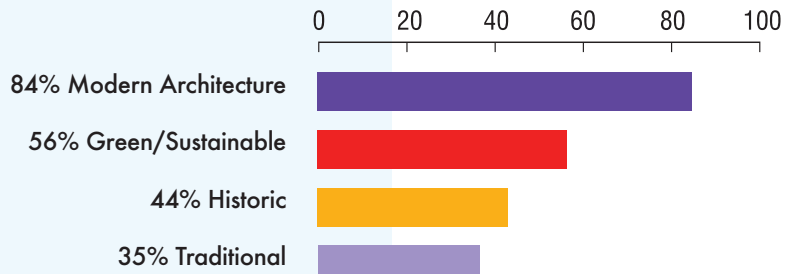
- District of Columbia 52%
- Maryland 17%
- Virginia 18%
- Other 13%



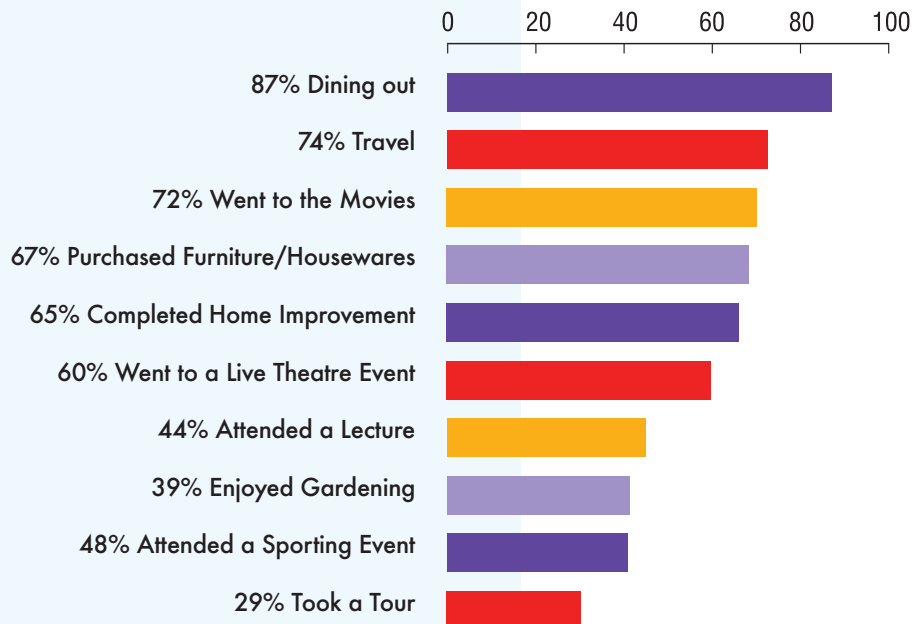
READERSHIP DEMOGRAPHICS



READERSHIP INTERESTS



READERSHIP ACTIVITIES, within past 3 months



ArchitectureDC in Print and ONLINE

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.

Contact Advertising Sales Today!
JODY CRANFORD
 Toll free: 800.818.0289 ext. 101
 fax: 888.450.2526

Reach AIAIDC Members Weekly – Advertise in AIAIDC Newsflash

Weekly enews mailed to over 2,400 Architectural professionals in DC.

120 x 300 skyscraper - \$100/week \$300/4 weeks \$2,880/52 weeks
 Includes link to url address. Emailed every Thursday.

Contact your sales representative for rates and packages:

Jody Cranford
800-818-0289 ext. 101
jcranford@aiadc.com



2016 ADVERTISING RATES

Members Save 10% off rate card
 Rates are Net of Agency Fees

4/COLOR RATES	1X	2X	4X
DOUBLE PAGE SPREAD	\$3320	\$2900	\$2500
FULL PAGE	\$1950	\$1760	\$1500
1/2 PAGE (vertical or horizontal)	\$1250	\$1150	\$950
1/4 PAGE	\$900	\$820	\$700
1/8 PAGE	\$650	\$580	\$510

PREMIUM PAGE RATES (4x preferred for premiums)

OUTSIDE BACK	\$2850	\$2550	\$2250
INSIDE FRONT	\$2750	\$2450	\$2150
INSIDE BACK	\$2650	\$2350	\$1950
Pages 1 - 12 (front)	\$2150	\$1950	\$1700

POSTCARD & INSERT RATES

Mechanical specifications and rates provided upon request.

Please contact your sales representative.

All inserts are furnished by advertiser.

Please submit artwork via e-mail to: artwork@aiadc.com
 and jcranford@aiadc.com or mail to:

The Washington Chapter/AIA
421 7th Street, NW
Washington, DC 20004

Please contact your sales rep if you must upload a large file.

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

1/4 PAGE (VERTICAL)3.625" w x 4.875" h

1/8 PAGE3.625" w x 2.125" h

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

ELECTRONIC FILE REQUIREMENTS:

- Please supply only JPG, TIFF, or PDF print-ready 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".

Advertiser indemnifies Media Sales and the Washington Chapter of the American Institute of Architects against losses or liabilities arising from this advertising. Media Sales assumes no liability, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$30.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/or agency agrees to repay Media Sales any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are noncancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).