

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

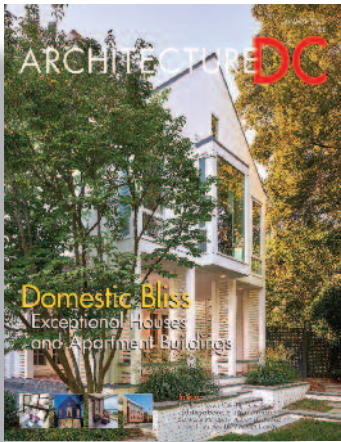
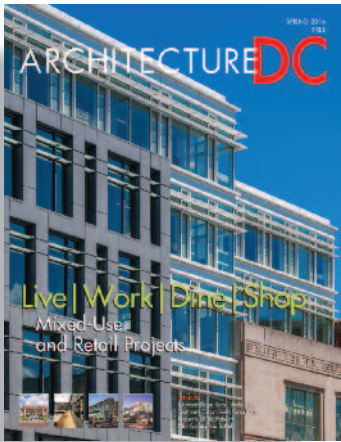
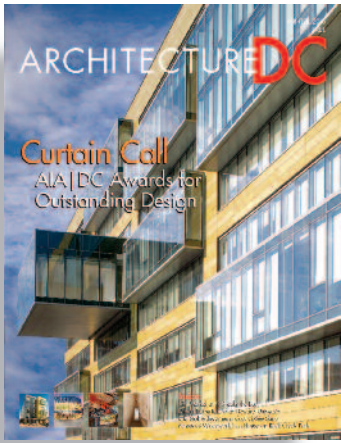
WHERE YOU CAN FIND ARCHITECTUREDC

- 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

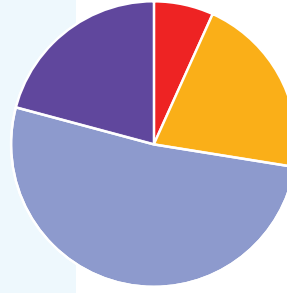
- Jennifer Gilmer Kitchen & Bath
- Kitchen and Bath Studios
- Kleppinger Design Showroom
- Konst-Siematic
- Ligne Roset
- M2L
- Nest 301
- PoggenPohl
- Porcelanosa
- Roche Bobois
- Room & Board
- Studio Snaidero DC



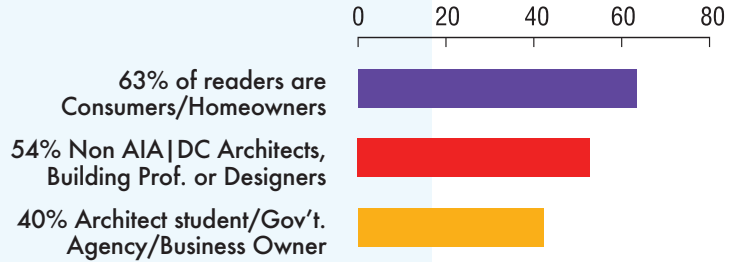


READERSHIP REGIONS

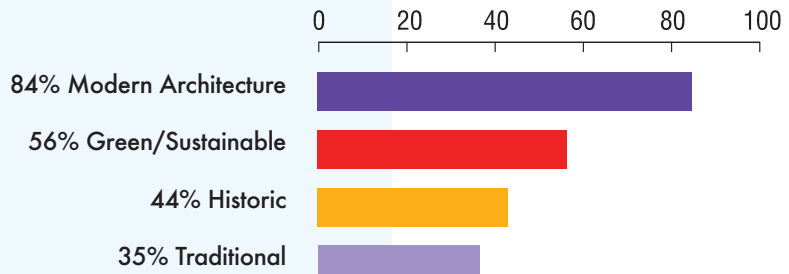
- District of Columbia 52%
- Maryland 17%
- Virginia 18%
- Other 13%



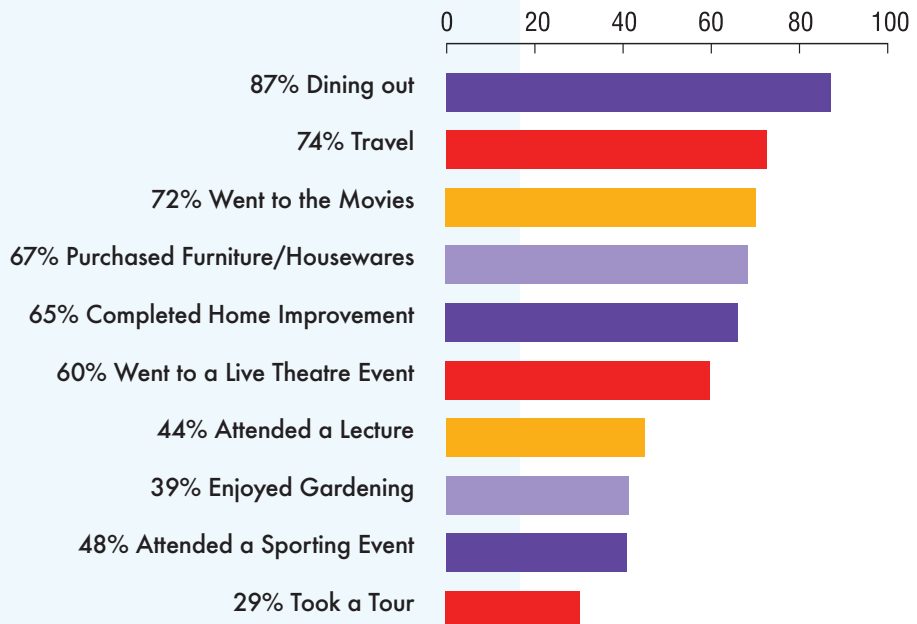
READERSHIP DEMOGRAPHICS



READERSHIP INTERESTS



READERSHIP ACTIVITIES, within past 3 months



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

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