![Australian Institute of Architects]

THE BENEFITS OF PARTNERING WITH US

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MEDIA KIT 2O23 - 24

Ozanam House | MGS Architects | Photo: Trevor Mein

Build brand awareness
Partnering with the Institute places your brand directly in front of a dedicated receptive audience, with you selecting the optimum package to ensure strong return on investment, while creatively showcasing your brand to over 13,000 industry professionals.

Gain a competitive advantage
By aligning your brand with the Institute, you align it with the voice of authority in the architectural and design arena. Our network of passionate members we serve gives you an unparalleled opportunity to showcase your products and services.

Reach key decision-makers
Directly access the most senior representatives from architects from across Australia and overseas.

Precise focus
Ensure brand loyalty and membership segments you want to focus on and engage with.

Enhance relationships
Generate new leads and cement established relationships through a visible presence.
The revenue raised by the advertising in our publications supports the Institute's advocacy on behalf of the Australian architectural community.

A range of choices
Choose to advertise with one or all of our print publications and/or monthly newsletter, selecting what suits you and your brand.

OUR PUBLICATIONS

About

The Australian Institute of Architects has been a key architectural publisher for more than 90 years. Covering a broad range of projects and advocating on behalf of the profession and the community to improve the quality and amenity of the built environment.

Our publications showcase the best residential and commercial projects, presenting the work of leading architects, photographed by some of the country's best photographers.

Our primary audience is members of the Institute and associated professionals, including town planners, designers, builders, engineers, quantity surveyors and construction industry executives, as well as government architects and policy makers, the education sector, clients, and the public.

Distribution

Distributed to more than 8000 subscribers, our print publications are also available to an unrestricted audience on our website as a digital magazine.

Introduced in 2021, Reading Architecture publishes articles to our social media channels and provides opportunities for consumer and professional viewership and engagement, bringing audiences to our website to view the digital edition in full.

Opportunities to advertise

Six print editions published by the Australian Institute of Architects are open to advertisers.

Our Reading Architecture newsletters are sent to subscribers monthly and feature key articles and projects. Two advertising opportunities are available per newsletter. This is a unique opportunity to promote your brand and showcase your products and services to a current subscriber audience of 8000+.
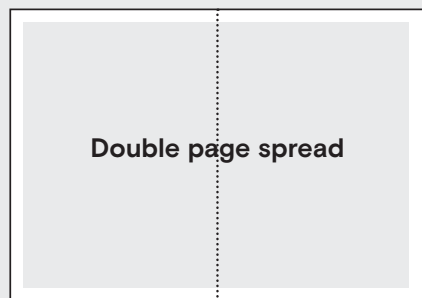
RAAFA Cirrus | Cameron Chisholm Nicol | Photo: Alexander Dubrawski
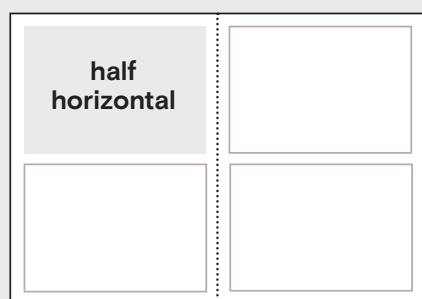
Artwork specifications

PRINT PUBLICATIONS

Double page spread

280 × 450 mm (H x W)
Full bleed plus 3mm
Include crop marks

Full page

280 × 225 mm (H x W)
Full bleed plus 3 mm
Include crop marks

half horizontal

135 × 220 mm (H x W)
No bleed or crop marks

EDM

Leaderboard advert

Article image

Article title
Article info

Full width advert

Leaderboard advert
JPG or GIF file:
150 x 610px (H x W)

Full width advert
JPG or GIF file:
241 x 610px (H x W)

Print artwork requirements

1. Artwork must be supplied as a press-ready PDF.
2. Files must be CMYK only, no spot colours, with all fonts embedded or outlined.
3. Please ensure that all images are hi-res (300 DPI) and profiled for uncoated paper.

EDM artwork requirements

1. Artwork must be supplied as a JPG or GIF file, no bleed or crop marks.
2. Files must be RGB only, no spot or CMYK colours, with all fonts embedded or outlined.
3. Please ensure max file size is 120KB and CTA links are supplied when submitting artwork.

More information/sending artwork

Please send all artwork to Joel Roberts.

PDFs must be uploaded via: wetransfer.com or other large file-sharing platform.

For advertising enquires, contact
joel.roberts@architecture.com.au

Media planner 2023-24

Architect Victoria (VIC)

Print distribution: 3000 + digital magazine (2 per annum)

Feature/Issue	Bookings before	Material before	Print Edition published	Digital Edition published
Edition 1: Social Housing/Early Career Architecture	Dec 2022	Dec 2022	Jan 2023	Jan 2023
Edition 2: Awards (external MOU, **no ad bookings** through Institute)	–	–	Jun 2023	Jun 2023
Edition 3: More than human design/Planning	Aug 2023	Aug 2022	Aug 2023	Aug 2023
Edition 1: TBC	Dec 2023	Dec 2023	Feb 2024	Feb 2024
Edition 2: Awards (external MOU, **no ad bookings** through Institute)	–	–	Jun 2024	Jun 2024
Edition 3: TBC	Aug 2024	Aug 2024	Sep 2024	Sep 2024

The Architect (WA)

Print distribution: 2000 + digital magazine (2 per annum)

Feature/Issue	Bookings before	Material before	Print Edition published	Digital Edition published
Edition 1: Community	Dec 2022	Feb 2023	Mar 2023	Mar 2023
Edition 2: Homes Edition	Jul 203	Jul 2023	Sep 2023	Sep 2023
Edition 1: Community	Dec 2023	Feb 2024	Mar 2024	Mar 2024
Edition 2: Homes Edition	Jul 2024	Jul 2024	Sep 2024	Sep 2024

Architecture Bulletin (NSW)

Print distribution: 3500 + digital magazine (2 per annum)

Feature/Issue	Bookings before	Material before	Print Edition published	Digital Edition published
Edition 1: 2023	Jun 2023	Jun 2023	Jul 2023	Jul 2023
Edition 2: 2023	Nov 2023	Nov 2023	Dec 2023	Dec 2023
Edition 1: 2024	Jun 2024	Jun 2024	Jul 2024	Jul 2024
Edition 2: 2024	Nov 2024	Nov 2024	Dec 2024	Dec 2024

Reading Architecture (EDM inclusion only)

8000 Australian Institute of Architect members (12 per annum)

Feature/Issue	Bookings before	Material before	Digital Newsletter published
Monthly	20th day each month	30th day each month	Second Friday each month

Pricing 2023-24

National Coverage: 10% discount
Architecture Bulletin (NSW) x 1, Architect Victoria (VIC) x 1, The Architect (WA) x 1

Print distribution: 7,200 + digital magazines x 3 publications		
Half page x 3	6 per Edition	$4,590
Full page x 3	15 per Edition	$8,100
Double page spread x 3	3 per Edition	$11,700

Architecture Bulletin (NSW)

Print distribution: 3500 + digital magazine (2 per annum)		
Half page	6 per Edition	$1,800
Full page	15 per Edition	$3,200
Double page spread	3 per Edition	$4,500

Architect Victoria (VIC)

Print distribution: 3000 + digital magazine (2 per annum)		
Half page	6 per Edition	$1,800
Full page	15 per Edition	$3,000
Double page spread	3 per Edition	$4,500

The Architect (WA)

Print distribution: 2,000 + digital magazine (2 per annum)		
Half page	6 per Edition	$1,800
Full page	15 per Edition	$2,800
Double page spread	3 per Edition	$4,000

Reading Architecture (EDM inclusion only)

12,000 Australian Institute of Architect members (12 per annum)		
Leaderboard advert	1 per Edition	$3,000
Full width advert	1 per Edition	$2,000
Leaderboard + Full width	1 per Edition	$4,750

CONTACT

**Australian
Institute of
Architects**

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National Manager – Partnerships &
Strategic Engagement

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Commercial Northbourne Avenue | Bates Smart | Photo: Peter Clarke