

# Media Kit

Architizer

# Mission Statement

Home to the world's largest community of architects online, Architizer's core mission is to celebrate the world's best architecture and the people that bring it to life.

Powered by continually evolving technologies, we serve architects with the inspiration and information they need to build better buildings, better cities, and a better world.

We provide design professionals and building-product manufacturers with a global platform to promote their work through awards, competitions and engaging content.

# Community & Platforms for Engagement



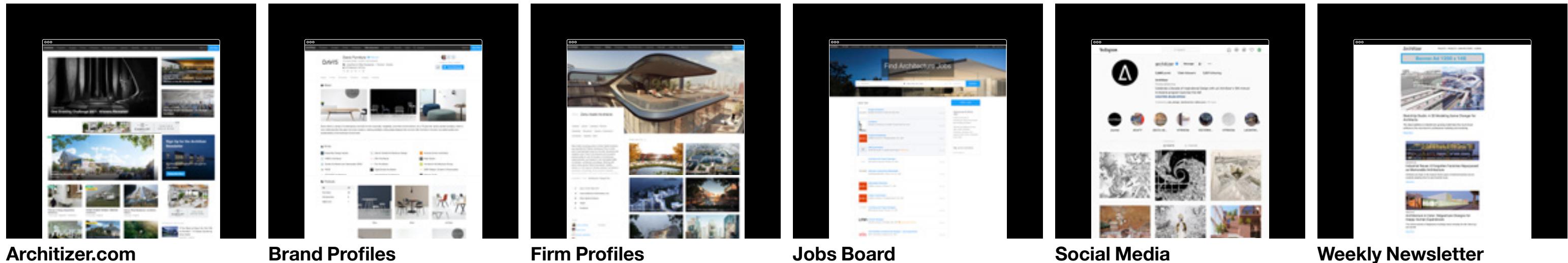
# The Architizer Ecosystem

We believe that great architecture should be shared and celebrated. Architizer deploys a unique omni-channel audience engagement strategy to inspire, connect, and inform its audiences, with an eye toward sparking dialogue and innovation.

The result is a globally engaged, multi-platform community that is tapped in to the greatest design around the world at all times.



# The Architizer Ecosystem



Architizer.com

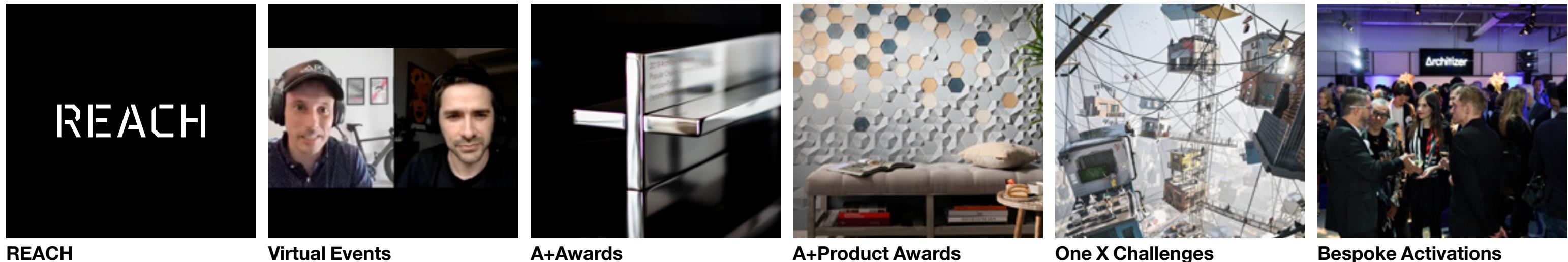
Brand Profiles

Firm Profiles

Jobs Board

Social Media

Weekly Newsletter



REACH

Virtual Events

A+Awards

A+Product Awards

One X Challenges

Bespoke Activations

# The Architizer Ecosystem

## Inspire

**3M+**

Professional architectural images

**870K**

Registered Architizer.com members

**540K**

Unique site visitors each month

**125K**

Newsletter subscribers

## Connect

**163K**

Project profiles from over 200 countries

**4.76M**

Social Media footprint

**4,600+**

Annual award program entries

## Innovate

**600+**

Architecture jobs posted

**1,100+**

Average attendance at Architizer exclusive live virtual events

**3.2M**

Users of REACH behaviors and content affinity

*All stats as of 08.21*

# The Architizer Audience

Our community is strongly engaged across all channels and represents a range of industry specification power and interests.

The volume and diversity of this community enables us to engage in a variety of formats to best meet their needs.

We collaborate with architects and brands to grow our library of more than 3 million searchable project and product images, and dispatch large scale communication efforts with mass appeal or tailored messaging for targeted industry segments.



Community & Platforms for Engagement

# The Architizer Audience

## Website

**540K**

Average uniques  
per month

**200+**

Countries representing  
firms and projects

**60%**

specifying projects  
to be built within  
the next 2 years

**3M+**

Monthly page views

**93%**

of the top 100 firms  
in the U.S. have  
profiles on Architizer

## Social Media

**1.8M**

Facebook

**1.5M**

Instagram

**1.1M**

Twitter

**46K**

LinkedIn

## Registered Members

**870K**

Registered Members

**70%**

of the top 1,000 firms  
in the U.S. have  
profiles on Architizer

## Newsletters

**125K**

Opt-in newsletter  
subscribers

**40K**

A&D Firms Represented

**90%**

Architects or Designers

Source: 08.21 Lytics Analytics, 2021 Publishers Data, Google Analytics

# Profile of an Average User

The average Architizer user is anything but average and demonstrates unique characteristics inline with Architizer's platform and mission.

## Core Attributes

- 58% are <34 years of age, reflective of the most active specifiers
- Manages an average budget of \$33M
- Digital natives with natural preference for technology
- Function as "search" and "on demand" users
- Globalists with interest in sustainability, well-being, and activism
- Consumes an average of 5 pages of content each session
- Accesses content through multiple channels

## 2020–2021 Top Ten Topics of Interest

### Profession

Architecture  
Continuing Education  
Design  
Drawings/Renderings  
Education  
Licensing  
Photography  
Practice of Architecture  
Technical Detailing  
Technology

### Concepts

Acoustics  
Adaptive Reuse  
Biophilic Design  
Collaboration  
Flexible Design  
Innovation  
Modular Design  
Parametric Design  
Renovation  
Sustainability

### Project Typology

Cultural  
Hospitality  
Institutional  
Landscape & Planning  
Multi-housing  
Public Spaces  
Residential  
Sports & Recreation  
Transportation  
Workplace

### Product Category

Carpet/Flooring  
Ceilings  
Facades  
Furnishings  
Hardware  
Kitchen & Bath  
Lighting  
Surfacing  
Tile  
Windows & Doors

### Materials

Brick  
Ceramics  
Composite Materials  
Concrete  
Fabrics & Textiles  
Glass  
Living Materials  
Metal  
Stone  
Wood

Source: 08.21 Lytics Analytics, 2021 Publishers Data, Google Analytics

# Media Opportunities



# Display Ads & Market Engagement

Surrounded by relevant content and delivered to a vetted audience, display ads remain one of the most effective and measurable ways to build brand awareness.

## On-Site Banner Ads

**300 x 250**

Medium Rectangle

Rate: \$20/CPM

**728 x 90 | 970 x 90**

Leaderboard

Rate: \$20/CPM

**970 x 250 | 300x 600\*\***

Billboard

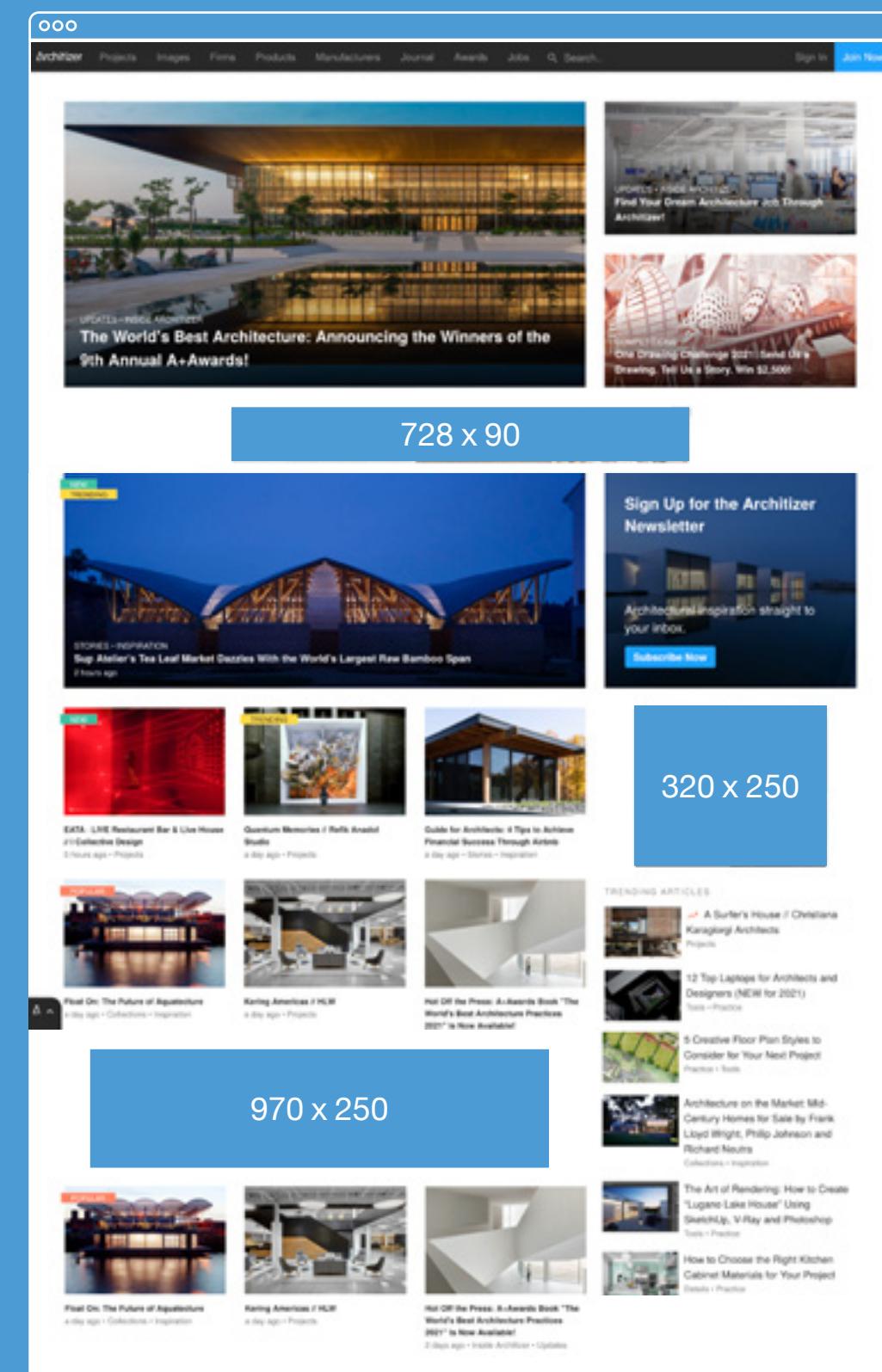
Rate: \$25/CPM\*

## Ad Files

- Must be a PNG, JPEG, or GIF
- HTML, Flash or third-party tag
- 40KB file size
- Click through URL(s) for non-third-party tag creatives

\*Only available in conjunction with sponsorship packages

\*\*Additional costs apply for demographic selections



# Newsletters

Featuring a roundup of the best projects and most inspiring architectural images, Architizer's weekly newsletter delivers your brand straight to our community's inboxes on a consistent basis. Recipients explicitly opt-in to this service and are engaged members of the Architizer community.

## Engagement

**125,000**

Reach architectural professionals through a requested medium

**Architizer's weekly newsletter consistently outperforms industry's average's**

**Architizer**

**25%**

Open Rate

**2.8%**

Click Rate

**Architectural Industry Average**

**22%**

Open Rate

**2.5%**

Click Rate

**31%**

of B2B marketers cite email marketing as the channel that makes the biggest impact on revenue

**\$51**

In terms of return on investment, email marketing delivers a \$51 return for every \$1 spent

*Source: 2001 Direct Marketing Association, 08.21 Mailchimp Data*

# Newsletters

## Ad Specs and Rates

Choose from one of three ad units that best compliment your creative and meets your budgetary needs.

### Banner Ad

#### 1200x148

Rate: \$1,800 net

### Inline Ad

#### 1200x600

Rate: \$2,500 net

### Inline Ad

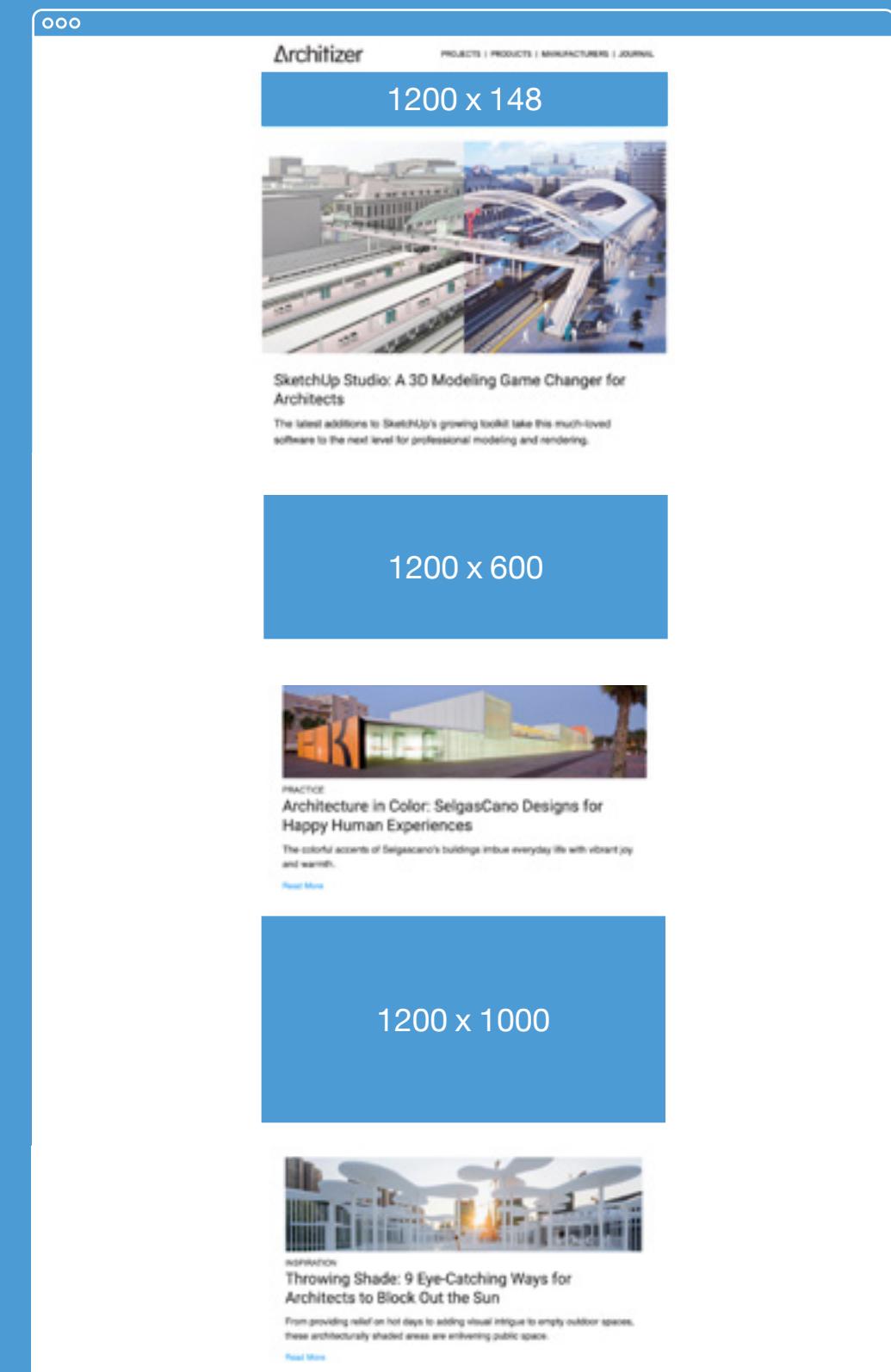
#### 1200x1000

Rate: \$3,200 net

### Custom Newsletter Drip Campaign

- 3 touchpoints
- Segmented recipients
- In-house creative assets and layout production
- Measurable analytics reporting

**Rates begin at \$10,000 net**



# Partnered Media

## Stories by the people who know architecture best

Our editors craft custom stories that introduce your brand to an influential group of design professionals. We move beyond pure promotion to highlight how your brand can help notable architectural firms achieve their design objectives.

Articles are available for review before publication and are permanently viewable on Architizer.com.

All articles are between 700-900 words. Partners provide assets including press releases, literature, quotes, images, videos, and links.

## Rates

### 1 Article

\$6,000

### 3 Articles

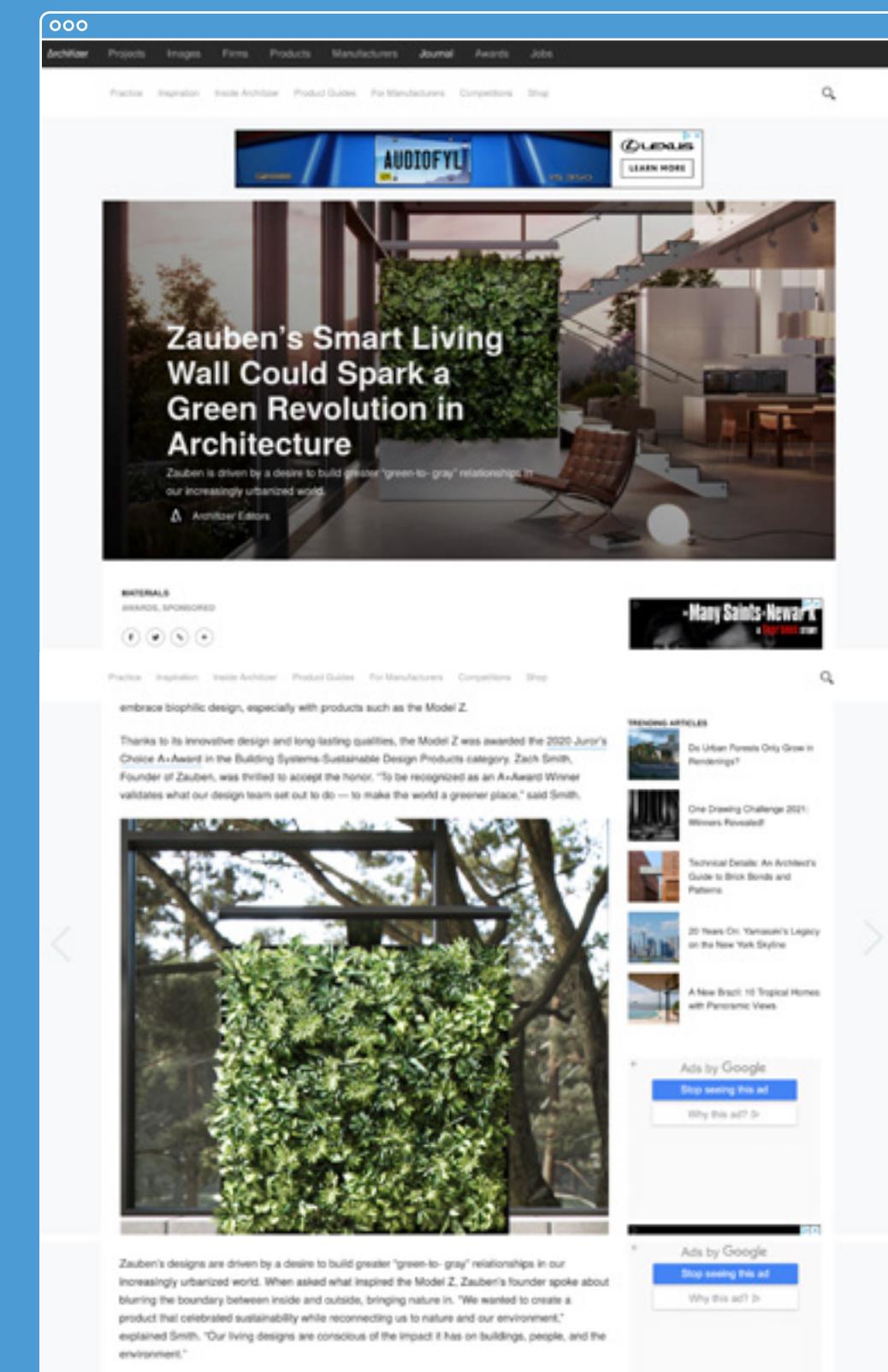
\$15,000

### 6 Articles

\$24,000

## Benefits

- Published on Architizer's Journal
- Featured in corresponding weekly newsletter
- One Facebook, Twitter, and Instagram Story post
- Month-end reporting of individual platform success



# Partnered Social Media

Use Architizer's strong media presence to your advantage.

Instagram is a visual and engaging way to share your brand's initiatives to an ever-growing audience of 1.5 million design enthusiasts, while Facebook allows for supporting images with more detailed text, opening the door to increased dialogue with our followers.

Work with our editorial team to craft your narrative and showcase your brand's personality, product offerings, timely events and more.

## Instagram Story

- A one-time, 24-hour post featuring up to five slides/ one short video
- Call-to-action (CTA) copy
- Inclusion of up to four brand-related hashtags

**Rate: \$2,000 net**

## Dedicated Instagram Post

- Up to 5 slides
- Curated caption

**Rate: \$4,000 net**

## Instagram Takeover

- One-day takeover
- 5 pre-programmed posts
- 3 lead-up promotional posts
- Inclusion of up to four brand-related hashtags

**Rate: \$20,000 net**

## Facebook Post

- 3 images/1 video
- Copy, CTA
- Includes up to four brand-related hashtags

**Rate: \$4,000 net**

\*Reporting on reach and engagement available for all programs



# Premium Opportunities



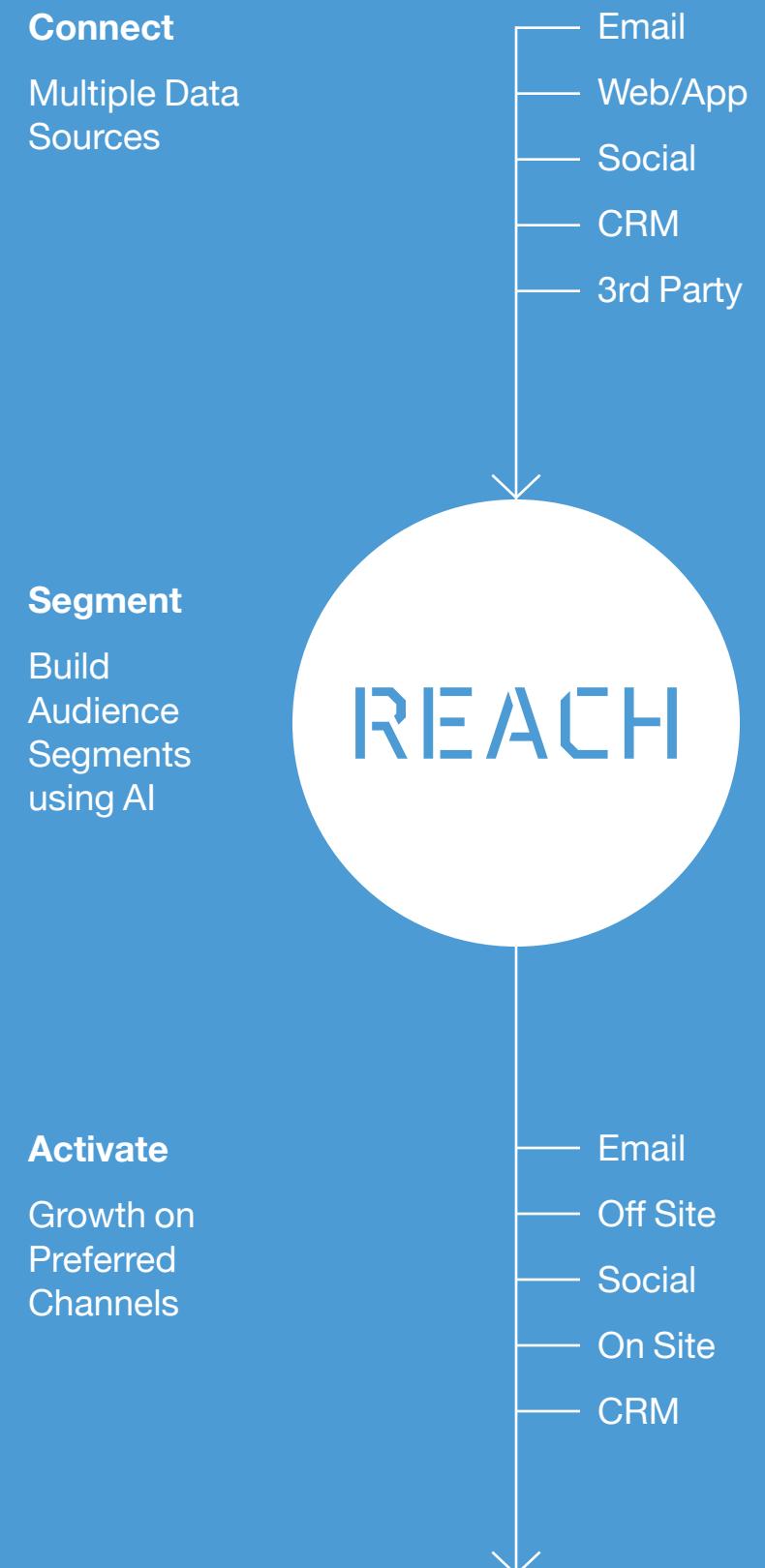
# REACH

## Account Based Marketing by Architizer

A marketing mastermind rooted in Architizer's proprietary first-party data, REACH is an account-based marketing platform that strategically delivers your message throughout a user's specification journey.

Our unique analytics allow for the most cost-effective digital spend and provide the most sought-after audience segmentation and behavioral analytics to inform the most productive marketing campaigns.

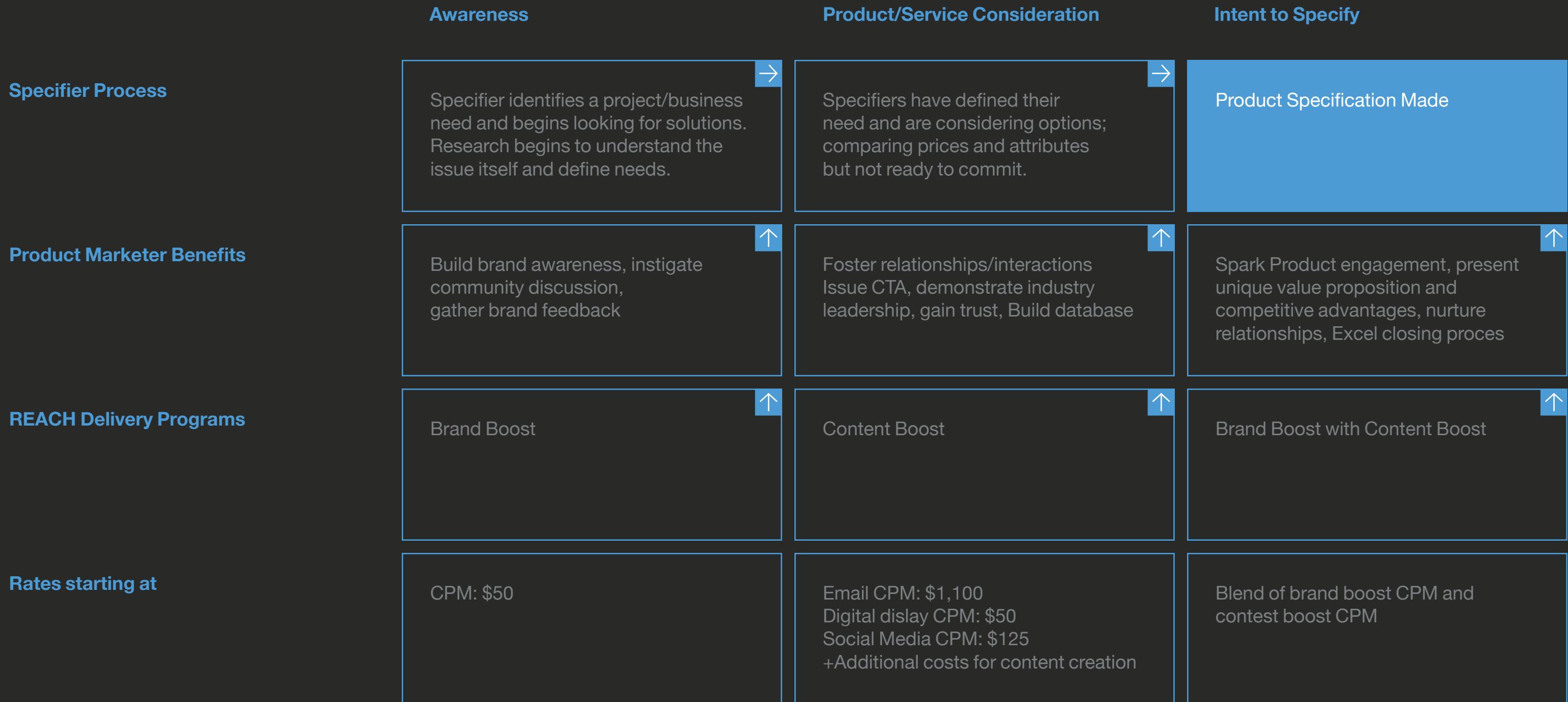
Predictive modeling enables us to deliver your marketing to individuals who demonstrate an interest in the subject matter and who have professional responsibilities and behaviors that match your business profile.



# REACH

## The Specifier's Journey

The path to specification is a series of decision-making touchpoints. REACH strategically aligns your marketing with each stage in the buying process to increase your chances for specification.



# REACH

## Program Options

Each REACH program is customized to your specific marketing goals. You direct your audience segments based on demographics, online behaviors, and/or content affinity.

Our predictive modeling enables us to link individuals to content where there is a demonstrated affinity for engagement. Content can be one topic or a grouping of topics.

### Brand Boost

#### Ad Type

Display ad campaigns throughout ad exchange networks and social media

#### Ad Materials

Branded content, blogs, research studies, analytics reports, infographics

#### Audience

High-value audiences of your choosing: Personas, Geographies

#### Measurements

Reach, impressions, frequency, views, clicks engagements

### Content Boost

#### Ad Type

Open content (Leadership and Educational)

#### Ad Materials

Custom content, reports, newsletters, webinars, IG Live, E-books, whitepapers, case studies

#### Audience

High-value segments of your choosing, including: Personas, Geographies, Behavioral Inclinations, Content Affinity

#### Measurements

Page/site visits, time on page, site content consumed

# One Take: Live Stream Event Sponsorships

Tap into Architizer's fastest growing, most engaged social audience.

Establish your brand as a thought leader among practicing architects.

Attract new followers and connect with them long after the live event.



# Live Broadcast Series

Architizer presents custom webinar programs. Tie-in with our ongoing series “Mistakes Well Made” or work with our content team to create a topic specific to your brand’s current initiatives. Webinar format will be conversational with up to three industry panelists.

## Targeted promotions and invites via multi-channel platforms:

### Newsletter/Direct Email

125k subscribers

### Facebook

1.9M followers

### Instagram

1.5M followers

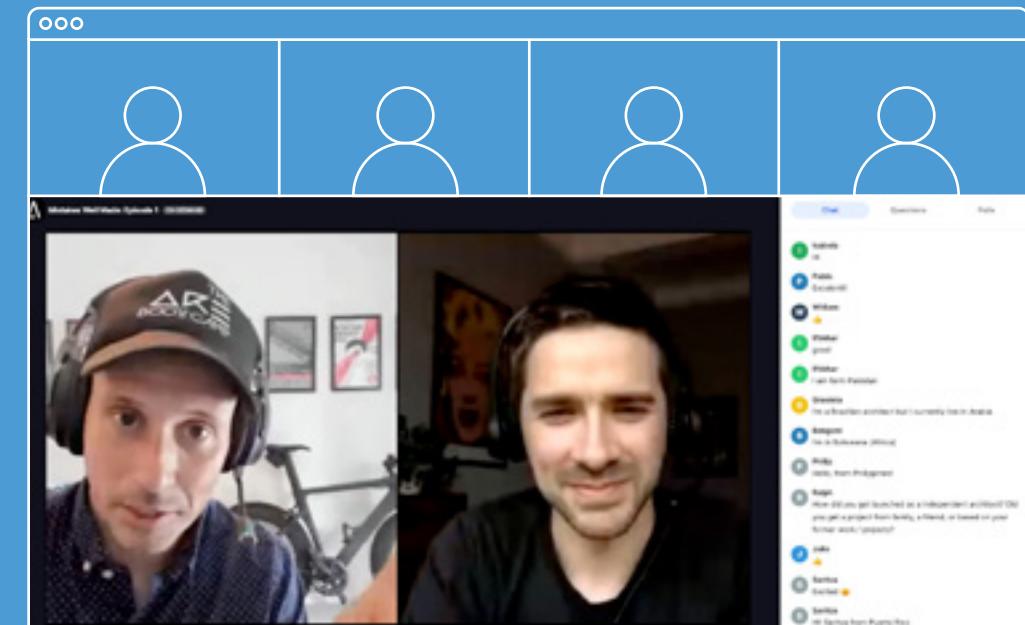
### Twitter

1.1M followers

## Sponsorship details:

- One brand ambassador to participate as live panel speaker
- Editorial consultation on framing your initiatives
- Logo identity on all invites, reminder emails and promotions
- Full contact list of all registered attendees
- Option for post-event article

**Rates starting at \$6,500 net**



# One Take: Live Stream Event Sponsorships

## Instagram Live

Hosted by Architizer's editorial team, we offer a real-time video interview with your company's brand ambassador. Convey your industry authority or knowledge. Broadcasted to our IG followers, viewers are encouraged to engage through questions and comments.

**Custom program rates upon request**

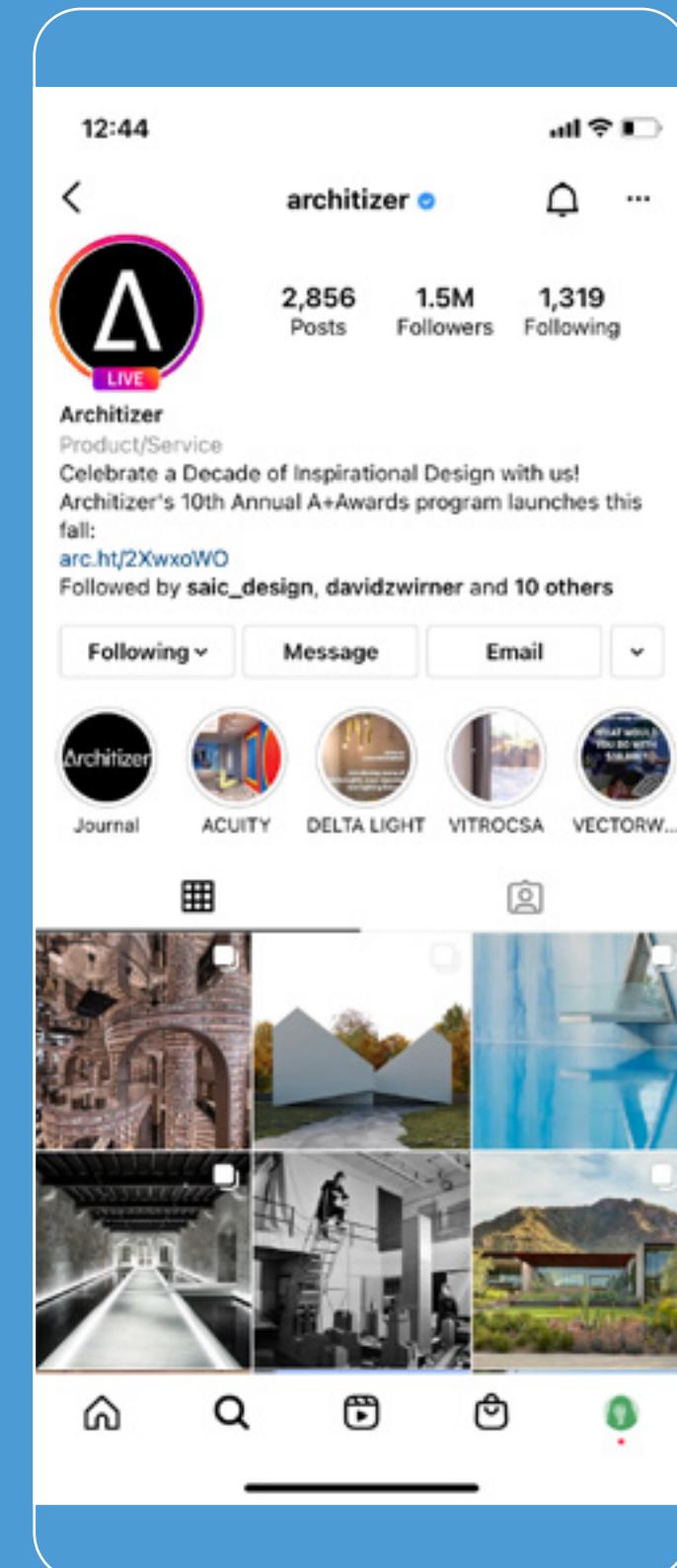
## Tech Tuesdays

### 15-Minute Instagram Live Interviews with Paul Keskeys, Architizer's Content Director

Take the Archi-Tech spotlight for a day and introduce our audience of **1.5 million Instagram followers** to best practices, shortcuts, and inside tips on your latest architectural software.

We do all the hosting; You do all the talking! Too much to cover in 15 minutes? A summary of tips will be created and posted to our **IG Guides** channel for 6 months to extend your audience exposure.

**Rates starting at \$6,000 net**



# Premium Memberships

Shape how your brand is presented

## Control of your Presence

Market your brand by keeping your company details, regional sales rep contact information, and SEO keywords up to date on your brand profile.

## Showcase Products and Vital Details

Build and manage your product library with photos and specification details. Allow architects to contact you directly requesting samples, catalogues, meetings, etc.

## Product Endorsements within Projects

Build your reputation by tagging your products in Architizer's project database while showcasing top firms endorsements.

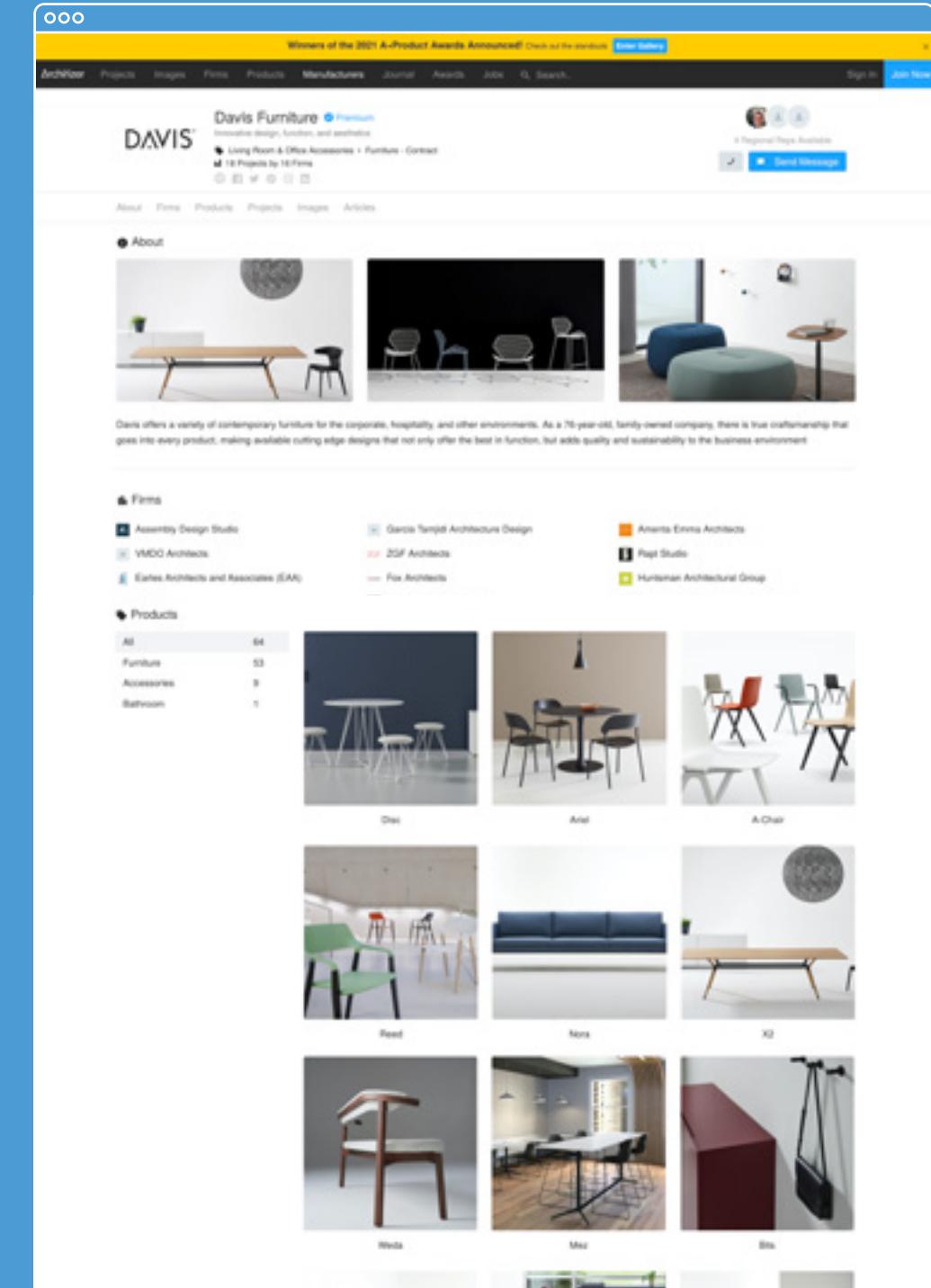
## Preferred Placement

Garner more visibility for your products and brand within the Architizer ecosystem with optimized placement in user's search and browse experience.

## Analytics and Support

Access to reporting on traffic and audience alongside quarterly reports with dedicated Account Management support.

**Rates starting at \$4,800**



## Awards & Competitions



# A+Awards

Celebrating the world's best architectural projects and the people that bring them to life.

Now in its 10th year, the A+Awards is the largest A&D awards program in the world, honoring the best projects and firms across the globe. Winners are decided by a renowned jury of professional peers and celebrates designers from 100+ countries as industry visionaries.

**3,100+**

Entries

**100**

Categories

**400k**

Public votes

**450+**

Jury members

**500+**

Winners

## Winners receive:

- Year-round international media coverage
- Feature within 10th Anniversary A+Awards
- Book Branded winners collateral
- Custom trophy
- Optional PR services upgrade

**Next season launches October 2021**

Architizer



# A+Product Awards

## The World's Best Building Products As Chosen by Architects

The A+Product Awards honors the elements behind the globe's most inspiring contemporary buildings — as chosen by the architects and design professionals that specify them every day.

This globally recognized program presents a unique chance to get your products and materials in front of the AEC industry's most renowned designers.

**200+**

Architects on the jury

**345+**

Entries

**50+**

Winners

### Winners receive a \$20,000 media package including:

- Listing in the Winners' Gallery on Architizer.com
- Feature in the "World's Best Building Products" eBook
- Inclusion in editorial features and social media coverage
- 1 complimentary press release distributed to 6,000+ media outlets
- The A+Awards trophy

**Next season launches April 2022**



# Sponsorships

## A+Awards and A+Product Awards

Be part of the celebration and align your brand with one of the most recognized awards programs for the built environment. Engage with the most respected A&D leaders and expand your relevance and connections, while benefiting from the added support of our international media partners.

### Partnership offerings include, but are not limited to:

- Branded collateral throughout awards site
- Sponsorship of winner events
- Public voting partnership
- Trophy design collaboration
- Co-branded online winner coverage
- Award category sponsorship
- Bespoke custom programming



# One X Challenge Series

A global competition series designed to celebrate the best in architectural representation.

This innovative competition series challenges the design industry to tell a powerful story about architecture with only one item.

**1,200+**

entries across the three competitions

**3.85M+**

social impressions per competition each year

**300K+**

page views to competition-related articles each year

**272K+**

page views to competition homepages

## Partnership offerings include, but are not limited to:

- Prize offering
- Cross promotion
- Naming rights
- Social campaigns
- Bespoke winner media collaborations
- Custom celebratory events

**Next season launches January 2022**

# One X Challenge Series

## Series

### One Rendering

#### Deadline

January 2022

#### Unique audience attributes

Most tech-savvy audience

## Series

### One Drawing

#### Deadline

September 2022

#### Unique audience attributes

Most popular with students

## Series

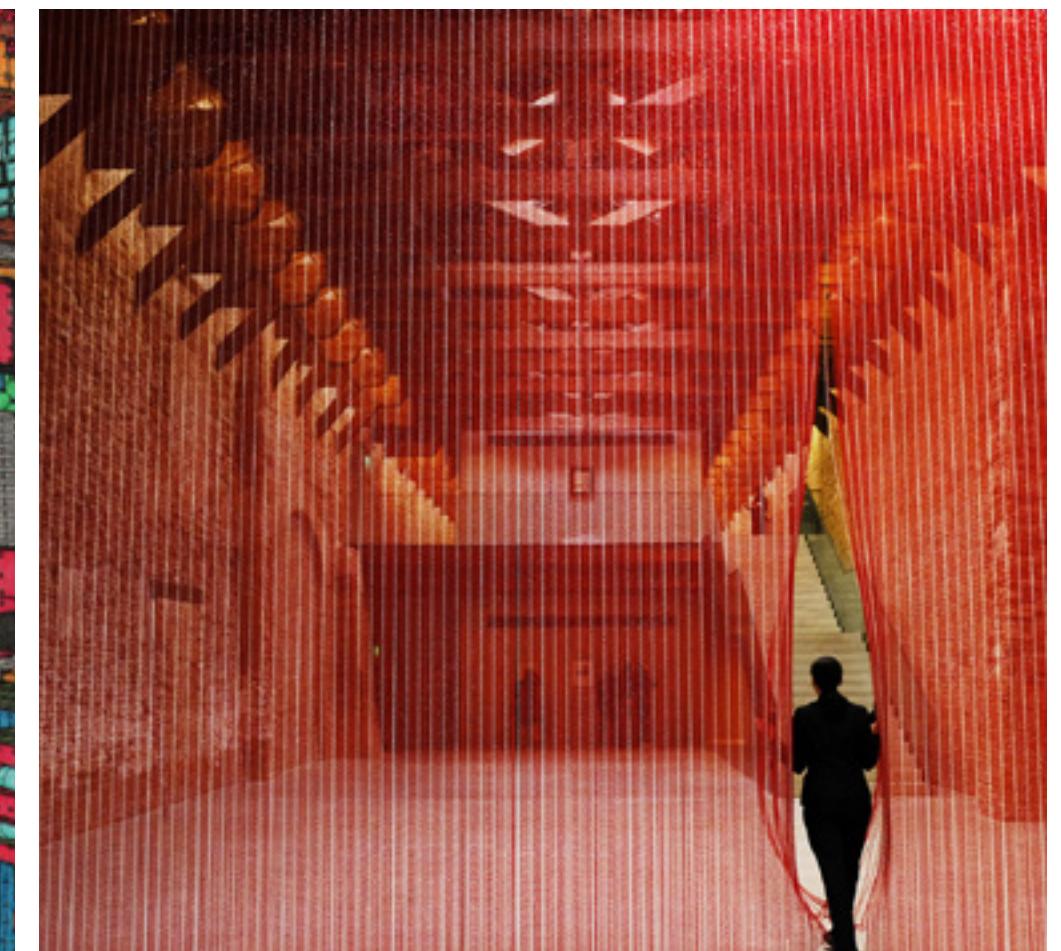
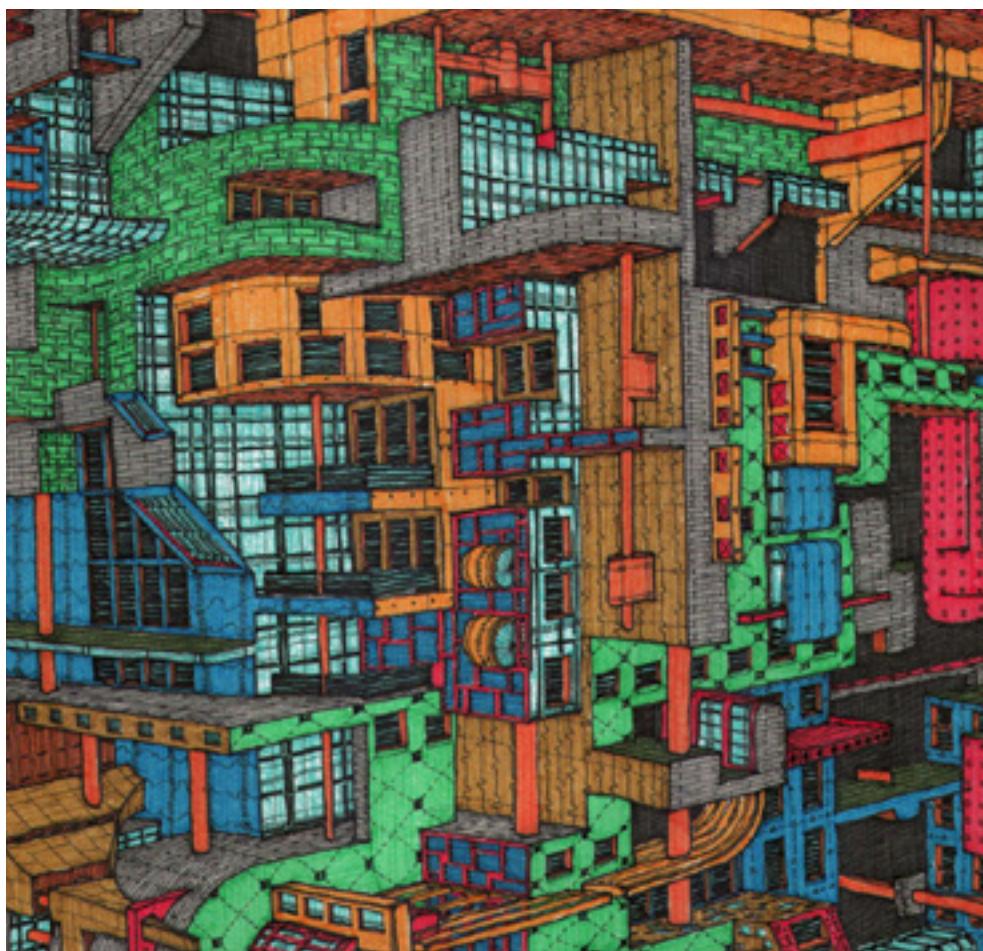
### One Photo

#### Deadline

May 2022

#### Unique audience attributes

Accessible to the widest audience



# Custom Design Competitions

Gather insights while creating shareable content that increases brand awareness.

In addition to our industry-leading competitions, we offer partners the opportunity to create and host bespoke competitions that showcase the innovative leadership of both winners and sponsors while capitalizing on Architizer's vast experience of successfully executing top-tier recognition programs.

## Sponsorship services can include:

- Set up of categories, competition brief, jury outreach etc.
- Administration including issuing call for entries, gathering of submissions, judging, etc.
- Promotion such as “call for entry” articles, winners’ announcements, social media and newsletter promotion, etc.

## Sponsorship benefits:

- Alignment as industry thought leader
- Branding opportunities
- New audience exposure
- Access to entrant contact and email list



# Contacts & Resources

## Architects: Looking to share your work with the world?

Create your firm profile and uploading your projects to be considered for editorial features. [Get started with this guide.](#)

Maximize your visibility to our editors and our global audience by entering the next A+Awards! [Register for the program here.](#)

For more information or to connect with our Editorial Team, email us at [editorial@architizer.com](mailto:editorial@architizer.com)

## Building Product Manufacturers: Want to get in front of the world's largest online community of architects?

[Login](#), set up a Brand Profile and showcase your latest products.

[Get started with this guide.](#)

For more information on advertising or partnering with Architizer, email us at [sales@architizer.com](mailto:sales@architizer.com)

## Editorial & Awards

Paul Keskeys, Content Director

Hannah Feniak, Architecture Editor

Kelly Britton, A+Awards Coordinator

## Sales & Operations

David Weber, CEO

Karen Donaghy, VP of Media

Alex Meltzer, Director of Operations

Connie Chang, Product Operations Associate

Hannah Van, Customer Success Associate

# Thank You

Architizer