



THE BENEFITS OF PARTNERING WITH US

MEDIA KIT 2022 – 23

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.



Ozanam House | MGS Architects | Photo: Trevor Mein

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.

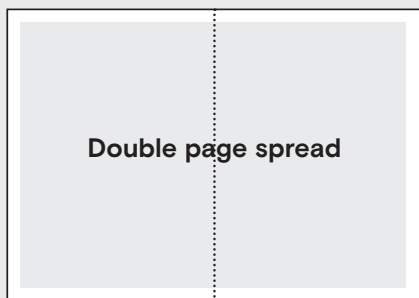
Our Reading Architecture newsletters are sent to subscribers monthly and feature key articles and projects. Two advertising opportunities are available per newsletter. This is a unique opportunity to promote your brand and showcase your products and services to a current subscriber audience of 8000+.



RAAFA Cirrus | Cameron Chisholm Nicol | Photo: Alexander Dubrawski

Artwork specifications

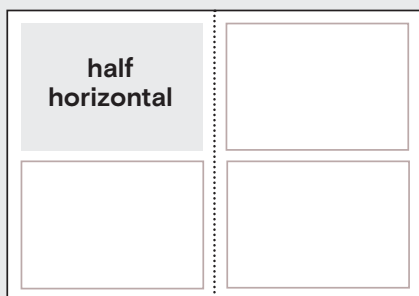
PRINT PUBLICATIONS



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



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



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

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.

EDM



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)

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

or

anjelica.smilovitis@architecture.com.au

Media planner 2022-23



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	01 Dec 2021	16 Dec 2021	Jan 2022	Jan 2022
Edition 2: Awards (external MOU, no ad bookings through Institute)	-	-	17 Jun 2022	18 Jun 2022
Edition 3: More than human design/Planning	01 Aug 2022	20 Aug 2022	Sep 2022	Sep 2022
Edition 1: TBC	01 Dec 2022	16 Dec 2022	Feb 2023	Feb 2023
Edition 2: Awards (external MOU, no ad bookings through Institute)	-	-	Jun 2023	Jun 2023
Edition 3: TBC	01 Aug 2023	20 Aug 2023	Sep 2023	Sep 2023

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	16 Dec 2021	05 Feb 2021	Mar 2022	Mar 2022
Edition 2: Homes Edition	01 Jul 2022	20 Jul 2022	Sep 2022	Sep 2022
Edition 1: Community	16 Dec 2022	05 Feb 2022	Mar 2023	Mar 2023
Edition 2: Homes Edition	10 Jul 2023	30 Jul 2023	Sep 2023	Sep 2023

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 2022: First Nations Edition (includes NSW Architecture Awards - after July 1 livestream)	10 Jun 2022	15 Jun 2022	Jul 2022	Jul 2022
Edition 2 2022: Practice (includes NSW National Award winners)	01 Nov 2022	15 Nov 2022	Dec 2022	Dec 2022
Edition 1 2023: TBC (includes NSW Architecture Awards - after July livestream)	01 Jun 2023	10 Jun 2023	Jul 2023	Jul 2023
Edition 2 2023: TBC (includes NSW National Award winners)	01 Nov 2023	10 Nov 2023	Dec 2023	Dec 2023

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



CONTACT



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Institute of
Architects

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Commercial Northbourne Avenue | Bates Smart | Photo: Peter Clarke