



Australian
Institute of
Architects

Media Kit 2021

Established in 1930, the Australian Institute of Architects is the peak body for the architecture profession in Australia, representing over 12,000 members globally.

Architect Victoria
Architect

Introducing The Australian Institute of Architects

Established in 1930, the Australian Institute of Architects is the peak body for the architectural profession in Australia, representing over 12,000 members across Australia. The Institute works to improve our built environment by promoting quality, responsible and sustainable design. Through its members, the Institute plays a major role in shaping Australia's future as our population and cities increase.

The Institute's network reaches far and wide from our global, national, and local partners to all tiers of government. By aligning with the Institute, you are reaching a highly targeted and engaged architectural audience who are the current and future key decision makers specifying products and materials used in their projects.

Our Membership is made up of the following segments:

- Architectural practice / Corporate member
- Registered architects
- Fellows
- Academics
- Emerging architects – those in the first ten years of practice
- Architectural graduates
- University students of architecture (SONA)

The benefits of partnering with us

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 12,000 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 to a captive group.

Reach key decision makers

Directly access the most senior representatives from architectural firms from across Australia and overseas.

Precise focus

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

Enhance relationships

Generate new leads and cement established relationships through a visible presence at a range of Institute events. Take advantage of dedicated meeting, learning and networking areas to facilitate dialogue with current and potential customers.

A range of choices

Choose from a wide range of advertising options across our 3 publications, and Digital Advertising, selecting what suits your brand.

A unique opportunity for connection



From start to end, our publications are created intimately with the Australian architectural profession. This ensures our content is of the highest quality and adored by our readers. For an advertiser, it provides a unique opportunity to both profile your brand, but also support the profession at the same time. The revenue raised by the advertising in our publications supports the Institute's advocacy on behalf of the Australian architectural community.

A handwritten signature in black ink, appearing to read 'Emma Adams'.

Publishing and Editing Lead
Emma Adams



Created by the profession, for the profession

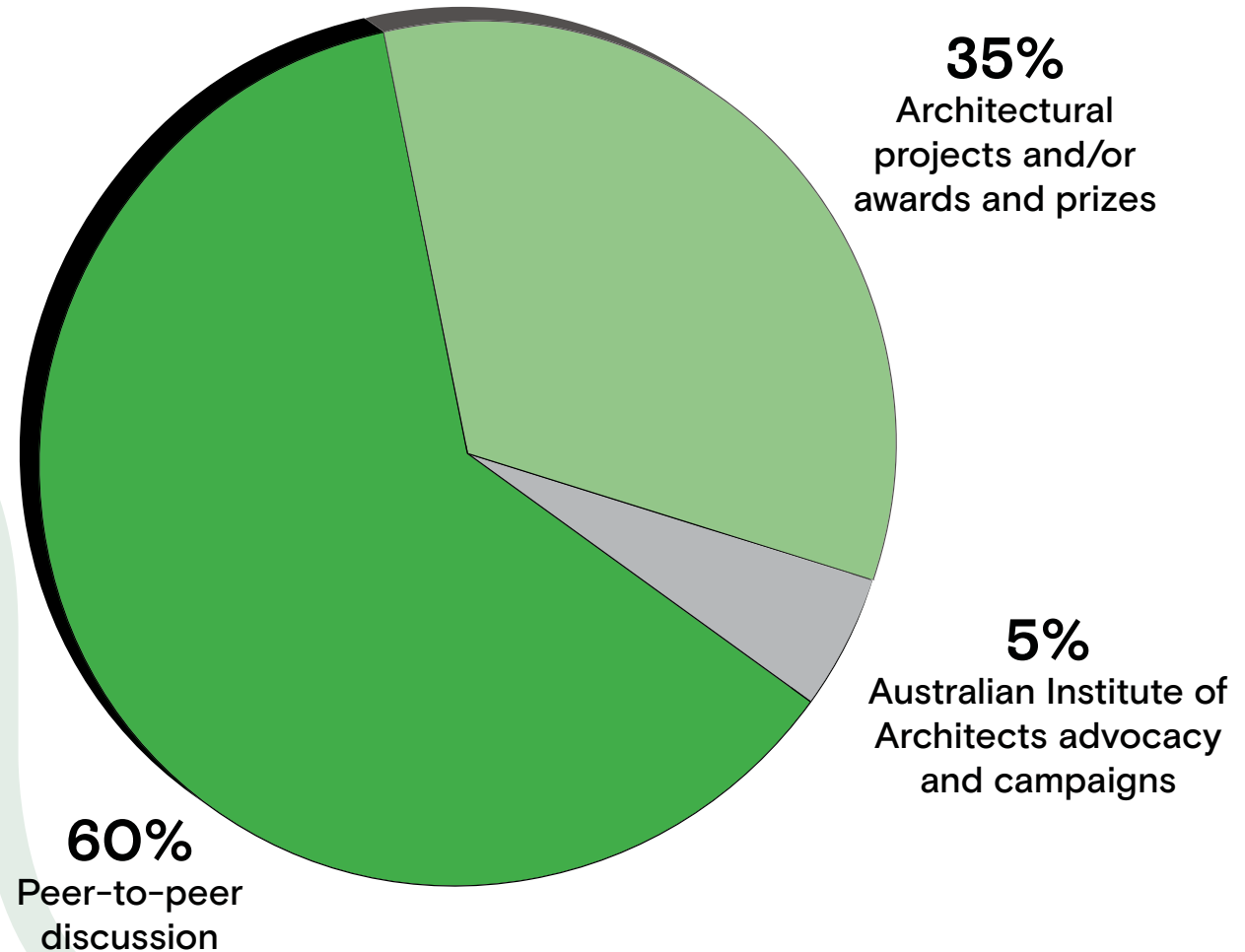
Each of our publications are curated by a dedicated committee of our members.

Following a rigorous six-step peer and editorial review process, the editorial committee share their insights into trending themes and subject matter experts.

Our content is written by people with subject expertise spanning professional, popular and academic, curated by our editorial committees in collaboration with the Australian Institute of Architects. This is to ensure representation across the range of practice sizes and career stages.

This deepens the quality of our content and ensures our publications are made by the profession for the profession.

Our content covers the following:



Publications



Architecture Bulletin (NSW)

- Print Distribution: 3,500 per issue
- Digital Publication including hyperlinks to your website with unlimited distribution
- 2 Issues per annum



Architect Victoria (VIC)

- Print Distribution: 3,000 per issue
- Digital Publication including hyperlinks to your website with unlimited distribution
- 2 Issues per annum



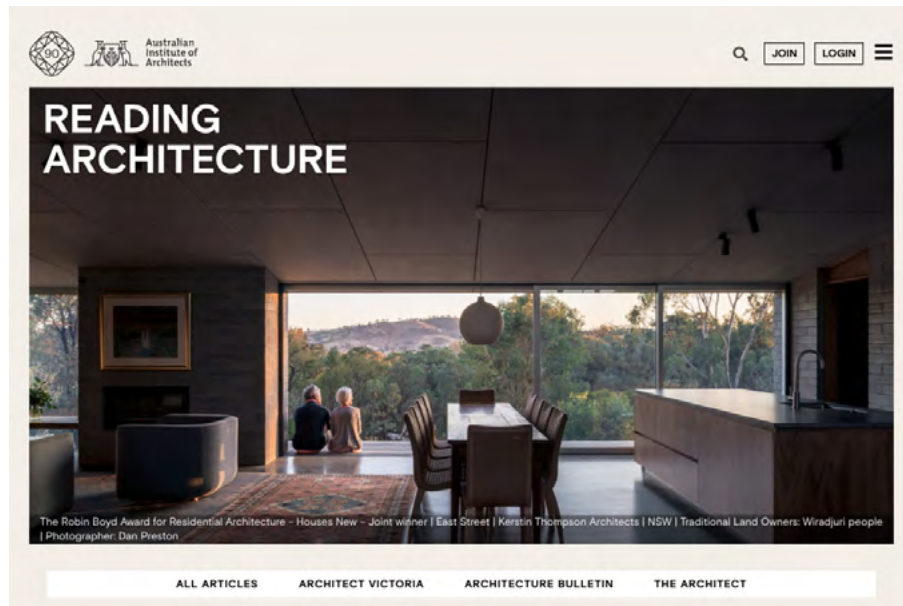
The Architect (WA)

- Print Distribution: 2,000 per issue
- Digital Publication including hyperlinks to your website with unlimited distribution
- 2 Issues per annum

Reading Architecture

- Audience of 8,000 (Australian Institute of Architects Members)
- 12 Newsletters per year
- 2 advertising opportunities per newsletter
- Average open rate 50%

Our [Reading Architecture EDMs](#) will feature key articles from each of our 3 publications. This is an unique opportunity to promote your brand as part of our Reading Architecture editorial online content.



READING ARCHITECTURE



Filter House

While the inner Perth suburb of Mount Lawley might be better known for its prevalence of Federation style homes, Filter House by Andrew Hagemann Architecture is located within a small pocket of post-war Mediterranean influenced architecture. Putting aside stylistic elements, it was the climatic advantages of the latter, with characteristically high ceilings, light coloured external walls and shaded frontages, that the clients were keen to see in their new house.

[Read more →](#)



Housing people, not cars

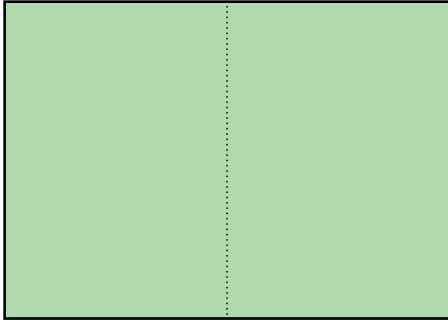
Australia has long prioritised the movement and shelter of cars over the movement and shelter of people – and this has impacted the liveability of our cities and the health and wellbeing of residents.

Profile: Fowler & Ward

Studio founders Jessie Fowler and Tara Ward on responsibly increased density, engaging with an informed client base, and being part of a local design community who are always producing interesting and inclusive work.

Artwork specifications

Print publications

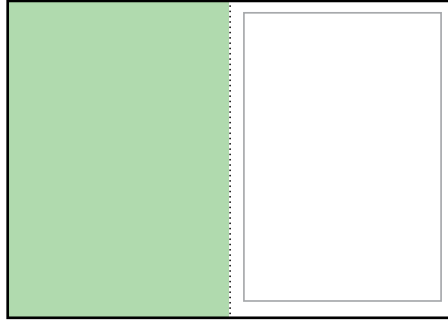


Double page spread

280 × 450 mm (H x W)

Full bleed plus 3mm

Include crop marks

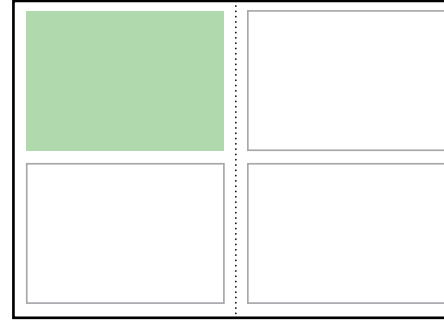


Full page

280 × 225 mm (H x W)

Full bleed plus 3 mm

Include crop marks

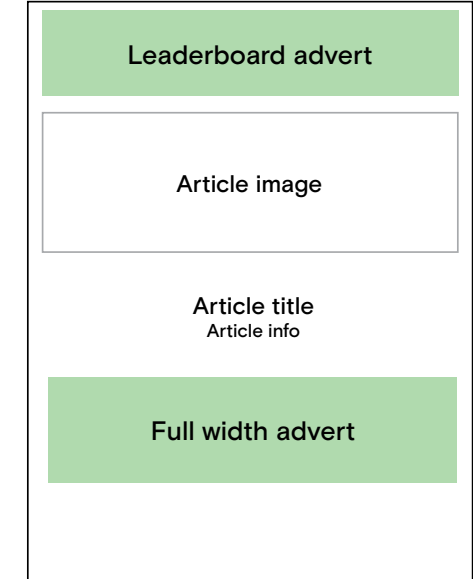


Half horizontal

135 × 220 mm (H x W)

No bleed or crop marks

EDM



Leaderboard advert

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

For advertising enquires, contact tamara.smith@architecture.com.au.

Key dates

Print Publications	Booking Deadline	Artwork Deadline	Print Magazine Published	Digital Magazine Published
Architecture Bulletin Dec 2021	17 Sep 2021	27 Oct 2021	Dec 2021	Dec 2021
Architect Victoria Nov / Dec 2021	17 Sep 2021	27 Oct 2021	Nov / Dec 2021	Nov / Dec 2021
The Architect Community edition	17 Sep 2021	27 Oct 2021	Nov / Dec 2021	Nov / Dec 2021
Architecture Bulletin Jul 2022	01 Apr 2022	29 Apr 2022	Jul 2022	Jul 2022
Architect Victoria May / Jun 2022	01 Apr 2022	29 Apr 2022	May 2022	May 2022
The Architect Homes edition 2022	01 Apr 2022	29 Apr 2022	Jun 2022	Jun 2022

Reading Architecture	Booking deadline	Digital assets deadline	Published
Aug 2021	01 Jul 2021	30 Jul 2021	13 Aug 2021
Sep 2021	01 Aug 2021	30 Aug 2021	10 Sep 2021
Oct 2021	05 Sep 2021	30 Sep 2021	8 Oct 2021
Nov 2021	06 Oct 2021	30 Oct 2021	12 Nov 2021
Dec 2021	10 Nov 2021	30 Nov 2021	10 Dec 2021
Jan 2022	30 Nov 2021	12 Dec 2021	14 Jan 2022

Note: dates are indicative only are subject to change.



Pricing

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	\$1,500
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 Us

Tamara Smith

Commercial and Business Development Lead

p: 0418 779 663

e: tamara.smith@architecture.com.au