

ARCHITECTUREDC

A PUBLICATION OF THE WASHINGTON CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS



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MEDIA
PLANNER

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 HIGHLIGHTS

DetailsDC

In each issue, DetailsDC features the best in home furnishings and accessories for the discriminating homeowner, showcasing new, innovative home products.

Architecture Ahead

There's always something new being planned or under construction and Architecture Ahead readers love having the "inside track" on what's happening in the city. This regular department is one of the few sources for DC-area consumers to learn about architecture "in the pipeline."

GreenDC

Sustainable, or green design, no longer a fringe movement, is now part of our everyday lives. Whether building a new home or remodeling an existing home, GreenDC will help homeowners think green and navigate them through the sea of sustainable building products that are now available. With each issue, GreenDC will put homebuilders and homeowners on a path to creating beautiful, environmentally-responsible homes that they can be proud to live in.

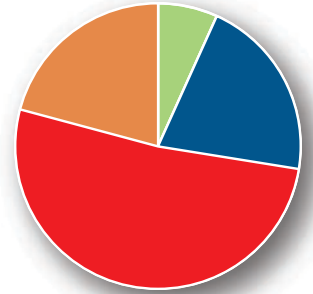


DISTRIBUTION

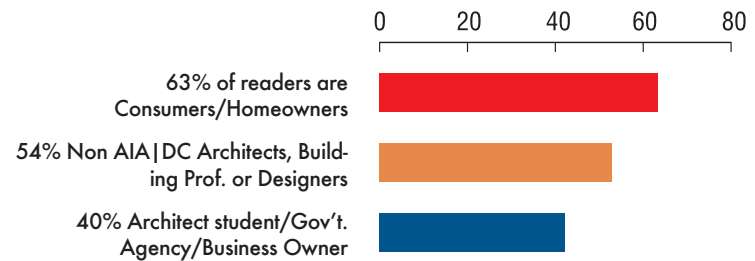
CIRCULATION	16,000 (guaranteed rate base)
PUBLISHING FREQUENCY	Quarterly
SUBSCRIPTIONS.....	13,300 (83%)
NEWSSTAND COPIES	2,700 (17%)

READERSHIP REGIONS

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



READERSHIP DEMOGRAPHICS



AUDIENCE

The typical reader of ARCHITECTUREDC is 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.

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EDITORIAL CALENDAR 2012

Spring 2012 **SPECIAL - National Convention Issue**
Emerging Neighborhoods
Convention Dining Guide: Design | Wine&Dine
*Bonus distribution at the AIA National Convention—
 May 17 - 19th.*

- Advertising Contract deadline:February 17
- Artwork deadline:February 24
- Publication date:March 26

Summer 2012 **Residential Design**

- Advertising Contract deadline:May 18
- Artwork deadline:May 25
- Publication date:June 25

Fall 2012 **Renovation and Restoration**

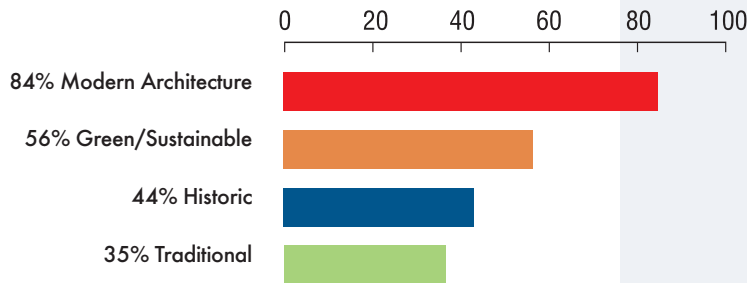
- Advertising Contract deadline:August 17
- Artwork deadline:August 24
- Publication date:September 24

Winter 2012 **Annual Chapter Awards Issue**

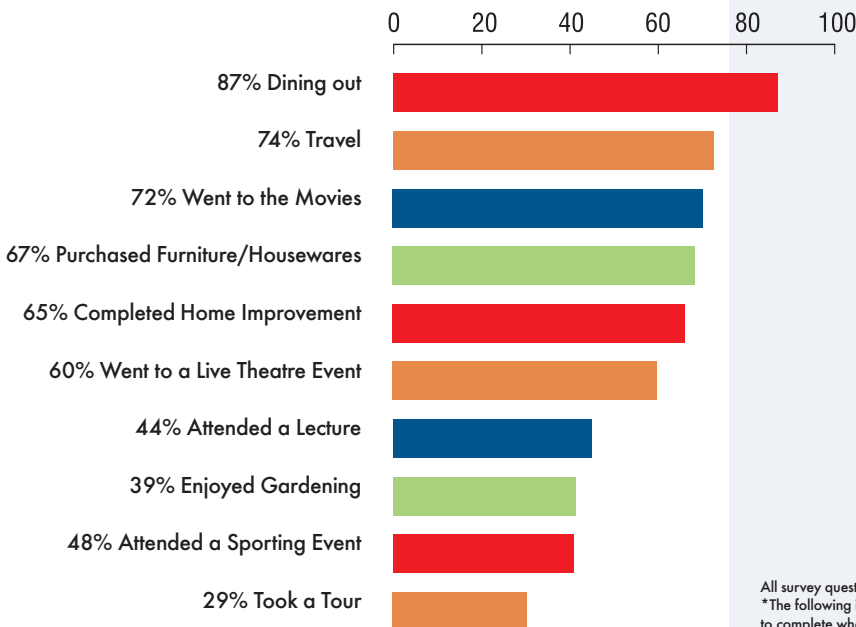
- Advertising Contract deadline:November 9
- Artwork deadline:November 16
- Publication date:December 17



READERSHIP INTERESTS



READERSHIP ACTIVITIES, within past 3 months



BREAKDOWN OF SUBSCRIBER BASE

- Subscribers at aiadc.com
- Members of AIA | DC and the Washington Architectural Foundation
- Members of the National Building Museum
- Washington, DC-area Realtors®
- Homeowners reported in the Washington Business Journal to have completed residential real estate transactions with a value in excess of \$600,000

Our free “newsstand” distribution includes home design stores as well as bookstores in the Washington, DC, area where ARCHITECTUREDC is most likely to reach consumers interested in architecture and home design, and where it is often the only publication of its kind available.

WHERE YOU CAN FIND ARCHITECTUREDC

- | | |
|-------------------------------|--------------------------|
| Adlon | National Building Museum |
| AIA Bookstore | Home Rule |
| Boffi Studio | Vastu |
| Books - A - Million | Rckndy |
| Borders Books & Music | Garden District |
| Cleveland Park Branch Library | Poltrona Frau |
| Illuminations | Universal Floors |
| M2L | Room & Board |
| MLK Library | Well Built |
| Muleh | Biergarten Haus |

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.

ArchitectureDC in Print and ONLINE

In addition to your ad in the print version of **ARCHITECTUREDC**, advertisers will automatically receive a free listing and live Web link for the duration of your ad contract on the magazine's new Web site www.architecturedc.net. Each listing will include a description, contact information and a live Web link, leading visitors directly to your products and services.

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 fax: 888.450.2526
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Advertise on www.ArchitectureDC.net

Now you can tap into the buying power that only **ARCHITECTUREDC** can deliver, combined with the ease and speed of the internet. The magazine's new web site, www.architecturedc.net is an online community where homeowners can find everything and everyone they need to turn their home into their dream home. From the region's top architectural and design firms to the area's hottest furniture and interiors boutiques — architecturedc.net has it all. Online sponsorships are the perfect complement to your print advertising campaign. Gain visibility over your competitors and take advantage of immediate lead generation, only the internet can provide.

Contact your sales representative for rates and packages:

Jody Cranford
 800-818-0289
jcranford@aiadc.com

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Rates are Net

4/COLOR RATES	1X	2X	4X
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1/2 PAGE (vertical or horizontal)	\$1,100	\$950	\$810
1/3 PAGE (vertical or square)	\$920	\$790	\$650
1/4 PAGE	\$760	\$680	\$570
1/6 PAGE	\$650	\$560	\$440
1/8 PAGE	\$520	\$460	\$390

COVER RATES

OUTSIDE BACK	\$2,700	\$2,400	\$2,100
INSIDE FRONT	\$2,600	\$2,300	\$2,000
INSIDE BACK	\$2,500	\$2,200	\$1,800

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The Washington Chapter/AIA
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Please contact your sales rep if you must upload a large file.

ADVERTISING SPECIFICATIONS

TRIM SIZE:8.5"w x 11"h

AD SIZE (Width x Height)

DOUBLE-PAGE SPREAD (BLEED)	17.5"w x 11.25"h
FULL PAGE (NON-BLEED)	7.5"w x 10"h
FULL PAGE (BLEED)	8.75"w x 11.25"h
1/2 PAGE (VERTICAL)	3.625"w x 10"h
1/2 PAGE (VERTICAL, BLEED)	3.875"w x 11.25"h
1/2 PAGE (HORIZONTAL)	7.5"w x 4.875"h
1/3 PAGE (SQUARE)	4.875"w x 4.875"h
1/3 PAGE (VERTICAL)	2.375"w x 10"h
1/3 PAGE (VERTICAL, BLEED)	2.625"w x 11.25"h
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Please be sure to accommodate for bleed by at least 1/8".

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- JPG and TIFF Files should be 100%, 300 dpi min. All fonts must be outlined and all images must be provided, even if they are embedded in the file.
- PDF files must be submitted 300 DPI or better and all fonts must be embedded.
- Ads may be full color or b&w. Accommodate for bleed of at least 1/8".

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