This year, we have invested in technology and people to reach architects on the platform of their choice, from Twitter to the iPad, from our websites to print, 24 hours a day, 365 days a year.

In November we launched the AJ for iPad in the App Store, featuring the weekly magazine with bonus interactive content such as interactive drawings, video and bonus photography.

We’ve built and launched a dedicated CPD platform for architects, featuring modules designed to address the RIBA’s requirements for architects.

We also found a new voice for the AJ as a vehicle for industry campaigns. We launched the AJ Women in Architecture campaign to raise the status of women in the profession, which included the first ever AJ Women in Architecture luncheon and awards. We also lobbied the government with our More Homes, Better Homes campaign, calling for good design to be enshrined in planning and building regulations.

We also built on our sustainability coverage, adding daily breaking news to our sustainability digital channel and expanded Footprint’s presence in print, growing our dedicated monthly supplement to include news, comment and analysis.

And not only did we continue to print incisive and technical critiques of buildings on a weekly basis in print, we also invested in the print title, adding over 16 pages of architecture, news and analysis into the magazine on a weekly basis, and more specialised content, including a new product news section, into AJ Specification.

In 2013, we will continue to build on the strengths of the AJ brand, which carries weight and authority with architects. When we publish something, it counts – from building reviews, to reports on political moves in the planning system, to technical advice on sustainable design and specification. Our reach in social media has also continued to grow, and we now have 58,000 followers on Twitter and 13,500 members on LinkedIn, more than twice the reach of our competitors.

The AJ is the leading voice in British architecture, the trusted architects’ advocate, advisor, critic and friend.

Christine Murray, editor
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### AJ Specification Features List 2013

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<th>Issue</th>
<th>Theme &amp; Topics</th>
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<tr>
<td>17 January</td>
<td>Roofing and drainage: Roof finishes, decking, structural framing, above and below-ground drainage, roof access, rooflights and mansafe systems all fall within the scope of this issue.</td>
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<td><strong>Trade shows</strong> We also preview the Surface Design Show.</td>
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<td>21 February</td>
<td>Insulation: February’s AJ Specification will feature thermal, acoustic and possibly fire insulation. We may also look at other energy-related and fire products, along with waterproofing, vapour control layers, breather membranes, dampers and sealants.</td>
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<td><strong>Trade shows</strong> This issue will also include a preview of Ecobuild and we may publish a private residence and one school project to show insulation and related products in use.</td>
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<td>21 March</td>
<td>Cladding and curtain walling: This issue may also include related products such as structural insulated panels, brises soleil, external louvres, roof cladding and accessories such as gaskets, sealants, waterproofing and facade access systems. Possible case studies, which would relate to the cladding and curtain walling theme, might include office and university buildings.</td>
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<tr>
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<td><strong>Trade shows</strong> We will preview the Milan Furniture Fair.</td>
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<tr>
<td>18 April</td>
<td>Kitchens and bathrooms: Taps, baths, sinks, kitchen and bathroom flooring and ventilation, plumbing and drainage and ovens all fall within the scope of this issue. As in previous years, we are planning to include a bespoke private residence with an exemplary kitchen and bathroom as one of our case studies and may also include housing and hotel projects that illustrates this theme.</td>
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<tr>
<td>16 May</td>
<td>Timber: Along with natural and engineered timber, we’ll also look at accessories, which could include fixings, finishes, fire protection products and sealants. We plan to include a private residence and a school to show interesting uses of timber products.</td>
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<tr>
<td>20 June</td>
<td>Walls, ceilings and partitions: Dry lining, paint, thermal, acoustic and fire products all fall within the scope of this issue, along with acoustic baffles, sliding and folding partitions, studwork and wall, ceiling and partition fixtures and fittings. As usual, there will be three case studies that have architectural quality in their own right and there will also be showcases for our walls, ceilings and partitions theme.</td>
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<tr>
<td>18 July</td>
<td>Colour and texture: This is one of the highlights of the AJ Specification year, with three really colourful and tactile case studies. Our theme, as well as being something of a catch-all, will also include paints, stains and finishes, together with surface materials, pattern-making products, access products, flooring and exterior paving. We have no preconceptions for the case studies – the more gorgeous, the better.</td>
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<tr>
<td></td>
<td><strong>Trade shows</strong> We expect to preview the London Design Festival again this year.</td>
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<td>15 August</td>
<td>Green products: As usual, this will be a green products directory. Manufacturers are invited to submit products for use in environmentally intelligent design. As at the annual Ecobuild event, we don’t cherry-pick the greenest products, but materials with poorer environmental credentials will look out of place. Recyclable products, along with those with recycled content, are particularly welcome, along with anything that minimises CO2 emissions and reduces energy consumption. We’re also planning to follow up the green specification on software in previous August issues.</td>
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<tr>
<td></td>
<td><strong>Trade shows</strong> There will be no case studies but, as ever, our preview of the sumptuous 100% Design show promises to be an eye-opener.</td>
</tr>
<tr>
<td>19 September</td>
<td>Doors &amp; windows: Always a bumper issue, September is about all types of internal and external doors, as well as windows, curtain walling, rooflights and their accessories, together with ironmongery, fire, security and bomb-resistant products, protective films and internal blinds. Potential case studies could include housing, one-off private residences, prisons and care homes.</td>
</tr>
<tr>
<td>17 October</td>
<td>Lighting: Along with internal and external lighting, signage and electrical products, this issue could also take in all types of building services products, accessibility, fire and security systems. In previous issues, museum case studies have been perfect vehicles for this range of products and we are planning to include a suitable transportation project.</td>
</tr>
<tr>
<td>21 November</td>
<td>Masonry: Masonry means brickwork, blockwork, stone and similar products, along with stone cladding, brick slips and accessories for all of these products, such as copings, lintels, cavity ties, wind posts and other masonry fixings. Suitable case studies for inclusion in this issue would include, but may not be limited to, retrofit projects and monuments.</td>
</tr>
<tr>
<td>19 December</td>
<td>Flooring, stairs, lifts and way-finding: Escalators, travelators, access products, building maintenance units, nosings, handrails and guardings, access floors, grilles, underfloor heating and signage products all fall within the scope of this issue. Case studies on schools, universities, healthcare buildings and retail projects, including shopping centres, would potentially be good vehicles for this range of products.</td>
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</table>
# DIGITAL OPPORTUNITIES

## Digital Advertising (architectsjournal.co.uk)

Up-to-the minute news coverage, building and sustainability features plus incisive comment and opinion. We have a variety of solutions from standard banners to bespoke solutions (channel sponsorships, online competitions), and skyscraper.

## Newsletter Sponsorship

Consists of top and bottom banner and skyscraper.

## Newsletter Recipients

- Daily bulletin 8,500+
- Breaking News 8,000+
- Industry Specialists 5,000+
- Product Alert 5,000+
- Sustainability 4,000+

## Targeted Solus Emails

We offer clients the opportunity to send emails to a section of approved AJ subscribers.

## Display Options Available

- MPU 300x250px
- Leaderboard 728x90px
- Skyscraper 160x600px

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## SKINS

Maximise your click-through rates and get first-class brand exposure on The AJ website by taking tenancy of ALL standard ad formats on AJ’s web pages or across a given channel.

## Webinars

AJ can produce, promote and host bespoke online seminars (webcasts) related to hot topics affecting the industry. Chaired by The Architects’ Journal editorial.

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39,000 registered users

200,000+ avg visits to AJ.com per month

450,000+ impressions per month
The AJ Buildings Library is a digital database that showcases hundreds of exemplar projects, most from the past 20 years but including major projects dating back to 1900. Architects use the AJBL to carry out quick and easy precedent studies. The Library provides a wide range of high-quality projects, all complete with full sets of high-resolution drawings and images that allow architects to gain a full understanding of a project.

This inspirational research tool is an essential step in the design process. Architects can search for projects by age, cost, architect, building type, product, footprint, material, location, or a combination of these.

**AJ BUILDINGS LIBRARY**

**THE FACTS**

- 128,000+ registered users
- 213,000+ Average visits to TheAJ.co.uk per month
- 457,000+ impressions per month

Showcasing your company and products alongside projects

You will receive a dedicated company profile which will be listed for a 12-month period and include a 300 word description, product and project images and more. You will be able to link yourself to serch criteria such as specific key words, sectors or projects.

- 12 months subscription: £2,500

We also offer package deals for companies which house different divisions under one organisation.

For more details or to sign up call 0203 033 2946 or email mark.malone@emap.com
The AJ design team is pleased to offer creative iPad advertising solutions featuring your campaign in an interactive format designed to reach the Architects’ Journal’s architect readership on this exciting new platform. iPad advertising associates your brand with the technology and design of Apple, the preferred choice of architects for tablet and mobile devices.

**CREATIVE ADVERTISING SOLUTIONS**

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**THE AJ IN NUMBERS**

- 7,750 iPads visit TheAJ.co.uk every month
- 108,867 Average page views per month
- 95% of tablets that visit TheAJ.co.uk are iPads
- 77% of mobile phones that visit TheAJ.co.uk are iPhones
- 27,000+ avg visits to AJ mobile per month
- 50% of tablet visits take place between 5pm and midnight
- 77% of The AJ’s iPad edition readers interact with the advertisements
The AJ offers a host of branding and networking opportunities for each of our four prestigious awards.

These reward design expertise at all levels of architecture, from the best Small Projects to the achievements of the UK’s largest architecture practices. Each awards represents true value by offering a whole host of networking and lead generation opportunities in print, online and face-to-face. The promotional campaign launches 6 months prior to each event and if you are a supporter from the start, your branding will be seen by an excess of 1,000,000 people across the lifetime of the campaign. Not only do the Architects’ Journals awards allow you to align your brand with excellence in our industry, they offer an unparalleled chance to network and entertain clients within a high profile, and rewarding business environment.

AJ SMALL PROJECTS

The AJ Small Projects competition celebrates design quality and ingenuity accomplished for a total contract value of £250,000 or less, rewarding ambitious architects who apply big ideas to small-scale commissions with cash prizes and publicity.

WOMEN IN ARCHITECTURE

The first function in the AJ’s new annual programme dedicated to celebrating women in architecture. The awards brings together emerging practitioners and established stalwarts, clients and academia in a networking opportunity that will hopefully result in collaborations and mentorships across the profession.

AJ100

The AJ100, an annual bumper issue features 100+ pages of company profiles, trend forecasting, analysis and data. The Imperial College London is working with the AJ to analyse the data and provide greater insights.

AJ RETROFIT

Aiming to promote projects which show great social, economic and environmental benefits, the awards is a platform for proposals from groundbreaking green energy champions from the UK to inspire others with their work.
OTHER OPPORTUNITIES

MONOGRAPHS & SUPPLEMENTS

Commission a monograph book of your practice or of a project. The AJ editorial team will work with you to create a valued and engaging piece of literature. The monograph can then be distributed to every AJ subscriber, delivered directly into the hands of clients and architects, ensuring maximum impact.

Previous clients include: Buro Four, Foggo Associates, Olympic Delivery Authority, Lend Lease, Westfield UK.

ROUND TABLES & LECTURES

Demonstrate thought leadership by commissioning a round table or lecture, chaired by the AJ and attended by key industry figures. A photographer and reporter will be on hand to capture the discussion and the most insightful highlights will be featured in the magazine.

Previous clients include: Max Fordham, Mace, Lutron.

COMPETITIONS

Whether it’s a design competition for the commissioning of a project or an iPad giveaway, the AJ can generate and manage any size of competition, from call-for-entries, to judging, to publication of the shortlist and winner.

Previous clients include: Corus, Price & Myers, Urban Splash.

DESIGN CHARRETTES

Gain invaluable development ideas and meet new architects by hosting a design day, curated and organised by the AJ. We’ll invite suitable architects to provide solutions to a design problem during a live, one-day event, concluding with a design crit and drinks. The event will be documented by a reporter and photographer and will appear in a special supplement distributed to subscribers of the AJ.

Previous clients include: Argent in King’s Cross and Philips in the London Borough of Southwark.

REPRINTS

The AJ can produce reprints of building studies and technical pieces published in the magazine, with a bespoke front cover that includes contact details or other additional information.

Previous clients include: BDP, Mivan, OWA Acoustics.
**CLASSIFIED (ALL RATES EXCL. VAT)**

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<th>Rate</th>
<th>£42 acc</th>
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**Series discounts**

- 4–6: 5%
- 7–9: 10%
- 10–12: 15%
- 13–15: 20%
- 16–24: 25%
- 25–30: 30%

**Column widths**

- 1 column: 43mm
- 2 columns: 91mm
- 3 columns: 138mm
- 4 columns: 186mm

**OTHER OPPORTUNITIES**

Insert prices are based on weight. For more details of tip-ons, gatefolds and bellybands, please contact your AJ account manager.

**RECRUITMENT**

For details of recruitment advertising, please call 0203 033 2946
ONLINE ADVERTISING RATES

WEB STATISTICS

Monthly page impressions 466,000
Visitors 185,000
Twitter followers 60,000+

*Source: Webtrends, Jan 2013

SKYSCRAPER BANNERS AND MPU RATES: MINIMUM ORDER £1,500

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Rich Media ad formats +10% premium.
Rich Media ad serving costs to be paid by client.
Video +20% premium.
Channel sponsorship/Competitions/Surveys/Videos/Webinars/Audiocast all POA

EMAIL ADVERTISING

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| Daily newsletter
  Mo/Tu/We/Th/Fr | 6,500
  Top leaderboard banner | 468 x 60mm | £750 | £2,250 |
|             | Skyscraper           | 160 x 600mm | £500 | £1,500 |
| Product alert
  Monday | 5,000
  Unlimited word including one jpeg image | n/a | £275 | £880 |
| Solus email
  Daily*   | 10,000
  n/a   | n/a | £2,800 |
| Mobile site | n/a
  Top leaderboard | 168 x 28 | £750 | £2,250 |

*Subject to availability. Email banners gif/jpg format only

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The Architects Journal provides the perfect opportunity to reach the best candidates within the industry.

The AJ creates a one-stop solution to find your perfect candidate quickly and efficiently saving you both time and money. The print appointments offer a variety of styles and shapes of advert. Colour and setting are free of charge.

**Quarter page**
90x110mm | £930

**Half page horizontal**
184x110mm | £1,750

**Half page vertical**
90x223mm | £1,750

**Full page**
184x223mm | £3,000

Place your advertisement on architectsjournaljobs.com with targeted solutions to reach over 9,000 monthly users.

---

**BRANDED JOB**
Your vacancy will appear with full colour logo and unlimited text, for 28 days.

- £350

**FEATURED JOB**
Appearing with logo on the homepage, the Featured Job listing offers you a branding opportunity in conjunction with prominent positioning of your role. As the most visited page on the jobs board, by choosing a Featured Job you will guarantee your vacancy is seen by more jobseekers.

- £495

**JOB OF THE WEEK**
Our Job of the Week upgrade offers the most prominent positioning on the jobs board and is unique in the market as a traffic driver for both active and passive job seekers. Appearing with logo on the top right of ArchitectsJournaljob.com, the JOW significantly increases applications and ensures maximum market exposure for your vacancy.

- £450

For more details or to sign up call 0203 033 2946 or email mark.malone@emap.com