‘In the pursuit of excellence the media play a vital role and The Architects’ Journal is truly outstanding’ Norman Foster
The Architects’ Journal believes that quality design is essential for creating places where we can live, learn and thrive. That’s why we champion the role of the architect, celebrate design ingenuity and challenge the industry to invest in better buildings and places.
The Architects’ Journal provides
UK architecture professionals with:

**Learning**
We offer continuing professional development to the architecture community with research, updates and learning opportunities that keep them up-to-date with the changes that keep their design quality at the forefront of current practice.

**Intelligence**
We provide insight that gives our audience the edge in a highly competitive industry, from who is winning work with whom, to market trends that will affect their practices, accompanied by vital expert analysis on how to succeed in a changing business environment.

**Recognition**
Our awards and the building studies we publish recognise the highest achievements in design ingenuity and expertise in architectural practice, celebrating and championing quality design and excellence in running a creative business.

**Connections**
Networking and events, as well as our architectural competitions coverage, client profiles, social media connections and comments, connect the UK architecture community, providing opportunities to meet prospective clients and build and strengthen relationships with collaborators and peers.
Bespoke packages
The Architects’ Journal offers you many ways to reach out to the architecture community

Round tables and lectures
Demonstrate thought leadership by commissioning a round table or lecture, chaired by the AJ and attended by key industry figures. We can arrange for a photographer and reporter to be on hand to capture the discussion and the highlights will be featured in the AJ magazine. Previous clients include Max Fordham, Deltek, Kingspan, iGuzzini and Bespoke.

Practice-based research
The AJ publishes select examples of practice-based research, from studies into the performance of Passivhaus schools by Architype to the housing estate open space studies by Dinah Bornat of ZCD Architects.

Competitions
Whether it’s a design competition for the commissioning of a project or a contest to win a research bursary, 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 Marley Eternit and Hoare Lea.

Monographs and supplements
Commission a monograph book of your practice or a specific project. The AJ editorial team will work with you to create a valued and engaging document. Monographs can be distributed to every AJ subscriber, delivered directly into the hands of clients and architects, ensuring maximum impact. Previous clients include Hawkins\Brown, Karakusevic Carson Architects, ADP and Turkishceramics.

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 AJ subscribers. Previous clients include Argent and The Crown Estate.

If you have a specific idea for a way to reach your target audience not covered by the above, let us know what it is and we’ll do our best to realise it. From think-tanks to Twitter debates, we can tailor bespoke packages to suit your needs.
Eighty-five practices in the AJ100 have a subscription to The Architects’ Journal, including Foster + Partners, Zaha Hadid Architects, BDP, AHMM, Atkins, Hawkins\Brown and PRP.
AJ Specification
AJ Specification provides information on products and materials other architects are using, including manufacturer, supplier name and typical prices. It reflects the choices architects are faced with in their work every day and offers practical solutions that might otherwise be subject to trial and error.

‘The AJ is my single best source for inspiration and information’ Bill Hickey, principal, Collaborative Design Group

23 Feb  Floors, stairs, lifts and signage
23 Mar  Natural materials
27 Apr  Kitchens and bathrooms
25 May  Roofing and drainage
22 Jun  Building envelope
20 Jul  Colour and texture
14 Sep  Retrofit and refurbishment
19 Oct  Lighting
16 Nov  Brick and stone
14 Dec  Doors and windows
AJ Spec Live brings design issues to life in a group setting, giving you the opportunity to host a talk that will provide architects with in-depth information on design, specification, building materials or construction methods, followed by networking drinks.

Available to sponsor in 2017
September: Retrofit
October: Lighting
November: Brick and stone
December: Doors and windows
AJ and AJ Specification
Print advertising

Double page: ad or advertorial

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Full page: ad or advertorial

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Half page ad: vertical

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Half page ad: horizontal

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Double page costs

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Full page costs

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<tr>
<td>Cover pages</td>
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Half page costs

| Ad         | 1 insertion: £2,100  |
The AJ’s digital services
The Architects’ Journal offers a range of digital services which allow you to reach out to architects. These include sending solus branded emails to our subscribers, advertising in the AJ’s daily newsletters and displaying banners on architectsjournal.co.uk, a comprehensive website which is constantly updated with the latest architecture news, buildings, comments and competitions.

Eighty per cent of the AJ’s subscribers are signed up to our digital services
The AJ's digital services in numbers

<table>
<thead>
<tr>
<th>Platform</th>
<th>Audience Metrics</th>
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<tbody>
<tr>
<td>Twitter</td>
<td>Followers: 244,000</td>
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<tr>
<td>Linkedin</td>
<td>Members: 52,200+</td>
</tr>
<tr>
<td>Instagram</td>
<td>Followers: 37,000+</td>
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<tr>
<td>YouTube</td>
<td>Followers: 1,800+</td>
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<tr>
<td>Facebook</td>
<td>Page likes: 23,000+</td>
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<tr>
<td></td>
<td>Page views per annum: 6.5 million+</td>
</tr>
<tr>
<td>Daily newsletter</td>
<td>Recipients: 40,000+</td>
</tr>
<tr>
<td>Users per annum</td>
<td>1.6 million+</td>
</tr>
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</table>

**Top 10 search terms**
- Competitions
- Small projects
- AJ100
- Jobs
- Brexit
- Garden Bridge
- Retrofit Awards
- Specification
- Women in Architecture
- Croydon

**Average session duration**: 107s

**Top 5 searches for materials**
- Brick
- Timber
- Concrete
- Cladding
- Lighting

**Top 10 searches for typologies**
- Library
- Housing
- University
- School
- Museum
- Hotel
- Social housing
- Hospital
- Theatre
- AJ100 analysis: Overseas work
The AJ’s digital services

Prices

**Billboard, MPU and Double MPU**

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<tr>
<th>Size</th>
<th>CPM (cost per thousand)</th>
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<td>MPU</td>
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<tr>
<td>Double MPU</td>
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</tbody>
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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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<tr>
<td>Solus email: daily</td>
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<td>N/A</td>
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<tr>
<td>AJ newsletters: daily*</td>
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<td>£2,000</td>
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</tbody>
</table>

*Subject to availability. Email banners gif/jpg format only
AJ awards and Events 2017

Retrofit Awards – 13 September 2017
The AJ Retrofit Awards offer exceptional networking opportunities with leading names in UK regeneration and refurbishment projects. The awards evening provides the perfect platform to source new clients and entertain existing customers.

AJ Architecture Awards – 7 December 2017
NEW EVENT FOR 2017!
We are proud to introduce the new AJ Architecture Awards, our landmark launch event which will celebrate and reward excellence in UK architecture across a range of categories, from School of the Year to Housing Project of the Year. Targeted at all UK practices, those who make it onto the shortlist will be invited to attend a celebratory dinner, where the winners will be revealed.
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The AJ is the undisputed home of British architecture and the professional’s guide to the world’s most vibrant building design culture.

Our daily content offer comprises industry news, building studies, business intelligence, expert opinion and cultural analysis – all designed to help architects thrive in the workplace.

The AJ is a multi-platform brand. Print, online, mobile, campaigns, awards and live events combine to engage closely with our audience. We showcase best practice, celebrate innovation and collaborate with industry to create new opportunities and help architects grow their businesses.

Our unique resources include the AJ Buildings Library, with photographs, drawings, technical details and project data from more than 2,000 exemplar buildings, and AJ Specification, a print, digital and live event offer focusing on techniques and products. The AJ – building better architects since 1895.