

ARCHITECTURE AUSTRALIA

Rate Card 2008

An Architecture Media publication.



Profile

Architecture Australia is the country's most highly regarded and widely read architectural magazine. As the national magazine of the Royal Australian Institute of Architects, Architecture Australia has been the journal of record for Australian architecture for over 100 years. It continues to play a fundamental role in the 21st century – Architecture Australia is the place for thoughtful, independent reviews of the latest public, commercial and residential projects; for insightful comment on key issues; for news, views and informed discussion of practice matters.

Independent readership surveys by Sweeney Research¹ consistently show that Architecture Australia is the magazine most respected by architects. Wherever there is an architect, there is a copy of Architecture Australia.

1. Surveys of Architects' Magazine and Journal Readership conducted by Sweeney Research – Study No. 10524 (1998) Study No. 12086 (2001) Study No. 13850 (2004).

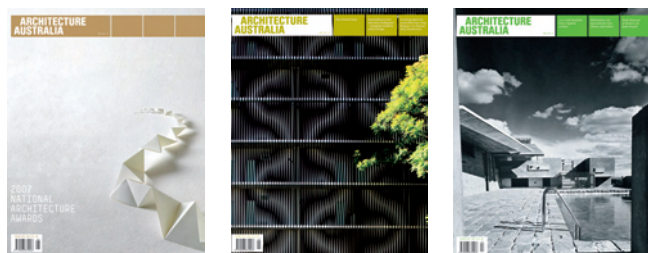
Key facts

- The official national magazine of the Royal Australian Institute of Architects (RAIA).
- Delivers essential design and practice information to the architectural profession.
- Read by thousands more Australian architects than any other design publication¹.
- The magazine overwhelmingly preferred by architects¹.
- 15,815 copies (CAB audited 30 September 2007).
- Published bimonthly.



Reaches all Australian architects

Our unique relationship with the RAIA guarantees exclusive reach to every RAIA member. We also reach non-member architects and other related design professionals via subscription and single copy sales through newsagencies and bookshops.



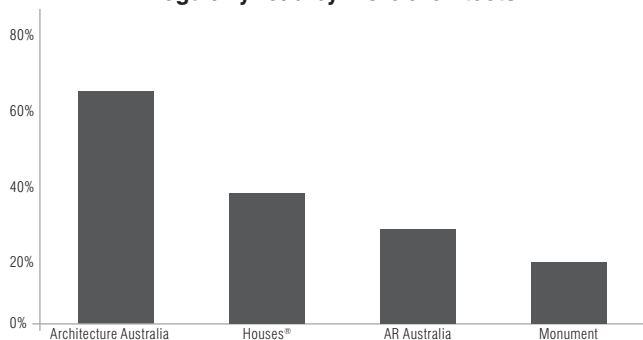
Analysis by state

| | | |
|---------------------------------|--------|------|
| NSW / ACT | 5,587 | 36% |
| Vic / Tas | 4,139 | 26% |
| Qld | 2,281 | 14% |
| WA | 1,217 | 8% |
| SA / NT | 1,107 | 7% |
| New Zealand / Overseas | 1,484 | 9% |
| Total audited circulation (CAB) | 15,815 | 100% |

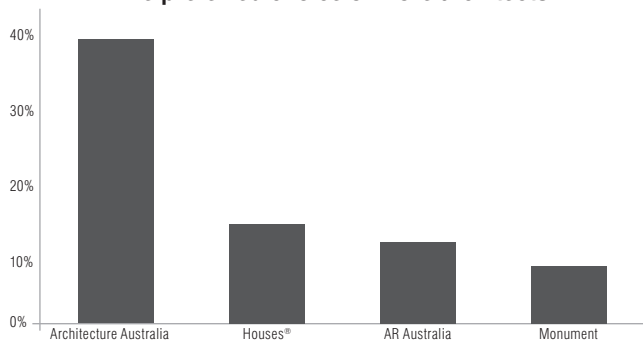
Independent reader research²

Independent readership research by Sweeney Research shows that Architecture Australia is preferred and read by thousands more architects than any other architecture magazine.

Regularly read by more architects



The preferred choice of more architects



2. Survey of Architects' Magazine and Journal Readership conducted by Sweeney Research – Study No. 13850 (2004).

ARCHITECTURE AUSTRALIA, OFFICIAL MEDIA PARTNER

Australian Exhibition 2008 Venice Architecture Biennale



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| Issue dates and deadlines 2008 | Bookings before | Ads before | On sale |
|--------------------------------|-----------------|-------------|-------------|
| January / February | 22 Nov 2007 | 26 Nov 2007 | 25 Jan 2008 |
| March / April | 14 Jan 2008 | 21 Jan 2008 | 14 Mar 2008 |
| May / June | 11 Mar 2008 | 17 Mar 2008 | 2 May 2008 |
| July / August | 12 May 2008 | 19 May 2008 | 4 Jul 2008 |
| September / October | 14 Jul 2008 | 21 Jul 2008 | 5 Sep 2008 |
| November / December | 1 Sep 2008 | 8 Sep 2008 | 7 Nov 2008 |

Special sections 2008

| | |
|---------------------|---|
| January / February | AA Prize for Unbuilt Work |
| March / April | RAIA Gold Medal Winner |
| May / June | |
| July / August | RAIA State Awards |
| September / October | RAIA State Awards, Venice Architecture Biennale |
| November / December | RAIA National Awards • AS Hook Address |

| Advertising rates 2008 ³ | Casual | 3x | 6x | 12x |
|-------------------------------------|----------|---------|---------|---------|
| Double page spread | \$10,220 | \$9,610 | \$8,990 | \$8,380 |
| Single page | \$6,390 | \$6,010 | \$5,620 | \$5,240 |
| Half page | \$4,280 | \$4,020 | \$3,770 | \$3,510 |
| Quarter page | \$2,880 | \$2,710 | \$2,530 | \$2,360 |

3. All rates exclude 10% GST

Series discounts and editorial support

Advertisers can build series discounts by advertising across any combination of Architecture Media magazines. Frequent display advertising may also qualify for editorial support in Architectural Product News, in email newsletters or on the Selector.com website.

Cover and preferred positions

Frequency rate plus: outside back + 25%, inside front + 20%, inside back + 15%, advertiser preferred position + 10%.

Loose inserts

Prices from \$360 per thousand for less than 10 gms. Mailed copies only. The minimum insert charge is \$1,500.

Mechanical data

Page trim size 292 mm deep x 225 mm wide.
Page bleed size 302 mm deep x 235 mm wide.
Cover 350 gsm satin art with celloglaze.
Text 100 gsm satin art. Burst bound.

Advertising production enquiries

Architecture Australia accepts digital files only. For detailed information on accepted file formats, sizes and other production information please contact one of our advertising sales consultants or visit www.architecturemedia.com.au/mediakit (pdf download).

Publisher: Architecture Media – Australia and New Zealand's premier design publisher

Architecture Media is Australia's leading publisher for the architecture and design community and an associate company of the Royal Australian Institute of Architects. Our market-leading portfolio includes Architecture Australia, Artichoke®, Houses®, Houses® Style: Kitchens+Bathrooms, Landscape Architecture Australia, Architectural Product News, the Architects Handbook and Selector.com – essential resources for all architecture and design professionals. Our subsidiary, AGM Publishing Limited, serves the New Zealand market with a range of similar titles.

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