

de Architect

Platform for expertise and inspiration

NEW;
in 2012
also on
the iPad



Find out about the multimedia opportunities offered by de Architect and reach the very target group you're aiming at. From an ad in our trade journal to a banner on our website. Our events are also an excellent platform for bringing your activities to the attention of others.

Why opt for de Architect as your communication platform?

- de Architect has a circulation of over 4,900 copies (figures confirmed by HOI, the Dutch Institute for Media Auditing, 2010)
- de Architect is the largest architectural trade journal in the Netherlands
- More than 30% of the subscribers have been reading de Architect for over 15 years
- 51% of the architects uses architectural trade journals when searching for materials or suppliers *
- The importance of a trade journal as a source when selecting materials is rated with a 7,8*



Most widely read
and best rated**

*Research among
architects. BouwKennis
Jaarrapport '11-'12

* BouwKennis Jaarrapport '11-'12

Themes and publication dates 2012 de Architect

No.	Topic	Product news	Publication date	Reserve
1	Facades and architecture Exhibition magazine GEVEL 2012	Façades / GEVEL 2012	12-01-2012	12-12-2011
2	Architecture as a craft	Building materials	09-02-2012	09-01-2012
3	Infrastructure and spatial development Interieur: Wellness	Elevators, Stairs, Parking Bathroom ware/fittings/fixtures / IMM	08-03-2012	06-02-2012
4	Architecture, construction and sustainability	Sustainable building materials / Building Holland	12-04-2012	19-03-2012
5	Education Interieur: Retail	Glass and Solar Panels Lighting / 100% Design	09-05-2012	10-04-2012
6	Renovation and reallocation	Windows, Doors, Window-frames / Provada	13-06-2012	14-05-2012
7/8	The architect as entrepreneur	Systems / domotics	09-08-2012	09-07-2012
9	Innovation in housing construction Interieur: Alternative Workspace Strategies	Floors, Walls, Ceilings / Architect@Work project design	12-09-2012	13-08-2012
10	Architecture in Flanders	Prefab building systems and roofs	11-10-2012	10-09-2012
11	Healthcare Interieur: de Architect Awards	Lighting Office furniture / Orgatec	14-11-2012	15-10-2012
12	Building with BIM	Digital and design products	13-12-2012	12-11-2012

Themes and publication dates 2012 de Architect iPad App

No.	Topic	Product news	Publication date	Reserve
April	Wellness	Kitchens, Bathrooms, Sanitaryware	02-04-2012	05-03-2012
Juni	Retail	Facades, Windows, Doors	01-06-2012	30-04-2012
Oktober	Theatres	Floors, Ceilings, Walls	01-10-2012	03-09-2012
December	Villas	Lighting, Home automation	03-12-2012	05-11-2012

de Architect

Advertising rates

All rates in euros, excluding VAT

Advertisements	Discounts			
	3x	6x	12x	24x
1x				
1/1 page € 3.230,-	5%	10%	15%	20%
1/2 page € 2.040,-	5%	10%	15%	20%
1/4 page € 1.225,-	5%	10%	15%	20%

Personnel advertisements

1/1 page	€ 3.570,-
1/2 page	€ 2.230,-
1/4 page	€ 1.340,-

Surcharges

Special insertion	25%
Descending	10%
Back margin	10%
1 supporting colour	€ 675,-
Full colour	€ 1.590,-
Commercial enclosures	upon request

Formats

(width x height in mm)

Type page	220 x 297 mm
Descending	230 x 307 mm (incl. 5 mm cut, crop marks on type page)
Spread	450 x 307 mm (incl. 5 mm cut, crop marks on type page)

Type area	Portrait	Landscape
1/1	200 x 270	n/a
1/2	95 x 270	200 x 130
1/4	95 x 130	200 x 63

Delivery material

Sdu Uitgevers B.V.
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P.O. Box 34
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Fax +31(0)70 799 98 81

de Architect



Online advertising

Banneris

Leaderboard (728 x 90 pixels)	CPM € 60.-
Large rectangle (336 x 280 pixels)	CPM € 60.-
Full size banner (468 x 60 pixels)	CPM € 45.-
Logolink (60 x 30 pixels) per quarter	€ 1,500.-
Exclusive E-mail newsletter banner per quarter (full size banner, skyscraper)	€ 2,500.-

De Architect Interieur Collections € 995.-
Presentation of your latest products on www.dearchitect.nl/collecties

Advertorial

1 placement (website + E-mail newsletter)	€ 750.-
2 placements (website + E-mail newsletter)	€ 1,250.-

Partner mailing

Prijzen op request

iPad App

Last year De Architect iPad app was successfully introduced. With currently over 10,000 downloads, the iPad app is an excellent way to be visible within your target audience. In 2012 the iPad app will have 4 special editions.

Fullscreen Advertisement	€ 3,450.-
Productinnovations	€ 950.-

Inspire architects with a presentation of your latest product or collection

App index	€ 950.-
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Present your iPad or iPhone app in the overview of apps for architects to the readers of de Architect iPad app and increase the number of downloads



More information

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