

# The Architectural Review

## Media guide 2022

*‘As I’ve said many times in the past,  
The Architectural Review was a very  
strong influence which led me to  
becoming an architect’*

Norman Foster, Foster + Partners, London

# The Architectural Review

Setting the international agenda for over 125 years

Founded in 1896, the AR has a proud tradition of challenge and criticism, scouring the globe for architecture that provokes and inspires, and offering its unique perspective on the biggest issues of our time. With loyal subscribers in 101 countries, the AR's print edition lands in the hands of influential decision-makers. Hosting events and prestigious awards for emerging and established practices around the world connects the AR with an ever-growing network of leading architects and design-enthusiasts

Print circulation 7,000+

Website monthly page views 219,000+

Website monthly sessions 145,000+

Solus email recipients 19,000+

Newsletter subscribers 34,000+

Twitter followers 127,000+

Facebook followers 60,000+

Instagram followers 88,000+

LinkedIn followers 15,000+

YouTube subscribers 15,000+

# The Architectural Review

## Subscribers from 101 countries



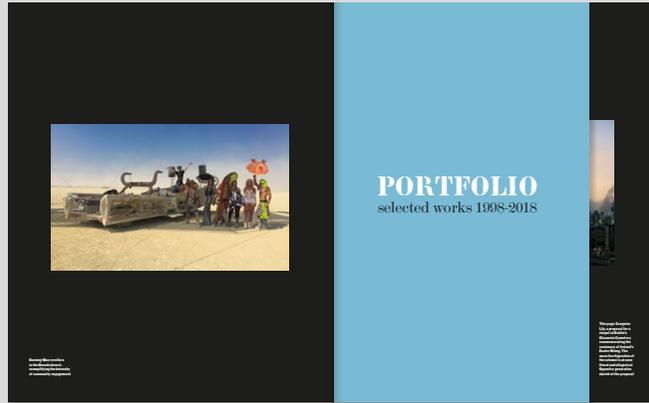
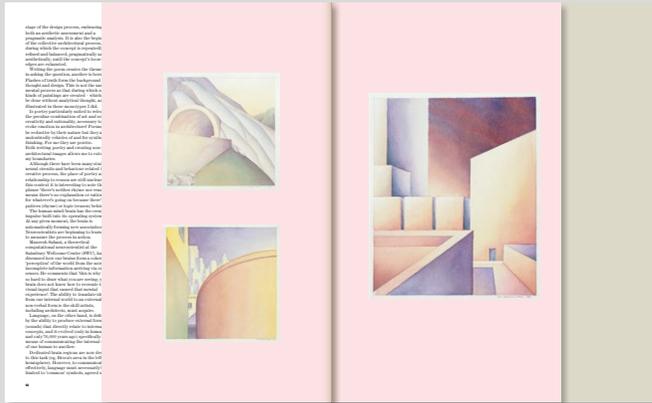
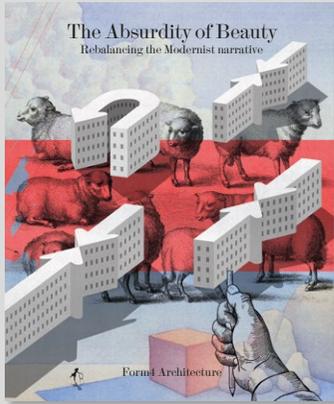
Web traffic ranking by country

1. USA 2. United Kingdom 3. India 4. Australia 5. Canada 6. Italy 7. Germany 8. France 9. Spain 10. Turkey





*'In every aspect of the project, the AR delivered the highest level of quality and talent to bear, from powerful and intensely thoughtful writing to creative and provocative graphic design. The team's editorial skills are unmatched in helping to craft a sophisticated essay from a working draft'* John Marx, founder of Form4 Architecture



*Monograph for Form4 Architecture Investment for an AR monograph from £25,000*

# The Architectural Review

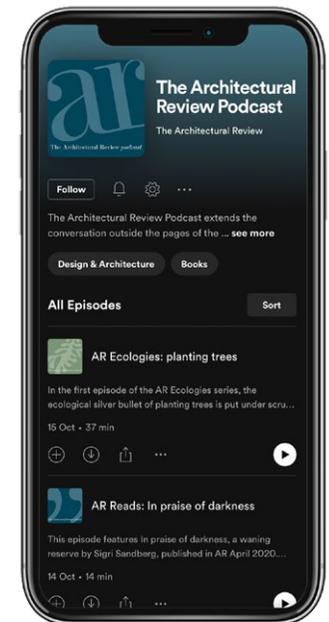
## Podcasts about books, ecology and architecture

Launched in 2020, AR podcasts include interviews and discussions with some of the most interesting and influential figures in architecture, as well as pieces read out loud from our extensive archive. With over 17,300 downloads to date, AR podcasts reach thousands of listeners in more than 100 different countries. The largest audiences are in the UK, the US and Australia

### Podcast sponsorship

Align your company with an existing AR podcast or help shape and contribute to a bespoke series of three episodes with your chosen guests

*Investment from £5,000*



# The Architectural Review

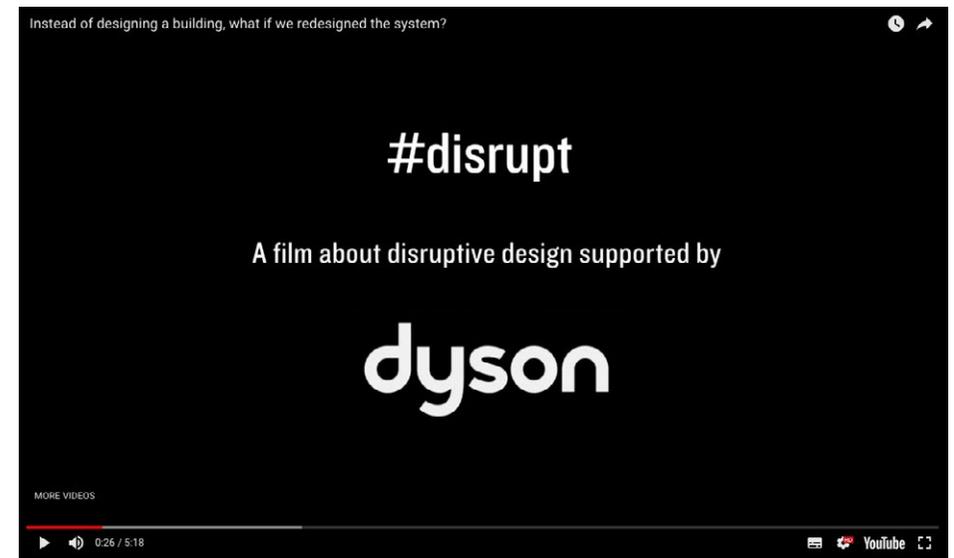
## Filmed interviews and documentaries

Working with filmmakers and editors around the world, the AR commissions exclusive video content, visiting significant projects and interviewing key industry figures. AR films regularly receive over 20,000 views and remain popular long after their release, with over 420 hours of video watched on average per month on our YouTube channel

### Bespoke films

Commission the AR to produce an editorially independent video you contribute to – whether it's the visit of a building or a series of interviews on a particular subject – or an animated film telling the story of your own organisation

*Investment from £15,000*



# The Architectural Review

## Our long-running and prestigious awards programmes

AR awards are a great opportunity to show your commitment to equality, support emerging architects and learn from established practices, discuss the future of the home with pioneering architects and network with an influential constituency from the property and construction sectors

### **W Awards** *May 2022*

celebrating the contribution of women and non-binary people

### **AR Future Projects** *June 2022*

celebrating projects on the drawing board or under construction

### **AR Public** *July 2022*

celebrating the creation, rescue and renovation of public space

### **AR Emerging** *November 2022*

celebrating the next generation of talented designers

### **AR House** *December 2022*

celebrating the world's best houses



ar future projects

ar public

ar emerging

ar house



AR Emerging finalists with judges *Sou Fujimoto*, *Niall McLoughlin* and *Anna Heringer* at the 2019 prizegiving ceremony in Amsterdam

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## W Programme and W Awards

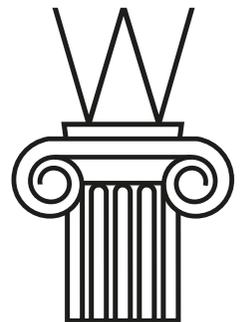
In partnership with both the AR and the *Architects' Journal*, the W Programme promotes equality and diversity in practice through a series of networking and social events, mentoring sessions, survey workshops and inspiring lectures to create better and healthier working environments for everyone in architecture.

Recognising the contribution of women and non-binary people, the programme's annual lunch and awards, attended by over 200 people, are a celebration of talent and ambition, of leadership and outstanding architecture

### W Programme and W Awards sponsorship

Make a public commitment to equality and join us in building a sustainable future for the profession

*Investment from £7,500*



# The Architectural Review

## Online display advertising

*Bespoke advertising*

Other creative opportunities, including catfish and video banners, available on request from £10,000

Select a single or combine multiple ad formats and align yourself with the highly respected AR content to raise your brand profile, choosing the number of impressions to suit your objectives and budget

Ad position	CPM rate	30,000 impressions per month	50,000 impressions per month
MPU (300x250)	£65	£1,950	£3,450
Double MPU (300x600)	£70	£2,100	£3,600
Leaderboard (728x90)	£75	£2,250	£3,750
Super leaderboard (970x90)	£80	£2400	£4000
Billboard (970x250)	£85	£2,550	£4,500
Side panels (350x1,000)	£100	£3,000	£5,000

*Homepage takeover*

High-impact branding campaign with all advertising positions roadblocked  
£6,000 per week with 50,000+ impressions

**Billboard 970x250**

**Super Leaderboard 970x90**

**Leaderboard 780x90**

# The Architectural Review

**Side panels 350x1000**



**Side panels 350x1000**



Horizontal lines representing text content in the main body.

**MPU 300x250**

**Double MPU 300x600**

# The Architectural Review

## AR newsletter advertising

The AR sends carefully curated emails to our readers each week with the latest AR stories, podcasts, reading lists, photo essays, pieces from the archive and a selection of three new architecture competitions. Newsletters are responsible for a third of the subscriber traffic to architectural-review.com, with an incredible open rate of 28%, generating over 6,000 impressions per email

### Newsletter advertising positions

There are two advertising positions in our newsletters: horizontal banner (600x100) and MPU (300x250)

*Investment from £2,000*

The Architectural Review

AR This Week

All the latest stories uploaded to the website



'Ecological justice is making our consumerist society responsible for the destruction of the planet'  
Interview with Sebastião Salgado



'Trees are assumed to be natural, innocent ecological entities with no say in politics. But digging below the surface shows that trees have been used strategically to seize, hold and control territory'  
Violence of planting in Israel-Palestine

600x100



Heatherwick Studio | Kéré Architecture | Sebastião Salgado | CAUXIN Studio | Mars Architects | Abart | Studio Anna Heringer | Rizvi Hassan | Terunobu Fujimori

AR October 2021: Tree



Celebrating the best design by women and non-binary people from around the world, enter this year's W Awards today – entries are free

The 2022 W Awards are now open for entry

300x250

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## Online advertorial

Share your own content with the AR audience by promoting a case study, CPD article or product launch press release online. Your feature will be hosted on the AR website for three months, included in the AR This Week newsletter, sent out to 34,000+ subscribers and promoted on social media

### Online advertorial specifications

We recommend the article to be no longer than 450 words and that you supply two high-resolution images and a URL link to your chosen landing page  
*Investment £3,250*

The Architectural Review

ESSAYS BUILDINGS PLACES ARCHITECTS ARCHIVE COMPETITIONS FILMS PODCASTS AWARDS STUDENTS MAGAZINES SHOP

## Architects have their say: the JUNG Architecture Talks

PARTNERSHIPS

Facebook Twitter LinkedIn

RELATED STORIES

- 'You leave the pages open near where you are drawing and it is very inspiring': Floris & Prats' AR Bookshelf  
6 JULY 2020 | BY AR EDITORS
- 'Intersections with things like race, class, power: they're fundamental, they're not peripheral at all': Lesley Lokko's AR Bookshelf  
13 JULY 2020 | BY AR EDITORS
- 'Everything you do is a political act': Owen Hatherley's AR Bookshelf  
26 JULY 2020 | BY AR EDITORS
- AR July / August 2020 on Criticism  
27 JULY 2020 | BY AR EDITORS
- Editorial: the sites, forms and practice of criticism  
28 JULY 2020 | BY HEANOW MOLLARD
- Selecting, visiting, and publishing buildings: the state of criticism  
30 JULY 2020 | BY HEANOW MOLLARD
- AR Reading List 039: 2020's most read stories  
11 DECEMBER 2020 | BY AR EDITORS

From conversations about key architectural projects and current topics to visions of the future and controversial discussions, JUNG's new podcast series gives architects the floor to explore building and culture

The first podcast of the JUNG Architecture Talks series in spring 2020 was followed by almost 70 further exciting talks with international architectural offices. Even if architecture generally lives through the power of images, over 2,000 minutes of talks prove it: words inspire architecture.

Architecture and construction are changing at an unprecedented pace, and who better to give their opinion on these changes than architects and planners themselves? Interested in personal views, JUNG talks to those who have been, and continue to be, instrumental in shaping the transformation of our cities and the evolution of the construction industry. Much that was previously considered unchangeable is now being put to the test by new technological possibilities. Long-established design, production and assembly processes have been 'computerised' through digitalisation, leading to new and independent methods, efficient processes, a new building culture – and ultimately perhaps even a redefinition of the role of architects. At the same time, the debate about values, aesthetics and design is also gaining new momentum. All these aspects are equally relevant; at JUNG, we see it as our responsibility to exploit technological potential while at the same time meet the highest design standards.

JUNG

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## Social media

The AR has significant influence and engagement across Twitter, LinkedIn, Facebook and Instagram. Depending on your objectives, we can work with you to decide on the best social platform to meet your requirements and shape an impactful campaign. Bespoke social media packages are available on request

### Twitter or LinkedIn or Facebook

One post

*Investment £1,000*

One post + one follow-up post

*Investment £1,500*

Video post

*Investment £2,000*

Bespoke social media package

*Investment £POA*

### Instagram

One post on the AR grid for three months

*Investment £1,600 plus vat*

One Instagram story, including swipe-up

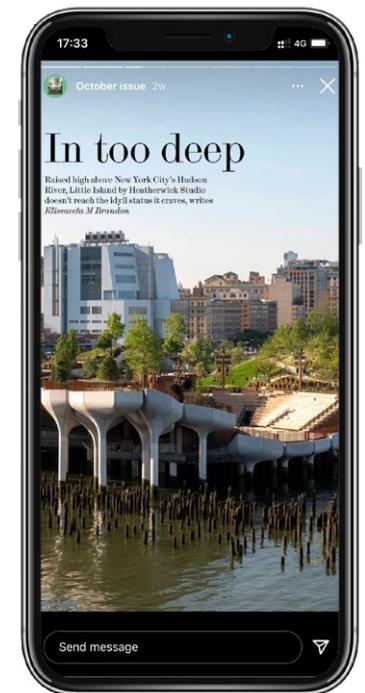
*Investment £1,900 plus vat*

Client to post on their own grid and

AR to share the post as a story,

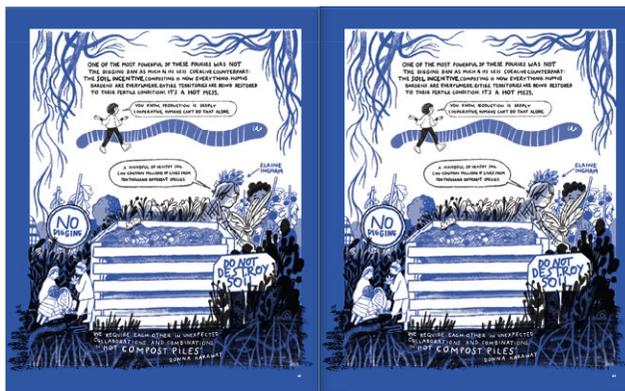
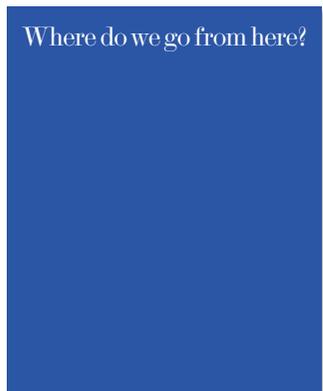
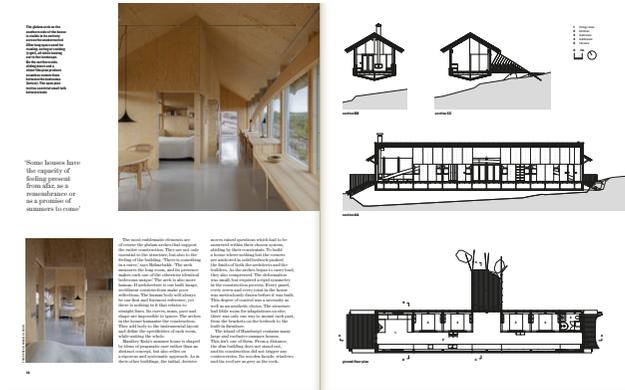
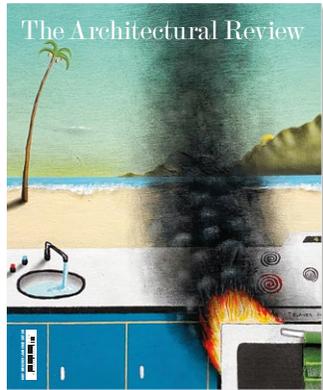
including swipe-up

*Investment £1,750 plus vat*



# Ten beautifully crafted publications to tackle today's biggest issues

*'The AR feels different to other publications. There is a fantastic sense of refreshing curiosity and it features architects who are dead, alive, young, old, and even a couple I've never heard of - which I love!'*  
 Shelley McNamara, Grafton Architects, Dublin



**February**

**Animals**

**March**

**W Awards + Bodies**

**April**

**Stone**

**May**

**Transit**

**June**

**Health**

**July/August**

**AR Public + Commons**

**September**

**Desert**

**October**

**France**

**November**

**AR Emerging**

**December**

**AR House + Family**

# The Architectural Review

## Contact the commercial team



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*'Issues of the AR are conversations in themselves, influenced by other disciplines, richly illustrated with surprising graphic material, expanding geographical boundaries'*  
Ricardo Flores and Eva Prats, Flores & Prats, Barcelona

