

RIBA

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The RIBA Journal

**Media Information
2022**



Target more architects & specifiers with RIBA Journal

RIBA Journal's multi-channel marketing solutions enable construction product manufacturers and suppliers to market their products more effectively.

With an audited circulation of 25,160 The RIBA Journal has the largest audience of any UK architecture title including the weeklies and monthlies. We can deliver your marketing message direct to more UK architects and specifiers through a range of marketing solutions:

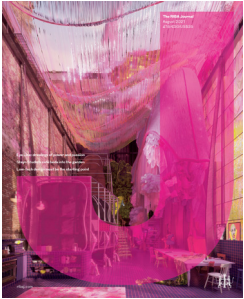
- + Product profiles
- + Print and digital advertising
- + Themed supplements
- + CPD features and videos
- + Live events
- + Sponsorship and brand profiling

RIBAJ email newsletters

Our range of regular briefings and email newsletters cover the latest building stories, practice information, technical articles and comment and reviews from RIBAJ.com and offer more opportunities for advertisers to reach our audience.

- + Editors' Choice newsletter – curated by the team to highlight key stories online
- + Buildings – case studies, news and ideas
- + Culture – views, reviews and people
- + Intelligence – technical and practice related content
- + Products – product and materials, specification, regulations and product case studies



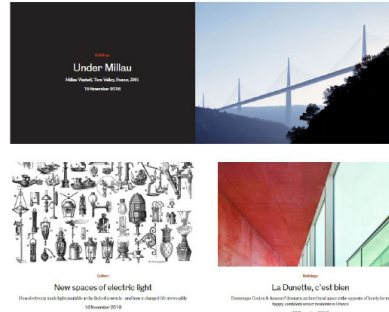


RIBAJ

The RIBA Journal magazine is the most valued RIBA membership benefit according to our annual member survey. It is designed to be collectible and consumer-able; to appeal equally to the head and the heart. The heart is served by much-expanded 'Buildings' coverage at the front of the magazine and a 'Culture' section in the final third. The head benefits from our noted technical and practice section, 'Intelligence', now a registered RIBA CPD provider. This is right at the heart of the magazine.

All this is presented in a striking and elegant design, in a wider format, with better quality paper, photography and printing.

Inside you will find plenty of buildings, covered in a wide variety of ways, with prominence and clarity of drawings; unrivalled technical coverage and a fresh approach to presenting practice and business information.

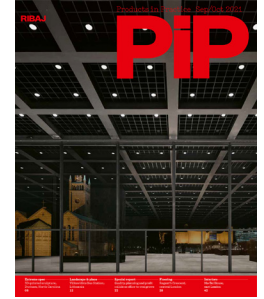


ribaj.com

Investment in our multimedia portfolio continues - we now have double the amount of digital content available online to that in the monthly print magazine including 10,000 articles and multimedia assets on industry intelligence, building studies, photos, drawings and daily stories available at RIBAJ.com

RIBAJ.com is now uniquely positioned to identify with the day-to-day life of the architect. We seek to equip architects with a mix of useful, valuable and inspiring created and curated content.

Architects crave quality content. We are offering a package to reflect that, ensuring your campaign can generate a greater return on investment.



PIP

Launched in 2013, and redesigned with the Journal, Practice in Practice (PiP) is our technical supplement produced 4 times a year for our UK readers. PiP looks at the new projects, products, and innovations that are shaping the construction world.

RIBA
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'The RIBA Journal manages to effortlessly balance a brilliant span of diverse opinion, expert advice and good old-fashioned architectural criticism in a way that most architectural periodicals no longer manage to do.'

Deborah Saunt, founding partner DSDHA and director of inter-practice at the London School of Architecture

'The RIBA J reminds us that there is always a context to architecture. Be it cultural, technical, social, political or organisational, knowledge is critical for understanding how to find your place in this context. RIBA J is an essential tool for navigating these increasingly complex influences.'

Sarah Wigglesworth MBE RDI, founder of Sarah Wigglesworth architects and former professor of architecture at University of Sheffield

'In a world soaked in dubious digital information, architects are lucky to have the thoughtful commentary of the RIBA J. It is both attractive visually but, more importantly, deals with issues of the day that affect architects in an even handed way.'

Neil Spiller, Editor, Architectural Design and former-Hawksmoor Chair of Architecture and Landscape, University of Greenwich

'I find the RIBA J extremely informative, enjoyable to read and current. Compared to other architectural magazines/ journals the RIBA J is great at offering a broad range of topics, which are thoroughly written.'

Hannah Durham, partner, Cullinan Studio and member of the RIBA J 'Litmus Group' reader panel



RIBA Journal
25,160

ABC audited 1 July 2020 - 30 June 2021

Architecture Today
13,000

ABC audited 1st July 2020 - 30 June 2021

Architect's Journal
7,862

AJ media pack / website 20 October 2021

The RIBA Journal has the largest circulation of any UK architecture magazine

The RIBA Journal has been at the heart of the architecture profession for 127 years. Informing, exciting and inspiring generations of architects and built environment professionals.

With the biggest circulation of any UK architecture magazine we can deliver your marketing message direct to more UK architects.

Each issue is sent direct by post to RIBA members practicing in the UK and overseas.



advertising.ribaj@riba.org

January	2022 preview	May	Residential	September	Sustainability Salary survey
February	MacEwen Award Special issue	June	Awards Special issue	October	Education
March	Sustainability	July	Retrofit	November	Houses Rising stars
April	Future winners Special issue	August	Eye Line	December	RIBA student & research medals



March/April

Special report:
Workplace
Product Focus 1:
Doors, windows & ironmongery
Product Focus 2:
Cladding
Interiors and fit out

September/October

Product Focus 1:
Doors, windows & ironmongery
Product Focus 2:
Kitchens and bathrooms
Interiors and fit out

May/June

Special report:
Housing
Product Focus 1:
Flooring
Product Focus 2:
Landscape & place
Interiors and fit out

November/December

Special report:
Education
Product Focus 1:
Roofing & skylights
Product Focus 2:
Lighting
Interiors and fit out

PIP

***Display advertising costs**

Full page	£3,722
Double page spread	£6,317
Half page	£2,600
Quarter page	£2,008
Inside Front Cover/Outside Back Cover	£4,298

Extras

1st spread: £422 extra, 2nd spread; £285 extra, early right-hand page: £541 extra.

Inserts and creative advertising

Details and costs on requests

Bellybands (PiP only)

Bookmarks

Tip-ons

Gatefolds

Polywrap sponsorship

2022 Publishing dates and deadlines

Issue	copy deadline	publishing date
January	6th December	3rd January
February	10th January	27th January
March*	7th February	24th February
April	5th March	24th March
May*	4th April	3rd May
June	9th May	27th May
July	13th June	30th June
August	11th July	28th July
September*	8th August	30th August
October	12th September	29th September
November*	10th October	27th October
December	7th November	6th December
January 2023	5th December	2nd January

* Includes Products in Practice

Dimensions

	trim area	bleed area
DPS	466 x 285 mm	472 x 291 mm
Page	233 x 285 mm	239 x 291 mm
Half horizontal	203 x 127 mm	N/A
Half vertical	98 x 256.5 mm	N/A
Quarter	98 x 126.2 mm	N/A

Specifications**Digital files**

Please supply high-res PDF. Ensure that colours are CMYK, fonts are enclosed and images are 300dpi resolution. Supply logos as EPS files.



Stats

Average per month as of October 2021

Page impressions	121,067
Total visits	67,704
Unique users	41,287
Average visit duration	1:48
Total editorial newsletter registrants	28,451
Total solus newsletter registrants	5062
Total product newsletter registrants	9,233

Social media audience at October 2021

Twitter	89,500
Instagram	30,800
Facebook	10,470
LinkedIn	31,872

Content Marketing Packages

Option 1 – Native advertising

Features: Up to 250 word article, 3 image slideshow and URL plus a minimum of 1 tweet and inclusion on a minimum of 1 editorial newsletter

Prominence: Your main image on a section homepage and section related articles

*Cost: 1 month £745 per month, 2 months £695 per month, 3 months £645 per month

Option 2 – Guest content

Features: Up to 500 word article, 6 image slideshow and URL, plus a minimum of 1 tweet and inclusion on a minimum of 1 editorial newsletter

Prominence: Your main image on a section homepage and in section related articles

*Cost: 1 month £945 per month, 2 months £895 per month, 3 months £845 per month

Option 3 – Bespoke Content Programmes

Features: Up to 750 word article, 9 image slideshow and URL, plus a minimum of 1 tweet and inclusion on a minimum of 1 editorial newsletter, plus 1 video

Prominence: Your main image on the homepage and in related articles

*Cost: 1 month £1145 per month, 2 months £1095 per month, 3 months £1045 per month

Promo Packages

Product profile

Features: Up to 150 words, 6 image gallery and URL plus a minimum of 1 tweet and inclusion in a product newsletter

Prominence: Your image on the Product section homepage

*Cost: 1 month £649 per month, 2 months £510 per month, 3 months £510 per month

Promotion slots (linked to your website)

On main homepage and section homepages (Buildings, Intelligence, Culture, Products)

*Cost: 1 month £1,188 per month, 2 months £1,128 per month, 3 months £1077 per month



Product Collections

A collection of articles on ribaj.com providing a unique opportunity to communicate key marketing messages through guest content, including:

- + Product launches
- + Case studies
- + Research and development
- + Product specification studies

All articles will be prominently displayed on ribaj.com and promoted through our email programme

Categories:

- + Flooring
- + Roofing
- + Cladding
- + Doors and windows
- + Kitchens and bathrooms
- + Interiors
- + Landscape and drainage
- + Lighting

- + See page 11 for Products Collection schedule

Collections Package

Features:

Your company's article will include:

- + Up to 200 word article
- + Main image including your logo
- + 3 image slideshow
- + URL and contact email

Prominence:

Your main image in the Product Collections section on a minimum of 2 section homepages

Promotion:

Your article will be promoted as part of a dedicated Product Collections eNewsletter

Cost:

£645 for one month

Production Specification

All images to be supplied as either JPEG or GIF. Minimum width 300 pixels

All text to be supplied as a word document

Please supply the following:

- + Main image
- + 3 images for the slideshow
- + Logo (white on black)
- + Headline (maximum 20 characters)
- + Introduction (maximum 10 words)
- + Body copy (maximum 200 words)
- + URL
- + Contact email
- + Tags (maximum of 3)



Product Collections schedule 2022**January**

- + Doors & Windows
- + Roofing & Cladding

February

- + Kitchens & Bathrooms
- + Interiors & Lighting

March

- + Insulation
- + Flooring

April

- + Roofing
- + Ceilings & Partitions

May

- + Cladding
- + Doors & Windows

June

- + Kitchens & Bathrooms
- + Flooring

July

- + Doors & Windows
- + Housing

August

- + Flooring
- + Roofing & Cladding

September

- + Doors & Windows
- + Kitchens & Bathrooms

October

- + Flooring
- + Sustainability

November

- + Cladding & Roofing
- + Interiors & Lighting

December

- + Insulation
- + Doors & Windows



Online banner advertising

A range of online advertising and email banner advertising opportunities either separately or as part of a broader marketing package.

Editorial e-Newsletters

8/10 per month

Banners

*Cost: £2,061 per month

*Cost: £567 per e-Newsletter

e-Bulletins

Dedicated email

Up to 200 words, 4 images and URL, logo

*Cost: £3,092 per email

Advertising specifications

All images to be supplied as either JPEG or GIF. Minimum width 300 pixels.

Text to be supplied as a word document

Promotion slot	Desktop	1 198 x 342 pixels
	Tablet	700 x 300 pixels
	Mobile	300 x 250 pixels
Newsletter banner		1 198 x 342 pixels
Skyscraper banner		238 x 428 pixels

Content package specifications:

Words as per package

Images as per package

Logo

URL

Twitter handle

2022 Content deadlines and dates

Live month	Copy deadline	Live date
January	13th December	3rd January
February	11th January	1st February
March	15th February	1st March
April	11th March	1st April
May	11th April	2nd May
June	11th May	1st June
July	10th June	1st July
August	11th July	1st August
September	11th August	1st September
October	12th September	3rd October
November	11th October	1st November
December	11th November	1st December



The introduction of special projects to our portfolio gives our partners options to associate brands and content on a range of existing, multimedia initiatives including those outlined below.

RIBA J Live

Alongside the magazine and the website the RIBA J hosts and produces a programme of conferences, briefings, breakfast/lunch meetings and events creating forums to learn and debate the key issues affecting the industry and economy today.

RIBA J Roundtables

The RIBA J organises and hosts a round-table debates. The editor will invite participants, selected by both the RIBA Journal and our partner from prominent architecture firms, clients and other appropriate organisations.

RIBA J Supplements

The RIBA J's editorial and design team produce supplements on behalf of partners ranging from associations, institutions and manufacturers. These can be bound-in or stand alone and range from 12 pages to 100 pages.



Webinar Series 2022

Launched in 2020 to provide architects a platform to continue learning about award winning projects. Architects and specifiers still need to learn and will go to the RIBA Journal and PiP for trusted information.

Each morning webinar is...

- + Free to attend, hosted on ribaj.com
- + Includes RIBA Award winning projects presented by their lead architect
- + Complemented by up to three manufactures/suppliers who present their collaboration with architects
- + Available on demand after event
- + Written up with a two page report in the following edition of PiP

Topics

- + **1st February - Housing & residential development**
- + **15th March - Education buildings**
- + **24th May - Offices & workplace design**
- + **21st June - Health & wellbeing**
- + **20th September - Sustainability in design**
- + **18th October - Transport & infrastructure**
- + **15th November - One-off housing**

"I attended my first RIBA J PiP event last week. The event was extremely good - well organised with five excellent speakers, two on advances in products and three on buildings of high quality including a shortlisted Stirling Prize entry. I would recommend attending future talks. I have already booked for the next RIBA J PiP seminar."

T G VANNER Chartered Architect
Chairman of the Chelmsford Chapter of Architects

Partnership Package

Features:

- + Your company will be included on the programme as a speaker
- + Branding on marketing, including newsletter
- + Access to the delegate list after the event
- + Your logo and URL on the report in the following issue of PiP

Cost: £3,495

PiP