

RIBA

The RIBA Journal

J

Media Information 2018



The overall look and feel of The RIBA Journal
'stands out in the pile of other magazines',
RIBAJ Litmus Group 2017

Target more architects and 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 28,054 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:

- + Content marketing packages – native advertising and guest content
- + Product profiles
- + Print and digital advertising
- + Themed supplements
- + CPD features and videos
- + Live events and Round Tables
- + Sponsorship and brand profiling

RIBAJ email newsletters

Our new 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 in Practice – product and materials, specification, regulations and product case studies
- + Learning, professional development and careers

The logo for RIBA J, featuring the word "RIBA" in a large, bold, black sans-serif font, with a smaller, bold, black sans-serif letter "J" positioned directly below the "A".

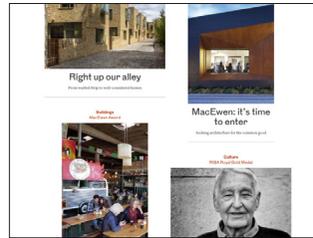


RIBAJ

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 new '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, PIP (Products in Practice) is our technical supplement produced 6 times a year for our UK readers. PIP looks at the new projects, products, and innovations that are shaping the construction world.

RIBA J

'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

'In a media-saturated world, the RIBA J is indispensable to anyone who is interested in British architects and architecture.'

Tszwai So, Spheron Architects
and a 2016 Rising Star winner

'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, Hawksmoor Chair of Architecture and Landscape and Deputy Pro Vice-Chancellor, 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

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RIBA Journal
28,054

ABC audited 1 July 2016 - 30 June 2017

Architecture Today
12,001

ABC audited 1 July 2016 - 30 June 2017

Architect's Journal
6,702

AJ media pack/website 3 October 2017

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 125 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 to RIBA members practicing in the UK and overseas.

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advertising.ribaj@riba.org

January	Refurbishment	May	Refurbishment	September	Refurbishment
February	Sustainability	June	Sustainability <i>Awards Special issue</i>	October	Sustainability <i>Housing Special issue</i>
March	Retrofit	July	Retrofit	November	Retrofit
April	Envelope Best of the Best <i>Special issue</i>	August	Envelope	December	Envelope

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January/February

Special report:
Energy efficient buildings
Product Focus 1:
Doors, Windows
& Ironmongery
Product Focus 2:
Roofing
Interiors and fit out
Exhibition preview:
EcoBuild

March/April

Special report:
Workplace
Product Focus 1:
Cladding and curtain walling
Product Focus 2:
Insulation
Interiors and fit out
Exhibition preview:
Retail Design Expo

May/June

Special report:
Housing
Product Focus 1:
Flooring
Product Focus 2:
Landscape & drainage
Interiors and fit out
Exhibition preview:
Retail Design Expo

July/August

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

September/October

Special report:
Healthcare
Product Focus 1:
Acoustics
Product Focus 2:
Doors & Windows
& Ironmongery
Interiors and fit out
Exhibition preview:
London Design Festival

November/December

Special report:
Education
Product Focus 1:
Cladding
Product Focus 2:
Kitchens and bathrooms
Interiors and fit out
Exhibition preview:
Lux Live



***Display advertising costs**

Full page	£3,401
Double page spread	£5,857
Half page	£2,449
Quarter page	£1,892
Inside Front Cover/Outside Back Cover	£4,049

Extras

1st spread: £410 extra, 2nd spread; £277 extra,
early right-hand page: £525 extra.

Inserts and creative advertising

Details and costs on request:

Bellybands (PIP only)

Bookmarks

Tip-ons

Gatefolds

Polywrap sponsorship

2018 Publishing dates and deadlines

Issue	copy deadline	publishing date
January	11th December	5th January
February*	15th January	1st February
March*	12th February	1st March
April	12th March	3rd April
May*	12th April	4th May
June	14th May	1st June
July*	11th June	28th June
August	16th July	1st August
September*	13th August	31st August
October	17th September	3rd October
November*	15th October	1st November
December	12th November	29th November

* 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**

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 2016 - 2017

Page impressions	61,072
Visits	30,298
Unique users	19,319
Average visit duration	1:27
Total editorial enewsletter registrants	11,184
Total product newsletter registrants	3,097
Social media audience at October 2017	
Twitter	70,297
Instagram	10,789
Facebook	8,400

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 £1,145 per month, 2 months £1,095 per month, 3 months £1,045 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 £645 per month, 2 months £495 per month, 3 months £445 per month

Promotion slots (linked to your website)

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

*Cost: 1 month – £1,145 per month, 2 months £1,095 per month, 3 months £1,045 per month



Product Collections

A collection of articles on RIBA J.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 RIBA J.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

All logos to be supplied as EPS files

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)

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Product Collections schedule 2018**January**

- + Doors & Windows
- + Cladding

February

- + Kitchens & Bathrooms
- + Interiors & Lighting

March

- + Insulation
- + Flooring

April

- + Roofing
- + Ceilings & Partitions

May

- + Cladding
- + Doors & Windows

June

- + Kitchens & Bathrooms
- + Flooring

July

- + Landscape & Drainage
- + Healthcare

August

- + Hotels & Leisure
- + Roofing

September

- + Doors & Windows
- + Kitchens & Bathrooms

October

- + Flooring
- + Bricks & Blocks

November

- + Cladding & Roofing
- + Interiors & Lighting

December

- + Insulation
- + Doors & Windows

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

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: £2,060 per month

*Cost: £595 per e-Newsletter

e-Bulletins

Dedicated email

Up to 200 words, 4 images and URL, logo

*Cost: £3,090 per email

Advertising specifications

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

Logos to be supplied as EPS files. 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
Newsletter banner		1 198 x 342 pixels

2018 Content deadlines and dates

Live month	copy deadline	live date
January	13th December	3rd January
February	17th January	1st February
March	14th February	1st March
April	14th March	2nd April
May	18th April	1st May
June	16th May	1st June
July	13th June	2nd July
August	18th July	3rd August
September	15th August	3rd September
October	19th September	1st October
November	17th October	1st November
December	14th November	3rd 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.

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Seminar Series 2018

Free to attend for architects involved in the design process, the PIP Seminar Series presents the latest innovations, use of products and how designers, consultants and manufacturers are collaborating to create well designed, enjoyable buildings and spaces.

Each morning seminar will:

- + Focus on a specific building typology
- + Showcase three innovative products, solutions and strategies from manufacturers that are designed specifically for that building typology and its user
- + Show how collaboration between architect and product manufacturer can create better buildings
- + Outline three exemplar building case studies given from well-known architects
- + CPD accredited
- + Be written up with a two page report in the following edition of PIP

Topics

- + September - **Housing & Education**
- + October - **Retail & Offices**
- + November - **Leisure**

Partnership Package

Features:

- + Your company will be included on the programme as a speaker
- + Branding on marketing, including newsletter and print advertising and at the event
- + Pop up exhibition space
- + Literature within the delegate bags
- + Access to the delegate list both before and after the event
- + Your logo and URL on the report in the following issue of PIP

Cost: £3,895

PIP

Products in Practice

advertising.ribaj@riba.org