

# RIBA

# J

The RIBA Journal

**Media Information  
2021**



**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 28,958 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 in Practice – product and materials, specification, regulations and product case studies
- + Learning, professional development and careers



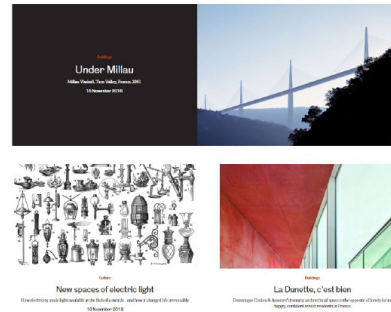


## RIBAJ

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.

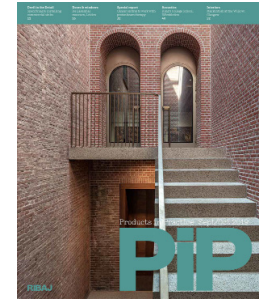


## ribaj.com

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, 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**  
The RIBA Journal  
**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

'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  
26,495

ABC audited 1 July 2019 - 30 June 2020

Architecture Today  
13,000

ABC audited 1<sup>st</sup> July 2019 - 30 June 2020

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 126 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.

**RIBA**  
The RIBA Journal  
**J**

[advertising.ribaj@riba.org](mailto:advertising.ribaj@riba.org)

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



## Products in Practice (PiP) features 2021

March/April

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

September/October

Product Focus 1:  
Doors, windows & ironmongery  
Product Focus 2:  
Kitchens and bathrooms  
Interiors and fit out  
Exhibition preview:  
London Design Festival

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  
Exhibition preview:  
Lux Live

# 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

**2021 Publishing dates and deadlines**

Issue	copy deadline	publishing date
January	7th December	4th January
February*	11th January	4th February
March*	8th February	25th February
April	8th March	25th March
May*	12th April	29th April
June	17th May	4th June
July*	14th June	1st July
August	12th July	29th July
September*	9th August	31st August
October	13th September	30th September
November*	11th October	28th October
December	8th November	3rd December
January 2022	6th December	3rd 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 2021

Page impressions	121,067
Total visits	67,704
Unique users	41,287
Average visit duration	1:22
Total editorial newsletter registrants	25,324
Total product newsletter registrants	8,292

### Social media audience at October 2020

Twitter	86,800
Instagram	26,900
Facebook	10,158
Linked in	23,752

## 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 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

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

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### 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

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All text to be supplied as a word document

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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 2021****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



**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

**2021 Content deadlines and dates**

Live month	copy deadline	live date
January	21st December	4th January
February	11th January	3rd February
March	16th February	2nd March
April	18th March	1st April
May	16th April	1st May
June	18th May	1st June
July	17th June	1st July
August	18th July	3rd August
September	18th August	1st September
October	16th September	1st October
November	18th October	2nd November
December	17th 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 2021

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 will:

- + Free to attend, hosted via a third party on Zoom. Attendance unlimited
- + The programme includes RIBA Awards winning projects presented by their lead architect
- + Complemented by up to three manufactures/suppliers who present their collaboration with architects
- + Starts at 9 am and finishes at 11 am
- + Will feature OnDemand on RIBAJ.com
- + Be written up with a two page report in the following edition of PiP

### Topics

- + **9th Feb - Housing**
- + **20th April - Education**
- + **15th June - Offices**
- + **14th September - Health & wellbeing**
- + **19th October - Transport & infrastructure**
- + **16th November - Houses**

"I attended my first RIBAJ 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 RIBAJ 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 enewsletter
- + 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