Introduction

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 directly 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
About 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 consumerable; 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.

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.

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.
Reader testimonials

‘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 RIBAJ 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. RIBAJ 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 RIBAJ. 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 RIBAJ extremely informative, enjoyable to read and current. Compared to other architectural magazines/journals the RIBAJ is great at offering a broad range of topics, which are thoroughly written.’
Hannah Durham, partner, Cullinan Studio and member of the RIBAJ ‘Litmus Group’ reader panel
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 directly to more UK architects.

Each issue is sent directly by post to RIBA members practicing in the UK and overseas.
<table>
<thead>
<tr>
<th>Month</th>
<th>Theme</th>
<th>Month</th>
<th>Theme</th>
<th>Month</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Refurbishment</td>
<td>May</td>
<td>Landscape</td>
<td>September</td>
<td>Salary survey</td>
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<tr>
<td>February</td>
<td>MacEwen Award</td>
<td>June</td>
<td>Awards</td>
<td>October</td>
<td>Education</td>
</tr>
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<td></td>
<td>Special issue</td>
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<td>Special issue</td>
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</tr>
<tr>
<td>March</td>
<td>Sustainability</td>
<td>July</td>
<td>retrofit</td>
<td>November</td>
<td>Houses</td>
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<td></td>
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<td></td>
<td>Special issue</td>
</tr>
<tr>
<td>April</td>
<td>Future winners</td>
<td>August</td>
<td>Eye Line</td>
<td>December</td>
<td>RIBA student &amp; research medals</td>
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<tr>
<td></td>
<td>Special issue</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Month</td>
<td>Special report:</td>
<td>Product Focus 1:</td>
<td>Product Focus 2:</td>
<td>Exhibition preview:</td>
<td></td>
</tr>
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<td>--------------------------------------------</td>
<td>-----------------------------------------------</td>
<td>-------------------------------</td>
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</tr>
</tbody>
</table>
| January/February | Energy efficient buildings  
*Product Focus* 1: Doors, Windows  
& Ironmongery  
*Product Focus* 2: Roofing  
Interiors and fit out  
Exhibition preview: Surface design show |                                            |                                               |                               |
| March/April   | Workplace  
*Product Focus* 1: Cladding and curtain walling  
*Product Focus* 2: Insulation  
Interiors and fit out  
Exhibition preview: Futurebuild |                                            |                                               |                               |
| May/June      | Housing  
*Product Focus* 1: Flooring  
*Product Focus* 2: Landscape & drainage  
Interiors and fit out |                                            |                                               |                               |
| July/August   | Hotels & Leisure  
*Product Focus* 1: Roofing and skylights  
*Product Focus* 2: Kitchens and bathrooms  
Interiors and fit out |                                            |                                               |                               |
| September/October | Healthcare  
*Product Focus* 1: Acoustics  
*Product Focus* 2: Doors & Windows  
& Ironmongery  
Interiors and fit out  
Exhibition preview: London Design Festival |                                            |                                               |                               |
| November/December | Education  
*Product Focus* 1: Cladding  
*Product Focus* 2: Lighting  
Interiors and fit out  
Exhibition preview: Lux Live |                                            |                                               |                               |
Advertising rates and deadlines 2020

*Display advertising costs*

<table>
<thead>
<tr>
<th>Type</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Full page</td>
<td>£3,722</td>
</tr>
<tr>
<td>Double page spread</td>
<td>£6,317</td>
</tr>
<tr>
<td>Half page</td>
<td>£2,600</td>
</tr>
<tr>
<td>Quarter page</td>
<td>£2,008</td>
</tr>
<tr>
<td>Inside Front Cover/Outside Back Cover</td>
<td>£4,298</td>
</tr>
</tbody>
</table>

**Extras**

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

**Inserts and creative advertising**

Details and costs on request

- Bellybands (PiP only)
- Bookmarks
- Tip-ons
- Gatefolds
- Polywrap sponsorship

**2020 Publishing dates and deadlines**

<table>
<thead>
<tr>
<th>Issue</th>
<th>copy deadline</th>
<th>publishing date</th>
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<tbody>
<tr>
<td>January</td>
<td>10th December</td>
<td>6th January</td>
</tr>
<tr>
<td>February*</td>
<td>20th January</td>
<td>6th February</td>
</tr>
<tr>
<td>March*</td>
<td>10th February</td>
<td>27th February</td>
</tr>
<tr>
<td>April</td>
<td>9th March</td>
<td>26th March</td>
</tr>
<tr>
<td>May*</td>
<td>13th April</td>
<td>30th April</td>
</tr>
<tr>
<td>June</td>
<td>18th May</td>
<td>4th June</td>
</tr>
<tr>
<td>July*</td>
<td>15th June</td>
<td>2nd July</td>
</tr>
<tr>
<td>August</td>
<td>13th July</td>
<td>30th July</td>
</tr>
<tr>
<td>September*</td>
<td>10th August</td>
<td>1st September</td>
</tr>
<tr>
<td>October</td>
<td>14th September</td>
<td>1st October</td>
</tr>
<tr>
<td>November*</td>
<td>12th October</td>
<td>29th October</td>
</tr>
<tr>
<td>December</td>
<td>9th November</td>
<td>4th December</td>
</tr>
<tr>
<td>January 2021</td>
<td>7th December</td>
<td>7th January</td>
</tr>
</tbody>
</table>

* Includes Products in Practice

**Dimensions**

<table>
<thead>
<tr>
<th>Type</th>
<th>trim area</th>
<th>bleed area</th>
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<tbody>
<tr>
<td>DPS</td>
<td>466 x 285 mm</td>
<td>472 x 291 mm</td>
</tr>
<tr>
<td>Page</td>
<td>233 x 285 mm</td>
<td>239 x 291 mm</td>
</tr>
<tr>
<td>Half horizontal</td>
<td>203 x 127 mm</td>
<td>N/A</td>
</tr>
<tr>
<td>Half vertical</td>
<td>98 x 256.5 mm</td>
<td>N/A</td>
</tr>
<tr>
<td>Quarter</td>
<td>98 x 126.2 mm</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**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.
### Online advertising

**Stats**

**Average per month 2018 - 2019**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page impressions</td>
<td>65,514</td>
</tr>
<tr>
<td>Total visits</td>
<td>786,168</td>
</tr>
<tr>
<td>Unique users</td>
<td>22,157</td>
</tr>
<tr>
<td>Average visit duration</td>
<td>1:26</td>
</tr>
<tr>
<td>Total editorial enewletter registrants</td>
<td>9,310</td>
</tr>
<tr>
<td>Total product newsletter registrants</td>
<td>6,605</td>
</tr>
</tbody>
</table>

**Social media audience at October 2019**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>83,200</td>
</tr>
<tr>
<td>Instagram</td>
<td>22,200</td>
</tr>
<tr>
<td>Facebook</td>
<td>10,709</td>
</tr>
</tbody>
</table>

### 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 £1085 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
Online advertising

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)

advertising.ribaj@riba.org
### Product Collections schedule 2020

<table>
<thead>
<tr>
<th>Month</th>
<th>Collections</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Doors &amp; Windows, Cladding</td>
</tr>
<tr>
<td>February</td>
<td>Kitchens &amp; Bathrooms, Interiors &amp; Lighting</td>
</tr>
<tr>
<td>March</td>
<td>Insulation, Flooring</td>
</tr>
<tr>
<td>April</td>
<td>Roofing, Ceilings &amp; Partitions</td>
</tr>
<tr>
<td>May</td>
<td>Cladding, Doors &amp; Windows</td>
</tr>
<tr>
<td>June</td>
<td>Kitchens &amp; Bathrooms, Flooring</td>
</tr>
<tr>
<td>July</td>
<td>Landscape &amp; Drainage, Healthcare</td>
</tr>
<tr>
<td>August</td>
<td>Hotels &amp; Leisure, Roofing</td>
</tr>
<tr>
<td>September</td>
<td>Doors &amp; Windows, Kitchens &amp; Bathrooms</td>
</tr>
<tr>
<td>October</td>
<td>Flooring, Bricks &amp; Blocks</td>
</tr>
<tr>
<td>November</td>
<td>Cladding &amp; Roofing, Interiors &amp; Lighting</td>
</tr>
<tr>
<td>December</td>
<td>Insulation, Doors &amp; Windows</td>
</tr>
</tbody>
</table>
Online advertising

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

1. Advertising specifications
All images to be supplied as either JPEG or GIF. Minimum width 300 pixels. Text to be supplied as a word document.

<table>
<thead>
<tr>
<th>Promotion slot</th>
<th>Desktop</th>
<th>1198 x 342 pixels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tablet</td>
<td>700 x 300 pixels</td>
<td></td>
</tr>
<tr>
<td>Mobile</td>
<td>300 x 250 pixels</td>
<td></td>
</tr>
</tbody>
</table>

| Newsletter banner | 1198 x 342 pixels |
| Skyscraper banner | 238 x 428 pixels |

2. Content package specifications:
- Words as per package
- Images as per package
- Logo
- URL
- Twitter handle

3. 2020 Content deadlines and dates

<table>
<thead>
<tr>
<th>Live month</th>
<th>Copy deadline</th>
<th>Live date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>12th December</td>
<td>3rd January</td>
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<tr>
<td>February</td>
<td>20th January</td>
<td>3rd February</td>
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<td>March</td>
<td>24th February</td>
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<td>22nd June</td>
<td>1st July</td>
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<td>August</td>
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<td>October</td>
<td>21st September</td>
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<td>November</td>
<td>19th October</td>
<td>2nd November</td>
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<tr>
<td>December</td>
<td>23rd November</td>
<td>1st December</td>
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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.

**RIBAJ Live**
Alongside the magazine and the website the RIBAJ 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.

**RIBAJ Roundtables**
The RIBAJ organises and hosts 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.

**RIBAJ Supplements**
The RIBAJ’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.
PiP events 2020

Seminar Series 2020

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

17th March - Offices
28th April - Education
9th June - Housing
15th September - Health & Wellbeing
20th October - Transport & Infrastructure
24th 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 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