

# RIBA

The RIBA Journal

# J



## Media Information 2019

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 28,405 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 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 bold, black, sans-serif font above a large, black, sans-serif letter 'J'.



## 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 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 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, 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

The logo for RIBA J, with 'RIBA' in a large, bold, black sans-serif font and 'J' in a smaller, bold, black sans-serif font positioned directly below the 'A'.

RIBA Journal  
**28,405**

ABC audited 1 July 2017 - 30 June 2018

Architecture Today  
**12,150**

ABC audited 1 July 2017 - 30 June 2018

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.

**RIBA**  
**J**

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

|          |                |        |   |           |  |
|----------|----------------|--------|---|-----------|--|
| January  | Refurbishment  | May    | Refurbishment                                 | September | Refurbishment                            |
| February | Sustainability | June   | Sustainability<br><i>Awards Special issue</i> | October   | Sustainability                           |
| March    | Retrofit       | July   | Retrofit                                      | November  | Retrofit<br><i>Housing Special Issue</i> |
| April    | Envelope       | August | Envelope                                      | December  | Envelope                                 |

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## January/February

**Special report:**  
Energy efficient buildings  
**Product Focus 1:**  
Doors, Windows and  
Ironmongery  
**Product Focus 2:**  
Roofing  
**Interiors and fit out**  
**Exhibition preview:**  
Surface Design Show

## March/April

**Special report:** Workplace  
**Product Focus 1:** Cladding  
and curtain walling **Product**  
**Focus 2:** Insulation  
**Interiors and fit out**  
**Exhibition preview:**  
Futurebuild

## May/June

**Special report:**  
Housing  
**Product Focus 1:**  
Flooring  
**Product Focus 2:**  
Landscape and  
drainage  
**Interiors and fit out**

## July/August

**Special report:**  
Hotels and Leisure  
**Product Focus 1:**  
Roofing and skylights  
**Product Focus 2:**  
Kitchens and  
bathrooms  
**Interiors and fit out**

## September/October

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

## November/December

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



**\*Display advertising costs**

|                                       |        |
|---------------------------------------|--------|
| Full page                             | £3,503 |
| Double page spread                    | £6,032 |
| Half page                             | £2,522 |
| Quarter page                          | £1,948 |
| Inside Front Cover/Outside Back Cover | £4,170 |

**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

**2019 Publishing dates and deadlines**

| Issue      | copy deadline  | publishing date |
|------------|----------------|-----------------|
| January    | 10th December  | 4th January     |
| February*  | 14th January   | 31st January    |
| March*     | 11th February  | 28th February   |
| April      | 11th March     | 4th April       |
| May*       | 15th April     | 3rd May         |
| June       | 13th May       | 31st May        |
| July*      | 17th June      | 4th July        |
| August     | 15th July      | 1st August      |
| September* | 12th August    | 30th August     |
| October    | 16th September | 3rd October     |
| November*  | 14th October   | 31st October    |
| December   | 11th November  | 28th 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 2017- 2018

|   |        |
|---|--------|
| Page impressions                        | 62,946 |
| Visits                                  | 32,627 |
| Unique users                            | 20,314 |
| Average visit duration                  | 1:26   |
| Total editorial enewsletter registrants | 9,310  |
| Total product newsletter registrants    | 5,739  |
| Social media audience at October 2017   |        |
| Twitter                                 | 78,783 |
| Instagram                               | 18,332 |
| Facebook                                | 9,272  |

## 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)



The logo for RIBA J, featuring the word 'RIBA' in a large, bold, sans-serif font, with a smaller 'J' centered below it.

**Product Collections schedule 2019****January**

- ⊗ Doors and Windows
- ⊗ Cladding

**February**

- ⊗ Kitchens and Bathrooms
- ⊗ Interiors and Lighting

**March**

- ⊗ Insulation
- ⊗ Flooring

**April**

- ⊗ Roofing
- ⊗ Ceilings and Partitions

**May**

- ⊗ Cladding
- ⊗ Doors and Windows

**June**

- ⊗ Kitchens and Bathrooms
- ⊗ Flooring

**July**

- ⊗ Landscape and Drainage
- ⊗ Healthcare

**August**

- ⊗ Hotels and Leisure
- ⊗ Roofing

**September**

- ⊗ Doors and Windows
- ⊗ Kitchens & Bathrooms

**October**

- ⊗ Flooring
- ⊗ Bricks and Blocks

**November**

- ⊗ Cladding and Roofing
- ⊗ Interiors and Lighting

**December**

- ⊗ Insulation
- ⊗ Doors and Windows

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**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 |

**2019 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       | 3rd June      |
| July       | 13th June      | 1st July      |
| August     | 18th July      | 1st August    |
| September  | 15th August    | 2nd September |
| October    | 19th September | 1st October   |
| November   | 17th October   | 1st November  |
| December   | 14th November  | 2nd 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 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 2019

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

- 26th February **Housing**
- 30th April **Offices**
- 4th June **Education**
- 2nd July **Transport & Infrastructure**
- 17th September **Health and Wellbeing**

"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 enewsletter, 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