



Media information
www.ribajournal.com

The website of RIBA Journal – the magazine for the
Royal Institute of British Architects.



The Royal Institute of British Architects (RIBA) is the voice of architecture in the UK and champions good design to Government, the public sector and the construction industry. Established in 1834, the founding mission of the RIBA is 'to advance architecture by demonstrating public benefit and promoting excellence in the profession'.

What is RIBA Journal?

Published monthly, RIBA Journal is the leading monthly architectural magazine reaching all RIBA members throughout the UK and internationally. The Journal delivers news, views, opinions, analysis, interviews, special features and supplements across the entire spectrum of the architectural industry.

RIBA Journal also serves as the only monthly magazine to deliver all the latest vacancies, products and services from across the entire breadth of the architectural industry. With a circulation in excess of 30,000, it is the most widely read monthly magazine among architects. Each copy of RIBA Journal is read by approximately four people, giving a total readership of over 120,000.

What is www.ribajournal.com?

RIBA Journal.com is the official website of RIBA Journal – the magazine for the Royal Institute of British Architects. The site features:

- Every article published in the current issue
- An archive of content from previous issues
- Information on RIBA Journal subscriptions
- Interaction with RIBA Competitions including shortlists and winners
- Digital versions of RIBA Journal
- Audio and video content
- Picture gallery hosting quirky and abstract images from some of our readers
- Hyperlinks to official RIBA websites such as www.architecture.com





Who advertises in RIBA Journal.com?

RIBA Journal.com attracts advertising from a broad spectrum of product and services providers targeting architects and architectural firms across the UK and international markets.

The website is the ideal platform to promote products and services to architects involved in specifying on a wide range of projects across the built environment.

This includes sectors such as:

- Healthcare
- Education
- Retail
- Mixed-use
- Leisure
- Residential

RIBA Journal.com attracts advertising from a multitude of areas, such as:

- Windows
- Doors
- Glass
- Insulation
- Heating
- Roofing
- Flooring
- Wood
- Steel
- Concrete
- Interiors
- Environmental solutions
- Energy efficiency products
- Software
- Hardware
- Access control

RIBA Journal.com offers access to architects involved in refurbishment, regeneration and new build schemes across the UK and International markets.

Site traffic and statistics

With almost 30,000 RIBA members, RIBA Journal.com is the preferred route to target this highly lucrative audience. As the official site of the RIBA Journal, it is easy to see why RIBA Journal.com is highly valued among the RIBA membership.

The latest monthly traffic figures are as follows:

- 20,000 page views
- 4,500 visits
- 3,600 absolute unique users

The site was re-launched in early March 2009 and has generated high levels of interest across the RIBA membership. This looks set to continue with ongoing branding and awareness campaigns.



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Advertising rates

Banner advert across all pages @ £1,375 per month.

Button advertisement across all pages @ £900 per month.

Banner advert across monthly e-newsletter @ £2,000 per month. These are sent to 11,000 RIBA members every month.

To discuss any of these advertising options, contact Richard Tomlin on
T: +44 (0)20 7490 5563
E: richard@atompublishing.co.uk

Online Advertising Specifications

Banner

Dimensions:
standard 468 x 60 pixels

Button

Dimensions:
standard 89 x 89 pixels

Format:

GIF, animated GIF, JPEG, SWF
Max. file size: 39 KB

URL:

An active URL must be supplied for the ad to link to
Additions: Flash* and Java accepted upon prior approval

Terms and conditions are available on request and will be sent out with each booking.

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