

FEATURES AND DEADLINES

Architecture Today

Celebrating its 25th year, AT brings together unparalleled coverage of the latest new buildings with authoritative writing and special themed features.



Envelope February, May, July, November
 Structure, cladding and curtain walling
 Masonry – bricks and blocks
 Materials – glass, wood, concrete
 Metals – steel, copper, aluminium, zinc, brass
 Windows, solar shading and doors
 Roofing – metal, single-ply, green
 Insulation, waterproofing and membranes
 Paints, stains and coatings
 Landscape, paving and street furniture

Interiors March, September
 Walls, ceilings and partitions
 Flooring – lino, rubber, wood, carpet, tiles
 Lighting, electrics and furniture
 Doors and ironmongery
 Kitchens and bathrooms, pods and cubicles
 Paints, decorations and surface finishes
 Stairs, lifts, escalators, signage and wayfinding

Sustainability & Services April, October
 Heating, ventilation and air conditioning
 Plumbing and drainage, lighting and electrics
 Safety, security, access, communications, av
 Green roofs, landscape, rainwater and SUDS
 Solar control, louvres, ventilation and sunpipes
 Photovoltaics, solar thermal, heat pumps
 CAD, CCTV, digital, network technologies

Refurbishment January, June
 Reuse, retrofit, recladding and renovation
 Roofing renewal and repair
 Interiors, paints and coatings
 Sustainability, photovoltaics, solar thermal
 Building services renewal
 Windows and doors, accessibility, ramps, lifts

Inform

Conceived to address the information needs of specifiers, Inform focuses on design and construction – process as much as end product – with in-depth studies, sector showcases, as well as the latest products and services.



Inhabit

Dedicated to dwellings of all types and sizes, Inhabit provides an unparalleled means of reaching specifiers in the specialised housing market, with double-page showcase advertorials, sponsorships and display advertising.



DataPack cards

Simple, direct and precisely targeted, AT's product cards are sent to named individuals from Architecture Today's unrivalled circulation of influential specifiers, with pre-addressed self-adhesive labels for easy response.



January	AT244 Refurbishment Ed 29 Nov; ad 13 Dec; pub 6 Jan	Inform 2 – Winter inc Education & Healthcare projects	DataPack 60 Copy 10 Jan; publication 24 Jan
February	AT245 Envelope Ed 3 Jan; ad 10 Jan; pub 27 Jan		
March	AT246 Interiors Ed 7 Feb; ad 14 Feb; pub 3 March		DataPack 61 Copy 7 March; pub 28 March
April	AT247 Sustainability/Services Ed 14 March; ad 21 March; pub 7 April	Inform 3 – Spring inc Housing projects	
May	AT248 Envelope Ed 18 April; ad 25 April; pub 12 May		
June	AT249 Refurbishment Ed 23 May; ad 30 May; pub 16 June		DataPack 62 Copy 6 June; publication 27 June
July/August	AT250 Envelope Ed 27 June; ad 4 July; pub 21 July	Inform 4 – Summer inc Transport, Infrastructure & Landscape	
September	AT251 Interiors Ed 15 August; ad 22 August; pub 8 Sept		
October	AT252 Sustainability/Services Ed 19 Sept; ad 26 Sept; pub 13 Oct	Inform 5 – Autumn inc Commercial and Leisure projects	DataPack 63 Copy 3 Oct; publication 24 Oct
November	AT253 Envelope Ed 24 Oct; ad 31 Oct; pub 17 Nov		Inhabit 5 featuring Housing projects

PRINT RATECARD

Architecture Today • Inform • Inhabit

Display advertisements

	1	3	6	10
Single page	£3110	£2800	£2650	£2480
Half page	£1870	£1680	£1590	£1490
Quarter page	£1120	£1010	£950	£890
Double page	£5190	£4660	£4410	£4150
Half dps	£3110	£2800	£2650	£2480
Premier dps	£5760	£5180	£4890	£4590

Sponsored front covers, guaranteed/special positions, other sizes, gatefolds, cover mounts, single- and two-colour, advertisement features: on request. Sponsored front cover: additional £1950.

Advertorial/showcase features

Double page	£2800
Single page	£1600
Half page	£800
4-page	£4800
8-page	£9400

Rates include editorial/design costs; text and images to be supplied.

Loose inserts

0-5g	6-10g	11-20g	21-30g	31-40g	41-50g
£416	£597	£958	£1320	£1681	£2043
51-75g	76-100g	101-125g	126-150g	151-175g	176-200g
£2947	£3851	£4755	£5659	£6563	£7467

Other weights on request. Minimum 100gsm paper; maximum size 290 x 200mm; minimum size 210 x 100mm. Folded inserts/hand insertion incur additional charges. Bound-in inserts by negotiation.

DataPack product cards

	1	2	4
Single card	£970	£900	£850

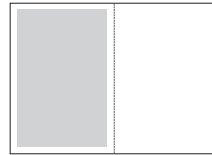
Top card: add £210. Bottom card: add £80.



Architecture Today

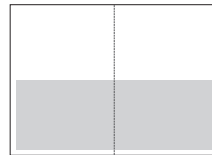
Double page

Bleed size: 305 x 426mm
(trims to 297 x 420mm)
Allow extra 3mm for gutter loss
Type area: 254 x 380mm



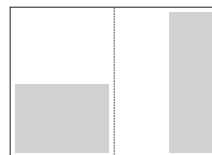
Single page

Bleed size: 305 x 213mm
(trims to 297 x 210mm)
Type area: 254 x 178mm



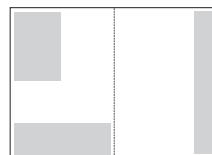
Half page spread

Bleed size: 144 x 426mm
(trims to 141 x 420mm)
Type area: 124 x 380mm



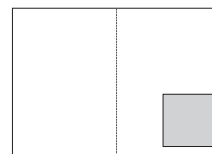
Half pages

Horizontal – bleed: 144 x 213mm
(trims to 141 x 210mm)
Type area: 124 x 178mm
Vertical – bleed: 305 x 109mm
(trims to 297 x 106mm)
Type area: 254 x 86mm



Quarter pages

Standard – type area: 124 x 86mm
Horizontal – type area: 60 x 178mm
Vertical – type area: 254 x 41mm



DataPack product card

Card size: 145 x 100mm
Type area: 140 x 95mm

Inform/Inhabit

Double page

Bleed size: 276 x 426mm
(trims to 270 x 420mm)
Allow extra 3mm for gutter loss
Type area: 253 x 406mm

Single page

Bleed size: 276 x 213mm
(trims to 270 x 210mm)
Type area: 253 x 194mm

Half page spread

Bleed size: 138 x 426mm
(trims to 135 x 420mm)
Type area: 125 x 406mm

Half pages

Horizontal – bleed: 138 x 213mm
(trims to 135 x 210mm)
Type area: 125 x 194mm
Vertical – bleed: 276 x 105mm
(trims to 270 x 102mm)
Type area: 253 x 95mm

Quarter pages

Standard – type area: 125 x 95mm
Horizontal – type area: 61 x 194mm
Vertical – type area: 253 x 46mm

Copy requirements

Display advertisements:
PDFs to Pass4press standards,
ie Acrobat 4 (pdf 1.3 version); images
CMYK and 300dpi, fonts embedded.

DataPack product cards:

All files in CMYK as:

- 300dpi PDFs with fonts and images embedded, or
- Quark Xpress files (v4.1 or later) with support files, ie pictures, logos and fonts (printer and screen), or
- Illustrator EPS format with fonts converted and images embedded.

NB: Copy supplied in other forms is accepted only by prior agreement and may incur extra charges. Proofs from supplied file must be provided in all cases. Deadlines: 17 days before publication (42 days for product cards).

Inserts:

Three copies to be supplied to publisher before order is accepted. Inserts to be delivered to printer at least 14 days (but not more than 28 days) before publication, marked with issue date, advertiser's name and quantity on all packages and delivery note recording total quantity.

Cancellations: 8 weeks prior to publication for display/inserts; 11 weeks for product cards. Terms and conditions on request; rates effective 1 January 2014.

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