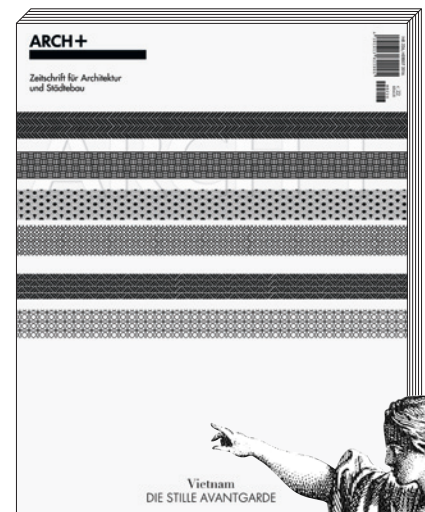


Media Kit 2017 Print + Online  
Editorial Calendar  
Advertising Price List

# ARCH+



**ARCH+** is Germany's leading discursive architectural magazine. **ARCH+** is published quarterly in print runs of 10,000. Each issue takes a comprehensive approach to a different theme, delving into the cultural and societal context behind contemporary spatial production. By interweaving print and online publications with public events and projects, **ARCH+** functions as an independent, engaged platform for architectural criticism.





# Editorial Calendar 2017



**VIETNAM 2 –**  
Die Rückkehr des Klimas (GER)  
[The Return of the Climate]

On-sale date: February 2017  
Editorial deadline: 10 January 2017

Design, form finding, associative design, typologies, design patterns, regional patterns, lowtech, vernacular architecture, urban ecology, climate-friendly architecture, traditional building methods, well-tempered architecture



**STADTLAND –**  
Der neue Rurbanismus (GER)  
[The New Rurbanism]

On-sale date: April 2017  
Editorial deadline: 6 March 2017

Rural space, rurbanism, agriculture, urban farming, Frank Lloyd Wright, urbanism, urban cultural debates, self-sufficiency, Henri Lefebvre, urban revolution, fiction

In cooperation with the International Building Exhibition IBA Thüringen



**AM ENDE: ARCHITEKTUR –**  
50 Jahre diskursive Praxis  
**IN THE END: ARCHITECTURE –**  
50 Years of Discursive Practice  
(Bilingual GER/ENG)

On-sale date: July 2017  
Editorial deadline: 1 June 2017

Architectural history, architecture manifestoes, architectural discourse, Architekturzentrum Wien, Dietmar Steiner, legislation, low-tech, material, participation, references, technical standards, theory, typology

In cooperation with the AzW



**PROJEKT BAUHAUS II**  
Kann Universalität spezifisch sein? (GER)  
[Can the Universal Be Specific?]

On-sale date: Dezember 2017  
Editorial deadline: 1 November 2017

Universalism, the Enlightenment, globalization, plurality, autonomy, normalization, urban debates, dispersion, participation, appropriation, emancipation, the right to the city, the right to housing, the right to the world, modernism, International Style, Bauhaus, design, form finding

In cooperation with projekt bauhaus



**THE FIGURE**  
John Hejduk und das Figürliche  
in der Architektur  
John Hejduk and the Figure  
in Architecture (Bilingual GER/ENG)

Design, form finding, models, hand illustration, isometry, architecture history, postmodernism, reflective modernism, image production, generations, typologies, spatial conceptions, design patterns, urbanism, European urban systems, fractal urban growth

In cooperation with ETH Zürich, Assistant Professor Alex Lehnerer

## FORECAST 2018

**DATATOPIA –** Architektur & technologische Unruhe (GER)  
[Architecture & Technological Unrest]  
Spring 2018  
In cooperation with the KIT – Karlsruhe Institute of Technology

**SPACES OF COMMONING,**  
Magazine and exhibition, (Bilingual GER/ENG)  
Summer 2018  
In cooperation with the IFA,  
institute for international and cultural relations

**RECHTE RÄUME –** Spatial Practice des Rechtspopulismus (GER)  
[SPACES OF THE RIGHT –  
The Spatial Practice of Rightwing Populism]  
Autumn 2018

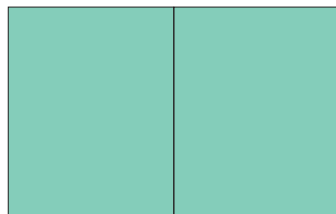
**PROJEKT BAUHAUS III** (GER)  
Winter 2018  
In cooperation with projekt bauhaus

# Advertising Price List No. 44

PUBLISHER	ARCH+ Verlag GmbH Kurbrunnenstraße 22 52066 Aachen
ADVERTISING MANAGEMENT	Gabriele Lauscher-Dreess anzeigen@archplus.net
DISCOUNTS	For deliveries within 12 months, mail charges are not discountable.
PAYMENT TERMS	14 days net cash, in case of prepayment 2% discount, in case of payment of default former invoices no discount
BANK ACCOUNT	Deutsche Bank BLZ 390 700 24 Konto 25 45 820 IBAN DE76 3907 0024 0254 5820 00 BIC DEUTDEDB390
VAT NUMBER	DE 121688728
TAX NUMBER	201/5944/3519



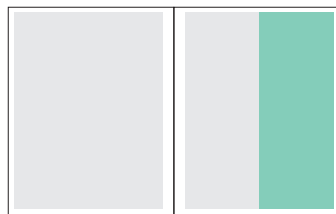
# Advertising Price List No.44



2/1 Page gutter bleed  
Bleed size 470 × 297 mm  
Type area 454 × 278 mm  
€8,000



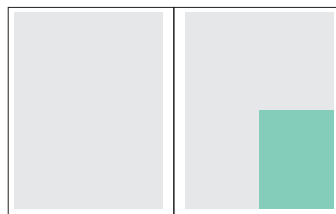
1/1 Page  
Bleed size 235 × 297 mm  
Type area 211 × 278 mm  
€4,500



1/2 Page  
Bleed size 112 × 297 mm  
Type area 103 × 278 mm  
€3,200



1/2 Page  
Bleed size 235 × 146 mm  
Type area 211 × 137 mm  
€3,200



1/4 Page  
Bleed size 112 × 146 mm  
Type area 103 × 137 mm  
€1,800



1/4 Page  
Bleed size 58 × 278 mm  
Type area 50 × 278 mm  
€1,800



1/4 Page  
Bleed size 235 × 79 mm  
Type area 211 × 66 mm  
€1,800



1/8 Page  
Type area  
portrait format 50 × 137 mm  
landscape format 103 × 66 mm  
€1,000

3 mm bleed for all trimmed pages. Minimum 3 mm distance from bleed edge for any text and image elements relevant for the motif that risk being trimmed. For two-page motifs, type, or visual elements that cross the gutter, the image data must contain a 3-mm doubling on each page at the midpoint. Please prepare all two-page spreads as single-page PDFs (i.e. 2 files). The corresponding gutter allowance must be included in the final form of the two-page spread.

## THE ADVERTISING PRICE LIST No. 44 IS VALID FROM 1ST JANUARY 2017

TRIM SIZE	235 mm wide × 297 mm high
TYPE AREA	211 mm wide × 278 mm high
PRINTING PROCESS	Offset
BINDING PROCESS	Lumbeck
PRINTING MATERIAL	Digital documents in 70 line/cm screen; drafting of adverts on request

PUBLICATION FREQUENCY issued quarterly

Actual circulation November 2016 = 9,552 copies

## INSERTS

Double-sided bound	€2,710
Four-sided bound	€5,220
Six-sided bound	€7,720

Smaller format inserts available on request

Affixed postcards €95 CPM

Samples for supplements/inserts  
requested in advance

14 days prior to publication – free delivery

## DISCOUNT FOR FREQUENCY OF ADS

2 adverts	20 %
5 adverts	30 %
10 adverts	40 %

## DISCOUNT FOR MULTIPLE PAGES

2 pages	10 %
4 pages	20 %
6 pages	30 %

## PLACEMENT

Placement wishes can only be granted  
with a 10 % surcharge.

## SUPPLEMENTS

Loosely inserted, size max. 226 × 290 mm  
up to 25 g individual weight €210 CPM  
heavier weight on request

## DELIVERY SUPPLEMENTS & INSERTS

On request





# Structure of an Issue

Every issue is dedicated to a specific theme that critically engages with contemporary questions in architecture and urbanism. This has won the magazine its renown; issues continue selling for years. Many ARCH+ issues are given a second print run.

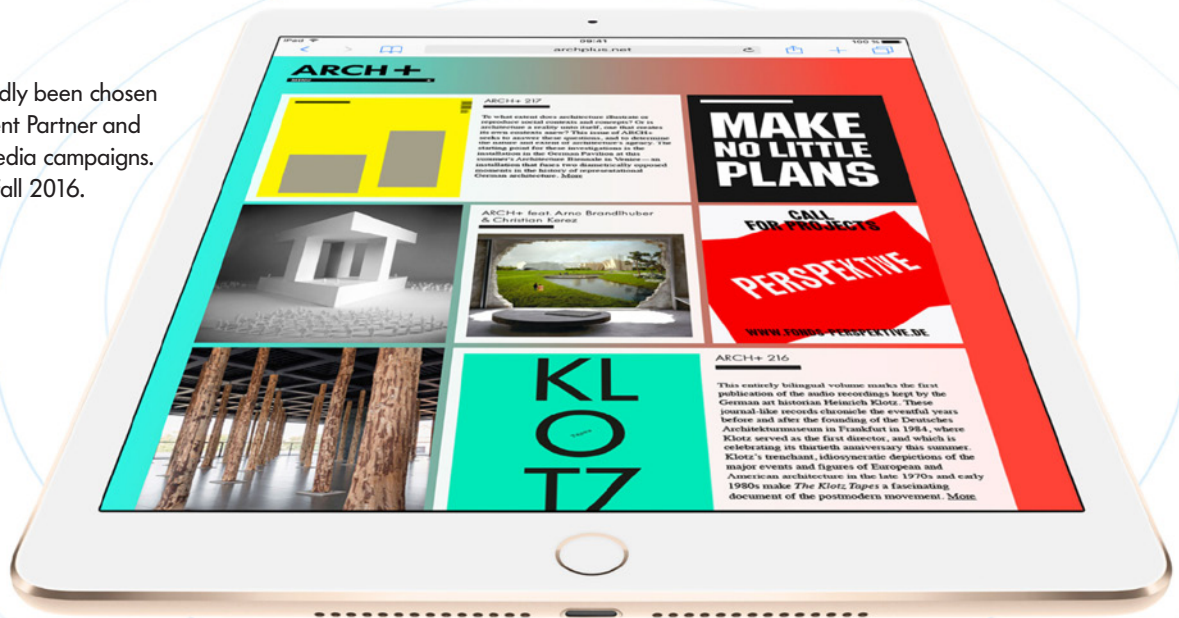


The ARCH+ features serve as a platform for young architects. They take the form of inserts bound into the ARCH+ issues. They are also a discussion platform.

For every ARCH+ feature, there is an accompanying event co-organized with other partners.

## www.archplus.net and Newsletter

ARCH+ has repeatedly been chosen by Apple as a Content Partner and featured in Apple media campaigns. Here the theme for Fall 2016.



### HOMEPAGE

archplus.net is the online platform of ARCH+ magazine. The website includes the archive of all issues from 1968 until today. It features news and services like ARCH+ features, ARCH+ campus, informations on current ARCH+ projects, newsletter distribution and links to partner institutions. The full text archive is used intensively by those who work, teach and study in the field of architecture. The possibility to download out of stock articles encourages readers to visit the page frequently. archplus.net as a content-driven medium enjoys a high level of acceptance.

### NEWSLETTER

The newsletter appears every 3–4 weeks. It is designed as an up-to-date addition of the magazine. With about 23.000 subscribers it reaches the actual readership of ARCH+.

### CONTACT

Christine Rüb  
+49 30 24 63 87 06  
rueb@archplus.net

### VISITS ON HOMEPAGE

September 2015 to Oktober 2016:

Page impressions **24,225,270**

single visits **1,943,613**

Monthly average:

Page impressions **2,018,772**

single visits **161,967**

### NEWSLETTER SUBSCRIBERS

**22,269** (November 2016)

### FACEBOOK

**14,936** Fans (November 2016)

### BANNER ON HOMEPAGE

up to 1 month	€ 720 per month
up to 3 month	€ 580 per month
up to 6 month	€ 520 per month

### BANNER ON HOMEPAGE

#### + ALL SUBPAGES

up to 1 month	€ 2,400 per month
up to 3 month	€ 2,000 per month
up to 6 month	€ 1,700 per month

### BANNER IN NEWSLETTER

includes text with linked URL,

max. 400 signs

1 x 590€ 3 x 490€ 6 x 390€

### DISCOUNTS ON COMBINATION SALE

Prices for combinations of homepage, newsletter, and print medium on request

### BANNER SIZES

full banner 300 x 380\* (portrait format)

\* height x width in pixel, other sizes

on request

### DATA

.gif (static) and .jpg,

max. 60 KB



## Profile

For five decades, ARCH+ has been dedicated to experiment in architecture and urban planning. Published quarterly in print runs of 10,000, each issue takes a comprehensive approach to a different theme, delving into the cultural and societal context behind contemporary spatial production.

ARCH+ is overseen by an engaged editorial staff and impactful designers, like former designer Otl Aicher or present designer Mike Meiré. Together, we continue to enhance the quality of the magazine's content and design. In an unprecedented fashion, we continue to invest in the scale, degree of preparation, depth of content, and thematic breadth of our print issues, and in discursive formats like the ARCH+ Features and ARCH+ Displays.

By interweaving print and online publications with public events, projects, and cooperations, ARCH+ functions as an independent, engaged platform for architectural criticism.



ORGAN	independent
PUBLISHERS	Nikolaus Kuhnert, Anh-Linh Ngo, Günther Uhlig
EDITORS	Nikolaus Kuhnert, Anh-Linh Ngo +49 30 802 69 86 berlin@archplus.net
ADVERTISING MANAGEMENT	Gabriele Lauscher-Dreess +49 241 50 83 03 anzeigen@archplus.net
VOLUME/YEAR	50th anniversary 2017 beginning with Issue 227
PUBLISHING COMPANY	ARCH+ Verlag GmbH
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FAX	+49 241 54 831
E-MAIL	anzeigen@archplus.net
HOME PAGE	www.archplus.net

# Analysis



ARCH+ was founded in 1967 by a group of idealists at the University of Stuttgart who, in the words of one founder, "hungered after theoretical concepts," and sought a way to combine theory with practice. The first issue was published in January 1968.

In 2017, we're celebrating a milestone birthday: for 50 years now, ARCH+ has charted and defined the discourse. 50 years of continuing to radically advance the orientation, topics, features, and layout. 50 years of nonetheless passing on the fundamental approach from generation to generation – a magazine that is idealistic, independent, nonconformist, challenging, opinionated, and political.

Every issue is dedicated to a specific theme that addresses the latest developments in architecture and urban planning, art and technology, while tying these to innovative projects.

Some themes covered in 2016, our 49th year, included:

- 223 – Planetary Urbanism:  
The Transformative Power of Cities (GER/ENG)
- Release Architecture:  
Incidental Space by Christian Kerez (ENG)
- Legislating Architecture (ENG)
- 226 – Vietnam 1 – Die stille Avantgarde (GER)  
[The Gentle Avant-Garde]

## EDITION ANALYSIS

No. 222–225 = 4 ISSUES

Format of the magazine	.....297mm high × 235mm wide
Total scope	..... 876 pages = 100%
Editorial content	.....859 pages = 98%
Advertisements	..... 17 pages = 2%
Inserts	..... 3 units

## ANALYSIS OF EDITORIAL CONTENT

Newspaper	..... 31 pages = 3.5%
Topic	..... 780 pages = 91%
ARCH+ features	.....48 pages = 5.5%

## COPIES PER ISSUE

(III. QUARTER 2016)

Print run	..... 10,000
Actual circulation distributed	..... 9,552
Paid circulation	..... 9,055
Subscriptions	..... 7,319
Retail sale	..... 1,736
Free copies	.....497
Remaining, archive, author's copies	..... 448
Sales of sooner report periods	..... 4,037



# Reader Survey\*



AGE	%
Up to 29 .....	35.7
30-39 .....	24.7
40-49 .....	24.3
50-59 .....	10.6
60 years and more .....	4.6
	100.0

VOCATIONAL TRAINING AS	%
Architect .....	86.0
Civil engineer .....	1.7
Urban and spatial planner .....	11.3
Landscape architects, designer of free space .....	2.1
Interior designer .....	5.8
Technical planner .....	0.6
Project manager and construction manager .....	2.7
Draughtsman .....	1.7
Art historian .....	1.5
Sociologist .....	1.5
Other .....	10.0
Multiple answers possible (100% = 4,344 readers)	

OFFICIAL POSITION	%
Owner or co-owner .....	48.2
Executive position .....	17.8
Employee .....	34.0
	100.0

## BRANCH / ECONOMIC SECTOR / FIELD / PROFESSIONAL GROUPS

Number of basic classification	Group descriptions according to Federal Statistical Office	Approx. part of % act. circ.
74.20.1 / 74.20.4	Architectural & civil engineer offices	60.5
75.14 /	Housing contractors	
70.11.3 /	Commercial building departments	1.2
45.21.2	Banks, commerce, building authorities	2.3
-	Science institutions, teaching and research, associations	9.0
-	Students	25.9
-	Other	1.1
Sum		100

## PROFESSIONAL FOCUS

Design .....	76.9
Implementation planning .....	58.8
Interior Design .....	25.2
Specialist planning .....	10.5
Project management .....	26.3
Public services .....	15.8
Research and Education .....	23.4
Others .....	16.1
Multiple answers possible (100% = 3,630 readers)	

Points 13, 14, 16 include students (total = 4,344)  
Points 15, 17 only include full subscribers (total = 3,630)

\* All data gained in 2012