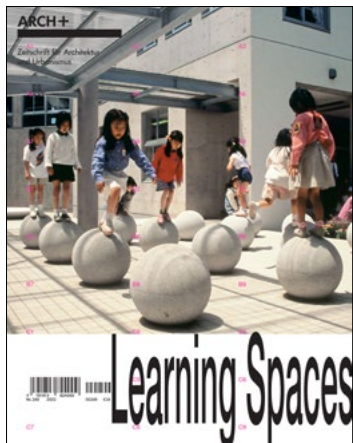


ARCH+

Journal for Architecture
and Urbanism



Media Kit 2024
Print + Online
Editorial Program
Rates



ARCH+ is Germany's leading magazine for discourse on architecture and urbanism. Published quarterly, each issue takes a comprehensive approach to a different topic, delving into the cultural and societal contexts underlying contemporary spatial production. The work of ARCH+ is critically acclaimed beyond the print sector for its forays into digital formats, public events, as well as research and exhibition projects.

ARCH+ readers come from a variety of professional and educational backgrounds; they are united by an interest in construction as a cultural practice, social change, innovations in design, and technological sustainability. Thanks to our internationally recognized commitment to fact-based knowledge transfer, ARCH+ defies the crisis of print media with its stable total circulation of 10,000, including around 7,000 subscribers.

Since 1968, ARCH+ has been shaping the German-language and international discourse on architecture and urbanism. The enthusiastic editorial team defines the breadth of topics, depth of content, scope, and degree of elaboration of each issue with the highest professional standards. The visual appearance has been shaped by outstanding designers such as Otl Aicher, Mike Meiré, and, currently, Stan Hema. The extensive website documents all activities as well as the entire back catalog of the more than 250 issues. By interweaving print and online publications with public events, projects, and cooperations, ARCH+ functions as a critical, independent, and well-acknowledged platform for architectural critique.

Beyond the magazine, we have established other media and formats to open up the discourse on architecture and urbanism to a broader public. ARCH+ *features* are events taking place at various locations and reaching a large, multi-layered audience. ARCH+ *Salon* was initiated in 2018 and transforms the editorial offices into an intimate discussion space. We regularly conceive exhibitions, such as most recently “Cohabitation: A Manifesto for the Solidarity of Non-Humans and Humans in Urban Space” (2021) or “The Great Repair” (2023–24). In addition, ARCH+ was the initiator and co-curator of the German Pavilion at the 2023 Venice Architecture Biennale.

Volume 57/2024
First issue of 2024
ARCH+ 255

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Regular, Germany €85
Regular, abroad €95
Reduced, Germany €62
Reduced, abroad €72

Digital
Online reader €82

Print + Digital
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Patron, abroad €155
Regular, Germany €105
Regular, abroad €115
Reduced, Germany €82
Reduced, abroad €92

Single issue
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Publishers

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Management

Dr. Nikolaus Kuhnert, Anh-Linh Ngo

Advisory board

Arno Brandlhuber, Beatriz Colomina,
Philipp Oswalt, Stephan Trüby, Georg
Vrachliotis, Mark Wigley, Karin Wilhelm

Editors

Anh-Linh Ngo, Nora Dünser, Mirko Gatti,
Christian Hiller, Felix Hofmann, Sascha
Kellermann, Markus Krieger, Victor Lortie,
Melissa Makele, Alex Nehmer

Marketing/Communication

Barbara Schindler
+49 30 340 467 19 | schindler@archplus.net

archplus.net | office@archplus.net
IBAN DE76 3907 0024 0254 5820 00
BIC DEUTDEDB390
VAT number DE121688728
TAX number 201/5944/3519



KLAUS HEINRICH – DAHLEMER VORLESUNGEN: GIOVANNI BATTISTA PIRANESI

Issue 254

Release date: February 2024
Print data deadline: January 15, 2024

With his lectures on Albert Speer, Klaus Heinrich raised the critical reception of Speer to a new level. ARCH+ made these together with Heinrich's reflections on Karl Friedrich Schinkel in the issue ARCH+ 219: *Klaus Heinrich – Dahlem Lectures: Karl Friedrich Schinkel / Albert Speer* accessible. ARCH+ 254 continues the series of theoretical works in architecture and is dedicated to Heinrich's lectures from the winter semester 1978/79 at the FU Berlin. Here, Heinrich investigated the relationship between the transcendental and aesthetic subject on the basis of the works of Giovanni Battista Piranesi. He problematized the concept of art and nature in the 19th and 20th centuries, which not only had an impact up to the time of National Socialism, but also the aesthetic function of the architecture of today's authoritarian regimes.

The edition is produced in cooperation with the ça ira publishing house.

ARCH+KUNST*

Issue 255

Release date: April 2024
Print data deadline: February 27, 2024

With her site-specific interventions, artist Karin Sander operates on the underlying structures defining space and institutions. She manipulates them, re-contextualizes them, and encourages their collective appropriation. For the realization of this monographic issue, the artist lends her method to ARCH+, tracing paths between the pages of the magazine and the wall as a constitutive element in artistic and spatial practice. A central role is played by Sander's series of *kitchen pieces* (2012—ongoing), to be extensively published for the first time. The issue will also provide an opportunity to reflect upon Karin Sander and Philip Ursprung's contribution to the 18th Venice Architecture Biennale, titled *Neighbours*, which literally dissolved the wall separating the Swiss Pavilion from the neighboring Venezuelan Pavilion. Finally, the issue will investigate the changing nature of walls as they dissolve into data through a set of 3D-scan technologies adopted by the artist as part of her research developed at the chair of Architecture and Art at ETH Zürich.

This issue will be published in German and English and co-edited with Prof. Karin Sander and her former chair of Architecture and Art at ETH Zürich.

UMBAU PART 1*

Issue 256

Release date: June 2024
Print data deadline: May 22, 2024

UMBAU PART 2*

Issue 257

Release date: September 2024
Print data deadline: August 13, 2024

This two-part issue presents a vast selection of architectural projects and programmatic strategies calling for a new culture of renovation. The urgency to act in the field of climate policies requires a corresponding, radical paradigm shift in architectural practice as much as in the construction industry. The publications show how moving away from the cycle of demolition and building anew, toward a more holistic culture of transition and conversion, can give rise to countless new opportunities for the discipline; opportunities lost on architects in new projects. A number of theoretical, historical, and cultural approaches, as well as typological and legislative studies, will aim to open up new perspectives on the future contingencies, challenges, and opportunities faced by a mindful practice of renovation.

Offices featured in this issue include: AgwA | AJDVIV | Assemble | BARarchitekten | BAST | Demo Working Group | Esch Sintzel Architekten | Fala Atelier | Flores & Prats | Hütten & Paläste | Nalbach + Nalbach | Sauerbruch Hutton | studioser

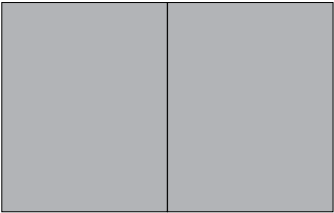
URBANE PRAXIS*

Issue 258

Release date: December 2024
Print data deadline: November 5, 2024

The expression “urban practice” is shorthand for an approach to designing cities that strives first and foremost for self-determination. Through artistic and cultural interventions, city makers practice an urbanity of (re)appropriation, participation, and the celebration of diversity. This ARCH+ issue works as a user manual, collecting tools, strategies, and plenty of realized projects that lead the way into a new transdisciplinary approach to urban design.

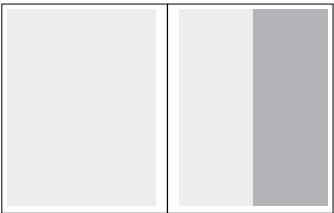
The issue will be co-edited with raumlaborberlin.



2/1 page gutter bleed
Trim size 470 × 297 mm
Type area upon request
€8,000



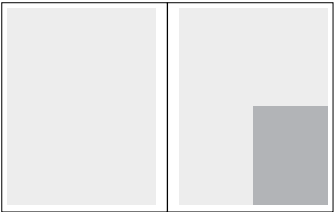
1/1 page
Trim size 235 × 297 mm
Type area upon request
€4,500



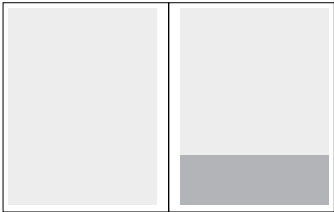
1/2 page
Trim size 112 × 297 mm
Type area upon request
€3,200



1/2 page
Trim size 235 × 146 mm
Type area upon request
€3,200



1/4 page
Trim size 112 × 146 mm
Type area upon request
€1,800



1/4 page
Trim size 235 × 70,5 mm
Type area upon request
€1,800

Valid from October 1, 2023

Frequency
Quarterly

Circulation
9,505 copies
in October 2023

Supplements	
Loosely inserted, size	max. W 226 × H 290 mm
Up to 25 g individual weight, excess upon request	€ 350 per 1,000 copies

Inserts	
Trim size 235 × 297 mm	
1, double-sided, bound	€ 4,900
2, double-sided, bound	€ 7,500
3, double-sided, bound	€ 9,700

Further information	
Samples	Please send in advance
Delivery	14 days before release date
Special placement	10 % surcharge
Discounts for regulars and cultural institutions	Upon request
Agency discount	15 % per ad 40 % if 4 ads are booked
Payment terms	14 days upon reception of invoice

Technical Requirements

Trim size	235 mm W × 297 mm H	Data format
Type area	211 mm W × 278 mm H	Digital documents at 70 lines per cm (175 lpi); Production of ad templates or other formats upon request
Printing	Offset	Double-page ad
Binding	Lumbeck	3 mm doubling on each page at the midpoint if visual elements cross gutter. Split two-page spreads into single-page PDFs (i.e., 2 files). Corresponding gutter allowance must be included in the final form of the two-page spread.
Bleed	3 mm for all trimmed pages	
Color profile	PSO uncoated v3 (FOGRA52))	
Distance bleed edge	min. 3 mm for any text and image elements relevant for the ad that risk being trimmed	



Website

The website features news on events, information on projects, and links to partner institutions. It also includes an archive of all ARCH+ back issues since 1968. The online reader and the full text archive is used extensively by practitioners, educators, researchers, and students in the field of architecture. As a content-driven medium, archplus.net enjoys a high level of acceptance.

Website visits, last 12 months¹
21,5 million page impressions
2,58 million single visits

Monthly average¹
1,79 million page impressions
215,000 single visits

Online package	
incl. website, newsletter, social media, per ad ²	
Title	€ 3,900
Parallax	€ 5,500
Website	
Homepage ad ² , per month	
Parallax full width	€ 3,600
Title	€ 1,800

(master image H1,500 × B2,000 px),
Linked sub-page with text (max. 3,500 characters)
and additional images (formats min. H 1,000 resp.
W 1,500 px) to provide more detailed information.

Newsletter

The newsletter is sent out once or twice per month and provides its 13,000 readers with informations and recommendations on subjects relevant to the work of ARCH+. Subscribers value it as resource that delivers an up-to-date overview of current events.

Subscribers¹
13,400

Newsletter	
per booking ² (incl. website see above)	€ 3,200
One image (max. H 900 px; W 600 px) and text (max. 250 characters)	

Social Media

Our social media channels on Facebook and Instagram are active platforms with a broad reach.

Followers¹
21,700 Facebook
(Reach 30,231 /mo.)
22,200 Instagram
(Reach 35,000 /mo.)

Social media	
per booking ²	€ 1,800
Image (no format restriction) and text (max. 250 characters)	

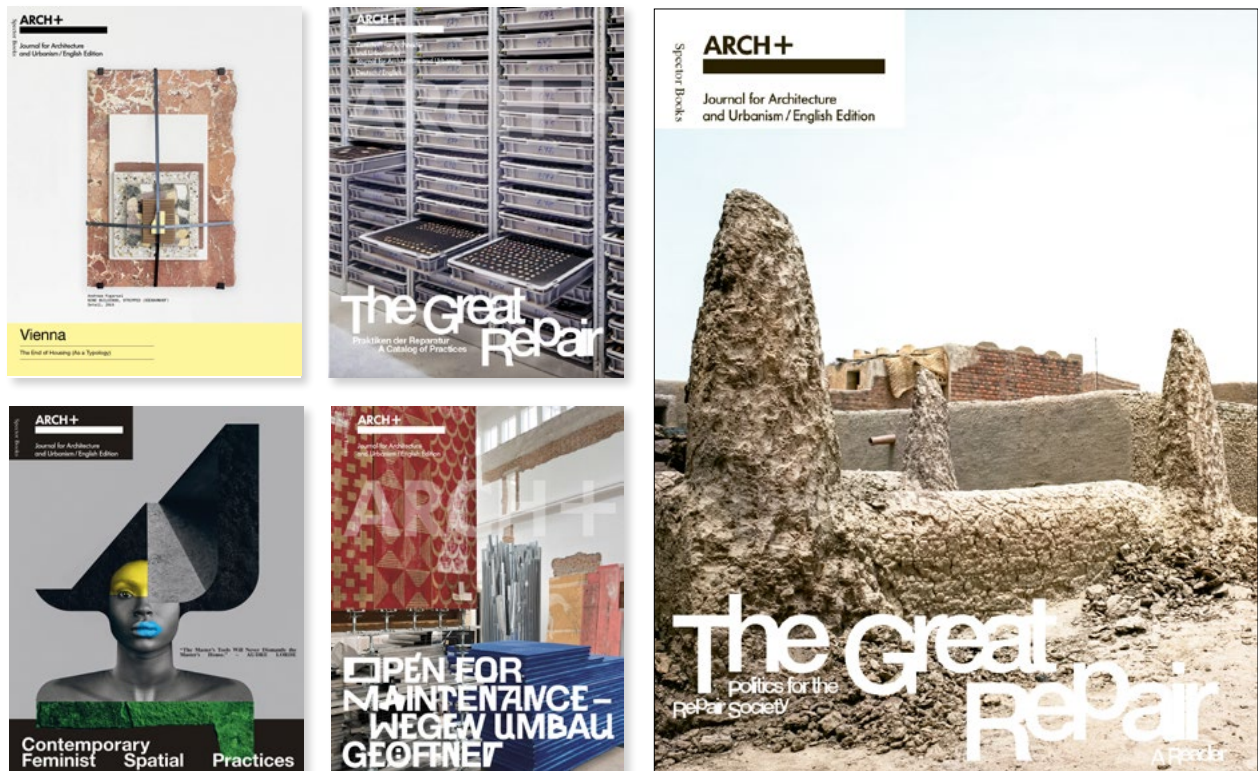
¹ As of October 2023

² Discounts for regulars and cultural institutions upon request

In addition to the quarterly issues, ARCH+ publishes selected new editions of seminal texts and other special editions.



Since 2023, we have been cooperating with the Leipzig-based publisher Spector Books to publish selected issues of ARCH+ in English. This makes our content accessible to an international readership.



ARCH+ features

ARCH+ *features* is an event series that has been running for more than ten years, in which the spotlight is on the discourse led by a selection of architectural offices, authors, and thinkers. A special focus on the current relations of production underlying architecture. These regular events enrich the current discourse on architecture and urbanism.

Opportunities for collaborations upon request.



Photo: David von Becker

ARCH+ displays

The exhibition format ARCH+ *displays* complements the magazine's content. Hosted by the non-profit ARCH+ gGmbH and in cooperation with different institutions and exhibition venues, relevant topics are spatialized and presented to a broad public.

ARCH+ *displays* focuses on both historical findings and current processes from the fields of architecture, art, and urbanism.

Opportunities for collaborations upon request.



Photo: David von Becker

ARCH+ Salon

The new ARCH+ *Space* was opened in 2018 and is located in the former newspaper district on Berlin's Friedrichstrasse. This flexible, hybrid space houses our editorial offices and opens up new formats for presentations and discussions.

Within this space, the ARCH+ *Salon* event series offers us the opportunity to introduce innovative protagonists from architecture, design, culture, politics, and related disciplines to a passionate public. The self-initiated project is part of the multifaceted nonprofit activities of ARCH+ gGmbH.

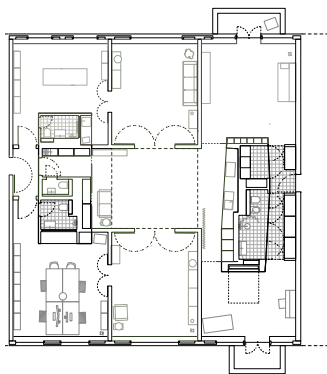


Photo: David von Becker

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

For 50 years, ARCH+ has charted and defined the German-language discourse on architecture and urbanism. Over the years, the orientation, topics, technical means, and graphic design have been radically developed. Despite the changes, the core values have been handed down from generation to generation: idealistic, nonprofit, independent, nonconformist, challenging, opinionated, political.

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

In 2023, we covered the following topics:

- The Great Repair. Politics for the Repair Society #250 (German and English edition)
- Unternehmen Architektur #251 (German only)
- Open for Maintenance / Wegen Umbau geöffnet #252 (German and English edition)
- The Great Repair. A Catalog of Practices #253 (bilingual issue, German and English)

Publishing facts and figures

No. 250 – 253 = 4 issues

Magazine format	297 mm x 235 mm
Total pages	854 pages = 100 %
Editorial content	800 pages = 94 %
Advertisements	54 pages = 6 %
Advertorial	0 pages = 0 %
Inserts	1

Analysis of editorial content

Topic of the issue	800 pages = 95 %
ARCH+ features	38 pages = 5 %

Print run analysis

Copies per issue (II. quarter 2023)

Print run	10,000
Circulation distributed	9,505
Copies sold	8,708
Subscriptions	6,535
Retail sales	2,173
Complimentary copies	523
Remainder, archival copies, authors' copies	274
Sales of earlier editions	3,181

Print run control done by the publishing house

ARCH+ readers spend a lot of time with each issue, the average reading time being more than 2 hours. Almost without exception, the issues are kept and used as references for many years.

ARCH+ has a high level of credibility and is recognized by its target groups as an informative and high-quality medium.

After reading an issue, readers...	%
keep their copy	97.1
keep select articles	2.3
pass on their copy to others	10.3
throw away their copy	0.6

Recommendations	%
would recommend ARCH+	98.3
would not recommend ARCH+	1.7
	100.0

No. of readers per copy	%
only buyer/subscriber	45.6
one addtl. person	31.7
two addtl. people	12.3
three or more addtl. people	10.4
	100.0
average readers per copy	1.9

No. of pages read	%
just a few	2.9
around 25 %	9.3
around 50 %	23.8
around 75 %	24.4
almost all	39.6
	100.0
Probability of page impression	72.5

No. of reading sessions	%
1–2	19.0
3–5	21.4
more than 5, even over longer periods of time	59.6
	100.0

Reading time	%
less than 1 hour	29.2
1 to 2 hours	25.7
2 to 3 hours	15.4
3 to 4 hours	12.3
4 or more hours	17.4
	100.0
Average	143.5 Min.

ARCH+ appeals to professionals, students, and teachers with interests ranging from architecture and urbanism to design, politics, and art. Readers appreciate the variation in topics, our critical eye, and the thoroughness and care we apply in developing our content. The majority of readers are under 40 years of age and work in leading or managerial positions in architectural and/or construction design, interior design or project management.

Geographical distribution analysis (II. quarter 2023)			Vocational training as	%
share of distributed copies			Architect	86.0
economic area	%	copies	Civil engineer	1.7
Domestic	78	7,468	Urban and spatial planner	11.3
Foreign	22	2,037	Landscape architect	2.1
Total	100	9,505	Interior designer	5.8
Domestic distribution analysis			Technical planner	0.6
			Project or construction manager	2.7
			Draftsperson	1.7
			Art historian	1.5
economic area	%	copies	Sociologist	1.5
Nielsen zone 1	11.2	836	Other	10.0
Nielsen zone 2	15.6	1,165	Position	%
Nielsen zone 3a	9.5	713	Principal or co-principal	48.2
Nielsen zone 3b	13.6	1,012	Executive position	17.8
Nielsen zone 4	13.9	1,038	Employee	34.0
Nielsen zone 5	27.3	2,040		100.0
Nielsen zone 6	2.7	203		
Nielsen zone 7	6.2	460		
Total	100	7,468		
Age in years		%	I agree that ARCH+ ...	
less than 29		35.7	fosters critical thinking	83.3
30–39		24.7	investigates relevant topic	80.8
40–49		24.3	is a helpful resource amid contradicting information	29.3
50–59		10.6	is innovative	58.7
60 years and older		4.6	has a broad range of topics	75.8
		100.0	has thorough research standards	78.0
			is useful for a long time after reading	88.7
			is unique as a medium	75.0

Expectation

Importance of topics	%
Housing/affordable housing	78.5
Interior design/product design	32.0
Commercial/industrial construction	23.0
Urban development	72.8
History of architecture and urbanism	47.7
Architecture theory	72.0
Landscape planning	27.6
Building conversions/modernizations	32.4
Conservation/monument preservation	23.6
Ecology/environmental topics	54.2
Energy performance/supply	35.3
Materials/material science	45.0
Structural topics/construction methods	46.0
Technical innovation in construction	38.9
Design/formal aspects	74.9
Digital modeling/simulation	25.7
Production, project management, construction process	12.6
Other	7.1

Professional focus

	%
Design	76.9
Construction planning & permits	58.8
Interior design	25.2
Specialist planning	10.5
Project management	26.3
Public relations	15.8
Research and education	23.4
Other	16.1