

architektur.  
aktuell

the art of building

# MEDIA DATA

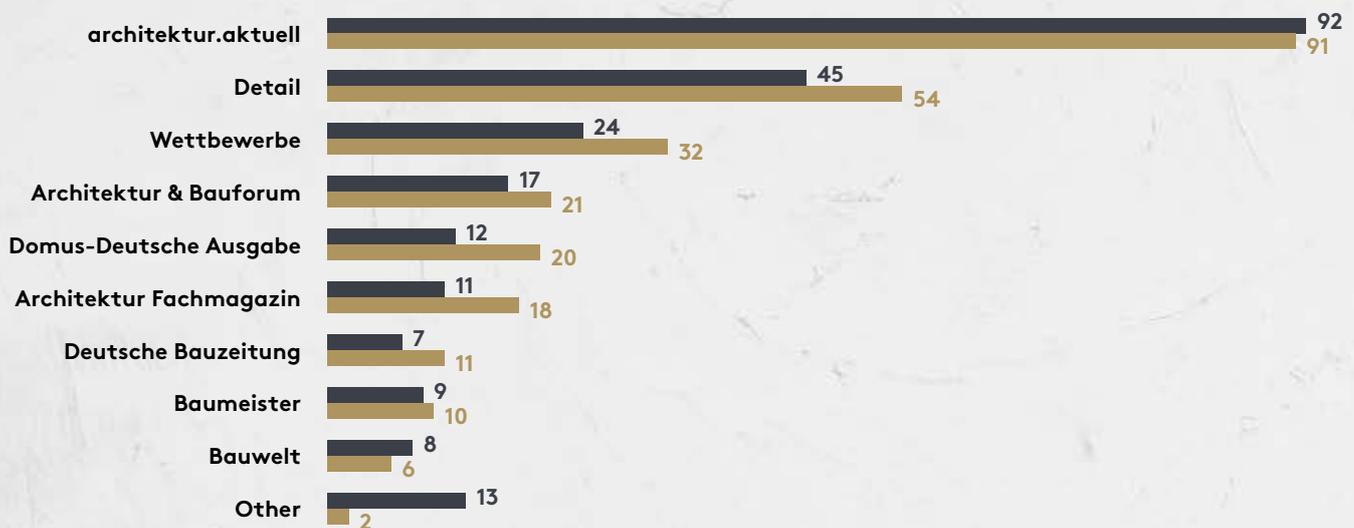
2019

advertising price list applies from January 1 2019

# architektur.aktuell reader survey

## Which architecture magazine do you read regularly?

Figures in per cent, multiple answers possible



## Which architecture magazine is your absolute favourite?

Figures in per cent, multiple answers possible



# architektur.aktuell is Austria's favourite architecture magazine.

Well-known architecture critics provide information about the most important buildings in Austria and throughout the world. High-quality photographs, plans and data material provide a comprehensive documentation of the buildings. In addition, architektur.aktuell presents an overview of new products for architecture and building. Interviews, discussions of exhibitions, an events calendar and book reviews round off the wide range of information offered.

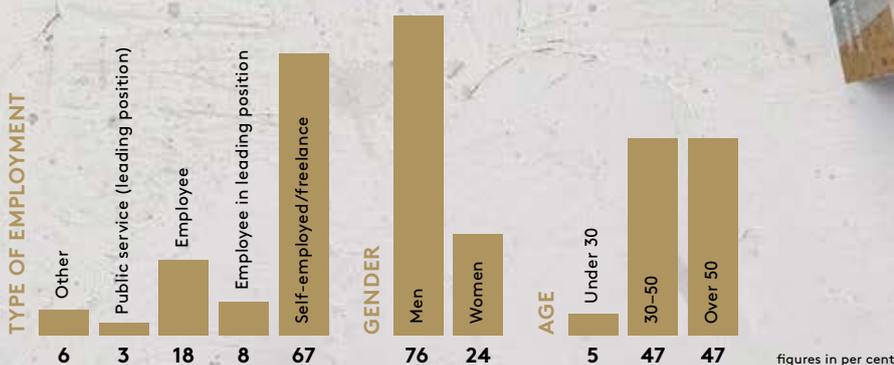
## Statistics regarding engineers and architects in Austria

(natural persons and companies)

| Total practicing                                  | Architects practicing                             | Engineers practicing                            |
|---|---|---|
| <b>6,605</b><br>in addition non-practicing: 2,280 | <b>4,135</b><br>in addition non-practicing: 1,298 | <b>2,470</b><br>in addition non-practicing: 982 |

Source: [www.arching.at/ziviltechnikerinnen/statistik\\_mitglieder.html](http://www.arching.at/ziviltechnikerinnen/statistik_mitglieder.html) (as of: 2018)

## Readership structure: architects



### FACTS

#### TARGET GROUP:

Architects, civil engineers, interior designers, decision-makers in the building industry, universities, government ministries and other institutions that deal with architecture and building.

#### FREQUENCY OF APPEARANCE:

10 times x annually  
(4 issues with additional special edition)

#### DISTRIBUTED CIRCULATION::

12,500 copies per issue  
of which 4,500 copies as E-paper

#### MAGAZINE FORMAT:

210 mm wide x 297 mm high

#### TERMS OF PAYMENT:

14 days after receipt without deductions.  
BKS Bank AG  
IBAN AT37 1700 0001 8009 3710  
BIC BFKKAT2K

#### YOUR CONTACT PERSON

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Architektur Aktuell GmbH | Loquaiplatz 12/8, 1060 Wien/Austria | [www.architektur-aktuell.at](http://www.architektur-aktuell.at)





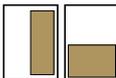
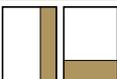
## Dietmar Feichtinger

I can take the printed medium with me to the beach, read it in the car or I can pass it to a client. It is with me on in the train, on the plane. Architecture is tied to material. Touching is part of the experience. This links us to printed material. A publication online is like a virtual tour of spaces wearing a Google mask. The battery for architektur.aktuell never run's out. And that's a good thing.

# Dates 2019

| Issue    | Advertising deadline | Publication date | Special issue                     | Advertising deadline | Publication date |
|----------|----------------------|------------------|-----------------------------------|----------------------|------------------|
| 1–2/2019 | 19 Dec. 2018         | 31 Jan. 2019     | <b>Bathroom + Heating</b>         | 4 April 2019         | 9 May 2019       |
| 3/2019   | 6 Feb. 2019          | 11 March 2019    | <b>Light</b>                      | 4 Sept. 2019         | 8 Oct. 2019      |
| 4/2019   | 6 March 2019         | 9 April 2019     | <b>Building Client Prize 2019</b> | 3 Oct. 2019          | 6 Nov. 2019      |
| 5/2019   | 4 April 2019         | 9 May 2019       | <b>Office + Building</b>          | 6 Nov. 2019          | 10 Dec. 2019     |
| 6/2019   | 2 May 2019           | 6 June 2019      |                                   |                      |                  |
| 7–8/2019 | 25 June 2019         | 30 July 2019     |                                   |                      |                  |
| 9/2019   | 8 Aug. 2019          | 12 Sept. 2019    |                                   |                      |                  |
| 10/2019  | 4 Sept. 2019         | 8 Oct. 2019      |                                   |                      |                  |
| 11/2019  | 3 Oct. 2019          | 6 Nov. 2019      |                                   |                      |                  |
| 12/2019  | 6 Nov. 2019          | 10 Dec. 2019     |                                   |                      |                  |

## Formats and Prices

| Format description                                  | Dimensions (W× H)<br>decreasing (plus. 3 mm trim)   | size of print area   | Prices in €<br>four-colour |
|---|---|--|----------------------------|
| 2/1-page  |  420 × 297 mm                |  | 10,960,-                   |
| 1/1-page  |  210 × 297 mm                |  | 5,480,-                    |
| 1/2-page  |  98 × 297 mm<br>210 × 140 mm |  91 × 252 mm<br>185 × 127 mm               | 3,680,-                    |
| 1/3-page  |  66 × 297 mm<br>210 × 90 mm  |  59 × 252 mm<br>185 × 80,5 mm              | 2,840,-                    |
| 1/4-page  |  51 × 297 mm<br>210 × 65 mm  |  91 × 127 mm<br>47 × 252 mm<br>185 × 55 mm | 2,060,-                    |
| <b>Inserts</b> (up to 20 g, max. size 203 × 297 mm) |   |  | 4,640,-                    |
| <b>Glued inserts</b> (up to 20 g, max. 4 pages)     |   |  | 6,880,-                    |
| <b>Tip-on-card</b>                                  |   |  | 2,780,-                    |

\*Prices apply from 1.1.2019

The advertising taxes of 5% and 20% VAT are calculated additionally. Orders from abroad are free of VAT. For EU countries this applies only if a VAT identification number is presented.

Printing process:  
offset, grid 120

Print documents: data transfer in PDF format by email to [ad@architektur-aktuell.at](mailto:ad@architektur-aktuell.at). If documents are delivered in a different form charges will be based on production costs. Handover of print material: 7 days after copy deadline.

Spot colours: upon application. Special placing surcharges: 10 % for advertising on the third cover page. 20 % for advertising on the second cover page. 30 % for advertising on the fourth cover page.

Discount for repeat orders (if made within one year)  
3 ads = 5 %  
6 ads = 10 %  
10 ads = 15 %

# Themes of the issues in 2019

## 1–2 Energy Design

Climate change and shortage of resources call for intelligent energy management and new building services. We show examples of buildings that are both energy-efficient and socially effective.

## 3 Single-family Houses

Our annual selection of beautiful and functional and technically high-quality single-family houses – planned in a responsible way and today still one of the most widespread building commissions.

## 4 Women Architects

In Austria more than three quarters of the architects with a valid license to practice are men. Reason enough to discuss the career opportunities for women planners and to present their innovative buildings.

## 5 Temporary Architecture

From event structures to short-term housing to exhibitions pavilions: building is not always for eternity – but temporary buildings can make a great impact.

## 6 High density housing

Population growth, migration and urbanization make what is the biggest area of building in our cities in terms of volume into a decisive challenge: we show the most innovative solutions.

## 7–8 Building with Glass

Glass can be used in a wide variety of ways and is one of the most innovative building materials: the palette of current uses ranges from simple transparency to the digitally controlled modulation of radiation.

## 9 New Faces

The planning branch is in a state of change: architects under the age of 40 are “digital natives”, they work in a globally networked way and show us the future of building: we present a number of the most successful young offices.

## 10 Poland

In terms of area and population Poland is one of the European heavyweights: with 40 million inhabitants it is ranked 6th in the EU. A portrait of a country in a state of transformation with a highly creative architecture branch.

## 11 The Digital Agenda

Digital building processes with robots, BIM, room programs for digital technologies, digitally produced or active facades – we showcase the on-going digitalization of building in debates and with a number of examples.

## 12 Shopping and Consumption

The digital and ecological transformation of the consumer society is the order of the day: examples of responsible buildings that cater for these needs in an elementary or in an advanced way.

### In each issue:

Comprehensive reports on recent buildings, detailed reports on current competitions, expert columns on digital design, architecture in the web, the future of building and new building technologies. In addition: event coverage, interviews, reviews, product reports.



# Products – theme plan 2019

The project focusses relate to the product section at the back of the magazine. In the sections Journal and Showcase the first third of the magazine spotlights current architecture and product themes. Consequently, issues that do not appear to offer appropriate themes in terms of products or the specific focus, can still offer an excellent platform for your advertisements.

| Issue    | Copy Deadline     | Themes   |
|----------|-------------------|--|
| 1–2/2019 | 12 December 2018  | <b>Public Space</b><br>Design of public space, street furniture, outdoor lighting  |
| 3/2019   | 29 January 2019   | <b>Review Cologne Furniture Fair</b><br><b>Review BAU Munich</b>   |
| 4/2019   | 26 February 2019  | <b>Garden, Park, Roof Garden</b><br><b>Building Software</b>   |
| 5/2019   | 26 March 2019     | <b>Windows, Doors, Gates and Fittings</b><br><b>Review Salone del Mobile Milan</b>   |
| 6/2019   | 24 April 2019     | <b>Building and Office Equipment</b><br>Building and office furniture, building lighting, flooring, technical building equipment |
| 7–8/2019 | 18 June 2019      | <b>Wood in Architecture</b>  |
| 9/2019   | 30 July 2019      | <b>Facade/Wall/Floor/Roof/Ceiling</b><br>Building materials, glass, insulation, metal, stone, renders, paints                    |
| 10/2019  | 27 August 2019    | <b>Building Services</b><br>Technical building equipment, fire protection, facility management, safety and security technology   |
| 11/2019  | 25 September 2019 | <b>Building Software</b>   |
| 12/2019  | 29 October 2019   | <b>Bathroom and Sanitary Fittings</b>  |

## Special Issues 2019

| Attached to the issue | Copy deadline   | Themes                     |
|-----------------------|-----------------|----------------------------|
| 5/2019                | 26 March 2019   | Bathroom + Heating         |
| 10/2019               | 27 August 2019  | Light                      |
| 11/2019               | —               | Building Client Prize 2019 |
| 12/2019               | 29 October 2019 | Office + Building          |

# pxt Architekten

In fact, for us a project was only really completed when it appeared in *architektur.aktuell*. It's true that we were somewhat spoilt, in 1997 we were able to publish our very first house in the magazine!

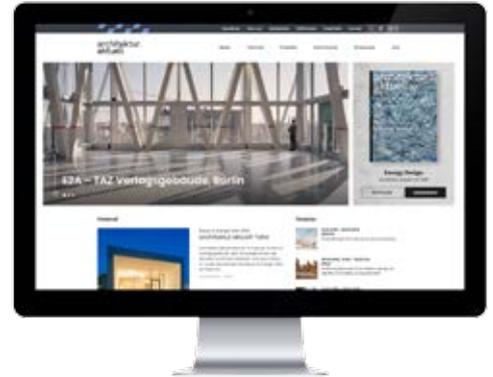
Christoph Pichler and  
Johann Traupmann

# Online

The architecture platform [www.architektur-aktuell.at](http://www.architektur-aktuell.at) also offers online ideal opportunities for an advertising presence. Alongside the most important contents of each magazine, current themes from the architecture scene are illuminated and profiles of architects and further interesting completed architecture projects are introduced. Constantly updated event tips round off the services offered.

## ADVERTISING FORMS

| Format Description          | Dimensions (W x H) | Flat charge in € for two weeks homepage |
|-----------------------------|--------------------|---|
| <b>Medium Rectangle</b>     | 300 x 250 px       | <b>760,-</b>                            |
| <b>Landscape Banner</b>     | 1.250 x 140 px     | <b>920,-</b>                            |
| <b>Advertorial Showcase</b> |                    | <b>540,-</b>                            |



### DATA DELIVERY:

by email to:  
[bernd.mandl@architektur-aktuell.at](mailto:bernd.mandl@architektur-aktuell.at)  
at least 5 days prior to placement

### FILE FORMAT:

Static or animated GIF, JPEG, PNG,  
(rich media/HTML5-Banner for an additional charge); With a maximum size of 50 kb

### TRACKING:

Click-tracking is possible.  
For data protection reasons third party server scripts are not allowed

# Newsletter

Several times each month our newsletter informs you about current examples of architecture, provides news of architectural relevance and offers event tips. Each release of the newsletter reaches around 8,180 addressees.

## ADVERTISING FORMS

| Format Description | Dimensions (W x H) | Price in €   |
|--------------------|--------------------|--------------|
| <b>Banner</b>      | 550 x 80 px        | <b>400,-</b> |

### Graduated discounts:

2x = € 380,- 3x = € 360,- 4x = € 340,-

### DATA DELIVERY:

by email to: [bernd.mandl@architektur-aktuell.at](mailto:bernd.mandl@architektur-aktuell.at)  
at least 5 days prior to placement

### FILE FORMAT:

static GIF, JPEG, PNG  
With a maximum size of 40 kb

# Product Newsletter

The product newsletter regularly presents four to five articles as product recommendations from [architektur.aktuell](http://architektur.aktuell). Per article an illustration and a text of max. 200 characters (including spaces) are possible. Link to client website.

|                           | Price in € per article |
|---------------------------|------------------------|
| <b>Product Newsletter</b> | <b>250,-</b>           |

**ILLUSTRATION:** JPEG/PNG, at least 300 x 300 px with a maximum size of 1 MB

All prices net excluding 20% VAT.  
Special advertising forms available on request.

# architektur. aktuell

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The general advertising conditions of the Austrian Magazine and Specialist Media Association can be found on our website

[www.architektur-aktuell.at](http://www.architektur-aktuell.at)