

architektur.
aktuell

the art of building

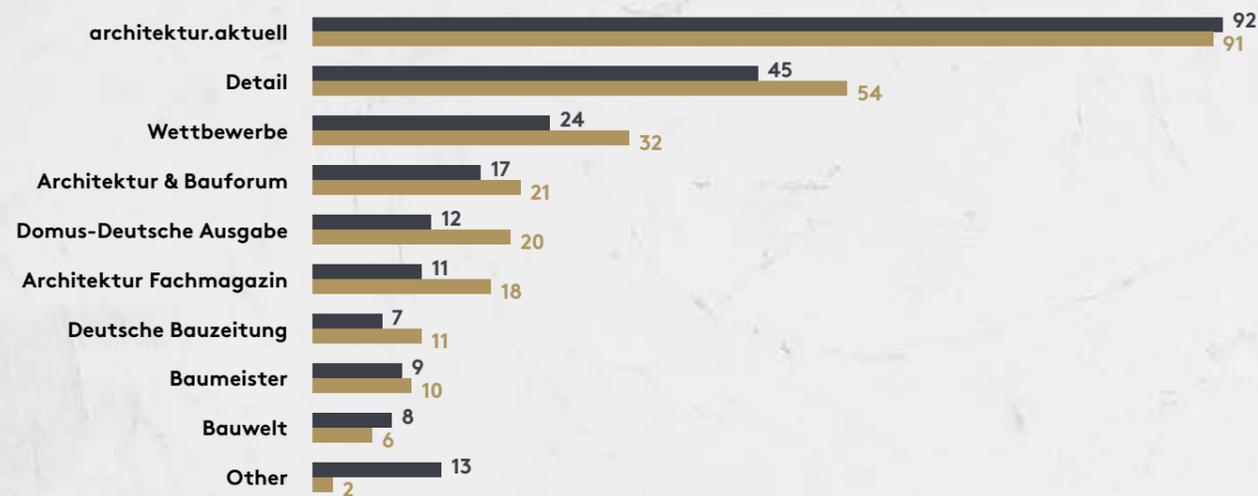
MEDIA DATA 2020

advertising price list
applies from January 1 2020

architektur.aktuell reader survey

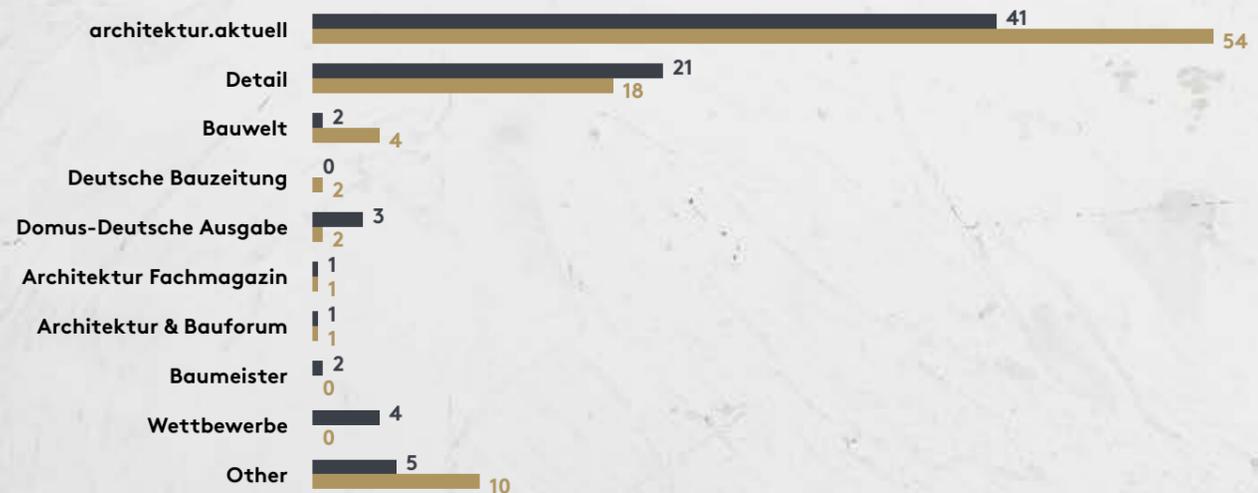
Which architecture magazine do you read regularly?

Figures in per cent, multiple answers possible



Which architecture magazine is your absolute favourite?

Figures in per cent, multiple answers possible



■ 2014 ■ 2017

Extract: further information: www.architektur-aktuell.at

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.

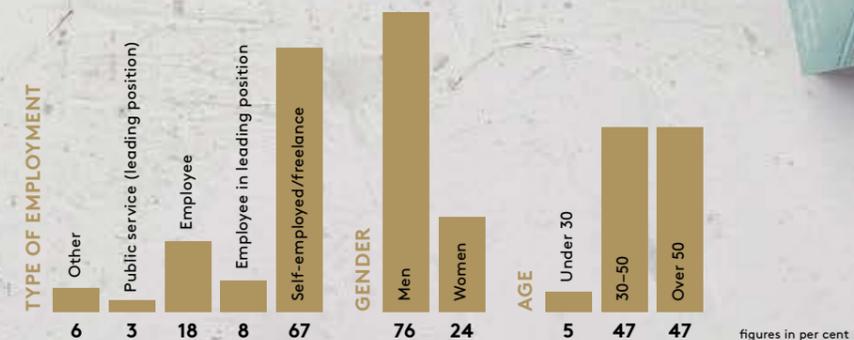
Statistics regarding engineers and architects in Austria

(natural persons and companies)

Total practicing	Architects practicing	Engineers practicing
6,706 in addition non-practicing: 2, 328	4,205 in addition non-practicing: 1,345	2,501 in addition non-practicing: 983

Source: www.arching.at/ziviltechnikerinnen/statistik_mitglieder.html (as of: 2019)

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
(5 issues with additional special edition)

DISTRIBUTED CIRCULATION::

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

MAGAZINE FORMAT:

230 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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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 runs out. And that's a good thing.

Photo © christijanjungwirth.com

Dates 2020

Issue	Advertising deadline	Publication date	Special issue	Advertising deadline	Publication date
1-2/2020	19. Dec. 2019	31. Jan. 2020	ARCHITECTS	8. Jan. 2020	31. Jan. 2020
3/2020	6. Feb. 2020	9. March 2020	Bathroom + Heating	3. April 2020	7. May 2020
4/2020	5. March 2020	7. April 2020	Light	3. Sept. 2020	7. Oct. 2020
5/2020	3. April 2020	7. May 2020	Building Client Prize 2020	28. Sept. 2020	9. Nov. 2020
6/2020	6. May 2020	9. June 2020	Office + Building with ORGATEC supplement	4. Nov. 2020	9. Dec. 2020
7-8/2020	24. June 2020	30. July 2020			
9/2020	6. Aug. 2020	10. Sept. 2020			
10/2020	3. Sept. 2020	7. Oct. 2020			
11/2020	7. Oct. 2020	6. Nov. 2020			
12/2020	4. Nov. 2020	9. Dez. 2020			

Copy Deadline see Products – theme plan

Formats and Prices

Format description	Dimensions (W x H) decreasing (plus. 3 mm trim)	size of print area	Prices in € four-colour
2/1-page	 460 x 297 mm		11.160,-
1/1-page	 230 x 297 mm		5.580,-
1/2-page	 110 x 297 mm 230 x 140 mm		3.760,-
1/3-page	 73 x 297 mm 230 x 90 mm		2.900,-
1/4-page	 55 x 297 mm 230 x 65 mm	 94 x 124 mm  48 x 252 mm  197 x 55 mm	2.080,-
Inserts (up to 20 g, max. size 223 x 297 mm)			4.680,-
Glued inserts (up to 20 g, max. 4 pages)			6.920,-
Tip-on-card			2.820,-

*Prices apply from 1.1.2020

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.

Print documents: data transfer in PDF format by email to 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 upon request

Printing process: LED-UV-Offset printing 80-raster

Color Profile: ISO Coated v2 300% (ECI)

Themes of the issues in 2020

1–2 Social

From therapy centres to homes for the elderly and residential projects for those with special needs, we present a wide range of innovative buildings for Austria's densely woven, high-quality social infrastructure.

Special issue: ARCHITECTS

3 Single-family houses

In the early part of the year a fixed slot is reserved for a selection of those private paradises that help us advance in technical, aesthetic and social terms. This classic building commission has long since developed from a stand-alone project with few imposed conditions to a decisive factor in responsible land-use planning.

4 Infrastructure

Austria measures a total area of 83,882 km², of which 5,124 km² are land for buildings and traffic areas. In 2018 the area used for traffic grew by 1.1%, however at the same time 1.2% of this was rezoned for housing. These figures offer some idea of the dynamism and the high standards of quality in the area of infrastructure buildings: a selection of successful examples.

5 Rural areas

The downside to global urbanisation is the depopulation of rural regions and the lack of investment in work and the quality of life outside the big cities. Rich European countries can, however, reverse this trend: we show examples of habitats in which a healthy environment, good jobs and the best infrastructure can all be had at the same time.

Special issue: Bathrooms + Heating

6 Sport, leisure

If the promises made by digitalisation are fulfilled, we will have a lot of time for ourselves. The boring parts of our daily work will be dealt with by digital assistants – we ourselves will handle only the central and entertaining aspects. This self-fulfilment requires good built structures – we show how this can be done.

7–8 Timber building +

In an age when the use of resources is critical no other form of construction has developed as quickly as timber building. Thanks to digital planning and production today there hardly anything that cannot be built of wood. Hybrid technologies give timber building a further plus – a current overview of the possibilities.

9 Architecture Biennale in Venice

The architecture world's biennial event runs from May to November. After carrying out research work on site, in September we offer a useful guide for a visit to the Biennale. In interviews, essays and reports we show what the architecture world is discussing today.

10 Sonnwendviertel Ost, Vienna

Vienna's most innovative development area, the Sonnwendviertel Ost, is approaching completion. In a cooperative process a master plan was worked out for the former railway areas behind Vienna's new Main Station that envisages numerous innovative building types such as the "Quartierhäuser" (District Houses). The landscaping, architecture and housing here are state-of-the-art. We document the highlights.

Special issue: Light

11 Education

For the success of every society education plays a decisive role. Globalisation and digitalisation have set the whole area of education in motion – contents, teaching and learning methods as well as the built environment for these activities are subjects of intensive debates. A selection of innovative education buildings for all ages and social groups.

Special issue: building client prize

12 Culture

Building for culture is a central tool for the formation of identity and the development of community, two decisive social processes. Today the term culture must be understood in a far broader way: it includes all art forms as well as science and technology, everyday cultures, economic forms and much more. We show the most successful current examples from Central Europe.

Special issue: Office + Building with ORGATEC supplement

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 2020

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
1–2/2020	11. December 2019	Public Space Design of public space, street furniture, outdoor lighting
3/2020	29. January 2020	Building materials Review Cologne Furniture Fair
4/2020	26. February 2020	Garden, Park, Roof Garden Digital Tools: Building Software, BIM, Construction bidding software, Digital building product information
5/2020	25. March 2020	Windows, Doors, Gates and Fittings
6/2020	28. April 2020	Building and Office Equipment Building and office furniture, building lighting, flooring, technical building equipment
7–8/2020	17. June 2020	Wood in Architecture Review Salone del Mobile Milan
9/2020	30. July 2020	Facade/Wall/Floor/Roof/Ceiling Building materials, glass, insulation, metal, stone, renders, paints
10/2020	27. August 2020	Building Services Technical building equipment, fire protection, facility management, safety and security technology
11/2020	30. September 2020	Digital Tools: Building Software, BIM, Construction bidding software, Digital building product information Review Light + Building
12/2020	28. October 2020	Bathroom and Sanitary Fittings

Special Issues 2020

Attached to the issue	Copy deadline	Themes
1–2/2020	–	ARCHITECTS
5/2020	25. March 2020	Bathroom + Heating
10/2020	27. August 2020	Light
11/2020	–	Building Client Prize 2020
12/2020	28. October 2020	Office + Building with ORGATEC supplement

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

Foto © Christian Postl

Online

The architecture platform 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
Medium Rectangle	300 x 250 px	800,-
Landscape Banner	1.250 x 140 px	960,-
Advertorial Showcase		560,-

DATA DELIVERY:

by email to: 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 8,100 addressees.

ADVERTISING FORMS

Format Description	Dimensions (W x H)	Price in €
Banner	550 x 80 px	420,-

Graduated discounts:

2x = € 400,- 3x = € 380,- 4x = € 360,-

DATA DELIVERY:

by email to: 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 selected articles as product recommendations from *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
Product Newsletter	260,-

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.

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

www.architektur-aktuell.at