

architektur.
aktuell

the art of building

MEDIA DATA

2021

advertising price list
applies from January 1 2021

Facts

architektur.aktuell

Austria's leading architecture platform, print and digital

Renowned architecture critics provide information about the most innovative buildings in Austria and worldwide. In the form of high quality photos, plans and data material architektur.aktuell offers comprehensive documentation. We present the latest products from the worlds of architecture and construction. With specials on selected product themes we present trends and tendencies. Interviews, discussions of exhibitions, event tips and media reviews complete the wide range of information we offer. Through our architects' platform ARCHITECTS we are in direct contact with architects

Issues per Jahr

10

+ Specials
in German and English

Distributed Circulation

12,500

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

Magazine Format

230 × 297

width × height in mm

Target Group

Architects, civil engineers,
interior designers, decision-
makers in the building industry,
universities, government
ministries and other institu-
tions that deal with architec-
ture and building.

Statistic

Statistics regarding engineers and architects in Austria

(natural persons and companies)

Total practicing

6,811

in addition non-practicing: 2,315

Architects practicing

4,299

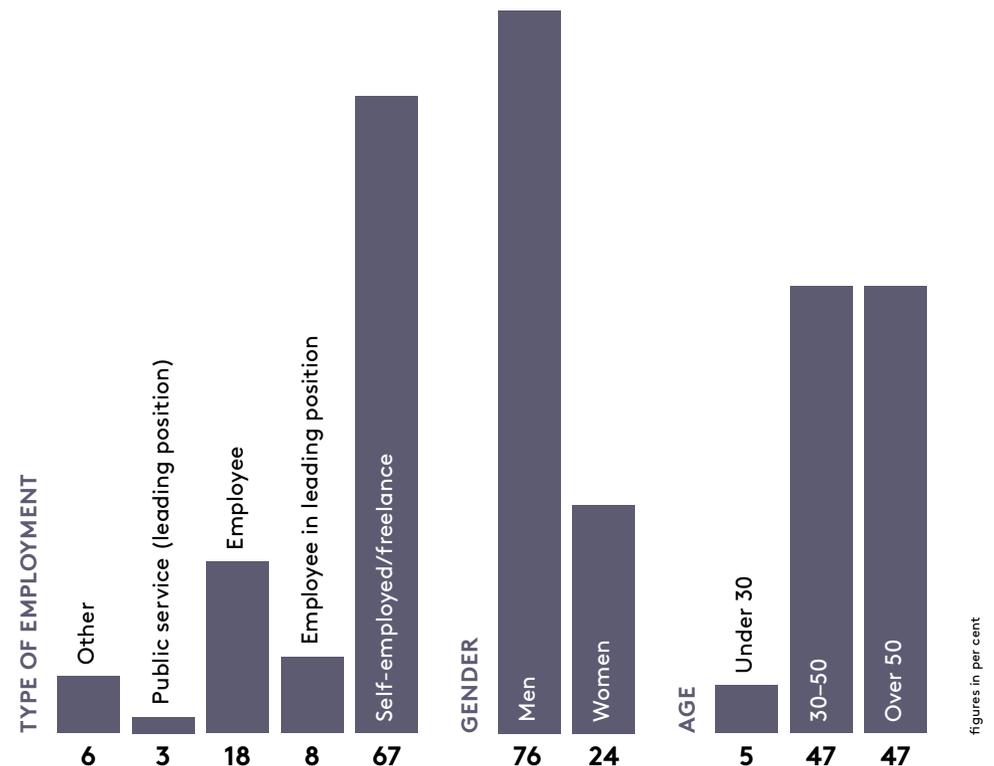
in addition non-practicing: 1,364

Engineers practicing

2,512

in addition non-practicing: 951

Readership structure: architects



Portfolio

Print

Online

**Social
Media**

**ARCHITECTS
architects-
platform**

Events

Dates

Dates 2021

Issue	Advertising deadline	Publication date
1–2/2021	17. Dec. 2020	4. Feb. 2021
+ SPECIAL ARCHITECTS	8. Jan. 2021	4. Feb. 2021
3/2021	4. Feb. 2021	11. March 2021
4/2021	4. March 2021	8. April 2021
5/2021	7. April 2021	11. May 2021
+ SPECIAL Bathroom + Heating	7. April 2021	11. May 2021
6/2021	6. May 2021	10. June 2021
7–8/2021	24. June 2021	29. July 2021

Issue	Advertising deadline	Publication date
9/2021	10. Aug. 2021	15. Sept. 2021
10/2021	8. Sept. 2021	12. Oct. 2021
+ SPECIAL Light	8. Sept. 2021	12. Oct. 2021
11/2021	6. Oct. 2021	11. Nov. 2021
+ SPECIAL Building Client Prize 2021	24. Sept. 2021	11. Nov. 2021
12/2021	4. Nov. 2021	9. Dec. 2021
+ SPECIAL Office + Building	4. Nov. 2021	9. Dec. 2021

Copy Deadline see Products – theme plan

Themes

more themes see next page

1-2

4. February 2021

Work environments

What is "work" today? Just the monotonous process of earning a living. Or rather a comprehensive discovery of meaning with fluid borders to leisure, learning, relaxation. We show how architecture reacts to social changes in this area.

3

11. March 2021

Splendid Isolation #15

The familiar annual overview of innovations in the field of building one's own home. We ask about the acceptable technologies in this area of building with its critical use of resources. What about conversions of existing buildings?

4

8. April 2021

Public Space

Today public space, too, is a limited resource. On the one hand due to increased urban density, on the other because of new "private" urban design. Today, which are the functions and design goals that these valuable spaces can meet for everyone?

5

11. May 2021

Young Faces #2

A da capo of our successful September 2019 issue. Portraits of innovative and successful young architecture practices in the phase between completing their studies and establishing themselves on the market. Consequently, also a look at the future of architecture with numerous experimental projects.

6

10. June 2021

Re-Use

The building industry in Central Europe is increasingly moving from new-build to re-use. As resources are limited, we will have to make our cities fit for the future – and there is a lot to be done. An overview of intelligent conversion strategies.

Product themes

Public Space

Design of public space, street furniture, outdoor lighting

Copy Deadline:
10. December 2020

Product themes

Building materials

Copy Deadline:
27. January 2021

Product themes

Garden, Park, Roof Garden Digital Tools

Copy Deadline:
24. February 2021

Product themes

Windows, Doors, Gates and Fittings

Copy Deadline:
30. March 2021

Product themes

Building and Office Equipment

Building and office furniture, building lighting, flooring, technical building equipment

Copy Deadline:
28. April 2021

Special
ARCHITECTS

Special
**Bathroom +
Heating**

Themes

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.

7–8

29. July 2021

Prefabrication

The industrialisation of building is one of modernism's oldest visions. Given the technologies and social circumstances of the 20th century it was doomed to fail, but the digital age offers enormous opportunities for building systems that are adaptable and make efficient use of resources.

9

15. September 2021

Venice Architecture Biennale

After being postponed twice the 17th International Architecture Exhibition will now take place from May to November 2021. We present our regular overview of the most innovative creative contributions to this global architecture meeting as well as questions about the future of this branch.

10

12. October 2021

Housing

Housing makes up around half of building production. This is hardly surprising, as housing is humanity's most fundamental need in the area of building. And it creates cities whose form and structure then become a subject of debate. An overview of the current housing discussion with built projects that point to the future.

11

11. November 2021

Education and Social Issues

Education and social issues are two sides of the same coin: i.e. the coin of individual progress. Schools can also communicate social behaviour, while social facilities can also ensure an ability to learn. Innovative buildings for this core social process.

12

9. December 2021

Czech Republic

This industrialised country in the heart of Europe has always been numbered among the pioneers of modernism. The country's architecture is characterised by high technical standards and smart design strategies. A refreshing overview of a highly creative architecture region.

Product themes

Wood in Architecture

Copy Deadline:
16. June 2021

Product themes

Facade/Wall/Floor/Roof/Ceiling
Building materials, glass, insulation, metal, stone, renders, paints

Copy Deadline:
3. August 2021

Product themes

Building Services
Technical building equipment, fire protection, facility management, safety and security technology

Copy Deadline:
31. August 2021

Special
Light

Product themes

Digital Tools

Copy Deadline:
29. September 2021

Special
Building Client Prize 2021

Product themes

Bathroom and Sanitary Fittings

Copy Deadline:
27. October 2021

Special
Office + Building

Formats and Prices

price list 2021

2/1-page



460 x 297 mm
plus 3 mm trim

€ 11,320,-

1/1-page



230 x 297 mm
plus 3 mm trim

€ 5,660,-

1/2-page

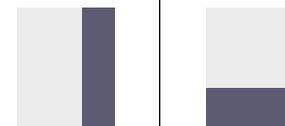


110 x 297 mm
plus 3 mm trim

230 x 140 mm
plus 3 mm trim

€ 3,820,-

1/3-page



73 x 297 mm
plus 3 mm trim

230 x 90 mm
plus 3 mm trim

€ 2,960,-

1/4-page



55 x 297 mm
plus 3 mm trim

230 x 65 mm
plus 3 mm trim

€ 2,100,-

Special advertising forms

Inserts (up to 20 g, Format max. 223 x 297 mm) € 4,720,-

Glued inserts (up to 20 g, max. 4 pages) € 6,980,-

Tip-on-card € 2,860,-

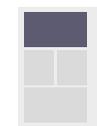
Special placing surcharges

U2 € 6,790,-

U3 € 6,220,-

U4 € 7,350,-

Event highlight



€ 500,-

Print documents

PDF/X-3, 300 dpi

CMYK (Spot colours upon application)
data transfer in PDF format by email to:
ad@architektur-aktuell.at

Printing process: LED-UV-Offset printing, 80-raster
Color Profile: ISO Coated v2 300% (ECI)
If documents are delivered in a different
form charges will be based on production costs.
Handover of print material:
7 days after copy deadline

Special formats

Showcase entry

A showcase entry provides you with the perfect opportunity to present your products to our target group. Your message will be perceived as high quality and competent.

Price on request



Spot On

Is your product used in a project presented in architektur.aktuell? Make use of the exclusive opportunity presented by the relevant editorial contribution to make our readers aware of your product. Spot on offers you ideal placing in our project reports.

Price on request



Advertorial

An advertorial is the ideal format for communicating relevant contents and more complex contexts to your target group. Your message is perceived as high quality and competent and underlines your image factors.

Price on request



The design is provided by our Art Director in the magazine layout using your visual and text material.

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.

Medium Rectangle



300 x 250 px (W x H)

€ 860,-
for two weeks

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

Landscape Banner



1,250 x 140 px (W x H)

€ 1,020,-
for two weeks

Advertorial Showcase / Online Profil



Images and text agreed upon jointly

ab € 660,-

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.

Newsletter Banner



550 x 80 px (W x H)

€ 440,-

Graduated discounts: 2x = € 420,- 3x = € 400,- 4x = € 380,-

FILE FORMAT: static GIF, JPEG, PNG – max. size of 40 kb

Product Newsletter

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

€ 360,-
per article

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



Online package

from € 1.790,-

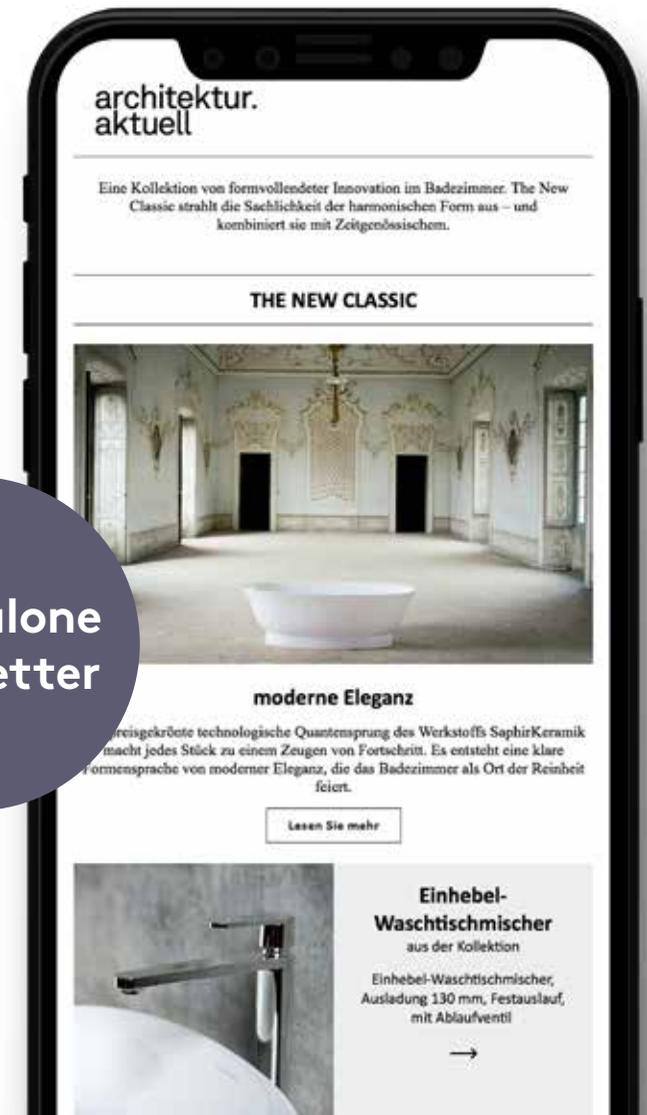
Profit from the focussed reach of our online channels. Your message can grab the attention of interested readers through a directly delivered special newsletter combined with a comprehensive online article and, if required, the announcement of a date in *architektur-aktuell*. Both are designed individually for you with your visual and text material and published on the date you wish. Multiple contacts through newsletter and website guarantee a strong advertising effect for your message.

Website/
Profil

Event
announc-
ement

Social
Media

standalone
Newsletter

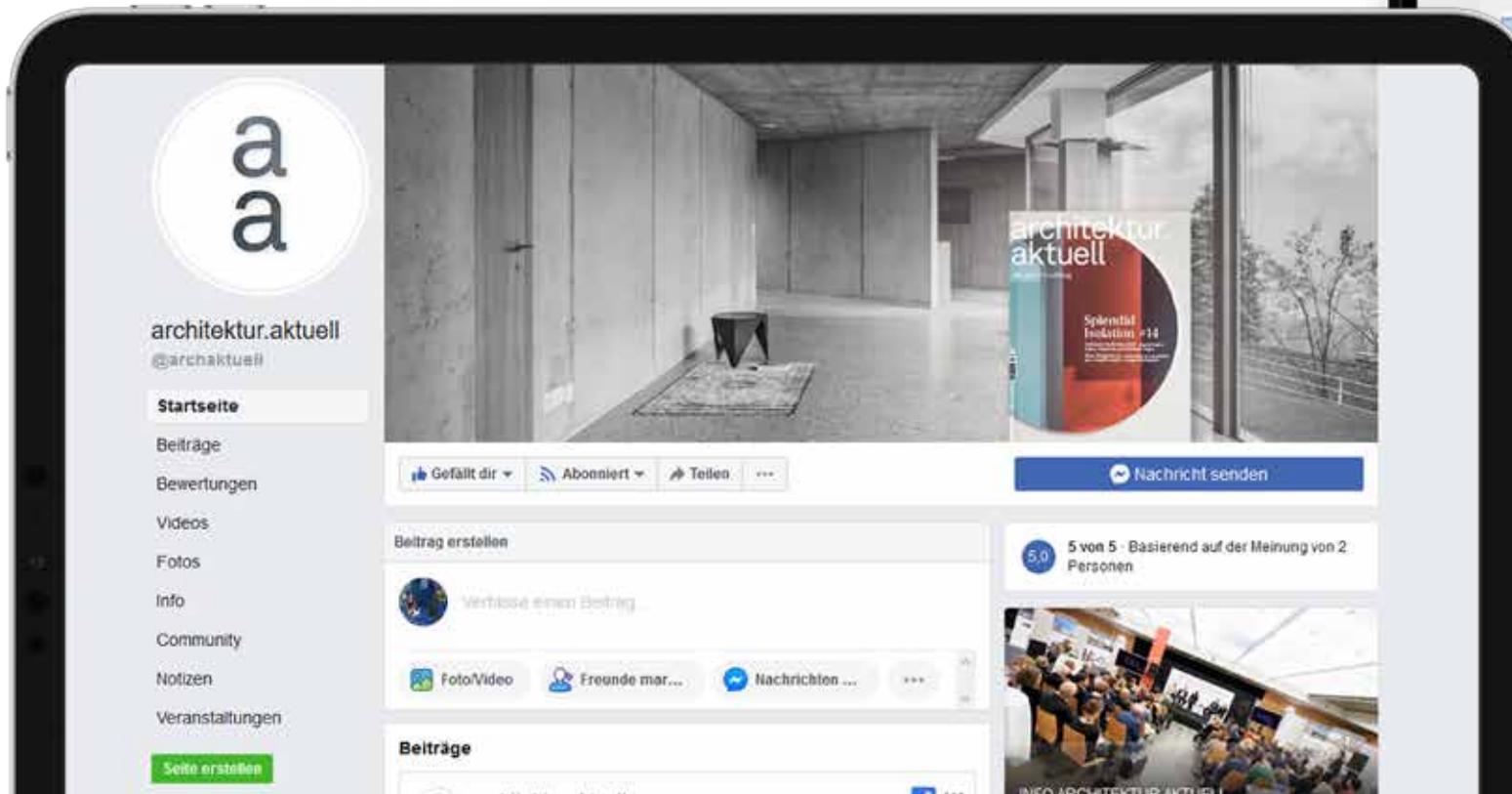


Social Media

Instagram & Facebook

Use the opportunities of our architektur.aktuell SOCIAL MEDIA presence.
Ensure a high level of visibility directly on our account profile through postings and stories.
Working in close consultation with you we design selected product highlights.
Individual enquiries about cooperation and prices on request.

+11,6k
FOLLOWERS



ARCHITECTS

The architektur.aktuell ARCHITECTS platform focusses strongly on the Austrian architecture scene. Here we present architects in an even more comprehensive way and offer them a broader platform. Benefit from our close contact with architecture offices and our exchanges with architects.

- ARCHITECTS Magazine
- Online profile for architecture offices
- Newsletter & social media
- Events
- Print subscription

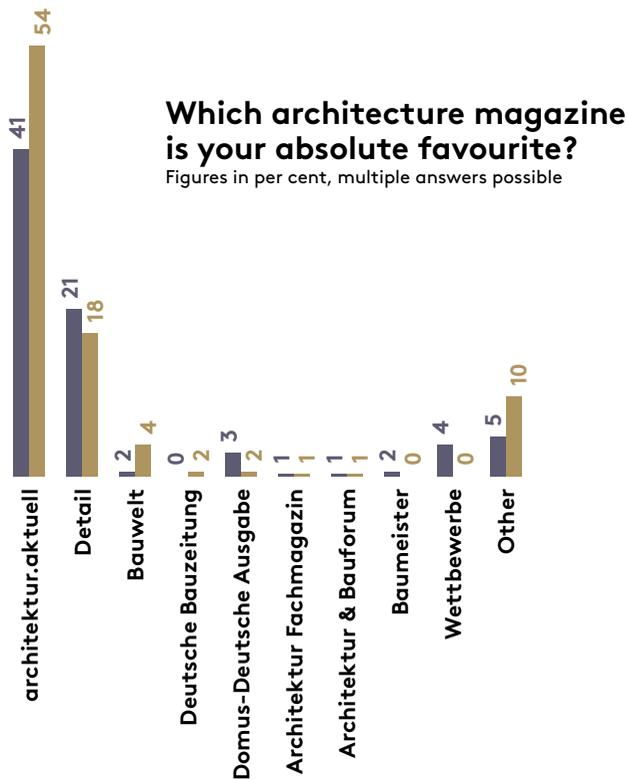
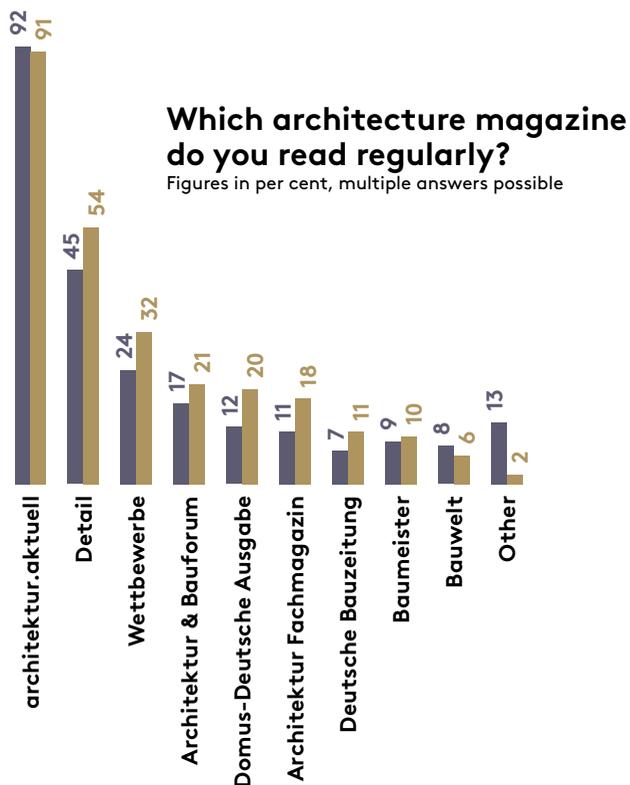


Reader survey



Austria's architects read architektur.aktuell

A survey of readers carried out by Peter Hajek Public Opinion Strategies confirmed the position of architektur.aktuell as favourite! We are delighted by this response and will continue to work for our readers' satisfaction.



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.

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