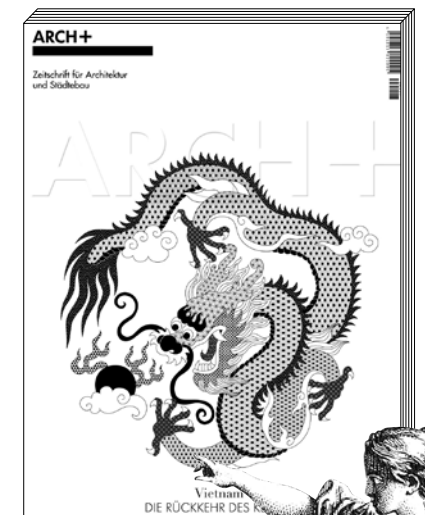
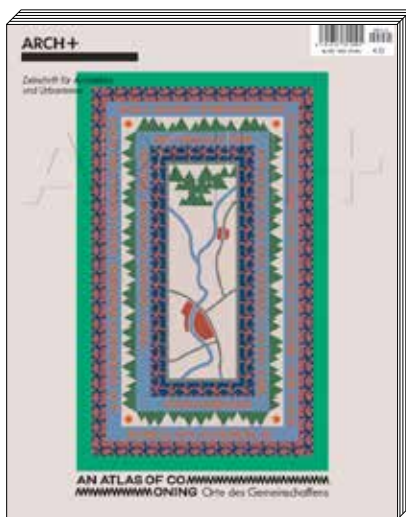


Media Kit 2018
Print + Online

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.



THEMES AND DATES 2018



PROPERTY DRAMA

(Bilingual GER/ENG)

Release date: End of March 2018
Editorial deadline: 1 February 2018

"Who owns the land?" This question pervades all societies and informs their coexistence. ARCH+ 231 examines historical developments in and contemporary forms of participation, urban policy, and urban development, which, against a backdrop of increased land speculation and privatization, are revealing new ways to achieve a fairer, more social distribution of property ownership.

In cooperation with the ETH Zurich, the University of East London, Trier University of Applied Sciences, and the Luxembourg Pavilion at the 16th Architecture Biennale in Venice.



NORM-ARCHITECTURE. FROM DURAND TO BIM

(GER)

Release date: September 2018
Editorial deadline: 1 August 2018

Standardization in architecture began with the Enlightenment, enabling quicker, cheaper, and safer construction methods. In the 20th century it was linked to social and technical progress. Despite an increased awareness for cultural specificity, processes and products across the world are now more than ever characterized by norms and standardization. To what extent do they ensure quality, and to what extent do they support a neoliberal market economy?

In cooperation with the University of Kassel



AN ATLAS OF COMMONING

(Bilingual GER/ENG)

Release date: End of June 2018
Editorial deadline: 1 May 2018

Many projects and theories evolve around terms such as commons, cooperative, collectivism, open source and sharing. ARCH+ 232 and the concurrent internationally touring exhibition detail typologies of the community from a historical perspective, present current projects and concepts from around the world, and introduce new forms of dialog.

In cooperation with the ifa – Institute for Foreign Cultural Relations, the Carnegie Mellon University, Pittsburgh and the TU Berlin



DATATOPIA

(GER)

Release date: December 2018
Editorial deadline: 1 November 2018

Digitalization, with the associated developments in storage, surveillance, and sharing, is fundamentally restructuring our understanding of space, recollection, memory, society, and the public sphere. How are architecture, urbanism, and politics changing in the face of algorithms, automation, big data, artificial intelligence, and networking.

In cooperation with the Karlsruhe Institute of Technology and projekt bauhaus

PREVIEW 2019

EUROPE AS INFRASTRUCTURE

In cooperation with the UDK Berlin

SPACES OF THE RIGHT – THE SPATIAL PRACTICE OF RIGHT-WING POPULISM

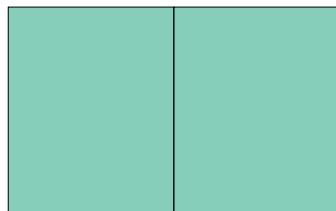
In cooperation with Stephan Trüby, Markus Miessen, and the Amadeu Antonio Foundation

PROJEKT BAUHAUS III

In cooperation with projekt bauhaus

Advertising Price List

Nr. 46 All prices excl. VAT



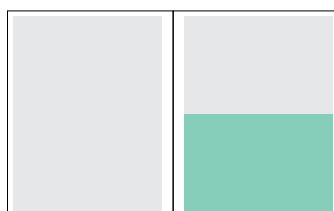
2/1 Page gutter bleed
Bleed size 470 × 297 mm
Type area 454 × 278 mm
€8,000



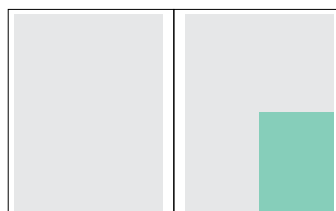
1/1 Page
Bleed size 235 × 297 mm
Type area 211 × 278 mm
€4,500



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



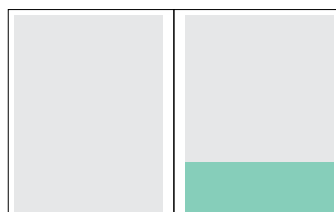
1/2 Page
Bleed size 235 × 146 mm
Type area 211 × 137 mm
€3,200



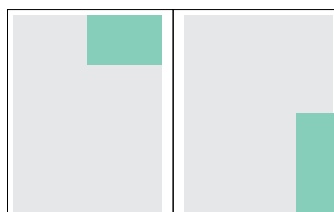
1/4 Page
Bleed size 112 × 146 mm
Type area 103 × 137 mm
€1,800



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. 46 IS VALID FROM 1ST JULY 2018

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
Bleed size 235 × 297 mm	

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	10 %
4 adverts	20 %

DISCOUNT FOR MULTIPLE PAGES

2 pages	10 %
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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

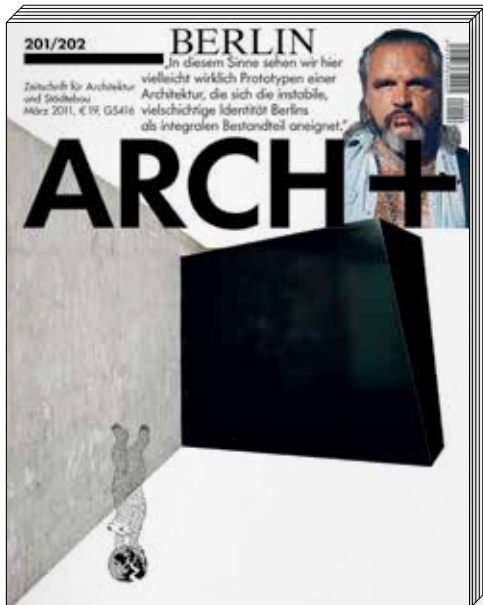


Advertising Price List Nr. 46

PUBLISHER	ARCH+ Verlag GmbH Friedrichstraße 23a 10969 Berlin
ADVERTISING MANAGEMENT	Christine Rüb 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 Routing no. 390 700 24 Account no. 25 45 820 IBAN DE76 3907 0024 0254 5820 00 BIC DEUTDEDB390
VAT NUMBER	DE 121688728
TAX NUMBER	201/5944/3519



Structure of an Issue



ARCH+ is Germany's leading publication for discourse in the fields of architecture, urbanism, and related disciplines. Quarterly issues examine a diverse range of topics to decipher the cultural and political conditions that produce space.

Insightful analyses, explanatory timelines, and illustrative infographics are as much part of each issue as expert essays and presentations of notable projects. This concept lends ARCH+ publications considerable prestige and continuing topicality. Many issue receive a second edition.



Essays



Projects



Timelines



Analyses

Structure of an Issue

ARCH+ FEATURES SUPPLEMENTS

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.



ARCH+ Special Editions



In addition to the quarterly magazine, ARCH+ publishes reissues of important articles, English language editions on selected themes, and other special editions.

Events



ARCH+ features

ARCH+ features is a discursive event series that showcases architectural offices and authors who place particular focus on the conditions surrounding contemporary architectural production. With six to eight events per year, ARCH+ features enriches the current discourse on architecture and urban planning. Selected event themes are presented in detail to the entire ARCH+ readership in the form of a separate insert.

PLEASE INQUIRE FOR POTENTIAL COOPERATION OPPORTUNITIES.

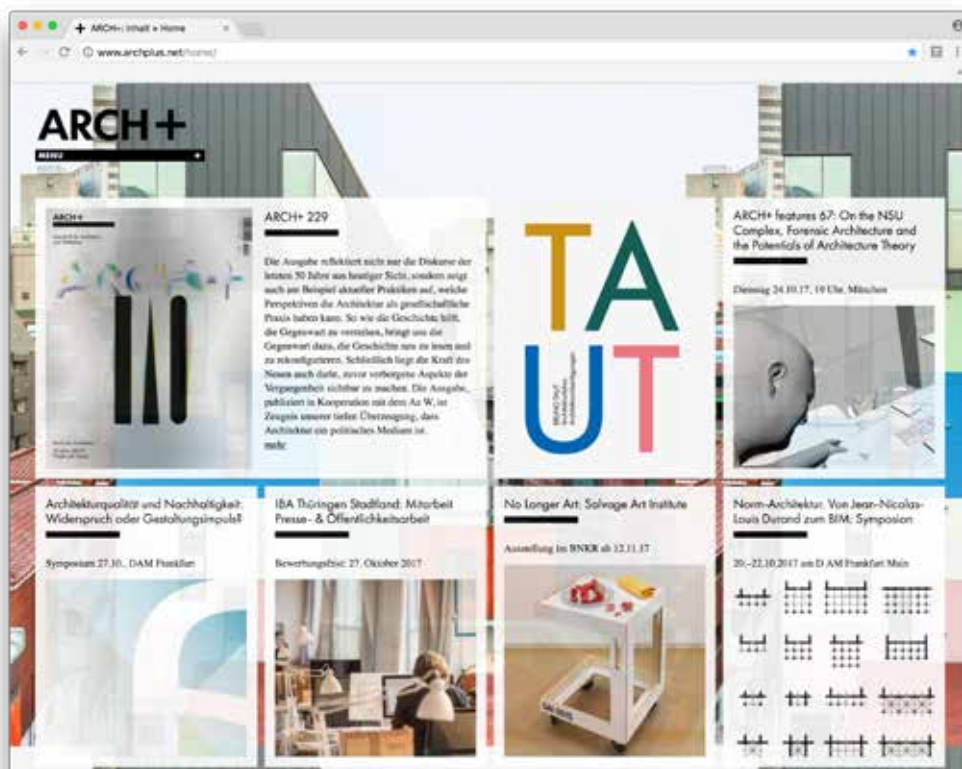
ARCH+ DISPLAYS

ARCH+ displays is an additional medium that further examines topics featured in the magazine. To achieve this, ARCH+ collaborates with different institutions and exhibition venues, presenting changing themes to a broad public within a spatial setting. ARCH+ displays focuses on both historical findings and current processes from the fields of architecture and urban planning.

PLEASE INQUIRE FOR POTENTIAL COOPERATION OPPORTUNITIES.



www.archplus.net and Newsletter



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, 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.

ONLINE ADVERTISING

archplus.net offers the opportunity to place paid content in a prominent position. The advertisement will appear centrally within the grid structure of the website, with a short article containing additional information.

NEWSLETTER

The newsletter is sent once or twice per month and provides its 23,000 readers with information on the various subject areas of ARCH+. Subscribers value it as resource that delivers an up-to-date overview of relevant content.

CONTACT

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+49 30 34046717
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VISITS ON HOMEPAGE

November 2016 to October 2017
Page impressions **26.160.158**, single visits **2.838.149**
Monthly average:
Page impressions **2.180.013**, single visits **236.512**

NEWSLETTER SUBSCRIBERS

22.326 (October 2017)
FACEBOOK
16.855 fans (October 2017)

ONLINE ADVERTISING

€ 2000 per month
Reductions for repeat bookings, and preferential advertising rates for cultural institutions on request

NEWSLETTER

€ 900, Includes one image and text (max. 1.000 characters)
Reductions for repeat bookings, and preferential advertising rates for cultural institutions on request

DISCOUNTS ON COMBINATION SALE

Discounts for combinations of online and print ads available on request

TECHNICAL SPECS

Format start page ad: 380 x 300 px
gif (static, animated) or jpg, max. 100 kb
Special formats on request

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

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ADVERTISING
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Students outside of Germany € 59

SINGLE ISSUE € 22

Subscription incl. postage
Single issues excl. postage
Valid as of January 1, 2018



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.

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 2017, our 50th year, included:

- Vietnam 2 – The Return of Climate (227)
- Stadtland – The New Rurbanisms (228)
- In the End: Architecture – 50 Years of Discursive Practice (bilingual GER/EN) (229)
- Projekt Bauhaus II (230)

EDITION ANALYSIS

No. 226–229 = 4 ISSUES

Format of the magazine 297mm high × 235mm wide

Pages in total 954 pages = 100%

Editorial content 924 pages = 97%

Advertisements 30 pages = 3%

Inserts 6 units

ANALYSIS OF EDITORIAL CONTENT

Theme 840 pages = 93%

ARCH+ features 64 pages = 7%

COPIES PER ISSUE

(III. QUARTER 2016)

Print run 10.000

Circulation distributed 9.320

Sold copies 9.197

Subscriptions 7.068

Retail sale 2.129

Complimentary copies 123

Remainder, archival copies, authors copies 680

Sales of sooner report periods 3.031