

ARCHITECTUREDC

A PUBLICATION OF THE WASHINGTON CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS



Photo by Prakash Patel

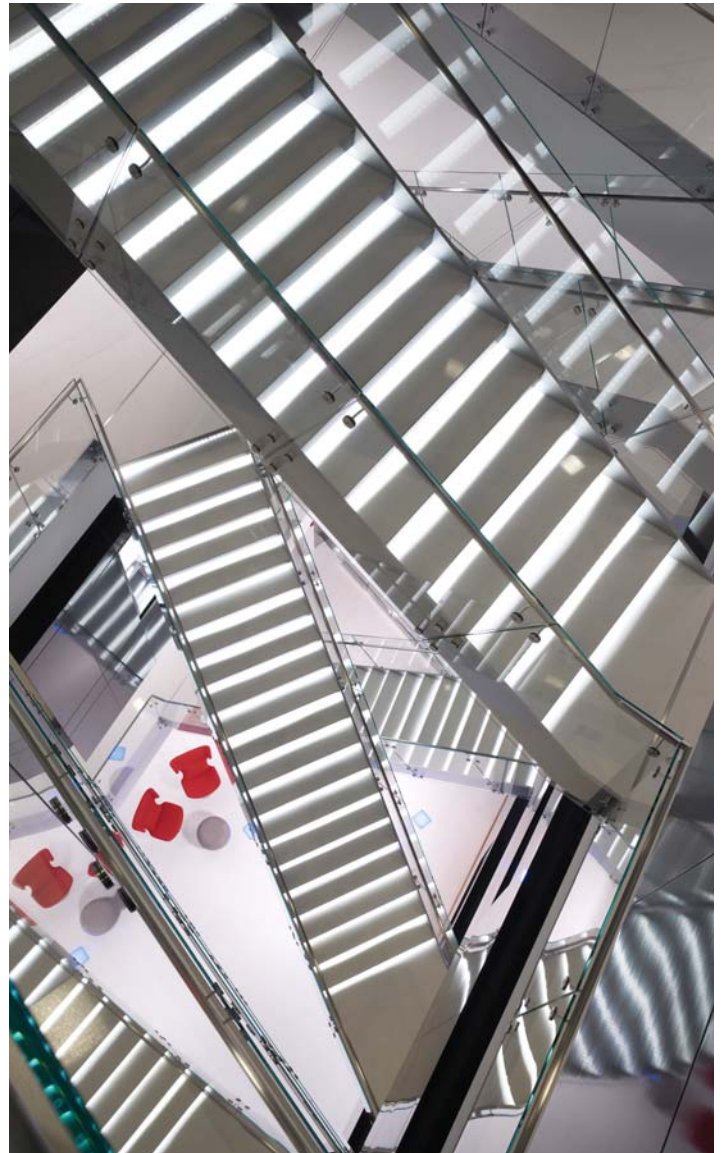


Photo by Nick Merrick of Hedrich Blessing



Photo by Geoffrey Hodgdon

20
10
MEDIA
PLANNER

ARCHITECTUREDC is a magazine for consumers of architecture and design, whether residential, commercial, institutional, or governmental. Created by the Washington Chapter of The American Institute of Architects (AIA | DC), the magazine promotes the work of AIA | DC members, brings attention to new trends in home furnishings, and previews upcoming new architecture.

ARCHITECTUREDC is positioned to attract the interest of consumers highly sought-after by those companies eager to reach this affluent, discerning market.

EDITORIAL HIGHLIGHTS

DetailsDC

In each issue, DetailsDC features the best in home furnishings and accessories for the discriminating homeowner, showcasing new, innovative home products.

Architecture Ahead

There's always something new being planned or under construction and Architecture Ahead readers love having the "inside track" on what's happening in the city. This regular department is one of the few sources for DC-area consumers to learn about architecture "in the pipeline."

GreenDC

Sustainable, or green design, no longer a fringe movement, is now part of our everyday lives. Whether building a new home or remodeling an existing home, GreenDC will help homeowners think green and navigate them through the sea of sustainable building products that are now available. With each issue, GreenDC will put homebuilders and homeowners on a path to creating beautiful, environmentally-responsible homes that they can be proud to live in.

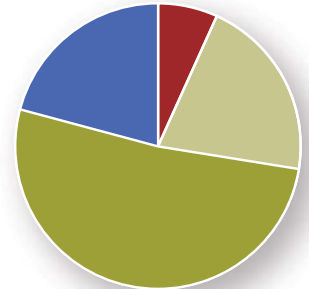


DISTRIBUTION

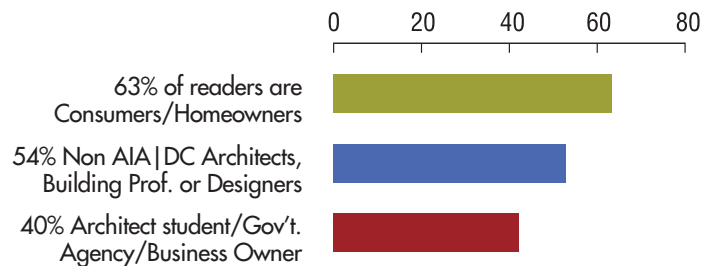
CIRCULATION	16,000 (guaranteed rate base)
PUBLISHING FREQUENCY	Quarterly
SUBSCRIPTIONS	13,300 (83%)
NEWSSTAND COPIES	2,700 (17%)

READERSHIP REGIONS

- District of Columbia 52%
- Maryland 17%
- Virginia 18%
- Other 13%



READERSHIP DEMOGRAPHICS



AUDIENCE

The typical reader of ARCHITECTURE DC is a homeowner in the Washington area with an eye for design and the finer things the area has to offer. They are affluent enthusiasts of luxurious home furnishings and fine interior design. The ARCHITECTURE DC audience is also infused by a unique blend of the region's top architects and design professionals.

Our readers enjoy dining out (87%), traveling (74%) and working on their homes (66%). They have a high disposable income with 13% reporting incomes of over \$200,000. Over 30% have completed a recent residential real estate transaction with a value in excess of \$600,000 and 15% own real estate valued in excess of \$1 million.



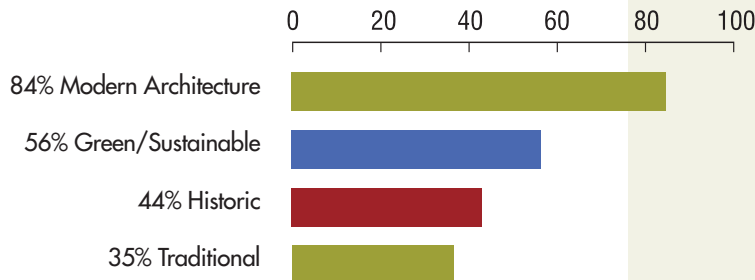
Photo by Nic Lehoux Photography



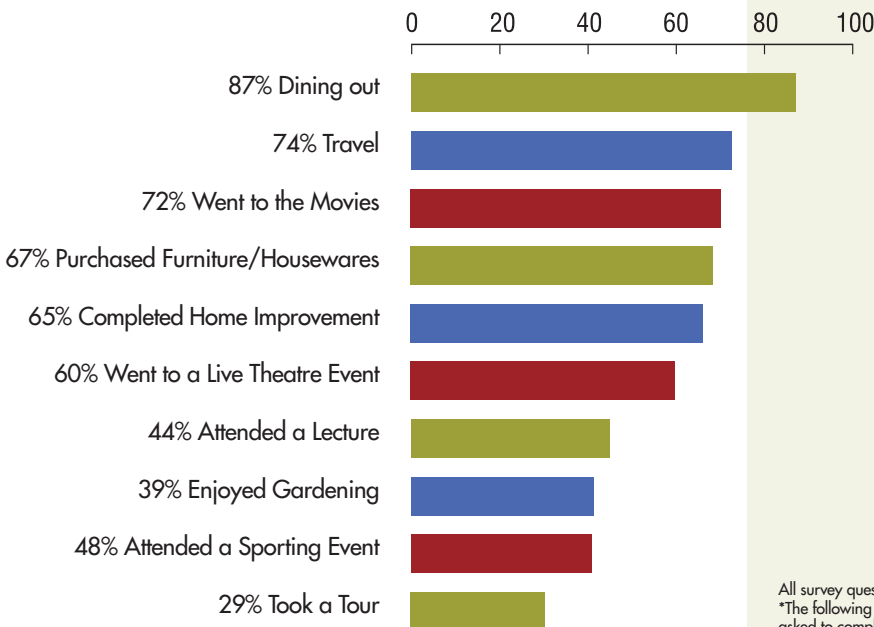
EDITORIAL CALENDAR 2010

- Spring 2010** *Local/Global: Architecture Firms Break Geographic Boundaries*
- Ad Contract Deadline: January 15
 - Artwork Deadline: January 22
 - Publication Date: February 25
- Summer 2010** *Residential Plus Washingtonian Award winners*
- Ad Contract Deadline: April 16
 - Artwork Deadline: April 23
 - Publication Date: May 27
- Fall 2010** *Centers of Power*
Includes Architecture Week
- Ad Contract Deadline: July 9
 - Artwork Deadline: July 16
 - Publication Date: August 20
- Winter 2010** *Chapter Awards*
- Ad Contract Deadline: October 22
 - Artwork Deadline: October 29
 - Publication Date: November 24

READERSHIP INTERESTS



READERSHIP ACTIVITIES, *within past 3 months*



BREAKDOWN OF SUBSCRIBER BASE

- Subscribers at aiadc.com
- Members of AIA|DC and the Washington Architectural Foundation
- Members of the National Building Museum
- Washington, DC-area Realtors®
- Homeowners reported in the Washington Business Journal to have completed residential real estate transactions with a value in excess of \$600,000

Our free “newsstand” distribution includes home design stores as well as bookstores in the Washington, DC, area where ARCHITECTUREDC is most likely to reach consumers interested in architecture and home design, and where it is often the only publication of its kind available.

WHERE YOU CAN FIND ARCHITECTUREDC

- | | |
|------------------------|--------------------------|
| Adlon | Muleh |
| AIA National Bookstore | National Building Museum |
| Apt Zero | Bookstore |
| Barnes & Noble | Skynear |
| Borders | Vastu |
| Books-A-Million | Cleveland Park Library |
| Boffi Studio | MLK Jr. Library |
| Contemporaria | M2L |
| Design Tile | RCKNDY |
| Home Rule | Project 4 |
| Garden District | Poltrona Frau |
| Illuminations | |

All survey questions are optional, responses do not total 100 percent.
*The following information is compiled from the responses of subscribers to an online survey, which they are asked to complete when they subscribe. Subscribers who identify themselves as architects are in addition to AIA/DC members, who already receive the magazine as a benefit of AIA/DC membership. This demonstrates the extended reach and appeal of ARCHITECTUREDC for the professional as well as the consumer audience.

ArchitectureDC in Print and ONLINE

In addition to your ad in the print version of **ARCHITECTUREDC**, advertisers will automatically receive a free listing and live Web link for the duration of your ad contract on the magazine's new Web site www.architecturedc.net. Each listing will include a description, contact information and a live Web link, leading visitors directly to your products and services.

Contact Advertising Sales Today!
JODY CRANFORD
 Toll free: 800.818.0289
 fax: 888.450.2526
 email: jcranford@aiadc.com

Advertise on www.ArchitectureDC.net

Now you can tap into the buying power that only **ARCHITECTUREDC** can deliver, combined with the ease and speed of the internet. The magazine's new web site, www.architecturedc.net is an online community where homeowners can find everything and everyone they need to turn their home into their dream home. From the region's top architectural and design firms to the area's hottest furniture and interiors boutiques — architecturedc.net has it all. Online sponsorships are the perfect complement to your print advertising campaign. Gain visibility over your competitors and take advantage of immediate lead generation, only the internet can provide.

Contact your sales representative for rates and packages:

Jody Cranford
 800-818-0289
jcranford@aiadc.com

2010 ADVERTISING RATES

Rates are Net

4/COLOR RATES	1X	2X	4X
DOUBLE PAGE SPREAD	\$3,060	\$2,690	\$2,280
FULL PAGE	\$1,790	\$1,580	\$1,330
1/2 PAGE (vertical or horizontal)	\$1,100	\$950	\$810
1/3 PAGE (vertical or square)	\$920	\$790	\$650
1/4 PAGE	\$760	\$680	\$570
1/6 PAGE	\$650	\$560	\$440
1/8 PAGE	\$520	\$460	\$390

COVER RATES	1X	2X	4X
OUTSIDE BACK	\$2,700	\$2,400	\$2,100
INSIDE FRONT	\$2,600	\$2,300	\$2,000
INSIDE BACK	\$2,500	\$2,200	\$1,800

POSTCARD & INSERT RATES

Mechanical specifications and rates provided upon request. Please contact your sales representative. *All inserts are furnished by advertiser.*

Please submit artwork via e-mail to: artwork@aiadc.com and jcranford@aiadc.com or mail to:

The Washington Chapter/AIA
1777 Church Street, NW
Washington DC, 20036

Please contact your sales rep if you must upload a large file.

ADVERTISING SPECIFICATIONS

TRIM SIZE: 8.5"w x 11"h

AD SIZE (Width x Height)

DOUBLE-PAGE SPREAD (BLEED) 17.5"w x 11.25"h
 FULL PAGE (NON-BLEED) 7.5"w x 10"h
 FULL PAGE (BLEED) 8.75"w x 11.25"h
 1/2 PAGE (VERTICAL) 3.625"w x 10"h
 1/2 PAGE (VERTICAL, BLEED) 3.875"w x 11.25"h
 1/2 PAGE (HORIZONTAL) 7.5"w x 4.875"h
 1/3 PAGE (SQUARE) 4.875"w x 4.875"h
 1/3 PAGE (VERTICAL) 2.375"w x 10"h
 1/3 PAGE (VERTICAL, BLEED) 2.625"w x 11.25"h
 1/4 PAGE (VERTICAL) 3.625"w x 4.875"h
 1/6 PAGE 2.375"w x 4.875"h
 1/8 PAGE 3.625"w x 2.125"h

Please be sure to accommodate for bleed by at least 1/8".

Electronic File Requirements:

- Please supply only JPG, TIFF, or PDF print-ready files. Photoshop composite files or hard copy artwork are not accepted.
- JPG and TIFF Files should be 100%, 300 dpi min. All fonts must be outlined and all images must be provided, even if they are embedded in the file.
- PDF files must be submitted 300 DPI or better and all fonts must be embedded.
- Ads may be full color or b&w. Accommodate for bleed of at least 1/8".

Advertiser indemnifies Media Sales and the Washington Chapter of the American Institute of Architects against losses or liabilities arising from this advertising. Media Sales assumes no liability, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$30.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/or agency agrees to repay Media Sales any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are noncancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).