

# ARCHISTORM

## GENERAL MEDIA KIT - 2020



**6 ISSUES PER YEAR  
+ 6 SPECIAL ISSUES**

**14 600 COPIES  
32 000 TO 35 000 PROFESSIONAL  
READERS**

### ARCHISTORM PUBLICATIONS

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75010 Paris  
tel. +33 (0)1 4225 1558



prescriber community of more than  
29 100 followers on social medias

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#### DIFFUSION

MLP in kiosks and press house  
Pollen Difpop in specialised bookshops  
Export Press in Europe  
(France - Belgium - Luxembourg - Switzerland)  
free distribution  
VIP places, fair trades, hotels

#### FURTHER DETAILS

[www.archistorm.com](http://www.archistorm.com)

ARCHISTORM, focuses on the whole actuality and evolutions of architecture, conception, and design for designers and decision makers.

In summary : projects, last realizations, e.g of implementations, in-depth thematic files ...

With a bi-monthly periodicity, ARCHISTORM identity is made by its transversality.

Through its abundant content, ARCHISTORM defends its selectivity and authenticity of creation in the fields of architecture and design. It becomes the inescapable journal modeled on a community of professional readers passionate by those fields : architects, projects owners, prescribers, designers etc.

### NOUVELTIES FOR 2020

ARCHISTORM extend its approach while keeping it real with the publication spirit, the new formula will take up subjects on space design, interior architecture through realisations and technic files and themes. The publication will explore questions around materials in a more transversal way with opinion columns from leading figures who will complete a strong prospective approach.

## GENERAL SUMMARY

### ACTUALITIES

#### PANORAMA OF ARCHITECTURALE TRENDS'

#### OPINION COLUMN OF AN ARCHITECT

#### FOCUS

Two files of 2 pages, each on an architectural realisation.

#### ARCHITECTURAL ACHIEVEMENTS

Five files from 6 to 10 pages, each on an architectural realisation.

#### ARCHITECTURE AND INTERIOR ARCHITECTURE STUDIO PORTRAIT

Portrait of an architecture and an interior architecture studio through a meeting of its team and its space.

#### HOTEL EXPERIENCE

Thematic file of 6 pages focusing on a hotel.

#### INTERIOR ARCHITECTURE

File of 8 pages on an interior realisation.

#### PORTFOLIO

Portfolio of 8 pages dedicated to an architecture photographer.

### DECODING

#### CHRONIQUE

#### PRODUCTS & SOLUTIONS

#### EXPERT OPINION COLUMN

Space dedicated to the opinion of a personality from a material library or a space planner.

#### EXPERT'S ANSWER

Interview of a professional manufacturer/industrialist.

#### MATERIAL'S FILE

Sélection of products and solutions.

#### SOCIETAL FILE

Column on a societal topic by Sophie Trelcat.

#### BLOCKBUSTER

Paul Ardenne opinion piece.

#### ARCHITECTURAL HERITAGE

Reflexion on moderne architecture by Simon Texier

#### ART & ARCHITECTURE

The temptation of a total art ?

#### ZEITGEIST

Intersecting look on a key question by Christine Desmoulins

### POINT OF VIEW

### STORY OF A BRAND - DESIGN

### STORY OF A BRAND - ARCHITECTURE

### DESIGN

### PRODUCT INSPIRATION

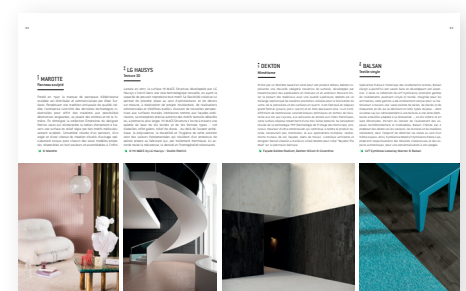
### ARCHILIB SELECTION

### MANIFESTATION

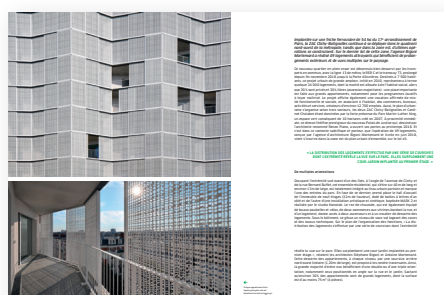
Below : «focus»



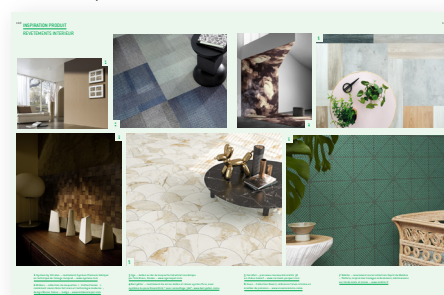
Below : «material's file»



Below : «Architectural Achievements»



Below : «inspiration»



Below : «Architecture portrait»



## EXPECTED EDITORIAL PLANNING FOR 2020

**N°100**

**JANUARY-FEBRUARY 2020**

Closing date : 02-12-2019  
Parution date : 02-01-2020

**PRODUCTS & SOLUTIONS** : Light transmission : glasses, lighting and mesh  
**INTERIOR ARCHITECTURE PORTRAIT** : Gilles & Boissier.  
**RANKING OF THE 50 PERSONALITIES THAT MADE 2019 !**  
**"612 LE CAHIER SUISSE D'ARCHISTORM"**  
30 pages dedicated to a selection of helvetic architectural achievements.

**N°101**

**MARCH-APRIL 2020**

Closing date : 31-01-2020  
Parution date : 02-03-2020

**PRODUCTS & SOLUTIONS** : Shower-room, know-how and solid surface  
**INTERIOR ARCHITECTURE PORTRAIT** : Toro & Liautard.  
**"CENTRALITÉ DU GRAND PARIS"** the information off-print on the Grand Paris, special MIPIM.  
**THE SPECIAL ISSUE ON INTERIOR, PANORAMA OF TRENDS, RETAIL, RESTAURANTS, HOTELS, WORKSPACE**, published and distributed at the occasion of the RENDEZ-VOUS DE LA MATIERE and offered to visitors.

SPECIAL DISTRIBUTION :



**N°102**

**MAY-JUNE 2020**

Closing date : 30-03-2020  
Parution date : 04-05-2020

**PRODUCTS & SOLUTIONS** : Coverage, facade, roofing, rooftops & green roof.  
**INTERIOR ARCHITECTURE PORTRAIT** : Patricia Urquiola.  
**"612 LE CAHIER SUISSE D'ARCHISTORM"**  
30 pages dedicated to a selection of helvetic architectural achievements.

**N°103**

**JULY-AUGUST 2020**

Closing date : 29-05-2020  
Parution date : 01-07-2020

**PRODUCTS & SOLUTIONS** : Landscape and gardens  
**INTERIOR ARCHITECTURE PORTRAIT** : Cabinet Alberto Pinto.

**N°104**

**SEPTEMBER-OCTOBER 2020**

Closing date : 24-07-2020  
Parution date : 01-09-2020

**PRODUCTS & SOLUTIONS** : Work.  
**INTERIOR ARCHITECTURE PORTRAIT** : India Mahdavi.  
**"612 LE CAHIER SUISSE D'ARCHISTORM"**  
30 pages dedicated to a selection of helvetic architectural achievements.

SPECIAL DISTRIBUTION :



**N°105**

**NOVEMBER-DECEMBER 2020**

Closing date : 30-09-2020  
Parution date : 02-11-2020

**PRODUCTS & SOLUTIONS** : Heating, thermal insulation and joineries.  
**INTERIOR ARCHITECTURE PORTRAIT** : Fabrizio Casiraghi.  
**"CENTRALITÉ DU GRAND PARIS"** the information off-print on the Grand Paris, special SIMI.

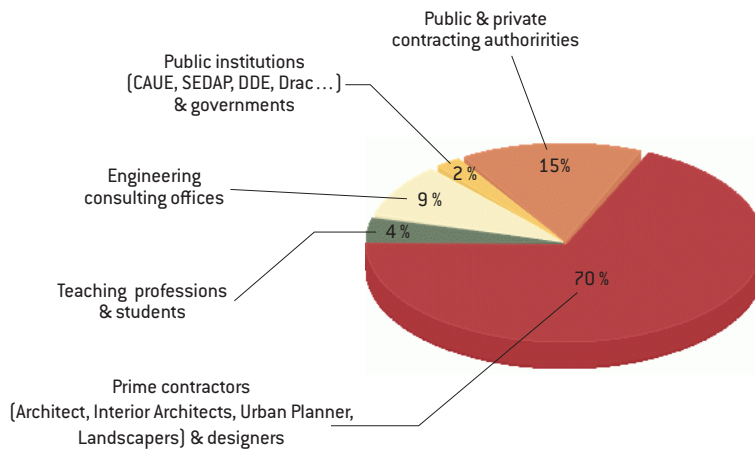
SPECIAL DISTRIBUTION :



## GENERAL INFORMATION

### SPREAD OF READERSHIP

Following the studies of the 10/02/2018



### TARGETS

ABC1 - upper class

Liberal professions and seniors executives

Readership estimated between **32 000** et **35 000** professional readers

[Readers rebound in studios and institutions multiply per **3** the numbers of readers according to estimations]

### PRINT RUN

ARCHISTORM is distributed to 14 600 copies

- 4 400 copies for subscribers
- 3 800 copies in specialised bookshops
- 5 200 copies in kiosks
- 1 500 free sending for promotional needs

[Architectes mentionnés dans le magazine, promotion to the major architecture studios in France, Switzerland, and Belgium..]

- The printing can be increased on demand.
- Special issues and off-prints on demand.
- Please contact us for cost estimation.

### TECHNICAL INFORMATION

Bi-monthly (6 issues per year)

EU: FR- 8,90 euros,

215 X 285 mm (+5 mm bleeds)

PDF (Acrobat 3.0/4.0/5.0 compatibility)

CMYK, 300 dpi

All fonts converted to outlines

Crop marks

### FAIR TRADE PARTNERS

5000 copies distributed

**BATIMAT**  
Tout pour réaliser les chantiers du bâtiment

**ARCHITECT  
@WORK**  
FRANCE

**siMi.**

**EQUIP  
HOTEL  
PARIS**

**Salone  
del Mobile  
Milano**

**IDÉOBAIN**  
Les solutions globales pour la salle de bains

**MAISON  
&OBJET  
PARIS**

**mipim**

**LES  
RENDEZ-  
VOUS  
DE LA  
MATIÈRE**

**EQUIPBAIE**  
PARIS  
Produits, savoir-faire et tendances  
**light+building**

**WORKSPACE**  
expo  
LE SALON DU DESIGN, DU MOBILIER  
ET DE L'AMÉNAGEMENT DES ESPACES DE TRAVAIL

## PRINT RATES FOR 2020

### ADVERTISING RATES

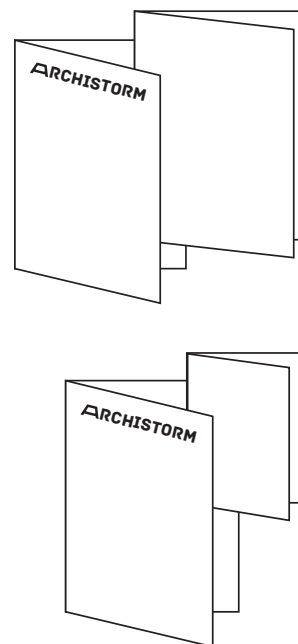
Standard advertisements with CMYK color model	FORMATS IN MM full page	FORMATS IN MM practical	RATES IN EUROS EXCL. CHARGES.
Simple page recto or verso	215 x 285	205 x 275	2 900
Double page spread	430 x 285	420 x 275	6 200
Premium advertisement with CMYK color model			
Back cover	215 x 285	205 x 275	5 300
Inside front cover	215 x 285	205 x 275	3 700
Inside back cover	215 x 285	205 x 275	3 300
Double centrale page spread	430 x 285	420 x 275	7 800

### SPECIAL ISSUES AND OFF-PRINTS

To enable a better communication on your products and events our editorial team offers the possibility to conceive special issues, editions and off-prints, implements as follow :

- A flat proposal with a whole report written by a professional journalist (text and interviews of major personalities) ;
- Page setting ;
- 1000 to 3000 copies of the document depending on your needs ;
- Insertion in ARCHISTORM..

- Special Issues and off-prints
- Feel free to contact us for any specific quote.



## WEB & SOCIAL MEDIAS



As an extension of ARCHISTORM webzine, its social medias spread the whole published content.

These mediums publish actualities, and evolutions of architecture and design and product novelties under a visual form.

These mediums also present exclusive content on Bookstorming group : publication of ARCHISTORM, special issues and editions, ArchiBooks, ArchiLib exhibitions, events.

A prescriber community of more than 29 100\* followers on social medias.  
\*Increase of 11.5% of followers per month

**EXCLUSIVE ARTICLE  
PUBLICATION OF PRINT ARTICLES  
13 000 UNIQUE VISITORS PER MONTH  
30 000 UNIQUE PAGE SEEN PAR MONTH**

As an extension of ARCHISTORM, the webzine strives to publish content and digital products for the fields of architecture, and design.

The editorial website focuses on the current news and evolution in the world of architecture and design, by publishing simultaneously articles from the print version and exclusive content.

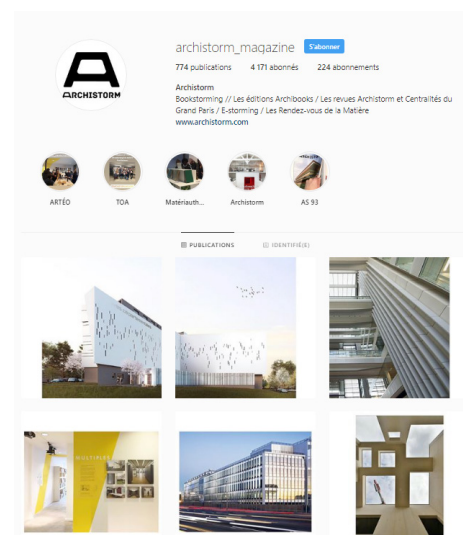
This content is aimed to be broadcast through social medias.

ARCHISTORM is a part of a group involving a publishing house specialized in architecture, urbanism, and design, specialized bookshops and events, for prescribers, such as the Rendez-vous de la Matière.

ARCHISTORM is the unrivalled architecture webzine offering a daily feed.

### DIFFUSIONS OF THE WEB PUBLICATION

**60 INTERACTION PER POST  
2.5% OF COMMITMENT RATE**



20 000 likes (Bookstorming, Archilib, Archistorm)



5 520 followers (Taux d'engagement en progression 2,50 %)



1 642 followers



2 000 contacts



# DIGITAL RATES FOR 2020

Web banners for a month Banners' format adjusts to devices		RATES IN EUROS EXCL. CHARGES
<b>A</b>	Slider (728 x 90 px)	800
<b>B</b>	Medium rectangle - right side (300 x 250 px)	1 000

**ARCHISTORM**  
ACTUALITÉS RÉALISATIONS PORTRAITS TRIBUNES CHRONIQUES PRODUITS MAGAZINE

**RADISSON BLU LA-PART-DIEU, LYON**  
RENOVATION LOURDE -  
D&B INTERIOR DESIGN  
EXPERIENCE HOTELIERE  
2018

**A**

**LES PLUS LUS**  
Fauché détruit les lieux de culte du XIXe siècle ?  
Pour une vision du Grand Paris, à court, moyen et long terme ou l'invention de l'urbanisme du XXIe siècle ?  
JACQUES FERRIER ARCHITECTURE  
Hermès - ROU  
Dossier spécial : Micro architecture  
Ornement : coincé ou fonctionnel ?

**VISITEZ LE CLUB DES RENDEZ-VOUS DE LA MATIERE**

**PROPOSER UNE RÉALISATION À LA RÉDACTION**

**LA NEWSLETTER**  
Votre email  Valider

**B**

**ACHETER ABONNEMENTS**

**ARCHISTORM**  
ACTUALITÉS RÉALISATIONS PORTRAITS TRIBUNES CHRONIQUES PRODUITS MAGAZINE

**LES PLUS LUS**  
AUBREY DE JOURNÉE GARDON  
TOUR DE L'ÉCONOMIE ET LE TRAVAIL À  
HAUTES  
JURA 100 ans d'architecture, Paris  
Dossier spécial : Subvention 2018  
Aménagement du Grand Paris  
MICHEL RIEU L'ARCHITECTE  
Antoine Pons

**VISITEZ LE CLUB DES RENDEZ-VOUS DE LA MATIERE**

**PROPOSER UNE RÉALISATION À LA RÉDACTION**

**LA NEWSLETTER**  
Votre email  Valider

**ARCHISTORM**  
ACHETER ABONNEMENTS

**CUPA PIZARRAS**  
Fondée en 1920, l'entreprise exploite 16 carrières en Galice et Catalogne et transforme le schiste en ardoise dans près de 22 ateliers.  
Une technologie de pointe vient compléter un savoir-faire traditionnel afin d'assurer les meilleures qualités d'isolation et de production. L'ardoise naturelle est l'unique matériau naturel capable de répondre à toutes les attentes et parts plus écologiques.  
Les ardoises en ardoise naturelle CUPA PIZARRAS proposent par ailleurs une alternative de ventilation compétitive et modulable à tout type de paroi. Ce système d'installation permet à l'architecte de maîtriser le prix de l'ardoise en fonction de la surface et du type de paroi.  
Les ardoises à ciel ouvert sont multiples, se divisent en deux catégories principales. La gamme CUPA PIZARRAS 101 propose des alternatives rendant le système de fixation invisible. Le bardage de CUPA PIZARRAS 101 LOGIC est la version la plus simple avec un rendu naturel. Des compositions créatives et dynamiques sont possibles avec CUPA PIZARRAS 101 RANDON qui offre une dalle plus alvéolaire permettant de jouer sur le motif. Le dernier modèle de cette gamme, CUPA PIZARRAS 101 PARALLEL, présente une grande régularité du dessin sous un alignement vertical des ardoises.  
La seconde catégorie de la gamme, CUPA PIZARRAS 201 VINGUARD se distingue par un design contemporain faisant les ardoises apparentes. L'association nouvelle d'ardoises apparentes de grand format et d'acier inoxydable apporte une touche résolument moderne à l'ensemble de la structure.  
L'Institut d'Architecture de l'Université de Gironne (IAGG) et les écoles de l'architecture environnementale et durable (EAD) attendent que le matériau soit le moins impactant pour l'environnement, comportant une faible empreinte carbone et une faible consommation d'énergie. Le matériau naturel ne présente donc aucune pollution actuelle ou future ne qu'il soit utilisé pour des projets d'habitat ou d'accompagnement.  
Les ARDOISES sont disponibles en France sur le site [www.cupapizarra.com](http://www.cupapizarra.com)  
ARCHISTORM est à votre service [info@cupapizarra.com](mailto:info@cupapizarra.com)

Article written by a journalist illustrated with visual content Highlighted on the website front page Shared on social medias		RATES IN EUROS EXCL. CHARGES
1 article + share on social medias		800
3 articles + share on social medias		1 900

**archistorm\_magazine** **S'abonner**  
774 publications 4 171 abonnés 224 abonnements

**Archistorm**  
Bookstoring // Les éditions Archibooks / Les revues Archistorm et Centralités du Grand Paris / E-storming / Les Rendez-vous de la Matière  
[www.archistorm.com](http://www.archistorm.com)

**ARTÉO TOA Material... Archistorm AS 93**

**PUBLICATIONS IDENTIFIÉES**

**ACHETER ABONNEMENTS**

Visual communication on social medias		RATES IN EUROS EXCL. CHARGES
Product's video/image gallery sharing		1 000

## DEDICATED NEWSLETTER

Information and advertisement dissemination service via e-mail messages to a data base of more than 89 000 professionals specialised in architecture, design and urbanisme.

As an extension of ARCHISTORM magazine and website, ARCHISTORM

offers its advertisers (industrials, suppliers...) a newsletter service to inform prescribers of the launch of new products, technical innovations or simple customized message about industrial's news.

The increase of ARCHISTORM.com visitorship (**13 000 unique viewers per month, 30 000 unique page viewed per month**) insures a great visibility to advertisers through the publication of ARCHISTORM's newsletter actualities in the product column of the website.

### INFORMATIONS

1 to 2 sending per week

330 clients

industrials, manufacturers, fair trades...

**89 000 subscribers including 27 000 prescribers**

**average click rate 16%**

**average opening rate 34 %**

### ELEMENT TO PROVIDE :

Newsletter subject

98 signs maximum - space included

Introductory sentence

500 signs maximum - space included

Illustration picture

Horizontal format preferably - caption if needed

Newsletter text

5000 signs maximum - bold, italics, links... included

Practical information

contact details, schedule, timetable, website...

Logos cut out or on a white background

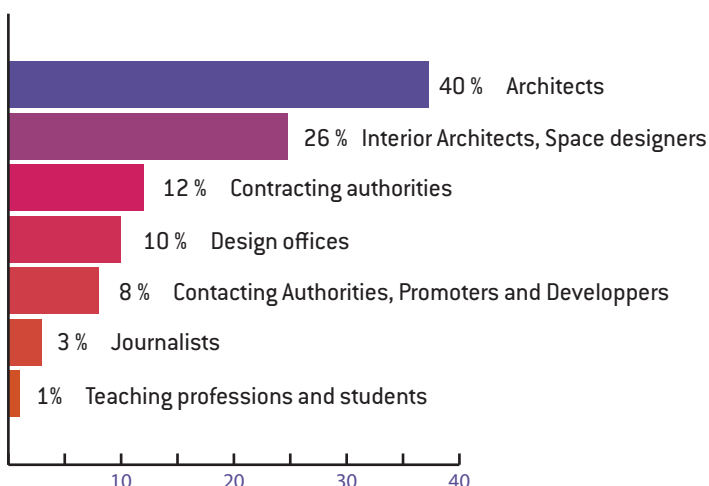
#Hashtag related to your information

mailing date wanted

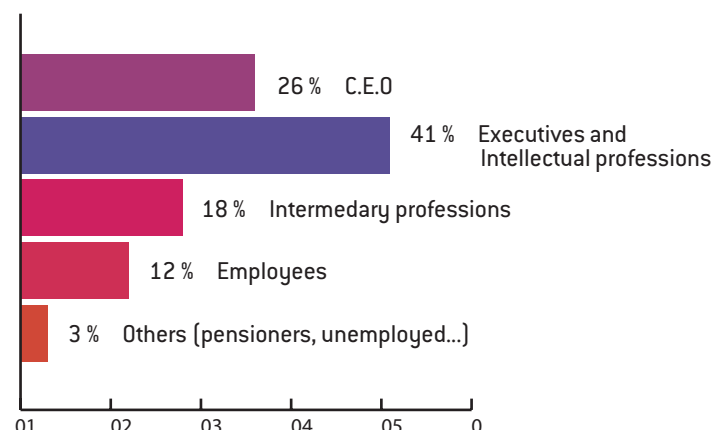
## SPREAD OF READERSHIP

Following the study of the 10/02/2018

### REPARTITION BY ACTIVITY



### SOCIO-PROFESSIONAL REPARTITION





## NEWSLETTER RATES FOR 2020

### CLIENTS

(non exhaustive list)



CLICK-ON VISUAL  
620 x 385 pixels

INTRODUCTORY SENTENCE  
1 to 3 lines

NEWSLETTER TEXT  
10 to 50 lines

SOCIAL MEDIA/NETWORKS LINKS  
1 or many (optional)

LOGOS & TECHNICAL INFORMATION  
1 or many

ARCHISTORM NEWSLETTER	RATES IN EUROS EXCL. CHARGES.
1 sending	690
3 sendings	1 890