

ARCHISTORM

GENERAL MEDIA KIT - 2021

PRINT



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

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

ARCHISTORM PUBLICATIONS

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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 INFORMATION

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.

ARCHISTORM extends 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.



prescriber community of more than 37 200
followers on social medias

GENERAL SUMMARY

ACTUALITIES

PANORAMA OF ARCHITECTURALE TRENDS'

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 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.

ARCHITECTURE AND INTERIOR ARCHITECTURE STUDIO PORTRAIT

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

POINT OF VIEW

PORTFOLIO

Portfolio of 8 pages dedicated to an architecture photographer.

OPINION COLUMN OF AN ARCHITECT

BLOCKBUSTER

Paul Ardenne opinion piece.

OPINION COLUMN OF MATERIAL LIBRARY MANAGER

PRODUCTS

EXPERT'S ANSWER

Interview of a professional manufacturer/industrialist.

MATERIAL'S FILE

Sélection of products and solutions.

STORY OF BRAND

INSPIRATION PAGES

DECODING

CHRONIQUE BY BERTRAND LEMOINE

SOCIETAL FILE

Column on a societal topic by Sophie Trelcat.

ARCHITECTURAL HERITAGE

Reflexion on moderne architecture by Simon Texier

CREATION

Yves Mirande's column.

ART & ARCHITECTURE

The temptation of a total art ?

MANIFESTATIONS

EXPECTED EDITORIAL

N°106 JANUARY FEBRUARY 2021

Closing date : 02-12-2020
Parution date : 02-01-2021

N°107 MARCH-APRIL 2021

Closing date : 31-01-2021
Parution date : 02-03-2021

N°108 MAY-JUNE 2021

Closing date : 30-03-2021
Parution date : 04-05-2021

N°109 JULY-AUGUST 2021

Closing date : 29-05-2021
Parution date : 01-07-2021

N°110 SEPTEMBER-OCTOBER 2021

Closing date : 24-07-2021
Parution date : 01-09-2021

N°111 NOVEMBER-DECEMBER 2021

Closing date : 30-09-2021
Parution date : 02-11-2021

PLANNING FOR 2021

PRODUCTS & SOLUTIONS : Architecture & Environment
INTERIOR ARCHITECTURE PORTRAIT : AvroKO.
RANKING OF THE 50 PERSONALITIES THAT MADE2020 !
"612 LE CAHIER SUISSE D'ARCHISTORM",
30 pages dedicated to a selection of helvetic architectural achievements.

PRODUCTS & SOLUTIONS : Panorama of 2021's material trends.
INTERIOR ARCHITECTURE PORTRAIT : Dimore Studio.
"CENTRALITÉ DU GRAND PARIS" the information off-print on the Grand Paris, special MIPIM.

SPECIAL DISTRIBUTION :



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

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 :



PRODUCTS & SOLUTIONS : Lighting, and Urban furniture.
INTERIOR ARCHITECTURE PORTRAIT : Pyr Design.

PRODUITS & SOLUTIONS : Work.
INTERIOR ARCHITECTURE PORTRAIT : Maison Malapert.
"612 LE CAHIER SUISSE D'ARCHISTORM",
30 pages dedicated to a selection of helvetic architectural achievements.

SPECIAL DISTRIBUTION :



PRODUITS & SOLUTIONS : Shower-room, know-how and solid surface
INTERIOR ARCHITECTURE PORTRAIT : RDAI.
"CENTRALITÉ DU GRAND PARIS", the information off-print on the Grand Paris, special SIMI.

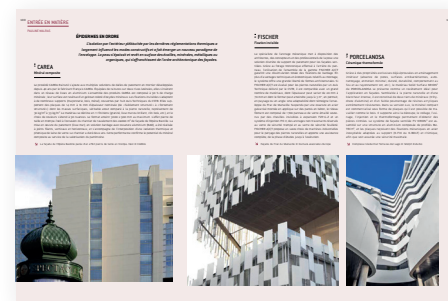
SPECIAL DISTRIBUTION :



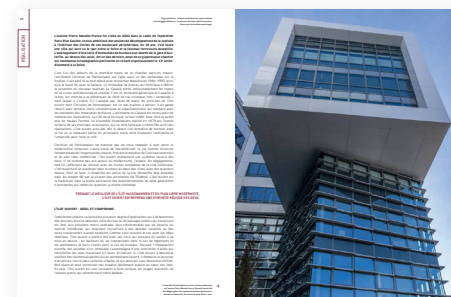
Below «focus»



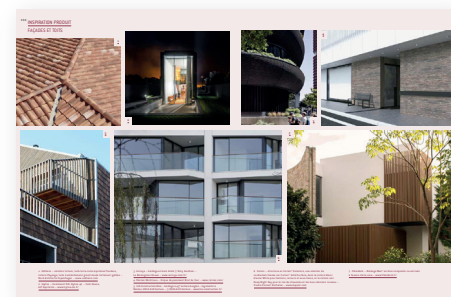
Below «entrée en matière»



Below «réalisation»



Below «inspiration produit»



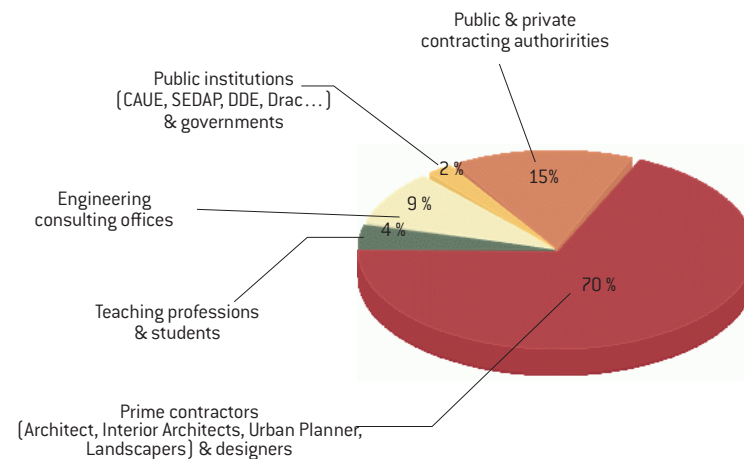
Below «portrait d'agence»



GENERAL INFORMATION

SPREAD OF READERSHIP

Following the study of the 10/02/2018



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 mentionned in the magazine, promotion to the major architecture studios in France, Switzerland, and Belgium..

TARGETS

ABC1 - upper class
Liberal professions and seniors executives

Readership estimated between 32 000
and 35 000 professional readers

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

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

FAIR TRADE PARTNERS



PRINT RATES FOR 2021

ANNONCES PUBLICITAIRES

| Standard advertisement 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 :

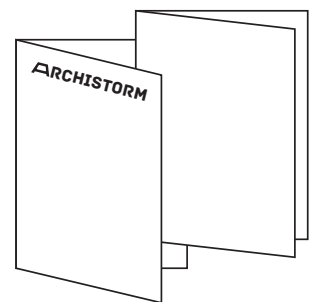
A flat proposal with a whole report written by a professionnall journalist
(text and interviews of major personalities)

Page setting

1000 to 3000 copies of the document depending on your needs

Insertion in ARCHISTORM

Special Issue



Off print



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

Ecological impression
PEFC certification
Paper from sustainably managed forests,
and recycled paper

ARCHISTORM

KIT MÉDIA GÉNÉRAL - 2021

DIGITAL



EXCLUSIVE ARTICLES

15 000 UNIQUE VISITORS PER MONTH
35 000 UNIQUE VIEWED PAGE PER MONTH

100 000 SUBSCRIBERS
INCLUDING 30 000 PROFESIONAL PRESCRIBERS IN ARCHITECTURE
AVERAGE CLICK RATE 16%
AVERAGE OPENING RATE 34 %

DIFFUSIONS OF THE WEB PUBLICATION


ABOUT 150 INTERACTION PER POST
2.5% OF COMMITMENT RATE

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.

 **20 000 likes** (Bookstorming, Archilib, Archistorm)

 **10 400 abonnés** (Taux d'engagement en progression 2,50 %)

 **1 642 abonnés**

 **5 167 contacts**

WEB

NEWSLETTER

SOCIAL MEDIAS

ARCHISTORM

GENERAL MEDIA KIT - 2020

GENERAL INFORMATION, DIGITAL LEVERS

ARCHISTORM WEBSITE



ARCHISTORM.COM BANNERS



SPONSORED ARTICLES



EXPERTS ANSWER

GENERAL INFORMATION, DIGITAL LEVERS

NEWSLETTERS



HORS SÉRIE
BEILER FRANÇOIS FRITSCH

«PRODUCT» SECTION, MONTHLY NEWSLETTER



Brasero Bubble @ FOCUS

Table Ramassable 73" GROSFILLEX

RESTEZ INFORMÉ

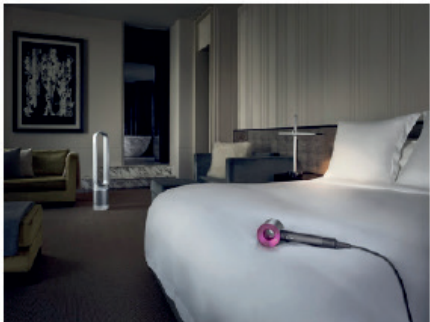
Archistorm met en lumière toute l'actualité et les évolutions de l'architecture, de la conception et du design. D'une périodicité bimestrielle, l'identité d'Archistorm se fait dans sa transversalité.



S'ABONNER



DEDICATED NEWSLETTER



Venez expérimenter les dernières technologies Dyson

La division Dyson Professional a le plaisir de vous convier à un événement au siège de Dyson France situé au 9 Villa Pierre Ginter 75018 PARIS afin d'expérimenter les dernières technologies Dyson le mardi 19 juin à partir de 18h30.

Cet événement sera l'occasion de découvrir ou redécouvrir nos solutions d'éclairage, nos sèche-mains, nos sèche-cheveux, nos purificateurs d'air et nos aspirateurs.

« Pour avoir un impact positif, la technologie doit fonctionner correctement. Nous repensons donc sans cesse nos appareils au service de la productivité et du bien-être dans les environnements de travail. » James Dyson

N'hésitez pas à confirmer votre présence par mail à l'adresse tin.nguyen@dyson.com



Dyson France
9 Villa Pierre Ginter 75018 PARIS

CLIENTS



GENERAL INFORMATION, DIGITAL LEVERS

VISITORSHIP AND READERSHIP

ARCHISTORM offers its advertisers a presence in its newsletter through insertions in the «Product» section or the production of dedicated newsletters.

This newsletter is sent to 100,000 contacts, including 30,000 prescribers * (Architects, Interior Architects and Decorators, Technical BET, Construction Economists, Building Project Managers, Technical Services Directors, Town Planning) and all project management public and private (local authorities, mixed economy companies, etc.).

The constantly increasing number of visitors to the ARCHISTORM site, approx. 15,000 unique visitors and 35,000 page views per month *, is the guarantee of good visibility, including through referencing in the Products section on the web.

* as of June 1, 2021

RATES

| BANNERS | FORMATS IN PX | RATES IN EUROS EXCL. CHARGES |
|---|---------------|------------------------------|
| Slider Home | 878 x 90 | 1 500 |
| Slider in Articles | 878 x 90 | 2 000 |
| Fix Square Home + Articles | 300 x 256 | 1 500 |
| Skyscraper Home + Articles | 300 x 600 | 2 000 |
| WEB ARTICLE | | |
| Sponsored article written by the editorial staff, with a redirecting link to your website + dissemination on social medias | | 1 000 |
| Interview of a brand representative, in «Réponse d'Expert» with a redirecting link to your website + dissemination on social medias | | 1 500 |
| NEWSLETTER | | |
| Inclusion in the «Product» Section of the monthly newsletter | | 1 000 |
| Dedicated newsletter to one of your product, solution or realisation | | 1 500 |
| SOCIAL MEDIAS | | |
| Sharing of a products in Archistorm's instagram stories up to 1 000 impressions | | 500 |

DIGITAL LEVERS

WEB PACKS

1 / PACK € 2 000 EXCL. CHARGES

- **A banner** (format depending on availability) for 1 month.
- **An editorial focus written by the editorial staff** referenced in the «Product» section of the Archistorm.com site with a redirect link to your site.
- **Dissemination of the web article** on Archistorm's social networks.
- **A «Product» insert in one of Archistorm's monthly newsletters** (your choice).

2 / PACK € 3 500 EXCL. CHARGES

- **A Skycraper banner** for 1 month.
- **Two editorial focus written by the editorial staff** referenced in the «Product» section of the Archistorm.com site with a redirect link to your site
- **Dissemination of web articles** on Archistorm's social networks.
- **Two «Product» inserts in one of Archistorm's monthly newsletters** (your choice).
- **A newsletter dedicated** to one of your products, solutions, or institutional information of your choice.

2 / PACK € 5 000 EXCL. CHARGES

- **A Skycraper banner** for 1 month.
- **Two editorial focus written by the editorial staff** referenced in the «Product» section of the Archistorm.com site with a redirect link to your site.
- **An «Expert Response» web article** in the form of an interview with a representative of your company, with a redirect link to your site.
- **Dissemination of web articles** on Archistorm's social networks.
- **Two «Product» inserts** in one of Archistorm's monthly newsletters (your choice).
- **Two newsletters dedicated** to one of your products, solutions, or institutional information of your choice.

PLURIMEDIA AND PRESCRIPTION LEVERS

PLURIMEDIA AND PRESCRIPTION

1 / PACK € 3,500 EXCL. CHARGES

- **A level 1 web pack** (a banner, an editorial focus in the "Product" section, distribution of the web article, a "Product" insertion in the monthly newsletter).
- **A full advertising page** within the Archistorm issue (to choose from among the 6 issues).

2 / PACK € 5 500 EXCL. CHARGES

- **A level 1 web pack** (a banner, an editorial focus in the "Product" section, distribution of the web article, a "Product" insertion in the monthly newsletter).
- **Two full advertising pages** within the Archistorm issue (to choose from among the 6 issues).
- **The presence in one of the 6 "Entrée en Matière"** files of the print magazine.
(3,000 editorial signs written by a journalist)
- **The "Entrée en matière"** article referenced in the "Product" section of the Archistorm.com site with a redirect link to your site.
- **Dissemination of the web** article on Archistorm's social networks.

2 / PACK € 10 000 EXCL. CHARGES

- **A level 1 web pack** (a banner, an editorial focus in the "Product" section, distribution of the web article, a "Product" insertion in the monthly newsletter).
- **Two full advertising pages** within the Archistorm issue (to choose from among the 6 issues).
- **The presence in one of the 6 "Entrée en Matière"** files of the print magazine.
(3,000 editorial signs written by a journalist)
- **The "Entrée en matière" article referenced** in the "Product" section of the Archistorm.com site with a redirect link to your site.
- **Dissemination of the web article** on Archistorm's social networks.
- **A prescription event in the presence of about fifteen architects.** (breakfast, dinner, webinar type)