

WEBSITE

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

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 specialised in architecture urbanism and design, specialised bookstores and a yearly event, the «Rendez-vous de la Matière», intended to prescribers.



WEBSITE VISITS

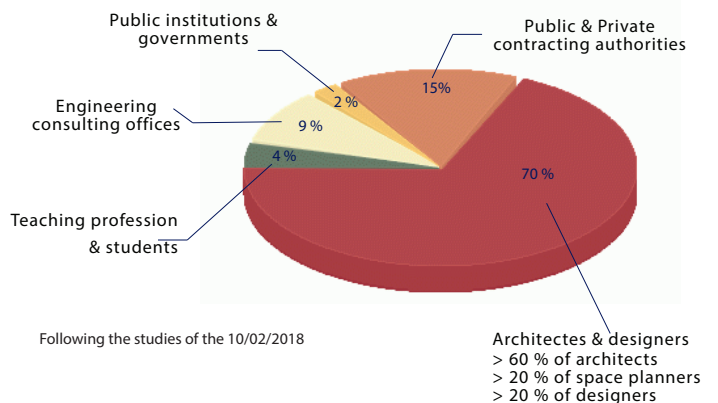
On February 20th 2018 :

- 13 000 unique viewers per month.
- 50 000 unique page seen per month.

A prescriber community of more than 26 000 followers on social medias

- 20 000 likes (Bookstorming, Archilib, Archistorm)
- 3300 followers (increase of 2.5% of commitment rate)
- 1 642 followers
- 2000 contacts

TARGETS



WEB ARTICLE

cost €

Article written by a journalist with visual mediums
Spotlighted on the website front page
Broadcasted on social medias

1 article	800
3 articles	1 900

DISPLAY BANNERS

Click rate 1%

Web banners for a month
Banners' format are adapted to device

A Slider (728 x 90 px)	800
B Medium rectangle - right side (300 x 250 px)	1 000

Technical information :
.jpg or .gif or .png / RVB / 72 dpi



www.archistorm.com

NEWSLETTER

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

As an extension of ArchiSTORM magazine and website, ArchiSTORM offers its advertisers (industrials, suppliers...) a newsletter service to inform the prescribers for the launch of new products, technical innovations or simple customized message about industrial's news.

The increase of ArchiSTORM.com visitorship insure a great visibility to advertiser through the publication of ArchiSTORM's newsletters actualities in the product column of the website.

STATISTICS

- ≥ 1 to 2 mailings per week
- ≥ 330 clients (industrials, suppliers, trade fairs...)
- ≥ 27 000 followers (prescribers in architecture, design and town planning)
- ≥ Specialised advertisement of 6000 signs maximum
- ≥ 34% of average opening rate
- ≥ 16 % of average click rate

Full access to the statistics of the mailing (number of letters opened, keywords, number of visitors on your website, typology of your readership...)

CLICK-ON VISUAL

 620 x 385 pixels

INTRODUCTORY SENTENCE


 1 to 3 lines

NEWSLETTER TEXT

 10 to 50 lines

NETWORK LINKS

 1 or many

LOGOS

 1 or many

PRACTICAL INFORMATION

 click-on links and emails

ELEMENTS 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, 6000 signs maximum - bold, italics, links ... included.
- Practical information - contact details, schedule, timetable, website ...
- Logo on a white background.
- #Hashtag related to your information.
- Mailing date wanted.


NEWSLETTER

Price cost €

1 mailing	690
3 mailings	1890



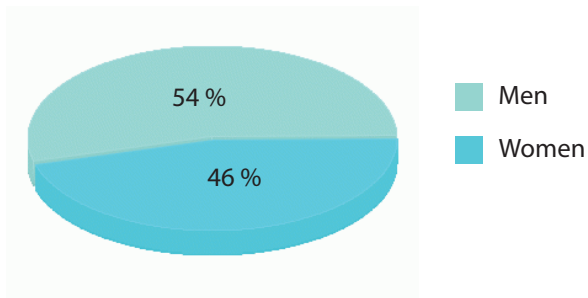
La plateforme en ligne « Guardian Inspiration » propose des images de projets architecturaux remarquables, filtrés selon des critères d'esthétique, de performance ou de localisation. Les utilisateurs de Guardian Inspiration peuvent créer leurs planches d'inspirations et partager en un clic via les réseaux sociaux leurs projets favoris. Pour découvrir les infinies possibilités offertes par le verre, visitez www.guardian-inspiration.com.



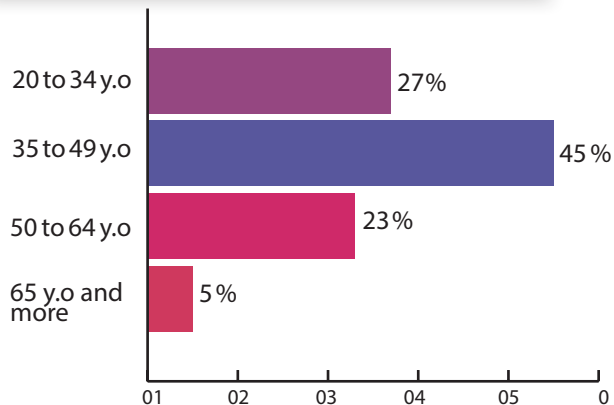
information@guardian.com
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SUBSCRIBERS TYPOLOGY

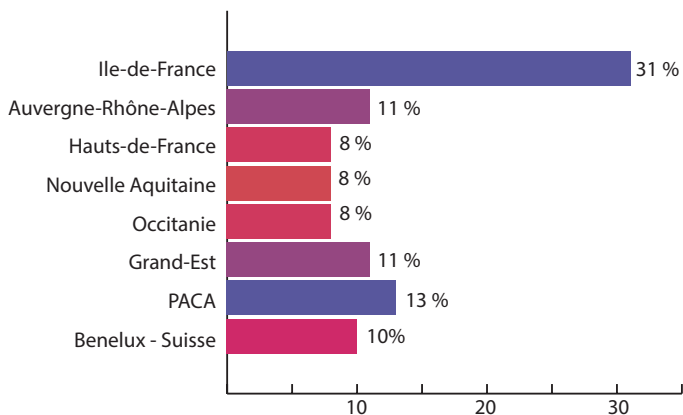
REPARTITION BY GENDER



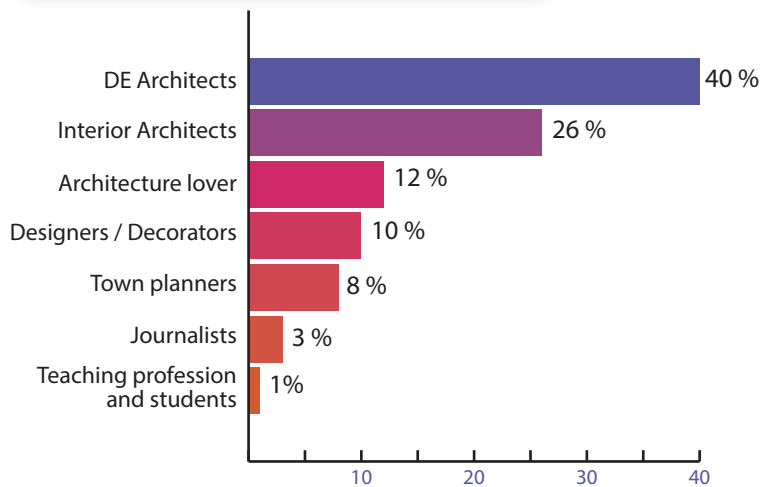
REPARTITION BY AGE



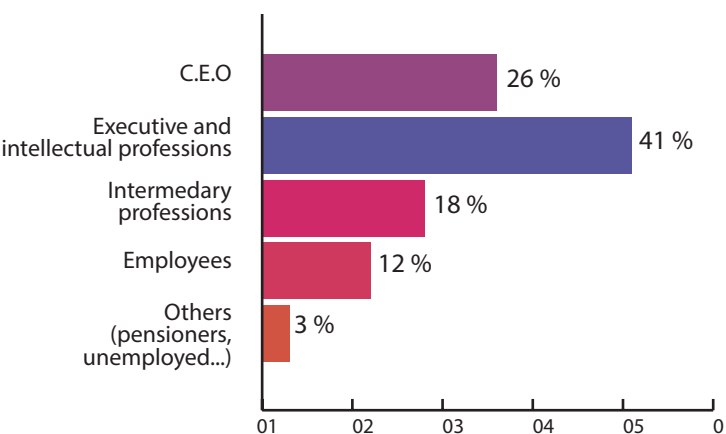
REPARTITION BY REGION



REPARTITION BY ACTIVITY



SOCIO-PROFESSIONAL REPARTITION

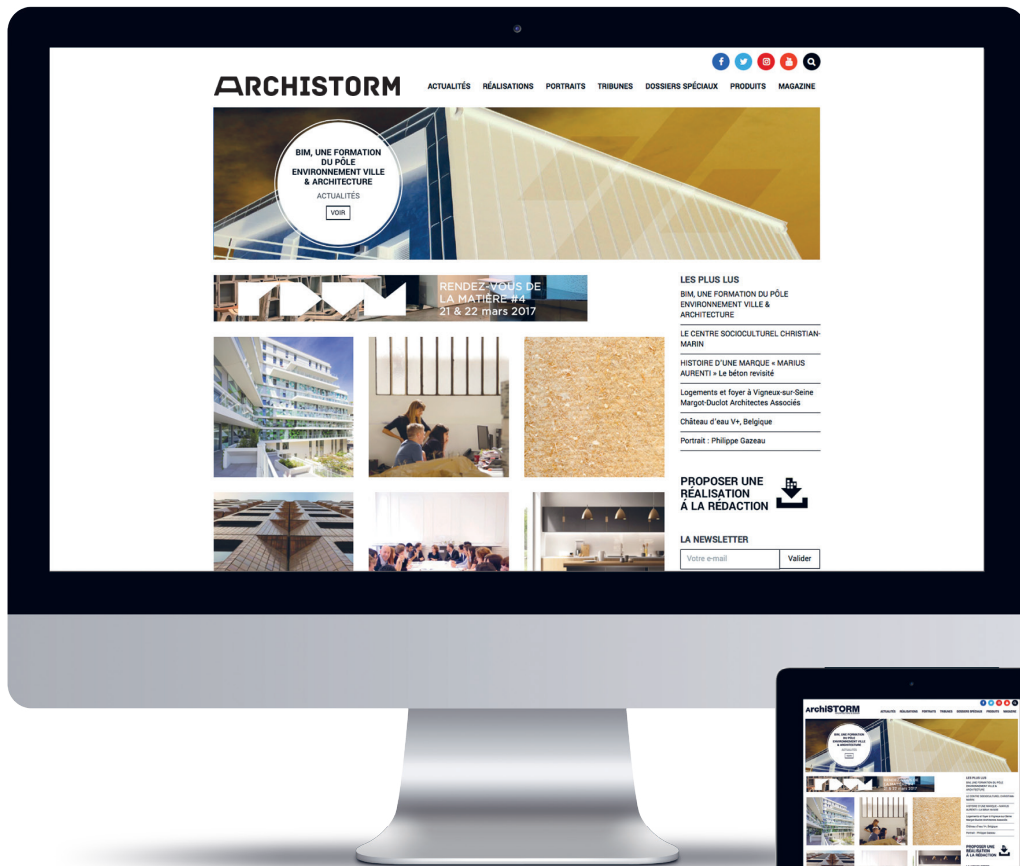


Clients

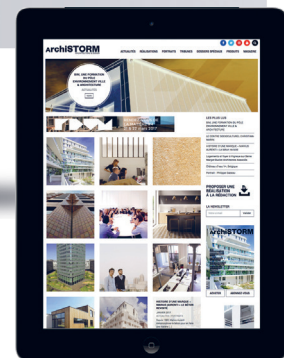


2018
MEDIA KIT
ONLINE

ARCHISTORM



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