

what they're saying

"During a tight economy, it was refreshing to see an innovation in the print world, especially one that made it so cost-effective for us to take the initial risk."

Cheryl Wilson

Director of Marketing, SAFTI, Fire-Rated Glass

"Architectural Products offers a fresh and unique position in a marketplace filled with long-form editorial for so many years. My clients are excited to be able to showcase their new products in an appropriate environment, while reaching a highly qualified audience at C&I architectural design firms."

Frannie J. Danzinger

President/Media Director, ProMedia

"Your magazine fulfills a very important niche for manufacturers who want to get the word out about their latest products. The professional layout, detail and content are not only informative but also interesting for everyone involved in the commercial building industry."

Phyllis A. Cook

Director of Marketing, BurkeMercer Flooring Products

"It's hard to believe Architectural Products is a start-up publication. It's so tuned in to its audience—editorial content, graphics—the whole look and feel of the magazine really reaches out to architects in larger firms. We recommended that our clients advertise in every issue."

Tom Gibbons

Sr. VP and Partner, Fleishman Hillard

"Over the past six months, AP has over-achieved our leads goal. Not only are we receiving leads directly from the reader service system, we have tracked many leads from the online links. This service has increased the quality of the leads by creating a way to tie into specifications directly from the AP site."

Scott Staedter

Senior Product Manager, HUF COR Inc.

"We are confident that InPro advertising in Architectural Products magazine delivers abundant numbers of high quality sales inquiries."

Jennifer Moreau

Marketing Communications Specialist, InPro Corporation

"In targeting the commercial sector and delivering product-driven editorial, AP is accomplishing what no other category magazine is able."

Kathleen Jonila

Director, Marketing Communications, YSG Door Security

"I just sat and went through the magazine and folded back 12 pages that I wanted to go back to for further information. There is a lot of useful information in one place. It is really a great effort for a new magazine. It is filling a great niche."

Specifier, BHDP Architecture

"...I think it's very well laid out. The graphic quality is great. I put several magazines on my desk for the taking and the architects grab Architectural Products right away."

Marketing Specialist, Hobbs & Black Associates

"I really like the magazine. It has some interesting products that you normally don't get a chance to see. The website is also very useful."

Architect, Moser Mayer Phoenix Associates

"I like the magazine a lot...my focus is on materials. It shows me new things I may not have known about otherwise. There are many architects and designers really interested in a publication that offers a quick bi-monthly review of products."

Material Consultant, Building & Design Resources, Inc.

"We are using the magazine for screening new products in the marketplace that we can share with our specifications department and with our designers and project managers and architects. We find AP is addressing the commercial institutional practice."

Principal, Yost Grube

"I have a tendency to look at the practical or technical aspects of architecture. There are several publications out there that talk about design and programming and things of that nature, but with very little content pertaining to the technical side like this new magazine. I like the short blurbs...I glance through it and see what products I'd like most for projects I'm currently involved with...then I normally hit the reader response to get more information."

Architect, Fanning

"AP keeps me updated on products in a compact way. I like the fact that it's a quick read, the more concise, the better. I like the layout, it is well designed. AP gives the who, what, where used and contact information. I also like that it gives the web-site, because that's the first place we go."

Architect, Lindsay Pope Brayfield