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Architectural  
 PRODUCTS

## There are no completed design projects without the products and materials that are researched, selected and specified within.

*Architectural Products* magazine carries more of the vital and necessary product information—from more companies—than any other magazine serving the architectural design profession: more than *Architectural Record*; more than *Architect*; more than *BD&C*.

When a magazine carries such important information, its readers respond to both editorial and advertising. So it should be no surprise that *Architectural Products* continues as the design sector's fastest growing publication. In fact, *AP* is the only magazine with a track record of six consecutive years of double-digit growth in ad pages and remains the only magazine devoted to delivering product and product application information to architects, designers and product specifiers engaged in commercial and institutional design.

### Affinity, acceptance, desktop functionality

*Architectural Products* serves the market need for a product-driven driven magazine providing a unique "first look" at products for commercial and institutional design. Readers of *AP* utilize multiple response mechanisms to communicate with product manufacturers appearing in each issue, including our market-first "FastPath" internet service that brings web connectivity to every image appearing in the magazine.

### Architects need more product information...only AP serves it

*Architectural Products* is your best first-choice for an advertising and PR program! Editorially, we place 100% focus on products. Architects open this magazine, issue after issue, with one distinct purpose in mind: exploring and researching products. Product information is vital to project success; our readers use this magazine regularly to search for and specify products for current and future projects. When you advertise in *Architectural Products* you're ensured of an audience looking for what you sell...products!.

### Audience segmentation ensuring cost efficiency

Advertising over the entire breadth of a market is wasteful. Like you, we know that over 75% of all architectural firm billings are derived from commercial and institutional (C&I) project design. What's more, as few as 25% of all design firms are responsible for 87% of all C&I design billings. *AP* is the only magazine focused exclusively on delivering this important non-residential demographic...the sweet spot for C&I product sales.

*Architectural Products* delivers your core target market wrapped in the editorial deemed most valuable to the architects, designers and specifiers you look to influence: product information.

This year, make the media investment that pays, let *Architectural Products* help you sell!

Best,



Tim Shea  
 Managing Partner  
 Director, Business Development



Gary Redmond  
 Managing Partner  
 Director, Publishing Operations

(SEE REVERSE)

## Facts about the market for architectural design services

- ▶ 76% of all firm billings are derived from commercial and institutional projects (schools, hospitals, retail, resort/hospitality, offices, etc.)
- ▶ 85% of the total contract value of all AIA firm projects (land, value of building products) is commercial and institutional
- ▶ There are about 17,000 AIA member firms
- ▶ 25% of AIA firms...about 4,000 firms (10+ employees) ...generate well over 80% of all firm billings
- ▶ U.S. Census data confirms this showing that the largest 5,000 firms generate over 80% of all firm revenues (2002 Census data)
- ▶ Firms of 10+ employees generate 87% of all commercial/institutional billings
- ▶ 85% of all commercial and institutional construction takes place in the Top 100 U.S. Metro Markets

## Market Reality

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- ▶ It's a strong commercial and institutional market
- ▶ Driven by a manageable number of firms
- ▶ Located in the Top 100 U.S. Metro Markets

*Architectural Products*, the specifiers' first choice!