

# FROM THE PUBLISHERS

August 22, 2008

## Look and Listen

In case you haven't noticed, the sky fell the other day and the polar icecaps melted submerging the Art Deco district of Miami along with half the states that once were the East Coast ... which some may find agreeable since also 'sunk' are the banks in New York in possession of most of the bad mortgage paper.

And oh, by the way, gas will be \$8.00 a gallon by Christmas and the single-family housing market will be on life-support for another three years.

Yes, the news is challenging to say the least. Does this justify moaning and griping like crazy Uncle Charlie? We choose not to get caught up in the negativity; after all, who has the time? Rather, it means we look more widely at the market horizon and listen more carefully to customers. We turn to where opportunity presents itself.

What we at *Architectural Products* have done to prepare to meet customer need is to focus on the fundamentals, service, product, and more service. Periodically we ask ourselves:

**ARE WE ASSISTING IN PRODUCT RECOGNITION?** "I need my product specified"—the universal objective of manufacturers moving product into commercial and institutional projects. Every single element of the editorial make-up of *Architectural Products* feeds the 'need to know' aspect of architects and specifiers, and streamlines a more direct messaging of manufacturer and suppliers to these critical knowledge seekers.

**ARE WE BREAKING NEW GROUND?** Like the PT boat vs. the aircraft carrier, we nimbly ply the commercial/institutional waters and move messaging to the places our readers like it most—be it in print or online. By skillfully framing and defining our editorial content, targeting hot markets, demystifying complexities, deconstructing the whole, pinpointing methods of efficiency, exposing trends, revealing the new, sharing what's worked, and carefully scripting product messaging to support how specification is made, we produce a magazine to serve this market with an ability unlike any other.

### ARE WE PUT TO USE WHERE AND WHEN SPECIFICATION OCCURS?

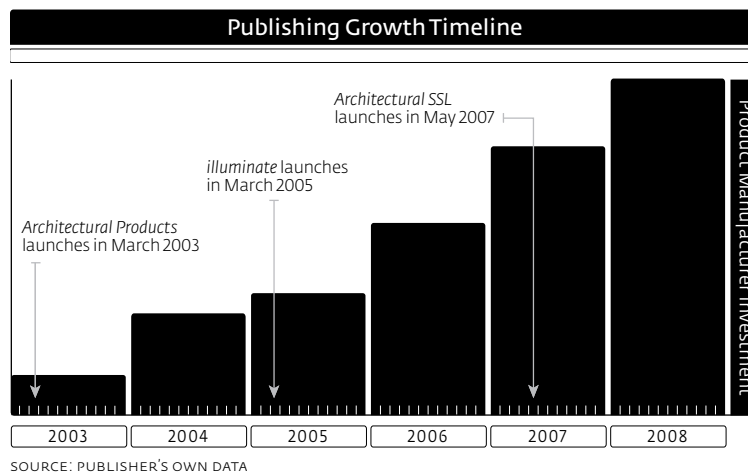
Only *Architectural Products* makes an effort to deliver to the office rather than the home. Our aim is to be with the specifier where and when specification occurs. And we are! Architects have told us that ours is the only magazine they can actually bill time against—as a tool for product exploration and enlightenment, they can bill the time they spend with our magazine resource!

The difference of our 'hybrid' editorial approach is readily recognized...

Manufacturers continue to invest where a favorable return is realized. The ROI of *Architectural Products* has been consistent and industry leading, resulting in advertising page growth unmatched for five consecutive years!

This, in essence, is our scorecard. This sort of positive trending simply doesn't occur if our customers don't realize an anticipated return from their investment. What you see is a consistency of customer satisfaction reflective of our ability to look and listen and ultimately to execute.

In times such as these it is important to be direct in your messaging. You have a product, you have a need to connect with the specification community, and you have a goal of moving this product. *Architectural Products* is structured to share your product messaging in the most direct and unimpeded fashion. Join the ranks of the manufacturers who have realized favorable returns. Make *Architectural Products* magazine the central part of your next media buy.



MAGAZINE	2008 AD PAGES	% CHANGE FROM 2007
<b>ARCHITECTURAL PRODUCTS</b>	400	+23%
<b>ARCHITECT</b>	307	-9%
<b>ARCHITECTURAL RECORD</b>	692	-21%

SOURCE: IMS DATA, JANUARY-JUNE 2008

**Gary Redmond**  
Managing Partner

**Tim Shea**  
Managing Partner