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 arch-products.com



The Unique Role of Architectural Products Magazine

Unique Properties

‘The’ Commercial/Institutional Focus Magazine – *Architectural Products* magazine is the only title serving architects that specifically targets and serves professionals exclusively for their efforts in the commercial and institutional design sector.

Where Products are Prized – Product information, whether editorial or advertised, does not ‘get lost’ in this magazine. The sole motivation for an architect or design professional to enter our magazine is product exploration - - no other magazine can say this. Your ads are not interruptive to the magazine flow, rather, they are a central contributor to it!

Architects are Eager to have this Magazine – Just ask our telemarketing team. The evidence: our telemarketed subscription re-qualification efforts regularly yield a return ratio in excess of 90%. This means 90% of those readers called are eager to again receive the magazine for another year. To put this in perspective, most business to business magazines are happy with a yield ratio of 60%. Our recipients enjoy the magazine because it serves a defined purpose in their workday – initiating a product awareness and subsequent exploration.

Industry Leading Page Growth – *Architectural Products* has been the fastest growing title in the design and construction sector for each of the past four years, growing annually at an average rate of 58% per year. Why? Because readers put the magazine to its intended use, and the manufacturers within readily see the benefit and eagerly return to advertise.

Circulation Gains – In 2007 alone the circulation of *Architectural Products* grew by over 20%, and this without any specialized circulation incentive. We anticipate additional gains of up to 10% for 2008 as we will work to expand owner/operator titles (current rate base: 36,000).

Top Category ROI – Just as you are asked to be more accountable for each marketing investment, publishers must become more helpful in delivering accountability. *Architectural Products* has the metrics to support the investment. No magazine in the design sector has come close to the level and quality of sales leads delivered by AP. The connectivity of the magazine combined with the strong reader affinity (usage) results in results! Over the past eighteen months we have delivered 440,000 sales leads!

Editorially, We Want to Cover You – Our product content is derived from your product information. Our ‘end’ game is the same as your ‘end’ game ...to inform an under-informed architectural audience of the new and improved product options made available to them...towards eventual specification and purchase. In every issue there are several ways for us to work together editorially to best express what your company has to offer. Let’s open this door and begin the exchange.

Reader Usage / Affinity

Architects need your product information: They desire quick, desktop ‘notification’ and will reserve the option to learn more at the manufacturers’ website. In lockstep with the need to know about your products, as well they want to be comfortable with your brand. As such, your branding message works effectively well in concert with your product message.

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Architectural
PRODUCTS

Architects enter this magazine for one and only one reason: And that reason is product exploration. This is powerful. Only *Architectural Products* magazine can sincerely make this claim! An architect might be motivated to open one of the project titles for a multitude of editorial reasons, none of which might be product exploration. As for AP, architects request the magazine, receive it, and enter it for the very reason you hope they will, to gain a better understanding of products and their potential to assist ongoing design efforts!

Be visible where you will be recognized: In the most fundamental marketing sense, to sell a product there must first be product recognition. This is what your media buy must achieve first and foremost. This is why the unique ‘**hybrid**’ editorial style - product plus design application - of *Architectural Products* is so effective at connecting with the reader. The magazines singular purpose – transmit product and application news – engenders an audience that enters the magazine with that same product-oriented frame of mind.

Architects have come to depend on AP: Six years of providing an editorial service no other category magazine can match has made *Architectural Products* a desktop favorite. Evidence comes in the form of a subscription re-qualification ratio that is often as high as 90% - an uncommonly high telemarketing ‘win’ ratio! Architects appreciate the content and presentation-esthetics we bring. As a publisher, we recognize this appreciation for design and have crafted a product publication like no other, one that does the heavy-lifting of disseminating product information but does so in an award winning editorial package. *Architectural Products* magazine is the 2004 winner of the ASBPE ‘Best New Magazine Design’ award (silver)...the first ‘product publication’ to win this honor. At the desktop and in the workplace, no architectural title has greater purpose than Architectural Products.

From The Publishers: Gary Redmond & Tim Shea