



# MEDIA KIT

AUDIENCE STATISTICS ARE  
ABC AUDITED FOR MAGAZINE,  
NEWSLETTER & TWITTER



**adf**  
architectsdatafile.co.uk

Architects' Datafile (adf) is a widely respected brand that has been providing UK architects with a wealth of news and information for almost thirty years. Launched in 1994, business-to-business solutions include print, digital, audience research, and events.

adf celebrates a diverse array of projects from larger landmark projects to much smaller mainstream schemes which ensure all content remains relevant and topical to its entire audience – from major practices to small studios. Whatever your chosen form of media, adf can provide solutions to help you meet your needs.

Published by netMAGmedia, the team consists of a small, knowledgeable, committed group who are passionate about the importance of UK architecture in all its forms, and addressing the challenges the profession and the supply chain both face. The team is always on hand to advise on the best way in which you can meet your objectives and remain 'front of mind' with the adf audience.



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*"ADF creates a maximum presence of our products on all channels. We also appreciate the good cooperation on a highly professional level. For this reason we have been choosing ADF for several years"*

ELFI BÜCHE,  
MARKETING MANAGER,  
3A COMPOSITES GMBH



# MAGAZINE

The adf magazine is distributed ten times a year to an audited circulation of 10,000 and is only seen by individuals who meet our readership criteria; this means the magazine is targeted to the audience you're aiming to reach.

To qualify to receive a regular copy all recipients must either be an architect, or be a professional working within an architectural practice. The magazine is also available in a digital format to give readers an alternative to the traditional print edition.

adf's content is carefully planned and written to reflect the key issues for architects, whether it is presenting a major new project, or offering an opinion from a practice. Regular opinion slots from leading architects, as well as insights from across the architectural spectrum and practice profiles, help to ensure the magazine covers the widest range of architecture.

Scan the QR code below to see our Features, Research Topics & Round Table Events:



## REGULAR CONTENT

Site Lines • Ask The Architect • Practice Profile • Viewpoint • Project Reports • Features • Industry News • CPD Focus • Product News

## PROJECT REPORTS

Our project reports are written by a member of our editorial team, and focus on the commissioning and design ethos of a project, including the design challenges, how they were overcome, and the built result. As part of celebrating the architects' involvement, we also like to include any innovative aspects of the project's design, and highlight sustainability elements.

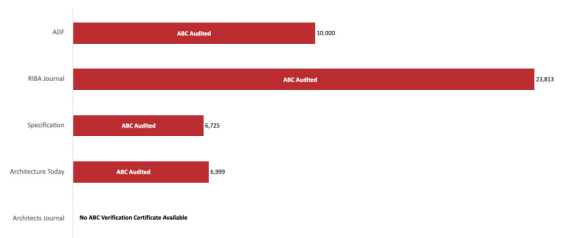
## VIEWS & INSIGHTS

adf's Views & Insights sections range from first-person comments on a key issue from architects to an architect's perspective at how a particular design challenge was solved in practice. We also conduct Q&A sections with an architect giving their personal take on their professional life as well as wider insights on design and architecture.

## CIRCULATION IS AS SIMPLE AS 'ABC'...

It is important to ensure that your investment in marketing is not wasted and the only way to ensure this is to work with titles who can guarantee they reach who they say they do – which is why adf is independently verified by the Audit Bureau of Circulation (ABC). Not all building industry titles are ABC Audited and are not, therefore, able to confirm that their circulation claims are verified by industry agreed standards. Remember... 'NO ABC, NO GUARANTEE'

Printed Reader Circulation Figures



# INDUSTRY RESEARCH

## GATHERING THE THOUGHTS AND OPINIONS OF THE UK ARCHITECTURAL COMMUNITY: INDUSTRY VIEWFINDERS

As part of netMAGmedia's research offering, adf has been increasingly harnessing the knowledge and views of its focused readership to produce 'Industry Viewfinder' white papers based on reader surveys. These are documents which contain unique insights and data on a wide range of topics that are currently fuelling debate in the industry, from Passivhaus to Part L. This audience research, providing real-world experience, provides us with the opportunity to better understand the needs of our readers and tailor our content accordingly.

Our Industry Viewfinders are a comprehensive look at key topics and provide an excellent **sponsorship opportunity** for any business wanting to gain additional knowledge, understanding, and competitive edge – this delivers a unique combination of benefits:

- Position themselves as experts – be a 'GO TO' BRAND when architects are choosing their preferred supplier
- Ensure a more effective marketing and communications strategy based on the findings
- Better serve your existing customers and pinpoint untapped market share and opportunities

If you'd like to find out more about which studies we're hosting this year, how to get involved and become a sponsor then please contact a member of our sales team.



*"The research opportunities that netMAGmedia and ADF have introduced over the past couple of years have proven to be an incredibly useful resource for us; enabling us to gauge the knowledge levels and opinions of architects across a range of topics. Understanding this has allowed us to ensure we are in a position to support studios and practices with the right level of technical support and advice on the glazing specification for projects that we are working with them on"*

DAVID CLARKE,  
MARKETING MANAGER,  
ID SYSTEMS



# BESPOKE TOPIC RESEARCH

Brand positioning, competitor awareness, and detailed knowledge of market perception and preferences are vital for success. Drawing on more than 30 years of industry experience, in partnership with established research agency Edge Insight, adf offers a selection of research options including Brand Tracker and Bespoke Topic Research, to assist advertisers in better understanding the architectural market.

## BRAND TRACKER

Based on the views of a minimum 100 UK-based professionals completing an online self-completion questionnaire, our Brand Tracker has been developed to better understand the perceptions of major players in the market. adf has access to key decision makers across the UK's architectural market which gives us the ability to reach and research their opinions on your behalf to help you:

- Establish awareness and usage of your brand in the industry and how this compares to competitors
- Understand the value that architects associate with your brand
- Determine the most valued attributes of your product



## BESPOKE TOPIC

Our Bespoke Topic research gives you the opportunity to become the sole sponsor of a piece of expert research conducted around a 'hot topic': a pertinent issue of the moment within the architecture and construction industry. The findings from the research will provide editorial content for a feature in a future issue of adf magazine.

## HOW WILL ADF'S RESEARCH SERVICES BENEFIT YOUR BRAND?

- Editorial feature on results branded 'in association with' your brand, including logo
- Links from online coverage to drive traffic to full results hosted on your website
- Your comments included in the feature article
- PDF of coverage and full results, example
- Opportunity to ask additional questions pertaining to your business with the results exclusive to you
- Opt-in leads from UK-based architects willing to be contacted

*"ADF has helped to develop and spread awareness of our brand from the very first moment we started advertising with them. Architects' Datafile is a quality publication for generating brand awareness in the architectural community, and always keeps us abreast of the latest developments that could have a future impact on our business. They have a friendly service and team who really care about making your business get noticed and helping it to grow. We have seen an impact in the number of enquiries as well as in the number of our products being specified. The printed magazine is of an excellent quality too and is delivered in sustainable packaging"*

KRISZTINA UTASI, MARKETING EXECUTIVE, WEDI SYSTEMS (UK) LTD

# DIGITAL MARKETING

## WEBSITE

architectsdatafile.co.uk is designed for architects – content is added daily to the site, enabling visitors to keep up to date with the latest news, legislation development, CPD programmes, case studies and much much more. It's no wonder that there's an increasing number of architectural professionals engaging with the site each and every day. With thousands of unique visitors each month the adf website (architectsdatafile.co.uk) provides the perfect companion to other elements of the adf brand. Enabling users to access content from their computers, tablets or mobiles when on the move. Display advertising opportunities are available on the home page and across the site. These opportunities can bolster brand awareness and ensure a valuable competitive edge.

## ADVERT SPECIFICATIONS

File Format .jpg, .png, or .gif  
Maximum Size 128MB

### HEADER (W500 X H100 PIXELS)

Position A: £1500/one month tenancy

### LEADERBOARD (400 X H80 PIXELS)

Position B: £1000/one month tenancy

Position C: £1000/one month tenancy

Position D: £500/one month tenancy

### BUTTONS (W213 X H100 PIXELS)

Sidebar on all site pages, one ad per slot

Position E: (up to 3 slots) £375/one month tenancy

Position F: (up to 10 slots) £275/one month tenancy

## ONLINE ARTICLES

Articles are published to architectsdatafile.co.uk and stay on the site for a minimum of one year, unless the advertiser requests otherwise. Twitter promotion is included with every paid article.

Single article: £120

Quarterly (4) articles: £380

Bi-monthly (6) articles: £540

Monthly (12) articles: £820

## SLIDER BAR

One of five rotating top articles

Position G: £550/one month tenancy

Position G+: £675/one month tenancy. Includes editorial panel on our **email newsletter**

The screenshot displays the homepage of architectsdatafile.co.uk with several advertising spots highlighted by red boxes and letters:

- Position A:** A large header banner at the top right, labeled 'HEADER 500 X 100'.
- Position B:** A leaderboard ad on the left side, labeled 'LEADERBOARD 400 X 80'.
- Position C:** Another leaderboard ad on the right side, labeled 'LEADERBOARD 400 X 80'.
- Position D:** A small leaderboard ad at the bottom left, labeled 'LEADERBOARD 400 X 80'.
- Position E:** A vertical sidebar of buttons on the right, labeled 'BUTTON 213 X 100'.
- Position F:** A vertical sidebar of buttons on the right, labeled 'BUTTON 213 X 100'.
- Position G:** A large slider bar at the top left, labeled 'SLIDER BAR 500 X 100'.
- Position G+:** A small ad at the bottom left, labeled 'SLIDER BAR 500 X 100'.

The website content includes sections for 'Latest Articles', 'Product & Supplier News', 'Latest Supplement', and 'Latest Newsletter'.

# DIGITAL MARKETING

## SOCIAL MEDIA CHANNELS

adf content can also be accessed via our social media platforms; LinkedIn, Twitter, Instagram, and Facebook! Follow us today to regularly receive the latest industry updates and news.

## SPONSORED EMAILS

Using a multi-media advertising approach is growing in popularity. adf has diversified to enable advertisers to promote their brand and message to a continually growing, engaged audience. Digital marketing opportunities are available in editorial or advert format.

## EMAIL NEWSLETTERS

Published fortnightly, the adf Newsletter offers the latest news and promotions for the architectural community. Banners, buttons, and editorial panels are available.

Published monthly, the CPD Focus highlights CPD seminars offered to architects. Banners, buttons, and editorial panels are available. To subscribe to our free email newsletter please visit : [www.architectsdatafile.co.uk/](http://www.architectsdatafile.co.uk/) subscribe

## DUPLEX NEWSLETTERS

Duplex Newsletters enables you to promote yourselves alongside one other 'non-competing' manufacturer, thereby sharing the cost. Examples are available upon request.

## SOLUS NEWSLETTERS

Make your brand stand out to architects, specifiers, and other relevant individuals in the architecture sector via a bespoke solo sponsored email. Examples are available upon request.

*"The ADF newsletter is a great read and I get great information and ideas from its content"*

ANDREW LOCKLEY, BUILDING CONSULTANT



# DIGITAL COPY SPECIFICATIONS

## SOLUS NEWSLETTERS

Solus newsletters are created in our own templates using our email builder and distributor Mailerlite, keeping our email newsletters uniform and within our house style. Therefore, **we do not accept HTML files**. For content that is compatible with our templates, we ask for the copy to be supplied in the following format. Examples can be provided upon request.

### TEXT

- To be sent in a text document e.g. .doc, .ttf, .rtf, .txt
- Subject line (Maximum 10 words)
- Preheader (Maximum 20 words). Our default is typically “In association with...” but you can supply an alternative
- Headline (Maximum 10 words)
- Intro (Maximum 30 words)
- Body text (Maximum 350 words)
- Links and/or CTAs (Will be in our brand colour)
- Company contact details (e.g tel, email, website, postal address), to appear in the sponsor section in the footer of the email
- Social media links, to appear in the sponsor section in the footer of the email

### IMAGES

- (.jpg, .png, or .gif format, maximum 2MB)
- You can specify links on the images.
- Main image: We suggest 540px x 300px but you don't need to strictly keep to these dimensions depending on the preferred layout.
- Company logo: To appear in the sponsor section, in the footer of the email
- Optional: Additional images, also in .jpg, .png or .gif format

## DUPLEX NEWSLETTERS

Duplex newsletters are created in our own templates using our email builder and distributor Mailerlite, keeping our email newsletters uniform and within our house style. Therefore, **we do not accept HTML files**. For content that is compatible with our templates, we ask for the copy to be supplied in the following format. Examples can be provided upon request.

- Headline and link (Maximum 10 words)
- Intro and link (Maximum 30 words)
- Main image and link W560 x H300 pixels
- Body text and links (Maximum 200 words)
- Company logo with link
- Company contact details (telephone, email, website, postal address)

*“TLC PR has used Architects' Datafile, and the whole stable of netMAGmedia for decades now. Never one to rest on its laurels, the magazine, and the group, continues to deliver top-rate editorial, opportunities and research”*

TRACY TWITCHIN, DIRECTOR, TLC PR LTD



# PODCASTS

In a constantly changing environment in which content is consumed in many different ways, our collection of podcasts enable adf readers to hear informed opinions and keep up-to-date with changing trends and topical issues.

Published via netMAGmedia's Building Insights brand, our portfolio of podcasts are available through [architectsdatafile.co.uk](http://architectsdatafile.co.uk) and through most podcast hosting platforms.

We can host a series of three '15-minute Q&A' episodes based around topics subjects pertinent to your business and solutions you provide. These are promoted across adf magazine, newsletters and social media.

Please visit [www.netmagmedia.co.uk/home/podcast](http://www.netmagmedia.co.uk/home/podcast) to listen to our podcasts.



*"ADF provides good visibility towards a wide public of professionals in the building sector"*

DARIA BARBIERI, MARKETING MANAGER,  
RENOLIT IBÉRICA

# ROUND TABLE EVENTS

Always looking for new ways to engage with our audience, adf now hosts round table events. With constant updates to building regulations, round tables are an ideal way to gauge industry concerns or problems, to future-proof your marketing strategy. Hosted by our Editor, James Parker, we bring together specifiers and suppliers, providing us with insights across the full spectrum of our audience. Sponsoring a round table enables you to position your brand and company as a voice of authority within the industry.

Our round table events are both informative and entertaining and are designed to give architects and suppliers the opportunity to discuss challenges and solutions across various topics – fundamentally, those issues that are currently fuelling debate within the Built Environment.

## AS A SPONSOR, THIS IS YOUR OPPORTUNITY TO...

- Champion specific subjects, demonstrate thought-leadership, and become a trusted partner and network with key industry contacts.
- Align yourselves to our discussion – enabling you to position yourselves as a knowledgeable and authoritative source and a preferred supplier.
- Gain access to each speaker – an opportunity to network with other attendees, opening doors to new fruitful relationships.
- Ensure coverage and exposure via the resulting magazine and online article – providing a great branding opportunity.

Each round-table will normally consist of around ten attendees and are hosted at a notable venue and chaired by a member of the adf Editorial Team.

On completion, the highlights of our discussions are made available through adf magazine, via the website and through our social media channels.

To find out more about our forthcoming events please contact our sales team.



# RATE CARD

## BASIC REQUIREMENTS

All display adverts should be supplied as:

- CMYK, 300DPI .PDF \*
- CMYK, 300DPI .JPG
- CMYK, 300DPI .EPS \*
- CMYK, 300DPI .TIF

Please ensure all spot colours and images are converted to CMYK.

*\*These files must be supplied with all fonts embedded into the document or sent with the file.*

## ADVERT DESIGN SERVICE

A design service is offered for display advertising. Please supply:

- CMYK, 300DPI .JPG, .TIF or .EPS images
- Text and contact details in .DOC or .RTF format

Please note that we are unable to retrieve images from any company website unless they are of high-resolution.



### FULL PAGE

Type Area: W190 x H245mm  
Trim Size: W210 x H265mm  
Bleed Size: W216 x H271mm  
Rate Card: £2,135  
Cover Position: £2,410



### HALF PAGE

Type Area: W160 x H90.5mm  
Trim Size: W180 x H110.5mm  
Bleed Size: W186 x H116.5mm  
Rate Card: £1,280



### QUARTER PAGE

Type Area: W68 x H90.5mm  
Trim Size: W88 x H110.5mm  
Bleed Size: W94 x H116.5mm  
Rate Card: £750

### SUPPLEMENT FRONT COVER

Type Area: W190 x H201mm  
Trim Size: W210 x H221mm  
Bleed Size: W216 x H227mm  
Rate Card: £2,410

### HALF PAGE VERTICAL

Type Area: W68 x H205mm  
Trim Size: W88 x H225mm  
Bleed Size: W94 x H231mm  
Rate Card: £1,280

### QUARTER PAGE HORIZONTAL

Type Area: W160 x H33mm  
Trim Size: W180 x H53mm  
Bleed Size: W186 x H59mm  
Rate Card: £750



### DOUBLE PAGE SPREAD

Type Area: W400 x H245mm  
Trim Size: W420 x H265mm  
Bleed Size: W426 x H271mm  
Rate Card: £3,850



### HALF PAGE DOUBLE SPREAD

Type Area: W400 x H110.5mm  
Trim Size: W420 x H130.5mm  
Bleed Size: W426 x H136.5mm  
Rate Card: £2,135

Scan the QR code below to see our Features, Research Topics & Round Table Events:



# MEET THE TEAM



**ANTHONY PARKER**  
Publisher  
07787 192812  
aparker@netmagmedia.co.uk



**MIDGE MYATT**  
Account Director  
07393 331210  
myatt@netmagmedia.co.uk



**JAMES PARKER**  
Managing Editor  
07587 642391  
jparker@netmagmedia.co.uk



**SHELLEY COLLYER**  
Operations Director  
07387 855930  
scollyer@netmagmedia.co.uk



**KIM NEVILLE**  
Features Coordinator & Publishers Assistant  
07901 384304  
kneville@netmagmedia.co.uk



**SUZANNE EASTER**  
Digital Marketing & PR Account Manager  
07436 991820  
seaster@netmagmedia.co.uk



**STEVE SMITH**  
Senior Account Manager  
07470 531091  
ssmith@netmagmedia.co.uk



**AMY MADIGAN**  
Events Coordinator  
07879 783517  
amadigan@netmagmedia.co.uk



**JAN DE IULIO**  
Head of Research  
jdeiulio@netmagmedia.co.uk



**ROSEANNE FIELD**  
Editorial Contributor  
01435 515019  
rfield@netmagmedia.co.uk



**MICHAEL POOLEY**  
Studio Manager  
07765 891828  
mpooley@netmagmedia.co.uk



**KIMBERLEY MUSSON**  
Digital Production Coordinator  
07765 891828  
kmusson@netmagmedia.co.uk



**GEORGIA MUSSON**  
Production Assistant  
07765 891828  
gmusson@netmagmedia.co.uk



**NATHAN HUNT**  
Digital Marketing & Social Media Assistant  
07765 891828  
nhunt@netmagmedia.co.uk