



Mission Statement

Architect is the premier platform for industry news and building resources for architects and industry professionals. With 4.6 million engagements, Architect delivers the most cutting-edge news and insights while keeping a pulse on cultural and technology trends.

Audience Focus

Architect is the leading authority on the future of architecture and design. As the official media brand of the American Institute of Architects (AIA) and with a presence on every platform, ARCHITECT showcases the most compelling and innovative ideas, projects, technology, and products thought leaders, opinion makers, and the next generation of Architects and Design professionals who are shaping the world of commercial, institutional and residential architecture into a healthier, more sustainable and equitable place for all.

Established: 1986

Issues per year: 8 (Print and Digital editions)



4.6 Million Total Engagements

Magazine

103,815
Print + Digital
Subscribers
47,188
Digital Recipients

Website

391,126
Average Monthly
Unique Visitors
731,941
Average Monthly
Page Views

Newsletters

97,000
ARCHITECT
Newsletter
(4 Issues per month)
102,000
ARCHITECT
Newswire
(4 Issues per month)

Events

4,363
Virtual Attendees
Spring
1,875
Virtual Attendees
Summer and Fall
6,238
Total Attendees

Social

162,649
LinkedIn Members
692,000
Twitter Followers
1,345,794
Facebook Followers

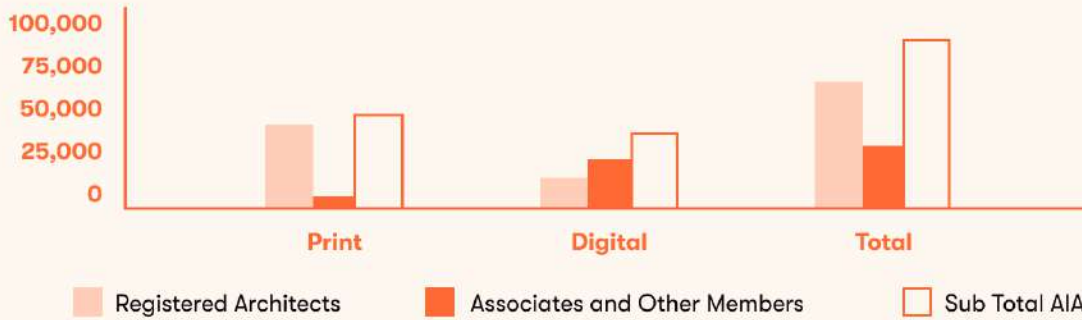


Gross data is contained in the total audience number. No attempt has been made to eliminate any duplication. Gross total includes: print subscribers, newsletter recipients, monthly page views, social media likes/members/followers.





Members of The American Institute of Architects



Title Analysis

Members of The American Institute of Architects	Print		Digital		Non-Paid	Total
Registered Architects	46,910	93.8%	16,210	38.8%	63,120	60.8%
Associates and Other Members	3,090	6.2%	25,563	61.2%	28,653	27.6%
Sub Total AIA	50,000	100%	41,773	100%	91,773	88.4%

Direct Requests	Print		Digital		Total	
Architectural or architectural/engineering practices, design, firms and consulting engineering firms	388	32.6%	8,221	75.8%	8,609	8.3%
Contractors or builders, commercial/institutional/industrial firms, government, schools or universities, trade associations	125	10.5%	2,611	24.1%	2,736	2.6%
Others allied to the field	679	57%	18	0.2%	697	0.7%
Sub Total Direct Request	1,192	100%	10,850	100%	12,042	11.6%
Total	51,192	49.3%	52,623	50.7%	103,815	100%





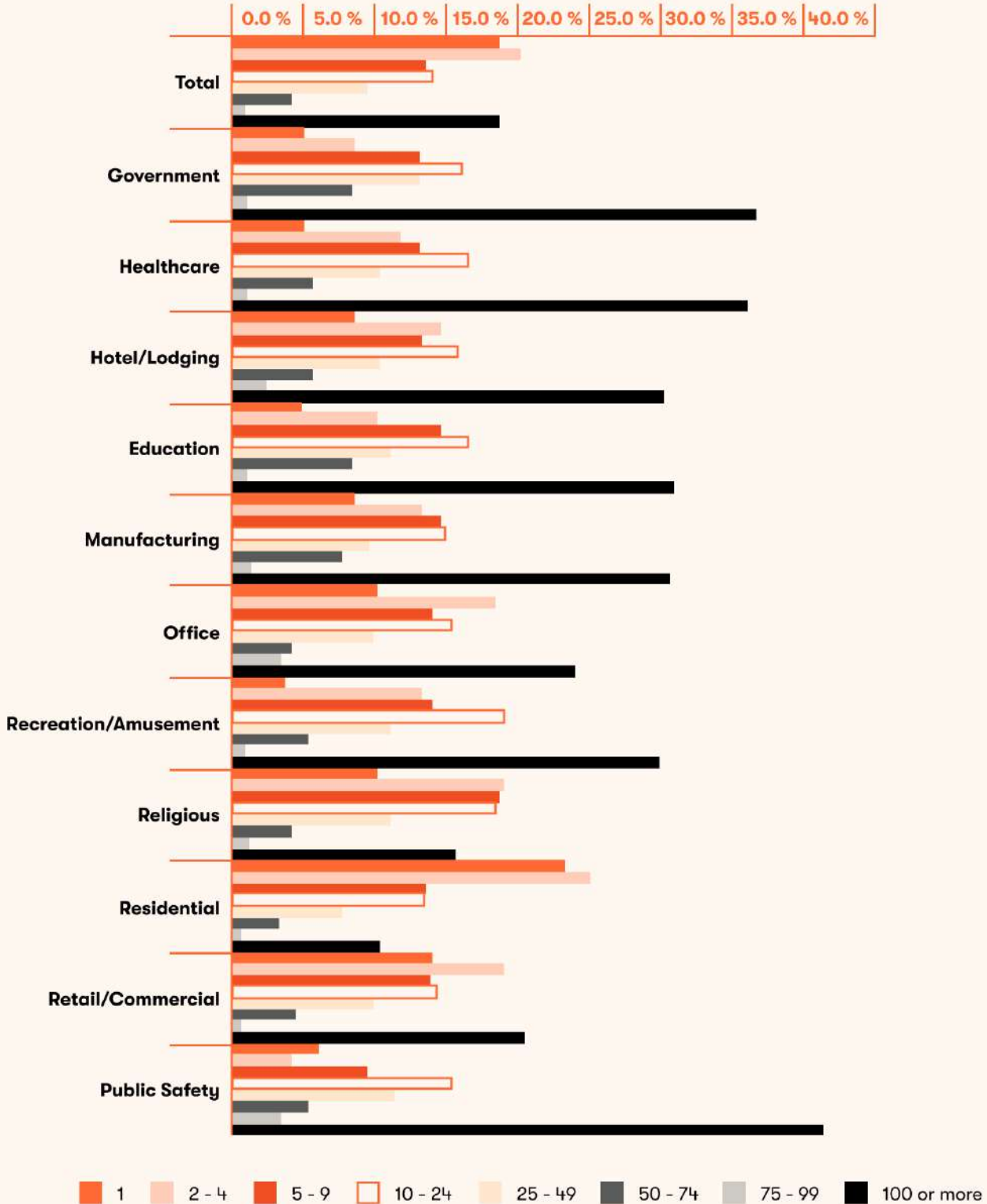
Number of Employees and Project Types

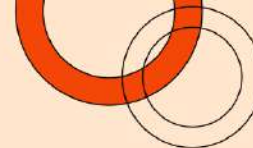
	Total	Government	Healthcare	Lodging	Education	Manufacturing
1	18.7%	5.1%	5.5%	7.1%	4.6%	7.1%
2 - 4	20.4%	7.9%	11.1%	14.8%	10.4%	13.4%
5 - 9	13.1%	12.1%	12.1%	12.3%	14.2%	14.3%
10 - 24	14.0%	16.6%	17.3%	16.0%	17.1%	14.7%
25 - 49	8.9%	12.4%	10.7%	10.8%	11.8%	9.2%
50 - 74	4.4%	7.1%	5.7%	5.5%	7.0%	6.3%
75 - 99	2.1%	2.4%	2.4%	3.4%	2.5%	2.9%
100 or more	18.5%	36.4%	35.3%	30.2%	32.4%	31.9%

	Office	Recreation/ Amusement	Religious	Residential	Retail/ Commercial	Public Safety
1	10.5%	3.8%	10.3%	23.4%	14.4%	6.6%
2 - 4	18.0%	13.2%	18.8%	25.1%	18.8%	4.4%
5 - 9	14.2%	14.6%	18.4%	13.6%	14.2%	9.4%
10 - 24	15.9%	18.8%	18.0%	13.3%	14.8%	15.5%
25 - 49	10.0%	11.5%	11.5%	7.6%	9.9%	12.7%
50 - 74	4.2%	5.9%	4.2%	3.4%	4.7%	5.5%
75 - 99	3.0%	2.1%	2.7%	2.0%	2.1%	3.3%
100 or more	24.3%	30.0%	16.1%	11.7%	21.1%	42.5%



Number of Employees and Project Types





Geographical Analysis of Magazine Subscribers

State	Print	Digital	Total	State	Print	Digital	Total
New England	3,557	3,138	6,695	East So. Central	1,951	1,508	3,459
Maine	183	150	333	Kentucky	412	317	729
New Hampshire	184	176	360	Tennessee	881	732	1,613
Vermont	163	159	322	Alabama	462	326	788
Massachusetts	2,095	1,750	3,845	Mississippi	196	133	329
Rhode Island	156	155	311	West So. Central	5,821	5,043	10,864
Connecticut	776	748	1,524	Arkansas	377	292	669
Middle Atlantic	8,123	7,349	15,472	Louisiana	690	525	1,215
New York	4,838	4,508	9,346	Oklahoma	395	400	795
New Jersey	1,534	1,320	2,854	Texas	4,359	3,826	8,185
Pennsylvania	1,751	1,521	3,272	Mountain	3,580	3,452	7,032
East No. Central	6,017	5,906	11,923	Montana	266	163	429
Ohio	1,239	1,238	2,477	Idaho	212	172	384
Indiana	499	516	1,015	Wyoming	82	66	148
Illinois	2,449	2,220	4,669	Colorado	1,384	1,262	2,646
Michigan	998	1,101	2,099	New Mexico	292	298	590
Wisconsin	832	831	1,663	Arizona	596	881	1,477
West No. Central	3,884	3,304	7,188	Utah	489	319	808
Minnesota	1,237	1,105	2,342	Nevada	259	291	550
Iowa	509	376	885	Pacific	8,939	10,155	19,094
Missouri	1,033	916	1,949	Alaska	113	86	199
North Dakota	116	86	202	Washington	1,737	1,699	3,436
South Dakota	78	83	161	Oregon	879	932	1,811
Nebraska	367	273	640	California	5,817	7,004	12,821
Kansas	544	465	1,009	Hawaii	393	434	827
South Atlantic	9,070	9,333	18,403	US Territories	136	295	431
Delaware	81	98	179	United States	51,078	49,483	100,561
Maryland	1,297	1,253	2,550	Canada	65	743	808
Washington, DC	784	694	1,478	Mexico	49	2,397	2,446
Virginia	1,599	1,547	3,146	Total	51,192	52,623	103,815
West Virginia	92	76	168				
North Carolina	1,359	1,284	2,643				
South Carolina	584	523	1,107				
Georgia	1,194	1,233	2,427				
Florida	2,080	2,625	4,705				

