

ARCHITECT

2024 Media Kit

Zonda is building the future of housing

We exist to **advance the process of accessing, understanding, and leveraging the information, insights, and connections** that move the homebuilding industry forward—because we believe better homes mean better lives and stronger communities.

Awareness

Get results with the right audiences and tactics on our media platforms that give you access to a database with more than 3M contacts.



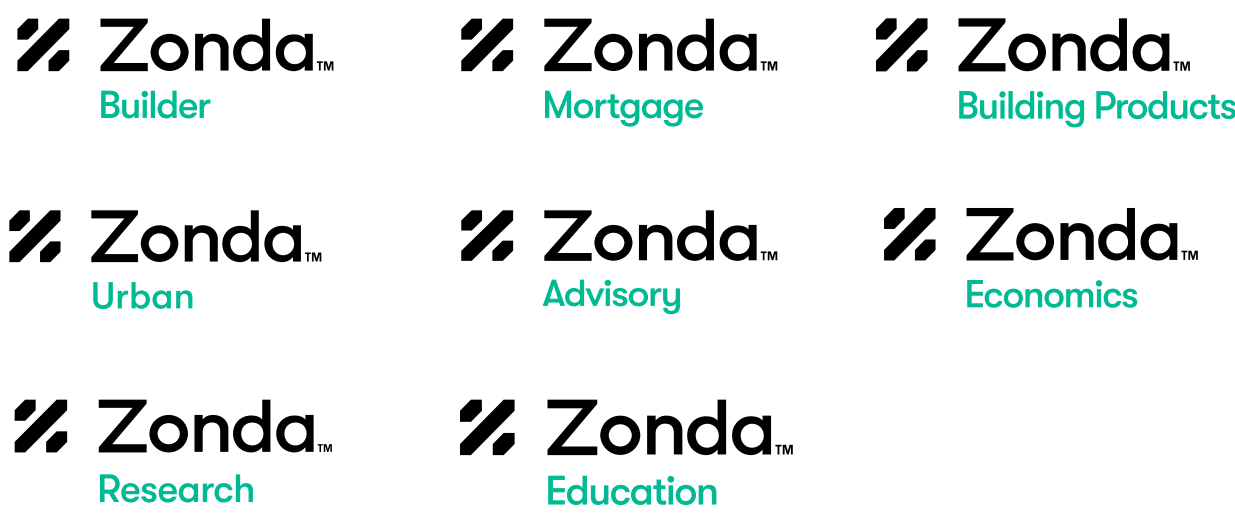
Engagement

We inform, advise and connect you to the right tools and people to help grow your business.



Data Intelligence

Get access to over 500+ housing metrics to stay ahead of local, regional and national market trends.



Always ahead

Zonda Media utilizes the largest analytics and editorially driven construction industry database to provide **business intelligence**, **data-driven**, and **advertising services** across a variety of platforms.

- ✓ We are the most comprehensive coast-to-coast **media network** for professionals involved in every aspect of the **housing industry**.
- ✓ We provide a complete view into the housing market designed through **digital platforms** to provide full understanding of current and future conditions to help negotiate risk and **grow revenue**.
- ✓ Leaders in the new construction market **trust** Zonda to provide a pulse on the market and **get insight** into the market conditions.



Builder

MFE
MULTIFAMILY EXECUTIVE

**AFFORDABLE
HOUSING**
FINANCE

PSN
POOL AND SPA NEWS

ARCHITECT

JLC

ProSales
by JLC

AQUATICS
INTERNATIONAL

remodeling
by JLC

ARCHITECT

With **3.9 million engagements**, ARCHITECT delivers the most cutting-edge news and insights while keeping a pulse on cultural and technology trends. As the leading authority on the future of architecture and design, ARCHITECT showcases the most compelling and innovative ideas, projects, technology, products, and thought leaders, and opinion makers. We spotlight 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.

37+

Years serving the
Architect industry

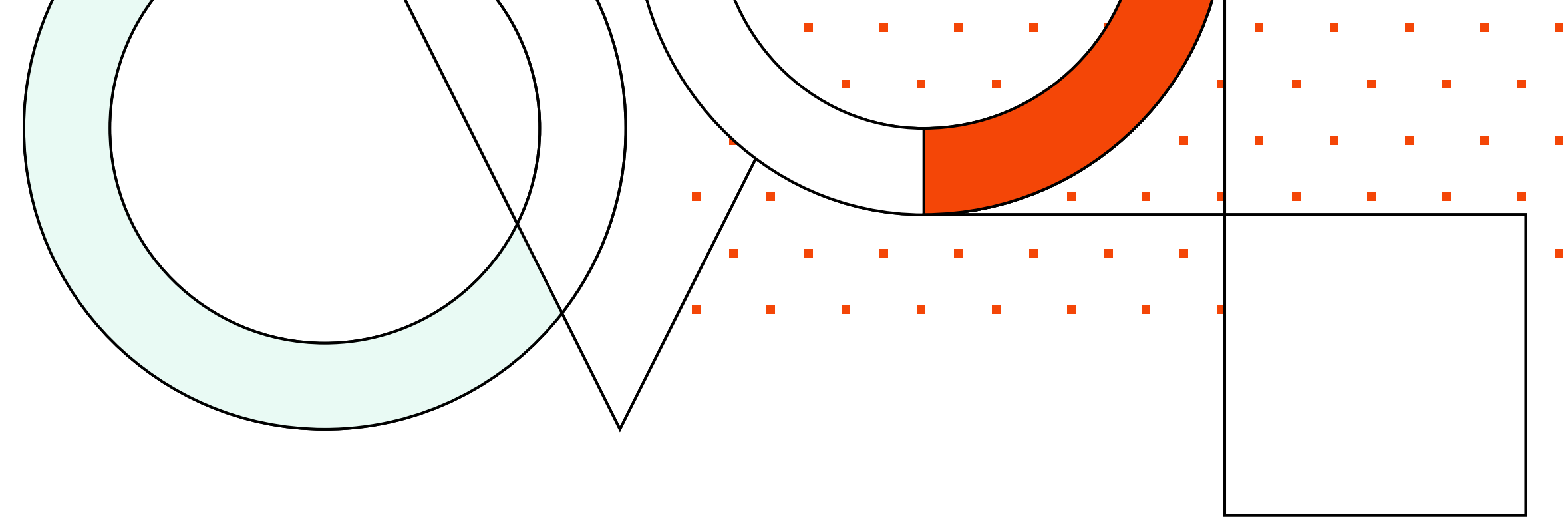
3.9M

Total engagements

230K

Total reach

*The premiere
platform* for
industry news and
building resources
for architects and
industry
professionals



Editorial Leadership



Paul Makovsky

Editor-in-Chief | ARCHITECT

Paul Makovsky is an award-winning architecture and design writer, editor, and brand strategist, leading the evolution of the ARCHITECT brand, while preserving the highest standards of journalistic integrity. He most recently served as a consultant of product development and strategic content for multiple architectural firms and product manufacturers. Prior to that, he spent over 20 years in publishing, helping to shape the discourse around contemporary architecture and design. A graduate of McGill University and the University of Toronto, he has also curated numerous design exhibitions on topics as varied as mid-century modern textiles, a survey of American graphic design, and several exhibitions on contemporary Norwegian design and architecture, just to name a few. He lives in Brooklyn, New York.

Advisory and Economics

40+
advisors

Insights and advice,
all under one roof

ARCHITECTS's editorial earns unwavering trust from industry leaders due to its expertly crafted content, authored by industry specialists.

Our team of advisors brings decades of invaluable industry experience to the table, ensuring that we provide clients with seasoned expertise and deep insights.

With Zonda's robust proprietary market data and extensive advisory team, we are equipped to analyze complex market trends and provide comprehensive insights to our clients, allowing them to make well-informed strategic decisions.



Ali Wolf
Chief Economist
Zonda Economics



Tim Sullivan
Chief Advisory Officer
Zonda Advisory



Kimberly Byrum
Multifamily
Principal Zonda Advisory



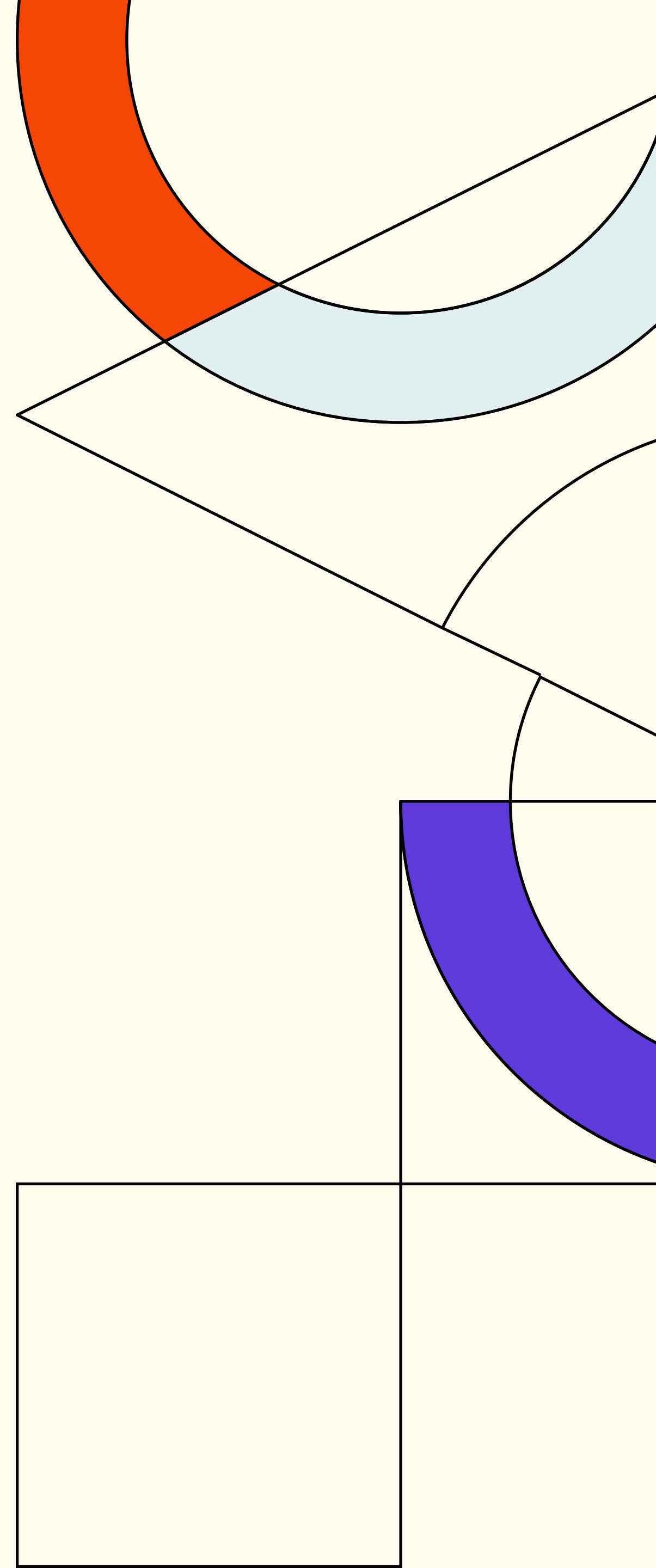
Todd Tomalak
Building Products
Principal Zonda Advisory



Mollie Carmichael
Community and Product Insights
Principal Zonda Advisory

ARCHITECT

Audience

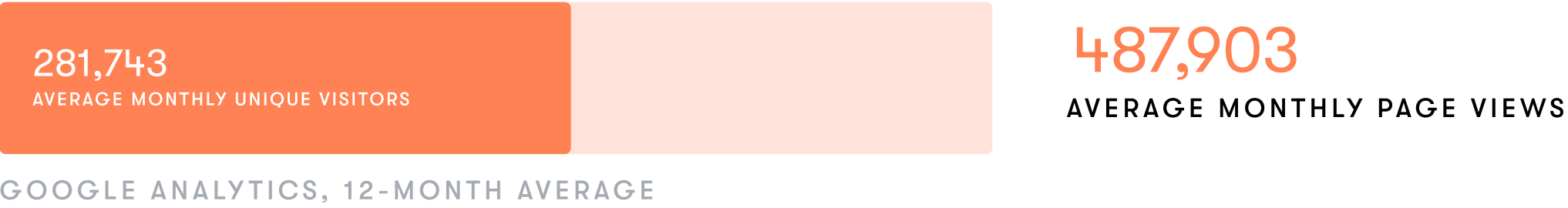


Our audience

Total Audience
230,000+
Digital, Newsletter, & Site Registrants

3.9 Million total engagements

Website



Events

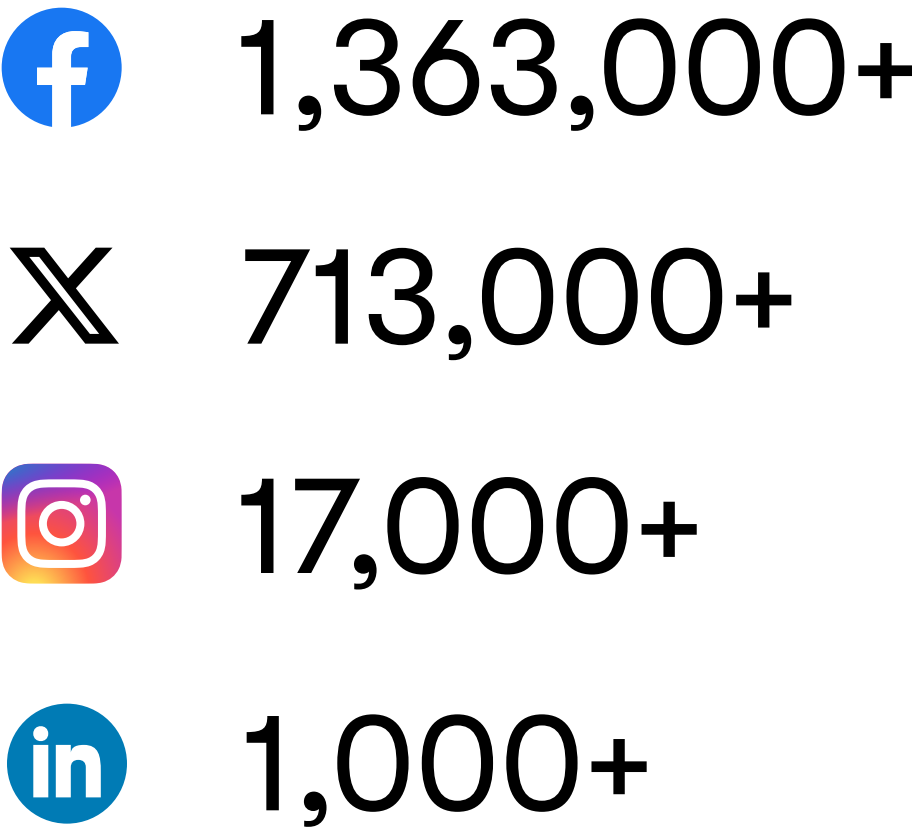


Newsletter

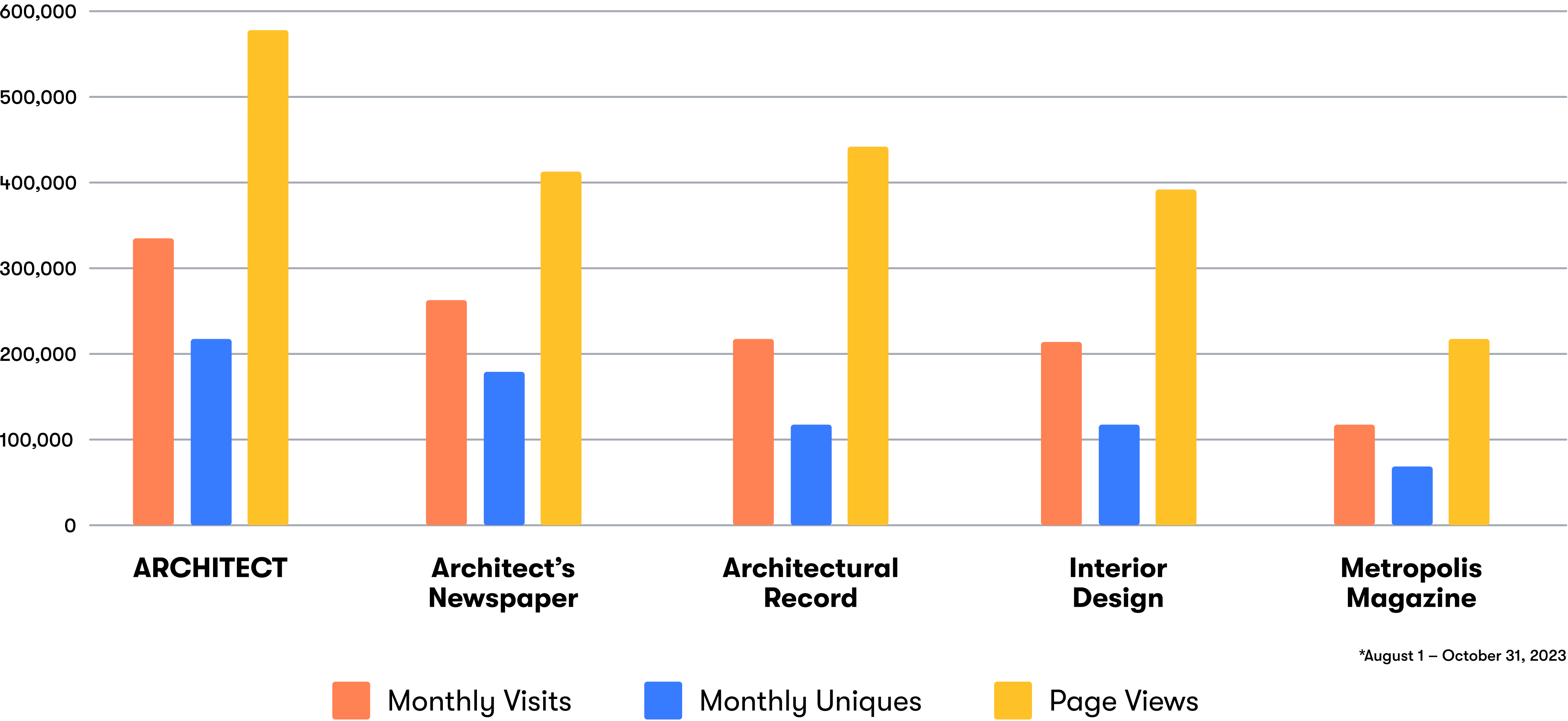


Social

AUGUST 2023



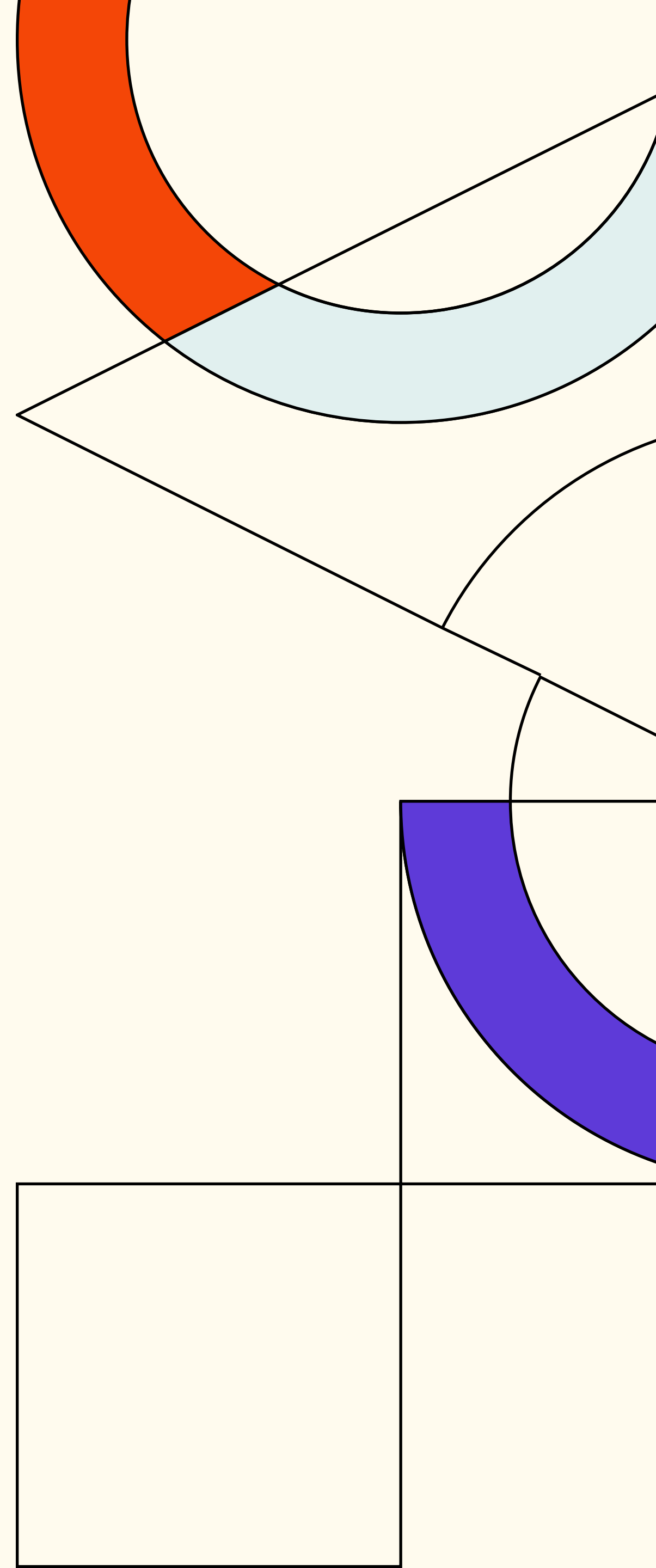
Greater reach with ARCHITECT



ARCHITECT

TIMING IS EVERYTHING

Quarterly Packages



Inclusiveness and Technology

Maximize your impact in quarter one by leading a strategic campaign that honors the 2024 Progressive Architecture Award recipients, concurrently spotlighting equity, inclusive spaces and technology. Our prepackaged solutions offer you the best ROI through tailored features designed to meet your unique needs.

Select your preferred package below.

National Events

IBS/KBIS 2/27 - 2/29

		Market Dominator TOTAL VALUE: \$175,400 Limit 4 Sponsors Per Quarter		Growth Catalyst TOTAL VALUE: \$56,200 Limit 10 Sponsors Per Quarter		Core Accelerator TOTAL VALUE: \$9,100	
Type	Solution	INCLUDED		INCLUDED		INCLUDED	
Exclusives	Executive Insight Interview	1		-		-	
	Digital Trend Report or Whitepaper w/150 Leads (z)	1		-		-	
High Impact	ARCHITECT Brand Use Study Category Sponsor	-		-		-	
	Studio Session Sponsor	2		1		-	
Digital	Architect Newswire Masthead+Box 1	4		2		1	
	Digital ads on ARCHITECTMagazine.com (85K impressions/month)	3		2		1	
	Cobranded Email Package (10,000 Qty)	2		1		-	
Custom/SMS	Native Advertising Piece (z)	4		1		-	
		\$97,500 TOTAL INVESTMENT		\$37,500 TOTAL INVESTMENT		\$8,000 TOTAL INVESTMENT	
		44% Savings		33% Savings		12% Savings	

z - Denotes Zonda Produced + - Denotes Quarterly Exclusive

Communities, Cities and the Business of Architecture

Elevate your influence in quarter two with an integrated campaign that highlights the realms of architectural business, community development, city planning, residential design and the evolving landscape of architecture in 2024. Our prepackaged solutions offer you the best ROI through tailored features designed to meet your unique needs.

Select your preferred package below.

		Market Dominator TOTAL VALUE: \$200,900 Limit 4 Sponsors Per Quarter		Growth Catalyst TOTAL VALUE: \$81,700 Limit 10 Sponsors Per Quarter		Core Accelerator TOTAL VALUE: \$9,100	
Type	Solution	INCLUDED		INCLUDED		INCLUDED	
Exclusives	Executive Insight Interview	1		-		-	
	Digital Trend Report or Whitepaper w/150 Leads (z)	1		-		-	
High Impact	ARCHITECT Brand Use Study Category Sponsor	1		1		-	
	Studio Session Sponsor	2		1		-	
Digital	Architect Newswire Masthead+Box 1	4		2		1	
	Digital ads on ARCHITECTMagazine.com (85K impressions/month)	3		2		1	
	Cobranded Email Package (10,000 Qty)	2		1		-	
Custom/SMS	Native Advertising Piece (z)	4		1		-	
		\$112,500 TOTAL INVESTMENT		\$52,500 TOTAL INVESTMENT		\$8,000 TOTAL INVESTMENT	
		44% Savings		36% Savings		12% Savings	

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National Events

AIA 6/5-6/8

NeoCon 6/10-6/12

LightFair 5/21-5/25

Net Zero, Adaptive Reuse and Multifamily

Leverage a strategic campaign in quarter three built around key topics such as net zero, healthcare and wellness, adaptive reuse, residential, mixed-use and multi-family. Our prepackaged solutions offer you the best ROI through tailored features designed to meet your unique needs.

Select your preferred package below.

Type	Solution	<div>Market Dominator</div> <div>TOTAL VALUE: \$200,900</div> <div>Limit 4 Sponsors Per Quarter</div>	<div>Growth Catalyst</div> <div>TOTAL VALUE: \$81,700</div> <div>Limit 10 Sponsors Per Quarter</div>	<div>Core Accelerator</div> <div>TOTAL VALUE: \$9,100</div>
		INCLUDED	INCLUDED	INCLUDED
Exclusives	Executive Insight Interview	1	-	-
	Digital Trend Report or Whitepaper w/150 Leads (z)	1	-	-
High Impact	ARCHITECT Brand Use Study Category Sponsor	1	1	-
	Studio Session Sponsor	2	1	-
Digital	Architect Newswire Masthead+Box 1	4	2	1
	Digital ads on ARCHITECTMagazine.com (85K impressions/month)	3	2	1
	Cobranded Email Package (10,000 Qty)	2	1	-
Custom/SMS	Native Advertising Piece (z)	4	1	-
		\$112,500 TOTAL INVESTMENT	\$52,500 TOTAL INVESTMENT	\$8,000 TOTAL INVESTMENT
		44% Savings	36% Savings	12% Savings

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Residential Architect Design Awards, Culture and Public Spaces

Amplify your presence in quarter four with a comprehensive campaign tailored to significant themes including Residential Architect Design Awards, culture and public spaces, and the year in review. Our prepackaged solutions offer you the best ROI through tailored features designed to meet your unique needs.

Select your preferred package below.

		Market Dominator TOTAL VALUE: \$200,900 Limit 4 Sponsors Per Quarter		Growth Catalyst TOTAL VALUE: \$81,700 Limit 10 Sponsors Per Quarter		Core Accelerator TOTAL VALUE: \$9,100	
Type	Solution	INCLUDED		INCLUDED		INCLUDED	
Exclusives	Executive Insight Interview	1		-		-	
	Digital Trend Report or Whitepaper w/150 Leads (z)	1		-		-	
High Impact	ARCHITECT Brand Use Study Category Sponsor	1		1		-	
	Studio Session Sponsor	2		1		-	
Digital	Architect Newswire Masthead+Box 1	4		2		1	
	Digital ads on ARCHITECTMagazine.com (85K impressions/month)	3		2		1	
	Cobranded Email Package (10,000 Qty)	2		1		-	
Custom/SMS	Native Advertising Piece (z)	4		1		-	
		\$112,500 TOTAL INVESTMENT		\$52,500 TOTAL INVESTMENT		\$8,000 TOTAL INVESTMENT	
		44% Savings		36% Savings		12% Savings	

z - Denotes Zonda Produced + - Denotes Quarterly Exclusive

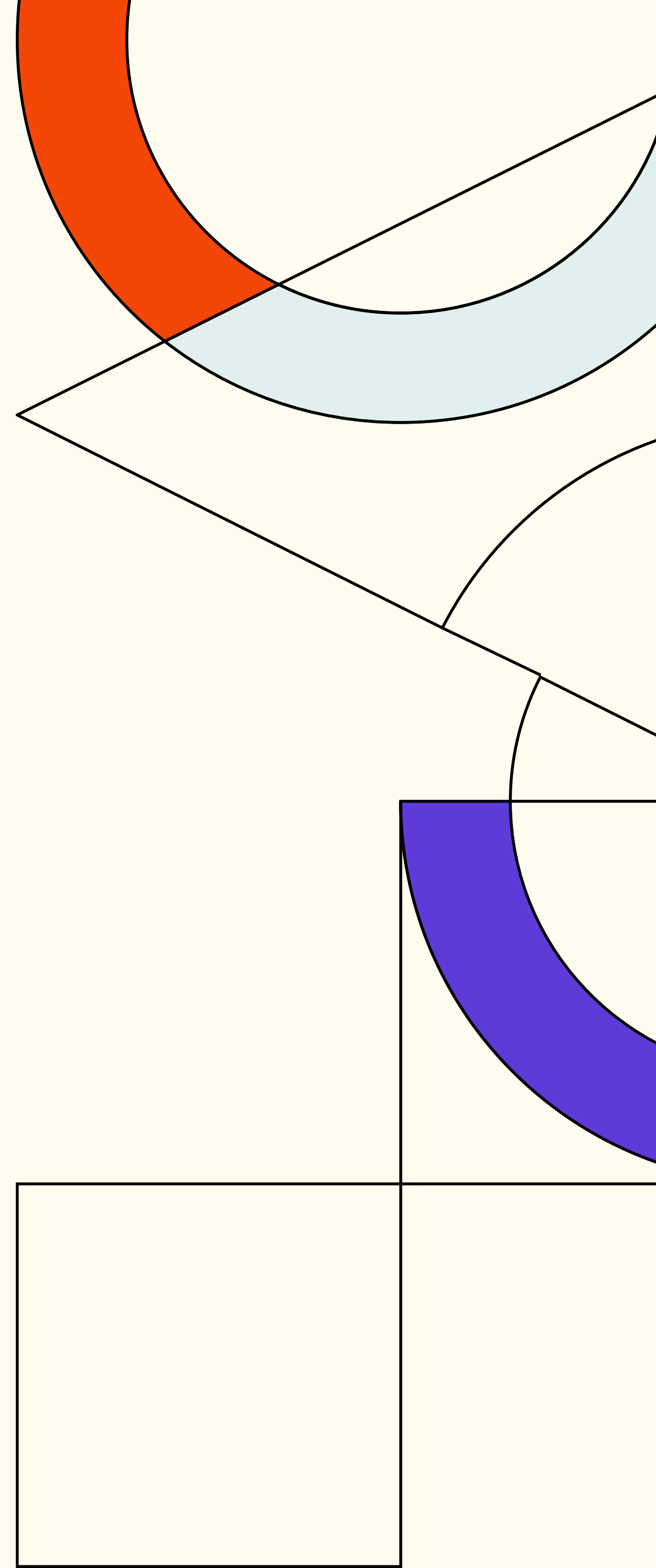
National Events

BDNY

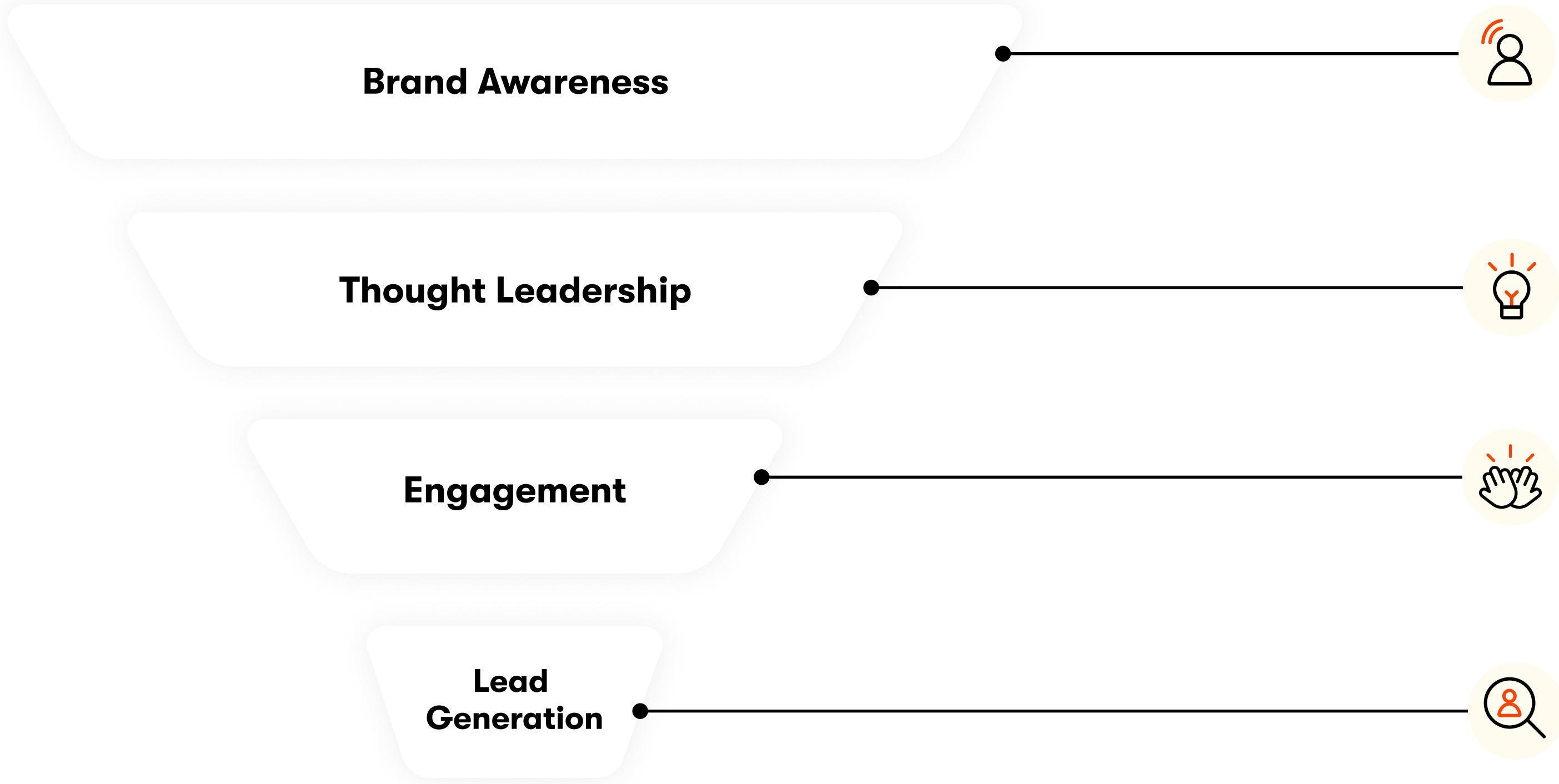
Residential Architect
Design Awards

ARCHITECT

Solutions



A platform to achieve your goals across the sales cycle



Reach your audience using a variety of channels and products

1

Website

2

Email

3

Studio Sessions

4

Continuing Education

5

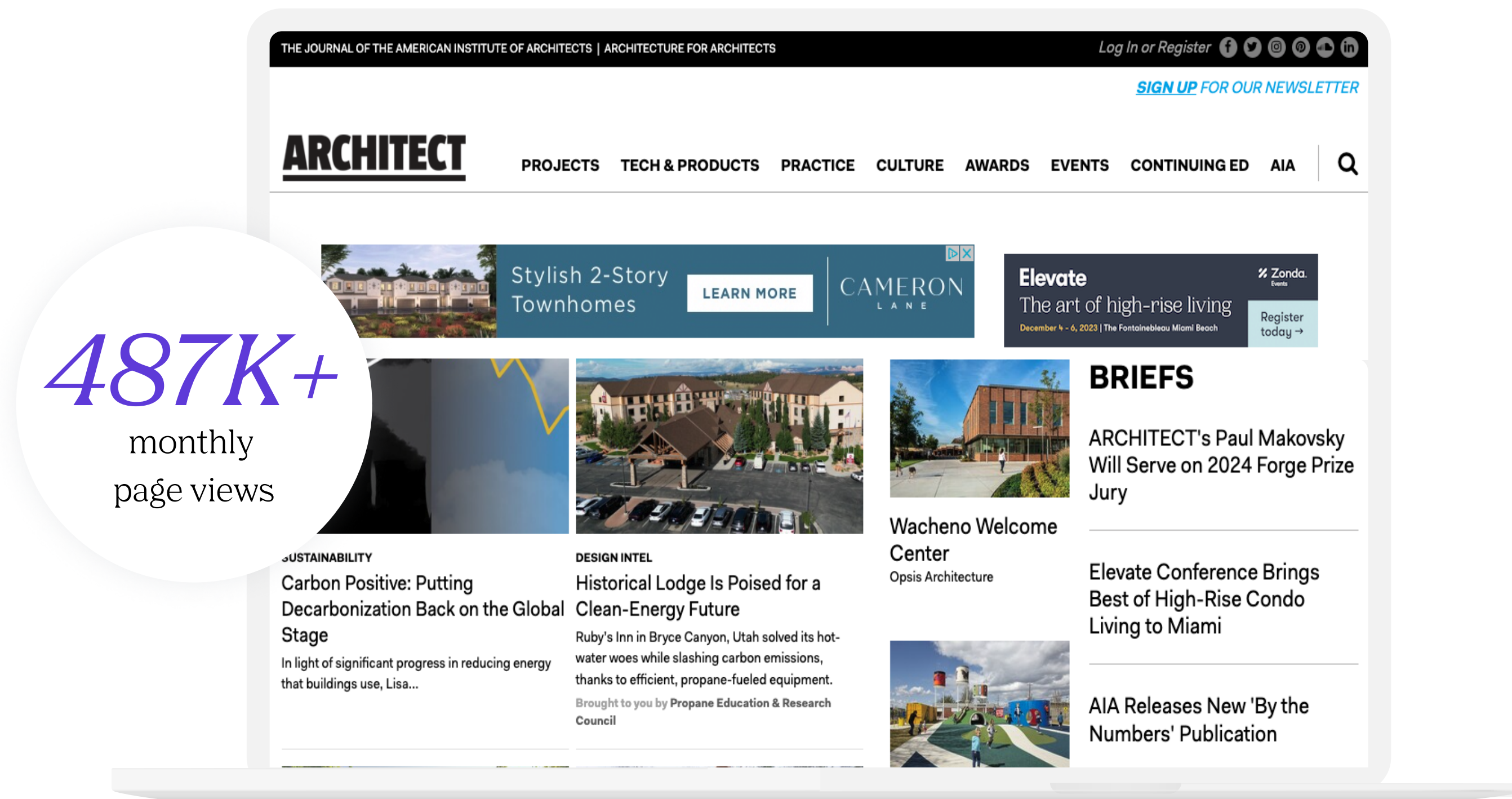
Sponsored Media

6

Strategic Marketing Solutions

7

Advisory Services



Advertise on architectmagazine.com

ARCHITECT is the leader in architecture industry news and building resources for industry professionals. Get your brand in front of leaders in architecture and design who trust quality editorial powered by Zonda's data. Select from a variety of ad placements to get your brand in front of over **281,000+ unique visitors** per month.

Key Reports/Digital Announcements

- Progressive Architecture Awards
- RADA Awards
- Buildings Products Forecast
- Commercial Architecture and Interiors Awards
- Lighting Awards
- ARCHITECT Brand Report



ARCHITECT Newsletter

Get directly into the inbox of architects who trust our newsletters for the top headlines from architectmagazine.com. Easily and frequently tap into an active and engaged audience of **195,000+** subscribers.

ARCHITECT Newswire:

98,000 subscribers

2x Week (Wed & Fri)

ARCHITECT Weekly:

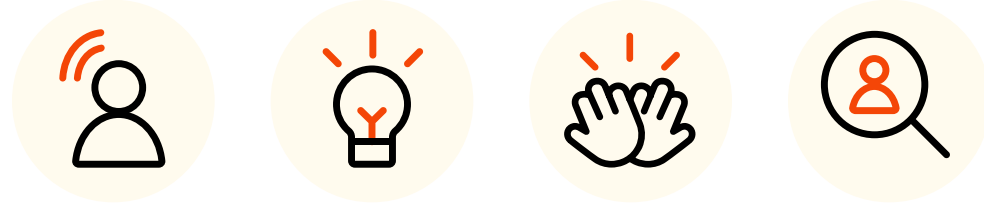
97,500 subscribers

Weekly (Tuesday)

Additional Email Opportunities:

Maximize your brand's exposure by leveraging our exclusive co-branded emails targeted to reach your valued audience segments.

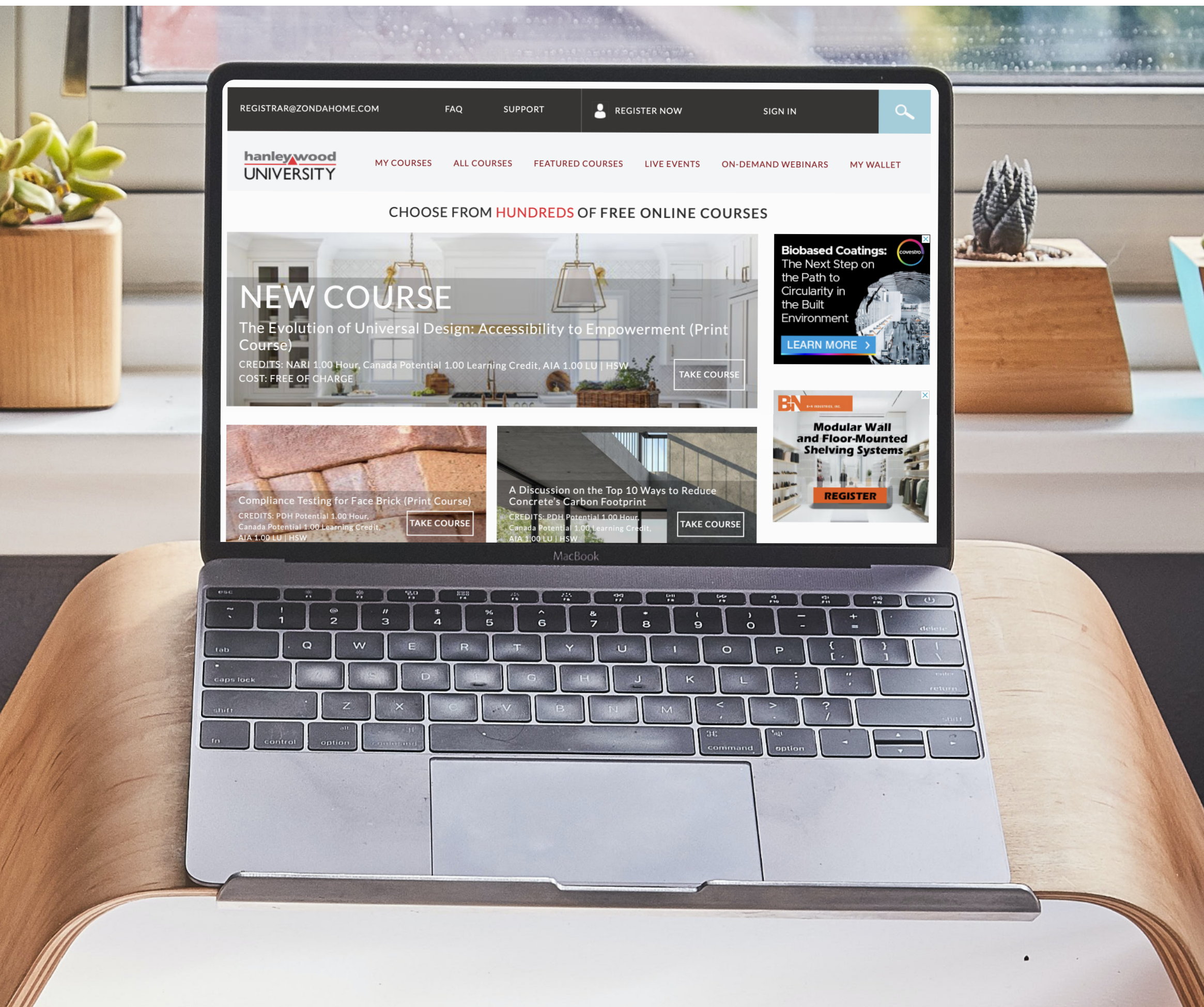




ARCHITECT Studio Sessions

High ROI program: The ARCHITECT editorial staff hosts 30-minute virtual video interviews featuring the top minds in design and architecture. The Studio Sessions offer underwriters the opportunity to collaborate with ARCHITECT to align their brands with key design topics and issues facing the industry. The Studio Session is a recorded program available on-demand to ARCHITECT readers.

- **Guaranteed 200 leads** per episode
- **Elevate your brand** with engaging visual media
- **Sponsor recognition** in episode abstract, registration page, and in-episode introduction
- **Collaboration on episode theme** and option for SME inclusion to optimize thought leadership



Continuing Education

AIA continuing education on Hanley Wood University leverages ARCHITECT’s ability to drive awareness of your CEU program to the single largest community of engaged architectural and design professionals in the market. Turnkey activation includes promotion to ARCHITECTS’s design audience and delivery of leads with multiple package options based on budget and needs. HWU facilitates educational programming for more than 143,000 unique learners. HWU hosts nearly 300 courses for learners to choose from at any given moment.

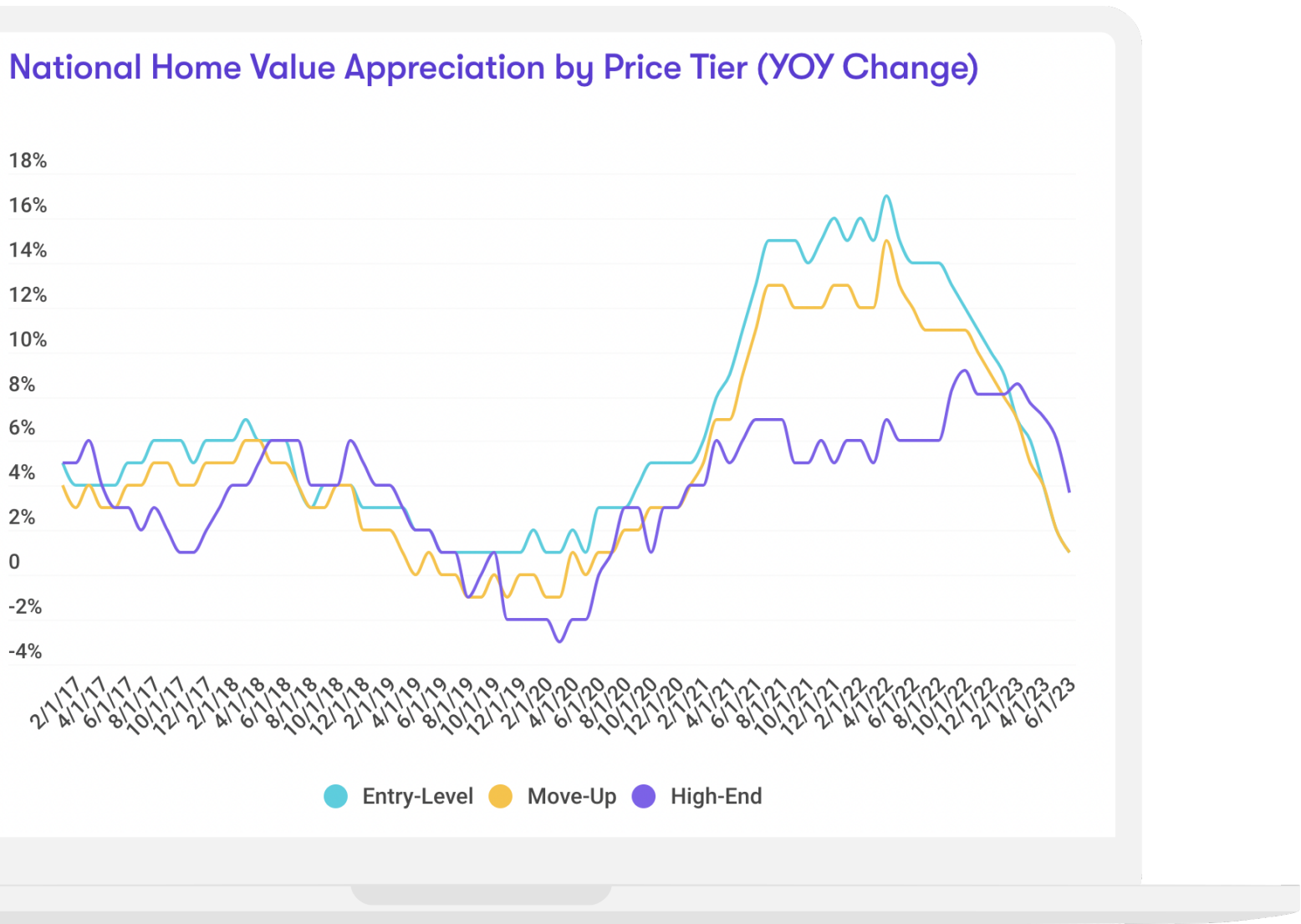
High impact program targeting an engaged audience:

- Unbeatable ROI from guaranteed leads
- Unrivalled database and unparalleled reach in architectural community
- Thought leadership exposure to activate engaged architects seeking continuing education across a spectrum of topics
- Targeted marketing of architects who have raised their hand



Sponsored Media

Zonda hosts a variety of data driven webinars and podcasts followed by the leading builders in the industry. Position your brand as an integral part of the homebuilding conversation.



Housing Market Webinars (Outlook)

led by Zonda Advisory

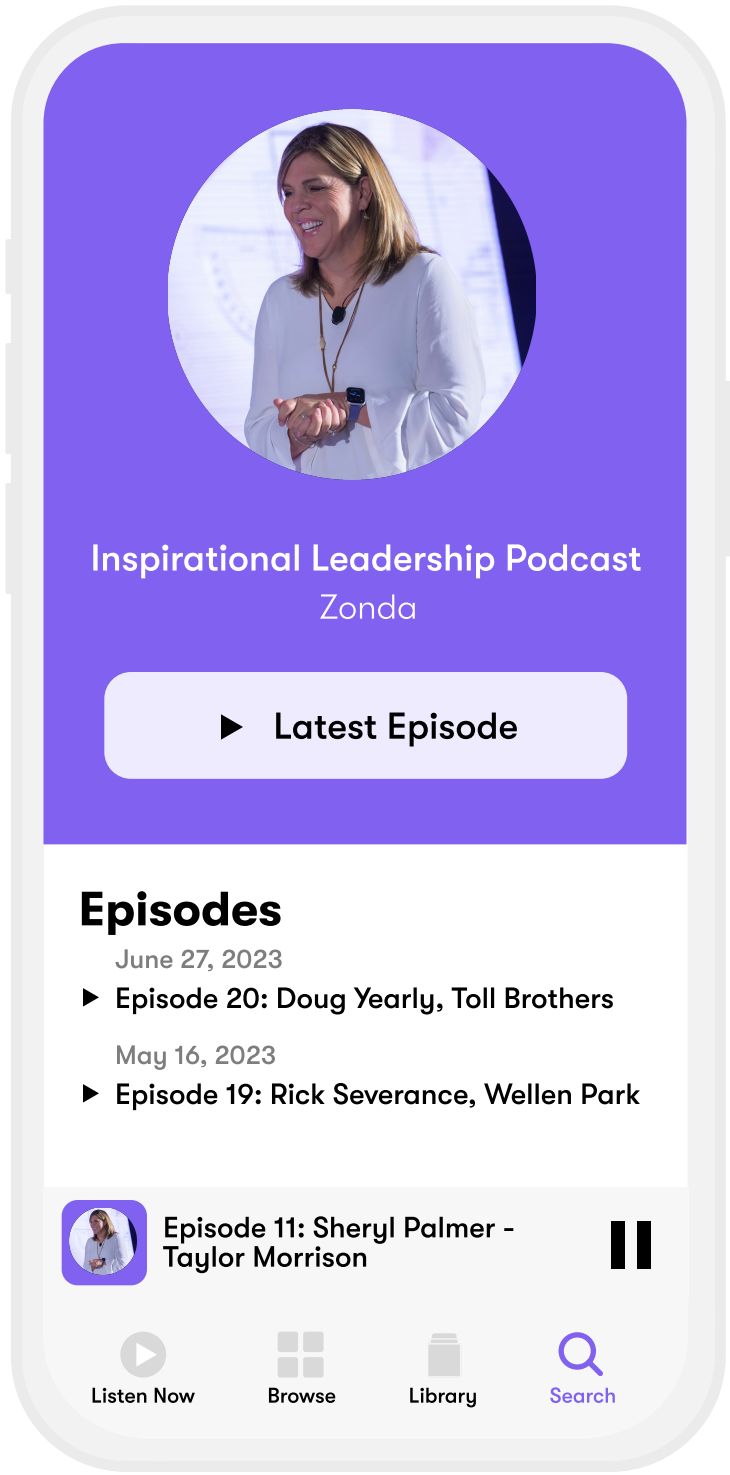
Connect with your targeted audience through exclusive webinars featuring our leading advisors.



Topics covered by our leading advisors include: Housing Market Updates, Quarterly Forecasts, Building Products, Multi-family, Mortgage, Housing and Product Trends



Audience varies based on your preferred targeted reach such as business developers, mortgage, building product manufacturers, banking, and finance.



Inspirational Leadership Podcast

hosted by Mollie Carmichael

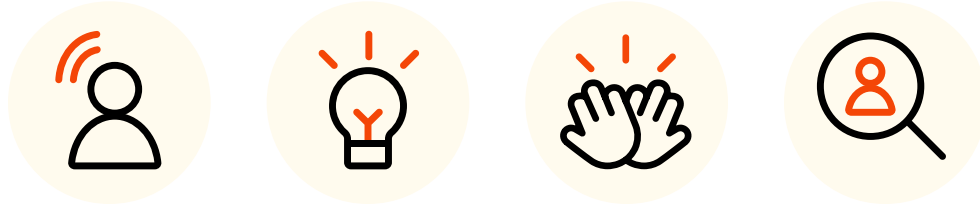
Engage professional audiences through a multimedia content-marketing solution embedded in a trusted editorial environment.



Monthly podcast led by housing expert Mollie Carmichael, featuring insightful personal conversations with key thought leaders in the housing industry.



Exclusively c-suite homebuilders and developers, top senior level executives in the homebuilding space



Tailored Marketing Solutions

Amplify your messaging and thought leadership with Zonda's customized content marketing solutions designed to suit your unique goals, gaps, and budget. We have a proven track record leveraging media, data, and advisory services to create successful marketing practices.

Dedicated focus:

Each year, we help hundreds of client brands that operate within the building industries.

Trusted partner:

We have directly served the design, housing, and R&R communities, as well as **helped industry leading brands - for over 40 years.**

Unique talents:

In addition to writers, designers, and project managers, we have a team of strategists, researchers, and data specialists working together to redefine the role of your marketing partner.

From content creation to leveraging insights to drive future efforts, our custom marketing solutions are designed to support you at every stage of the process.

Strategy

- Audience research
- Competitive analysis
- Content audits and strategy

Planning

- Digital and social media planning
- Communication plans
- Messaging platforms and brand launches

Execution

- Custom ad creative
- Multi-channel marketing solutions
- Lead gen and nurturing strategies

Assessment

- Evaluate performance against KPIs using a test-learn-evolve model
- Apply insights to drive future efforts

Tailored Marketing Solutions

Build a targeted package that aligns with every stage of the buyer’s journey.



Brand Awareness



Thought Leadership



Engagement



Lead Generation

Website

281K+ Unique visitors



Newsletters

195K+ Subscribers



Inspirational Leadership Podcast

205K+ Potential reach



Native Intel

300-500 Word article - cross platforms



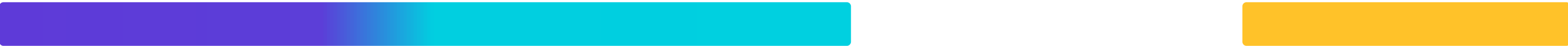
Cobrands

Targeted emails - 100% share of voice



Housing Market Webinars

16K+ Annual registrants



Demand Gen

Qualified leads



Studio Sessions

200 leads per session



Continuing Education

143,000 unique learners



Product Bundles

Position your brand at the forefront of the most highly requested reports in the industry.

Studio Sessions	Premier	Core
	TOTAL VALUE: \$64,650	TOTAL VALUE: \$33,950
Studio Sessions	1	1
Native w/ Zonda provided Content	2	-
ARCH Newswire Newsletter Masthead + Box 1	4	2
Cobranded email to ARCH subscribers	10,000 recipients	5,000 recipients
	\$38,000 Package Price 41% Savings	\$22,750 Package Price 33% Savings

High Impact Awareness	Premier	Core
	TOTAL VALUE: \$42,800	TOTAL VALUE: \$18,150
Native w/ Zonda provided Content	1	-
ARCH Newswire Newsletter Masthead + Box 1	4	2
ARCH Weekly Newsletter Masthead + Box 1	4	2
Cobranded email to ARCH subscribers	10,000 recipients	5,000 recipients
	\$22,500 Package Price 47% Savings	\$11,500 Package Price 37% Savings

Market Mindshare	Premier	Core
	TOTAL VALUE: \$73,550	TOTAL VALUE: \$38,650
Native w/ Zonda provided Content	4	2
ARCH Newswire Newsletter Masthead + Box 1	4	2
ARCH Weekly Newsletter Masthead + Box 1	4	2
Cobranded email to ARCH subscribers	10,000 recipients	5,000 recipients
	\$40,000 Package Price 46% Savings	\$24,250 Package Price 37% Savings

Awards Bundle - RADA	Exclusive
	TOTAL VALUE: \$64,650
Studio Sessions	1
Native w/ Zonda provided Content	2
ARCH Newswire Newsletter Masthead + Box 1	4
Cobranded email to ARCH subscribers	10,000 recipients
	\$38,000 Package Price 41% Savings

Custom Advisory Solutions

Stay ahead with Zonda Advisory's team of experts.

We're the **#1** provider of data-driven insights powering the future of housing. Zonda Advisory combines experienced real estate and technology advisors with leading data to provide our clients with a clear perspective and a strategic path forward.

Our team of experts works closely with our clients to customize strategies and solutions that align with their specific needs. Advisors leverage Zonda's proprietary tools and real-time data to give our clients a distinct advantage.

Our expertise

Our multi-disciplinary team covers the entire spectrum of real estate product type:

- Master planned communities
- Multifamily
- Residential for sale
- Resort & international
- Commercial
- Community & product insights
- Build to rent
- Building products

30+

average years of housing industry experience

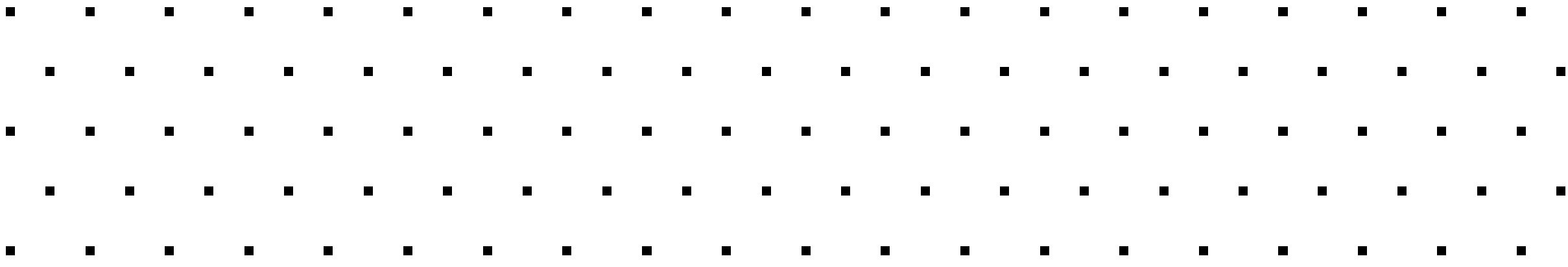
2000+

total annual engagements

40+

expert advisors

Content Calendar



	Product Profiles	Webinars	Awards/Reports	Shows
January Architecture & Interiors Awards	Building Products	Q1 Forecast Webinar National Housing Market	Commercial Architecture and Interiors Awards	IBS KBIS
February Education Inclusive Spaces Diversity & Equity	Kitchen & Bath Flooring	Housing Insights: Consumer Trends	N/A	N/A
March P/A Awards Technology & Architecture: AI	Materials Building Products (Facades, Cladding, Roofing)	Nationals Housing Market Update	Progressive Architecture Awards	LEducation (Lighting)
April Business Of Architecture Sports & Recreation Community & Cities	Hospitality Surfaces and Finishes Hardware	Q2 Forecast Webinar Building Products Pro	N/A	Milan Furniture Fair Coverings
May Residential Color	Residential Products Lighting Outdoors/Landscaping Paints & Coatings	Multifamily Updates National Housing Market Update	ARCHITECT Brand Report Lighting Awards	NYC x Design (ICFF)
June State Of Architecture Workplace Commerical Interiors	State of Architecture Workplace Commercial Interiors	Commercial Interiors Products Concrete, Bricks & Masonry	Buildings Products Forecast	AIA NeoCon + Chicago Fulton Market Design Days



Building the future
of housing™