

AT A GLANCE
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EDITORIAL

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PROVEN, MARKET-LEADING LOYALTY

Think of the most powerful media brands in the world. Though they're all unique, they share important similarities, too. First, they innovate and improve constantly, keeping step with their audiences and technology. Second, they carefully nurture the core brand. Third, these media titans display leadership – year in and year out.

Perhaps that's why *Architectural Record* was named one of the top 50 power-brands in the business-to-business media world in 2012. We've got an unparalleled media platform and a loyal, engaged audience.

When it comes to innovation, *Architectural Record* is restless, curious and strategic. This year we introduced our new CEU App, named one of the top-10 digital media products by *BtoB Magazine*. We're an industry leader in Continuing Education, pioneering with the largest, most established online library of architect education. Ask the people who have earned more than 1 million continuing education credits since we launched our CE program. Now we're leading the way with mobile advertising, too.

It's no surprise: *Architectural Record* was the first to adapt to mobile and tablet platforms. Over the years, we've added new interactive web features, popular events, and valuable specialty publications.

When it comes to our brand legacy, we're known for maintaining a highly engaged audience of the market's most active architects. We do that by providing one-of-a-kind exclusives and a focused, carefully edited package of the world's best architecture projects and products. It's all original, written by architects and award-winning journalists.

This year, under the direction of chief editor Cathleen McGuigan, *Architectural Record* received the Grand Neal Award from American Business Media, sometimes called "the Pulitzer of business journalism." Excellence in journalism is a tradition at McGraw-Hill – and a key to the editorial clarity and intense audience engagement we enjoy.

We've expanded the franchise, too, with brand extensions like *GreenSource* and, more recently, the *SNAP* product tabloid. These popular titles demonstrate the breadth of exposure possible through the McGraw-Hill Construction family, to a market valued in the hundreds of billions. It's a cohesive approach that we've honed for years – and one-stop shopping for our advertisers.

In today's fast-changing media landscape, leadership is a valuable commodity. If you need a deeply committed audience of active decision-makers — the architects who direct product use for significant commercial building projects as well as multi-family and residential projects — come to *Architectural Record*.

We leave little room for doubt: *Architectural Record* is the clear winner for consistency, longevity, and audience affinity. Harness this power-brand for your own brand's growth.

LAURA VISCUSI
Publisher
Architectural Record

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THE MARKET

The building and construction industry is a unique economic driver. In no other large industry does a single professional group hold so much sway over so much spending. Whether in the commercial, institutional, industrial, or residential sectors, architects design buildings with specific products and service brands in mind. Their vision directly influences your success.

Decisions made by architects affect budgets in the millions. Architects seek beauty and efficiency and must protect occupant health and safety. They value knowledge and track records—a mind-set that guides product choices. It takes years to earn their trust. With more than 120 years on the job, only *Architectural Record* gives architects what they want along with an optimal selling environment for product manufacturers.

EDITORIAL ENVIRONMENT

Essential, inspirational, and trusted content. *Architectural Record* delivers design information and projects to the architect audience by connecting deeply with them. As the enduring leader in providing vital, enjoyable content, *Architectural Record* delivers products and projects—proven as the top information needs for architects—in the formats and presentation they love.

With more than 26 awards in just the past five years, including the 58th Annual Jesse H. Neal Award's highest honor, the 2012 Grand Neal, *Architectural Record's* authority and credibility are directly tied to its legacy of providing the record of architecture for more than a century. This year alone, *Architectural Record* won three additional Neal

awards for editorial excellence and three other industry honors. Its award-winning editorial team is composed of architectural historians and practitioners, critics, and authorities on all aspects of design and products.

AUDIENCE, CIRCULATION, AND READERSHIP

Blanket market coverage, unrivaled value. What is blanket market coverage of the most active architects and design professionals? It's the best of the most. With an unmatched audience of more than 90,979 subscribers, *Architectural Record* speaks to the architects who matter most, plus influential allied professionals. The core architectural audience designs building projects of \$500,000 and greater in construction value—driving vigorous demand for building products. And they are loyal: *Record's* typical reader has subscribed for 18 years and spends at least two hours with each issue.

ADVERTISING

Integrated programs that deliver results. *Architectural Record* attracts the most active architects who are committed and loyal to our media platform. In print, online, with mobile technology, through sponsorships and continuing education, and across the McGraw-Hill Construction family of media products, we deliver more ways to reach the audience you need. From tactical lead generation and product announcements to broad, strategic brand building and thought leader outreach, more advertisers turn to *Architectural Record* to help deliver their marketing message.

CONTINUING EDUCATION

One industry, learning and growing together.

Architectural Record pioneered continuing education for architects in 1997. Since then, monthly technical articles as well as programs by manufacturers and associations have helped tens of thousands through *Architectural Record's* magazine and events, offering one million tests through Online Continuing Education and mobile app. Course sponsors tailor their courses to reinforce product or service messages, building cost-effective awareness and preference. *Record* provides a turnkey solution for CEU course creation, publication, online hosting, and multiplatform marketing, with subject matter experts to develop your course to AIA and GBCI standards. Continuing education creates valuable exposure, bringing qualified leads—and sales.



2013 ARCHITECTURAL RECORD MEDIA KIT

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Issue Date/ Close Dates	Features, Themes, Building Type Studies	Products/ Building Science	CEU	Special Sections	Webinars
<p>January Reservation: Dec. 1 Materials Due: Dec. 6 Juried Issue Excellence in Advertising Competition</p>	<ul style="list-style-type: none"> • Schools of the 21st Century • K-12nSchool Design 	Flooring: Resilient, carpet, tile & stone	Project Related	Schools of the 21st Century	
<p>February Reservation: Jan. 1 Materials Due: Jan. 6 Juried Issue Excellence in Advertising Competition</p>	<ul style="list-style-type: none"> • Renovation • Restoration • Adaptive Reuse 	<ul style="list-style-type: none"> • Ceilings • Record Lighting • Energy Retrofits and Preservation 	<ul style="list-style-type: none"> • Energy Retrofits and Preservation • Renovation 	Lighting Projects and Products	Adaptive Reuse
<p>March Reservation: Feb. 1 Materials Due: Feb. 6 Juried Issue Excellence in Advertising Competition</p>	Health Care	Building Envelopes	Project Related		Health Care Design
<p>April Reservation: March 1 Materials Due: March 6 Bonus Distribution Kitchen & Bath Show, April 19-21 Lightfair April 23-25, PA</p>	<p>Record Houses: Best Residential Projects From the U.S. and across the Globe</p>	<ul style="list-style-type: none"> • Hardware: Handles, hinges, & security • Building-Integrated Wind and Solar 	Building-Integrated Wind and Solar		High-Tech Homes
<p>May Reservation: April 1 Materials Due: April 6 Bonus: Ad Effectiveness Study (Readex)</p>	Retail Facilities	Sun Control: Shutters, louvers, blinds, films	Project Related	Lighting Projects and Products	
<p>June Reservation: May 1 Materials Due: May 6 Bonus Distribution: AIA Convention, June 20-22, Denver <i>Architectural Record's</i> Excellence in Advertising Awards</p>	<ul style="list-style-type: none"> • AIA Theme • Hospitality • Good Design Is Good Business Design Awards 	Windows	Urban Agriculture	Good Design Is Good Business	Good Design Is Good Business
<p>July Reservation: June 1 Materials Due: June 6</p>	<ul style="list-style-type: none"> • Senior Residences • Multifamily 	Doors & Entrances	Project Related		
<p>August Reservation: July 1 Materials Due: July 6</p>	Office Buildings	Landscape	Daylighting Controls	Lighting Projects and Products	
<p>September Reservation: Aug. 1 Materials Due: Aug. 6</p>	Record Interiors:	Glass & Glazing	Project Related	Kitchen and Bath Project Portfolio	Hot Trends in Kitchen and Bath Designs
<p>October Reservation: Sept. 1 Materials Due: Sept. 6 Bonus Distribution: <i>Architectural Record's</i> Innovation Conference, Oct. 3, NYC</p>	Sports Facilities	Commercial Bath Equipment & Furnishings	Building Envelopes		
<p>November Reservation: Oct. 1 Materials Due: Oct. 6 Bonus Distribution Greenbuild, Nov. 20-22 Philadelphia</p>	<ul style="list-style-type: none"> • Top Architecture Schools/ Universities • Higher Education and Labs 	Wood	Project Related	Lighting Projects and Products	
<p>December Reservation: Nov. 1 Materials Due: Nov. 6</p>	<ul style="list-style-type: none"> • Design Vanguard • Culture 	Record Products: a wide range of products across all categories	Modeling and Simulation	Record Products	Digital Media and Design Practice

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