

MEDIA KIT 2025

ARCHITECTURAL PRODUCTS

THE PLACE WHERE PRODUCT
SPECIFICATION BEGINS

AUDIENCE

EDITORIAL CALENDAR

PRINT ADS

DIGITAL ADS

NEWSLETTERS

SPECIAL
OPPORTUNITIES

MARKETING SOLUTIONS

CONTACTS



We Know Architects and The Architectural Market

Architectural Products magazine works with building products manufacturers serving the commercial/institutional and multifamily design sectors to create and carry to market more vital product information — in print and online — than any other magazine serving the architectural design profession. We do this to offer architects guidance on one of their most important and time-sensitive tasks: researching, evaluating, and specifying products, materials and systems for their design projects.

When a magazine carries such important editorial and advertising information, it's no surprise that *Architectural Products* has been the design sector's leading publication devoted to product/system application information for architects principally engaged in commercial and institutional design.

Audience Engagement, Acceptance, Readership

Architectural Products serves the market need for a product-/system-driven resource providing a unique and vetted “critical look” at products, materials and systems for commercial and institutional design. It remains relevant to readers by speaking to the architectural community in terms of proof-of-use, proof-of-performance and proof-of-outcome, and by associating products and systems with their real-world success, resulting in engagement with content and design inspiration.

Endeavor Business Media's Architecture & Design Brands

Combining the resources of a world-class business-to-business print and digital media company with *interiors+sources (i+s)*, *BUILDINGS*, *Building Design + Construction* and *American School & University* magazines, as well as a total database of

529k unique users, our offerings now include:

- Marketing solutions and research capabilities
- Custom content development and deployments
- Turnkey live and on-demand webinar services, including Continuing Education for architects and interior designers
- Cross-market and audience opportunities providing improved reach and engagement

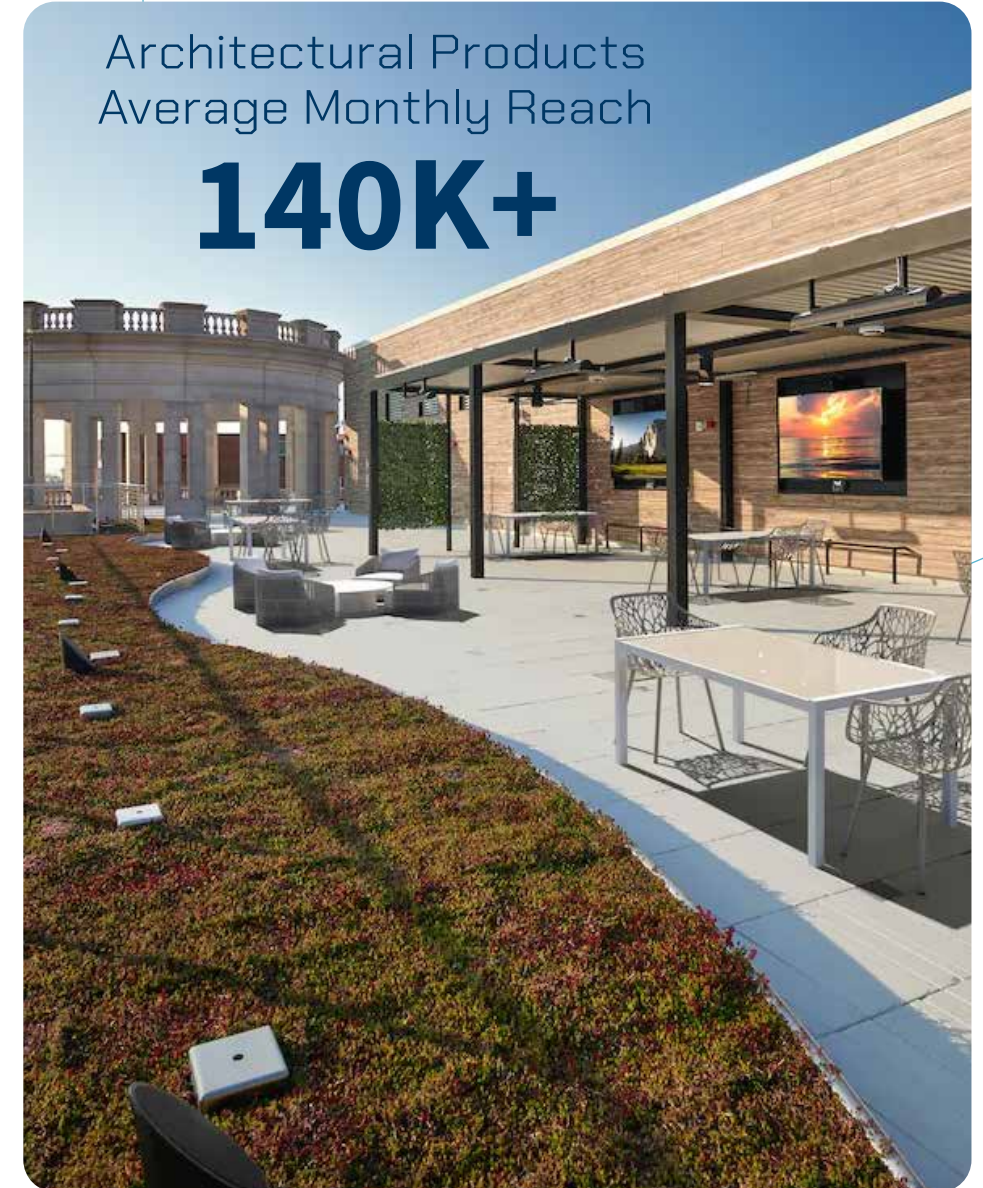


We look forward to working with you this year and next!

Tim Shea
Brand Director

Architectural Products
Average Monthly Reach

140K+



AUDIENCE INSIGHTS

[View our **Audience Engagement Report**] 



“I have received *Architectural Products* magazine for many years and have always thought it to be one of the best resources for new product information, and appreciate the wealth of high-quality images and projects it presents!”

—*Scott E. Thayer, AIA, NCARB, LEED AP*
Principal, Ankrom Moisan Architects

AVERAGE MONTHLY REACH



Types of Companies	%
Architectural A/E Firm	69.74%
Owner/Developer Firm	9.44%
Design Firm	6.75%
Interior Design Firm	2.99%
Lighting Design Firm	2.32%
Others Allied to the Field	8.76%

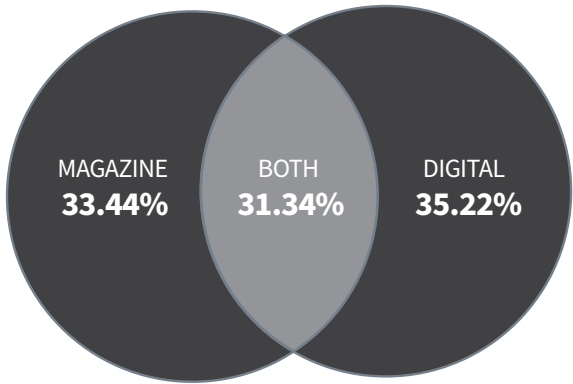
REACH SPECIFIERS

84%
of audience is responsible
for specifying

ARCHITECTURAL PRODUCTS reaches architects actively engaged in commercial and institutional design by targeting North American architects and product specification influencers in architectural design firms and national accounts that dominate commercial/institutional work. Editorially, *ARCHITECTURAL PRODUCTS* features products, materials and systems in application through proof-of-use, performance and outcome content that delivers product awareness and inspiration.

Job Function	%
Architecture	50.92%
Corporate management	18.32%
Designing/Engineering	12.12%
Contracting	4.56%
Interior Design	4.47%
Lighting Design	2.60%
Specification Writing	0.72%
Others Allied to the Field	6.29%

MAGAZINE (PRINT & DIGITAL) / DIGITAL PRODUCTS OVERLAP



The Audience Engagement Report provides a snapshot of how the *ARCHITECTURAL PRODUCTS* community interacts with the media outlet. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

COMPANIES THAT ENGAGE



AUDIENCE ENGAGEMENT

ARCHITECTURAL
PRODUCTS

[View our **Audience Engagement Report**] 



AVERAGE MONTHLY
SESSIONS



9,876

AVERAGE MONTHLY
PAGE VIEWS



19,848

AVERAGE UNIQUE
MONTHLY VISITORS



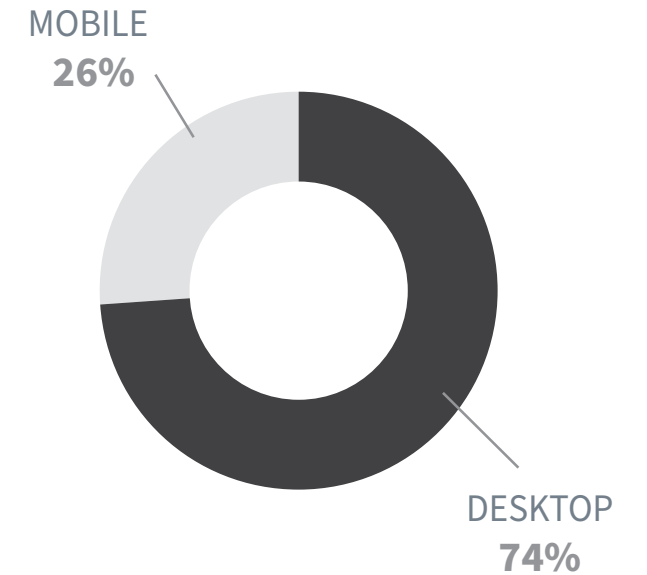
7,376

COMBINED SOCIAL
REACH



913

DESKTOP/MOBILE
AVERAGE MONTHLY VISITORS



MAGAZINE SUBSCRIBERS



44,002

MEET THE TEAM

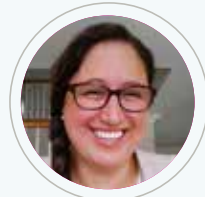
ARCHITECTURAL
PRODUCTS

The editorial goal of *Architectural Products* is to create awareness and recognition of products, materials and systems through the use of case studies and application narratives. Architects rely on such content to make informed product and system choices through careful examination of proof-of-use and proof-of-performance outcome content. No other magazine uses its considerable editorial expertise to impart curated messaging so expertly to provide successful, evidence-based product and system integration knowledge.



ROBERT NIEMINEN

Chief Content Director
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JEANIE FITZGERALD

Editor-In-Chief
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LAUREN BRANT

Editor
lbrant@endeavorb2b.com

Product-Oriented Design Content

By presenting key design trends applied within inspiring architecture with the influence of products, materials and systems enabling a desired outcome, the editorial style of *Architectural Products* provides a level of “social proof” to which architects respond.

The Right Message at the Right Time

Architects need products to plan, design and create the built environment, and the content and style of *Architectural Products* is driven by this demand. Utilizing a highly-visual presentation and short-format editorial approach that appeals to this audience, *AP* is the standard by which others are measured.

The editorial content is designed to introduce leading architects to new products in real-world applications, making this the go-to journal for manufacturers of architectural products for commercial projects.

Product-Based Solutions & Vetted Content in a High-Styled Environment

Our editorial staff carefully curates the products featured in *Architectural Products*, so our readers know they will find the very best the industry has to offer. By serving both practical and inspiring information on products, *AP* is able to attract the most active and influential readers to the magazine.

The scope of content is 100% product focused and covers:

- Application science
- Case studies
- Product transparency
- Innovative architect product applications
- Products emerging from R&D
- Product trends
- Sustainable products
- Resilient products
- ... and other key areas of the buildings market

TOPICS THAT MATTER

The pioneering product publication for architects working on commercial projects.



Architectural Products is firmly entrenched as a category leader in reporting on the projects, products, materials and systems that shape the built environment. Editorial content is laser-focused on the insights, innovations and trends that are influencing the world of architecture, and *AP* is the most dependable showcase for products in commercial applications. Every piece of content from print to digital is devoted to product and design education that our readers can't find anywhere else.

KEY FOCUS AREAS

- | | |
|----------------------|--|
| Continuing Education | Case Studies |
| Design Resources | Products in Application |
| Health & Wellness | Sustainable Design/
Decarbonization |
| Industry Insights | Trends |
| Product Innovations | |

PROJECT TYPES

- | | | |
|----------------|--------------------|----------------|
| Adaptive Reuse | Modular Buildings | Retail |
| Education | Multifamily | Retrofit |
| Healthcare | Net Zero Buildings | Stadiums |
| Hospitality | Office | Transportation |
| Mixed-use | Public & Cultural | |

PRODUCT SPECIFICATION

- | | | | | | |
|-----------------------------------|-----------------------------|------------------------|--------------------------|---------------------------|----------------------------|
| Acoustics | Conveyance | Exterior Specialties | Living Wall Systems | Retaining Wall Systems | Structural Wood |
| Adhesives | Daylighting | Fabrics & Textiles | Louvers & Vents | Roofing Systems | Surfaces/Finishes |
| Adhesives, Mortar & Grout | Decking Products | Fastening Systems | Material Health | Sauna & Spa | Theater Seating |
| Alternative Materials | Decorative Glass | Flood Protection | Metal Fabrications | Signage & Wayfinding | Thermal & Moisture Control |
| Art in Architecture | Decorative Metal | Flooring | Natural Ventilation | Site Furnishings | Universal Design |
| Cabinet Hardware | Decorative Wood | Glass & Curtainwall | Online Services/Software | Solar & Renewable Power | Wall Coverings |
| Ceiling Systems | Door Hardware & Accessories | Glass Walls/Partitions | Operable Partitions | Solar Control/Sun Shading | Water Management |
| Coatings & Finishes | Doors/Entry Systems | Green Roofs | Paving Systems | Stair & Railing Systems | Water Savers |
| Concrete | Electrical | Health & Wellbeing | Plaster & Gypsum Board | Stone/Masonry | Windows/Skylight |
| Contract Furnishings | Energy | HVAC | Plumbing Fixtures | Storage Solutions | |
| Contract Products/
Accessories | Exterior Panels/Cladding | Interior Finishes | Plumbing Specialties | Structural Metal | |
| | | Landscape Products | Restrooms | Structural Modeling | |

2025 EDITORIAL CALENDAR

[View our **MAGAZINE ARCHIVE**] 

	JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
FEATURED	HUMAN-CENTRIC DESIGN	RESILIENCY	DECARBONIZATION & NET ZERO	RENOVATION, RESTORATION, AND ADAPTIVE REUSE	THE IMAGINATION ISSUE-- NEXT LEVEL CREATIVITY	INNOVATION ISSUE
SPECIAL REPORT	NFPA 2024 Materiality/Innovative Materials Tall Mass Timber	LEED v5 Software/Design Apps Modularity in Design and Construction	Living Building Challenge The Science of Acoustics Trends in the Design of Manufacturing Facilities	ADA The Lighting Guide Adaptability and Future-Proofing	WELL v2 Exploring Smart Buildings & Automation Warehouses	2024 IECC Product Innovation Awards Life Science Labs
PRODUCTS IN APPLICATION	New Colors Insulation Hardware Environmental/IAQ Controls	Restrooms Ceilings Exterior Panels/Cladding Lighting and Controls	Tile & Stone Green Roofs Solar + Renewables Flooring	Glass and Glazing Louvers & Vents Wallcoverings Landscape Products	Door and Storefronts Stone/Masonry Interior Finishes Roofing	Solar + Renewable Architectural Elements Daylighting Coatings & Finishes
ON SPEC	Provides insights on how architects can achieve desired results with certain language in the specification.					
CODES	Explores the requirements of a variety of building codes and the products, systems, and solutions that help architects design to code.					
LIGHTING & CONTROL	Consistent coverage of technology advancements and applications of lighting & control equipment through research reports, case studies, codes & standards updates, conference and trade show reports and new product development.					
CEU OPPORTUNITIES	Material Innovations	Environmental/IAQ Controls and WELL-certified Buildings	Energy Efficiency and Electricification	Solving Common Problems on Renovation, Restoration, and Adaptive Reuse Projects	Decarbonization	Designing for High-Quality Acoustic Performance
E-HANDBOOK OPPORTUNITIES	Healthcare: Sustainability in Healthcare Products & Materials	Workplace: The Role of Materials in Employee Wellbeing		Accessibility: Designing for Accessibility in Commercial/Institutional Buildings	Education: Best Practices in Designing, Building, and Operating K-12 and Higher Ed Facilities	
BONUS DISTRIBUTION / OPPORTUNITIES	The International Surface Event (Las Vegas, NV) International Roofing Expo (San Antonio, TX)	Coverings Show (Ceramic Tile & Natural Stone Show) (Orlando, FL)	AIA National Conference on Architecture (Boston) NeoCon (Chicago) BOMA International Conf. & Expo (Boston)			AHR Expo 2026 (Las Vegas, NV)
AD CLOSE	01/07/25	03/12/25	04/22/25	07/01/25	09/03/25	11/10/25
MATERIAL DUE	01/15/25	03/20/25	04/30/25	07/10/25	09/11/25	11/18/25

* Months, themes and topics are subject to change at the editors' discretion.

MAGAZINE ADVERTISING RATES & SPECS

Click to view
MAGAZINE
ARCHIVE

Print Ad Specs

PUBLICATION TRIM SIZE: 10.375" x 12.50" (W x H)

All text, logos, borders and boxes that do not bleed should stay within the live area. No charge for bleed.

FULL PAGE

FULL PAGE
(Non bleed) 9.375" x 11.50"
(Bleed)* 10.625" x 12.75"

1/3 V

1/3 PAGE VERTICAL
(Non bleed) 2.875" x 11.50"
(Bleed)* 3.625" x 12.75"

Half Page Spread

1/2 PAGE SPREAD
(Non bleed) 19.75" X 5.6"
(Bleed)* 21.00" x 6.42"

1/4

1/4 PAGE
(Non bleed) 4.6875 in. x 5.67 in.

1/2 V

1/2 PAGE VERTICAL
(Non bleed) 4.50" x 11.50"
(Bleed)* 5.25" x 12.75"

1/2 H

1/2 PAGE HORIZONTAL
(Non bleed) 9.375" x 5.67"
(Bleed)* 10.625" x 6.42"

1/2 IS

1/2 PAGE ISLAND
(Non bleed) 6.125" x 8.50"
(Bleed)* 6.875" x 9.25"

1/3 Sq

1/3 PAGE SQUARE
(Non bleed) 6.125" x 5.67"
(Bleed)* 6.875" x 6.42"

Magazine Rates

AD SIZE	PRINT ONLY	PRINT/DIGITAL COMBO
Full Page	\$8,750	\$8,250
1/2 Page Spread	\$8,000	\$7,500
1/2 Page	\$7,000	\$6,750
1/3 Page	\$5,250	\$4,875
1/4 Page	\$3,840	\$3,000

Marketplace

3.00" x 3.70"	\$2,000 Print Only \$1,840 Print/Digital Products Combo
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HOW TO SUBMIT YOUR PRINT AD MATERIAL

Creative Specifications

Format (hi-resolution, full color):
PDF with PDF/X-1a

Required supplementary items:

- Fonts (embedded)
- Images (CMYK color space)
- Artwork (CMYK color space)

EMAIL MATERIAL TO:

Karen Runion, krunion@endeavorb2b.com
Include advertiser name, publication name, issue date.

Cancellations: Cancellations must be submitted in writing and will not be accepted after the published ad material deadline. Cover positions cannot be canceled. Verbal cancellations will not be accepted.

Multi-Page and Inserts: Contact account manager for rates and specifications.

Printing Method: Web Offset

Binding Method: Perfect Bound

ASK YOUR SALES REP ABOUT ADDITIONAL AD OPPORTUNITIES!

- Spreads
- Cover Tips
- Belly Bands
- Inserts
- Digital Edition Options

DIGITAL & NATIVE ADS

Advertising that reaches decision-makers in the moment

Showcase your brand to our highly targeted audience with our portfolio of display and rich media banners.

[View our **DIGITAL BANNER AD SPECS**] 

Digital Banners

Banners appear on the homepage and article pages. Our websites are responsive, and most ads serve on desktop, tablet and mobile.

Leaderboard \$1,275 per month	Half Page \$1,050 per month	Sticky Leaderboard \$1,575 per month	Native Ad \$1,050 per month
Rectangle 50% SOV \$1,050 per month	Billboard \$1,370 per month	Welcome Ad \$1,575 per month	

Audience Extension

Leverage our 1st party data and create campaigns targeting the business decision-makers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native or video pre-roll ads on professional websites to reach your key audiences. **\$55 CPM for ROS | \$55-\$70 for Social Media**

Submission Information

Materials Due: Seven business days prior to publication.

Visit the Website: arch-products.com

Send Creative To: webtraffic@endeavorb2b.com



Native Advertising

Promote your brand on our website through native ad placements that blend in with the design and feel of the site's content. *Native ads are labeled as Sponsored Content.*

Native Article or Video Post

Showcase your message in our high-performing channels. Your content replicates our form and function, attracting and engaging audiences. *Native posts are labeled as Sponsored Content.*

NEWSLETTERS

Established frequency, trusted content and engaged audiences

Share your message within a relevant and responsive environment designed to deliver engagement and traffic.

AP PRODUCTWIRE

Keeping Architects in the Know

Our twice weekly e-newsletter is distributed to our national audience of architects, designers and product specifiers, featuring targeted editorial content and curated products alongside your native ad for maximum visibility and impact. It also features the hottest product introductions, and valuable resources like eHandbooks, CEU courses, webinars and much more.

17,343

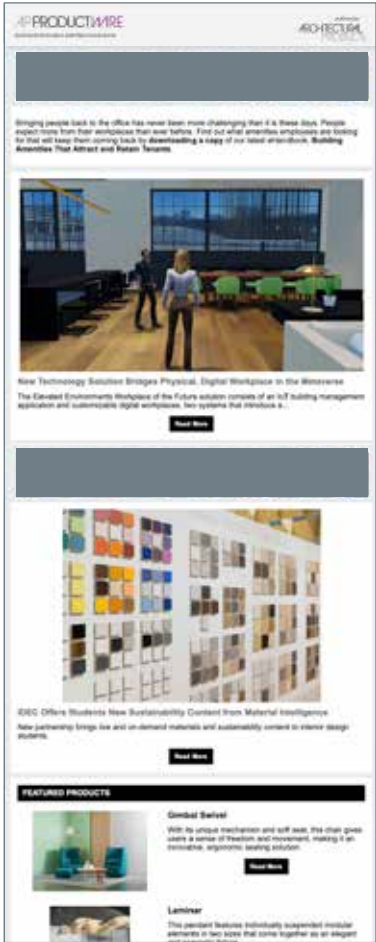
SUBSCRIBERS*

44.95%

AVG TOTAL OPEN RATE*

Newsletter frequency can be combined with print or additional digital products to earn the integrated program rate.

	ENEWS ONLY RATE	INTEGRATED PROGRAM RATE
Leaderboard	\$2,100	\$1,480
Text + Image Advert	\$2,100	\$1,480



Click to view
**OUR
NEWSLETTER
AD SPECS**

Click to view
**OUR
NEWSLETTERS**

Materials due: Seven business days prior to publication.
Send creative to: webtraffic@endeavorb2b.com

GLOW GUIDE

Featuring the latest products and trends in architectural lighting design and specification. **Monthly**

39,658

SUBSCRIBERS*

52.81%

AVG TOTAL OPEN RATE*

8 Product Sponsor Slots \$ 1,075

GLOW DESIGNED

How lighting designers and specification teams achieve stunning illumination on profiled projects. **Monthly**

15,980

SUBSCRIBERS*

52.38%

AVG TOTAL OPEN RATE*

4 Sponsored Content Slots \$ 1,800

*Audience Engagement Report 2024

NEWSLETTERS

Established frequency, trusted content and engaged audiences

Share your message within a relevant and responsive environment designed to deliver engagement and traffic.

Click to view
OUR
NEWSLETTER
AD SPECS

Click to view
OUR
NEWSLETTERS

ARCHITECTURAL
PRODUCTS

Materials due: Seven business days prior to publication.
Send creative to: webtraffic@endeavorb2b.com

Form + Function

The idea behind this unique-in-the-market e-newsletter product is to provide manufacturers with a sole sponsor, 100% share of voice (SOV) opportunity to showcase valuable, need-to-know content on their website.

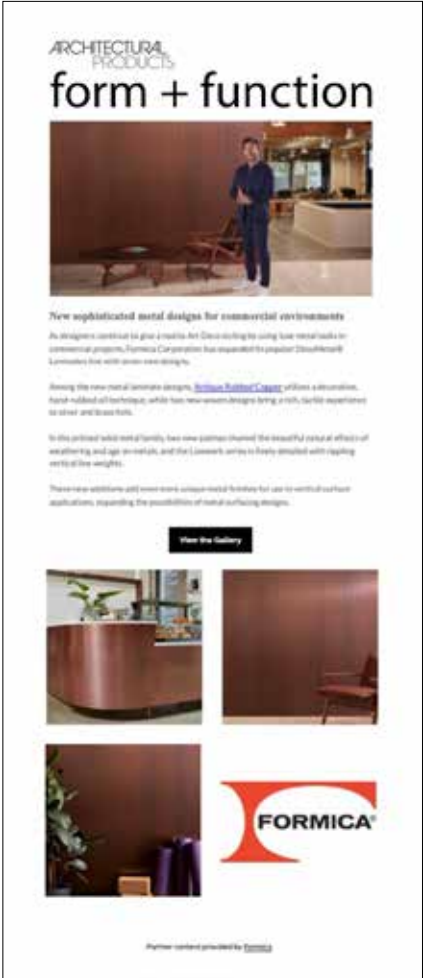
Use this Form + Function e-newsletter to reinforce your company’s expertise by:

- Featuring a product application case-study
- Providing promotional weight to a new product launch
- Highlighting your continuing education opportunities
- Directing architects and specifiers to your specification data or BIM objects

18,633
SUBSCRIBERS*

50.37%
AVG TOTAL OPEN RATE*

Rate	\$5,500
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EV Infrastructure

Tracking the development, design, installation and safe operation of electric vehicle supply equipment and systems. **Twice Monthly**

23,381
SUBSCRIBERS*

57.98%
AVG TOTAL OPEN RATE*

Position 1	\$4,500
Position 2 thru 10	\$2,200

Third-Party Emails

Using our 1st party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics.

Rate	\$400 CPM, minimum 5k sends
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Downloadable Insights. Valuable Leads.

Architectural Products, *i+s* and *BUILDINGS* eHandbooks bring together all of the latest and best content on specific industry topics in a unique, downloadable report. Each eHandbook provides its sponsors with a cost-effective opportunity to build category thought leadership among a self-qualified audience of buyers, each of whose contact information will be shared with the eHandbook's sponsors. The eHandbook consists of approximately 30 pages of content, as well as full page advertisements and article contributions from each of its sponsors.

DELIVERABLES FOR SPONSORS:

- Full-page ad
- Two pages of content with associated images (educational content only)
- Sponsor logo on masthead
- Proactive Promotion: Three-month email promotion program to *Architectural Products*, *i+s* and *BUILDINGS* databases
- Maximum Exposure: eHandbook resides on *Architectural Products*, *i+s* and *BUILDINGS* websites as "evergreen" content for additional lead-gen after 90-day promotion period
- Contact details provided for all registered downloads

SPONSORSHIP	\$4,725
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[View our **LATEST eHANDBOOK**] 

2025	Jan/Feb	Mar/Apr	May/Jun	Jul/Aug	Sep/Oct	Nov/Dec
eHandbooks	Healthcare: Sustainability in Healthcare Products & Materials	Workplace: The Role of Materials in Employee Wellbeing		Accessibility: Designing for Accessibility in Commercial/Institutional Buildings	Education: Best Practices in Designing, Building, and Operating K-12 and Higher Ed Facilities	

CONTINUING EDUCATION

Thought leadership, content development and lead generation

ARCHITECTURAL
PRODUCTS

Architecture + Design Master CONTINUING EDUCATION

AIA
Continuing
Education
Provider

IDCEC
INTERIOR DESIGN
CONTINUING EDUCATION COUNCIL

GBCI

Importance of Continuing Education

Every architect and most interior designers are required to engage with continuing education content as part of their State-level requirements to practice as well as ongoing career and professional development. Market-savvy manufacturers understand their unique role in product, material and system education so designers and architects can realize successful project outcomes.

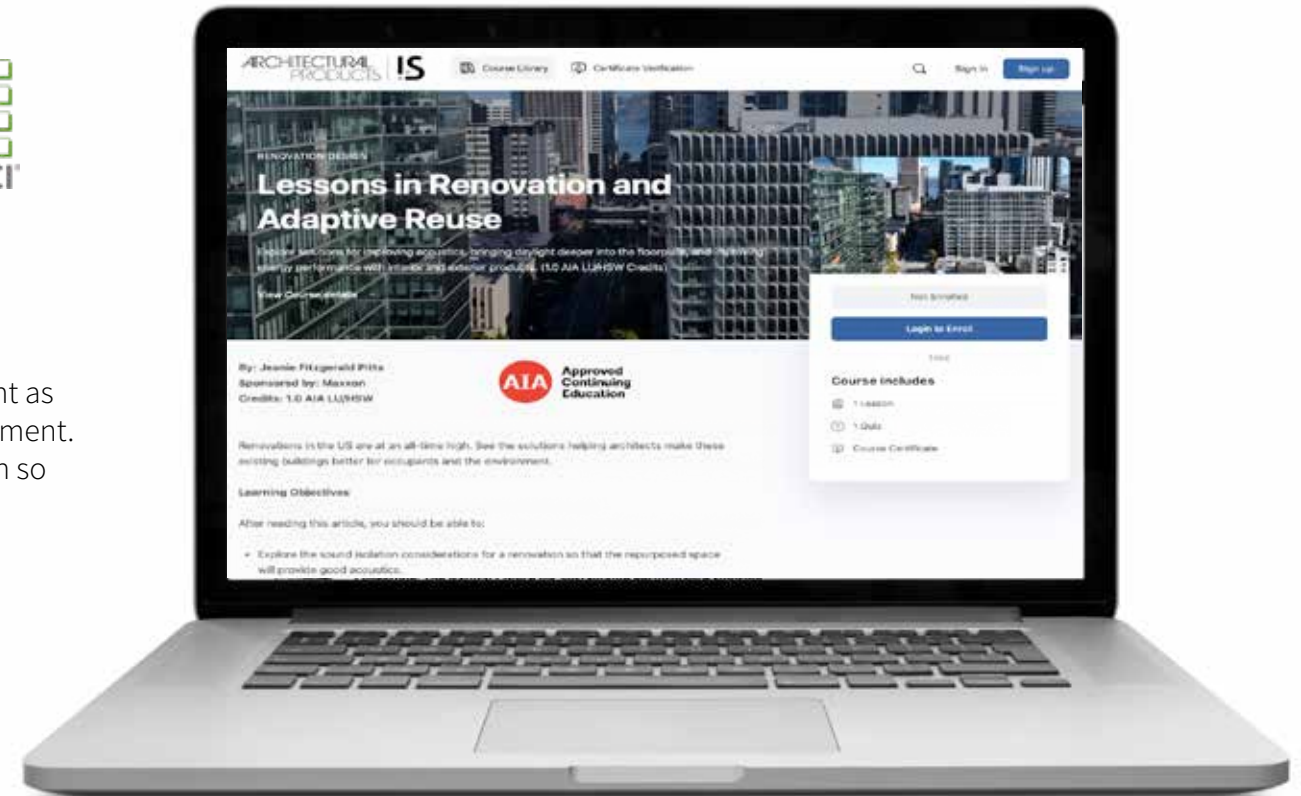
Sponsorship Opportunities

New Services for Manufacturers

From CEU course creation to live and on-demand delivery of CEU modules, *Architectural Products'* new Architecture + Design Master Continuing Education platform provides the widest range of services to the largest potential audiences of interior designers and architects in the construction market. Our fully-developed Architecture + Design Master Learning Management System allows for seamless integration of content with delivery through print media, live events and live/on-demand webinars.

Services Include

- Print to online course development and delivery
- Live webinars — from invitation to hosting to attendance reporting
- Conversion of live webinars to on-demand
- Regular promotion of sponsored courses
- Unlimited leads annually
- Student transcript services, credit reporting, automated certificate forwarding



What It Means for You

As a continuing education sponsor, you know that architects and interior designers want confidence in the products and materials they specify. Sponsoring CEU content enables you to affiliate your brand with crucial information leading designers seek. You will be recognized as a subject matter expert and thought leader by helping them solve problems and become better informed through practical application and education.

For more information contact your account representative.

PRODUCT INNOVATION AWARDS

ARCHITECTURAL
PRODUCTS

PIA'25

Architectural Products product innovation awards

The *Architectural Products* magazine Product Innovation Awards collect, review and present to readers—architects, specifiers, interior designers and building owners/operators—a wide-ranging variety of innovative buildings-related products as judged worthy of distinction by industry insiders.

The PIAs move to the forefront those manufacturers bringing innovative concepts, products and systems to architectural space. Of the thousands of new and improved product ideas brought to market each year, the PIA winners are representative of the very finest.

Who Should Enter:

Manufacturers of products, materials and systems that offer attributes, qualities, design, functionality and/or performance beyond the recognized standard. Products entered do not need to be “new” to the market.

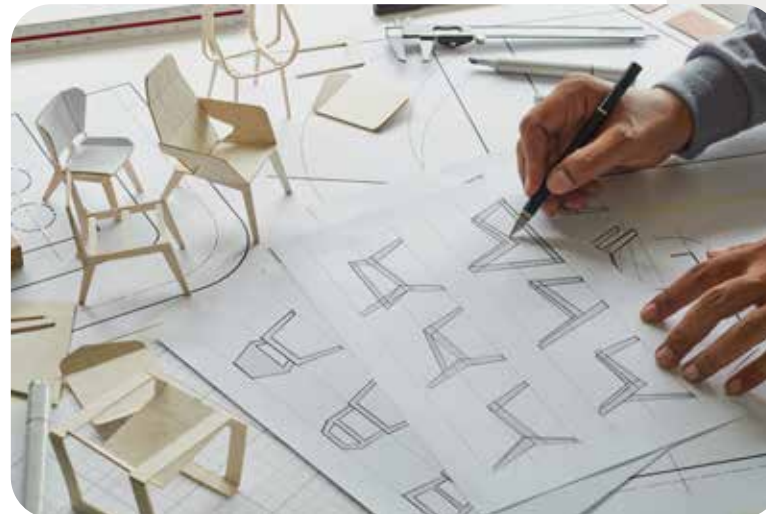
- Enter to be recognized for your industry leadership
- Enter to bring your products to the forefront
- Enter to showcase your product in application

Winners' Coverage

Each of the PIA recipients will be honored with editorial mention in the Nov/Dec 2025 issue of *Architectural Products* magazine.

KEY DATES

Call for Entries	May 2025
Submission Deadline	August 2025



Product Category Awards

Award categories are based on the major categories used in project specifications:

- Building Envelope
- Concrete + Masonry
- Elevators + Conveyance
- Furnishings
- Landscape + Exterior
- HVAC + Energy Management
- Lighting + Electrical
- Ornamental
- Restroom Products
- Plumbing Equipment
- Solar Control + Shading
- Site-Generated Energy
- Surfaces: Ceilings
- Surfaces: Floors
- Surfaces: Walls
- Thermal + Moisture Protection
- Openings: Doors, Windows
- Wood, Plastics + Composites

Project Award:

This category recognizes case studies noting how a product helped deliver a particularly unique solution or helped overcome a difficult challenge.

Editor's Note:

Uncertain about the appropriate category for your product? Talk to us and we can help guide you through the process.

CODES & STANDARDS EDUCATION

ARCHITECTURAL
PRODUCTS



Codes and Standards Package:

One full page of your own custom prepared content topical to codes and standards education. (Issue month determined by availability and publisher's consent).

One full-page advertisement in *Architectural Products'* magazine (not adjacent to content)

Inclusion in our AP ProductWire email newsletter (delivered to a select readership of 17,300+ opted-in architects) with a direct link to your Codes + Standards content on the AP website.

Pricing: \$8,900 net

Note: Limit one sponsorship per company, per year. First-come first-serve. Category restricted.

Codes + Standards

A Thought Leader Sponsorship Opportunity in All 2025 Issues of *Architectural Products*

A very special content participation offer to manufacturers and associations to share important messaging for architects pertinent to meeting new codes and standards.

Codes and Standards Education is Essential

Codes and standards continue to evolve each year to meet the considerations of the day, be it energy efficiency, product composition, human health/well-being, safety/security or indoor air quality. In many cases, manufacturers producing products that meet, or are required to meet, these code/standard changes are actively involved with the regulating code bodies or are well-versed in changes and evolutions.

Architects and specifiers are challenged to stay abreast of and employ changes in codes and standards that affect their designs. More importantly, they must be able to make informed product/material/systems decisions that meet or exceed code and standard requirements. *Architectural Products'* goal is to tap into this rich knowledge base across the manufacturing community to deliver "executive summaries" of such changes as they might apply to subjects ranging from IAQ, energy consumption, water consumption, stormwater impact, human health and more.

We invite you, the manufacturer, to present your expertise and brand your company as a strategic resource that can enlighten our readers on critical and ever-changing regulations that influence product selection.

CONTACT SALES
FOR MORE
INFORMATION



AIA25

June 4-7, 2025
Boston

The AIA Annual Conference (or A'25) is where the AEC industry gathers to define it, design it and connect across industries to build it. There's no better venue to connect with thousands of architectural decision-makers looking for technical expertise, new products, and project solutions. By partnering with us at this key industry event, you will receive:

- On-site interview with the editorial staff from the show floor
- AIA Special Edition eNewsletter advertising
- E-bike sweepstakes: a unique opportunity to stand out against other exhibitors and grow your lead generation at the show
- June issue bonus distribution
- Micro-proximity: targeted mobile app advertising to attendees at and around the show
- Custom, targeted eblasts: pre-and/or post-show to drive traffic to your booth, introduce/tease new products, follow up on show news and more

NeoCon

June 9-11, 2025
Chicago

The NeoCon World's Trade Fair is the interior design industry's biggest event in North America drawing more than 40,000 designers and specifiers annually. Described as "a launch pad for innovation," NeoCon offers design ideas and product introductions that shape the built environment today and into the future. Expand your reach in THE MART through a partnership with *Architectural Products*, *i+s*, *BUILDINGS*, and *AS&U* in their floor space in THE MART. Sponsorship opportunities include:

- Expanded show presence with physical product placement in our booth
- Podcast interview with the editorial staff from the showroom floor
- Neocon Special Edition eNewsletter advertising
- E-bike sweepstakes: a unique opportunity to stand out against other exhibitors and grow your lead generation at the show
- June issue bonus distribution
- Micro-proximity: targeted mobile app advertising to attendees at and around the show
- Custom, targeted eblasts: pre-and/or post-show to drive traffic to your booth, introduce/tease new products, follow up on show news and more

Building Security & Technology Month

MAY 2025

Endeavor Business Media's **Security Group** and **Buildings & Construction Group** have partnered together for a unique four-part, one-month online event series focused on security, safety and smart technologies in the modern building environment. CEUs will be available for attendees from all disciplines.

The editorial experts of **Architectural Products**, **BUILDINGS**, **Security Technology Executive**, **Security Business** and **Locksmith Ledger** magazines, along with **SecurityInfoWatch.com**, have created this unique marketing opportunity for technology solutions providers looking to reach a wide range of decision makers in the building space (see below).

JOIN THE CONVERSATION: BECOME A SPONSOR!

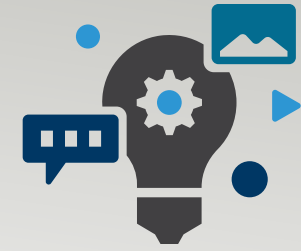
Reach more than 178,000 building and related facility management decision makers, including:

- Facility and property managers
- Building construction and project management experts
- Security managers (both physical and IT)
- Architects
- Product specification influencers
- and more

Marketing Solutions Built to Achieve Goals

Rely on our team of engagement specialists, subject matter experts, writers, analysts, content marketers, visual designers, and video producers to help you elevate your marketing efforts and accelerate business growth.

 — Lead Generation



Overview of Our Solutions


Research & Intelligence

Make data-driven decisions with our expert intel.

Data-Driven Marketing

Leverage our first-party data through direct & targeted marketing.

Lead Generation

Lead generation programs built for your goals. 

Content Development

Drive engagement with high quality content.

Video & Podcasts

Solutions that bring your brand to life.



Intelligence That Empowers Smart Business Decision-Making

Rely on our research development and data analysis expertise to help you make informed decisions, develop effective strategies, and maximize the impact of your marketing efforts.

Research & Intelligence



DELIVERING ALL THE KEY INGREDIENTS



60+ Years of
Research Experience



150 In-House Subject
Matter Experts



Engaged B2B
Audience Database

Custom Research

Partner with our experts to gain intelligence from tailored research programs designed to meet unique objectives.

Brand Perception/ Health

Gain insight into how brands are perceived, identify opportunities for improvement, and increase customer loyalty.

New Product Development

Reduce risk, optimize design, and better align products with customer needs to increase the likelihood of success.

Customer Experience

Understand customer needs and satisfaction levels, and identify pain points to improve customer loyalty and advocacy.

Industry Insights

Deliver data-supported intelligence around trending topics to your target audience and leverage research for lead generation. 📡

State of the Market

Create an impactful market-oriented research report to generate high-quality leads and provide valuable insights to your target audience. 📡

Focus Groups

Gain awareness of customer thoughts, emotions, and behaviors with in-depth exploration, discussion and feedback, whether in-person or virtual.

In-Depth Interviews

Uncover customer perspectives, motivations, and behaviors, gathering qualitative data to complement quantitative research.



Click to
**LEARN
MORE**



Precision Marketing That Delivers Maximum Impact

Partner with our team of data, marketing, and subject matter experts to build strategies for personalization, enhanced experiences, optimized campaigns, and continuous improvement.

Data-Driven Marketing

Audience Extension

Leverage our 1st party data and create campaigns targeting the business decision-makers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native, or video pre-roll ads on professional websites to reach your key audiences.

Audience Extension: Social

Drive higher CTR% and conversions using Meta (Facebook) and LinkedIn. We'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

Micro-Proximity

Target company locations, geographic targets, or attendees at a tradeshow or conference through micro-proximity or geofencing. Increase your brand awareness and drive traffic to your booth by placing display ads on mobile apps within the defined area.

Third-Party Emails

Using our 1st party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics.

Connected TV (CTV)

Promote your brand where people are already engaged on streaming apps through a 15- or 30-second video placement. Your content can be featured before, in the middle, or after programming and targeting can be done by business/industry, NAICS codes, or company name/domain.

The Power of AI personif.ai™

Effectively reach specific personas by delivering personalized content recommendations using our extensive 1st party data, proprietary AI technology, and machine learning capabilities. Personif.ai, our AI-powered content marketing solution, leverages behavioral insights to provide on-site content recommendations that are aligned with editorial content, resulting in a highly impactful campaign that drives traffic back to your website.

[[LEARN MORE](#)] 



Unique Webinar Formats That Deliver Qualified Leads

We have all the key ingredients for delivering a successful event and the ROI you want – engaged decision makers, subject matter experts, technology platforms, project management, and fully compliant lead delivery.

Webinar Formats

Webinars

Position your brand as a subject matter expert and connect with prospects who are seeking education on a topic or a solution to their challenge. Webinars are proven performers, generating powerful, engaging content that delivers lead generation and thought leadership. 📶

Virtual Round Table

Solving large, complex challenges requires perspective, input, and collaboration from a variety of key stakeholders. Bring together a powerful team of influencers for a real conversation around thought leadership topics and attract decision makers who are looking for answers, converting them to leads. 📶

Webchats

Take a more personal approach to webinars with this interview-style format that allows you to better build a narrative around your solution and create a personal connection with prospects. Shortened format for a fully interactive 30-minute experience that will generate leads and build affinity for your brand. 📶

Webinar Lead Touch

Engage webinar registrants leads post-event and move them toward a follow-up action with this program that includes a series of three emails to registrants for driving on-demand views and introducing related content.

A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights, and enhance brand visibility.

Custom Built Programs That Deliver the Leads You Need

Our engagement experts have a gift for tailoring strategies to specific audiences and optimizing resources that will help you generate leads that are more likely to convert into loyal customers and drive long-term success.

Lead Generation Programs

Content Syndication

Syndicate your content across our brand channels and reach target audiences that are looking for solutions to their challenges. Registration is required to view the content and campaign report metrics are provided with full contact information for each lead. 📶

Content Creation

Partner with our team of SMEs, designers, and engagement specialists to develop a custom program that includes content creation, promotional campaigns, and lead generation. Our content development services include all the best short-form, long-form, and visual content types. 📶

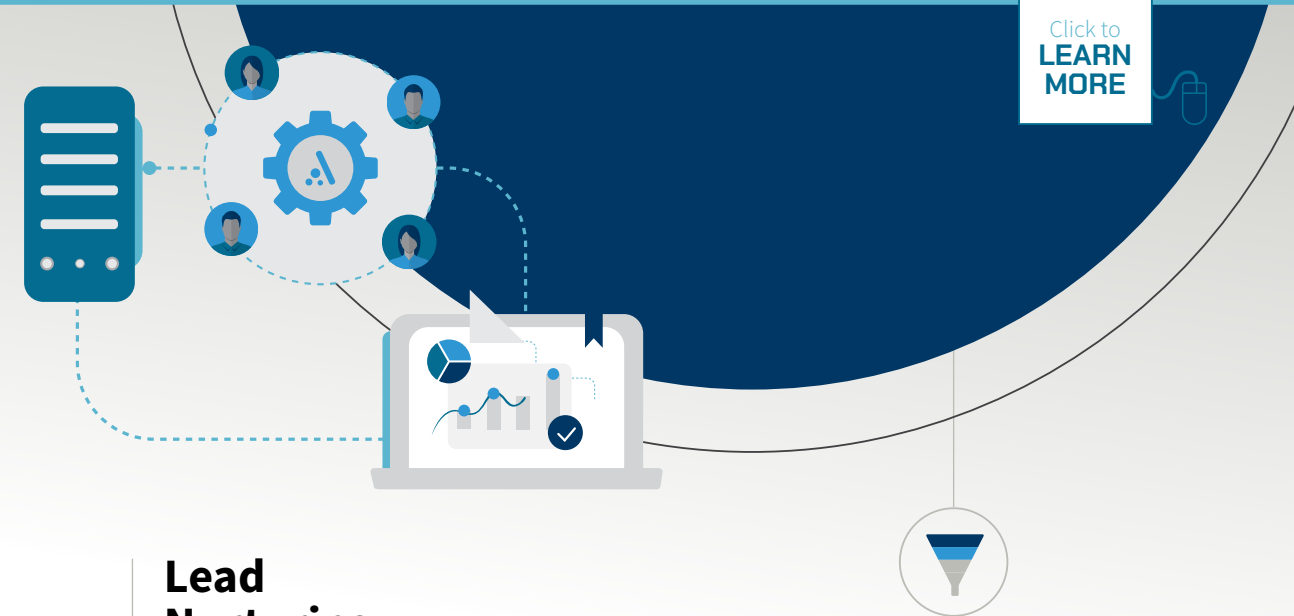
[\[MORE CONTENT CREATION\]](#) 🖱️

Content Engagement Center

Your brand, your content, your solutions, and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision making. Program incorporates multimedia assets, engagement scoring, and scheduled lead delivery. 📶

Lead Nurturing

Leverage our marketing automation and content platforms to evaluate your top-of-the-funnel leads based on digital engagement metrics, and guide prospects throughout the buyer's journey using multi-phase content marketing programs. 📶



WHY PARTNER WITH US?

- Strategy
- Topic Expertise
- Content Creation
- Turnkey Program Management
- Design Services
- Lead Collection & Automation
- Privacy Compliance
- Engaged Audiences



Content Marketing That **Drives Engagement and Generates Leads**

Partner with us to create a strategy that strikes a perfect balance of short-form, long-form, and visual content to achieve your goals.

Short-Form Content

Ask the Expert

Showcase your topic expertise and establish thought leadership with this quick-hit asset built off of an interview conducted by our subject matter expert. 📶

Top Tips

Feature 5 to 10 brief tips or steps, with graphic design, that will help your audience better understand a topic and guide them toward a purchase decision. 📶

FAQs

Proactively address questions about a topic, issue, or trend and build stronger customer relationships with this efficient content marketing asset. 📶

Long-Form Content

White Papers

Leverage our SME network to create authoritative and in-depth reports that provide valuable information and insights, accelerating the decision making process. 📶

Case Studies

Collaborate with our network of experts to create a compelling content asset that showcases your real-world success stories through customer interviews. 📶

EBooks

Collaborate with a SME to select topical, evergreen content from our brand and we'll produce a fully designed co-branded eBook that prominently features your brand's messaging and advertising alongside our content. 📶

WHY SHORT FORM?

Quick and Digestible
Increased Engagement
Shareability
Cost Efficient
Mobile Friendly



Visual Storytelling That Creates a Meaningful Connection

Our team of subject matter experts, writers, analysts, content marketers, visual designers, and video producers will join forces with you to bring your story to life.

Visual Storytelling

StoryDesign: Interactive White Paper

Upgrade your white paper by creating a fully interactive experience with graphics and video to deliver deep engagement.

StoryDesign: Interactive Guide

The definitive solution to engaging and effective visual storytelling built in a fully branded environment with custom created content and powerful multimedia options.

Infographics

Data visualization, increased shareability, improved content marketing and effective storytelling, infographics should be a part of your content marketing strategy.

Video Solutions

Consult with our team of engagement and topic experts on how to best tell your brand story leveraging a combination of multimedia content.

[[MORE VIDEO](#)] 

WHY VISUAL STORYTELLING?

RETENTION

Marketers that use visual storytelling techniques, increase the likelihood of their message being remembered and understood.

ENHANCED BRAND RECALL

Storytelling combined with compelling visuals creates a powerful impact on the viewer's memory, increasing brand recall and recognition.

INCREASED ENGAGEMENT

Visual storytelling captures attention, evokes emotions, and encourages viewers to interact with the content, resulting in higher engagement levels.

SIMPLIFY THE COMPLEX

Visual storytelling allows marketers to simplify complex ideas or concepts by presenting them in a visual and narrative format, helping to break down barriers and make information more accessible and easily digestible.



Unique & Sponsored Content Solutions **For Impact**

Leverage our trusted content, respected brands, and well established channels to create turnkey marketing solutions that deliver results.

Sponsored Content

Custom Email

form + function email

Architectural Products Custom Deployments will be rebranded to “form+function” to reflect sponsor and engage architects and designers at all stages of the design process with product, material and system solutions for current and future projects; form+function e-blasts are 100% SOV deployments.

3rd party email deployment

Supply an HTML message and *Architectural Products* will deploy to the selected email list.

Report sent 7 days post delivery and includes delivered, open and clicks.

Rate \$400 CPM, minimum purchase 5K names (\$2,000)

Case Study

In audience survey after survey, recipients of *Architectural Products* magazine regularly reveal how much they appreciate our brand of short-form project articles with product selections and strategy fully revealed. Increasingly, architects are relying on Proof of Performance and Proof of Use information to help inform their product and materials selections for the commercial and institutional projects that they are working on. In recognition, manufacturers of products and materials are publishing case studies with greater frequency to tout their expertise and their connection to high profile projects, support distribution partners and augment the “sticky content” on their websites.

[SEE SAMPLE]

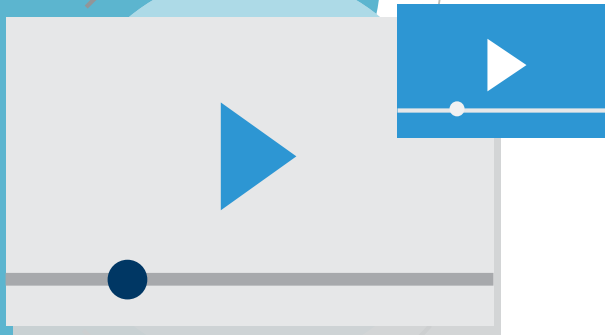
Custom Content E-Newsletter

The idea behind this unique-in-the-market e-newsletter product is to provide manufacturers with a sole sponsor, 100% share of voice (SOV) opportunity to showcase valuable, need-to-know content on their website.

Codes + Standards

A Thought Leader Sponsorship Opportunity
in All 2025 Issues of *Architectural Products*

A very special content participation offer to manufacturers and associations sharing important messaging for architects pertinent to meeting new codes and standards.



THE POWER OF VIDEO IS UNDENIABLE.

86% of video marketers
reported that video increased
traffic to their website, and
83% said video helps increase
time spent on a page.

Video Marketing That **Increases Engagement and Conversions**

Benefit from the latest technology platforms, proven techniques, and design skills to create video and podcasts that are sure to resonate with target audiences in highly trafficked channels.

Video

Event Video

Optimize your event marketing investments by capturing video that will create awareness, build booth traffic, and support post-event follow up to prospects and leads.

Explainer Video

Guide decision making and boost awareness with cost effective, animated videos that break down complex topics and highlight approaches to problem solving.

QuickChat

Get personal with your target audience and demonstrate your expertise, all while building credibility with this engaging, short-take video interview format.

Product Video

Showcase key product features and the ability to tackle challenges while demonstrating products or services in action, utilizing voice-overs or on-camera talent.

Video Promotion

Drive visibility and exposure of your existing video content with promotions across a variety of online, email, and social platforms.

Custom Production

Take control of your video content strategy and partner with our team of storytellers, video producers, and engagement experts to create powerful video assets.

Podcasts

Engage target audiences with this popular media format and make them feel a part of the conversation, building trust and loyalty. Contact your sales rep to learn more about our podcast marketing solutions.


CONTACTS

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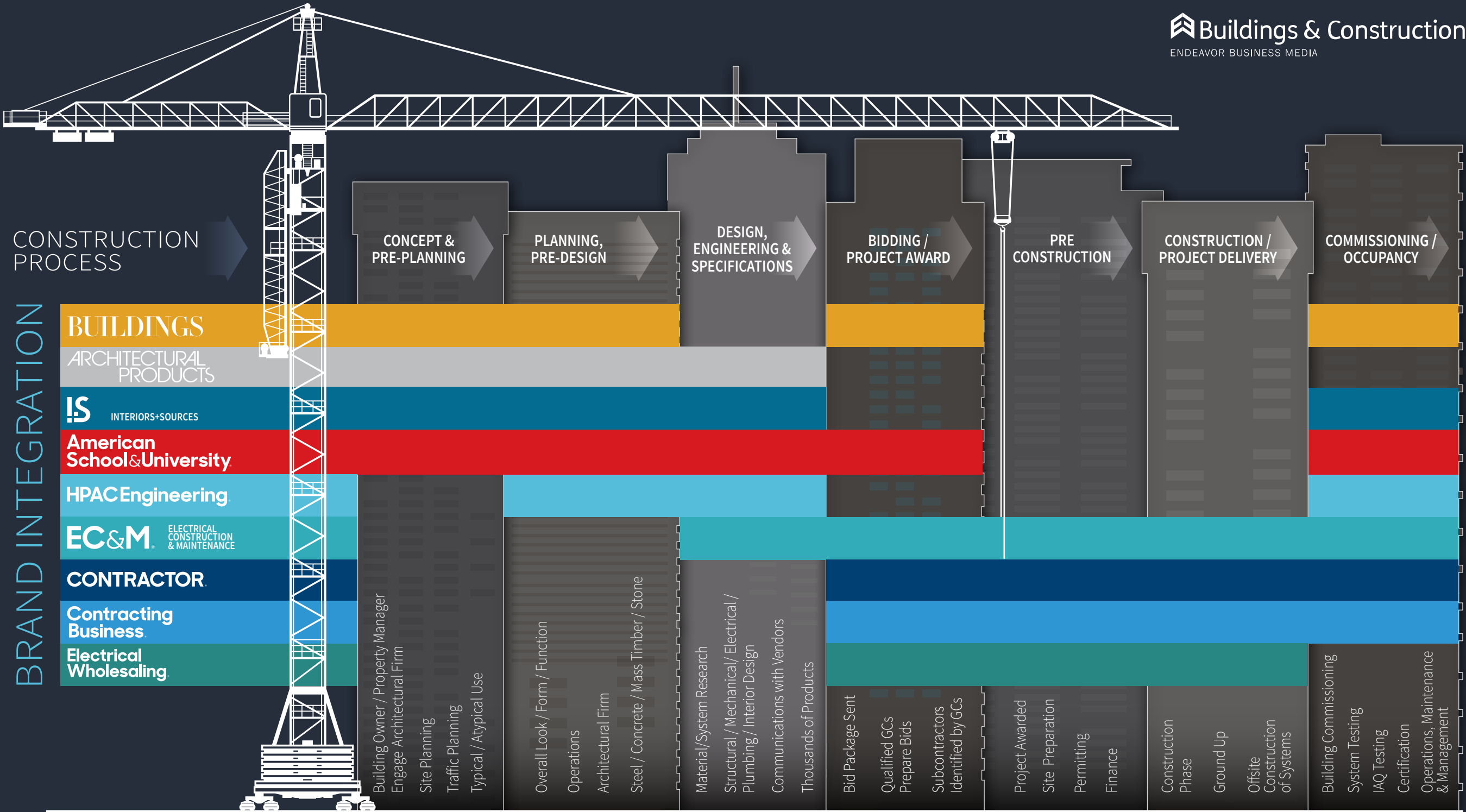
Our Team

Contact our sales representatives to discuss your marketing plans.

Get In Touch



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WE KNOW THE MARKETS

12 MILLION BUSINESS PROFESSIONALS
IN SECTORS THAT ARE INNOVATING,
TRANSFORMING, AND GROWING.



AVIATION



BUILDINGS & CONSTRUCTION



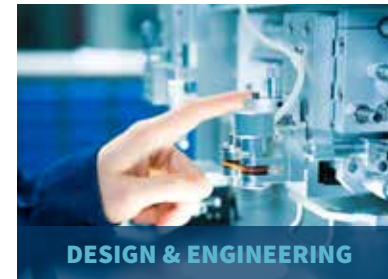
CITY SERVICES



COMMERCIAL VEHICLE



DENTAL



DESIGN & ENGINEERING



DIGITAL INFRASTRUCTURE



ENERGY (UTILITY/OIL & GAS)



HEALTHCARE



INFRASTRUCTURE



LIGHTING



MANUFACTURING



PROCESSING



SECURITY & VENDING



VEHICLE REPAIR



WATER