Fabric Architecture

8,000
CIRCULATION

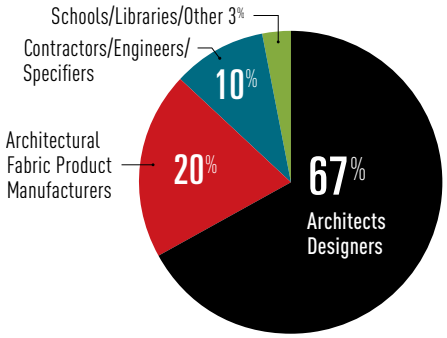
22,000
READERSHIP

MONTHLY DIGITAL E-PUBLICATION /// TWO FEATURE PRINT PUBLICATIONS /// WEBSITE

The architectural community and shade professionals seeking solutions and ideas rely on printed resource guides and monthly digital updates from *Fabric Architecture*.

ONLINE: Be part of an engaging monthly digital publication showcasing sustainable design and educating architects about fabric as an innovative building material.

IN PRINT: Don't miss these valuable resources designed to provide architects precisely what they need to get the job done. Both guides are printed in March and are referred to throughout the year.

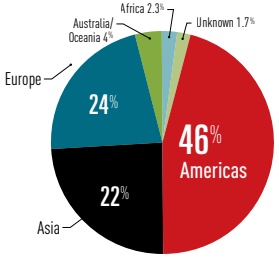


Fabric Architecture
READER PROFILE

> Duvall Design has had great success through advertising in *Fabric Architecture*. We have received many phone calls due to an ad we ran and have fielded many inquiries from your readership. Thank you for all you do for the industry!—Kate Cox, Duvall Design, West Rockport, Maine

FabricArchitectureMag.com

ONLINE AUDIENCE



AVERAGE MONTHLY TRAFFIC

VISITS 12,722

PAGEVIEWS 25,809

IMPRESSIONS 158,900

MARKET REPORT

NINE OF THE 10 END PRODUCT MARKET SEGMENTS IFAI MONITORS GREW IN 2012—WITH IMPROVEMENTS IN GROWTH OCCURRING IN MARKET SEGMENTS NOT SEEN IN THE PAST 2-3 YEARS.

Source: IFAI State of the Industry, 2013

NET* Print Rates: Fabric Architecture

Price listed is per month

Print	Idea	Resource
2 page spread + full page	$5,995	
2 page spread + half page	$5,605	
Half page spread	$2,985	
Full page	$2,985	$2,985
Half page (horizontal)	$1,995	$1,995

Print and Web Bundles	
Idea Guide: 2-page spread + full page Resource Guide: full page Web: banner ad (12 months)	$9,900
Idea Guide: 2-page spread Resource Guide: full page Web: banner ad (12 months)	$8,800
Idea Guide: 2-page spread + Full page Resource Guide: half page Web: banner ad (12 months)	$8,385

NET* Digital Rates: Fabric Architecture

Price listed is per month

E-Publication	1 mo	6 mo	12 mo
Leaderboard/Footer	$950	$850	$750
Vertical Banner	$915	$815	$715
Sponsored Content (3 spots)	$875	$775	$775

Website (*exclusive)	3 mo	6 mo	12 mo
Home page banner*	$1,332	$1,166	$1,083
Home page video*	$932	$883	$833
Banner ad	$532	$416	$333
Text ad	$299	$249	$200
Footer button	$232	$216	$166

Website Bundle	3 mo	6 mo	12 mo
1 Site-wide banner ad 1 Site-side text ad 1 footer button	$832	$733	$666

*All prices reflect a 15% discount | See page 21 for advertiser discounts. | All other special positions, add 10%

FABRIC ARCHITECTURE EDITORIAL CALENDAR

Editorial calendar and bonus distribution subject to change

IDEA GUIDE

An insightful resource designed to inspire and educate architects on the use of fabric for shade and structure.

RESOURCE GUIDE

A conclusive architectural asset for fabrics, products and supplies powering informed decisions.

Ad Close: Jan 17, 2014
Materials Due: Feb 3, 2014

BONUS DISTRIBUTION

- Specialised Textiles Association 2014 Expo
- OFPANZ 2014
- AIA National 2014 Annual Convention
- Construct 2014 & the CSI Annual Convention
- IIDEX/Neocon Canada Expo 2014
- Sustainable Textiles Conference 2014
- CitiesAlive 2014, Green Roofs for Healthy Cities
- IFAI Specialty Fabrics Expo 2014 and Advanced Textiles Expo 2014
- ASLA 2014 Annual Meeting & Expo
- Fabtech-2014
- AIA Texas: Design Expo 2014

ADVERTISE