



5,500 CIRCULATION

13,915 READERSHIP

2017 READER SURVEY

100% Read or looked at ads

97.5% Are owners, architects, contractors or designers

75% Either visit the company website, email or call the company when interested in a product advertised

93.5% Use for ideas and inspiration

91.4% Specify products for their business

95% Make or influence buying decisions

IFAI DIVISIONS

- Fabric Structures Association
- Professional Awning Manufacturers Association



Specifier's Guide



FABRIC ARCHITECTURE EDITORIAL CALENDAR

Editorial calendar and bonus distribution subject to change.

Specifier's Guide - April 2019 featuring Shade and Weather Protection

Ad Close: Feb 15, 2019
Materials Due: Mar 1, 2019

BONUS DISTRIBUTION
IFAI Expo 2019



FabricArchitectureMag.com

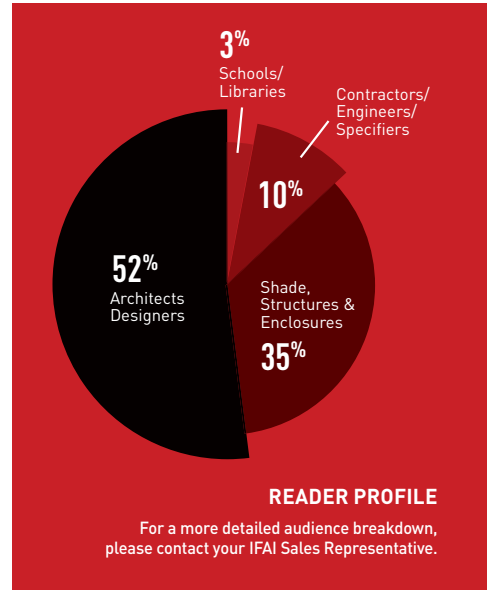
E-Newsletter

Fabric Architecture

SPECIFIER'S GUIDE

featuring Shade and Weather Protection

The *Fabric Architecture* Specifier's Guide is a one-stop guide for architects, designers and fabricators. This guide features articles that illustrate the versatility and reliability of fabric, whether the focus is on awnings and canopies or air, tent and tensile structures. Readers will also find product and supplier directories and detailed fabric specification tables.



FABRIC ARCHITECTURE ADVERTISEMENT RATES

Prices are subject to change.

NET Print Rates	
Prices listed are per month	
Print	1x
2-pg spread + FP page	\$5995
2-pg spread + half page	\$5605
Full page	\$2985
Half-page spread	\$2985
Half-page (horizontal)	\$1985

Special positions add 10% to earned rate

NET Digital Rate				
Prices listed are per month				
FabricArchitectureMag.com	size	3 mo	6 mo	12 mo
Leaderboard	728 x 90px	\$650	\$550	\$450
Wide skyscraper	160 x 600 px	\$600	\$500	\$400
Mid-rectangle	300 x 250 px	\$600	\$500	\$400
Sponsored content	custom	\$850	\$750	\$650
E-Newsletter	size	3X	6X	12X
Leaderboard	600 x 90 px	\$750	\$700	\$650
Position #1	600 x 90 px	\$650	\$600	\$550
Position #2	600 x 90 px	\$550	\$500	\$450
Sponsored content	custom	\$850	\$800	\$750

