

ARCHITECTURE



Reach Architects, Interior Designers and Decorators, Office Space Planners, Painters/Restorers, Facility Managers, and more.

ANNUAL CIRCULATION
900,000

ARCHITECTURAL & DESIGN SOLUTIONS

Audience Profile

The Architectural & Design Solutions card pac reaches 125,000 direct mail sold architects, designers, and specifiers in areas such as interior design, construction, urban planning, landscape architecture, residential remodeling, drafting, and graphic design. These professionals make purchasing decisions in a wide variety of areas including government regulations, planning methods, building materials, housing, commercial building, energy conservation, software, CAD products and all design methods.

Sampling of Lists

The Architectural & Design Solutions card pac is mailed to a revolving consortium of top-notch lists including:

- Construction Marketplace Masterfile
- Facilities Design & Management
- Contract Design Magazine
- Architecture Technology Corp.
- Architects CMG
- American Institute of Architects
- Computers & Software in Construction
- Architectural Specifier

They are interested in

Plotters, CAD equipment, architectural accouterments, associations, professional publications, roofing, ceiling, and flooring systems, insulation, interior and exterior furnishings, joists, architectural lighting, professional software, building materials, office/computer equipment and supplies, and much more.

Sampling of Advertisers

AISC Inc., American Elite Homes, American Polysteel, Dimensional Plastics, FC Lighting, Flex-Ability, Formglas, McElroy Metal, New Hermes, Neopost, No More Holes, Presec, Shadetree, TimberFab, Truebro.

PREFERRED ARCHITECTS PLATFORM

Audience Profile

The Preferred Architects Platform card pac reaches 100,000 direct mail sold registered architects, design and specifying engineers, CAD professionals, landscape architects and contractors, spec writers, and interior designers who have purchased books through direct mail on a wide variety of architectural topics.

Source of Names

The Preferred Architects Platform card pac consists of registered architects, designers, CAD engineers, and other leading professionals who have demonstrated an ambition to remain at the forefront of the field of architecture through the mail order purchase of McGraw Hill Books, Newsletters & titles such as:

- Sweets Product Directory
- Standard Handbook of Architectural Engineering
- Color in Interior Design
- Sweets Lighting Product Directory
- National Building Codes Handbook
- Accessible Design Review Guide
- Time-Saver Standards for Landscape Architecture
- Kitchen and Bath Sourcebook
- Architectural Engineers Solution Suite (CD-ROM)

They are interested in

Roofing, professional memberships, plotters, CAD equipment, landscaping products, insulation, professional publications, ceiling systems, flooring systems, interior and exterior furnishings, architectural lighting, building materials, computer equipment, and office supplies.

Sampling of Advertisers

A&M Hardware, Architectural Stone Company, BQE Software, Cadssoft Corporation, Centria Formabond, Fort Knox, Graventa Accessibility, Midwest Padding, SoftPlan Systems, Suntuf, Traffic Guard Direct. Participation is limited to 5% x 7 advertisements.

CIRCULATION	CLOSING	MAILING
125,000	1/22/05	2/26/05
125,000	4/9/05	5/14/05
125,000	7/10/05	8/15/05
125,000	9/10/05	10/25/05

COLOR	3 1/2 x 5 3/8	5 3/8 x 7
B/W	\$6,250	\$8,500
2 Color	\$6,750	\$9,200
4 Color	\$6,950	\$9,350

CIRCULATION	CLOSING	MAILING
100,000	12/26/04	1/30/05
100,000	2/26/05	3/30/05
100,000	8/30/05	9/30/05
100,000	11/26/05	12/30/05

COLOR	5 3/8 x 7
B/W	\$6,800
2 Color	\$7,500
4 Color	\$7,650