ARCHITECTURAL
PRODUCTS

Products & Ideas for Architects!

Each year *Architectural Products* magazine works with hundreds of building products manufacturers and press relations authorities to create and carry to market more vital product information than any other magazine serving the architectural design profession. We do this to provide for architects what they say is among the most important and consistent efforts they make day in and day out, product and systems research. No magazine has served architectural product interest and discovery as thoroughly as this one.

THE TRADE SHOW IN-PRINT

For the past two years our ability to engage in architectural trade events that are person-to-person have been curtailed, yet this magazine stands alone in its ability to act as a trade show in-print. When a magazine transmits important editorial and advertising information, its patrons respond in great numbers, making it no surprise that Architectural Products has been the design sector's leading publication devoted to delivering product and product application information to architects. Make this your year-round product trade event this coming year!

AP Serves One Critical Purpose

Media vehicles exist for varying reasons, but there is one sole purpose for *Architectural Products* magazine. This purpose is the same now as it was from the start—to deliver your product messaging directly, and without detour, to architects who want this information close at hand, in order to take immediate actions.

Desktop Functionality, Engagement, Acceptance, Readership

Architectural Products serves the market need for a product-driven magazine providing a unique and vetted "first look" at products for commercial and institutional design. It is by remaining relevant to readers, by speaking to the architectural community in terms of proof of use and proof of performance, by associating products and systems with their real world success in common or clever applications that produces a meaningful engagement to all content within.

The result is reader action. Readers of *AP* utilize multiple response mechanisms to communicate with product manufacturers appearing in each issue, including our unique *"arch-products.com"* website that uses the storytelling values of case-studies to share news of successful applications with professionals seeking answers. The objective of *AP's* reader connectivity is to bring them to your website and improve your odds of making it to the specification.

Where Architects Find Products

Architectural Products is your best choice for an integrated advertising and native content program! By placing 100% focus on products, when any one of our 48,000 audited recipients - an estimated 168,000 total readers based on a recent Readex Research Study—open this magazine, they do so to become more familiar with products. When you advertise in *Architectural Products* you are ensured of an audience looking for what you sell!

AP is the only magazine focused exclusively on delivering the all-important non-residential design demographic...the sweet spot for commercial & institutional product sales. Architectural Products delivers your core target market, and compels them with content deemed most valuable to the architects, owners and specifiers you look to influence: **product systems and applications information.**

This year, make the media investment that pays, let *Architectural Products* help you connect and sell!

Tim Shea
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