



MEDIA INFORMATION: Architects Choice



INSPIRE NEW BUSINESS

Architects' Choice has an upstanding reputation in the architectural and construction industry. As Media One's flagship title, AC has a strong relationship with its readership and advertisers and an undoubting position as a number one product magazine in the industry. Well recognised within the industry, AC serves as an insightful information source, featuring lead stories on current projects, features on large scale projects, topical debates on worldwide subjects in building and design and industry happenings. AC readers have the opportunity to explore new and innovative product launches, industry news from their biggest competitors and keep up-to-date with the latest contracts and projects that are being undertaken in the marketplace.

TARGET READERSHIP PROFILE

Architects Choice is targeted to the senior partners of every major architectural practice in the UK. Establishing a loyal readership over more than successful **ten years** - providing the industry with the

essential product, trend and technology information. Our readership use **Architects Choice** when making decisions on product specifications and suppliers so tap into our captivated audience today!

- 42% SENIOR PARTNERS
- 22% ARCHITECTURAL SPECIFIERS
- 16% DEVELOPERS
- 12% HOUSE BUILDERS
- 8% OTHERS



ARCHITECTS' CHOICE

AC has an excellent relationship with its readers and advertisers, delivering a leading magazine in new products, technology and trends. Produced over pages of sharp editorial content, with top design delivery and demonstrating key market awareness, AC's advertisers and readers alike can take confidence in our experience and ability in matching our product to the needs of the marketplace.



DISPLAY ADVERTISING

With cutting-edge design, informative written style and a clean product showcase, AC provides comprehensive product galleries, targeting the key decision makers within the sector and inspiring new decisions based on the current market trends. AC allows you to showcase your designs and deliver your sales message directly, with improved brand awareness to an expanding customer portfolio.

EDITORIAL FEATURES LIST

Every issue includes our regular features in addition to the product features in the issue dates listed below. Our regular features include Industry News, Diary Dates, Exhibition show guides and reviews, New Products, Interviews and much more.

■ Please send your general press releases to ac@onecoms.co.uk, and feature specific (below) releases to karen.hill@onecoms.co.uk

January

- Security
- Floors, Walls and Ceilings

February

- Environmental Awareness and Sustainability
- Drainage and Water Management

March

- Roof Cladding and Insulation
- Lighting

April

- Air Conditioning
- Kitchens and Appliances

May

- Windows Doors and Ironmongery
- Refurbishment and New Build

June

- Lighting and Electrics
- Fire Safety

July

- Heating, Plumbing and Ventilation
- Eco products

August

- Kitchens, Bathrooms and Washrooms
- Internal Build

September

- Flooring
- External Works and Landscaping

October

- Building Materials
- Doors and Windows

November

- Interior and Design
- Heating and Ventilation

December

- Plumbing and Drainage
- Bathrooms

ADVERTISING RATES (EFFECTIVE AS OF 2011)

Display	1	3	6
Colour DPS	£1300	£1250	£1200
Full page colour	£750	£700	£650
Full page mono	£720	£670	£620
Half page colour	£450	£420	£390
Half page mono	£430	£400	£380
Quarter page	£290	£270	£250

Product placement (colour separation charge)

Picture and 50-200 word	£130
+ Logo	£30

Product showcase directory

Picture and 50-200 words (3 issue minimum)	£165
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Classified	1	3	6	12
Single colour centimeter	£15	£12	£10	£8

Web guide

12 Issues	£420	£35 Per Issue
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TERMS OF BUSINESS

All orders are strictly subject to **Media One Communications Limited** terms and conditions. A copy is available on request.

MECHANICAL DATA (mm)	Bleed	Trim	Type
DPS	303x426	297x420	n/a
Full page	303x216	297x210	280x190
Half page (L)	n/a	n/a	130x190
Half page (P)	n/a	n/a	280x90
Quarter page	n/a	n/a	130x90

ARTWORK

Artwork should be supplied on a mac compatible CD as a postscript, *adobe acrobat* or *QuarkXPress* document with fonts and high resolution images supplied. A colour proof should also be supplied for our reference. Any extra work will be charged for at cost.

CANCELLATION POLICY

■ Failure to supply advertisement copy in time for publication does not constitute a cancellation, and you will still be charged for the booked space.

■ A minimum of 28 days written notice, prior to the published copy deadline, must be given to cancel any advertisement.

■ A series booking which attracted a series discount must run for a minimum of 50% of the total number of issues booked, or any discount given will be re-charged at our published rate card prices.



With a range of publications in and around the design and construction market, including Commercial Interiors and British Builder and Developer, Media One Communications provides its readers with on time, informative news across a variety of channels. From yearbook and magazine publications to a strengthening online presence, our evolution in the publishing sector has led us to be an industry leader in the product marketplace with a loyal customer base and dedicated reader relationship strengthening our stance in the sector.



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