Meet
With over 30,000 registered members from 170+ countries, our portal is the meeting place for truly global contemporary architecture.

Share
Professionals and academics alike share over 10,000 projects for all to see.

Compete
On its 29th Cycle, WA Awards recognize the diverse projects of our fellow members.

Pick
World Architecture Materials (WAM), a new marketplace for architects to pick their Building & Construction materials and services for their next project.

Promote
Advertising is now possible on World Architecture Community, through listing your products on WAM, regular advertisement and sponsored content options.
Thousands of architects, architecture offices, students and academics are members of our portal where they can create their profile pages, and upload their projects and buildings. As a truly global platform, World Architecture Community is the place where international contemporary architecture is expressed from all horizons while providing an equal opportunity to those countries generally less covered by international media.

The mixture of exclusive and syndicated architecture news, published on World Architecture Community’s News section, was viewed close to 70 million times, and projects posted by its members were viewed over 50 million times in total, since 2006. Visited by close to 1 million unique visitors, World Architecture Community is also quite active and followed on social media with 450,000 twitter followers.

Finally, the WA Awards competition recognises the best projects and buildings in 3 different categories: Designed, Realised and Student. Up-to 10+5+X projects are awarded every cycle 3 times a year, since 29 cycles, in a totally democratic selection, made by a combination of the votes of honorary members and previous cycle winners (10), as well as the ratings of our community members (5), a truly “crowd-sourced” competition. The X corresponds to those special projects our jury members sometimes want to highlight for their innovative aspects.
Key Analytics
2017-2018

Visitors
789k
(+53.7%)

Sessions
1,057k
(+50.7%)

Pageviews
2,986k
(+43.4%)

Avg Session
2:15
(+3.8%)

Page/Session
2.82
(-4.8%)

Top 5 Visiting Countries
As a % of all Visitors

<table>
<thead>
<tr>
<th>Country</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>31%</td>
<td>22%</td>
</tr>
<tr>
<td>India</td>
<td>21%</td>
<td>22%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Turkey</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Canada</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

As a truly global portal, WAC receives visitors from close to 200 countries and the % values after the 5th position are all around 1-2%, thus irrelevant.

Data based on Sep ‘17-Aug ‘18 vs Sep ‘16-Aug ‘17

Commentary from our Chief Executive Officer, Tarkan Selahiye

Remarkable increase in most key metrics, with +53.7% more visitors and +43.4% pageviews year-over-year.

With the WAC Country Reporter program launched at the beginning of 2017, World Architecture Community now generates more of its own and exclusive content in terms of news and interviews, attracting more and more readers.

In addition, our twitter account with close to half a million followers is also another traffic driver that contributed to these results.

Finally, our SEO efforts, targetted e-mailing campaigns, focus to different geographies, timely GDPR implementation and other efforts in optimising the user experience strongly contributed to this success.
World Architecture Community’s main differentiator from other architecture portals and websites offering similar services is the geographical distribution of its visitors.

Although most of our visitors during the last 12 months[1] came from the USA (31%), 59% of our visitors and 75% of our pageviews were from Eurasia, proving that WAC covers a different geographical space. Among close to 800,000 unique visitors WAC welcomed in the last 12 months[1], the Western World represented 52% (North America 32%, Europe 18% and ANZ 2%) of all visitors. The remaining 48% of our visitors is a direct result of WAC’s intentional focus on countries less or not covered by mainstream media and other platforms.

In November 2017, worldsbest100.com listed World Architecture Community as 13th in its Best 100 Architecture Blogs List For Architects Around The World.

As of August 2018, feedspot.com placed World Architecture Community at the 20th position in its Top 100 Architecture Blogs & Websites Every Architect Must Read in 2018.

As of September 2018, Amazon’s Alexa lists World Architecture Community in the 28th position in its Top 500 global list of websites in the Arts / Architecture category and in the 4th position in the Arts / Architecture / Associations category.
Sources & Audience
2017-2018

SEO
44%
Organic
googlet.com

Direct
35%
worldarchitecture.org

Social&Other
20%
Twitter, Instagram, etc.

Architects
64%
Students 31%

Age 18-34
66%
32% 18-24 / 34% 25-34

NewGen: Y+X

Reputation

Popularity

Background Image > Jenga House (India) by Matra Architects and Rurban Planners
World Architecture Community primarily focuses on Twitter and on Instagram but is also present on Flipboard, Facebook, Vimeo or Linkedin.

An ever increasing targeted audience on Social Media that you can reach through us for your next marketing campaign.

Followed by an international focus group, WACommunity is a trusted source for architecture news, events, competitions and more.

Newly introduced Flipboard is starting to get good traction, in particular with our US and UK based Audiences.

Our twitter account gets over 2 million impressions as a monthly average. That’s close to 25 millions in a year.

> 460,000 Twitter followers as of Sept 2018.

> 150,000 Instagram followers as of Sept 2018.
Now on its 29th Cycle, the World Architecture Community Awards 10+5+X is a well-established and recognised competition giving both its participants and winners, be it Architects or Students, a great opportunity to have their projects highlighted and recognised both among their peers and in the marketplace.

Given the International nature of World Architecture Community, participants from around the Globe and in particular from regions less covered by general or specialised media, get a chance to share and promote their projects, which would otherwise go unnoticed, while potentially initiating new and exciting questions or issues about Contemporary Architecture.

There are 3 categories in which the participants can compete: Designed, Realised and Student. While confirmed architects may compete in both the Designed and Realised categories, they cannot participate in the Student category which is reserved to Students, as per its name.

Awarding follows a very democratic procedure where all WA Jury members’ votes (for the 10) or World Architecture Community members’ ratings (for the 5) have equal weight and are effective in the final decision.

The WA Jury is composed of members of our 200+ Honorary Members and winners of previous WA Awards cycles (based on availability during that cycle).

The WA Awards runs 3 cycles per year and the winners are announced within month after the closure of the cycle.

More information on how to participate is available at the World Architecture Community portal.

The winners of the WA Awards receive a tailor-designed print-ready poster that attests their WA Award that they can display in their offices or use as part of their marketing materials.

In addition to the WA Award poster, the winners also receive a custom-made and digitally verified certificate they can use at their discretion, including as a reference for their curriculum vitae / resume.
A Few Words from Our Editor-in-Chief

“We are delighted and very excited to announce the Country Editors/Reporters Program World Architecture Community launched as of 2017. We are inviting fellow community members from all around the World, to volunteer as the face of their country on World Architecture Community while being the voice of World Architecture Community in their country.

The idea is very simple: we call for volunteer community members to join the World Architecture Community's news team. By enrolling these community members scattered around the globe and interested in sharing their countries’ architecture news, we are now expanding our ability to share exclusive and local news, which we trust will be a great addition and benefit to our Community.

Since we announced the program in mid-December 2016, there’s been great interest and we are receiving applications every week from every corner of the globe (see map). We will continue to call for more to join our team.”

Berrin Chatzi Chousein
Editor-in-Chief, World Architecture Community
Your next marketplace to reach close to a million architects around the World and sell to totally new markets.

After over 10 years serving the architecture community around the globe, we are thrilled and excited to present: World Architecture Materials (WAM), a new marketplace for your materials, products and services to be seen and selected by close to 1 million architects and architecture students around the globe.

For the duration of your annual subscription, WAM offers Building & Construction Materials and Products manufacturers, as well as Service providers the following benefits and more:

**Company Page** - You may create and list your company on a dedicated company profile page.

**No Limits on Number of Products** - You may list as many materials, products or services as you want, all with images, videos, documentation, drawings, and more.

**Access Open to All** - World Architecture Materials is open to all visitors of our portal and is listed in all popular search engines.

**Contact Only, No Transaction and No Commission** - World Architecture Community is not involved in any transaction you make with fellow architects. There are no per transaction payments or commissions.
Advertising Home Page Pack

Directly on the home page of World Architecture Community, there are 2 large leaderboard banners, one below the main "teaser" slider section (ex: in orange), and another right after the Agenda boxes (ex: in blue) for a wide banner advertisement. Each banner is sold separately but may also be sold together on demand. These would be great spots for presenting a company (brand awareness or corporate presentation) to our community members.

<table>
<thead>
<tr>
<th>Desktop</th>
<th>Laptop</th>
<th>Tablet &amp; Mobile</th>
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</thead>
<tbody>
<tr>
<td>970 x 90px</td>
<td>970 x 90px</td>
<td>100% x auto</td>
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</table>

In addition, we have another 2 square banners on the home page of World Architecture Community, one square within the Architecture News section, and another within the Projects section (ex: in orange and in blue) for a square banner advertisement. Each is sold separately but may also be sold together on demand. This would be a great spot for presenting a product or service to our community members.

<table>
<thead>
<tr>
<th>Desktop</th>
<th>Laptop &amp; Tablet</th>
<th>Tablet Portrait</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>396 x 396px</td>
<td>396 x 396px</td>
<td>243 x 243px</td>
<td>100% x 320px</td>
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</tbody>
</table>

Our most visited single page, WAC home page totals about 300,000 pageviews per year, largely from professional architects from all around the globe, so a truly targeted audience. The banner(s) may link to an internal or external page where more information may be delivered to the target audience.
Advertising

News Pack

World Architecture Community’s News are the second most popular spot of our portal, both directly from within our portal as well as through referrals from our twitter and other social accounts.

As such, the main news page and the individual news article pages total close to 1,000,000 pageviews, combined together. What we offer for the “News Pack” is to have 1 box (ex: in orange and blue) placed in either 3rd or 7th position within each set of the 12 news boxes, loaded as you scroll down.

In addition, a horizontal banner placed at the top and bottom of each news article will also be visible as part of this News Pack (ex: matching orange box with orange banner and blue box with blue banner).

Both are placed based in order of “first-come first-serve” principle.
Advertising
Projects Pack

World Architecture Community’s Projects pages are, by far, the most viewed pages of our portal. As such, when combined, the main projects page (above) and the individual project pages total close to 1,150,000 pageviews.

What we offer for the “Projects Pack” is to have 1 box (ex: in orange and blue) placed in either 3rd or 7th position within each set of the 12 project boxes, loaded as you scroll down.

In addition, a horizontal banner placed at the top (right below the project description) and bottom (after the project visuals) of each project page (ex: matching orange box with orange banner and blue box with blue banner).

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<th>Desktop</th>
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<th>Tablet</th>
<th>Mobile</th>
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</thead>
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<td>396 x 540px</td>
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<th>Tablet &amp; Mobile</th>
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</thead>
<tbody>
<tr>
<td>970 x 90px</td>
<td>970 x 90px</td>
<td>100% x auto</td>
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</tbody>
</table>

Both are placed based on order of “first-come first-serve” principle.
World Architecture Community accepts a limited number of Sponsored Content articles (max. 3 concurrent in any given month). These are posted just like our News articles and remain in our pool of news articles forever, with a “Sponsored Content” tag / indicator. They are also indexed in Google and other search portals and may easily be found and accessed during or after your campaign, provided the right set of keywords were used. (See examples)

The offer also includes 12 posts on our Twitter (over 460,000 followers as of September 2018) and Facebook accounts, 3 posts via our LinkedIn and 1 post via our Instagram account (over 150,000 followers as of September 2018), over the course of the month.
World Architecture Community is a unique platform with a distinct targeted audience, suitable for any brand trying to reach international architects and architecture students. We understand everyone’s needs are different and are open to different types of campaigns or sponsorship offers that best fit your needs. Contact us at ads@worldarchitecture.org.

Meet. Share. Compete.