Meet
With over 30,000 registered members from 200+ 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 30th Cycle, WA Awards 10+5+X 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 80 million times, and projects posted by its members were viewed 54 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 460,000 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 30 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 2018

Remarkable increase in most key metrics, with +68.9% more visitors and +50.7% page views 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 of 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.

### Top 5 Visiting Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>37%</td>
<td>22%</td>
</tr>
<tr>
<td>India</td>
<td>18.5%</td>
<td>22%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Turkey</td>
<td>2.5%</td>
<td>4%</td>
</tr>
<tr>
<td>Thailand</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

As a truly global portal, WAC receives visitors from 225 countries and the % values after the 5th position are all around 1-2%, thus irrelevant.

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 came from the USA (37%), 53% of our visitors and 72% of our page views were from Eurasia, proving that WAC covers a different geographical space. Among 936,570 unique visitors WAC welcomed in the last 12 months, the Western World represented 57% (North America 39%, Europe 16% and ANZ 2%) of all visitors. The remaining 43% of our visitors is a direct result of WAC’s intentional focus on countries less or not covered by mainstream media and other platforms.
World Architecture Community Ranking


As of January 2019 Amazon’s Alexa lists World Architecture Community in the 24th position in its Top 500 global list of websites in the Arts / Architecture category and in the 5th position in the Arts / Architecture / Associations category.

According to Amazon’s Alexa, World Architecture Community’s global popularity is growing fast since December 2018. The increase could be seen on the Alexa Traffic Ranks chart above.

In November 2017, worldsbest100.com listed World Architecture Community as 13th in its Best 100 Architecture Blogs List For Architects Around The World.
The University of British Columbia listed World Architecture Community in its global architectural sources under the title “Meta-Sites, Blogs & Tools”, as one of the 17 architectural websites.

WA Awards 10+5+X was featured in detail in an academic paper by Shawhin Roudbari. The paper, titled “Crowdsourced and crowd-pleasing: the new architectural awards and the city”, was published in the Journal of Urban Design in 2017 and found that web-based architecture awards set a new system of architectural recognition and makes help to shape “city branding” and “urban form” affecting each other. You may read the related article in WAC from here.
Sources & Audience
2018

- **39,5%** Organic
  - google.com

- **72,5%** Architects
  - Students 26%

- **19,5%** Social & Other
  - Twitter, Instagram, etc.

- **40%** Direct
  - worldarchitecture.org

- **65%** Age 18-34
  - 30% 18-24 / 35% 25-34

- **New Gen: Y+X**

**SEO**

**Professional**

**Reputation**

**Popularity**
World Architecture Community primarily focuses on Twitter and on Instagram but is also present on Flipboard, Facebook, Vimeo and 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 March 2019.

> 200,000 Instagram followers as of March 2019.

@WACommunity @WACommunity @WACommunity World Architecture Community
Now on its 30th 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 can not 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

Country Editors and Country Reporters are responsible for selecting, writing and submitting local architectural news, that are interesting and important enough to be published on the World Architecture Community’s News section. In addition, Country Editors have the authority to review and approve the articles written by the Country Reporters.

They are volunteer community members who have a desire to share their local architecture news with their country and the whole World through World Architecture Community, on a regular and sustained basis. It is community journalism applied to architecture and to our knowledge, a unique initiative.

On our second year in World Architecture Community’s Country Editors/Reporters Program, we’re thrilled to announce that, with our new Reporters joining our editorial team from across the world, today WAC has a network of 25 different countries with 42 Reporters on the world map in total.

Important Upgrades on Our Previous Reporters in 2018

WAC has also announced 5 of our previous Reporters as Country Editors (CE) of WAC, giving them more responsibilities on managerial interface of their own country pages.

WAC appointed Deputy Chief Editor of WAC in 2018

More importantly, Varun Kumar from India has been announced as Deputy Chief Editor of WAC. Varun will be closely working with WAC’s editor-in-chief Berrin Chatzi Chousein on special coverages.

All new Country Editors and Deputy Chief Editor will also be able to continue their Reporting activity in the program.
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

We have 3 different basic advertising places on our pages. They are shown on the example pages as *banner A*, *banner B* and *banner C*.

**Banner A**  Top horizontal banner represented in colour orange.

**Banner B**  The banner which is on the right side of the main pages (Homepage, main News page and main Projects page) and, replaced in the middle, just after the main visual, as an horizontal banner on the individual Project and News article pages, represented in colour green.

**Banner C**  The banner which is on the left side of the main pages (Homepage, main news page and main projects page) and, placed just before the 'Other projects by...' section on each individual project and just before the 'Other readers also...' section on news article pages throughout the site.

Each banner type (A, B or C) is sold separately.

Each banner type (A, B or C) will be placed on homepage, and all the news and projects pages simultaneously.

**Homepage Leaderboard banner**

We also provide a Leaderboard banner place, just under the main “teaser” slide section on the homepage of World Architecture Community, only for customized package deals.

**World Architecture Community Homepage Banner Sizes on Different Devices:**

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

<table>
<thead>
<tr>
<th>Square banner sizes</th>
<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>
<td></td>
</tr>
</tbody>
</table>

*P.S. World Architecture Community may customize new banner places on WAC homepage for special/promotional deals.*
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.

World Architecture Community News Pages Banner Sizes on Different Devices:

**Horizontal banner sizes**

<table>
<thead>
<tr>
<th>Device</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>970 x 90px</td>
</tr>
<tr>
<td>Laptop</td>
<td>970 x 90px</td>
</tr>
</tbody>
</table>

**Rectangular banner sizes**

<table>
<thead>
<tr>
<th>Device</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>440 x 600px</td>
</tr>
<tr>
<td>Laptop</td>
<td>440 x 600px</td>
</tr>
</tbody>
</table>

As an option, 300 x 600px (Half Page) banner could also be replaced on 440 x 600px rectangular banner areas.
World Architecture Community’s Projects pages are, by far, the most viewed pages of our portal.

World Architecture Community Projects Pages Banner Sizes on Different Devices:

### Horizontal banner sizes

<table>
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</thead>
<tbody>
<tr>
<td>Desktop</td>
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<tr>
<td>Laptop</td>
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</tbody>
</table>

### Rectangular banner sizes

<table>
<thead>
<tr>
<th>Device</th>
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</tbody>
</table>

As an option, 300 x 600px (Half Page) banner could also be replaced on 440 x 600px rectangular banner areas.
Advertising

Sponsored Content

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 5 posts on our Twitter (over 460,000 followers as of February 2019) and Facebook accounts, 2 posts via our LinkedIn and 1 post via our Instagram account (over 200,000 followers as of February 2019), over the course of the month.

(We have more options on Sponsored Content Packages, please contact us for more info.)
Meet. Share. Compete.

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