Media Kit 2020
January Edition

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 11,000 projects for all to see.

Compete
On its 34th Cycle, WA Awards 10+5+X recognizes the diverse projects of our fellow members.

Pick
WA Classified Ads, a unique place where manufacturers, distributors & service providers promote their products and/or services with any information and visuals they like to present.

Promote
Advertising is possible on WAC, through regular advertisement (banners), Sponsored Content and promoting your company/products on Classified Ads options.
Thousands of architects, interior designers, architecture and interior design offices, students and academics are members of our portal where they can create their profile pages, and upload their projects. 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/Interior design news, published on World Architecture Community’s News section, was viewed close to 114 million times, and projects posted by its members were viewed 63 million times in total, since 2006. Visited by close to 2 million unique visitors, World Architecture Community is also quite active and followed on social media with over 500,000 twitter, over 290,000 Instagram followers.

Finally, the WA Awards Architecture & Interior Design competitions recognises the best projects and buildings in 3 different categories: Designed, Realised and Student. Up-to 10+5+X projects are awarded every cycle, 3-4 times a year, since 34 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.
Key Analytics
2019

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 social media accounts (twitter 513k / Instagram 296k / LinkedIn 38k / Facebook 25k / Pinterest 23k 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 20 Visiting Countries
1 Year Period
India
United States
Hong Kong
United Kingdom
Turkey
Canada
Germany
Australia
China
Italy
France
South Korea
Japan
Pakistan
Spain
Philippines
Netherlands
Norway
UAE
Indonesia

Pageviews
6,700k
(over 6.5 million)

Sessions
2,436k
(almost 2.5 million)

Visitors
1,945k
(almost 2 million)

Avg. Session
2.07

Page/Session
2.79

Background Image: Casa Polivalente // Multipurpose House by Plano Humano Arquitectos
World Architecture Community’s main differentiator from other architecture portals and websites offering similar services is the geographical distribution of its visitors.

Most of our visitors during the last 12 months (January-December 2019) came from India (43%) and USA (26%). 58% of our visitors were from Asia, proving that WAC covers a different geographical space. Among 1,946,597 unique visitors WAC welcomed in the last 12 months (January-December 2019), the Western World represented 39% (North America 27.5%, Europe 10.5% and ANZ 1%) of all visitors. The remaining 61% of our visitors is a direct result of WAC’s intentional focus on countries less or not covered by mainstream media and other platforms.
Sources & Audience
2019

Organic Search
51%
google.com

Social & Other
10,8%
Twitter, Instagram, Pinterest, LinkedIn, Facebook etc.

Direct
38,2%
worldarchitecture.org

Age 18-34
78%
18-24 32% / 25-34 46% / 35-44 9,8% / 45-54 6,5% / 55-64 3,4% / 65+ 2,3%

New Gen: Y+X

WAC Members
87%
Architects
Arch. Professionals 55%
Arch. Students & Academics 32%
Others 13%

1,946,597 unique visitors a year

Reputation

Data based on
January 1st, 2019 thru January 1st, 2020
Social Media

Strong Footprint

World Architecture Community’s social media followers are getting bigger every year.

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, WAC is a trusted source for architecture news, events, competitions and more on Social Media.
feedspot.com placed World Architecture Community at the 17th position in its Top 100 Architecture Blogs & Websites Every Architect Must Read in 2020.

As of January 2020 Amazon’s Alexa lists World Architecture Community in the 26th position in its Top 500 global list of websites in the Arts / Architecture category.

As of January 2020 Amazon’s Alexa lists World Architecture Community in the 4th position in the Arts / Architecture / Associations category.

According to Amazon’s Alexa, World Architecture Community’s global popularity is growing fast since December 2018. WAC has doubled the number of visitors and pageviews in 2019 compared to 2018.
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.

METU, Faculty of Architecture listed World Architecture Community in its Press/Journal/Database section and WAC is one of the third international websites in the list.

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.
Now on its 34th 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, Interior Designers or Students/Academics, 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/Interior Design.

There are 3 categories in which the participants can compete: Designed, Realised and Student.

While confirmed architects/interior designers 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 3-4 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.

AWARDS
10+5+X

33 CYCLES COMPLETED
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

On our third 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 27 different countries with 48 Reporters on the world map in total.

Important Upgrades on Our Previous Reporters in 2019

WAC has also announced one of our previous Reporters as Country Editor of WAC, giving him more responsibilities on managerial interface of their own country pages. Farzam Khayati from Iran has been named as WAC’s Country Editor. If our readers want to send a project or news content from their own countries, they will be able to contact with WAC’s Country Editors to be evaluated for possible publication.

Country Editors / Reporters Program

Country Reporters and Country Editors 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.
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></td>
<td>970 x 90px</td>
<td>970 x 90px</td>
<td>100% x auto</td>
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</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></td>
<td>396 x 396px</td>
<td>396 x 396px</td>
<td>243 x 243px</td>
<td>100% x 320px</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>
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<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

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</table>

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

World Architecture Community accepts a limited number of Sponsored Content articles. 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.

**Sponsored Content - Standard Package**
- 1 sponsored article (sent by customer)
- 1 Twitter post, 1 Facebook post, 1 LinkedIn post

**Sponsored Content - Primary Package**
- 1 sponsored article (sent by customer)
- 2 Twitter posts, 2 Facebook posts, 2 LinkedIn posts, 1 Instagram post

**Sponsored Content - Premium Package**
- Large Rectangle banner on Homepage (772x560px) for 2 weeks
- 1 sponsored article (sent by customer)
- 4 Twitter posts, 4 Facebook posts, 2 LinkedIn posts, 1 Instagram post

**Sponsored Content - Gold Package**
- Large Rectangle banner on Homepage (772x560px) for 2 weeks
- 2 sponsored articles (sent by customer)
- 6 Twitter posts, 6 Facebook posts, 2 LinkedIn posts, 2 Instagram posts
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 interior designers. 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.