

Media Kit '23

January Edition

A global platform with almost 4 million pageviews and 1,3 million unique visitors from all around the world

Meet

With **over 38,750 registered members** from 200+ countries, our portal is the meeting place for truly global contemporary architecture.

Share

Between 2006 - 2022, professionals and academics alike share **over 14,300 projects** for all to see.

Compete

On its 42nd Cycle, **WA Awards 10+5+X** recognizes the diverse projects of our fellow members. Over 2020 projects crowned with the WA Awards so far.

Follow

The mixture of exclusive and syndicated **19,310 architecture news**, published on World Architecture Community's News section until January 2023.

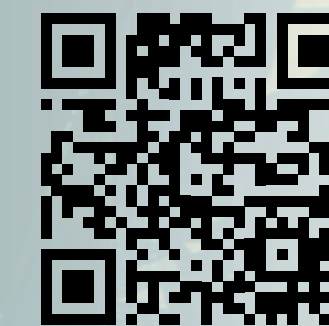
Promote

Advertising is possible on WAC, through regular advertisement options with Banners, Editorial Promotions (Sponsored Content), Social Media campaigns, Live Talks and Brand-focused Live Talks which are featured at the heart of regular newsfeeds of WAC.





Since 2006, World Architecture Community (WAC) provides a unique environment for architects, interior designers, architecture and interior design students and academics around the globe to meet, share and compete.



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 19,310 news were published on World Architecture Community's News section, and 14,327 projects were posted by its members since 2006. Visited by 1,3 million unique visitors, World Architecture Community is also quite active and followed on social media with over 611,700 twitter, over 358,900 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 42 cycles, in a totally democratic selection, made by a combination of the votes of honorary members and previous cycle winners, as well as the votes of our community members, a truly "crowd-sourced" competition.



Google Analytics

Data based on
1 Jan. '22 - 1 Jan. '23

Key Analytics 2022

Top 20 Visiting Countries

1 Year Period

India
United States
United Kingdom
China + Hong Kong
Turkey
Canada
Philippines
Australia
Germany
South Korea
Italy
The Netherlands
France
Czechia
Egypt
Indonesia
Spain
Russia
Malaysia
Japan

Sessions
1,736k

Page/
Session
2.21

Pageviews
3,850k
(over 3,8 million)

Unique
Visitors
1300k

Avg.
Session
2.16



Sources & Audience 2022

Google Analytics
Data based on
1 Jan. '22 - 1 Jan. '23

Organic Search

67,4%

google.com

Direct

17,3%

worldarchitecture.org

Social & Referral

15,3%

Twitter, Instagram,
Pinterest, LinkedIn,
Facebook etc.

Gender

female

48,8%

male

51,2%

Young Generation

Age 18-44

79,5%

18-24 **39%** / 25-34 **26%** /
35-44 **14,5%** / 45-54 **10,5%** /
55-64 **6%** / 65+ **4%**

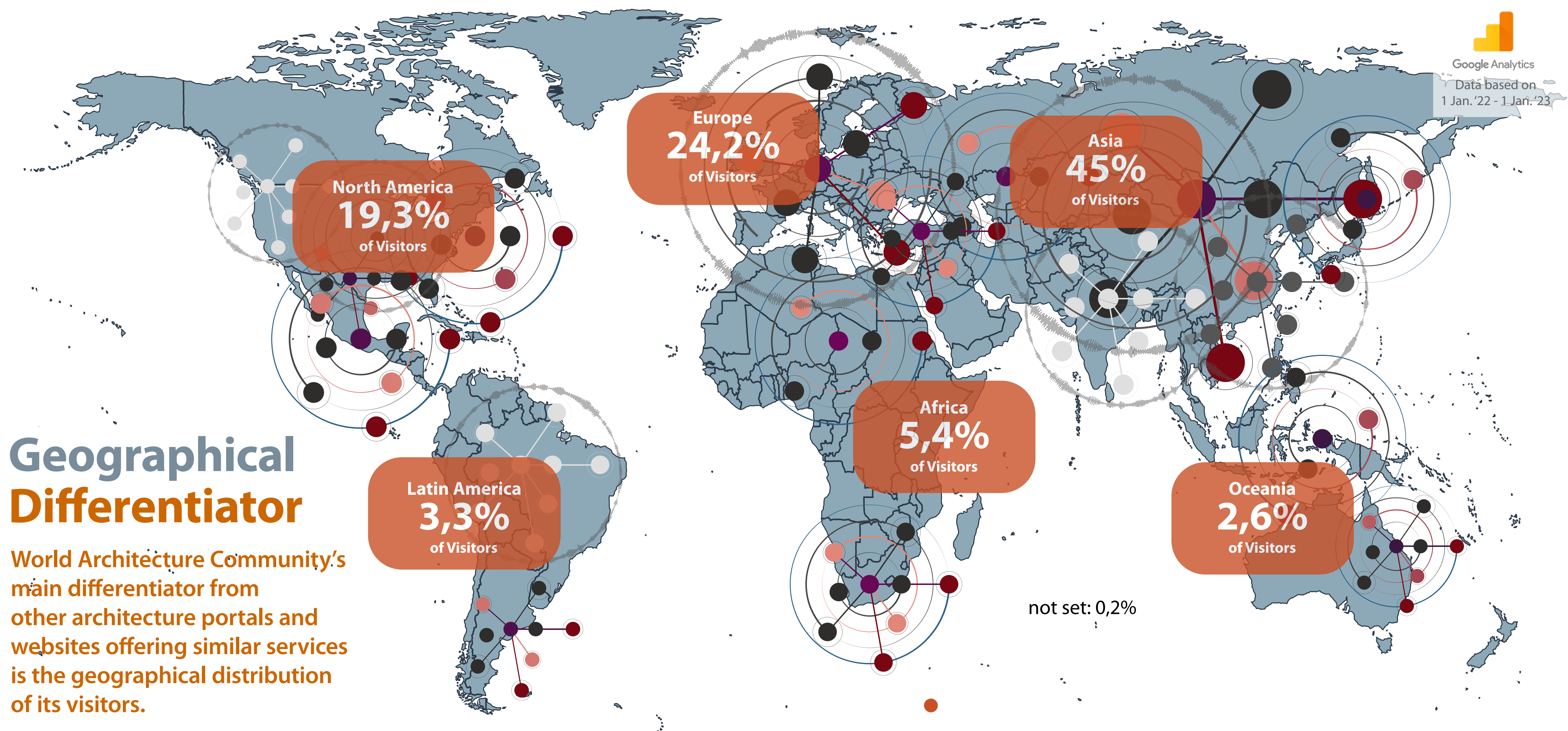
WAC Members

85%

Architects

Arch. Professionals 51%
Arch. Students & Academics 34%
Others 15%





Geographical Differentiator

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 2022) came from India (19.2%) and USA (16.6%), followed by UK. China together with Hong Kong is on the 4th row on our most visiting

countries list. 45% of our visitors were from Asia. WAC welcomed in the last 12 months (January-December 2022), the Western World represented 46% (North America 19,3%, Europe 24,2% and ANZ

2,6%) of all visitors. The remaining 54% of our visitors is a direct result of WAC's intentional focus on countries less or not covered by mainstream media and other platforms.



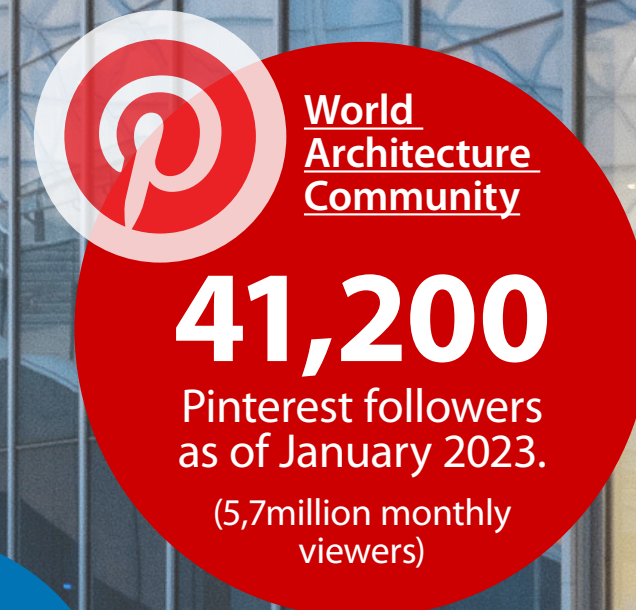
Social Media

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

As a trusted source for architecture news, events, competitions and more on social media, through WAC's compelling editorial content and carefully-curated images, WAC enhances the visibility of your brand, campaigns or projects to architecture and design professionals with its highly engaged social media followers.

WAC offers a range of posts and campaigns for brands and companies to directly engage with WAC's rapidly growing social media channels.

Those campaigns may range from paid-partnership for real-world projects, featured video clips, bespoke live talks or pre-recorded talks for brands on Instagram to custom-themed Pinterest boards.



AWARDS

10+5+X

Now on its 42nd Cycle, over 2020 projects crowned with the World Architecture Community Awards 10+5+X. This well-established and recognised competition, gives a great opportunity to **Architects, Interior Designers or Students/Academics**, 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' votes (for the 5) have equal weight and are effective in the final decision. The WA Jury is composed of members of our 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.](#)

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CYCLES
COMPLETED



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.

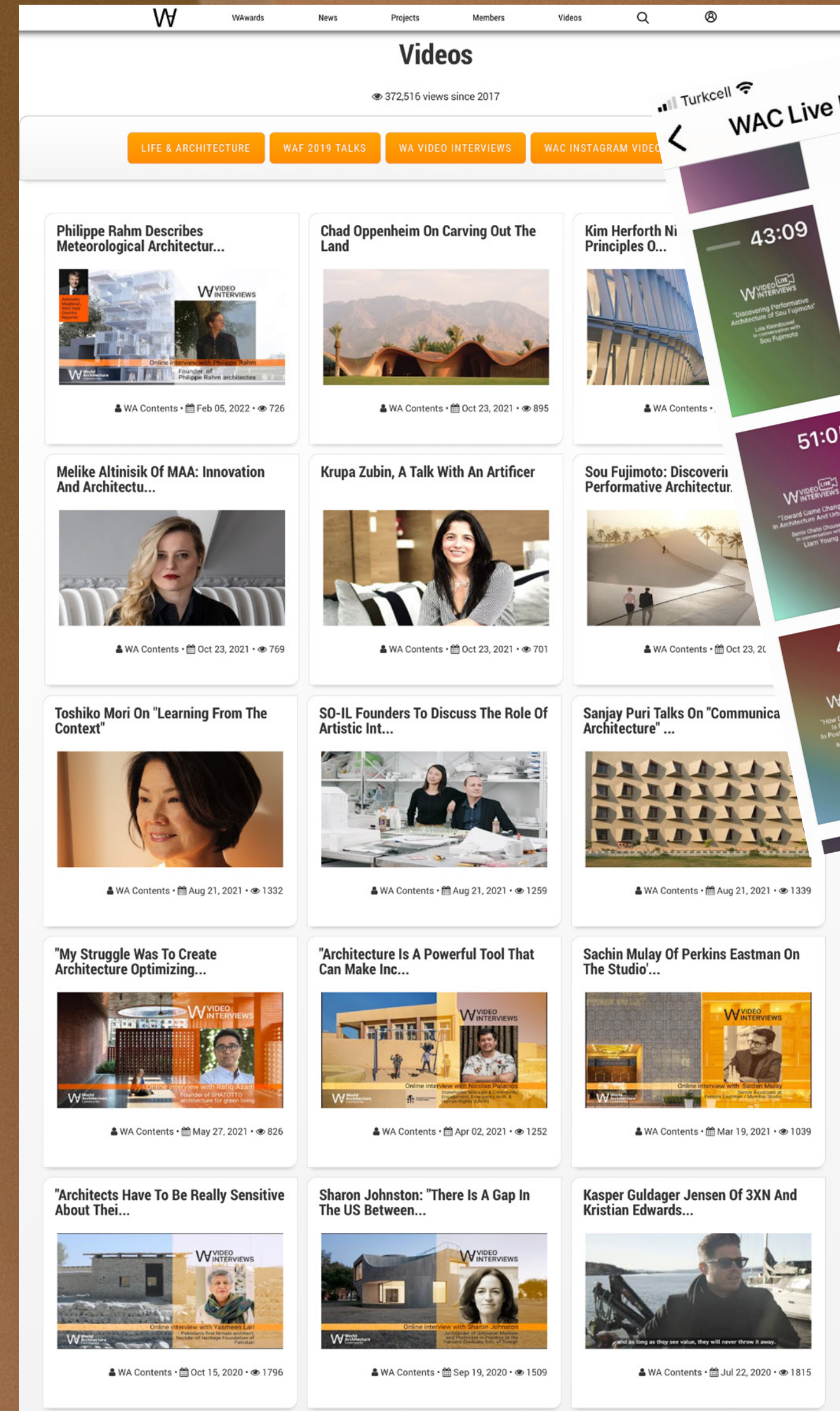


WAC Videos

World Architecture Community started a series of video and live interviews in 2020 to host long and short-forms architectural conversations with outstanding architects, including Patrik Schumacher, Ben van Berkel, Toshiko Mori, Dominique Perrault, Sou Fujimoto, Anupama Kundoo, Lina Ghotmeh and more. Reaching over 15,000 clicks on Instagram, most-watched videos are also highlighted in a featured article on the website at the end of the year.

Broadcasting in two different formats, WAC either invites an architect to a livestream talk on WAC's Instagram channel, or a talk for a pre-recorded video. This could be interviews, paid-partnership conversations, project or company-featured, branded-videos.

The news about the pre-live talk is also posted on the website and on WAC's social media channels. WAC's talks are permanently showcased on WAC's Videos page of the website, Youtube channel and WAC's Videos page on Instagram.



W VIDEO INTERVIEWS

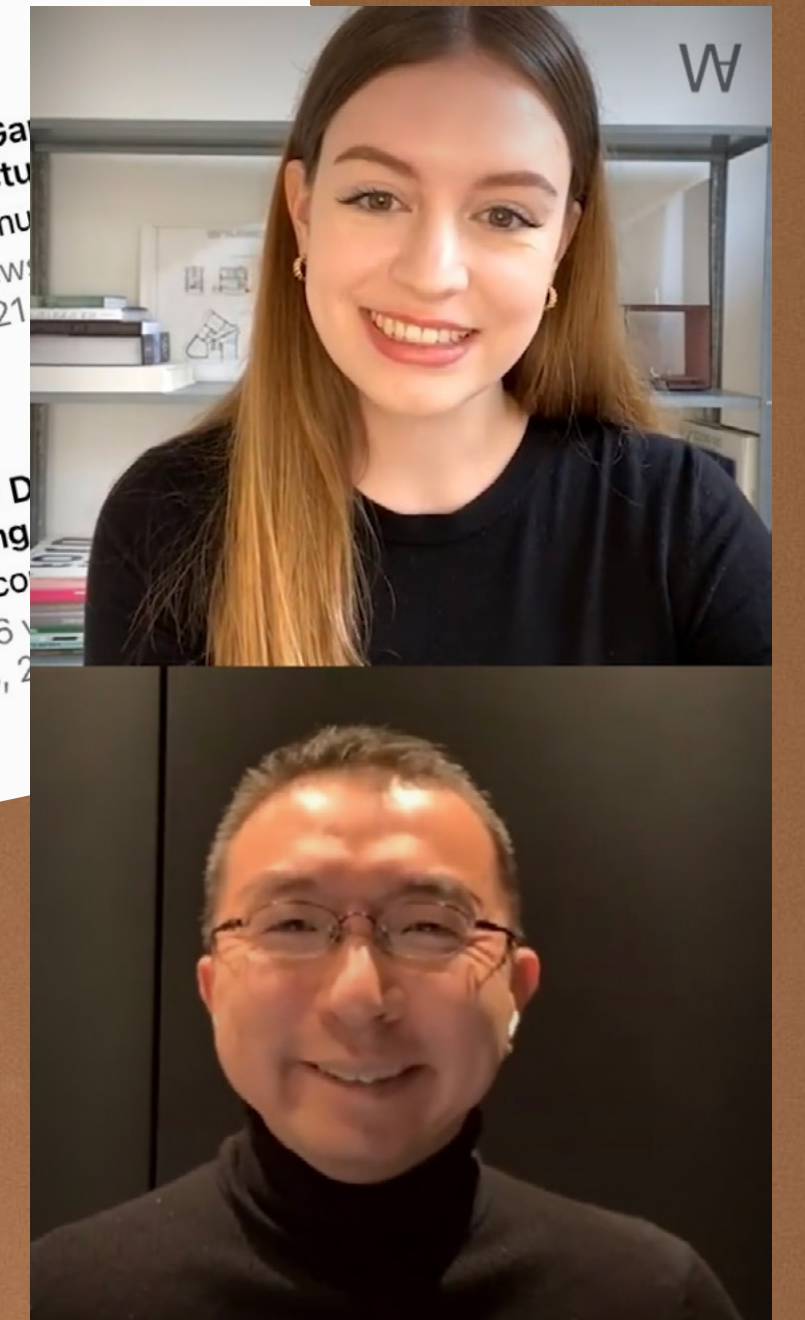


Image from a WAC Live Video Interview on Instagram, realised by WAC's country reporter Lola Kleindouwel with architect Sou Fujimoto





Country Editors / Reporters Program

A Few Words from Our Editor-in-Chief

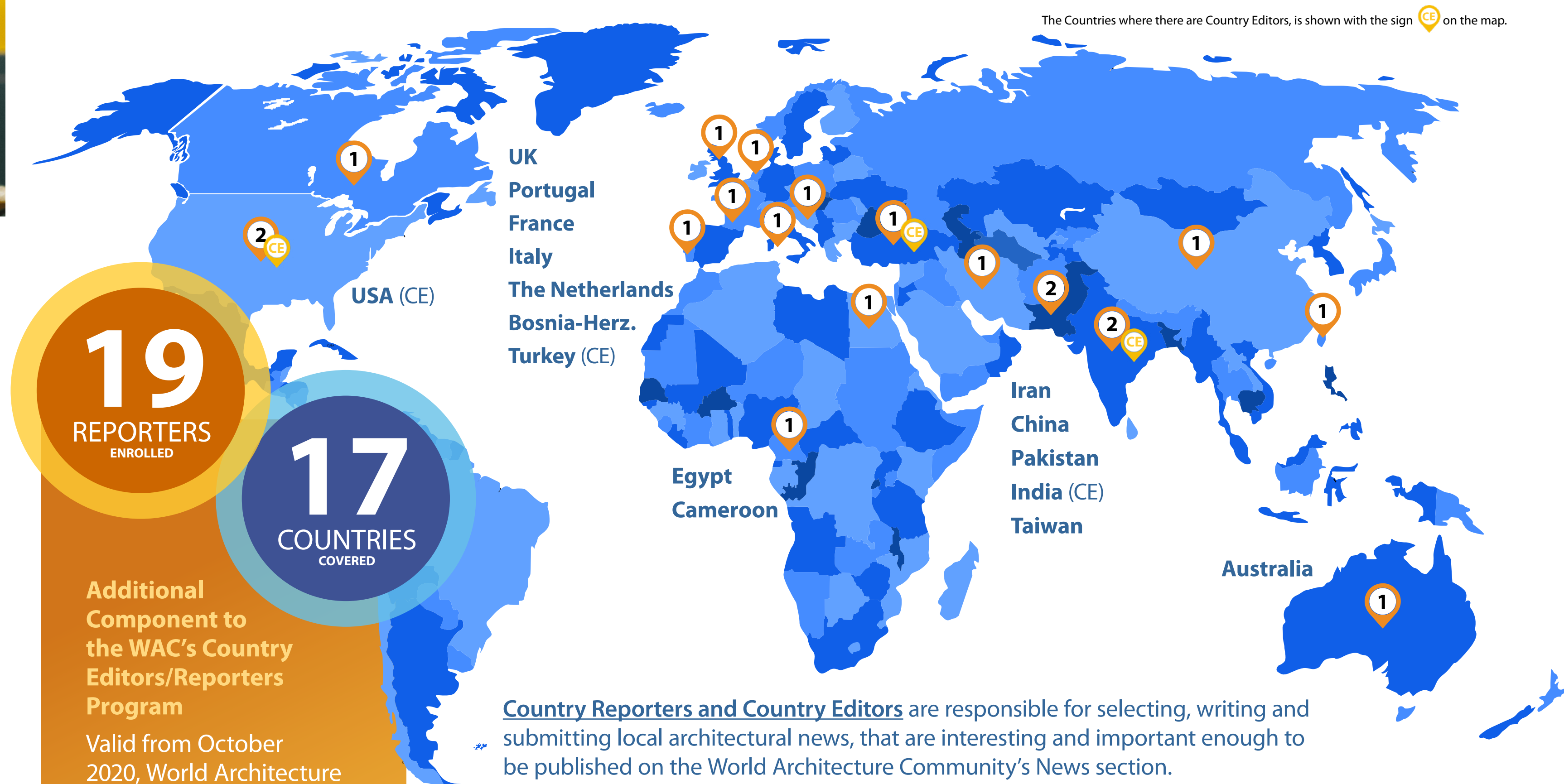
"World Architecture Community's [Country Editors/Reporters Program](#) has been receiving applications from every corner of the globe since 2017, and we are calling for more to join our team.

Dear fellow community members from all around the World, we are inviting you to volunteer as the face of your country on World Architecture Community, while being the voice of World Architecture Community in your 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.

We are looking forward to seeing you with us.

Berrin Chatzi Chousein
Editor-in-Chief, World Architecture Community



Additional Component to the WAC's Country Editors/Reporters Program

Valid from October 2020, World Architecture Community started to announce the most active Country Editors/Reporters of the month and each successful Country Editor or Reporter receives a Certificate of Appreciation.

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.



World Architecture Community has won Marina Waisman CICA Digital Communication Award 2020

CICA Awards, distinguished from other awards, evaluates architecture criticism in innovative forms. The International Committee of Architectural Critics CICA, a UNESCO affiliated organization, established in Mexico City in 1978, has been closely associated with the World Congresses of the International Union of Architects. The prestigious CICA Book Awards were first initiated at the XIV UIA World Congress in 1981 in Warsaw.

“Marina Waisman CICA Digital Communication Award”, given for non-print media and publications, which was added for the first time this year as a new category to the CICA Awards, aims to “expand the awards beyond the traditional three categories of books, exhibition catalogues and journal articles, discovering exemplary forms of digital communication.”

CICA Awards recognizes WAC as an effective and growing community-led architecture platform. “The website has an undaunted ambition to bring together the global community through World Architecture Community, with the chief editor Berrin Chatzi Chousein,” said Prof. Wilfried Wang, Chair of the International Jury.

Being an effective and growing community-led architecture website, World Architecture Community was recognized for its significant mission, bringing architects, interiors designers and students from all over the world in the website.



A D V E R T I S I N G

Sponsored Contents

World Architecture Community accepts Sponsored Content articles ([see examples](#)). These are posted just like our News articles and remain in our pool of news articles forever, with a subtle “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
- 1 Instagram Story (singular slide)

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

- Banner on Homepage under Agenda section (360x260px) 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

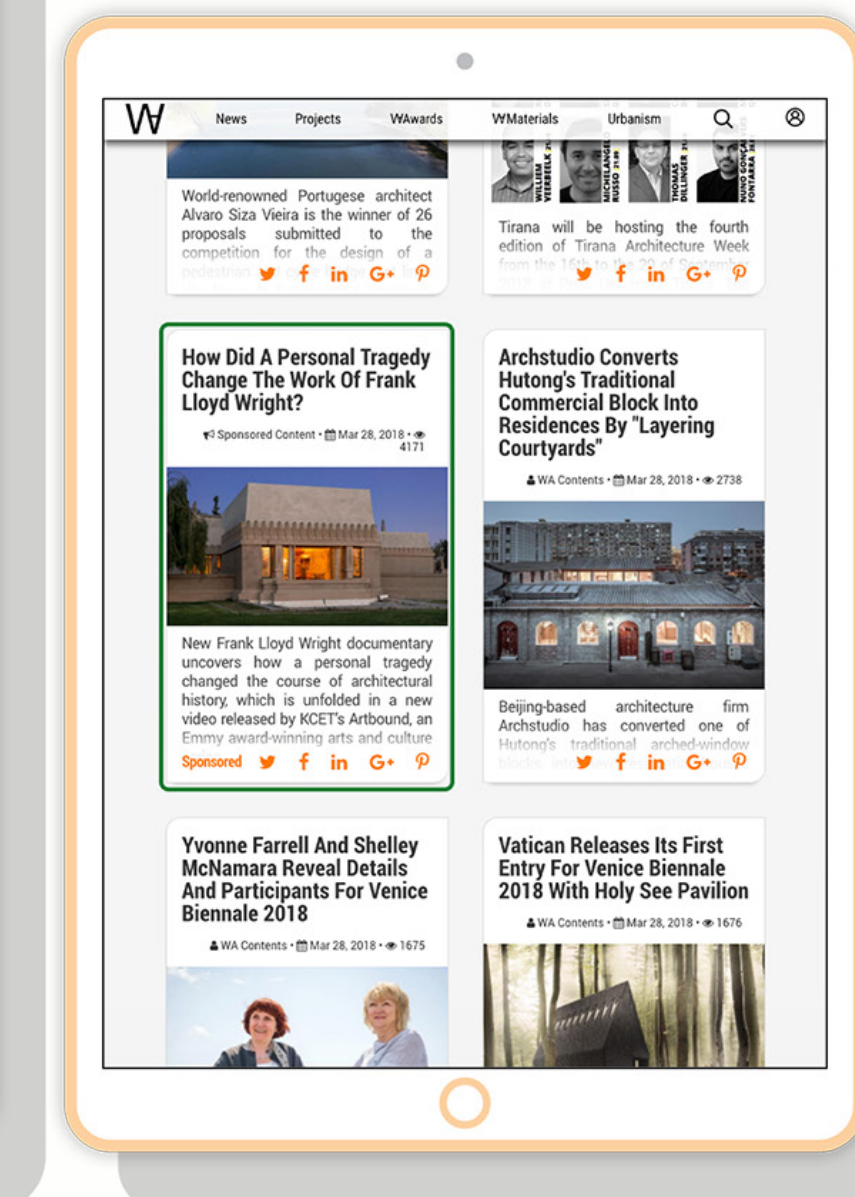
- Banner on Homepage under Agenda section (360x260px) for 2 weeks
- 2 sponsored articles (sent by customer)
- 6 Twitter posts, 6 Facebook posts, 2 LinkedIn posts, 2 Instagram posts

Social Media Posts

As World Architecture Community is quite active and followed on social media, you can also reach the architecture community for your next marketing campaign via our social media posts.

Promo Videos

WAC also features on the site and on social media Brand-focused live talks and short promotional videos.



[Please visit our 'Advertisement' page on our website to see our banner alternatives and to have detailed info.](#)



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

W World
Architecture
Community
worldarchitecture.org

meet, share & compete

worldarchitecture.org

