

January Edition
A global platform with over 6,7 million pageviews and
over 1,9 million unique visitors from
all around the world.

Media Kit '22

Meet

With **over 37,500 registered members** from 200+ countries, our portal is the meeting place for truly global contemporary architecture.

Share

Professionals and academics alike share **over 13,429 projects** for all to see.

Compete

On its 40th Cycle, **WA Awards 10+5+X** recognizes the diverse projects of our fellow members.

Fallow

The mixture of exclusive and syndicated 18,592 architecture news, published on World Architecture Community's News section so far.

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.

W World
Architecture
Community

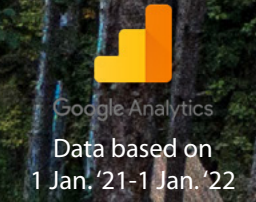


Since 2006, World Architecture Community (WAC) provides a unique environment for architects, interior designers, architecture and interior design students and academics around the globe to meet, share and compete.

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 18,592 news were published on World Architecture Community's News section, and 13,429 projects were posted by its members since 2006. Visited by close to 2 million unique visitors, World Architecture Community is also quite active and followed on social media with over 592,500 twitter, over 358,000 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 40 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 votes of our community members (5), a truly "crowd-sourced" competition.



Key Analytics 2021

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 592,5k / Instagram 358k / LinkedIn 38k / Facebook 41,3k / Pinterest 38k followers, 4,7m monthly views) 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.

Pageviews
6,774k
(over 6,7 million)

Sessions
2,812k

Unique Visitors
1990k

Avg. Session
2.10

Page/Session
2.41

Top 20 Visiting Countries

- 1 Year Period
- United States
- India
- United Kingdom
- Canada
- Turkey
- Philippines
- Australia
- Germany
- China
- South Korea
- Italy
- Egypt
- Indonesia
- France
- Pakistan
- Malaysia
- The Netherlands
- UAE
- Vietnam
- Hong Kong

Sources & Audience 2021

1,990,533 unique visitors a year

Direct
25,5%
worldarchitecture.org

Organic Search

60%
google.com

Young Generation
Age 18-44
79%

18-24 **35%** / 25-34 **30%** /
35-44 **14%** / 45-54 **10,5%** /
55-64 **6,5%** / 65+ **4,5%** /

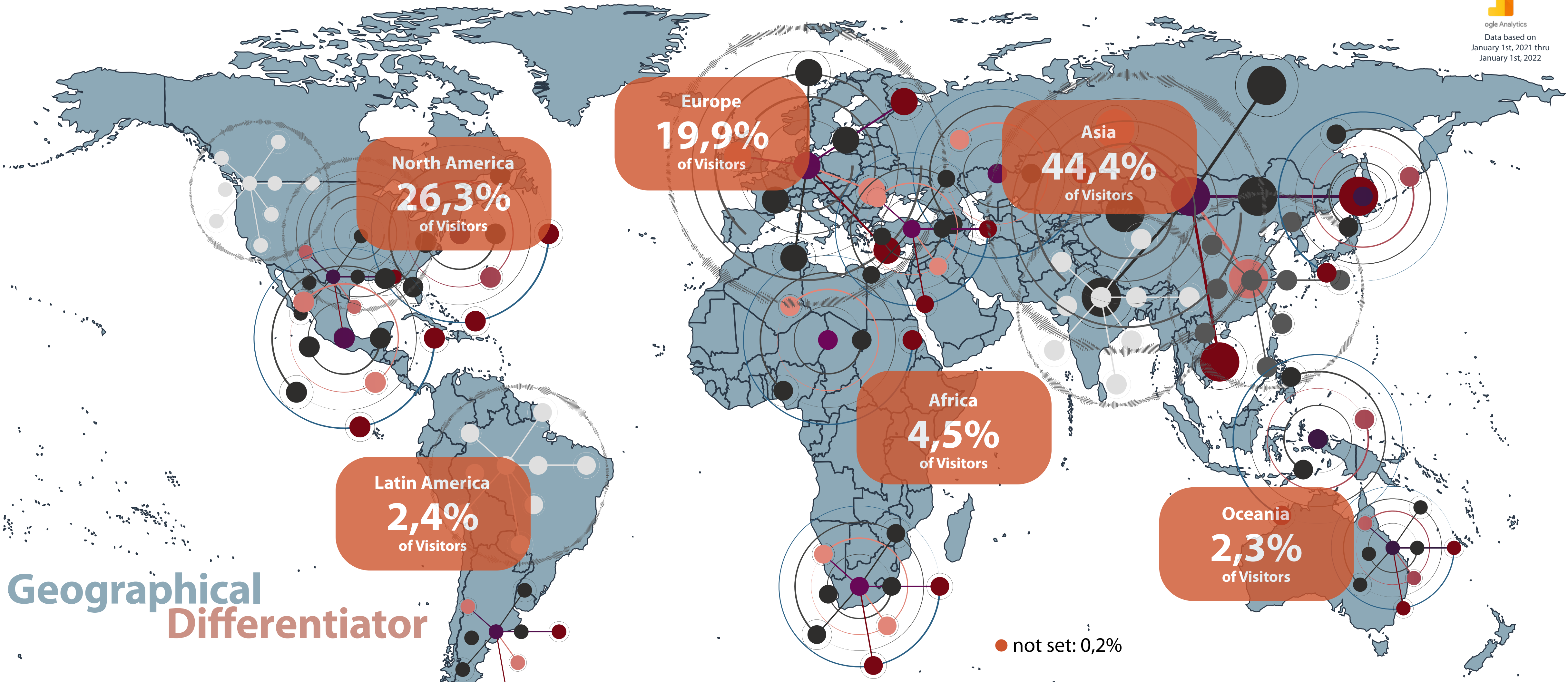
Social & Referral
14,5%

Twitter, Instagram,
Pinterest, LinkedIn,
Facebook etc.

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 2021) came from USA (22,6%) and India (19,9%), followed by UK. China together with Hong Kong is on the 4th row on our most visiting

countries list. 44,4% of our visitors were from Asia. Among 1,990,533 unique visitors WAC welcomed in the last 12 months (January-December 2021), the Western World represented 48,5% (North

America 26,3%, Europe 19,9% and ANZ 2,3%) of all visitors. The remaining 51,5% 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 campaigns 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 (reaching over 1,000,000 followers -Twitter, Facebook, LinkedIn, Instagram, Pinterest).

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.



592,500
Twitter followers
as of January 2022.

@WACcommunity



358,000
Instagram followers
as of January 2022.

@wacommunity

World Architecture Community

39,114
LinkedIn followers
as of January 2022.

World Architecture Community

41,305
Facebook followers
as of January 2022.

World Architecture Community

38,000
Pinterest followers
as of January 2022.
(5,6million monthly viewers)

World Architecture Community

@WACcommunity

World Architecture Community

AWARDS

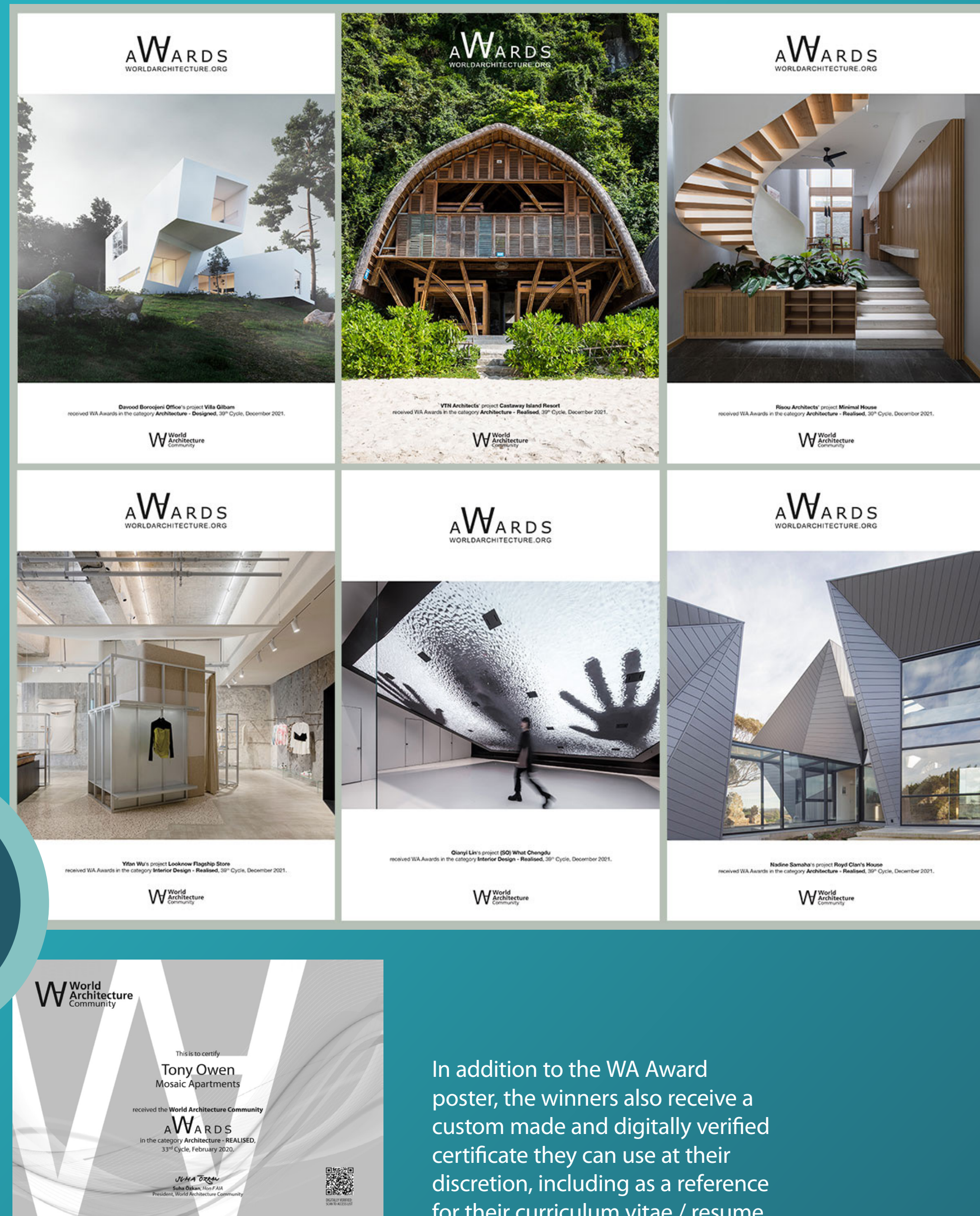
10+5+X

Now on its 40th 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' votes (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.](#)

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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.

Country Editors / Reporters Program



27
REPORTERS
ENROLLED

20
COUNTRIES
COVERED



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 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.

On our fifth year in **World Architecture Community's Country Editors/Reporters Program**, WAC has 27 Country Reporters and 4 Country Editors distributed to 20 different countries. With Country Reporter and Country Editors, WAC has a network of 31 writers in 20 countries.

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.

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.

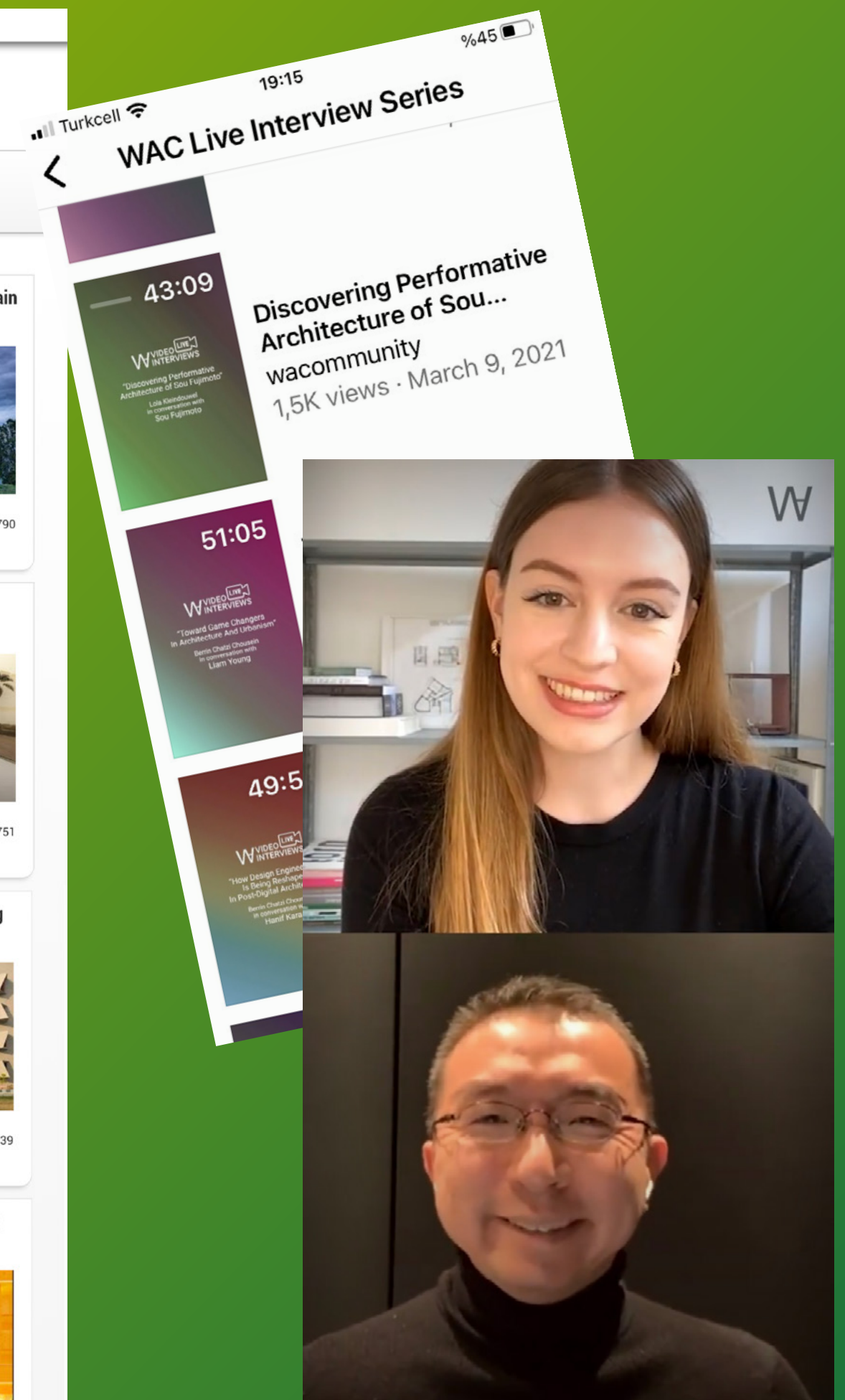
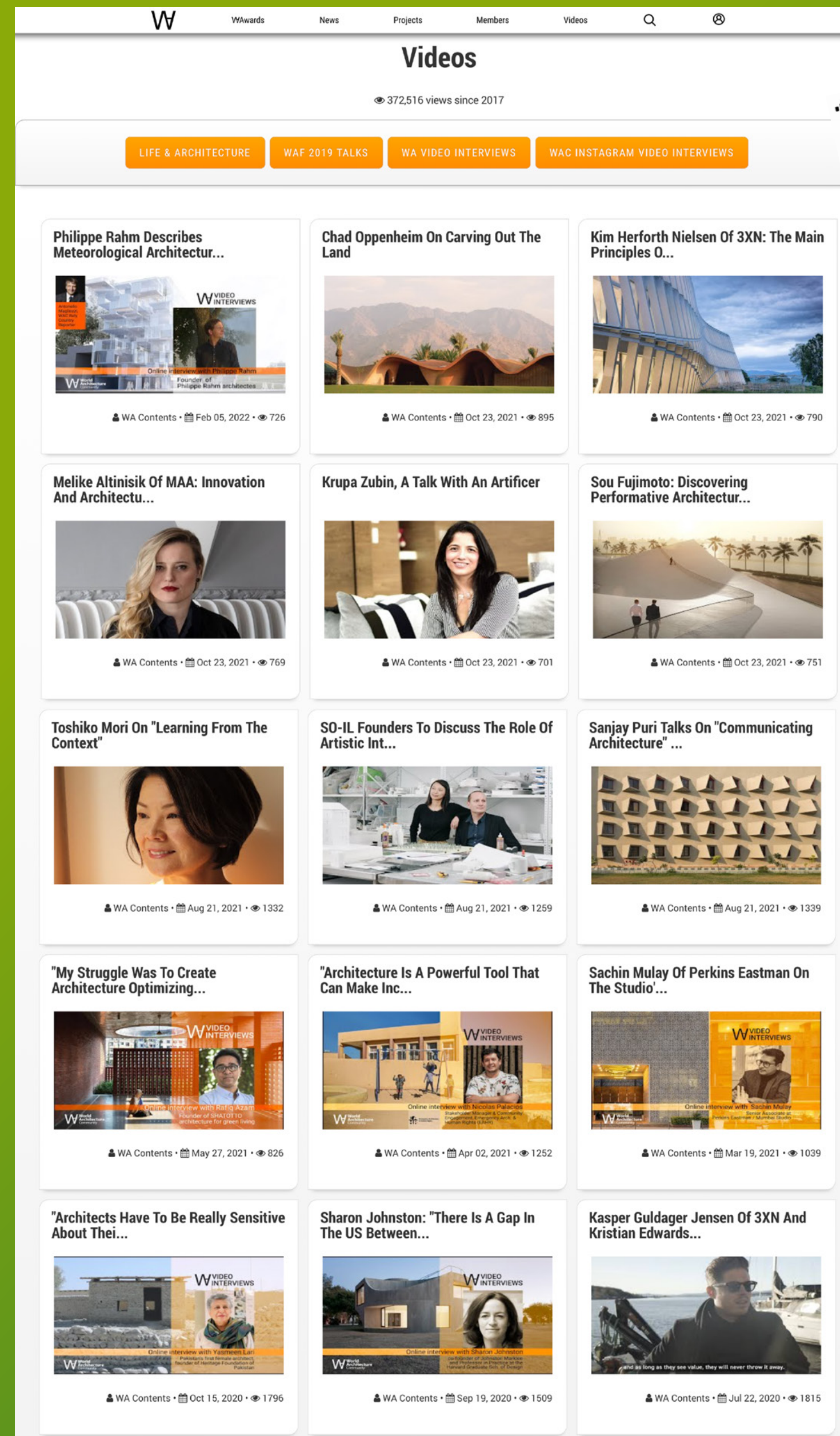


Image from a WAC Live Video Interview on Instagram, realised by WAC's country reporter Lola Kleindouwel with architect Sou Fujimoto

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.



Comité International des Critiques d'Architecture
International Committee of Architectural Critics
Comité Internacional de Críticos de Arquitectura

CICA AWARDS 2020

The international Jury, composed of Joseph Rykwert, Fernando Diez, Karen Eicker, Louise Noelle, Xing Ruan and Wilfried Wang (Chair), has the honour of bestowing the

Marina Waisman Digital Communication Award 2020

to

Berrin Chatzi Chousein (ed.)

for the web site

World Architecture Community
<https://worldarchitecture.org/>

Joseph Rykwert
CICA President

Louise Noelle
CICA Chair

Manuel Cuadra
CICA Secretary General

Rio de Janeiro, July 2021

Sponsored Contents

World Architecture Community accepts Sponsored Content articles. 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, 1 Facebook, 1 LinkedIn posts
- 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

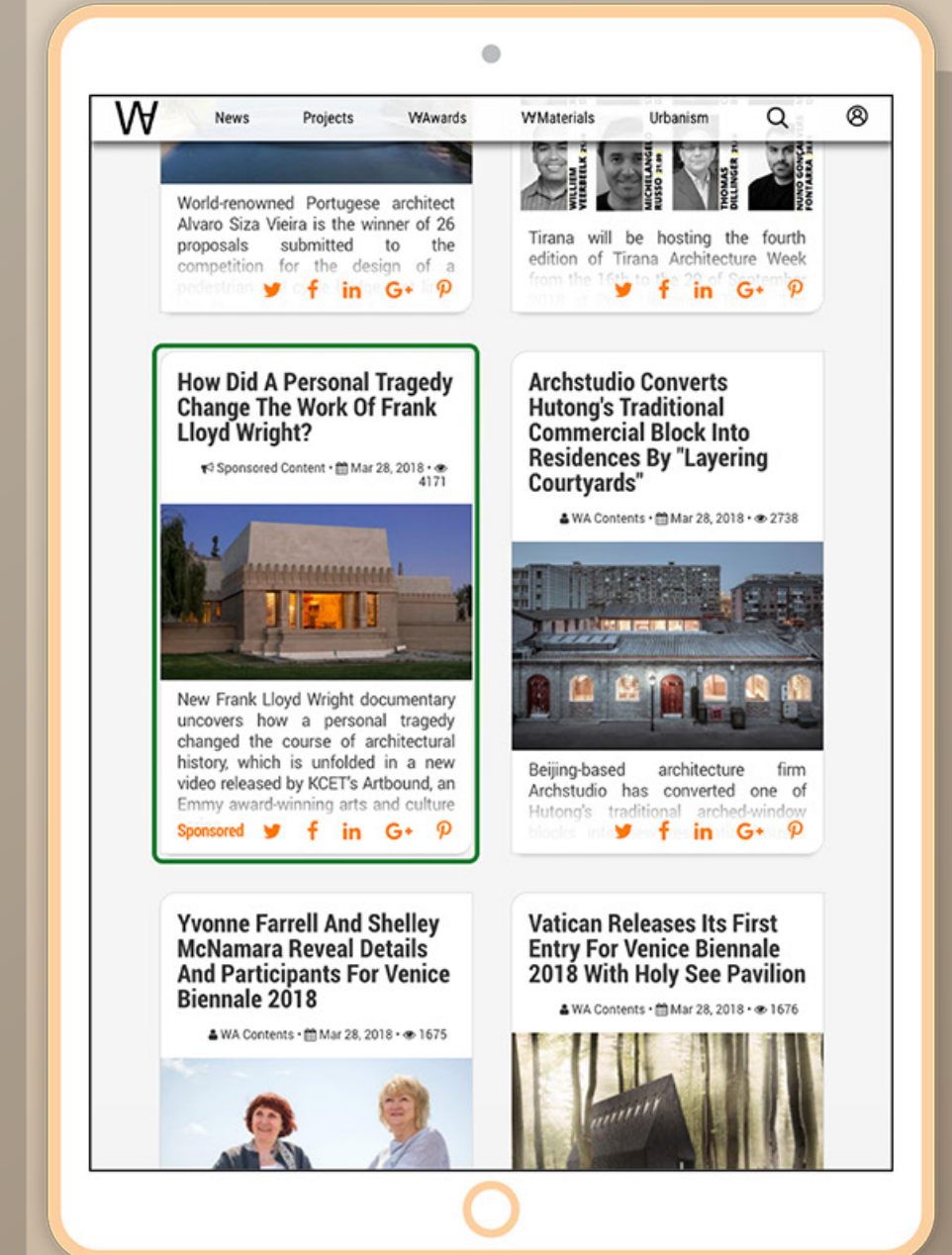
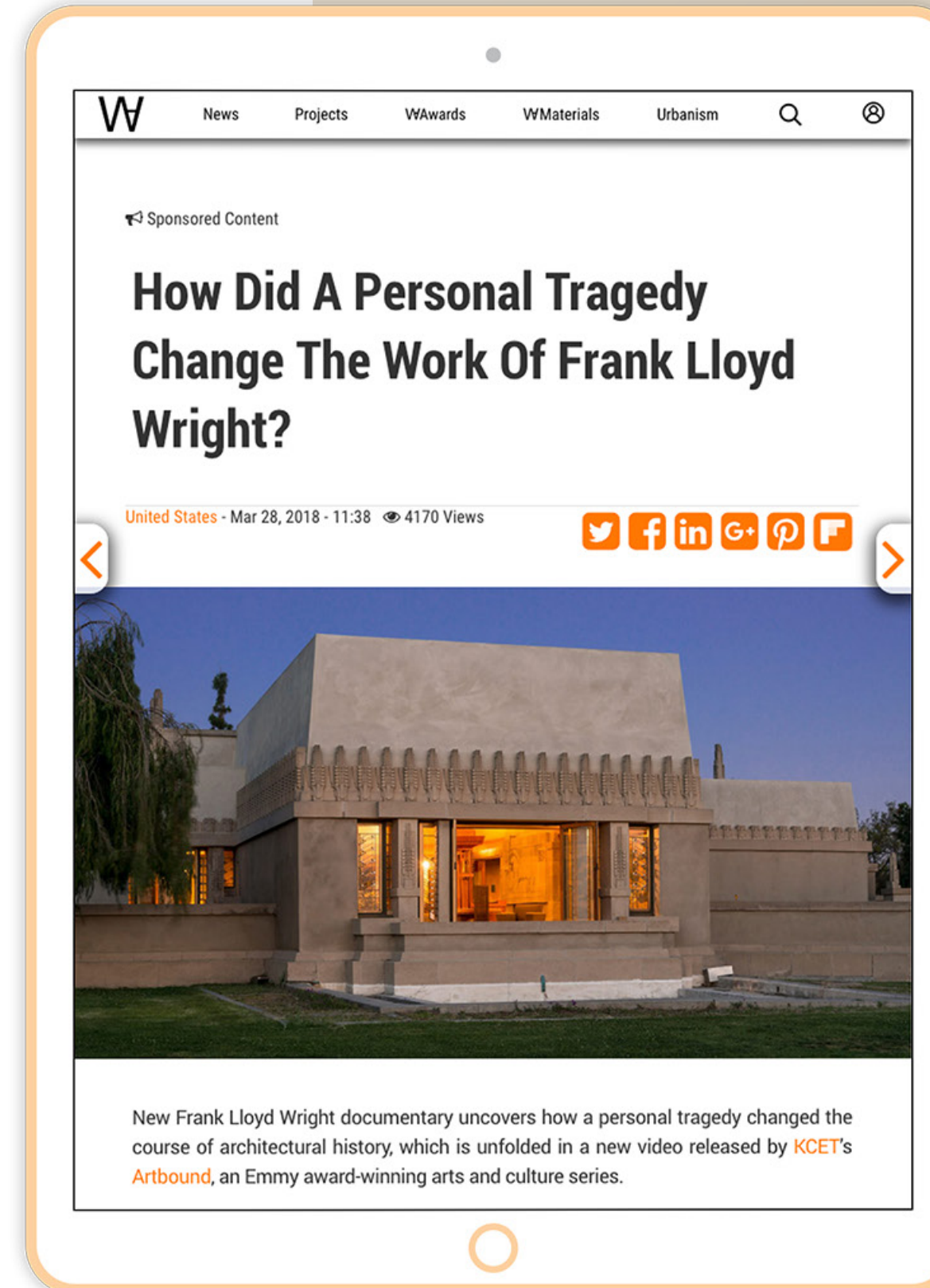


Social Media Posts

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.



Banners

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:

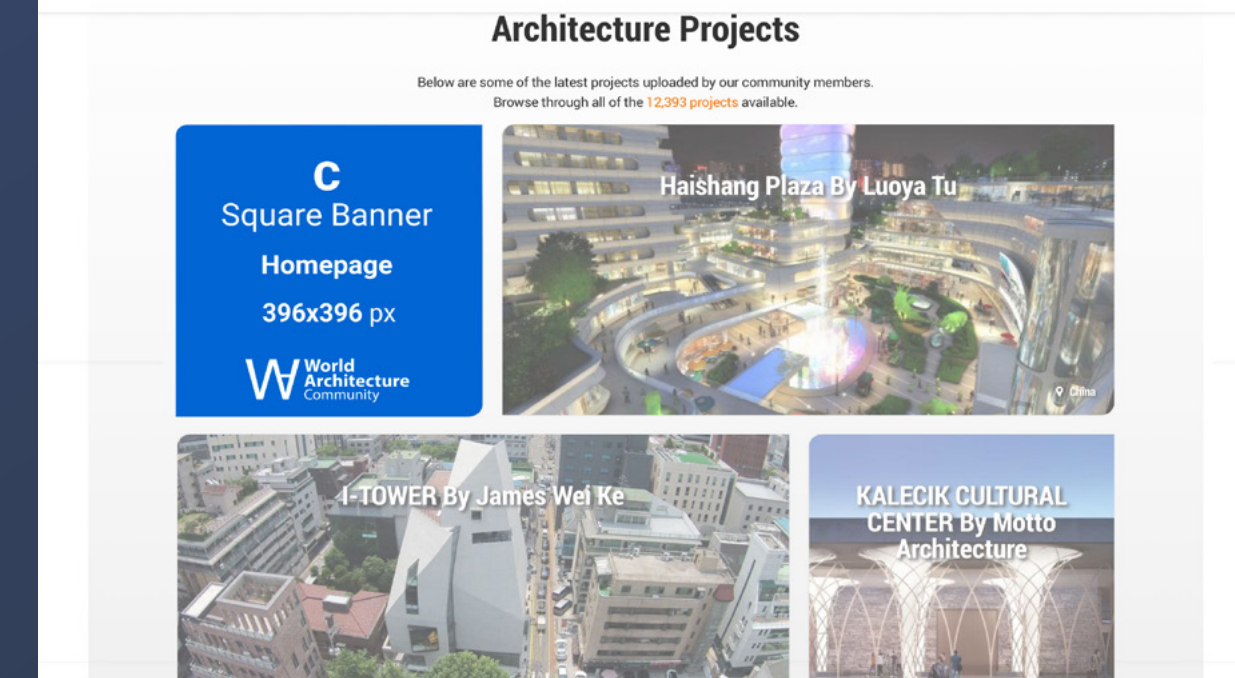
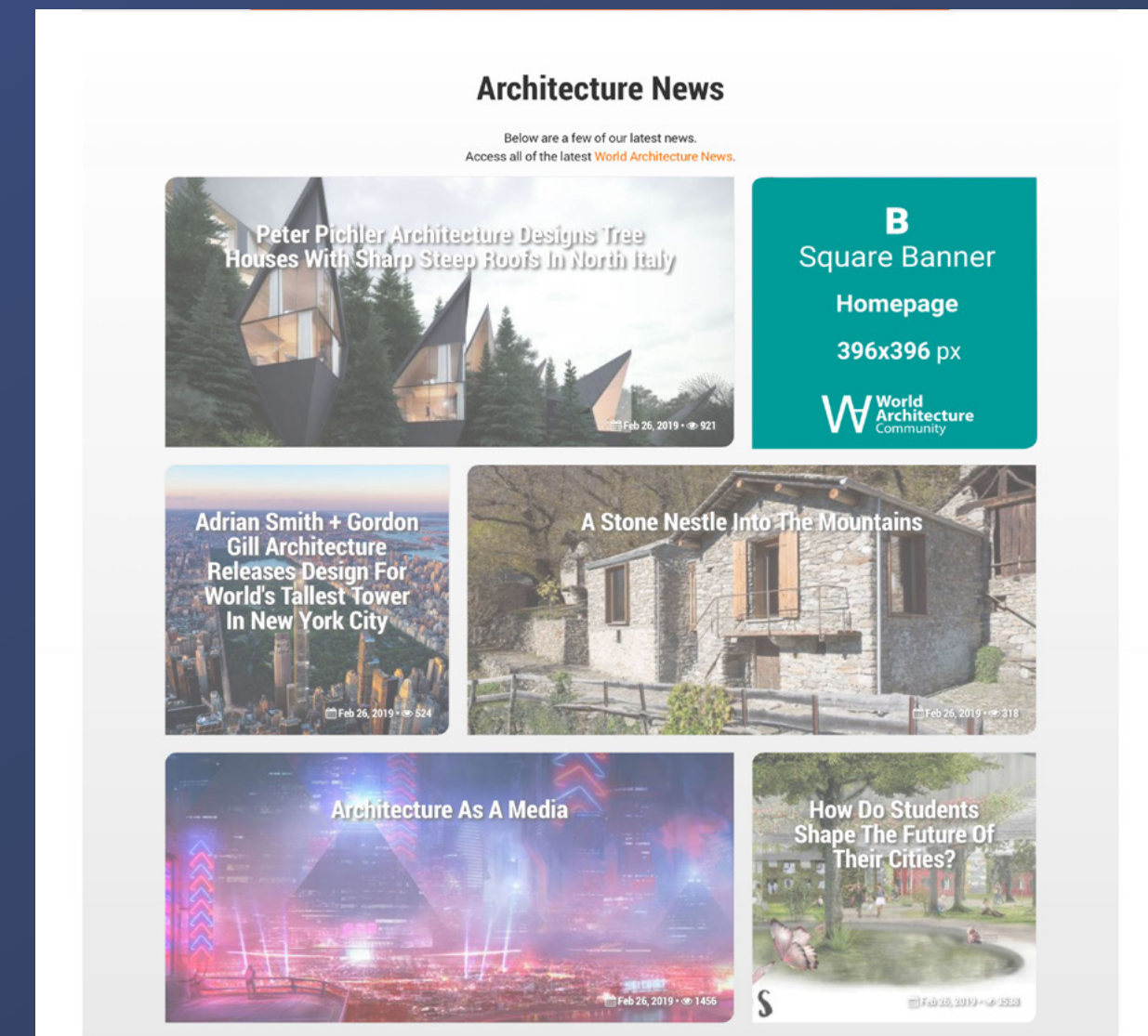
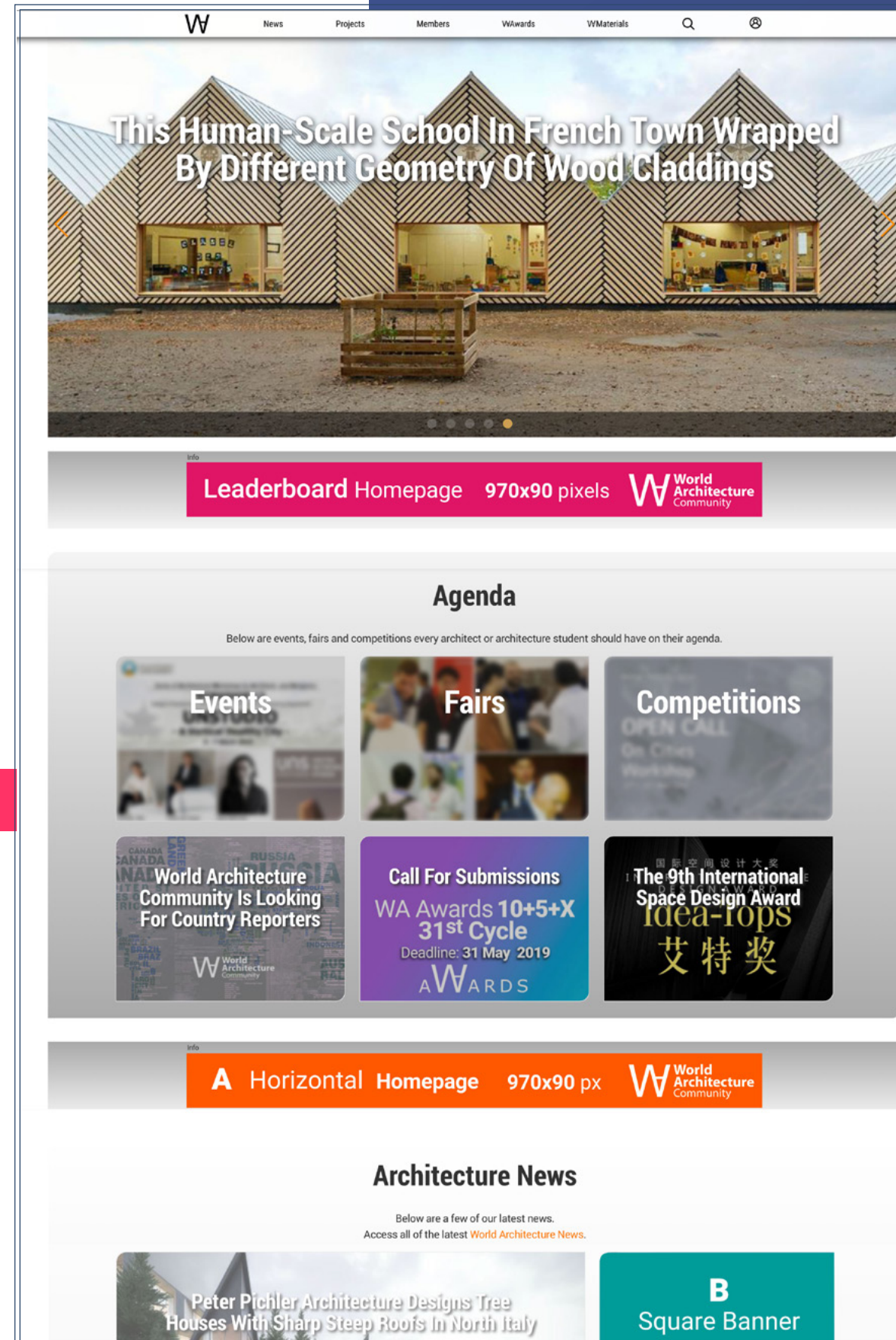
Horizontal banner sizes	Desktop	Laptop	Tablet & Mobile
	970 x 90 _{px}	970 x 90 _{px}	100% x auto

Square banner sizes

Desktop	Laptop & Tablet	Tablet Portrait	Mobile
396 x 396 _{px}	396 x 396 _{px}	243 x 243 _{px}	100% x 320 _{px}

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

Homepage Banner Places



Main News Page Banner Places

Individual News Artical Pages Banner Places

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:

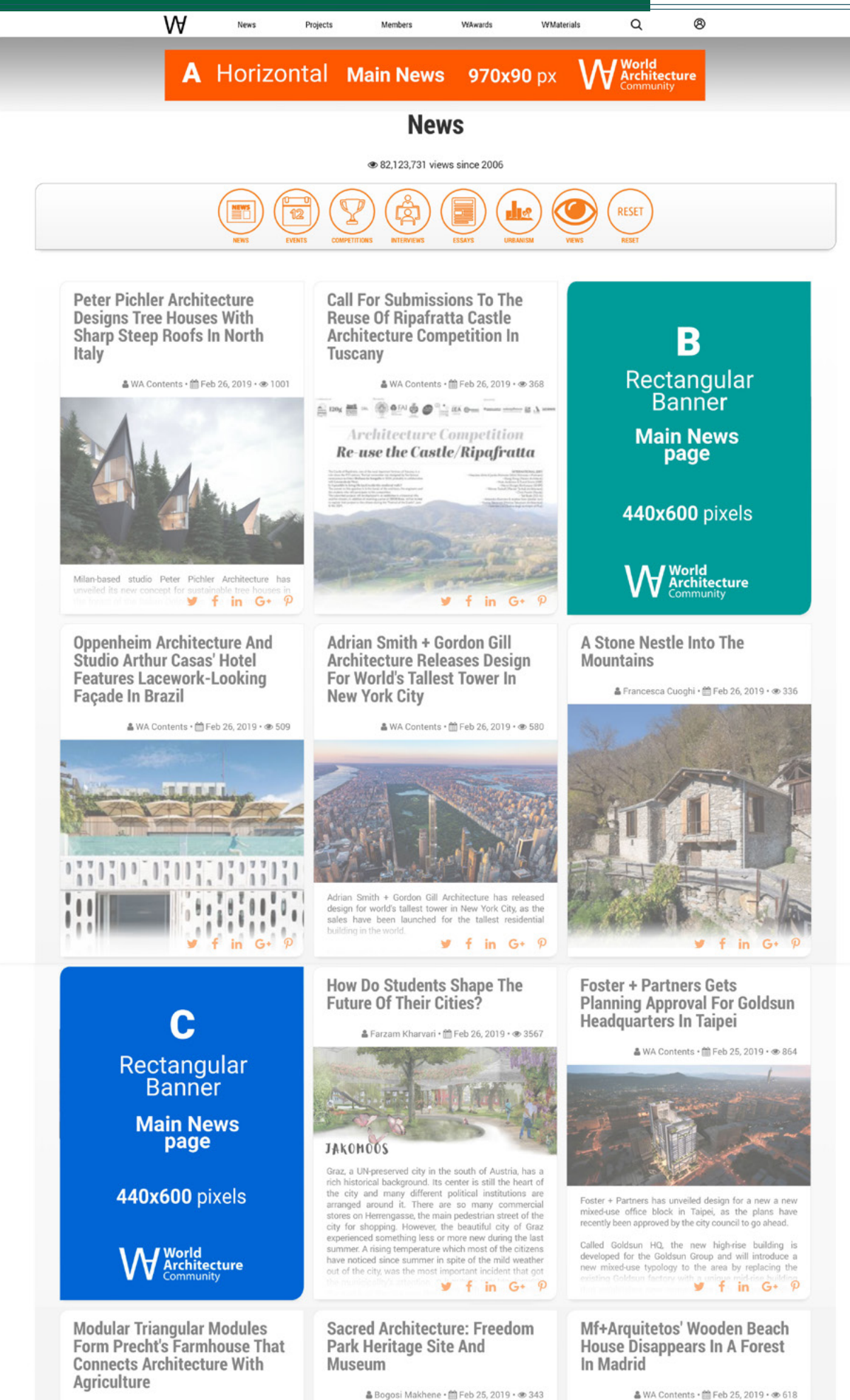
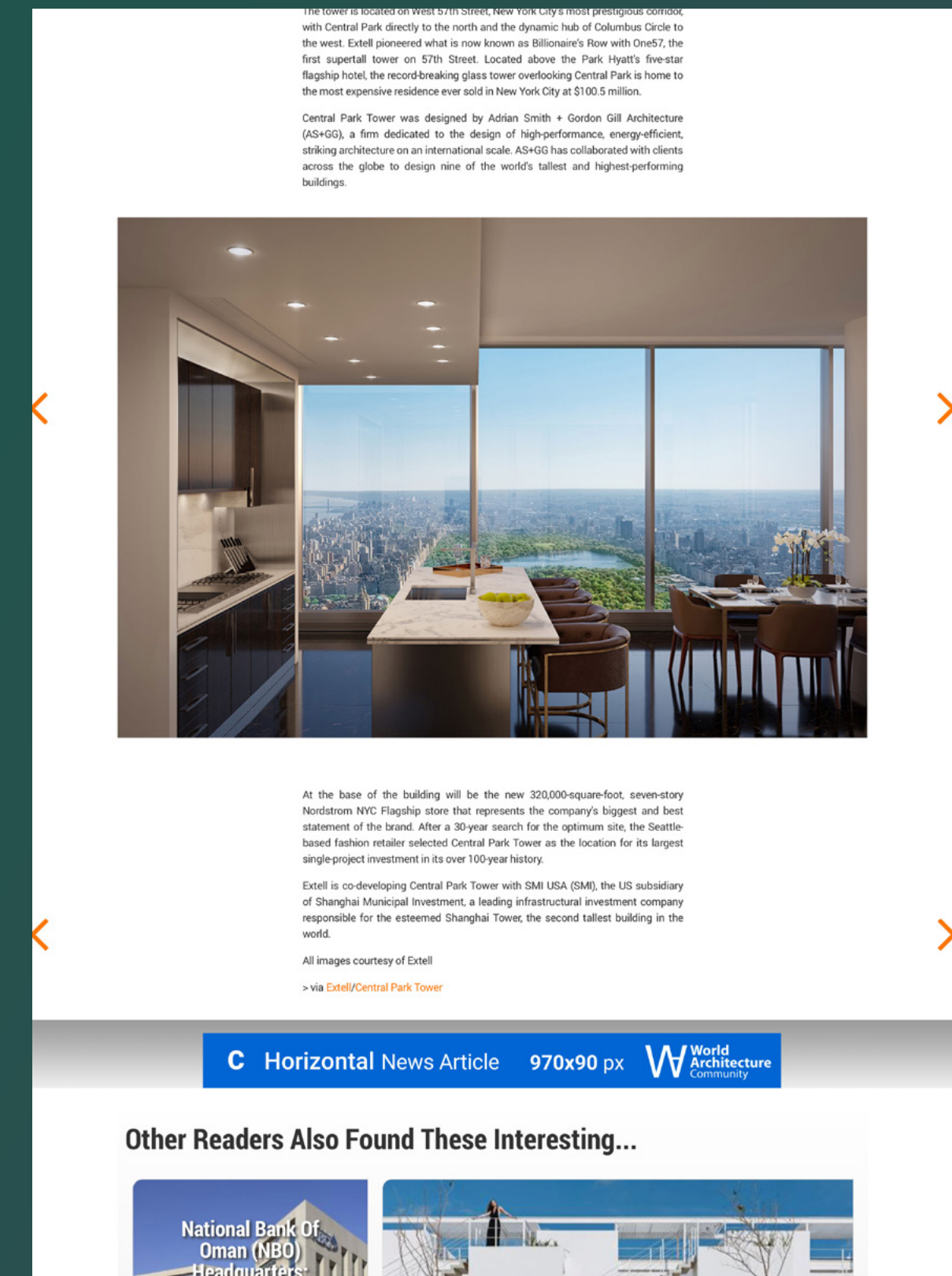
Horizontal banner sizes

Desktop	Laptop
970 x 90px	970 x 90px

Rectangular banner sizes

Desktop	Laptop
440 x 600px	440 x 600px

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



Main Projects Page Banner Places

Individual Projects Pages Banner Places

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:

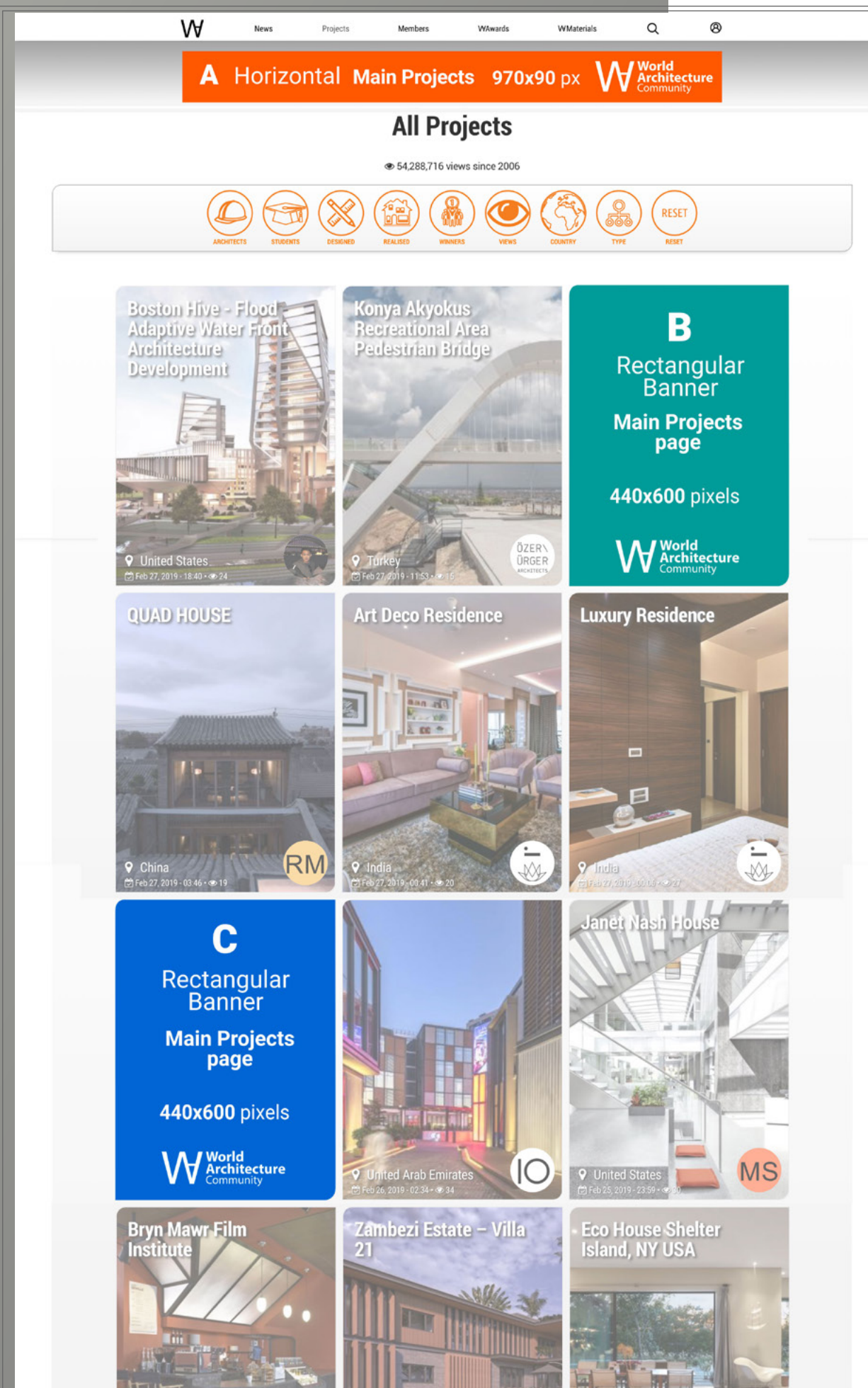
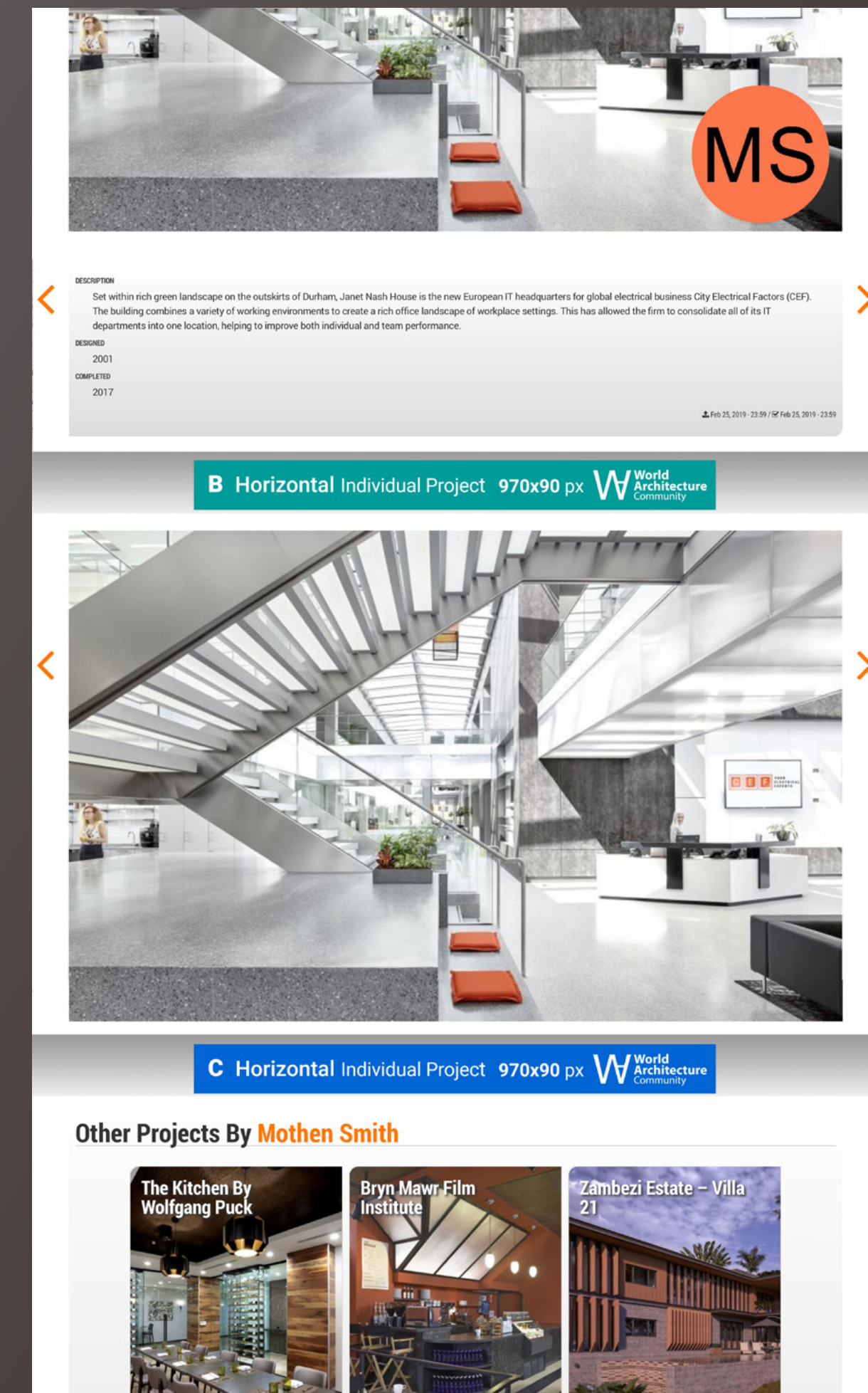
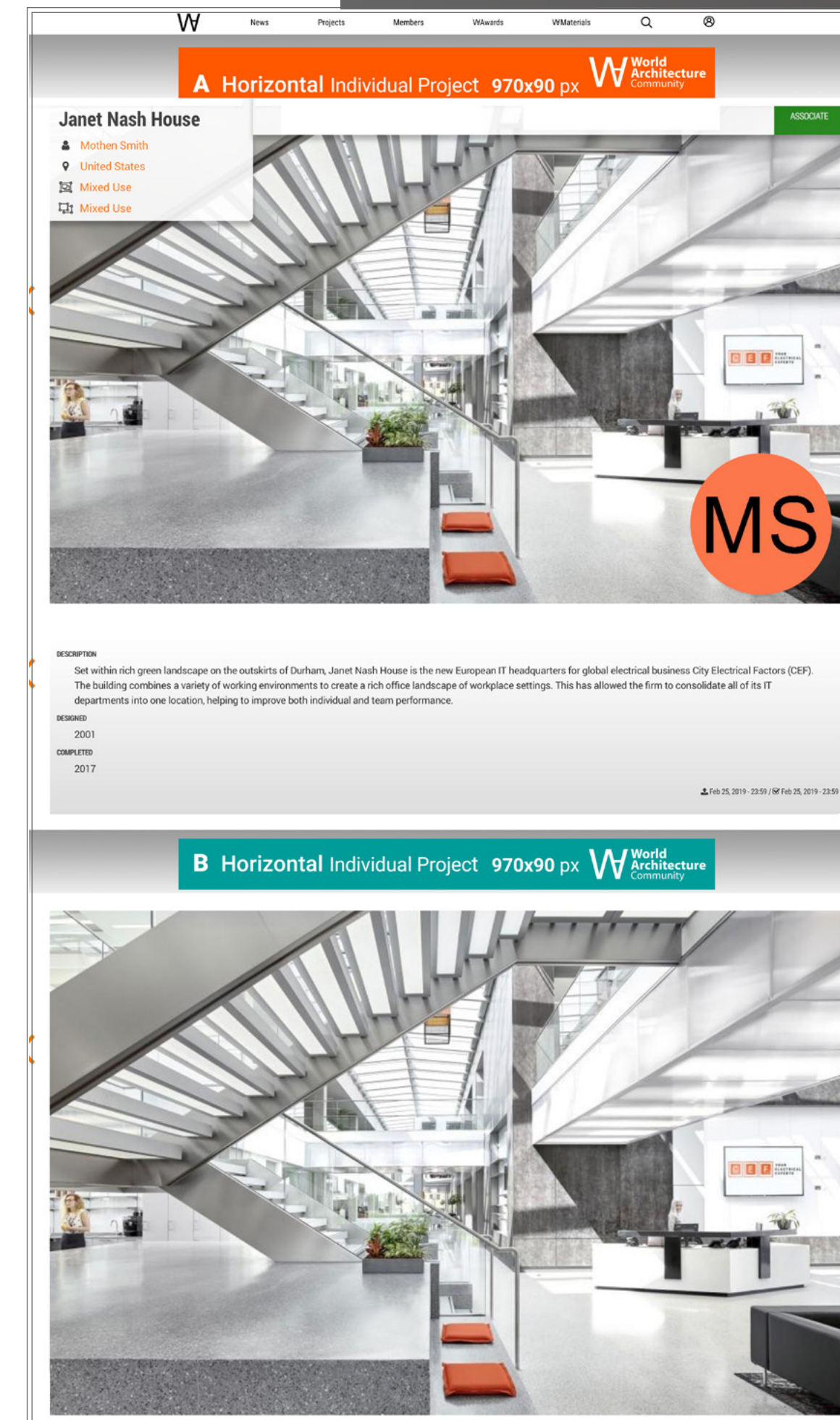
Horizontal banner sizes

Desktop	Laptop
970 x 90px	970 x 90px

Rectangular banner sizes

Desktop	Laptop
440 x 600px	440 x 600px

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



World Architecture Community is a unique platform with a distinct targeted audience, suitable for any brand trying to reach international architects and interior designers.

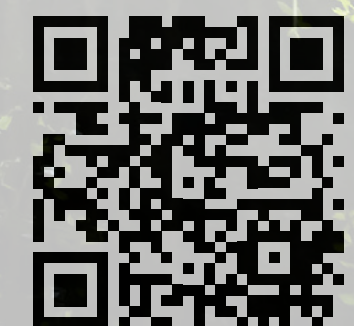
We understand everyone's needs are different and are open to different types of campaigns or sponsorship offers that best fit your needs. Contact us at ads@worldarchitecture.org

meet, share & compete

W World
Architecture
Community

worldarchitecture.org

worldarchitecture.org



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