

Media Kit 2024 February Edition

A global platform with 3,4 million pageviews and 1,2 million unique visitors from all around the world

TECHSTORM
Reliable Solution 道生天合

Meet

With **over 39,760 registered members** from 200+ countries, our portal is the meeting place for truly global contemporary architecture.

Share

Between 2006 - 2024, professionals and academics alike share **over 15,000 projects** On WAC.

Compete

On its 46th Cycle, **WA Awards 10+5+X** recognizes the diverse projects of our fellow members. **Over 2240 projects crowned with the WA Awards so far.**

Follow

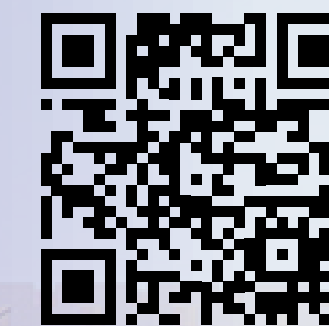
The mixture of exclusive and syndicated **19,842 architecture news**, published on World Architecture Community's News section until February 2024.

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.

World Architecture Community

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.



More than **39,760** architects, interior designers, architecture and interior design offices, students and academics are members of our portal.

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 Western media.

The mixture of exclusive and syndicated architecture/interior design **19,842 news** were published on World Architecture Community's News section, and **15,000 projects** were posted by its members. Visited by **1,2 million unique visitors**, World Architecture Community is also quite active and followed on social media with over **614,900 twitter**, over **360,000 Instagram** followers.

The WA Awards Architecture & Interior Design competitions aim to recognize the best projects and buildings in three categories: **Designed, Realized, and Student**. In every cycle, which occurs 3-4 times yearly, the projects are awarded through a democratic selection process. A combination of honorary members, previous cycle winners, and community members votes for the projects. For over 45 cycles, **WA Awards 10+5+X** has been a truly "crowd-sourced" competition.





Google Analytics
Data based on
1 Jan. '23 - 1 Feb. '24

Key Analytics 2023

Top 20 Visiting Countries

1 Year Period

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

Sessions
1,650k

**Page/
Session**
2.20

Pageviews
3,400k
(over 3,4 million)

**Unique
Visitors**
1200k

**Avg.
Session**
2.10





Google Analytics
Data based on
1 Jan. '23 - 1 Feb. '24

Sources & Audience 2023

Gender

female

52%

male

48%

Direct

20%

worldarchitecture.org

Social & Referral

15%

Twitter, Instagram,
Pinterest, LinkedIn,
Facebook etc.

Organic Search

65%

google.com

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

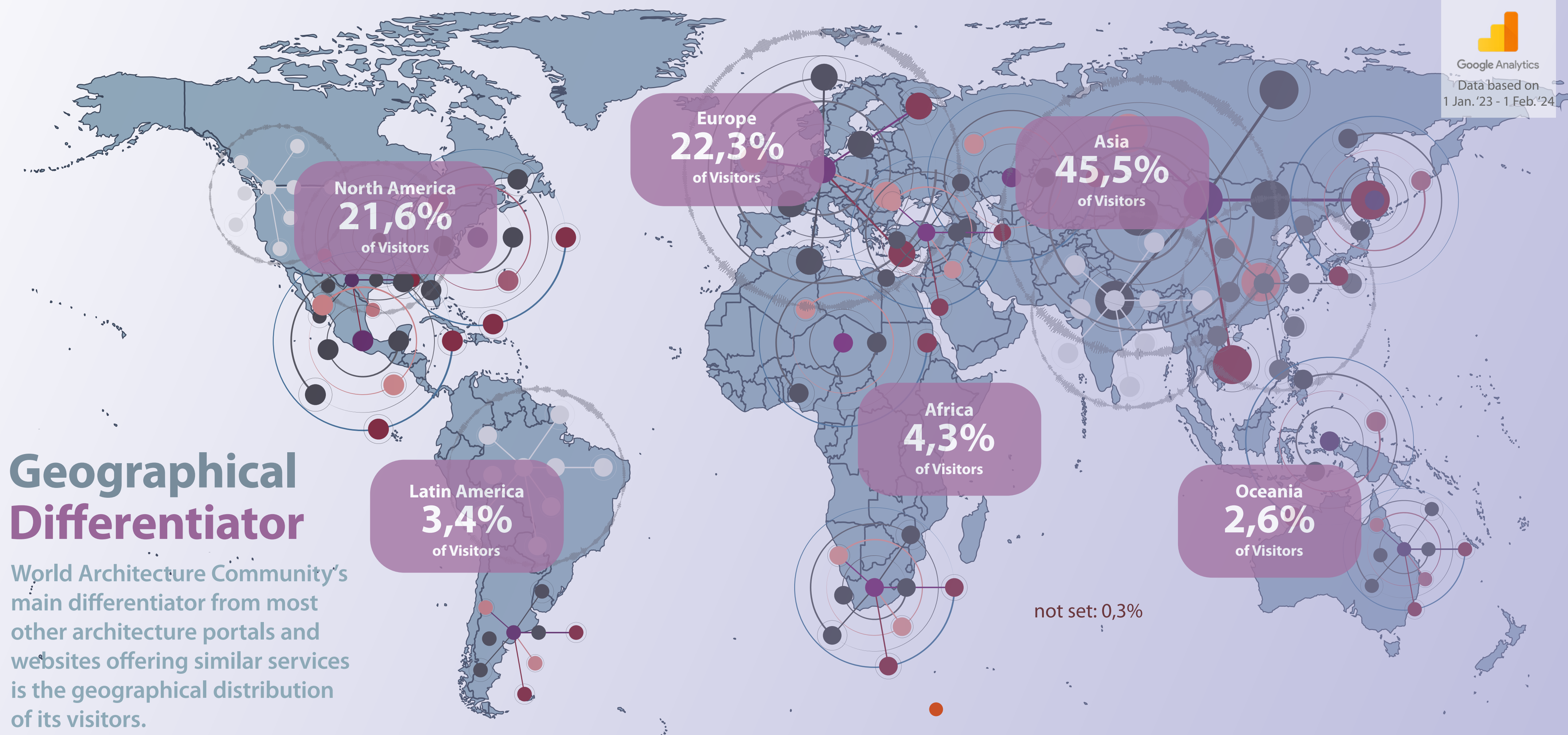
85%

Architects

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



Google Analytics
Data based on
1 Jan. '23 - 1 Feb. '24



Geographical Differentiator

World Architecture Community's main differentiator from most 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 2023) came from India (18.9%) and the USA (17.6%), followed by the UK (10%). China ranked fourth on our visitors' list.

As much as 45.5% of our visitors were from Asia, while the Western World accounted for 46.5% of the total visitors (North America at 21.6%, Europe at 22.3%, and ANZ at 2.6%).

The remaining 53.2% of visitors were a result of WAC's intentional focus on countries that are less covered by mainstream Western media and other platforms.



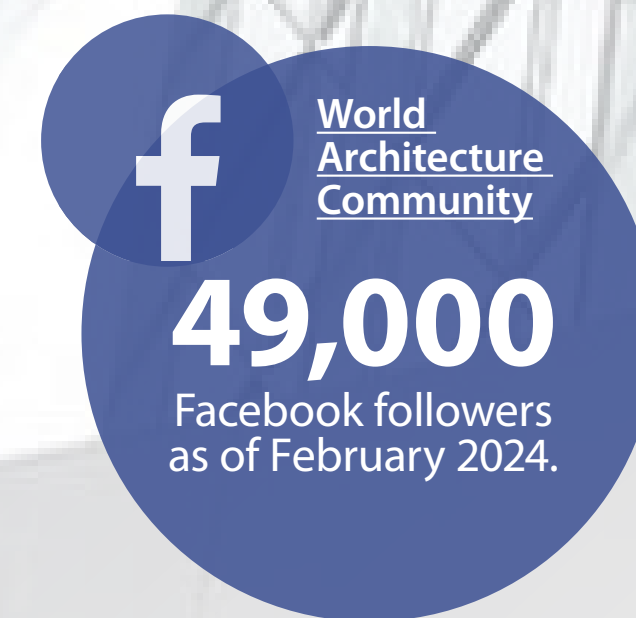
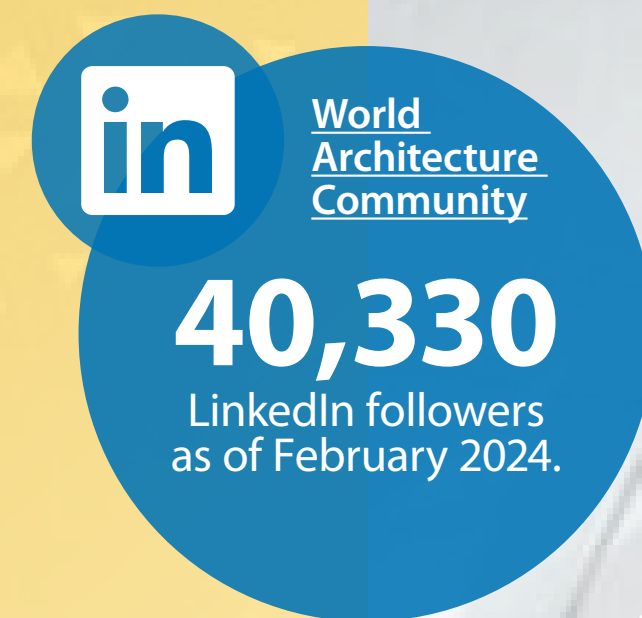
Social Media

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 46th 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.](#)

45
CYCLES
COMPLETED



The winners of the WA Awards receive a tailor-designed print-ready poster that attests their WA Award. They can display it 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.

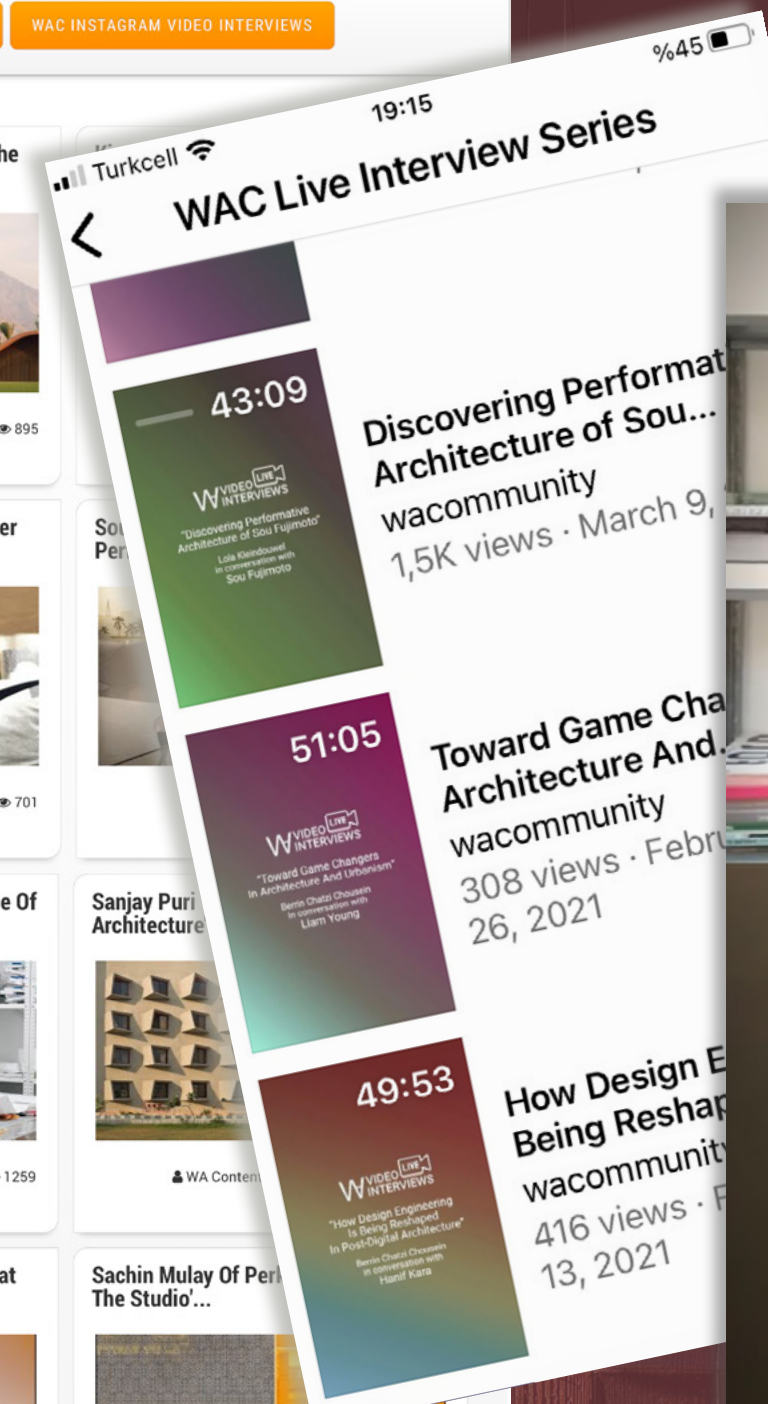
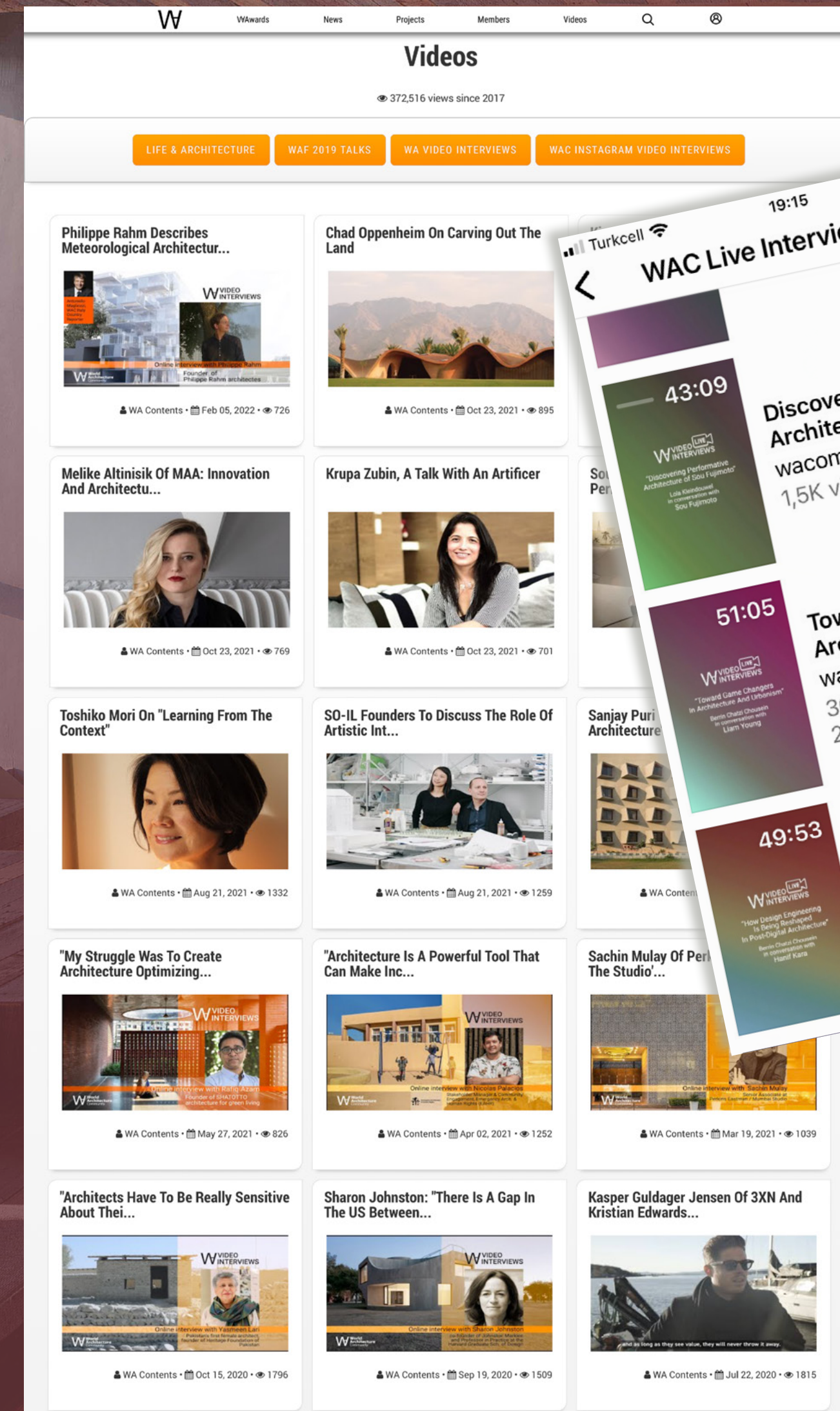


Image from a WAC Live Video Interview on Instagram, realised by WAC's country reporter Lola Kleindouwel with architect Sou Fujimoto

W VIDEO INTERVIEWS

W

WAC Professional Memberships

We have updated **WAC Professional Membership** to help our members gain more visibility online. We have improved our SEO infrastructure and search filters. We have also enhanced the benefits and professional membership types at WAC.

We offer membership options for a wide range of design professionals and related businesses, including architects, interior designers, landscape designers, product designers, architectural photographers, 3D rendering and visualization specialists, tool and service providers, PR agencies, design and drawing program providers, and manufacturers. Let's have a quick look at what we offer!

Office Page



As a professional member, you will have an Office Page to promote your office, brand and projects. Your Office Page will be listed in location-based directories and attract business opportunities. Your office page will be easily accessible from the **Professionals** section on the website's main menu. Also, we will present your office on our homepage.

Showcase Projects



You can showcase your projects or products on WAC. Your uploaded projects will also be showcased on your Office page and the **Projects** main page.

Directory



Our directory offers great exposure for your office and projects. They are indexed by category, type and location for easy discovery. Hundreds of thousands of professionals and companies visit WAC every month.



Ad-Free WAC

You will have the privilege to visit the WAC without any distracting advertisement banners.



Post Jobs

If you are looking for new employees, you can attract talented candidates by publishing job vacancies on the Professionals page and your Office page. Our Job Board is 100% dedicated to architecture professionals.



Free Participation In WA Awards (Only For Architecture Professionals)

Suppose you are an **architect** or **interior designer**. If you become a **Professional Member**, you will have a right to participate in the **WA Awards** for free with one project each cycle.

Check out the detailed benefits of our professional membership program [here](#) and start enjoying its advantages. All you need to do is [sign up](#) for free and upgrade your membership.





Country Editors / Reporters Program

The Countries where there are Country Editors, is shown with the sign  on the map.

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.



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, 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 here](#)). 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

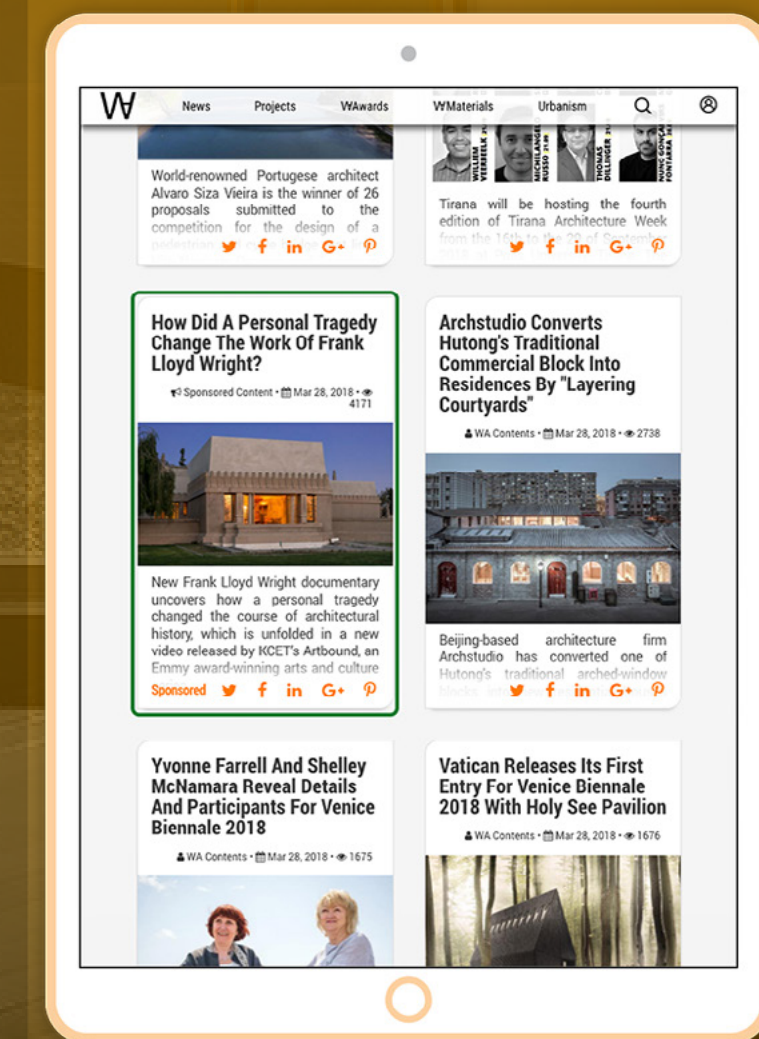
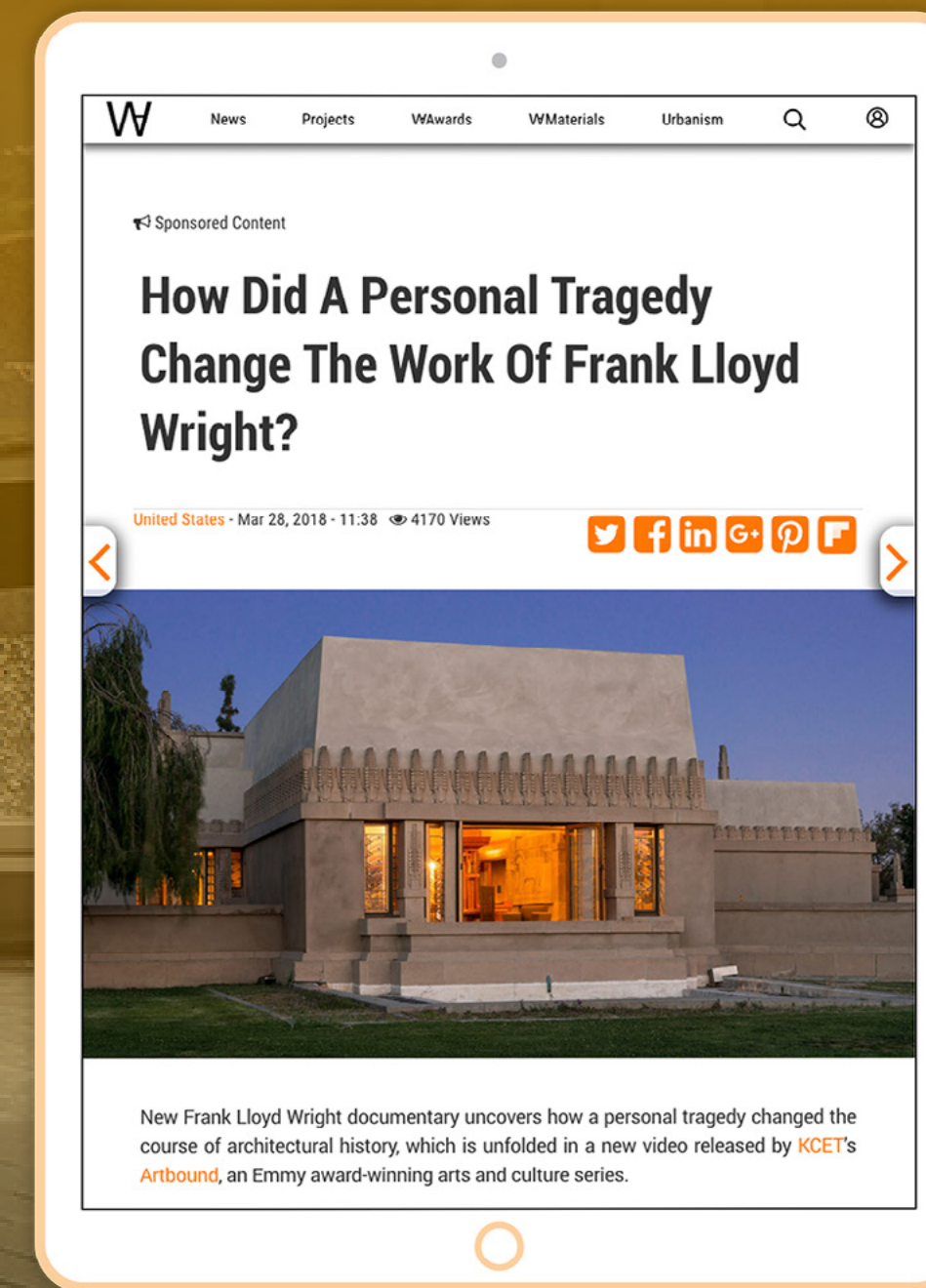
- Banner on Homepage under Agenda section (360x260px) for 2 weeks
- 2 sponsored articles (sent by customer)
- 6 Twitter posts, 6 Facebook posts, 2 LinkedIn posts, 2 Instagram posts

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