

Media-Kit 2024

PRESS - WEB

Discover our products

l'ARCA
INTERNATIONAL

ExcluWeb
architecture, design et communication visuelle
architettura, design e comunicazione visiva
architecture, design and visual communication

l'ARCAWEB
SUPPLEMENT MENSUEL DE l'ARCA INTERNATIONAL
SUPPLEMENTO MENSILE DE l'ARCA INTERNATIONAL
MONTHLY SUPPLEMENT OF THE l'ARCA INTERNATIONAL

press-kit 2024

L'ARCA
INTERNATIONAL

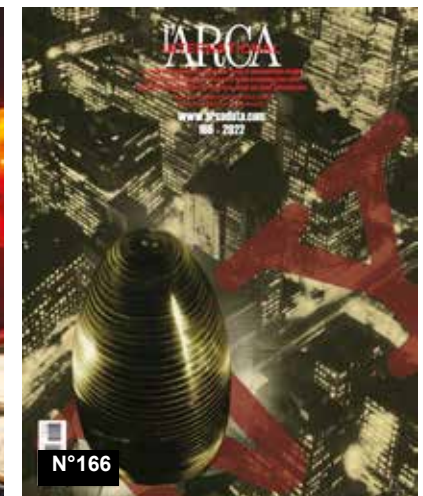
LA REVUE INTERNATIONALE BIMESTRIELLE D'ARCHITECTURE, DESIGN ET COMMUNICATION VISUELLE
THE BIMONTHLY INTERNATIONAL MAGAZINE OF ARCHITECTURE, DESIGN AND VISUAL COMMUNICATION
LA RIVISTA INTERNAZIONALE BIMESTRALE, DI ARCHITETTURA, DESIGN E COMUNICAZIONE VISIVA



press-kit 2024

The bimonthly international magazine of architecture, design and visual communication

l'ARCA
INTERNATIONAL



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The bimonthly international magazine of architecture, design and visual communication

l'ARCA
INTERNATIONAL

PROFILE OF READERS

Prescribers (architects, technical firms, interior architects...), public and private clients, real-estate promoters, business people and also students, training and research institutes and abroad spectrum of people interested in and passionate about architecture and design..

75% architects and designers
11% public customers
8% private customers
5% construction companies
1% associations/general public

PRINT RUN AND DISTRIBUTION

21.000 copies in total

9.000 copies allocated for subscribers (France, Italy, international)

6.000 copies distributed for professional events, business partners and companies

6.000 copies distributed around international bookstores, schools of architecture and associations

**6 ISSUE A YEAR PUBLISHED IN THREE
LANGUAGES PAPER OR DIGITAL VERSION
SUBSCRIPTIONS WWW.ARCADATA.COM**

press-kit 2024

The bimonthly international magazine of architecture, design and visual communication



The bimonthly international magazine of architecture, design and visual communication **l'Arca International** is the first trilingual magazine (French, Italian and English) entirely devoted to modern-day architecture, design and visual communication as the main topics of each new issue. l'Arca International stands out for the quality of its meticulous editorial work and the high standard of its content selected by an international committee of architects, designers and experts from the art world. Each issue includes a theme section about the latest developments in the industry, a presentation of a selection of projects/finished works by international architects, critical writings by art/design experts, an overview of the products and technology of the future, and an in-depth analysis of the latest innovations in the field of design. Published by Sam MDO - Principality of Monaco, and on sale in Europe, Africa, United Arab Emirates, United States, Japan, South Korea, China and over 40 countries on subscription, **l'Arca International** also works closely with leading professional shows and exhibitions.

COMPILATION News from the world of production
PROJECTS International projects and achievements
DESIGN Between creativity and new technologies
SHORTS Looks of architecture
FUTURE Ideas, projects, technologies, materials
ARTS Art and design

SCHEDULE OF PUBLICATIONS, DEADLINES AND THEMES FOR 2024

n°176 • January-February 2024 • deadline 05/12/2023
HEATING | HOME AUTOMATION

n°177 • March-April 2024 • deadline 06/2/2024
FURNITURE | LIGHTING

n°178 • May-June 2024 • deadline 02/4/2024
OUTDOOR

n°179 • July-August 2024 • deadline 04/6/2024
NEW MATERIALS

n°180 • September-October 2024 • deadline 16/7/2024
FLOORING & WALLCOVERING

n°181 • November-December 2024 • deadline 08/10/2024
MATERIALS & BUILDING COMPONENTS

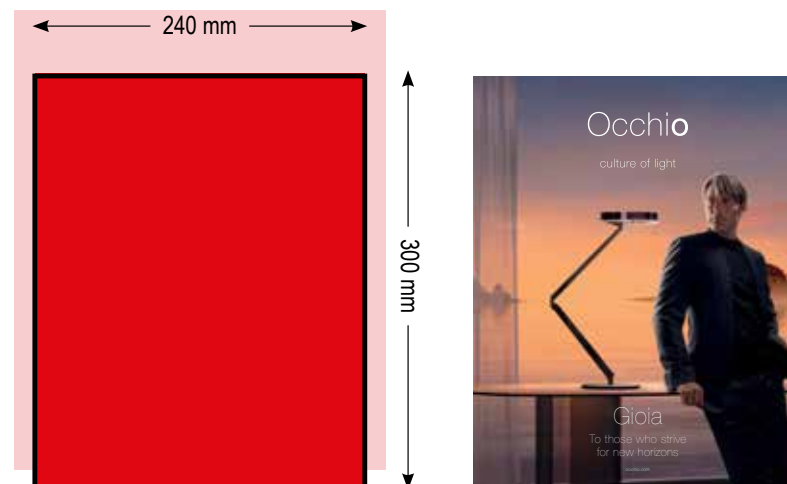
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ADVERTISING

l'Arca International provides companies with the opportunity to communicate by publishing pages in the first part of the magazine. Advertisers can make the most of the magazine's outstanding print quality and colours to convey their message and showcase the distinctive features of their products. The range of formats available can cater for companies' differing information/communication requirements so they can tailor their campaigns to the products they are promoting..



TECHNICAL MATERIAL DELIVERY

7 days before the 2024 deadline

Contact **Claire Nardone** - claire.nardone@groupep.mc



ADVERTISING	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
1/2 page	1.800 €	- 10%	- 15%	- 20%	- 25%	- 35%
page	3.500 €	- 10%	- 15%	- 20%	- 25%	- 35%
inside back cover	4.500 €	- 10%	- 15%	- 20%	- 25%	- 35%
inside front cover	6.000 €	- 10%	- 15%	- 20%	- 25%	- 35%
double page advertising	5.500 €	- 10%	- 15%	- 20%	- 25%	- 35%
back cover	7.500 €	- 10%	- 15%	- 20%	- 25%	- 35%
Inside front cover + inside front page	9.000 €	- 10%	- 15%	- 20%	- 25%	- 35%

SPECIAL DISCOUNT

new advertiser discount - 10%

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l'ARCA
INTERNATIONAL

ADVERTISING

TECHNICAL DATA

High resolution.pdf
300 dpi images in CMYK
Fonts and registration marks included

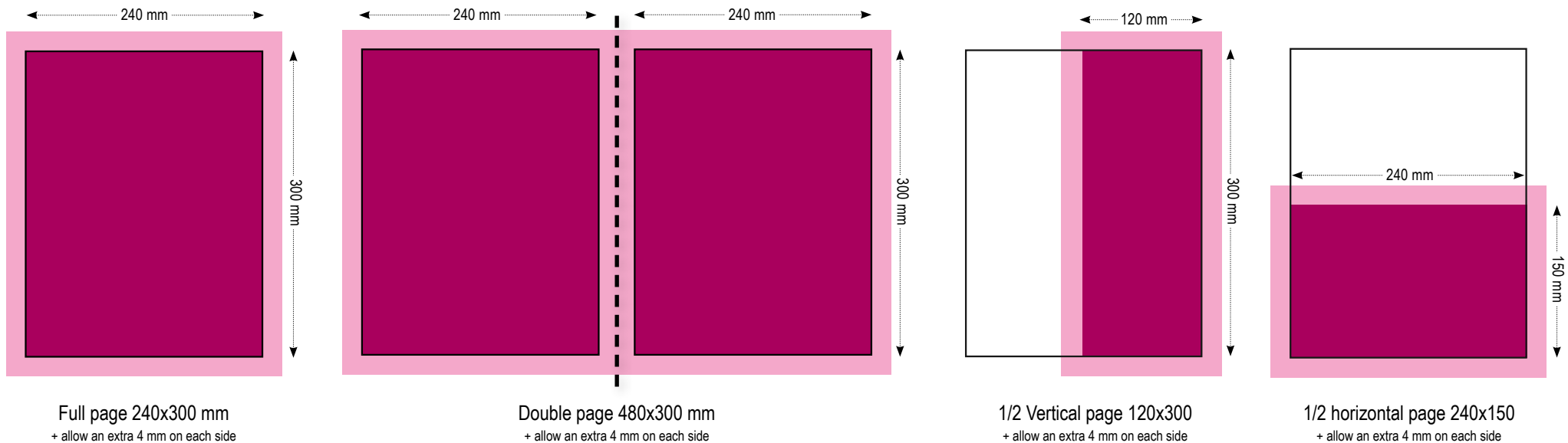
FORMATS

Allow an extra 4 mm on each side

Full page	240x300 mm
Double page	480x300 mm
1/2 horizontal page	240x150 mm
1/2 vertical page	120x300 mm

TECHNICAL DATA FOR THE MAGAZINE

135 gr/sq.m. paper
Offset printing on a flat machine



⚠ one file per page

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ADVERTORIALS

L'Arca International's advertorials are created by the publishing staff in close collaboration with companies. The articles written in three languages (Italian, French and English) can be provided directly by the client him/herself or created by the publishing staff and translated to professional standards by native speakers. The page layout is designed by the publishing staff.

The advertorials include the company's logo, address, website and email. They may take the form of a single or double page. The material (background texts, high-resolution pictures, logo, address, email and website) should be sent directly to the publishing staff..

TECHNICAL MATERIAL DELIVERY

15 days before the 2024 deadline

Contact **Elena Cardani** - redaction@groupep.mc



TECHNICAL DATAS

- Ten **300 dpi** high-resolution images, 15cm base in **.jpg** or **.tif**
- Presentation of a company or range of products
- 1.500/1.800 characters per single or double page
- Written in French, English and Italian
- HD logo
- Postal address, phone number, website, e-mail.

ADVERTORIALS	1 issue	2 issues	3 issues	4 issues	5 issues	6 issues
1/2 page	2.500 €	- 10%	- 15%	- 20%	- 25%	- 35%
page	4.500 €	- 10%	- 15%	- 20%	- 25%	- 35%
double page	6.500 €	- 10%	- 15%	- 20%	- 25%	- 35%

SPECIAL DISCOUNT	
new advertiser discount	- 10%

web-kit 2024

www.arcadata.com

l'Arca International website



Discover all our web products

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www.arcadata.com

The trilingual website of architecture, design and visual communication arcadata.com is designed for international experts (architects, interior architects, technical firms, designers, institutions and students). Constantly updated and upgraded, it provides a complete and immediate, interactive means of communication with in-depth expert studies.

STATISTICS

2023 data 12-month annual projections

Web traffic: 41.015.125 hits

Visitors: 230.758

Users signed up for the newsletter: 29.410

Visited pages: 35.085.263

Social Network followers: 39.399.000

(Facebook, Instagram, LinkedIn, Twitter)

Age

25% between 18-30 years

65% between 30-50 years

10% over 50 years

Profession

77% Architects

12% Students

11% Associations and businesses

GEOGRAPHICAL BREAKDOWN

34% France

37% Italy

7% Monaco

4% Canada

3% Germany

3% USA

3% China

2% Israel

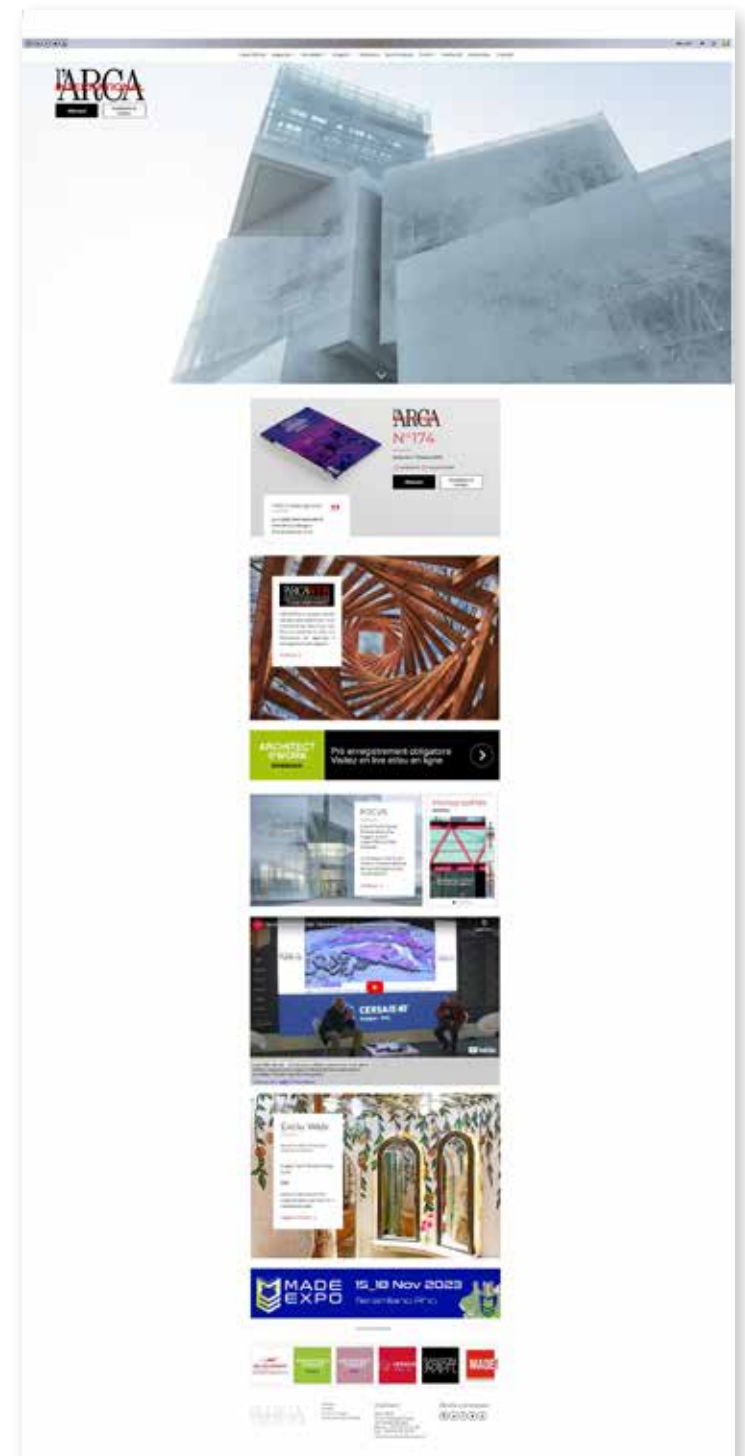
2% Belgium

1,5% United Arab Emirates

1,5% Australia

1% Russia

1% Other countries



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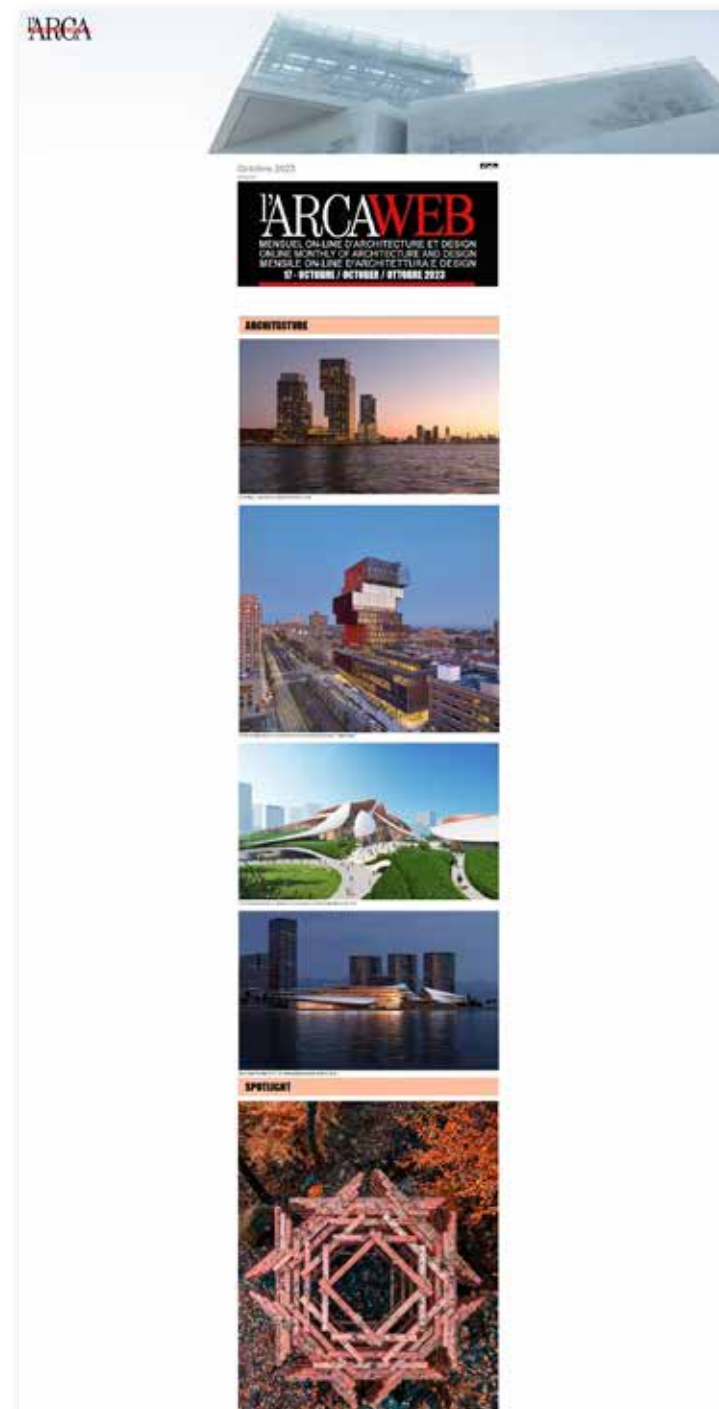


l'ArcaWEB is the new online magazine launched by l'Arca International in 2020. l'Arca International's editorial staff publish monthly news and information about new architecture and design projects considered worth promoting quickly to the right people. **l'ArcaWEB** also has links to brief descriptions written by the staff. This on-line magazine can be consulted free of charge at arcadata.com and is accompanied by a monthly newsletter sent to l'Arca International's entire database. l'ArcaWEB is a very quick and versatile tool drawing in a wide range of readers, who are invited to send in new projects, ideas and designs.

COMMUNICATION IN l'ARCAWEB

Insertion of a product or project image, company name, product name and designer name, in a specific monthly issue of l'ArcaWEB (published on the [arcadata](http://arcadata.com) website and in the monthly newsletter corresponding). Interactive image with redirection to a website chosen by the advertiser: **€ 350**

Insertion of a product or project image, company name, product name and designer name, in a specific monthly issue of l'ArcaWEB (published on the [arcadata](http://arcadata.com) website and in the monthly newsletter corresponding). Interactive image with redirection to landing page ([arcadata](http://arcadata.com) website) consisting of trilingual text (en/fr/it), 3 images and up to 3 interactive redirect links to a website chosen by the advertiser: **950€**



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www.arcadata.com

Exclu Web
architecture, design et communication visuelle
architettura, design e comunicazione visiva
architecture, design and visual communication

Each month the editorial staff will publish a new project chosen from the contemporary international architecture scene.

This section can be reserved by any company interested in publishing (in the form of an advertorial) a project it has been involved in, including technical info about the product or technology used (landing page). In this case the project will be chosen with the publishing staff and the web exclusive will also include a newsletter sent to l'Arca International's entire database. Possibility of activating, on text and images, different redirect links to the chosen websites by the advertiser (home page, products page applied in the project, pdf catalog, other).

EXCLU WEB 2023 DATA

Visited pages: 35.085.263

Newsletter opening rate: 28%

Reportage Exclu Web + Newsletter

€ 2.000



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VIDEO LIBRARY

In this section we offer you the possibility to insert a video about a project, product or event with the activation of a redirect link to the advertiser's website.

15 days duration on the home page and one year in the " Video Library " Back List € 350

PERSONALISED NEWSLETTER

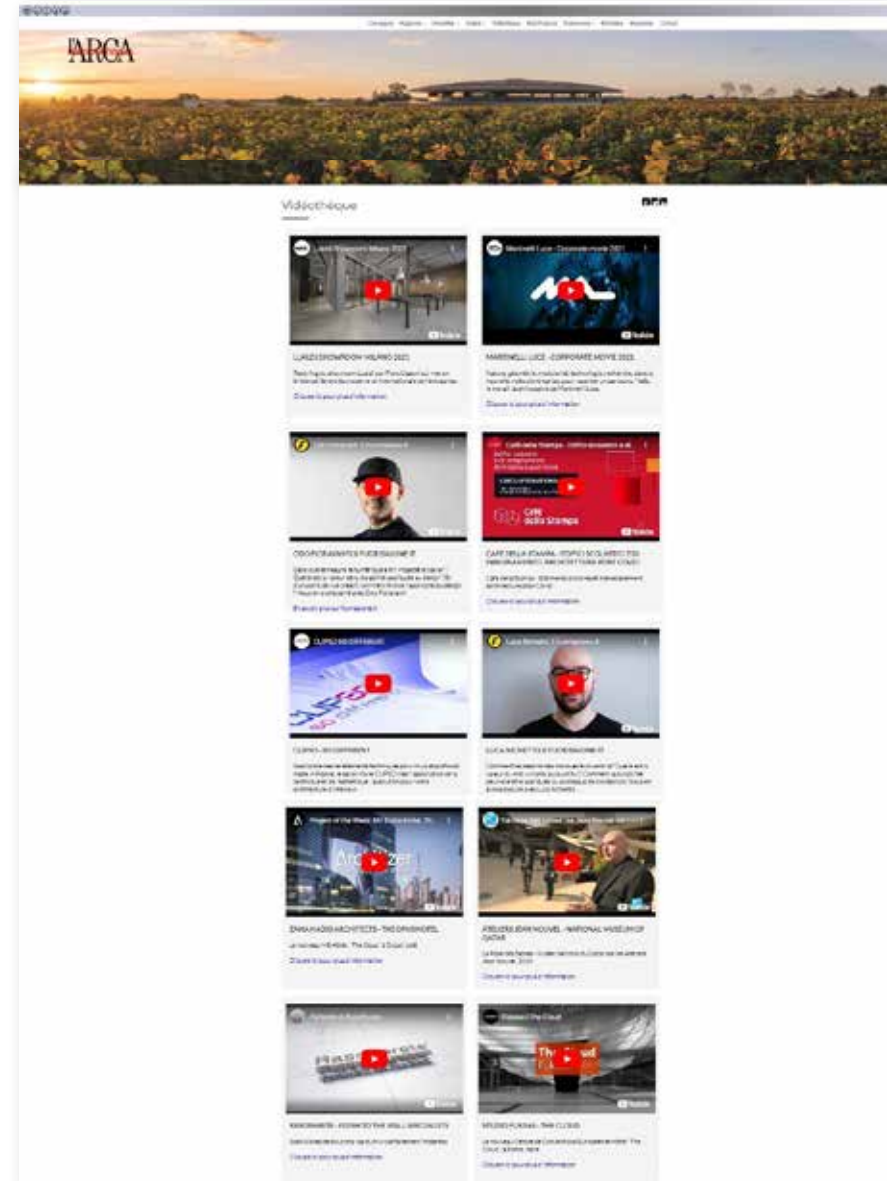
A personalised newsletter will be sent to everybody on our database providing various links to the brand's/architects written documents and images. The newsletter will be sent in three versions (en/fr/it) according to the nationality of our contacts € 1.200

DEM

Your advertising message in the three languages of the website (en/fr/it) is sent to our database € 700

DEM TECHNICAL DETAILS

1 vertical jpg 700x900 image completed with all information e indication of the web address to be included on the link



web-kit 2024

www.arcadata.com

CENTRAL BANNER

Displayed at the center of the homepage and visible on the homepage only

FIXED BANNER (bimonthly rate)

€ 450

ROTATING BANNER (bimonthly rate, 2 images maximum)

€ 900

FIXED BANNER jpg image

ROTATING BANNER animated gif image

Size: 1000x200 pixels (max weight 150 kb)

Direct link to the company's website

2023 IMPRESSION: Yearly total 32.090.034 ; Monthly 2.674.169



FOOTER BANNER

Displayed at the bottom of the homepage of the website and visible on all the pages of the website.

FIXED BANNER (bimonthly rate)

€ 750

ROTATING BANNER (bimonthly rate, 2 images maximum)

€ 1.250

FIXED BANNER jpg image

ROTATING BANNER animated gif image

Size: 1000x200 pixels (max weight 150 kb)

Direct link to the company's website

2023 IMPRESSION: Yearly total 27.345.998 ; Monthly 2.278.833

