



**ARCHITECTURE
DESIGN
VISUAL COMMUNICATION** **2020**

THE TRILINGUAL WEBSITE OF ARCHITECTURE, DESIGN AND VISUAL COMMUNICATION www.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.

2019 data

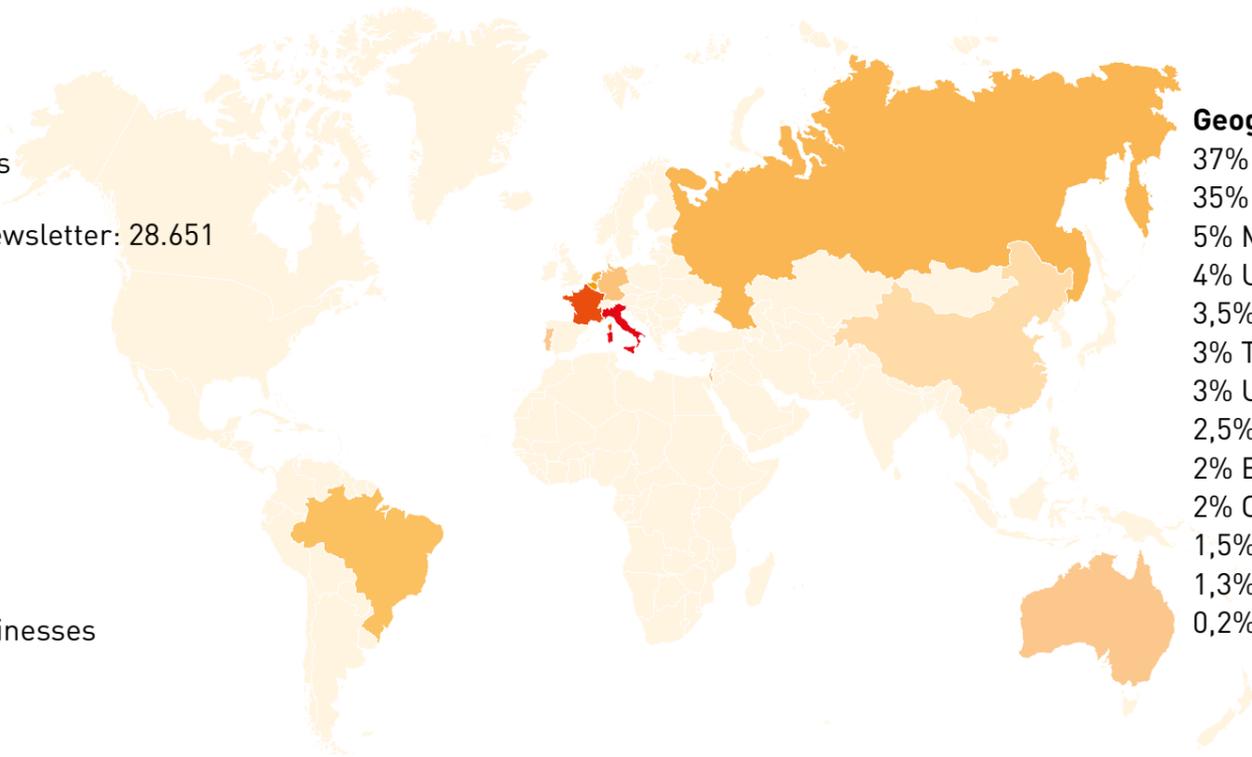
Web traffic: 29.042.305 hits
 Visitors: 172.847
 Users signed up for the newsletter: 28.651
 Visited pages: 27.636.018

Age

25% between 18-30 years
 63% between 30-50 years
 12% over 50 years

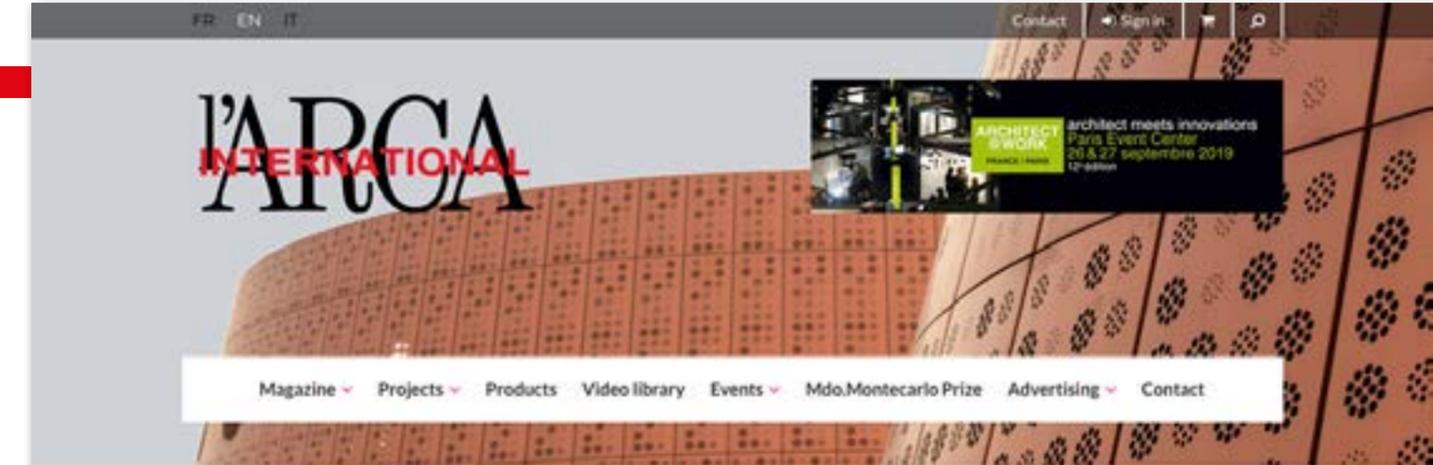
Profession

74% Architects
 13% Students
 13% Associations and businesses



Geographical breakdown

- 37% France
- 35% Italy
- 5% Monaco
- 4% United Arab Emirates
- 3,5% Germany
- 3% Turkey
- 3% USA
- 2,5% China
- 2% Belgium
- 2% Canada
- 1,5% Australia
- 1,3% Russia
- 0,2% Other countries



THE BIMONTHLY INTERNATIONAL MAGAZINE OF ARCHITECTURE, DESIGN AND VISUAL COMMUNICATION

N°150
 September 2019
 PREVIEW PREVIOUS ISSUES

To have the best updates of Architecture, subscribe to L'Arca International and get 6 magazines at home and unlimited consultation online. You can now buy a digital magazine and read it on your tablet, smartphone or laptop.

PURCHASE AN ISSUE **SUBSCRIBE**

L'ARCA International **”**
 Subscribe to our magazine and read the last Arca International on line!

TOP BANNER

Displayed at the top right of all pages of the site www.arcadata.com

COSTS BANNER FIXED

JPG image

Size : 429x122 pixels (max weight 150 kb)

Link to corporate website

Quarterly € 2.000

Six-monthly € 3.000

Yearly € 4.000

COSTS BANNER ROTATING

Animated GIF image

Size : 429x122 pixels (max weight 150 kb)

Link to corporate website

Quarterly € 2.600

Six-monthly € 3.600

Yearly € 4.600

IMPRESSION 2019: Yearly total 27.636.018 ; Monthly 2.303.001

FOOTER BANNER

Space shared with other companies.

COSTS BANNER FIXED

JPG image

Size : 1000x200 pixels (max weight 150 kb)

Link to corporate website

Quarterly € 2.500

Six-monthly € 3.000

Yearly € 4.000

COSTS BANNER ROTATING

Animated GIF image

Size : 1000x200 pixels (max weight 150 kb)

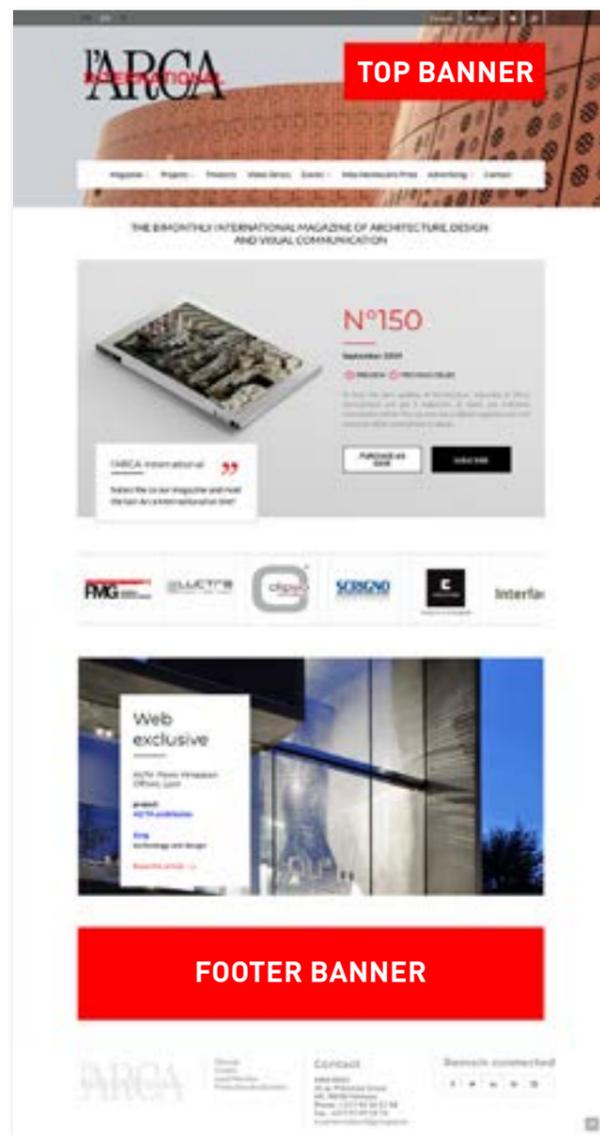
Link to corporate website

Quarterly € 3.100

Six-monthly € 4.100

Yearly € 5.100

IMPRESSION 2019: Yearly total 25.535.018 ; Monthly 2.127.918



LINKABLE HEADER IMAGE (NEW PRODUCT)

The Header image is visible on the homepage and in every section of both the desktop and mobile versions of arcadata.com. The Header image is very much to the fore on our website and in the message being sent out to all those professional people who follow us. This means the image must be highly effective, appealing and in tune with architecture and design, the main subject matter of L'Arca International

Cost

€ 2.000 / month

Size : 1340x322 pixels

PRODUCTS COMPILATION + SENDING OF NEWSLETTER + POST SOCIAL NETWORK

This section is for inserting a new product in the COMPILATION section by means of an image that can be linked to the corporate website.

Besides, a newsletter will be sent to our entire database (28.651 professionals).

Page shared with other companies with vertical manual scrolling.

2019 DATA

Newsletter opening rate

26%

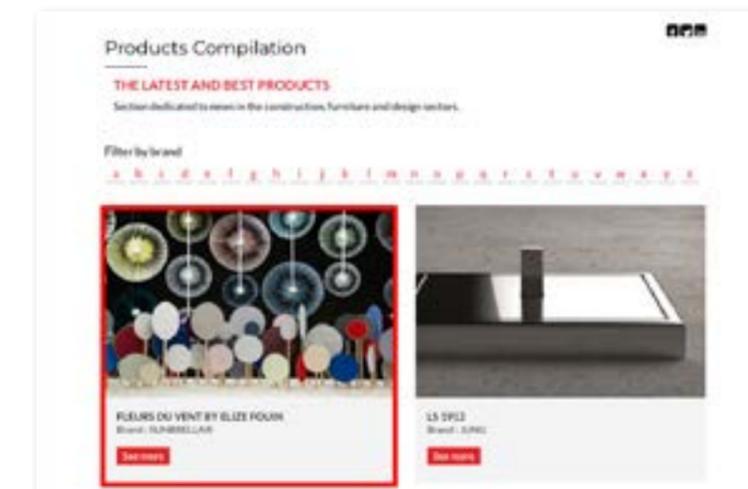
Cost

€ 1.500



Linkable header image

Company logo



WEB EXCLUSIVE + NEWSLETTER + POST SOCIAL NETWORK

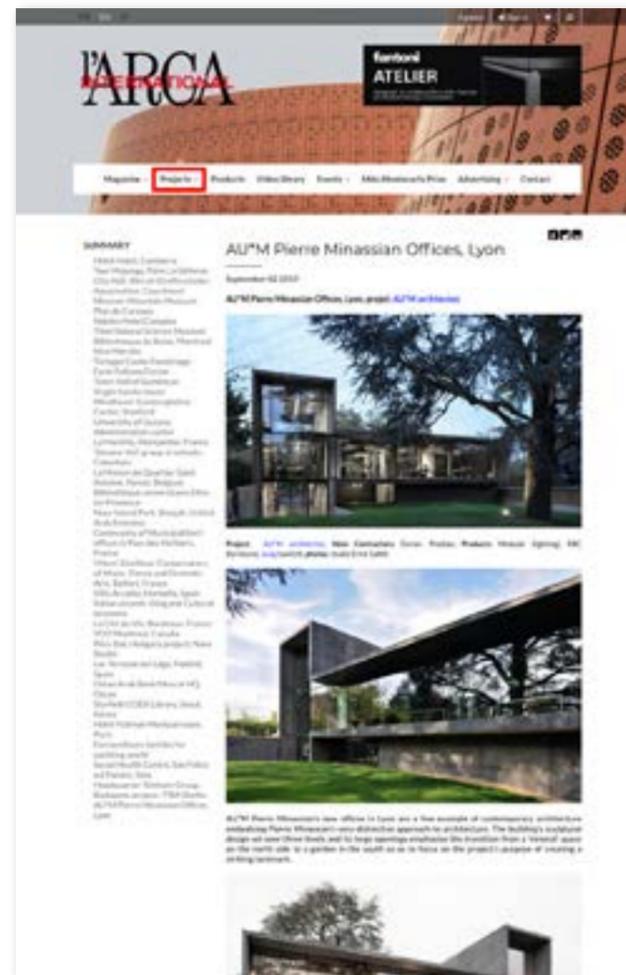
Each month the editorial staff will publish a new project chosen from the contemporary international architecture scene.

This section can be reserved by any company interested in publishing (in the form of an advertisement) 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 (25.923 prescribers).

2019 DATA

Pages visited 19.511
 Newsletter opening rate 29%

COST € 2.800



VIDEO LIBRARY

In this section we offer you the possibility to insert a video about a project, product or event.

COST € 1.500

For 15 days in home page and one year on Back List

PERSONALISED NEWSLETTER

A personalised newsletter will be sent to everybody on our database providing various links to written documents and images.

The newsletter will be sent in three versions (it/fr/eng) according to the nationality of our contacts.

COST 1.200 €

DEM

Your advertising message in the three languages of the website (ITA/FR/ENG) is sent to our database (28.651 professionals).

TEHNIICAL DETAILS FOR EACH OF THE THREE LANGUAGES

700x900 pixel vertical JPG image complete with all the necessary information

Link to website
 Business email

COST € 700

