

Your Digital Fair for
Architects *Your Social*
Media Influencer **Your**
Editor and Publisher

Welcome to Architonic

**The world's leading architectural
research tool for premium products
and materials since 2003.**

Architonic delivers curated information and knowledge to empower architects and design professionals to select the best partners for their projects.

GLOBAL REACH



20% AMERICAS

45 %	United States
11 %	Mexico
9 %	Canada
6 %	Argentina
6 %	Colombia
5 %	Brazil



60% EUROPE

29 %	Germany
13 %	Italy
10 %	France
9 %	Spain
9 %	United Kingdom
7 %	Switzerland
6 %	Benelux
4 %	Austria

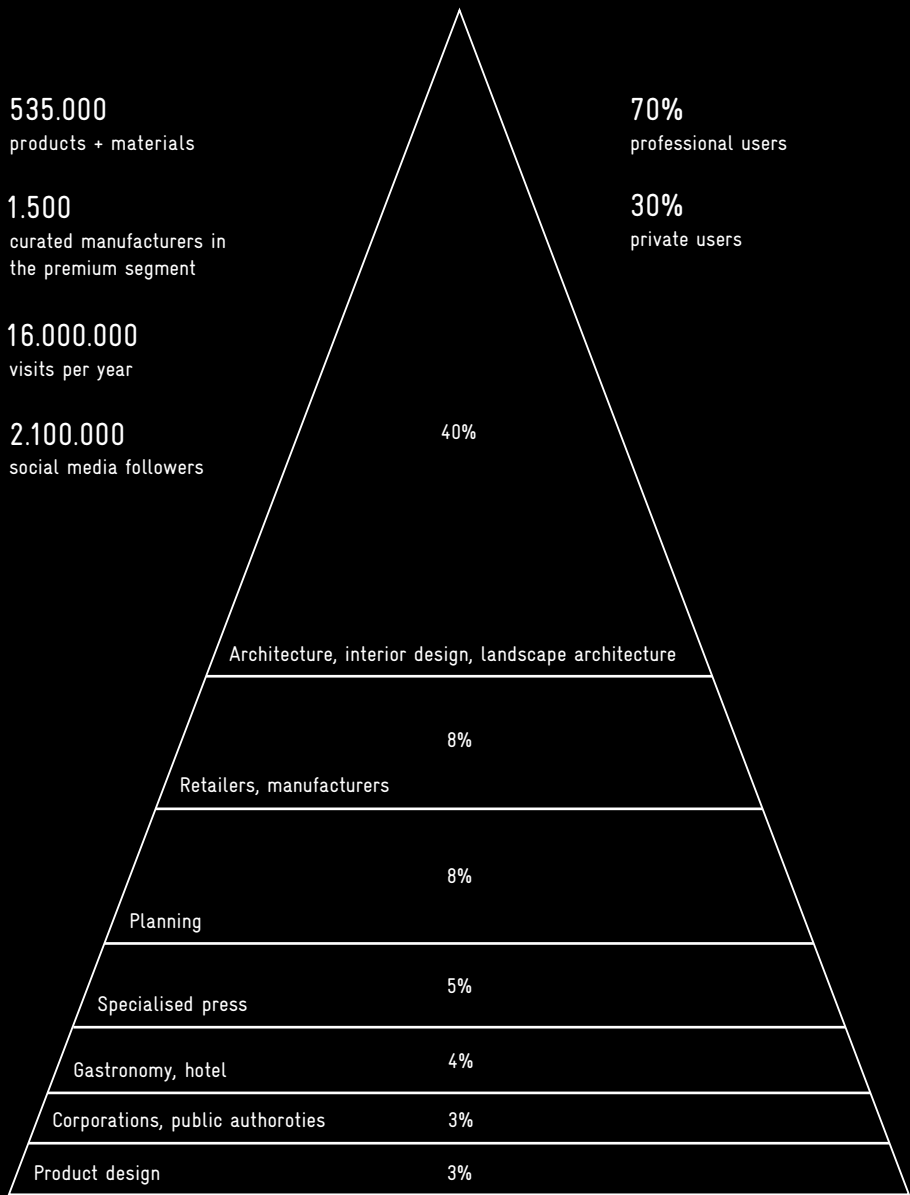


20%* ASIA

28 %	China
16 %	India
8 %	Turkey
5 %	South Korea
4 %	Hong Kong
4 %	Japan
4 %	United Arab Emirates

*includes the rest of the world

B2B COMMUNITY



ARCHI TONIC



INSPIRATION

In every stage of the creative process architects go through an ongoing product search with specific points of interest.

Architonic taps into each one by delivering the right information at the right time: when architects are searching for solutions.

Looking at other projects

Thinking about shapes, colours and materials

Visiting specialised websites

Browsing social media channels

Attending fairs and events

Searching for material and product references

Architonic helps you reach your business goals.

BRAND AWARENESS

With Architonic, your brand is top-of-mind at every stage of the architect's journey; gaining exposure and positioning via views, leads and clicks.

RESEARCH

Searching for the best solutions available

Collecting technical data

Going deeper into the brands' stories

Downloading catalogues

Comparing products on trusted websites

Pre-selecting products

SPECIFICATION

Getting in touch with companies

Selecting products

Using CAD Files

Sending quotes and sample requests

INFORMATION

Sharing experience with colleagues

Showcasing projects digitally

Keeping an eye on the latest in the industry

Subscribing to relevant newsletters

Thinking about the next new project

CONSIDERATION

GET SPECIFIED!

RELEVANCE

Architonic positions you among the best brands in the industry. We cover everything that brands need when advertising to architects:

#1

We are your digital fair for architects with 16 million visitors per year:

We present your products globally to a B2B-target audience comprised of 70% architects and planners.

#2

We are your social media influencer, helping you to position your brand within a community of 2.1 million followers:

As a trusted source, we strengthen your credibility and broaden your reach in your target market.

#3

We are both your editors and publishers, with 80 million page views per year.

Our specialised content team tells your story and delivers your message to the right audience.

16.000.000

visits per year

80.000.000

page views per year

3 minutes

average session duration



970.000

Facebook followers



550.000

Instagram followers



10.000.000

Pinterest monthly viewers

240.000

Newsletter subscribers

“

Architonic gives you the opportunity to reach your clients wherever and whenever they are looking for products and information – in all relevant channels.”

Tobias Lutz, Founder & Managing Director of Architonic

Lead generation, brand awareness, storytelling – contact us to create a marketing campaign tailored to your needs.



architonic.com/en/advertise

*Get published by Architonic and get specified
by millions of designers and architects:*

**Architonic features more than 1.500 high-end design
brands. Join the premium segment!**

Andreu World

creation baumann

**louis
poulsen**

Artemide

DORN
BRACHT

Occhio

AXOR

FLEXFORM
FLEXFORM | MADE IN ITALY

SCHÜCO

**B&B
ITALIA**

FLOS

THONET

BAUWERK®
Parkett

GAGGENAU



bulthaup

 HermanMiller

vitra.

Cassina

kvadrat

WALTER KNOLL

Leading architecture offices use Architonic regularly

Zaha Hadid Architects
BIG – Bjarke Ingels
Herzog & de Meuron
OMA
Snøhetta
Foster + Partners

David Chipperfield
KPF Kohn Pedersen Fox
Perkins & Will
Shigeru Ban Architects
Sauerbruch Hutton
Gensler

Rockwell Group
Woods Bagot
SOM
AECOM
Christ & Gantenbein
Hassell