

W World
Architecture
Community

mediakit

meet

With over 20,000 registered members from 170+ countries, our portal is the meeting place for truly global contemporary architecture.

share

Professionals and academics alike share over 12,000 projects for all to see.

compete

On its 25th Cycle, World Architecture Community Awards recognise the great work of our fellow members.

2017
MARCH EDITION

Country
Editors/Reporters
Introduced



About World Architecture Community

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

Thousands of architects, architecture offices, students and academics are members of our portal where they can create their profile pages, and upload their projects and buildings. 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 news, published on World Architecture Community's News section, was viewed close to 80 million times, and projects posted by its members were viewed over 40 million times in total, since 2008. With over 300,000 twitter followers, World Architecture Community is also quite active and followed on social media.

Finally, the WA Awards competition recognises the best projects and buildings in 3 different categories: Designed, Realised and Student. Up-to 10+5+X projects are awarded every cycle since 25 cycles, 3 times a year in a totally democratic selection, made by a combination of the votes of honorary members and previous cycle winners (10), as well as the ratings of our community members (5). The X corresponds to those special projects our jury members sometimes want to highlight for their innovative aspects.

Top 100 Architecture Blogs Every Architect Must Read

The New International Style from International Style to Postmodernism design is not following word order since reports have all as mentioned from a table

Following is a list of the top 100 architecture blogs. The list is based on the number of followers and the number of posts.

Rank	Blog Name	Facebook Fans	Twitter Followers	Blog Rank
1	Architectural Digest	1,861,346	196,624	17,774
2	ArchDaily	2,057,898	501,240	6,862
3	Architect: Architects, Buildings and Building Products	1,781,508	278,763	25,102
4	Dezeen architecture and design magazine	641,891	479,313	8,838
5	Archpaper.com - The Architect's Newspaper	486,377	191,385	129,319
6	Dezeen architecture and modern design	581,676	11,334	11,304
7	Architecture - Reddit	1,004,092	498,825	29
8	designboom magazine your first source for architecture, design & art news	1,146,416	368,572	10,111
9	Architectural Record	521,747	414,261	118,076
10	Architonic The platform for Architecture & Design	470,679	96,088	17,068
11	I Like Architecture	412,877	29,061	428,292
12	CONTEMPORIST Contemporary Modern Architecture-Furniture-Lighting-Interior Design	186,419	12,336	85,797
13	Life of an Architect	82,499	14,526	118,843
14	Minimalist Modern Architecture & Interior Design Blog	5,677		119,807

15	Architects Journal	20,180	214,751	147,212
16	Ronen Bekerman - 3D Architectural Visualization & Rendering Blog	79,548	6,157	69,342
17	DesignRulz	96,473	1,744	130,181
18	Zaha Hadid Architects	121,088	76,596	178,516
19	World Architecture	14,094	133,382	224,365
20	Bustler News, Competitions and Events	8,901	5,335	228,703

Feedspot

19 / 100

World Architecture Community was recently selected by a few of the well known Architecture Website ranking, namely, **Feedspot** and **The Global Grid**. The Feedspot ranking lists the **Top 100 Architecture Blogs Every Architect Must Read** as of January 2017, where World Architecture Community in ranked 19th.



The Global Grid

urbanist news. local views.

18 / 20

Top 20 Architecture Websites of 2016

The long awaited The Global Grid architecture websites ranking is finally here. Be sure to check out our other rankings this year, including the Top 20 landscape architecture, urban planning, and civil / structural engineering websites of 2016. In our Top 20 architecture websites, SkyscraperCity is holding its top position as one of the most popular

by Sarah Esbail @SarahEsbail December 16, 2016 0 Comments

Top 20 Arch - 2016

Rank 19

World Architecture

World Architecture Community provides a global environment for architects, interior designers and students to meet, share and compete. Frequency: about 15 posts per week

Top 20 Architecture Websites of 2016

10. Archello / <http://www.archello.com/en/> / @Archello

Archello has jumped from the 19th position last year to the top 10 of our list this year. The website showcases **architecture projects** and connects them to the designers and companies that were involved in their development, including products and materials manufacturers. The platform lists more than 30,000 **companies** that you can filter by industry and location, more than 2,000 **materials**, and more than 25,000 **products**. We like Archello's thematic **collections** of projects that focus on a specific design aspect, material, building typology or structural solution. To stay up-to-date with Archello content, you can sign-up and follow your favorite companies, designers and projects and list your practice to be part of the website's directory. In addition to its global portal, you can also access Archello through one of its eight dedicated country pages to view projects specifically curated for your region.

- 11. Architect / @architectmag
- 12. e-Architect / @e_architect
- 13. Royal Institute of British Architects / @RIBA
- 14. Architectural Record / @ArchRecord
- 15. The architect's newspaper / @Archpaper
- 16. Open buildings / @OpenBuildings
- 17. Archnet / @archnet
- 18. World Architecture / @WACcommunity
- 19. arespace.com
- 20. Architecture Lab / @architecturelab

What is your online reference for architecture news, learning about new projects, and connecting with fellow architects and designers? Let us know in the comments section below and that website will join the running for our 2017 ranking.

Don't forget - follow the Top 20 Architecture Websites on Twitter. We've created this handy list, just for you - and visit our previous year's rankings: 2012, 2013, 2014 and 2015.

Top 20 Architecture Websites of 2016

World Architecture Community provides a global environment for architects, interior designers and students to meet, share and compete. Frequency: about 15 posts per week

The Global Grid had World Architecture Community on 2 of their lists as of December 2016: One is the **Top 20 Architecture Websites** of 2016 where World Architecture Community is ranked 18th and the other is the **Top 20 Architecture Websites on Twitter**, a list in no particular order.

Powered by



2,300k

Pageviews

1,600k in 2015 (+44%)

556k

Visitors

320k in 2015 (+75%)

Top 5 Visiting Countries

United States	23%
India	15%
Turkey	5%
United Kingdom	5%
South Korea	3%

Key Analytics

For the year 2016

2.51

Pages/Session

3.79 in 2015 (-1.28)

750k

Sessions

423k in 2015 (+77%)

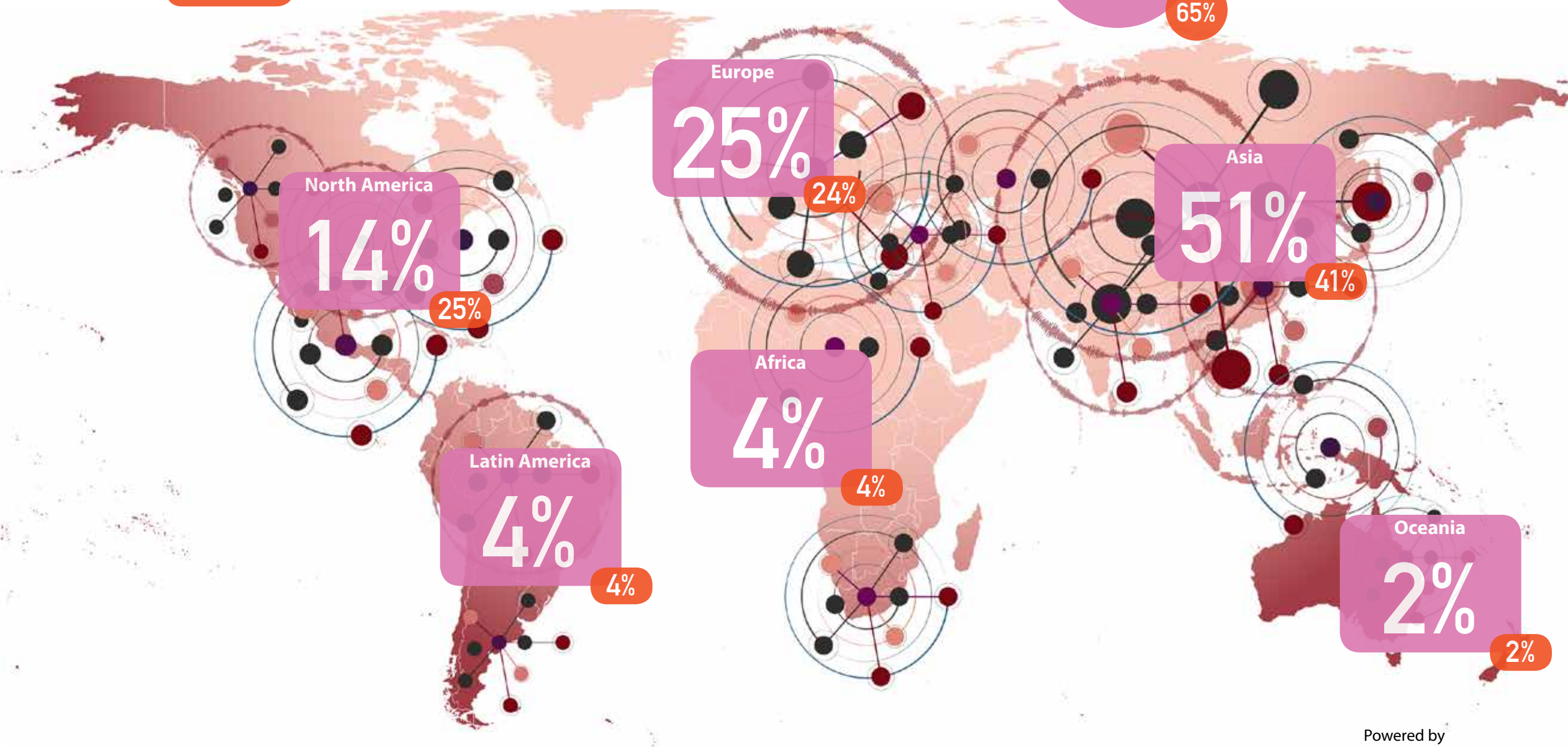
3:10

Avg. Duration

3:50 in 2015 (-0:40)

Pageviews

Visitors



Powered by



Geographical Data Analysis

1 This map shows the % of pageviews per continent in pink and the % of visitors in dark orange. One obvious finding is that Asian visitors visit more pages than the US visitors. The other is that traffic from the southern hemisphere is quite low with only 10% of visitors.

2 The overall pageviews similarly increased by 44% from 2015 to 2016. The overall visitors number increased by an impressive 75% from 2015, mostly due to the re-design of our portal and its responsive compatibility for mobile devices and our social media presence increase.

3 The increase of North American traffic from 13% in 2015 to 25% in 2016 is due to our implementation of a new data-center based in Arizona, which increased the access speed of our portal and its SEO results, and the increased US followers on social media and Twitter.

4 India, with its very large English speaking population was our top visiting country with 17% of our visitors in 2015, with 56 thousand visitors, and this year they are second with 15% following the US and account for 85 thousand visitors in an overall pie that grew 75%.

5 The top 10 countries visitors account for 63% overall. Top 6 to 10 countries are Canada, Russia, Germany, Australia and Italy, each accounting for about 2 to 3%. Overall, we have visitors from 200+ countries.

overview

World Architecture Community's main differentiator from other portals and websites on the net, focusing on creating a platform and community for architects and students, is probably the geographical composition of its audience and subsequently registered members.

As WAC intentionally focuses on countries less covered by mainstream media, its audience is similarly more diverse.

Although the most visitors in 2016 come from the United States (23%), with 65% of its visitors and 76% of its pageviews are from Eurasia, World Architecture Community covers a different geographical space.

You'll also notice in the following pages that we are up and coming thanks to our mobile traffic.

Powered by



SEO

40.4%

Organic
google.com

Professionals

56%

Architects
Students 32%

36.2%

Social&Other
Twitter, Instagram, etc.

Popularity

Sources & Audience

For the year 2016

23.4%

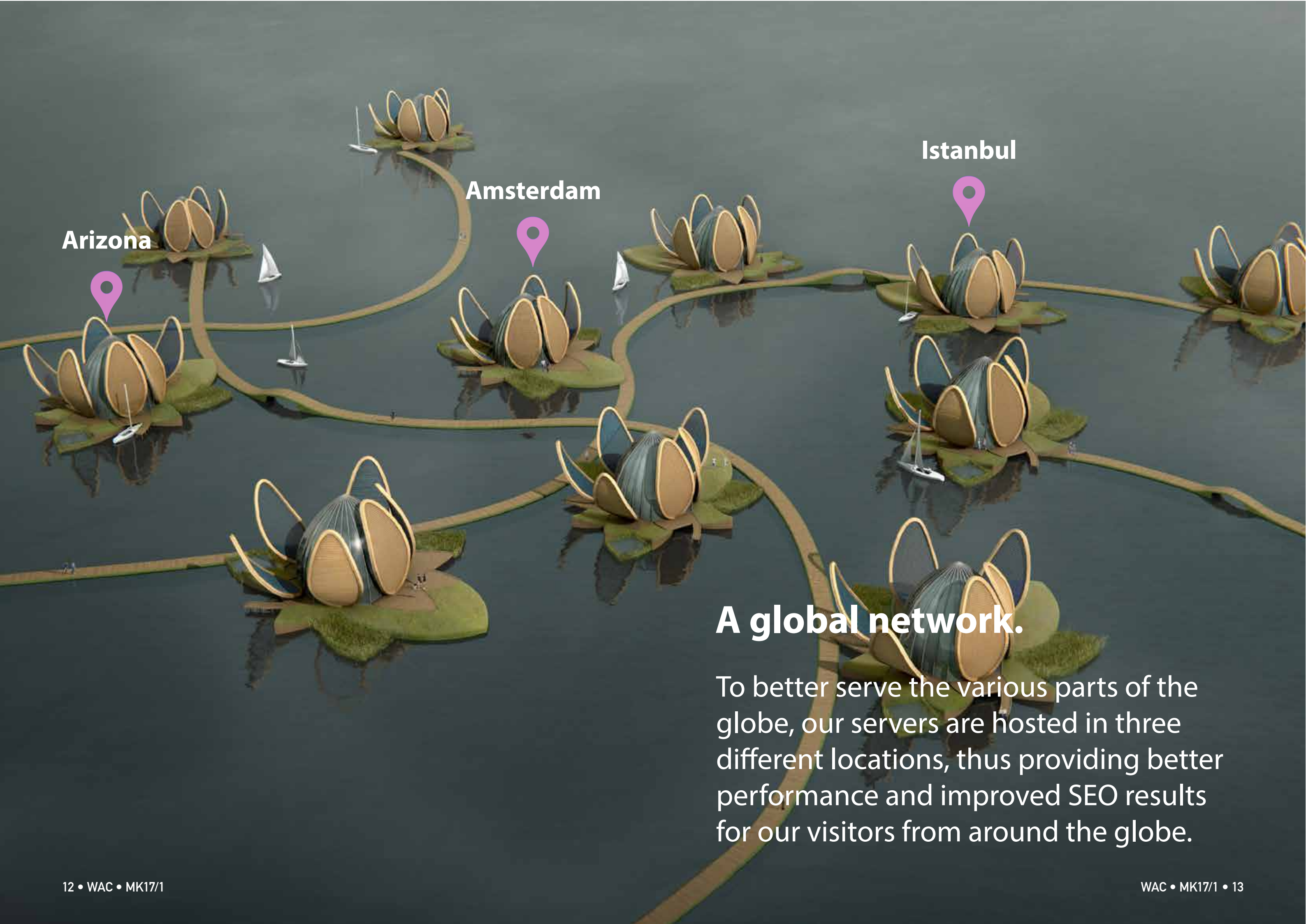
Direct
worldarchitecture.org

Reputation

61%

Age 18-34
27% 18-24 / 34% 25-34

NewGen

The background of the slide is a conceptual illustration. It features a dark, calm body of water. A winding, light-brown path, resembling a root system or a network, meanders across the water. Along this path, several lotus flowers are blooming. Each lotus flower is uniquely designed: the petals are a mix of blue and gold, and the central part of the flower is a solid gold color. The flowers are connected by long, thin, brown stems that form the path. In the background, there are small white sailboats on the water. Three specific locations are highlighted with purple location pin icons: Arizona, Amsterdam, and Istanbul. The text for these locations is placed near their respective pins.

Arizona

Amsterdam

Istanbul

A global network.

To better serve the various parts of the globe, our servers are hosted in three different locations, thus providing better performance and improved SEO results for our visitors from around the globe.

social

World Architecture
Community's
Social Media Footprint

An ever increasing targeted audience on Social Media that you can reach through us for your next marketing campaign.

Followed by an international focus group, WACommunity is a trusted source for architecture news, events, competitions and more.

Newly introduced Flipboard is starting to get good traction, in particular with our US and UK based Audiences.

Our twitter account gets 1.5 million impressions per month, that means your message would be seen that many times in any given month.

349,000
Twitter followers
as of June 12 2017.

79,200
Instagram followers
as of June 12, 2017.



Twitter

@WACommunity



Instagram

@WACommunity



Flipboard

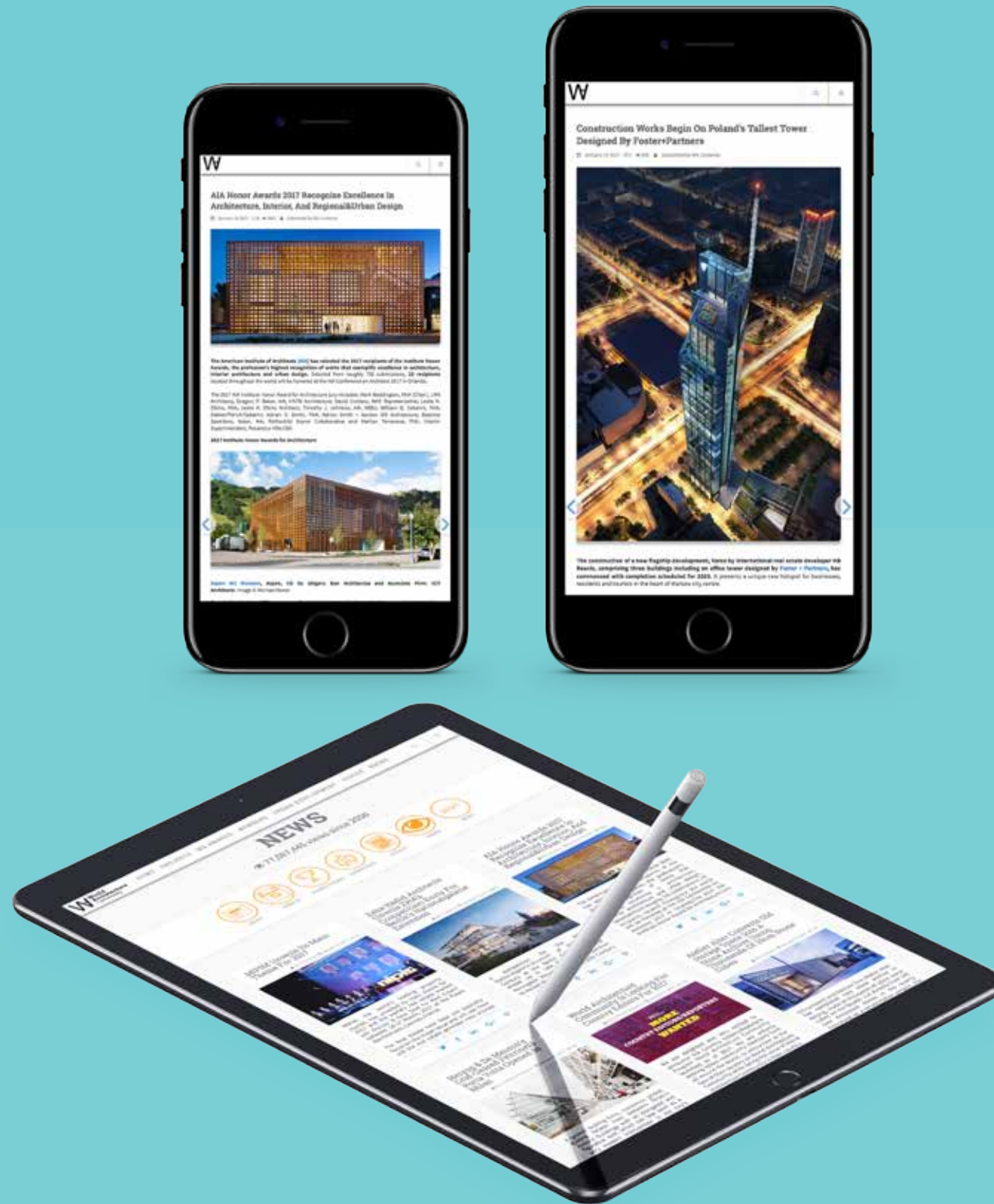
@WACommunity



Linkedin

World Architecture
Community

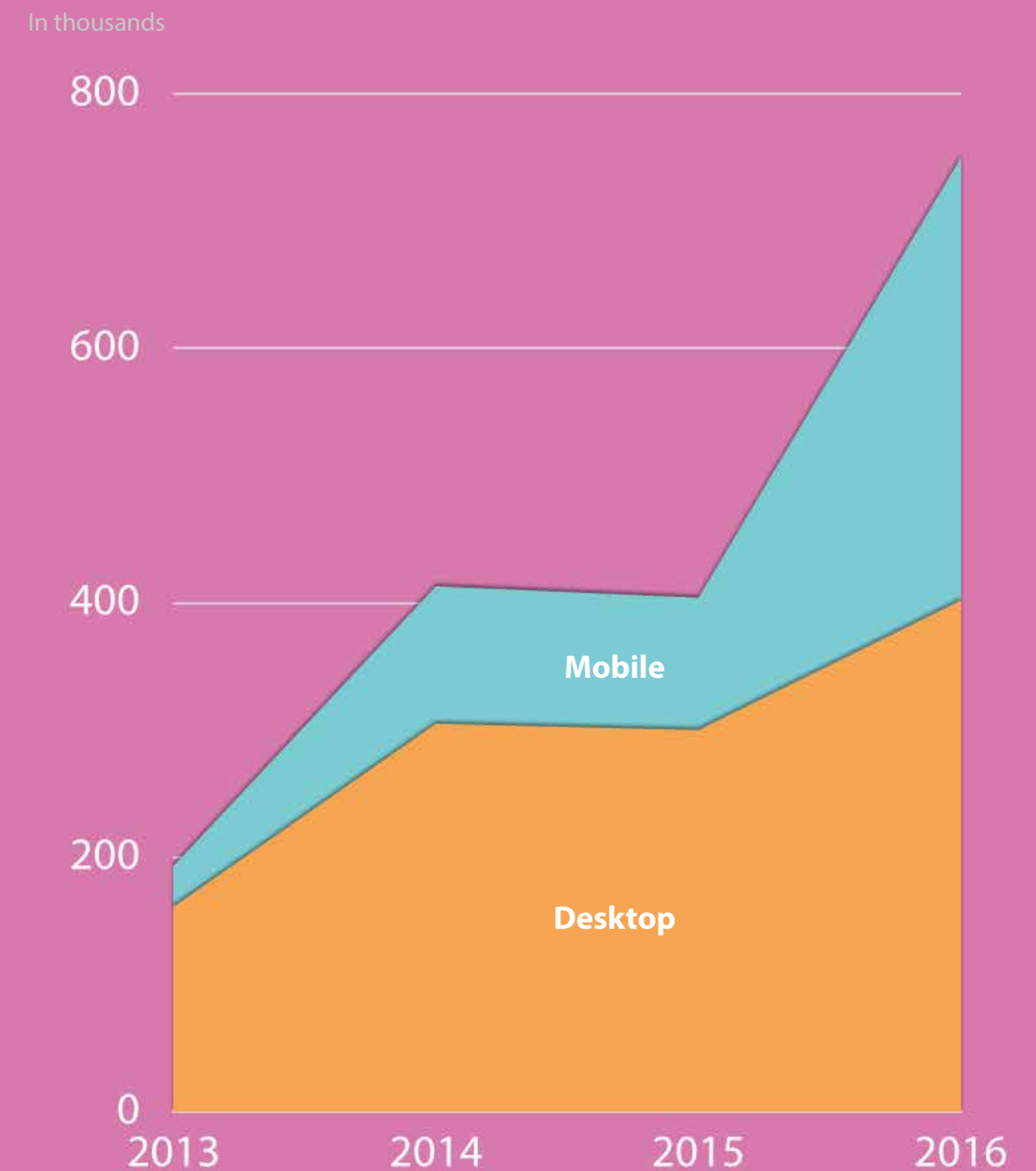
CAUSE <<<



Responsive Re-Design
End of 2015

>>> EFFECT

Number of Sessions by Device Category



Powered by



AWARDS

10+5+X



Now on its 25th Cycle, the World Architecture Community Awards is a well-established and recognised competition which gives both its participants and winners, be it Architects or Students, 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 po-

tentially initiating new and exciting questions or issues about Contemporary Architecture.

There are 3 categories in which the participants can compete: **Designed**, **Realised** and **Student**. While confirmed architects 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.

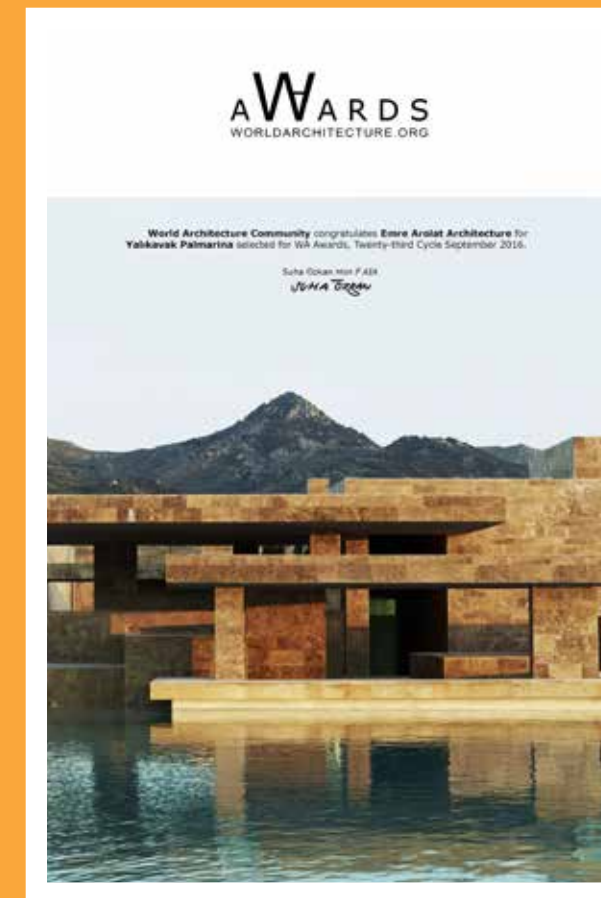
Awarding follows a very democratic procedure where all WA Jury members' votes (for the 10) or World Architecture Community members' ratings (for the 5) have equal weight and are ef-

fective 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 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.](#)



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.

24
CYCLES
COMPLETED

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.



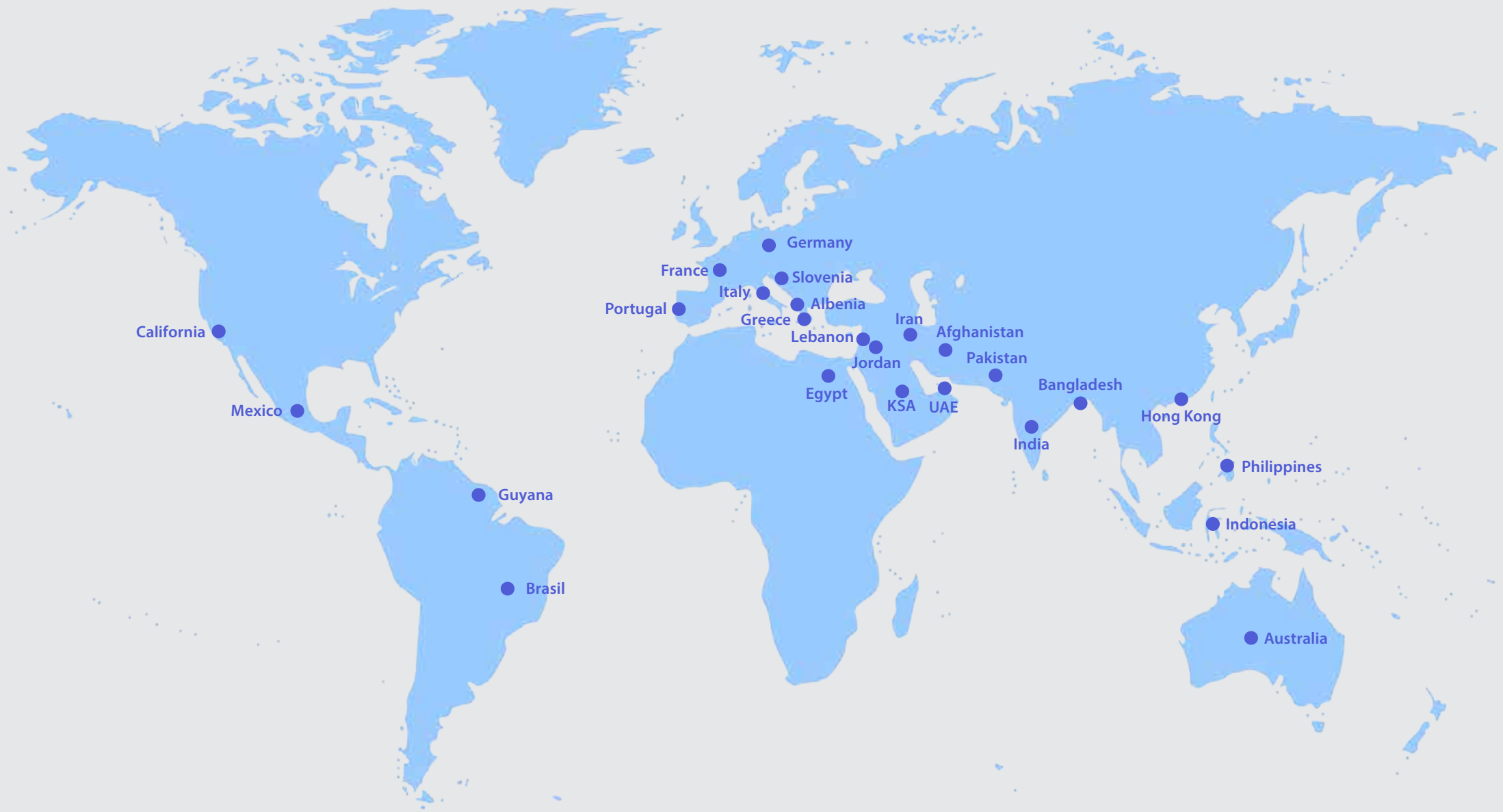
A Few Words from Our Editor-in-Chief

*“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 Editors/Reporters Program

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. Country Editors have news articles approval authority.

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 citizen journalism applied to architecture; to our knowledge **a unique initiative.**

Advertising Opportunities

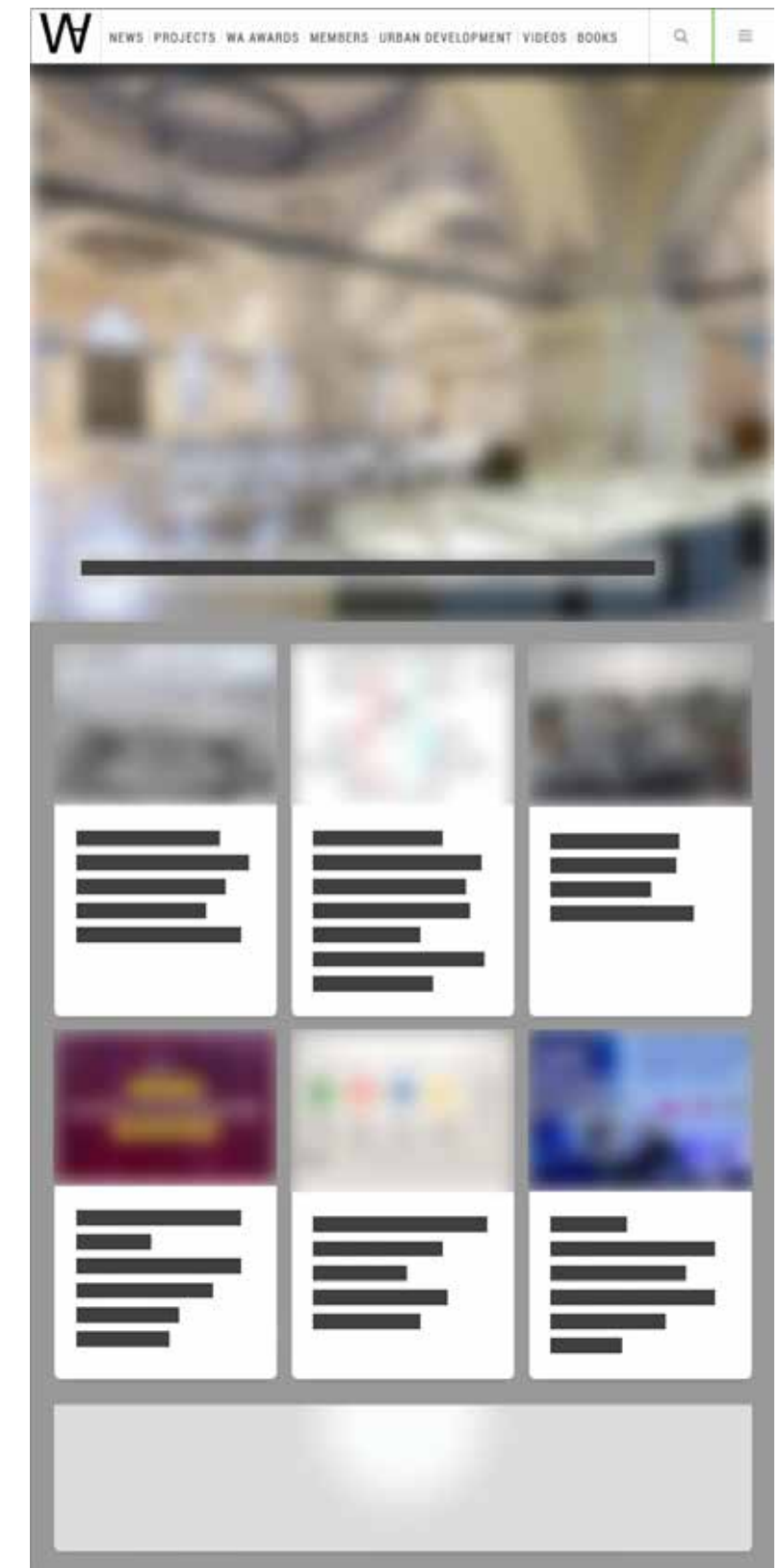
Please contact ads@worldarchitecture.org, with your campaign's specifics to request pricing information. Monthly or annual pricing schemes are available.

Advertise on the Home Page

Directly on the home page of World Architecture Community, right below the main "teaser" slider section and the announcement boxes, there is a space for a wide banner for advertisement purposes.

WAC home page totals about 325,000 pageviews*, mostly from professional architects from all around the globe, so a truly targeted audience. The banner may link to an internal or external page where more information may be delivered to the target audience.

This would be a great spot for presenting a company and its services or for presenting a product to our community members.



(*) source: Google Analytics - Full Year 2016

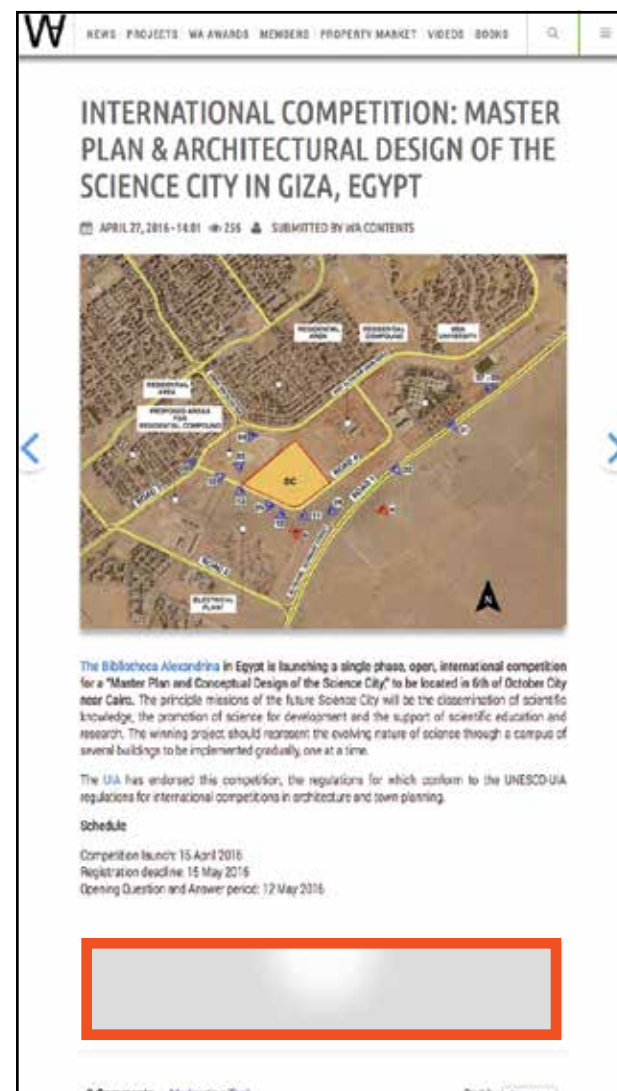
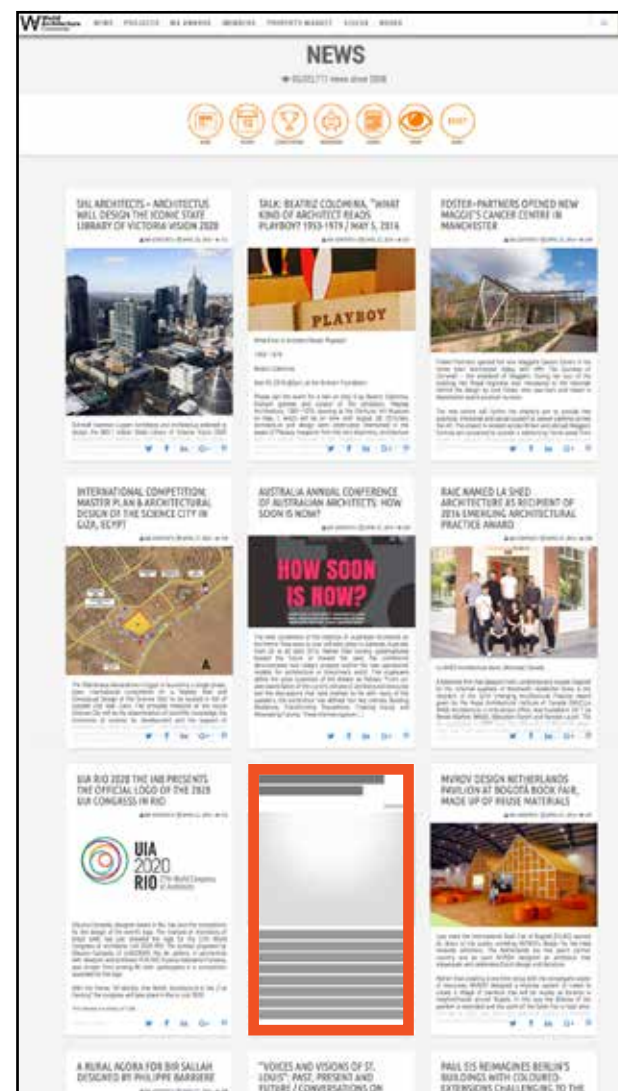
Advertise on the News pages

World Architecture Community's News are the second most popular spot of our portal, both directly from within the site as well as through our twitter and other social accounts. As such, the main news page

and the individual news article pages total close to 700,000 pageviews*, both combined.

What we offer for the "News Pack" is to have 1 box randomly placed in each of the 20 news boxes

loaded as you scroll down. In addition, a horizontal banner at the bottom of each news article will also be visible as part of this News Pack.



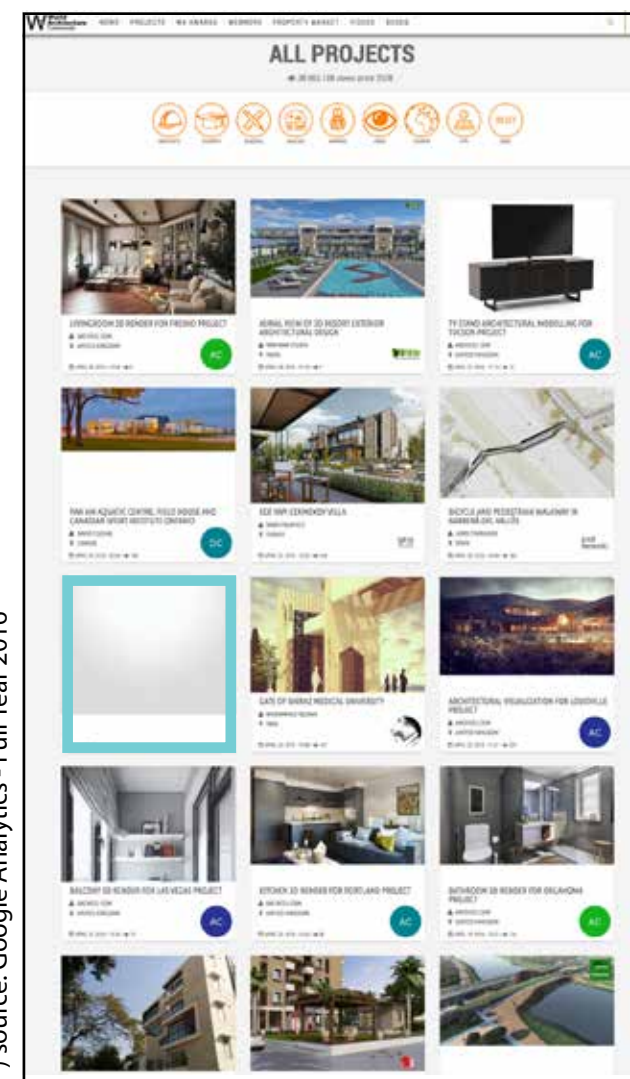
(*) source: Google Analytics - Full Year 2016

Advertise on the Projects pages

World Architecture Community's Projects pages are, by far, the most viewed pages of our portal. As such, when combined, the main projects page and the individual project pages total close to 1,000,000 pageviews*.

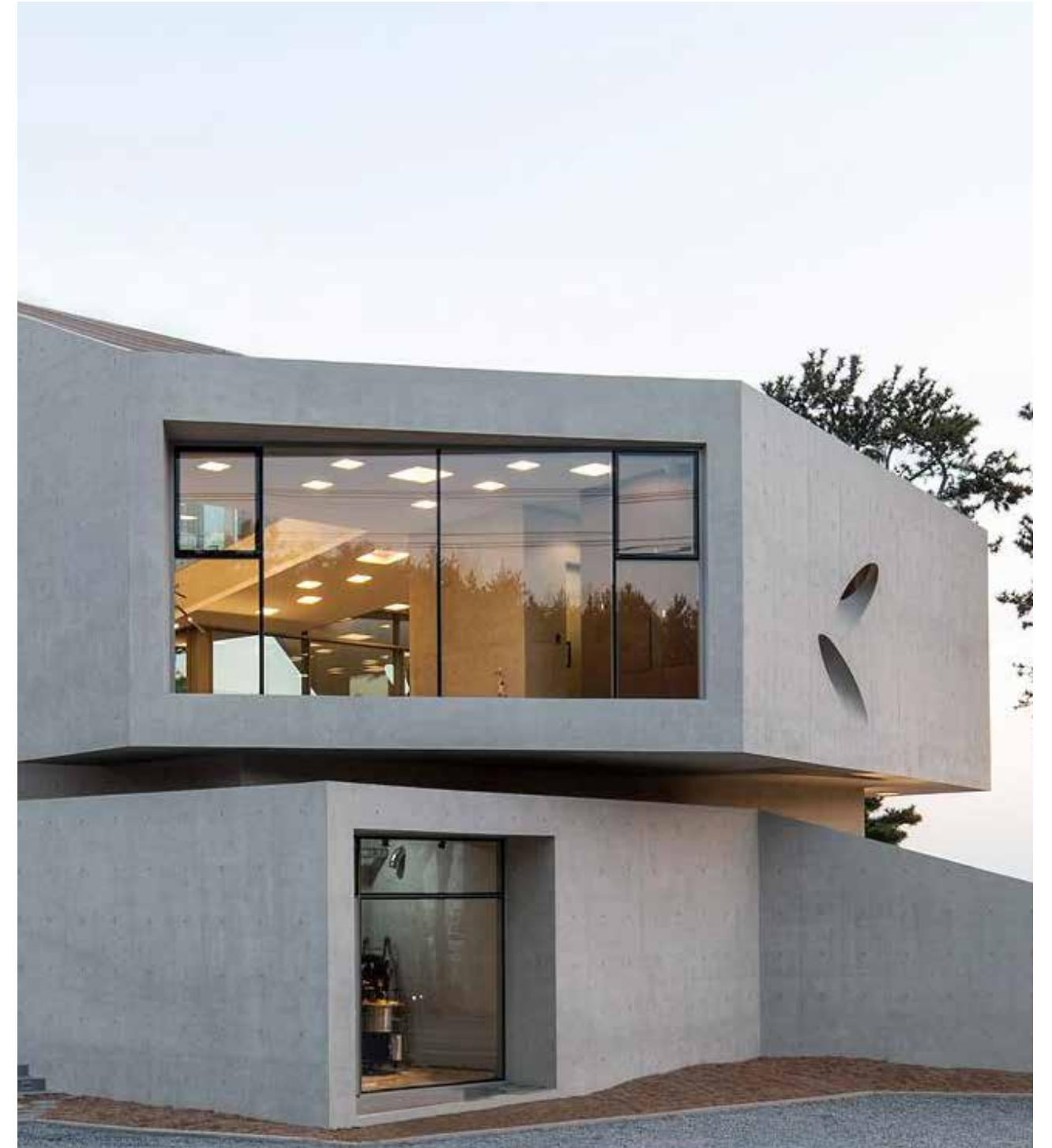
What we offer for the "Projects Pack" is to have 1 box randomly placed in each of the 20 project boxes loaded as you scroll down through all projects. In addition, a horizontal banner at the bottom of each project page,

right before the other projects from the architect, will also be visible as part of this pack.



(*) source: Google Analytics - Full Year 2016





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Compete.

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

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