MEDIA PLANNER

Connecting the people, products and ideas shaping the future of architectural metal

METAL architecture

2027

About **Metal Architecture**

For more than 40 years, **Metal Architecture** has been connecting the people, products and ideas shaping the future of architectural metal.

Our audience includes architects, designers, specifiers and other building professionals who turn to *Metal Architecture* for inspiration, technical expertise, innovative products and real-world applications of metal in building design.

With an audited circulation of more than 27,000 and an e-mail audience of more than 30,000, we give your brand the opportunity to connect with an influential community of professionals involved in new construction, renovation, retrofit and modernization.

Whether your goal is to build awareness, introduce a new product, share your expertise or generate leads, we'd love to help you find the right way to connect with our audience.

40+	**27,000+**	**30,000+**
years serving architectural metal	audited circulation	e-mail audience

Let's build something together.

Audience

Reach the People Who Specify Metal

Metal Architecture connects your brand with architects and design professionals who are actively making decisions about the products, materials and systems that go into their projects.

Our audience works across architectural and engineering firms, construction companies, corporate design departments, government agencies and other organizations shaping the built environment.

Breakdown of our readers by profession[1]

Profession	Percent of Readers
Registered Architects	89.5%
Architectural Interns	0.3%
Engineers/Building Designers/Residential Designers	3.5%
Construction Specifiers in Architectural or Engineering Firms	0.5%
Manufacturer/Supplier of Architectural systems & products	2.4%
Construction Manager/Architect Coordinator	1.4%
Developer/Building Owner	1.5%
Public Housing, Government Agency, Utilities	0.3%
Real Estate Firm, Banker, Code Official	0.2%
Other	0.5%

[1] *Data source: AAM June 2025 statement.*

Reader **Engagement**

And they don't just read—they take action. *Metal Architecture* readers act on what they see in our pages.

93%
of readers took one or more actions after seeing an ad in *Metal Architecture*.[2]

48 min.
Average time readers spend with an issue.[2]

73%
Plan to include more metal products in their projects.[2]

89.5%
of our readers are registered architects.[1]

93% of readers took one or more actions as result of seeing an ad in *Metal Architecture*, including:[2]

- Visited advertiser's/manufacturer's website
- Contacted advertiser, dealer or representative directly
- Discussed ad, article, project or product with client
- Passed ad along to colleagues
- Filed ad for future reference
- Used Metalconnect Online Reader Response
- Recommended a product/service
- Specified a product/service
- Discussed ad, article, project or product with colleagues

From discovering new products and visiting manufacturer websites to discussing products with clients and specifying them for future projects, *Metal Architecture* puts your company in front of professionals with real influence over product selection.

Put Your Brand Where Decisions Are Made

Whether you're launching a new product, building awareness or looking to become part of the specification conversation, *Metal Architecture* helps you reach the professionals you want to influence.

[1] *Data source: AAM June 2025 statement.*
[2] *Based on March/April 2026 Ad Study conducted by the independent research firm, Signet Research, Inc.*

2027 **Editorial Calendar**

Issue	Theme / Special Features	Topics	Deadlines
January/ February	**The State of Metal Design**	First-class Metal Walls Doors & Design Sealants & Adhesives Brilliant Metal Building Systems	Space Closing: Dec. 8, 2026 Material Deadline: Dec. 15, 2026 Publishing Date: Jan. 8, 2027
March/ April	**The Adaptive Reuse Issue** Ad Study	Daylighting Robust Metal Roofing Captivating Coatings Sculptural & Ornamental Metals	Space Closing: Feb. 23, 2027 Material Deadline: March 2, 2027 Publishing Date: March 23, 2027
2027 Metal Directory			Space Closing: March 2, 2027 Material Deadline: March 9, 2027 Publishing Date: March 31, 2027
May/ June	**The Net Zero Issue** Architect & Salary Survey Results *Bonus Distribution at AIA Conference*	Sunshades & Canopies Strengthening Cold Storage Interior Metal Design Insulation Insights	Space Closing: April 13, 2027 Material Deadline: April 20, 2027 Publishing Date: May 11, 2027
July/ August	**Metal Architecture Design Awards**	Exemplary Entryways and Doors Stairs, Decking, & Walkways Underlayments & Moisture Control	Space Closing: June 8, 2027 Material Deadline: June 15, 2027 Publishing Date: July 7, 2027
September/ October	**MBMA Feature** *Bonus Distribution at METALCON*	Momentous Modular Systems Metal Roofing Fantastic Finishes & Coatings IMPs	Space Closing: Aug. 9, 2027 Material Deadline: Aug. 16, 2027 Publishing Date: Sept. 7, 2027
November/ December	**The Design Issue** Metal Wall Panel Profile Guide	Snow Retention Solutions Framing Systems Biophilic Design	Space Closing: Oct. 12, 2027 Material Deadline: Oct. 19, 2027 Publishing Date: Nov. 9, 2027

This list outlines the focus or significant articles planned for these issues. Topics are subject to change, so if your advertising plans are critically linked to one of these topics, please let us know.

2027 **Print Rates**

Display Ad Rates

Ad Size	1x	6x	12x
Full Page	$8,370	$7,955	$7,450
2/3 Page	7,535	7,160	6,710
1/2 Page	5,445	5,175	4,850
1/3 Page	3,770	3,585	3,360
1/4 Page	2,515	2,390	2,240
Double Page Spread	13,395	12,730	11,920
1/2 Page Spread	8,715	8,280	7,760

Cover Ad Rates

Ad Size	1x	6x	12x
IFC	$9,630	$9,150	$8,570
IBC	9,210	8,755	8,195
OBC	9,630	9,150	8,570

Terms and Conditions

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

All advertisements are non-cancellable after the space closing date.

Contract Guarantees

An ad contract in any 12-month period starts from and includes the issue in which an advertiser's first ad appears. When ad frequencies as set forth in a contract schedule are not completed, the advertiser/agency will be re-billed at the actual frequency rate earned.

The publisher reserves the right to place the word "advertisement" with copy which, in our opinion, resembles editorial content. All advertising control position clauses are treated as requests. The publisher cannot guarantee fixed positioning.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills.

Advertiser will be held responsible for total due amount should agency default on a payment.

Inserts/Outserts

Provided by advertiser and subject to prior approval by the publisher.

Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than the closing date of the issue.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.

Web **Display & Video**

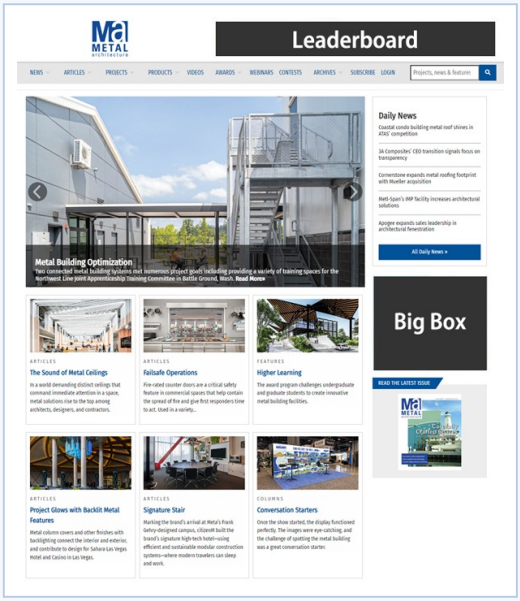
Advertising on *Metal Architecture*'s website can significantly increase your exposure to decision-makers who refer to our site when sourcing the latest technologies, building applications, and news.

Ad Unit	Rate
Leaderboard (728 x 90 pixels)	$1,780/month
Big Box (300 x 250 pixels)	$1,575/month
Wallpaper	$4,080/month
Mobile Revealer (300 x 600 pixels)	$3,310/month

- **Wallpaper** side panels (left and right): 200 x 625 pixels
- **Wallpaper** optional background: 1920 x 1080 pixels

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL



Sample: web display ad placements on MetalArchitecture.com.

Highlighted Video Advertiser

Showcase your brand and share your story with a qualified audience.

Video display ads offer the chance to feature your brand's exclusive video on our highly-visited website for a month, in the 'Highlighted Video Advertiser' section.

Don't miss this opportunity to make your brand stand out and connect with your target audience. Reserve your spot now!

Rate: $3,220

Specifications

- MP4 file, no longer than 4 minutes (Play and impression tracking provided), or
- YouTube or Vimeo embed (Impression tracking only), and
- Link to your website (Click tracking provided)

2027 **Online Rates**

Ad Type	Rate	Per
Leaderboard	$1,780	Month
Big Box	1,575	Month
Wallpaper	4,080	Month
Mobile Revealer	3,310	Month
Highlighted Video Advertiser	3,220	Month
Demo-Cast	6,120	Event
Ask Me Anything	5,435	Event
Webinars	6,240	Event
Branded News	1,890	Month
Branded Features	3,570	12 Months
E-Broadcast	6,435	Broadcast
E-Newsletter Sponsorship	2,995	Broadcast
Monthly Top 5 Newsletter Sponsorship	2,995	Broadcast
Annual Top 10 Newsletter Sponsorship	2,995	Broadcast
Digital Edition Sponsorship	4,345	Issue

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

Cancellation of display advertisements must be provided in writing at least 5 days prior to the posting date. After this time they are non-cancellable. Sponsored newsletters and e-broadcast dates are exclusive to one advertiser and thus are non-cancellable at any time.

Contract Guarantees

Ad rates are protected on the basis of the rate card in force on the date of first insertion and for a period of 12 months following.

The publisher reserves the right to place the word “advertisement”, “branded” or “sponsored” with copy which, in our opinion, resembles editorial content.

Advertisement size may not be changed after posting date. The publisher requests that electronic files be submitted in an approved format. All extra work/material required to make artwork suitable for posting is chargeable at current production rates.

All changes to the supplied advertising material must be provided in writing and 5 business days prior to the posting date.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than 5 business days prior to the posting date.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.

Demo-Cast Live!

Simply put, a Demo-Cast is a live presentation; your own teleconference with *Metal Architecture* subscribers interested in learning about your products. This interactive presentation enables you to present your products as if you are in front of a large group of prospects at a trade show, and to answer their questions in real time!

Each Demo-Cast package includes:

- A 3-week Marketing program (shared email broadcasts, weekly newsletter, and via social media announcements) to promote your event and build registration
- Set-up and delivery support of your 10 to 20-minute presentation
- A 5-minute Q & A session with attendees
- The full registrant list as qualified leads following the Demo-Cast
- Your Demo-Cast archived on our site for a one-year period

All you need to do is present, and we'll do the rest! We'll even perform a dry run with you one week prior to ensure seamless delivery on the day of your Demo-Cast.

Demo-Cast	Rate
Price (Reach: over 100,000 impressions)	$6,120
Add the edited MP4 file	$750

Deliverables

- Company logo
- Name and image of the product you are presenting
- A brief description of the product (150 words)
- Seed questions you want to answer about the product (1 or 2)
- Headshots, names and titles of those presenting

MP4 File Terms of Sale

Kenilworth Media Inc., publishers of Metal Architecture, will provide clients with a link to the recorded Demo-Cast at no-charge. An MP4 recording of the Demo-Cast is also available to customers for an additional fee of $750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Demo-Cast may only be used "as is" and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Demo-Cast.

Ask Me Anything

An hour-long hop-on hop-off event Q & A session.

We will have you prepare a short intro or slide deck (approximately 10 minutes) to get things started. This is followed up with about 50 minutes of Q&A with our attendees.

Questions are collected at the time of registration and will be provided to you and your team in advance so you can prepare. In addition, attendees can ask questions live for your expert(s) to answer. We'll also collect some questions from you, to ensure you cover all the points you want our audience to know about.

Each Ask Me Anything package includes:

- A 3-week Marketing program (shared email broadcasts, weekly newsletter, and via social media announcements) to promote your event and build registration
- Set-up and delivery support of your 10 to 20-minute presentation
- The full registrant list as qualified leads following the Ask Me Anything

Think of it like a virtual "Lunch and Learn"!

Ask Me Anything	Rate
Rate	$5,435
Add the edited MP4 file	$750

MP4 File Terms of Sale

Kenilworth Media Inc., publishers of Metal Architecture, will provide clients with a link to the recorded Ask Me Anything at no-charge. An MP4 recording of the Ask Me Anything is also available to customers for an additional fee of $750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Ask Me Anything may only be used "as is" and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Ask Me Anything.

Branded News

Branded News promotes new product launches as well as new resources, such as literature, websites, and software. Marketers receive a dedicated content page that is promoted via:

- Home Page
- News Section
- E-Newsletter

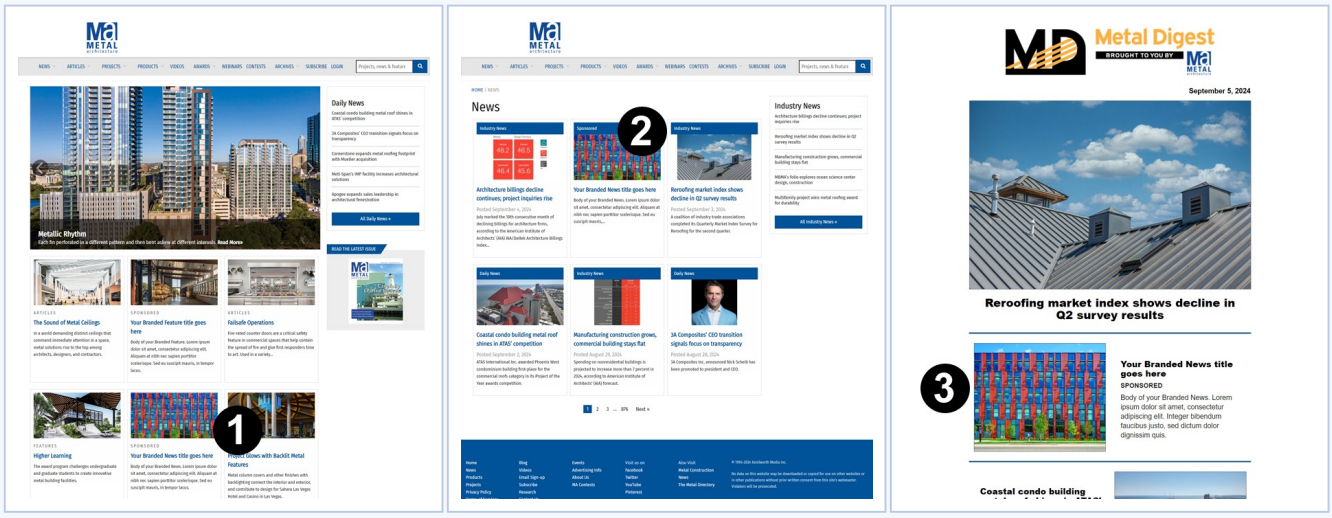
Branded News	Rate
Per posting/month	$1,890

Deliverables

- Headline (up to 10 words)
- 200 words of supplied text (including hyperlinks)
- Two images

Specifications

- Accepted text formats: Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Advertiser to provide URL(s)



Samples: Branded News promoted on the home page (1), news section (2) and e-newsletter (3).

Branded Features

Branded Features appear alongside trusted and topical content from *Metal Architecture*. Archived for one year, and free from other advertisements, this dedicated content page is searchable and indexed by category. It may contain multiple images and/or video treatments, and is promoted via:

- Home Page
- Features Section
- E-Newsletter

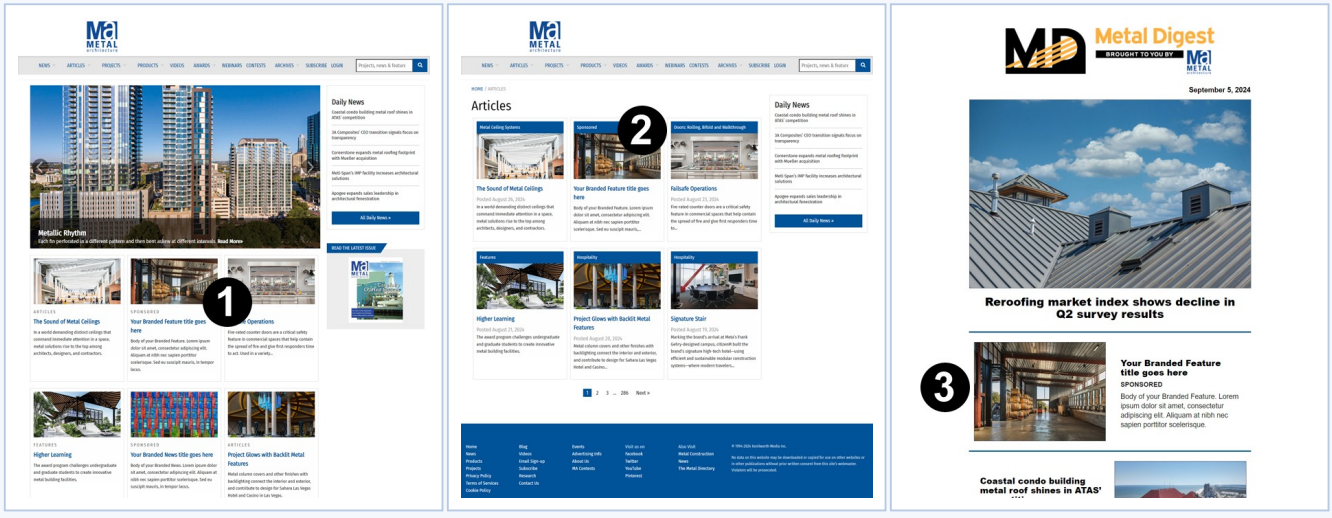
Branded Features	Rate
Per posting/year	$3,570

Deliverables

- Headline (up to 10 words)
- 4000 words of supplied text (including hyperlinks)
- Multiple images
- Graphs and charts
- YouTube/Vimeo URLs

Specifications

- Accepted text formats: Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Accepted video formats: YouTube, Vimeo
- Advertiser to provide URL(s)



Samples: Branded Features promoted on the home page (1), features section (2) and e-newsletter (3).

E-Broadcasts

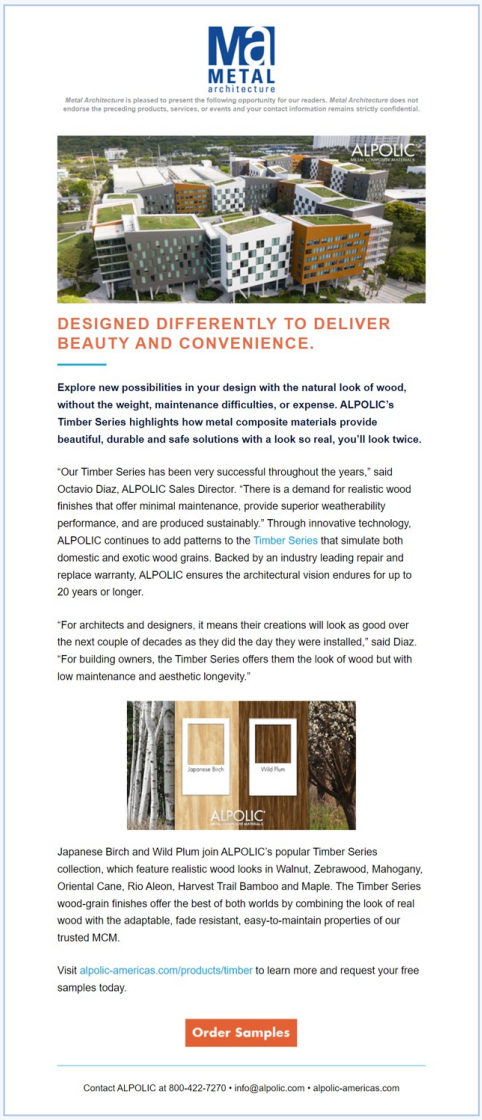
E-broadcasts deliver instant access to a targeted audience, and are effective in lead generation and driving traffic directly to your website. Your customized e-broadcast allows you to reach the professionals responsible for sourcing/recommending your products or services.

E-Broadcast	Rate
Reach: 30,000 recipients	$6,435

Lead generation programs are available for all custom e-mail broadcasts.

Specifications

- HTML, including embedded hyperlink(s) and images
- Subject line
- List seeds
- Maximum width 750 pixels, no height restriction



METAL architecture

Metal Architecture is pleased to present the following opportunity for our readers. *Metal Architecture* does not endorse the preceding products, services, or events and your contact information remains strictly confidential.

ALPOLIC

DESIGNED DIFFERENTLY TO DELIVER BEAUTY AND CONVENIENCE.

Explore new possibilities in your design with the natural look of wood, without the weight, maintenance difficulties, or expense. ALPOLIC's Timber Series highlights how metal composite materials provide beautiful, durable and safe solutions with a look so real, you'll look twice.

"Our Timber Series has been very successful throughout the years," said Octavio Diaz, ALPOLIC Sales Director. "There is a demand for realistic wood finishes that offer minimal maintenance, provide superior weatherability performance, and are produced sustainably." Through innovative technology, ALPOLIC continues to add patterns to the Timber Series that simulate both domestic and exotic wood grains. Backed by an industry leading repair and replace warranty, ALPOLIC ensures the architectural vision endures for up to 20 years or longer.

"For architects and designers, it means their creations will look as good over the next couple of decades as they did the day they were installed," said Diaz. "For building owners, the Timber Series offers them the look of wood but with low maintenance and aesthetic longevity."

Japanese Birch

Wild Plum

ALPOLIC

Japanese Birch and Wild Plum join ALPOLIC's popular Timber Series collection, which feature realistic wood looks in Walnut, Zebrawood, Mahogany, Oriental Cane, Rio Aleon, Harvest Trail Bamboo and Maple. The Timber Series wood-grain finishes offer the best of both worlds by combining the look of real wood with the adaptable, fade resistant, easy-to-maintain properties of our trusted MCM.

Visit alpolic-americas.com/products/timber to learn more and request your free samples today.

Order Samples

Contact ALPOLIC at 800-422-7270 • info@alpolic.com • alpolic-americas.com

Sample: custom e-broadcast.

Built with Metal Podcast

Built with Metal Podcast | **$5,500** per episode

The Built with Metal Podcast, hosted by Publisher Melanie Kowal, gives your brand the opportunity to tell its story in a dynamic, conversational format. Each custom episode (up to 30 minutes) positions your company as a thought leader while engaging architects, contractors, fabricators, and industry professionals in a personal and authentic way.

Your podcast will be:

- Emailed directly to our audience of 30,000+ qualified subscribers
- Featured on the Metal Construction News website for one year
- Promoted across our social media channels for maximum reach

This is a turnkey opportunity to showcase expertise, highlight products or projects, and connect with decision-makers across the metal construction industry.

E-Newsletter **Sponsorship**

Weekly Newsletters

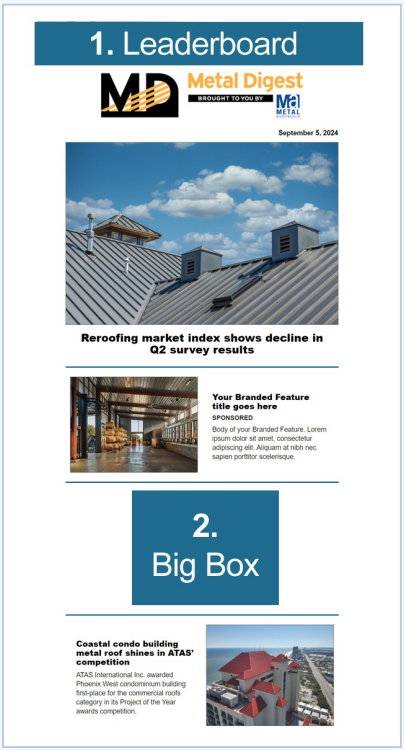
Featuring breaking news from North America's commercial building industry, *Metal Digest* is e-mailed every Thursday to over 30,000 industry professionals. E-newsletter sponsors receive two exclusive "above-the-fold" advertising positions:

- Leaderboard (728 x 90 pixels)
- Big Box (300 x 250 pixels)

Weekly E-Newsletter	Rate
Reach: 30,000 recipients; Frequency: Weekly	$2,995/newsletter

Specifications (weekly and Top Stories)

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL



Sample: Metal Digest sponsorship positions.

Top Stories Newsletters

Every month *Metal Architecture* sends our newsletter subscribers a special top stories newsletter. January through November these newsletters feature the top 5 news stories of the month. In December we go even bigger, revealing the top 10 news and features of the entire year! Don't miss your opportunity to be part of these highly engaging newsletters as an exclusive sponsor – space is extremely limited.

Top Stories Newsletter	Rate
Reach: 30,000 recipients	$2,995

- **Deliverables:** Leaderboard (728 x 90 pixels), Big Box (300 x 250 pixels), URL(s)



Sample: Top 5 newsletter sponsorship positions.

Digital Edition **Sponsorship**

Each issue *Metal Architecture* sends out a digital edition email notification to our subscribers so they can enjoy reading the interactive edition on their tablet, laptop, or desktop. The Digital Edition Sponsor is exclusive, limited to one advertiser per edition.

- Full-page ad placed adjacent to the front cover.
- Exclusive top-of-page banner, visible on every page.
- Promotion in our Digital Edition notification e-mail including your logo and 300-word profile
- Weekly promotion to over 30,000 E-Newsletter recipients.
- Leads! A list of mailing addresses and phone numbers of subscribers who clicked your content

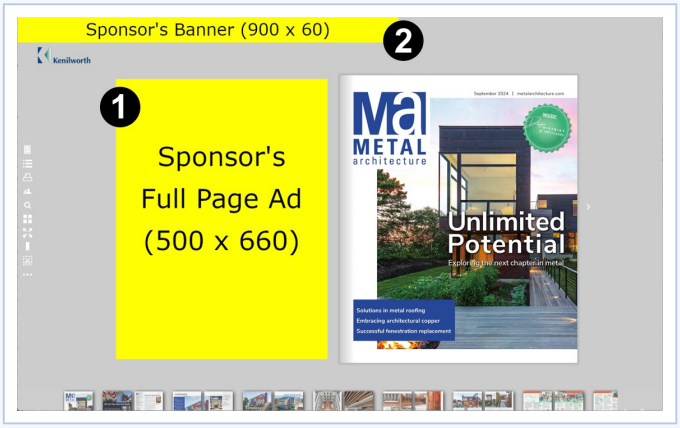
Digital Edition Sponsorship	Rate
Per issue	$4,345

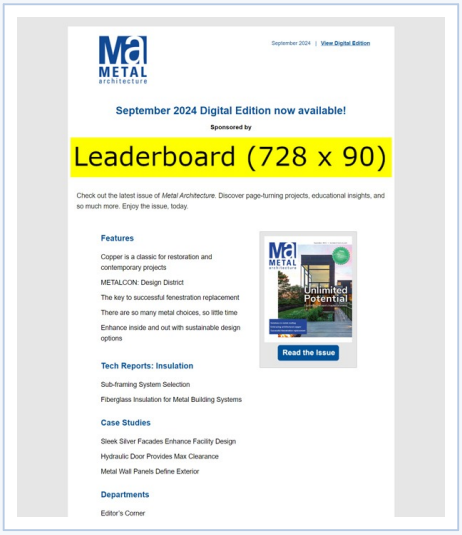
Deliverables

- Logo (200 x 150 pixels)
- Full-page ad (500 x 660 pixels)
- Banner (900 x 60 pixels)
- 300-word company profile/description

Specifications

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL





Samples: sponsor full-page ad and banner in the digital edition (left); Digital Edition notification e-mail (right).

Webinars

Looking for a better way to engage customers and prospects? **A sponsored webinar could be your solution!**

Webinars are one of the best options for content marketing and promoting your expertise in providing solutions to the market. They are also a valuable lead generation tool as people who are willing to dedicate the time to participate are highly qualified.

We make executing them simple by doing all the marketing, hosting and logistics involved. You only need to supply the presenter and the content.

- Webinar length is a maximum of 60 minutes (including a 10-15 minute Q&A session).
- We will assist in copy review, supply the moderator and provide the expertise to assure a successful event.
- Each webinar is supported by a custom marketing campaign to achieve the best result and includes an online landing page, E-newsletter promotion, dedicated targeted email broadcasts, promotion through social media channels and your event is featured on our website home page and webinar section.
- We will supply you with a registration broadcast HTML so you can promote the webinar to your customers.
- You have the opportunity to get valuable feedback by asking participants two open-ended polling questions during the live webinar and two multiple-choice questions in the post-webinar survey.
- You have the option of running a 30 second pre-roll commercial at the beginning of the webinar or a full page static slide.
- Full analytics reporting including contact information for registrants and attendees will be supplied within a week following the live webinar.
- We will also host the finished webinar (webcast) on our website for 12 months following the live webinar and provide ongoing marketing throughout the year.

Webinar	Rate
Per event (topic subject to approval)	$6,240

Contact Us

Ready to put your brand in front of the architects and building professionals who specify metal? Our sales team would be glad to help you build a program for 2027.

Call Toll-Free **866-572-5633** *Speak with our sales team*	**E-mail** **sales@metalarchitecture.com** *Request rates, availability or a custom proposal*