

Oculus

2024 MEDIA PLANNER

COLUMBIA BUSINESS SCHOOL
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DILLER SCOFIDIO + RENFRO IN COLLABORATION
WITH FXCOLLABORATIVE
PHOTOGRAPHY BY IWAN BAAN

AIA New York

circ & stats

What is Oculus?

Oculus is a quarterly magazine that asserts the identity and advocacy of architects in New York. For over 80 years, *Oculus* has explored issues relevant to architectural discourse and practice in the New York region. Each issue carries an overarching theme, diving deep into projects and issues related to the topic. Every spring, *Oculus* highlights the winning projects of the annual AIANY Design Awards.



CHAPTER	NUMBER OF SUBSCRIBERS	PERCENT OF STATE
Bronx	70	0.70%
Brooklyn	1064	10.60%
Buffalo	345	3.44%
Central	287	2.86%
Eastern	359	3.58%
Long Island	747	7.44%
New York City	5,219	51.98%
Peconic	149	1.48%
Queens	459	4.57%
Rochester	374	3.73%
Southern New York	120	1.20%
Staten Island	86	0.86%
Grand Total	10,040	100.00%

Why Oculus?



In a recent AIANY reader survey, 3 out of 4 respondents stated that they were more likely to consider purchasing products and services from companies who advertise in *Oculus*

New York has the second largest architectural market in the United States



New York firms work on projects all over the world

AIANY represents approximately 50% of all the architects in New York City



EST **1857** AIANY is the largest and oldest AIA chapter

WHO DO WE REACH?
88% of *Oculus* subscribers are located in New York State.

Oculus subscriber stats: 2022

in the magazine

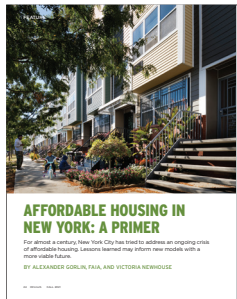
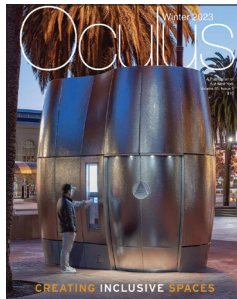
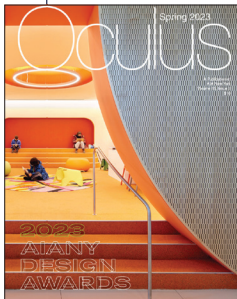
Advertise with Oculus

For over 80 years, architectural professionals in New York have relied on *Oculus* as a resource to stay up-to-date on the latest trends in urban design, as well as to stay current on everything their AIA chapter is doing. Situated alongside high-quality editorial, your ad will be seen by architects who trust AIANY and *Oculus* Magazine, and appreciate the support of its advertisers.

	2024 EDITORIAL TOPICS
WINTER 2024 ISSUE Ad Close: 11/12 Materials Due: 12/3	Urban Ecologies
SPRING 2024 ISSUE Ad Close: 2/28 Materials Due: 3/13	Annual Design Awards
SUMMER 2024 ISSUE Ad Close: 5/22 Materials Due: 5/31	State of the Profession
FALL 2024 ISSUE Ad Close: 9/6 Materials Due: 9/18	Housing

IN EVERY ISSUE:

- 3-4 news items “At the Center and Beyond the Center”
- “Street Level” spotlight on a new public-facing project
- 2-3 thematic features
- Products-materials feature related to theme
- Lit review guest column based on theme
- 1-2 member op-eds



digital edition sponsorship

\$2,495 NET

In addition to print, *Oculus* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. **Each issue is emailed directly to readers and posted on the AIANY website.**



SPONSORSHIP INCLUDES:

- 1 DIGITAL TOOLBAR**
 Your company name displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition, next to frequently used navigational icons.
 - 2 FULL PAGE AD**
 Your ad will be prominently displayed directly across from the cover of the magazine.
 - 3 DIGITAL SKYSCRAPER**
 The Skyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.
- AD LINK**
 Ad links increase traffic from your ad in the digital edition to your company's website or a corporate email address.
- LOGO**
 Your logo will appear on the email deployed to readers notifying them of the release of the digital edition.

specs & rates



MAGAZINE TRIM SIZE: 8.375" x 10.875"

Full Page Bleed
8.625" x 11.125"

Live Area
7" x 9.5"

Full Page Spread Bleed
17" x 11.125"

Full Page Non-Bleed

7" x 9.5"

1/2 Page Vertical

3.333" x 9.5"

1/2 Page Island

4.583" x 7"

1/2 Page Horizontal

7" x 4.583"

1/3 Page Square

4.583" x 4.583"

1/3 Page Vertical

2.166" x 9.5"

1/3 Page Horizontal

7" x 3"

1/4 Page Vertical

3.333" x 4.583"

1/8 Page Horiz.

3.333" x 2.166"

RATES All rates are NET

PRINT	1X	2X	4X
Full Page	\$3,620	\$3,095	\$2,845
1/2 Page	\$2,575	\$2,135	\$1,800
1/4 Page	\$1,795	\$1,445	\$1,185

DIGITAL EDITION SPONSORSHIP

\$2,495

ARTWORK REQUIREMENTS

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen, printer fonts and linked images must be supplied if not embedded in the file.

Note: Text placed outside the live area within any full-page ad may be cut off. Please keep text within the live area at all times.

Full-Page Live Area: 7" x 9.5"

SUBMIT YOUR MATERIALS

Please submit ad materials to upload.bnpmmedia.com.

Follow the site prompts and submit the files.

Oculus

**Contact Your
Oculus Sales
Representative
Today!**

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