

# Oculus

2023 MEDIA PLANNER

512 GW BY ARCHI-TECTONICS  
RECIPIENT OF A 2022 AIA NY DESIGN AWARD  
PHOTOGRAPHY BY EVAN JOSEPH

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 AIA NY Design Awards.



**AIA**  
New York



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%
<b>Grand Total</b>	<b>10,040</b>	<b>100.00%</b>

## WHO DO WE REACH?

88% of *Oculus* subscribers are located in New York State.

## Why Oculus?



**3 OUT OF 4**

more likely to consider  
**PURCHASING**  
from *Oculus* advertisers

In a recent AIA NY 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

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

**50%**

EST

**1857**

AIA NY is the largest and oldest AIA chapter

*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.

	2023 EDITORIAL TOPICS
<b>WINTER 2023 ISSUE</b> Ad Close: 11/12 Materials Due: 12/3	Designing for Inclusion
<b>SPRING 2023 ISSUE</b> Ad Close: 2/24 Materials Due: 3/3	Annual Design Awards
<b>SUMMER 2023 ISSUE</b> Ad Close: 5/19 Materials Due: 5/26	Innovations in K-12 Education Spaces
<b>FALL 2023 ISSUE</b> Ad Close: 9/8 Materials Due: 9/15	Materials Spotlight

### 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.

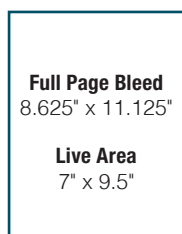
#### LOGO

Your logo will appear on the email deployed to readers notifying them of the release of the digital edition.

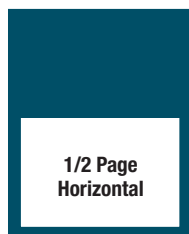
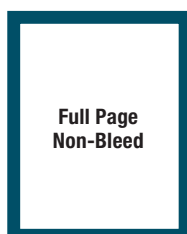
# specs & rates



## MAGAZINE TRIM SIZE: 8.375" x 10.875"



**Full Page Spread Bleed**  
17" x 11.125"



## SUBMIT YOUR MATERIALS

Please submit ad materials to  
[upload.bnppmedia.com](http://upload.bnppmedia.com).

Follow the site prompts and submit the files.



## 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
1/3 Page	\$2,370	\$1,945	\$1,525
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"**



# Oculus

**Contact Your  
Oculus Sales  
Representative  
Today!**

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