Oculus

2026 MEDIA PLANNER

AIA New York

KAOHSIUNG PORT TERMINAL
REISER+UMEMOTO, RUR ARCHITECTURE DPC
PHOTOGRAPHY BY IWAN BAAN

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.

AIA New York

bnp media

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%**

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

Why Oculus?
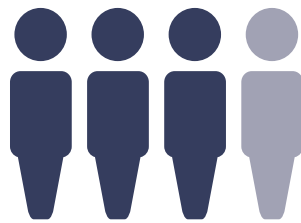
3 OUT OF 4
more likely to consider **PURCHASING** from *Oculus* advertisers

In a recent 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

50%

EST 1857
AIANY 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.

	2026 EDITORIAL TOPICS
WINTER 2026 ISSUE Ad Close: 12/15/25 Material Close: 12/22/25	Architects and Advocacy
SPRING 2026 ISSUE Ad Close: 2/27/26 Material Close: 3/12/26	Annual Design Awards
SUMMER 2026 ISSUE Ad Close: 5/15/26 Material Close: 5/27/26	Repair
FALL 2026 ISSUE Ad Close: 9/4/26 Material Close: 9/16/26	Adaptable Cities

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.

add-ons

CE Course Print Add-On (NEW)

Add a full-page print placement in *Oculus* to support your CE course.

This extends your course into the New York architectural community and increases visibility among AIA New York members.

Pricing:

- Full-page CE course placement: **$2,000**
- Bundled options with digital promotion also available

Oculus Co-Branded eBlast

Share your message through a co-branded **eBlast** developed in partnership with the *Oculus* team.

Each eBlast uses the official *Oculus* template and deploys to the Oculus mailing list, which includes all AIA New York members and Center for Architecture contacts.

Pricing:

- Co-branded eBlast: **$5,000**

Design Awards Add-On (NEW)

LOGO IN SUPPLIER LISTINGS

Suppliers can add their logo next to their listing in the Design Awards issue in Spring 2026.

SMALL DISPLAY UNIT IN LISTINGS

A small promotional unit can be placed within the listings section to highlight a product or service.

Pricing:

- Logo placement: **$475**
- Small display unit: **$750**

Cross-Promotion Options

Advertisers can combine *Oculus* placements with opportunities at certain *Architectural Record* events.

Options may include CE sessions, tabletop visibility, or multi-channel packages.
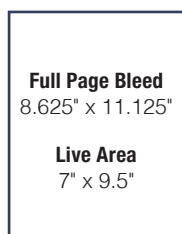

Pricing:

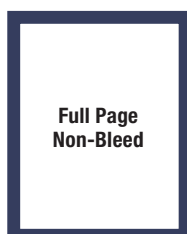- Innovation tabletop: **$3,150**
- Custom bundles available upon request

specs & rates
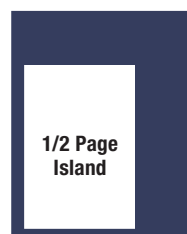

MAGAZINE TRIM SIZE: 8.375" x 10.875"
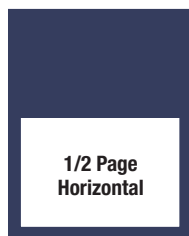
Full Page Bleed
8.625" x 11.125"

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"

MARKETPLACE SECTION

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"

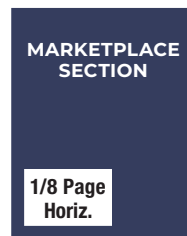### SUBMIT YOUR MATERIALS

Please submit ad materials to **upload.bnpmedia.com**.

Follow the site prompts and submit the files.

Oculus

Contact Your *Oculus* Sales Representative Today!

THE LINDEMANN PERFORMING ARTS CENTER AT BROWN UNIVERSITY
REX
PHOTOGRAPHY BY IWAN BAAN

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media

Helping People Succeed in Business with Superior Information
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