Who we are

“The Architectural Post” cultural association was formed in 2014 and is responsible for the online publications of Il Giornale dell’Architettura.

The webzine prosecutes the experience of the monthly founded in 2002 and published by Umberto Allemandi & C. until the beginning of 2014.

Through its website www.ilgiornaledellarchitettura.com it focuses public attention on the value of architecture, the transformations taking place in the city and local territory, design and its various forms of cultural representation.
ilgiornaledellarchitettura.com is

» a **unique editorial project** in Italy

» **inquiry journalism** and live reportages

» independence and authority

» rigorous news **selection, investigation and critical analysis**

» a network of over 60 qualified associates and correspondents in Italy and abroad, covering over **15 foreign countries**

» **more than 400 articles and news yearly published** on different topics: opinions, interviews, inquiries, updates on professions, training and education, reviews, projects, architectural heritage, design

» **50 weekly newsletters** (except August)

» **special** projects

» the **“Radiografia del contemporaneo”** series books

» contacts with technical professionals, universities, institutions, industry/manufacturing/business

» selected **partners**

» official media partner of **New European Bauhaus**
Our special topics:

» Stadiums and arenas: challenges for the city
» Workplaces XXI Century
» Holy teaching in laic universities
» Former Italian marine colonies
» Cities, buildings, homes and architects in the Covid era
» The changement of Milan
» Made in China: infrastructures
» The informal city
» Land consumption in Italy
» The state of schools in Italy
» Notre-Dame de Paris after the fire
» Genoa and the Morandi Bridge collapse
» University buildings
» 1 euro houses
» Will BIM take command?
» A new life for old Asylums
» Digital Archives
» Emilia after the earthquake
» The Italian suburbs
» The churches of 2013-17
» Through the camera: architecture, city and photography

Our columns:

» 74 urban reportages from the cities in all the world
» Architect, where are you going? The profession in the cinema
» Ri_visitati: architecture to the test of time
» New Generations: emerging professionals in Europe
» The satirical corner
» The vegetarian home: technologies and projects for an environmental compatibility
» The most innovative Italian startups
» SOS Design: the young generations and their designs for emergency
**Readers**

- 60% Architect
- 22% Designer
- 11% Student
- 7% Engineer

**Readership by age:**

- 56% of readers are 25-49 years of age

**Monthly statistics:**

- 24,785 Users
- 32,698 Session
- 41,707 Pages consulted
- 1:13 min Average duration of session

**Site visualization (platforms)**

- 35% Windows
- 29% Android
- 21% iOS
- 15% Macintosh

**National distribution of web sessions:**

1. Milan 14%
2. Rome 11%
3. Turin 4%
4. Bologna 3%

**Social network and Newsletter**

- 33,500 Like on post
- 11,000 Follower
- 4,000 Follower
- 35,000 Subscribers in Italy and abroad [20% unique Open Rate]

Source: Google Analytics (update January 2022)
Institutional Partners

Order of Architects, Planners, Landscape and Conservatives of

Aosta, Asti, Bari, Belluno, Bergamo, Bologna, Cuneo, Firenze, Genova, Imperia, Massa Carrara, Matera, Modena, Novara e VCO, Parma, Piacenza, Roma, Sassari e Olbia-Tempio, Savona, Terni, Torino, Varese, Venezia, Verona

Partners
Editorial plan 2022

Permanent observatory:
» public housing
» school construction
» construction and real estate market
» focus on cities, Italian and worldwide
» main openings of museums, art centres and culture in Italy and abroad
» restoration of cultural heritage

Ad hoc projects:
» Report from sector fairs: Salone del Restauro; Salone del Mobile; Cersaie; Marmomac; Urbanpromo
» Monographic publications
» Focus on materials and products

New columns:
» Designing in developing countries
Advertising HOME PAGE

Header
VISIBILITY: on all pages
DIMENSION: 1024 x 140 px

Side banner widget
VISIBILITY: on all pages
DIMENSION: 320 x 160 px

Advertorial contents
Advertorial article
Video
Video + Article

Footer
VISIBILITY: on all pages
DIMENSION: 1230 x 161 px

2022 advertising bonus:
tax credit of 50% on the total investment in communication
Advertising
INTERNAL PAGES

Header
VISIBILITY: on all pages
DIMENSION: 1024 x 140 px

Side banner widget
VISIBILITY: on all pages
DIMENSION: 320 x 160 px

Footer
VISIBILITY: on all pages
DIMENSION: 1230 x 161 px

2022 advertising bonus:
tax credit of 50% on the total investment in communication
Advertising WEEKLY NEWSLETTER

Send specific contents to our complete mailing list (35,000 contacts)

Banner Newsletter
VISIBILITY: newsletter
DIMENSION: 600 x 160 px

2022 advertising bonus: tax credit of 50% on the total investment in communication
Specific newsletter
COMMUNICATION
MADE AD HOC AT
THE REQUEST OF
THE CLIENT

Send specific contents to our complete mailing list (35,000 contacts)

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