

MEDIA KIT 2026

il giornale
dell' **ARCHITETTURA**.com
MAGAZINE LIBERO E INDIPENDENTE SULLE CULTURE DEL PROGETTO E DELLA CITTÀ



Courtesy BLP & Associés



Who we are

A newspaper and a cultural association promoting architecture

The Architectural Post, founded and active since 2014, is the cultural association responsible for the online publications of *Il Giornale dell'Architettura*, an independent publication that serves as a reference point for debate on architecture, the city, territory, design and the cultures of design.

ilgiornaledellarchitettura.com gathers and relaunches the legacy of the historic monthly print magazine founded in 2002 and published until 2014 with a national circulation of 20,000 copies by the publisher Umberto Allemandi & C.

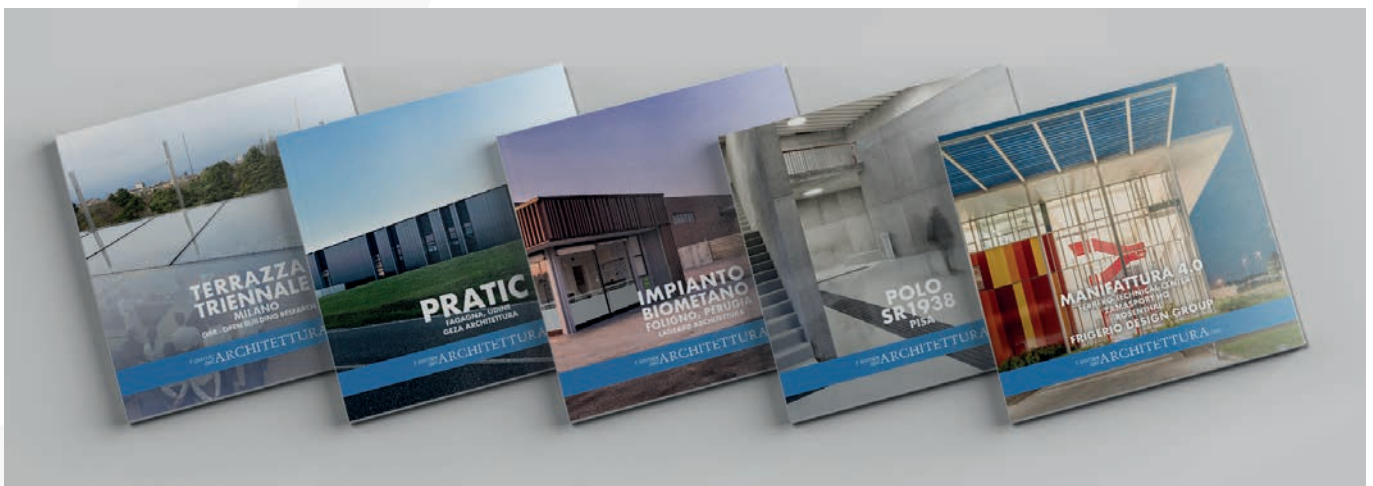
Today, through its digital platform, the publication provides critical information, in-depth analysis and investigations on the issues transforming the built environment and society.

Through the development of the website, The Architectural Post promotes awareness of the value of architecture, urban and territorial transformation, design and their cultural representations.

ilgiornaledellarchitettura.com is

- » an independent publication that narrates architecture as a cultural, social and political phenomenon, going beyond the formal dimension of design
- » a critical information platform that analyses the many ways architecture concretely affects cities, territories, public policies and people's lives
- » a rigorous journalistic approach based on investigations, reportage and analysis
- » an authoritative space for reading and interpreting contemporary issues
- » complete editorial independence for a qualified community of professionals, institutions, universities, the production sector and new generations of designers
- » a reference point for those who consider architecture a public good and design a civic responsibility
- » a **unique** editorial project **in Italy**
- » live reportage and **investigative journalism**
- » independence and authority
- » rigorous **selection** of news, **in-depth analysis** and **critical insight**
- » a qualified network of more than 60 contributors and correspondents in Italy and in over **15 foreign countries**
- » **more than 350 articles published every year**: opinions / interviews / investigations / professions and education / cities, infrastructures and territories / reviews / projects / heritage / design
- » **50 newsletters** sent weekly during the year (except August)
- » **special** projects
- » the monographs of the series **"Radiography of the Contemporary"**
- » connections with technical professions, universities, institutions and the production sector
- » selected **partners**
- » official media partner of the **New European Bauhaus**

The "Radiografia del contemporaneo" series



Activities and services in brief

The Architectural Post and *Il Giornale dell'Architettura* offer a wide range of support, promotion, communication and dissemination services aimed at public and private institutions, companies and professionals.

The methods and tools of the services are defined according to the client's objectives, needs and expectations, with particular attention to the qualified readership of ilgiornaledellarchitettura.com and to the integration of content into a coherent and critical editorial context, based on virtuous collaboration.

Dedicated newsletters

Design and distribution of thematic newsletters or newsletters dedicated to specific events, sent to 35,000 profiled contacts. Each includes articles published on the website and informational content about events, initiatives and projects; customization and relaunch through the client's communication channels are possible.

Clients 2025: Fondazione MAXXI, Politecnico di Milano – Mantova Campus, Heidelberg Materials, Alpewa, Biennale di Pisa 2025, National Institute of Urban Planning, Cersaie, Palladio Museum, Venice International University of Art, Heidelberg Materials Italia, Ceramiche Keope.

Articles and advertorials

Writing and distribution of advertorial articles on the website.

Relaunch through the weekly newsletter and social media to present projects, products, events and initiatives.

2025 outputs: 50 articles for, among others, Alpewa, Ponte Giulio, Politecnico di Milano, Icobit, Master Bioarchitettura, Stratosferica and Utopian Hours, Festival all'Insù, Festival degli Alberi, Heidelberg Materials Italia, Ceramiche Keope, Scavolini.

Media partnerships

Promotion of events and initiatives within the community of readers, offering qualified visibility and updated cultural and commercial content within a critical and authoritative editorial context.

2025 agreements with, among others: Pisa Architecture Biennale, Utopian Hours, Festival all'Insù, Festival degli Alberi, Associazione Costruire Insieme (Municipality of Alessandria), Cersaie, MantovArchitettura 2025.

Podcasts and brandcasts on major audio platforms

Writing, production and distribution of original podcasts dedicated to events and projects.

Writing, production and distribution of branded podcasts.

Monographs – Radiography of the Contemporary

Writing, production, possible printing and distribution of architectural monographs aimed at highlighting significant design experiences and exploring strategic themes for clients.

2025 publication: “RSA between research and experimentation”.

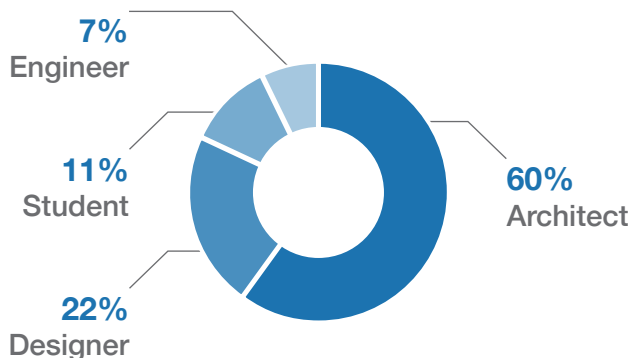
Events

Thanks to an established network of editors, collaborators, professionals and companies, *The Architectural Post* and *Il Giornale dell'Architettura* offer support in the curation and organization of cultural and promotional events, including architecture competitions.

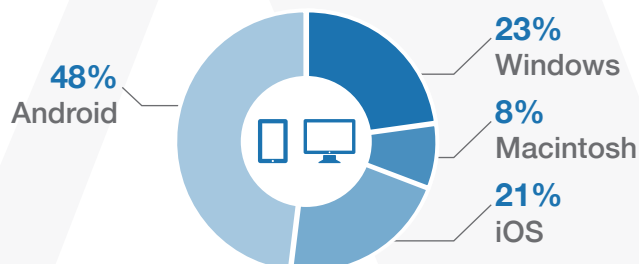
Activities include content development, moderation, participation as speakers, and the creation of networking and visibility opportunities for clients.

Collaborations include: Cult Lab Torino, Fondazione Architetti Bergamo, REbuild Italia, as well as participation in conferences, awards and juries in the architectural and urban fields.

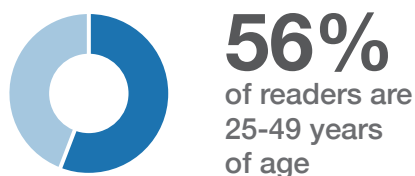
Readers



Site visualization (platforms)



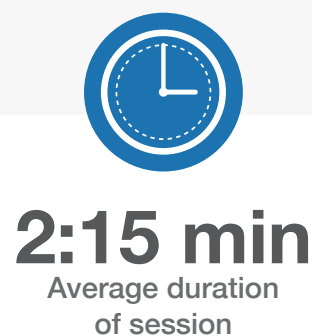
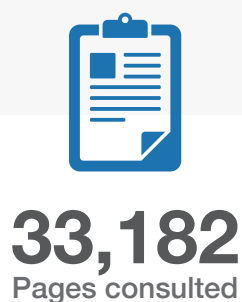
Readership by age:



National distribution of web sessions:



Monthly statistics:



Social network and Newsletter



Institutional partners



Order of Architects, Planners, Landscape and Conservatives of

Aosta, Asti, Bari, Belluno, Bergamo, Bologna, Cuneo, Florence, Genoa, Imperia, Massa Carrara, Matera, Modena, Novara and VCO, Parma, Piacenza, Rome, Sassari and Olbia-Tempio, Savona, Terni, Turin, Varese, Venice, Verona.

Partners



Editorial plan 2026

Topics and contents:

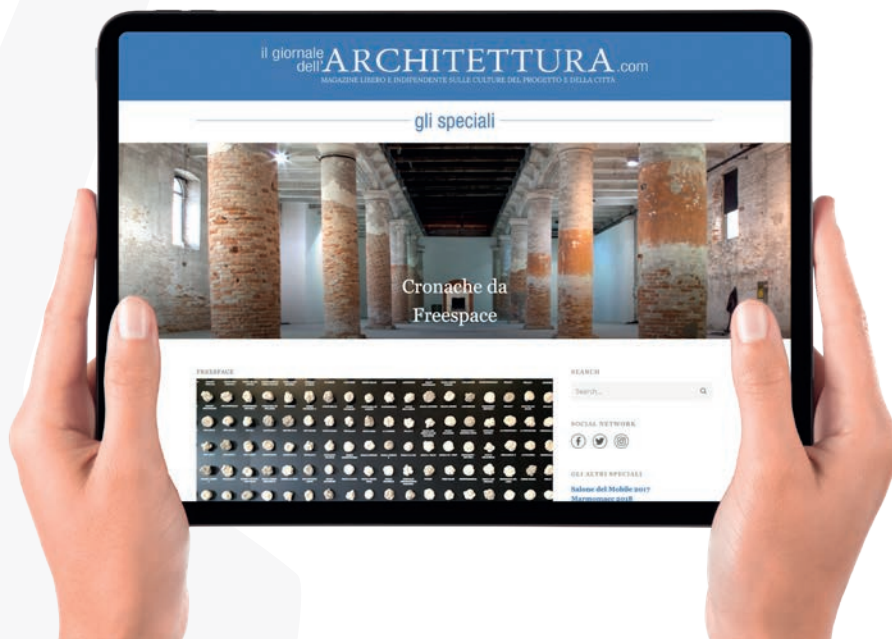
- » The housing emergency and housing crisis
- » Artificial intelligence and architecture
- » Cities and democracy
- » PNRR projects
- » The Winter Olympics in Italy
- » The International Congress of Architects in Barcelona
- » National elections of professional associations and the role of professionals
- » New social infrastructures
- » Built heritage, enhancement and accessibility
- » Forms of sustainability

Columns, investigations and special features:

- » **Portraits of Cities:** narratives of transformations in cities around the world
- » **Revisited:** critique of historical architecture
- » **Archi-travels:** discovering emblematic places
- » Investigations on the most relevant topics impacting design culture
- » Specials dedicated to emerging topics to stimulate debate
- » Observatory on design and exhibition design
- » Critical reviews of books and films
- » Articles in partnership with institutions and companies

Events:

- » Critical coverage of exhibitions, cultural initiatives and inaugurations
- » Reports from trade fairs and industry events
- » Insights into major competitions



Architecture meetings

3 years, 3 venues, 60 public meetings

Architecture Evenings Turin
 Architecture Evenings Biella
 Architecture Evenings Novara
 Green Architecture Evenings
 Architecture in Light
 Archilibri

With: Cult Lab Torino, comunicArch, In/Arch Piemonte and Valle d'Aosta.



Green Building
 With Gruppo Iren

Abitare Green -
 Pecha Kucha Special
 With Green Pea, Cult Lab Torino, comunicArch, In/Arch Piemonte and Valle d'Aosta.

In three years we have hosted:

ACPV Architects Antonio Citterio Patricia Viel, AG&P greenscape, Alvisi Kirimoto, AMDL Circle, Antonio De Rossi, Archisbang, Balance Architettura, BDR Bureau, Camerana & Partners, CRA – Carlo Ratti Associati, Cino Zucchi Architetti – CZA, Corvino + Multari, DAP Studio, Dario Castellino, Stefano Pujatti – ElasticoFarm, Enrico Frigerio – Frigerio Design Group, Isolarchitetti, Kengo Kuma Associates, Labics, Leapfactory, Lombardini22, Luciano Pia, Studio Marco Piva, Migliore + Servetto, MODUS Architects, NOA – Network of Architecture, Officina 82, Orizzontale, Park Associati, Pininfarina Architecture, Massimo Roj – Progetto CMR, SBA – Stefano Boeri Architetti, Studio Ellisse, Studio Land, Tectoo, Tiziana Monterisi, Tortelli e Frassoni and many others.

Celebrating our first 20 years

In 2023 *Il Giornale dell'Architettura*, in collaboration with Cult Lab Torino, organized a cycle of seven public meetings in Turin dedicated to critically reinterpreting the transformations of architectural and urban culture over the last twenty years and outlining future perspectives.

The events, held monthly from January to July, took the form of informal debates involving the founders of the magazine, the current editorial staff and several leading figures in the national cultural scene.

7 public meetings

In person and live streaming

Access

Over 30 architects, academics and professionals

Guests involved

Architecture, city, design, contemporary culture

Themes

Program and guests

- » Still magazines? Architecture between interpretation and communication
- » Authorship and star system
- » Design cultures between slogans and keywords
- » The profession and the design markets
- » Cities and territories: actors and transformations
- » Heritage challenges: protection, enhancement and use
- » The design universe: beyond the superfluous

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

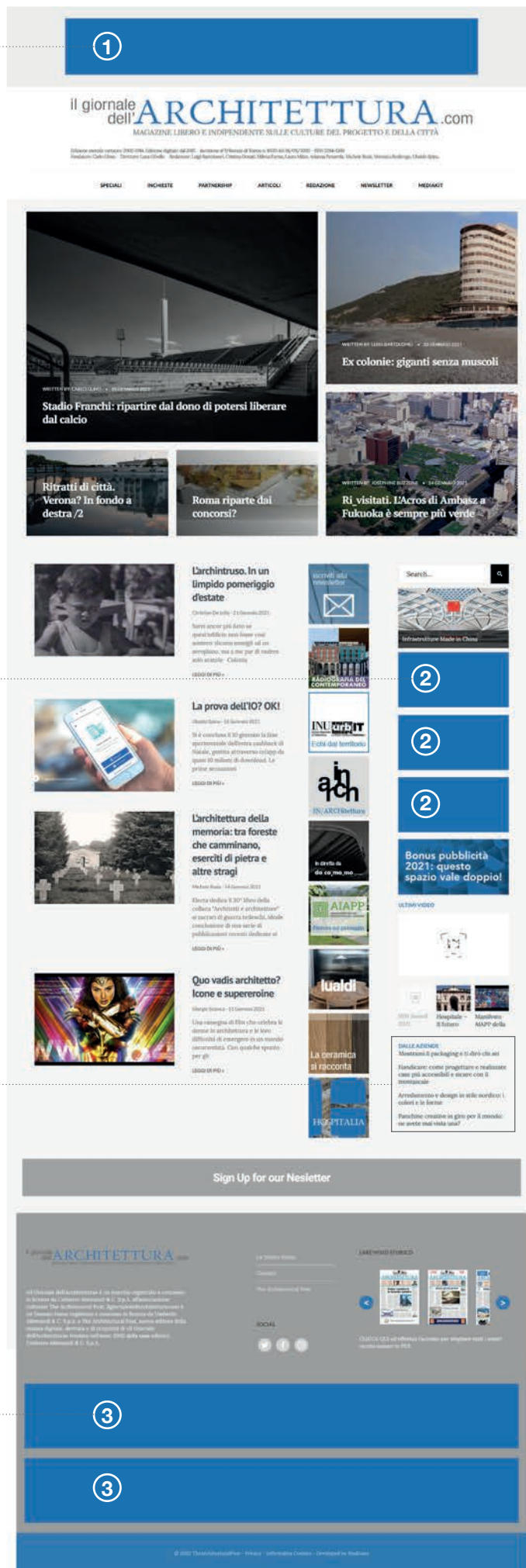
Advertorial article

Video

Video + Article

Footer

VISIBILITY: on all pages
DIMENSION: 1230 x 161 px



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

The screenshot displays the ARCHITETTURA.com website interface. At the top, a blue navigation bar contains a circled '1' (1). Below it, the site's masthead features the logo 'il giornale dell'ARCHITETTURA.com' and the tagline 'MAGAZINE LIBERO E INDIPENDENTE SULLE CULTURE DEL PROGETTO E DELLA CITTA'. A secondary navigation menu includes links for 'SPECIALI', 'INCHIESTE', 'PARTNERSHIP', 'ARTICOLI', 'REDAZIONE', 'NEWSLETTER', and 'MEDIKIT'. The main content area features an article titled 'Ri visitati. L'Acros di Ambasz a Fukuoka è sempre più verde' with a large aerial photograph of the building. To the right of the article is a search bar and a vertical stack of three blue side banners, each containing a circled '2' (2). Below the article is a 'RICORDI RECENTI' section with a list of past articles. At the bottom of the page, a footer area contains a 'Tag' section with a circled '3' (3) and a 'L'ARCHITETTURA' logo. The bottom-most part of the page shows a dark blue footer with a circled '3' (3) and copyright information.

Advertising WEEKLY NEWSLETTER

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

Banner Newsletter

VISIBILITY: newsletter

DIMENSION: 600 x 160 px

Care lettrici e cari lettori,
la provocatoria e spiazzante riflessione di **Carlo Olmo**, in merito al [pronunciamento del Mibac](#) sui destini dello stadio Franchi a Firenze (il dibattito è aperto e ci torneremo), introduce idealmente anche la prima parte di una nostra nuova **inchiesta** sul riuso del patrimonio del Moderno. Ci focalizziamo sul significativo caso dello **ex colonie per vacanze** (che, si badi bene, non sono solo quelle marittime, più note, delle quali ci occupiamo): tra ingombranti eredità fisiche, contesti paesistici di rilievo e il rebus circa le possibili opzioni di recupero e gli attori chiamati a farsene carico.
E, mentre chiudiamo il ritratto di **Verona** con la seconda parte dedicata al centro della città scaligera, parallelamente ci spostiamo a **Roma** per riportare l'esito di alcuni **concorsi**. Il punto di domanda del titolo è d'obbligo, perché già quasi due anni fa dedicammo un analogo approfondimento intitolato **"la primavera dei concorsi"**. Forse, ci è mancata la fantasia. Tuttavia, gli auspici per la Città eterna non sembrano del più rosei, se, immediatamente a valle del verdetto delle giurie, si comincia a mettere in discussione la procedura e se, nel caso dell'Augusto, solo in parte fruiremo (davvero a breve?) della sistemazione risultata vincitrice di una gara di 14 anni fa...
C'è poi la **rassegna filmografica**, a cura di **Giorgio Scianca**, stavolta dedicata ad alcune protagoniste dell'altra metà del cielo architettonico novecentesco. Infine, riportiamo le impressioni suscitate dall'**app IO** dal punto di vista del design dell'interazione.

Buona lettura!

P.S. Dopo più di 6 anni, abbiamo finalmente dato una rinfrescata all'interfaccia del sito web; inserendo, tra l'altro, a pedice del logo, una specifica importante, a testimonianza del nostro impegno: "Magazine libero e indipendente sulle culture del progetto e della città".

Luca Gibello, direttore

redazione@ilgiornaledellarchitettura.com

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In evidenza



Stadio Franchi: ripartire dal dono di liberarsi del calcio
di Carlo Olmo

Per conservare la memoria dell'opera di Pier Luigi Nervi a Firenze occorre sottrarsi all'egemonia del *tout est patrimoine*, che diventa mero collezionismo, e tornare a progettare

Inchiesta. Ex colonie: giganti senza muscoli
a cura di Luigi Bartolomei



Un patrimonio da indagare e valorizzare
di Valter Balducci

Tra degrado, rischi di collasso e (pochi) esempi di riutilizzo, gli edifici superstiti richiedono restauro ma anche trasformazioni d'uso ancora da mettere a fuoco

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Ricevi questa email perché sei iscritto alla mailing list di www.ilgiornaledellarchitettura.com.
Per qualsiasi richiesta, contattaci all'indirizzo redazione@ilgiornaledellarchitettura.com.
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Send specific contents to our
complete mailing list (35,000
contacts)

MARMO+MAC™

THE BIGGEST STONE • DESIGN • TECHNOLOGY TRADE FAIR

La 53ª edizione di Marmomac, fiera internazionale di marmo, design e tecnologie si è chiusa con 68.000 visitatori e operatori in crescita

68.000 visitatori (di cui il 62% stranieri); 1.600 espositori con operatori in crescita da Stati Uniti, Cina, India e Russia.

Primato del Made in Italy (tecnologie e lavorati) per valore aggiunto, con la conferma di mercati di riferimento come Nordamerica, Cina, India, Russia per le nostre aziende e un crescente interesse da parte di Giappone, Corea del Sud, Vietnam, Malesia, Indocina. Sono i dati con cui sabato 29 settembre si è chiusa la 53ª edizione di Marmomac che si conferma "barometro del mercato mondiale dell'industria lapidea e delle tecnologie di lavorazione nonché centro dell'interscambio globale di settore".

4 giorni in cui si sono alternati incontri b2b, convegni, riconoscimenti e focus di approfondimento per porre in dialogo il mondo dell'architettura e del design con quello produttivo.

Abbiamo seguito per voi la giornata inaugurale, la mostra "Brand and Stone" e i principali premi assegnati.



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Il viaggio nel mondo del marmo e della sua filiera inizia anche quest'anno da Verona: una full immersion di 4 giorni con 1.600 aziende espositrici



Il felice connubio di Brand & Stone

di *Ubaldo Spina*

Stanze monotematiche adagiate sull'acqua celebrano collaborazioni di successo tra brand riconosciuti del Made in Italy, designer e aziende di produzione di materiali lapidei



Premiatissima Pietra

di *Alberto Vignolo*

Dallo Stone Award di Archmaraton al Best Communicator passando per l'Icon Award: ecco i premi più importanti di Marmomac 2018

marmomac.com



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Architecture podcasts

Il Giornale dell'Architettura – our first podcast expanded its editorial project on **5 February 2025**, bringing critical journalism on architecture into the audio format.

The podcast opens a new channel of in-depth exploration that complements the editorial team's daily work while maintaining the same rigor, independence and quality of content.

The series tells the story of architecture beyond images through the voices of editors, stories and perspectives interpreting major contemporary themes: cities, territories, housing policies, infrastructures, the profession and design culture.

Each episode is conceived as a space for listening and reflection.

It is not a general popular product but an editorial format consistent with the identity of *Il Giornale dell'Architettura*: information, analysis and dialogue, authoritative and lasting content within a qualified communication context.

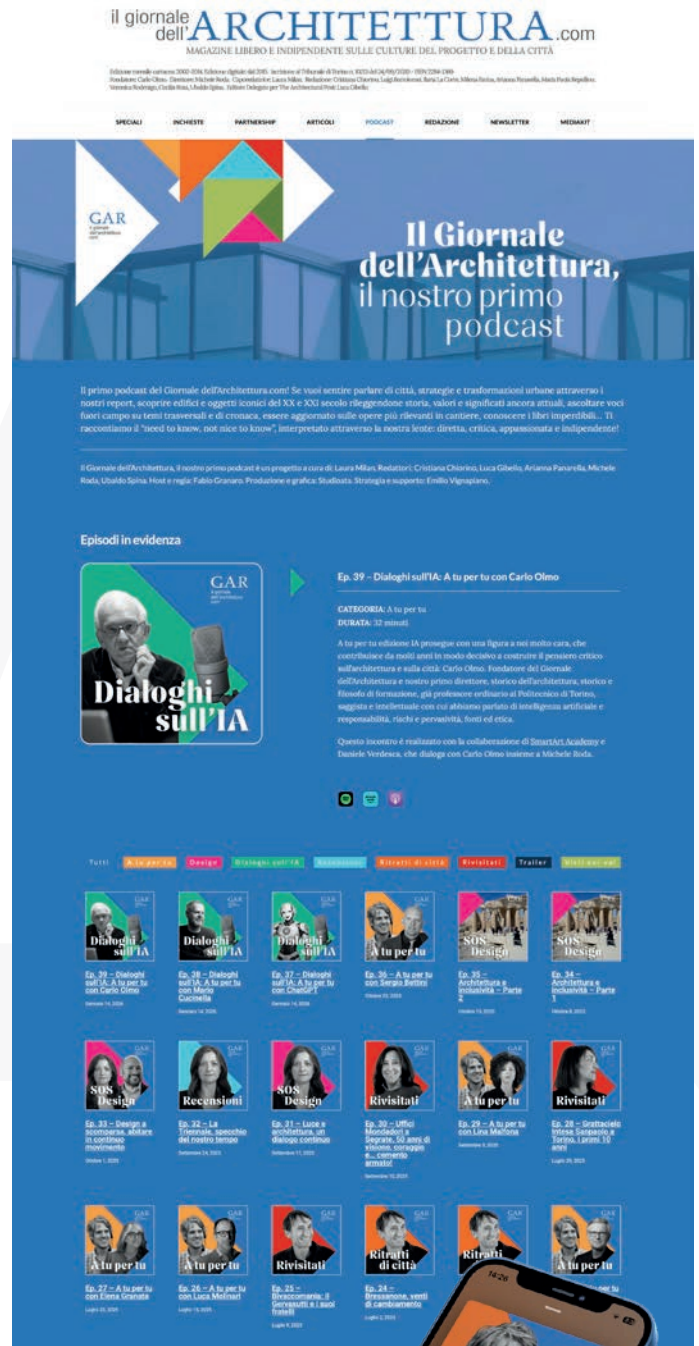
Podcast series:

- » Portraits of Cities
- » Revisited
- » SOS Design
- » Face to Face – interviews with off-screen voices
- » Major Works
- » Dialogues on AI (in collaboration with Smart Ark Academy)

39 podcasts on all platforms

Offers

PRE-ROLL "OFFERED BY"
SHORTCASTS / DEDICATED EPISODES



ilgiornaledellarchitettura.com

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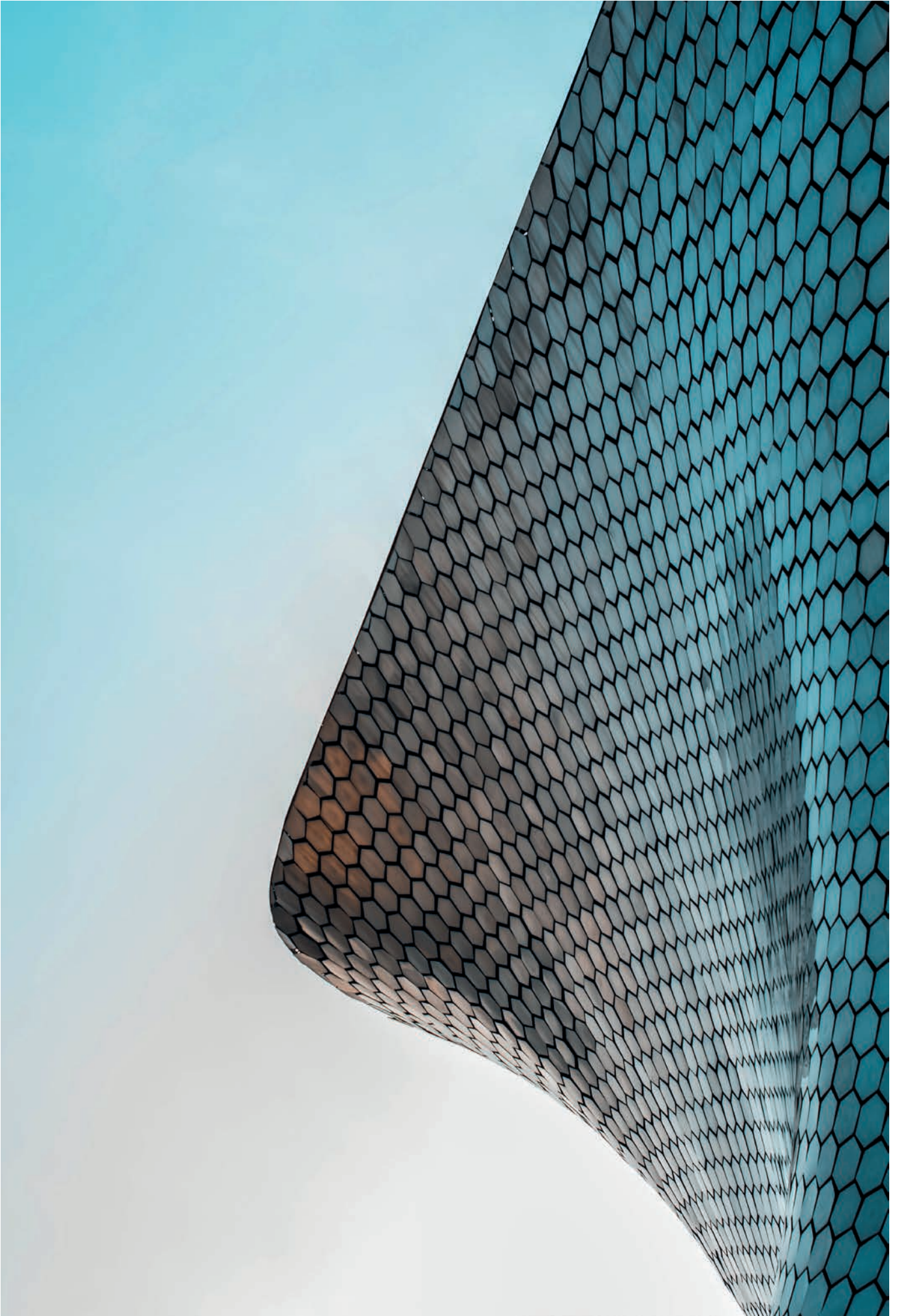
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