

MEDIA KIT 2022

ioloo

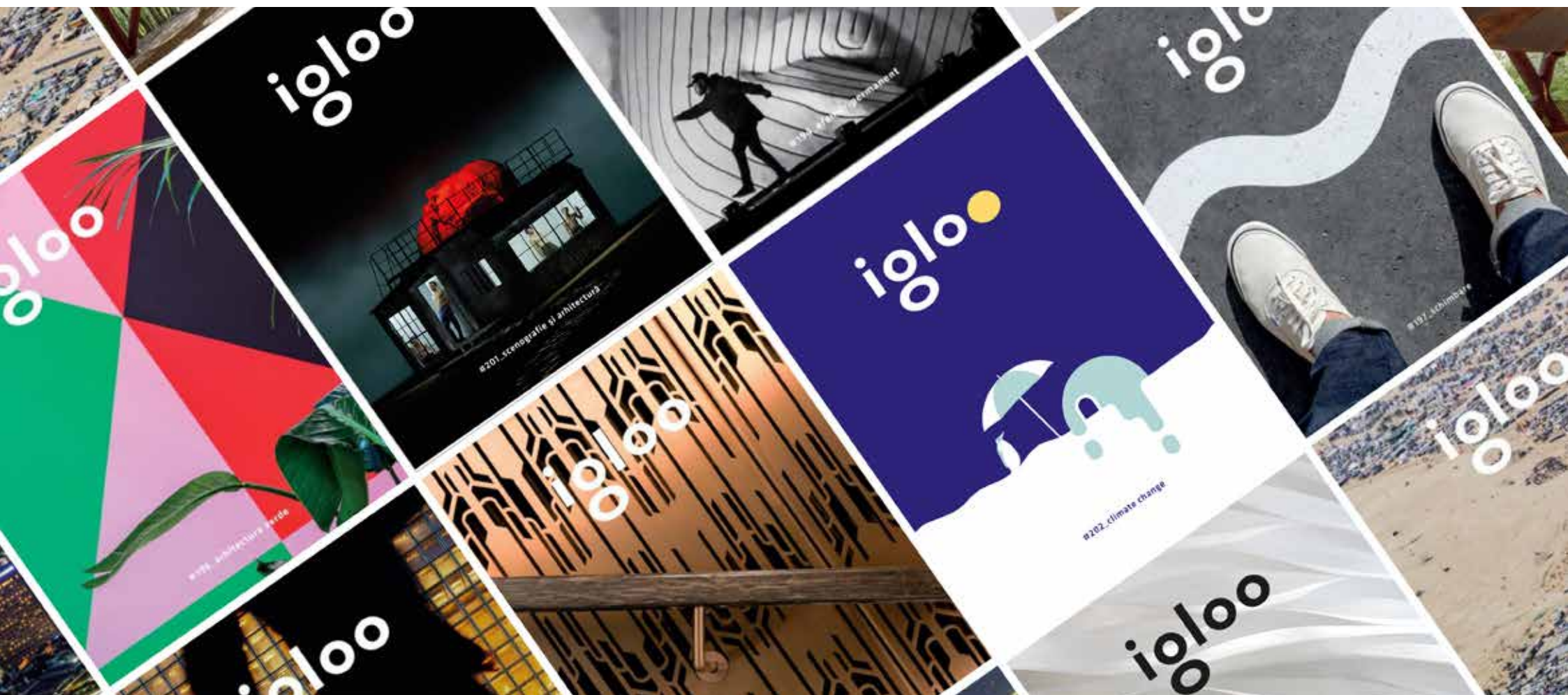


A Trendsetter in the Romanian Architectural Press

A trendsetter in the Romanian architectural press, igloo is a multidisciplinary media platform that, for 20 years, has been producing premium content, in a formula that harmoniously combines the print, social media and digital mediums. The editorial substance, professional opinion and excellent presentation make igloo a collector's publication and a trendsetter in the fields of architecture, design and visual culture, attracting the attention of all the sectors of the creative industry. Igloo articles offer comprehensive material that illustrates the most important characteristics of your company at the highest quality – whether it's a project, a product, a collection or an event. After 20 years of uninterrupted observation of the Romanian and international architectural phenomenon, igloo magazine has become a landmark on the Romanian periodicals scene, and the association with the igloo brand is a guarantee of professionalism and of the concern for quality.



Editorial Calendar



	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN
PRINT	IGLOO #206	IGLOO #207	IGLOO #208	IGLOO #209	IGLOO #210	IGLOO #211						
BT AD/ADVERT	17 January	10 April	10 June	10 August	10 October	10 December						
ISSUE DATE	31 January	16 March	16 May	18 July	15 September	15 November						

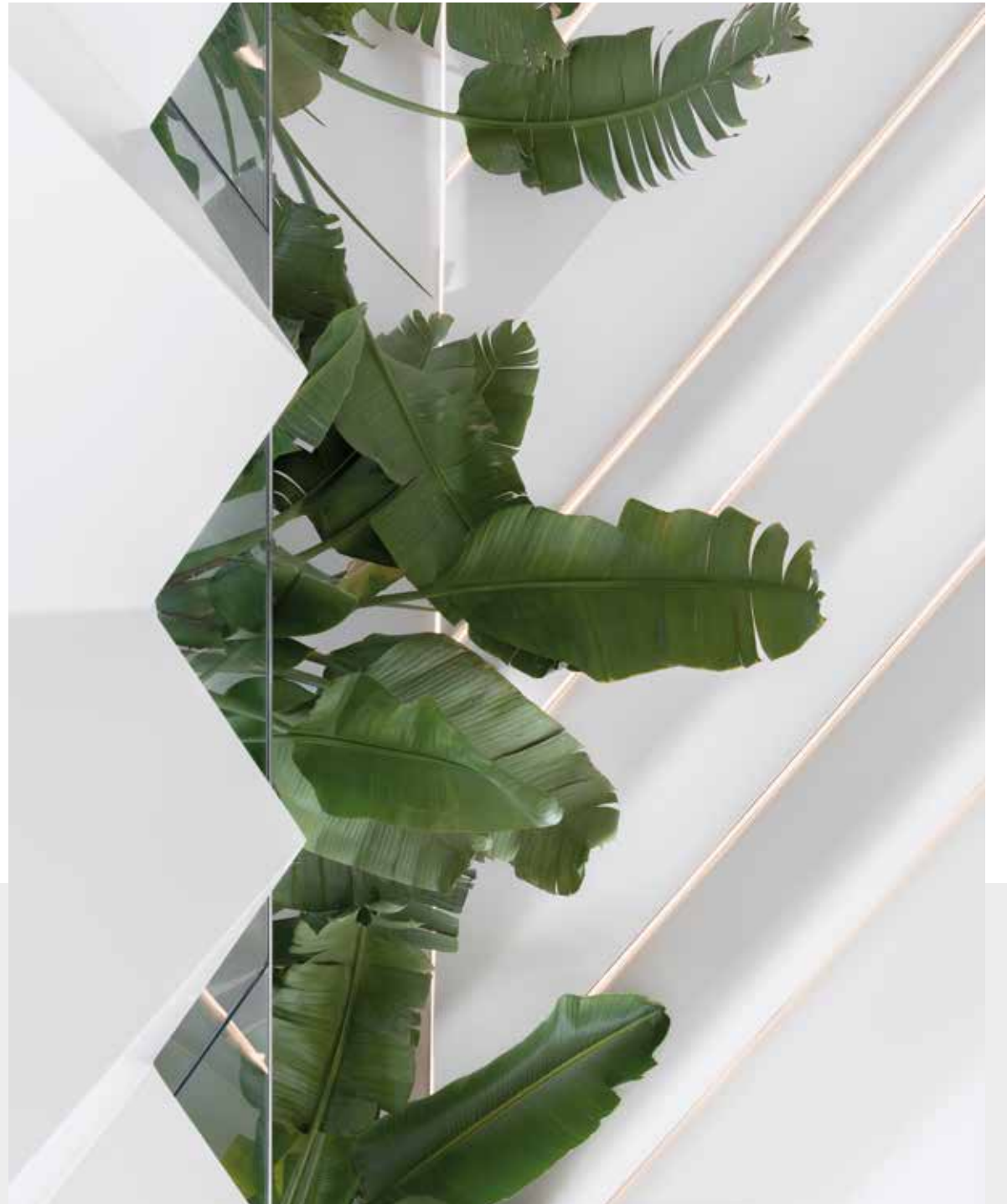
Themes & Columns

A Strategic Communication Instrument

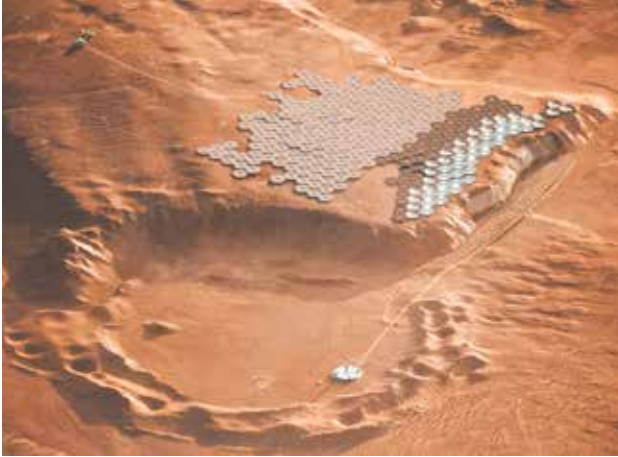
igloo is issued every two months and features, in a generous spectrum of columns and themes, innovations and creative solutions in the fields of architecture, urban planning and design. Each issue also contains a themed dossier, and for 2022, we have planned: Visionary Architecture / Mobility / The Recovery of the Traditional Spirit / Architectural Representations / Igloo Profile / Switzerland – Contemporary Interventions in the Rural Heritage. The contents, the exceptional editorial and graphic presentation, as well as the opening towards a loyal and specialized reader (as well as the general public) are solid reasons for you to associate your brand with such an emblematic publication, which functions as an ideal instrument of communication for connected products and technical solutions.

**AGENDĂ
WOMEN IN
ARCHITECTURE
CITY PLUS
URBAN POLICIES
SUSTAINABILITY**

**INTERNATIONAL
PROJECTS
EXTRA MUROS
PROJECTS
FROM ROMANIA
DOSSIER
#DEGUSTBUN**



Topics igloo 2021



#206 February – March VISIONARY ARCHITECTURE

In an era of big data, constant changes and diverse cultural trends, architecture must already have the answers for the design of the future. Will we colonize Mars? Will we live on the Moon? Definitely not in the near future. Yet, the issue proposes a collection of visionary, provocative projects, of the most progressive strategies that break the mold of thought and enter the vast universe of visionary architecture.



#207 April – May MOBILITY

In the contemporary era, the capacity of being mobile becomes one of the basic qualities of the city. Ultra-urbanization produces new social and environmental constraints, which force the adoption of new urban behaviors. Nowadays, we are always “on the go” and almost everything is set on wheels – including buildings. The issue thus raises the topic of the debate: how does mobility help in offering better accessibility and a coherent connection of the city?



#208 June – July UKRAINE

This issue of igloo magazine marks an unprecedented moment: the war. It is an issue dedicated to contemporary architecture and design from Ukraine and, especially, to hope. The hope in a near future of reconstruction and creation under the sign of peace. A special issue that documents the discourse of the Ukrainian creative community before and during the war, through recent projects in the fields of architecture, interior design and object or industrial design.

Topics igloo 2021



#209 August – September **ARCHITECTURAL REPRESENTATIONS**

In the absence of tangible space, architectural representation becomes vital. It is necessary in order to test, communicate and develop an idea. Today's architects use several instruments in order to visually describe their projects, going from the traditional techniques of drawing and collage to 3D visual representations, photorealistic renderings or virtual reality. The issue thus proposes an analysis of the contemporary forms of presentation and re-presentation of architecture.



#210 October – November **IGLOO PROFILE**

Resuming the series of monographs, the issue proposes a scene that highlights the vision of the profiled architect, revealing the fundamental details at the basis of their projects. The theme explores the creative principles, marking the essential elements of architectural anatomy through remarkable works, but also through ideas that have not yet taken on a physical shape. The presentation takes on a personal character, through an ample interview. The profilee? It's a surprise.



#211 December – January 2023 **SWITZERLAND CONTEMPORARY INTERVENTIONS IN THE RURAL HERITAGE**

Any architectural intervention produces an alteration of the environment in which it is inserted. With a multitude of architectural typologies and construction methods, varying based on region, Swiss rural architecture has a character of its own. The contemporary architectural interventions pay tribute to the context, and the issue's theme aims to provide examples of such interventions that are carefully adapted to the natural landscape and the existing built environment.

Target Audience & Distribution

igloo magazine is aimed especially towards those interested in the latest in contemporary architecture and culture: architects, designers, real estate promoters, suppliers and distributors of materials and accessories, companies and organizations involved in the construction or creative industry, business people activating in related fields, professors and students of higher education institutions (architecture, urban planning, design, constructions, arts).

The magazine is distributed nationwide, in the Relay/Inmedio networks (commercial centers), bookstores (Humanitas, Cărturești, Eminescu, Librarium Group), book and specialty fairs (Gaudeamus, Bookfest) and specialty exhibitions.

Online: igloo.ro, carturesti.ro, libhumanitas.ro, elefant.ro, libris.ro.

5.000
copies / issue,
6 issues per year

15.000
readers / issue



Rate card

AD

cover 4	5.500 EUR
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CMYK
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Advertorial

Vila Novum, Olimp & Kerrock. Un material unic pentru o imagine evocatoare

Ca o familie puternică în lumea de construcții, Vila Novum, Olimp și Kerrock sunt companii din domeniul construcțiilor care au reușit să realizeze proiecte deosebite și să realizeze o imagine evocatoare în lumea de construcții. Vila Novum, Olimp și Kerrock sunt companii care au reușit să realizeze proiecte deosebite și să realizeze o imagine evocatoare în lumea de construcții.

kerrock

ADVERTORIAL
page

Ideal Standard prezintă Atelier Collections. Piesa centrală: lavoarul Ipalys - culori creative, finețe și forță

Ideal Standard, atelierul de design și producție de lavoare, prezintă o nouă colecție de lavoare, Atelier Collections. Piesa centrală: lavoarul Ipalys - culori creative, finețe și forță.

ADVERTORIAL
spread

Ideal Standard

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Acasă în lume

Acasă în lume, o colecție de cărți care prezintă o imagine evocatoare în lumea de construcții.

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