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# The Magazine

## A Trendsetter in Romanian Architectural Press

Over 5,000 architects read **igloo**, a magazine founded in 2001, with online content available since 2006. The editorial quality, professional opinions and excellent presentation make **igloo** a collector's magazine and a trendsetter in the fields of architecture, urban planning, design and visual culture. The high quality graphics, content and print define both the printed and the digital version, in order to keep the target audience permanently connected to the rhythm of contemporary local and international visual culture. The magazine is a landmark of Romanian quality periodicals, and therefore being associated with the **igloo** brand is a guarantee of professionalism and concern for innovation and creativity.



# Editorial Calendar



	FEB	MAR	APR	MAY	IUN	IUL	AUG	SEP	OCT	NOV	DEC	IAN
<b>PRINT</b>	<b>IGLOO #182</b>		<b>IGLOO #183</b>		<b>IGLOO #184</b>		<b>IGLOO #185</b>		<b>IGLOO #186</b>		<b>IGLOO #187</b>	
AD/ADVERT												
PASS4PRESS	february 2		march 30		june 1		july 30		1 ottobre		november 30	
ISSUE DATE	february 12		april 9		june 11		august 10		12 ottobre		december 10	

# Themes & Columns

## A Strategic Communication Instrument

**igloo** is published every two months and features – within a generous spectrum of columns and themes – innovations and creative solutions from the fields of architecture, urban planning and design. Each issue also contains a thematic dossier. For 2018, we have planned: Architecture Photography, The Netherlands, Eco-architecture, Smart Cities, Mark K, Romania 100. The content, exceptional editorial and graphics quality, as well as the opening towards loyal, specialized readers (as well as the general public) are the reasons why you should associate your brand with this iconic publication, which thus functions as an ideal communication platform for related products and technical solutions.



**AGENDA**

**THEORY**

**URBAN ESSAY**

**CITYPLUS**

**INOVATION**

**INTERVIEW**

**SMART HABITAT**

**PROJECTS**

**DOSSIER**

**DESIGN**



# 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, C`rturești, Eminescu, Librarium Group), book and specialty fairs (Gaudeamus, Bookfest) and specialty exhibitions.

Online: [igloo.ro](http://igloo.ro), [carturesti.ro](http://carturesti.ro), [libhumanitas.ro](http://libhumanitas.ro), [elefant.ro](http://elefant.ro), [libris.ro](http://libris.ro).



**5.000**  
copies / issue,  
6 issues per year

**15.000**  
readers / issue

# Rate card

## AD

cover 4	5.500 EUR
2/1 page (spread)	5.500 EUR
1/1 right-hand table of contents	3.500 EUR
1/1 right-hand page	3.200 EUR
1/1 left-hand page	2.500 EUR
1/2 left-hand page table of contents	2.800 EUR
1/2 page	2.500 EUR

## ADVERTORIAL

2/1 page (spread)	3.500 EUR
1/1 page	2.500 EUR
1/2 page	2.000 EUR

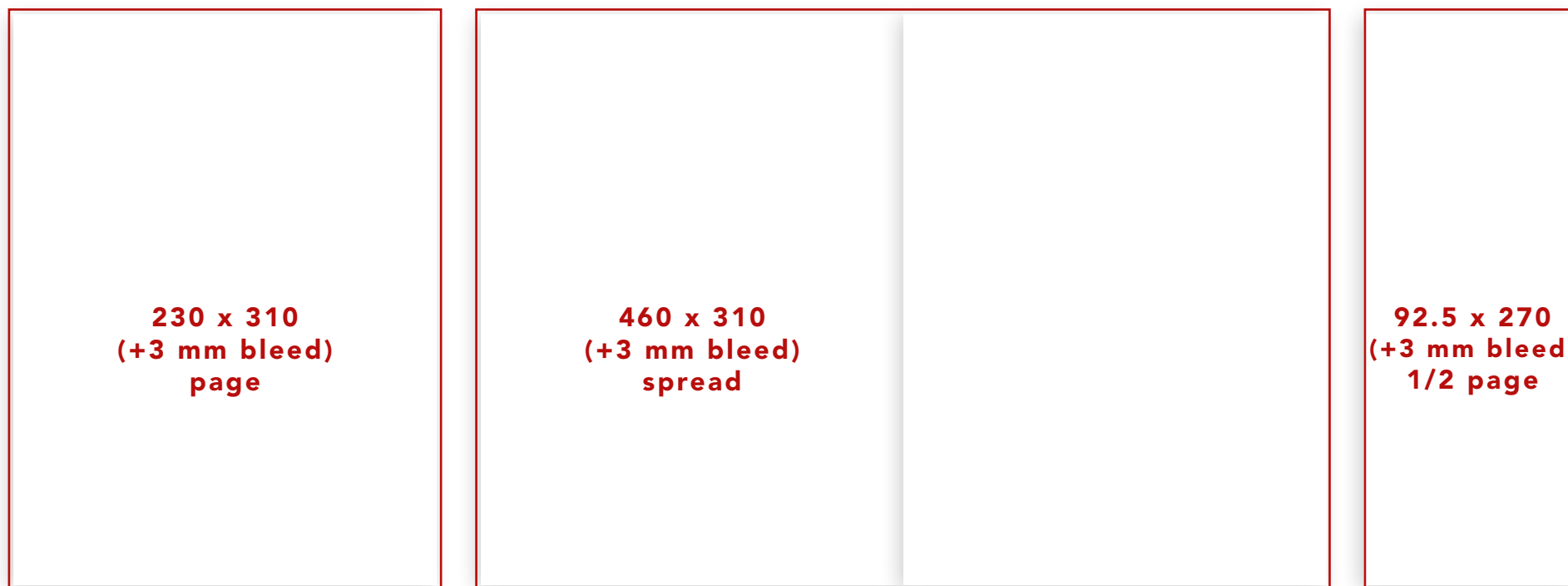
## INSERT

5.000 copies	1.500 EUR
3.000 copies	1.300 EUR
1.500 copies	1.000 EUR

excluding VAT



# AD



## TYPE

1/1 page

2/1 page (spread)

1/2 vertical page

## SIZE

230 x 310 mm + 3 mm bleed

460 x 310 mm + 3 mm bleed

92.5 x 270 mm

## RESOLUTION

300dpi

300dpi

300dpi

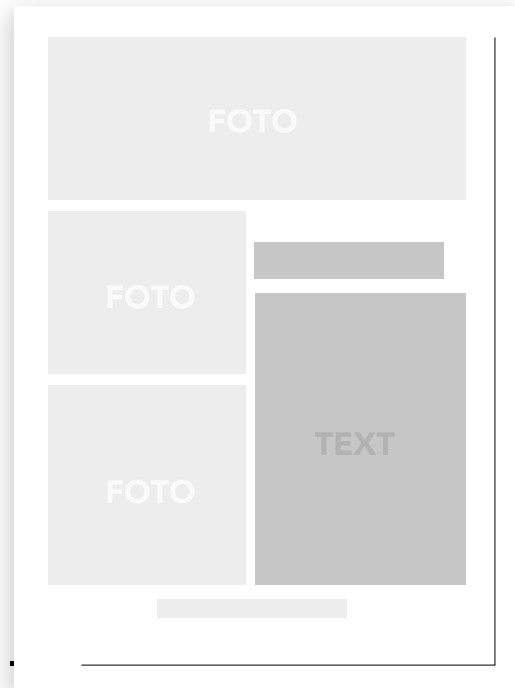
## FORMAT

CMYK

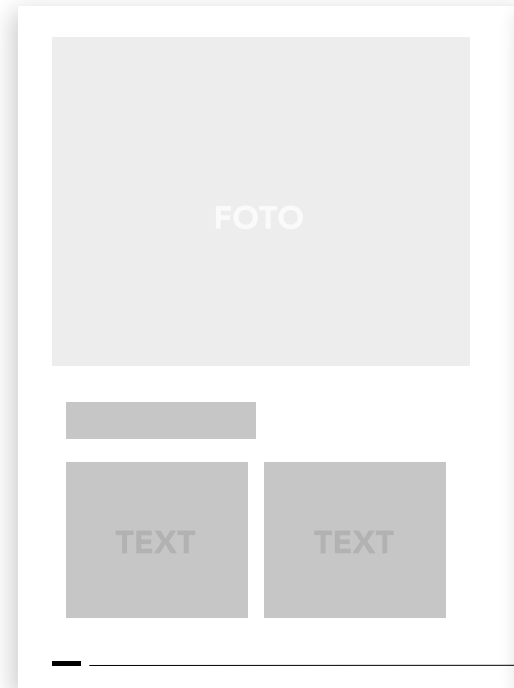
CMYK

CMYK

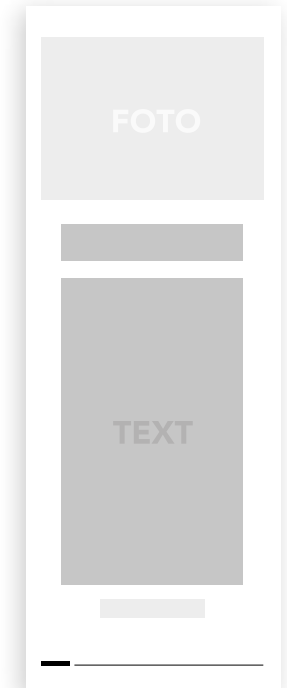
# Advertorial



**ADVERTORIAL**  
page



**ADVERTORIAL**  
spread



**ADVERTORIAL**  
1/2 page

## TYPE

1/1 page

2/1 page (spread)

1/2 vertical page

## TEXT

1.500 characters with spaces

2.500 characters with spaces

1.000 characters with spaces

## PHOTO

min 230 x 230 la 300dpi

min 230 x 230 la 300dpi

min 230 x 230 la 300dpi

## LOGO

vector

vector

vector



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