



archiproducts.com

# archiproducts<sup>®</sup>

The online source  
for Architecture and Design

MEDIA KIT

Edition 1910



Thonet



Lago



Stua



B&B Italia



Porro



Viccarbe



Alessi



Seletti



Hind Rabii



Ex. t



Paola Lenti



Boffi



CEA design



USM



Ritzwell & Co.



Meridiani



De Padova



Desalto



LG



Vetreria Vistosi



Fatboy



Salvatori



Fantini



Punt



Riva

# archiproducts<sup>®</sup>

The online source  
for Architecture and Design

THE ARCHITECTURE  
& DESIGN NETWORK  
*archipassport*

**edilportale**

**archiportale**

**archiproducts**

**archilovers**

**BIM.archiproducts**

# We bring your products into Architecture and Interior Design projects

We help you reach Architects with an efficient marketing and business strategy and our tailor-made media mix

Every day thousands of architects, engineers, interior designers, decorators and private users choose Archiproducts to find out the latest news, design and shop products, browsing through the largest catalog for Architecture and Design.

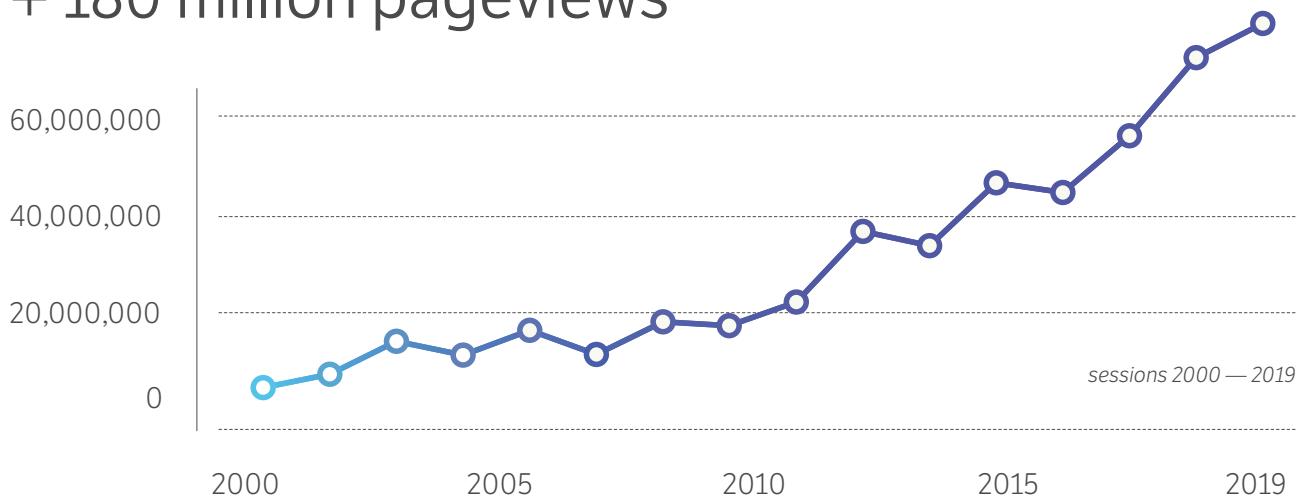
A constantly updated virtual exhibition which today counts over **220,000 products and 3,500 brands**. These ever-growing numbers make us a benchmark for a community of over **2.7 million registered professionals**.

We've created a mix of both online and offline services to make it easy for brands to reach each one of our users. Whether they need to increase their brand awareness or generate qualified leads, we offer the chance to be effective at each phase of the customer journey.

Together with companies, we plan a multichannel Marketing strategy starting from the analysis of the brand's needs until the definition of the final goal, choosing among a variety of services: from Product Listing to E-mail Marketing, from Display ads to Social Media ads, up to the latest BIM/3D strategies and the on-site promotional activities during the fairs, the Salone del Mobile and in our showrooms in Bari and Milan.

The result is a set of customized tailor-made tools aimed at connecting with new leads and turning them into clients, to build a lasting relationship with.

**60 million sessions**  
**+ 40 million users**  
**+ 180 million pageviews**



**America 25%**

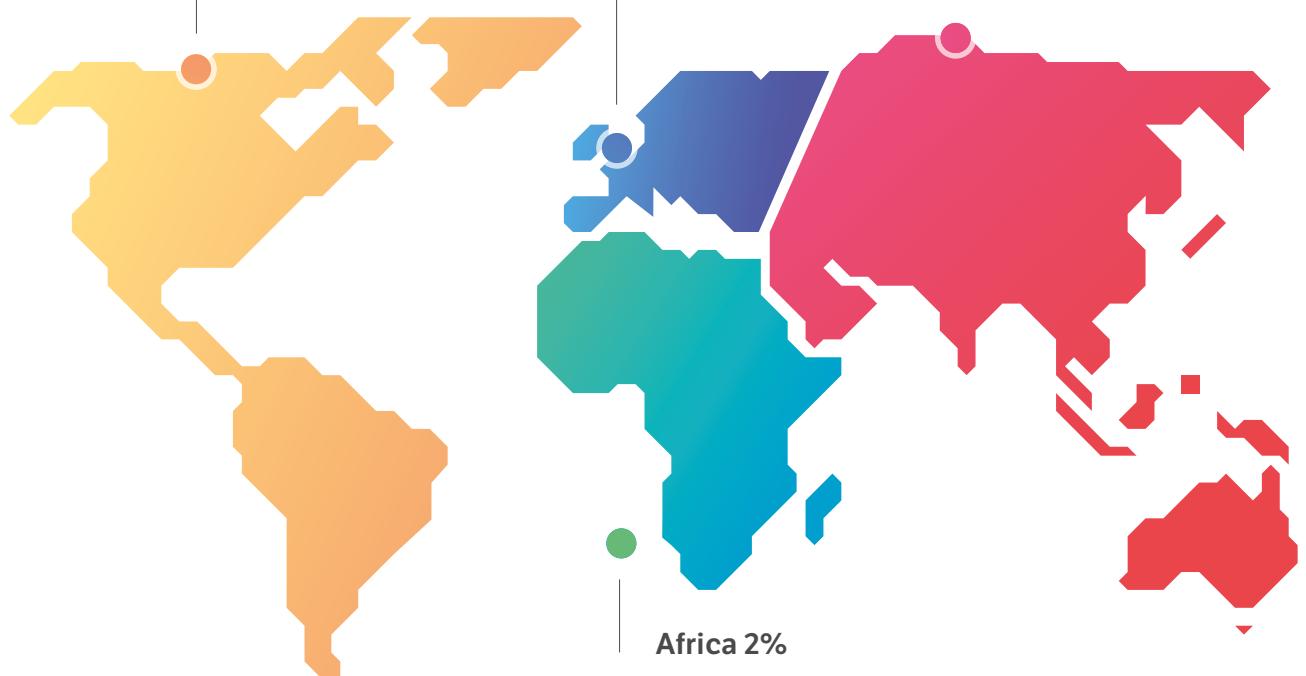
United States 40%  
 Brazil 23%  
 Canada 15%  
 Mexico 9%  
 Argentina 8%  
 [...] 5%

**Europe 55%**

Italy 25 %  
 France 19 %  
 Germany 19 %  
 UK 10 %  
 Spain 8 %  
 Benelux 5%  
 [...] 14 %

**Asia - Oceania 18%**

Russia 25%  
 China 19%  
 India 9%  
 Japan 8%  
 Australia 5%  
 [...] 34%



annual data for 2019

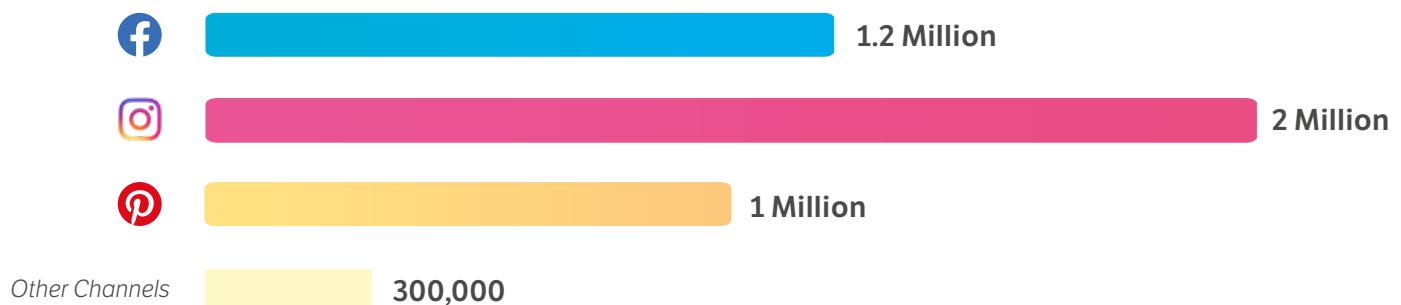
## 3,500 customer brands



## 2.7 million registered users worldwide

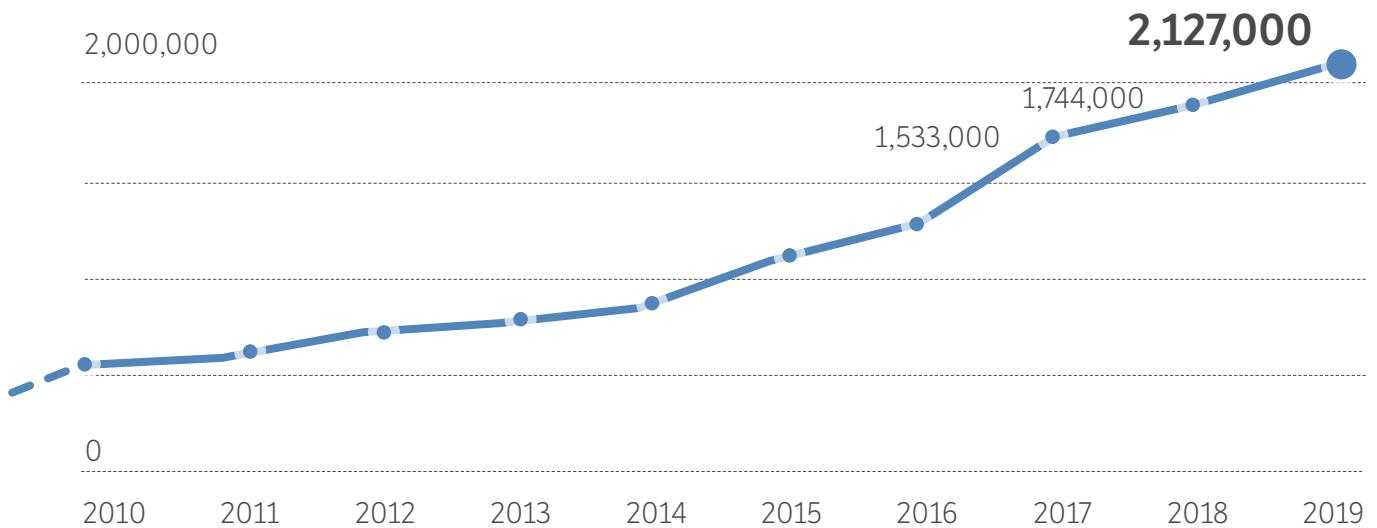


## 4.5 million followers on social media



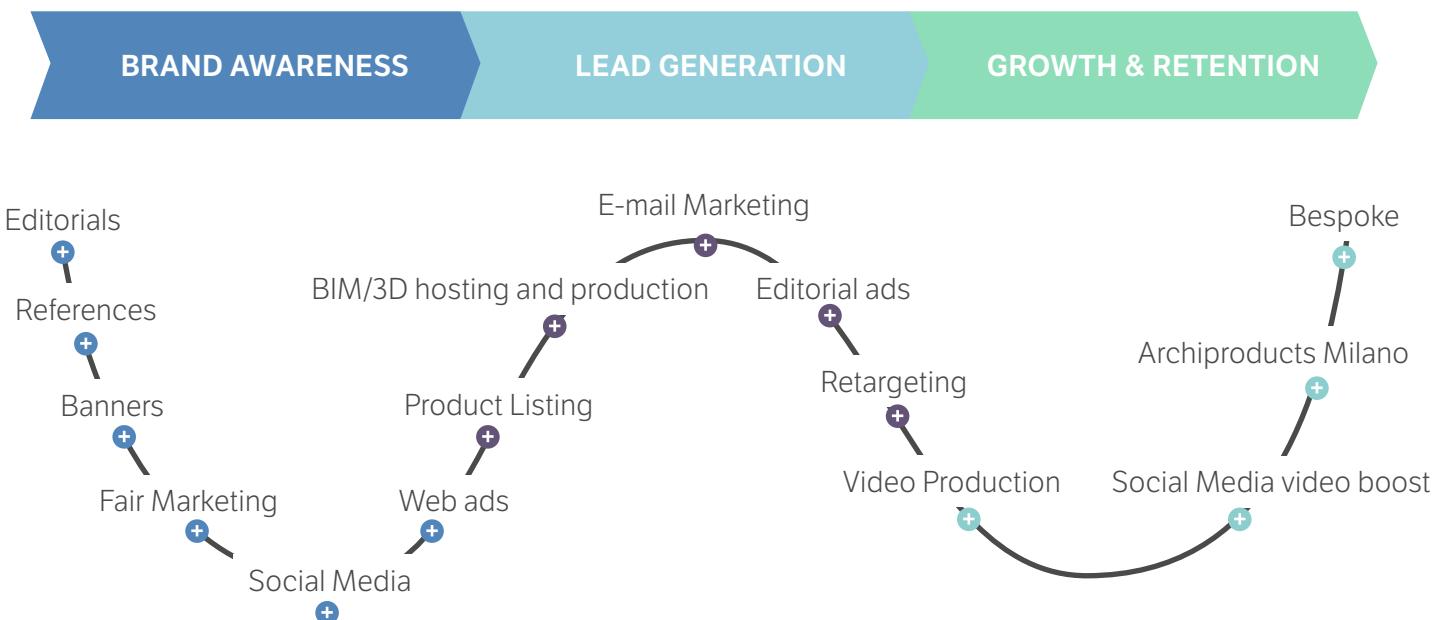
# Over 2 million di leads generated

For over 15 years, we have been operating in the construction and design sector and helping companies increase their database of qualified contacts with innovative and high-performance solutions.



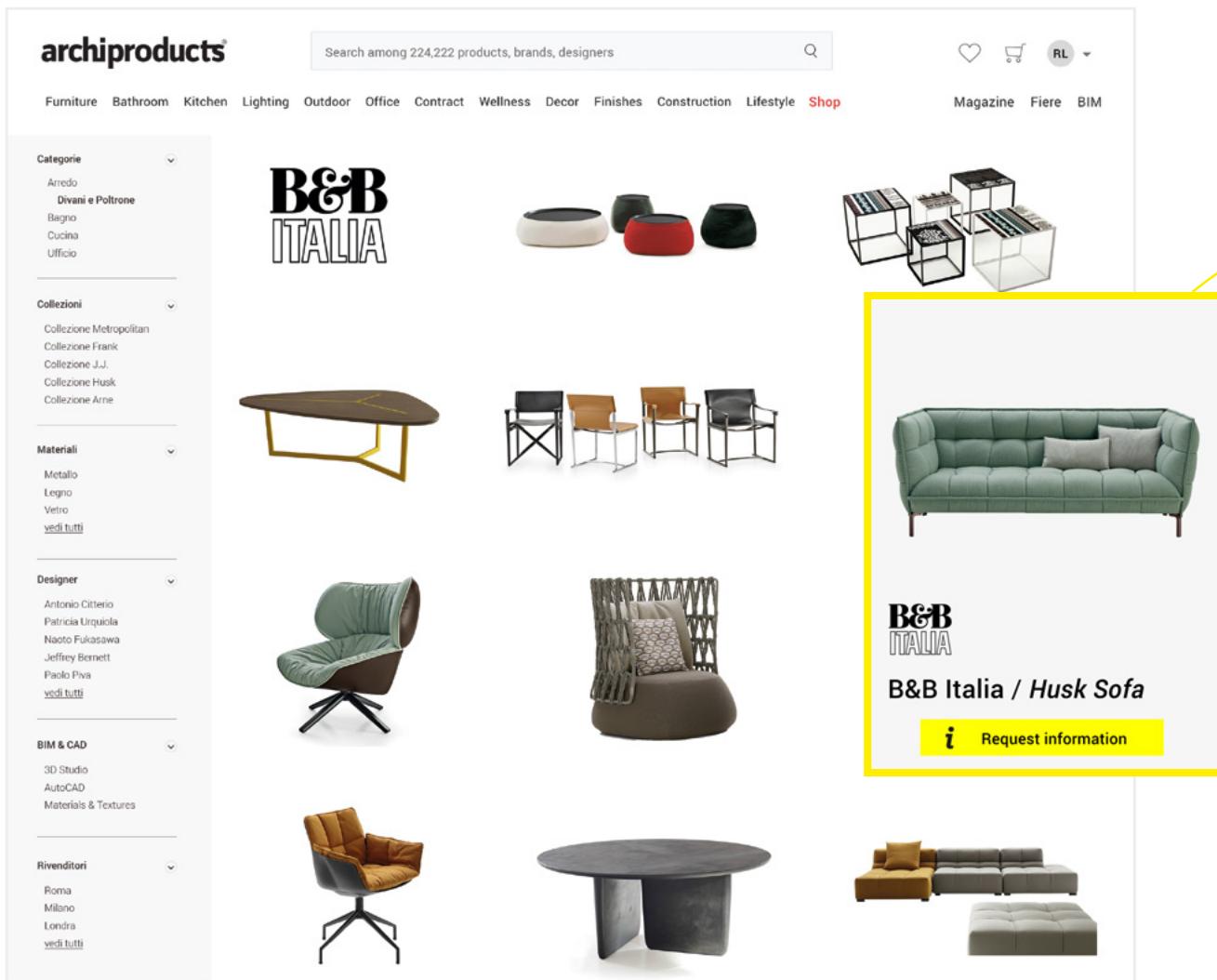
## A touchpoint for every stage of the customer journey

From increasing your brand awareness to customer loyalty, we provide you with a mix of tools designed to intercept new leads and build a lasting relationship with your contacts.



# Membership

Publish your products in 10 languages and get qualified contacts from all over the world



The screenshot shows the Archiproducts website interface. At the top, there is a search bar with the placeholder "Search among 224,222 products, brands, designers" and a magnifying glass icon. Below the search bar is a navigation menu with categories: Furniture, Bathroom, Kitchen, Lighting, Outdoor, Office, Contract, Wellness, Decor, Finishes, Construction, Lifestyle, Shop, Magazine, Fiere, and BIM. On the left side, there are several dropdown menus: Categorie (Arredo, Divani e Poltrone, Bagno, Cucina, Ufficio), Collezioni (Collezione Metropolitan, Collezione Frank, Collezione J.J., Collezione Husk, Collezione Arne), Materiali (Metallo, Legno, Vetro, [vedi tutti](#)), Designer (Antonio Citterio, Patricia Urquiza, Naoto Fukasawa, Jeffrey Bennett, Paolo Piva, [vedi tutti](#)), BIM & CAD (3D Studio, AutoCAD, Materials & Textures), and Rivenditori (Roma, Milano, Londra, [vedi tutti](#)). The main content area displays a grid of furniture products. A yellow box highlights a B&B Italia Husk Sofa, which is a green, tufted sofa with a textured pattern. The B&B Italia logo is visible above the sofa. Below the sofa is a yellow button with the text "Request information" and an information icon.

**ANNUAL MEMBERSHIP**

**€ 2,800 / year**



**PUBLISH AN UNLIMITED  
NUMBER OF PRODUCT PAGES  
EACH YEAR**

On the Network, mobile versions and Archiproducts app (with photos, videos, catalogs, designers, references, retailers, BIM/CAD, etc.)



**INTERNATIONAL VISIBILITY**

In 10 languages (Italian, English, French, Spanish, Portuguese, German, Arabic, Chinese, Russian, Japanese).



**EDITORIAL COVERAGE**

Publication of content based on press kits.



**MENTIONING IN FOCUS**

Weekly newsletter with a selection of the best products by category.

## Product page

**archiproducts**

**HUSK SOFA**

Divano capitonné in tessuto

Design by Patricia Urquiza  
Collezione Husk

**Information request**

**B&B Italia**

Produttore  
B&B Italia  
> Sito web  
> Rivenditori  
> Agenti

**References**

Vedi tutti i prodotti B&B Italia (35)

 + Visibility  
+ Qualified contacts

### Product information

Description, details, photos and videos, PDF catalogs, BIM/3D, designers, news and press releases

### Company information

Logo, address and contacts, website link, geolocated retailers

### Information request

All pages are equipped with an interactive form that can be filled out online, with the aim of putting the interested designer or company in touch with the manufacturer.

The request, complete with personal details, is sent in real time via e-mail directly to the sales office, distribution network and/or agents in the area, and saved in your reserved area.

### References

Reference album that collects product tags for existing projects (published on Archilovers)

### BIM & 3D

BIM, 3D and CAD models of your products available on the product page and added to the [bim.archiproducts.com](http://bim.archiproducts.com) platform

### 3D VIEWER

Real-time 3D display of your products

### Retailers

List of retailers which can be updated at any time



Publishing your catalog on the network significantly improves your site's page rank on Google, thanks to the high prevalence of backlinking.



#### E-COMMERCE

Option to sell products via e-commerce on the Archiproducts platform (subject to resale or revenue-sharing agreement with Archiproducts).



#### REFERENCES

Possibility of tagging products in projects published on Archilovers. Products become visible in projects, with links to product pages. This creates a product reference album.



#### STATS AND LEADS

Access to web statistics (impressions, clickthroughs, downloads, etc.) and the database of qualified contacts that request information/estimates. Possibility to export to Excel, sorting contacts to the sales network, activating automatic responses.

# E-commerce

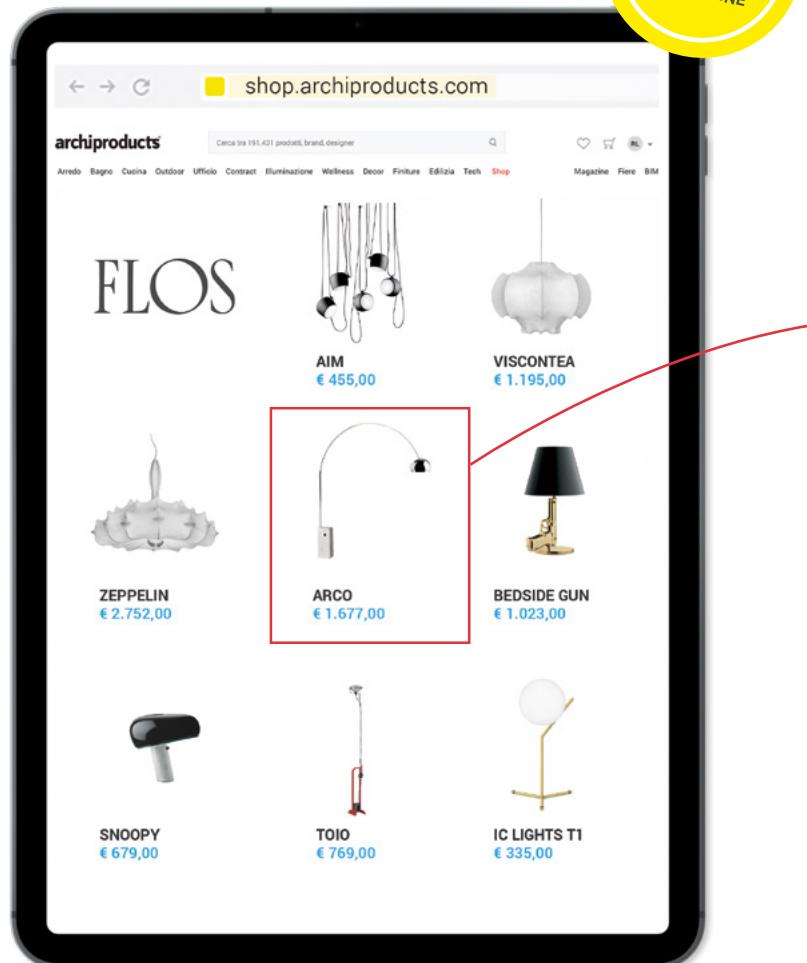
Sell your products on [shop.archiproducts.com](http://shop.archiproducts.com), the architects' favourite online store



By activating the "shop" option (reserved to Archiproducts members), you can sell your products directly online, or you can decide to let Archiproducts manage sales and shipping for you. In both cases, you can arrange sales options with the Archiproducts staff.

All sales activities will be managed in accordance with your commercial policies, from sales areas to products to place in the shop, from prices to discounts to apply. Furthermore, for each sales area it is possible to enter a differentiated price list and currency.

**"100% original design"**: only new products currently in production. Only the best for our brands and users, multilingual customer service, logistics by the best suppliers, guarantee of authenticity, made simple and free: all aimed at retaining customers - especially architects - with incentives and discount codes.



## WHY ARCHIPRODUCTS SHOP?



### FREE

The Archiproducts shop is an optional free service for all companies signing up for membership. With the shop function, users cannot only request information but also decide to purchase products directly online.



### CURATED SHOP

Archiproducts takes care of selecting products to be sponsored for users, by theme or by category. Ensuring precise choices that meet the requirements of architects and professionals. Archiproducts Shop offers only new products currently in production.



### WE TAKE CARE OF EVERYTHING

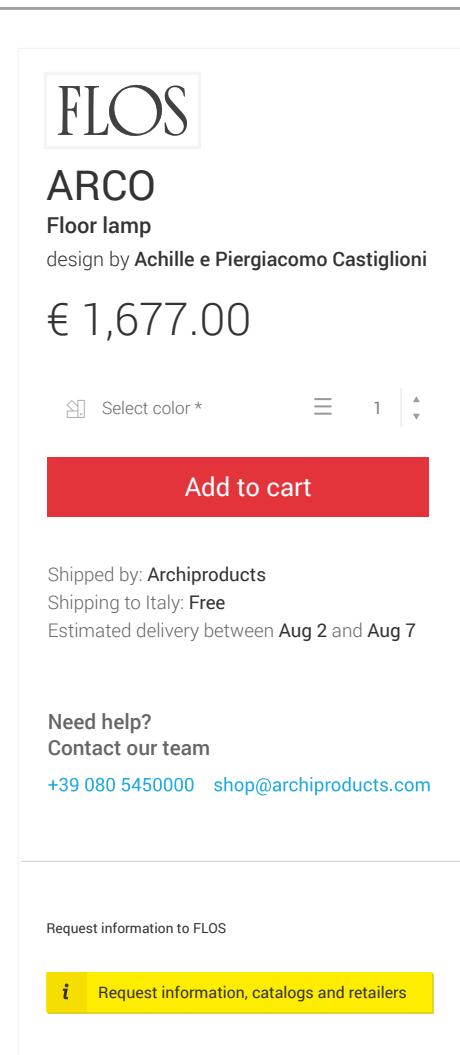
Just send us the images and specifications of your products. We will create your product pages and set prices according to your indications. Selling has never been easier!



### SELL WORLDWIDE

Visits from millions of architects, designers, homeowners, manufacturers and retailers converted into direct sales and loyal customers.

↓ **Product page - shop**



**Product information**

**Purchase specifications**  
Quantity, color and dimensions

**Shipping specifications**  
Logistics with the best operators (TNT, DHL)

**Support**  
Multilingual customer support

**Request information**



#### SHIPPING SOLUTIONS

With DHL or TNT, whether you want to send products directly to customers or let us manage shipping, we have the right solution for you.



#### AN ORDER = A SALE

We don't stock products - we only send you the product order after the customer has made their payment.



#### MAXIMUM VISIBILITY

Special offers and discounts designed for your customers will be promoted via newsletters, DEMs and Google Adwords campaigns aimed at an international audience.



#### PROMOTED ON SOCIAL NETWORKS

Your products posted to 4.5 million followers. Targeted offers and news for a huge community of professionals and design lovers.

The e-commerce functionalities are optional and do not involve any cost or processing by the company.

# Are you an exhibitor at Salone del Mobile.Milano?

Synchronise your catalog with the fair website



iSaloni exhibitors will be able to publish their products in the fair's online catalog.

The Furniture Fair chose Archiproducts for the high technological level achieved by the network, for the brand's reliability and for the access to numerous, updated product sheets.

**Thanks to this partnership, Archiproducts customers will benefit from more advantages.**

The agreement is also extended to Made Expo, the Federlegno international fair dedicated to architecture and construction.



**Salone  
del Mobile  
Milano**

Contact us for more information  
[sales@archiproducts.com](mailto:sales@archiproducts.com)



# Your references

Increase your products conversion rate



Create your reference album by tagging your products in projects published by architecture studios on Archilovers.

Each tag represents a direct link to your product page on Archiproducts. All the references are collected on your company page.



## How do you insert the product tag?

- 1) Search for the project on Archilovers
- 2) Browse the gallery
- 3) Click on "tag a product"
- 4) Select the product
- 5) Display the tag in the project

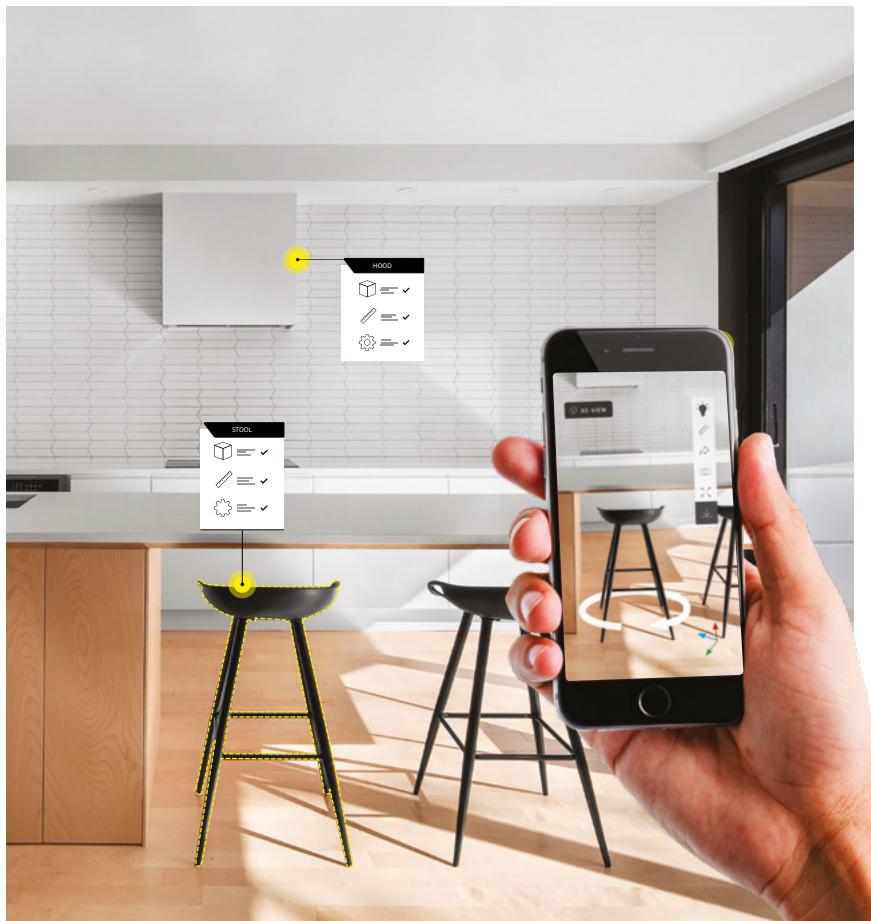
# BIM/3D Hosting

Retain designers with your BIM objects

By choosing the hosting service **you can publish an unlimited number of BIM and 3D files** you already own in the product sheets on Archiproducts and in the Revit plug-in.

This allows architects to download your files in just a few clicks and include them directly into their projects.

Each download generates a new lead, increasing your lists of qualified contacts and the business opportunities for your brand.



## THE SERVICE INCLUDES



**BIM&3D HOSTING**  
Publish an unlimited number of BIM and 3D files on Archiproducts. Each file can be downloaded directly from your product data sheets, generating a qualified lead for your brand.



**“CERTIFIED BY BIM. ARCHIPRODUCTS” BADGE**  
We test your BIM and 3D files to verify their compliance with the reference regulations.



**UPLOADING OF YOUR FILES INTO THE REVIT BIM.ARCHIPRODUCTS PLUG-IN**  
Architects can download and include your files directly into their Revit project. Once downloaded, the BIM files are collected on the BIM.archiproducts.com Cloud.



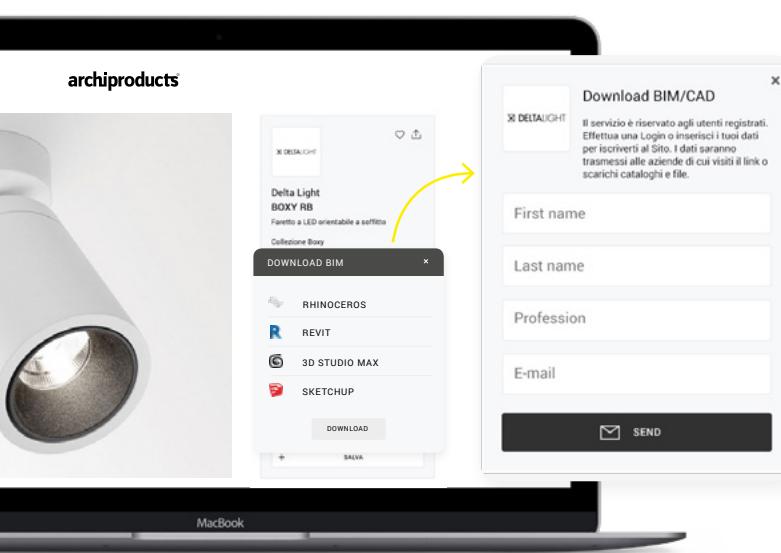
**BIM & 3D VIEWER LIBRARY**  
Integrate the 3D viewer and your BIM library on your brand's website and customize the user interface through the single page application technology.



**3D VIEWER IN PRODUCT SHEET**  
Implement the 3D viewer with a real-time configurator provided in your product sheets.

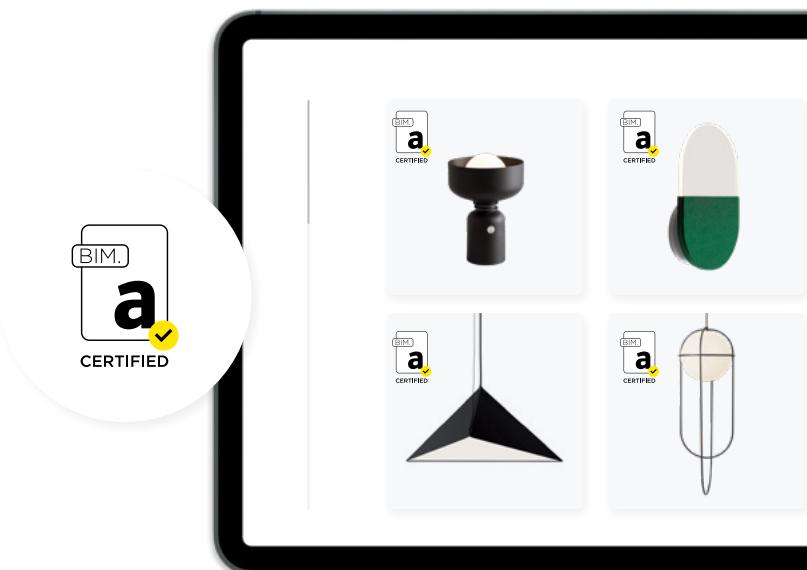


**AUGMENTED REALITY**  
Architects can view the 3D models of your products with an AR viewer in the mobile version of your product sheet (if compatible).



## Publish your BIM and 3D files and get qualified contacts

Publish an unlimited number of BIM and 3D files to be downloaded directly from your product sheets. Before downloading your files, architects must fill out a form by entering their personal data. The more products you publish on BIM.archiproducts, the more the number of your professional leads increases along with your business opportunities.



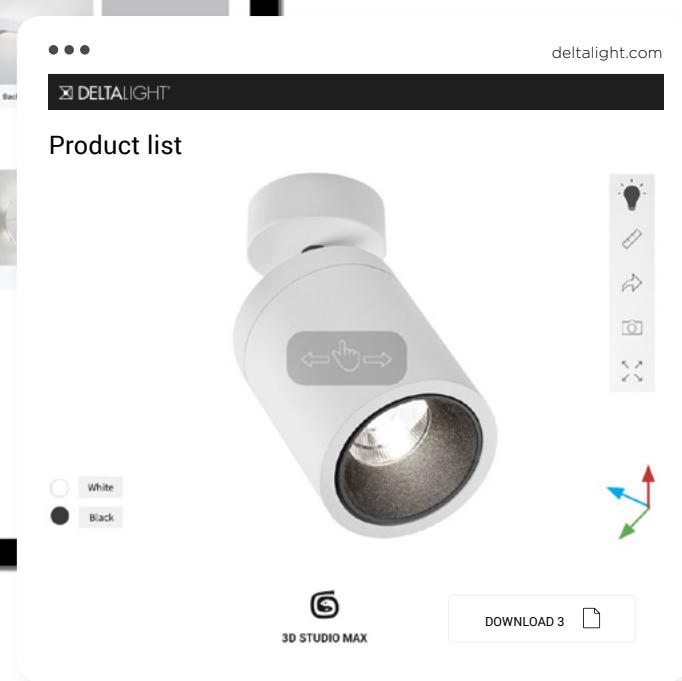
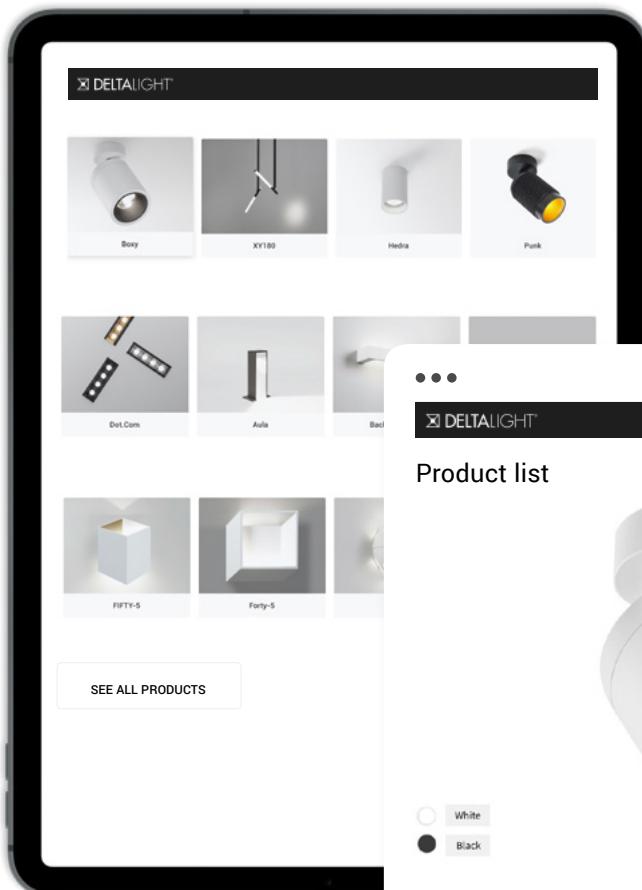
## We verify and certify your BIM and 3D files

Upon request, the Archiproducts BIM Staff verifies and tests the files you already own to assign them the “Certified by BIM.archiproducts” badge. The Team verifies that your BIM satisfy the essential requirements for their use according to the current regulations, offering an extra guarantee for you and the architect.



## Make your files available on Revit with the BIM.archiproducts plug-in

Through the BIM.archiproducts plug-in, architects can download your BIM objects, include them directly into an Autodesk Revit project and save them automatically on Cloud. All downloaded files are collected in My Library, a virtual library that each user has access to once they have registered. This allows architects to store all BIM objects on the BIM.archiproducts Cloud, without resorting to external data storage systems.

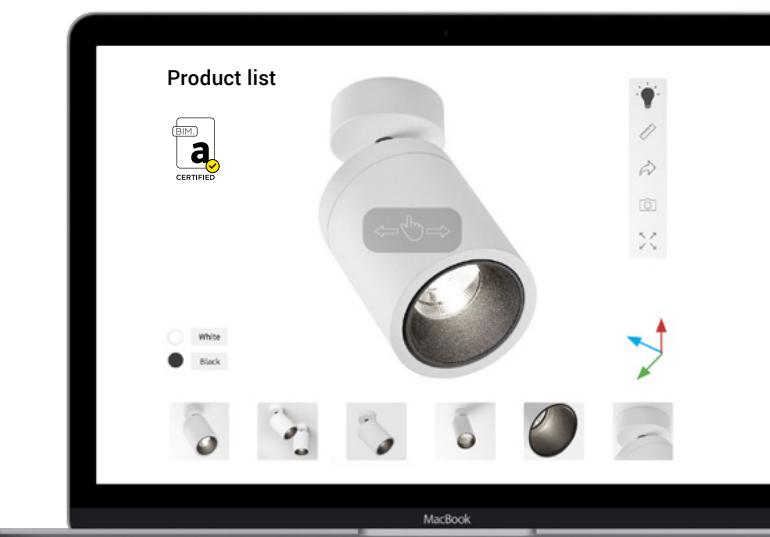


## Embed the BIM library and the 3D viewer on your website

You can embed your BIM and 3D library on your brand's website and customize the user interface and page layout using a single-page application technology. It is also possible to embed the BIM and 3D configurator (based on Inventor technology).

## Empower your product sheets with a 3D viewer

If your BIM objects are compatible with the 3D viewer technology, the product sheet may include a gallery with images and a real-time 3D viewer. In this way, architects can have a 3D preview of the product and the possibility to configure it.





### Add an AR viewer to your product sheets on mobile

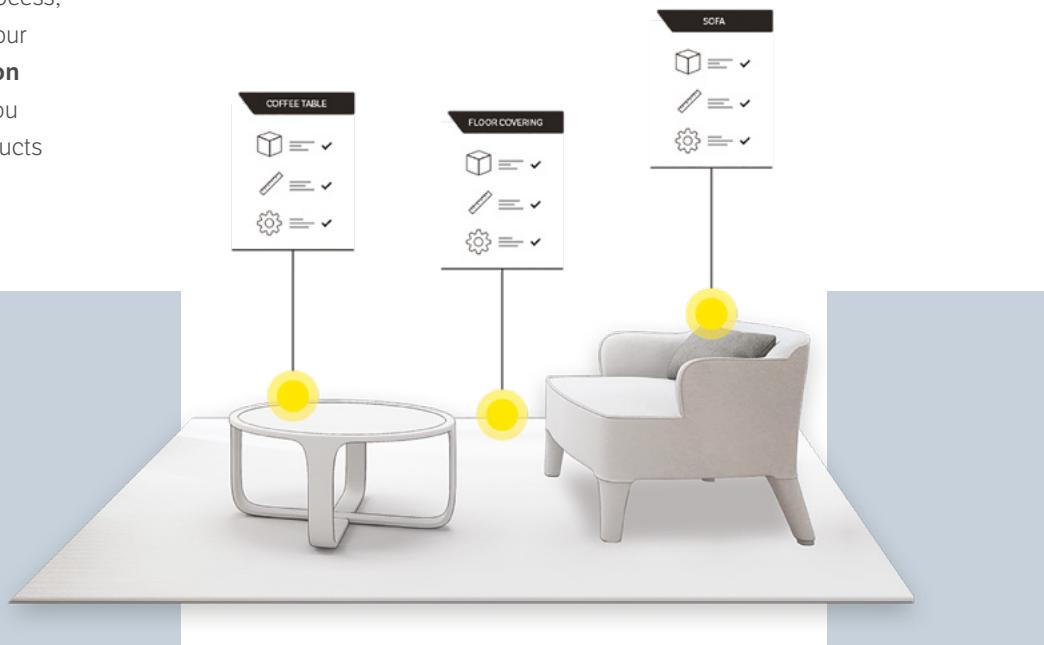
The BIM and 3D files created by Archiproducts and those made by third parties (if compatible with the required technical features) can be viewed in AR mode through support applications. This tool allows you to contextualize an interactive and photorealistic image of the product in any type of space.

# BIM/3D Production

We create your products' BIM/3D files

The BIM Design Team creates BIM and 3D files designed to meet the needs of architects and builders, thus contributing to the purchase of your product.

Our team handles every step of the process, **from the analysis of the data** and your needs up to the **executive production of the files**, and stays in touch with you until the publication on BIM.archiproducts and Archiproducts.



## THE PROPERTIES OF OUR BIMS



### FILES THAT CONTAIN AND GUARANTEE THE EXTRACTION OF THE GEOMETRIC AND PERFORMANCE DATA OF THE BIM OBJECT

They also ensure the accuracy of the data (such as quantity, application, etc.) and the information useful for the key figures in the construction process (designers, builders, installers, contractors, etc.).



### FILES OFFERING AN ADEQUATE LEVEL OF DETAIL

Each object is valid from the preliminary design to the executive one, in the construction site phase and in the maintenance/management phase (increasingly requested).



### BIM AND 3D FILES "FEATURED BY BIM.ARCHIPRODUCTS"

The certificate "Featured by BIM.archiproducts" is issued by our team with the aim of guaranteeing a product in line with the needs of the market, able to respond to the architects' requests, respecting the international codes and regulations.



### OBJECTS ENSURING A BEST-PERFORMING GEOMETRY

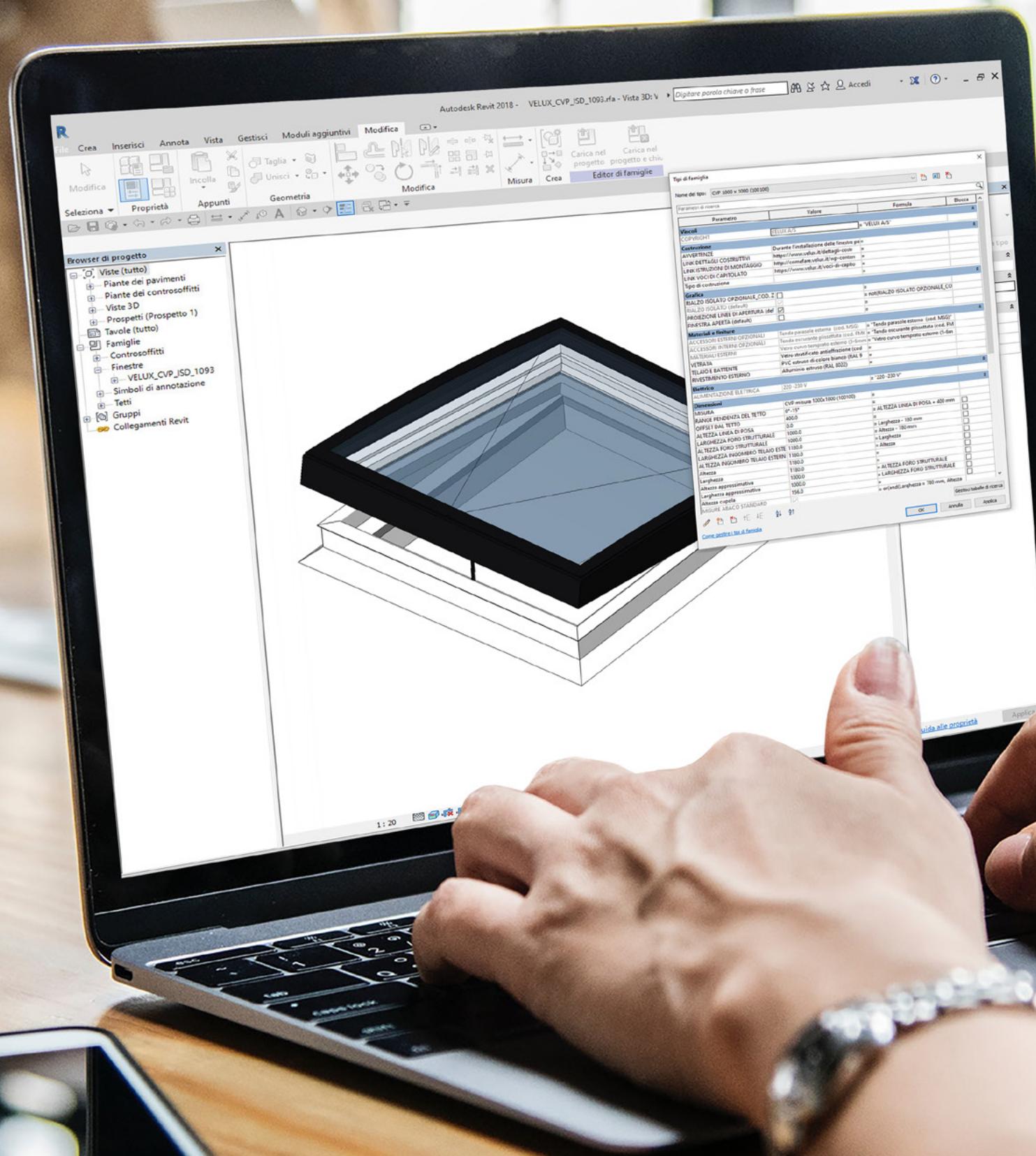
The product is efficient in composition and parameters.



### BIM AND 3D OBJECTS THAT COMPLY WITH THE CURRENT REGULATIONS OF THE REFERENCE MARKET



### BIM AND 3D FILES CONTAINING ALL THE INFORMATION ABOUT THE CONFIGURED PRODUCT



# E-mail Marketing

Reach your target and get hundreds of qualified contacts

Direct e-mailing lets you **communicate** with **450,000 registered architects and companies**, promoting products, services, events, software and books.

The effectiveness of this service, in terms of **visibility and branding**, is guaranteed: communicating via the Newsletter produces, in a very short time, **hundreds of qualified contacts**.

The newsletter consists of two parts tools: **the e-mail** sent to the selected chosen target and a **"landing page"** containing the in-depth information and the information request form.

The graphic layout and message of the newsletter are created by Archiproducts staff following your instructions. It can be a single image or a composition of texts and images. A mix of graphics, technical information and advertising **for maximum results in terms of visibility and clicks**.



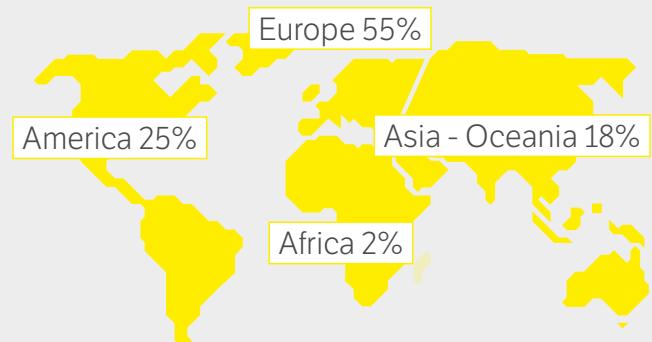
**INTERNATIONAL DEM** € 3,600 / delivery

450,000 recipients



TARGET ITALY € 2,800 / delivery

TARGET FOR SINGLE COUNTRY € 1,200 / delivery



**DESALTO****Desalto | Clay**

Table-sculpture, design Marc Krusin

Clay, the table-sculpture with a pure and refined elegance presented at the Salone 2015 and already a multi-award winner just a year from birth: Iconic Design Award 2015, Good Design Award 2016 and the Red Dot Award in the Product Design category 2016.

Clay is presented now again to the public in the new oval version which differs from the original model in the elliptical shape of the top and base. Table with base in rigid polyurethane covered by hand spreading in the new finishes concrete grey luna and tufo stone. Tops in MDF (indoor) or toughened glass 8mm (outdoor) covered in the new finishes concrete grey luna or tufo stone.

New oval Clay: 160x110, 180x120, 200x120, 220x120cm.

Request info to **DESALTO**

Name \*

Surname \*

Email \*

Write here \*

Send



Visibility and qualified contacts in a very short time!

**Information request form**

Users can request information and quotes immediately. Thanks to this form you can collect hundreds of new qualified contacts.

**Your products**

All products are displayed in the upper part of the landing page, where it is possible to do a search, either by name or by category and access every single product page. A real single-brand search engine that allows the user to make a unique, faster and more detailed information request.

**Approfondimento**

Contains technical information, advantages, product photos, environments, videos and any attachments in pdf, dwg, etc.



# Display ads

Promote your brand with our ads



Entrust our team with planning and creating your Display Advertising strategy and bring architects and professionals to your website to be converted into qualified leads.

Our Display Advertising campaigns can be profiled by target - calibrating ads on specific subsets of users - or by category

(e.g. Furnishings, Bathroom, Lighting, etc.).

The result is measurable: this way, you can monitor the campaign's progress and effectiveness.



+ Brand Awareness  
+ Qualified contacts

# Archiportale ads

Archiportale®

Architecture Case&Interni Concorsi Eventi Progetti Progettisti Blog Prodotti

ISCRITTI ALLA NEWSLETTER

Cerca Prodotti

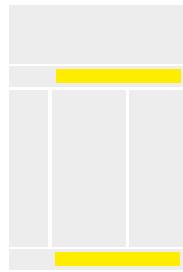
Artemide

ARCHITETTURE CASE & INTERNI

GERVASONI

arper

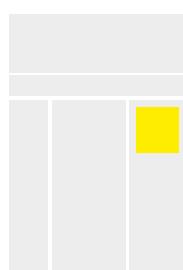
CONCORSI EVENTI



**LEADERBOARD BANNER**  
€ 800 X 100,000 impressions

Ads space at the top and bottom of all pages.  
Ideal for short campaigns with a high impact.

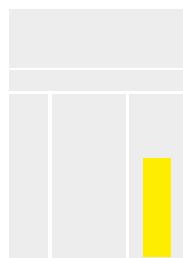
**Dimensions:** 728x90 pixels  
**Positions available:** 2  
**Brand rotation:** yes  
**Average impressions:** 100,000 / week



**R RECTANGLE HOMEPAGE**  
€ 800 X 10,000 impressions

Ads space on homepage in the right column. Space shared by several companies: upon every refresh, a different ad is displayed.

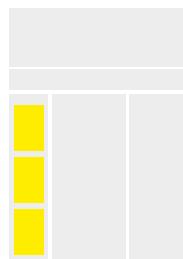
**Dimensions:** 300x250 pixels  
**Positions available:** 2  
**Average impressions:** 10,000 / week



**SKYSCRAPER NEW!**  
€ 800 X 100,000 impressions

Ads space on all pages in the right column.

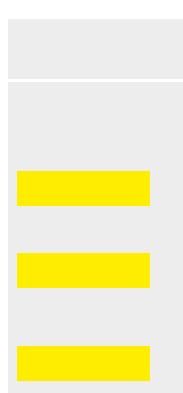
**Dimensions:** 160x600 pixels  
**Positions available:** 1  
**Average impressions:** 100,000 / week



**L RECTANGLE**  
€ 800 X 100,000 impressions

Ads space on homepage and in all the pages in the left column.

**Dimensions:** 220x350 pixels  
**Positions available:** 5  
**Rotation:** yes  
**Average impressions:** 100,000 / week



**GRAPHIC SPOT IN EDITORIAL NEWSLETTER**  
€ 1,200 / delivery

Ads space inserted in the central body of the editorial Newsletter

**Recipients:** 300,000 users  
**Target:** Italy  
**Dimensions:** 732x250 pixels  
**Positions available:** 3

Archiportale®

Architecture Case&Interni Concorsi Eventi Progetti Progettisti Blog Prodotti

#469

Apre a dicembre la nuova sede della Fondazione Feltrinelli

Il Centro Pecci di Prato raddoppia e riapre

Completato il restauro del Fondaco dei Tedeschi by OMA

depadova.it

é DePadova

# Archiproducts ads

The screenshot shows the Archiproducts website homepage. At the top, there is a yellow banner with the Caimi logo. Below the banner, the website's navigation bar includes categories like Arredo, Bagno, Cucina, Outdoor, Ufficio, Contract, Illuminazione, Wellness, Decor, Finiture, Edilizia, Tech, Shop, Magazine, Fiere, and BIM. The main content area displays various furniture pieces, including a chair, a table, a vase, a sofa, a cabinet, and a large armchair. At the bottom of the page, there is another yellow banner featuring a logo for 'Poltrona Frau'.

## BANNER

**€ 800 X 100,000 impressions**

Ads space at the top and bottom of all Archiproducts pages, in a featured and prominent position. With its very high number of views, it is ideal for short campaigns with a high impact.

**Dimensions:** 728x160 pixels

**Positions available:** 2

**Display:** all pages

## DISPLAY OPTIONS

- **All Archiproducts pages**

The banner appears on all Archiproducts pages, except the homepage.

- **By country**

The banner is only displayed to users from the chosen country.

- **Per product category**

The banner appears when viewing a product category chosen by the company.

The screenshot shows the Archiproducts website homepage. A yellow banner at the top left highlights a product from Antonio Lupo Design, specifically the 'CONTROVERSO' levatoir freestanding in marble. Below the banner, the website's navigation bar is visible. The main content area features a grid of product images, including a chair from MANUTTI, a sofa from G.T. Design, and a floor lamp from Living Divani. At the bottom of the page, there is a 'Mostra altri prodotti' (Show more products) button.

## NEW!

### FEATURED PRODUCT

### ON HOMEPAGE

**€ 1,200 / week**

Your product in the central part of the Archiproducts homepage, in the first positions in the section dedicated to products.

**Dimensions:** 300x300 pixels

**Positions available:** 4

**Display:** homepage

## NEW!

### FEATURED PRODUCT

### ON CATEGORY PAGES

**€ 1,200 x 20,000 impressions**

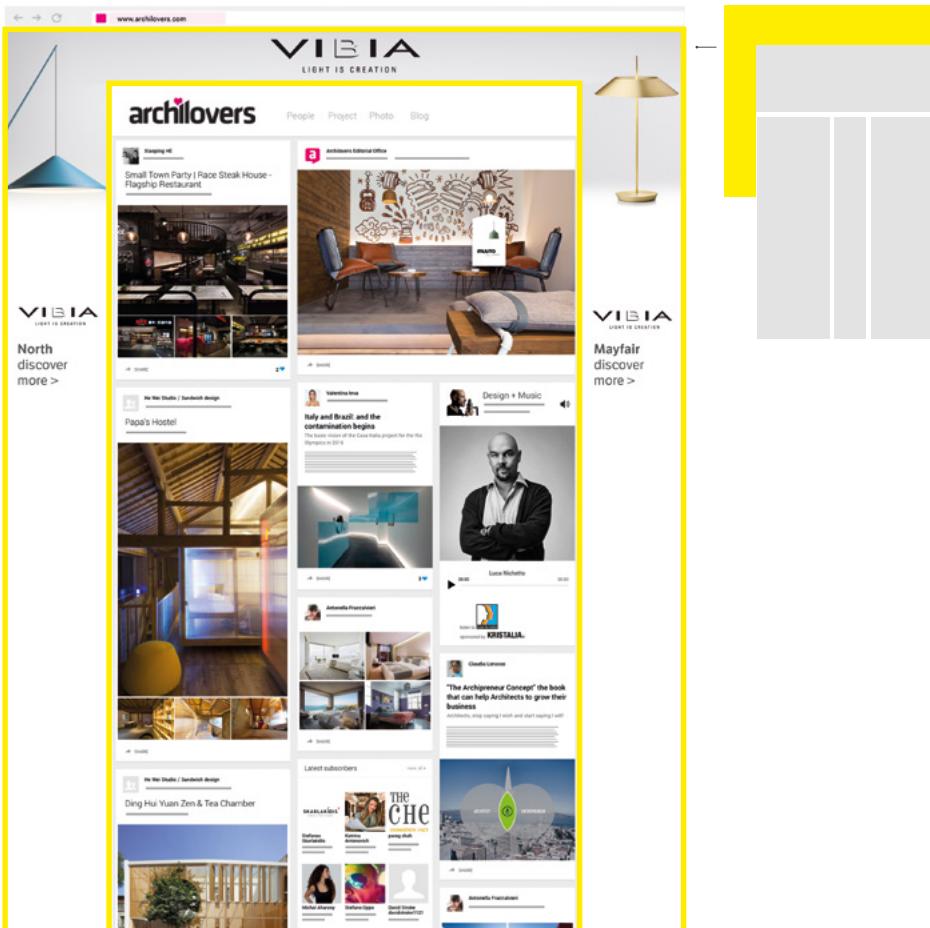
Your product in the first positions of your product category.

**Dimensions:** 300x300 pixels

**Positions available:** 4

**Display:** category homepage

# Archilovers ads



## SKIN IN HOMEPAGE € 800 X 10,000 impressions

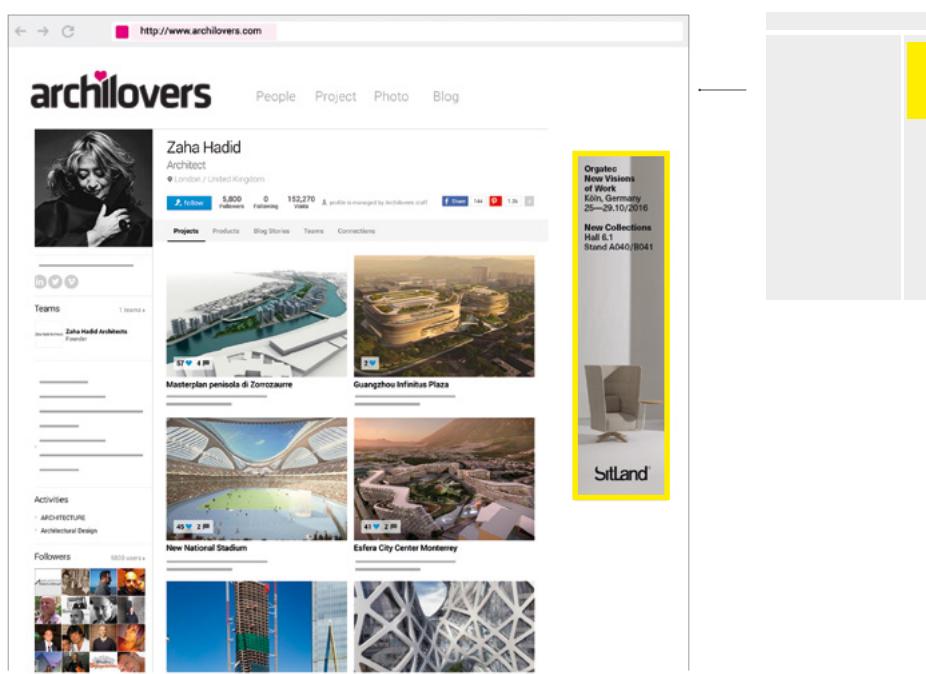
Ads space in the background on most Archilovers pages, in a strategic position.

**Dimensions:** Background

**Positions available:** 1

**Rotation:** yes

**Display:** homepage background



## SKYSCRAPER € 800 X 100,000 impressions

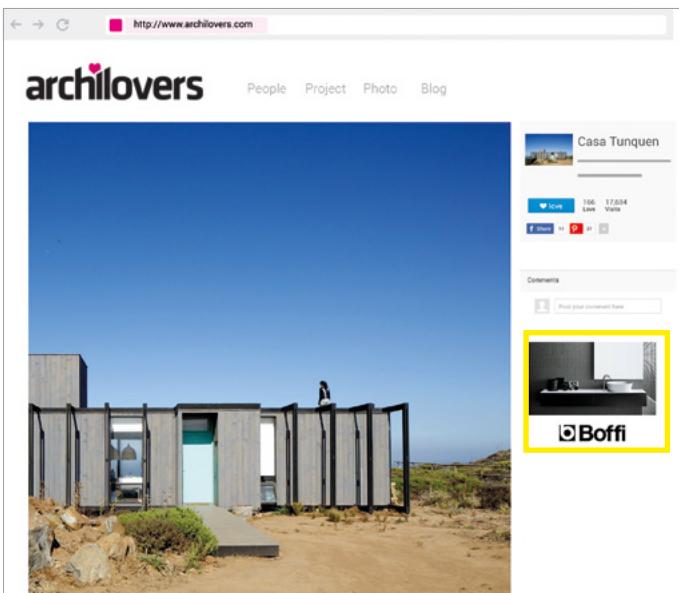
Ads space at the top right of all Archilovers people/team pages in a strategic position.

**Dimensions:** 160 x 600 pixels

**Position available:** 1

**Display:** all people/team pages

**Rotation:** yes



**LARGE RECTANGLE**  
**€ 800 x 100,000 impressions**

Ads space to the right of all project galleries on Archilovers, in a strategic position.

**Dimensions:** 300 x 250 pixels

**Positions available:** 1

**Display:** all project gallery pages

**Rotation:** yes

**Impressions:** 100,000

**GRAPHIC SPOT  
IN EDITORIAL NEWSLETTER**  
**€ 1,200 / delivery**

Ads space inserted in the central body of the editorial Newsletter.

**Recipients:** 450,000

**Target:** international

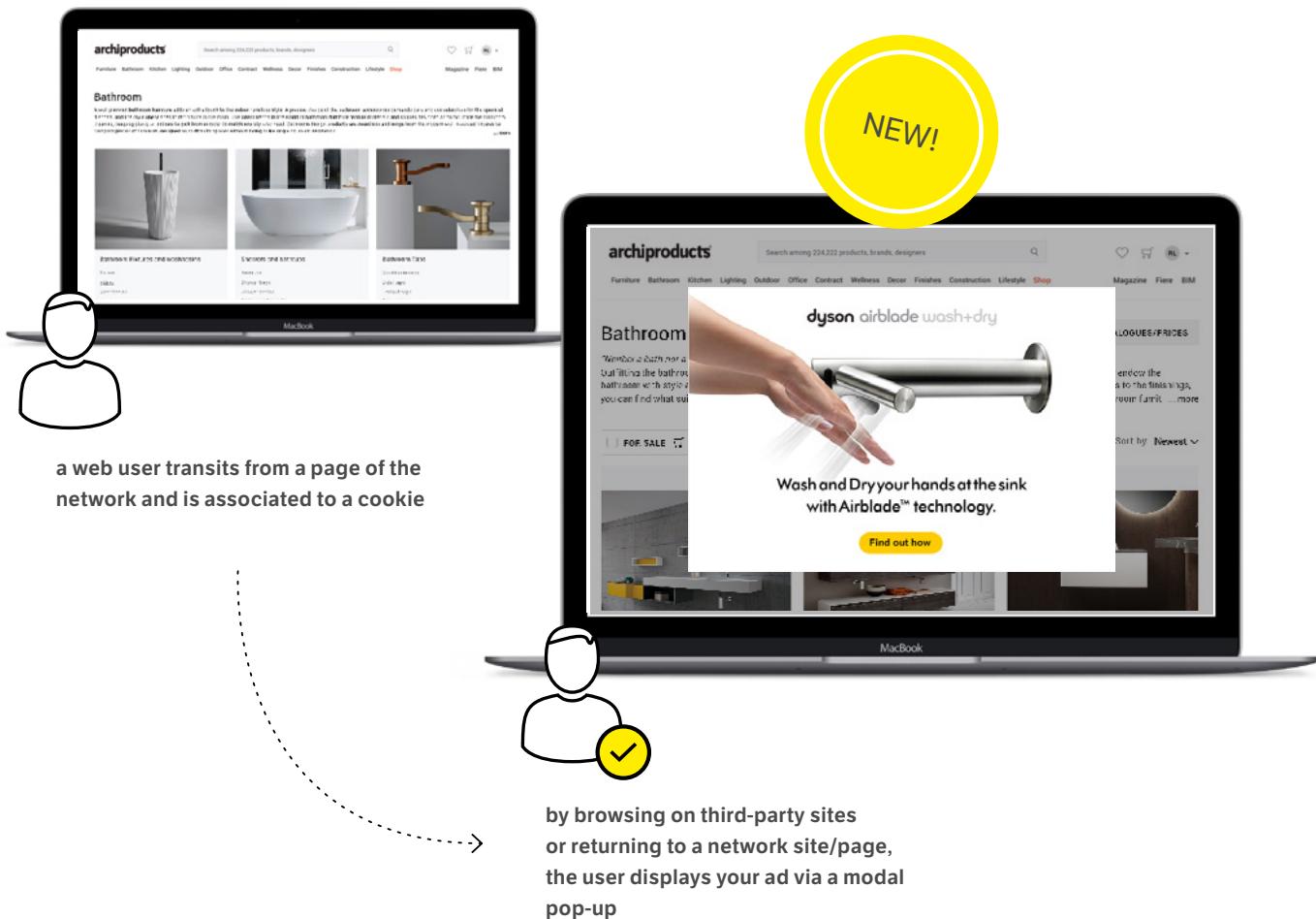
**Dimensions:** 700X200 pixels

**Positions available:** 3

**Rotation:** No

# Retargeting

Increase your products' conversion rate



Retargeting is a web marketing activity that lets you identify users who have browsed a site or specific pages, and use targeted advertisements during browsing. Since the messages are calibrated to the users' interests, retargeting's conversion rate is significantly higher than other forms of sponsored communication.

## How does it work?

When a user browses specific pages, content, categories or products, they are assigned a cookie containing this information (Data Pooling). If necessary, you can create ad hoc content to attract interested users (Content Creation).

When the same user later browses other pages on the site or external sites, they are provided with targeted communication (Modal Window on network sites, or Google Ads or Facebook Ads)

Contact us  
for more information  
[sales@archiproducts.com](mailto:sales@archiproducts.com)

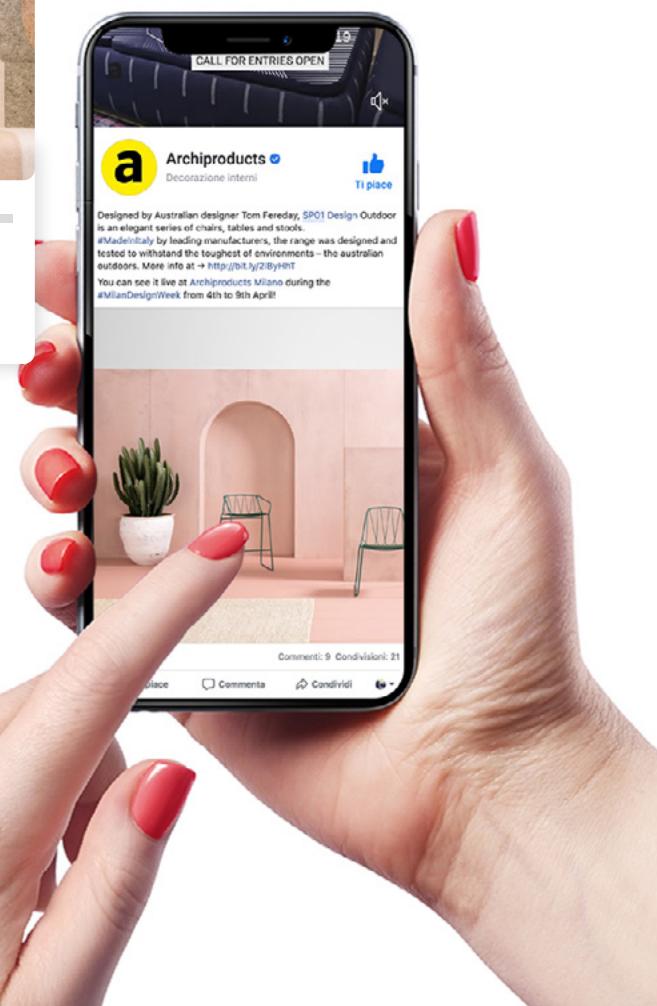
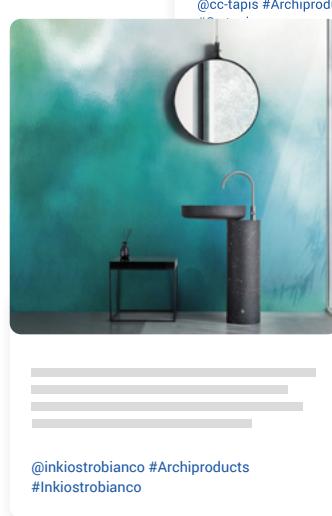


# Social Media ads

## Promote your brand on social media

Increase your brand awareness with Social Media Advertising campaigns on the official profiles of Archiproducts and Archilovers, and promote your brand and products to our community of active users.

We help you plan a communication strategy aimed at reaching the most relevant visitors for your business, reaching over **4.5 million followers** on our Instagram, Facebook and Pinterest pages.



**SOCIAL MEDIA ADS PACK**

**starting from € 1,500**



### PROFILED TARGET

Select the best-performing target for your needs

### QUALIFIED TRAFFIC

Our followers are architects, designers, interior designers, companies and retailers from all over the world

### BRAND AWARENESS

Communicate the values, history and identity of your brand and increase your profile

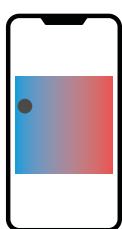
# Reach 4.5 Million followers

Promote your brand to 4.5 million followers choosing the most effective channels and strategy to achieve your goals.

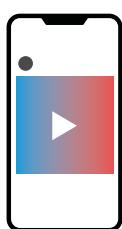
				
FOLLOWERS		<b>1.2 MLN</b>	<b>2 MLN</b>	<b>1 MLN</b>
IMPRESSIONS		82 MLN	134 MLN	2.1 BLN
REACH		62 MLN	60 MLN	580 MLN
ENGAGEMENT		2.7 %	4.7%	3.5%

## Choose the ad that best fits your brand

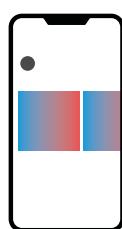
From link posts to video posts, from stories to slideshows, our social media team will guide you in choosing the best ad to promote your products.



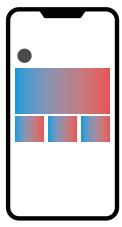
**Link ad foto**  
- Facebook  
- Instagram



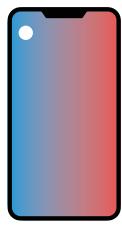
**Link ad video**  
- Facebook  
- Instagram



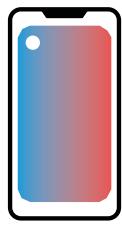
**Carousel ad**  
- Facebook  
- Instagram



**Collection ad**  
- Facebook  
- Instagram



**Stories ad**  
- Facebook  
- Instagram



**Pin ad**  
- Pinterest

# Video Interview

Present your products with a video interview

Do you exhibit at fairs? **Our troupe will come to your stand to shoot a complete video interview with your designers** along with the new collections.

We'll take care of everything, from editing to choosing the music to delivering the **Full HD file**, ready to be published in the Online Special Showcase, on social media and on our **official YouTube and Vimeo channels**.

Upon request, our photographers will take photos of your designer together with your collections.

Unique content to use in your catalogs and press releases, in newsletters and on social media.

## VIDEO INTERVIEW

starting from € 1,200



# What does the video interview service include?

After the fair, our Videomaker Team will start working on the editing, to give you a high-quality video of 2-4 minutes. Once completed, the video interview is added to your company page and shared on the video pages of the Online Special Showcase dedicated to the event, and on the Archiproducts Vimeo and YouTube channels.



## Full HD video production

With and without subtitles



## Publication on Archiproducts

On the company profile page and the Online Special Showcase video tab



## Publication on the Archiproducts Vimeo and YouTube channels

Full HD format with subtitles and automatic play

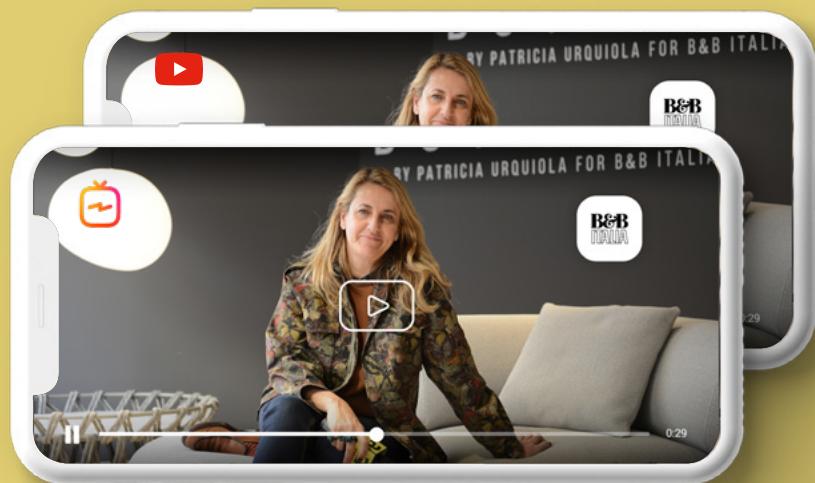


## Multilingual description

English, Italian or both

# Sponsor your video on Social Media

Tell the story of your product to thousands of architects and designers and achieve over 50,000 impressions by **sponsoring** your video interview on YouTube, Facebook and Instagram.



**SOCIAL BOOST**

**€ 1,000**

# Archiproducts Milano

Present your products in the heart of Milan

Take part in the new edition of the **Design**

**Experience at Archiproducts Milano** and present your products in a striking location in the centre of Zona Tortona Design District.

Over **15,000 visitors** come to our Milan hub every year to discover the set-up, take part in events and attend product presentations.

With the product placement service you can contribute to the internal layout, presented during Milano Design Week week – a strategic period for global players in design.



**80%**

Architects  
Designers  
Professionals

**14%**

Retailers

**6%**

Press

15,000  
visitors in 2019

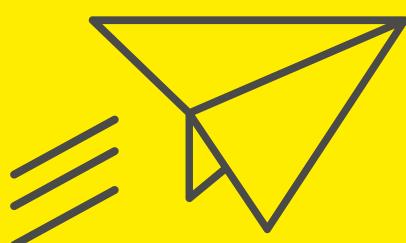


Contact us! [milano@archiproducts.com](mailto:milano@archiproducts.com)

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# PLAN YOUR COMMUNICATION STRATEGY

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## MEMBERSHIP

**ANNUAL PRODUCT LISTING:** annual release and presentation of an unlimited number of products on the Archiproducts, Archiportale, Archilovers network, with worldwide exposure in 10 languages on web and mobile

**EDITORIAL COVERAGE:** publication of any content featured in your press releases

**EVENT MARKETING:** exposure on dedicated web special showcases and guides

€ 2,800

**REFERENCES:** possibility to tag products on projects published on Archilovers

**AREA RISERVATA:** access to web stats, leads and self-editing area

**E-COMMERCE:** opportunity to sell products on the Archiproducts e-commerce platform (optional)

**BIM DEMO:** production and hosting of 3 BIM objects (free for the first subscription)

**BIM/3D HOSTING:** publication of BIM/3D files in the product sheets with 3D Viewer, Augmented Reality and Virtual Reality (Autodesk Forge). Possibility to embed BIM/3D library with I-frame or micro-website or 3D viewer (if compatible). Publication of files in the Bim.Archiproducts plug-in.

+ € 1,000

## E-MAIL MARKETING

**DEM (DIRECT E-MAIL):** an exclusive Newsletter made of E-Mail + Landing Page + info request form. The DEM newsletter is delivered to the registered users of the Network (about 450,000 recipients)

X1	€ 3,600
	7,200 - 5%
X2	€ 6,800
	10,800 - 10%
X3	€ 9,700

## DISPLAY ADS

**ADS PACK:** 4 ADS to choose from the following:

- Archiproducts - Banner (100K impr) X1 3,200 - 20% € 2,500
- Archilovers - Skyscraper (100K impr) X2 6,400 - 25% € 4,800
- Archilovers - Skin (10K impr) X3 9,600 - 30% € 6,700
- Archilovers - Large rectangle (100K impr)
- Archiportale - Rectangle L (100K impr)
- Archiportale - Rectangle R (10K impr)
- Archiportale - Banner (100K impr)
- Archiportale - Skyscraper (100K impr)

**EDITORIAL AD:** 1 Editorial AD to choose from the following:

- Archiproducts - Featured product in homepage (1 week) X1 € 1.200
- Archiproducts - Featured product in category homepage (20K impr) X2 2.400 - 10% € 2.100
- Archilovers - Banner in editorial newsletter (per delivery) X3 3.600 - 15% € 3.000
- Archiportale - Banner in editorial newsletter (per delivery)

## SOCIAL MEDIA ADS

**SOCIAL ADS PACK:** package includes:

- 3 posts Facebook or Instagram ads X1 € 1,500
- 3 pins on Pinterest X2 3,000 - 5% € 2,800
- 3 Instagram Stories X3 4,500 - 10% € 4,000

Ads delivered with target and goals to be agreed (estimated Reach of 150,000 accounts).

## RETARGETING

**BOOSTING CAMPAIGN:** retargeting activities aimed to maximize the conversion rate of the web campaign (estimated increase of the conversion rate + 20% - duration 1 year).

+20%  
campaign cost

**DATA POOLING:** attribution of cookies to 100,000 visitors of specific pages.

€ 1,000

**MODAL WINDOW:** pop-up banner on an obscured background (100K impr) delivered to users selected via Data Pooling.

€ 4,000

## BIM/3D PRODUCTION

**STRATIGRAPHY:** creation of BIM objects without a geometric configuration  
(Product example: construction materials and finishes to be assembled on the construction site).

€ 90

**VARIABLE OR STATIC OBJECT:** creation of BIM or 3D objects of products with fixed or variable dimensions according to one of the main dimensions (Product example: light fixtures, furniture of different sizes/ dimensions with variable lengths or widths while the geometry of details, structural and plant designs remain unchanged).

€ 180

**COMBINED VARIABLE OBJECT:** creation of BIM or 3D objects of a multi-part product, where the assembly or the dimensions may vary. (Product example: balustrades, windows and facades.)

€ 360

- Prices referred to the production of files in BIM Revit or 3D (Sketchup, Rhino, 3DSmax) format.  
For other formats and services ask for a free consultancy.
- Purchasing more than one format per product a 25% discount will be applied on the total.
- Updating and maintenance of BIM/3D files: 20€/year.

request a free  
professional consultancy

## VIDEO PRODUCTION

**VIDEO INTERVIEW:** video interview to the designer about one or more collections.

€ 1,200

Output video in Full-HD ( length 2-4 min), with music and subtitles.

Publication on Youtube and Vimeo Archiproducts channels and in the company profile page.

**DESIGNER PORTRAIT:** designer portrait with different poses.  
3 photos with the collection presented.

€ 500

**SOCIAL BOOST:** sponsored Video Campaign on YouTube, Instagram and Facebook, Archiproducts fan base (50,000 impressions estimated)

€ 1,000

- Video Production service is only available at fairs and events covered by the Archiproducts editorial team.

request a quote

## ARCHIPRODUCTS MILANO

**PRODUCT PLACEMENT:** annual showcase of products at Archiproducts Milano  
Estimated reach: 20,000 architects.

request a quote

# PRICE LIST

SECTION	SERVICE DESCRIPTION	QTY	PUBLICATION	SERVICE COST
MEMBERSHIP	Annual product listing	∞	Annual	2,800 € / year
BIM/3D HOSTING	Annual publication of an unlimited number of BIM and 3D objects	∞	Annual	1,000 € / year
BIM/3D PRODUCTION	BIM and 3D objects production			stratigraphy 90 € each
				static or variable object 180 € each
				combined variable object 360 € each
EMAIL MARKETING	DEM INTERNATIONAL - 450,000 recipients E-Mail + Landing Page + info request form			3,600 € per delivery
	DEM SINGLE COUNTRY OF YOUR CHOICE E-Mail + Landing Page + info request form			1,200 € per delivery
	DEM ITALY - 220,000 recipients E-Mail + Landing Page + info request form			2,800 € per delivery
	DEM INTERNATIONAL (excluding Italy) - 230,000 recipients E-Mail + Landing Page + info request form			1,900 € per delivery
ADS	Archiproducts - Banner Dimensions: 728x160 pixels			800 € per 100,000 impressions
	Archilovers - Skyscraper Dimensioni: 160x600 pixel			800 € per 100,000 impressions
	Archilovers - Skin Dimensioni: background			800 € per 10,000 impressions
	Archilovers - Large rectangle Dimensions: 300x250 pixels			800 € per 100,000 impressions
	Archiportale - Rettangolo L Dimensioni: 220x350 pixels			800 € per 100,000 impressions
	Archiportale - Rettangolo R Dimensions: 300x250 pixels			800 € per 10,000 impressions
	Archiportale - Banner Dimensions: 728x90 pixels			800 € per 100,000 impressions
	Archiportale - Skyscraper Dimensions: 160x600 pixels			800 € per 100,000 impressions
EDITORIAL ADS	Archiproducts - Featured product in homepage Dimensions: 302x302 pixels			1,200 € per week
	Archiproducts - Featured product in category homepage Dimensions: 302x302 pixels			1,200 € per 20,000 impressions
	Archilovers - Banner in editorial newsletter Dimensions: 700x200 pixels			1,200 € per delivery
	Archiportale - Banner in editorial newsletter Dimensions: 700x250 pixels			1,200 € per delivery
RETARGETING	Campaign Boost retargeting actions on campaign			+20% campaign cost
	Data pooling cookie association			1,000 € per 100,000 users
	Modal Window overlay window supplied to profiled users			4,000 € per 100,000 impressions
SOCIAL MEDIA ADS	Post on Archiproducts/Archilovers audience			1,500 € 3 posts Facebook or Instagram ads, 3 pins on Pinterest and 3 Instagram Stories



THE ARCHITECTURE  
& DESIGN NETWORK

*archipassport*

**edilportale<sup>®</sup>**

**archiportale<sup>®</sup>**

**archiproducts<sup>®</sup>**

**archilovers<sup>®</sup>**

**BIM.archiproducts<sup>®</sup>**



Flos



ANDlight



BD Barcelona



Tribù



Zanotta



Roche Bobois



Gan



Lema



Vondom



Arper



Kristalia



Poltrona Frau



Alki



DCW



Moooi



Actiu



Minotti



Gervasoni



Duravit



Artifort



Martinelli Luce



Calligaris



Brunner



Extremis



Flexform



Molteni & C.



archiproducts.com

THE ARCHITECTURE  
& DESIGN NETWORK  
*archipassport*

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