

## 6.0 OTHER ISSUES

(AA magazine)

## **REPORT ON ARCHITECTURE ASIA**

### **1. ARCHITECTURE ASIA 2012**

#### **Issue 1:2012**

Projects for Issue 1:2012 were taken from the archives.

There were no advertisements for Issue 1:2012, because of the limited print-run (1,000 cps) only. The print-run was reduced, starting Issue 3:2011 with the introduction of the interactive edition of AA.

PAM will not be able to sustain the magazine without advertisements. We need at least 2 advertisements per issue to pay for the cost of printing and postage for sending 2 copies to each Institute by air-mail post.

#### **Issue 2:2012 – Theme ‘Public+Cultural Places’**

Contribution from member institutes for this issue is very poor. The dateline for submission of projects for this issue has now been extended to 15 June 2012.

We need contributions of projects from if not all, but at least from 9 member institutes in order to make Architecture Asia truly reflective of ARCASIA’s membership.

### **2. AA Online Interactive Edition**

INTACT Group took on *Architecture Asia* (AA) magazine in September 2011, revamping the look of the magazine, simultaneously introducing a digital counterpart from Issue 3:2011 onwards.

#### **Editorial Report**

Progress of the editing, design and layout of the magazine has been relatively smooth thus far. We are, however, rather concerned about timeline issues, as we were about two months behind for Issue 1:2012.

#### **Marketing (digital platform)**

More than 200 local and international prospective advertisers have been approached to date, but we have yet to receive positive response.

Main issues faced:

- Lack of awareness  
The website is still in its infancy. Many architects are still not aware of the digital magazine.
- Minimal viewership  
The report shows that in Feb 2012, there are 340 logins, March 2012 saw 408 people login while April 2012 has 422 log in. These numbers are not significant enough to draw the potential advertisers.

#### **Local advertisers**

Over 50 potential local advertisers have been contacted, and we are still arranging to meet up with some of them. Feedback from some of them includes:

- Already committed to take up advertising spots in PAM’s directory
- Limited A&P budget & need more time to evaluate the pros and cons of advertising in AA
- Viewership statistics for AA magazine not attractive enough

### International advertisers

E-mails were sent to 150 potential international advertisers in India, Bangladesh, Indonesia and China, but no positive feedback has been received to date.

### **Recommendations:**

- Get assistance of all AA presidents to encourage their members to log on to the website and view the digital magazine consistently
- Provide incentive for architects worldwide to log in. We propose compiling a digital directory (by country) of international architectural firms and their projects
- Offer 4 pages FOC to advertisers in a digital product catalogue
- Collaborate with *Architecture Malaysia* (AM) magazine. Advertisers in AM will be entitled to banner space on the AA website
- Collaborate with other architectural websites to exchange web banners

### **CONCLUSION**

The combined potential of print and digital media channels offers vast possibilities. In order to utilize these to our advantage, we need to diligently heighten awareness, particularly of the AA digital platform.

**Editorial Board :**    **Ar. Dr Lim Teng Ngiom, Editor-in-Chief**  
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