

# Architosh Media Kit / 2020

For media, prospective advertisers, and partners

---



## About Architosh

- introduction
- multi-platform - super mobile performance

## Audience — A Global Brand

- global demographics & emerging markets
- reader demographic
- industry segments
- social audience — deep influencers

## Marketing Options

- banner advertising rates
- banner FAQ
- native advertising - options and rates
- video advertising rates

## Content — AEC, MCAD and 3D

- editorial calendar
- highlights: 2017 - 18
- industry research reports
- research and bespoke writing projects

## Architosh INSIDER

- guide for partners
- INSIDER Reports

## Architosh Reputation

- deep influencer publication
- architosh writers in the press

# Architosh — About

---

Architosh was launched as a online site in February 1999 with a Mac-centric focus and quickly became recognized as a premier destination for CAD/AEC and 3D professionals and students worldwide. Nearly two decades later, Architosh is an established global brand for trusted CAD and 3D industry online journalism across all platforms and devices.

Architosh's mission is to empower its readers with leading-edge information on CAD/BIM/3D technologies across diverse industries.

---

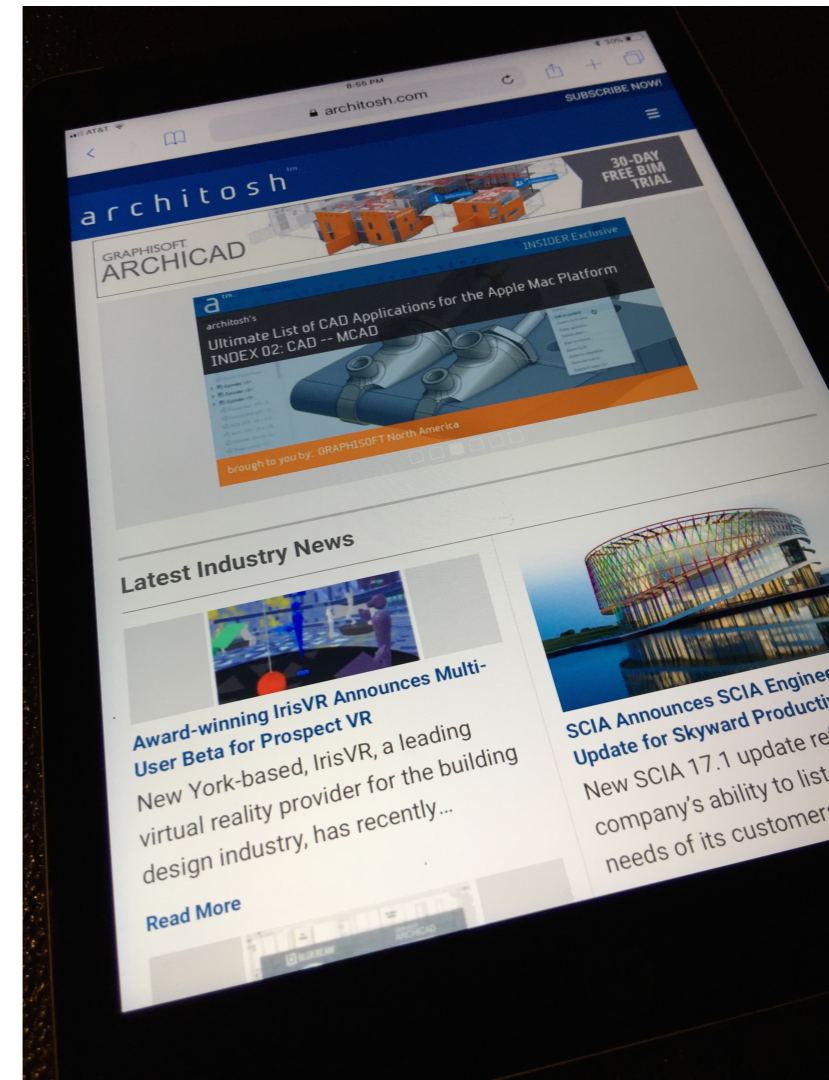
## Introduction

Architosh provides some of the most comprehensive informational resources in the world to professional and student users on multiple platforms—serving industry fields including: [Animation](#), [Architecture](#), [Computer-aided Industrial Design \(CAID\)](#), [Construction](#), [Engineering](#), [Game Design](#), [Manufacturing and MCAD industries](#), [Medical & Science](#), [Visualization](#), and [Visual Effects \(VFX\)](#).

We serve these fields through comprehensive industry news, highly regarded news analysis, product reviews, numerous feature articles, event coverage, product guides, and our own award program.

## Multi Platform — Superior Mobile Format

Architosh delivers its unique and respected journalism on arguably the CAD industry's best-designed for mobile website. Our publication delivers best-in-class speed and mobile viewing on both tablet and smartphone in addition to desktop computers.



# Audience — A Global Brand

Since 2008, the year Architosh was launched on its 3.0 platform, the site has averaged more than 190,000 unique visitors per year, serving approximately 27,000 page views to 16,000 site visitors on average per month.

Architosh’s audience is truly global with only 1/3 of its annual readers in the United States, while another 1/3 come from 9 other countries, India importantly among them.

## Global Demographics

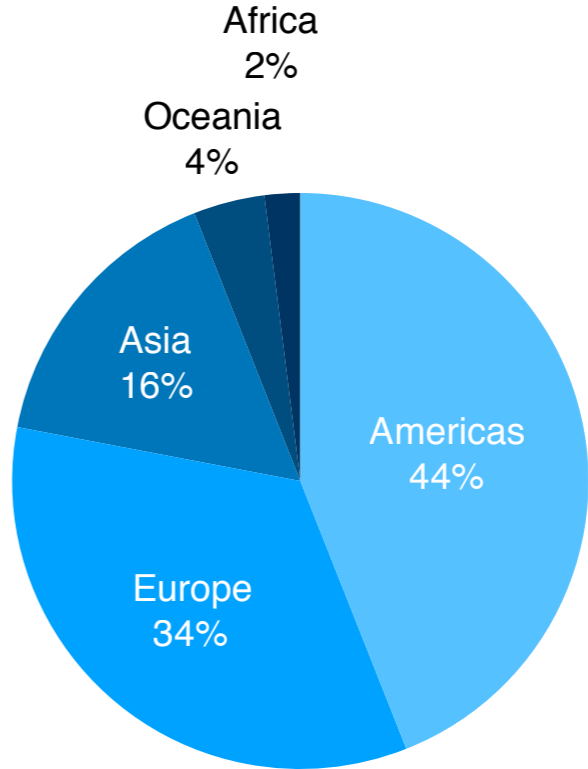
Architosh has always been a global publication, initially reflecting Apple’s worldwide Mac audience. However, today the global audience is more reflective of the CAD and 3D industries and the growth of global economies.

The United States is Architosh’s largest audience with approx. 34% of global site visitors. This equates to all of the European audience with the UK leading the pack of countries with 6.5%. After the US, the remaining top 9 countries are (in order):

United Kingdom (6.5%), Canada (3.8%), Germany (3.8%), Italy (3.6%), Australia (3.5%), India (3.1%), France (2.7%), Japan (1.8%) and Spain (1.6%).

## Emerging Markets

Architosh continues growth in emerging markets, in Asia in particular, with India now our 7th largest block of site visitors and Brazil our 11th largest block of site visitors. Brazil, Mexico, and Canada contribute largely to our Americas audience.



**Architosh Global Continental Audience**

# Audience : Industry Segments

“Esteemed AEC industry analyst, Jerry Laiserin, of the LaiserinLetter, notes Architosh as one of only ten CAD publications online he finds worth reading, calling editor Anthony Frausto-Robledo, “doggedly determined” — [LaiserinLetter.com](http://LaiserinLetter.com)

## Decision-Makers and Next-Generation Users

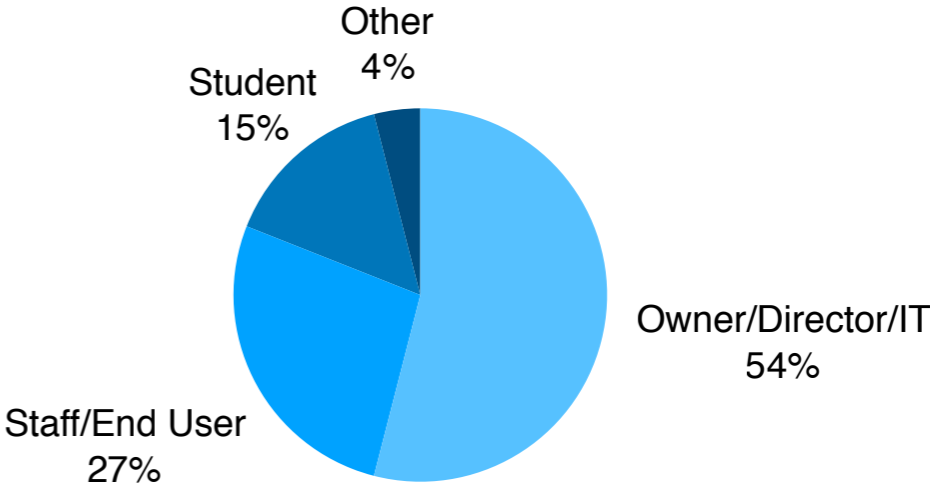
Architosh’s legacy audience, the cohort of mostly AEC industry professionals from the late 80’s and 90’s is no longer its largest age-based reader block. While that cohort still dominates the “Decision-Maker” profile block it is now the second largest age-based reader block after “next-generation” CAD and 3D users.

Today, 24-34 year-olds account for 32% of all readers, and have grown by double-digit growth rates in the past two years. Still, over 50% of all readers have a decisive role in purchase decisions.

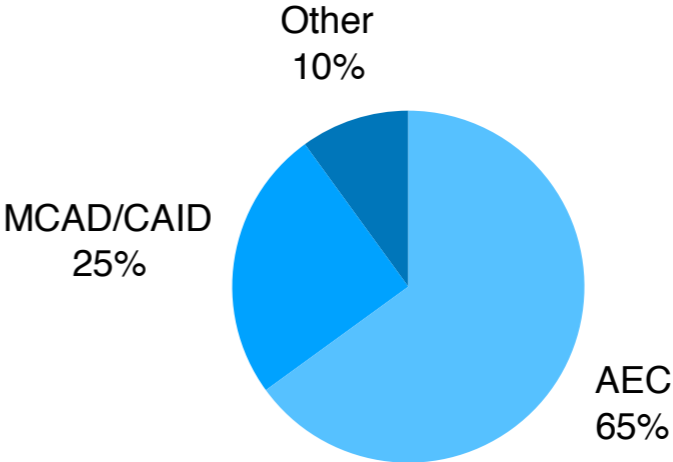
## Emerging Markets

Architosh has been evolving from a largely AEC industry site to one covering manufacturing and product design. Even our 3D visualization coverage increasingly is focused on the MCAD industries. And this focus is being driven by the companies that contact us for editorial coverage.

Data Sources: — Architosh’s audience data comes from GA (Google Analytics) and our own survey data.



Architosh Reader Profile



Architosh Reader Industry Segments

# Audience : Social Media Reach

“Mr. Frausto-Robledo. First of all, let me congratulate you on a beautiful site in Architosh. It seems to be a wealth of information and a great resource for networking and outreach into the AEC communities.” — Kyle Thiel

## Architosh Twitter Followers—A Who’s Who of Industry

Architosh’s influences are deep among industry leaders. Notable followers on Architosh’s Twitter account include CAD and Tech industry giants like former Autodesk CEO, Carl Bass; Graphisoft CEO, Viktor Varkonyi; Rhino founder and CEO Bob McNeel; former CTO of LucasFilm Richard Kerris, and legendary Atari founder Nolan Bushnell, among others.

And then there are key industry users and shapers like Alan Robles of Gensler; Pantelis Ioannidis, of John Robertson Architects; and Kyle Martin, founder of Dynamolitia of Boston.

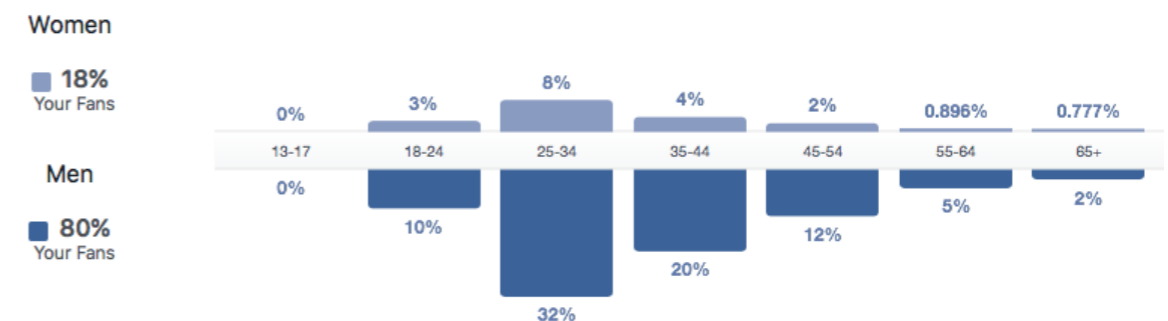
Nearly every major CAD company follows Architosh on Twitter, from Autodesk to Bentley, from PTC to Onshape—across AEC and MCAD.

## Architosh Reader Group on LinkedIn

The architosh Readers Group on LinkedIn was the site’s first social media target and consists of senior-management level AEC/CAD and 3D industry professionals. We estimate that more than 50 percent of members are purchase decision-makers among these members.

## Architosh on Facebook

If Architosh on LinkedIn represents GenX and BabyBoomers who love the site, our Facebook page is mostly about the next generation Millennials and GenZ who love the site. We continue to pour more effort into social media across multiple generation audiences each year.



Architosh Facebook Followers by Age

# Marketing Options — Banner Advertising Rates

Apple, Abvent, Autodesk, Google, Graebert, GRAPHISOFT, AEC Software, Electric Image, IMSI-Design, OrthoGraph, solidThinking, Strata, and Vectorworks — some of the industry leaders who advertised on Architosh.

## Banner Advertising Rates

Architosh offers (8) banner ad units at competitive rates compared to our primary rival publications. These are all IAB standard web banner sizes.

## Geo-Targeted Ads

Architosh can fully geo-target ads across continents and down to the city level. A modest premium setup fee is added to base-line costs.

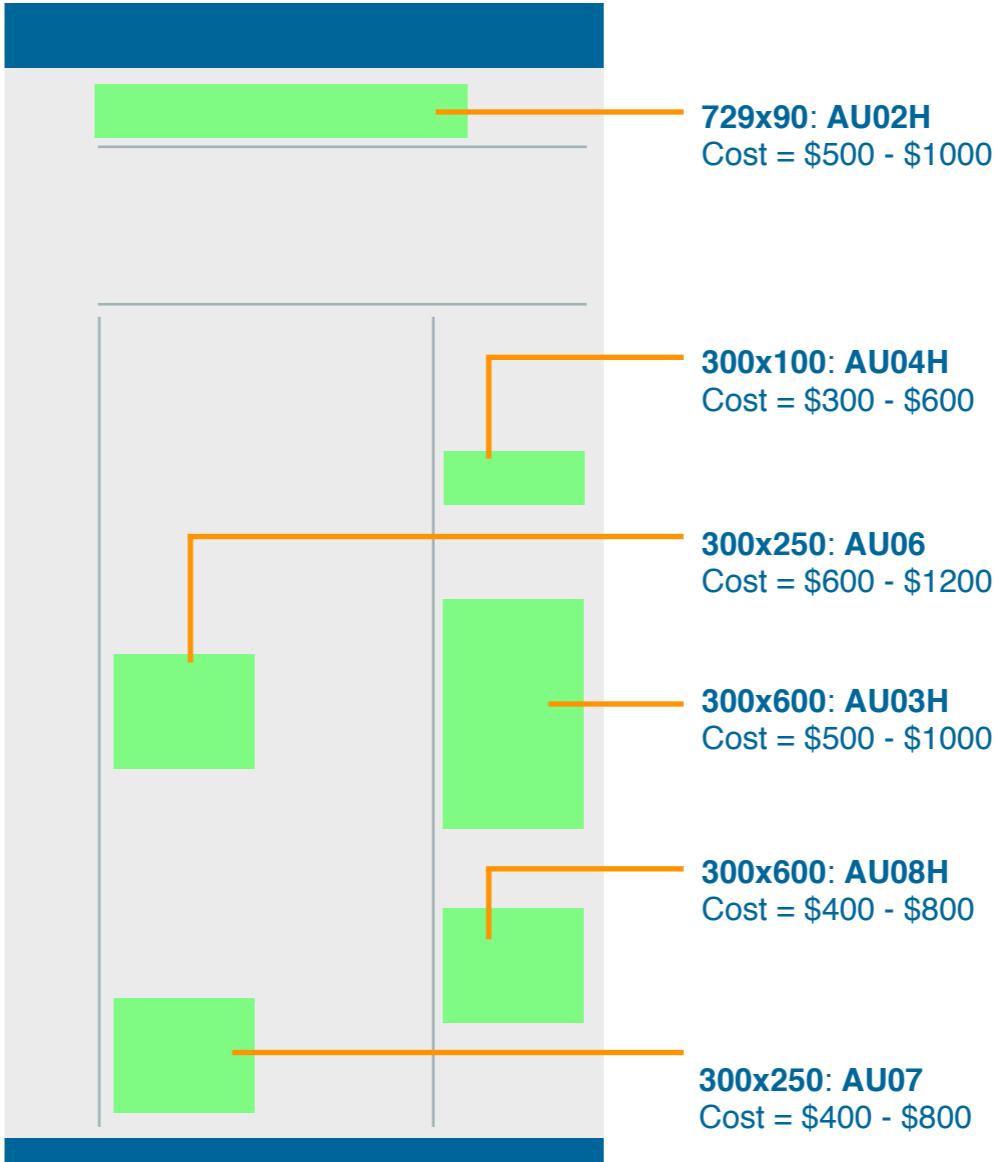
## Typical Banner Costs and Packages

Most campaigns include 2 - 3 ad spots with monthly costs ranging from \$700 - \$2,000 depending on occupancy of particular ad units. If the ad spot is shared with another advertiser's banners, the lower of the numbers is used.

For branding and awareness campaigns we encourage longer duration campaigns from 3-12 months.

### Home Page — Costs

Here are the ad units on the home page. We charge **fixed monthly** rates with guaranteed impressions based on occupancy of that ad unit.



# Marketing Options : Banner Advertising Rates

## Home Page Take-Over (HPTO)

Takeover advertising campaigns are highly effective at increasing brand visibility and creating an impact.

Whether your message is upper funnel or lower funnel, a complete take-over of the home page is a “force-multiplier” that ensures the visitor will see your ad. Without distracting competitor ads, and with visual density, 100% of all visitors to the home page get the message you provide.

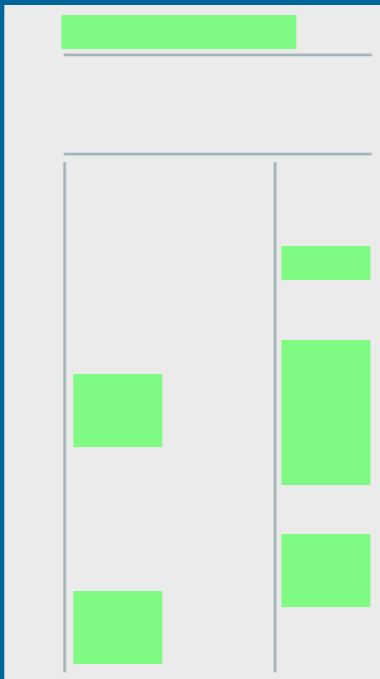
### HPTO Costs

Cost = \$2,000.USD per month

### HPTO Rules for Advertisers

Advertisers can buy HPTO slots in maximum 2 month increments. They can return to consecutive 2 month increment buys after a 1 month gap.

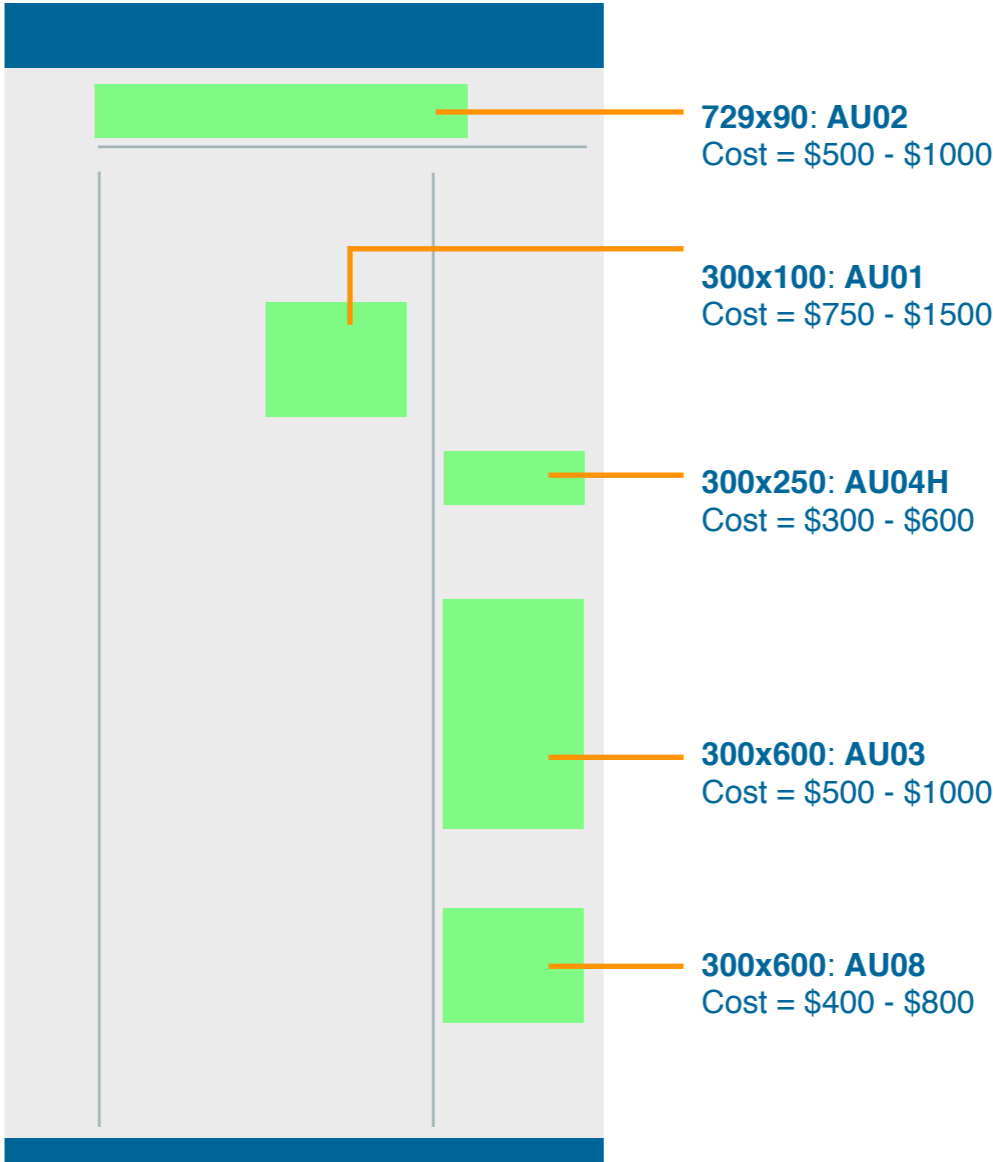
An advertiser can buy a maximum of 8 months of HPTO per year per the rule above.



Home Page

## News and News Analysts Pages – Costs

Here are the ad units on news and analysis page. We charge fixed monthly rates with guaranteed impressions based on occupancy of that ad unit.





# Marketing Options : Banner Advertising Rates

## Per-Post Take-Over (PPTO)

Driven by a long-term client, Architosh now offers a Per-Post Take-Over (PPTO) ad option.

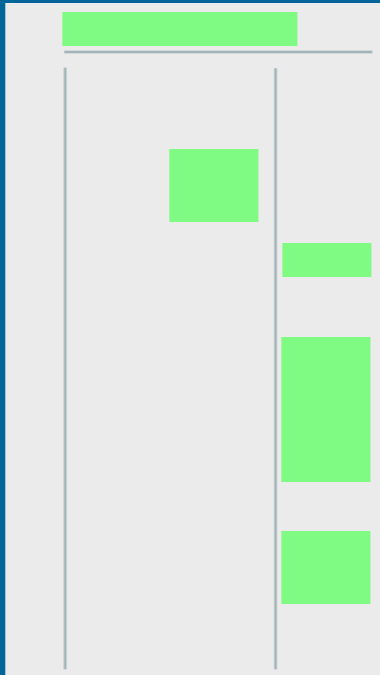
PPTO benefits select clients by eliminating rival ads appearing on major news and feature coverage pertaining to the client's company and products.

## PPTO Costs)

Cost = \$250.USD per month

## PPTO Benefits & Uses

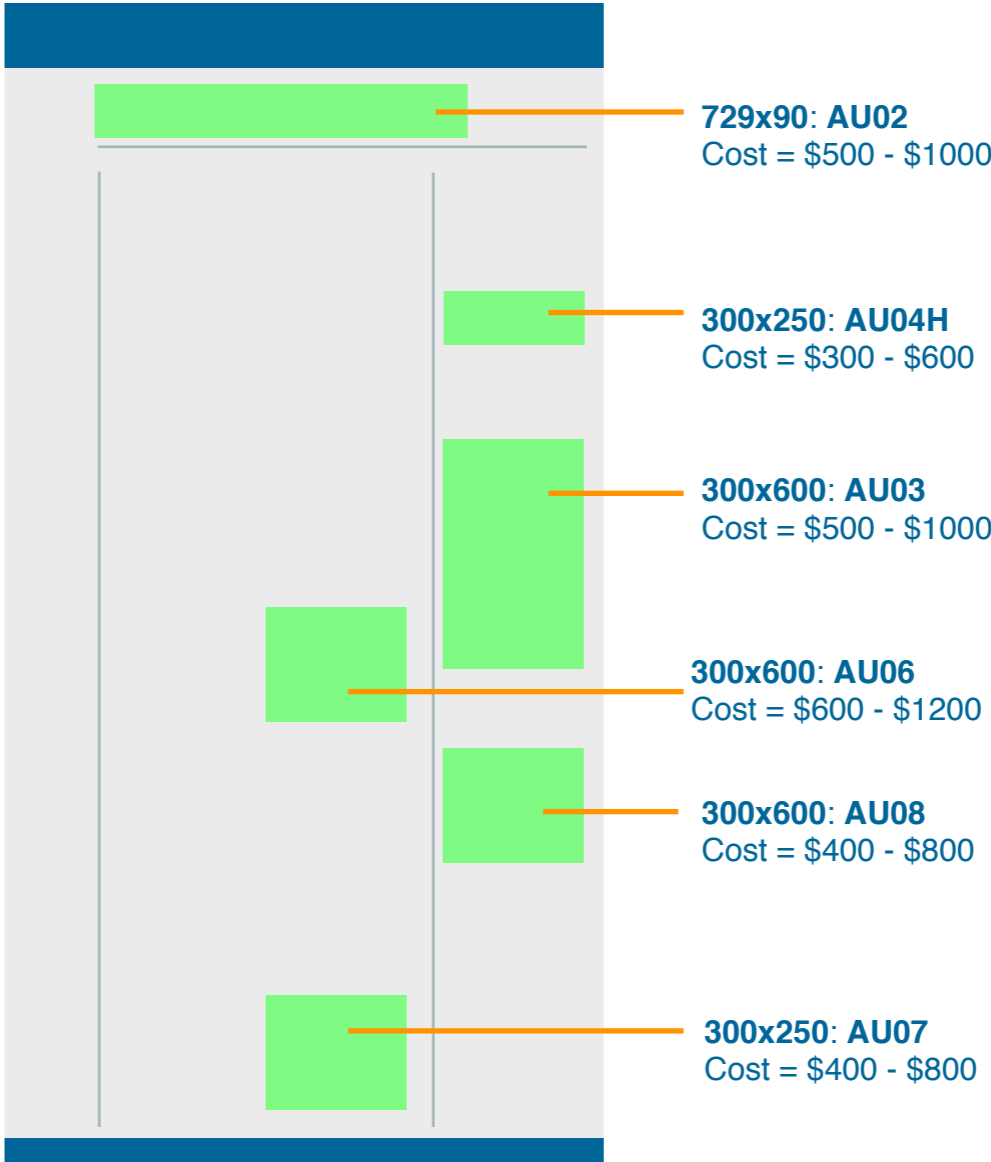
- Same benefits as HPTO but overlaid on top of key content focused on the advertiser.
- Prevent rival company ads appearing next to your purchased native advertising (Editorial Integration).



News Page Shown  
(PPTO also applies to Features and Reviews)

## Features Pages – Costs

Here are the ad units on feature and reviews pages. We charge fixed monthly rates with guaranteed impressions based on occupancy of that ad unit.



# Marketing Options : Banner Layouts and FAQ

## Ad Banner Packages

While an advertiser can buy just one ad unit, most Architosh advertisers purchase at least two ad units per campaign. Our larger advertisers acquire HPTO, PPTO, and generally a mix of 3 ad units.

## Banner Advertising Rules & FAQ

1. What is the minimum campaign buy?

Advertisers can purchase just one month campaigns if their ad buy consists of 2 or more ad units.

2. What are the most popular ad units?

The most requested ad units are AU01 (300x250) and AU02 (728x90).

3. I want to build maximum brand awareness, recommendations?

Bookend a sustained long campaign utilizing AU04 or AU03 and some AU02 with HPTO (first month and last month)

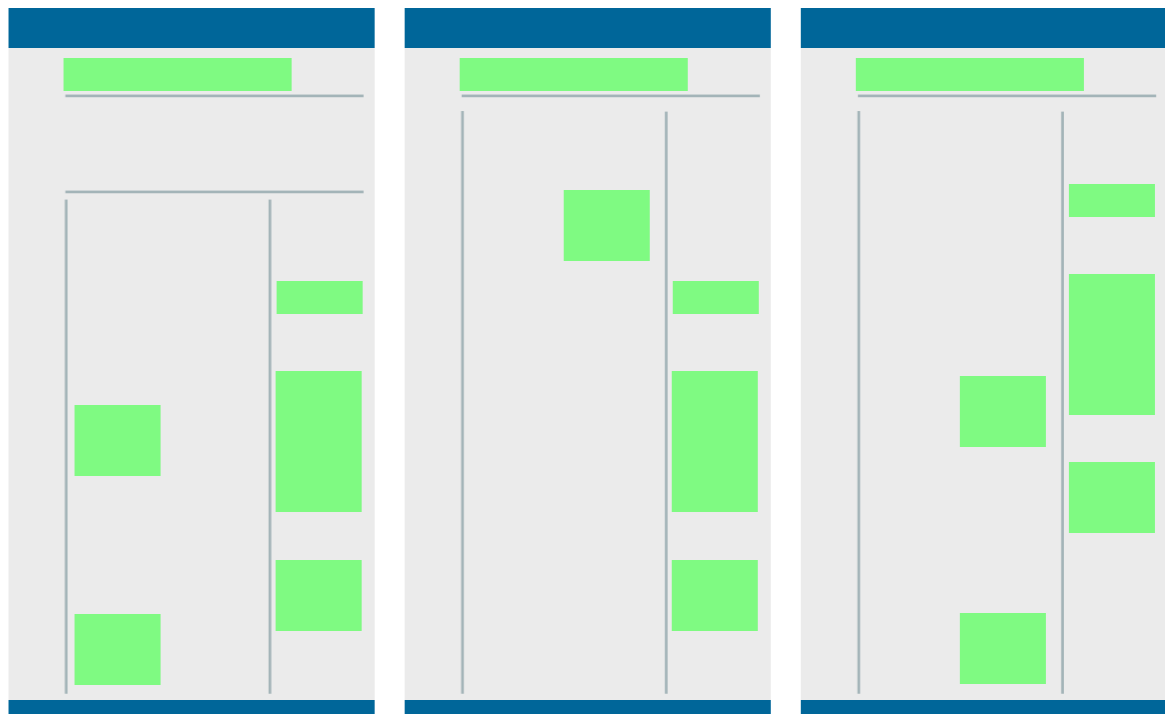
4. I need maximum traffic to an offer, recommendations?

Launch a campaign with HPTO, plus heavy use of AU01 and AU02, and well-timed native advertising (Editorial Integration).

5. Do you provide free native advertising with large banner campaigns?

Yes. You gain 1x free Editorial Integration (native advertising) unit with banner campaigns over \$10,000.USD.

## Our Site Page Types — Ad Layouts



### Index Pages

Home  
News  
Features  
Reviews  
INSIDER

### Story Pages

News  
News Analysis

### Story Pages

Features  
Reviews

# Marketing Options : Native Advertising

## Native Advertising (Editorial Integration Packages)

Architosh has long offered “native advertising” which we have called Editorial Integration for several years now.

Native advertising has become extremely popular across the Internet industry and we work hard to deliver compelling native advertising that fits your marketing messaging objectives.

We focus on understanding your messaging goals and priorities and craft feature articles around them. Many of our editorial integration features become our most popular stories—driving traffic to your message.

## Editorial Integration Rules & FAQ

1. Can the client write it?

No. That is an advertorial. (inquire about separate pricing for advertorial)

2. Can client edit the article?

Yes, but we have final editing say.

3. Can client setup the article structure?

No. We do that. We coordinate with you what is important.

4. Can we publish it in our own marketing?

Yes, under negotiated contract terms.

## Editorial Integration Types

Architosh has six different Feature article types to choose from for Editorial Integration (native advertising) options to grow brand and awareness.

## Cost of Native Advertising Per Feature (500 - 2000 words)

Cost = \$800.USD — \$1,200.USD

### Firm Profile:

- demonstrate client success stories

### Interview :

- communicate vision / values / direction

### Product In-Depth :

- show and discuss product in detail & relate to vision

### Special:

- event coverage
- announcements

### Video Feature:

- showcase a video of your product

### Viewpoint/How To:

- teach or argue the value of your product or service

# Marketing Options : Video Advertising Options

## Video Advertising Options

Architosh offers two forms of video advertising at different rates. We offer free video ads for large banner campaigns 6 months or longer.

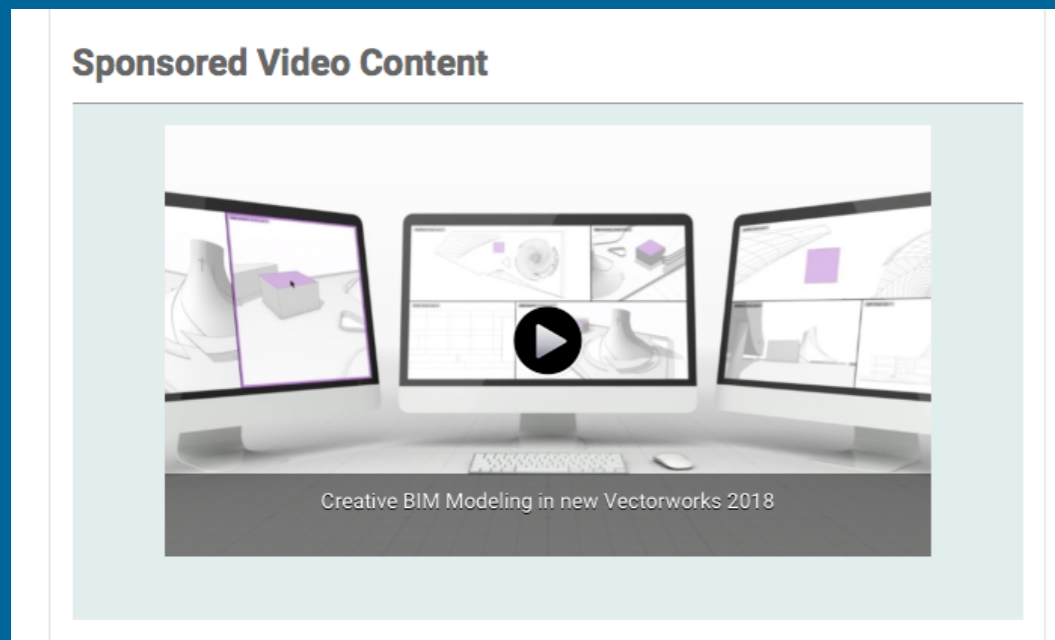
### Option 1

We can embed a “directly playable” video into our website on the Home page. This option enables the visitor to see the video under the subtitle “Sponsored Video Content.” A preview graphic and heading appear with a ready play button.

### Option 1 Costs / Page

\$500 per month — Home page only

\$700 per month — Home, News, Features, Reviews, Blog pages



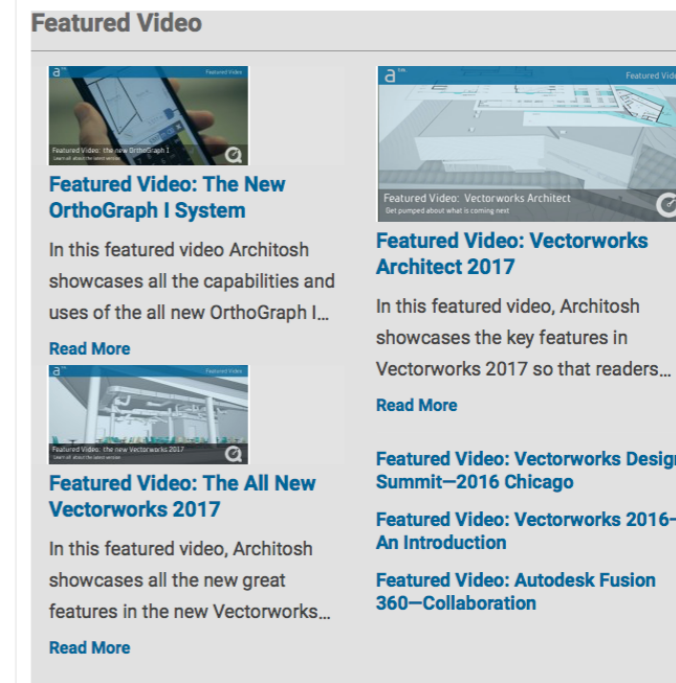
### Option 2

We can also create a “Featured Video” content post, categorized under our Features. Unlike Option 1, this is technically “native advertising” and will remain content on the site indefinitely. Your native video ad will always show up under the Features > Features Video category.

Option 1 video ads are more like ads and will be turned off (made to disappear) from the site once the campaign ends.

### Option 2 Costs

\$1,000.USD per video. (or \$1,500.USD for two videos)



“Let’s start with the positioning on the main page! The pull quotes are great and the article is nicely punctuated with graphics. We even sent Steve Jobs to the site and he liked the article (really)... class job.” — Bob Bennett, Luxology LLC

---

## 4 - Quarters: Three Major Domains

Architosh largely focuses around AEC, MCAD and 3D domains—cutting across all multiple and overlapping industries.

**Quarter 1 :**

(mCAD + cloud)

**Quarter 2 :**

(AEC)

**Quarter 3 :**

(3D industries)

**Quarter 4 :**

(BIM + FoM)

### 2019 Editorial Calendar

#### Quarter 1: (MCAD + Cloud)

Focus areas: MCAD industries, iOS, cloud and hardware

Event coverage: invite-only

**INSIDER focuses:** 3D printing, MCAD, iOS industrial design tools

Editorial plans: AR/VR technologies, GPU technologies, rendering

#### Quarter 2: (AEC Industry)

Focus areas: AEC industries

Event coverage: AIA National Convention & Expo

**INSIDER focuses:** Robots in construction, BIM platforms

Editorial plans: new AEC tool providers, AI/ML in AEC

#### Quarter 3: (3D Industries)

Focus areas: professional 3D modeling, rendering, animation

Event coverage: SIGGRAPH Confab

**INSIDER focuses:** high-level SIGGRAPH coverage

Editorial plans: game engines, VR/AR/MR devices, rendering tools

#### Quarter 4: (BIM, Construction and Future of Making)

Focus areas: BIM and construction industry automation (FoM)

Event coverage: Boston ABX + Greenbuild shows

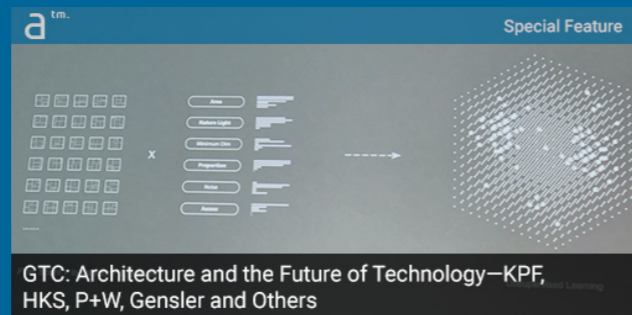
**INSIDER focuses:** publish our annual INSIDER Report (themes vary)

Editorial plans: energy analysis tools, BIM, 2D CAD, automation

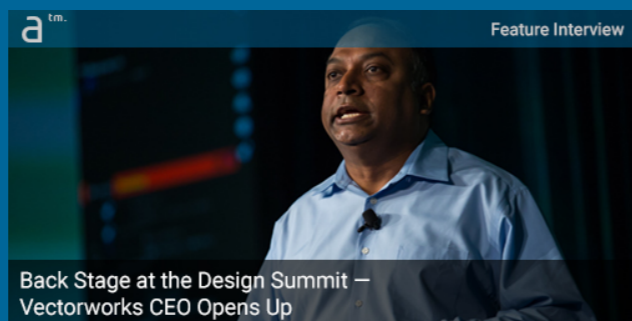
# Content : Highlights 2017 - 2018

## Year 2018

**Innovation.** We attended the GTC conference and reported on the innovation coming from leading architecture practices like KPF, Gensler and others.



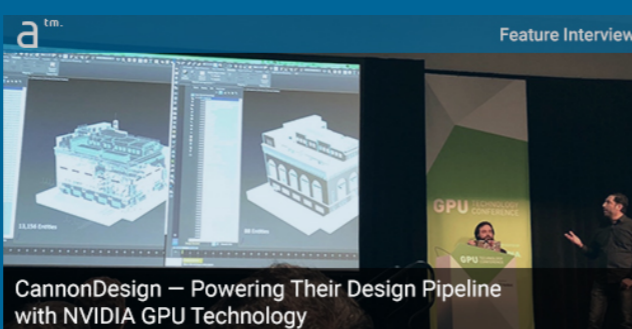
**AI (machine learning)** Architosh reported the deeper story behind this BIM leader's AI/ML efforts to empower their CAD/BIM solutions for their customers.



**Industry Leaders.** We dove deep into a story about the financial and tactical success around the Nemetschek Group and its BIM portfolio.



**Market Disruptors.** We learned about how leading architecture firm Cannon was powering up their graphics pipeline using NVIDIA GPUs.



## Year 2017

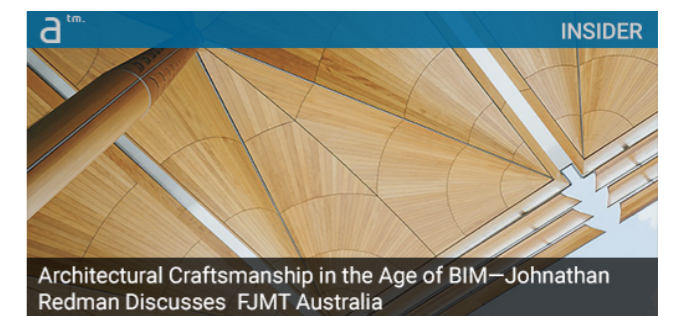
**Future Impact.** We analyze five global technology trends on their potential impact on the AEC industry.



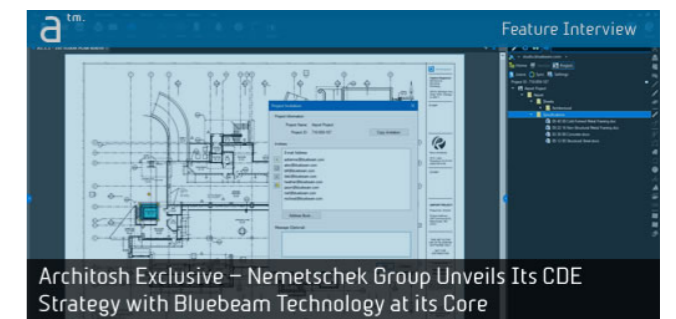
**Market Disruptors.** Autodesk talks about its AEC industry disruptor technology, Project Quantum and how it changes everything.



**Industry Leaders.** Francis-Jones Morehen Thorp of Australia discuss their industry-leading BIM-based practice.



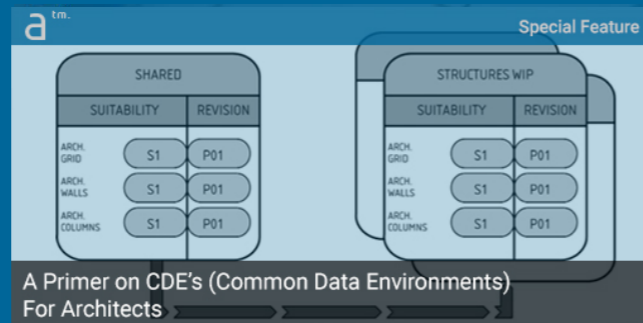
**Exclusive.** Nemetschek Group unveils their CDE strategy and gives Architosh the first reveal.



# Content : Highlights 2016 - 2017

## Year 2018

**Technology Reviews.** Architosh explained the Common Data Environment (CDE) landscape of software options.



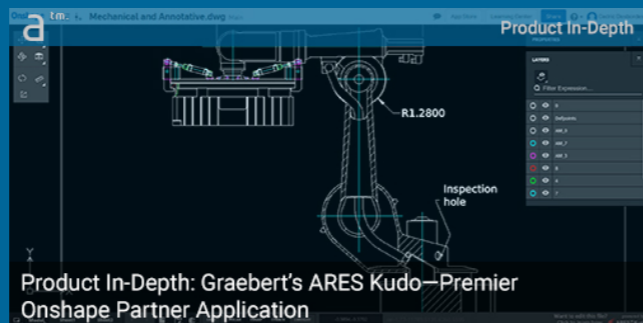
**Industry Insight.** We covered the main themes from Autodesk University 2018, including automation and robotics and how they will change AEC.



**INSIDER Report.** We As part of our annual INSIDER Report, this year we covered the ODA's transformative work with (.dwg) and IFC and Revit technologies.



**Technology Reviews.** In this special Product In-Depth we dove into ARES Kudo technology, the same tech embedded into the disruptive Onshape MCAD application.

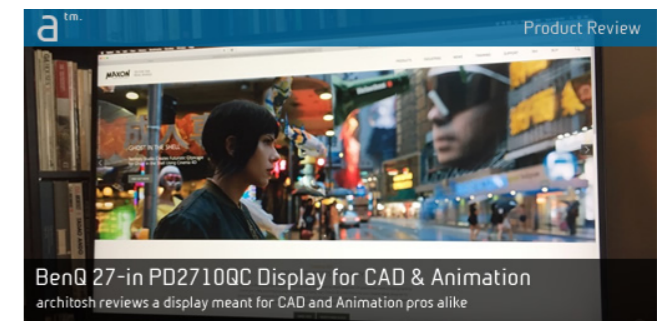


## Year 2017

**Market Disruptors.** MIT talks to Architosh about its new CAD for manufacturing summer course and disruptive change.



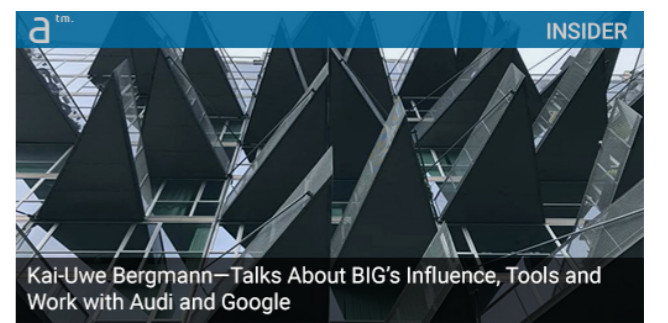
**Reviews.** Architosh delivers comprehensive reviews of hardware and software in the CAD and 3D industries.



**Viewpoints** Industry expert contributors share their unique viewpoints and knowledge with readers.



**Industry Leaders** Kai-Uwe Bergmann of BIG talks to Architosh about its influential architectural practice with global leaders.



# Content : Industry Research Reports

“This is the most in-depth survey I’ve seen on BIM use, perceptions and outlook that I’ve read. There are many surveys of BIM use on the market that don’t really dive into why firms use BIM processes or how they are implemented. Your statistical results combined with a high-level analytical overview gave me a great impression of the mindset of architects considering BIM. This is invaluable to help me tune our strategy to meet the issues facing designers today.”

— Sean Flaherty (as CEO of Nemetschek North America)

## Architosh Research Reports

Architosh has conducted several industry research reports, on its own and in conjunction with other companies.

Our 2010 BIM Survey Report was a critically received study that offered new levels of insight on BIM adoption. This report is still available at [lulu.com](http://lulu.com) for purchase and comes in ISV and user versions.



## Apple Hardware Studies

Architosh has also conducted (or in the process of) studies on Mac workstation and iPad adoption in CAD industries. We publish results in Features online or in dedicated PDFs. All survey participants obtain Participant Level versions of reports, such as the 2010 BIM study.

Our ongoing survey studies results will become a benefit of INSIDER Membership and we will use free INSIDER subscription as inducements for taking in-depth surveys, including phone-call discussions.

## Bespoke Studies

Architosh can be well-suited to conduct bespoke studies for its advertising clients. By partnering and offering INSIDER subscription inducements, we can obtain critical third-party data and execute high-quality white papers or research reports useful for your marketing efforts.

[Home](#) > [Features](#) > [Special](#) – Jan 31, 2015 9:24 pm

## Architosh publishes Mac professional workstation survey results

by Anthony Frausto-Robledo AIA, LEED AP



In this special feature report, Architosh publishes the results of its first workstation survey conducted in late 2014 and aimed at understanding the pro (professional) desktop needs of numerous customers Apple refers to as Mac pros. Not to be confused with the product Mac Pro, today Apple's Mac pros work across its iMac range in numerous industries, including and importantly to this publication, the Architecture industry.

### Introduction

The Architosh Professional Workstation Survey study commenced in the fall of 2014, collecting survey data until the end of the year and conducting specific interviews with survey participants. This report is detailed and can be read in

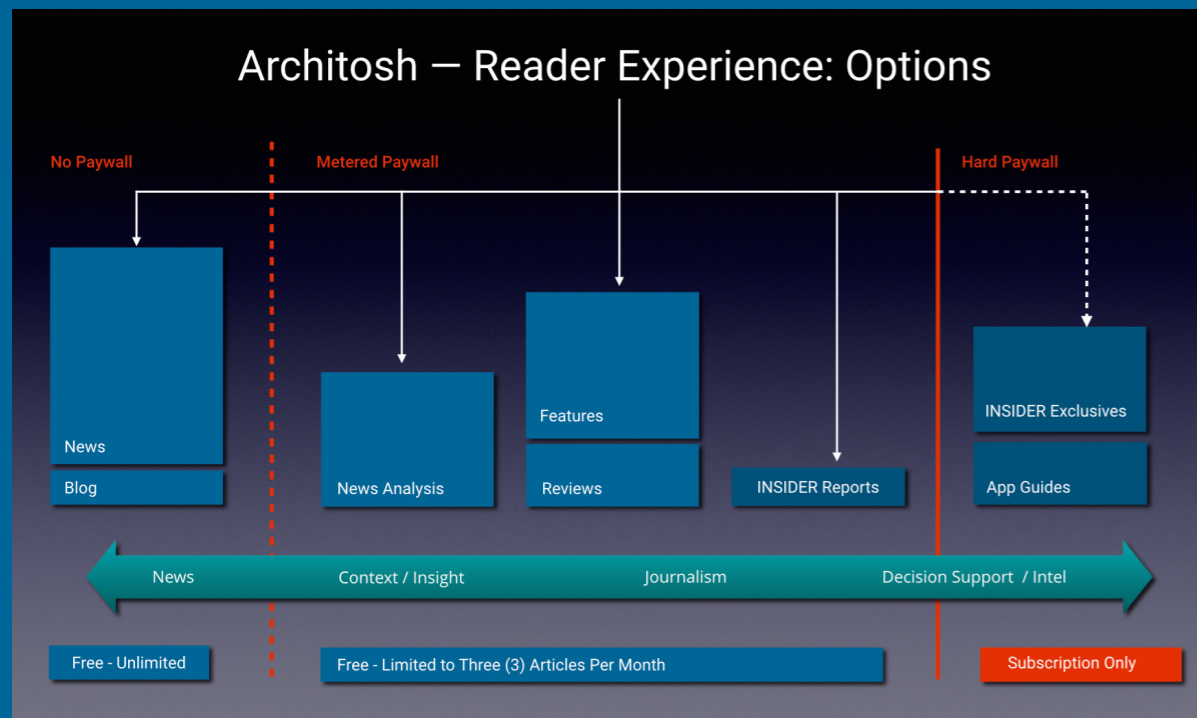


# Architosh INSIDER : Guide for Partners

## Architosh INSIDER

Architosh INSIDER is the name of our paywall-based subscription membership for our readers.

After years of research, our readers have told us through surveys and direct contact that they would subscribe to specific types of premium content. Rather than barrier off that content from everybody, we have implemented a metered paywall—thereby allowing all site visitors to have limited access to all premium journalism.



## Architosh – Reader Experience

We deliver to our subscribers and site visitors a “spectrum” of information and unique journalism that spans fact-based news, context-based news analysis, in-depth industry insight, highly crafted CAD and 3D industry journalism, and collected intelligence data and decision support information to help readers make technology decisions.

### Metered Content

All site visitors have unlimited access to our News and Blog stories. Our INSIDER subscribers get unlimited access to all content.

Metered content permits (3) free stories per month in the News Analysis, Features, Reviews, and INSIDER Reports categories. \*

### Hard Paywall Content

Our content behind the hard paywall is exclusive for subscribers only. It consists primarily of our unique App Guides and supporting INSIDER exclusives. Our hardware paywall content will expand over time and focus on decision support information.

\* Initially INSIDER Reports were behind the hard paywall at launch in Dec. 2017.

# Architosh INSIDER : INSIDER Reports

## INSIDER Reports

Architosh’s research with its readers showed they were interested in both a special “annual” publication and interested in topic-centered reports. Initially conceived as a print publication, we developed the capacity to “digitally bind” any kind of Architosh feature or review article to a themed report with its own title (magazine style) cover graphic. (image right below)

Users can navigate through INSIDER Reports covers through the INSIDER Report zone show on the Home Page (left below) and on the INSIDER index page.



**INSIDER Reports — Topical Industry Journalism**

Our second annual architosh INSIDER Report focuses on the state of (.dwg) CAD technology, by looking at the present and future innovations of its main adherents.

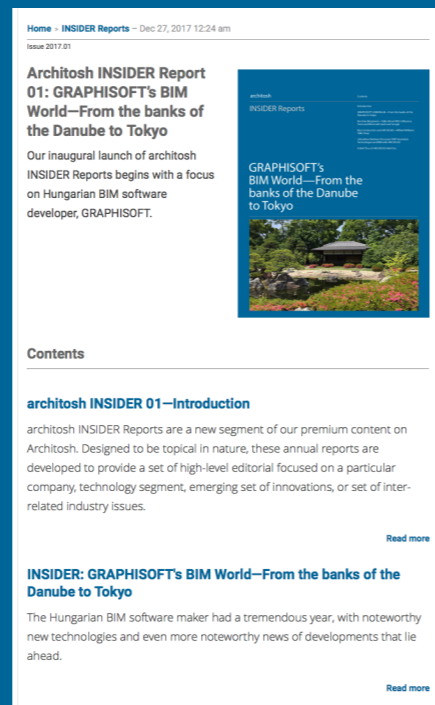
**architosh INSIDER 02 — Introduction**

- INSIDER: A (.dwg) Renaissance—Neil Petersen of the ODA Explains Why**
- INSIDER: Bricsys 2018: CAD + Machine Learning Equals Intelligent Collaboration**
- INSIDER: Marcus O'Brien of Autodesk—A Conversation About AutoCAD for Mac and Other Platforms**
- INSIDER: Graebert On Concentric Circles of (.dwg) Users—Why Its Cloud and Enterprise Updates Matter**
- INSIDER: How CorelCAD Continues to Grow—Unique Differentiation and Global Sales Channel**

Issue 2018.01

**The Resurgence of (.dwg)—A Look at its Present and Future Technology**

next issue | previous issue



Home - INSIDER Reports - Dec 27, 2017 12:24 am

Issue 2017.01

**Architosh INSIDER Report 01: GRAPHISOFT's BIM World—From the banks of the Danube to Tokyo**

Our inaugural launch of architosh INSIDER Reports begins with a focus on Hungarian BIM software developer, GRAPHISOFT.

**Contents**

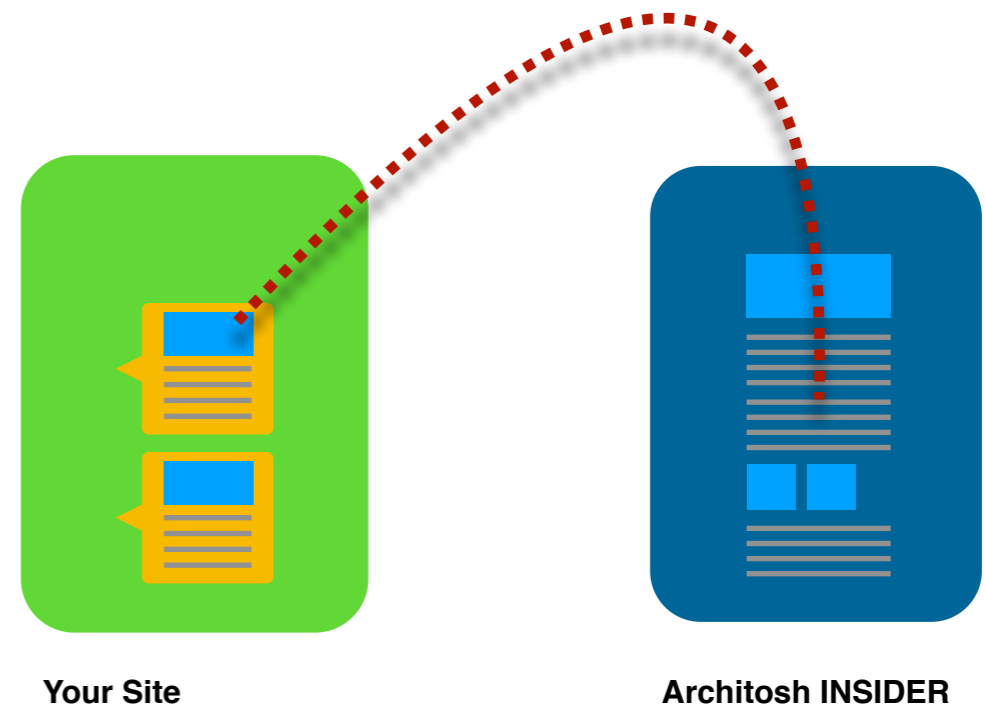
- architosh INSIDER 01—Introduction**  
architosh INSIDER Reports are a new segment of our premium content on Architosh. Designed to be topical in nature, these annual reports are developed to provide a set of high-level editorial focused on a particular company, technology segment, emerging set of innovations, or set of inter-related industry issues. [Read more](#)
- INSIDER: GRAPHISOFT's BIM World—From the banks of the Danube to Tokyo**  
The Hungarian BIM software maker had a tremendous year, with noteworthy new technologies and even more noteworthy news of developments that lie ahead. [Read more](#)

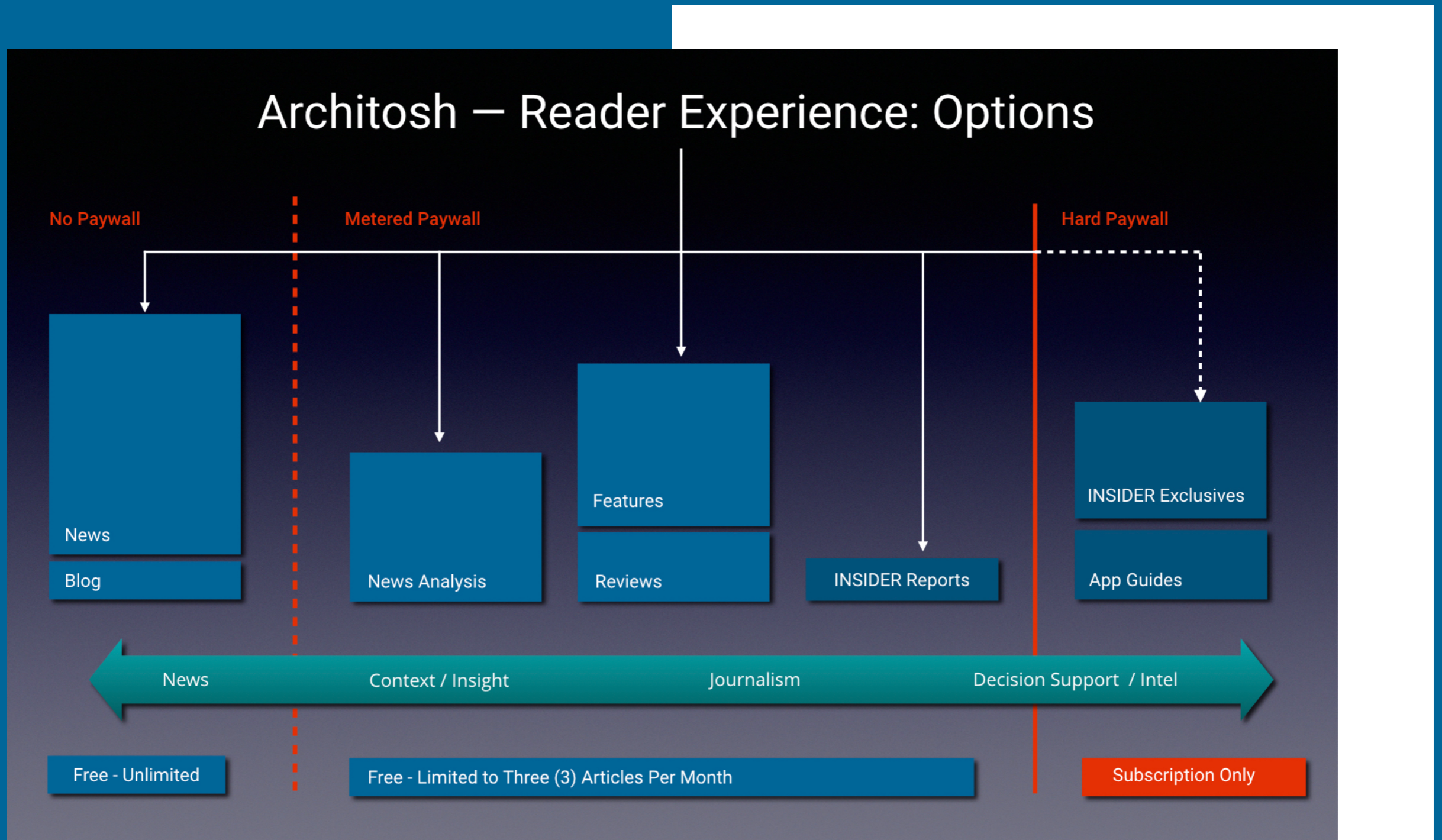
## Guide for Advertisers — Linking to INSIDER Content

We know that our advertisers do not want to produce a poor user experience by linking to content behind a paywall that non-subscribers cannot access. Our system solves that problem simply.

## In-bound Links to Architosh

Our paywall system enables all “in-bound” links to by-pass the metered paywall system. This system was designed to encourage—not discourage—other sites to link to content on Architosh. We also provide complimentary INSIDER subscriptions to your executive, marketing, and PR teams.





# Architosh INSIDER : App Guides

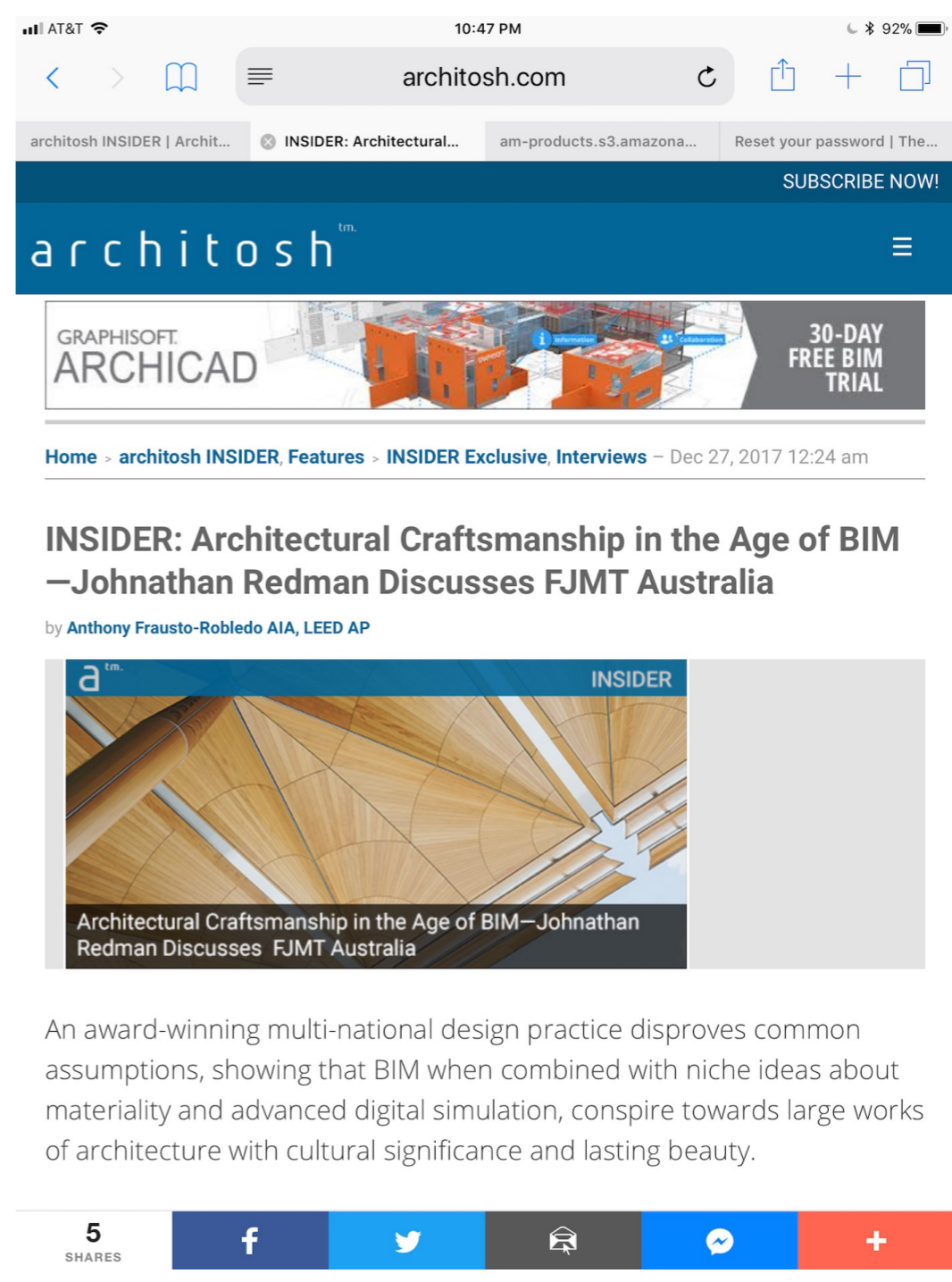
## INSIDER Reports and the Future

With Architosh's INSIDER Reports now completed two years in a row, we are looking forward to advancing the INSIDER brand and the premium specialized content we have associated with it.

We have a high interest in developing a working partnership with companies that would see an interest in having a complete issue of INSIDER Reports devoted to them. We are investigating a viable pathway for a printed version of an INSIDER Report—something that can be valuable for software companies to utilize in the marketing and sales process.

## INSIDER Reports as Native Advertising

Because native advertising is on the rise, we see the INSIDER Report as a vehicle for addressing this trend in a “packaged formula.” Special releases of INSIDER Reports could be produced off schedule, in addition to the annual release.



The screenshot shows a mobile browser view of the Architosh website. The address bar displays 'architosh.com'. The page features a dark blue header with the 'architosh' logo and a 'SUBSCRIBE NOW!' button. Below the header is a banner for GRAPHISOFT ARCHICAD with a '30-DAY FREE BIM TRIAL' offer. The main content area shows a breadcrumb trail: 'Home > architosh INSIDER, Features > INSIDER Exclusive, Interviews - Dec 27, 2017 12:24 am'. The article title is 'INSIDER: Architectural Craftsmanship in the Age of BIM - Johnathan Redman Discusses FJMT Australia', written by Anthony Frausto-Robledo AIA, LEED AP. The article image shows a close-up of a wooden architectural model with a pencil. Below the image is a social sharing bar with 5 shares and icons for Facebook, Twitter, Email, Messenger, and a plus sign for more options.

# Architosh : Reputation

---

“Anthony has established himself over the years as a reference and authority in the world of 3D and CAD in general, and on the Apple platform in particular. His depth of knowledge and understanding of the industry’s evolution and debates, his never ending passion and his talent to communicate have positioned Architosh as a leading source of information that I often use in my work.” — Jacques Sedille, Senior Manager, Apple Europe

---

## Quality and Integral Journalism

“Anthony is a dedicated professional that is very knowledgeable of the CAD and Macintosh markets. He writes well, has the highest integrity and is great to work with.” — Tom Lazear, CEO, Archway Systems, Co-Founder, VersaCAD

“I appreciate Anthony’s integrity, knowledge, and candor. He was always willing to provide articulate, accurate assessments of market conditions and the technical challenges facing architects. He possesses a talent for strategic thinking.” — Tad Shelby, Business Development Manager, Hewlett-Packard (HP)

## Vendor Reaction to our Journalism

“Just wanted to drop you a quick note of thanks. Your article on inStudio VR was well-thought out and researched. Reading it gave me the impression you are very familiar with our products and history. We appreciate your work with Architosh.” — **Austin Miller, Head of Marketing, Strata**

“I have to say your review was one of the most thoroughly analyzed and well-worded ones I’ve read in a long time. Simply fabulous! It was a pleasure to read it. Thank you.” — **Simone Paddock, O’Reilly & Associates (O’Reilly Media)**

## Reader Reaction to our Journalism

“I am delighted I have discovered Architosh via your review of Strata 3D CX 8.1. I must say, it seems so rare to find reviews with this calibre of writing these days, especially in the ArchViz / 3d space. Reading this article brought me back to the days when print magazines reigned. Keep up the great work.” — **Jacob Perl**

“Thanks for the great interview. You produce a great service by such interviews. Insight into the minds of industry leaders is fantastic.” — **Ralph Bryd**

# Audience : Deep Influences

“Architosh is *the* authority on architectural design technology in the Mac universe. I can’t imagine writing about Mac-related architecture news without knowing what Anthony and the team at Architosh have to say about it.” — esteemed veteran CAD industry writer, Randall S. Newton, Jon Peddie Research (JPR)

## Architosh’s Deep Influence

Architosh has always punched above its weight class.

Every week industry consultants, IT directors, college professors and leading technology writers — like Randall Newton — scan our site for the latest news and noted journalism. They use this information to help their firms, clients, colleges and students — and for their own research and writing.

Over the years, key technology writers have quoted Architosh numerous times and recent articles have encouraged the engagement of Architosh editors to contribute critical essays to a new book by Harvard’s Bradley Cantrell, titled *Codify: Parametric and Computational Design in Landscape Architecture*, soon to be published by the London publisher, Routledge.



## Architosh — In The Press and Published

Architosh has been quoted numerous times by leading technology publications, including Wired, 3D World Magazine, eWEEK, ZDNet and others.

In 2018, Architosh’s editor-in-chief and publisher was profiled in the new State of Digital Publishing website and has been the featured guest on a leading podcast at The MacObserver.

