

ArchDaily

Media Kit



Image © Chen Su
Niyang River Visitor Center
ZhaoYang Architects + standardarchitecture

The Global Reference for Architecture

ArchDaily
is the global
reference for
architecture.



Photo: © Asier Rua
Najarro House (Madrid, Spain)
Raúl Almenara

Why ArchDaily Matters

The reality

Architecture is becoming more complex, and architects need tools that help them navigate with confidence and depend on.

Our role

ArchDaily is a trusted daily reference that provides practical context, guidance, and resources for architects to learn, question, and make decisions.

Your role in this ecosystem

Your brand becomes part of that process, positioned where architects seek solutions, **connecting your expertise to real project decisions.**

ArchDaily is the Global Reference for Architecture

Your **technical expertise is translated into architectural application** and your products into solutions, positioning your brand as a partner architects trust to design and build.



Authority

Trusted by architects for 20 years.
Your expertise becomes specification.



Intent

Architects come here **to decide**.
You meet them in decision mode.



Integration

Part of the daily workflow.
Your brand works **inside real projects**.



Scale

Global reach. Local precision.
Presence at scale. Relevance at the local level.

ArchDaily in Numbers



126M

Visits per year



1.8B

Page views
per year



97%

Direct traffic



+59K

Architecture
projects



+40

Countries



652K

Newsletter subscribers

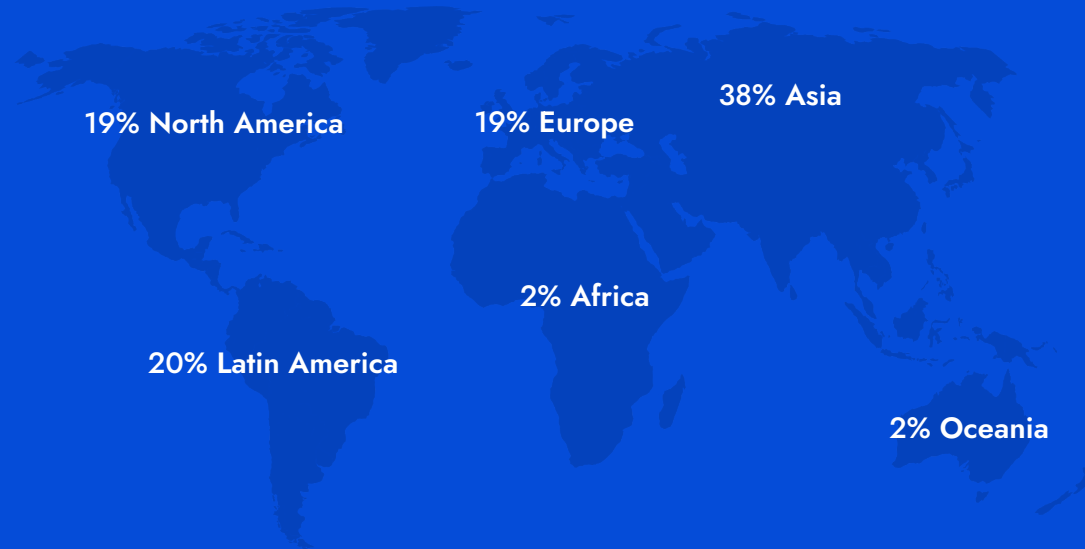


15M

Followers across our
Social Media channels

Beyond Scale

We combine global reach with targeted relevance, **activating audiences by region, market, discipline, and expertise**. Our community is clearly defined—architects, designers, engineers, and students—who **use the platform as an active tool, not by chance**.



20 years of curated, architect—to—architect expertise.

ArchDaily is driven by trained **architects and interdisciplinary specialists** with deep understanding of materials, systems, and design processes.

Why it matters: we translate your technical knowledge into credible, specification-driven content, **positioning your brand as a trusted partner in real projects.**



Where Your Brand Becomes Part of the Workflow

Architects don't just discover ArchDaily—they use it.

Your brand shows up where research begins, decisions are made, and projects take shape.

Early-stage research

Where ideas take shape

Project-based learning

Connected to real-world projects

Materials & systems

Where solutions are selected

Trends & innovation

Where future directions emerge

At the Center of Architectural Decision-Making

From concept to implementation

Position your brand alongside the materials, systems, and technologies that **bring projects to life.**

From inspiration to application

Your expertise is embedded within real projects—**showing not just what your product is, but how it performs.**

Across a global professional network

Reach architects, designers, and decision-makers within a trusted environment **where knowledge drives action.**

Integrated Presence Across the Platform



Projects

Brand presence within built architecture

- Memberships
- Product listing in real-case projects



Editorials

Visibility in curated editorial formats

- Highlight
- Spotlight
- Monthly Topics



Newsletters

Direct reach in owned channels

- Daily/Weekly
- Zoom In
- Banners



Events & Sponsorships

Live presence in key settings

- Content coverages
- Awards
- Talks



Socials

Always-on visibility across platforms

- Facebook
- Instagram
- LinkedIn
- Pinterest
- X
- YouTube
- WeChat
- TikTok

Measuring Impact with DAAily insights

DAAily insights is ArchDaily's analytics platform, delivering a clear, real-time perspective on performance and key market trends.



DAAily Insights

A marketing toolbox to track performance, analyse competition, and understand market trends.



Performance

Insights and performance metrics in one place to track traffic and brand exposure across DAAily platforms.



DAAily Index

A benchmark to measure your competitive edge, with live rankings and actionable insights.



Market Trends

Real-time insights into the global A&D community, including trends, projects, and key topics.



Content Manager

A central hub to manage your company information and content with ease.

Partnering with ArchDaily

More than 25 thousand architecture firms across 40+ countries rely on ArchDaily, placing your brand directly within the ecosystem that supports their daily design decisions.

Trusted by the world's leading architecture offices

Zaha Hadid Architects
OMA
Foster + Partners
MVRDV
Herzog & de Meuron

Renzo Piano Building Workshop
Kengo Kuma & Associates
Elemental
BIG – Bjarke Ingels Group
Skidmore, Owings & Merrill

Heatherwick Studio
SANAA
MAD Architects
Studio Gang
Snøhetta

Photo: © Gregori Civera
The Red Wall, La Muralla Roja (Calpe, Spain)
Ricardo Bofill

You are in a **great company**



Want to be a **part** of the ongoing
architecture conversation?

Position your expertise where
it isn't just seen — it's sought.

Let's work together!



Photo: © Joe Fletcher
Rombó IV (Mexico City, Mexico)
Miguel Angel Aragonés

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