Early- to mid-career architects and owner/developers
Specifiers, buyers & final decision makers who are focused on establishing their personal brands and realizing their vision

Creating and retrofitting US Commercial Buildings in the urban/suburban landscape
Airports  Hospitality  Recreational
Education - K-12  Hotels  Restaurants
Colleges, Universities  Multifamily/ Retail
Government  Mixed-Use  Sports Facilities
Healthcare  Office  Shopping Centers
commARCH (Commercial Architecture) is obsessed with providing the unique content our early- to mid-career architects and owners/developers want, in the format and platform of their choosing.

Storytelling to an interested and engaged group is the only way to stand out, and to be heard.

commARCH is designed to be different, and to be consumed. Join us.
“People won’t remember what you said or did, they will remember how you made them feel”

-Maya Angelou

The uniting of the voices and vision of architects and owners/developers. Through thoughtful collaboration on content creation, design, networking, and surveys, this unique demographic’s bond with commArch’s mission and evolution will go beyond media voice and consumer of information. This will be the extension of their desired culture as they participate on the editorial advisory board and provide a continual stream of communication with the brand and in its community.

This new generation of leaders will transform the commercial-building process through technology and attention on social equity. These are the individuals who are in the midst of establishing their personal brands and legacies, and actively seek materials that will enable them to achieve their vision.
“Sports Illustrated was for your parents, ESPN is for us”
- unnamed ESPN employee

With an emphasis on video, each commARCH content element, and the platform it is accessed on, will engage the audience in compelling visuals and elevated storytelling standards.
“Don’t Bore Me!”
-everyone

Marketing partners and sponsors now have access to the architect and owner/developer audience in new and meaningful ways. Starting with a digital relationship, advertisers will have the opportunity to tell their stories through multiple pathways, including in-person, in print, and digitally.
“It is only sustainable if it isn’t thrown away”
-IdeaSoil, LLC

The publication is printed on high quality paper with an upscale design sense that ensures each issue is iconic, cherished, retained, and integral to this select group's workflow.
Design without compromise requires informed clients, the right building materials, an aligned building team and an inspired architectural vision.

We are a new kind of media company focused on the voice of our audience to guide us in conversations, deep-dives, product explorations, and cultural influences.

Our mission is to provide the A/E/C community fresh, forward-thinking content that inspires and justifies the realization of rising star’s vision.

We have deep experience turning big ideas into reality within the built environment media space and we’re doing it again – creating a fashion-forward brand for the commercial architectural space that is current, forward-looking, and intent on creating a community impact.
The next generation of architects and owner/developer leaders desire content developed in fresh ways; ideas that originate from mini-documentaries, one-on-one interviews, and roundtables. It is the voice of the audience, describing the decisions they made to ensure the end result resonates with their target occupants and end-users.

Interviews are happening with the AUDIENCE + INSPIRERS: fashion designers, textile experts, artists, restauranteurs, yoga instructors, urban food growers, physicists, politicians, building technologists, agricultural engineers. The INSPIRERS provide experienced insights as well as serve as “mentors” for these aspiring subscribers.

Video>Transcript>Stills>Edit>Distributed on different platforms
>Video >Digital >Social >Events >Print

The brand has a premium feel, just like your own.
Owner/Developer insights
Greensboro Aquatic Center, soon to be the #1 aquatic competition center in the US

Discussions on the product decisions and their positive impact on the building.
Tours of new buildings and discussions on their community impact.

One-On-One Profiles of architects and owners/developers

Who the firms are and how they gained the business
**Content - Website**

**Formerly:** www.commercialarchitecturemagazine.com  
**New Domain:** commARCH.com

*commARCH is a masters-level dynamic website that nourishes the best industry design and selection.*

<table>
<thead>
<tr>
<th>News Talk</th>
<th>Teach</th>
<th>Tour</th>
<th>Transact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interviews (video + transcript + podcast)</td>
<td>eLearning courses</td>
<td>Projects (exterior and interior images + info)</td>
<td>Products and Services</td>
</tr>
<tr>
<td>Historic Commercial Architecture content</td>
<td>Podcasts</td>
<td>Historic Commercial Architecture content</td>
<td>Product info request</td>
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<tr>
<td></td>
<td>White Papers</td>
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<td>Events</td>
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<tr>
<td></td>
<td>Webinars (archives+)</td>
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<td>Planning Calendar</td>
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**Ad Units**

Ad units in compliance with IAB standards and placed for highest visibility and interaction.

1. **Super Leaderboard/Pushdown** (970x90; 200 initial load, 400 subload)
2. **Medium Rectangles** positioned within text content when possible (300x250)
3. **Half page** (300x600)
4. **Interstitial and Welcome Page**
5. **Pre-Roll Video**

**Responsive design** - providing content in the most consumable format based on the device utilized.
Content – Sponsored – Native Advertising

- 850 words + Image(s) w/3 revisions
- Posted on website indefinitely w/links
- 1-week website promotion (scheduled)
- Part of regular site navigation and search
- 1/4ly pick up in commARCH eNews for 1 year
### e-newsletter

<table>
<thead>
<tr>
<th>Time</th>
<th>Zone</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Ad Spots</th>
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<tbody>
<tr>
<td>10:40 am</td>
<td>Sunday</td>
<td>Great Ideas</td>
<td>Morning News</td>
<td>Morning News</td>
<td>Morning News</td>
<td>Morning News</td>
<td>Weekend Report</td>
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<td>9:25 am</td>
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<tr>
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<td>Hotels/Hospitality</td>
<td>Office/Retail</td>
<td>Multifamily</td>
<td>Education</td>
<td>Healthcare</td>
<td>Airports</td>
<td>Government</td>
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<td>5:30 pm</td>
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<td>Technology</td>
<td>Technology</td>
<td></td>
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<td>1</td>
</tr>
</tbody>
</table>

**Timed for the highest performance for delivery, open and action**

- Great Ideas, Morning News, Weekend Report, Technology

Each e-newsletter is timed to ensure engagement and to create a habit with commARCH’s audience. Times, content, and days will shift in time to ensure these products provide the highest value.

- Great Ideas (1x per week)
- Morning News (5x per week)
- Weekend Report (1x per week)
- Building Types + Materials (7x per week)
- Technology (3x per week)
- Partner eBlasts
Print & Dynamic Digital Edition

High quality, high design for a design community

- No less than 80-page folio
- Editorial Heavy
- Set positions by contract
- Video and Podcast content relationship
- Case studies
- Products & Services
- Mentors as Sr. Contributing Editors
- Criticism
- One-On-Ones

2020
6x - Jan/Feb, March/April, May/June, July/August, Sept/Oct, Nov/Dec

Ad Positions
Advertisers gain locked-in page #s upon signed agreement
Testimonials can appear in video, in print and online. Perfect for social media sharing.
Testimonial.
CASE STUDY

"MINDFUL" Apartment Complex Boosts Healthy Waterfront Living

The design team for this "MINDFUL" apartment complex in New York City wanted to create a healthy living environment for its residents. The project focuses on providing a sustainable, eco-friendly living space that promotes health and well-being.

The building features a mix of materials, including recycled glass and wood, to reduce its environmental impact. The design also incorporates smart technologies to manage energy consumption and water usage, reducing the building's carbon footprint.

Healthy amenities include a rooftop garden, a fitness center, and a communal kitchen equipped with healthy meal options. The apartments themselves are designed with energy-efficient appliances and large windows to allow natural light and fresh air.

The "MINDFUL" apartment complex exemplifies the trend towards creating healthier living environments in urban settings, providing residents with a place to thrive in both health and sustainability.
DESIGNED TO FAIL
Common Roofing System Failures and How to Avoid Them

No one sets out to design a roof that fails. Yet roofing failures are the single most litigated aspect of construction. This article explains common roofing system failures and what to do about it.

OCTOBER 10, 2019

But first: what is a roof bond?

In simple terms, a roof bond is a material placed between the deck and the roofing materials to provide an integral bond. The bond must be designed to meet the requirements of the applicable codes and standards.

In New York City, for example, a roof bond must meet certain requirements to be approved for use. This includes being able to withstand wind and other forces as specified by the code.

In general, it’s important to choose a roof bond that is compatible with the materials used in the roof system. This will ensure that the bond functions properly and helps to prevent failures.

DESIGNED TO FAIL: COMMON ROOFING SYSTEM FAILURES AND HOW TO AVOID THEM

No one sets out to design a roof that fails. Yet roofing failures are the single most litigated aspect of construction. This article explains common roofing system failures and what to do about it.

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Events

Signature buildings within key US markets

- Building tours
- Roundtable discussion on project and its positive community impact
- 25-50 attendees (paid)
- Video recorded and shared live via Social Media
- Relationship with videos

Conferences
Bar takeovers
eLearning

Ease of completing education, when required

- **Webinars**
  - Promotion only
  - Participating Sponsor
  - 100% Sponsored - Sponsor exclusive

- **Podcasts**
  - Promotion only
  - Ad within program and promo
  - 100% Sponsored - One-On-One
Research

Audience listening is key to commArch’s unique approach

- **BPM brand sentiment**
  How positively your organization’s brand is viewed

- **Selection process**
  How are your products selected

- **Satisfaction**
  Is this audience satisfied with your “go to market” approach

- **Content based on polling**
  Content marketing opportunities (InfoGraphics)

- **Insights**
  What the commARCH audience is focusing on – issues, solutions, product-types, etc.
Lead-Gen Contests

Each month a new “contest” initiative will launch. Sponsorships are available for each or in a series.

- Fits the commARCH brand
- Engages early- to mid-career architects and owners/developers
- Leads associated with venture

Customized packages
Commercial Architecture’s owner, IdeaSoil, is a cutting-edge audience engagement company capable of leveraging the multi-platform content opportunities that exist today. With equal weight placed on all content consumption platforms, the commARCH team will always focus on the audience first, innovating how, when, and where they consume information.

Sales@IdeaSoil.com
Edit@IdeaSoil.com
Info@IdeaSoil.com
Accounting@IdeaSoil.com
IdeaSoil, LLC
(O) 646-397-8241
5603 B West Friendly Avenue, #238, Greensboro, NC 27410