

## IBP AWARDS ENTRY 2018

### ARCHITECTS' JOURNAL | DIGITAL SERVICE

The Architects' Journal's digital content overtook print for the first time in 2017. Our NPS results revealed the website is now the principal way subscribers access our content. This is no mean feat: our audience is deeply wedded to print.

Last year was our best ever year for digital engagement, and 2018 will be even better. Traffic is up 25-30% year on year: this is not due to an increase in file size, but reflects subscribers' deepening relationship with our brand.

So how was this achieved? We make a clear delineation between features-based fortnightly print publication and daily online news; a 'feedback loop' is now in place to convey story performance to editors, which results in intelligent selection of content; consistent growth in file size; a host of incremental improvements and initiatives; and, of course, award-winning, relevant, insightful journalism.

The AJ is often the starting point for important conversations. Thanks to the dedication of our excellent journalists we publish hard-hitting, exclusive content that our free digital competitors wouldn't even be able to dream of. It's our USP. Managing Editor Will Hurst's ongoing [Garden Bridge investigation](#) earned him the dubious honour of being personally insulted by Boris Johnson at a GLA hearing this year. Our journalism matters.

Digital channels are also increasingly central to our commercial partnerships. This year we were delighted to produce [an editorially independent film](#) on the new Bloomberg headquarters which received £25,000 of sponsorship.

Here's a recent testimonial from a digital-only subscriber: 'AJ keeps me connected to the profession. It's a very good publication. It would be awful to have to rely on the alternatives for news.' This sums up what we're about: delivering critical business information and design inspiration, and building a community for UK architects. Our website is crucial to that mission.

The three articles below were exceptionally well read and are good examples of how our exclusive content makes an impact online.

- [AJ Small Projects shortlist 2018](#)  
These awards celebrating innovative architecture on a budget are always popular, but this year even more so: this story is in of our top 3 of 2018. We produced a film about the series and, later, one on the winner.
- [Forensic Architecture: using technology to expose injustice](#)  
When Forensic Architecture was unexpectedly nominated for the Turner Prize, we quickly published our exclusive interview with its founder (which was to go in the next issue) and added it online as an extra, in-depth piece.
- [Exclusive: Architectural expert sacked from Grenfell inquiry](#)  
The AJ was the first to discover that the 'architect witness' to the Grenfell inquiry was not, in fact, an architect. The story was instantly picked up by the Guardian, and other nationals followed.

How to log in to the Architects' Journal website

<https://www.architectsjournal.co.uk>

Login `ibpjudges@aj.co.uk`

Password `abc123`