

IBP Awards 2019  
Editorial brand of the year entry  
*Architects' Journal*

Change is certain: how you anticipate and adapt to it is critical. The Architects' Journal (AJ) serves a profession which is under increasing pressure – but also facing exciting opportunities. The AJ plays a crucial role in empowering architects in their role at the heart of the construction sector.

We work cross-platform, and seamlessly so – encompassing our beautiful fortnightly print publication, our vibrant daily website, our myriad events and our stand-out awards. We provide essential information (investigative news; building studies with technical details), expert intelligence (original research/surveys), and community connection (our campaigning ability; our 'New Ways' feature series on how architects can work differently; our roundtable and panel debates.)

This year we have launched and run two brilliant new events focused on collaboration: AJ Summit, a one-day conference on successful partnerships between architects and clients; and the AJ Specification Awards, which applaud the standout working relationships between UK architects and suppliers. New masterclass events and CPD-accredited features run with partners such as James Hardie support our growth.

How do we pull this all together? AJ's team of editorial experts have the freedom to explore and push boundaries.

Take our special '**Wake Up**' edition early this year which set the professional agenda to reduce whole-life carbon in buildings and show a new role for architects. It was fuelled by an investigation by managing editor Will Hurst and brought to life by an arresting cover by art director Ella Mackinnon. We established an industry focus group to help drive our coverage. We made three mini-films to explain what architects can do to effect change. The three building studies – commissioned by architecture editor Rob Wilson – give important practical inspiration. Our talented news editor Richard Waite, working with senior reporter Ella Jessel, secures evidence and arguments for this hugely important editorial drive. Right down to the 'Wake Up' gif design, tailor made for social media, we have relentlessly driven and supported our sustainability message, providing the tools for architects to make a difference.

Our connection with our community is evidenced by the AJ's special issue on **Manchester**, which is bursting with completed projects, comment and news. Specifically, Richard Waite's fantastic news feature about the challenges facing Manchester in growing and going carbon zero addressed our substantial focus on the most important issue of 2019: sustainability and climate change. Interviews included time with Andy Burnham,

mayor of Greater Manchester.

The **Revisit** issue considers important green approaches for architecture from reuse to recycling. Looking to a future beyond demolition, the AJ's 'New Ways' feature shed light on understanding the constituent parts of a building, and how these 'materials passports' might change the very nature of how we value buildings. As circular economy expert Duncan Baker-Brown said: 'The whole issue of the AJ was fantastic. Well done with your awareness raising of these potential tools and inspirational case studies.'

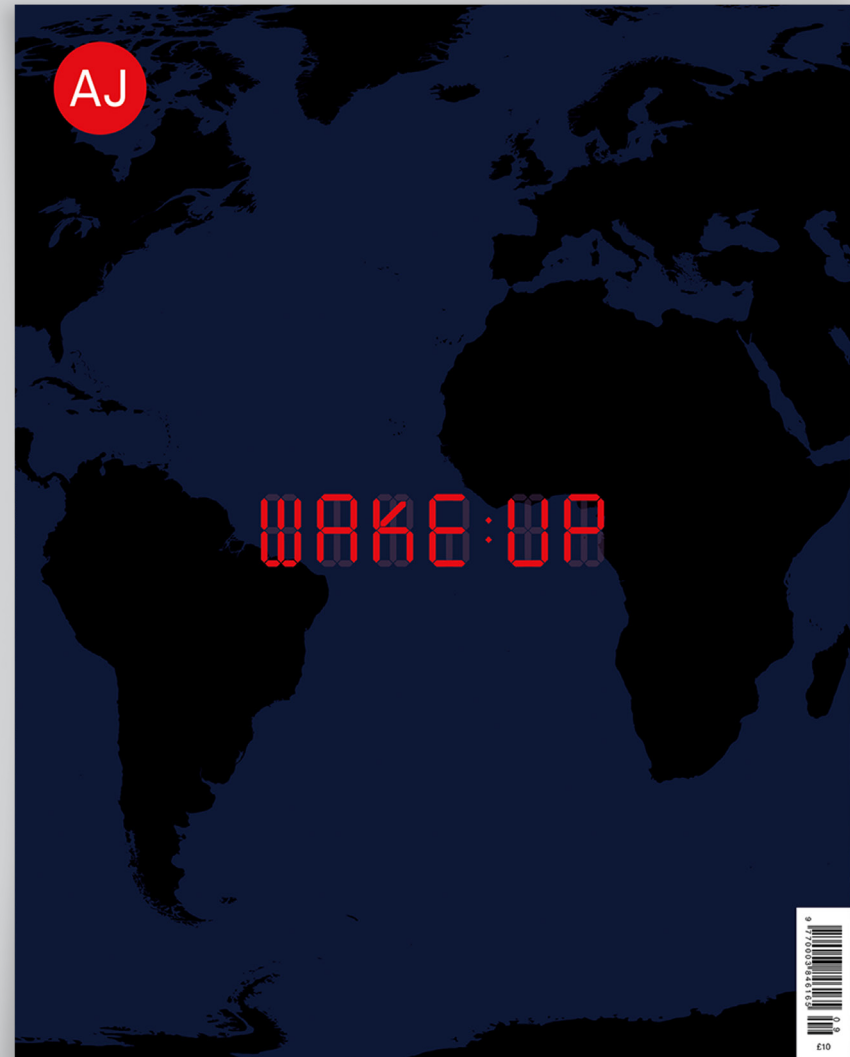
Digital engagement across the whole brand is substantial, and growing, led by the AJ's exceptional head of engagement Mary Douglas (the AJ won B2B digital editorial team of the year at the AOP Awards this June.) Twitter followers are at a massive 277K, we've seen a 27% increase in our Instagram followers, while LinkedIn has grown by 30,000 users to the end of August 2019. Corporate subscriptions are up (+20 per cent) and registered users are up. In terms of engagement figures, page views are up by 9 per cent and sessions by 13 per cent. Through our agenda-setting coverage, practical advice and inspirational coverage, the AJ is supporting and spearheading a vibrant profession. And we're relishing this time of change.

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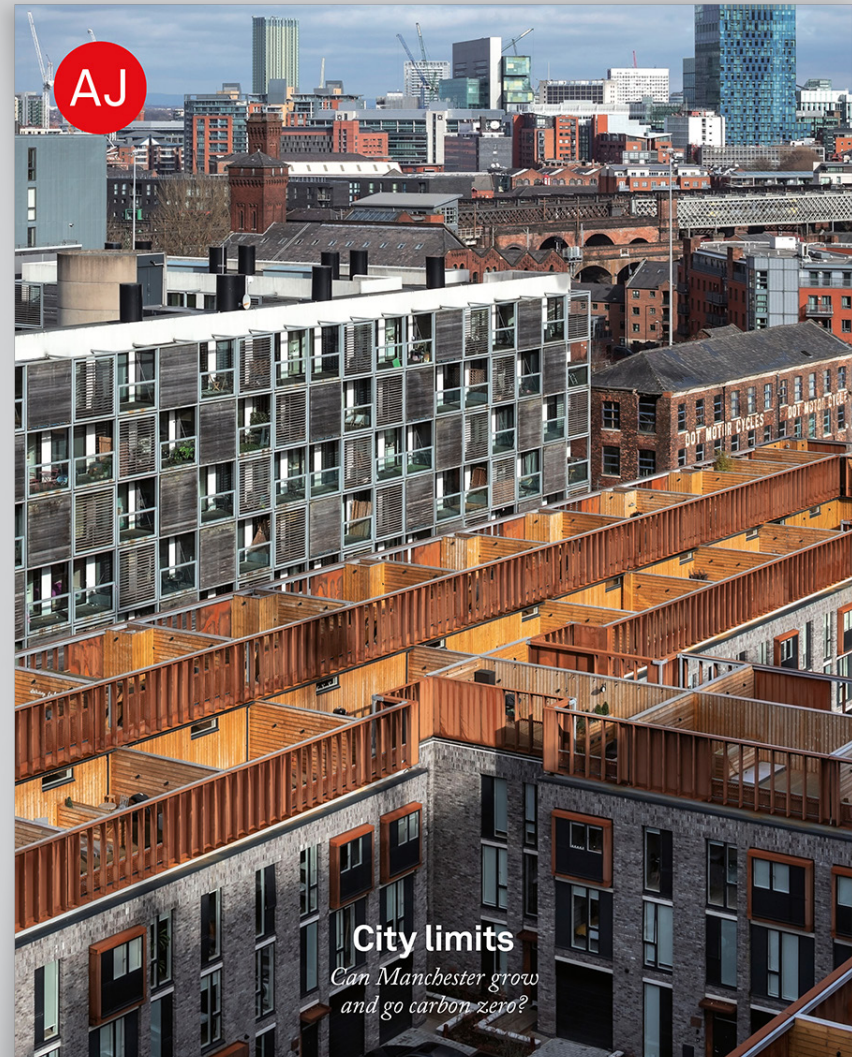
Supporting material 1/3  
**Wake up: climate change special**  
*28 February 2019*

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Supporting material 2/3  
**City limits: Manchester special**  
16 May 2019

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Supporting material 3/3  
**Revisit: Recycle Reuse Revisit**  
8 August 2019

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