



THE AMERICAN INSTITUTE
OF ARCHITECTS

**NEW AIA/HANLEY WOOD INTEGRATED MEDIA PARTNERSHIP
SUPPORTS OPPORTUNITIES THAT ADVANCE THE ARCHITECTURE
PROFESSION**

Agreement creates portfolio of integrated media channels, editorial, events, and continuing education with a media partner committed to increasing the impact and relevance of the contributions of the AIA and its members.

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For Immediate Release

Washington, D.C. – May 11, 2010— The American Institute of Architects (AIA) reached agreement on a five-year integrated media partnership with Hanley Wood, LLC that will increase the value of AIA membership as well as expand the reach and impact of member knowledge and expertise. The AIA / Hanley Wood agreement, unprecedented in its proposed use of digital media, integrates AIA member knowledge and thought leadership through Hanley Wood magazines, web sites, events, the AIA Annual Convention, joint research initiatives, and support for AIA chapters.

The wide-reaching agreement, effective January 1, 2011, creates an integrated media offering that encompasses print, online, the AIA convention, and digital platforms to serve the AIA in achieving its goals to meet the professional development and communication needs of its members. Both parties strongly agreed that the editorial independence of Hanley Wood publications, widely recognized by the industry as a long-standing hallmark of credibility, will be central to the ongoing success of the partnership. The agreement also recognizes the key role that the many AIA Chapters play in serving members and includes support for the dedicated professionals who manage them.

“This is an innovative agreement that was drafted with AIA members foremost in our minds,” said AIA President George H. Miller, FAIA. “Our partners at Hanley Wood bring fresh ideas and a collaborative approach to opportunities that can advance our mission that are clearly based on their deep commitment to the profession of architecture. Our partnership fully embraces the needs of members and will create more value for membership in the AIA.”

“We are elated to, once again, partner with the AIA,” said Hanley Wood CEO Frank Anton. “Hanley Wood had its beginning as the first publishing partner for the AIA in 1976 and working together, we now have opportunities to make the architectural profession more robust and relevant to the design and construction industry and the public.”

Perhaps the more important element of the agreement deals with how the partnership integrates the knowledge created through contributions and activities of AIA members across all of the Hanley Wood digital and online properties. Combining the digital capabilities of the AIA and Hanley Wood means that valuable information and knowledge can easily be repurposed to reach a much larger audience. Additionally, the agreement will provide member access to Hanley Wood's vast editorial resources, which creates more opportunities for AIA members to secure coverage of their work.

Under the new partnership agreement, AIA members will receive four Hanley Wood publications as a benefit of membership. Hanley Wood's *ARCHITECT* becomes the official magazine of the AIA. It will feature exclusive coverage of all AIA programs, and initiatives, including AIA Knowledge Communities, State and Local AIA Chapter activities, and efforts that involve individual members, with an increased focus on three primary areas—design, business, and technology. The magazine will showcase design and design excellence wherever it is evident.

Members will also receive digital editions of Hanley Wood titles *residential architect*, *EcoHome* and *Eco-Structure*, including full access to their respective web sites. Each of these magazines will provide AIA members with the information they need to take their practice—or careers—to the next level through news, case studies, and research on essential sustainability practices and products as well as a niche focus on residential design, important to a large number of AIA members.

Other aspects of the agreement deal specifically with planning and operations related to the annual AIA Convention and Design Exposition, including how Hanley Wood will build on the existing successful model for AIA Convention by leveraging their long-time expertise in the design and construction industry, cutting-edge use of digital and online resources to improve the attendee and exhibitor experience, and purchasing power with vendors, suppliers and subcontractors. Members and attendees at the 2011 AIA Convention in New Orleans should anticipate an exciting and richer convention experience that extends the impact of the event throughout the year.

Additional details concerning the terms of the partnership terms are proprietary. However, the AIA and Hanley Wood established a mechanism for ensuring that the partnership continues to meet the needs of AIA members and Chapters, including forming an editorial advisory committee, conducting annual member and market research, and developing a strategy for extending the reach and impact of AIA expertise and knowledge embodied in its programs, events, and continuing education beyond the design and construction industry.

Background

The existing contractual agreements with the AIA's current publishing partner and convention management company expire at the end of 2010. In January 2010, the AIA Board of Directors selected Hanley Wood, LLC to begin negotiating development of an

integrated media approach for the AIA's official publication and annual convention. The AIA decision was made following a confidential RFP process, due diligence of a Board-appointed Integrated Media Task Force guided by criteria developed by the Board, in-depth discussion of the attributes of the proposals, and thorough evaluation of the responses based on those attributes.

The Board instructed the AIA President and Executive Vice President/CEO of the AIA to negotiate with Hanley Wood an integrated media partnership agreement that would create an integrated convention and publication offering.

The AIA recognizes that our current partners provide AIA members and the profession with valued services and will continue to work closely with them to fulfill the terms of its contracts and maintain a constructive dialogue to explore future opportunities to work together.

About The American Institute of Architects

For over 150 years, members of the American Institute of Architects have worked with each other and their communities to create more valuable, healthy, secure, and sustainable buildings and cityscapes. By using sustainable design practices, materials, and techniques, AIA architects are uniquely poised to provide the leadership and guidance needed to provide solutions to address climate change. AIA architects walk the walk on sustainable design. Visit www.aia.org.

About Hanley Wood, LLC

Hanley Wood is a leading business-to-business media company focused on the residential and commercial construction and design industries. Its diverse portfolio includes magazines, Web sites, e-newsletters, exhibitions and conferences, custom marketing and data services.

Hanley Wood is comprised of four platforms: Business Media, which publishes more than 30 magazines, featuring *Builder* and *Architect* magazine, along with related Web sites, e-newsletters, and conferences; Exhibitions, which produces marquee events such as World of Concrete, bringing residential and commercial construction professionals face-to-face with manufacturers, suppliers, distributors, and service providers, and also manages events in other industries; Market Intelligence, which collects and aggregates proprietary data sets that capture hundreds of pieces of profile and material information about housing developments in more than 75 housing markets; and Marketing, which plans, creates, and executes strategic and integrated marketing solutions for its clients. Visit www.hanleywood.com.

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