



Further information

If you have any queries about RIBA sponsorship, we would be delighted to speak to you. Please contact Richard Tomlin, Head of Sponsorship + Sales Richard.Tomlin@riba.org

Royal Institute of British Architects
66 Portland Place
London
W1B 1AD

Cover Image: Goldsmith Street, RIBA Stirling Prize winner, 2019 ©Tim Crocker

RIBA Reach

RIBA 
Architecture.com



©Nick Strugnell

About us

The Royal Institute of British Architects champions better buildings, communities and the environment through architecture and our members. We provide the standards and training to ensure British architecture leads internationally. We campaign on issues to improve the quality of the built environment.

As part of the construction industry we work hard with our partners to sustain excellence. Our architectural library is the biggest in Europe, with more than four million items. Our annual Regional and National Awards programme culminates in the RIBA Stirling Prize, recognised as the most prestigious award for architecture in Europe.

We validate architecture courses in 300 universities in more than 60 countries and globally we represent 45,000 members who we email with news once a week.

As a registered charity we do not receive any government funding but rely on our members, corporate partners, sponsors and our charitable trading operations to make our work with the public possible.

Architects



The Royal Institute of British Architects sends an email newsletter to

42,000

architects at home and abroad every week

The Royal Institute of British Architects represents

85%

of all architects in the UK

More than

26,500

architects receive the RIBA Journal every month by post

The Royal Institute of British Architects sends an email newsletter to

11,500

Architecture students at home and overseas every month

The institute validates architecture courses in

60 countries

in more than 300 universities



RIBA Stirling Prize 2019

Our channels

We reach out to architects, design professionals, the construction industry and the public through a wide range of channels. Across England and Wales, we deliver professional events for our members as well as engaging exhibitions, talks, tours and workshops for the public. We open up opportunities for our sponsorship partners to meet thousands of our members every year. We strongly believe that nothing beats direct contact when you have a message to get across.

Our expert media team generate hundreds of stories each year which are published in magazines and newspapers with a combined circulation of more than 195 million. Our social media channels are growing year on year and we currently have over 482,000 people engaged with the RIBA via, Twitter, Facebook, Instagram, LinkedIn and YouTube. architecture.com is the top listing on Google, Bing and Yahoo in the UK. Our website has 7.7 million unique page views per year and that figure is growing.

We lead the way on awards with over 2,500 architects engaged in submission of awards entries each year. More than 2000 architects and clients attend our awards events annually. Awards in 2018 engaged over 500,000 people via our social and digital channels and the BBC online.

Our public policy work and our exhibitions generate significant media interest with a very broad audience extending our reach beyond the professional and the construction industry.

Social Media

@RIBA

178,000

people follow us on Twitter

More than

71,000

followers on LinkedIn

RIBAarchitecture

71,000

people like us on Facebook

@RIBA

152,000

people follow us on Instagram

RIBA Architecture

10,500

subscribers on YouTube





Architecture.com

Architecture.com attracts

7.7 million

unique page views annually

Find an Architect pages on architecture.com get over

485,000

unique page views annually

Professional pages on Architecture.com achieve over

643,000

unique page views annually

Architecture.com is always top ranked on

Google, Bing & Yahoo

Our What's On pages achieve

453,000

unique page views annually

Press, TV and Radio



The Institute generates over

400

TV & Radio mentions annually

RIBA stories reach a combined circulation of

195 million

in newspapers and magazines

Exhibitions

Over the past 12 months
RIBA exhibitions were seen by

120,000

people, both at the
Institute and the V&A

The Royal Institute of British architects
protects over

4 million

artefacts for the nation in our collection

The "Brits who Built the Modern World"
exhibition alone, achieved

8.4 million

of combined newspaper and
magazine circulation

Our exhibitions reach

4.7 million

people on social media

The Mies Stirling Exhibition was reached over

2.1 million

on our social media channels



Awards

The RIBA Awards celebrations are attended by over

2,000

architects and clients

Our partnership with BBC Online generated

1.5 million

clicks on Stirling Prize content

The RIBA Awards Programme has more than

520

projects submitted annually

The RIBA Awards Programme generates more than

150

regional press articles annually

Announced on BBC and Channel 4 News, more than

5 million

TV viewers see the winner of The Stirling Prize live and on demand

@RIBA tweets seen by over

800,000

in the run up to the Stirling Prize

International Prize

The RIBA International Prize had a

711,000

social media reach

Our partnership with CNN Style reached

40 million

people online

The RIBA social media
engagement

39,000

likes, shares, retweets and comments

The RIBA International Prize
generates more than

468

global press articles

The International Prize pages on
Architecture.com received

51,000

unique pageviews

Total reach across all media

6.9 billion

for the RIBA International Prize



66 Portland Place ©Philip Vile



©Robert Leslie

More about RIBA

The RIBA was founded in 1834 for '...the general advancement of Civil Architecture, and for promoting and facilitating the acquirement of the knowledge of the various arts and sciences connected therewith...'. We do not receive any government funding but rely on our members, corporate partners, sponsors and our charitable trading operations to make our work possible.

The Royal Institute of British Architects was granted its Royal Charter in 1837 by the Privy Council under King William IV. Supplemental Charters were granted in 1887, 1909 and 1925. These were subsequently revoked and replaced by a single Charter in 1971. Minor amendments have been made from time to time since then.

The Byelaws provide the RIBA's operational framework and are updated more frequently to keep up with the times. Being a Royal Charter body, any revisions to the RIBA's Charter and Byelaws require the approval of the Privy Council.

We deliver real return on investment.

91%

of our 2018 sponsors were back again in 2019