



The leading monthly magazine on architecture and  
Interior design in France  
Cover Price: € 24.00

### MARKET POSITION:

**Amc** is the leading monthly magazine and the reference on architecture and Interior design in France. Its readership is mostly composed of decision-makers; 79% of them work on construction sites in excess of 500 K€ and 81% are architects. The significant rate of subscription (90%)\* means that the *amc*'s readership is loyal, attentive and liable to reread issues on a regular basis. (Group Moniteur Profiling Ipsos survey)

		<b>amc</b>
<b>Total circulation</b>	OJD 2011	<b>14,450</b>
<b>Total Paid Circ.</b>	OJD 2011	<b>9,015</b>
<b>Readership</b>	(publisher stat. 10)	<b>60,000</b>
<b>Subscribers</b>	OJD 2009	<b>10,175</b>

### EDITORIAL PROFILE:

**Amc's** editorial content has a complete coverage of all architecture and technical news in the building trade. This is an indispensable tool for architects delivering all necessary information on new products, technical and architectural changes and innovations. There are four separate and practical parts:

- **News:** “reflects architect’s expectations”, everything concerning buildings of all sizes, the most recent creations in France and other relevant European projects (building, interior architecture, design, urban renovation...)
- **Details:** “design tool”, examples of European works (plans, pictures...), in depth reports with technical details.
- **Materials:** “a 2D show room”, a continuous update on available materials and applications, a presentation on a specific theme, which encourages the retention of issues.
- **Interior:** “a zoom on a specific project”, with all details essential to appreciate it as the architectural plan, interviews with architects, source of materials.
- **IT:** “an expert buyer’s guide”, software, digital tools, and website for design and renovation.

Everything is done so as to invite the reader to use the magazine as soon as he needs information. Once a year, 2 special issues are published to cover in depth an annual review on French architecture, “One year of architecture in France” and a special report on tertiary renovation, “Tertiary renovation special”.

### TECHNICAL SPECIFICATIONS:

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