firm profile



Firm profiles are free to AIA North Dakota member firms.

Please email the following Firm Profile information to admin@scgnd.com or mail to PO Box 7370, Bismarck, ND 58507. Please include a high resolution file of your logo as well. If you are interested in additional copies of the magazine, please email us at admin@scgnd.com.

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	s - ex. Steve Lovie Smith, AIA, LEED AP, CSI) of AIA ND to be able to list profile in the magazine, please mark an asterisl
firm personnel by disciplin	
ArchitecturalInterior DesignerEngineerAdministrative	Other ProfessionalOther TechnicalTotal in Firm
work percentage (list percentage	ge for each)
Education/Academic Buildings Municipal/Civic Buildings Sustainable Design Restoration/Preservation Medical Facilities/Health Care Interior Architecture Churches/Worship Facilities	Housing (multiple units, hotels, dorms) Residential (new, remodel, additions) Office Buildings/Banks/ Financial Industrial/Manufacturing/Warehousing Retail/Commercial Senior Housing/Health care Museums/Cultural Centers
projects (name, location – list up to fo	our)

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- In a survey conducted by the American Business Media, trade journals such as The North Dakota Architect earned a very high "Media Credibility Index" from the 350 survey responders. This was by far the highest rating of any communications medium.
- The business-to-business press is the first-read medium for business purchasers, decision-makers, owners and high-level management. Research shows that specialized business publications, like The North Dakota Architect, lead in convenience, credibility, objectivity and valued, relevant educational editorial.
- Expanded distribution. Cost per contact in The North Dakota Architect is less than 0.25 cents on average per contact.
- Commercial and Residential Award Winners
- Ads in specialized business publications, such as The North Dakota Architect, are considered useful or very useful over 3 times as often as advertisements in generalized business publications that are not tailored to a particular industry.
- On a scale of 1-5, where 1 is low and 5 is high, specialized business publications got a 4.0 from business decision-makers who were asked to choose the "most informative" medium from which to receive their business information.
- 84% of industry decision-makers look at the ads in the professional journals they read at least 50% of the time.
- Business decision-makers also tend to view industry trade publications as more objective, with 75.2 % calling the trade press "highly objective" or "somewhat objective."
- Advertising in The North Dakota Architect is an extraordinary way to reach a very targeted and elite business market.
- The North Dakota Architect is the most frequently read magazine by members of the AIA North Dakota, surpassing other trade publications. Our members report that this is the one trade journal they read first.

AIA North Dakota

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