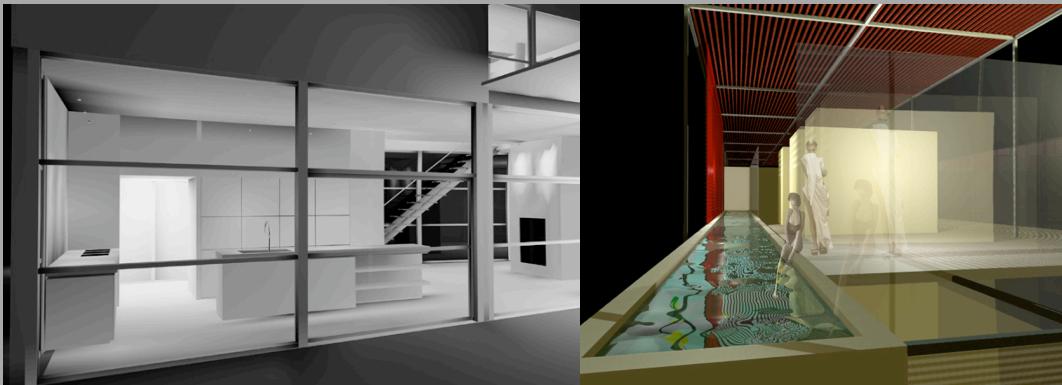


a r c h i t o s h

Architosh Media Kit

For media, prospective advertisers, partners and corporate sponsors.
Quarter 3, 2005



Introduction to Architosh.com

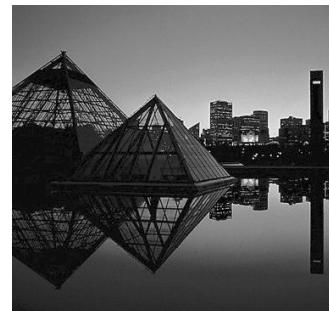


Architosh.com was launched in February of 1999 and quickly became recognized as the premier IT destination on the Internet for Macintosh-based CAD/3D and AEC professionals and students worldwide. As an award-winning site, Architosh is a recognized authority in the Macintosh news and CAD/3D/AEC industries. Worldwide, we have more than 20,000 links pointing to Architosh.com from universities, CAD sites, corporations, AEC firms, user group sites, and from top-tier marketing sections on Apple Computer corporate Web sites in the US and abroad.

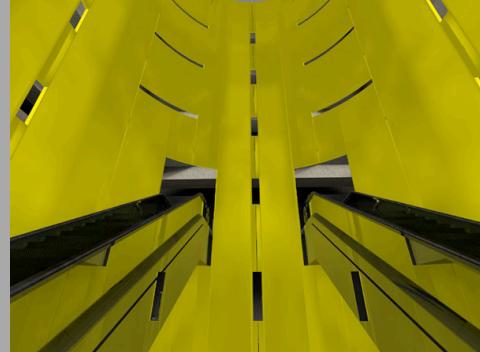
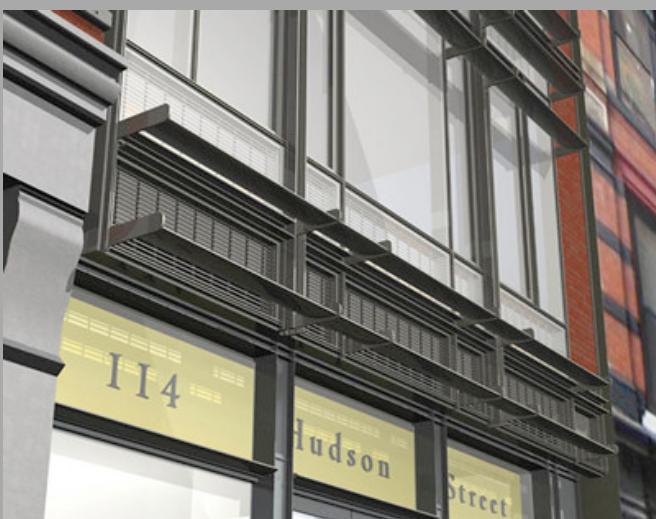
The goal of Architosh is to provide the most comprehensive informational resource to professional and student CAD/3D and AEC users on the Macintosh platform -- through industry news, reviews, commentary, interviews and profiles, and by hosting an active forum community and site membership. (AIWUG).

We are proud to note that Architosh has been written about or quoted in dozens of leading IT publications (print and online) including: *MacCentral*, *ZDNet*, *eWEEK*, *MacWelt*, *CADWire.net*, *Wired*, *3D World Magazine*, and *Architectural Record*.

Architosh is proud to donate to the AEC community by annually sponsoring young architects in the ArchVoices essay competition, co-sponsored by the American Institute of Architects (AIA).



What People Say About Architosh.com



Our readers and our advertisers consistently praise our efforts to offer timely and informative news, features and product reviews. Here is a sampling of what they have said:

"Thanks for the great interview. You produce a great service by such interviews. Insight into the minds of industry leaders is fantastic, and provides a forum for technology and its application in the design world outside of just the Mac community." ---- **Ralph Byrd.**

"That is certainly the most comprehensive review of my book to date. Thanks." ---- **Jonathan Cohen, AIA,** author of *Communication and Design with the Internet*.

"Our Internet advertising with Architosh.com has far exceeded our expectations....We started experimenting with Internet advertising about a year ago by running ads on Architosh and another popular architecture Internet site. Architosh.com pulled in almost three times as many click-throughs and continues to be one of our best lead generators." ---- **Dan**

Monaghan, Marketing Director, Nemetschek North America Inc.

"I really enjoyed your review of MacDraft 5. I am in the real estate business and need to review architect's drawings for tenant buildings." ---- **Jimmy McSpadden**

"First of all, let me congratulate you on a beautiful site in Architosh.com. It seems to be a wealth of information and a great resource for networking and outreach into the Macintosh and AEC communities." ---- **Kyle Thiel, B.Arch. Student**

"Looks really thorough -- one of the best reviews I've seen." ---- **Shari Cheves, Marketing Director, Hot Door, Inc.**

"The end user is the beneficiary of all honest and serious discussions and dissemination of ideas, facts, and opinions. Your site provides a great service." ---- **Nader Family, CEO, BOA Research.**

"It was worth waiting for -- thank you very much! It's nice to get a review where someone has taken the trouble to look closely at the software."

----- **Chris Russian, Informatix Software International**

"I have to say your review was one of the most thoroughly analyzed and well-worded ones I've read in a long time. Simply fabulous! It was a pleasure to read it. Thank you." ---- **Simone Paddock, Online Evangelist, O'Reilly & Associates**

Architosh Demographics



Architosh is read by approximately 18,000 to 25,000 individuals monthly in more than 70 countries worldwide. Its membership list (AIWUG) consist of nearly 450 firms. And it currently has over 1250 registered members in its discussion forums.

Approximately 50% of our readership is outside the United States, with high concentrations in the following countries: United Kingdom, Germany, Netherlands, France, Italy, Japan and Australia.

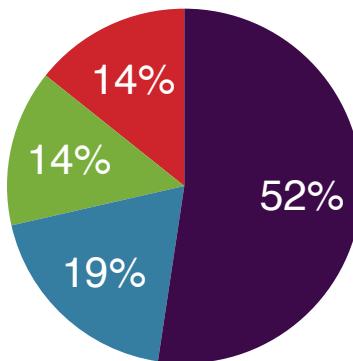
Over 55% percent of our readers are Architects, while approximately 20% are general 3D Professionals. Half of the remaining 30% are Engineers, Technologists and Scientists.

75% of our readers are Firm Princi-

pals, Owners, or IT professionals with recommendation or final purchase roles -- regardless of firm discipline type or industry.

Moreover, Architosh fields dozens of emails monthly by offering readers free Pre-Purchase consultation services.

We then, in turn, translate that reader/end user information into data serving 'white paper' projects which can benefit software companies serving these very same readers.



● Architects ● 3D Pros ● Engineers/Technologists ● Others

The Cascade Effect

Architosh's impact is much larger than just its loyal reader base. Every week consultants, IT directors, and technology writers scan the site for the latest news on Architosh to stay on top of developments in the Mac CAD/3D and AEC fields....and in turn pass on this information to clients, colleagues, employees, and audiences, amplifying Architosh's influence many fold.

This relationship between Architosh's content to its many expert readers can be described as "cascading" from us to the client or end user -- via technology consultants who are many of our closest allies and strategic partners. In some cases such IT experts serving the CAD and 3D professions are part-time contributors to Architosh, such as Rick Bernstein, president of Three Dimensional Technology, a New York City based consultancy serving architects and other CAD and 3D professionals.

And in other cases our advertiser-sponsors are the ones doing the cascading, as is the case of Gregory Conyngham, AIA, president of Integrated CADD Services -- a long-time supporter of Architosh who specializes in ArchiCAD sales, training and support services, in addition to being one of the nation's leading, AEC-based Apple value-added resellers (VARs).



- Writer Robert McMillian, of *Wired* magazine, has interviewed Architosh editor, Anthony Frausto-Robledo, in a major article entitled: "IBM Promises Muscle for the Mac" (see www.wired.com/news/mac/0,2125,55722,00.html)
- Matthew Rothenberg of the distinguished IT publications *eWEEK*, *ZDnet* and *PC Magazine* has quoted Architosh numerous times regarding far reaching and forward looking, inside information on upcoming Apple technologies and products -- especially in regard to microprocessor technologies and road maps.
- Writer Ed Ricketts of *3D World Magazine* has interviewed Architosh editor, Anthony Frausto-Robledo, for an upcoming feature news article on Apple and Intel's new historic partnership and what the transition to Intel processors will mean for professional Mac CAD and 3D users.
- Dr. Joel Orr, of Cyon Research Corporation, named a "Distinguished Fellow" of Autodesk Inc. and a former "Bentley Engineering Laureate" wrote commentary on an Architosh article on *CADWire.net* about Maya and the Macintosh (see: www.cadwire.net/commentary/?16293)
- Esteemed industry expert, Jerry Laiserin, FAIA, contributing editor to *Architectural Record* and publisher of the *LaiserinLetter*, lists Architosh as one of only ten CAD publications online he finds "worth reading" -- calling editor Anthony Frausto-Robledo, "doggedly determined".

Advertising with Architosh.com

Offering unique and timely content, Architosh.com is the only site dedicated exclusively to Mac CAD, AEC and 3D visualization professionals. In fact, Architosh has become synonymous in the Macintosh online news world with Macintosh CAD.

Our position is so strong in the market that any Google web search for "Mac CAD" or "Mac 3D" will result in Architosh listings at the top of the first page.

Topping dot-com levels for the first time, 2004 Internet ad revenue in the US surged to a record \$9.6 billion -- a **33% increase from the prior year.**

For 2005 researcher eMarketer predicted growth of 33.7% in 2005, reaching nearly \$12 billion. The increase in Web ad spending bolsters our view that well executed online campaigns to clearly defined vertical markets generates positive results.

The future of media -- especially online media -- is "narrowcasting", a model that, unlike broadcasting, requires that users authenticate their true interest in the subject. Architosh.com has been doing this since 1999, wherein we quickly built a list of those who were most interested in our publication and mission. Known as the **Architosh International Web Users Group listings, (AIWUG)** has been helping us verify our readership and define ourselves.

Additionally, Architosh.com features a growing online community forum site with over **1250 registered members** and nearly 4000 posts. We have forums dedicated to nearly

every single Macintosh CAD or 3D product available on the market.

"The future of Web advertising is about building long-term relationships with online communities...communities filled exclusively with your current and prospective customers." ---- USA Today, Special Article on Online Ad Trends, 2002

According to a study by McKinsey, the community features of e-business (B2B) Web sites like Architosh.com are helping drive loyalty and purchases. In the study, McKinsey found that users who contribute product reviews or post inside bulletin boards (forums) visit sites more than nine times as often as users who don't use these community features. They

also remain twice as loyal and buy nearly twice as often.

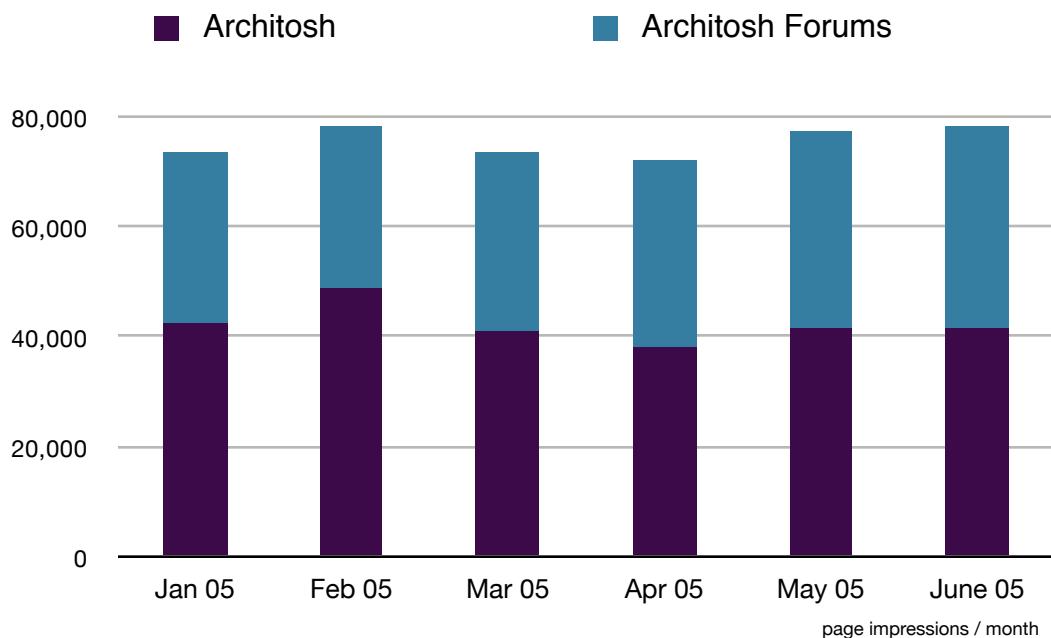


Architosh's community forums gives users a place to discuss issues and techniques about products relevant to their business. By joining AIWUG users can contribute to our mission of promoting the use and adoption of the Macintosh platform in CAD and 3D industries.

Over and over again, readers continually thank us for the role we play in supplying them the informational services they need for running their businesses on the computer platform they so enjoy: the Mac.

Current Site Statistics

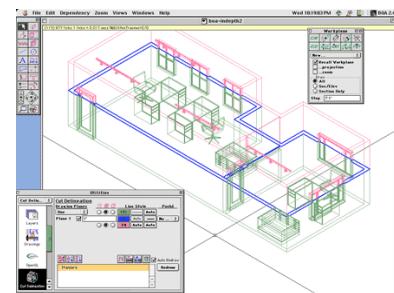
Architosh's page impressions are being boosted by growth in the site's active forums, which have attracted on average over 52 new registered forum members per month. However, at any given time, Architosh's forums are being read by one to three dozen readers, of which less than 10 percent are registered members, indexing an increase in interest in Macintosh CAD and 3D. We see this being reflective of Apple's growth.



As the Internet continues to be defined as "the" medium **for professionals**, sites which specifically target your audience are critical to effective deployment of narrowcast marketing strategies which advertise and brand your company, products and services.

Less than 10% of our monthly readers are outside our demographics user definitions, and only 3% of our readers define themselves as 'hobbyist'. Architosh's audience is nearly all professional.

Architosh is your road map to understanding the professional, as well as the student, Macintosh CAD/3D user in the industries of architecture, industrial design, engineering, technology, and general 3D studio professional arts.



Advertising Contact & Information



Architosh offers competitive advertising and promotional opportunities across a range of Internet banner and text ad options. Our current offerings consists of the following ad banner sizes: 468x60, 125x125, 120x60 and 120x600 skyscraper ads -- all statically located.

We are committed to working with you to tailor an ad campaign on Architosh to suit your marketing needs. Our current and past advertisers reflect a growing Macintosh software and services industry and include: Archway Systems, BOA Research, Electric Image, Eovia, Hot Door Inc., Integrated CADD Services (ICS), MacroEnter Corp. and Nemetschek North America. Our technical and market 'white-paper' customers include: Apple Computer, Autodesk, Oce International, HP, Nemetschek North America, and the University of Toyko.

To discuss promotional opportunities with Architosh and obtain a Rate Card, please contact Karen Popp, Business Development Manager at: 415-460-1144 (SF Bay Area)

For all other editorial questions or to express interest in our Architosh e-Store website section please contact Anthony Frausto-Robledo, Editor-in-Chief and Publisher at: 617-312-3305. (Boston)

