



ARCHITECTURE WAVE

MEDIA KIT - PORTFOLIO 23



Architecture Wave is dedicated to showcasing interior design that uplifts and motivates people while enhancing their lifestyle. Our social media channels provide daily content and fresh ideas that challenge traditional conventions of what design should look like. We not only offer expertise on how to make living spaces an ideal place to live, but we also strive to inspire others to create their own unique spaces that are both functional and aesthetically appealing.

Your atlas to a life with superior design.





AW AUDIENCE REACH

WE REACH A DESIGN-OBSSESSED COMMUNITY OF

13 MILLION

IN 90 DAYS PERIOD

FOLLOWERS

441K

NON-FOLLOWERS

12.6M

IMPRESSIONS

44M

TOP CONTENT BASED ON REACH

POST

13.3M

REELS

212K

STORIES

87.6K



AW AUDIENCE ENGAGEMENT

For those who love interior design, architecture and travel. Excellent curation of topics in an accessible format on the best in architecture, design, and products.

ACCOUNTS ENGAGED

1.8M

FOLLOWERS

188K

NON-FOLLOWERS

1.5M

CONTENT INTERACTION

4.3M

LIKES

3.1M

SAVES

790K

IN 90 DAYS PERIOD

AW AUDIENCE

Our brand has received high praise from both industry experts and the public alike for our exceptional quality. We have gained a loyal following of high-profile celebrities and social media influencers who regularly endorse and support our brand.

DEMOGRAPHIC CHART

35.9%
Men

BEHAVIOR OF MEN

Men might be more interested in technical details, innovative designs, DIY and home improvement and architectural concepts.

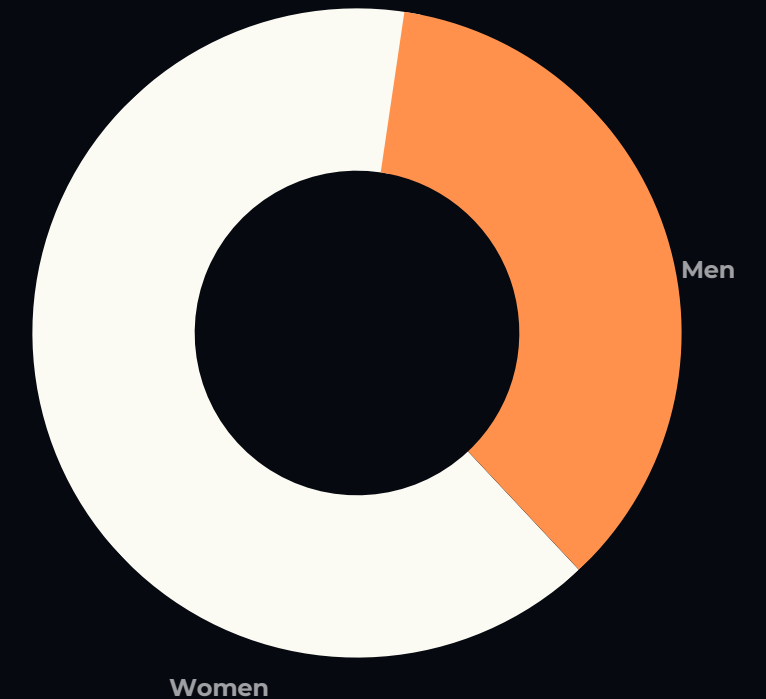
64.1%
Women

BEHAVIOR OF WOMEN

Women are often interested in home decor and family-friendly interior designs. They engage with posts highlighting the latest trends, color schemes, and decor styles, seeking inspiration for their own spaces.

GENDER

The distribution of our followers separated by men and women.



TOP AGE RANGES

40.7%

THE VISIONARIES 25-34

Many individuals in this age group are interested in homeownership, have career aspiration, and want a lifestyle transition.

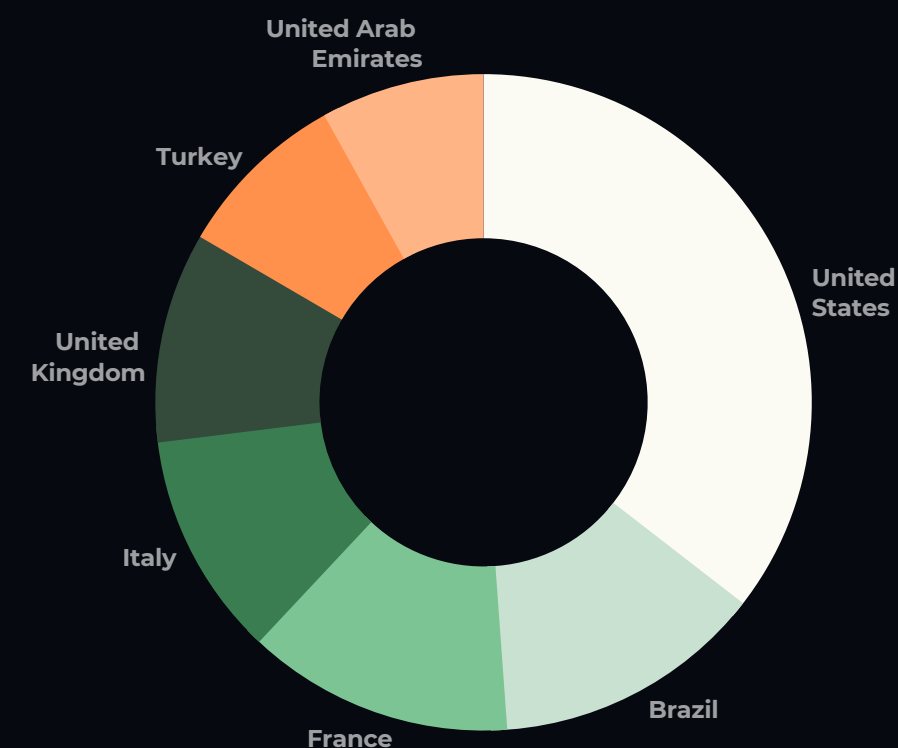
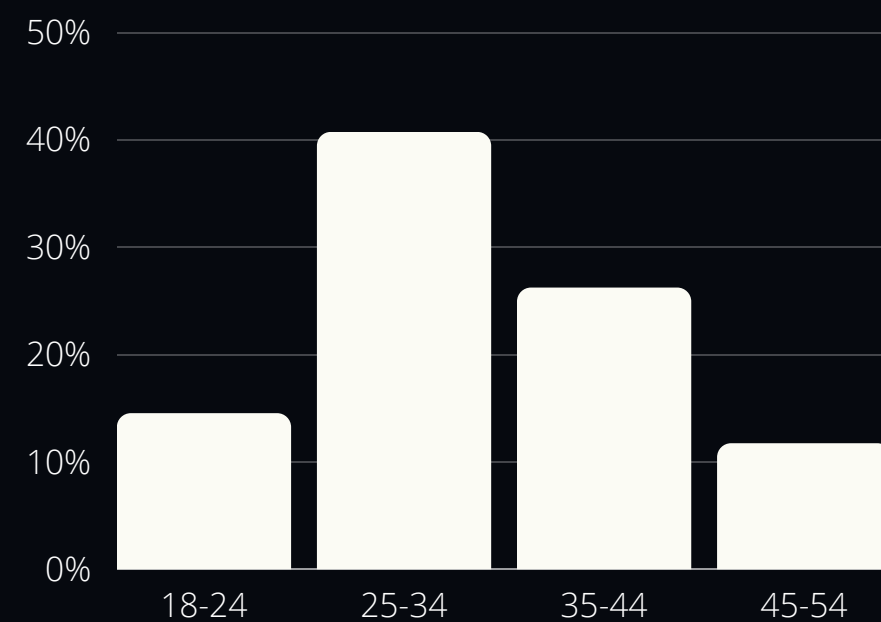
26.2%

THE STYLISH HOMEMAKERS 35-44

This age group seeks inspiration, industry trends, and creative ideas for making informed decisions about homeownership, home renovations and aesthetically pleasing living spaces.

AGE RANGE

The distribution of our followers broken down by the following ranges: 18-24, 25-34, 35-44, 45-54.



TOP COUNTRIES CHART

15.4%
US

DATA ONE

This segment represents a significant consumer market. They are interested in purchasing home decor items, furniture, and services related to interior design and home improvement.

24.2%
Europe

DATA TWO

Europe comprises a wide array of countries, each with its unique architectural and design heritage. Our European audience might be interested in exploring diverse design styles ranging from Scandinavian minimalism to Mediterranean warmth.

TOP LOCATIONS

This chart allows you to see the top seven countries where our followers are located.

TOP PERFORMING

The posts that attract the most likes, comments, and shares are the ones that connect with the audience on an emotional level, inspiring them to dream big.

Accounts reached

7,503,986



305408 2169 8190 112549

Accounts reached

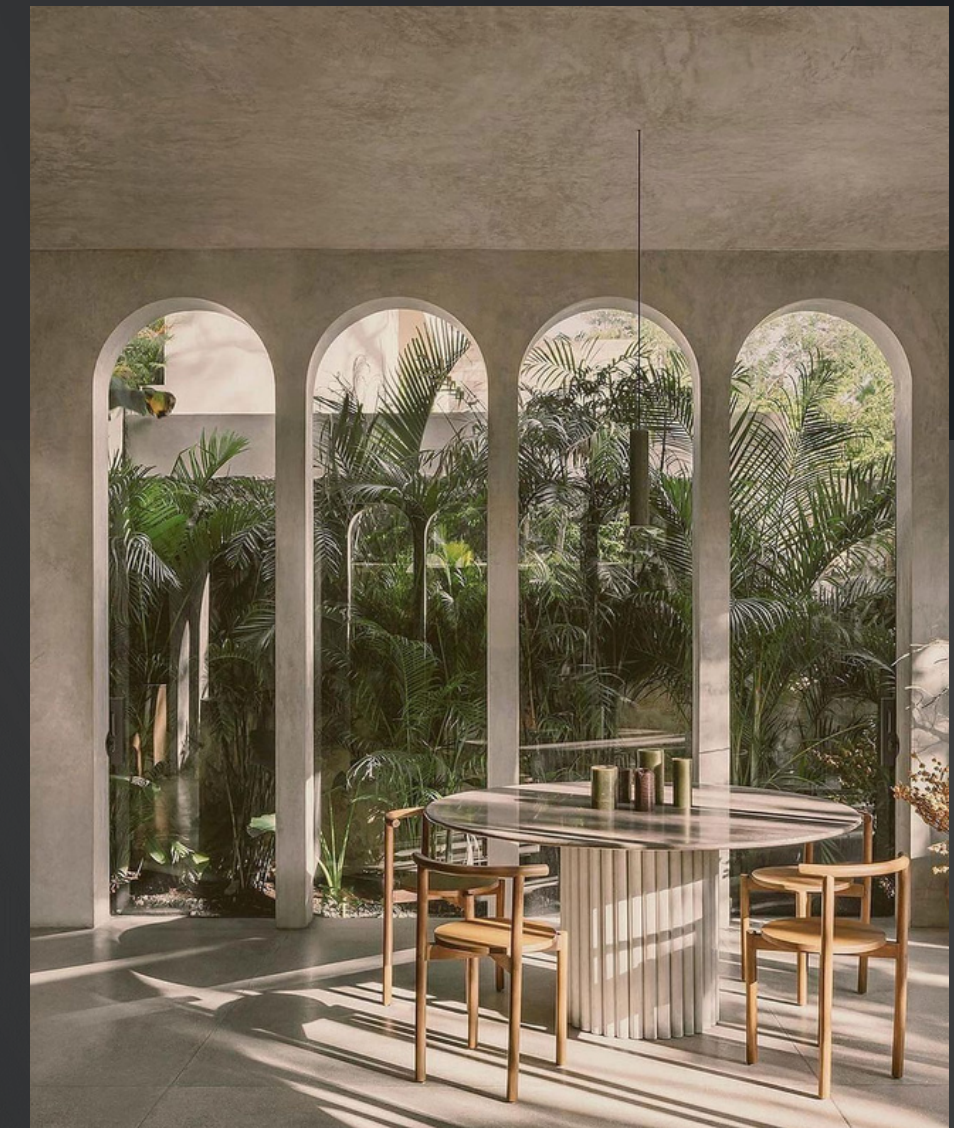
1,528,799



144972 831 14578 26331

Accounts reached

1,917,544



131012 250 9798 32208



AW INTEGRATED MARKETING

We connect our partners into the fabric of our brand, driving value and creating loyalty with design minded audiences.

SOLUTIONS

- **BRAND & PERFORMANCE MARKETING**
Customized distribution strategies
- **BRANDED CONTENT & CREATIVE SERVICES**
Custom creative assets, project sourcing, design / build partnerships
- **MARKETING STRATEGY & DEVELOPMENT**
Big ideas driven by editorial insight
- **LEAD GEN**
Turning followers into customers through engagement and premium content
- **AFFILIATE MARKETING**
Providing a seamless link to your shopping portals through our content
- **DATA & INSIGHTS**
Uncovering what your target audience watches, loves, and shares
- **CONTENT LICENSING**
Power your social channels with AW's influential content





ARCHITECTURAL SERVICES

ABOUT

A fully integrated Design/Build architecture studio, we bring dynamic design teams together to develop exceptional projects for our clients.

- ARCHITECTURAL SERVICES
- INTERIOR DESIGN
- PROGRAMMING
- 3D RENDERING
- CONTRACT NEGOTIATION
- PROJECT ANALYSIS

Projects designed for the new generation.



THANK YOU

ARCHITECTURE WAVE TEAM