A LETTER FROM THE PUBLISHER

There’s no question about it: SNAP works. We know this not just from the positive feedback we hear from readers and advertisers alike, but from the huge amount of product info requests we receive prompted by our print and digital editions.

Everybody Loves SNAP!
SNAP’s approach is simple: Be an indispensable resource for architects and designers while in the specification mode. Our award-winning editorial guides readers through today’s most exciting product debuts, the latest trends and innovation, continuing education and case studies.

Feedback from readers is overwhelming positive – they rely on SNAP to make informed decisions and appreciate the colorful, easy-to-use design. In 2013, SNAP received two Azbee Awards, both in the Product Section/Department category, a Gold Award for “Product Specs” and a Bronze Award for “Made in the USA”.

For advertisers of building products and services, there isn’t a better magnet than SNAP to bring architects and designers right to your ads, in print and online. Thousands of our digital users go deeper and click through to Sweets content.

Selling Green Is a SNAP
It’s the products, materials and technologies that make a sustainable building green – no matter the building type. Starting in 2014, we are expanding SNAP to include GreenSource, a magazine within a magazine, to deliver even more essential sustainable product innovation and performance, case studies and continuing education to our readers. Advertisers will benefit from a contextual environment to sell their products and show their commitment to sustainability – a win-win for everyone.

Actions Speak Louder than Words.
With over 90% of advertisers purchasing all issues of SNAP and 92% of readers are taking action, going to your website, linking to your ads online, or using our reader service card – SNAP generates results quickly in print and online. Join us!

LAURA VISCUSI
VP McGraw Hill Construction Media and Publisher
Architectural Record, SNAP and Sweets
SNAP Works. Here’s Why.
As the magazine of Sweets, SNAP heritage is firmly planted in building products. In both print and digital versions, SNAP is the most comprehensive, must-read, easy-to-use source of new product information and related trends for architects and designers.

In every issue, SNAP delivers detailed information on:

- The latest news and trends on new building products
- GreenSource, a magazine within a magazine, features sustainable product innovation and performance, as well as case studies
- People and professional news, including information on key trade shows
- The latest Continuing Education from manufacturers and industry trade groups, and the most popular new course

The Market
Architects and designers who recommend, select and specify building products. They influence product selection, and their influence comes early in the project cycle.

SNAP provides deep reach in a range of market sectors: commercial, institutional, industrial and residential.

To sell more products in today’s challenging economy, building product manufacturers must reach active architects and designers in a more powerful, effective environment, and they must do so in the formats in which these professionals search for products: in print and online.

Advertising
SNAP delivers a high-value, highly active, all-product advertising environment, in print and digitally, for manufacturers to reach every active architectural firm in the U.S. and receive hot, actionable leads – all at the most cost-efficient price points in the industry.

To maximize profits, advertisers can take advantage of SNAP’s carefully developed format to reach into the universe of architecture and design.

SNAP & Sweets
As the magazine of Sweets there is a natural synergy between the two brands. Both share a common goal: empower architects and designers with the latest product information, innovation and case studies to help them do their jobs more effectively. In the case of SNAP, the magazine provides readers a fresh look on new products, materials and technologies from the point of view of our award-winning Architectural Record editors. On the flip side, Sweets’ take on product from the point of view of the manufacturer as the world’s largest and most widely used product information retrieval system. SNAP and Sweets are a powerful combination to ensure the architect has access to all the product information they need in whatever format they prefer and whenever they need it.
## Editorial Calendar

### Preliminary — Subject to Change

<table>
<thead>
<tr>
<th>Issue Date/Close Dates</th>
<th>Features</th>
<th>Products</th>
<th>GreenSource</th>
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| **January/February**   | Case Study: Health Care  
Made in USA: Pacific Coast (Oregon, Washington, California)  
Continuing Education: | Product Focus: Flooring  
Product Specs: Health Care Products, Roofing & Siding, Windows & Skylights, Resilient Flooring, Plumbing Fixtures | Case Studies: Laboratories and Research Facilities  
Products: Top 10 Green Products of the Year |
|                       |           |          |             |
| **March/April**        | Case Study: Office  
Made in USA: Mid-Atlantic (New York, New Jersey, Pennsylvania, Maryland)  
Continuing Education: | Product Focus: Building Envelopes  
Product Specs: Office Solutions, Doors, Finishes, Carpet, Glass & Glazing | Case Studies: Adaptive Re-use  
Products: Exterior Envelope |
|                       |           |          |             |
| **May/June**           | Case Study: Hospitality  
Made in USA: Southeast (Virginiast, Carolinas, Georgia, Florida)  
Continuing Education: | Product Focus: Walls  
Product Specs: Interior Lighting, Tile & Stone, Furnishings, Accessible Design Solutions, Landscape | Case Studies: GSA Buildings (AIA issue)  
Products: TBD |
|                       |           |          |             |
| **July/August**        | Case Study: Retail  
Made in USA: Southwest (Texas, Oklahoma, Utah, Colorado)  
Continuing Education: | Product Focus: Hardware  
Product Specs: Concrete & Masonry, Sun Control & Daylighting, HVAC & Machinery, Exterior Lighting, Site Furniture | Case Studies: Residential  
Products: Residential |
|                       |           |          |             |
| **September/October**  | Case Study: Education  
Made in USA: New England (Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island)  
Continuing Education: | Product Focus: Kitchen & Bath  
Product Specs: Education Solutions, Hardware, Flooring (hard), Materials, Paints & Coatings | Case Studies: Resilient Design (GreenBuild/New Orleans)  
Products: TBD |
|                       |           |          |             |
| **November/December**  | Case Study: Multifamily Housing  
Made in USA: Heartland (Missouri, Iowa, Minnesota, Nebraska)  
Continuing Education: | Product Focus: Lighting  
Products: TBD |
|                       |           |          |             |
ABOUT SWEETS

Sweets is the most recognized brand among architects for product information. These professionals come to Sweets.com for comprehensive, easy-to-find, and highly detailed product information from the source that knows it best: the manufacturers themselves.

Sweets, through sweets.com, mobile apps, digital spotlight ads, newsletters, and e-newsletters, delivers the specifying audience the detailed product information they require and gives building product manufacturers tangible results.