



designed©

MAGAZINE MEDIA PACK

designed® magazine — the luxury lifestyle and interiors magazine for the trade and consumer markets.

designed® magazine is a luxury interior design print magazine, available to the consumer market and delivered internationally to interior design professionals, specifiers, architects and their top clients.

A glossy bi-annual, **designed® magazine** is sent to a VIP readership of trade design professionals, brands and the top buying tier of our advertisers' clients. It is also available to the consumer market through subscriptions and through sales at Harrods, selected WHSmith and specialist interiors retail outlets, through member advertiser showrooms worldwide, as well as at major design trade shows worldwide. **designed® magazine** is a Media Partner of Decorex International and of the Restaurant and Bar Design Awards.

With a strong high end design and editorial focus, **designed® magazine** has been created to reflect the brand values of a high-end advertiser base. The production qualities encompass high quality silk finish paper to underline these values and to appeal to an AB/ABC1 consumer readership, as well as to the core professional readership base. The total print distribution of **designed® magazine** is 28-30,000, with extra run-ons available to trade partners.

designed® magazine regular digital newsletters go out to between 48-50,000 readership.

Editorial strongly reflects these high end values, with features and profiles of internationally renowned design figures, exclusive projects, new hospitality venues and showroom launches. Product features have a strong emphasis on photoshoots, and on new product collections and launches in a wide arena of interiors and lifestyle areas including fashion, beauty, jewellery, yachts, cars and many more luxury goods sectors. **designed® magazine** regularly partners with brands on events and launches, organising and running large and small scale events, most recently with Timothy Oulton and with 12 showrooms at the Design Centre Chelsea Harbour.

designed® magazine advertisers and partners have included Lalique, The Rug Company, Porsche Design, Linley, Rubelli, Steinway Pianos, Cole & Son, Fromental, Maison Assouline, Samuel & Sons and Moser.

With an innovative layout and core high quality content values, **designed® magazine** brings to the publishing world a refreshing outlook and values to support its advertisers and professionals within the design world. The print publication is supported throughout the year by digital newsletters and a curated Instagram feed reflecting the quality of the print magazine.

The benefits of advertising in **designed® magazine**

- Cost effective: Flexible rates and frequency of advertising to allow advertisers to optimise coverage at the time of year and in the area of the publication to best suit their needs.
- A valuable resource tool for design professionals: With beautiful production qualities, **designed® magazine** will be kept as a reference archive to be used again and again when sourcing top end suppliers.
- Globally relevant: Editorial covers international trends and developments in design, bringing value to an increasingly globally sensitive audience.



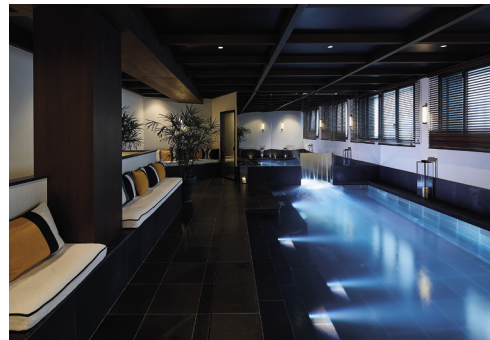
Reach the right audience with **designed® magazine**

designed® magazine is delivered direct to a unique and highly targeted top level international trade and client audience each quarter and is available to a trade and consumer readership through advertiser showrooms.

designed® magazine is on sale at Harrods, selected WHSmiths and bookshops & newsagents across the UK, as well as at numerous independent retail outlets in the UK and the US.

In addition, **designed® magazine** is regularly represented at the major interior design trade shows, including Maison et Objet in Paris, Decorex in London, iSaloni in Milan, Italy, as well as at showrooms in High Point, New York, LA and Las Vegas in the US.

designed® magazine is additionally distributed at some of the world's top spas and 5-star hotels.



Advertising Rates

DPS	£5950
Full page	£3950
Half page	£2250

Special & Guaranteed Positions

Inside front cover DPS	£7950
Outside back cover	£6950
Inside back cover	£4950
DPS first 12 pages	£6950
Promotional editorial (4-6 per page)	£650

Digital rates

Full exclusive branded newsletter	£1250
Enhanced content entry.	£400
Entry in one digital newsletter	£250

Rates in other currencies available on request.

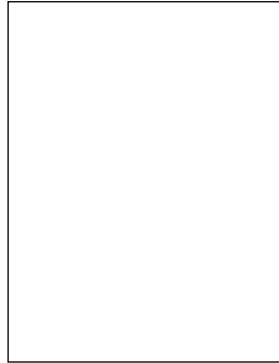
designed© magazine

Mechanical Information

Full page:

230mm x 295mm

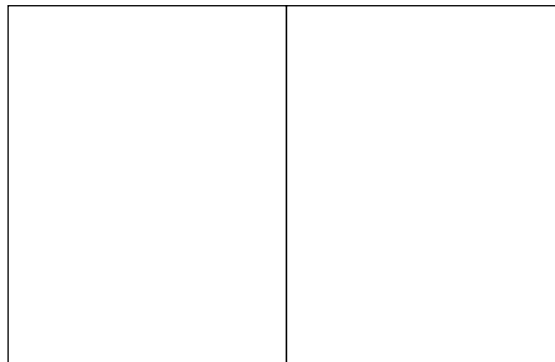
+ 3mm bleed all round



DPS:

460mm x 295mm

+ 3mm bleed all round



Half page landscape:

190mm x 117mm

No bleed



Half page portrait:

92mm x 239mm

No bleed



Quarter page portrait only:

92mm x 117mm

No bleed



PUBLISHING DATES 2022-2023

OCTOBER 2022

MARCH 2023

SEPTEMBER 2023

Mechanical information sent on booking and available on request.

Terms & Conditions

Copy dates 6 weeks prior to publishing date. Production information: **designed® magazine** require PDF files, produced to criteria based on the “pass4press” version 1.3 or higher PPA Standard File Format Specifications, supplied to the **designed® magazine** production department via email, Specle, Wam!net.

PDFs should be supplied with digital proof. For further details contact the production department on 01444 471407. All files must be flight checked on an application such as Specle or PitStop before sending to ensure file and colour integrity, no spot colours or RGB images should be used. Adverts must be supplied with 3mm bleed and trim. File content remains the responsibility of the advertiser. If a final PDF file and proof are not supplied to our specifications, no responsibility can be accepted by **designed® magazine** for the final printed result.

Contact information

Julia Burdet

Editor

julia@designedmagazine.com

Tel.: 07540 981472

Gary Marsh

Design & Production

Tel.: 01444 471407

Email: office@marshgraphicdesign.com

www.designedmagazine.com

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