

# designed<sup>©</sup>

MAGAZINE MEDIA PACK

**designed® magazine** – the brand new luxury lifestyle and interiors magazine for the trade and consumer market.

**designed® magazine** is the new 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 quarterly, **designed® magazine** is sent to a VIP readership of trade design professionals, brands and the top buying tier of our advertiser clients. It is also available to the consumer market through subscriptions and through sales at Harrods, Selfridges, WHSmith and specialist interiors retail outlets, through member advertiser showrooms worldwide, as well as at the major design trade shows worldwide.

**designed® magazine** is a Media Partner of Decorex International.

With a strong luxury 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.

Editorial strongly reflects these luxury 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, styled to reflect the luxury market, 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.

With an innovative layout and core luxury 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 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 will cover international trends and developments in design, bringing value to an increasingly globally sensitive audience



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

With its launch run, **designed® magazine** represents the most important international design publication launch of the decade. **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, Selfridges, selected bookshops and newsagents across the UK and the US, as well as at numerous independent retail outlets.

In addition, **designed® magazine** will be 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 shows in High Point, New York and Las Vegas in the US.

As a further outlet, **designed® magazine** will be distributed at some of the world's top spas and 5-star hotels.



## Launch Advertising Rates

DPS	£6950 (€8500/\$9900)
DPS special positioning	£7950 (€9500/\$10,500)
Full page	£3950 (€4750/\$5250)
Half page	£2250 (€3295/\$4125)

### Special & Guaranteed Positions

Inside front cover DPS	£8950 (€10,950/\$11,750)
Inside back cover	£5950 (€7250/\$7950)
Outside back cover	£7950 (€9500/\$10,500)

Promotional editorial (4-6 per page)	£650 (€800/\$850)
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Rates in other currencies available on request.

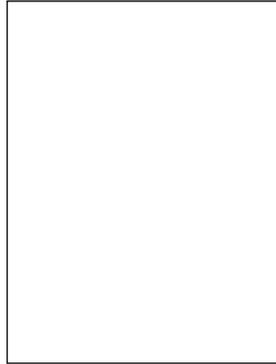
# designed<sup>©</sup> magazine

## Mechanical Information

**Full page:**

230mm x 295mm

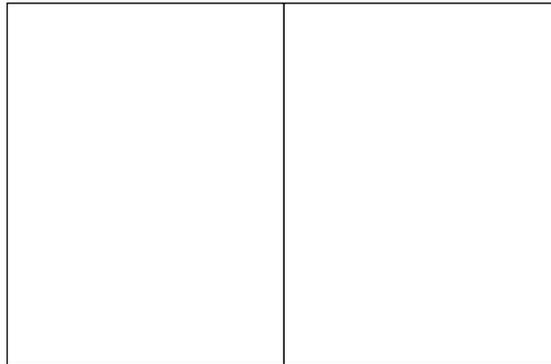
+ 3mm bleed all round



**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 2016-2017

DECEMBER 2016

MARCH 2017

JUNE 2017

SEPTEMBER 2017

DECEMBER 2017

Mechanical information sent on booking and available on request.

### Terms & Conditions

Booked advertising may be cancelled up to 12 weeks before publication date. Covers may not be cancelled. Copy dates 6 (SIX) weeks prior to publishing date (which is first day of month preceding cover 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, Specl, Wam!net, or on CD-ROM. All PDFs must be supplied with digital proof. For further details contact the production department on 01444 471407. All files must be flightchecked on an application such as Specl 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

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