

BLUEPRINT

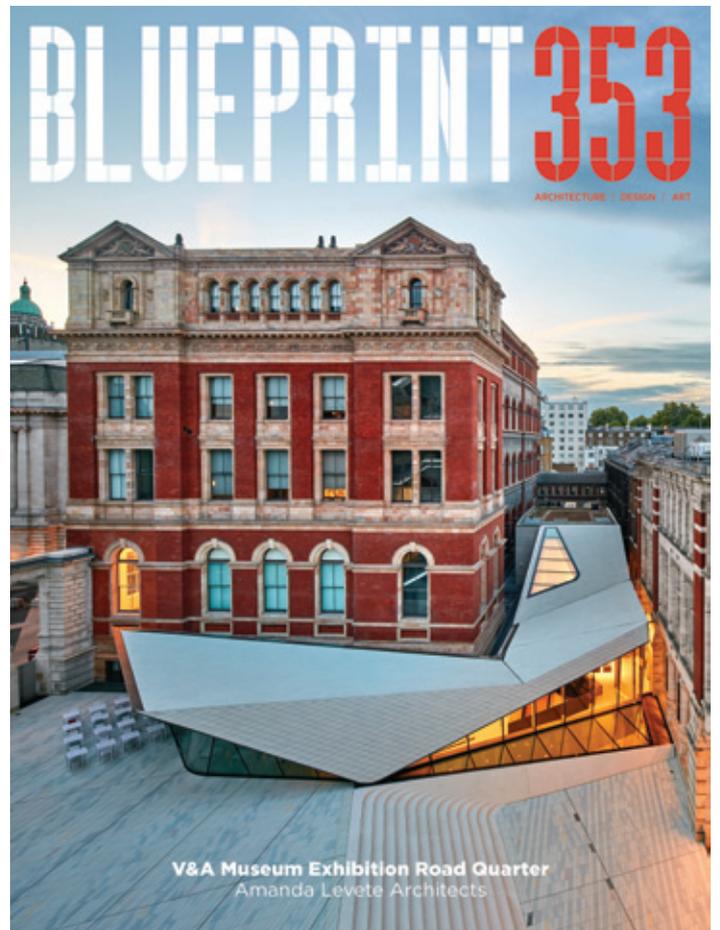
Media pack 2018

Background

With a heritage stretching back to the early Eighties, over more than 350 issues, Blueprint magazine has been bringing its readers an unmissable mix of critical, incisive and entertaining coverage of architecture, design and art.

The bi-monthly magazine features 200 editorial pages in every issue in large format on the finest quality paper stocks, with a high level of unique and commissioned photography. Nobody reveals architecture and interiors, design and art, for you like Blueprint.

And as well as its visual stature, the magazine's long-standing appeal is also due to its strong opinions, critical thinking and forthright independent writing, which is directed at professionals and non-professionals alike. The magazine takes a strongly contextual approach, as editor Johnny Tucker says: 'Architecture and design is not created, and does not exist, in a vacuum, but is the sum of many factors – from individual and group creativity to socio-economic influences. At Blueprint we cast a critical eye over the whole story.'



CONTENT OVERVIEW

Bringing together a challenging and entertaining digest of architecture and interiors, design and art, we ensure the uniquely Blueprint content is treated in that uniquely Blueprint manner – opinionated, contextual, forthright, acerbic, and often from a completely unexpected angle. And remember, we'll never talk about a building unless we have been there ourselves – something that's almost unique these days.

Every issue is a Blueprint-curated version of the very best, most essential, exciting and entertaining, current architecture and interiors, design and art content from around the world.

The hugely successful Blueprint Awards are now in their fifth year and have attained truly global appeal, with entries from 26 different countries in 2016. Past judges have included, Ben van Berkel, David Adjaye, Liz Diller, Thomas Heatherwick, Lyndon Neri, Asif Kahn and Eva Jiricna.

The Blueprint seminar series are hugely popular with brands as a key sponsorship opportunity, from panel discussion in showrooms to one-off events with some of the world's most famous names including Ron Arad, Sir Terry Farrell, Sir Nicholas Grimshaw, Ben van Berkel and Liz Diller.

Features and useful information for 2018

FEATURES

January/February

- Foster + Partners' new Bloomberg HQ in the City of London and Stephen Holl's Lewis Center in Princeton come under scrutiny.
- The major focus in all three sections of the magazine is wellbeing and how that has permeated all levels of design from product to architecture. Think pieces, an exclusive seminar and best practice focuses look at the subject.
- Residential architecture section — from affordable housing to high end luxury apartments.

March/April

- Preview of Milan Salone, plus reviews of the Spring furniture fairs: IMM Cologne and Paris' Maison Objet.
- The US embassy in London will feature as a building study and we look at new working practices.
- A focus on architecture and design for transportation. From building materials to station seating and airport lighting, manufacturers can display their expertise in this ever growing sector.
- Residential — from affordable housing to high-end luxury apartments.

May/June

- Review of Milan Saloni
- We will be focusing on the very latest developments in the kitchen and bathroom sector.
- Residential — from affordable housing to high-end luxury apartments.

July/August

- Following on from our hugely popular innovation interviews, we ask another set of world-renowned architects and designers about how important innovation is to their work. Advertisers have the opportunity to talk about the the key innovations that make their products indispensable to the market.
- Residential — from affordable housing to high-end luxury apartments.

September/October

- Education special edition: Our experts find the very best work from architecture and design graduate shows, in The Ones to Watch. And this year we will be going one step further and bringing the cream of the crop together in a new show in Clerkenwell — watch this space.
- Preview of the London Design Festival to coincide with the launch
- Residential architecture section.

November/December

- Collaboration is the theme, as we talk to architects and designers about how they go about collaborating with other designers and architects, manufacturers and brands. An opportunity for advertisers to tell their collaboration stories and highlight how that has made their products special.
- Highlights from the London design Festival
- Residential architecture section — from affordable housing to high-end luxury apartments.

BLUEPRINT'S FORMAT

FF >> Blueprint begins with Fast Forward a pacy mixture of smaller, easily digestible articles, kicking off with provocative comments from key industry voices.

Play > Play is where Blueprint's readers spend quality time with the magazine, with long articles, comment and critique. Each feature is accompanied by just one premium advertising pages.

<< Review Review is where to find comment and analysis of the latest books, shows and exhibitions and is rounded off with a interesting snippets from Blueprint's 35 years of archives, all linking back into the themes and focuses of the issue.

FOCUSES — AT A GLANCE

Each issue has a special focus, giving companies the ideal context and opportunity to showcase their products and services with up to 350 words of text and five images.

January/February

Wellbeing
Copy deadline **15 December 2017**

March/April

Transport
Copy deadline **16 February 2018**

May/June

Kitchens & Bathrooms
Copy deadline **20 April 2018**

July/August

Innovation
Copy deadline **22 June 2018**

September/October

Education
Copy deadline **24 August 2018**

November/December

Collaboration
Copy deadline **26 October 2018**

AWARDS AND EVENTS

The Fifth Blueprint Awards takes place in October this year, with a raft of highly targeted opportunities for sponsorship. Now with a proven track record, this event has become truly global.

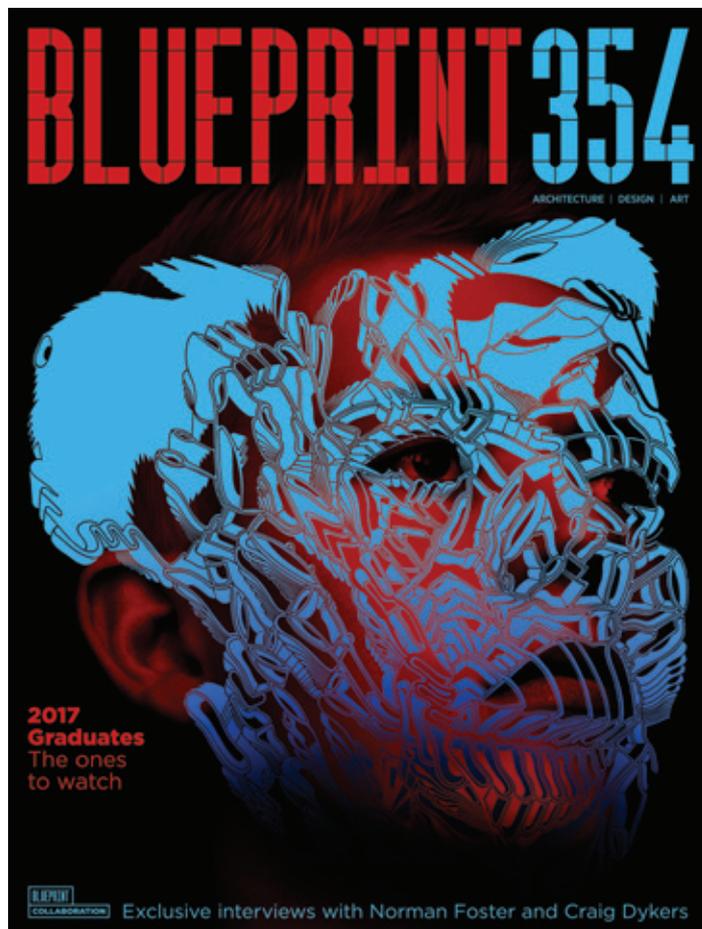
As well as the awards, we also run a number of other events including various seminars throughout the year. We have a very strong track seminar record and seminar can be tailor made for sponsors for maximum impact.

For more information on opportunities at these events, please contact Joe Woolerton: +44 (0)20 3096 2283 joe.woolerton@uk.timetric.com

Audience

Blueprint readership is broken into newstrade sales and subscriptions.

Available through specialist retailers, Blueprint has a niche newstrade circulation – the bulk of Blueprint’s readership are UK-based subscribers (70%) and is read by a mixture of the UK’s most influential architects and designers.



BLUEPRINT CIRCULATION

Job Function

Architect	4,858
Designer	1,983
Other	738
Total	7,579

RATE CARD

Inside front cover

£7,600

Double page spreads (per insert)

1 insert	£6,695
3 inserts	£5,891
6 inserts	£5,587

Full page (per insert)

1 insert	£4,120
3 inserts	£3,708
6 inserts	£3,460

Half page (per insert)

1 insert	£2,472
3 inserts	£2,224
6 inserts	£2,076

Advertorials

£7,500

Contacts and advertising technical specification

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Full page

Bleed 251mm (width) x 334mm (height)
Trim 245mm x 328mm
Type 219mm x 312mm

Double page spread

Bleed 496mm x 334mm
Trim 490mm x 328mm
Type 478mm x 316mm
(For double page spreads a 5 mm duplication either side of the spread is recommended)

Half page horizontal

219mm x 154mm

Half page vertical

106mm x 316mm

All advertisements must be in the form of a PDF file, and be compliant to print standard PDFx1a: all fonts must be embedded, images must be supplied as CMYK 300dpi or higher, and all transparencies must be flattened. InDesign generated pdfs are preferable, although we will accept Quark pdfs.

No charges will be incurred to process or amend your file, although there will be a charge of £100 to pass any advertisement designed in-house to another publisher.

It is advisable that a colour Cromalin or IRIS proof is supplied with all artwork, as our printers will not accept responsibility for colours being wrong without a colour guide. Please note that there can potentially be up to a 15% variation in colour from one issue to another.

For further information, please contact our production department on:

T. +44 (0) 20 8269 7753
E. covenell@progressivemediagroup.com

Please send all hard copy to the following address: Blueprint Magazine, FAO Clare Ovenell, Progressive House, 2 Maidstone Road, Foots Cray, Sidcup, Kent DA14 5HZ