



The Business of Design

Media  
Pack  
**2018**

**FX** reaches the most influential specifiers in the commercial contract interior market. From *architects* to *end users*, across the three main sectors of *public and workspace*, *hotel and leisure* and *retail design* our readership specifies into a market valued at an estimated £2.5 billion.

*[www.designcurial.com](http://www.designcurial.com)*

# CIRCULATION

# FX Media Pack 2018

## FX CIRCULATION BY JOB CATEGORY, 2018

Job Function	Number	Total %	Digital	Share
Architect	6,581	62%	21,537	28,118
Interior Designer	1,763	17%	5,310	7,083
Design Consultant	1,036	9.7%	4,137	5,173
Facility Manager	797	7.5%	4,125	4,922
Other	397	3.8%	1,579	1,976
<b>Total Circulation</b>	<b>10,574</b>	<b>100%</b>	<b>36,698</b>	<b>47,272</b>

## KEY RECIPIENTS

Reaching a blue-chip client base, the table below gives a snapshot of the FX readership by sector and job title:

### Architect & Design Practices (Job title)

HOK (Architect)  
Gensler (Associate)  
TP Bennett (Architect)  
BDP (Partner)  
Fosters (Managing Director)

### Retail Outlets (Job title)

John Lewis  
(Retail Designer - Concepts)  
Debenhams  
(Visual Merchandiser)  
Selfridges (CAD Manager)  
Marks and Spencer  
(Visual Merchandiser)  
Rogers (Director)

### Hotel Groups (Job title)

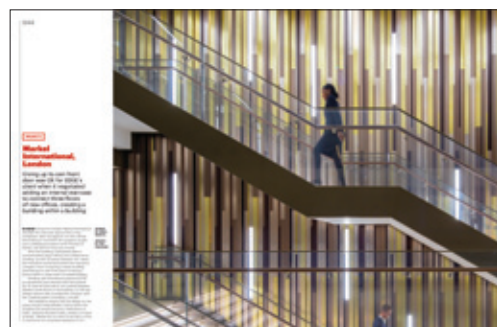
Ritz Carlton (Deputy Chairman)  
Hilton (General Manager)  
Marriot (Senior Vice President)  
Accor (Managing Director)  
Radisson (Managing Director)

### Top 5 Banks (Job title)

Barclays (Associate Director)  
Lloyds TSB  
(Group Chief Executive)  
RBS (Senior Director)  
HSBC (Designer)  
Santander (Director)

### Government Departments (Job title)

Healthcare (Trust Architect)  
Education (Architect)  
Sports & Recreation  
(Design Team Leader)



# RATES AND SPECIFICATIONS

# FX Media Pack 2018

## DISPLAY

Type	1 month (£)	3 (£)	6 (£)	12 (£)
DPS	4,882	4,274	3,811	3,296
Full Page	2,688	2,420	2,266	2,018
Half Page	1,617	1,452	1,359	1,230
Inside Front Cover	3,038	2,698	2,482	2,266
Inside/Outside Back Cover	3,038	2,698	2,482	2,266

## PRODUCT & CLASSIFIED

The products editorials are a cost effective way to keep your brand in front of architects and designers specifying within commercial interiors. As a working title, product entries are used as a tool to source new and innovative products and will regularly be ripped out of the magazine for use in mood boards or placed in job bags for future projects. 1 image and 80-100 words plus company website.

Type	1 month (£)	3 (£)	6 (£)	12 (£)
Products	300	275	250	175
Products Front Cover (only 3 available every month)	400	350	300	250
Classified Quarter Page	875	840	799	715

## DISPLAY ADVERT SPECS

### Double Page Spread

Trim size: 460mm x 300mm  
Type area: 428mm x 265mm  
Bleed size: 470mm x 310mm

For double page spreads a 3mm duplication either side of the spread is recommended

### Full Page

Trim size: 230mm x 300mm  
Type area: 194mm x 265mm  
Bleed size: 240mm x 310mm

### Half Page (Horizontal)

Trim size: 194mm x 125mm

### Half Page (Vertical)

Trim size: 93mm x 265mm

### Quarter page

Trim size: 93mm x 125mm

### Products

1 image and 80-100 words plus your website

### Supplying copy

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.

### Production controller

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## FEATURES AND CONTACT INFORMATION

## FX Media Pack 2018

### 2018 FOCUS SUPPLEMENTS ISSUE

FX includes all sectors of the contract industry in each issue to make it both invaluable to all designers as well as a compulsive read. Each issue is packed with opinion, colour and controversy from the leading practices and suppliers across all sectors of interior design including hotel, commercial, leisure, retail, healthcare and education. In addition, month by month we include a focus on an individual sector where our expert journalists talk to specifiers and suppliers on each specialized topic.

January	-	
February	Surfaces	Issue Deadline: 19/01/18
March	Retail	16/02/18
April	Lighting	16/03/18
May	Healthcare & Education	13/04/18
June	Flooring	18/05/18
July	Luxury Residential	15/06/18
August	Bar, Leisure and Exhibition	13/07/18
September	Lighting	17/08/18
October	Office	21/09/18
November	Hotels	19/10/18
December	Flooring	16/11/18

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