Background

For more than 30 years, Blueprint magazine has been bringing its readers an essential mix of critical, incisive, and entertaining coverage of architecture, design and art.

For the 30th anniversary we moved the magazine forward with a critically acclaimed top-to-toe redesign, creating a premium, bi-monthly, 260-page magazine, 80 per cent of which is pure editorial. It’s all produced in large format on the finest quality paper stocks, with a high level of unique commissioned photography.

Blueprint’s long-standing appeal is due to its strong opinions, critical thinking and forthright writing, which is directed at professionals and non-professionals alike. The magazine takes a strongly contextual approach, as editor Johnny Tucker says: ‘Architecture, design and art 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, 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.

Readers are drawn in to the editorial content that entertains, informs, involves, provokes and surprises. Overall the feeling is always considered and elegant, yet often challenging. Every issue is Blueprint-curated version of the very best, most essential, exciting and entertaining architecture, design and art content from around the world.

New developments also include the hugely successful Blueprint Awards, which were held for the first time in October 2014. With extremely high quality entries from every single continent in the world, including Antarctica (www.blueprintawards.com) and it was all backed up with a glitzy London event. The Stirling Prize vindicated our judges, with that award following our lead two days later.

The Blueprint 20/20 series of masterclasses with major industry names will continue in 2015 with Sir Nicholas Grimshaw looking back at the Eden Project and Ron Arad telling us how his Rover Chair changed his life.

**ILLUSTRIOUS HISTORY**

Launched in 1983, Blueprint was the first magazine to cross the boundaries between design and architecture. It was established by Peter Murray (now NLA chairman) and Deyan Sudjic (now Design Museum director) with the financial backing of leading architects and designers, including Richard Rogers, Norman Foster, Terence Conran and Rodney Fitch. Past editors have included Rowan Moore (former director of the Architecture Foundation), Marcus Field (former arts editor of The Independent on Sunday) and Vicky Richardson (director of architecture, design, fashion at the British Council).
Features and useful information for 2015

Features

January/February
Milan Expo 2015 previewed; Artist Alex Chinneck; Focus on the architects @ work event

March/April
Preview of what can be expected at Milan Saloni, the leading furniture show in the annual calendar; Grayson Perry shows us around his new Holiday home; Focus on architectural Lighting

May/June
Review of Milan Saloni and The Milan Expo — Blueprint’s takes you inside the heart of these two huge events, cutting away the chaff and bringing you the real essentials; Focus on kitchens and bathrooms

July/August
Annual Blueprint Royal Academy Architecture lecture, as part of world-famous Summer Exhibition; a look at the London Architecture Festival; Focus on facades, membranes and cladding

September/October
Education special edition: Our eagerly anticipated expert pick of all the very best work from architecture and design graduate shows around the British Isles; in-depth look at British education for architecture and design; preview of the London Design Festival, including exciting projects by Blueprint that will be announced nearer the event. An issue that sells out quickly.

November/December
Blueprint’s editorial pick of all LDF events and products Focus on materials and surfaces

Magazine Format
Three sections: (front / middle / back) or (FF >> / Play > / << Review)
Split (15% / 75% / 10%)
Each section has a different purpose and a different rhythm accordingly.

FF >> Fast Forward at the front, is a forward-looking mix of smaller, easily digestible articles. It is faster paced and ideal if the reader is time-poor. It contains a lot of regular features so the reader is comfortable with and knows where to find their more regular familiar content.

It’s lively and kicks off with provocative comments. It’s forward-looking nature sees it include sections such as the future events diary, last year curated by such world-renowned names as Gillian Wearing and Nigel Coates.

Play > Play is the real meat of Blueprint. This is where the reader spends quality time with the magazine, with long articles that slow the reader down, inviting them to immerse themselves. It is visually led, backed up extremely by strong editorial.

This forms more than two thirds of the magazine and is extremely light on premium advertising pages. This dictates the overall longer, more considered, tone and approach of the magazine.

<< Review Review is the bookend to the magazine containing comment and analysis of what has recently happened, including reviews of books, shows and events and project analysis. It’s all then rounded off with some carefully chosen pages from Blueprint’s 30 years of archives.

Special Focuses
Blueprint will run a series of special sector focuses across the course of the year, giving companies the opportunity to showcase their products and services with up to 350 words of text and three images.

January/February
Architects @ work

March/April
Architectural lighting

May/June
Kitchens & Bathrooms

July/August
Facades / Membranes / Cladding

September/October
Education

November/December
Materials & Surfaces
**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.

A digital taster of the magazine is also sent to more than 30,000 email addresses of leading architects and designers from around the world. The taster content is made up of 12 editorial pages, showcasing highlights from the latest issue.

### BLUEPRINT READERSHIP

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Print</th>
<th>% Total</th>
<th>Digital</th>
<th>Total</th>
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<tbody>
<tr>
<td>Architect</td>
<td>4,416</td>
<td>64.09%</td>
<td>20,230</td>
<td>24,646</td>
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<tr>
<td>Designer</td>
<td>1,803</td>
<td>26.17%</td>
<td>8,389</td>
<td>10,173</td>
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<td>Other</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>6,890</strong></td>
<td><strong>100%</strong></td>
<td><strong>31,746</strong></td>
<td><strong>38,492</strong></td>
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</tbody>
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### RATE CARD

- **Inside front cover**
  - £7,600

- **Double page spreads**
  - 1 insert  £6,500
  - 3 inserts £5,720
  - 6 inserts £5,425

- **Full page**
  - 1 insert  £4,000
  - 3 inserts £3,600
  - 6 inserts £3,360

- **Half page**
  - 1 insert  £2,400
  - 3 inserts £2,160
  - 6 inserts £2,016

- **Advertorials**
  - £7,500

### RATE CARD DIGITAL TASTER

- **Double page**
  - 1 insert  £4,000
  - 3 inserts £3,600
  - 6 inserts £3,360

- **Full page**
  - 1 insert  £2,400
  - 3 insert £2,160
  - 6 inserts £2,016

### DIGITAL ISSUE SPONSOR

£10k
(Includes branding on the email broadcast + exclusive advertising in the digital taster issue – and 1 x double page spread + 2 x full pages in the digital content)
Advertising technical specification

**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) 208269 7753
- E. covenell@progressivemediaigroup.com

Please send all hard copy to the following address:
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