



THE
BUSINESS
OF
DESIGN

FX
MEDIA
PACK
2015

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.

FX CIRCULATION BY JOB CATEGORY, 2015

Job Function	Number	Total %	Digital	Share
Architect	6,151	58.08%	20,910	27,061
Design Consultant	1,545	14.58%	5,216	6,761
Interior Designer	1,222	11.54%	4,097	5,319
Facility Manager	1,206	11.39%	4,085	5,291
Other	467	4.41%	1,564	2,031
Total Circulation	10,591	100%	35,872	46,463

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)



DISPLAY

Type	1 month (£)	3 (£)	6 (£)	12 (£)
DPS	4,740	4,150	3,700	3,200
Full Page	2,610	2,350	2,200	1,960
Half Page	1,570	1,410	1,320	1,195
Quarter Page	875	840	795	715
Inside Front Cover	2,950	2,620	2,410	2,200
Inside/Outside Back Cover	2,950	2,620	2,410	2,200

DIRECT MARKETING

Type	Rates per k: 1 month (£)	3 (£)	6 (£)
Mailing List (address only)	300	450	750
Telemarketing (above with numbers)	340	490	795
Email Rental (names and email)	355	505	815
All of the above	365	515	825

Email Broadcasting	Set up per hour: £75	Broadcast per k: £45
Output	Email: £120 Mailsort per k: £10	Extra demographic split: £20

DISPLAY ADVERT SPECIFICATIONS

Double Page Spread

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

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

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.



FEATURES AND CONTACT INFORMATION

FX MEDIA PACK 2015

2015 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: 17/01/15
March	Retail	15/02/15
April	Lighting	15/03/15
May	-	
June	Flooring	15/05/15
July	-	
August	Bar & Restaurant	15/07/15
September	Lighting	16/08/15
October	Office	16/09/15
November	Hotels	18/10/15
December	Flooring	15/11/15

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