

# BLUEPRINT

**Media pack 2019**

## Background

With a heritage stretching back to the early Eighties, over more than 360 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 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. Blueprint is without doubt the highest quality architecture and design magazine in the UK today.

The hugely successful Blueprint Awards are now in their sixth year and have attained truly global appeal, with entries from 26 different countries in 2018. Past judges have included, Amanda Levete, Ben van Berkel, Daniel Libeskind, David Adjaye, Liz Diller, Thomas Heatherwick, Lyndon Neri, Asif Kahn and Eva Jiricna. Premium sponsorship opportunities are available from the awards first call for entries in the spring, through to the final glitzy event in October.

In July the second Blueprint For The Future will take place, bringing the crop of the architecture graduates to the showrooms of clerkewell for three days. Attracting a hugely impressive audience of architects and an opportunity for showroom to get the exact specifying audience they want through their doors.

The Blueprint seminar series offer brands 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 2019

## FEATURES

### February

- The issue focus is adaptation — the reuse of old buildings for new purposes.
- +
  - Profile of RIBA Gold Medal winner Nicholas Grimshaw and Helsinki's €98m new central Library by ALA.
  - Residential architecture section — from affordable housing to high end luxury apartments.

### April

- The issue focus is The Bauhaus — celebrating 100 years since the celebrated design school was set up.
- +
  - The very latest in architectural lighting.
  - Preview of Milan Salone, plus reviews of the Spring furniture fairs: IMM Cologne and Paris' Maison Objet.
  - Residential — from affordable housing to high-end luxury apartments.

### June

- The issue focus is New York — looking at the newest and best the Big Apple has to offer including The Shed by Diller Scofidio + Renfro and Vessel by Heatherwick Studio.
- +
  - Review of Milan Saloni
  - The very latest developments in the kitchen and bathroom sector.
  - Residential — from affordable housing to high-end luxury apartments.

### August

- The issue focus is Innovation — the central idea that drives most of architecture and design comes under the spotlight. 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.

### October

- The issue focus is Education — from the very latest buildings and products, through changes in academia, to the pick of the best architecture and design graduates around the country. Will also include a review of the second Blueprint for the Future event to be held over three days in Clerkwel in July.
- +
  - Major preview of the London Design Festival to coincide with the launch.
  - Residential architecture section.

### December

- The issue focus is Collaboration — we continue our annual investigations into how the world most eminent architects and designers go about collaborating with other designers, 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. All the results of the Blueprint Awards and The Blueprint Architecture Photography Awards sponsored by Atrium.
- Residential — from affordable housing to high-end luxury apartments.

## BLUEPRINT'S FORMAT

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

**Play >** Play is where Blueprint's readers spend quality time with long articles. Each feature is accompanied by just one premium advertising pages.

**<< Review** Review is all about comment and analysis of the latest books, shows and exhibitions and is rounded off with a look at something from our 35-years of fascinating archives.

## 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.

### February

#### Adaptation

**Copy deadline: 14 December 2018**

### April

#### Architectural lighting

**Copy deadline: 15 February 2019**

### June

#### KBB

**Copy deadline: 19 April 2019**

### August

#### Innovation

**Copy deadline: 21 June 2019**

### October

#### Education

**Copy deadline: 23 August 2019**

### December

#### Collaboration

**Copy deadline: 25 October 2019**

## AWARDS AND EVENTS

The sixth 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](mailto: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

## CONTACT

### Editorial

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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](mailto: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