

design/curial

Media Pack
2019

The online interface for: **FX** **BLUEPRINT**



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What is DesignCurial (www.designcurial.com)

Design Curial is the UK's leading dedicated site for Design and Architecture. **DesignCurial** combines the credibility of editorial content from **FX** and **Blueprint** magazines – the two leading publications in this space – along with a targeted marketplace in which to showcase your products and services.

Influential Editorial

FX: The essential publication for the contract interior design industry, **FX** comprehensively profiles the best new products and projects from around the world. The magazine reaches the most influential designers, buyers and decision makers in the commercial design marketplace. The key sectors of public, workspace, hotel, leisure and retail design all feature. From architects and specifiers to end users, **FX** magazine has now become a must have resource for contract design professionals for the past two decades.

Blueprint: Crossing the barriers between Architecture, Design and Art, **Blueprint** has been at the forefront of the design industry for more than 30 years. This distinctive approach has built an enviable brand status and an equally desirable readership profile. Appealing to both a professional and non-professional audience, its character reflects the typically diverse, challenging and ground-breaking content that stimulates much of the industry debate.

What can you expect from the combined perspective of these two sister publications?

With an illustrious history, these magazines and their extensive editorial content on architecture, design, art and interiors,

encompasses insight from the most prestigious international projects through to the distinctively quirky, nitty-gritty projects in niche sectors.

DesignCurial, being the online platform and interface for both these market leading sister publications, embodies this collective content. Widely respected for its authority, scope and quality, **DesignCurial** delivers cutting edge commentary and in-depth industry insight through its strong UK and global online presence.

Products

Further to the associated kudos and market exposure this lends to your products, readers will also benefit from cutting edge editorial, aligning your brand and your product with key influencers and thought leaders within the design markets.

DesignCurial is a dynamic resource that delivers commercial substance above and beyond the obvious commitment to cutting edge design editorial, combining seamlessly with an all-encompassing product database that boasts user-friendly functionality.

Visibility

Like what you see in **DesignCurial**'s editorial? Simply click to assess a featured product in more detail as all products are smart-linked to the associated product directory.

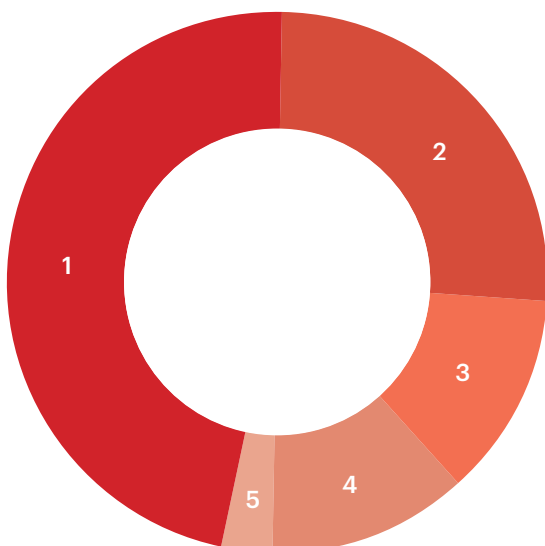
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Readership analysis

In delivering a commercial proposition, **DesignCurial** is unique in that it is able to exploit exclusive databases across both UK and global geographies. These have been developed over decades from publishing the market-leading titles **Blueprint** and **FX**.

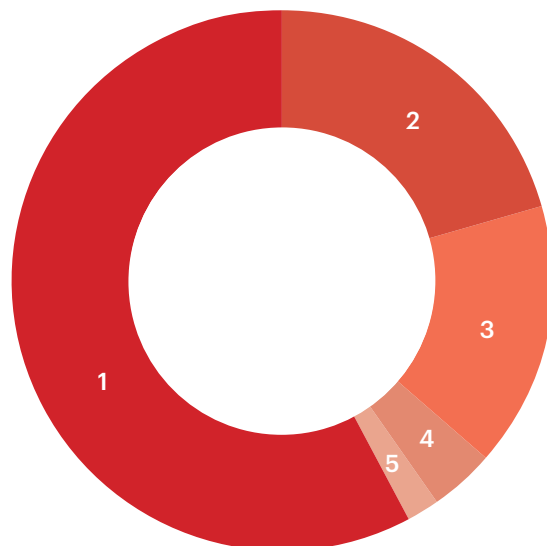
You can be assured that **DesignCurial** attracts the most discerning professional design audience globally but it also has particular traction and a dominant position within the UK market. Hence you can be confident that your products will be promoted to decision-makers in a timely, efficient and cost-effective manner.

Readership by job function



- 1 Architect – 47%
- 2 Interior designer – 26%
- 3 Designer (other) – 12%
- 4 Student – 12%
- 5 Other – 3%

Readership by geography



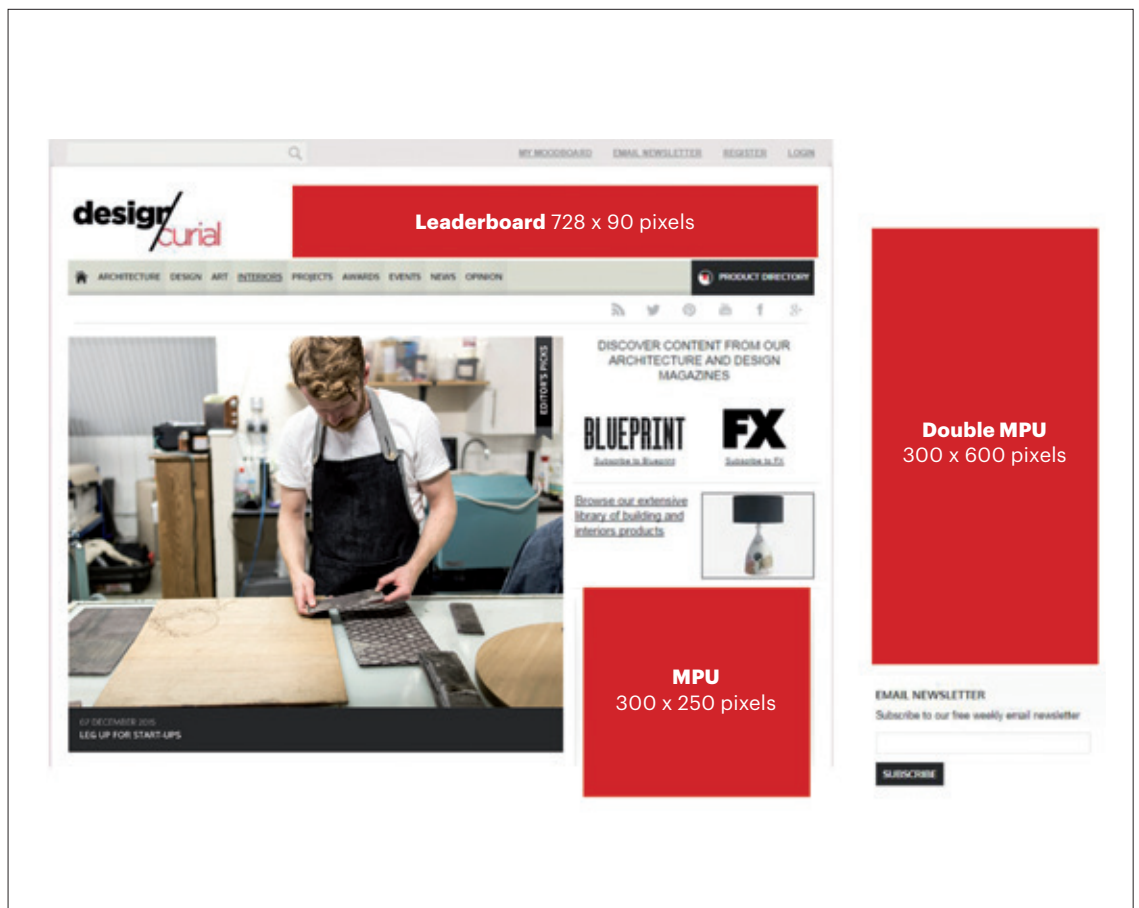
- 1 Europe – 51%
- 2 America – 18%
- 3 Asia – 14%
- 4 Oceania – 3.5%
- 5 Africa – 1.5%

Figures based on registration to our newsletters

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Advertising options

DesignCurial – giving you quality editorial, unrivalled promotional opportunity and direct access to a highly-coveted local and global design industry audience. Your products can be linked and promoted throughout the site via a range of engaging options.



Run of site

Advertisers enjoy unrivalled visibility on **DesignCurial**, from Leaderboards, MPU's and more.

For maximum impact, opting for a Premium Leaderboard guarantees your advertisement will be seen exclusively when a reader lands on your page. All banners can be placed globally or by country for pin-point geo-targeting.

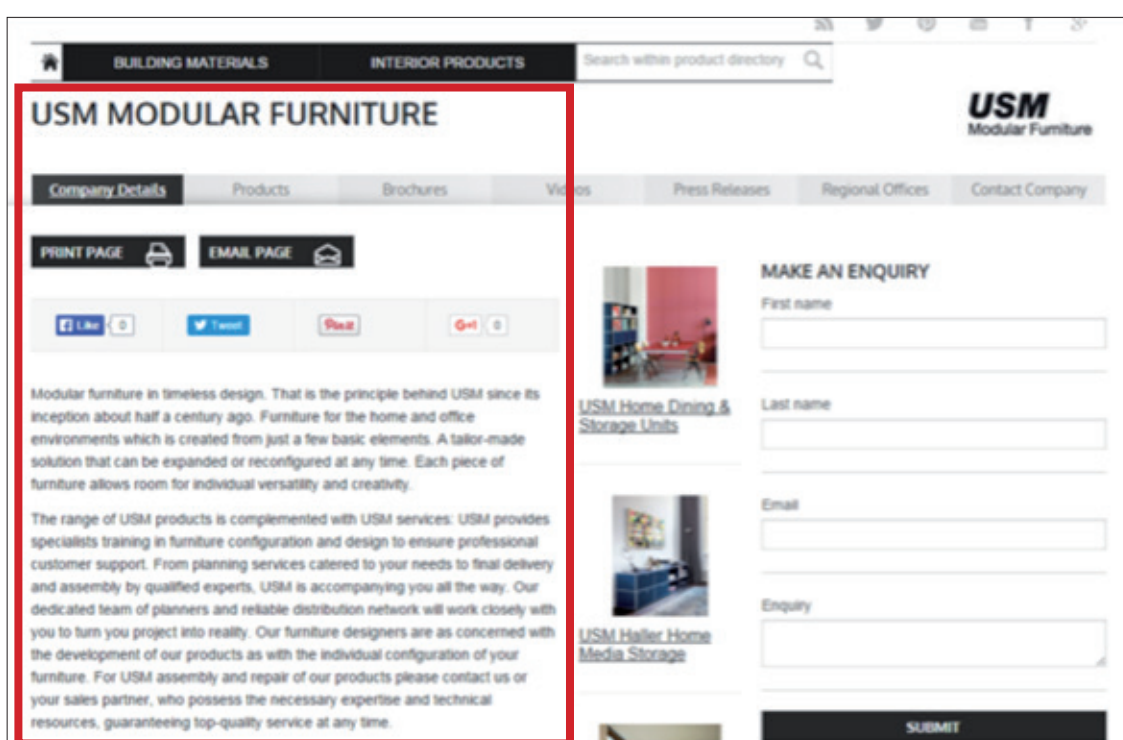
Leaderboard £1535 per month

MPU £1150 per month

Double MPU £1750 per month

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Advertising options



Company Listing

Standard rate **£1200.00** annual subscription

List your company on our product directory.

This includes:

- Company profile and logo
- Web address and company email

Up to:

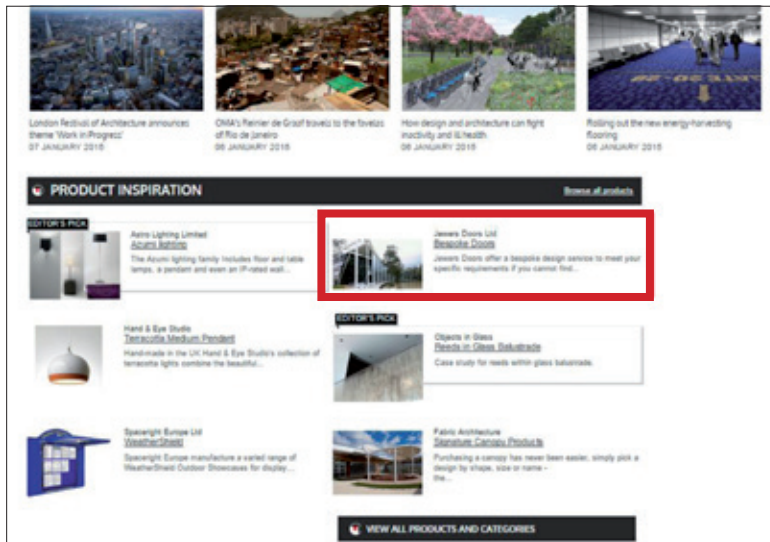
- 20 products - each product can have up to 5 images, 3 brochures/technical documents (£500 per additional 20 products)
- 3 company videos (£500 for additional 3)
- 12 press releases (£250 for additional 6 press releases)

This also allows your products to be added to users moodboards, or for them to contact you directly about specific products.

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Advertising options

Once you have subscribed to the product directory, you have the opportunity to promote products throughout the site and on our editorial and product newsletters.



Product placement

Homepage

Your product will prominently appear on the homepage of DesignCurial for one week, in a format of your choice - giving you maximum exposure to all visitors to the DesignCurial site and this will be likely to promote an increase in traffic to your own site.

£250 per week

Product placement

Product link

Link a specific product to content editorial throughout the DesignCurial site. This offers you dynamic product placement whilst providing you with an effective platform from which to promote your new product launch or a more established offering.

£450 per month

The image shows a screenshot of a product placement example on the DesignCurial website. On the left, there is a text block: 'Creativity was given free rein in this scheme at a university centre aimed at fostering creative thinkers, and design consultancy Supermachine Studio gave up trumps'. Below this, client details are listed: 'Client: Bangkok University', 'Design: Supermachine Studio', 'Size: 600 sqm', and 'Completion Time: 10 months'. A small 'FX' logo is present with the text 'Content brought to you by FX'. Below the text, there is a list of office chairs: 'Viasit linea chair collection', 'Viasit Pure Chair Collection', and another chair. The 'Viasit Pure Chair Collection' is highlighted with a red border.

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Advertising options

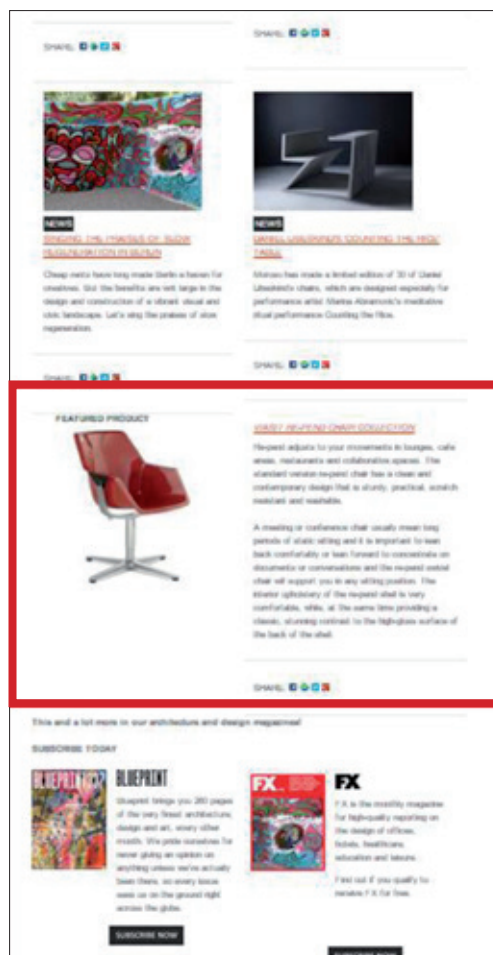
The **DesignCurial** newsletter is a weekly update featuring a mix of the best content from around the site. It selects a rich mix of the very best from the world of architecture and design to provide a must read for the professional market, effectively promoting your brand to 35,000 registered readers.

Product placement

Weekly newsletter

Be the stand-alone product on our weekly Newsletter which is sent to **35,000** registered subscribers.

£450 per week

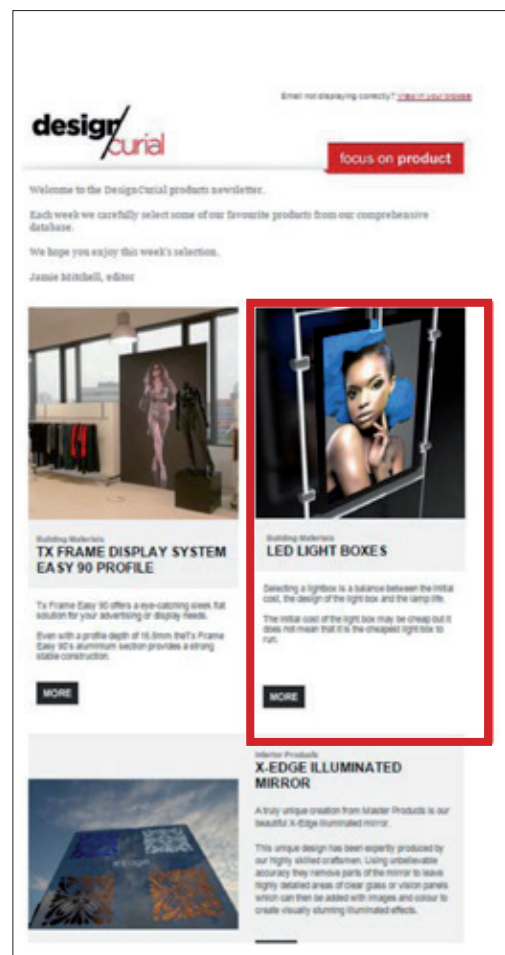


Product placement

Product newsletter

Have your product included in our weekly product newsletter which is sent to **25,000** registered users.

£250 per week



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Advertising options



Native advertising

You can supply us with an article that you would like to be featured on the DesignCurial web site. This article will be hosted on the site and sent out on the weekly editorial newsletter, tweeted across all our brands and posted on our facebook page.

The article can be up to 500 words and include up to 8 images.

For maximum impact, we would prefer that the article is written specifically for DesignCurial.

Rate £650 per article

The above, including video content:
£850 (maximum of 3 minutes)

We can also work with you to produce articles on specific themes. This includes full editorial support and can include video content.

Rate £2,500 per article



Social media

Take advantage of our large social media presence and followers by posting updates across our multi-channel social media pages, engaging directly with an audience that is targeted, relevant and passionate about quality design.

Supply us with up to **eight** images and up to two hundred words.

This will be inserted directly onto our Facebook page and then promoted across our Twitter channels to a total of more than **64,000** followers.

A £500 one off set up fee applies

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Packages

We can offer the following discounted packages

Bronze

£2,950

12 month subscription -
Company listing
(£1200)

3 months MPU Banner
(£3,450)

1 x native advertising
(£650)

1 x newsletter MPU Banner
(£250)

1 x product newsletter
(£250)

Total Rate card: £5,800

Silver

£5,025

12 month subscription -
Company listing
(£1200)

6 months MPU Banner
(£6,900)

3 x native advertising
(£1,950)

3 x newsletter MPU Banner
(£750)

3 x product newsletter
(£750)

Total Rate Card: £11,500

Gold

£9,760

12 month subscription -
Company listing
(£1200)

12 months MPU Banner
(£13,800)

6 x native advertising
(£3,900)

6 x newsletter MPU Banner
(£1,500)

6 x product newsletter
(£1,500)

Total Rate Card: £21,900

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Contacts

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