

BLUEPRINT

Media pack 2017

Background

With a heritage stretching back to the early Eighties over more than 350 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, 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 and interiors, 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. And remember, we'll never talk about a building unless we have been there ourselves – something that's almost unique these days.

Every issue is a Blueprint-curated version of the very best, most essential, exciting and entertaining, current architecture and interiors, design and art content from around the world.

The hugely successful Blueprint Awards are now in their fourth year and have attained truly global appeal, with entries from 26 different countries in 2016. Past judges have included, Ben van Berkel, Liz Diller, Thomas Heatherwick, Lyndon Neri, Asif Kahn and Eva Jiricna.

The Blueprint seminar series are hugely popular with brands as 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 2017

FEATURES

January/February

The Design Museum relaunch is a main focus along with the opening of Ikea's own museum on the site of its original store in Sweden. We're also in Germany for the opening of Herzog & de Meuron's Elbphilharmonie and Rome for the new congress centre from Massimiliano Fuksas. Our focus is on lighting and we enlarge our residential architecture section — from affordable housing to high end luxury apartments.

March/April

Preview of Milan Saloni, the leading furniture show in the annual calendar; review of the Spring furniture fairs; Landscape design and architecture; Enlarged residential architecture section; Focus on sustainable construction.

May/June

Review of Milan Saloni; Enlarged residential architecture section; Focus on kitchens and bathrooms.

July/August

London Architecture Festival; Enlarged residential architecture section; Focus on architectural systems.

September/October

Education special edition: Our 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; Enlarged residential architecture section.

November/December

Blueprint's editorial pick of all LDF events and products; bi-monthly residential architecture section; Focus on watches.

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 architect David Adjaye and artist Sean Scully.

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 by extremely 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, giving companies the opportunity to showcase their products and services with up to 350 words of text and five images.

January/February

Lighting
Copy deadline **15 December 2016**

March/April

Sustainable construction
Copy deadline **20 February 2017**

May/June

Kitchens & Bathrooms
Copy deadline **21 April 2017**

July/August

Architectural systems
Copy deadline **23 June 2017**

September/October

Education
Copy deadline **22 August 2017**

November/December

Watches
Copy deadline **25 October 2017**

AWARDS AND EVENTS

The fourth Blueprint Awards will take place in October this year, with a raft of highly targeted opportunities for sponsorship. Now with a proven track record, this event is proving extremely popular with entrants and sponsors.

As well as the awards, we will be running a number of other events including various seminars.

For more information on opportunities at these events, please contact Joe Woolerton: +44 (0)20 3096 2283 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

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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:

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E. 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