

D *The Art Of* DESIGN

Media Pack 2017

Interiors

Lifestyle

Fashion

Luxury Homes



About Us

The Art Of Design is the number one luxury interior publication in the UK that has been fashioned for the person who understands what true design, fashion & lifestyle is.....

Each edition of the publication features articles by some of the world's leading up and coming designers. We also showcase the very latest trends from a wide range of designers across the world.

We also carry The Art Of Luxury which is a lifestyle supplement to the magazine which focuses on a few of life's luxuries.

In this section you will find the latest automotive, fashion and other lovely articles on some of the world's leading brands.

All of which creates a publication that boasts a dedicated following of professional readers. The magazine is printed perfect bound on beautiful glossy paper and is designed with the reader in mind.

"We understand what true Design, Fashion and Lifestyle really is"

The Circulation

We produce a total of 15,000 hard copies and 46,000 digital editions of the publication which are distributed to the following:-

- Interior Designers
- Architects
- Design Professionals
- Design Stores
- Furniture Makers
- Business Owners
- High End Consumers
- 5* Hotels & Members Clubs
- Harrods
- Selfridges
- Corporate racks which include (HSBC London, Bank Of America, Microsoft & Swarovski.)
- 1st Class & Business Lounges at Virgin & BA

The Webmag

Our state of the art digital editions provide advertisers with a completely separate medium of advertising to accompany the printed hard copy of the magazine. It allows advertisers to process enquiries in real time. This means that our advertisers spending is instantly justified.

iPad compatible, the webmag is a beautiful, easy and pleasurable way to experience The Art Of Design when a hard copy isn't to hand. Thanks to built in sharing tools, it's never been easier to share the articles and stories that matter to you on social networks.

Ask a member of staff about the webmag for more information on how this digital advertising solution can benefit your company.

Main Features

Interiors

By far the interiors section of the publication is the biggest part of the magazine. We run up to date editorial and feature content that is interesting to our readers whether they be an Interior Designer, a Business owner or just someone who has picked the magazine up off the shelf. We hold advertisements in the Interiors section that cover all aspects of the industry from Kitchens to home Automation. We like to run large editorial features on Interiors to make it a good read to our following and we pride ourselves on the content we produce.

Lifestyle

Within the lifestyle section of the publication we focus on a few of the finer things in life giving the reader up to date releases surrounding the lifestyle world.

This can range from the latest car releases to a few of life's luxury accessories.

Fashion

With a regular fashion section in the publication we feature designers brands such as Gucci. We also publish new releases from high street brands such as ASOS and Steve Madden.

With the Fashion section in the publication growing we are excited to be producing more content in the magazine.

Luxury Homes

Within our luxury home section of the publication we tend to look for large luxurious homes around the world that are extravagant and stylish with beautiful images that will draw our readers in.

Advertising Services

We offer a vast range of advertising and marketing options. Whether you require quality sales leads or high-impact market awareness of precise target mailings, we can offer the complete package.

Display Advertising

Magazine – A choice of spaces, sizes and rates to fit your needs for advertising within our printed and digital editions.

Leaflets / Inserts – A choice of loose or bound-in inserts.

Digital Advertising

Web Banner – These can be purchased to appear on our company website for three months, six months, one year or more.

Solus Email / E-shot – Supply us with an HTML file which we will send out to our unique list of subscribers: We can track email addresses of everyone who has clicked on your website, how many clicks you have received, and supply 'open' rate statistics from the email campaign.

Newsletter – The newsletters are sent out to our refined unique circulation monthly so is perfect for time sensitive news.

Digital Requirements

Artwork should be sent over in the following formats: JPEG, PDF. Any images, or PDF files must be supplied as 300 DPI high resolution.

Free Artwork Services

We offer the opportunity to create your artwork absolutely free of charge. All we would need from yourselves are the high-res images (including the logo), text and full contact details. If requested, the designer can then send you a proof of your designed artwork. The deadline for submitting artwork for our designer to create is two weeks prior to closing the issue. Upon booking in, our sales team will inform you of this cut-off point.

Rates & Specifications

Type	Area	Trim	Bleed
Double Page Spread £4,000	400mm x 277mm	420mm x 297mm	426mm x 303mm
Full Page £2,250	190mm x 277mm	210mm x 297mm	216mm x 303mm
Half Page Horizontal £1,495	180mm x 132mm	N/A	N/A
Half Page Vertical £1,495	88mm x 267mm	N/A	N/A
Quarter Page £975	88mm x 132mm	N/A	N/A
Product Showcase / Editorial £295	100 words of text and a full colour image	N/A	N/A

Please email editorial pr to: antony@artofdesignmagazine.com or post to:

St Augustines Business Centre, Westgate-On-Sea, CT8 8NL.

A4 pages, Half Pages and Quarter Pages should be supplied as a high resolution PDF or JPEG file together with all required JPEG, TIFF, PNG or GIF images and fonts. Product Showcases and Editorials should be sent as a Microsoft Word text file or similar and the image as a JPEG or PDF at 300dpi. If you wish to send a brochure please highlight or indicate copy and picture/illustration required.

All prices are subject to VAT.

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