

designboom MEDIA KIT

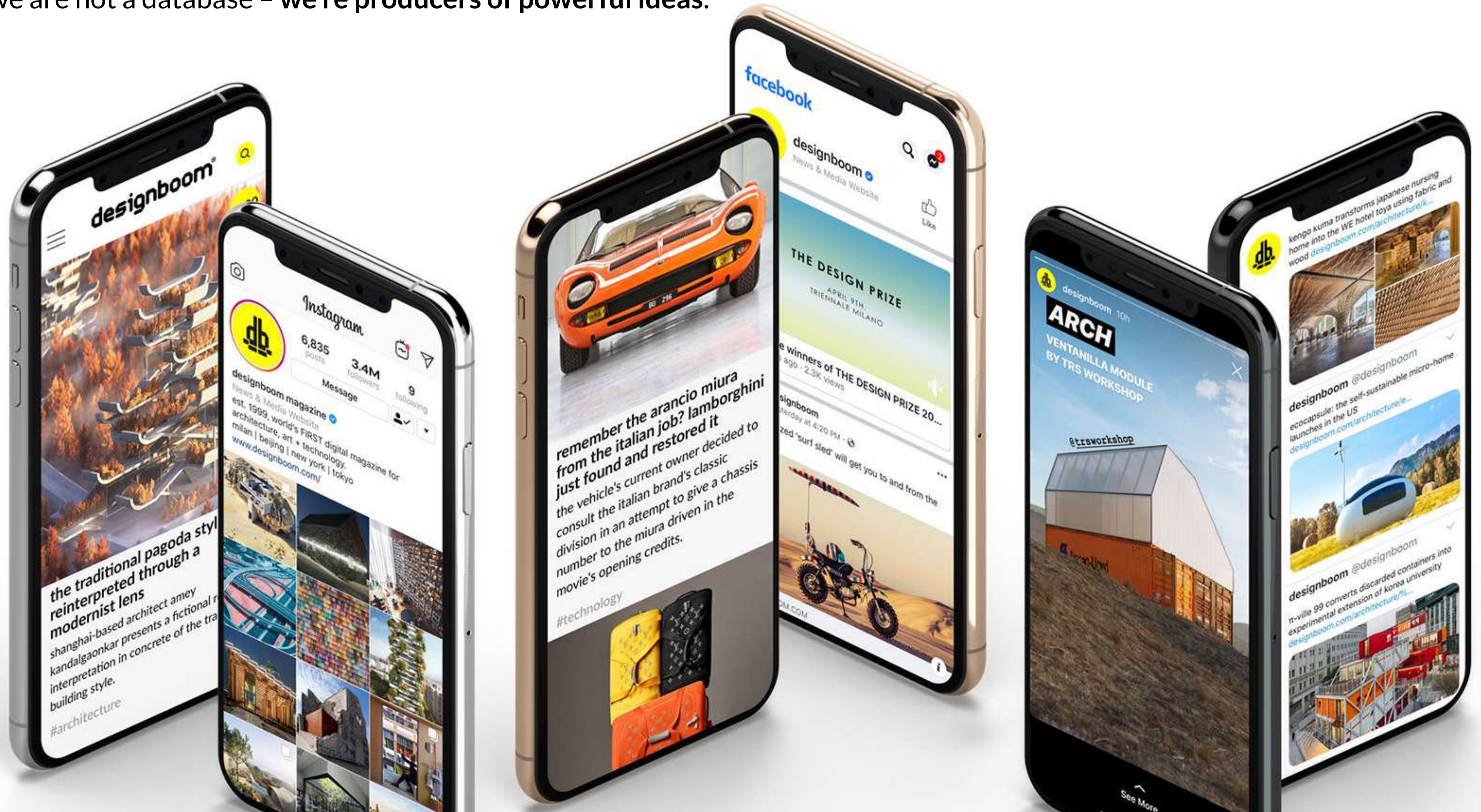


**SINCE 1999, DESIGNBOOM HAS BEEN AN ESSENTIAL,
DAILY PROFESSIONAL TOOL FOR A CORE READERSHIP
OF ARCHITECTS AND DESIGNERS.**



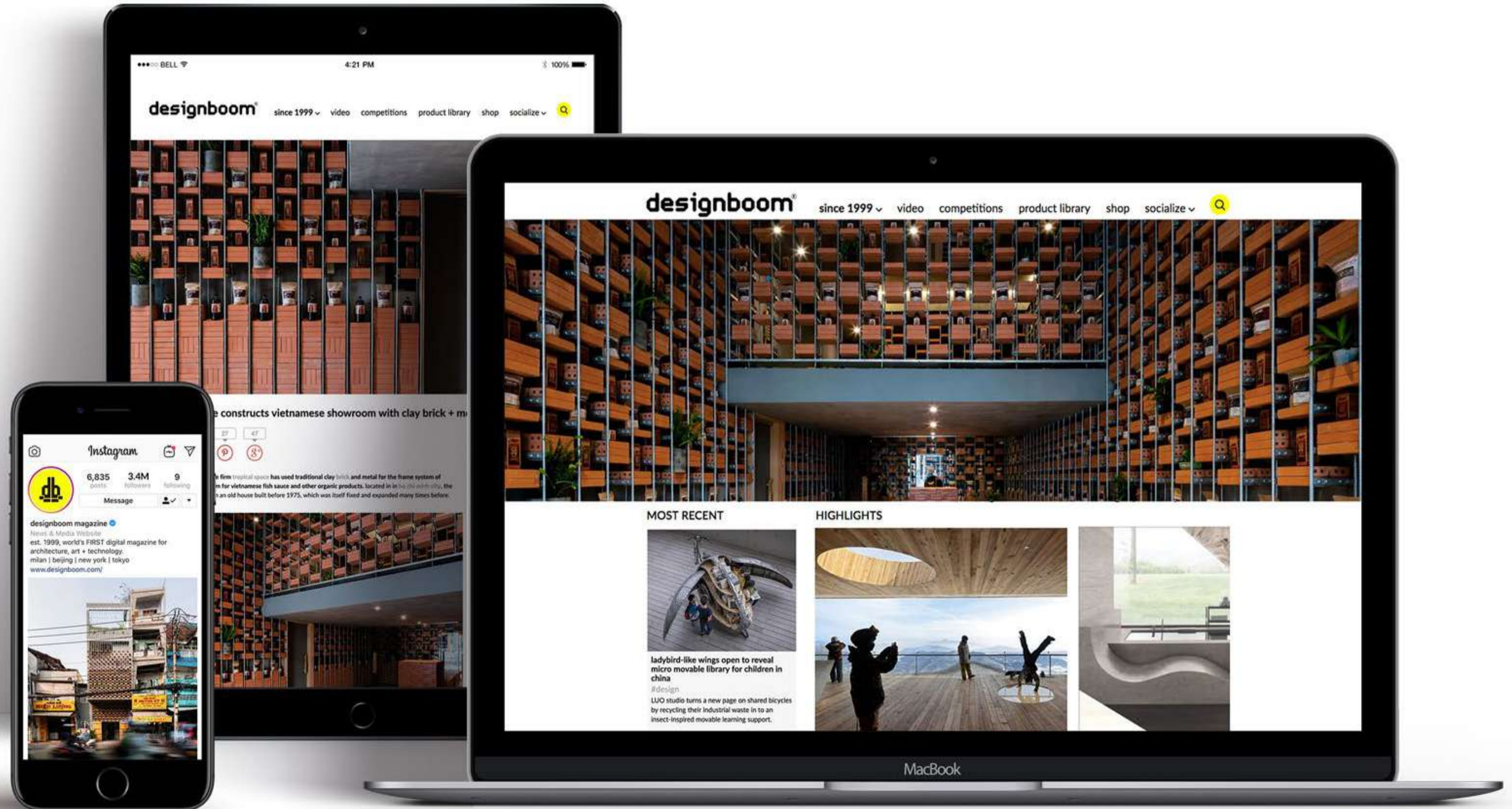
DESIGNBOOM BUILDS STORIES

designboom crafts engaging and multi-dimensional narratives around your brand. unlike other online platforms that collect and catalogue products and materials, we are not a database – we're producers of powerful ideas.



DESIGNBOOM TAILORS CONTENT

customized stories are key in communicating the core value of your brand to our readers. we work with you to craft **beautiful, bespoke content**, and deliver your distinctive voice.



DESIGNBOOM DISTRIBUTES CULTURE

what helps make designboom's content so unique?

our editorial team is made up of more than **200,000** active contributors from around the world.

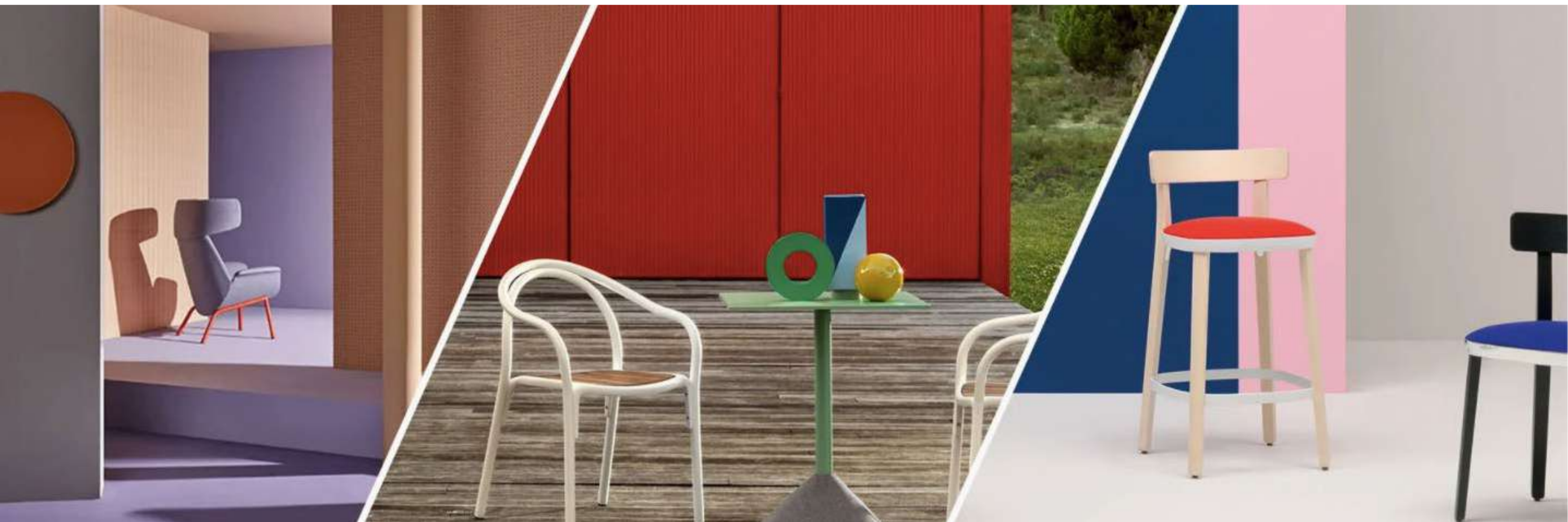


designboom readers are an active and essential part of our editorial calendar

A WEEK WITH: PRIME VISIBILITY WITHIN A CULTURAL CONTEXT

A WEEK WITH is a comprehensive communication platform that dedicates prime space across our homepage, social media channels and newsletters to a brand for an entire week. offering huge exposure to participating partners, the activity includes:

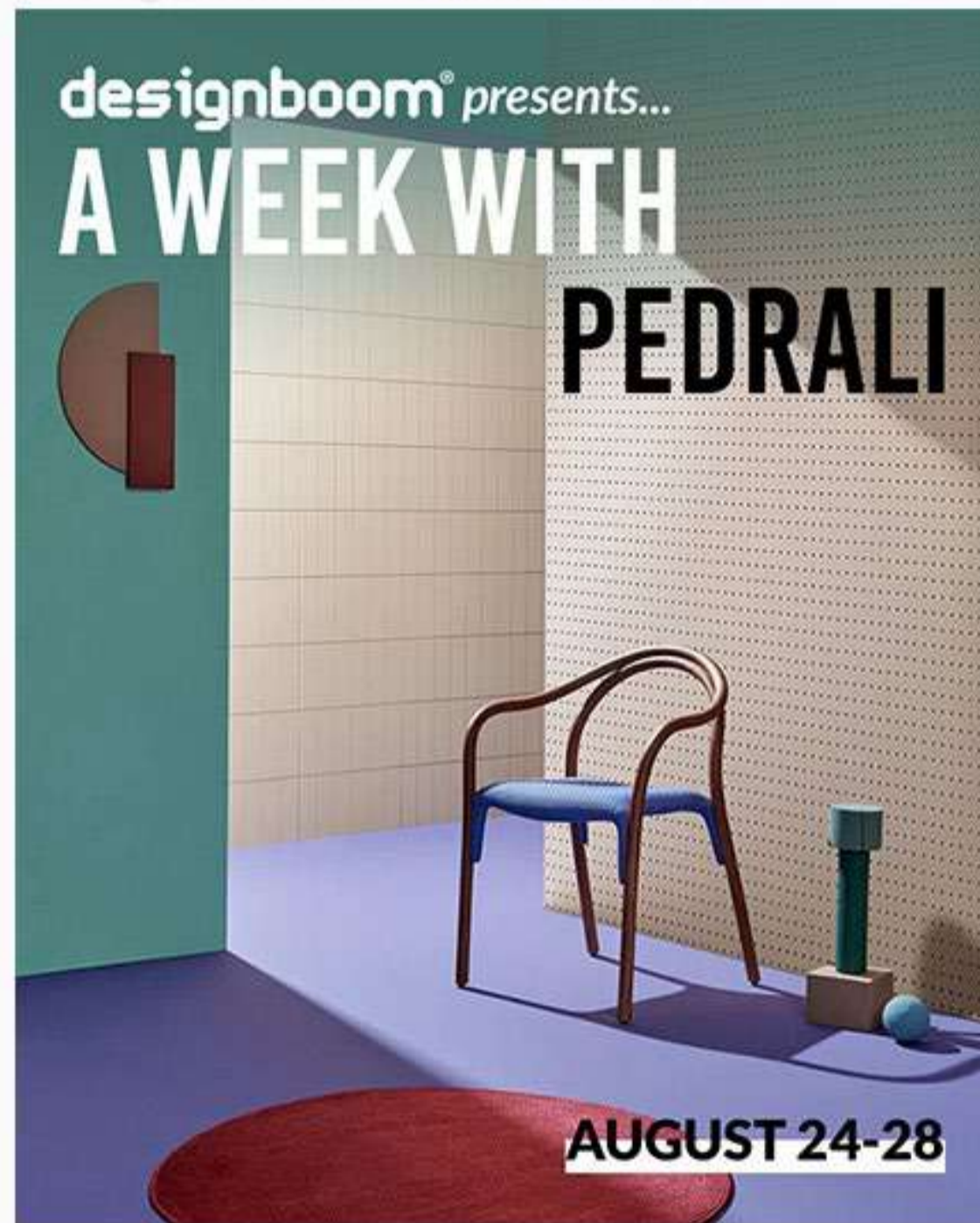
EDITORIAL FEATURES / INSTAGRAM POSTS / INSTAGRAM STORIES / COVER IN OUR DAILY AND WEEKLY NEWSLETTERS / BOLD PRESENCE ON THE HOMEPAGE FOR A WEEK



A WEEK WITH YOUR BRAND

A WEEK WITH: PRIME VISIBILITY WITHIN A CULTURAL CONTEXT

designboom® MILANO, since 1999



A WEEK WITH PEDRALI

designboom weekly

june 15th
281,183 subscribers

POPULAR THIS WEEK



a minimalist glass cabin
hovers over a cliff edge, by
yakusha design



olson kundig's 'hale lana'
house in hawaii embraces
its natural habitat



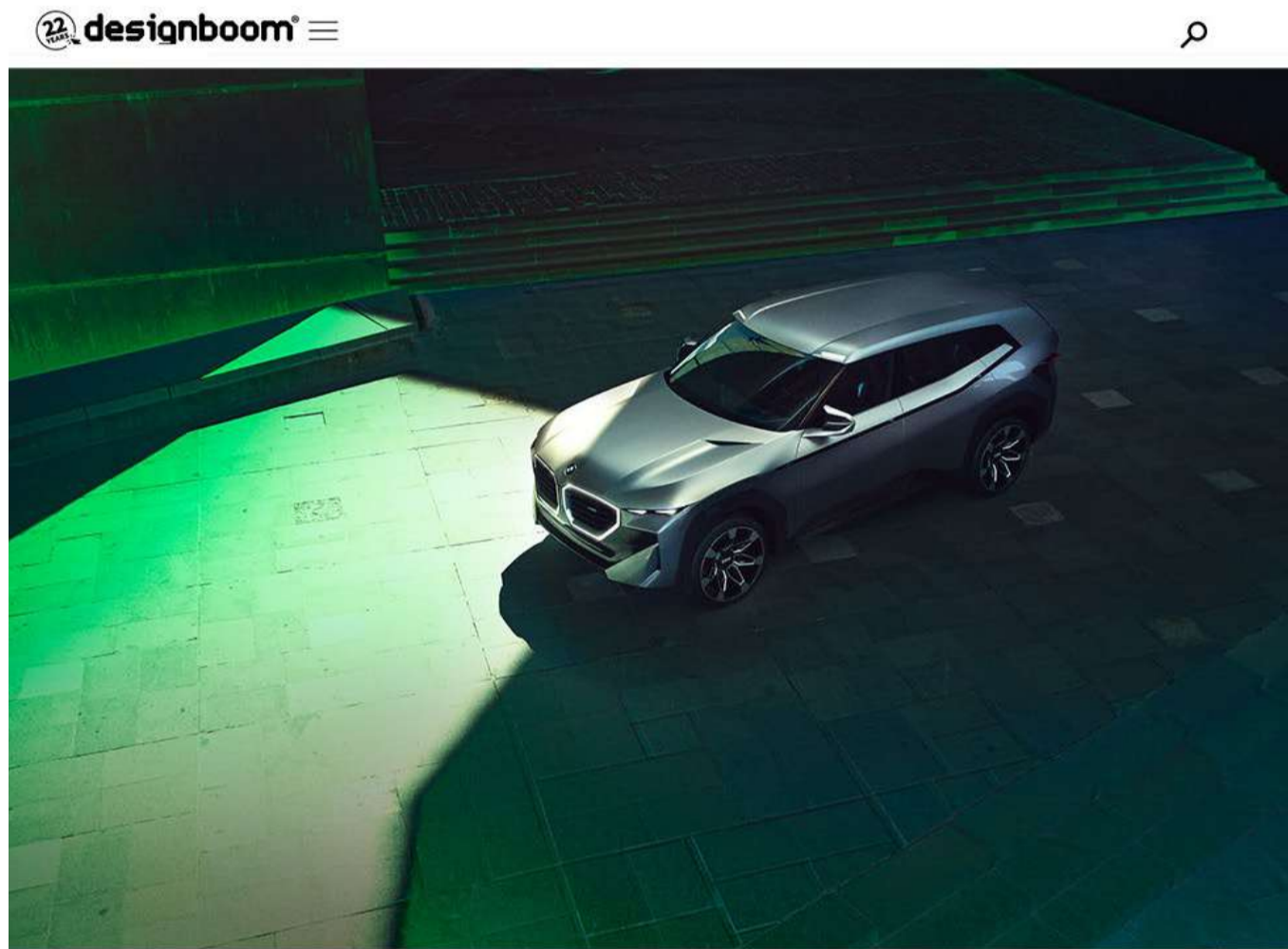
safdie architects' horizontal
skyscraper opens to visitors
in china

hundreds of thousands of international readers will enjoy the homepage feature during the week alone, delving into the latest news and projects through a collection of insightful articles and engaging features.



DOUBLE PAGE BILLBOARD

EXCLUSIVITY for your brand with a full-spread editorial image on our homepage for an entire week. this bold visibility can be extended for multiple weeks for maximum readership - reach 200,000 readers weekly.



WE DISTRIBUTE

CULTURE



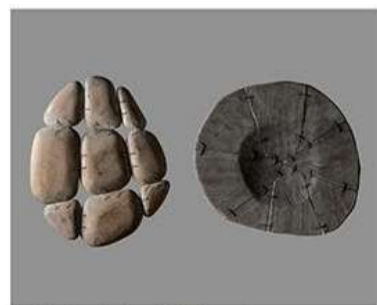
FENDI teams with african studio MABEO to present komba collection at miami 2021

design 331 shares



crossboundaries turns an unused rooftop in shenzhen into a 1.2km long urban park

architecture 606 shares



michele de lucchi's handsewn wooden sculptures honor the imperfection of manual craft

art 478 shares



urbánika designs autism care center in mexico using cognitive accessibility indicators

architecture 377 shares



koto design completes cantilevered 'falcon house' in the cotswolds

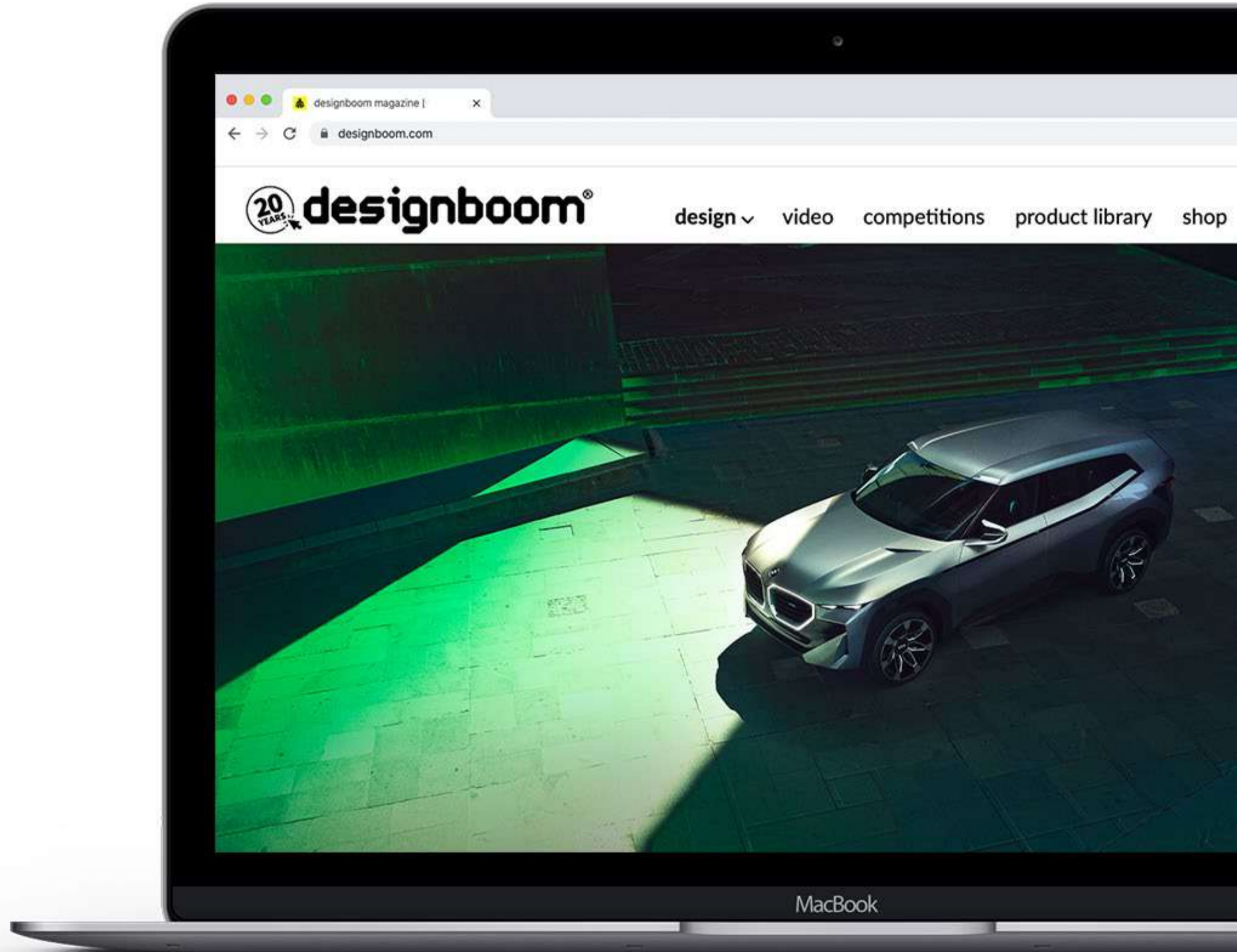
architecture 387 shares



merdeka 118, soon to be world's second tallest tower, tops out in malaysia

architecture 267 shares

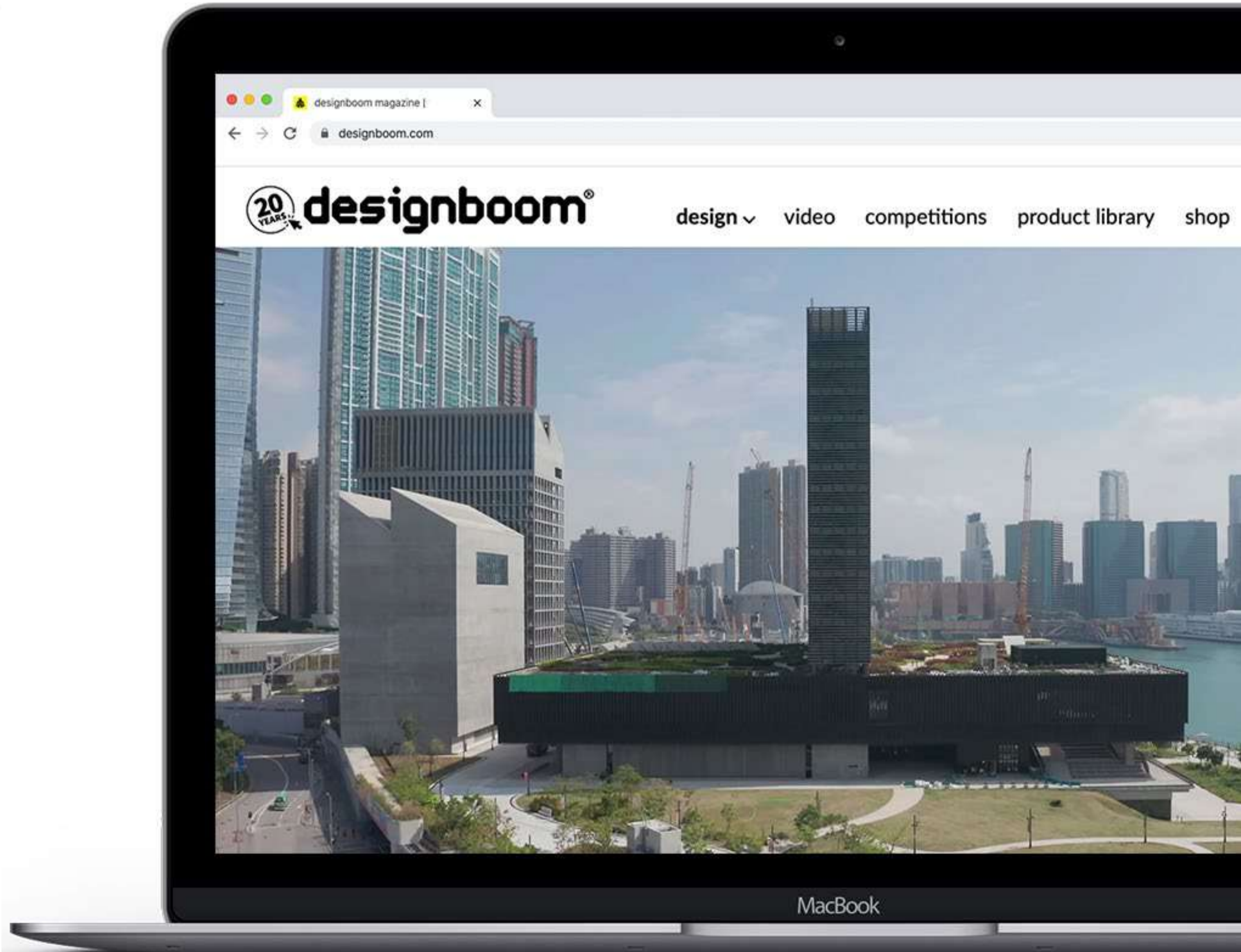
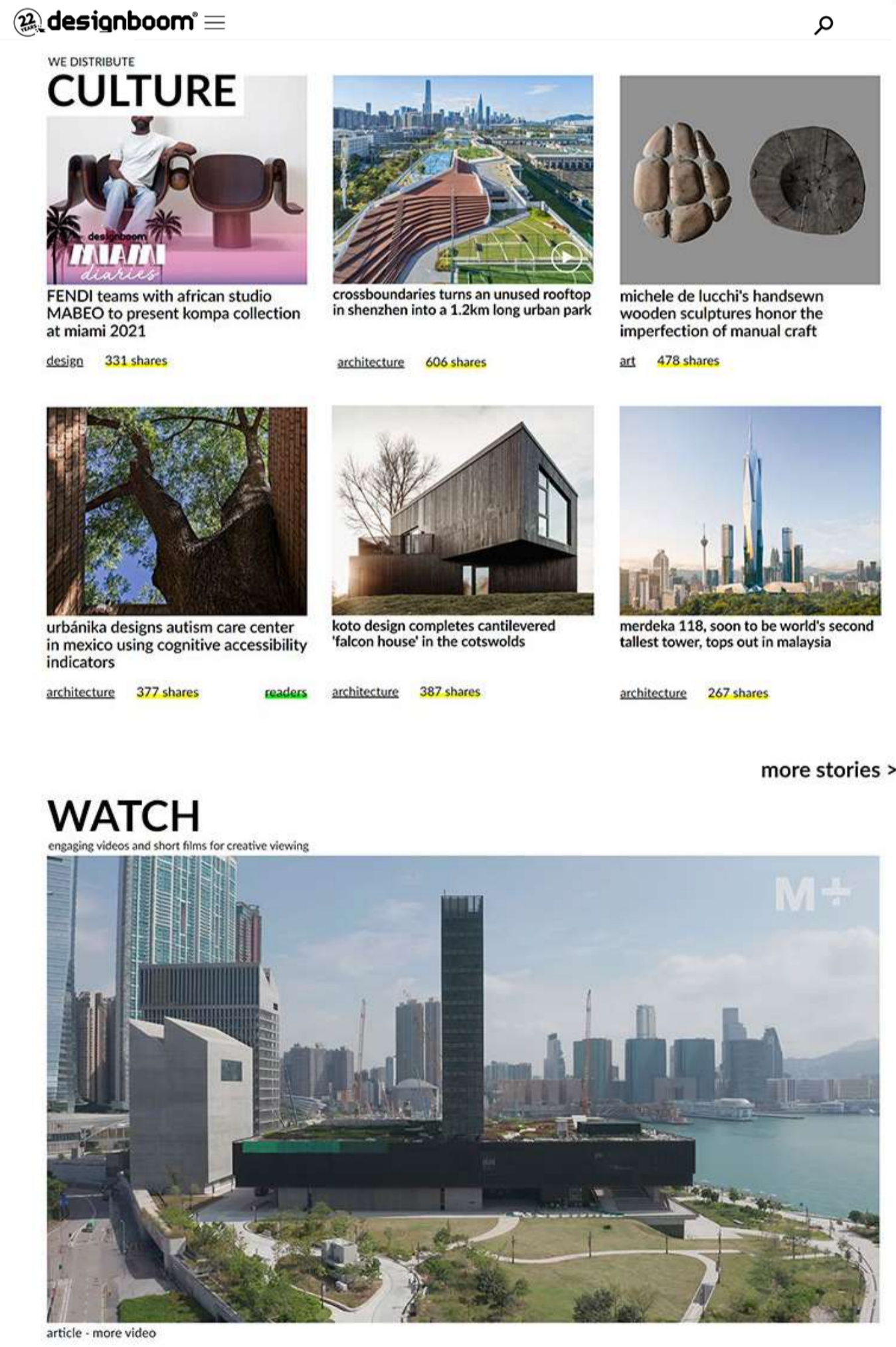
more stories >



DOUBLE PAGE VIDEO

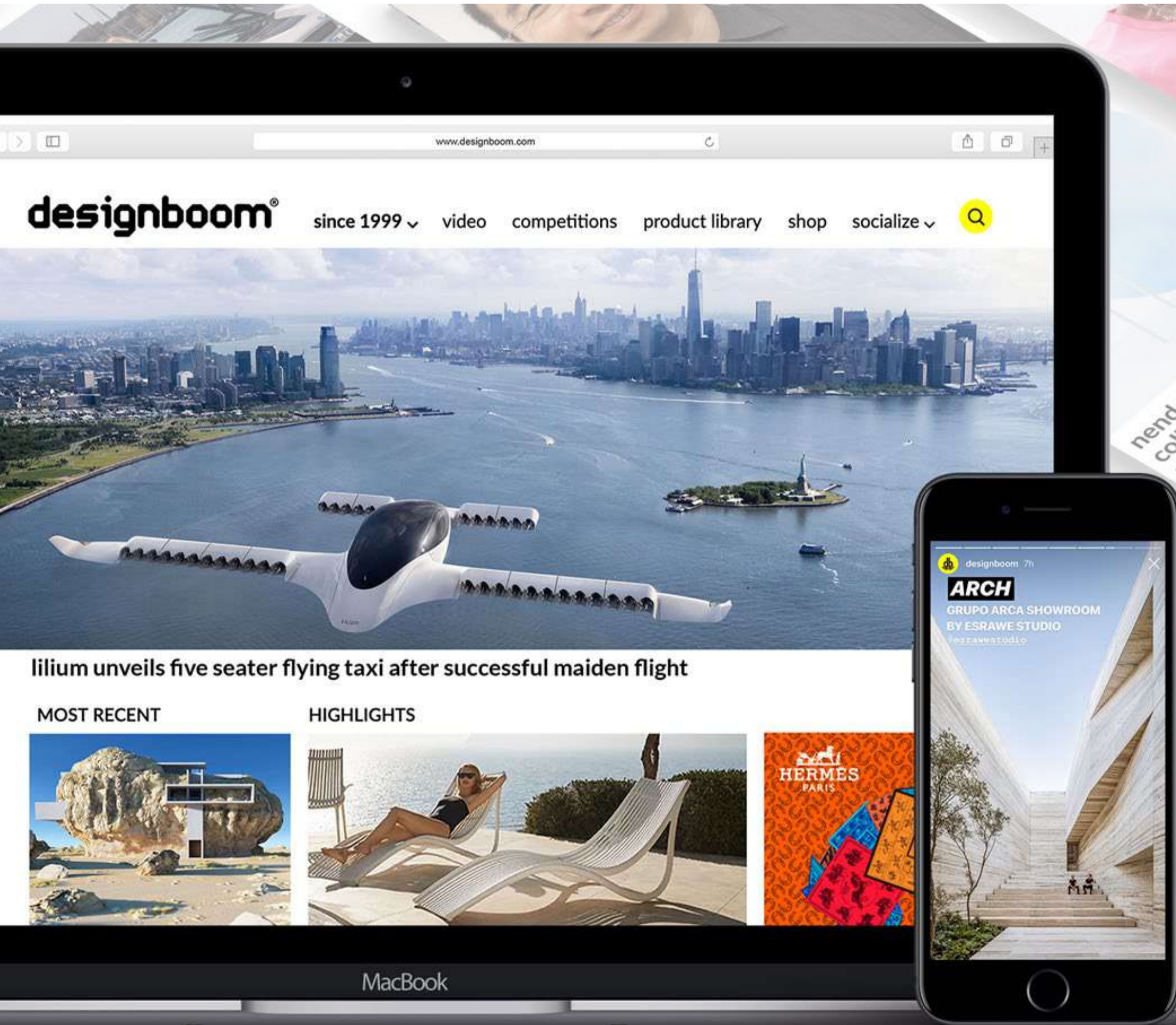
BUNDLE with billboard for max exposure

EXCLUSIVITY for your brand with a full-spread, auto-play video on our homepage for an entire week. this bold visibility can be extended for multiple weeks for maximum readership - reach 200,000 readers weekly.



BRANDED CONTENT **PACKAGES**

our plans can be customized to suit your specific needs, and can be repeated several times a year for maximum impact.



ESSENTIALS PACKAGE

ADVERTORIAL

- 1 ARTICLE PUBLISHED ON DESIGNBOOM, INCLUDED IN OUR DAILY NEWSLETTER (SENT TO 120,000 REGISTERED RECIPIENTS)
- 1 FACEBOOK POST TO 1.2M FOLLOWERS
- 2 TWITTER POSTS TO 1.2M FOLLOWERS

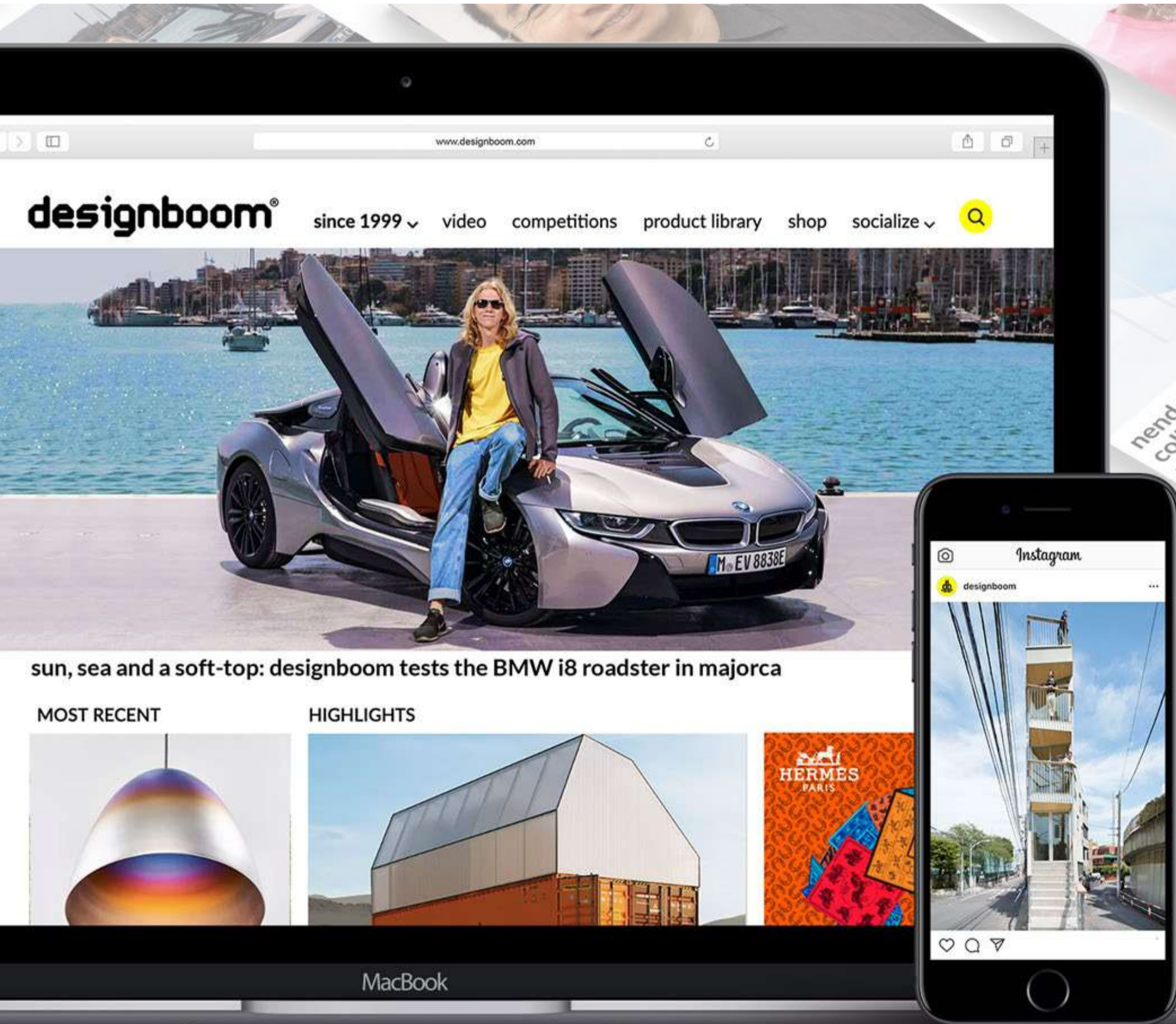
INSTAGRAM

- 1 INSTAGRAM POST TO 3.9M FOLLOWERS (TAGGED PAID PARTNERSHIP)
- 1 X 3 SETS OF INSTAGRAM STORIES TO 3.9M FOLLOWERS

REACH 260,000 READERS

BRANDED CONTENT **PACKAGES**

our plans can be customized to suit your specific needs, and can be repeated several times a year for maximum impact.



SUPREME PACKAGE

1 YEAR LONG COLLABORATION

ADVERTORIAL

- 4 ARTICLES PUBLISHED ON DESIGNBOOM, INCLUDED IN OUR DAILY NEWSLETTER (SENT TO 120,000 REGISTERED RECIPIENTS)
- 4 FACEBOOK POSTS TO 1.2M FOLLOWERS
- 8 TWITTER POSTS TO 1.2M FOLLOWERS

INSTAGRAM

- 4 INSTAGRAM POSTS TO 3.9M FOLLOWERS (TAGGED PAID PARTNERSHIP)
- 4 X 3 SETS OF INSTAGRAM STORIES TO 3.9M FOLLOWERS

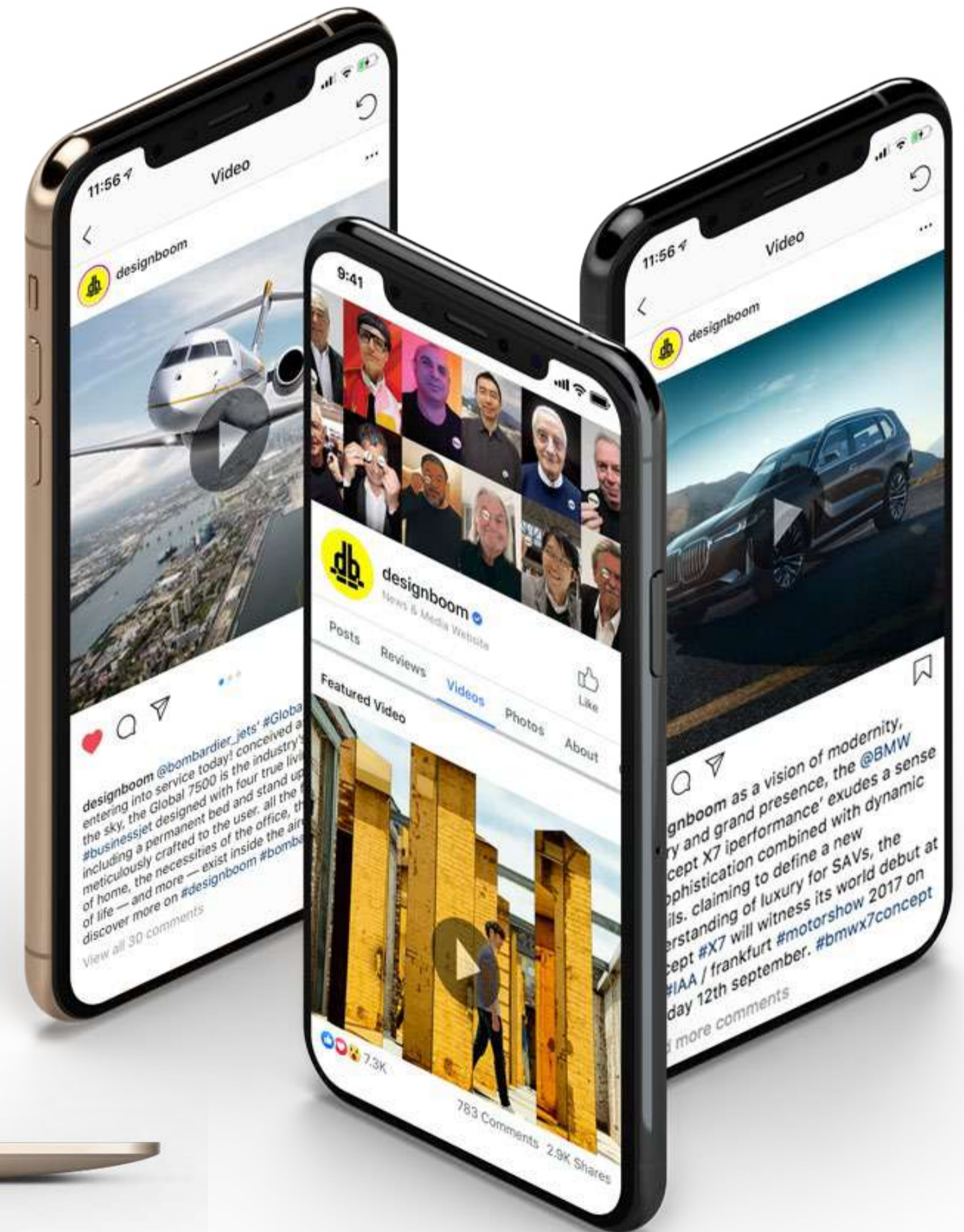
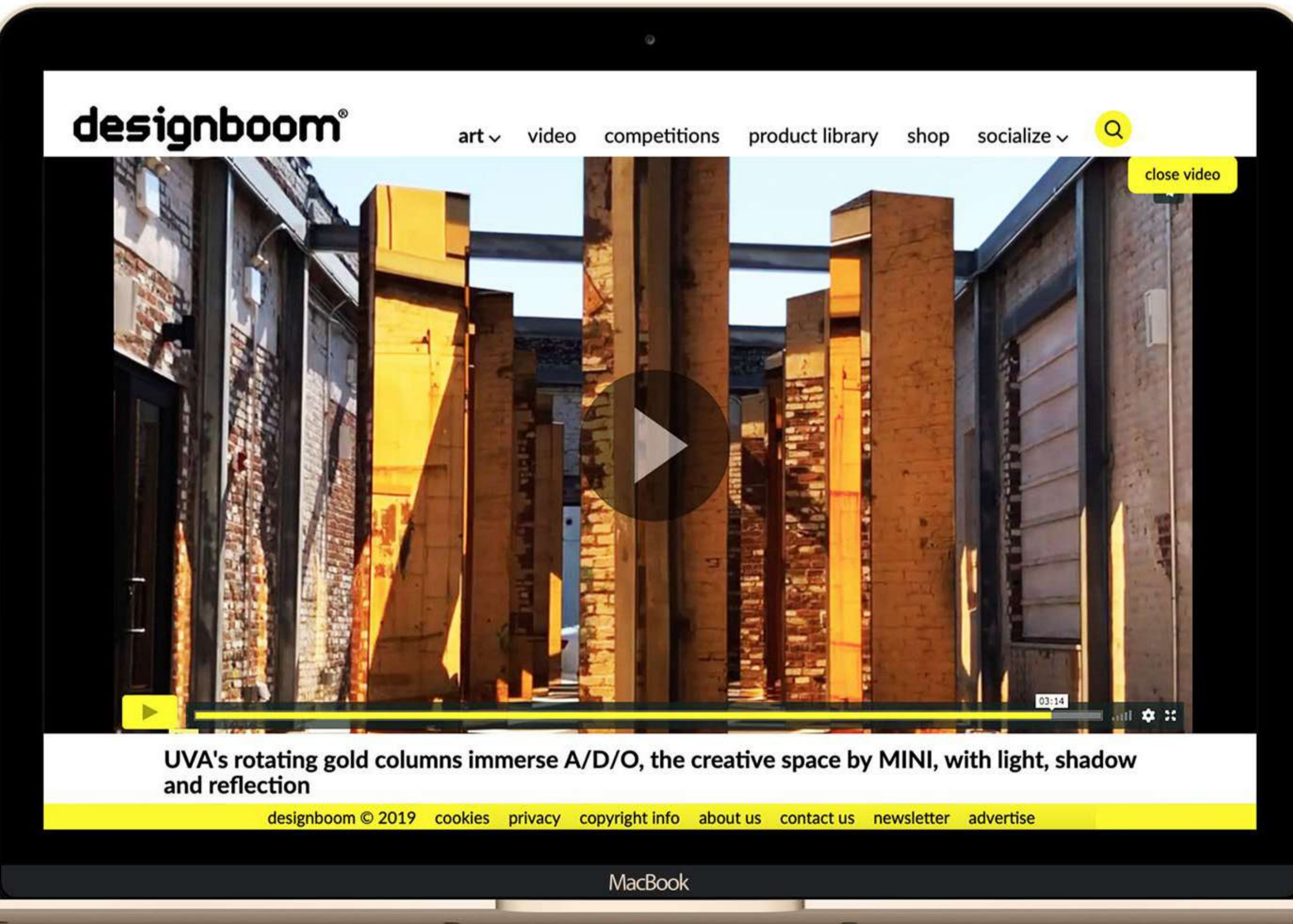
ADVERTISING

- 500,000 IMPRESSIONS; ROS DESKTOP; CPM 24

REACH 1.5 MILLION READERS

BRANDED CONTENT VIDEO PRODUCTION

we produce creative video content that animates your project or brand through engaging on-camera interviews, and quality cinematic filming.



COMPETITIONS

designboom pioneered online competitions back in 2002, and has since developed a unique format that is completely different from any other outlet. we work exclusively with the **biggest brands in the industry** to reach **thousands of creative participants** from across the globe, and achieve **record-breaking results**.

The image shows a screenshot of the designboom website. At the top left is the designboom logo. To its right is a navigation menu with links for 'design', 'video', 'competitions', 'product library', 'shop', and 'socialize', followed by a search icon. The main content area features a large banner for the 'International scarf design competition'. The banner has a red background with a repeating pattern of the Hermès logo. It displays several colorful scarf designs. On the left side of the banner, the text reads 'LE GRAND PRIX DU CARRÉ HERMÈS' and the Hermès logo with 'HERMÈS PARIS' is visible. On the right side, the text reads 'International scarf design competition' and 'March 8 — May 31'.

designboom hits record-breaking registrations for Hermès scarf design competition

NUMBERS : WEBSITE READERSHIP

3.5M

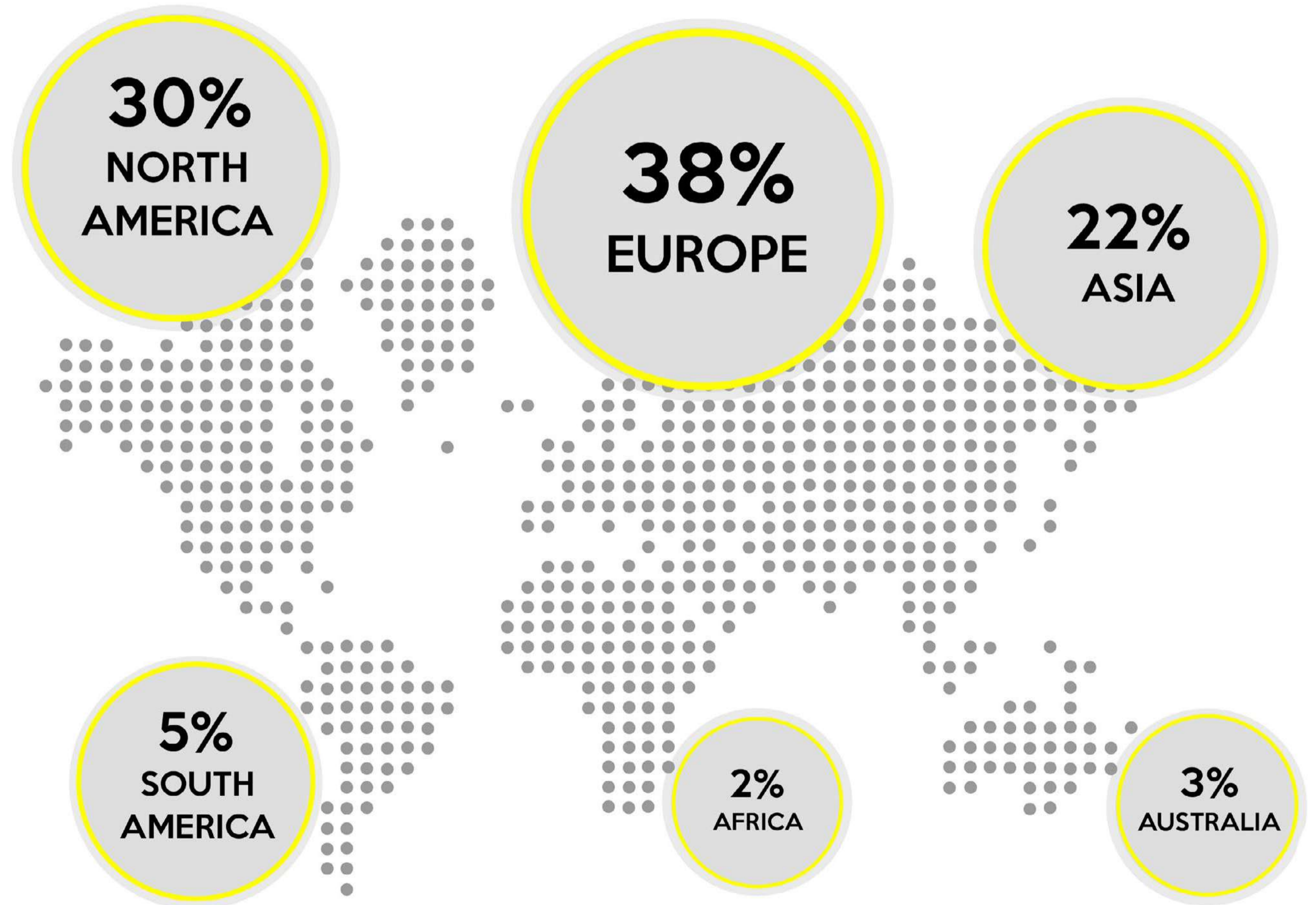
AVERAGE
MONTHLY VISITS

20M

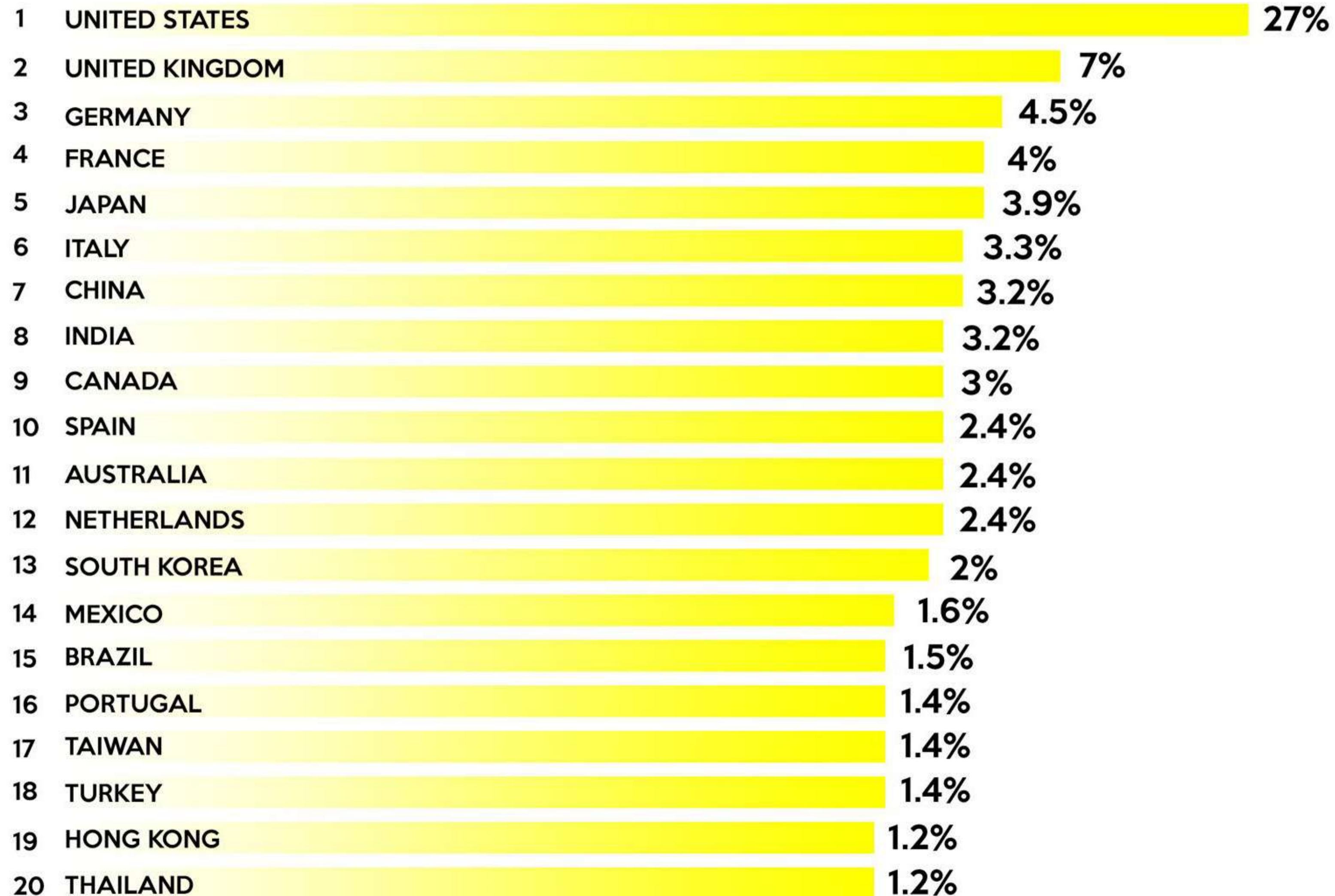
AVERAGE
MONTHLY PAGE VIEWS

450K

NEWSLETTER
SUBSCRIBERS

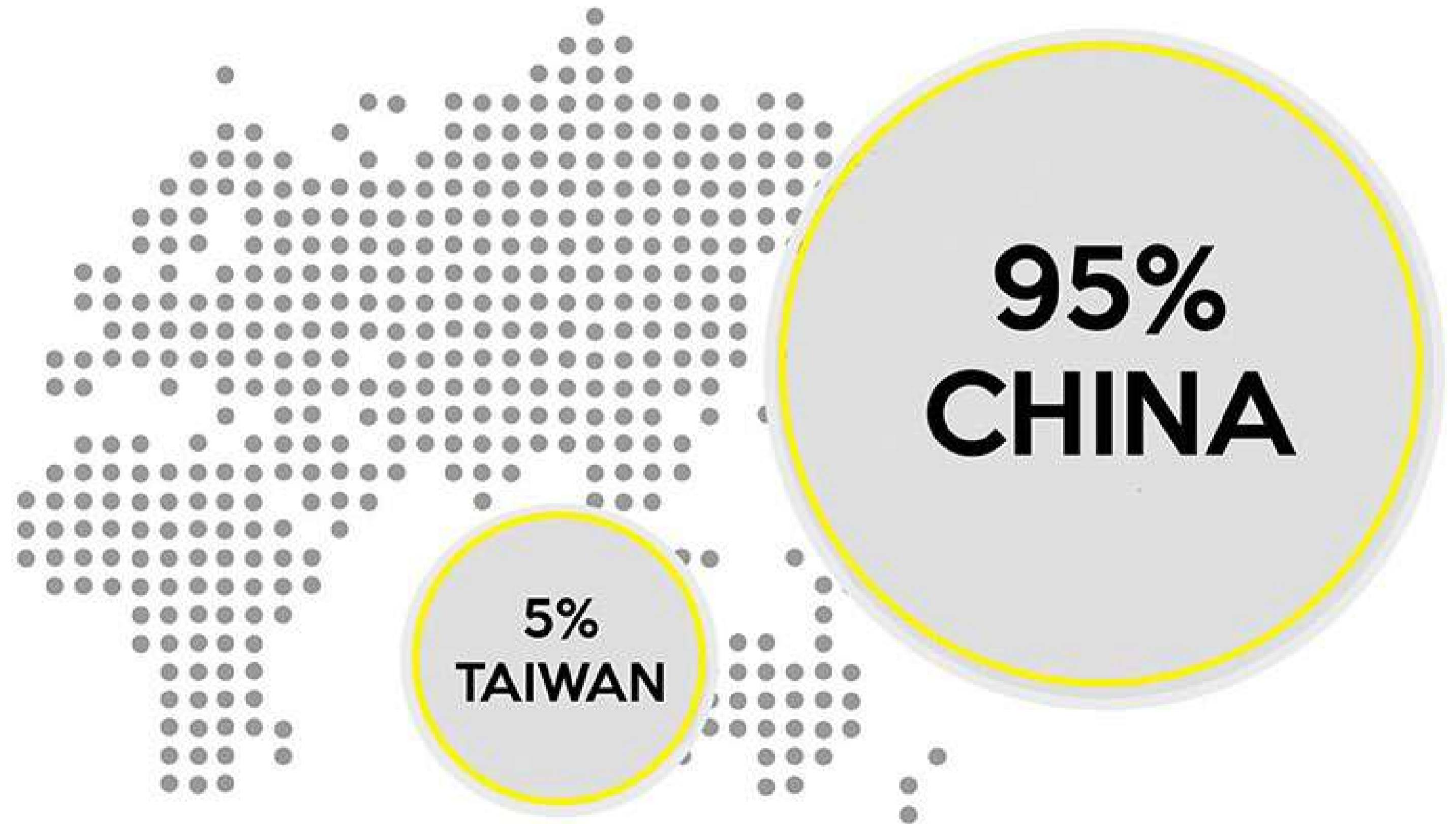


NUMBERS : BREAKDOWN BY COUNTRY



NUMBERS : **DESIGNBOOM CHINA**

OUR CHINESE EDITION IS VISITED BY
1 MILLION MANDARIN-SPEAKING PROFESSIONALS



NUMBERS : DEMOGRAPHICS

40%

ARCHITECTURE, INDUSTRIAL & INTERIOR DESIGN PROFESSIONALS
AGES 25-35

30%

ARCHITECTURE, INDUSTRIAL & INTERIOR DESIGN PROFESSIONALS
AGES 35-50

25%

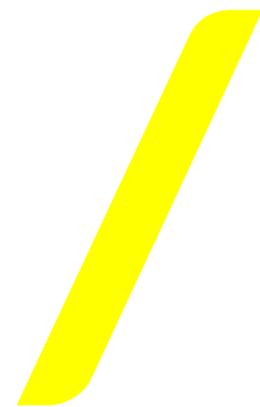
UNIVERSITY STUDENTS IN THE CREATIVE FIELDS
AGES 18-24

53%

MALE

47%

FEMALE



84%

GRADUATED COLLEGE

23%

TOP MANAGEMENT

NUMBERS : SOCIAL MEDIA



3.9M
INSTAGRAM



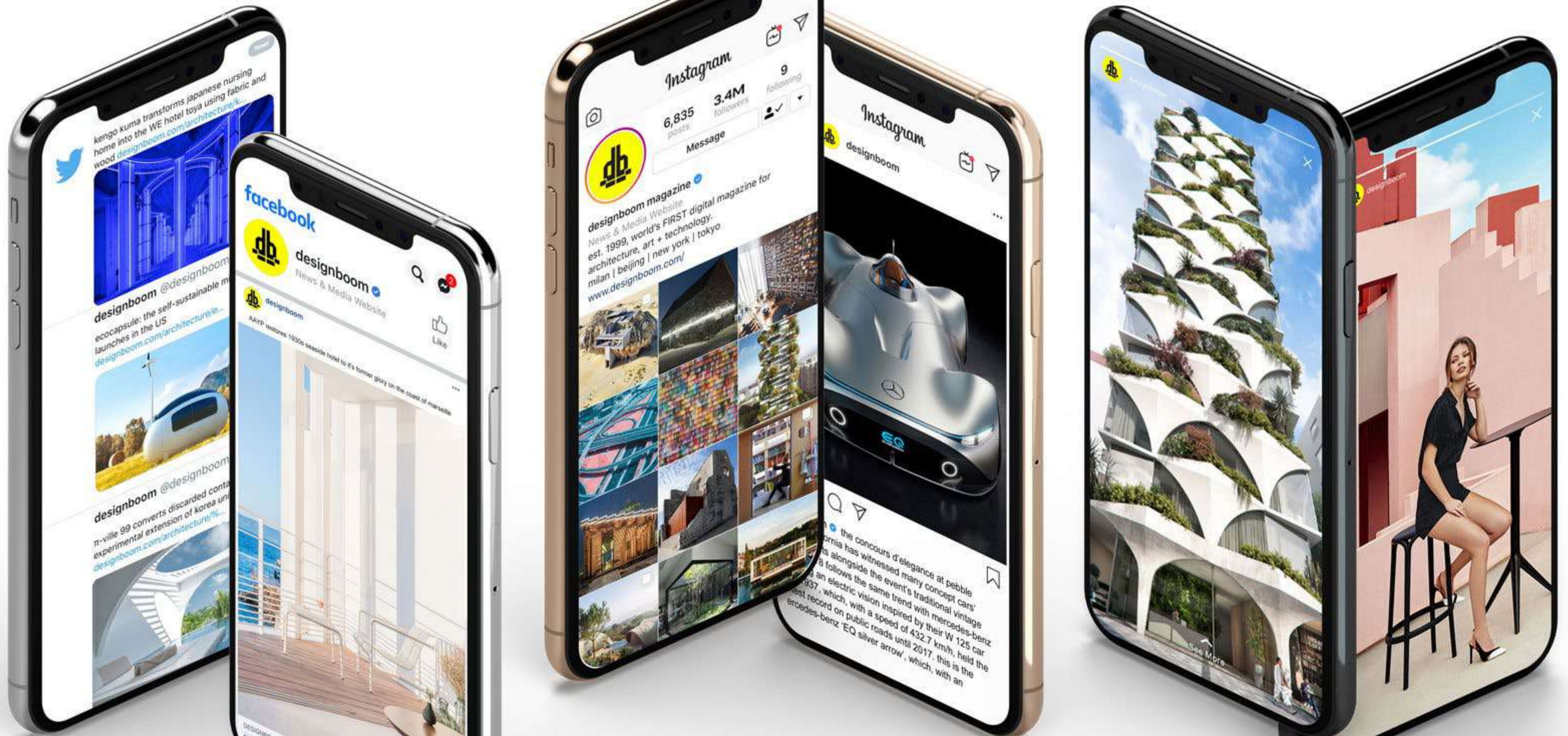
1.2M
FACEBOOK



1.2M
TWITTER



200K
WECHAT

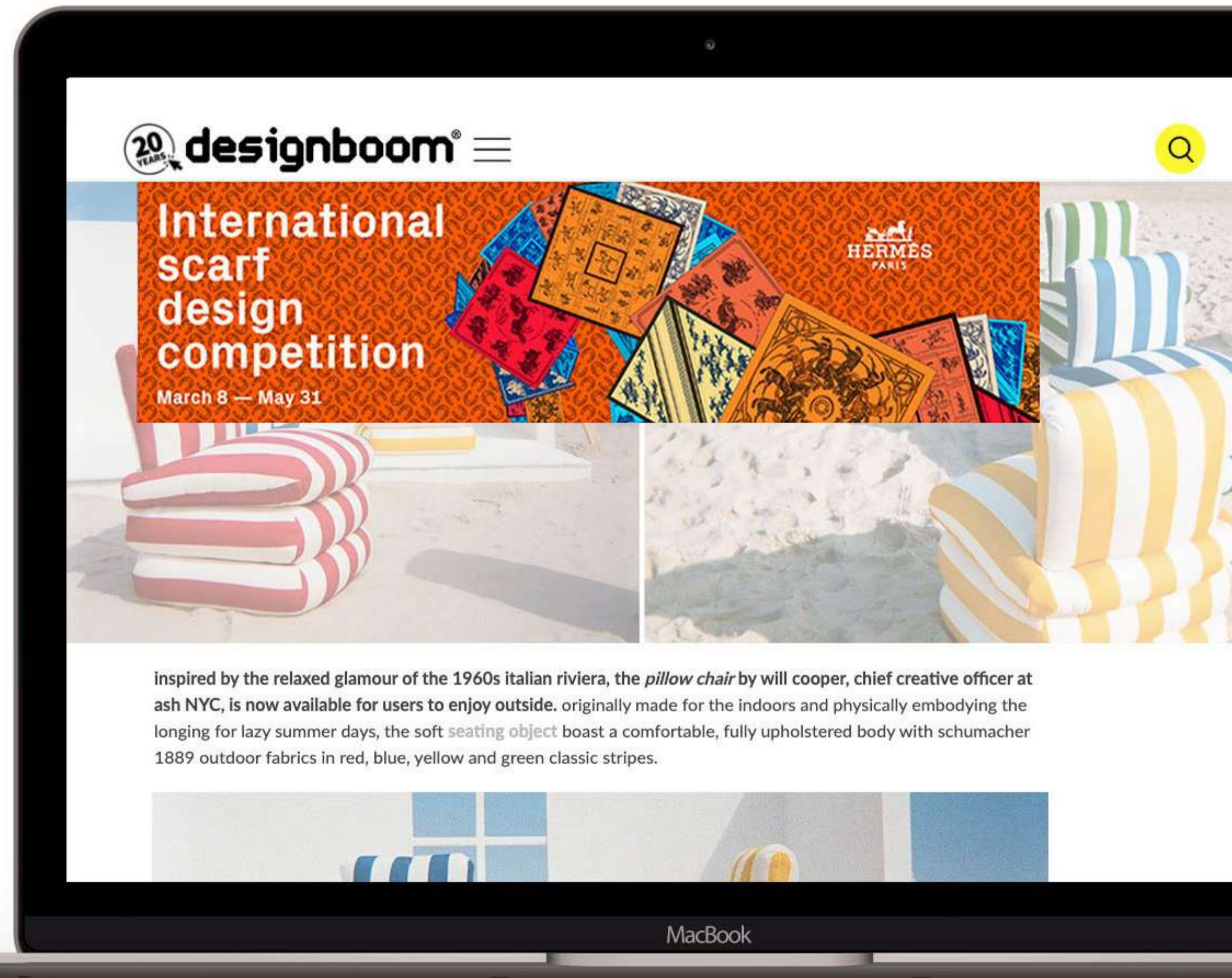
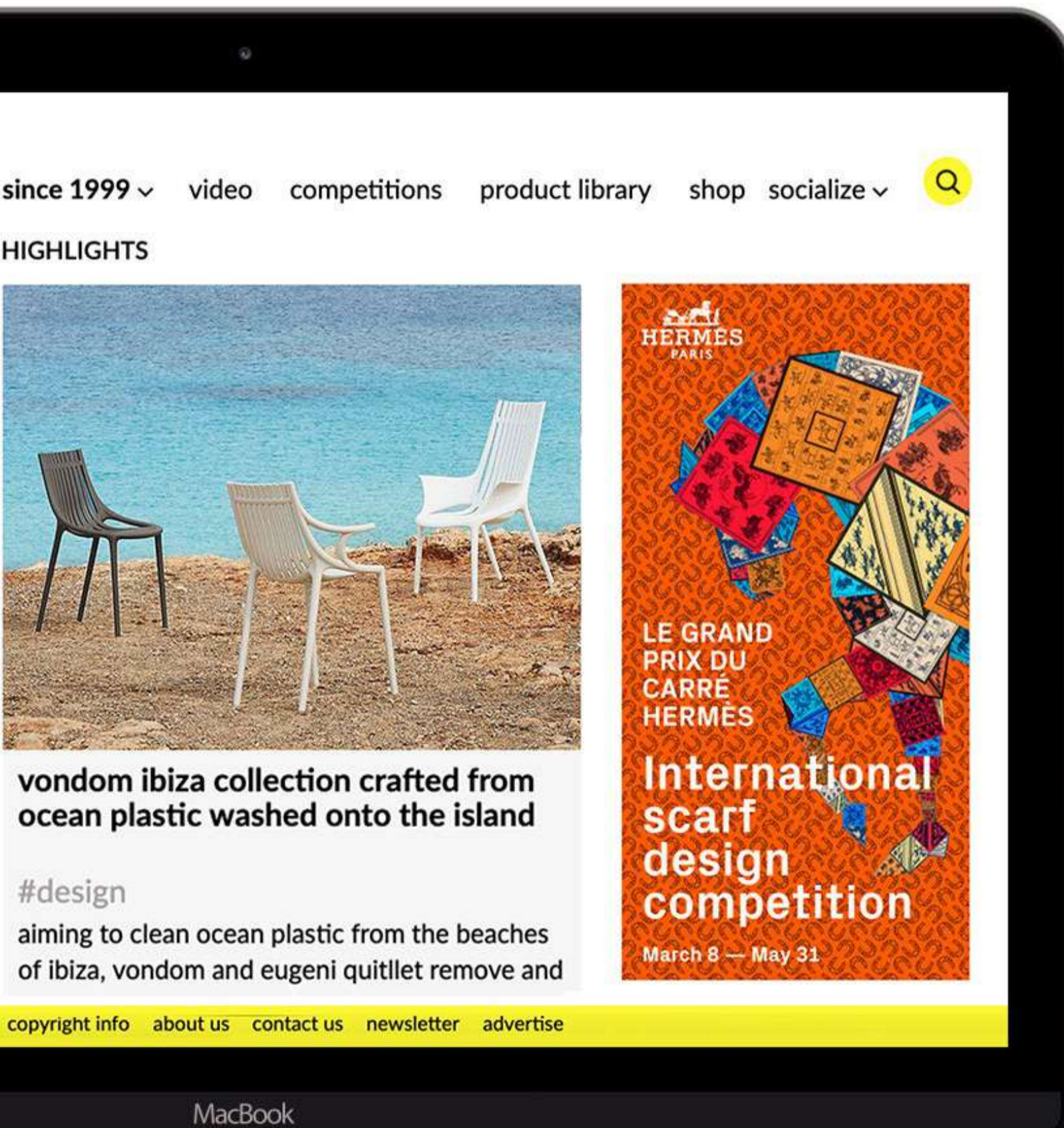


ADVERTISING : DESKTOP

bold advertising campaigns make an instant impression on readers, and deliver your message consistently, and clearly, year-round.

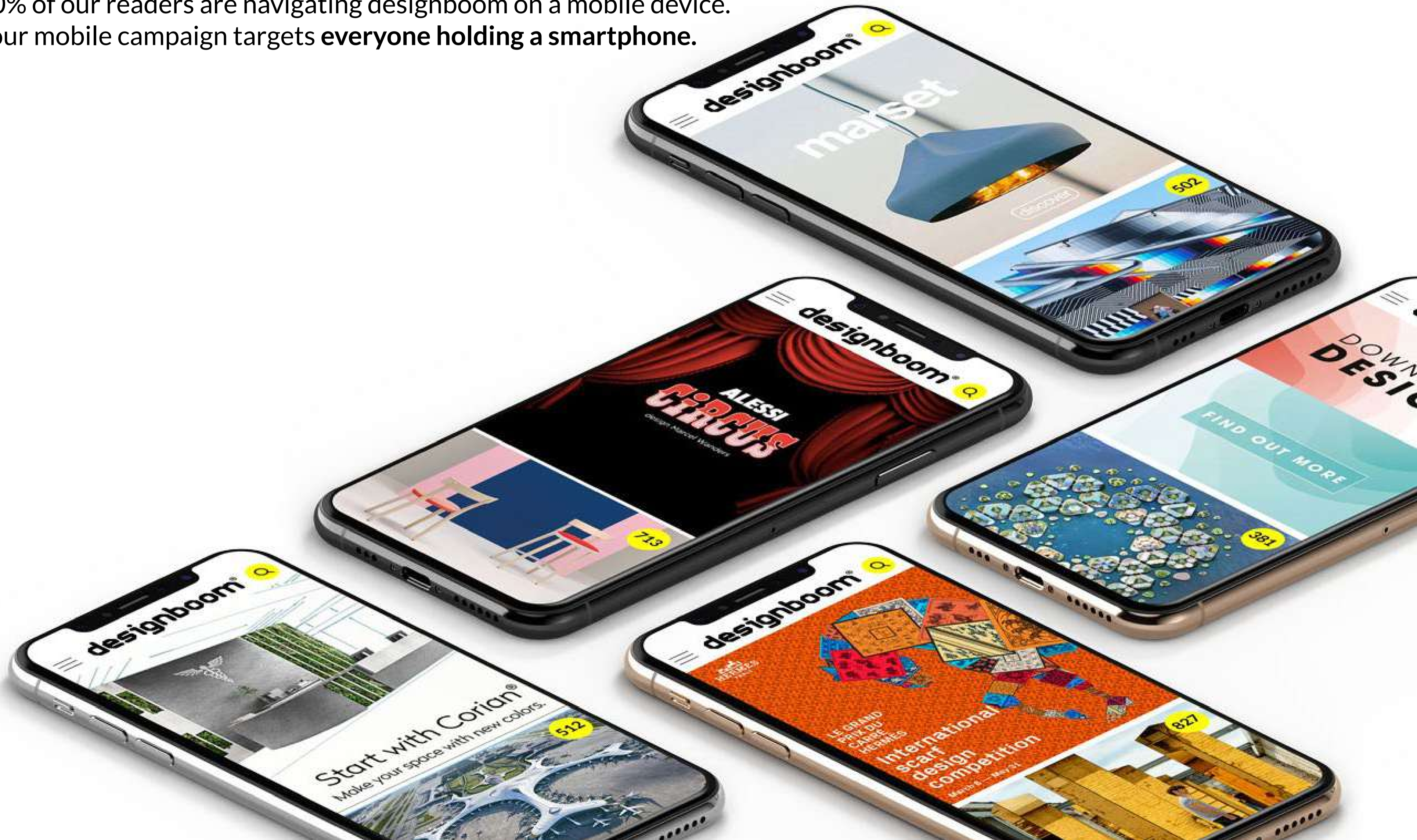
BILLBOARD SURPRISE

STICKY HALF PAGE



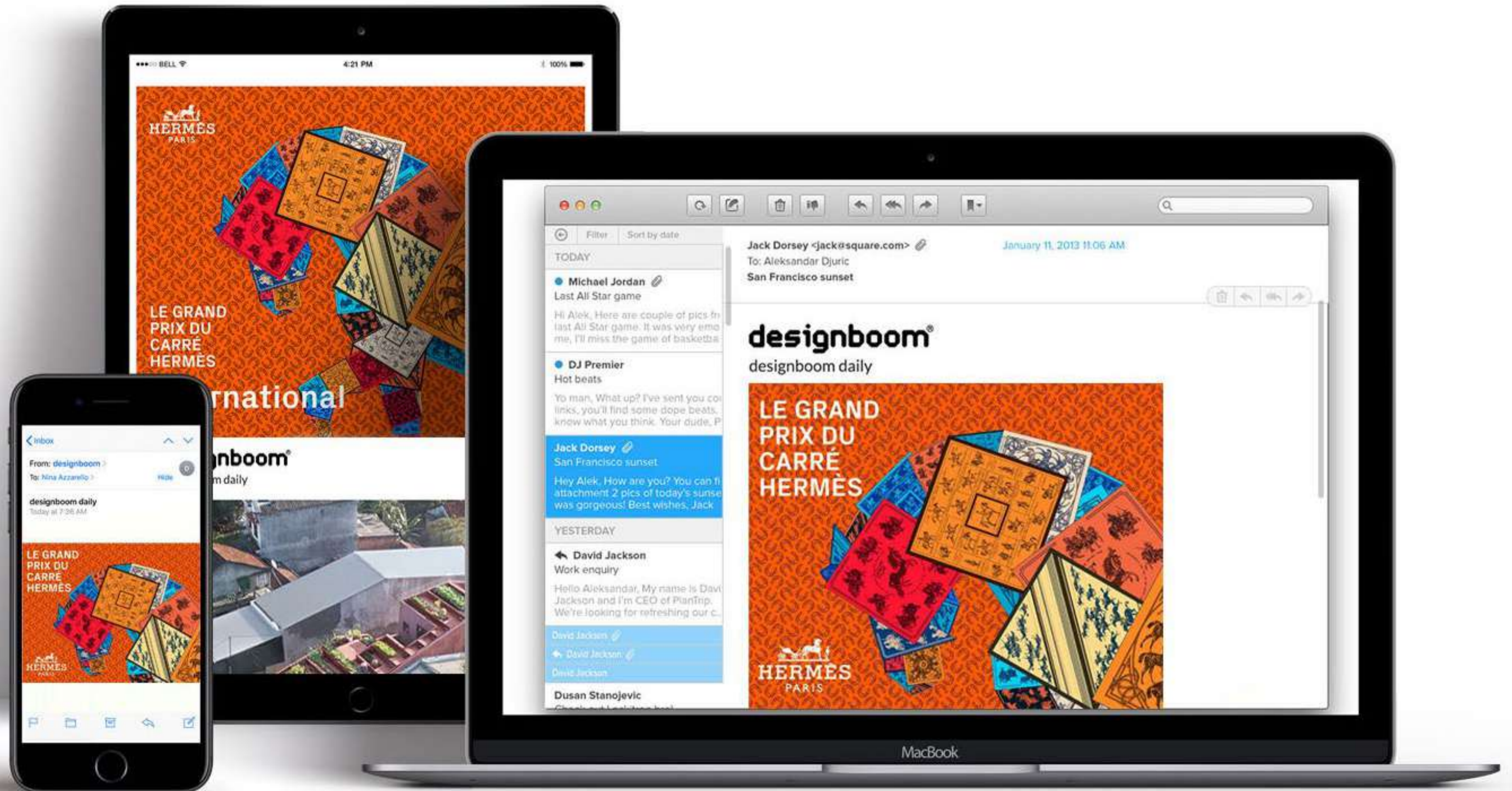
ADVERTISING : MOBILE

40% of our readers are navigating designboom on a mobile device.
your mobile campaign targets everyone holding a smartphone.



ADVERTISING: NEWSLETTER

450,000 SUBSCRIBERS receive designboom's newsletters – why not land at the top of their inbox?



THANKS TO THE COMPANIES, INSTITUTIONS & PROFESSIONALS WHO INVEST THEIR BUDGET ON DESIGNBOOM

- AMONG THEM -

ADOBE, usa | ALUCOBOND, usa | ALESSI, italy | ALF DAFRE, italy
ALTEC LANSING, usa | ANTONIO LUPI, italy | ARCHITONIC, switzerland
AUDI, germany | AXOR, germany | B&B ITALIA, italy
BANG & OLUFSEN, denmark | BMW, germany | BOMBARDIER, canada
CHRISTIE'S, hong kong | COS, sweden | DASSAULT SYSTEM, france
DEUTSCHE TELEKOM, germany | DUBAI DESIGN WEEK, uae
DUPONT CORIAN, usa | DURAVIT, germany | EFFE, italy
EGGER, austria | ELECTROLUX, sweden | ERCO, germany
FCA, italy/usa | FIERA MILANO, italy | FLEXFORM, italy

THANKS

**FLORIM, italy | FLOS, italy | FRIEDMAN BENDA, usa | FUJITSU, japan
GOOD DESIGN AWARD, japan | GROHE, germany | GRUNDIG, germany
GUFRAM, italy | HERMES, france | I SALONI, italy
IED BARCELONA, spain | IKEA, sweden | INFINITI, japan
INTERZUM, germany | IMM COLOGNE, germany | JUNG, germany
KIDP, korea | LANGE UHREN, germany | LAUFEN, switzerland
LAVAZZA, italy | LG, korea | LEXUS, japan | LOUIS POULSEN, denmark
MAISON & OBJET, france | MB&F, switzerland | MINI, germany
MIT, usa | MOLESKINE, italy | MONTBLANC, germany | NATUZZI, italy
NIKE, usa | NISSAN, japan | OAKLEY, usa | ONITSUKA TIGER, japan**

THANKS

OPPO, china | PARSONS THE NEW SCHOOL FOR DESIGN, usa

PEDRALI, italy | PHILIPS, netherlands | PLANTRONICS, usa

POLESTAR, sweden | PORSCHE, germany | RENAULT, france | RISD, usa

ROLEX, switzerland | SAIC, usa | SANCAL, spain | SANYO, japan

SAMSUNG, korea | SAPIENSTONE, italy | SCHOOL OF VISUAL ARTS, usa

SCI-ARC, usa | SCHNEIDER ELECTRIC, france | SCHOTT CERAN, germany

SONY, japan | SQUARESPACE, usa | SWAROVSKI, austria

TIVOLI AUDIO, usa | TOYOTA, japan | UNIQLO, japan

UNIVERSITY OF OREGON, usa | URBANEARS, germany | V&A, uk

VONDOM, spain | VIBIA, spain | VITRA, switzerland | VOLA, denmark

ZEGNA, italy