

**Wallpaper\***  
**Media Information**  
**2012**

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International, intelligent and influential, Wallpaper\* is the world's most important design and lifestyle magazine brand. Since 1996, Wallpaper\* has attracted a sophisticated global audience by constantly pushing into new creative territories and ensuring that its coverage of everything from architecture to motoring, fashion to travel, interiors to jewellery remains unrivalled.

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Wallpaper\* readers are voracious, educated and discerning consumers with tremendous spending power. These affluent young professionals live and breathe fashion, architecture and interiors and are often leaders in these fields. These true aficionados are passionate about design in all forms and appreciate genuine luxury in every part of their lives. Whether searching for beautiful luggage or a stunning dining table, they look to Wallpaper\* as the authoritative design and lifestyle magazine to recommend products with both style and substance.

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### **A few reader statistics**

- 60% male, 40% female
  - Median age: 34
  - Affluent: £62,100 / €83,840 / \$117,990 is the average personal income
  - Educated: 87% have a university degree
  - Urban: 74% live in cities
  - Creative influencers: 80% read Wallpaper\* for personal pleasure; 50% read Wallpaper\* for professional reasons; 73% are employed within creative industries
  - Loyal: 77% keep Wallpaper\* as part of their collection
  - Brand fans: 78% also visit Wallpaper.com; 47% have used a Wallpaper\* City Guide
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### **Global circulation**

- 108,250 ABC Jan-Dec 10
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### **International distribution**

- 30% UK
  - 30% US
  - 30% Europe
  - 10% Rest of world
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January: Next Generation

Next Generation issue, featuring the hottest, emerging young talent in architecture, industrial design, graphics, illustration, fashion, food, beauty and hospitality.

February: The 2012 Wallpaper\* Design Awards

The pre-eminent global design awards will be judged this year by a prestigious, international panel including the artist Grayson Perry, architect Rafael Vinoly and industrialist Gert Bulthaup.

March: Fashion

Our definitive guide to the new collections, the most influential designers and the inside track on the worldwide fashion business.

April: Global Interiors Special

Wallpaper\* opens the door on ten of the world's most exciting design nations. Grand homes, smoking hot kitchens, easy living rooms and imperial bedrooms from France to Finland. Plus: Germany survey

May: Salone Preview & Time Supplement

Wallpaper\* shows off in Italy - our handpicked preview of Milan's Salone Internazionale del Mobile; the global benchmark for the home furnishing sector.

June: Sports Special

Our first ever design-based sports special, including a look at the future of stadia architecture and exclusive technological insights from major and emerging global brands



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July: Design Directory

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Wallpaper's annual design directory includes a report from Milan while our architects' directory is the go-to listing for new builds and cool consultancies. Plus; Kitchen supplement

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August: Wallpaper's Third Handmade Edition

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A plethora of unique one-offs features in our most ingeniously collaborative issue to date

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September: Winter Fashion Special

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Wallpaper\* is dressed to chill for fashion's new autumn winter season.

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October: Guest Editors Issue

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Past editors have included Ralf Hutter of Kraftwerk, Karl Lagerfeld, Zaha Hadid, David Lynch and Hedi Slimane. Plus; Bathroom supplement.

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November: From Russia with Love, via China, Brazil and India

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Once again Wallpaper\* is moving out and en masse to get a full and firm grip on the latest developments in architecture, art, design and more in one of the world's dynamo economies. We also recap on previous issues in our finale to the BRIC nations.

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December: Entertaining & Spas Special

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Wet rooms and dry martinis – entertaining and spas special. Relaxing home and away... Wallpaper\* style. Plus; Swiss supplement

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<b>ISSUE</b>	<b>ON SALE</b>	<b>COPY DATE</b>
January	8 December 2011	4 November 2011
February	12 January 2012	4 December 2011
March	9 February	6 January
April	8 March	3 February
May	12 April	9 March
June	10 May	6 April
July	14 June	7 May
August	12 July	8 June
September	9 August	6 July
October	13 September	8 August
November	11 October	7 September
December	8 November	5 October
January 2013	13 December	7 November



**PRINT RATE CARD 2012**

<b>USD</b>	<b>Page</b>	<b>Spread</b>
1st spread	–	\$51,500
1st bank	–	\$48,600
1st bank consecutives	–	\$40,000
Contents, masthead, contributors, IBC	\$30,900	–
Premium 3-page unit, contents, editor's letter	\$63,200	–
Premium (first third) + editorial openers	\$28,800	\$42,200
Island	\$29,600	\$46,900
Front half	\$26,900	\$39,500
Run of magazine	\$23,500	\$34,000
Outside back cover	\$42,200	–
Guaranteed right hand / consecutive / island	+15%	–
Loose inserts	from \$130, per thousand	–
Bound-in inserts	from \$200 per thousand	–
Gatefold	Available on request	–

**BESPOKE\* 2012**

Bespoke creative solutions	from \$50,000
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**DIGITAL RATECARD 2012**

Leaderboard fireplace	\$46cpm
MPU	\$51cpm
Super MPU	\$65cpm
Standard fireplace	from \$5,300
Dynamic fireplace	\$10600

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**DISPLAY**

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