

Wallpaper*
Media Information
2016

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.

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.

A few reader statistics

- 52% male, 48% female
 - Median age: 34
 - Affluent: £79,866 / €99,833 / \$131,779 is the average personal income
 - Educated: 84% have a university degree
 - Urban: 76% live in cities
 - Creative influencers: 81% read Wallpaper* for personal pleasure; 50% read Wallpaper* for professional reasons; 67% are employed within creative industries
 - Loyal: 73% keep Wallpaper* as part of their collection
 - Brand fans: 91% also visit Wallpaper.com; 56% have used a Wallpaper* City Guide
-

Global circulation

- 100,108 ABC Jan -Dec 14
-

International distribution

- 30% UK
 - 30% US
 - 30% Europe
 - 10% Rest of world
-



January: Next Generation

- Design Awards preview
- Accessible fashion collection
- New young cool designers

February: Design Awards

- Best of...Awards
- Seasons opening collection

March: Fashion & Accessories

- Cover to cover fashion and accessories

April: Global Interiors (8 covers)

- Denim S/S 2016
- German supplement
- Jewellery feature

May: Salone Preview

- Tailoring and suiting for men and women
- Time supplement

June: Transport & Travel

- Sportswear
- Wellness & spas



July: Design Directory

- Kitchen & Bathroom supplement
- Pre-fall collections for men and women
- Eyewear

August: Handmade VII

- Handmade crafted collectibles

September: Fashion + Global Retail

- Cover to cover fashion

October: 20th Anniversary

- Jewellery feature
- Best Urban Hotels
- Denim A/W 2016
- Smallpaper*

November: Smart Art

- Studio Time: The Smart Art special
- Contract supplement
- Cruise collections
- Power list

December: Entertaining

- Technology
- Watch feature
- Swiss survey
- Tailoring and accessories
- Wine & design



ISSUE	ON SALE	COPY DATE	BOOKING DEADLINE
February	14 January 2016	30 November 2015	27 October 2015
March	11 February 2016	06 January 2016	5 December 2015
April	10 March 2016	04 February 2016	5 January 2016
May	14 April 2016	07 March 2016	3 February 2016
June	12 May 2016	05 April 2016	2 March 2016
July	09 June 2016	03 May 2016	6 April 2016
August	07 July 2016	03 June 2016	4 May 2016
September	11 August 2016	06 July 2016	8 June 2016
October	08 September 2016	03 August 2016	6 July 2016
November	13 October 2016	06 September 2016	3 August 2016
December	10 November 2016	04 October 2016	7 September 2016
January	08 December 2016	02 November 2016	5 October 2016



PRINT RATE CARD 2016

USD	Page	Spread
1st spread	-	\$51,500
1st bank	-	\$48,600
1st bank consecutives	-	\$40,000
Contents, masthead, contributors, IBC	\$32,754	-
Premium 3-page unit, contents, editor's letter	\$63,200	-
Premium (first third) + editorial openers	\$29,952	\$42,200
Island	\$30,784	\$46,900
Front half	\$27,976	\$39,500
Run of magazine	\$24,440	\$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* 2016

Bespoke creative solutions	from €50,000
----------------------------	--------------

DIGITAL RATECARD 2016* USD

DISPLAY

Leaderboard	\$52cpm
MPU	\$57cpm
Super MPU	\$71cpm
Billboard	\$113cpm
Filmstrip	\$101cpm

Newsletter	\$3,300
------------	---------

MOBILE

Mobile Banner	\$52cpm
Wallpaper* daily sponsorship	\$13,200

TAKEOVERS

Standard Homepage Triptych	from \$8,250
Standard Channel Triptych	from \$6,600
Dynamic Homepage Triptych	from \$13,200
Dynamic Channel Triptych	from \$9,900

* A 15% Premium will be applied for roadblocking of channels or content

GLOBAL HQ

Publisher

Malcolm Young

malcolm_young@wallpaper.com

Tel: 44.20 3148 7718

Bespoke Director

Sarah Martin

sarah_martin@wallpaper.com

Tel: 44.20 3148 7703

Head of Digital Advertising

Scott Lambert

scott_lambert@wallpaper.com

Tel: 44.20 3148 7726

GLOBAL OFFICES

Publisher

Malcolm Young

malcolm_young@wallpaper.com

Tel: 44.20 3148 7718

ITALY

Marcella Biggi (Design)

marcella.biggi@cesanamedia.com

Cristiana Catizone (Fashion)

cristiana.catizone@cesanamedia.com

GERMANY, AUSTRIA AND SWITZERLAND

Peter Wolfram

wolfram@wolframwerbung.com

Tel: 49.89 9611 6800

FRANCE

Magali Riboud

mrriboud@studio-riboud.com

Tel: 33.1 42 56 33 36

USA (NORTHEAST)

Ilaria Anghinoni

ilaria.anghinoni@cesanamedia.com

Tel: 1.917 940 8430

USA (SOUTHEAST)

Ana Torres de Navarra

ana.torres@cesanamedia.com

Tel: 1.305 662 4754

USA (WEST COAST)

Kiliaen Murphy

kiliaen@klmreps.com

Tel: 1.310 467 4577

AUSTRALIA

Sarah Martin

sarah_martin@wallpaper.com

Tel: 44.20 3148 7718

HONG KONG, TAIWAN AND KOREA

Herb Moskowitz

themediarep@gmail.com

Tel: 852.2838 8702

CHINA

Maggie Li

maggie.li@cesanamedia.cn

Tel: 86.10 6588 0051

BRAZIL

Paolo Mongeri

paolo.mongeri@cesanamedia.com

Tel: 55.21 98393 9495

INDIA

Ravi Lalwani

ravi@mediastar.co.in

Tel: 91.22 4220 2118