The style bible

For the past decade, Wallpaper* has championed the best design. It has become the international authority on the cutting edge and the classic, the new and the rediscovered. It's all about the best. From fashion to travel, from interiors to jewellery, and from architecture to motoring, the aesthetic that surrounds you was first championed by Wallpaper*. With an unrivalled stable of international contributors and editors, distribution in over 70 countries and unparalleled success in reaching the design élite the world over, Wallpaper* has gained global awareness and appeal.

Wallpaper* has attracted the world's media attention and is now the official commentator on contemporary design. With regular features in a range of national and international media outlets, such as The New York Times, Financial Times and Creative Review to name a few, Wallpaper* is often described as a style bible.
The reader

Wallpaper* readers are affluent young professionals and voracious consumers with enormous spending power. They actively buy into the products and services they read about in the magazine. Research shows they are passionate about design in all its forms, whether that involves the quest for the sharpest white shirt, the perfect carry-on luggage or the most beautiful day bed. They live and breathe architecture, interiors and fashion, and are often leaders in these fields, looking to Wallpaper* for the latest news, as well as for inspiration from our unrivalled coverage of modern design. Rather than being mere spectators, our readers live in the Wallpaper* world and have access to a seamless international marketplace, the ultimate consumer dream.

A few reader statistics

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<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Gender</td>
<td>60/40 male/female</td>
<td></td>
</tr>
<tr>
<td>Median age</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>Marital status</td>
<td>47% single, 29% married, 25% live with a partner</td>
<td></td>
</tr>
<tr>
<td>City living</td>
<td>99% live in the city centre</td>
<td></td>
</tr>
<tr>
<td>Personal income</td>
<td>£33,164/€40,640/US$66,100/AU$81,728, 36%</td>
<td></td>
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<tr>
<td>Household income</td>
<td>£68,240/€81,240/US$156,555/AU$195,694</td>
<td></td>
</tr>
<tr>
<td>Work</td>
<td>Two thirds work in creative industries</td>
<td></td>
</tr>
<tr>
<td>Circulation</td>
<td>Rising circulation of +110,000</td>
<td></td>
</tr>
<tr>
<td>Geographic</td>
<td>30% UK, 30% Europe, 30% US, 10% Rest of the world</td>
<td></td>
</tr>
</tbody>
</table>

Our readers are passionate about design, from debut fashion collections to the sharpest white shirt (W*94). Photographer: Rebecca Pierce
Fashion

Wallpaper's fashion pages are more than just a reflection of the current catwalk trends; they capture a lifestyle that we all aspire to, one where everything is beautiful. Wallpaper also portrays the clothes in an individual and artistic manner, giving the reader a new and original take on the world of fashion and the creatives that work within it.

A few reader statistics

- Average spent on fashion a year is £2,071/€3,098/$3,933/AU$4,916
- Fashion purchasing frequency is 14 times annually
- We want fashion that has great attention to detail and is made with the highest quality materials
- We purchase something seen in the magazine at least four times a year

Original takes on fashion include the collaboration between artist Antony Donaldson, his son, photographer Matthew Donaldson, and the fashion team (W*94)
Interiors

No other magazine has shaped modern interior design quite like Wallpaper*. Its interiors philosophy is to reveal both the way we live now and the way we will live tomorrow. Wallpaper* readers are very proud of their spaces, which reflect their individual style and attention to detail, and they are constantly searching for clever ideas, pleasing aesthetics and stylish design solutions for life today.

Whether it’s still on the drawing board, has just arrived on the market or is coming up for auction, Wallpaper* features everything in a modern, forward-thinking environment. Wallpaper* has championed the best in design for the past decade and continues to be the leader in its field.

A few reader statistics

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annually spend on interiors</td>
<td>£4,412/€5,588/$8,415</td>
</tr>
<tr>
<td>Average spent on property/luxuries</td>
<td>£485,000/€724,700/$925,500/AU$1,156,900</td>
</tr>
<tr>
<td>34% renovate every two years</td>
<td></td>
</tr>
<tr>
<td>Passionate about design with 99% agreeing great design inspires them, and that they’re materialistic</td>
<td></td>
</tr>
</tbody>
</table>
Architecture

From the miniscule to the gigantic, Wallpaper* searches the globe for the best in contemporary architecture, featuring inspiring new builds at blueprint stage and unveiling the finished work of the world’s most cutting-edge architects. With a large number of architect readers, Wallpaper* presents professional ideas, as well as inspiration for personal projects, beautifully delivered in luxurious, collectable volumes.

A few reader statistics

- 21% use the services of architects
- 34% own a second home

We first unveiled this super cool family home in super back in 2012 and it also featured in our round-up of inspiring residential builds in 2013.

Photographer: Tomohiro Sakashita
To Wallpaper* readers, the internal movement of a watch is just as important as the exterior design, so when they invest several thousand in a timepiece, they want to know they have made a discerning purchase. Watches and jewellery play an increasing role in Wallpaper’s editorial mix as the most delectable pieces grace more and more pages of our creative shoots, from beauty to interiors. Our watch features are both provocative and interesting as we challenge readers to consider everything from a brand’s international status to its collectability.

**A few reader statistics**

Wallpaper* readers spend an average of £2,368/€2,065/US$3,473/AU$4,654 a year on a watch for themselves and £1,388/€2,074/US$2,649/AU$3,311 on jewellery as gifts. Say those earning £140,000+/€210,000+/US$265,000+/AU$331,250+

**Watches & jewellery**

Elegant watches, like these by Bell & Ross and Corum, and delectable pieces of jewellery, like this diamond bracelet by De Beers, make increasingly creative appearances in our pages (W*94).

Photographers: Milo Keller & Julien Gallico
Always first at the world’s hippest new design hotels or latest luxury resorts, Wallpaper* brings you the best of the best before anyone else. For true urban explorers, we get under the skin of the world’s most exciting cities to bring you the best in design, architecture and shopping, as well as the coolest nights out and the hottest tables in town. The travel pages of Wallpaper* are a heady mix of the idyllic and the stimulating, the challenging and the pampering, providing a first-class service for the international traveller.
For the Wallpaper* reader, a car is the ultimate accessory, as much about functionality as it is about style and fun. In a jet-set life, a car provides a getaway, an escape from timetables, visas and security checks. Wallpaper’s motoring pages cover the full spectrum, from dreamy concept cars to slick sports convertibles guaranteed to turn heads. Our readers also have an appetite for superiorly designed cars and are keen to know about industry innovations. Our unique and authoritative editorial, input from the trade shows and keen-eyed global contributors combine to keep readers well ahead of trends.

A few reader statistics

- 70% own a car
- Design (82%) and dependability (81%) rank almost the same when purchasing a car

As our readers demand all the latest in car innovation, we make sure we not only keep abreast of new concepts and launches, but also develop our own, such as our customised Ferrari (W*92).

Photographer: Rick Guest
Wallpaper* recognises that the television is now as much a piece of furniture as it is a gadget, and the same care goes into choosing one as it does into purchasing a sofa. Equally, your choice of mobile phone says as much about you as your watch. With iconic designers working more and more with hi-tech manufacturers, the choice of technology for the home is becoming increasingly exciting, and our interiors pages feature technological products that seamlessly integrate into the world of interior design, creating a whole new shopping list for the interiors-conscious reader.

A few reader statistics
Technology friendly: 53% own an iPod and 23% have another brand of MP3 player
When purchasing technology, readers seek out products that are well-designed and made with great attention to detail

Technology
Wallpaper* recognises that the television is now as much a piece of furniture as it is a gadget, and the same care goes into choosing one as it does into purchasing a sofa. Equally, your choice of mobile phone says as much about you as your watch. With iconic designers working more and more with hi-tech manufacturers, the choice of technology for the home is becoming increasingly exciting, and our interiors pages feature technological products that seamlessly integrate into the world of interior design, creating a whole new shopping list for the interiors-conscious reader.
Grooming & beauty

Wallpaper* readers take great pride in their appearance, investing in their favourite, trusted, internationally known brands, as well as experimenting with more quirky, individual brands and products, too. In a typical Wallpaper* way, we look at the design of products and their packaging and, importantly, how they fit into our readers’ lives. Among our pages, readers of both sexes find plenty of appealing products, beauty retailers, concept spas and health resorts to help them maintain their well-groomed looks and to complement their lifestyle.

A few reader statistics

Wallpaper* readers spend an average of £1,056/€1,580/$2,005/AU$2,506 on grooming and beauty products a year, say those earning £140,000+/€210,000+/US$265,000+/AU$331,280+.

Readers lap up all the latest beauty and grooming news, and we cover products for both sexes equally, such as in our feature on rose scents for men (W*93).
Bespoke* Wallpaper* has a distinctive new approach to creative solutions: beautiful Bespoke* features produced by the Wallpaper* team, using the best photographers and stylists worldwide, creating a new and fresh approach to products and complementing advertisers’ display campaigns. Wallpaper* is raising and challenging industry standards by producing Bespoke* spreads that look as good as the magazine’s editorial pieces, and which are treated with the same level of importance. They are overseen by Wallpaper’s Editor-in-Chief and Creative Director. For clients in all categories, Wallpaper’s Bespoke* solution is the perfect way to communicate stories that clients do not already feature in their display campaigns.

Wallpaper’s new Bespoke* promotions take creative campaigns to a whole new level of refinement, such as in our ten-page feature for Chivas Regal shot in the Baccarat Museum in Paris (W*88). Photographer: Tommaso Sartori
Wallpaper® City Guides

The City Guides are an exciting and stylish new concept in travel guides created by Wallpaper* and published by Phaidon Press. Aimed at the design-conscious traveller, the guides offer just the right amount of insider knowledge on the world’s most popular cities, from where to stay and what to visit, to where to eat, shop and be seen. Ideal for a weekend break or business travel, their discreet, pocket-sized format gives you the best a city has to offer.

The Wallpaper® City Guides series, launched in 2006, features 20 exciting cities, with another 40 planned for 2007.

Photographer: Satoshi Minakawa
Technical specification

**Technical specification for the supply of digital data**

**File format**
Digital file required — a PDF as per 3DAP.V2 spec can be downloaded from www.3DAP.com.au

**Note**
Do not supply any additional formats other than PDF file on disk.
Do not supply any fonts on the disk.
It is the file creator’s responsibility to ensure that overprint settings are correct.
Files must contain a trim box.
Where necessary, a bleed area of 3mm must be contained within the file.
A contract colour proof must accompany the digital file. It must be 100% of final size and must be taken from the PDF being submitted.

**Scanning resolution**
Twice the screen ruling of 150 x the enlargement.

**Under colour removal**
260-300% is the recommended sum total of the four colours in neutral areas.

**First printing tone**
2% all colours (catchlights still to drop out).

**Minimum tints**
Single colour tint 15%.
Multi-colour tints 8%.

**Contract proofs**
Time Inc SOPAC will only accept contract proofs from 3DAP.V2 accredited devices that contain the 3DAP.V2 control strip verifying that the proof has been produced to the correct specification.
Accredited devices and proof curves to date are available from www.3DAP.com.au

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Advertising production details

**Specification for the delivery of material**

**Digital file copy details**
Colour/mono — 20 working days before publication.
Later copy dates on request.

**Production details**
Extra charges maybe incurred if digital file is not supplied to spec and/or if copy is not received by given deadlines.

**Delivery**
All disks and contract proofs must be addressed to Advertisement Production Department, L5 / 61 Lavendar Street, Milsons Point, NSW 2061 and should be accompanied by copy instruction.
All disks must be labelled with the following information: magazine title, issue (cover date), advertiser, product, originator, contact name and telephone number.
Ads can be delivered online using Quickcut flight-checking and delivery service. See www.quickcut.com.au for further details.
For alternative methods, please contact Mark Jones +61 2 9925 2621

**Printing methods**
Text: Heatset web offset
Covers: Heatset web offset

**Advertisement sizes**

**Full page**
Type area: 276mm (H) x 204mm (W)
Trim size: 300mm (H) x 220mm (W)
Bleed size: 306mm (H) x 226mm (W)

**Double page spread**
Type area: 276mm (H) x 424mm (W)
Trim size: 300mm (H) x 440mm (W)
Bleed size: 306mm (H) x 446mm (W)
### Wallpaper* Editorial Calendar 2007

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<tbody>
<tr>
<td>January</td>
<td>Secret Elite</td>
<td>6 November</td>
<td>20 January</td>
</tr>
<tr>
<td>February</td>
<td>Design Awards</td>
<td>27 November</td>
<td>25 February</td>
</tr>
<tr>
<td>March</td>
<td>Fashion</td>
<td>8 January</td>
<td>29 March</td>
</tr>
<tr>
<td>April</td>
<td>Interiors</td>
<td>5 February</td>
<td>29 April</td>
</tr>
<tr>
<td>May</td>
<td>Salone del Mobile/Time special</td>
<td>1 March</td>
<td>26 May</td>
</tr>
<tr>
<td>June/July</td>
<td>Travel + 100th issue</td>
<td>28 March</td>
<td>24 June</td>
</tr>
<tr>
<td>August</td>
<td>Design directory</td>
<td>4 June</td>
<td>26 August</td>
</tr>
<tr>
<td>September</td>
<td>Fashion</td>
<td>2 July</td>
<td>23 September</td>
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<tr>
<td>October</td>
<td>Interiors</td>
<td>3 August</td>
<td>27 October</td>
</tr>
<tr>
<td>November</td>
<td>Micro (tech, accessories...)</td>
<td>3 September</td>
<td>25 November</td>
</tr>
<tr>
<td>December</td>
<td>Life enhancement</td>
<td>1 October</td>
<td>22 December</td>
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### Ratecard 2007

<table>
<thead>
<tr>
<th>AUS Version</th>
<th>Page</th>
<th>Spread</th>
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<tbody>
<tr>
<td>Run of magazine</td>
<td>$6,200</td>
<td>$10,000</td>
</tr>
<tr>
<td>Loose inserts, from</td>
<td>Available by request</td>
<td>-</td>
</tr>
<tr>
<td>Bound-in inserts, from</td>
<td>Available by request</td>
<td>-</td>
</tr>
</tbody>
</table>

### Contacts

South Pacific

Diana Dunlea

+61 2 9925 2676