

Wallpaper*
Media Information
2011

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

- 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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ISSUE	THEME
January	Next Generation
February	Design Awards
March	Fashion
April	Interiors
May	Salone del Mobile Time: the ultimate luxury (Supplement)
June	Made in India
July	Design Directory
August	Handmade
September	The Design of Fashion / 15th Anniversary
October	Guest Editors
November	Top 20
December	Entertaining



ISSUE	ON SALE	COPY DATE
January	9 December 2010	5 November 2010
February	13 January 2011	3 December 2010
March	10 February	7 January
April	10 March	4 February
May	14 April	11 March
June	12 May	5 April
July	9 June	5 May
August	14 July	10 June
September	11 August	8 July
October	8 September	4 August
November	13 October	9 September
December	10 November	7 October
January 2012	8 December	4 November



PRINT RATE CARD 2011

EUR	Page	Spread
1st spread	–	€46,400
1st bank	–	€37,900
1st bank consecutives	–	€28,800
Contents, masthead, contributors, IBC	€22,800	–
Premium 3-page unit, contents, editor's letter	€43,300	–
Premium (first third) + editorial openers	€21,200	€33,400
Island	€21,200	€33,400
Front half	€19,700	€31,400
Run of magazine	€17,300	€27,000
Outside back cover	€31,000	–
Guaranteed right hand / consecutive / island	+15%	–
Loose inserts	from €85, per thousand	–
Bound-in inserts	from €135 per thousand	–
Gatefold	Available on request	–

BESPOKE* 2011

Bespoke creative solutions	from €35,000
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DISPLAY

Italy

Paolo Mongeri
Tel: 39.02 844 0441

Germany and Switzerland

Peter Wolfram
Tel: 49.89 9924 93 99 0

France

Sylvie Durlach
Tel: 33.1 44 18 06 62

Advertising Coordinator

Emily Cowling
Tel: 44.20 3148 7720

BESPOKE*

Director of Bespoke

Mark Stobbs
Tel: 44.20 3148 7715

DIGITAL

Publisher, Wallpaper.com

Ben Giles
Tel: 44.20 3148 7717

Digital Account Director

Sara Hauffé-Brett
Tel: 44.20 3148 7725

