

Wallpaper\*

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**Media Pack**

Wallpaper.com

2011

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**Wallpaper.com**

**Media Pack**

**2011**

# Wallpaper.com Executive Summary

Wallpaper.com is a modern online design bible producing trend-setting features from the design, motoring, interiors, fashion, art and lifestyle arenas. Wallpaper.com prides itself on engaging the user with up to date and fast paced news, delivered with stunning photography, beautiful design, groundbreaking original video content.

Wallpaper.com offers unique and innovative features such as the Wallpaper\* floor plans and virtual galleries as well as being a trusted resource for users through the Wallpaper.com directories.

Creating provocative content Wallpaper.com crosses the boundaries of digital innovation through integrating location based social media, therefore enabling the brand to connect to our global audience on multiple levels

Wallpaper.com continues to grow the brand through iPhone and iPad extensions creating further platforms for our content.

OPEN FOUR SUMMER

WALLPAPER\* SEARCH

Monday 19 April 2010

# Wallpaper\*

\*DESIGN INTERIORS FASHION ART LIFESTYLE

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News

**Salone del Mobile 2010**  
The world's most important design fair, the Salone del Mobile, is upon us and wallpaper.com has relocated to Milan to bring you live coverage throughout...\*

14 April 2010 | Interiors

**Create your own Wallpaper\* cover**  
For our August issue, we're giving you the chance to play art director for the day and custom-make your own Wallpaper\*...\*

12 April 2010 | Art

**Retail Directory 2010**  
From a sneaker freak's paradise in Prague to quiet masculinity in Manhattan and the reinvention of a Vegas mall...\*

9 April 2010 | Fashion

**Private view: Héctor Serrano**  
The spotlight was first thrown on the Spanish designer while he was still a student at London's Royal...\*

16 April 2010 | Interiors

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**Private view: Jorre van Ast**  
The Dutch industrial designer - and member of Okay Studio design collective - has collaborated with the...\*

15 April 2010 | Interiors

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**Seoul Fashion Week 2010**  
As World Design Capital 2010, Seoul's creative future is hotly anticipated, and in recent years, Seoul...\*

15 April 2010 | Fashion

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**Swarovski design collaborations 2010**  
Swarovski has pulled out all stops for this month's Crystal Palace, calling in five design world heavyweights...\*

14 April 2010 | Design

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**Wallpaper\* and HTC interview Horace Luke**  
HTC have been at the front line of communication innovation for the past 13 years. Established in 1997...\*

Bespoke promotion

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**Swarovski Crystal Palace**  
Now in its eighth year, Swarovski Crystal Palace has worked with some of the foremost and collectible...\*

Bespoke promotion

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1

**Wallpaper\* Video**

Private view: Tom Dixon

Wallpaper\*

# Wallpaper.com Audience Profile

- Page impressions 5 million per month
- 550,000 unique visitors
- Dwell time 6.6 minutes
- Pages per visit per core user 20
- 60% Male, 40% Female
- Average salary £62,100

source: Wallpaper.com user survey and Omniture

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Subscriber Services




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Travel 08
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Cars News



**Porsche Boxster Spyder**  
The 'less is more equation' is going through a long stretch of unpopularity. Glance around any car park and it's the opposite that rings true; automotive...★  
14 April 2010



**Econogo Yogo electric scooter**  
When British entrepreneur James South won megabucks on the poker table he headed straight to China to...★  
7 April 2010



**Geneva Motor Show 2010**  
Geneva 2010 marked a return to simple lines, elegant forms and fresh optimism. There appeared to be an...★  
17 March 2010


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
## GET HANDS ON

CREATE YOUR OWN WALLPAPER\* COVER register now


IN ASSOCIATION WITH



**Wallpaper\* Video**



Private view: Tom Dixon



Private view: BarberOsgerby

**Tesla Roadster**  
A lot has been written about the Tesla Roadster. Now in its 2.0 iteration (yes, in the future, cars will...★  
5 March 2010

**Bentley's Aero-Ace project**  
Sam Livingstone, senior tutor in vehicle design at the Royal College of Art recently noted, 'We are seeing...★  
26 January 2010


**Lotus Evora**  
As the next decade looms into view, it's time for more soul-searching in the auto industry. Change is...★  
22 January 2010


**Saab design**  
The death of a design classic makes for an easy obituary but sad reading. General Motors's decision to...★  
13 January 2010

**LA Auto Show**  
Who would have thought the most important car of the 2009 LA Auto Show would be a supermini? Yes, there...★  
6 January 2010

**Cycle Mode International, Tokyo**  
In the world of cycling, trends fly past faster than Lance Armstrong on a Tour de France time trial stage...★  
18 December 2009

Gallery





# Wallpaper.com Site Profile

## Editorial content

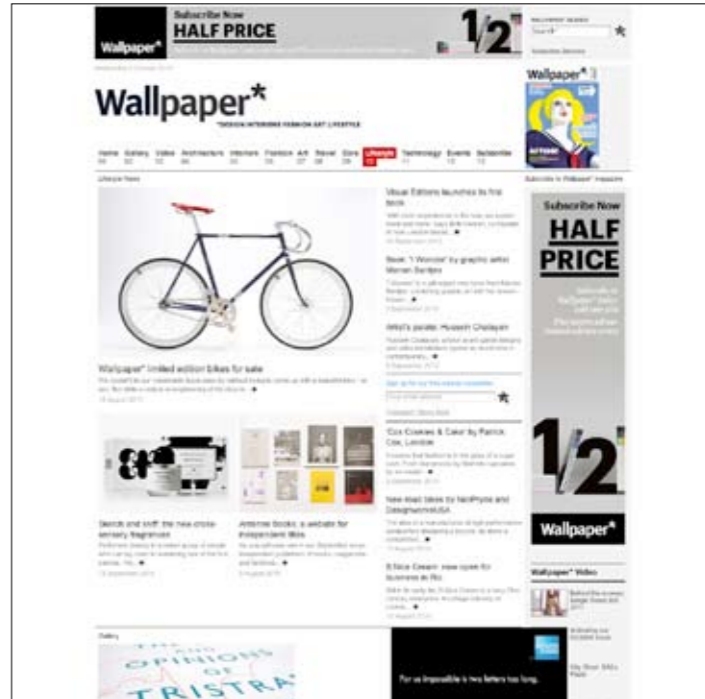
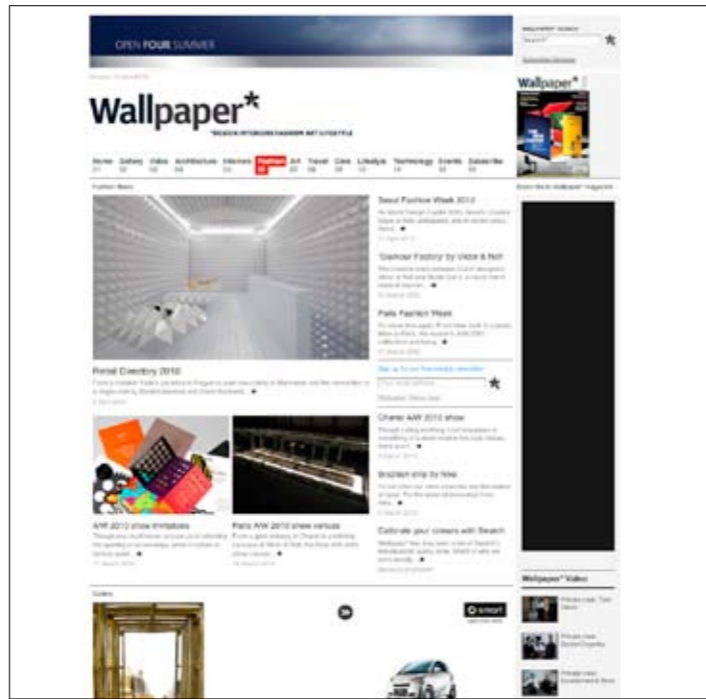
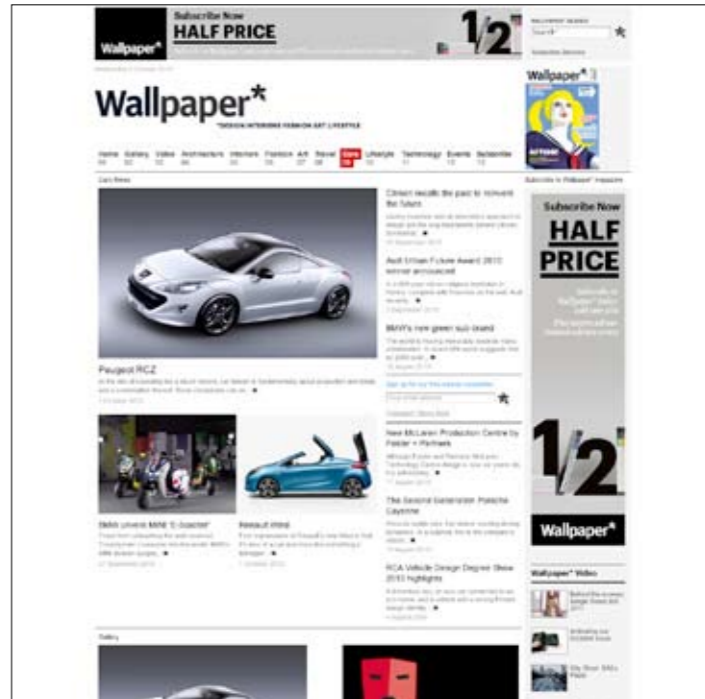
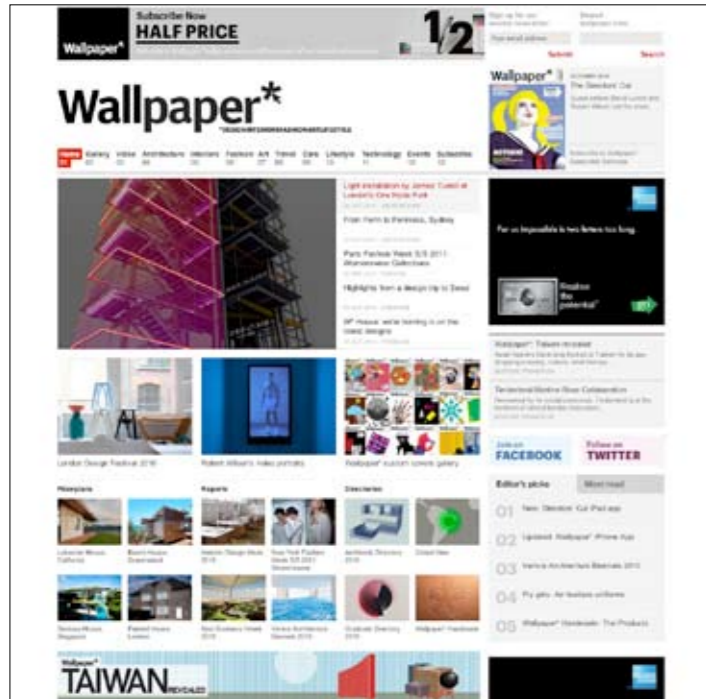
Since its launch in 2006, Wallpaper.com has been developing and expanding all areas of its content in line with technological advances, visitor numbers and demands.

A dedicated website team collaborates with the Wallpaper\* print team to produce all original content on the site and to expand coverage of features and news stories from the print edition.

www.wallpaper.com



# Wallpaper.com Site Profile



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# Wallpaper.com

## Opportunities

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# Wallpaper.com Display

Leaderboard 728x90

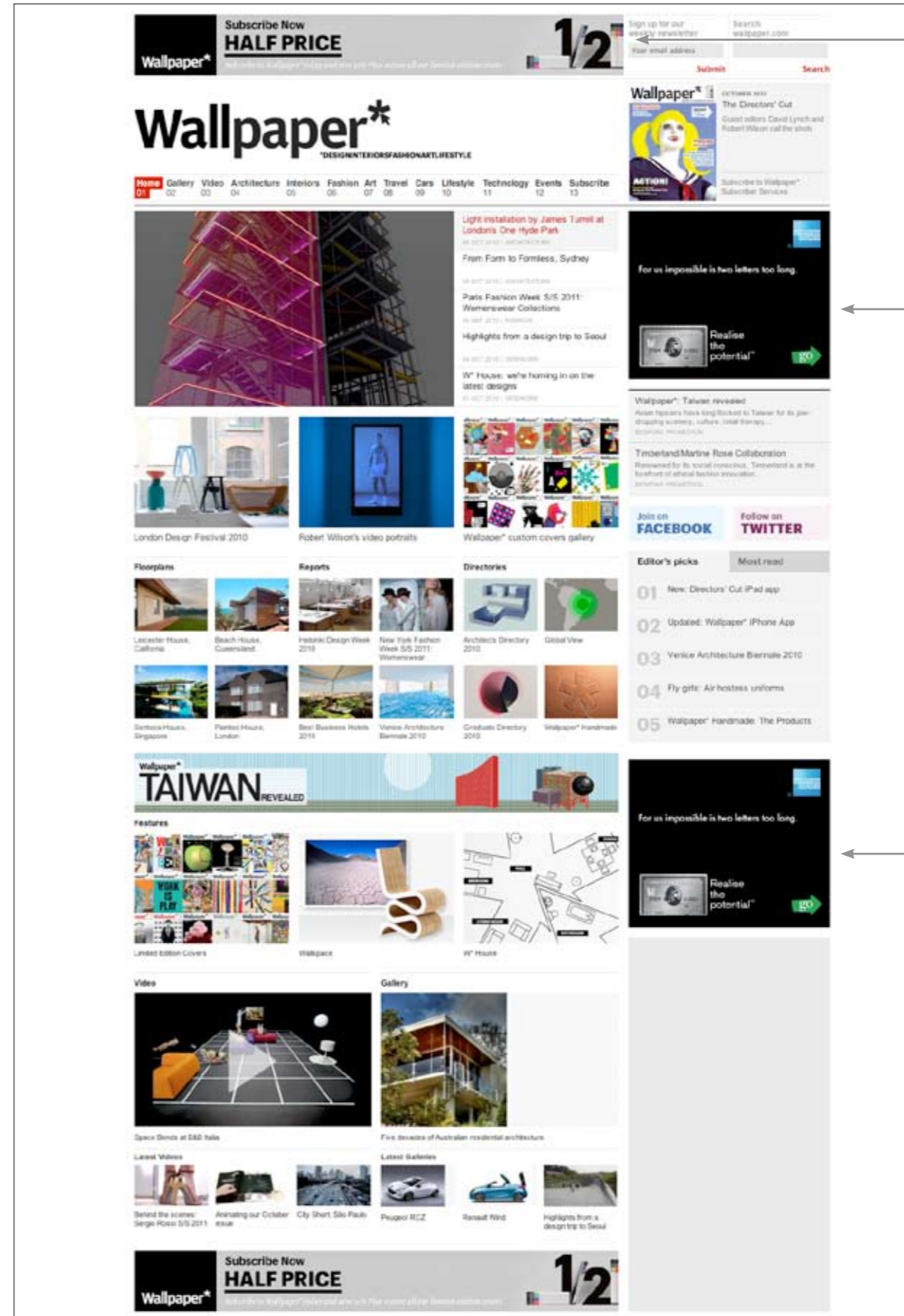
Skyscraper 160x600

MPU 300x250

Super MPU 300x600

Overlays

Expandables



leader 728px x 90px

MPU 300px x 250px

MPU 300px x 250px

# Wallpaper.com Newsletters

The weekly e-mail newsletters from Wallpaper.com are designed to offer more than 28,500 subscribers a sneak preview of news stories and events. The newsletters are created by our own editorial team and complement the content on the website, driving the individual to specific, targeted pages.

Open rate average 60%

If this email is not displaying properly, please click here.

HOTELS  
WANGI OCTOBER 2010 | ISTANBUL WINTER 2010  
MEXICO CITY 2012 | BARCELONA 2013 | BANGKOK 2013 | SOUTH BEACH 2013  
RESERVATIONS: 001 495 9695 | WWW.EDITIONHOTELS.COM

**EDITION**  
» EXPLORE EDITION

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**Brazilian sex comics by Carlos Zéfiro**  
A look at three erotic works by the South American artist ★

13 AUGUST 2010  
**Wallpaper\***  
PLEASURE TOOLS

**SEX SPECIAL**  
Erotic publishing, air hostess uniforms, fashion's favourite architect, fetish fashion, and much more ★

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- » Lifestyle
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- » Art

**BEST BUSINESS HOTELS 2010**  
Grand luxury openings and inspiring relaunches of old favourites ★

**Videos: Cold shower**  
A series of voyeuristic shorts by Sean & Seng ★

**Video: Quatre**  
No-holds-barred film by acclaimed director Vernie Yeung of RSA Films ★

**New McLaren Production Centre by Foster + Partners**  
A new production facility for a brand new car ★

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HOTELS  
WANGI OCTOBER 2010 | ISTANBUL WINTER 2010  
MEXICO CITY 2012 | BARCELONA 2013 | BANGKOK 2013 | SOUTH BEACH 2013  
RESERVATIONS: 001 495 9695 | WWW.EDITIONHOTELS.COM

**EDITION**  
» EXPLORE EDITION

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**Architecture report: letter from South Korea**  
The biggest names in architecture and design transform Seoul into a magnetic urban metropolis ★

06 AUGUST 2010  
**Wallpaper\***  
PLEASURE TOOLS

**THE HANDMADE ISSUE**  
There's nothing else like it: conceived, commissioned and created just for you ★

**SALE INFORMATION**  
Wallpaper\* August 2010 issue on sale around the world, from 08 July 2010 ★

**SUBSCRIBE**  
Subscribe now and receive your exclusive cover every month.  
[Click here](#) to subscribe to Wallpaper\* magazine ★

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**RCA Vehicle Design Degree Show 2010 highlights**  
The ones to watch ★

**Wallpaper\* Custom Covers**  
The making of the hugely successful project ★

**Inside Apple's new store in London's Covent Garden**  
A backdrop worthy of the iconic product ★

**No Boundaries: The Lien Villas Collective**  
Architectural experimentation in Singapore ★

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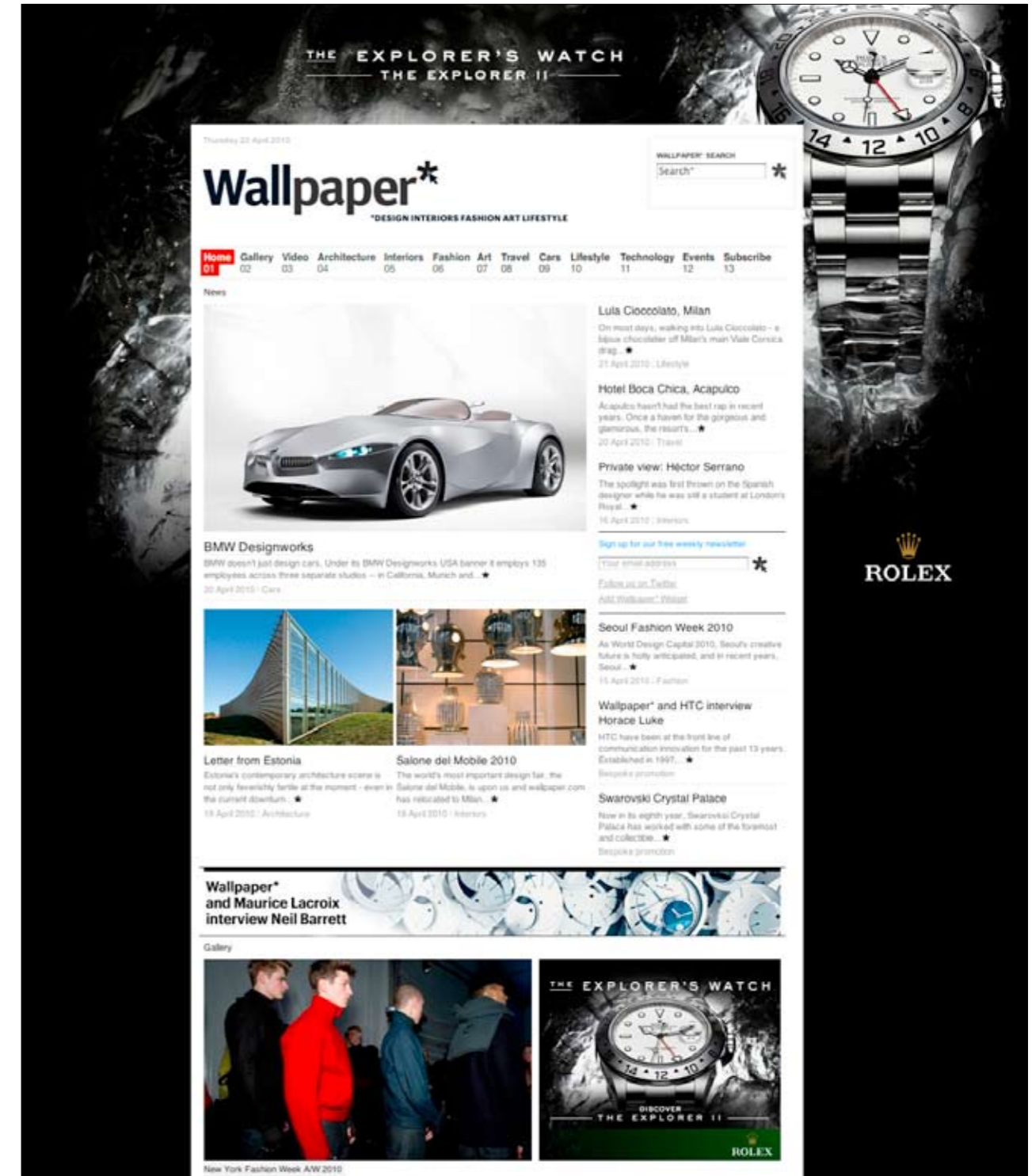


# Wallpaper.com Fireplaces

The Wallpaper.com fireplace is our most impactful format

A fireplace allows the client to have solus positioning on either the homepage or channel homepage on a specific channel for one or multiple days

This format also includes an MPU. There will be no other display formats on the page



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# Wallpaper.com Bespoke\* Solutions

Wallpaper.com has a distinctive approach to creative solutions. Bespoke\* digital solutions stand out within a media schedule, offering a unique and fresh approach.

Wallpaper.com's Bespoke\* activity always shows a high relevance with the user, which is achieved by working closely with our editorial team. Relevance is extremely important with such a high-end audience, 60% of whom work in the creative industry and a third of whom run their own company.

Wallpaper.com's audience have the power to influence, so our digital Bespoke\* solutions are always engaging, providing a positive experience to the user's time online. A perfect platform to communicate effectively with this influential audience.

The screenshot shows the Wallpaper.com website interface. At the top, there is a navigation bar with the title "Talk. Text. Time." and a search bar. Below the navigation bar, the main content area features a large advertisement for the Sony Ericsson Pureness™ smartphone. The ad includes the text "Sony Ericsson Pureness™" and a "Play Video" button. To the right of the ad, there is a section titled "The Designers" with a photo of a woman and a caption "Clair Watson talks to Suzanne Trocmé". Below this, there is another section titled "Martin Brudnizki" with a photo of a man and a caption "Martin Brudnizki". At the bottom, there is a section titled "Martin Raymond - The Future Laboratory + Sony Ericsson" with a photo of a man and a caption "Martin Raymond - The Future Laboratory + Sony Ericsson".

Wallpaper.com  
"DESIGN INTERIORS FASHION ART LIFESTYLE"

Home Gallery Video Architecture Interiors Fashion Art Travel Cars Lifestyle Technology Events Subscribe

Technology  
Sony Ericsson Pureness™

Play Video

Clair Watson talks to Suzanne Trocmé  
Read the Q&A

Martin Brudnizki  
Read the Q&A

Martin Raymond - The Future Laboratory + Sony Ericsson

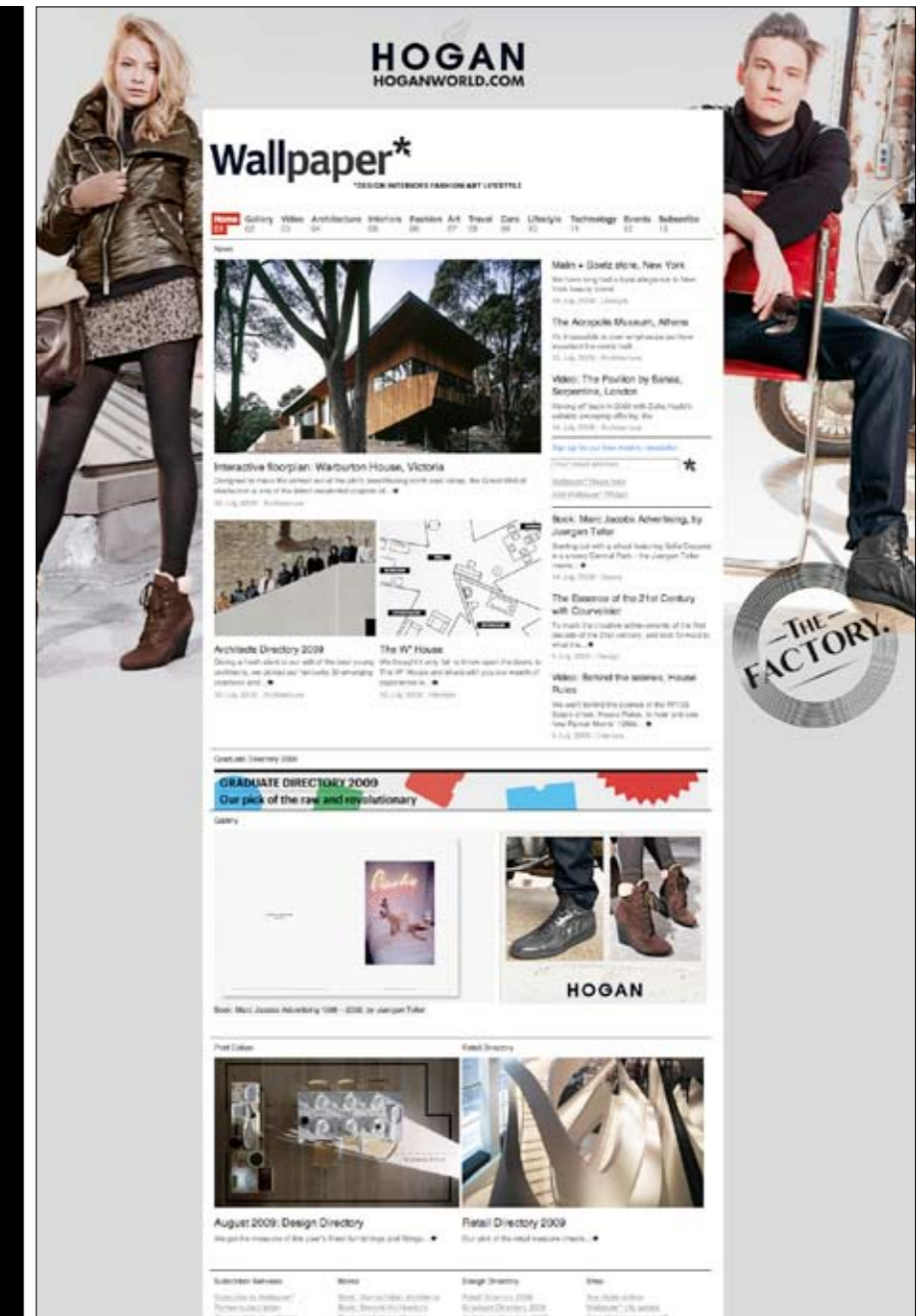
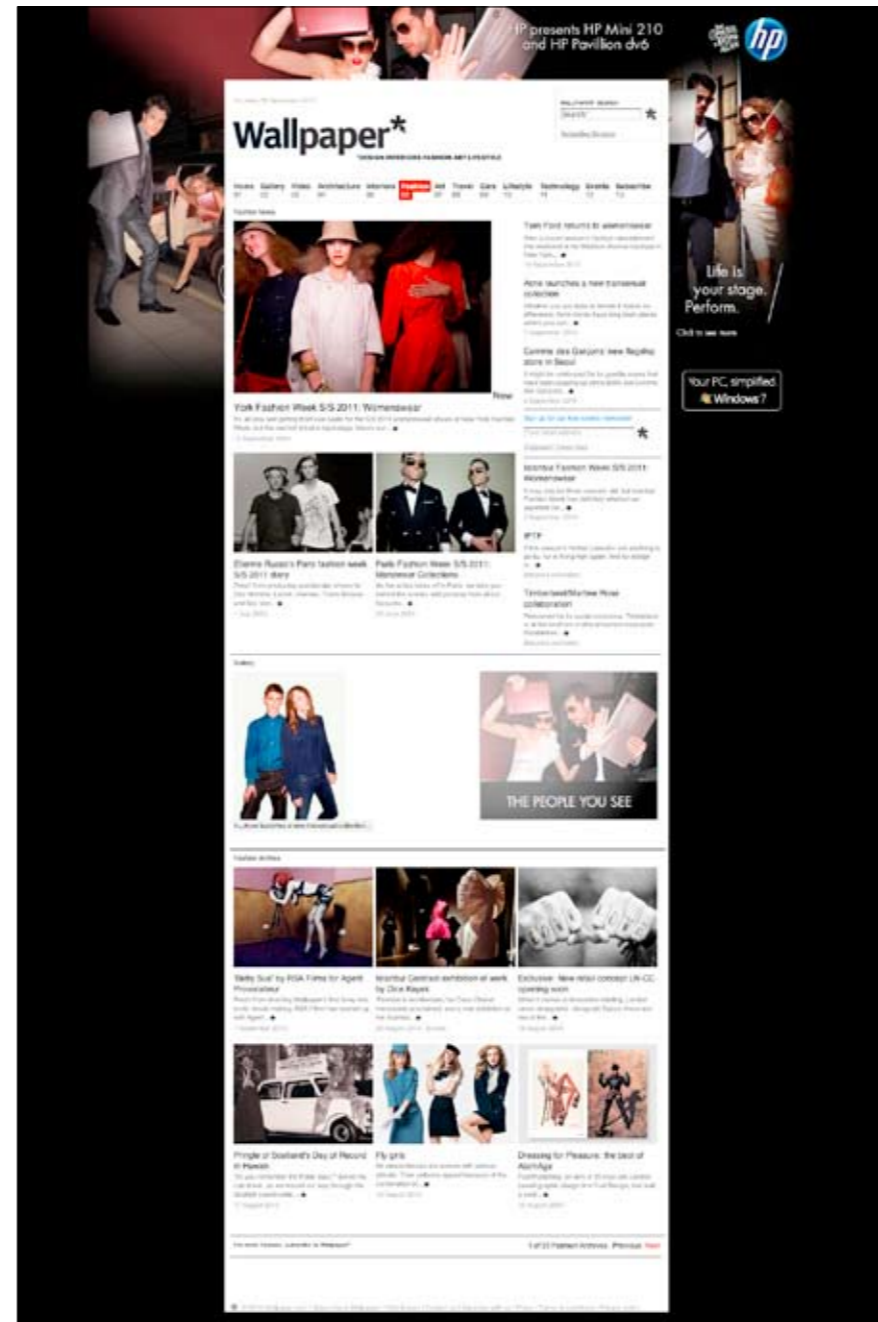
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# Wallpaper.com Sponsorship

Providing a brand with an effective platform and opportunity to educate and be at the forefront of the users minds. Offering fantastic standout and authority.



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**Brand Extensions**

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# Wallpaper.com Wallpaper\* iPhone App

Launched April 2011

102,000 downloads (August 2011)

The Wallpaper Magazine iPhone app gives the user instant access to the best of Wallpaper.com

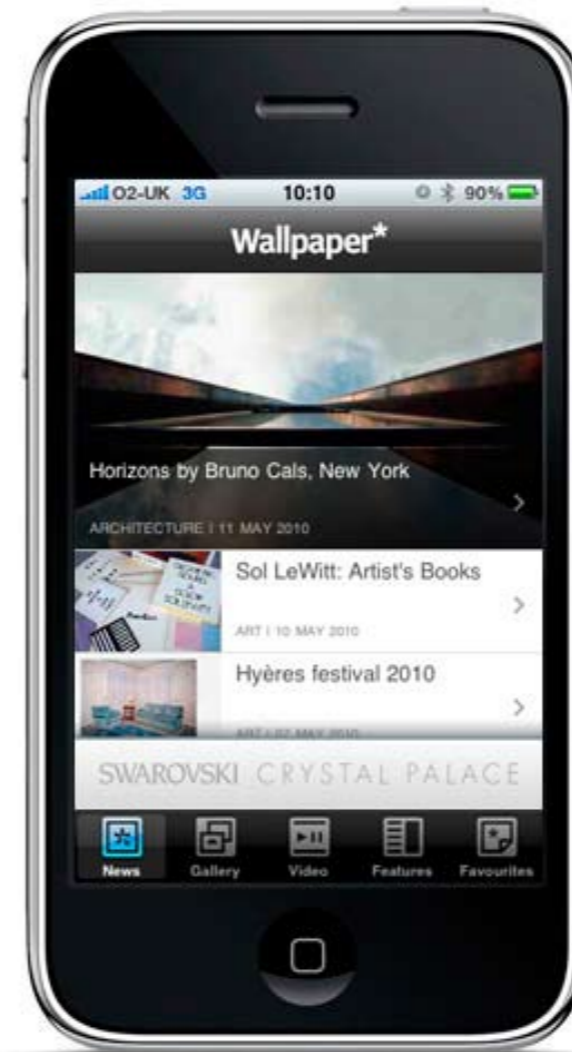
It is a collaboration of Videos, Galleries, News stories and Features.

All content is updated regularly to ensure the latest trends and exclusives from all the major Design fairs, Fashion shows and Exhibitions are delivered to the users finger tips, no matter where they are in the World.

Expect nothing less than fantastic design and forward thinking trends, as always from the Wallpaper brand.

The sponsorship opportunity allows brand alignment with exciting daily dose of cutting edge stories, stunning picture galleries and video content direct from Wallpaper.com.

This multilayered opportunity includes a Bespoke\* integration allowing users to viewed on both the App and the website, therefore increasing impact and awareness.



## Wallpaper.com Wallpaper\* iPad apps

### Digital version of Wallpaper\* magazine

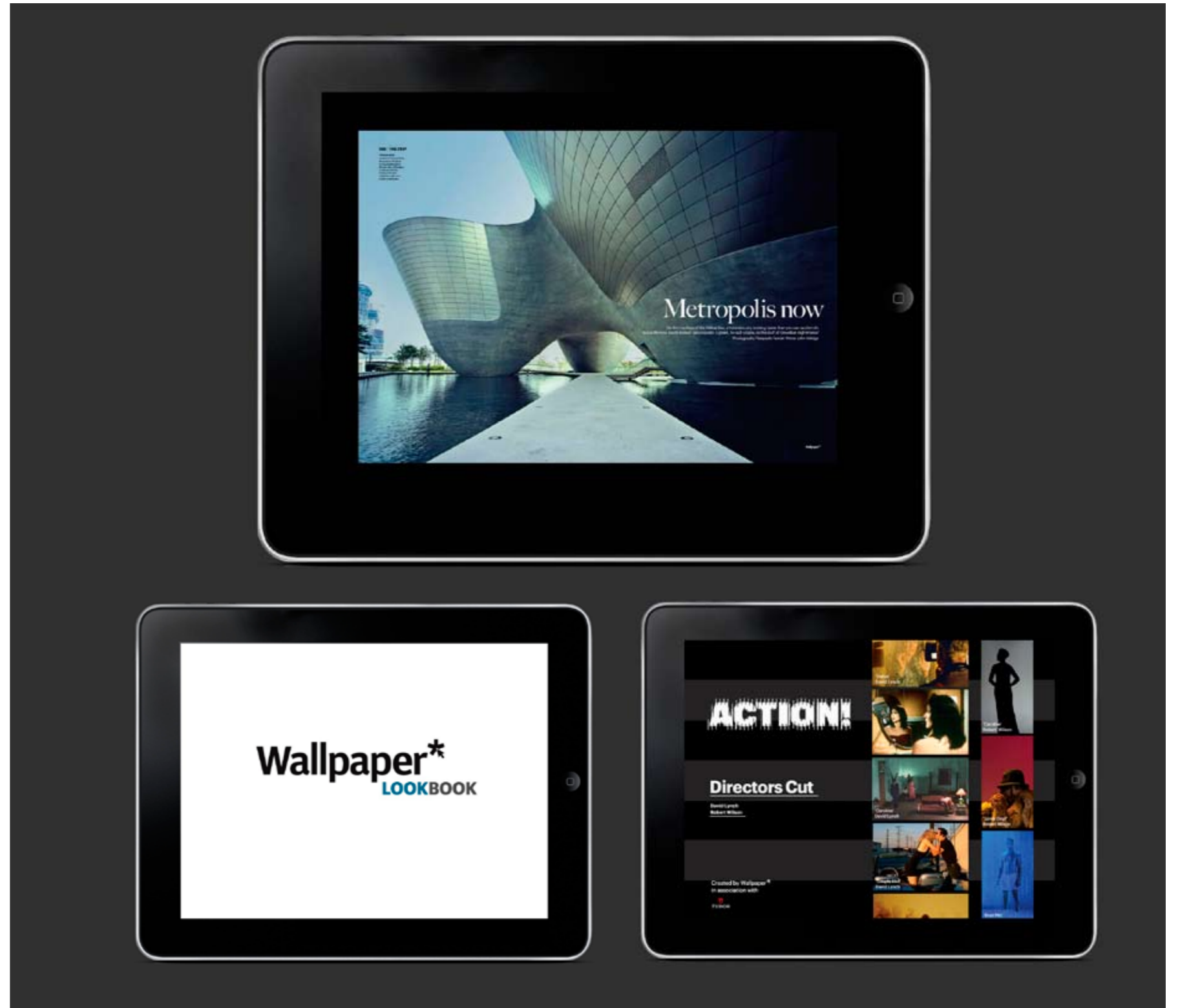
This is currently available on the iPad through Zinio.

### October issue - The Director's Cut app

To coincide with the October Guest Editor's issue which is edited by world renowned film director David Lynch and maverick stage director Bob Wilson, Wallpaper\* will launch an app celebrating film. The app will contain a collection of videos by these directors which take advantage of the iPad's stunning superior screen display.

### The Wallpaper\* LookBook app

Wallpaper\* is known for its carefully edited and spectacular images. This app brings you a daily visual along with an explanation as to why it was selected based on the brand's pillars of content: Design, Interiors, Fashion, Art and Architecture.

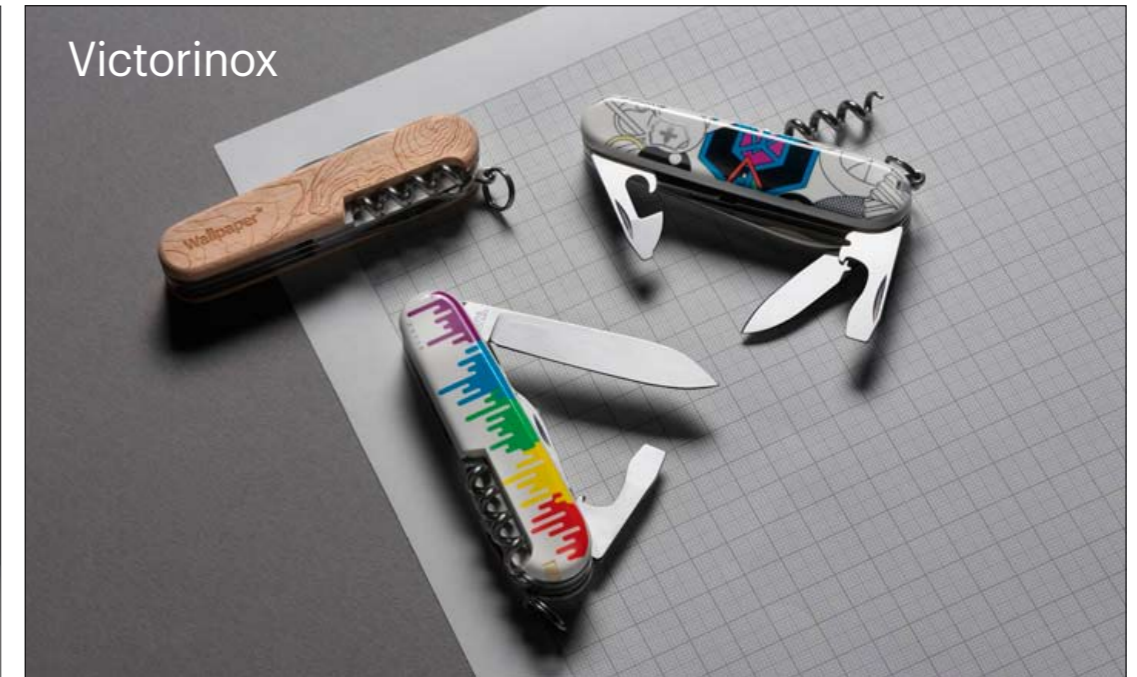


## Wallpaper.com Cross Platform

Wallpaper has a unique approach to advertising. It's Bespoke\* service produces original tailor-made features that always exceed clients' perspectives on new launches.

These three dimensional solutions can include; online magazines, events & exhibitions.

Working cross-platform with the Bespoke\* team means you can mobilise the entire Wallpaper\* team and ensure unique levels of inventiveness and utilise both the Editorial and Design creative power.



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**Wallpaper.com  
Rate Card**

<b>Leaderboard 728x60</b>	<b>Skyscraper 160x600</b>	<b>MPU 300x250</b>	<b>Super MPU 600x250</b>	<b>Overlays 1x1</b>	<b>Fireplace</b>
£27 cpm	£24 cpm	£30 cpm	£45 cpm	£40 cpm	POA
€36 cpm	€32 cpm	€39 cpm	€52 cpm	€52 cpm	POA
\$46 cpm	\$41 cpm	\$51 cpm	\$72 cpm	\$68 cpm	POA

**Newsletter**

The weekly e-mail newsletters from Wallpaper.com are designed to offer more than 28,500 subscribers a sneak preview of news stories and events. The newsletters are created by our own editorial team and complement the content on the website, driving the individual to specific, targeted pages.

£1,500  
€1,950  
\$2,550



# Wallpaper.com Creative Specifications

## Creative Delivery Instructions

Wallpaper\* reserves the right to reject creative and/or request revisions to creative for any reason.

All flash creative, 3rd party creative, floating ads and micro sites are subject to Wallpaper\* approval.

## Standard Ad Sizes

Leaderboard	728x90px
Skyscraper	160x600px
MPU	300x250px
Super MPU	300x600px

There is a 72 hour campaign set up turn around, please allow 1 week for creative testing.

## Rich Media Highlights

Wallpaper\* can only run overlays on the Architecture and the Interiors channel but can run video and expandable MPU's on any of the channel pages (not galleries, directories or video channel).

Providing Wallpaper\* with images for microsites:

Any images that are sent to be run on the site as part of a microsite must be sent in a zip file to Wallpaper\* and be at least 72DPI with a height no smaller than 500px.

## Newsletter

Leaderboard 650x80px

Please provide Gif files no bigger than 40k

Also please include all links for the click through.

## Delivery of Creatives

Please note that Wallpaper\* reserves the right to refuse creative and any requests for creative changes.

Please also keep us informed with regards to any delays that may affect the launch of your campaign.

## Flash Creative

We require all creative elements to insure that the creative will always be delivered correctly.

Delivered as SWF; all .SWF files must be accompanied with a back up GIF/JPG image. Max file sizes 40k.

All creatives are required to open in a new window. Please make sure that the action setting for the creative is as follows:

Add an invisible button making the entire area of the creative clickable. To allow us to count clicks on our adserver please attach the following click tag code action :

```
On(release) {  
  getURL (clickTag, "_blank");  
}
```

## Contact Details

Ad Operations, Southbank  
traffic@ipcmedia.com

## Wallpaper.com Fireplace guidelines

Thank you for booking a high impact fireplace on Wallpaper.com

In order for this to be a success, please read the following information and ask for clarification if anything is unclear.

Everything should be emailed to:

kay\_mcmahon@wallpaper.com

Tel (020) 3148 7731

### If we are building your fireplace...

- Assets eg: image, copy, logo etc need to be supplied to Wallpaper.com no less than 5 working days before the launch date (if you fail to submit your assets in time you may miss your slot)
- Creative brief needs to be attached
  - What are you hoping to achieve?  
Eg: Branding/awareness, sales, clickthroughs to your website
  - What's the main promotional message to get across?
  - How will you measure the campaign's success?  
Eg: page views, clicks or recall?
- What's the URL it should click through to?

NB if you would like to track clicks at your end, please supply a trackable URL. If you'd like to count the number of page impressions, please supply a 1x1 tracking pixel

- Approval procedure: We will send you the creative within 3 working days of the fireplace going live and ask that you approve or amend it immediately. We can make up to 3 changes but once we have final sign off no further changes can be made.

**We must have final sign off no later than 24 hours before the launch date**

# Wallpaper.com Fireplace guidelines

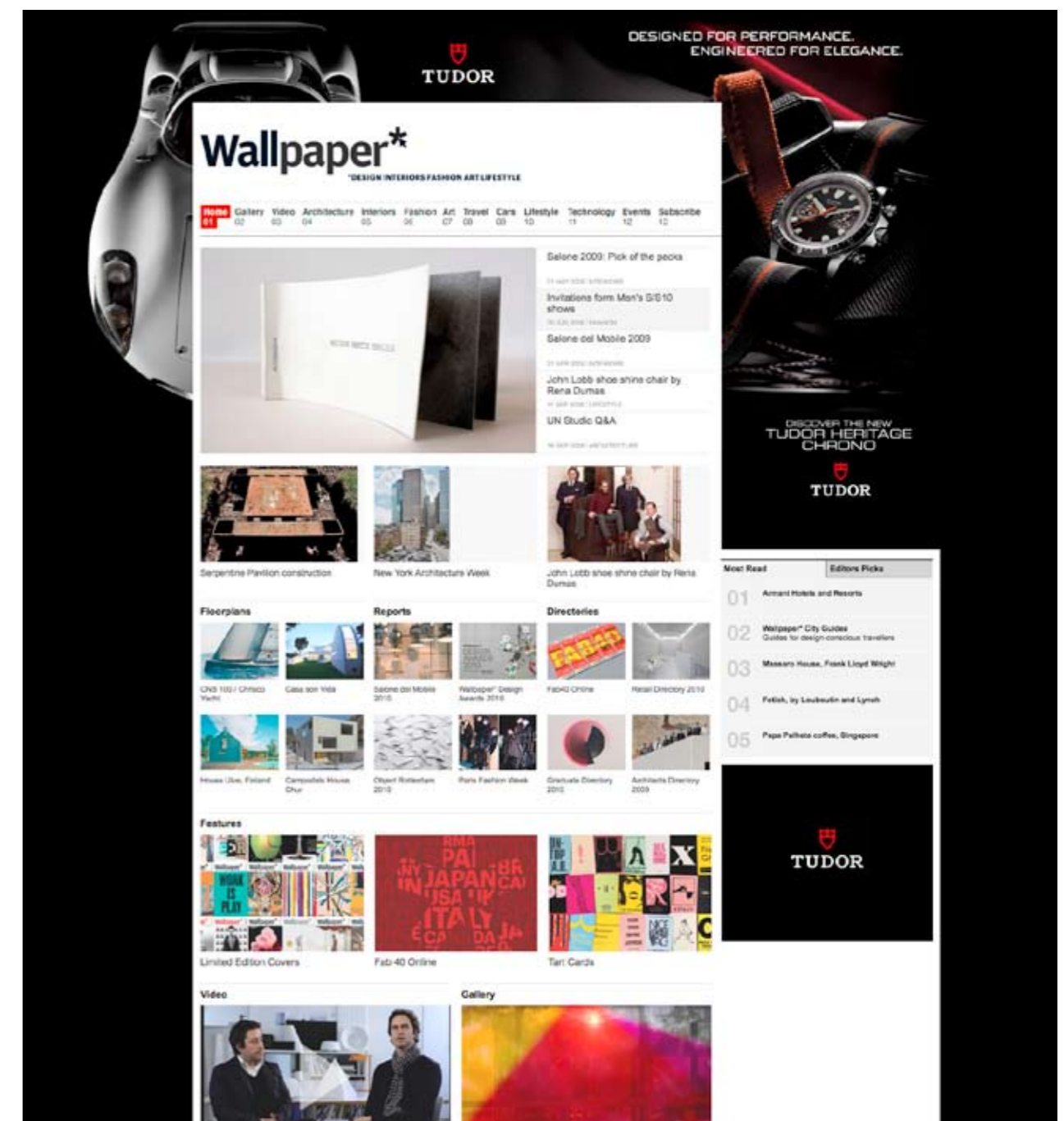
## If you would like to supply the creative yourself...

- One image made to the dimensions outlined in the graphic below
- No white backgrounds to be used.
- The image cannot weigh more than 150kbs
- What's the URL it should click through to?

NB: if you would like to track clicks at your end, please supply a trackable URL. If you'd like to count the number of page impressions, please supply a 1x1 tracking pixel

- Fireplaces will be live for 24 hours but due to caching the exact start and end time may move up to an hour either side of the "go live" time (midday GMT).

**Wallpaper\* reserves the right to refuse any creative and reject requests for creative changes.**



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**Wallpaper.com  
Representatives**

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Julie Harrison

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Hong Kong, Taiwan, China and Korea

Herb Moskowitz

Tel: 852.2838 8702

Italy

Paolo Mongeri

Tel: 39.348 132 0025

Germany and Switzerland

Peter Wolfram

Tel: 49.89 9392 6711

France

Sylvie Durlach

Tel: 33.1 44 18 06 62