CONCEPT

Wallpaper* is the world’s number one design destination, championing the best in architecture, interiors, fashion, art and contemporary lifestyle. Wallpaper* is a pioneering and premium brand, always looking to move forward. The Wallpaper* team thrive on creating new and exciting partnerships, merging contemporary creative talent with innovative companies who share our fascination with quality, luxury and great design.
AWARDS & ACCOLADES

Digital Designer / Art Director of the Year
British Society of Magazine Editors Awards 2012
Wallpaper* Online

Editor of the Year, Lifestyle Magazines
British Society of Magazine Editors Awards 2011
Wallpaper* Made in China Issue

D&AD Yellow Pencil Award
Custom Covers for Wallpaper* Handmade 2010

Best Editorial Design
Design Week Awards 2011
Custom Covers for Wallpaper* Handmade 2010

Best Editorial Design
Design Week Awards 2011
Custom Covers for Wallpaper* Handmade 2010

Art Directors Club Annual Awards 2011
Merit for Wallpaper* Handmade issue 2010

Brit Insurance Design Award Nomination 2011
Custom Covers Application, Wallpaper* Handmade

Society of Publication Designers Awards 2011
Merit for Wallpaper* Handmade issue 2010

Time Magazine’s Top Ten Magazine Covers of 2010
Wallpaper* Handmade at no. 3

Innovation & Brand Building Initiative
British Society of Magazine Editors Awards 2010
Wallpaper* Handmade issue

Best Designed Magazine of the Year – Wallpaper*
‘Wallpaper* continues to innovate with page after page of just stunning design. The most restrained, considered magazine. A triumph.’ The judges, Press Gazette Magazine Design and Journalism Awards 2008
<table>
<thead>
<tr>
<th>190</th>
<th>January</th>
<th><strong>Next Generation</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Design Awards preview, Accessible fashion collection, New young cool designers</td>
</tr>
<tr>
<td>191</td>
<td>February</td>
<td><strong>Design Awards</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Best of, Seasons opening collection</td>
</tr>
<tr>
<td>192</td>
<td>March</td>
<td><strong>Fashion &amp; Accessories</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cover to cover fashion and accessories from a design perspective</td>
</tr>
<tr>
<td>193</td>
<td>April</td>
<td><strong>Global Interiors</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Denim S/S 2015, German supplement, Jewellery feature</td>
</tr>
<tr>
<td>194</td>
<td>May</td>
<td><strong>Salone preview</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tailoring and suiting for men and women, Time supplement</td>
</tr>
<tr>
<td>195</td>
<td>June</td>
<td><strong>Transport &amp; Technology</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sportswear</td>
</tr>
<tr>
<td>196</td>
<td>July</td>
<td><strong>Design Directory</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kitchen &amp; Bathroom supplement, Pre-fall collections for men and women, Eyewear</td>
</tr>
<tr>
<td>197</td>
<td>August</td>
<td><strong>Handmade</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Handmade V1: Gastronomy &amp; Entertaining</td>
</tr>
<tr>
<td>198</td>
<td>September</td>
<td><strong>Fashion + Global retail</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cover to cover fashion from a design perspective</td>
</tr>
<tr>
<td>199</td>
<td>October</td>
<td><strong>Guest Editors</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jewellery feature, Best Urban Hotels, Wellness, Denim A/W 2015, Smallpaper*</td>
</tr>
<tr>
<td>200</td>
<td>November</td>
<td><strong>Smart Art</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Studio time: The Smart Art special, Contract supplement, Cruise collections</td>
</tr>
<tr>
<td>201</td>
<td>December</td>
<td><strong>Entertaining</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Watch feature, US supplement, Tailoring and accessories</td>
</tr>
</tbody>
</table>
Wallpaper.com is a fully responsive, multi-platform online design bible producing trend-setting features from the design, architecture, travel, 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 and ground-breaking 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 bespoke partnerships and social media reach, enabling the brand to connect to our global audience on multiple levels.

Wallpaper.com continues to grow the brand through mobile optimisation as well as iPhone and iPad extensions, creating further platforms for our content.
### SUMMARY

- **550,000 - 660,000**
  - Magazine readers (100,288 ABC)

- **6.48m**
  - Page impressions per month

- **790,591**
  - Monthly unique users

- **268,000**
  - Mobile unique users

- **208,000**
  - iPad edition downloads

- **10,000+**
  - Event guests (2012)
### WALLPAPER.COM

#### SOCIAL MEDIA

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers/Fans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>1.13m</td>
</tr>
<tr>
<td>Facebook</td>
<td>515,100</td>
</tr>
<tr>
<td>Google+</td>
<td>293,600</td>
</tr>
<tr>
<td>Tumblr</td>
<td>155,000</td>
</tr>
<tr>
<td>Instagram</td>
<td>207,000</td>
</tr>
<tr>
<td>Pinterest</td>
<td>212,000</td>
</tr>
</tbody>
</table>
WALLPAPER.COM
AUDIENCE PROFILE

34
MEDIAN AGE

52/48
MALE / FEMALE

86%
HAVE A UNIVERSITY DEGREE

33%
HAVE A POSTGRADUATE DEGREE

£79,866
AVERAGE ANNUAL INCOME

11
AVERAGE NO. OF FLIGHTS TAKEN EACH YEAR

14
FASHION PURCHASING FREQUENCY

85%
PURCHASE SOMETHING THEY SAW ON W*.COM

93%
WILL SPEND EXTRA ON QUALITY
As the online presence of Wallpaper* magazine, Wallpaper.com provides global reach across the most important markets for targeting an affluent audience.

**TOP TEN BY COUNTRY**

<table>
<thead>
<tr>
<th>Country</th>
<th>Access Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>15.7%</td>
</tr>
<tr>
<td>India</td>
<td>9.6%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>8.9%</td>
</tr>
<tr>
<td>Germany</td>
<td>3.0%</td>
</tr>
<tr>
<td>Canada</td>
<td>2.7%</td>
</tr>
<tr>
<td>France</td>
<td>2.6%</td>
</tr>
<tr>
<td>Italy</td>
<td>2.5%</td>
</tr>
<tr>
<td>Turkey</td>
<td>1.9%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>1.8%</td>
</tr>
<tr>
<td>Brazil</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

**ONLINE GEO BREAKDOWN**

Accessed in over 93 countries

Source: Country Report / Visitors / Google Analytics

The takeover unit offers an unparalleled new way to reach the highly influential Wallpaper.com audience with stunningly impactful full-length visuals, which are enticingly revealed as the user scrolls down the Wallpaper.com Homepage and Channel Homepages.

Results are impressive with CTRs averaging over 1%. The format is an incredible way to build awareness with impact.

**THE UNIT OFFERS ADVERTISERS:**

- 3 highly prominent full-length ad visuals which fully showcase campaigns in high resolution
- 2 accompanying MPU units which ensure full 100% SOV on the page (5 units in total)
- Available on a tenancy basis across both the homepage and channel homepages

**DISPLAY FORMAT**

- **Top Image:** 1600 × 530
- **Middle Image:** 1600 × 935
- **Bottom Image:** 1600 × 935
Results are impressive with CTRs averaging over 1% and regularly reaching 3.5% with video incorporated. Users tend to watch the videos in full. The format is an incredible way to build awareness with impact.

THE UNIT OFFERS ADVERTISERS:

Full screen video showcase of brand campaign within the unit, which autoplays to maximise engagement

2 highly prominent full-length ad visuals which fully showcase campaigns in high resolution

2 accompanying MPU units which ensure full 100% SOV on the page (5 units in total)

Available on a tenancy basis across both the homepage and channel homepages

DISPLAY FORMAT

Top Image: 1600 x 530
Middle Video: 16:9 (MP4, OGG, MOV)
Bottom Image: 600 x 935
The Billboard allows a brand the capability to showcase multiple parts of their advertising campaign. The Billboard offers a visually attractive and creative ad unit that can be ran as a Homepage takeover, channel takeover or across article pages.

Additionally, the Billboard also allows the client to have social media icons, which click through to their social media pages.

The Billboards will be served with 2 MPU’s on each page, offering the client 100% SOV.

**DISPLAY FORMAT**

| Billboard: | 970 × 250 |
Wallpaper.com display formats can be activated Run of Site, including companion ads. For campaigns with standard units we can run these across the site or in specific channels. 100% SOV is available to run as companion ads and we accept Flash, JPEG or GIF formats. Click Through Rates on the site regularly surpass the industry average by several multiples.

**DISPLAY FORMATS AVAILABLE**

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>MPU</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Super MPU</td>
<td>300 x 600</td>
</tr>
</tbody>
</table>

**DISPLAY**

Wallpaper* Digital Media Pack

The site features a wide range of display formats, including Leaderboard (728 x 90), MPU (300 x 250), and Super MPU (300 x 600). These formats can be activated Run of Site, including companion ads. For campaigns with standard units, runs across the site or in specific channels are possible. 100% SOV is available as companion ads, and the site accepts Flash, JPEG, or GIF formats. Click Through Rates on the site regularly surpass the industry average by several multiples.

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**DISPLAY FORMATS AVAILABLE**

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<td>Super MPU</td>
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The weekly email newsletters from Wallpaper.com are designed to offer 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.

**DISPLAY FORMAT**

Leaderboard: 728 × 90

**STATISTICS**

Subscribers: 54,425

Open rate: 34%

Average CTR: 7%

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**Street view: Faena District**

A star cast of architects, artists and creatives come together to realise Alan Faena's dream of a city-within-a-city in Miami

**ARCHITECTURE**

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**All things bright and beautiful**

Design Shanghai’s blockbuster first furniture fair promises a stellar future for the city’s creative industry

**DESIGN**

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**Speeding ahead**

Spotted at the Geneva Motor Show: the cars and concepts set to redefine the auto scene

**LIFESTYLE**

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**Park life**

Chilean architect Smiljan Radic to create this summer's Serpentine Gallery Pavilion in London

**ARCHITECTURE**

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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.
Due to the growth in the mobile market and the success of the Wallpaper* iPhone App, Wallpaper* launched a mobile optimised website as part of its multi-platform portfolio in February 2013. Following the brand refresh in Autumn 2013, a new art direction is now applied across all media, including mobile and tablet, in the form of a responsive site which adapts to the relevant screen size and device.

The fully responsive site ensures that content is optimised from Wallpaper.com to dynamic mobile and tablet platforms, offering users an enhanced experience through multiple tabs, galleries, and article pages.

The introduction of well-designed and executed navigation will entice a broader audience, offering seamless usability, in turn enhancing the experience for the Wallpaper* audience around the world.

Commercially, a brand has the opportunity to serve their latest advertising through rotational ad placements, ensuring they’re always at the forefront of the user journey. These formats can be further enhanced through additional bespoke elements such as:

- Video streaming
- Brand interaction
- Hyperlinking
- Sponsorship

MOBILE & TABLET OPTIMISED SITE
Wallpaper* launched the complete content of the magazine as an iPad App in July 2011.

The partnership of creativity and technology allows Wallpaper* to offer an additional experience and further reach.

Impact and interactivity combined with the strength of the Wallpaper* brand means a client can engage further increase awareness among targeted and global audience.

**ADVERTISERS WILL RECEIVE:**

- One insertion within the App, up-to three integration hotspots. This may include video, gallery and website link (subject to weight)
- 208,000 iPad edition downloads

**RATECARD**

<table>
<thead>
<tr>
<th>1 Hotspot, Run of App:</th>
<th>£5,000 net</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Hotspots, Run of App:</td>
<td>£10,000 net</td>
</tr>
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</table>

**ADVERTISING POSITION:**

<table>
<thead>
<tr>
<th>1st</th>
<th>1st</th>
</tr>
</thead>
<tbody>
<tr>
<td>£10,000 net</td>
<td>£8,000 net</td>
</tr>
<tr>
<td>2nd</td>
<td>3rd</td>
</tr>
<tr>
<td>£7,000 net</td>
<td></td>
</tr>
<tr>
<td>Formats</td>
<td>GBP net</td>
</tr>
<tr>
<td>-------------------</td>
<td>----------</td>
</tr>
<tr>
<td><strong>Display</strong></td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>£31cpm</td>
</tr>
<tr>
<td>MPU</td>
<td>£34cpm</td>
</tr>
<tr>
<td>Super MPU</td>
<td>£43cpm</td>
</tr>
<tr>
<td>Billboard</td>
<td>£68cpm</td>
</tr>
<tr>
<td>Filmstrip</td>
<td>£61cpm</td>
</tr>
<tr>
<td>Newsletter</td>
<td>£2,000</td>
</tr>
<tr>
<td><strong>Mobile</strong></td>
<td></td>
</tr>
<tr>
<td>Mobile Banner</td>
<td>£31cpm</td>
</tr>
<tr>
<td>Wallpaper* Daily Sponsorship</td>
<td>£8,000</td>
</tr>
<tr>
<td><strong>Takeovers</strong></td>
<td></td>
</tr>
<tr>
<td>Standard Homepage Triptych</td>
<td>from £5,000</td>
</tr>
<tr>
<td>Standard Channel Triptych</td>
<td>from £4,000</td>
</tr>
<tr>
<td>Dynamic Homepage Triptych</td>
<td>from £8,000</td>
</tr>
<tr>
<td>Dynamic Channel Triptych</td>
<td>from £6,000</td>
</tr>
<tr>
<td><strong>Bespoke</strong></td>
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<tr>
<td>Bespoke Digital</td>
<td>POA</td>
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</table>

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