

Wallpaper*
Media Information
2013

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

- 100,288 ABC Jan – Dec 12
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International distribution

- 30% UK
 - 30% US
 - 30% Europe
 - 10% Rest of world
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January: Next Generation

+ Design Awards Preview

February: Design Awards

March: Fashion

+ Accessories

+ the hot new shopping strips

April: Global Interiors

+ outdoor furniture special

+ German supplement

+ jewellery

+ denim and sportswear

May: Salone Preview

+ tailoring for men and women

+ Time supplement

June: Transport & Technology

+ eyewear and swimwear



July: Design Directory

- + Kitchen & Bathrooms supplement
- + pre-fall collections for men and women

August: Handmade IV

September: Fashion

- + global retail round-up
- + the architects of fashion

October: Guest Editors

- + jewellery feature
- + Best Urban Hotels
- + Spas & Wellness
- + Design Power List
- + denim and sportswear
- + Back to school: kids' special

November: CIVETS

- + Studio Time: The smart art special
- + Contract thrillers: Design's big hits
- + cruise collections
- + Turkey feature

December: Entertaining

- + Watch feature
- + Brazil supplement
- + tailoring for men and women



ISSUE	ON SALE	COPY DATE
January 2013	13 December 2012	7 November 2012
February	10 January 2013	3 December 2012
March	14 February	4 January 2013
April	14 March	8 February
May	11 April	4 March
June	9 May	5 April
July	13 June	7 May
August	11 July	4 June
September	8 August	3 July
October	12 September	6 August
November	10 October	4 September
December	14 November	7 October



PRINT RATE CARD 2013

USD	Page	Spread
1st spread	–	\$51,500
1st bank	–	\$48,600
1st bank consecutives	–	\$40,000
Contents, masthead, contributors, IBC	\$30,900	–
Premium 3-page unit, contents, editor's letter	\$63,200	–
Premium (first third) + editorial openers	\$28,800	\$42,200
Island	\$29,600	\$46,900
Front half	\$26,900	\$39,500
Run of magazine	\$23,500	\$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* 2013

Bespoke creative solutions	from \$50,000
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DIGITAL RATECARD 2013

Leaderboard	\$46cpm
MPU	\$51cpm
Super MPU	\$65cpm
Standard fireplace	from \$5,300
Dynamic fireplace	\$10,600

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