

# Wallpaper\*

## TREASURE UP WALLPAPER\* PUBLISHES ITS FIRST INVESTMENT GUIDE

**Wallpaper\***, the international design, fashion and lifestyle magazine, looks beyond the credit crunch by publishing its pioneering guide to investment for the design-conscious, in the magazine's November issue.

The 32-page *Treasure Up* guide looks at an array of investment opportunities; from precious objects of desire and dream vintage drives to off-shore designer developments and design art. Wallpaper's November issue is a must-see for the financially savvy design connoisseur.

Key features in Wallpaper's investment guide are:

- **Design LTD:** As A-listers and oligarchs move in, get a handle on the design art market. Wallpaper\* gives the low-down on collecting limited editions and one-offs.
- **Temptation Islands:** Wallpaper\* reveals the remarkable new island developments where luxury meets radical design.
- **Nice Assets:** We share our favourite collectables and offer expert advice about what really counts when buying investment pieces.

Tony Chambers, Wallpaper's editor-in-chief, says: "This one's for keeps. We are against flippancy and flipping; we're against the culture of disposability, and I think this issue will be the ultimate investment in itself."

Publishing director Gord Ray adds: "Wallpaper's themed issues are a huge hit with readers and advertisers alike, tapping into the most important aspects of our readers' lives. This guide will be invaluable for Wallpaper\* readers wanting to indulge their passion for design and at the same time reap financial rewards."

**Wallpaper's November issue is on sale from October 9.**

### Notes to editors, About Wallpaper\*

Wallpaper\* is defying the credit crunch and seeing the best business results in its 12-year history.

Advertising is at record levels. In print, advertising revenue is up 14 per cent on last year (which in itself was a record year) and advertising volume is up 13 per cent. Online revenue for January to June 2008 is up 63 per cent on last year and traffic has grown more than 100 per cent. In 2008, Wallpaper\* increased its frequency to 12 issues a year: The Secret Elite issue was our first independent July issue. Wallpaper's May issue was the magazine's biggest ever spring issue.



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