

**Wallpaper\***  
**Media Information**  
**2012**

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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.

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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.

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### **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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January: Next Generation

Next Generation issue, featuring the hottest, emerging young talent in architecture, industrial design, graphics, illustration, fashion, food, beauty and hospitality.

February: The 2012 Wallpaper\* Design Awards

The pre-eminent global design awards will be judged this year by a prestigious, international panel including the artist Grayson Perry, architect Rafael Vinoly, industrialist Gert Bulhaup and fashion legend Carine Roitfeld.

March: Fashion

Our definitive guide to the new collections, the most influential designers and the inside track on the worldwide fashion business.

April: Global Interiors Special

Wallpaper\* opens the door on ten of the world's most exciting design nations. Grand homes, smoking hot kitchens, easy living rooms and imperial bedrooms from France to Finland. Plus: Germany survey

May: Salone Preview & Time Supplement

Wallpaper\* shows off in Italy - our handpicked preview of Milan's Salone Internazionale del Mobile; the global benchmark for the home furnishing sector.

June: Sports Special

Our first ever design-based sports special, including a look at the future of stadia architecture and exclusive technological insights from major and emerging global brands





| <b>ISSUE</b> | <b>ON SALE</b>  | <b>COPY DATE</b> |
|--------------|-----------------|------------------|
| January      | 8 December 2011 | 4 November 2011  |
| February     | 12 January 2012 | 4 December 2011  |
| March        | 9 February      | 6 January        |
| April        | 8 March         | 3 February       |
| May          | 12 April        | 9 March          |
| June         | 10 May          | 6 April          |
| July         | 14 June         | 7 May            |
| August       | 12 July         | 8 June           |
| September    | 9 August        | 6 July           |
| October      | 13 September    | 8 August         |
| November     | 11 October      | 7 September      |
| December     | 8 November      | 5 October        |
| January 2013 | 13 December     | 7 November       |



**PRINT RATE CARD 2012**

| <b>EUR</b>                                     | <b>Page</b>            | <b>Spread</b> |
|--|------------------------|---------------|
| 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\* 2012**

|                            |              |
|----------------------------|--------------|
| Bespoke creative solutions | from €35,000 |
|----------------------------|--------------|

**DIGITAL RATECARD 2012**

|                       |             |
|-----------------------|-------------|
| Leaderboard fireplace | €36cpm      |
| MPU                   | €39cpm      |
| Super MPU             | €46cpm      |
| Standard fireplace    | from €3,800 |
| Dynamic fireplace     | €7,500      |

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**DISPLAY**

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**Italy**

Rosalba Basile & Christiana Catizone  
Tel: 39.02 844 0441

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**Germany and Switzerland**

Peter Wolfram  
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**France**

Sylvie Durlach  
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**BESPOKE\***

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**DIGITAL**

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