Wallpaper* Media Kit 2023

Wallpaper* is the global design authority, leading the way in *architecture, design & interiors, art, watches & jewellery, fashion & beauty, technology, transportation, travel and entertaining.*

Founded as a print magazine in 1996, it has evolved into a multi-channel media brand. With a strong track record of discovering next-generation talents and creative matchmaking, Wallpaper* is at the forefront of the global creative community. It continues to change the way the world thinks about and consumes design.

52 / 48%
male / female

34
median age

91%
visit Wallpaper.com

47%
own more than one property

+$435,000
household income
(source Ipsos Affluent Survey 2021)

74%
live in cities

52%
have been reading for over 5 years

67%
employed within the creative industries

29%
own their own company

87%
are university graduates

15%
are regular readers (+5% YoY) / 85% are new readers, finding Wallpaper* for the first time

London HQ
Global contributors
Readers in 100 countries
Mission: *to inspire the influential*

Global print circulation
of 100,213 BPA July 2019

International distribution
30% UK
30% US
30% Europe
10% Rest of the world

Wallpaper* Audience Profile

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 and online site to recommend products with both style and substance.

Wallpaper* 2023 Issue Themes

January: Next Generation
Design stars of the future
Emerging architecture practices
Tomorrow's future icons
Fashion: Resort collections

February: Design Awards 2023
Our global index of inspiring innovations and ideas
Fashion: Best of S/S23 collections

March: The Style Issue
Cover-to-cover fashion for S/S23
Fashion meets design, architecture, art and beauty

April: Global Interiors
US, Singapore, France, Brazil, South Africa, and New Zealand
Sensational spaces and the finest furniture
Interior decoration: paints, fabrics and coverings
Jewellery
Fashion: Womenswear S/S23
Germany special: architecture, design and travel

May: The Design Issue
Milan Preview
Products and furniture debuts
Outdoor furniture
Watches special
Fashion: Menswear S/S23

June: The Escape Issue
Transport, travel and The Trip
Eyewear
Interiors: a room-by-room guide to creating your personal sanctuary
Fashion: Womenswear S/S23

Wallpaper*

Wallpaper* 2023 Issue Themes

July: Design Directory
The best new furniture from Salone del Mobile
Scandinavian design special
Kitchens & bathrooms
Fashion: Pre-fall collections

August: Born in the USA
**NEW* Celebrating a creative superpower and its brilliant minds, at home and abroad*

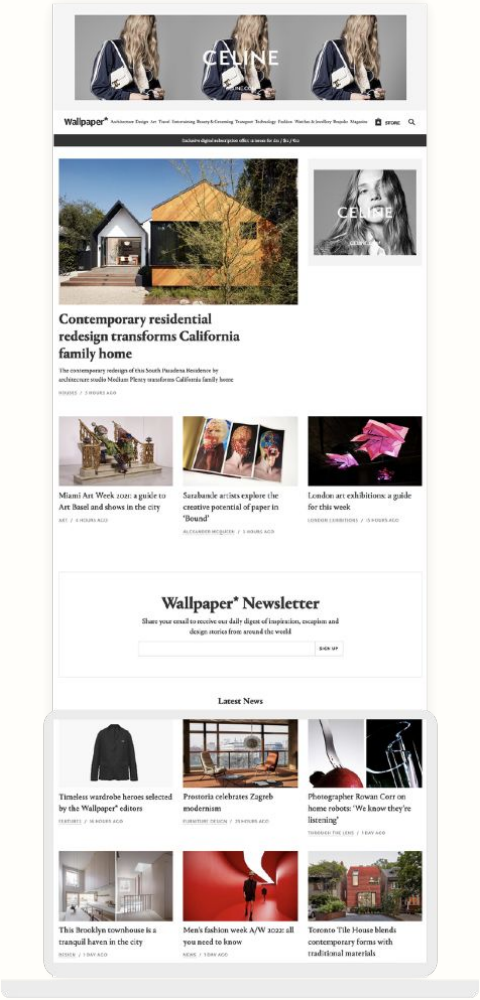
September: The Style Issue
Cover-to-cover fashion for A/W23
Fashion meets design, architecture, art and beauty

October: Guest Editors
Creative visionaries take our editorial reins
Architects' Directory: the world's emerging practices
Lighting
London Design Festival preview
Fashion: Womenswear A/W23
Jewellery

November: Art Special
Frieze and Paris+ by Art Basel preview
Contract furniture
Fashion: Womenswear A/W23

December: The Party Issue!
Festive celebrations and seasonal surprises
Wallpaper* Weddings: design-led alternative wedding picks, including watches, jewellery, fashion and more
Technology
Design Miami preview
Wine & Design
Fashion: Menswear A/W23

Wallpaper*



14.4m
monthly page impressions

1.7m
monthly unique users

5.8m
monthly desktop page impressions

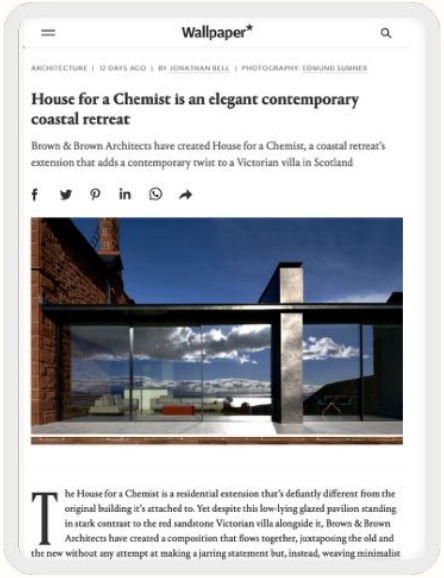
670,000
monthly desktop unique users

70,000
monthly tablet page impressions

10,000
monthly tablet unique users

8.6m
monthly mobile page impressions

1.02m
monthly mobile unique users



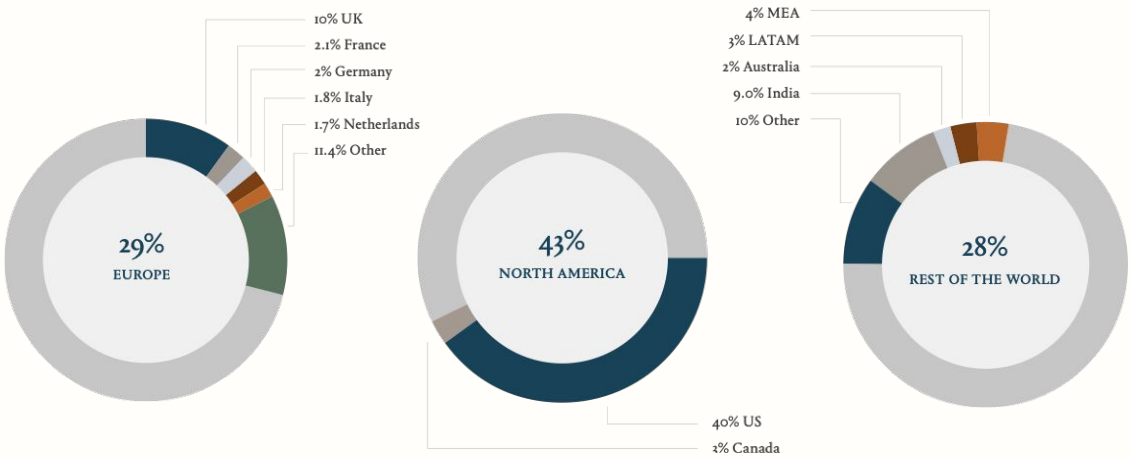
Wallpaper* Digital

Wallpaper.com is a fully responsive, multi-platform digital design bible, producing trendsetting features from the worlds of design, interiors, art, architecture, travel, fashion and lifestyle. Wallpaper.com prides itself on providing the user with up-to- date, fast-paced news, delivered with stunning photography, beautiful design and 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, integrating Bespoke partnerships and social media reach, and enabling the brand to connect to a 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.



Wallpaper* global reach
(Source: Google Analytics)

8,000,000

Wallpaper* social media reach

Wallpaper* Digital Social Media and Global Reach

The Wallpaper* social reach has grown to more than 8 million followers across our main platforms. Instagram, Facebook, Twitter and Pinterest are a core part of our media offering in terms of how we communicate brand messages to our audience, as they offer the highest levels of engagement and interaction.

Through our Bespoke native partnerships, we maximise the use of organic social and, where relevant, paid social to deliver the maximum value to brand partners.

As the digital presence of Wallpaper* magazine, Wallpaper.com provides global reach across the most important markets for targeting an affluent audience.

We are investing significantly in both our digital editorial output and innovation in advertising. This is driving significant growth across all markets, and reinforces Wallpaper's position as the leading global digital design destination.

2,250,000

Wallpaper* Weibo followers

800,000

Wallpaper* WeChat followers

20,000

Wallpaper* China print circulation

WeChat opportunities:

WeChat articles can include images, videos and QR codes.

Position A posts offer a larger thumbnail and more prominent positioning on the feed, recording 40,000 page views on average.

Position B posts offer a more affordable route to our followers, with posts averaging 20,000 page views.

From €22,150 net

Wallpaper* China Edition

The Wallpaper* China edition focuses on the culture of creativity, encouraging its burgeoning Chinese audience to appreciate the craft, dynamics, beauty and thrill of contemporary design, architecture and fashion with an open mind and a modern attitude.

Wallpaper* readers are university educated, well-travelled and media literate professionals. Frequent and enthusiastic consumers of luxury goods, they love fashion, design and art – many of them are leading figures in the design industry.

Edited in simplified Chinese, Wallpaper* China is issued eight times per year. The edition is overseen and signed-off by the global editorial team.

Click above to view our Bespoke Showreel

Bespoke

Bespoke is the creative partnerships division of Wallpaper*. Our Bespoke clients benefit from having creative control in an editorial setting.

Each Bespoke project is approached differently, working with the following formats:

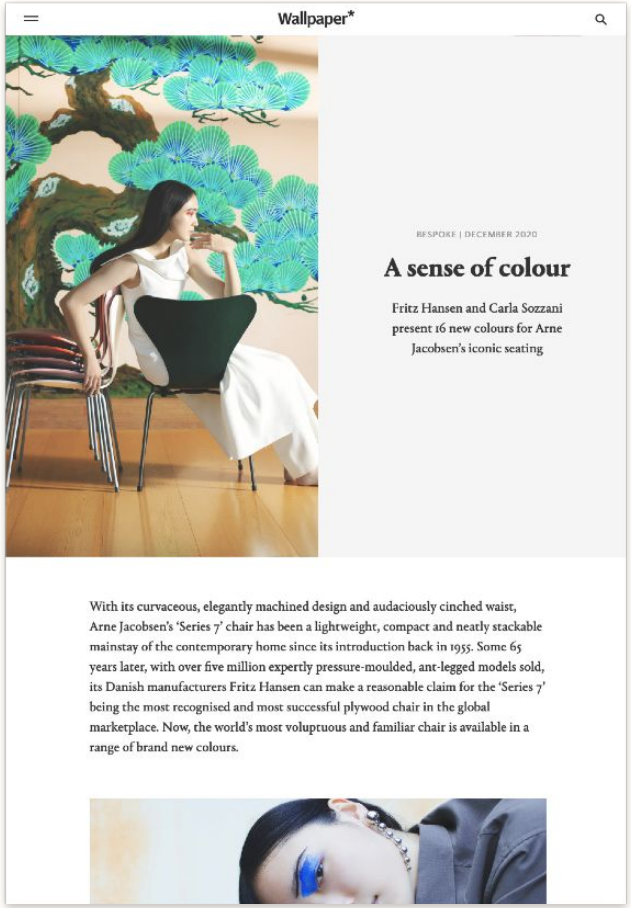
- Print Bespoke promotions. Minimum DPS with Wallpaper-created assets
- Digital Bespoke hubs using Wallpaper- or client-produced assets
- Videos. Produced by Wallpaper*
- Print supplement sponsorships
- International events (receptions, parties and panel discussions)
- Exhibitions
- Podcasts
- Social campaigns

Price on application.

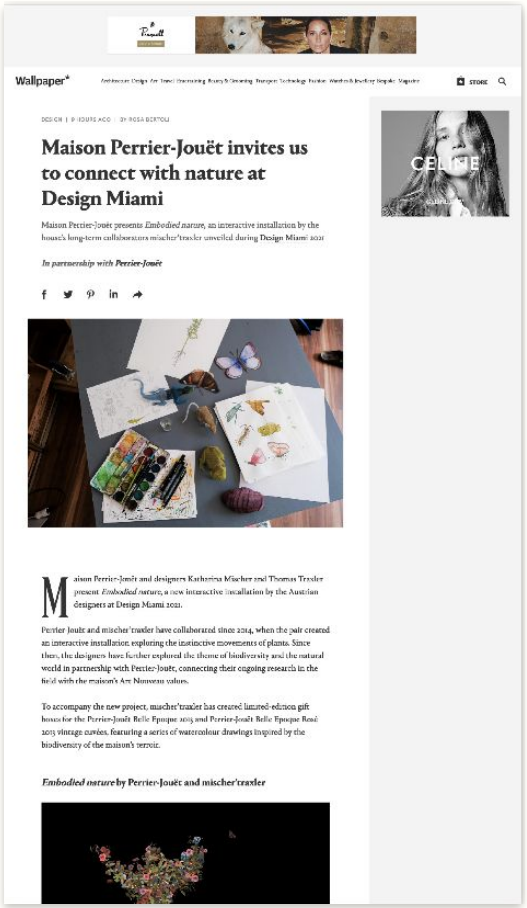
White label

Wallpaper* produces white-label marketing collateral and art direction for some of the world's leading brands.

Price on application.



Client-supplied asset hub for Fritz Hansen.
Click here to view on Wallpaper.com



Client-supplied asset sponsored editorial for Perrier-Jouët.
Click to view on Wallpaper.com

Bespoke

Opportunities with client-supplied assets

Hubs

- 1 x Bespoke hub on Wallpaper.com (10,000 page views)
- 1 x newsletter feature
- 1 x Instagram post, 1 x Facebook post (200,000 reach guaranteed via social media amplification)
- 1 x Instagram stories slide (static image - 200,000 reach) OR 3 x Instagram stories slides (video - 20,000 reach)
- Digital Advertising display across Wallpaper.com driving to the hub (100,000 impressions)

From €57,874 net

Sponsored editorial

- 1 x sponsored editorial on Wallpaper.com (5,000 page views)
- 1 x newsletter feature
- 1 x Instagram post, 1 x Facebook post (200,000 reach guaranteed via social media amplification)
- 1 x Instagram stories slide (static image - 200,000 reach) OR 3 x Instagram stories slides (video - 20,000 reach)

From €28,937 net

Please get in touch with sarah-jane_molony@wallpaper.com to discuss Bespoke collaborations.

Wallpaper*

Future

Wallpaper* is owned by Future, the global platform for specialist media.

With an audience of more than 400 million, Future reaches 1 in 2 people in the UK and 1 in 3 people in the US.

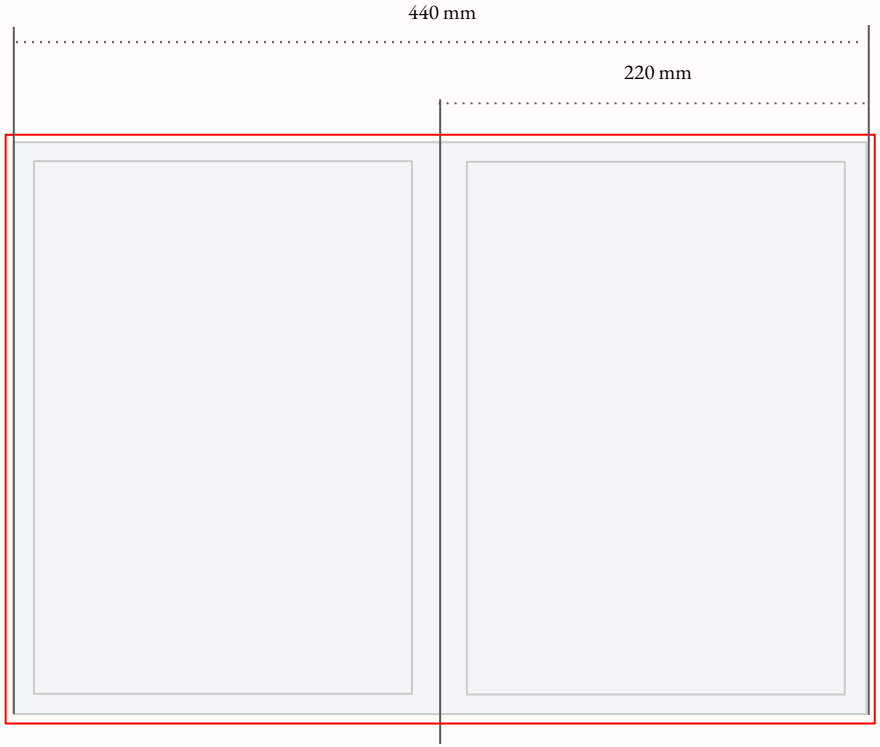
Country Life, Marie Claire, The Week and Decanter are just some of the brands we are able to partner with to serve your client's objectives.

Appendix

Copy Dates 2023

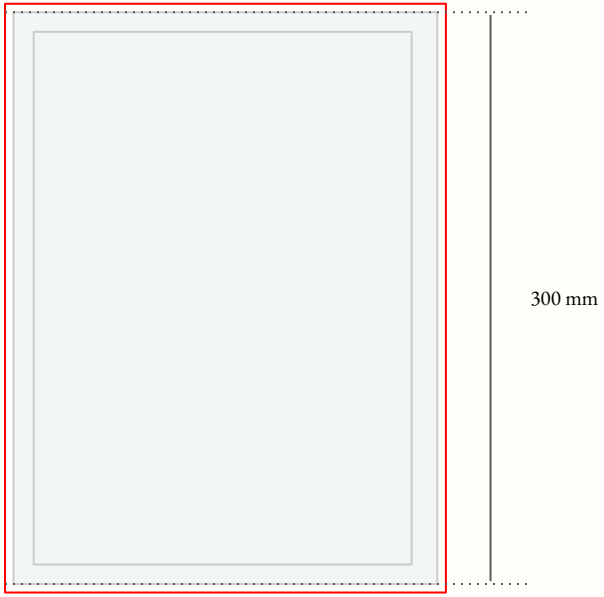
ISSUE	ON SALE	COPY DEADLINE	BOOKING DEADLINE
February	05 January 2023	09 December 2022	01 December 2022
March	09 February 2023	13 January 2023	03 January 2023
April	09 March 2023	10 February 2023	01 February 2023
May	13 April 2023	16 March 2023	03 March 2023
June	11 May 2023	13 April 2023	03 April 2023
July	08 June 2023	10 May 2023	02 May 2023
August	06 July 2023	09 June 2023	02 June 2023
September	10 August 2023	14 July 2023	03 July 2023
October	07 September 2023	10 August 2023	01 August 2023
November	05 October 2023	08 September 2023	01 September 2023
December	09 November 2023	13 October 2023	03 October 2023

Print Ad Specs 2023



Double Page Spread

DPS trim size: 440 × 300 mm
DPS bleed size: 446 × 306
Safe area on DPS: 424 × 276



Single Page

Single Page trim size: 220 × 300 mm
Single Page bleed size: 226 × 306
Safe area on DPS: 204 × 276

Click here for full specs

Click here for full file supply guidelines

Wallpaper*

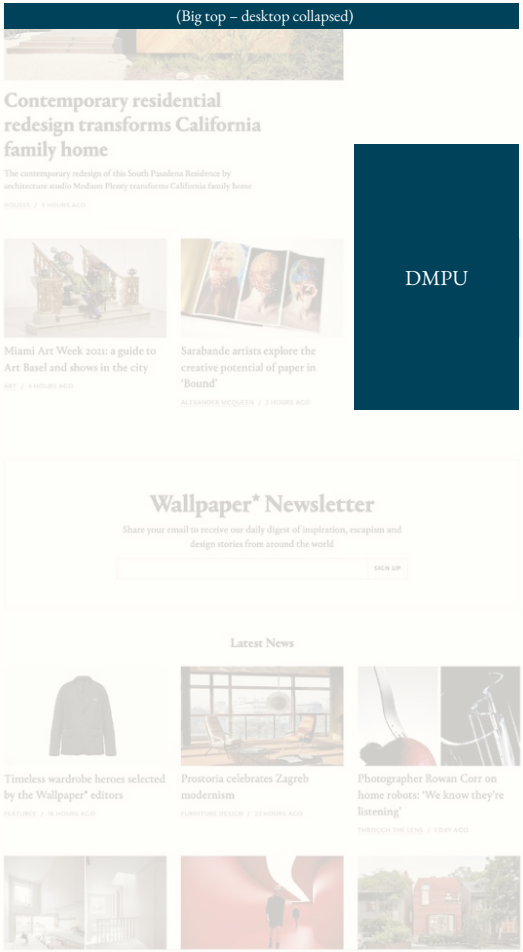
Print Rate Card 2023

GBP	PAGE	SPREAD
1st spread	-	€33,833
1st bank	-	€30,731
1st bank consecutive	-	€256,568
Contents, masthead, contributors, IBC	€19,550	-
Premium 3-page unit, contents, editor's letter	€37,734	-
Premium (first third) + editorial openers	€17,918	€27,200
Island	€17,918	€23,728
Front half	€16,679	€25,441
Run of magazine	€14,561	€21,911
Outside back cover	€25,198	-
Guaranteed right hand / consecutive / island	+15%	-
Bound-in inserts	from €122 per thousand	-
Gatefold	available on request	-

BESPOKE 2023

Bespoke creative solutions	price on application

Homepage Takeover



Digital Advertising Specs

Homepage takeover

Big Top + DMPU/MPU

Big top specs

Desktop expanded: 1920 × 250 px

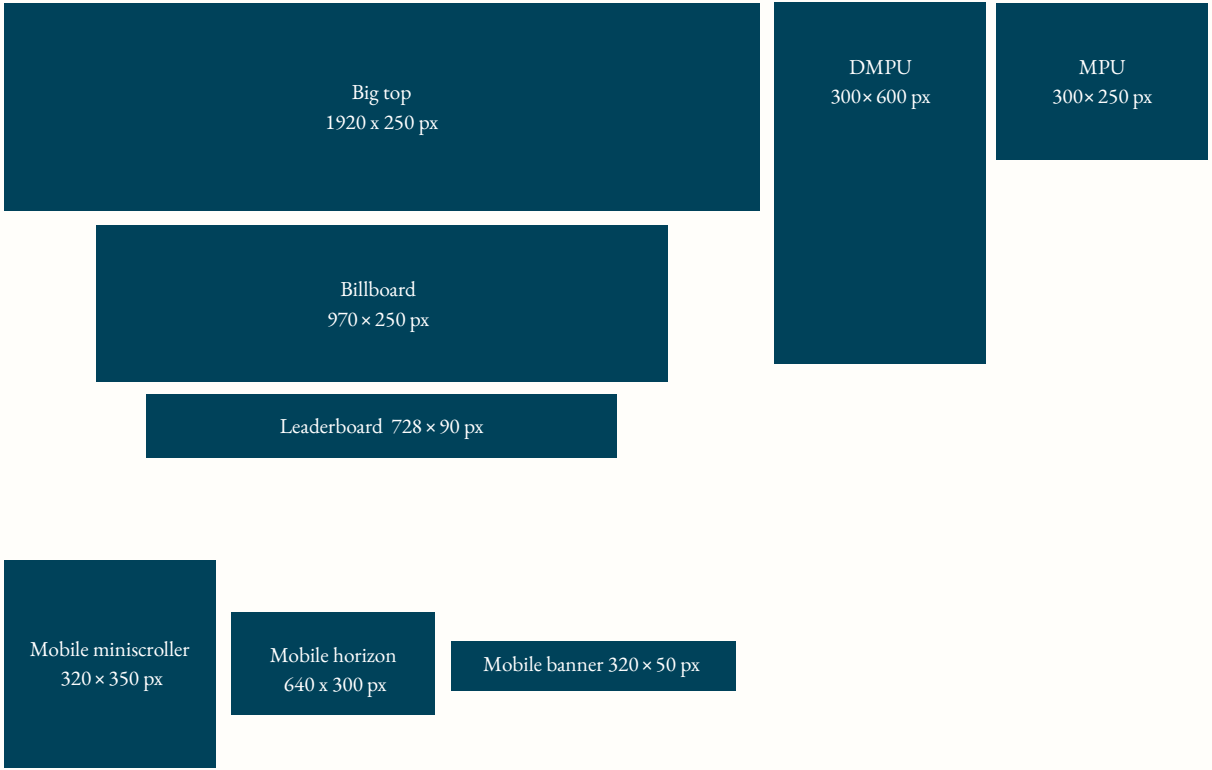
Desktop collapsed: 1920 × 150 px

DMPU: 300 × 600 px

MPU: 300 × 250 px

Wallpaper*

Digital ad specs



Digital Advertising Specs

Standard IAB formats:

Billboard: 970 × 250 px

DMPU: 300 × 600 px

MPU: 300 × 250 px

Leaderboard: 728 × 90 px

Mobile banner: 320 × 50 px

Custom formats:

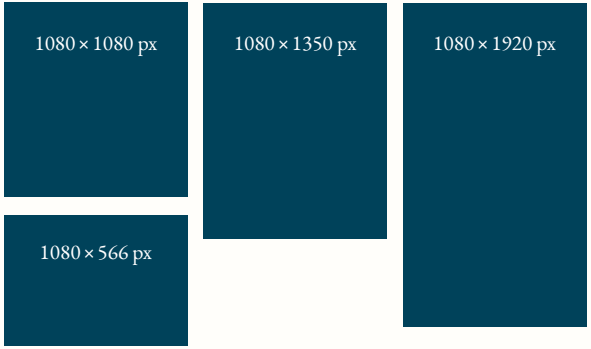
Big top expanded: 1920 × 250 px

Big top collapsed: 1920 x 150 px

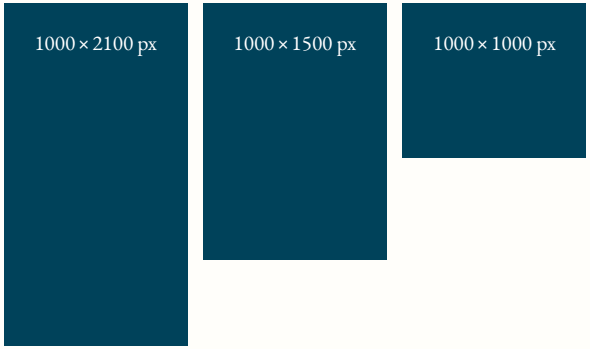
Mobile horizon: 640 × 300 px

Mobile miniscroller: 320 × 350 px

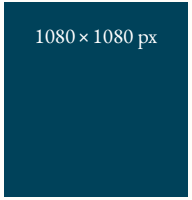
Instagram ad specs



Pinterest ad specs



Facebook ad specs



Social

Sponsored Instagram image:

1080 × 1080 px

1080 x 566 px

1080 x 1350 px

Sponsored Instagram video:

1080 × 1920 px

Facebook post

1080 x 1080 px

Pinterest

1000 × 1500 px

1000 × 1000 px

1000 × 2100 px

Digital Rate Card 2023

DISPLAY

Big top	€82cpm
Billboard	€58cpm
DMPU	€52cpm
MPU	€42cpm
Leaderboard	€41cpm

MOBILE

Mobile horizon	€67cpm
Mobile miniscroller	€49cpm
Mobile banner	€38cpm

EMAIL

Newsletter banner	€3,009

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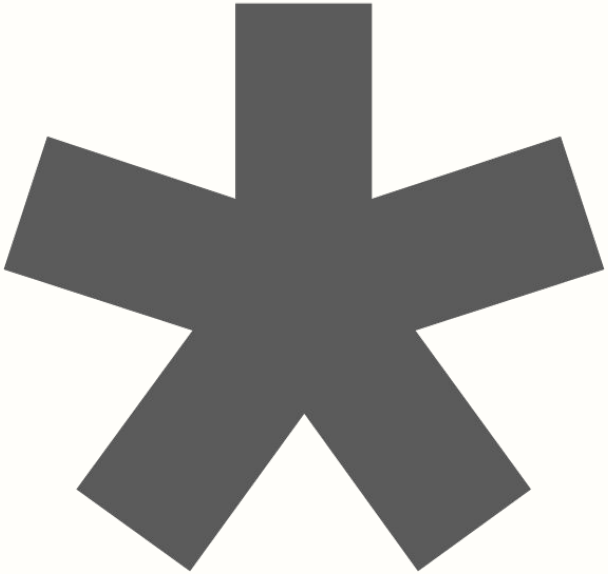
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