



SOUTH FLORIDA

DESIGN BOOK

A RESOURCE FOR ARCHITECTS, DESIGNERS, AND DEVELOPERS

2010 MEDIA KIT

at a glance



View the current issue of Design Book at www.designbook.us

What is Design Book Magazine?

South Florida Design Book Magazine is a semi-annual publication that focuses on the architecture and design sectors. Published by Design Book, the magazine delivers thought-provoking, industry-specific editorials and content to architects, interior designers and developers in Florida (and beyond) who view Design Book as a valuable resource for products and services that are useful in their day-to-day operations.

Editorial Content

Within each issue of Design Book readers find informative and inspiring sections that include:

Interviews

In-depth discussions with top designers and industry leaders give our readers an insight into current trends and developments.

Designer Spotlights

These informative overviews showcase design firms, current projects, and professional philosophies.

Design Exhibit

This section features vender profiles with products and services targeted to designers and developers.

Distribution

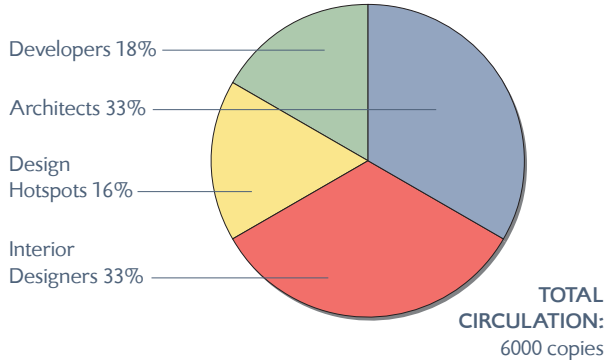
Among Design Book's readership of design and development professionals are numerous buyers and specifiers. Advertising in Design Book Magazine allows your unique message to reach these industry decision-makers who are regularly looking for products and services.

Direct to Professionals

Design Book is sent directly to the offices of architects, designers, and developers who operate in Florida (and beyond) and are at the forefront of the design industry.

Available at Design Hotspots

Design Book is distributed to South Florida design districts and is also present in design showrooms, retail spaces, and the offices of well-known industry associations, including the American Institute of Architects Miami Chapter, etc.

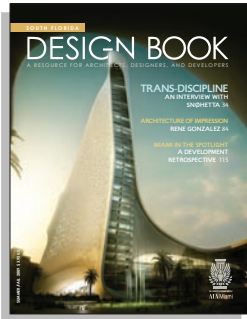


"How refreshing it is to find a magazine that conveys the function, dynamics and physical experiences associated with great design. The combination of captivating content and interviews with industry leading professionals makes Design Book much more than a magazine - it becomes an invaluable resource for architects and developers alike."

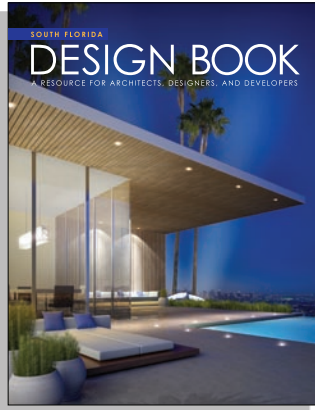
-Bruce Brosch, President of Nichols Brosch Wurst Wolfe & Associates, Miami.

ad specs

Increased size for next issue!
Design Book is now
 9" x 11" — a 57% increase.



Previous Size
7" x 9"



New Size
9" x 11"

Magazine Specs

Trim Size: 9" w x 11" h
 Color: 4 color process (CMYK)
 Printing Method: Offset
 Binding Method: Perfect bound

File Preparation

File Format: Submit all ads as CMYK PDF/X1a-2001 (PDF version 1.3). File names should indicate magazine name, advertiser, and issue date. Files should be emailed to: production@designbook.us.

Graphics: Define all colors as CMYK. Use high resolution (300 dpi) images convert all fonts to curves. For optimum legibility, use type no smaller than 6pt.

Graphic Design

Graphic design service is available. Rates are available upon request. To inquire about design services, contact info@designbook.us.

Questions?

For further assistance, contact Design Book at info@designbook.us or call 305.854.7119

Ad Units



	Spread	Full Page	1/2 Page	1/3 Page	1/4 Page	1/8 Page Design Exhibit
Trim	18" w x 11" h	9" w x 11" h	9" w x 5.5" h	3" w x 11" h	3.9" w x 4.75" h	1.85" w x 4.75" h pre-formatted ad space. Includes photo, company name, profile and contact.
Live Area	17.75" w x 10.75" h	8.75" w x 10.75" h	8.75" w x 5.25" h	2.75" w x 10.75" h	3.65" w x 4.5" h	
Bleed	18.25" w x 11.25" h	9.25" w x 11.25" h	9.25" w x 5.625" h	3.125" w x 11.25" h		

Spotlight Articles/Advertorials

Limited availability. Contact info@designbook.us or call 305.854.7119 for insertion rates and page specs.

media rates

Save by reserving your ad space early.

Contact us at 305.854.7119 or info@designbook.us.

Ad Rates

Ad Unit	Issues	If reserved by April 30, 2010	If reserved by May 31, 2010
Spread	1x	\$1850	\$2050
	2x	\$1750	\$1950
	3x	\$1650	\$1850
	4x	\$1550	\$1750
Full Page	1x	\$1150	\$1350
	2x	\$1100	\$1300
	3x	\$1050	\$1250
	4x	\$1000	\$1200
1/2 page Horizontal	1x	\$700	\$800
	2x	\$675	\$775
	3x	\$650	\$750
	4x	\$625	\$725
1/3 page Vertical	1x	\$600	\$700
	2x	\$575	\$675
	3x	\$550	\$650
	4x	\$525	\$625
1/4 Page	1x	\$450	\$500
1/8" Page Design Exhibit	1x	\$275	\$300

Inner Front Cover (Spread): 15% Premium
 Inner Back Cover: 15% Premium
 Back Cover: \$5000

- NOTE:**
- 1) All ad rates are net.
 - 2) Payment due at time of order.
 - 3) Premium positions subject to availability.
 - 4) For more information, call 305.854.7119 x 101.

Media Calendar

Issue	Space Close*	Materials Due
Spring/Summer 2010	May 31, 2010	June 9, 2010
Winter/Spring 2011	November 31, 2010	December 10, 2010

*All insertion orders must be received and confirmed by Design Book by the date the space closes.

