

DESIGN BOOK

MAGAZINE



2011 MEDIA KIT



AT A GLANCE

DESIGN BOOK MAGAZINE is a semi-annual publication that focuses on the architecture and design sectors. The magazine delivers thought-provoking, industry-specific editorials and content to architects, interior designers and real estate developers in Florida (and beyond) who view DESIGN BOOK as a valuable resource for design news, products and services. 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.



DESIGN SPOTLIGHTS

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



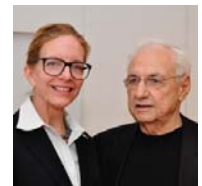
PRODUCT/MATERIAL FEATURES

From innovative and sustainable to decorative and luxurious, this section highlights items and materials that buyers and specifiers are sure to notice.



SPECIAL AIA MIAMI SECTION

This ongoing section highlights the great work done by the American Institute of Architects, Miami Chapter — from events and news to awards and announcements.



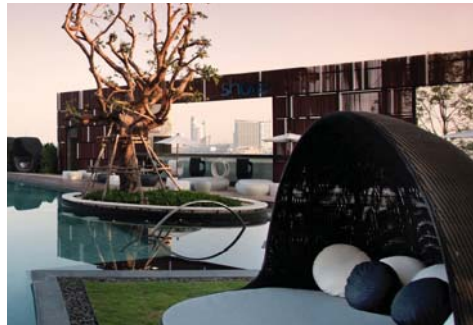


DISTRIBUTION

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 purchasing products and services. 12,000 copies of the publication are distributed to design industry professionals in the following way:



4,800
delivered to licensed architects.



1,200
distributed to landscape architects.



1,000
distributed to design hotspots and showrooms.



3,000
sent to interior designers and decorators.

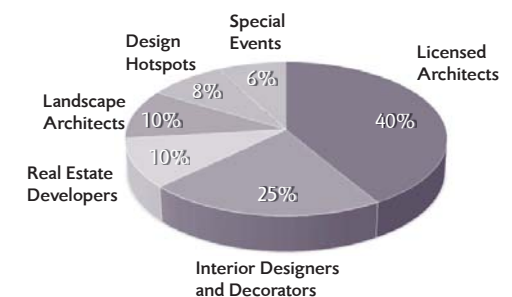


1,200
delivered to the top grossing real estate developers.



800
available at design events and special community functions.

12,000
circulation





SOCIAL EVENTS

DESIGN BOOK MAGAZINE frequently organizes events that bring design professionals together to connect and exchange ideas. Advertisers are able to reach this group directly through event sponsorship opportunities. Sponsorship information available upon request.



WINTER 2011 ISSUE LAUNCH PARTY - THE NEW MODERN HOME
March 3, 2011 - Poliform showroom - Miami, Florida

SUMMER 2011 ISSUE LAUNCH PARTY - THE HOSPITALITY ISSUE
August 19, 2011 - Coral Gables Museum - Coral Gables, Florida



MEDIA SPECS

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



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1/2 Page



1/3 Page

Spread

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1/2 Page

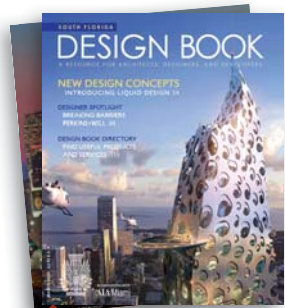
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	Spread	Full Page	1/2 Page	1/3 Page
Trim	18" w x 11" h	9" w x 11" h	9" w x 5.5" h	3" w x 11" h
Live Area	17.75" w x 10.75" h	8.75" w x 10.75" h	8.75" w x 5.25" h	2.75" w x 10.75" h
Bleed	18.25" w x 11.25" h	9.25" w x 11.25" h	N/A	N/A

Spotlight Articles/Advertorials

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





AD RATES

Ad Rates and Specs

Ad Unit	Dimensions	Rate x1	Rate x2	Rate x4
SPREAD	18"w x 11"h	\$2599	\$2499	\$2399
FULL PAGE	9"w x 11"h	\$1799	\$1699	\$1599
HALF PAGE (horizontal)	4"w x 5.25"h	\$899	\$799	\$699
THIRD PAGE (vertical)	2.75"w x 10.5"h	\$499	\$449	\$399

Inner Front Cover: 15% Premium
 Inner Back Cover: 15% Premium
 Back Cover: \$4000
 Special Inserts: CALL

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
Winter 2012	December 1, 2011	December 15, 2011
Summer 2012	June 1, 2012	June 15, 2012
Winter 2013	December 1, 2012	December 15, 2012

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

"The **slickest magazine** that South Florida has!"

-Max Strang, Principal, Max Strang Architecture, Miami.

"**How refreshing** it is to find a magazine that conveys the function, dynamics and physical experiences associated with great design . . . it becomes **an invaluable resource** for architects and developers alike."

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

"It's a Miami publication, but it **reaches so much farther** than that."

-Guy Peterson, Principal, Guy Peterson | Office for Architecture, Sarasota.

"**It's glorious!** Every image you see in the magazine just pops and you want to read every single article."

-Alison Smith, ADD Inc, Miami.

"**A great source of information** for architects and designers"

-Jaime Birmaher, President, Digital Drafting Systems, Inc., Miami.

PLEASE COMPLETE THE ADVERTISER INFORMATION BELOW AND SEE THE BOTTOM OF THE FORM FOR MAILING/FAXING INSTRUCTIONS

 Advertiser's Company Name

 Name and Title of Advertiser's Authorized Representative

 Telephone and Fax

 E-mail

I am purchasing:

- Spread Full Page Ad
 1/2 Page Ad 1/3 Page Ad
 Inner Front Cover Inner Back Cover Back Cover
 Spotlight / Advertorial (enter # of pages) _____

Frequency (select one box, not applicable to advertorials):

- 1 Issue 2 Issues 3 Issues 4 Issues

 Total Amount Due (use the current Media Kit to calculate amount)

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