

# **Wallpaper\* Media Information 2021**

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**34**  
median age

**52/48**  
male/female

**91%**  
visit Wallpaper.com

**74%**  
live in cities

**52%**  
have been reading for over 5 years

**\$108,000**  
average salary

**67%**  
employed within the  
creative industries

**29%**  
own their own company

**87%**  
are university graduates

**47%**  
own more than one property

**London HQ**

**Global contributors**

**Readers in 100 countries**

**Mission: to inspire the influential**

**Global circulation  
of 100,213 BPA July 2019**

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**International distribution**

**30% UK**

**30% US**

**30% Europe**

**10% Rest of world**

## Audience Profile

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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.

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.



## Wallpaper\* 2021 Issue Themes

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### January: The Next Generation Issue

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- Graduate Directory: 21 for 2021 – design stars of the future
- Fashion: resort collections

### February: Design Awards 2021

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- Inspiring innovations and ideas of the year
- Fashion: best of S/S21 collections

### March: Style Special

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- Cover-to-cover fashion for S/S21
- Fashion meets design, architecture, art and beauty

### April: Global Interiors

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- Sensational spaces and the finest furniture
- Germany architecture and design
- Jewellery
- Fashion: womenswear S/S21

### May: The Design Previews Issue

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- Products and furniture debuts
- Outdoor furniture
- Watches & jewellery
- Fashion: menswear S/S21

### June: The Innovation Issue

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- Transport, technology and design
- Eyewear
- Fashion: womenswear S/S21



## Wallpaper\* 2021 Issue Themes

### July: Architecture & Design Special

- Architects' Directory: emerging practices around the world
- Kitchens & bathrooms
- Fashion: pre-fall collections

### August: Wallpaper\* Re-Made

- Design for a better world. Re-think, re-imagine, re-connect: social impact, material innovation and speculative solutions

### September: Style Special

- Cover-to-cover fashion for A/W21
- Fashion meets design, architecture, art and beauty

### October: 25th Anniversary Issue

- Wallpaper\* marks its quarter century
- Guest editor takeover
- Jewellery
- Fashion: womenswear A/W21

### November: Art Special

- Contract furniture
- Fashion: menswear A/W21

### December: Design & Technology

- Wine & Design
- Watches
- Fashion: womenswear A/W21

ISSUE 2021	ON SALE	COPY DEADLINE	BOOKING DEADLINE
January	10 December 2020	12 November 2020	02 November 2020
February	07 January 2021	04 December 2020	27 November 2020
March	11 February 2021	14 January 2021	01 January 2021
April	11 March 2021	11 February 2021	01 February 2021
May	15 April 2021	16 March 2021	01 March 2021
June	13 May 2021	15 April 2021	01 April 2021
July	10 June 2021	12 May 2021	30 April 2021
August	15 July 2021	17 June 2021	03 June 2021
September	12 August 2021	15 July 2021	01 July 2021
October	09 September 2021	12 August 2021	02 August 2021
November	07 October 2021	09 September 2021	31 August 2021
December	11 November 2021	14 October 2021	01 October 2021

## Print Rate Card 2021

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<b>EUR</b>	<b>PAGE</b>	<b>SPREAD</b>
1st spread	–	€47,328
1st bank	–	€38,658
1st bank consecutives	–	€29,376
Contents, masthead, contributors, IBC	€24,651	–
Premium 3-page unit, contents, editor's letter	€44,166	–
Premium (first third) + editorial openers	€22,488	€34,068
Island	€22,488	€34,068
Front half	€20,897	€32,028
Run of magazine	€18,851	€27,540
Outside back cover	€31,620	–
Guaranteed right hand / consecutive / island	+15%	–
Bound-in inserts	from €135 per thousand	–
Gatefold	available on request	–

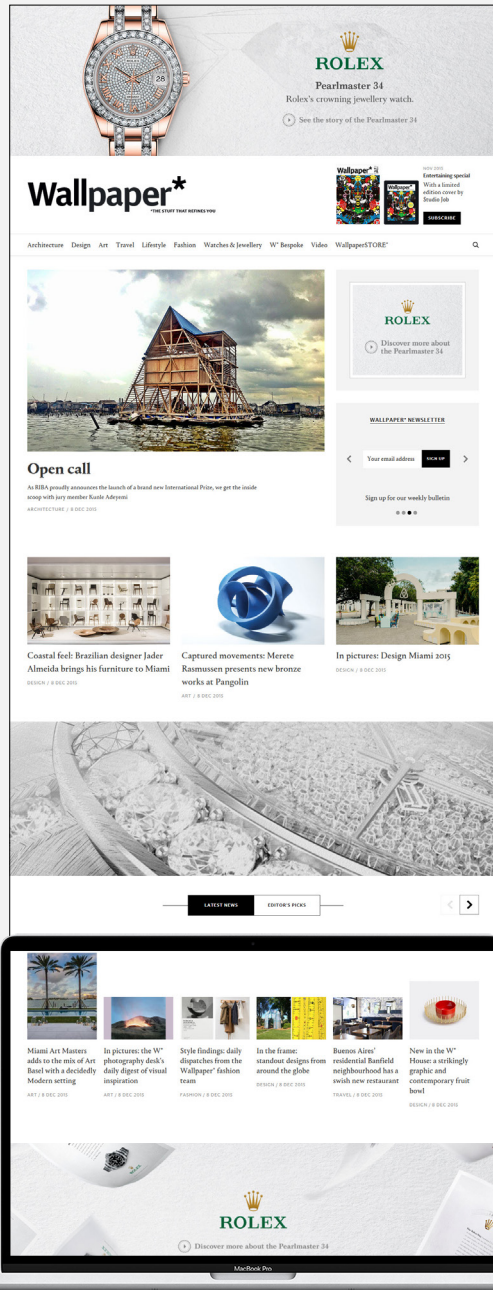
### BESPOKE 2021

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Bespoke creative solutions

price on application

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**14.4m**  
monthly page impressions

**1.7m**  
monthly unique users

**8.9m**  
monthly desktop page impressions

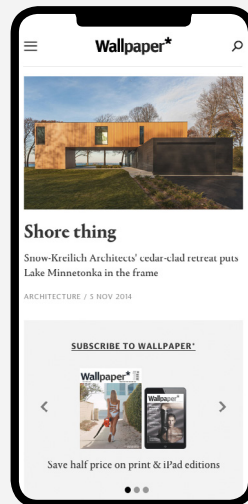
**863k**  
monthly desktop unique users

**1.2m**  
monthly tablet page impressions

**211k**  
monthly tablet unique users

**4.3m**  
monthly mobile page impressions

**656k**  
monthly mobile unique users



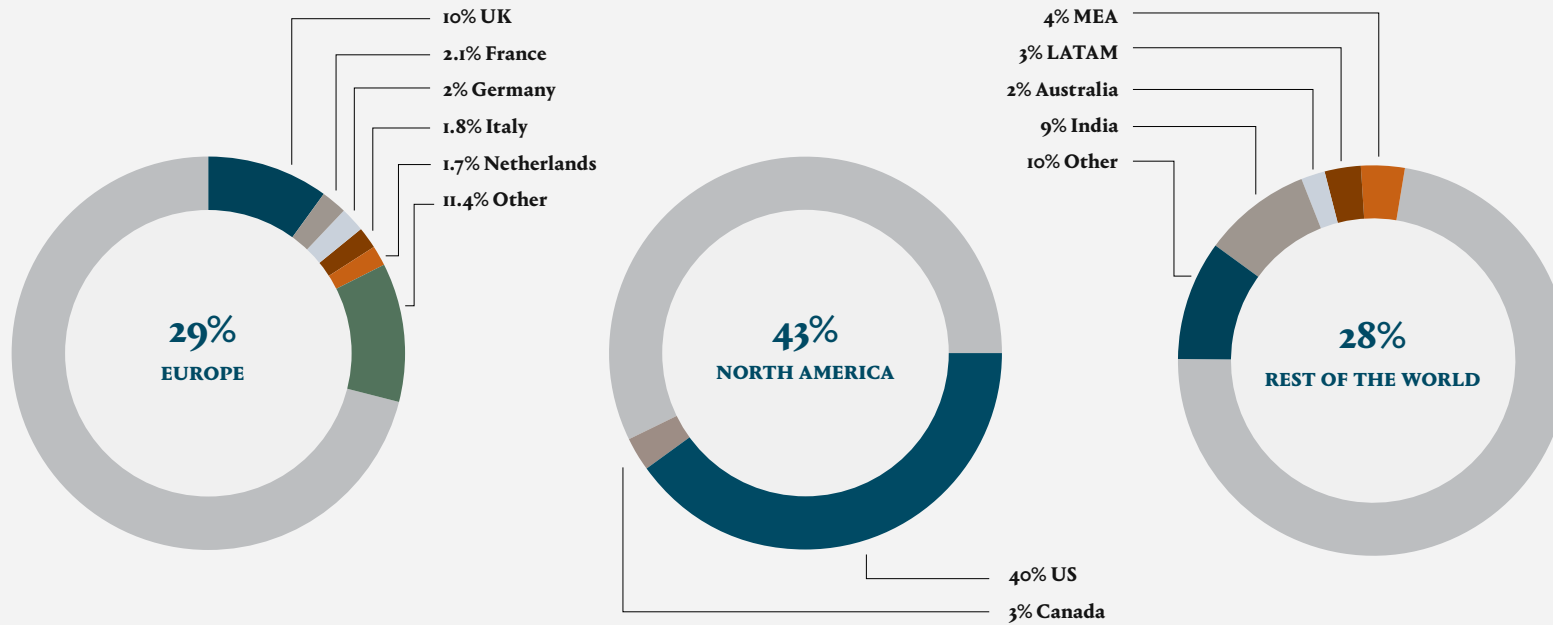
Wallpaper.com is a fully responsive, multi-platform digital design bible, producing trendsetting features from the worlds of design, interiors, art, architecture, travel, fashion and lifestyle. Wallpaper.com prides itself on providing the user with up-to-date, fast-paced news, delivered with stunning 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\* Social Media and Global Reach



Wallpaper\* global reach  
(Source: Google Analytics)

The Wallpaper\* social reach has grown to more than 5.5 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.

# 5,500,000

Wallpaper\* social media reach



### DISPLAY

Leaderboard	€48cpm
MPU	€52cpm
Super MPU	€65cpm
Billboard	€103cpm
Filmstrip	€74cpm
Newsletter	€3,000

### VIDEO

In read	€123cpm
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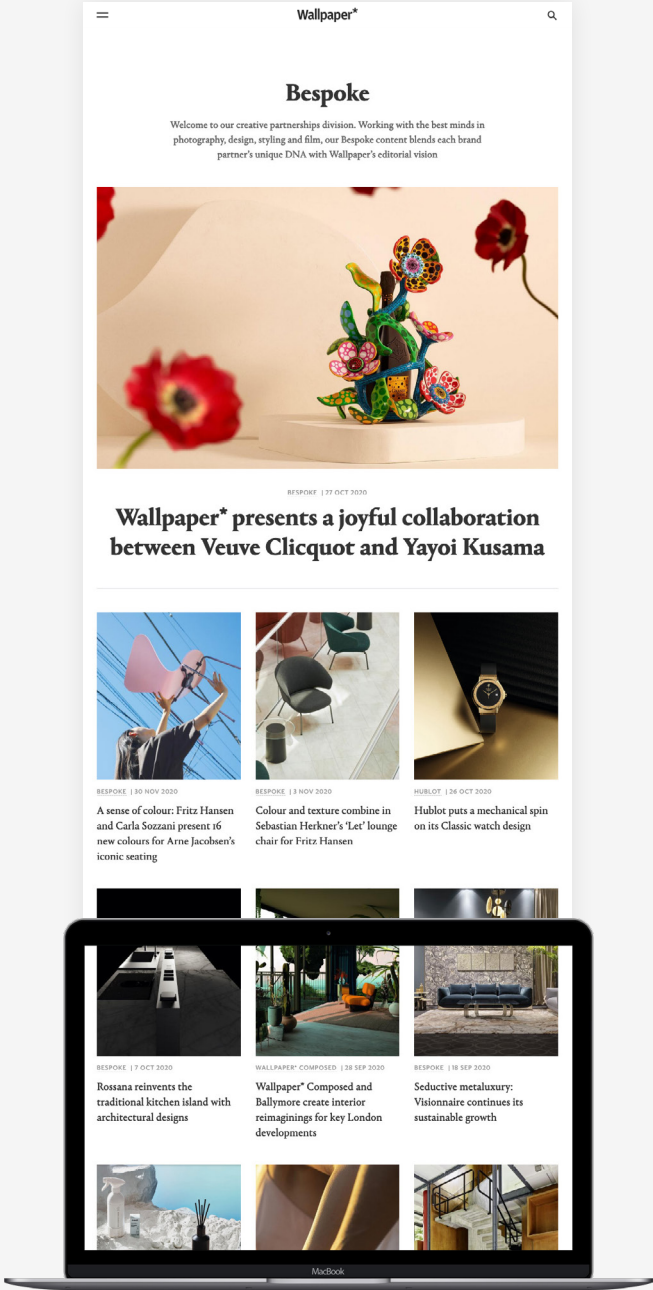
### MOBILE

Mobile banner	€48cpm
Wallpaper* daily sponsorship	€9,600
Interscroller	€76cpm

### TAKEOVERS

Standard homepage triptych	from €8,900
Standard channel triptych	from €4,800
Dynamic homepage triptych	from €14,000
Dynamic channel triptych	from €7,200
Expandable triptych	€12,353

*\*A 15% premium will be applied for roadblocking of channels or content*



# 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. Dedicated branded hub on wallpaper.com/bespoke with either Wallpaper\* or brand created assets
- Videos. Produced by Wallpaper\*
- Print supplement sponsorships
- International events (receptions, parties and panel discussions)
- Exhibitions
- 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.

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### Global HQ

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