

# 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](https://www.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

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# 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\*

**14.4m**  
monthly page impressions

**1.7m**  
monthly unique users

**5.8m**  
monthly desktop page impressions

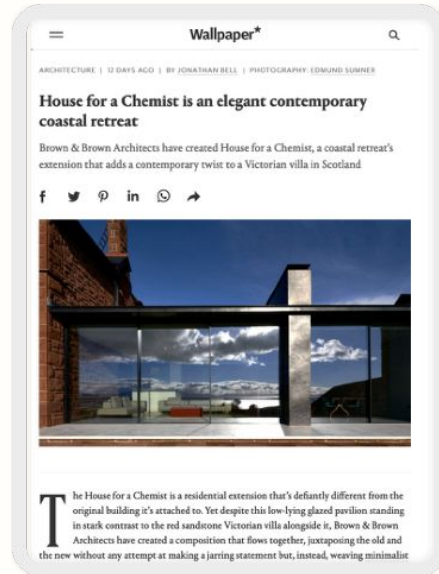
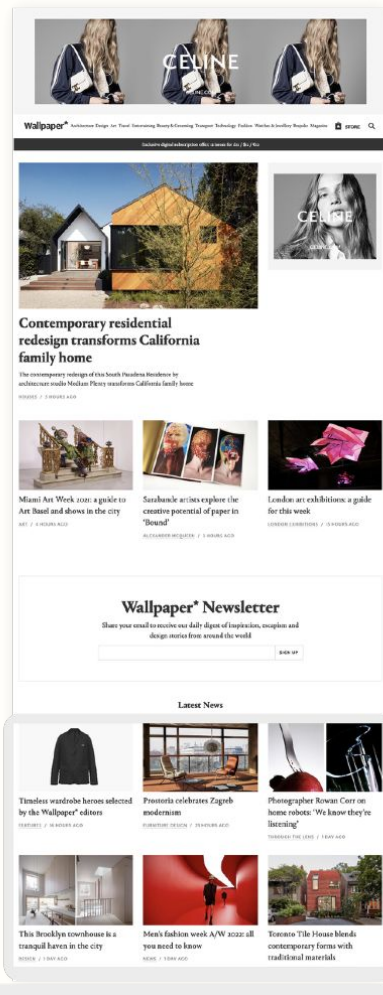
**670,000**  
monthly desktop unique users

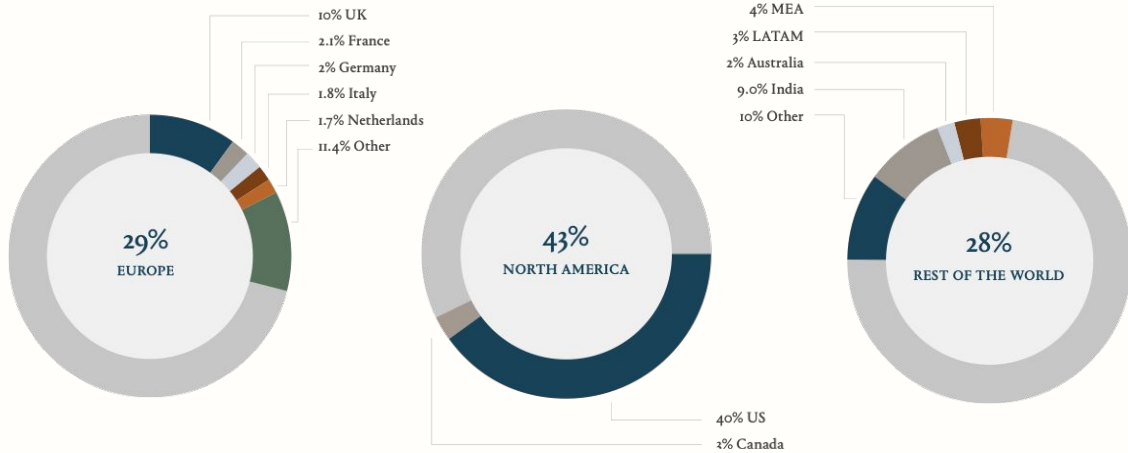
**70,000**  
monthly tablet page impressions

**10,000**  
monthly tablet unique users

**8.6m**  
monthly mobile page impressions

**1.02m**  
monthly mobile unique users





Wallpaper\* 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:

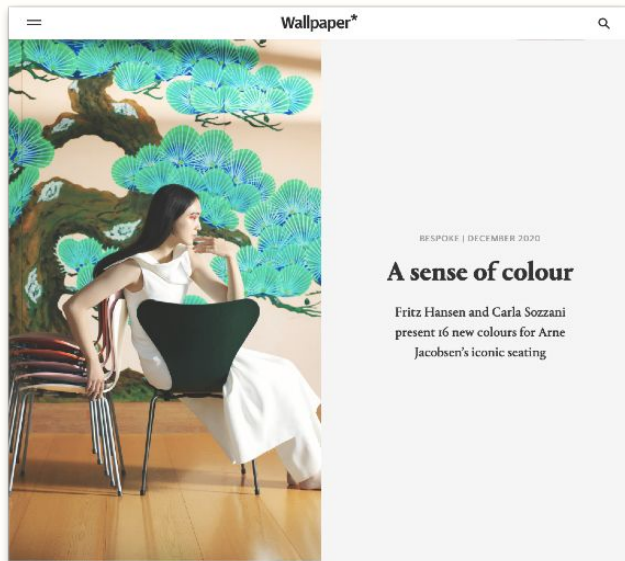
- Print Bespoke promotions. Minimum DPS with Wallpaper-created assets
- Digital Bespoke hubs using Wallpaper- or client-produced assets
- Videos. Produced by Wallpaper\*
- Print supplement sponsorships
- International events (receptions, parties and panel discussions)
- Exhibitions
- Podcasts
- Social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




Wallpaper\* Q

RESPOKE | DECEMBER 2020

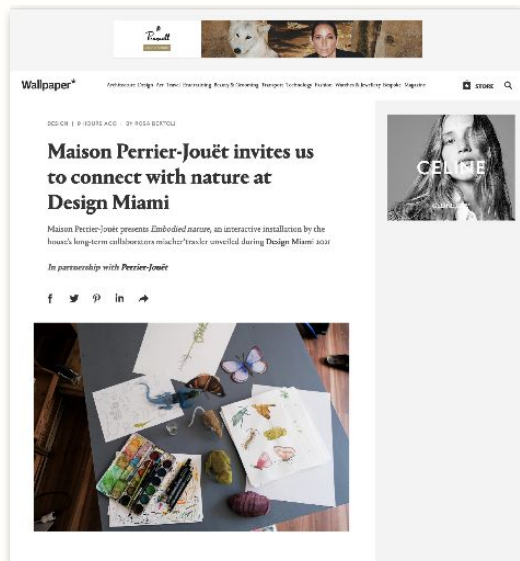
## A sense of colour

Fritz Hansen and Carla Sozzani present 16 new colours for Arne Jacobsen's iconic seating

With its curvaceous, elegantly machined design and audaciously cinched waist, Arne Jacobsen's 'Series 7' chair has been a lightweight, compact and neatly stackable mainstay of the contemporary home since its introduction back in 1955. Some 65 years later, with over five million expertly pressure-moulded, ant-legged models sold, its Danish manufacturers Fritz Hansen can make a reasonable claim for the 'Series 7' being the most recognised and most successful plywood chair in the global marketplace. Now, the world's most voluptuous and familiar chair is available in a range of brand new colours.



Client-supplied asset hub for Fritz Hansen.  
[Click here to view on Wallpaper.com](#)



Wallpaper\* STORE Q


DESIGN | 8 HOURS AGO | BY ROSA BERTOLI

## Maison Perrier-Jouët invites us to connect with nature at Design Miami

Maison Perrier-Jouët presents *Embodied nature*, an interactive installation by the house's long-term collaborator mischa'raeder unveiled during Design Miami 2021

In partnership with Perrier-Jouët

f t p in ↗




**M**aison Perrier-Jouët and designers Katharina Mischer and Thomas Traeder present *Embodied nature*, a new interactive installation by the Austrian designers at Design Miami 2021.

Perrier-Jouët and mischa'raeder have collaborated since 2014, when the pair created an interactive installation, exploring the instinctive movements of plants. Since then, the designers have further explored the theme of biodiversity and the natural world in partnership with Perrier-Jouët, connecting their ongoing research to the brand with the maison's Art Nouveau values.

To accompany the new project, mischa'raeder has created limited-edition gift boxes for the Perrier-Jouët Belle Époque 2013 and Perrier-Jouët Belle Époque Rose 2013 vintage cuvées. Featuring a series of watercolour drawings inspired by the biodiversity of the maison's vines.

*Embodied nature* by Perrier-Jouët and mischa'raeder



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](mailto: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.

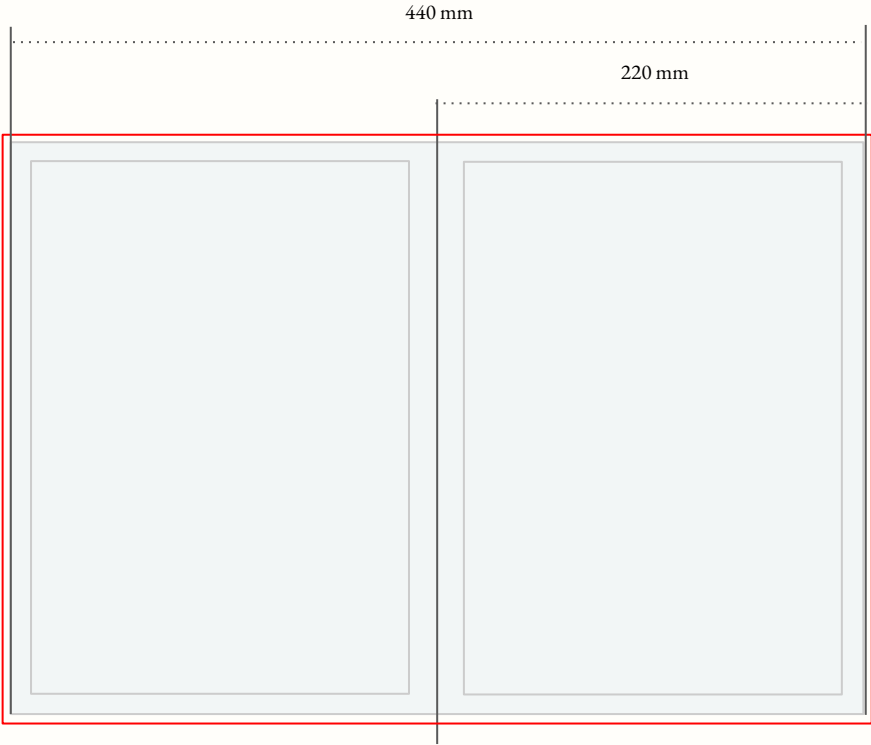
# Appendix

# 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

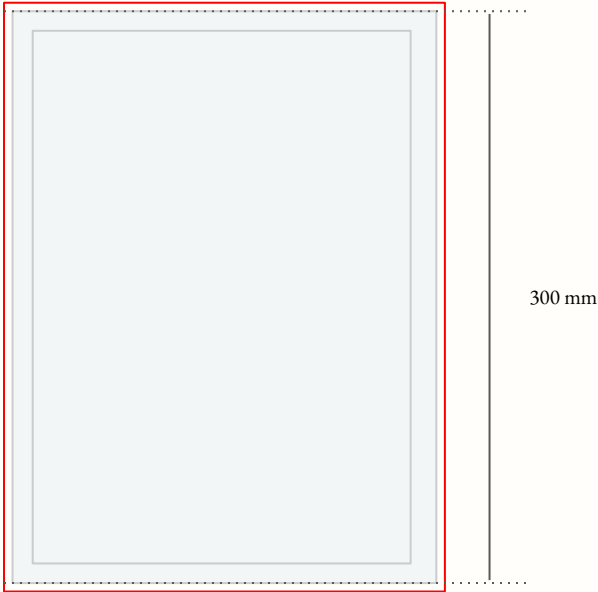


## Double Page Spread

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

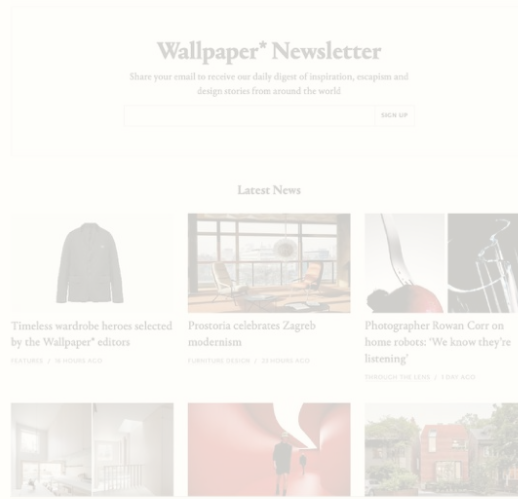
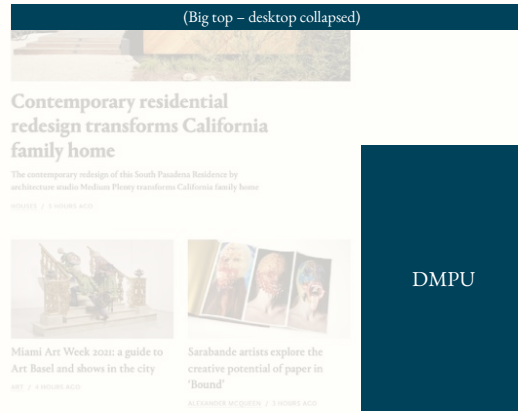
GBP	PAGE	SPREAD
1st spread	-	€33,833
1st bank	-	€30,731
1st bank consecutive	-	€25,071
Contents, masthead, contributors, IBC	€19,550	-
Premium 3-page unit, contents, editor's letter	€37,734	-
Premium (first third) + editorial openers	€17,918	€27,200
Island	€17,918	€23,728
Front half	€16,679	€25,441
Run 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

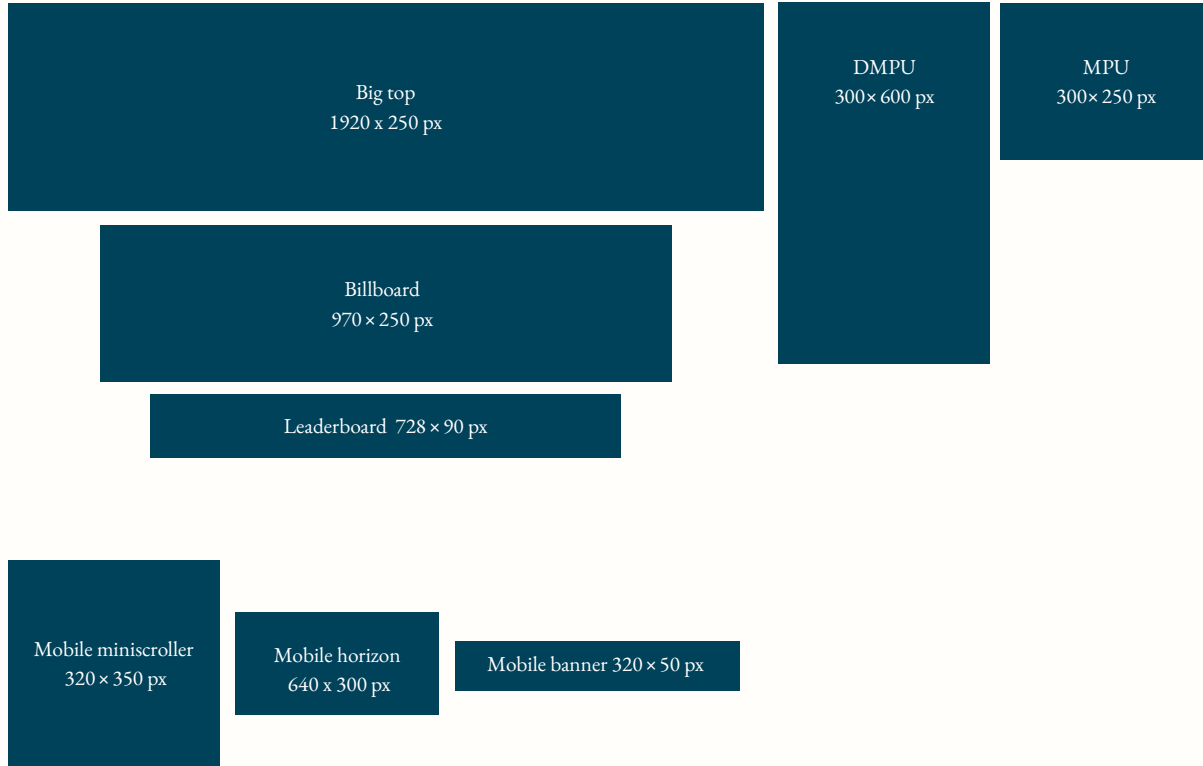
Desktop expanded: 1920 × 250 px

Desktop collapsed: 1920 × 150 px

DMPU: 300 × 600 px

MPU: 300 × 250 px

## 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

1080 × 1080 px

1080 × 1350 px

1080 × 1920 px

1080 × 566 px

### Facebook ad specs

1080 × 1080 px

### Pinterest ad specs

1000 × 2100 px

1000 × 1500 px

1000 × 1000 px

## Social

### Sponsored Instagram image:

1080 × 1080 px

1080 × 566 px

1080 × 1350 px

### Sponsored Instagram video:

1080 × 1920 px

### Facebook post

1080 × 1080 px

### Pinterest

1000 × 1500 px

1000 × 1000 px

1000 × 2100 px



# Digital Rate Card 2023

## DISPLAY

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

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

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Newsletter banner	€3,009
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