

REVISION 1/25/19

DESIGNERS TODAY

style. substance. soul.

A Progressive Business Media Publication

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2019 EDITORIAL CALENDAR

JANUARY/FEBRUARY

AD SPACE DEADLINE 12/7

MATERIALS DEADLINE: 12/14

EDITORIAL FOCUS

- *Business:* Love & Design: Partners working together
- *Style:* Home Hibernation/The Master Bedroom
- Winter Market Preview
- *Case Study:* Life-Changing Condo Renovation

WHAT WE'RE LOOKING FOR:

- *Best of Show:* Vegas, KBIS, Americasmart, Domotex, Maison & Objet
- *Obsessed:* Marble
- *Nesting:* Comfy Seating, Washable Bedding, Fire, Tubs, Smart Home
- *Mood Board:* Cozy White

MAIL DATE: 1/4/19



SHOW DISTRIBUTION

- Atlanta: JAN 8-15
- Dallas: JAN 16-22

- Las Vegas: JAN 27-31
- NY NOW: FEB 3-7

- KBIS: FEB 19-21

MARCH

AD SPACE DEADLINE 2/15

MATERIALS DEADLINE: 2/22

EDITORIAL FOCUS

- *Business:* Mentoring
- *Style:* The Collector's Space
- *Case Study:* Closet Makeover
- *Sleepover*

WHAT WE'RE LOOKING FOR:

- *Best of Show:* Winter Markets Report
- *Obsessed:* New Botanicals
- *Shelving/Storage:* Etageres, Display Cabinets, Coffee Tables, Custom Shelving
- *Mood Board:* Antiquarian

MAIL DATE: 3/8/19

SHOW DISTRIBUTION

- NY Home Fashions Market: MAR 18-21

APRIL

AD SPACE DEADLINE 3/8

MATERIALS DEADLINE: 3/15

EDITORIAL FOCUS

- *Business:* Licensing
- *Style:* Fearless Color
- *Case Study:* Aging in Place
- HPMKT Preview

WHAT WE'RE LOOKING FOR:

- *Best of Show:* HPMKT Intros
- *Obsessed:* Linear Lighting
- *Color at its Best:* Walls, Floor, Fabrics with Expanded Colorways
- *Mood Board:* Classic Blue & White

MAIL DATE: 4/5/19



SHOW DISTRIBUTION

- HP MKT: APR 6-10
- Hospitality Design Expo: MAY 15-17

- ICFF: MAY 19-22

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2019 EDITORIAL CALENDAR

MAY/JUNE

AD SPACE DEADLINE 5/10

MATERIALS DEADLINE: 5/17

EDITORIAL FOCUS

- *Business:* Photographing Your Projects
- *Style:* American Modern
- *Case Study:* Air BNB
- *Show Notes:* HD Expo, ICFE, Neocon, Showtime
- *Sleepover*

WHAT WE'RE LOOKING FOR:

- *Best of Show:* HD, ICFE, Neocon, Showtime, Dallas
- *Obsessed:* Geometry in Design
- *Made in the USA:* Focus on Upholstery, Rugs, Outdoor, Art
- *Mood Board:* Craftsman

MAIL DATE: 5/31/19

POLYBAGS WITH EXTERIOR DESIGN

SHOW DISTRIBUTION

- Showtime: JUN 2-5
- NeoCon: JUN 10-12

- Dallas: JUN 19-25

JULY/AUGUST

AD SPACE DEADLINE 6/7

MATERIALS DEADLINE: 6/14

EDITORIAL FOCUS

- *Business:* The Money Conversation
- *Style:* Coastal
- *Case Study:* RV Reno
- *Summer Market Preview*

WHAT WE'RE LOOKING FOR:

- *Best of Show:* Summer Market Preview; Showtime/Performance Report
- *Obsessed:* Stripes
- *Beach Style:* Furnishings/Decor/Fabrics with an easy, resort vibe
- *Mood Board:* By the Lake

MAIL DATE: 7/5/19

POLYBAGS WITH EXTERIOR DESIGN

SHOW DISTRIBUTION

- Atlanta: JUL 9-14
- Vegas: JUL 28 - AUG 1

- NY NOW: AUG 11-14

SEPTEMBER

AD SPACE DEADLINE 8/16

MATERIALS DEADLINE: 8/23

EDITORIAL FOCUS

- *Business:* Technology
- *Style:* Fashion at Home
- *Case Study:* Outdoor Project
- *Casual Furniture Preview*
- *Sleepover*

WHAT WE'RE LOOKING FOR:

- *Best of Show:* Casual Furniture/Summer Shows Report
- *Obsessed:* Leopard
- *In Vogue:* Furniture And Decor Inspired By Fashion; Decorative Hardware
- *Mood Board:* Back to Work

MAIL DATE: 9/6/19

POLYBAGS WITH EXTERIOR DESIGN

SHOW DISTRIBUTION

- HAT/DT Designers Experience
- New York Home Fashions Market: SEPT 16-19

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2019 EDITORIAL CALENDAR

OCTOBER

AD SPACE DEADLINE 9/20

MATERIALS DEADLINE: 9/27

EDITORIAL FOCUS

- *Business*: 40 Over 40: Outstanding Woman In The Design Industry
- *Style*: The Custom Issue
- *Case Study*: Small Space Solution
- *HPMKT Preview*

WHAT WE'RE LOOKING FOR:

- *Best of Show*: HPMKT Intros
- *Obsessed*: Black and White
- *World of Options*: From Budget-Conscious To Bespoke; Fast Furniture
- *Mood Board*: Haberdashery

MAIL DATE: 10/18/19

POLYBAGS WITH EXTERIOR DESIGN

SHOW DISTRIBUTION

- High Point: OCT 19-23

NOVEMBER/DECEMBER

AD SPACE DEADLINE 11/1

MATERIALS DEADLINE: 11/8

EDITORIAL FOCUS

- *Business*: Setting Intentions
- *Style*: Entertaining
- *Case Study*: Multi-Generational Living
- *Winter Market Preview*
- *Sleepover*

WHAT WE'RE LOOKING FOR:

- *Best of Show*: Winter Market Preview; Showtime
- *Obsessed*: Floral Patterns
- *Gathering*: Dining, Kitchen Islands, Bunching Tables, Stools, Sleepers/Daybeds
- *Mood Board*: The Lush Table

MAIL DATE: 11/22/19

SHOW DISTRIBUTION

- Boutique Design New York
- Showtime: DEC 8-11

ADVERTISING INQUIRIES:

Group Publisher
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DISPLAY AD RATES/SPECS

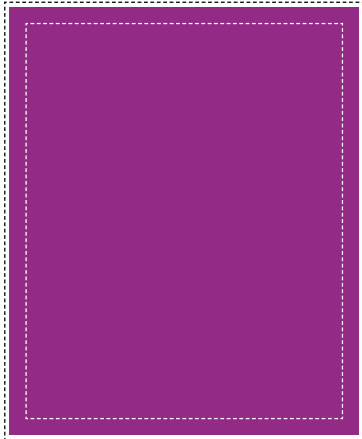
| | 1x | 2x | 4x | 6x | 8x |
|---------------------------|----------|----------|---------|---------|---------|
| SPREAD Tabloid | \$11,200 | \$10,400 | \$9,200 | \$8,200 | \$7,200 |
| FULL Tabloid | \$5,600 | \$5,200 | \$4,600 | \$4,100 | \$3,600 |
| Inside Front Cover | \$6,720 | \$6,240 | \$5,520 | \$4,920 | \$4,320 |
| Inside Back Cover | \$6,440 | \$5,980 | \$5,290 | \$4,715 | \$4,140 |
| Back Cover | \$6,720 | \$6,240 | \$5,520 | \$4,920 | \$4,320 |
| Other Premiums | \$6,160 | \$5,720 | \$5,060 | \$4,510 | \$3,960 |
| Half Horizontal | \$4,800 | \$4,200 | \$3,600 | \$3,100 | \$2,800 |

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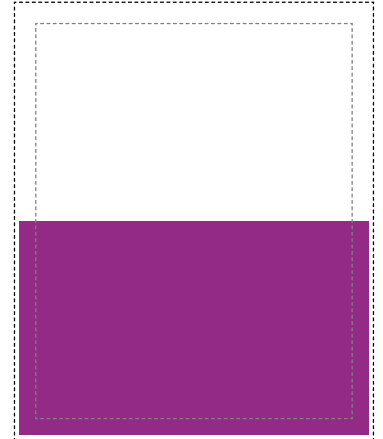
— SPECS —



Full Page 4 Color Ads:
8.875" X 10.875" Trim
9.125" x 11.125" Final Size



Spread 4 Color Ads:
17.75" X 10.875" Trim
18" x 10.875" Final Size



Half Page Horizontal 4 Color Ads:
8.875" x 5.437" Trim
9.125" x 5.563" Final Size

Please add 1/8" on all sides for bleed. Keep all live matter 1/4" inside the trim.

2019 DIGITAL PRINT REQUIREMENTS

Please upload your high resolution PDF file to our ad portal pbm.sendmyad.com. Upon logging in, you have access to video tutorials, FAQs, detailed mechanical requirements and ad templates. Your files will go through a preflight system where you can review, approve, reject or resend your ad based on the preflight report. You may contact your production manager for further assistance.

DATA FORMATS

- PDF X1a files (*upload your PDF to pbm.sendmyad.com*)

FONTS

- We require you outline all fonts before making your final PDF file.

COLOR

- All images must be CMYK unless a file is Black and White, in which case it will be grayscale.

LAYOUT

- Ads should be built 100% to the final print size.
- Any bleed ads should extend 1/8" from trim.
- Keep important elements, such as type, a minimum of 3/8" away from

the trim to ensure that nothing important is cut off.

- Be sure to flatten all layers before making your final PDF file.

RESOLUTION

- Color images 266ppi to 300ppi
- Line Art 1200ppi to 2400ppi
- All Pantone colors must be converted to CMYK.
- Maximum screen densities of tone not to exceed 260 - 280% in any printing area.
- Contact Advertising Sales Department to determine additional charges for Metallic Ink or Specific Pantone colors that cannot be converted to CMYK.

HARDCOPY

- All publications will run within Web Offset SWOP standard ranges for press.
- If you supply a proof, it must be a contract proof made to Web Offset SWOP standards.

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TOTAL AUDIENCE PROFILE REPORT

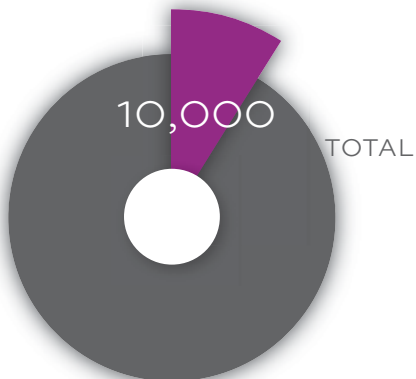
FALL 2018



AUDIENCE SUMMARY PRINT

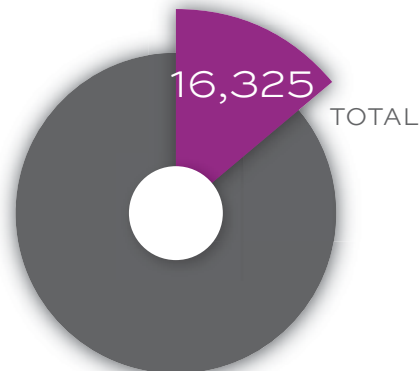
Print Circulation

Print Circulation



Tradeshow Distribution

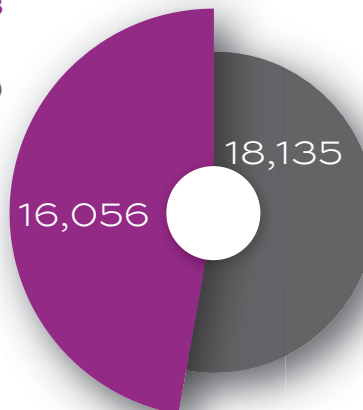
Total National Distribution



AUDIENCE SUMMARY DIGITAL

Digital- August 28, 2018



Total Digital Circulation (unduplicated)
Designers Today Primary Newsletter

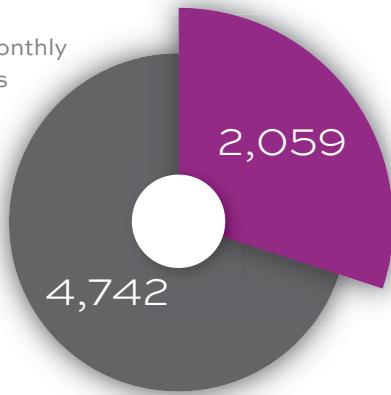


TOTAL AUDIENCE PROFILE REPORT

FALL 2018

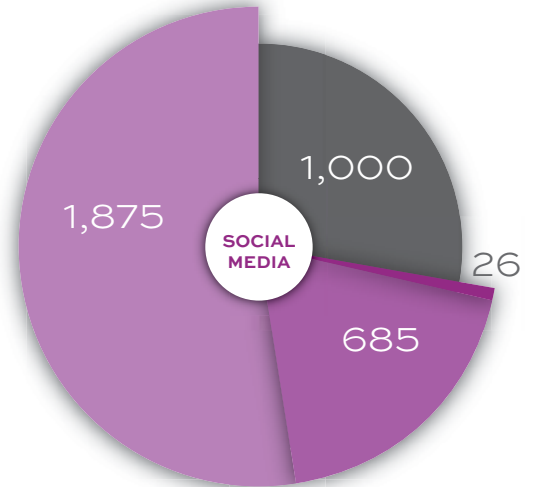
Website/Mobile Activity March 2018 through August 2018

-  Average Monthly Unique Visitors
-  Average Monthly Page Views



Social Media As Of September 2018

-  1,000
-  26
-  685
-  1,875



Who We Reach



PRINT
26,325



DIGITAL
23,780



SOCIAL
3,586

THE SUBSCRIBERS WE SERVE:

- Residential Design/Decoration
- Hospitality
- Staging
- Trade Showroom
- Residential/Commercial
- Home Building & Construction
- E-Design
- Retail Store

READERSHIP AT ALL LEVELS:

- Principal
- Project Manager
- Associate Designer
- Administrative
- Senior Designer
- Marketing

