

# MEDIA KIT 2021

FRAME



# ABOUT



Frame is the leading authority on spatial design. As a multiplatform media brand, our omni-channel approach includes magazines, web content, books, pop-up stores and live experiences, such as the annual Frame Awards. As epicentre of the spatial-design community, Frame connects all industry stakeholders: retail brands, hospitality providers, cultural institutions and educators. People who commission the work and those who are served by the work.

In 2020 Frame has launched a WeChat and Weibo channel to reach out and connect to the Chinese community of interior-design professionals. The strengthened partnership with the Chinese interior-design community will grant greater accessibility to Frame's insight, research and network of innovative creators, makers and clients, as well as the Frame Awards.

# AUDIENCE



## FRAME'S READERSHIP

- wants to be in the know and is often involved in researching the latest market trends
- is creative, design-minded and lives in urban hotspots like London, New York and Hong Kong
- is affluent and worldly, and likes investing in furniture, real estate and business services

## DEMOGRAPHICS

**33%**  
Interior Designers

**24%**  
Architects

**20%**  
Designers

**18%**  
Creative Influencers

**5%**  
Cultural Institutions

**54%**  
Male

**46%**  
Female

**37**  
Average Age



# REACH

## MAGAZINE

Published six times a year and available in more than 70 countries, Frame is the **world's leading print publication on interior design**. Each tactile volume dives deep into the industry, placing contemporary design in a wider context through expert insights – and looking ahead to forecast the future.

📄 35k Copies	✂️ 47% Newsstand
👤 90k Readers	25% Subscribers
€ 75k Average HHI	15% Controlled circulation
	10% Events
	3% VIPs

<b>16%</b> Americas	<b>66%</b> Europe	<b>18%</b> Asia-Pacific
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16%	Benelux
13%	Germany
12%	United Kingdom
8%	United States
6%	Italy



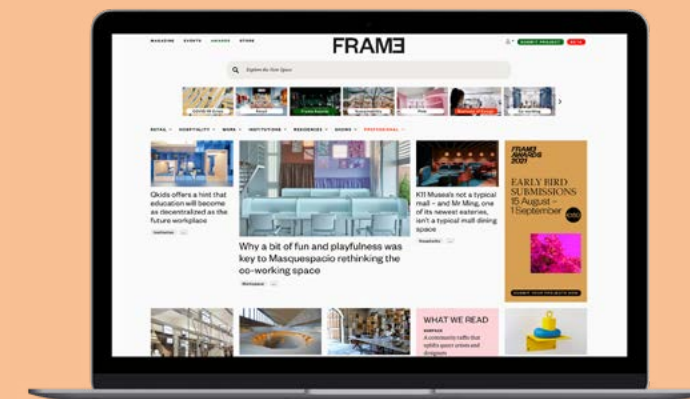
## DIGITAL

Frame's digital platforms connect and guide design-industry professionals with a **daily newsfeed on frameweb.com, curated newsletters and engaging social-media content**. Our original coverage includes contextualized projects, key industry events and new-and-noteworthy openings.

👁️ 275k Page views / month
👤 90k Users /month
📧 60k Newsletter subscribers
📘 215k Followers
📷 270k Followers
🐦 45k Followers

<b>25%</b> Americas	<b>44%</b> Europe	<b>31%</b> Asia-Pacific
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16%	United States
7%	United Kingdom
6%	Netherlands
5%	China
5%	Germany



## AWARDS

The Frame Awards honour the world's best new interiors – and the people behind them. A monthly changing jury panel votes for the best interiors of the month and the best projects are automatically shortlisted for the Frame Interior of the Year awards which will take place on 17 June 2021.

👤 1k Event attendees
👁️ 50k Pageviews / month
👤 Monthly changing jury
📄 1k Project submissions
👉 28k Online votes
🌐 50 Countries

<b>18%</b> Americas	<b>54%</b> Europe	<b>28%</b> Asia-Pacific
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21%	Netherlands
12%	United Kingdom
11%	Germany
6%	France
4%	United States



# EDITORIAL CALENDAR



## FRAME 138 | JAN/FEB

Frame Lab: Work  
Innovation in the car space  
Highlights from Dutch Design Week and  
Fuorisalone

Booking deadline	19/10/2020
Copy deadline	26/10/2020
Artwork deadline	16/11/2020
On sale	01/01/2021



## FRAME 141 | JUL/AUG

Frame Lab: Living  
New tendencies in the travel  
industry  
Highlights from ISH, Salone del Mobile and  
Milan Design Week

Booking deadline	19/04/2021
Copy deadline	26/04/2021
Artwork deadline	17/05/2021
On sale	01/07/2021



## FRAME 139 | MAR/APR

Frame Lab: Wellbeing  
Fashion on Show: innovations  
in visual merchandising  
Highlights from IMM

Booking deadline	18/12/2020
Copy deadline	25/12/2020
Artwork deadline	15/01/2021
On sale	01/03/2021

## FRAME 142 | SEP/OCT

Frame Lab: Retail  
The world's best interiors  
from The Frame Awards  
Highlights from Domotex, Clerkenwell  
Design Week, 3daysofdesign and Neocon

Booking deadline	18/06/2021
Copy deadline	25/06/2021
Artwork deadline	19/07/2021
On sale	01/09/2021

## FRAME 140 | MAY/JUN

Frame Lab: Hospitality  
What's driving workspace design  
Highlights from Maison & Objet, Cevisama and  
Stockholm Furniture & Light Fair

Booking deadline	08/02/2021
Copy deadline	15/02/2021
Artwork deadline	08/03/2021
On sale	01/05/2021

## FRAME 143 | NOV/DEC

Frame Lab: Learning  
Fashion on show: 2021's most  
innovative catwalk designs

Booking deadline	16/08/2021
Copy deadline	23/08/2021
Artwork deadline	16/09/2021
On sale	01/11/2021



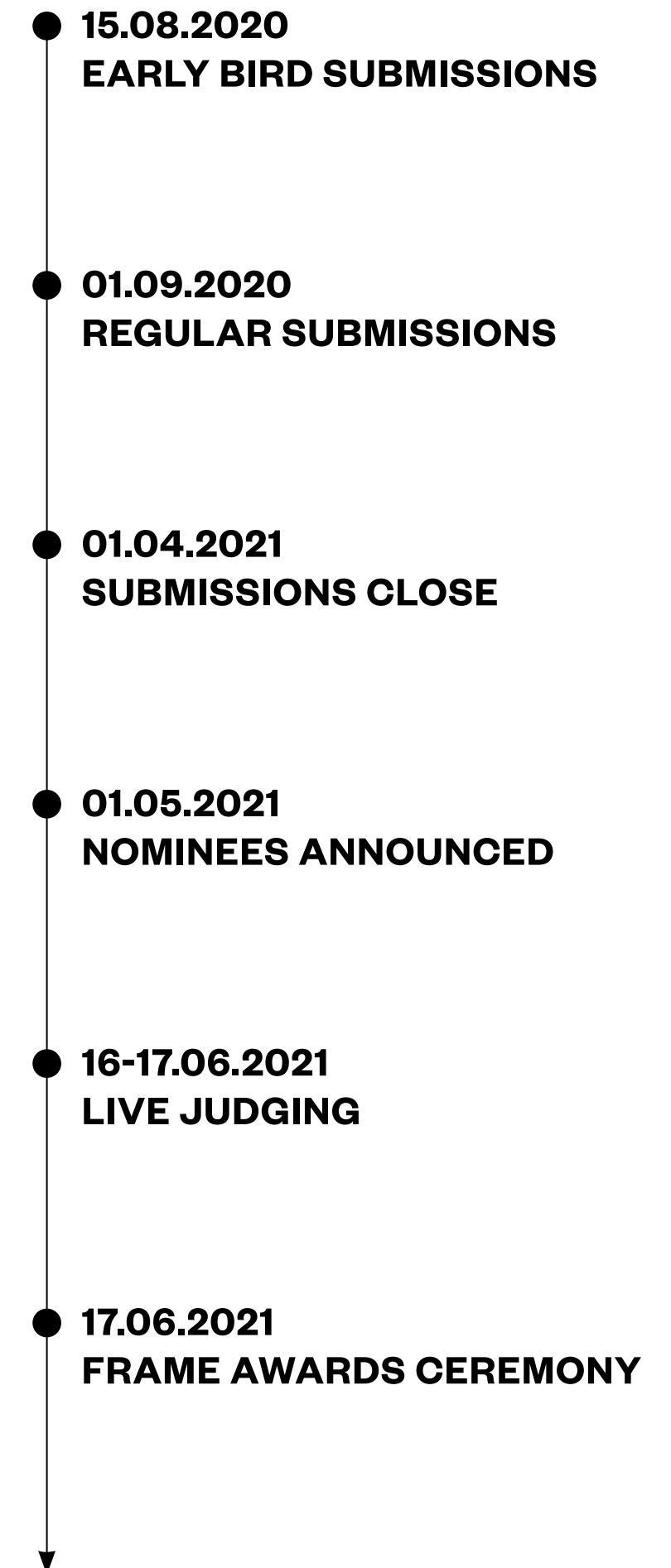
# FRAME AWARDS 2021



Media Kit 2021

For the 2021 edition, Frame Awards has become a more democratic, integral part of the global interior-design community. Starting from September, a monthly renewed jury panel of 15 industry stakeholders will vote for Interiors of the Month as well as highly commended projects, regardless of category. To ensure maximum jury inclusivity, all professional members of the global interior-design industry – regardless of nationality, race, gender, age or job role – are invited to apply for a chair. The evaluation process will take place online, showing the jury's scores for each submitted project to offer full transparency. The best projects of each category will automatically be shortlisted for the Interior of the Year awards, to be judged by a grand jury of 40 industry leaders in June 2021. The Frame Awards 2021 ceremony will take place on 17 June 2021.

Partnership options available from €3,500





# SPONSORED CONTENT

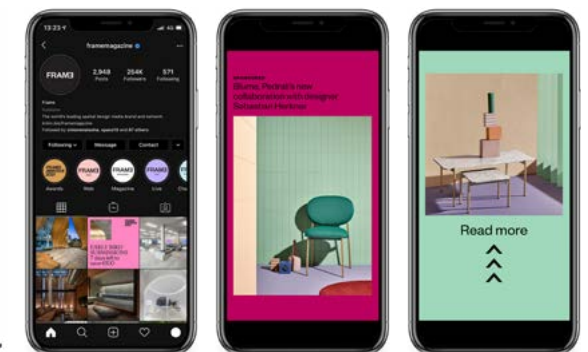
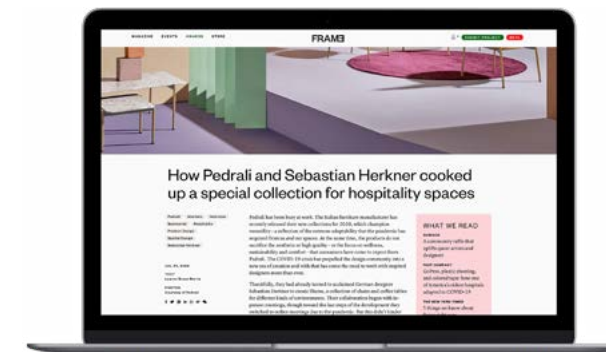


Frame produces premium content – a curated blend of print, digital and social media – that reaches the eyes of relevant industry stakeholders. Our bespoke branded articles offer comprehensive insights into your company or campaign – whether it's a new product release, collection, production process or event.

Our branded **magazine editorials** – bespoke documentaries, portraits and product-focused pieces – provide readers with inspiring **in-depth coverage on your company or campaign**. All articles are produced in close collaboration with our expert editorial team.

Branded content on frameweb can be an **extension of print coverage, or a stand-alone online story**. Harnessing the flexibility of the medium, web campaigns can combine engaging editorial copy with dynamic films and a wealth of inspiring imagery.

Branded social-media posts can stand alone or be an extension of print and/or web coverage. Utilize Frame's social-media following **to connect to our diverse and discerning design network** via interactive content.



# PRINT RATE CARD 2021

## PRINT SPECIFICATIONS

Spread	460 X 297 mm (incl. 3 mm bleed)
First spread	440 X 297 mm (incl. 3 mm bleed)
Single page	230 X 297 mm (incl. 3 mm bleed)
Back cover	230 X 297 mm (incl. 3 mm bleed)

- Certified PDF format
- Colour profile: CMYK PSO Uncoated v3 (FOGRA52)
- 300 dpi
- All fonts embedded or outlined
- Crop and bleed marks included

	FORMAT	1/1 PAGE	2/1 PAGE
PREMIUM	Fold-out <sup>1st</sup> spread	–	€21,530
	1 <sup>st</sup> Spread	–	€14,220
	Outside back cover	€12,020	–
	Premium page (First third)	€8,915	€13,020
STANDARD	Run of magazine	€7,310	–
	Inside back cover	€8,765	–
	2-Page advertorial	€13,195	–
	4-Page advertorial	€15,525	–
EDITORIAL	6-Page advertorial	€18,530	–
	Fold-out spread		+ €2,250
EXTRA	Spot UV		+ €3,275
	Foil print		+ €3,950
	Embossing		+ €2,995



# DIGITAL MEDIA KIT 2021

FRAME



# REACH

## DIGITAL

Frame's digital platforms connect and guide design-industry professionals with a daily newsfeed on frameweb.com, curated newsletters and engaging social-media content. Our original coverage includes contextualized projects, key industry events and new-and-noteworthy openings.

**275k** Page views / month

**90k** Users / month

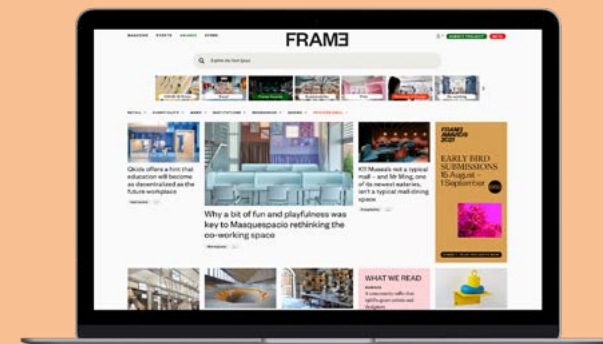
**59%** Women / **42%** Men

**25%**  
Americas

**44%**  
Europe

**31%**  
Asia-Pacific

16% United States  
7% United Kingdom  
6% Netherlands  
5% China  
5% Germany



## SOCIAL MEDIA

Frame's social media channels highlight the most engaging stories from the magazine and website with rich-media formats like animated slideshows and moving pictures. Always timely and relevant, Frame's digital content provokes conversation and interaction.

**f** 215k Followers

**@** 270k Followers

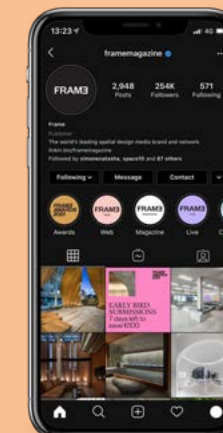
**🐦** 45k Followers

**27%**  
Americas

**45%**  
Europe

**19%**  
Asia-Pacific

21% Netherlands  
12% United Kingdom  
11% Germany  
6% France  
4% United States



## NEWSLETTER

With a subscriber base of 20,000 design professionals and an opening rate which surpasses the industry average, Frame's newsletter sets the daily agenda for architects and designers.

**60k** Subscribers

**40%** Opening rate

**49%** Women / **51%** Men

**23%**  
Americas

**47%**  
Europe

**24%**  
Asia-Pacific

16% United States  
7% United Kingdom  
6% Netherlands  
5% China  
5% Germany





# SPONSORED CONTENT

## SPONSORED NEWS ARTICLE

Announce your latest project, product, or showroom event with a sponsored news article. The short post will be produced by Frame and can include links to your channels.

Up to 250 words words

5-7 images

Pinned on homepage for 7 days

Promotion on our Facebook, Twitter and LinkedIn

**€1,100**

## SPONSORED EDITORIAL ARTICLE

Long-form sponsored editorial articles are great to communicate case studies, interviews and competitions. The stories will be produced by the editorial team of Frame and can include links to your channels.

500+ words

5-7 images

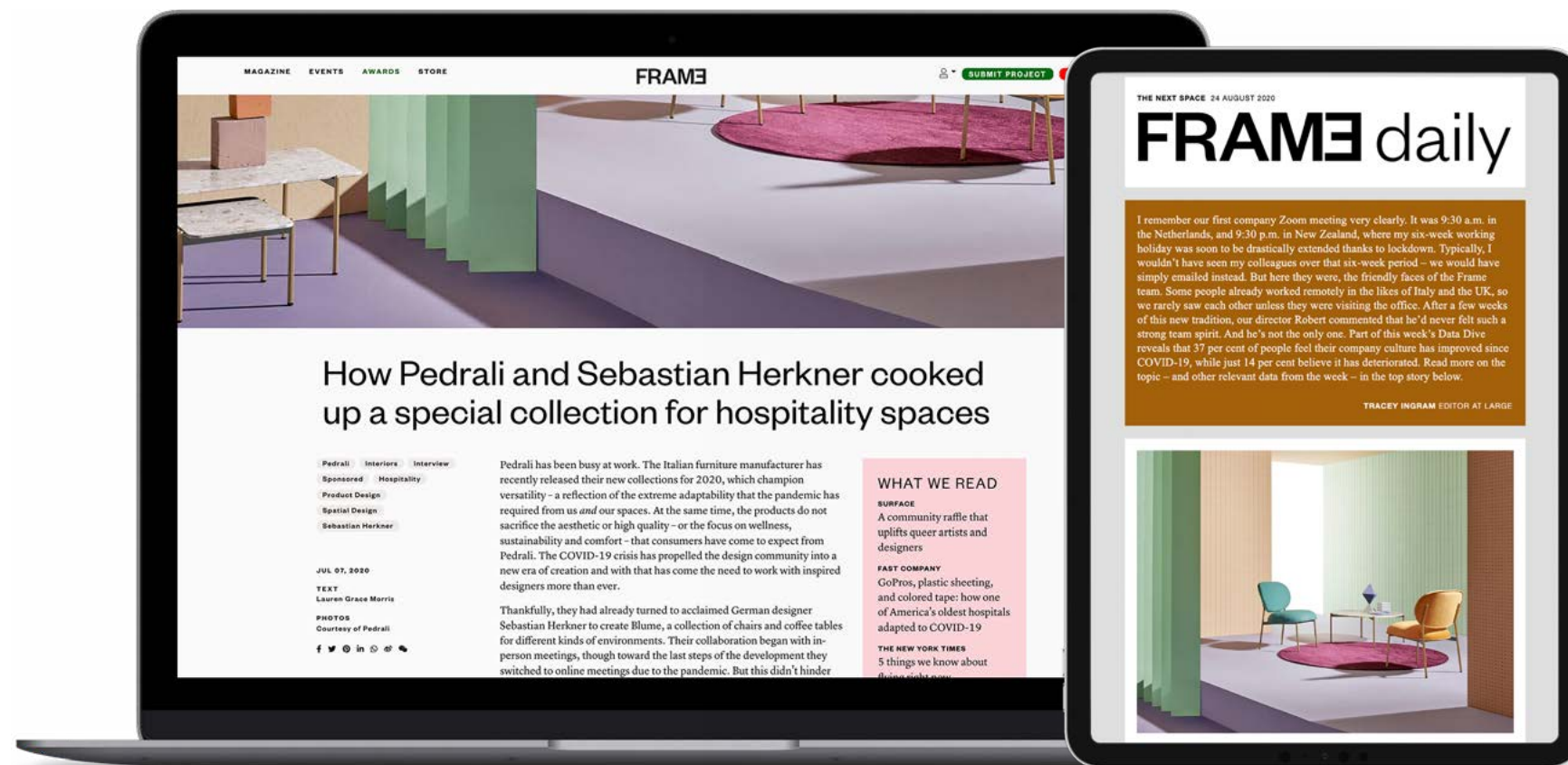
Pinned on homepage for 7 days

Pinned in topic section for 14 days

Promotion in our daily newsletter

Promotion on our Facebook, Twitter and LinkedIn

**€1,500**



# SPONSORED CONTENT PACKAGE

## SPONSORED ARTICLE PACKAGE

Announce your latest project, product or competition with a sponsored article on our website and FRAME magazine. The article will be produced by our in-house editorial team and will be cross-promoted on our print, web, and social media channels.

500+ words per article

5-7 images

Promotion in our daily newsletter

Promotion on our Facebook, Twitter and LinkedIn

**€8,500**

## ALL EYES ON YOU PACKAGE

About to launch a new product or collection, or kick off a fresh collaboration? Then this Frame package is the perfect choice. It will maximize your brand visibility with an omnichannel approach. Offering a mix of editorial content (visible on our homepage for a full week), newsletter inclusion and social media presence, it will highlight your brand to our audience on all levels.

1 pinned editorial article

1 social media promotion (Facebook, LinkedIn, Twitter)

1 newsletter post

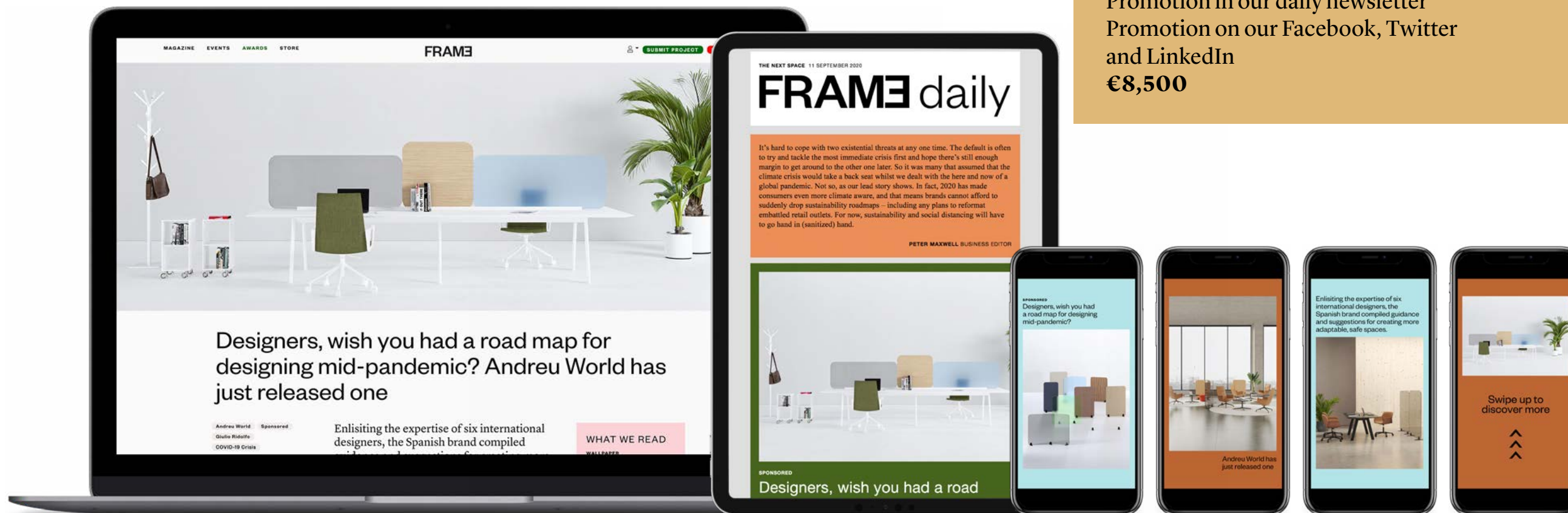
Social media promotion (Facebook, Instagram)

1 inclusion in Instagram Stories

1 Instagram feed post

1 week - MPU on frameweb

**€4,500**





# SOCIAL MEDIA POSTS

## SOCIAL MEDIA PACKAGE

On post on Facebook, Twitter, LinkedIn  
1 Image / video  
Up to 200 characters  
1x account handle  
Up to 3x hashtags  
1x CTA link

€500

## SOCIAL MEDIA PACKAGE +

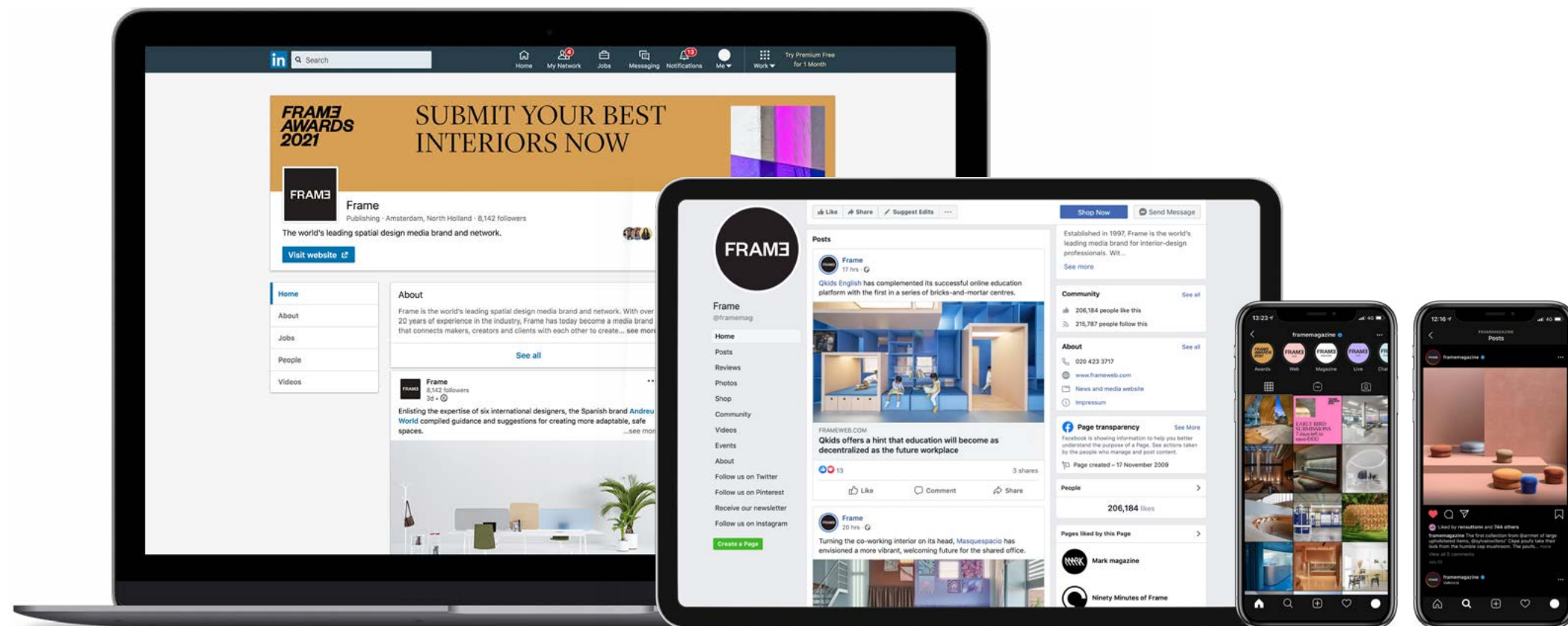
Facebook, Twitter, LinkedIn, WeChat, Weibo  
Image: 1920 x 1080 px  
Video: 16:9  
Up to 200 characters  
1x CTA Link

€750

## PAID SOCIAL MEDIA POSTS

Sponsored post on Instagram & Facebook  
Targeted audience  
1 Image / video  
Up to 200 characters  
Up to 2x account handles  
Up to 3x hashtags  
1x CTA link

€900



# INSTAGRAM POSTS

## FEED POST

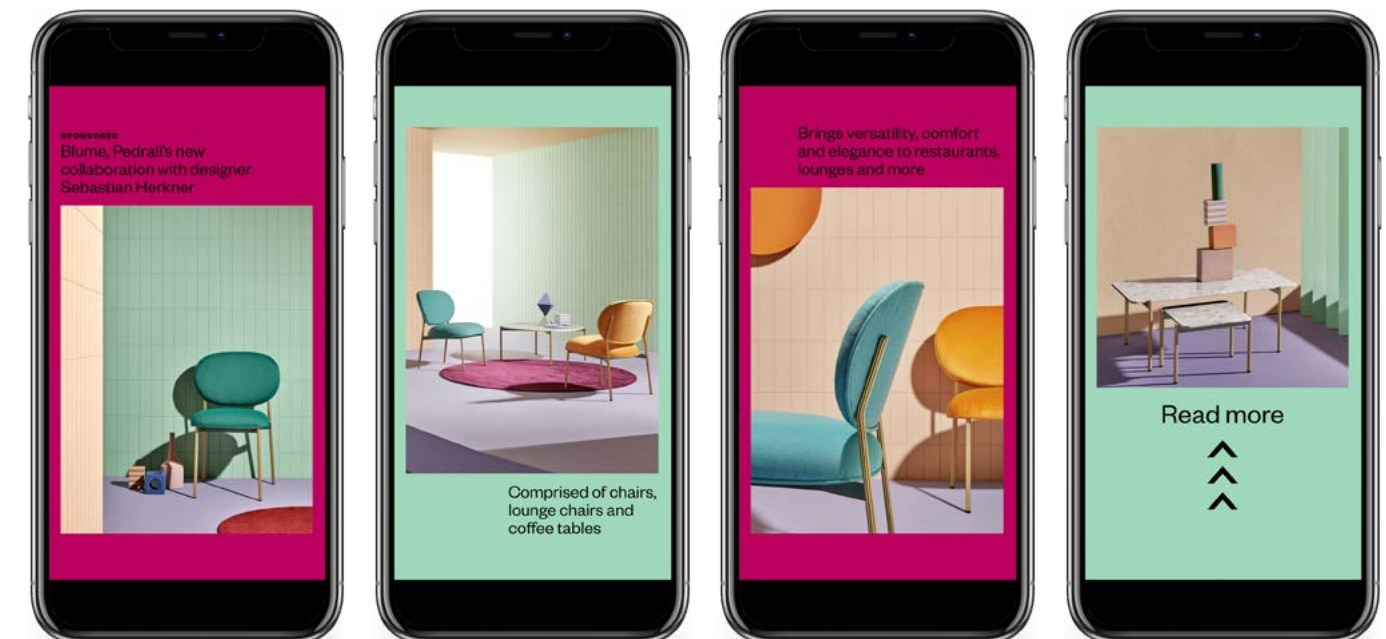
Format: JPG, MP4  
Dimensions: 2000 x 2000 px  
CTA: 1x @Account Handle

€850 per post

## STORY POST

Format: JPG, MP4  
Dimensions: 1080 x 1920 px  
CTA: 1x Hyperlink, 1x @  
Account Handle

€750 per story

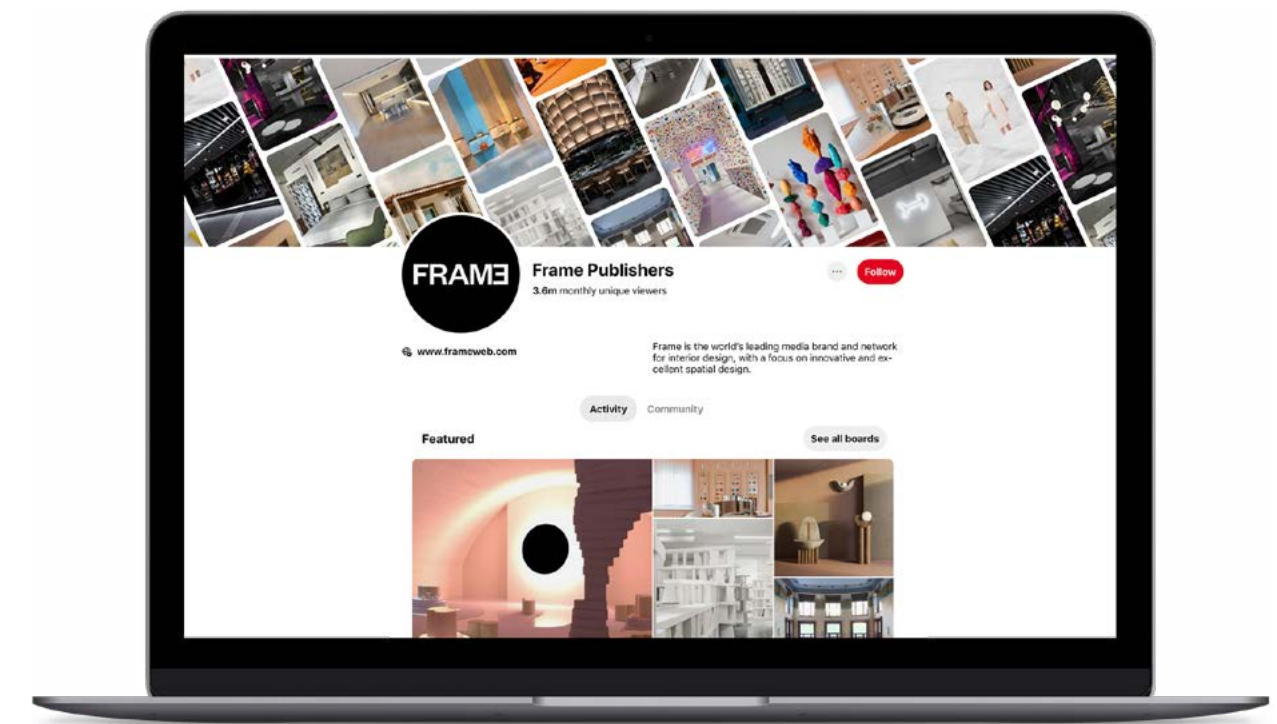




# CURATED PINTEREST BOARD

Increase your visibility and leads by engaging with our Pinterest community. Our creative team creates curated image boards on which you can place up to 10 pins. The boards stay online for one year and can be renewed annually.

**€1,500 per board**

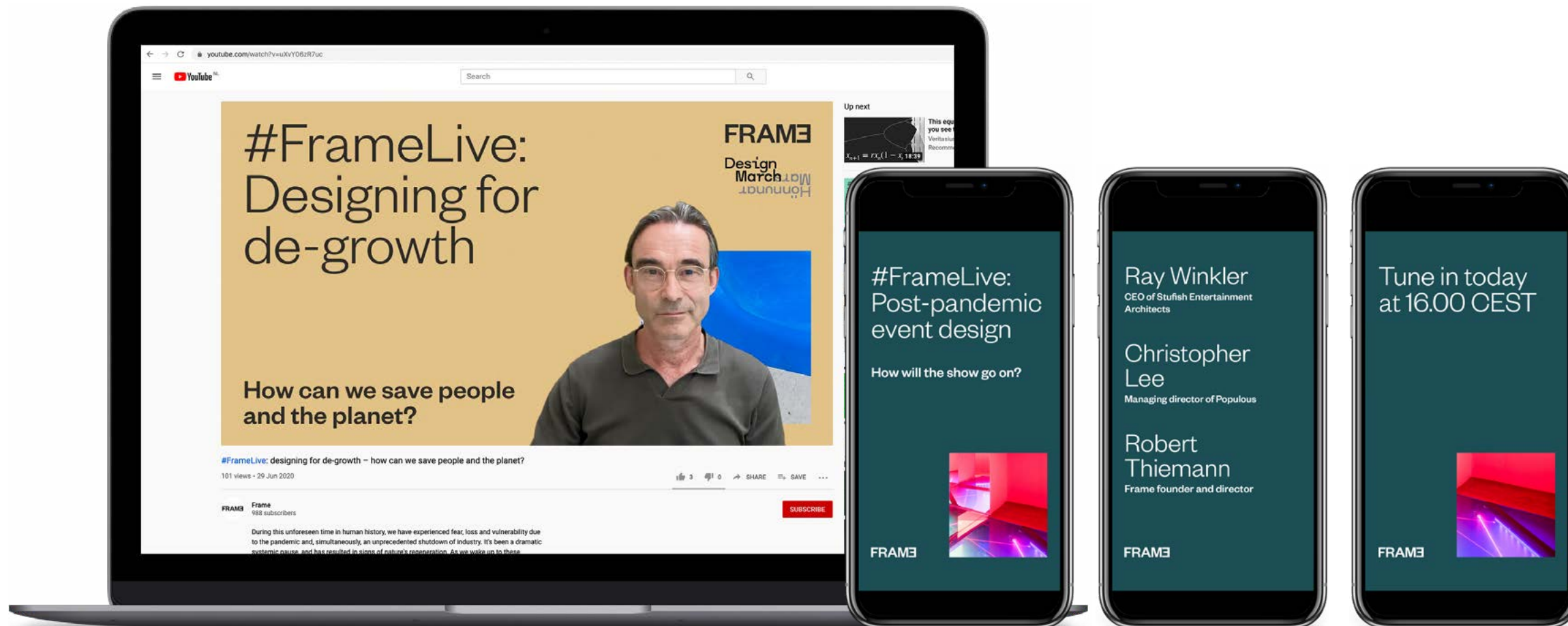


# FRAME LIVE SPONSORSHIP

Join the conversation and become part of our popular Frame Live video series. Link your brand to a series of talks about the future of retail, living or work and gain valuable insights from our community of architects, creatives and interior designers.

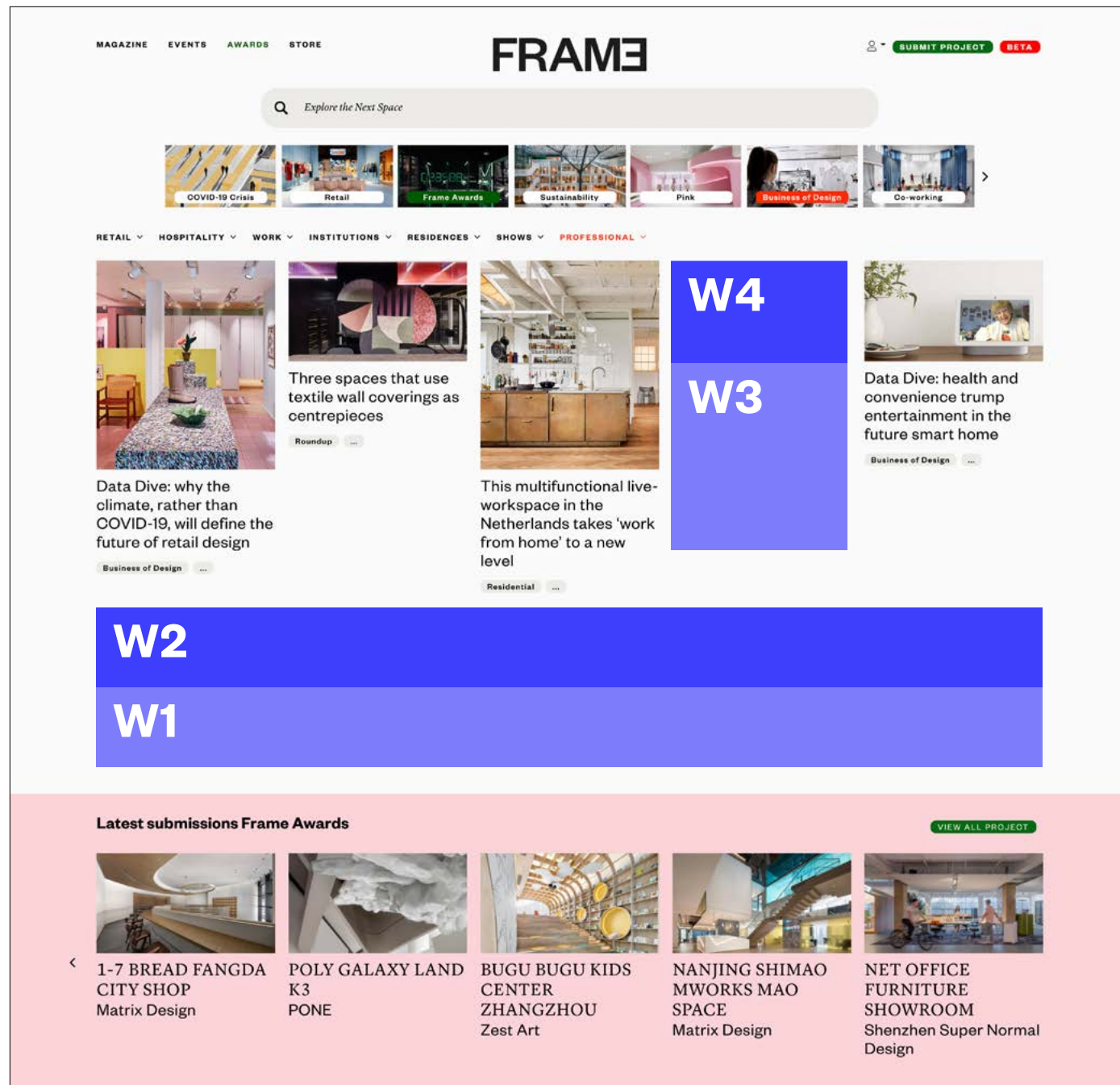
Sponsorship only – Logo integration and placement for the promotion of the event, on Instagram Highlights and in the article  
€ 3,500

Sponsor integration in the Live discussion, integration in the recap article, logo integration and placement for the promotion of the event, on Instagram Highlights and in the article  
€ 6,500





# DISPLAY ADVERTISING



## W1 BILLBOARD

SOV: 33%

Desktop: 970 x 250 px

Mobile: 970 x 180 px

Format: JPG, GIF, HTML5

€995

## W3 HALF-PAGE

SOV: 33%

Desktop: 300 x 600 px

Mobile: 300 x 250 px

Format: JPG, GIF, HTML5

€1,095

## W2 LEADERBOARD

SOV: 33%

Desktop: 970 x 90 px

Mobile: 970 x 180 px

Format: JPG, GIF, HTML5

€795

## W4 MPU

SOV: 33%

Dimensions: 300 x 250 px

Format: JPG, GIF, HTML5

€895

# NEWSLETTER ADVERTISING

## N1 DAILY NEWSLETTER LEADERBOARD

Exclusive position  
Dimensions: 600 x 180 px  
Format: JPG, GIF

€650 per day  
€1,850 per week

## N3 PRODUCT NEWSLETTER POST

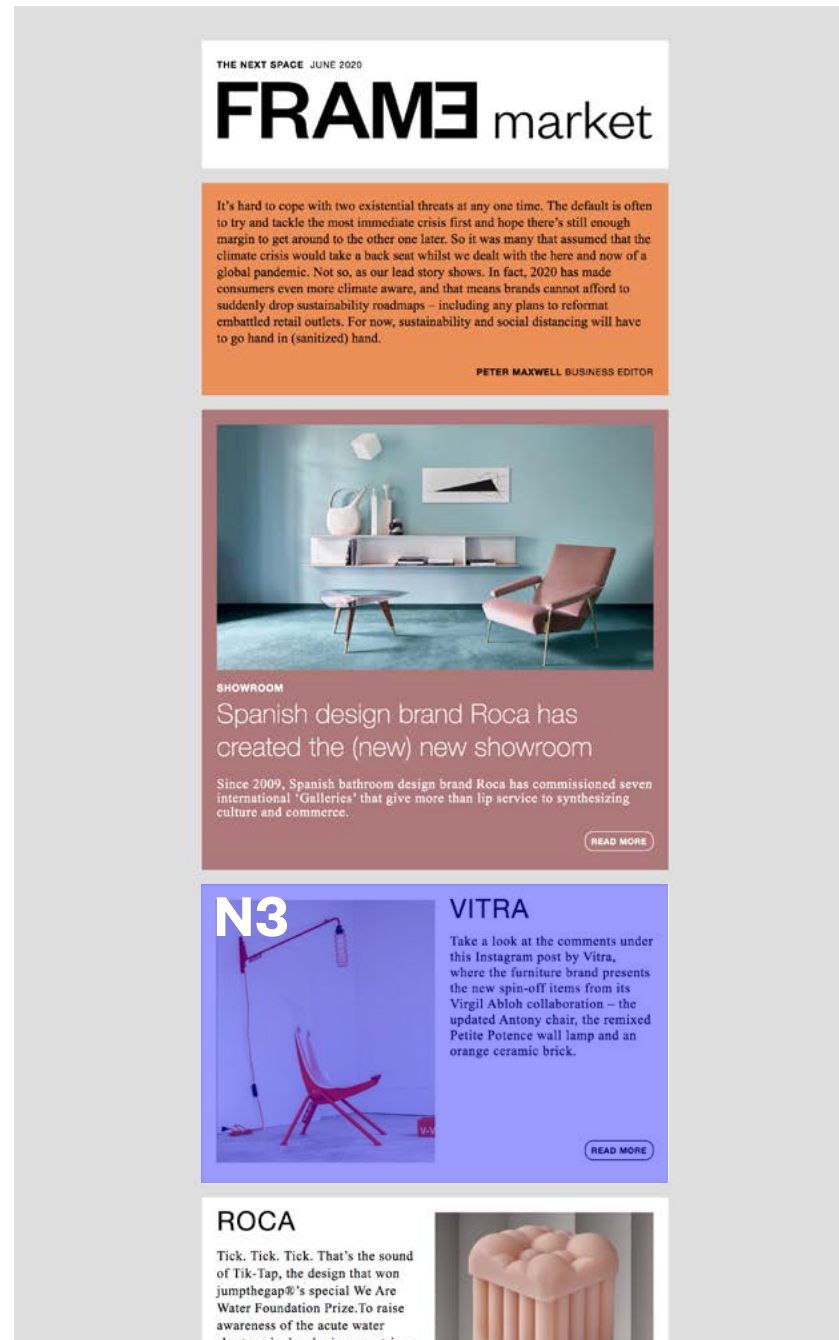
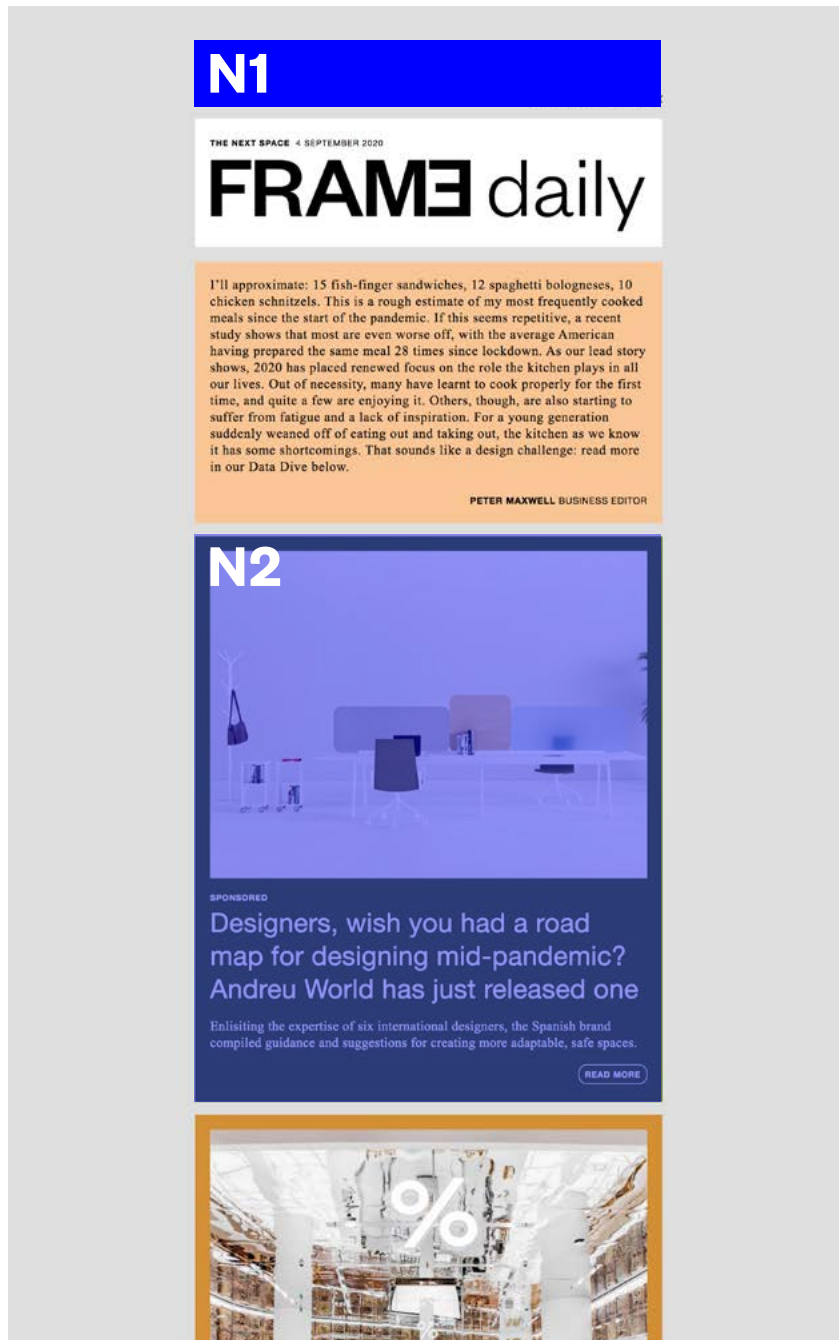
Image: 1920 x 1080 px, JPG  
Text: Up to 150 characters  
CTA: One Link

€550 per day

## N2 DAILY NEWSLETTER POST

Image: 1920 x 1080 px, JPG,  
GIF  
Text: Up to 300 characters  
CTA: One Link

€750 per day





# DIGITAL RATE CARD 2021

	FORMAT	PRICE
EDITORIAL	Sponsored News Article	€1,100
	Sponsored Editorial Article	€1,500
	All Eyes On You Package	€4,500
	Sponsored Article Package	€8,500
SOCIAL MEDIA	Social Media Package	€500
	Social Media Package +	€750
	Paid Social Media Post	€900
	Instagram Feed Post	€850
	Instagram Stories Post	€750
	Curated Pinterest Board	€1,500 per board
FRAME LIVE	Frame Live Sponsorship	€3,500
	Frame Live Integration	€6,500
DISPLAY	Billboard	€995
	Leaderboard	€795
	Half-Page	€1,095
	MPU	€895
NEWSLETTER	Daily Newsletter Leaderboard	€650/day, €1850/week
	Daily Newsletter Post	€750
	Product Newsletter Post	€550

# REPRESENTATIVES



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