MEDIA KIT 2021
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
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
- 90k Readers
- 75k Average HHI
- 47% Newsstand
- 25% Subscribers
- 15% Controlled circulation
- 10% Events
- 3% VIPS

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
- 50k Newsletter subscribers
- 215k Followers
- 45k Followers
- 16% United States
- 25% Europe
- 18% Americas
- 66% Europe
- 18% Americas

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
- 60k Pageviews / month
- Monthly changing jury
- 1k Project submissions
- 28k Online votes
- 50 Countries

16% Benelux
13% Germany
12% United Kingdom
8% United States
6% Italy

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

18% Americas
54% Europe
28% Asia-Pacific

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 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 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 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 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 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
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

Media Kit 2021
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

<table>
<thead>
<tr>
<th>Spread</th>
<th>460 X 297 mm (incl. 3 mm bleed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>First spread</td>
<td>440 X 297 mm (incl. 3 mm bleed)</td>
</tr>
<tr>
<td>Single page</td>
<td>230 X 297 mm (incl. 3 mm bleed)</td>
</tr>
<tr>
<td>Back cover</td>
<td>230 X 297 mm (incl. 3 mm bleed)</td>
</tr>
</tbody>
</table>

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

### FORMATTING OPTIONS

<table>
<thead>
<tr>
<th>FORMAT</th>
<th>1/1 PAGE</th>
<th>2/1 PAGE</th>
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</thead>
<tbody>
<tr>
<td>PREMIUM</td>
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<tr>
<td>Fold-out 1st spread</td>
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<tr>
<td>1st Spread</td>
<td>€14,220</td>
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<tr>
<td>Outside back cover</td>
<td>€12,020</td>
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<td>€13,020</td>
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<td>STANDARD</td>
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<td>Inside back cover</td>
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<td>2-Page advertorial</td>
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<td>4-Page advertorial</td>
<td>€15,525</td>
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<td>EDITORIAL</td>
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<td></td>
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<td>€18,530</td>
<td>+ €2,250</td>
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<tr>
<td>Fold-out spread</td>
<td></td>
<td>+ €3,275</td>
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<tr>
<td>EXTRA</td>
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<tr>
<td>Spot UV</td>
<td>+ €3,950</td>
<td></td>
</tr>
<tr>
<td>Foil print</td>
<td>+ €3,950</td>
<td></td>
</tr>
<tr>
<td>Embossing</td>
<td>+ €2,995</td>
<td></td>
</tr>
</tbody>
</table>
DIGITAL MEDIA KIT
2021
**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.

- **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
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

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

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 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
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
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
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
## Digital Rate Card 2021

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

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