High drama

Few of Maxime Old's glorious interiors remain, save two well-preserved 1960s masterpieces in Rouen.

ARCHITECTURE / 9 MAY 2017
Wallpaper.com is a fully responsive, multi-platform online design bible producing trend-setting features from the design, architecture, travel, interiors, fashion, art and lifestyle arenas. Wallpaper.com prides itself on engaging the user with up-to-date and fast paced news, delivered with stunning photography, beautiful design and ground-breaking 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 through integrating bespoke partnerships and social media reach, enabling the brand to connect to our 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.
Awards & Accolades

BSME Mark Boxer Award 2015
Awarded to Tony Chambers for making an outstanding editorial contribution to magazines in the UK.

Digital Designer / Art Director of the Year
British Society of Magazine Editors Awards 2012
Wallpaper* Online

Editor of the Year, Lifestyle Magazines
British Society of Magazine Editors Awards 2011
Wallpaper* Made in China Issue

D&AD Yellow Pencil Award
Custom Covers for Wallpaper* Handmade 2010

Best Editorial Design
Design Week Awards 2011
Custom Covers for Wallpaper* Handmade 2010

Art Directors Club Annual Awards 2011
Merit for Wallpaper* Handmade issue 2010

Brit Insurance Design Award Nomination 2011
Custom Covers Application, Wallpaper* Handmade

Society of Publication Designers Awards 2011
Merit for Wallpaper* Handmade issue 2010

Time Magazine’s Top Ten Magazine Covers of 2010
Wallpaper* Handmade at no. 3

Innovation & Brand Building Initiative
British Society of Magazine Editors Awards 2010
Wallpaper* Handmade issue

Best Designed Magazine of the Year – Wallpaper*
‘Wallpaper* continues to innovate with page after page of just stunning design. The most restrained, considered magazine. A triumph.’ The judges, Press Gazette Magazine Design and Journalism Awards 2008
Insight 2020 Issue Themes

January: Next Generation
Design Awards preview
Design stars of the future
Fashion: Major players and new talent

February: Design Awards
A year of bests, from cities to sofas
Fashion: Best of S/S20 collections

March: Style Special
Cover-to-cover fashion for S/S20

April: Global Interiors
Inspiring design from Australia, Canada, China, Colombia, Finland & Scotland
Germany supplement
Fashion: Casual luxury S/S20
Jewellery

May: Art, Architecture & Escape
Watches & Jewellery
Fashion: Tailoring S/S20

June: Transport & Innovation
Fashion: Womenswear S/S20
Eyewear
July: Design Directory
Architects’ Directory
Kitchen & Bathrooms
Fashion: Pre-fall collections

August: Wallpaper* Re-Made

September: Style Special
Cover-to-cover fashion for A/W20

October: Guest Editors
Fashion: Casual luxury A/W20
Jewellery

November: Smart Art
Contract furniture
Fashion: Cruise collections
Wallpaper* Navigator Hotel Awards – the shortlist

December: Design & Technology
Wine & Design
Fashion: Tailoring
Wallpaper* Navigator Hotel Awards – the winners
January: Next Generation
Design Awards preview
Design stars of the future
Fashion: Major players and new talent

February: Design Awards
A year of bests, from cities to sofas
Fashion: Best of S/S20 collections

March: Style Special
Cover-to-cover fashion for S/$20

April: Global Interiors
Inspiring design from Australia, Canada, China, Colombia, Finland & Scotland
Germany supplement
Fashion: Casual luxury S/$20 Jewellery

May: Art, Architecture & Escape
Watches & Jewellery
Fashion: Tailoring S/$20

June: Transport & Innovation
Fashion: Womenswear S/$20 Eyewear
July: Design Directory
Architects’ Directory
Kitchen & Bathrooms
Fashion: Pre-fall collections

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Contract furniture
Fashion: Cruise collections
Wallpaper* Navigator Hotel Awards – the shortlist

December: Design & Technology
Wine & Design
Fashion: Tailoring
Watches
Wallpaper* Navigator Hotel Awards – the winners
Wallpaper.com Traffic

17M monthly page impressions (October 2018)

2M monthly unique users (October 2018)

9.6M monthly desktop page impressions (October 2018)

950K monthly desktop unique users (October 2018)

1.4M monthly tablet page impressions (October 2018)

250K monthly tablet unique users (October 2018)

6M monthly mobile page impressions (October 2018)

800K monthly mobile unique users (October 2018)
As the online 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 online editorial output as well as driving innovation in advertising. This is driving significant growth across all markets and reinforces Wallpaper’s position as the leading global online design destination.

Source: Google Analytics
Wallpaper.com
Social Media

1M
Instagram followers
(Jan 2019)

2.04M
Twitter followers
(Jan 2019)

900K
Facebook fans
(Jan 2019)

516K
Pinterest followers
(Jan 2019)

300K
Tumblr followers
(Jan 2019)
34 median age

52/48 male / female

86% have a university degree

33% have a postgraduate degree

52% have been reading for over 5 years

£79,866 average salary

67% employed within the creative industries

29% own their own company

47% own more than one property
Advertising Formats

The takeover unit offers an unparalleled new way to reach the highly influential Wallpaper.com audience with stunningly impactful full-length visuals, which are enticingly revealed as the user scrolls down the Wallpaper.com Homepage and Channel Homepages.

Results are impressive with CTRs averaging over 1%. The format is an incredible way to build awareness with impact.

The unit offers advertisers:

3 highly prominent full-length ad visuals which fully showcase campaigns in high resolution

2 accompanying MPU units which ensure full 100% SOV on the page (5 units in total)

Available on a tenancy basis across both the homepage and channel homepage.
Groupage Homepage Triptych

Wallpaper's new Groupage Triptych allow users to scroll through a selection of up to 5 images. This new viewing platform sits between our Standard and Dynamic Triptych.

The unit offers advertisers:

3 prominent full length ad visuals which fully showcase campaigns in high resolution through a selection of images.

2 accompanying MPU units which ensure 100% SOV on the page (5 units in total)

Available on a tenancy basis across both the homepage and channel homepage.
### Dynamic Triptych

Results are impressive with CTRs averaging over 1% and regularly reaching 3.5% with video incorporated. Users tend to watch the videos in full. The format is an incredible way to build awareness with impact.

**The unit offers advertisers:**

- Full screen video showcase of brand campaign within the unit, which autoplays to maximise engagement.
- Two highly prominent full-length ad visuals which fully showcase campaigns in high resolution.
- Two accompanying MPU units which ensure full 100% SOV on the page (five units in total).
- Available on a tenancy basis across both the homepage and channel homepages.

### Desktop Display Format

<table>
<thead>
<tr>
<th>Component</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Image</td>
<td>1600 × 935px</td>
</tr>
<tr>
<td>Top video</td>
<td>1600x450px</td>
</tr>
<tr>
<td>Middle Image</td>
<td>1600x935px</td>
</tr>
<tr>
<td>Middle Video</td>
<td>16:9 (MP4, OGG, MOV)</td>
</tr>
<tr>
<td>Bottom Image</td>
<td>1600 × 935px</td>
</tr>
</tbody>
</table>

### Mobile Display Format

<table>
<thead>
<tr>
<th>Component</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Image</td>
<td>640 × 200px</td>
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<tr>
<td>Middle Video</td>
<td>640 × 500px</td>
</tr>
<tr>
<td>Bottom Image</td>
<td>640 × 200px</td>
</tr>
</tbody>
</table>
Expandable Triptych

The Expandable Triptych launched in late 2017 as a response to the market. This is the most sophisticated format Wallpaper* has for desktop/tablet and mobile.

### Desktop Display Format

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
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<tbody>
<tr>
<td>Top collapsed</td>
<td>1600x437.5</td>
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<tr>
<td>Top expanded</td>
<td>1600x935</td>
</tr>
<tr>
<td>(Top Video)</td>
<td>16:9 (MP4, OGG, MOV)</td>
</tr>
<tr>
<td>Middle</td>
<td>1600x935</td>
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<tr>
<td>Bottom</td>
<td>1600x935</td>
</tr>
<tr>
<td>+ 2 x MPU</td>
<td>300x250</td>
</tr>
</tbody>
</table>

### Mobile Display Format

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top collapsed</td>
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<tr>
<td>Top expanded</td>
<td>640x780</td>
</tr>
<tr>
<td>Middle</td>
<td>640x500</td>
</tr>
<tr>
<td>Bottom</td>
<td>640x200</td>
</tr>
</tbody>
</table>

The unit offers advertisers:

- A drop down option to uncover a full screen video/image – autoplay on request to maximise engagement.
- Two highly prominent full-length ad visuals which fully showcase campaigns in high resolution.
- Two accompanying MPU units which ensure full 100% SOV on the page (five units in total).
- Available on a tenancy basis across both the homepage and channel homepages.
The new Star Unit is capable of running across the homepage, section fronts and article pages on Wallpaper.com. It is an adaptive format for desktop, tablet and mobile screens and offers the capability to showcase brand creative, including video, within a high impact ad unit.
Billboard & Waterfall

The Billboard allows a brand the capability to showcase multiple parts of their advertising campaign. The Billboard offers a visually attractive and creative ad unit that can be ran as a Homepage takeover, channel takeover or across article pages.

Additionally, the Billboard also allows the client to have social media icons, which click through to their social media pages.

The waterfall is an interactive billboard, that will allow you to showcase a gallery or a video.
The Push Down unit begins as a 970x90 banner that auto expands to a 970x418. The content itself is displaced, not overlaid, so does not interfere with page content the user will access.

**Desktop Display Format**

Folded: 970 × 90px

Unfolded: 970 × 250px
Wallpaper.com display formats can be activated Run of Site, including companion ads. For campaigns with standard units we can run these across the site or in specific channels. 100% SOV is available to run as companion ads and we accept Flash, JPEG or GIF formats. Click Through Rates on the site regularly surpass the industry average by several multiples.

### Desktop Display Format

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 × 90px</td>
</tr>
<tr>
<td>MPU</td>
<td>300 × 250px</td>
</tr>
<tr>
<td>Super MPU</td>
<td>300 × 600px</td>
</tr>
</tbody>
</table>
In addition to the mobile banner, the MPU format and Interscroller is now available on Wallpaper.com mobile. Click Through Rates on the mobile site regularly surpass the industry average by several multiples. These formats can be activated Run of Site or run in specific channels and provide new impactful opportunities on our fastest growing platform.
The weekly email newsletters from Wallpaper.com are designed to offer subscribers a sneak preview of news stories and events.

The newsletters are created by our own editorial team and complement the content on the website, driving the individual to specific, targeted pages.
Bespoke Partnership

Wallpaper.com has a distinctive approach to creative solutions. Bespoke digital solutions stand out within a media schedule, offering a unique and fresh approach.

Wallpaper.com’s Bespoke activity always shows a high relevance with the user, which is achieved by working closely with our editorial team. Relevance is extremely important with such a high-end audience, 60% of whom work in the creative industry and a third of whom run their own company.
Wallpaper* & Samsung

IN LIVING COLOUR

Samsung GALAXY TAB S

takes colour to another dimension

For the launch of their new flagship device, Samsung commissioned Wallpaper* to create a creative partner to launch the device. We were briefed to focus on the creative energy that is generated through technology, fashion and design and deliver a visually striking campaign.

Wallpaper* & Skagen

Pleasure principles

Wallpaper* and Skagen combine creative teams to create a number of initiatives to celebrate the craftsmanship, the Danish design ethos and quality time. Each project is a visual exploration of the watch and design brands' style, simplicity and legibility.
Wallpaper* works with advertising partners to amplify their messaging across our social channels. We have over 5 million followers across all of our platforms, including 1.1m on Instagram and 900,000 on Facebook. Promoted and sponsored stories are excellent ways to leverage the Wallpaper* authority in promoting relevant campaigns, projects, events and other partnerships to our audience and beyond. Social targeting allows us to both tailor the targeting, as well as ensure that we achieve the maximum clicks, engagements and interactions.
Data Targetting

Ensure perfect accuracy in reaching your right audience using T1 Media first-party data. You can reach your target on Wallpaper.com using our pre-defined data segment or build your own according to demographics, behaviour, interests, etc.

Creatives
- interior design
- garden design
- building & architecture

Investors
- Super high net worth
- Business
- Finance & banking

Tech enthusiasts
- Tech brand lovers
- Camera/Smartphone/Tablets
- Smart home

Travellers
- Luxury travel interest
- Frequent flyers
- Hotel seekers

Affluent shoppers
- Luxury fashion
- Luxury shoes
- Luxury accessories
## Ratecard

<table>
<thead>
<tr>
<th>Formats</th>
<th>GBP net</th>
<th>USD net</th>
<th>EUR net</th>
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<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
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<tr>
<td>Leaderboard</td>
<td>£53cpm</td>
<td>$53cpm</td>
<td>€48cpm</td>
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<tr>
<td>MPU</td>
<td>£36cpm</td>
<td>$38cpm</td>
<td>€32cpm</td>
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<td>Super MPU</td>
<td>£45cpm</td>
<td>$72cpm</td>
<td>€65cpm</td>
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<td>Billboard</td>
<td>£71cpm</td>
<td>$114cpm</td>
<td>€103cpm</td>
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<tr>
<td>Waterfall</td>
<td>£89cpm</td>
<td>$142cpm</td>
<td>€129cpm</td>
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<td>Pushdown</td>
<td>£116cpm</td>
<td>$186cpm</td>
<td>€168cpm</td>
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<td>StarUnit</td>
<td>£100cpm</td>
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<td>£2,100</td>
<td>$3,400</td>
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<tr>
<td>In-read</td>
<td>£110</td>
<td>$176</td>
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<td><strong>Video</strong></td>
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<tr>
<td><strong>Mobile</strong></td>
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<td>Mobile Banner</td>
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<td><strong>Takeovers</strong></td>
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<td>Standard Homepage Triptych</td>
<td>from £6,100</td>
<td>from $9,800</td>
<td>from €8,900</td>
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<tr>
<td>Groupage Homepage Triptych</td>
<td>from £7,900</td>
<td>from $12,600</td>
<td>from €11,400</td>
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<tr>
<td>Dynamic Homepage Triptych</td>
<td>from £9,700</td>
<td>from $15,500</td>
<td>from €14,000</td>
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<tr>
<td>Expandable Triptych</td>
<td>from £11,000</td>
<td>from $14,500</td>
<td>from €12,500</td>
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<td><strong>Bespoke</strong></td>
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<td>Bespoke Digital</td>
<td>POA</td>
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*In-read format is only available if a channel tenancy is booked. Not available ROS.*
<table>
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<th>EUR net</th>
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</thead>
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<td>Leaderboard + Super MPU</td>
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<td>$144cpm</td>
<td>€131cpm</td>
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<td>Billboard + MPU</td>
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<td>$197cpm</td>
<td>€178cpm</td>
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<td>Billboard + Super MPU</td>
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<td>$213cpm</td>
<td>€193cpm</td>
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<tr>
<td>Waterfall + MPU</td>
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<td>$230cpm</td>
<td>€209cpm</td>
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<tr>
<td>Waterfall + Super MPU</td>
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<td>€223cpm</td>
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<tr>
<td>Pushdown + MPU</td>
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<td>$280cpm</td>
<td>€254cpm</td>
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<tr>
<td>Pushdown + Super MPU</td>
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<tr>
<td>Waterfall</td>
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<td>€161cpm</td>
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<tr>
<td>Mobile Banner</td>
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<td>€59cpm</td>
</tr>
<tr>
<td>Mobile MPU (Top of page)</td>
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</tr>
<tr>
<td>Mobile MPU (Middle of page)</td>
<td>£63cpm</td>
<td>$104cpm</td>
<td>€91cpm</td>
</tr>
</tbody>
</table>

* Other packages available upon request according to digital calendar. Companion ads: 15% premium, Data targeting: 25% premium
**Representatives**

**Global HQ**
Wallpaper*
161 Marsh Wall
London, E14 9AP
Tel: 44 20 3148 5000
Fax: 44 20 3128 8119
contact@wallpaper.com

**Digital Contactts- Global HQ**

Digital Advertising Director
Scott Lambert
Tel: 44.20 3148 7726
scott_lambert@wallpaper.com

Digital Project Manager
Arti Sisodiya
Tel: 44.7359 930 393
arti.sisodiya@wallpaper.com

---

**USA**
Matt Carroll
NORTH & WARREN
Co-Founder & Partner
Tel: 1.312 420 0663
matt@northandwarren.com

---

**Germany, Austria and Switzerland**
Peter Wolfram
Tel: 49.89 9924 93990
wolfram@wolframwerbung.com

---

**Italy**
Cristiana Catizone - Fashion
Commercial Director
Tel: 39.02 844 0441
cristiana.catizone@cesanamedia.com

Marcella Biggi - Design
Commercial Director
Tel: 39.02 844 0441
marcella.biggi@cesanamedia.com

Paolo Mongeri - Corporate
Commercial Director
Tel: 35.21 8393 9495
paolo.mongeri@cesanamedia.com

---

**China**
Maggie Li
Tel: 86.10 6952 1122
maggie.li@cesanamedia.cn

---

**France**
Magali Ribould
Tel: 33.1 4256 3336
mribould@studio-riboud.com

---

**Hong Kong, Taiwan and Korea**
Herb Moskowitz
Tel: 852.2838 8702
themediarep@gmail.com

---

**Thailand**
Christopher Stephen Marsh
Tel: 66.2 204 2699
stephen@mediarepint.com

---

**Singapore**
Tim Howat
Tel: 65.6823 6822
tim.howat@meredith.com

Karen Mong
Tel: 65.9423 6786
karen.mong@meredith.com

---

**India**
Rachna Gulati
Tel: 91.9841 91702
rachna.gulati@mediascope.co.in

---

**UAE**
Mamta Pillai
Tel: 971.5035 62723
mamta@sasmedia.net

---

**Publisher**
Malcolm Young
Tel: 44.20 3148 7718
malcolm_young@wallpaper.com