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 to recommend products with both style and substance.

London HQ
Global contributors
Readers in 100 countries
Mission: to inspire the influential

Global circulation of 100,213 BPA July 2019

International distribution
30% UK 30% US
30% Europe 10% Rest of world

34
median age

52/48
male/female

91%
visit Wallpaper.com

74%
live in cities

52%
have been reading for over 5 years

$108,000
average salary

67%
employed within the creative industries

29%
own their own company

87%
are university graduates

47%
own more than one property
January: The Next Generation Issue
- Graduate Directory: 21 for 2021 – design stars of the future
- Fashion: resort collections

February: Design Awards 2021
- Inspiring innovations and ideas of the year
- Fashion: best of S/S21 collections

March: Style Special
- Cover-to-cover fashion for S/S21
- Fashion meets design, architecture, art and beauty

April: Global Interiors
- Sensational spaces and the finest furniture
- Germany architecture and design
- Jewellery
- Fashion: womenswear S/S21

May: The Design Previews Issue
- Products and furniture debuts
- Outdoor furniture
- Watches & jewellery
- Fashion: menswear S/S21

June: The Innovation Issue
- Transport, technology and design
- Eyewear
- Fashion: womenswear S/S21
**Wallpaper* 2021 Issue Themes**

**July: Architecture & Design Special**
- Architects' Directory: emerging practices around the world
- Kitchens & bathrooms
- Fashion: pre-fall collections

**August: Wallpaper* Re-Made**
- Design for a better world. Re-think, re-imagine, re-connect: social impact, material innovation and speculative solutions

**September: Style Special**
- Cover-to-cover fashion for A/W21
- Fashion meets design, architecture, art and beauty

**October: 25th Anniversary Issue**
- Wallpaper* marks its quarter century
- Guest editor takeover
- Jewellery
- Fashion: womenswear A/W21

**November: Art Special**
- Contract furniture
- Fashion: menswear A/W21

**December: Design & Technology**
- Wine & Design
- Watches
- Fashion: womenswear A/W21
<table>
<thead>
<tr>
<th>ISSUE 2021</th>
<th>ON SALE</th>
<th>COPY DEADLINE</th>
<th>BOOKING DEADLINE</th>
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<tbody>
<tr>
<td>January</td>
<td>10 December 2020</td>
<td>12 November 2020</td>
<td>02 November 2020</td>
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<tr>
<td>February</td>
<td>07 January 2021</td>
<td>04 December 2020</td>
<td>27 November 2020</td>
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<tr>
<td>March</td>
<td>01 November 2021</td>
<td>04 December 2020</td>
<td>27 November 2020</td>
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<tr>
<td>April</td>
<td>01 November 2021</td>
<td>04 December 2020</td>
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<td>15 April 2021</td>
<td>16 March 2021</td>
<td>01 March 2021</td>
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<td>June</td>
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<td>October</td>
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<tr>
<td>USD</td>
<td>PAGE</td>
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<tr>
<td>1st spread</td>
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<td>$52,530</td>
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<tr>
<td>1st bank</td>
<td>–</td>
<td>$49,572</td>
<td></td>
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<tr>
<td>1st bank consecutives</td>
<td>–</td>
<td>$40,800</td>
<td></td>
</tr>
<tr>
<td>Contents, masthead, contributors, IBC</td>
<td>$33,409</td>
<td>–</td>
<td></td>
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<tr>
<td>Premium 3-page unit, contents, editor’s letter</td>
<td>$64,464</td>
<td>–</td>
<td></td>
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<tr>
<td>Premium (first third) + editorial openers</td>
<td>$30,850</td>
<td>$43,044</td>
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<tr>
<td>Island</td>
<td>$31,399</td>
<td>$47,834</td>
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<tr>
<td>Front half</td>
<td>$28,535</td>
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<tr>
<td>Run of magazine</td>
<td>$24,928</td>
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<td>–</td>
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<tr>
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<tr>
<td>Bound-in inserts</td>
<td>from $200 per thousand</td>
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<tr>
<td>Gatefold</td>
<td>available on request</td>
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**BESPOKE 2021**

Bespoke creative solutions  price on application
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.
The Wallpaper* social reach has grown to more than 5.5 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.
### DISPLAY

<table>
<thead>
<tr>
<th>Display Type</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>$53/CPM</td>
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<tr>
<td>MPU</td>
<td>$58/CPM</td>
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<tr>
<td>Super MPU</td>
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<tr>
<td>Billboard</td>
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<td>Filmstrip</td>
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### VIDEO

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<td>In read</td>
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### MOBILE

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<td>Wallpaper* daily sponsorship</td>
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<tr>
<td>Interscroller</td>
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### TAKEOVERS

<table>
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<tr>
<th>Takeover Type</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Standard homepage triptych</td>
<td>from $9,800</td>
</tr>
<tr>
<td>Standard channel triptych</td>
<td>from $6,600</td>
</tr>
<tr>
<td>Dynamic homepage triptych</td>
<td>from $15,500</td>
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<tr>
<td>Dynamic channel triptych</td>
<td>from $9,900</td>
</tr>
<tr>
<td>Expandable triptych</td>
<td>$14,634</td>
</tr>
</tbody>
</table>

* A 15% premium will be applied for roadblocking of channels or content.

Digital Rate Card 2021
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. Dedicated branded hub on wallpaper.com/bespoke with either Wallpaper* or brand created assets
- Videos. Produced by Wallpaper*
- Print supplement sponsorships
- International events (receptions, parties and panel discussions)
- Exhibitions
- 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.
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