

DESIGN + DECOR

MEDIA KIT
2022+2023



OUR MISSION

INTELLIGENT + SOPHISTICATED + INSPIRING

Design + Decor luxury publications exist to make luxury building trade partners accessible and sought-after by our sophisticated readers for their knowledge and expertise. For over 20 years Design + Decor has served communities on the east coast who appreciate exceptional architecture, building, landscapes, and interior design. Through inspiring in-depth articles that champion the finest trade partners and immersive photography, we create meaningful content for the discerning homeowner.

“Design + Decor is the only media brand dedicated to championing professionals in the field of luxury homes. The only title committed to covering those leaders who are defining where custom home design is headed.”

Matthew Kolk, Editor in Chief



OUR PASSION

LEADERSHIP + INSPIRATION + CONTRIBUTION

“Our business is exploding because we are passionate about it. Because our business, first and foremost, is about relationships and the relationships we curate are what our trade partners have learned is generating success in their businesses. We believe in our partners’ extraordinary and undeniable value, talent, and artistry, and it is our job to educate your potential clients in understanding what we already know, in the most beautiful way possible.”

Shelley McCormick, Publisher



BRAND HIGHLIGHTS

EDUCATE + INSPIRE + CONNECT

D + D FEATURE ISSUES

NJ + NY + CT

SOURCE BOOK

REFRESH

OUTDOOR

AMAZING TRANSFORMATIONS

DESIGNERS

ARCHITECTS

FL

ARCHITECTS

KITCHEN + BATH

TRANSFORMATIONS

THE TOP 25 INTERIOR DESIGNERS

D + D IN THE FIELD | EVERGREEN

In each issue, we highlight select trade partners focusing on their specific journey—in the field. We discuss details of their history, their growth, what they love about their field, and topics they believe the consumer needs to consider when looking to invest. We cover topics they believe the consumer would want to know and ideas and trends to be mindful of as they start their building journey. We delve into extraordinary detail, levels most consumers will never come across – creating awareness of partner value and a level of understanding and trust that pre-establishes a more collaborative working relationship with future clients.

D + D ASK THE EXPERTS | EVERGREEN

D + D selects a vast range of luxury trade experts to detail and clarify the most current areas in luxury home building. In-depth coverage offers an increased understanding by clients to make the building experience more valuable, effective, and less stressful for both trade partner and client.

D + D PROFILE | EVERGREEN

In each issue, we highlight a variety of our luxury trade partners, creating a detailed snapshot of the most valuable aspects of our trade partners' companies. We focus specifically on the most compelling attributes, the unique value, and preferred partner status with D + D.

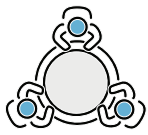
D + D MÉLANGE | EVERGREEN

A favorite in every issue, select partners participate in providing the most spectacular assortment of the best, the most advanced, the newest, the brightest, the coolest, and the most drool-worthy items to add to any luxury home must-have wish list.

PARTNER OPPORTUNITIES

PRESENT + CONNECT + ELEVATE

Building trust and establishing connections. As the only media brand to focus exclusively on championing luxury building trade partners, we have spent over 20 years seeking to understand what is most valuable to our partners and how to enrich that successfully. We offer the most sought-after intra-industry roundtables featuring the most creative and knowledgeable thought leaders. We create opportunities to showcase our industry leaders and potential clients in settings designed to present our partners as the experts among luxury home industry peers, setting the stage for co-creating extraordinary business opportunities.



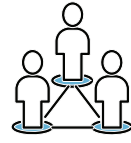
Architect + Builder
Round Table
Twice yearly — FL + NY



Speakers Series + Training
Seminars with CEUs



Custom Showroom
Event Opportunities



Cocktails + Conversations,
Invitations to all D + D
sponsored events



PARTNER OPPORTUNITIES

REACH + TARGET + SHARE

We make our partners the focus, the feature, the sought-after must-have talent. You are the style, technique, and creativity we want to champion. With your partnership commitment, we will proactively amplify your brilliance through Design + Décor's various on and offline platforms.



OUR READERSHIP

WEALTHY + DISCERNING + EDUCATED

Median Age

46

Median Household Income

\$337,000

Median Home Value

\$1,540,000

67% Female

33% Male

Post Graduate Degree

44%

Percent Own a Second Home

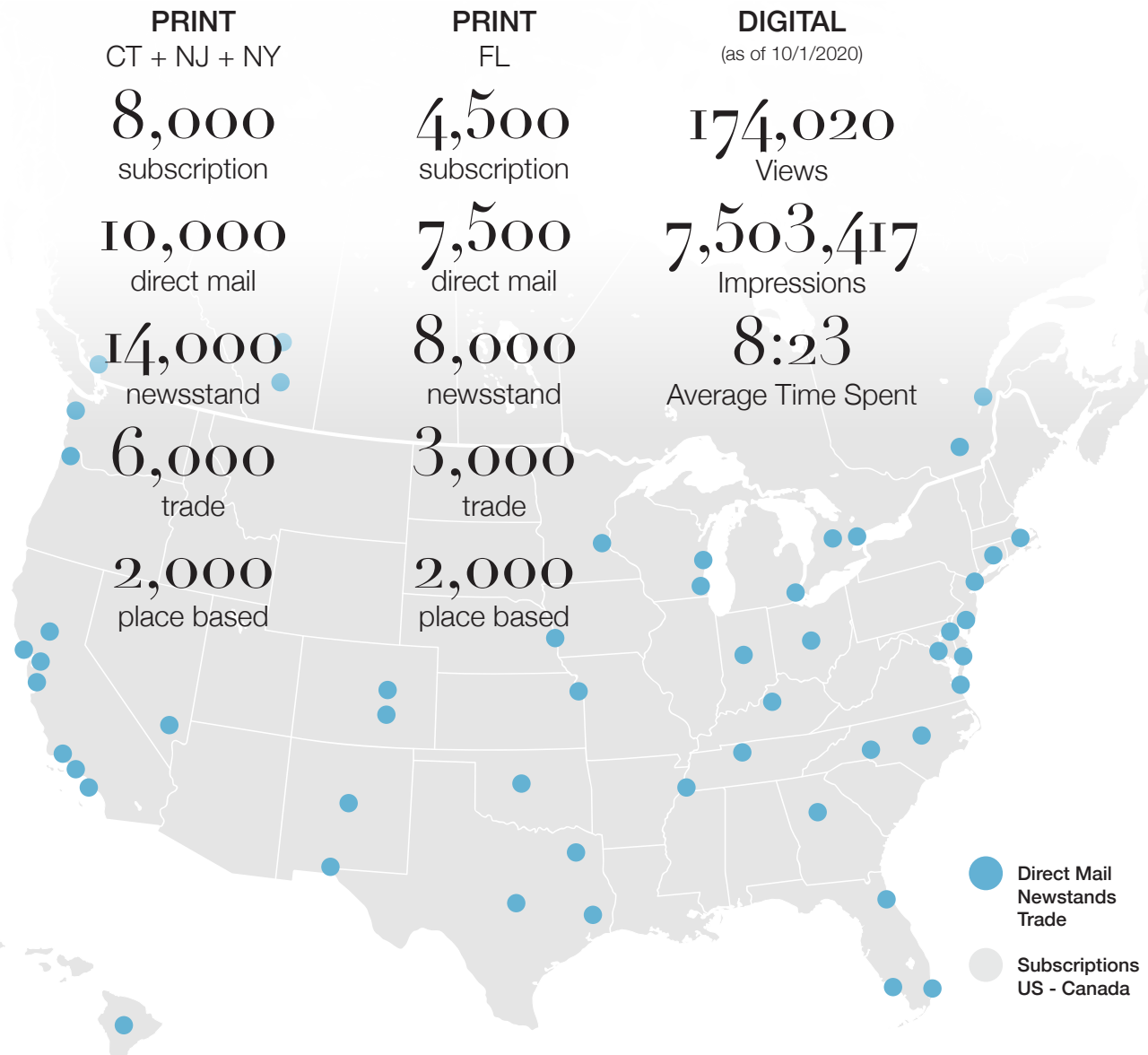
34%



OUR DISTRIBUTION

STRATEGIC + EFFECTIVE + GROWING

Our readers are smart and they are seeking to co-create their spaces with knowledgeable, talented artisan collaborators. D + D is here to ensure they have that level of access and understanding with our creative partners.





PLANNING CALENDAR CT + NJ + NY



THE SOURCE BOOK

The definitive guide for all things home.
Space Close: 1/1



THE OUTDOOR ISSUE

Inspiration for creating the perfect landscape and setting the scene to showcase your style outside.
Space Close: 5/3



AMAZING TRANSFORMATIONS ISSUE

From a simple makeover to total gut renovations, we cover every inch of the home in this issue.
Space Close: 7/1

THE DESIGNERS ISSUE

We highlight the finest interior design firms by creating unique themes to showcase their talents.
Space Close: 9/1

THE ARCHITECTS ISSUE

We challenge architects with various themes and put their incredible creativity to task.
Space Close: 11/1

PLANNING CALENDAR FL

WINTER THE ARCHITECTS ISSUE

We challenge architects with various themes and put their incredible creativity to task.
Space Close: 1/1

SPRING THE KITCHEN + BATH ISSUE

A special feature story showcasing the talented and innovative designs from Architects, Builders, Interior Designers and Kitchen Design Firms.
Space Close: 4/1

SUMMER AMAZING TRANSFORMATIONS ISSUE

From a simple makeover to total gut renovations, we cover every inch of the home in this issue.
Space Close: 7/1

FALL THE DESIGNERS ISSUE

We highlight the finest interior design firms by creating unique themes to showcase their talents.
Space Close: 9/1



MARKETING SUPPORT OPPORTUNITIES

BUILD + MAGNIFY + PROSPER

We understand the challenge of business owners not having the time to attend to marketing their business, we also understand marketing. With our ongoing commitment to serve our partners at the highest level, D + D has created a refined collection of options to expand the support of our partners. Let us take that off your to do list and reward you with the benefits. We offer an assortment of effective options executed by professionals.

DIGITAL MARKETING

- Display
- Geofencing
- OTT/CTV
- Social Media Ads
- PPC/Retargeting
- Native Advertising
- Podcast Advertising

WEBSITES SERVICES

- Landing pages and Websites

SEO SERVICES

- Audits and maintenance

GOOGLE BUSINESS PROFILE (GBP)

SOCIAL MEDIA MANAGEMENT

EMAIL SERVICES

Packages Available for our most popular options

1. Website/SEO/Digital
2. Social/Social Ads
3. Social/SEO/GBP



ADVERTISING SPECIFICATIONS

Advertising specifications are the same for all Regions of Design + Decor.

Final Trim Size: 8.375" x 10.875"

Spread: 15.750" x 10.375" non-bleed, 17.350 x 11.125" bleed
(Keep all live material .125" from the final trim size)

Full Page: 7.875" x 10.375" non-bleed, 8.675 x 11.125" bleed
(Keep all live material .125" from the final trim size)

Half Page Vertical: 3.625" x 9.875"
Half Page Horizontal: 7.50" x 4.8125"
(All ads under full page cannot contain a bleed)

Please send a high resolution, print quality PDF, at 300dpi, complete with printers marks to: Matthew Kolk at: mk@dd-mag.com.

If your file is over 20mb, please contact Matthew to share a Dropbox folder for upload. Ads received other than specified size will be re-sized to space contracted.



CONTACT US

CONNECT + DISCOVER + INQUIRE

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