



DESIGN BUREAU

Media Kit 2012

READERSHIP PROFILE

Design Bureau's readers are those perennially cool people who are always on the edge what's happening. They are living in the design world, and DB is their secret weapon.

DESIGN BUREAU READERS ARE **DECISION MAKERS.**

More than **50%** of *Design Bureau* readers are **owners or partners** of architectural or interior design firms.

More than **60%** are **directly responsible** for recommending, specifying and **ordering products.**

DESIGN BUREAU READERS HAVE **PERSONALITY.**

Authentic. Unique. Creative. Irreverent. Scholarly. Innovative. Discerning.

These are just a few of the words used to describe readers of *Design Bureau*.

They are a powerful group of decision makers looking for **originality and inspiration.**

Position your message in front of design enthusiasts and industry professionals that are influencing today's global art, architecture, interior design, sustainable design, photography, technology and fashion scenes.

DESIGN BUREAU READERS ARE **AFFLUENT.**

Design Bureau readers are discerning consumers who are always on top of the latest trends and happenings.

The average household income for our readership is \$160,000



BY THE NUMBERS

Professional / Managerial: **80%**
Top Management: **26%**
Architecture Professional: **15%**

Construction / Contracting: **8%**
Interior Design: **9%**
Designer: **12%**

More than **80%** of *Design Bureau* readers are **homeowners.**
Had remodeling work done (past year): **43%**
Average home remodeling expenditure (past year): **\$24,500**
Spent \$50,000+ on home remodeling (past year): **15%**

JULIETTE
COMMAGERE,
MUSICIAN,
JAN/FEB
2011



"I think boundaries are great. I find it challenging to actually just be with myself."—

CHRISTIAN WEBER,
FILMMAKER,
SEPT/OCT 2011



"I am inspired by laughter, mistakes, laughing at mistakes, animals, Sonic Youth, boobs, and almost everybody."—

NORMAN REEDUS,
ACTOR, SEPT/OCT 2011

"It's all just sweat and inspiration. More like sweat plus inspiration plus more sweat (and you can add a little luck in there, too)."—

JOHN GALL, DESIGNER,
VINTAGE/ANCHOR BOOKS,
AUG/SEP 2010



"I want my work to awaken curiosity, to inspire awe. I want it to fill people with wonder."—

MARIAN
BANTJES,
JAN/FEB 2011



"I'm constantly thinking about design, and constantly thinking about projects. My mind is never at rest"—

ABBOT MILLER, DESIGNER,
PENTAGRAM, SEP/OCT 2010



"It's important to believe in what you do and to put all of your energy and passion into it"—

RAD HOURANI, FASHION DESIGNER, SEP/OCT 2011

CIRCULATION & DISTRIBUTION

We like to be right in the thick of things—whether it's visiting a historic glassmaker in Vienna, a leather-mask designer in London, or a print shop in Chicago. Our magazine reflects this candid vantage point, and reveals the spontaneity and personality behind great design.

Design Bureau reaches readers around the world who are passionate about design wherever they are, including industry trade shows, events, boutiques, high-end hotels, design stores and more using our targeted and effective distribution model.

DESIGN BUREAU CAN BE FOUND:

- Barnes & Noble
- Newsstands nationwide
- Select independent booksellers worldwide
- Hastings
- Greenbuild
- NeoCon
- Post 27
- Golden Age
- KBIS
- Lightfair
- Design Harvest
- www.wearedesignbureau.com

REGIONAL FOCUS

Design Bureau also has specific regional focus. Contact us for more information on details regarding your area.

LOCAL LINK
CHICAGO

Here are some of the partners with whom we've worked in the Chicago region.

POST27 EVENTCREATIVE

GLISSNER HOUSE MUSEUM BAR deville

Transmission

venueone



PARTNERS

A sampling of distinguished partners of *Design Bureau*



ARCHITECTURE

HOK
Clive Wilkinson
Pugh & Scarpa
Studio Tractor
Valerio Dewalt Train
Partners by Design
Andre Kikoski
Sky Lab Architecture
Front, Inc.
Scrafano Architects
Architizer



INDUSTRIAL & INTERIOR DESIGN

ICRAVE
Luminaire
Herman Miller
Teknion
Dinesen
Mannington
Lily Jack
Siberian Floors
Zahner



FOOD & SPIRITS INDUSTRIES

Skyy Vodka
Deaths Door Spirits
Stella Artois
Aja Steakhouse
Plymouth Gin
Jameson
Absolut
Bar De Ville
Event Creative
Venue One



FASHION & HOSPITALITY

Jeffrey Campbell
Frei
Drake Hotel
Ruthie Davis
Martha Davis shoes
Steinnunn
Orange Skin
Luminaire



TRADE SHOWS & ORGANIZATIONS

NeoCon
GreenBuild
Design Harvest
IIDA
ADA
DIFFA
AIGA Pivot
FORM

“A new genre of design magazine. One of the best, most engaging publications out there today.”

—JENNIFER BRUNNER, MARKETING & DESIGN DIRECTOR, LUMINAIRE

EXPERIENTIAL EVENTS

Design Bureau brings its editorial to life through events that are anything but standard. We draw a diverse crowd, from all facets of design, including industry trendsetters, hip partygoers, and key decision makers all looking to experience the magazine in an engaging environment.

DESIGN BUREAU EVENT AND SPONSORSHIP BENEFITS:

- Invitation design and distribution
- Logo inclusion all promotional signage and collateral
- Event listing on www.wearedesignbureau.com and social networking sites
- Digital exposure via *The Intelligencer*, *Design Bureaus* bi-weekly newsletter
- Access to *Design Bureau's* influential crowd
- Pre and post event coverage in magazine and online
- Access to event photos for marketing purposes

Contact marketing manager Elise Schmitt at 312.878.8848 or elise@alarmpress.com to find out more about customizable event options and sponsorship opportunities with *Design Bureau*.



EDITORIAL DEPARTMENTS

Flip through *Design Bureau's* diverse collection of inspiring and visually stimulating stories, and you'll see why our readers tell us they keep each issue displayed on their coffee table for months.

Each issue of DB is packed with stories on architecture, interior design, photography, technology, graphic design and fashion, and delivers it through engaging interviews, features and lifestyle coverage in a variety of hip departments. We celebrate the exciting unpredictability of multidimensionality.

INFORMER

Our opening section covering unusual and inspirational news, reviews, products, people to know and trends happening around the world.

DESIGN THINKING

Profiles on residential, commercial and institutional projects from architecture and design firms that are shaping the industry. Through columns, essays and features, these stories will divulge the secrets on just how these major players get it done.

BUREAU EXPERTS

Conversations with some of the brightest and most talented architects, interior designers and graphic designers. In addition to sharing their unique design solutions and perspectives, they will reveal the things that make them tick outside of the office.

FEATURES

An in-depth look at some of the thought-provoking stories within the magazine. From celebrities to design legends to hot topics, Design Bureau scours the globe for interesting scenes and happenings taking place in the world of design.

FOR HIRE

A Q & A interview by the Design Bureau editors with a student who is on track to make big strides in the design world.



EDITORIAL CALENDAR 2012

We've got grit, glam, inspiration, dialogue, people, places, and things you want to read about in every issue.

Unlike many other magazines, Design Bureau doesn't just cover glossy, expensive furniture and industry stars. We also cover affordable design and rising stars. Our content is meant to inspire ideas and dialogue, not to make you feel stupid and poor.

Jan/Feb 2012

Ad Reservations Close 08/19/2011
Materials Close 08/26/2011
On Sale 12/27/2011

- Boston architecture and design city spotlight
- Modern farm houses and barns
- Nightlife! People and places that will keep the party going after the New Year

Mar/Apr 2012

Ad Reservations Close 10/25/2011
Materials Close 10/28/2011
On Sale 02/28/2012

- Special Feature! Inside the most amazing kitchens and baths around the world
- Living the loft life

May/June 2012

Ad Reservations Close 12/27/2011
Materials Close 01/06/2012
On Sale 04/24/2012

- Light Bright - 10 top Lighting designers to know now
- Graphic design special
- Furniture designers shaking up the industry

Jul/Aug 2012

Ad Reservations Close 02/28/2012
Materials Close 03/02/2012
On Sale 06/26/2012

- The Music and Fashion issue!
- Restaurant guide
- Summer travel guide

Sep/Oct 2012

Ad Reservations Close 04/24/2012
Materials Close 04/27/2012
On Sale 08/28/2012

- Blowout Anniversary Issue!
- A look back at a year of Inspiring Dialogue on Design

Nov/Dec 2012

Ad Reservations Close 06/26/2012
Materials Close 06/29/2012
On Sale 10/30/2012

- Blowout Design Gift Guide!
- Chic + Green - Eco friendly living in style

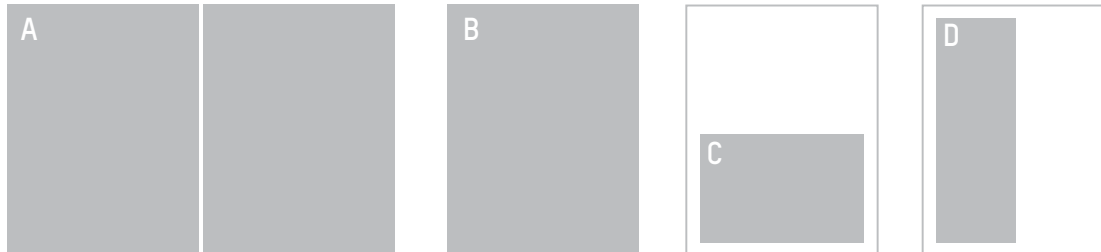


ADVERTISING RATES & SPECS FOR PRINT

PRINT RATES *(All prices are in US Dollars.)*

CODE	SIZE	1X	3X	6X
A	2-Page Spread	12,895	10,960	9,675
B	Full Page	7,345	6,245	5,500
C/D	Half Page	4,510	3,835	3,380
E	Third Page	3,145	2,675	2,360
B	Cover 2	8,445	7,180	6,335
B	Cover 3	8,080	6,870	6,060
B	Cover 4	8,815	7,495	6,610

AD SIZES



A—Spread

Bleed 18.50" x 12.0625"
Bleed Trim 18" x 11.8125"

B—Full Page

Bleed 9.25" x 12.0625"
Bleed Trim 9" x 11.8125"
Non-Bleed 8" x 10.815"

C—1/2 Page Horizontal

Non-Bleed 8.375 x 5.45"

D—1/2 Page Vertical

Non-Bleed 4.05" X 11.1875"

E—1/3 Page Vertical

Non-Bleed 2.6" X 11.1875"

DIGITAL AD REQUIREMENTS

Digital File & Contract Proof: Must be clearly indicated as to Issue, Publication and Advertiser.

PREFERRED FILE FORMAT

The current supported file format is PDF/X-1a. We will NOT accept any native application files such as Quark, Photoshop, or Illustrator. Materials should be supplied on a Macintosh-formatted CD-ROM or DVD-ROM. Materials should comply with SWOP standards.

PREFERRED COLOR GUIDANCE

Please provide Kodak Approval, CREO Spectrum, or iris digital proofs for color guidance on press. The supplied color guidance must meet all SWOP specifications and must include a 6mm 5%, 25%, 75% and 100% CMYK patch strip for quality control. All proofs are to be pulled on publication grade stock. A set of two laser proofs (pagnated) including the crop marks must be sent with materials. On bleed ads and undersized non-bleed ads, provide separate ruled position proof showing trim.

FILE STORAGE

Digital files will be stored for a period of 3 months, after which they will be destroyed unless written instructions are received to return them.

PRODUCTION CONTACT/MATERIALS

All advertising materials, questions regarding materials and extensions, and related matters should be directed to:

Ashley Zorrilla, Account Manager
Design Bureau
205 N. Michigan Ave., Suite 3200
Chicago, IL 60601
312.447.2357 / ashley@alarmpress.com

SENDING ADS VIA FTP

To submit ads via FTP, use FTP file transfer software (for example, Transmit or Filezilla), and use the following login information to access the client area:

ftp: wearedesignbureau.com
user: db_client
pass: db724client

Questions? Call 312.564.2187.

Keep safety 3/8" from bleed, 1/4" from trim. Publication trim size: 9" x 11.8125"

ADVERTISING RATES & SPECS FOR ONLINE

WWW.WEAREDESIGNBUREAU.COM

Featuring everything from printed content to web exclusives, www.wearedesignbureau.com gathers like-minded design enthusiasts and style arbiters in an online environment where creative professionals can seek out inspiring dialogue on design.

Online you'll find photo galleries, Q&A's, giveaways, news, special online editorial content and much more.

Rates

(A) Leaderboard

Placement at top of website on every page
728 px X 90 px - JPG or GIF
\$17 CPM (approximately \$1,020 per month at 60,000 page views)

(B) In-Article

Placement in one article of your choosing
600 px x 100 px - JPG or GIF
\$600 for 2 months or \$900 for a year



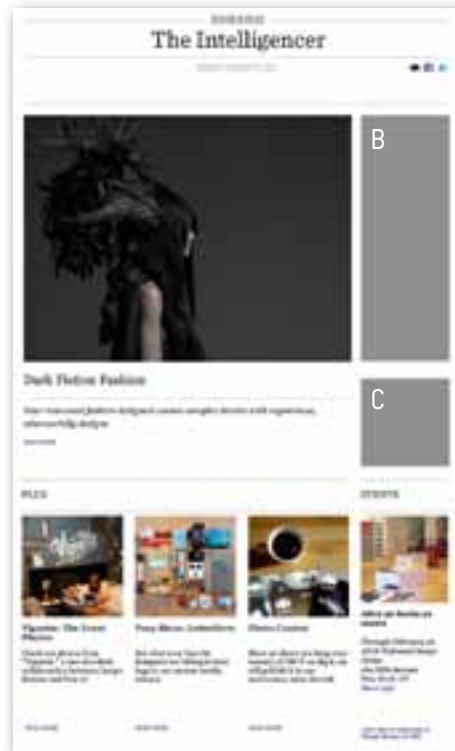
ADVERTISING RATES & SPECS FOR EMAIL NEWSLETTER

THE INTELLIGENCER BI-WEEKLY NEWSLETTER

Design Bureau goes beyond print by engaging readers with *The Intelligencer*, a free bi-weekly newsletter sent to nearly 15,000 readers - and growing - delivering a morning dose of inspiration on everything from the hippest new hotels to tree-house resorts in Asia.

Rates

- (B) Skyscraper Banner @ \$1,200
- (C) Button Banner @ \$800



THE INTELLIGENCER DEDICATED EMAIL

A look at innovative projects around the world created by some of *Design Bureau's* favorite architects.

- 3-4 project images
- 150-word project description
- List of partners, contractors, and other project specifics with web links

Rate

\$4,500 per issue



ADVERTISING RATES & SPECS FOR TABLET

IPAD/ANDROID MAGAZINE VERSION

Launched for our Jan/Feb 2012 issue, the tablet version of Design Bureau includes everything our readers love in the print version plus multimedia, slideshows, links, videos, interactive infographics, special ad interactivity, and more.

Full-page advertisements (designed to both horizontal and vertical formats) appear adjacent to a feature in the tablet version, which is available on both iPad and Android devices.

Rates

Full-page
1024 x 768 vertical and 768 x 1024 horizontal
\$1,500



TERMS & CONDITIONS

A. All advertising placements with *Design Bureau* (“DB”) are subject to and governed by these terms and conditions. DB reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertisement, whether or not the same has already been acknowledged and/or previously published. In the event of such cancellation or rejection by DB, advertising already run shall be paid for at the rate that would apply if the entire order were published. In the event of Advertiser’s or its Agency’s cancellation of any portion of any advertising order not in compliance with the terms hereof or failure to have published the specified number of advertisements, or if at any time DB in its reasonable judgment determines that Advertiser is not likely to publish the total amount of advertising specified in the applicable advertising order, any rate discount will be retroactively nullified and result in a short-rate. In such event, Advertiser and/or Agency must pay DB the short-rate (which is the difference between the rate charged on the contracted frequency and the higher rate based on the reduced frequency of advertisements actually published) within 30 days of invoice therefore and Advertiser will thereafter pay for advertising based on the standard advertising rates of DB. Any merchandising program executed by DB in reliance on advertising that is cancelled will be paid for by Advertiser at the fair market rate for such program (including all costs and expenses incurred by DB).

B. Advertising orders that contain rates that vary from the standard rates of DB shall not be binding on DB unless approved in writing by an authorized officer of DB. In the event any non-standard rates are not approved in writing by an authorized officer of DB, the standard rates shall apply to such order at the discretion of DB.

C. Advertisements that simulate editorial content must be clearly defined and labeled “ADVERTISEMENT” and DB may, in its discretion, so label such copy.

D. Orders for advertising containing restrictions or specifying positions, facings, editorial adjacencies or other requirements may be accepted and inserted, but such restrictions or specifications are at DB’s sole discretion.

E. In no event shall DB’s liability with respect to any order exceed the total amount paid to DB for such order, including any liability resulting from the errors or omissions of DB. In no event shall DB be liable for special, incidental, consequential or punitive damages.

F. The following items apply to furnished inserts: (1) an accurate facsimile of any furnished insert must be submitted to DB for review on or prior to the dates established by DB for the applicable publication; (2) DB is not responsible for errors or omissions in, or the production quality of, furnished inserts; and (3) Advertiser and/or Agency shall be responsible for any additional costs or expenses incurred by DB arising out of Advertiser’s and/or Agency’s failure to deliver furnished inserts pursuant to DB’s specifications or time requirements.

G. Advertiser and/or Agency shall remain liable for the full advertising rate in each of the following instances: (1) DB is unable to publish an advertisement as a result of Advertiser’s and/or Agency’s failure to comply with DB’s specifications or time requirements (in which case, DB shall not be required to run any generic or other advertisement); (2) the failure of Advertiser and/or Agency to cancel the applicable order in accordance with the cancellation requirements contained herein (in which case, DB shall not be required to run any generic or other advertisement); and (3) the cancellation or termination of the applicable feature story.

H. All matters with respect to any advertising order will be governed by the laws of the State of Illinois applicable to contracts to be performed entirely therein. Any action brought by Advertiser or Agency against DB must be brought in the state or federal courts in Chicago, Illinois; the parties hereby consent to the jurisdiction of such courts.

I. Advertiser and its Agency, if there be one, each represent that any advertising (including product samples) submitted to DB complies with all applicable laws and regulations and does not violate the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce DB to publish such advertisement, Advertiser and its Agency,

if there be one, each agrees jointly and severally to indemnify and save harmless DB, and its employees, owners and representatives, against all liability, loss, damage, and expense of any nature, including attorneys’ fees and court costs, arising out of any actual or potential claims for libel, invasion of privacy, copyright or trademark infringement and/or any other actual or potential claims or suits that may arise out of the copying, printing, publishing, distribution or transmission of such advertisement.

J. In the event an order is placed by an Agency on behalf of Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both Advertiser and Agency.

K. Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all amounts charged by DB for each advertisement. Advertiser authorizes DB, at its election, to tender any invoice to Agency, and such tender shall constitute due notice to Advertiser of the invoice and such manner of billing shall in no way impair or limit the joint and several liability of Advertiser and Agency. Payment by Advertiser to Agency shall not discharge Advertiser’s liability to DB. The rights of DB shall in no way be affected by any dispute or claim between Advertiser and Agency.

L. Advertiser or Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by DB, nor may Advertiser or Agency authorize any others to use any advertising space in such manner.

M. An advertising order may be cancelled by Advertiser or Agency providing written notice of such cancellation to DB no later than the 3rd day after the contract date, which shall be the earlier of the date of the applicable advertising contract or the date the applicable insertion order is received by DB. In the event of any order cancellation, Advertiser and Agency shall remain liable for the full advertising rate (except as otherwise provided herein) and shall reimburse DB for the cost of any work performed or materials purchased on behalf of Advertiser, including the cost of services, paper and/or printing.

N. Advertiser and/or Agency agrees to reimburse DB for its attorneys’ fees and costs in collecting any unpaid amounts for any advertisement order.

O. Advertiser and Agency agree that any advertisements published may, at DB’s option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part. The copyright in any advertisement created by DB is owned by DB, and may not be otherwise used by Advertiser or third parties without DB’s prior written consent.

P. Except for contract rates agreed to in writing by Advertiser and DB, advertising rates and units of space for each order shall be at the prevailing rates on the date the applicable insertion order is received by DB.

Q. Any Agency commissions are the sole obligation and liability of the applicable Advertiser.

R. Terms of sale: Payment due 30 days from date of invoice. Interest will be charged at the lesser of 2.0% per month or the highest legal rate on past due balances.

S. DB has not made any representations to Advertiser or Agency that are not contained herein. No addition or alteration to these terms and conditions shall be valid or enforceable unless expressly agreed to in writing by DB. Unless expressly agreed to in writing by DB, no other terms or conditions in contracts, orders, copy, instruction, or other documents furnished by or on behalf of Advertiser or Agency (regardless of when received by DB) will be binding on DB.

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