

Disegno

Media Kit 2023

Since 2011, *Disegno* has opened up new perspectives on design. We engage our audience in contemporary design debates through inspiring long-form writing, podcast making and panel discussions. We reflect on design in all its guises – from product and furniture design, digital technologies and apps, to architecture and urbanism, fashion and identity.

Print

Disegno produces four print issues per year. The Journal of Design and the newly launched *Design Reviewed*.

Digital

DisegnoJournal.com – A leading digital platform for daily design news. *Podcasts* – The best design stories and conversations from around the world.

Disegno Works

A creative agency working with some of the design industries' biggest names.

Disegno Events

Inspiring and imaginative events that connect *Disegno* readers with brands.



Audience

Disegno readers are:

- Designers
- Architects
- Curators
- Educators
- Tastemakers
- Creatives

They live in:

49%	26%	12%	13%
UK	EU	USA	ROW

They are:

65%	95%	86%	52%
AB	ABC	live in cities	aged between 25-44

£63k	90%	90%	90+
Average personal income	University educated or higher	employed within the creative industries	countries in the world with readers

Digital

- 42,000 + Social media followers
- 10,000 + Disegno podcasts subscribers
- 13,500 Newsletter sign up
- 27,000 Unique users
- 75,000 Monthly impressions

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Print Options

Spring and Autumn issues

Disegno – The Journal of Design is devoted to long-form writing and photography around design. It covers all design fields, as well as the social forces that shape, and are shaped by, the discipline. *Disegno* is devoted to writing and photography that highlights the political, social, environmental and industrial impact of design.

Summer and Winter issues

Design Reviewed is a new collectible publication from *Disegno*, which features in-depth reviews of recent designs and design phenomena. Exploring different manifestations of design – from products and furniture, to digital media, food, fashion, policy and systems – *Design Reviewed* is a space for new, experiential design writing that provides hands-on engagement with the field.

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Print Schedule

Disegno #35 Spring 2023

On sale: 17 April — Copy deadline: 17 March

Design Reviewed #2 Summer 2023

On sale: 03 July — Copy deadline: 03 June

Disegno #36 Autumn 2023

On sale: 18 September — Copy deadline: 18 August

Design Reviewed #3 Winter 2023

On sale: 04 December — Copy deadline: 04 November

Rate Card

Full page – £6,000

Double page spread – £9,000

Stockists

Leading design stores, design museums, bookstores and newsstands in all major cities including:

Amsterdam

Berlin

Bucharest

Dubai

Florence

Leipzig

London

New York

Manchester

Mexico City

Milan

Mumbai

Paris

San Francisco

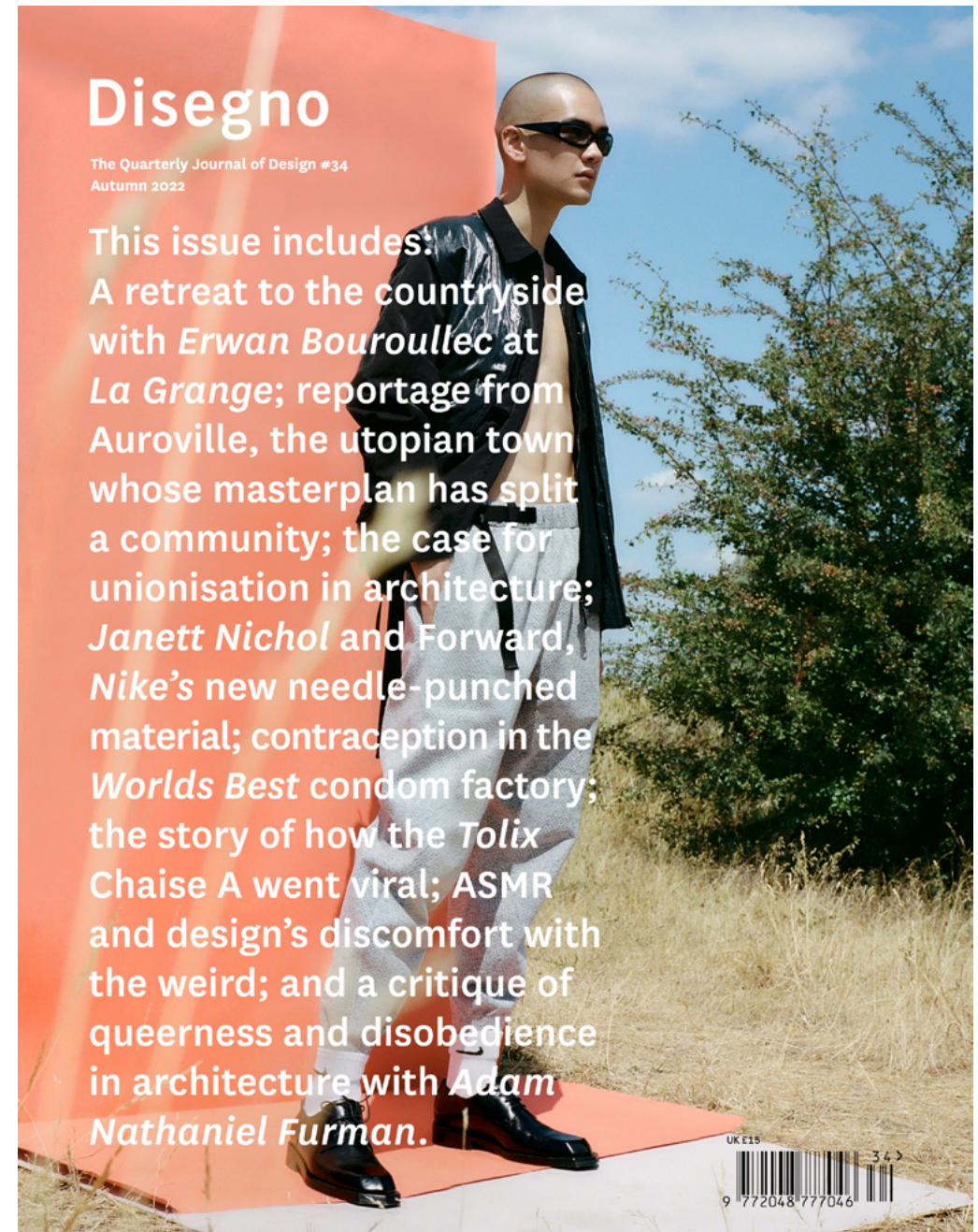
Stockholm

Sydney

Tokyo

Zurich

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Digital

Newsletter Banner

Input/Output is Disegno's monthly newsletter which goes to over 13,500 subscribers

Rate card £1,000

Website Banners

Leaderboard – prime position on the homepage

Rate card: £4,000 per month

MPU – sits to the right of stories on the home page and all story pages

Rate card: £3,000 per month

Digital Advertorials

Disegno advertorials, titled 'Made For...', are a fantastic chance to work closely with the in-house editorial team. We carefully curate each advertorial to produce articles that will resonate with our readership and ensure the best possible chance to promote your brand in an inspiring and informative manner.

Advertorial will include:

- 600-800 word article written by Disegno's editorial team
- Includes an interview with brand representative/designer
- 5-10 high res images
- Advertorial promotion via Disegno's social channels

Rate card: £5,000

Disegno

The screenshot displays the Disegno website homepage with several advertising placements:

- Header:** The Disegno logo is in the top left. Navigation links include Home, About, Journal, Podcasts, Stories, Disegno Works, Login, and a Shop button. A search icon and a shopping cart icon are also present.
- Main Hero Image:** A large, artistic photograph of a teal and blue mechanical tool (possibly a hand plane) with a red cylindrical object and yellow flowers. Below the image, the text reads: "A journal devoted to design and its impact on the world".
- Leaderboard:** A pink rectangular banner below the hero image contains the text: "Leaderboard £4,000 per month".
- Stories Section:** A section titled "Stories" features three article thumbnails with navigation arrows. To the right of these thumbnails is a pink MPU banner with the text: "MPU £3,000 per month".
 - Article 1:** "The Design Line: 15 - 21 October" (dated 20 Oct 2022). Description: "Netfix enters the video gaming arena, IKEA raises its prices on flatpack furniture, and the death toll mounts for a desert megacity in this week's Design Line."
 - Article 2:** "The Pursuit of 'Appiness'" (dated 19 Oct 2022). Description: "Silicon Valley's tech moguls designed their apps to be addictive - now they're offering ways to wear ourselves off them. But can you ever design a perfect digital detox?"
 - Article 3:** "A History of Swiss Aluminium" (dated 17 Oct 2022). Description: "The making of sand-cast aluminium chairs, designed by Mortei Schmid and Ville Kakkonen, using 3D-printed models by a family-run foundry in Switzerland."
- Input / Output:** A light green banner with the text "Input / Output" and "Sign up to our newsletter to receive regular updates." Below this is a form with an "Email Address" input field and a "Sign Up" button.
- Journal Section:** A section titled "Journal" features a thumbnail for "Disegno #34" (dated 17 Oct 2022). Description: "A trip to La Grange, the Burgundy farmhouse that is changing Erwan Bouroullec's design practice; an architect's experience in Auroville, where a galactic masterplan is diving a utopian community; Aldo Sakker's crystal pipe; a report from the frontlines of..."

Podcasts

Available on *Apple Podcasts*, *Spotify*, *Disegno* channels and all major streaming sites.

Disegno has two different podcast platforms:

The Crit

The Crit takes the best design stories from around the world, pulls them apart, and looks at what is really going on underneath.

The Crit sponsorship rate card: £2,500

Disegno Podcasts

Disegno Podcasts is home to conversations with designers, brands and craftspeople from across academia and industry. These podcasts are available for brands to sponsor and allows us to create an in-depth, bespoke look at anything from the brands current design philosophy to history and heritage.

Disegno Podcasts sponsorship rate card: £5,000 per episode



Events

A brand's opportunity to communicate to *Disegno's* audience of affluent design-interested industry professionals with an inspiring content driven event.

Benefits include:

- Credible footfall to brand showrooms
- Opportunity to be seen as thought leaders within the design industry
- Documentation of event (podcast, article, film) for brands further PR usage
- Editorial on *Disegnojournal.com*
- Advertising on *Disegno's* platforms
- Copies of *Disegno Journal* for guests.

“We want to express our gratitude for making this talk a memorable experience. Congrats Disegno! You did a great job and all the positive feedback has truly proved it!”

Eleonora Nespoli — Communications & Media Relations, Rimadesio



Disegno Works

Disegno Works is a creative agency that was launched in 2014 by Disegno. We are storytellers and content creators for brands within the design community. Everything we produce is tailor-made and rooted in the identities of the brands we work with. We make unique, evocative content that communicates the unique stories of our clients.

What can Disegno Works provide?

- Copy writing
- Publishing
- Film making
- Podcasts
- Talk moderation

Who we work with:

- American Hardwood Export Company
- Bolon
- Büro Ole Scheeren
- Emeco
- Folkform
- Goldsmiths
- Kvadrat
- Luca Nichetto
- Map Project Office
- Molteni&C
- Stefen Diez
- Universal Design Studio
- Vibia
- Vitra
- Wood Awards

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position as a water with jewellery manufacturer Weston Bramer: "I am super excited about my new job and very grateful for the opportunity," says Zaka.

MasterPeace Academy was established after Norma set up the Black Jewellery Quarter Guild "as a way to provide support during Covid" and encouraged members to share experiences. The group realised the benefits of the challenges faced by black people in the industry and combined forces to set up a training facility "to celebrate, pass on and promote African/Caribbean culture in the jewellery trade, so new generations could bloom in peace". In the months after the 2020 social justice movement, the "climate was right for action."

Born in the area and trained locally, Norma began her own career back in 2002, as a single mother of three and part-time business lecturer. Within a year, she had left teaching to concentrate on Silverfish Jewellery, her successful faith-based jewellery business. "Making jewellery brought me peace and I want to share that with as many young people as possible," she says. Through her charity, Treasured, she had already brought jewellery-making skills to people in Haiti, India, Nigeria and Grenada, enabling some to set up micro-enterprises and earn a living. Now it was time to meet a local need, at home in Birmingham.

In addition to investing money of her own, Norma approached the Goldsmiths' Company and their Charity, who are helping through the Global Majority Fund, and connected her with the

National Association of Jewellers, who supported the launch through their Benevolent Society. De Breen Group are the main sponsors of the Kickstart programme, which is also supported by the Global Majority Fund, to ensure all courses are fully funded. The Academy celebrated its first year of trading on 21 March 2022, and Norma has fulfilled a longstanding goal. "I had always wanted to start a training centre to help others make jewellery and change their lives," she says. "It felt incredible to have achieved that." As they celebrate their first milestone, the team are looking to the future with plans to expand the premises, create a collective of former students, offer business incubation, hold exhibitions and open a retail outlet. Norma is also keen to develop programmes for trainees with disabilities in the community. The foundations for a meaningful future have been laid, but for now the Academy is busy preparing for its first graduate exhibition in September.

Back in the workshop, two students with combined Jamaican, British and Greek heritage are working together on a piece of jewellery exploring the Ekkleptian princess Andromeda from the Greek myth of Perseus and Medusa. "They were delighted to realise their dual cultures had some crossover," says Norma. "We all look different, with different journeys and experiences, but essentially we're the same under our skin. Jewellery can be about making something beautiful that's also a celebration of our unique and diverse journeys." Once finished, the Andromeda jewel will be the perfect illustration of the cultural dialogue and drive for unity at the heart of MasterPeace Academy.

MasterPeace Academy students from left to right: Frodo, Kieran, Constance, Cassandra Wigan, and Tyrone Thomas. Back: Matthew Clough, Norma, Ibrahim Mwanuzi, Sukr Amari and Masahito Miyas. JILLIA JOURNEY

Specs

All advertising copy should be supplied as a 300dpi press-ready PDF, CMYK with spot colours removed unless otherwise specified, with a 3mm bleed and crop marks.

Disegno Journal

Single page

trim	215 × 277mm
bleed	221 × 283mm
type safety	182.5 × 257mm
gutter type safety	22.5mm from gutter

Double page

trim	430 × 277mm
bleed	436 × 283mm
type safety	410 × 257mm

Digital specs

MPU	1:1 ratio (1,080 × 1,080 or 450 × 450)
Leaderboard	1,980 × 450 ratio
Newsletter banner	530 × 200

Design Reviewed

Single page

trim	165 × 240 mm
bleed	171 × 246 mm
type safety	min 8 mm
gutter type safety	min 12 mm

Double page

trim	330 × 240 mm
bleed	336 × 246 mm
type safety	min 8mm

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