

YMS

NEVER TOO SMALL MEDIA KIT

QUARTERLY

Never Too Small is launching a 240-page quarterly magazine about sustainable design, architecture and small-footprint living. Inquisitive, optimistic, and playful, Never Too Small magazine is a must-have resource for the conscious, curious urban dweller.

LAUNCHING SEPTEMBER 2024

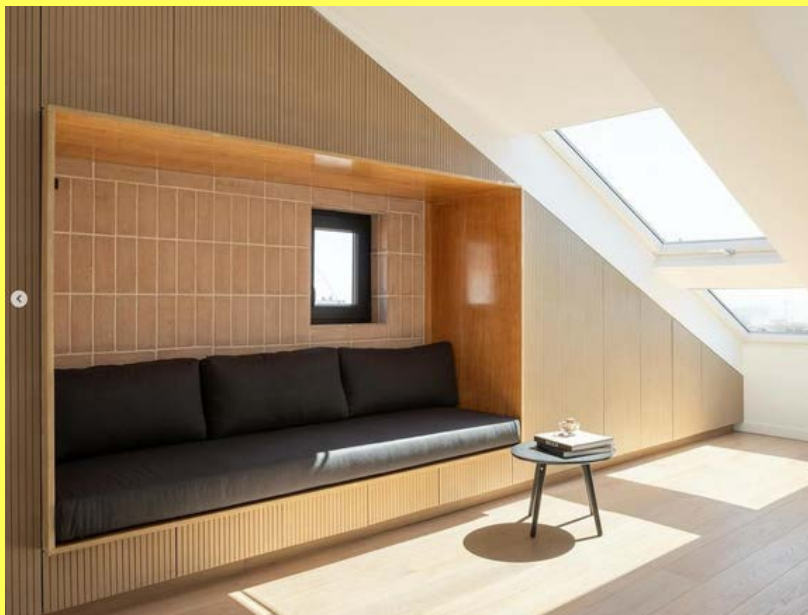


small footprint living

people + projects



furniture + interiors



urban culture, design + storytelling

ABOUT THE PUBLISHER
NEVER TOO SMALL

Never Too Small is a multi-platform publisher and home of small-footprint design, architecture and lifestyle.

With five million monthly viewers across our channels, we share ideas, projects and inspiration for how we can live happier and more sustainable lives in the small spaces we call home.

AUDIENCE STATS

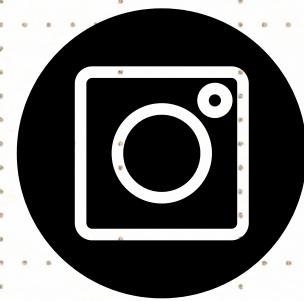
2.6M YouTube subscribers

5M views per month



50K

unique visitors
per month



210K

followers
(+ growing)



330K

followers
(+ growing)



**25K
newsletter
subscribers**

**65%
open
rate**

(industry open rate 21%)

THE TEAM

“We believe that through smart design and creative use of space, we can transform the way we live and interact with our growing cities; tackling urban overcrowding issues globally whilst improving the quality of life.”



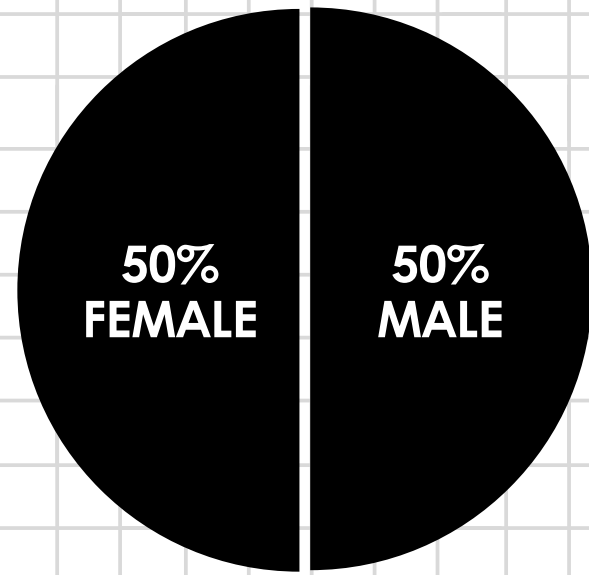


demographics

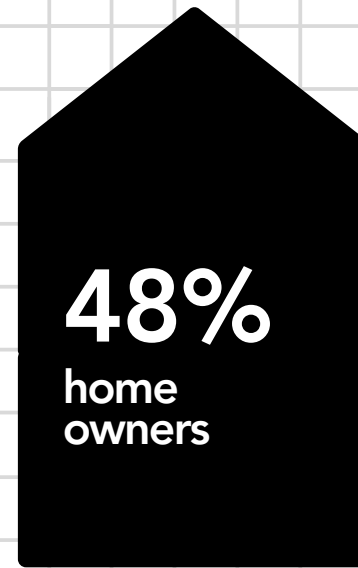
**Never Too Small
has a loyal +
highly-engaged
international
audience.**

**They are urban dwellers / are
passionate about practical,
sustainable small house design /
are educated professionals / earn
a mid-high income / are culturally
aware / are global citizens / love
adventure + travel (have a curious
mindset) / are interested in tips +
tricks for redesigning their space /
want to be inspired by everyday
people savvy in design + architecture
/ are motivated by sustainable
solutions / are interested in design,
but not necessarily a designer / are
motivated to buy once + buy well /
love mixing their designer items with
second hand finds / have a cool
sense of style + appreciation of design**

OUR AUDIENCE!
*



Europe 38%
Asia 26%
Nth America 24%
Australia + ROW 12%



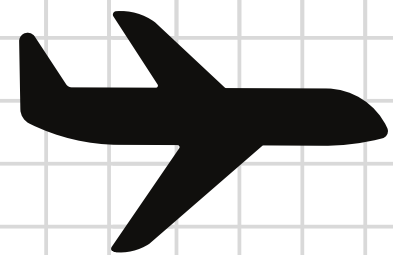
70%
of our survey audience said they would subscribe to our quarterly magazine.

39% → aged 25-35 years
24% → aged 35-44 years
12% → aged 45-54 years

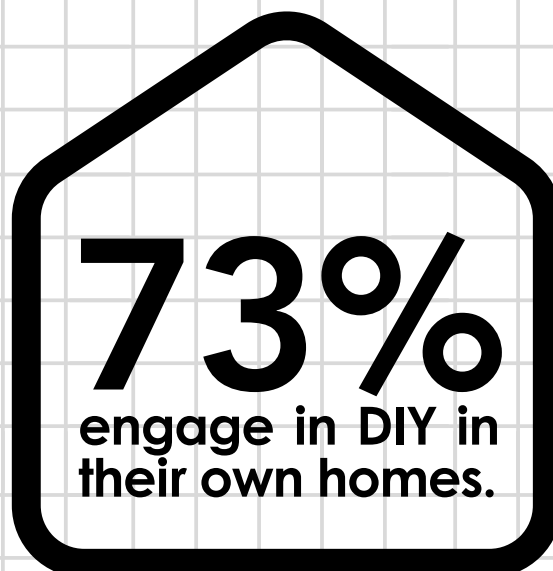
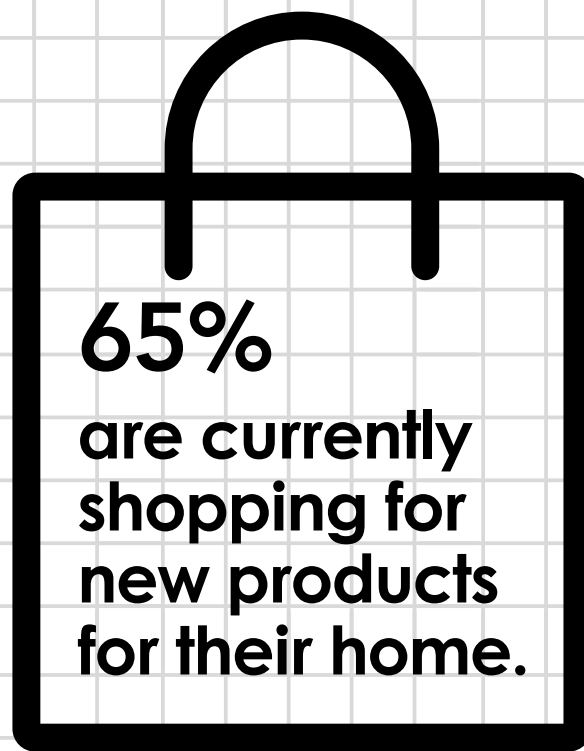
85%

The majority of our readership consists of creative professionals in the mid to high-income brackets.

92%
of our survey audience use NTS as inspiration for decorating and designing their home.



70%
plan to travel internationally in the next 12 mths.



WHAT OUR AUDIENCE SAYS

“NTS inspires me to create better spaces in my life.”

“For me, NTS has illuminated new ways of living responsibly in urban environments.”

“NTS makes me think outside the box.”

“NTS is a community where people who have the same interests can come to learn, share, and connect.”

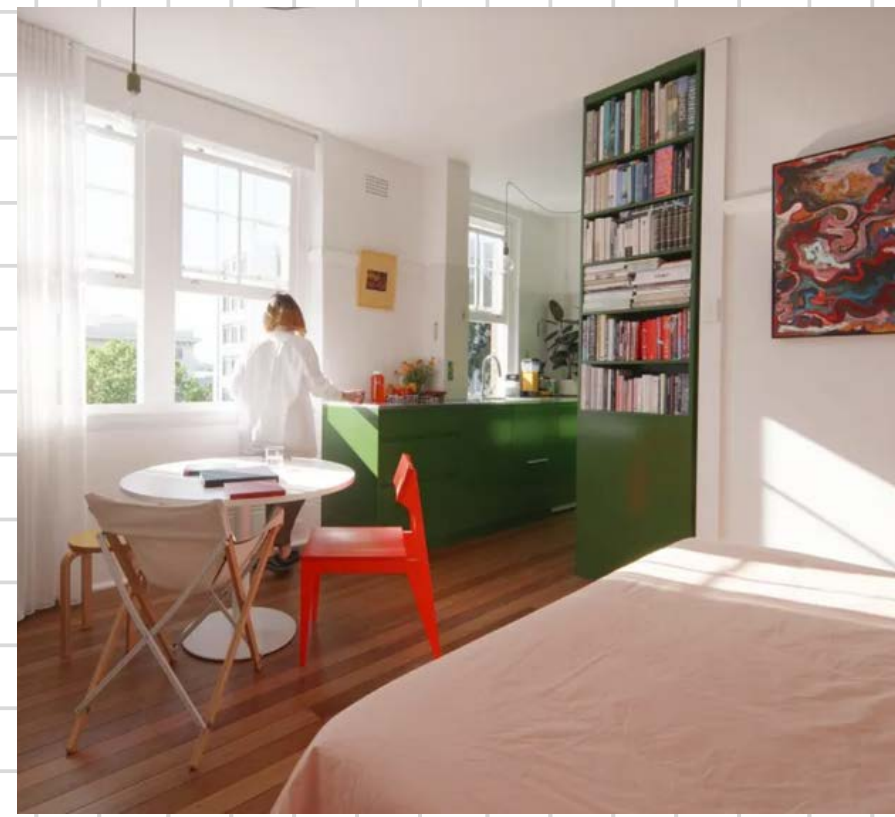
“I love the sweet and calming aspect of your content. It is a great escape for me.”

“I love the quality and clarity of the content, as well as the overall aesthetic of the brand.”

“I like how NTS makes me feel. It’s aspirational but also within reach for most people.”

INVITATION ONLY

An exciting opportunity exists for like-minded brands to become a foundation partner in our launch issue.



“The massive reach of magazines today provides a direct line to large and valuable audiences of hard to find consumers for advertisers looking for an edge on their rivals.”

Roy Morgan, 2024

ADVERTISER TESTIMONIALS

"Never Too Small are the biggest lifestyle partner of the Samsung campaign. Their quality of collaboration and ability to create incredibly engaging content are the reason they were selected for paid media. And they're also a pleasure to work with."

Lee Allen, BMB agency

"Never Too Small adeptly transformed our creative brief into an exceptionally creative outcome with minimal guidance. Their dedication to our brand and collaborative team effort truly set them apart as one of the best teams to work with."

Bella Vu, Milanote

"Never Too Small is a global leading voice in the interior design and sustainable living space. We're lucky that their ideals align with MUJI's way of living, giving us the opportunity to create content that reaching the right audience in such an organic way."

Vincent Tang, MUJI

57%
of NTS followers
are more likely
to engage with
a brand that is
seen on NTS
channels. *

* NTS AUDIENCE SURVEY 2024

THESE BRANDS TRUST NEVER TOO SMALL

SAMSUNG

Govee

ASUS ZenScreen

 **LG**

NEBULA
by Anker

MEYER

Google

MASTERWORKS

audible
an amazon company

SKILLSHARE

 Paperlike®

 **SQUARESPACE**

 **Milanote**

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NT
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