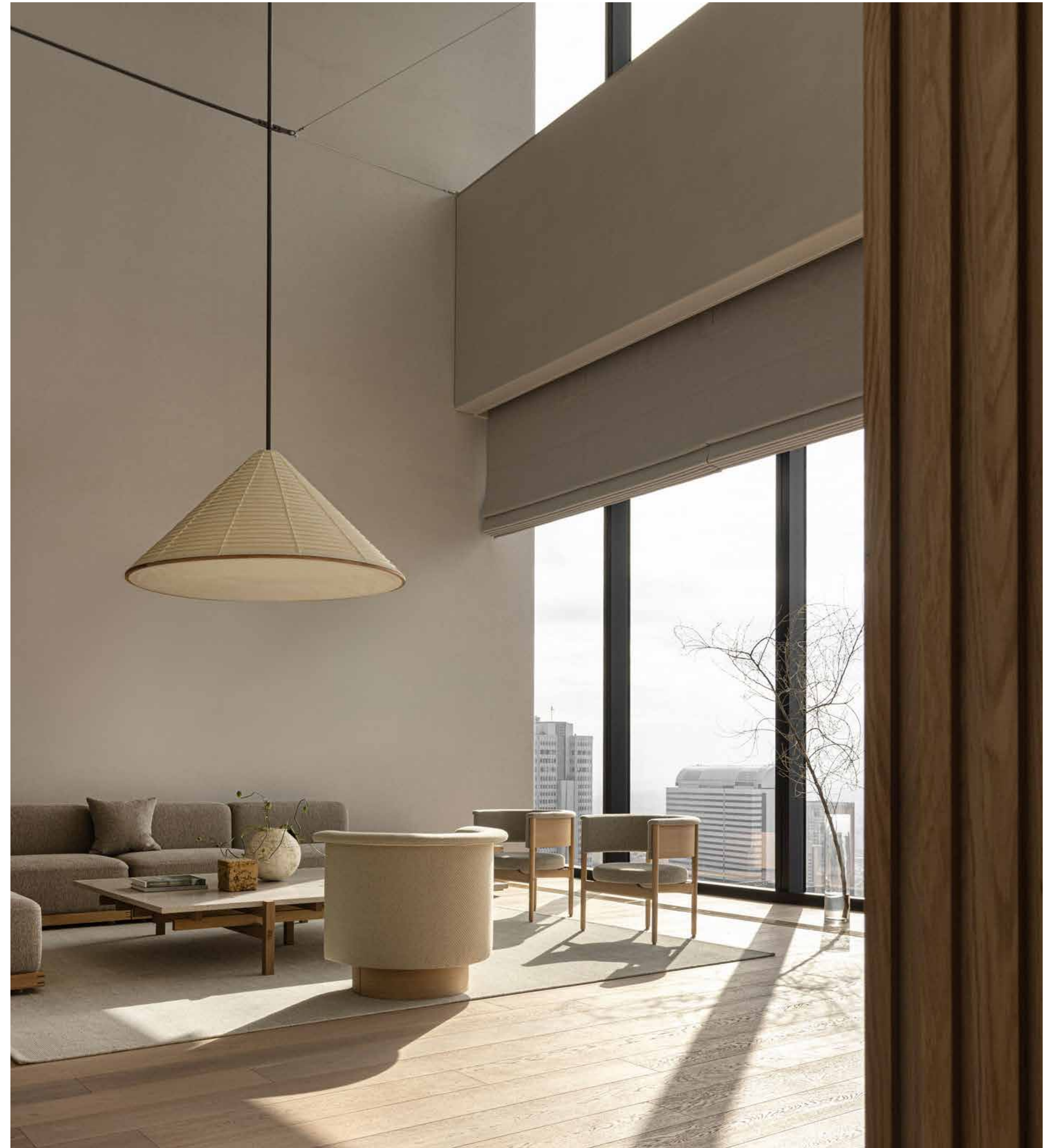


design anthology UK

MEDIA KIT / 2024



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THE BRAND

Design Anthology UK is one of the most influential media brands in the European design scene. An authority on the zeitgeist, *D/A UK* spotlights premium interiors, design, architecture, art and travel in a distinct, thoughtful voice. Originating as the London-based sister publication of *Design Anthology* in Asia, *D/A UK* has evolved into a multi-platform brand engaging an active, affluent and design-conscious community.

Valued for its high-production values and editorial finesse, *D/A UK* provides a trusted perspective on contemporary and classic design. An advocate of brands with integrity, *D/A UK* is dedicated to innovative design thinking. We believe that today's conscientious consumers crave beauty, quality and creativity. That's why we curate a cross-medial collection of aesthetics that resonate and frame these with editorial depth.



THE AUDIENCE

Design Anthology UK has access to an active community of design enthusiasts, who are passionate about weaving design into their lifestyle. Our growing audience consists of both creative professionals (designers, architects, dealers and specifiers) as well as design devotees curious about quality brands and their stories.

D/A UK reaches over 100K+ people in Europe and North America's design community. Our organically grown following is active across *D/A's* multiple platforms (including digital, print, video and audio). This cultured, international set has a high disposable income, and is eager to invest in premium design products and experiences.

Ultimately, our audience values the care and curation of *Design Anthology UK's* media portfolio – from high-concept photography to the quality of the print paper stock and the consistently sharp point of view from our expert writers and stylists.



D/A UK'S TARGET DEMOGRAPHIC



Design professionals (architects, creatives, dealers & specifiers) and design enthusiasts



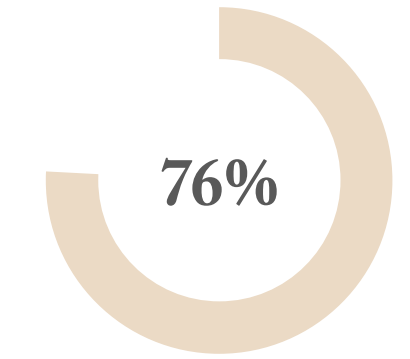
Educated and well-travelled



High-level of disposable income



Print enthusiasts



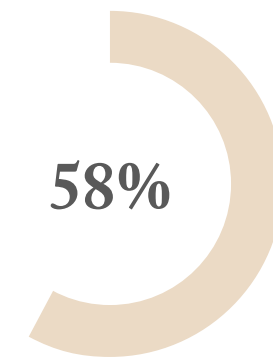
76% aged 18-44 on social



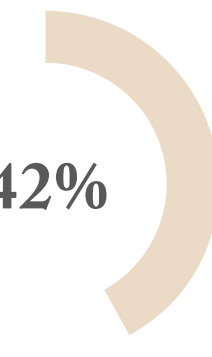
On average 30-59 years for print magazine



Culturally informed



58% female



42% male



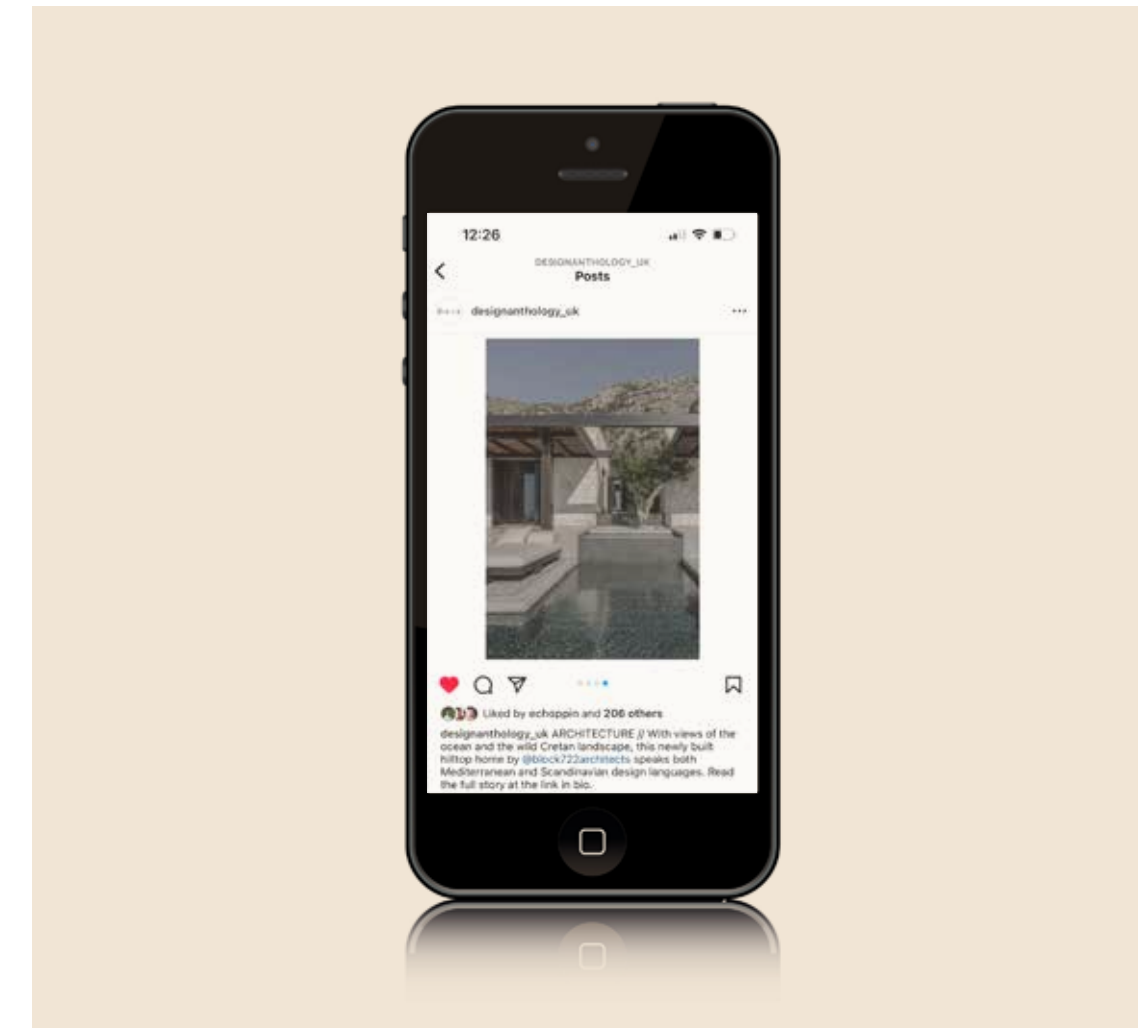
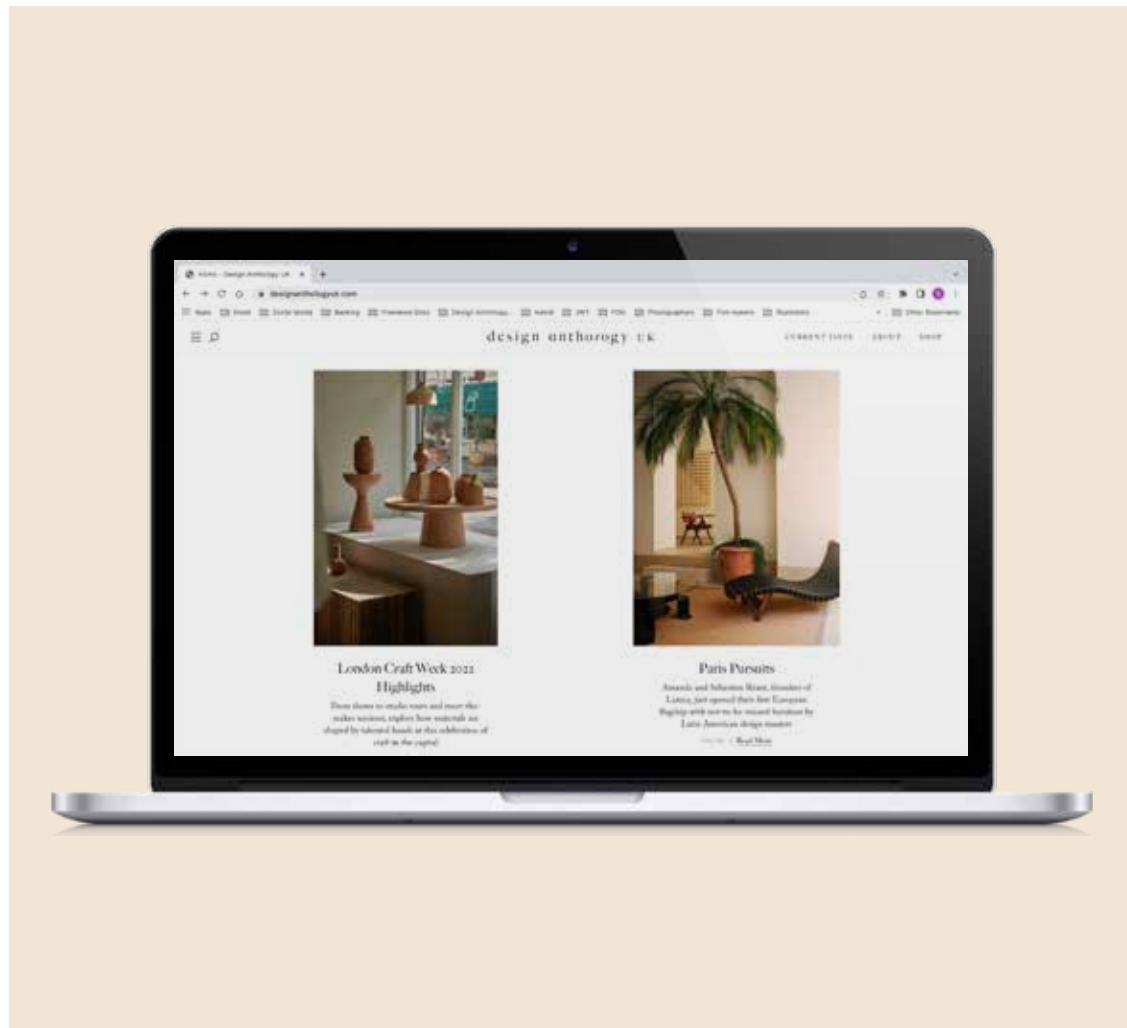
Consumers of premium products and services



Top 5 countries in 2023: United Kingdom, United States, Italy, France, Germany

THE PLATFORMS

Design Anthology UK is published by Astrid Media. Known for its editorial nous, *D/A UK* features design content on the following platforms. Advertisers, brand partners and sponsors can select a bespoke platform package to suit their specific needs.





PRINT

Our triannual print magazine *Design Anthology UK* reaches approximately 100,000 readers with each issue and is available to buy in premium retail stores and online.

SALES OPTIONS

- Ad sales (double page spreads and singles) – specifications and rate card on request
- NEW Sponsored photoshoots: bespoke coverage in *Design Anthology UK's* magazine
- Single or multi-page print advertorials

WEBSITE

Designanthologyuk.com has organically grown a devoted following to selectively target. New digital formats for 2024 include destination guides, designer/ brand profiles and D/A's Most Wanted online.

SALES OPTIONS

- Premium positioned exclusive advertising spots
- Online advertorials created and supported by the *D/A* team
- Desktop and mobile banners and parallax banners

SOCIAL

D/A UK has an active following of 22K+ on Instagram. A trusted and tasteful influencer in the European and North American design community.

SALES OPTIONS

- NEW *D/A* endorsed social clips as video ads
- Paid-content social campaigns for partners
- Social media giveaway to boost brand awareness

PODCAST

The Design Dialogues podcast has a total audience of 42K and approx. 3,000 listeners per episode. This intimate conversations with the world's most interesting designers have a 95% consumption rate.

SALES OPTIONS

- Sponsorship of themed series (including bespoke branded episode and live podcast events)
- Sponsorship of individual episodes also available

EVENTS

The *D/A UK* team can support partner brands to tell their story through live events, with exclusive access to our community.

SALES OPTIONS

- Supper clubs and intimate networking events
- Concept and delivery of creative workshops and panel discussions
- Guest list curation and management for larger events and launches
- Pop up installations and exhibitions

D/A UK Digest

Our monthly newsletter is sent to the inboxes of 2,500 architects, interior designers and design enthusiasts, with a consistent open rate above 60%. Highlight your news by partnering on an article, or through one of our premium-positioned ad spots.

THE MAGAZINE



Our triannual print magazine *Design Anthology UK* is published by Astrid Media and speaks to an affluent and informed audience of creative professionals and design devotees. Inside, they will find stories on interiors and architecture, as well as travel features, art roundups and designer profiles – never fads, trends or DIY. It is a carefully curated collection of stories with substance and style.

With a high-quality finish and coffee table book appeal, *Design Anthology UK's* distinct voice and thought-provoking content sets the bar for premium design and lifestyle titles in Europe. Far from a glossy catalogue to be discarded, *Design Anthology UK* is a collectible volume to display and refer to time and again.

The magazine is stocked online at designanthologyuk.com and in select newsstands in the UK, Europe and the US, including Foyles, The Design Museum, The Conran Shop Chelsea and WH Smith at Selfridges.

26,000
circulation

100,000
readership

70%
sold on newsstands

20%
online sales and subscriptions

10%
complimentary

April / September / December
frequency

Complimentary copies are distributed in architecture, and design practices as well as premium venues including private members clubs, firstclass travel lounges, high-end property developments and luxury hotels including Bulgari Hotel London, Raffles at the OWO, and The Standard.



Issue 17

Editorial Submission Deadline: 5 Jan

Advertising Deadline: 16 Feb

Publication: 1 April

Issue 18

Editorial Submission Deadline: 25 May

Advertising Deadline: 12 July

Publication: 1 September

Issue 19

Editorial Submission Deadline: 6 September

Advertising Deadline: 18 Oct

Publication: 1 December

THE OUTLINE

WE CREATE SIX SECTIONS EACH ISSUE:

01/Radar: *Design Anthology UK* begins with bitesized stories in Radar. It's here that we cover regional news like restaurant and design showroom openings, product launches, book reviews, designer Q&As and other news and ephemera from the realms of design, art and architecture.

02/Journey: Our travel section is aimed at design enthusiasts – it's about what our readers want to see, eat, do, buy and experience while in a foreign place. We also give an overview of design hotel openings and include a longer destination feature.

03/Home: We give a guided tour of the most splendid homes around the world. To maintain our regional focus, these are located in the UK and Europe or are designed/owned by European tastemakers further afield.

04/Art: Our take on the art world in Europe. We speak with artists, gallerists, curators and critics to bring readers what is pertinent and stimulating, as well as including an essential events diary.

05/Architecture: We look at architecture through the critical eye of experts, with relevant building reviews, photo essays and opinion pieces. The idea is to be informative and inspiring versus overly technical.

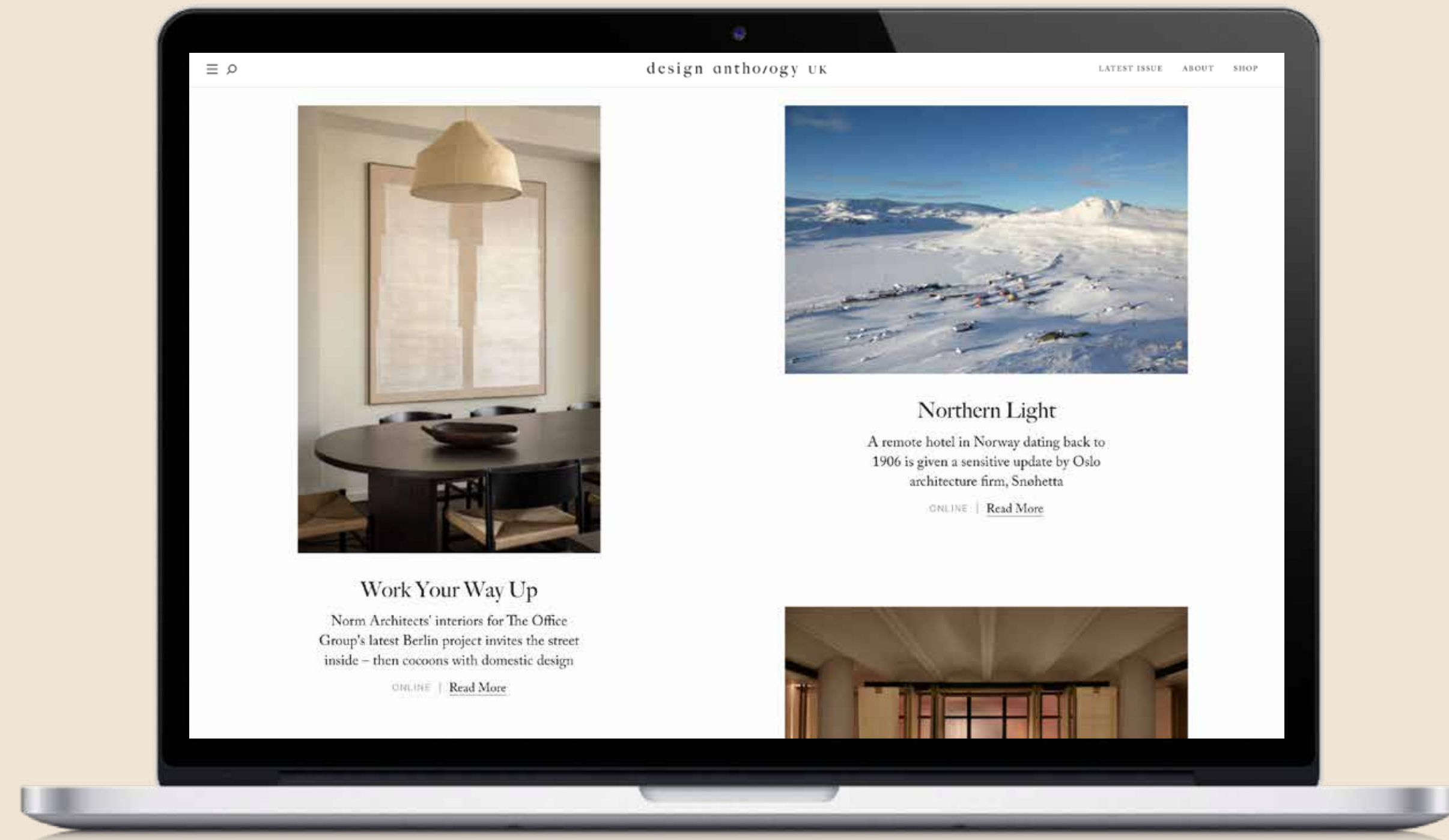
06/Style: Each issue of *Design Anthology UK* concludes with a compact, but exquisitely presented, selection of our picks from fashion, beauty and personal technology.



THE WEBSITE

Design Anthology UK lives online as a digital site, with the same high production values and editorial style as the print title. Weekly uploads include an inspiring mix of exclusive stories to reflect seasonal and topical themes as well as a selection of the best print pieces. With 2.1K monthly unique users and 4.6K page views, the digital magazine is a trusted voice of contemporary design online.

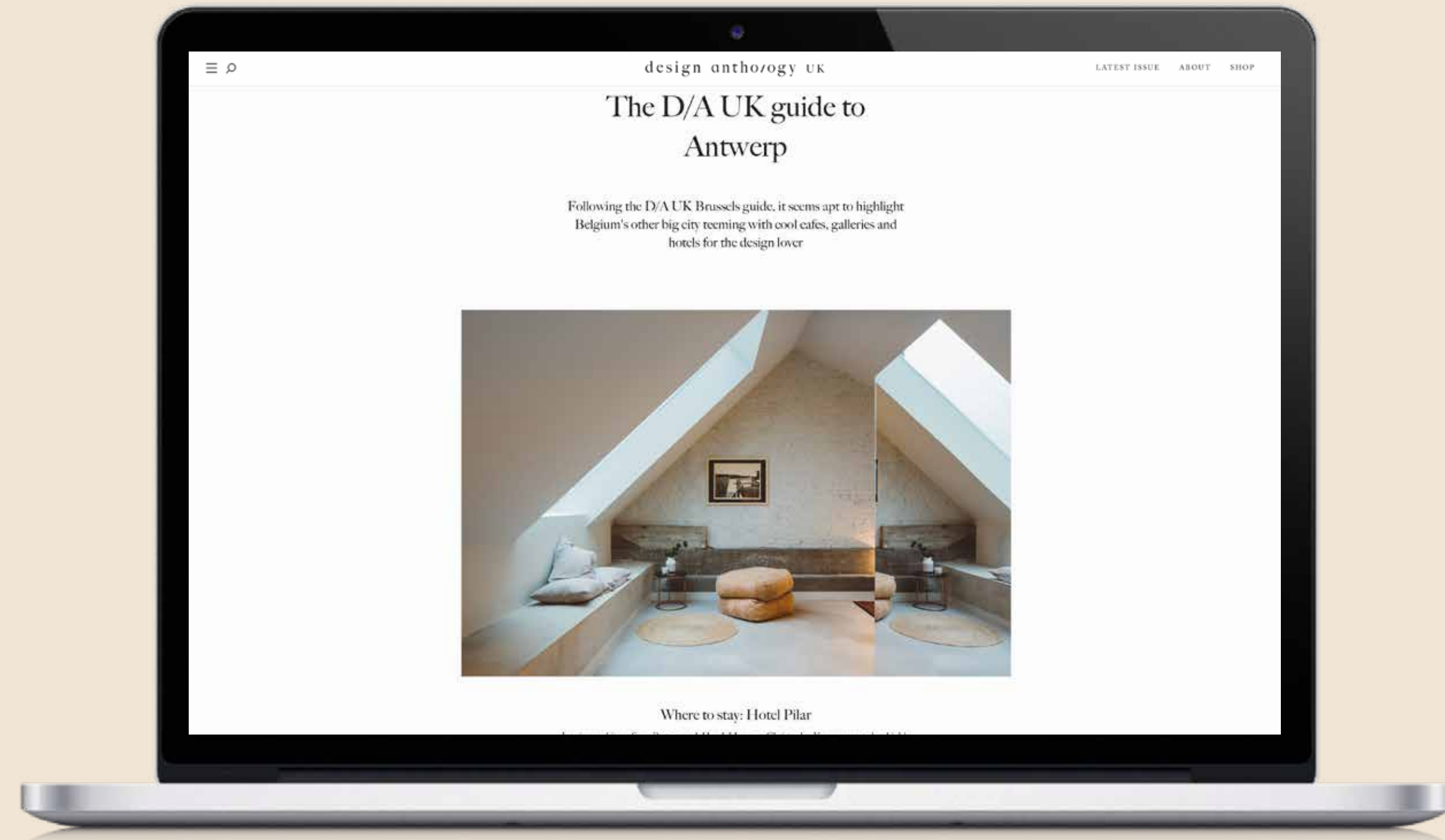
Our community is growing organically, with a 40.4% increase in UU per week and 39.3% increase in sessions per week without paid media spend. All advertiser pages and partner paid-for content is hyperlinked, with rising click through rates.



D/A UK offers brands two formats for online coverage on *designanthologyuk.com*.

1. A dedicated advertorial to tell brand-specific stories, writing by our editorial team.
2. Sponsored slots in our digital destination guides and most wanted reports.

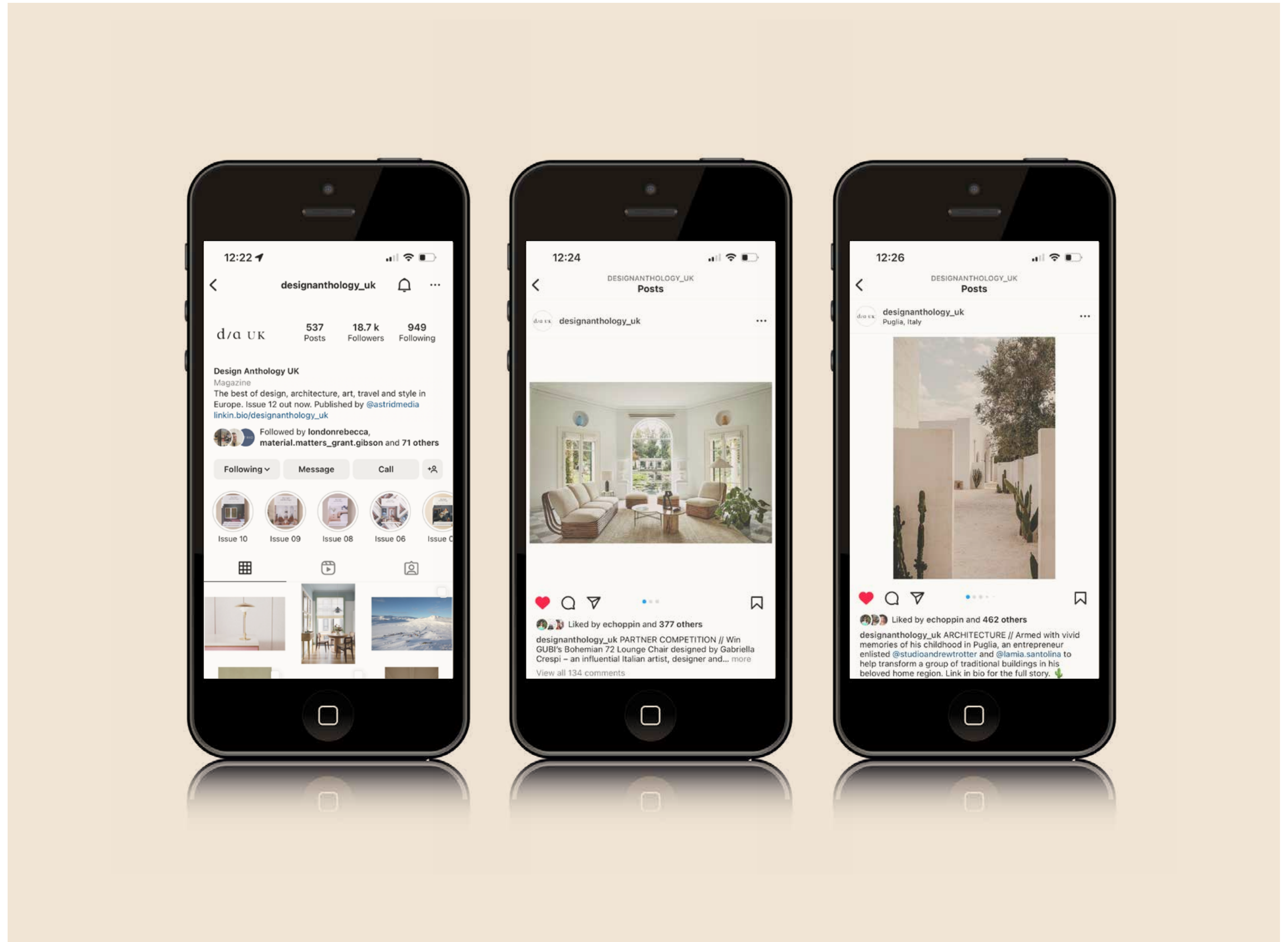
The *D/A* destination guide spotlights what to see, do, eat and explore in design cities of note – published monthly, in response to *D/A UK's* audience's heightened engagement with travel-related stories online. It includes a thoughtfully curated editorial selection of 6-8 venues within a city or region, including hotels, restaurants, galleries, retail and significant cultural places. To be included among this editorial selection, brands can sponsor a single sponsored slot in each guide. With an image, max 150 words and a website link, brands are featured in the trusted context of *D/A UK's* destination list. The Most Wanted review works in a similar vein, with one slot open for brand sponsors to position their latest launch products among the editorial selection.



ON SOCIAL

D/A UK has a dedicated, active following of 22K+ on Instagram with consistently high engagement. The brand is viewed and valued as a trusted, independent and highly influential media account. Our online community is growing organically and fast. A social campaign on *D/A UK* offers brand partners access to this active target group and an opportunity to tell a brand story with the editorial expertise of our in-house team.

In response to the growing demand of moving imagery on social, we produce *D/A* endorsed social clips as video ads. Placed within the context of *D/A* editorial content, these short, stylised 30-second clips make an instant impact and attract our community's attention long term. Putting ad spend behind these posts will further boost brand awareness.



THE PODCAST

The Design Dialogues is D/A's podcast, a series of intimate conversations with the world's most interesting and innovative designers and thought-starters, covering interiors, architecture, hospitality, furniture, product and industrial design. With 70 episodes under its belt, *The Design Dialogues* is globally well established.

The overall audience of *The Design Dialogues* is 42,000, with up to 3000 listeners per episode. On average listeners consume 95% of episodes, a high engagement figure. Brand partners can sponsor a single episode or an entire season. Bespoke episodes are also possible as is the production of a brand specific podcast.

In 2023, D/A UK produced a six-part podcast series on travel through the prism of design, in partnership with Accor. The season concluded with a live podcast event at Raffles, the OWO. Our team also creates bespoke white-label podcasts, such as "Inside Out" for Universal Design Studio (launching Q1/ 2024).

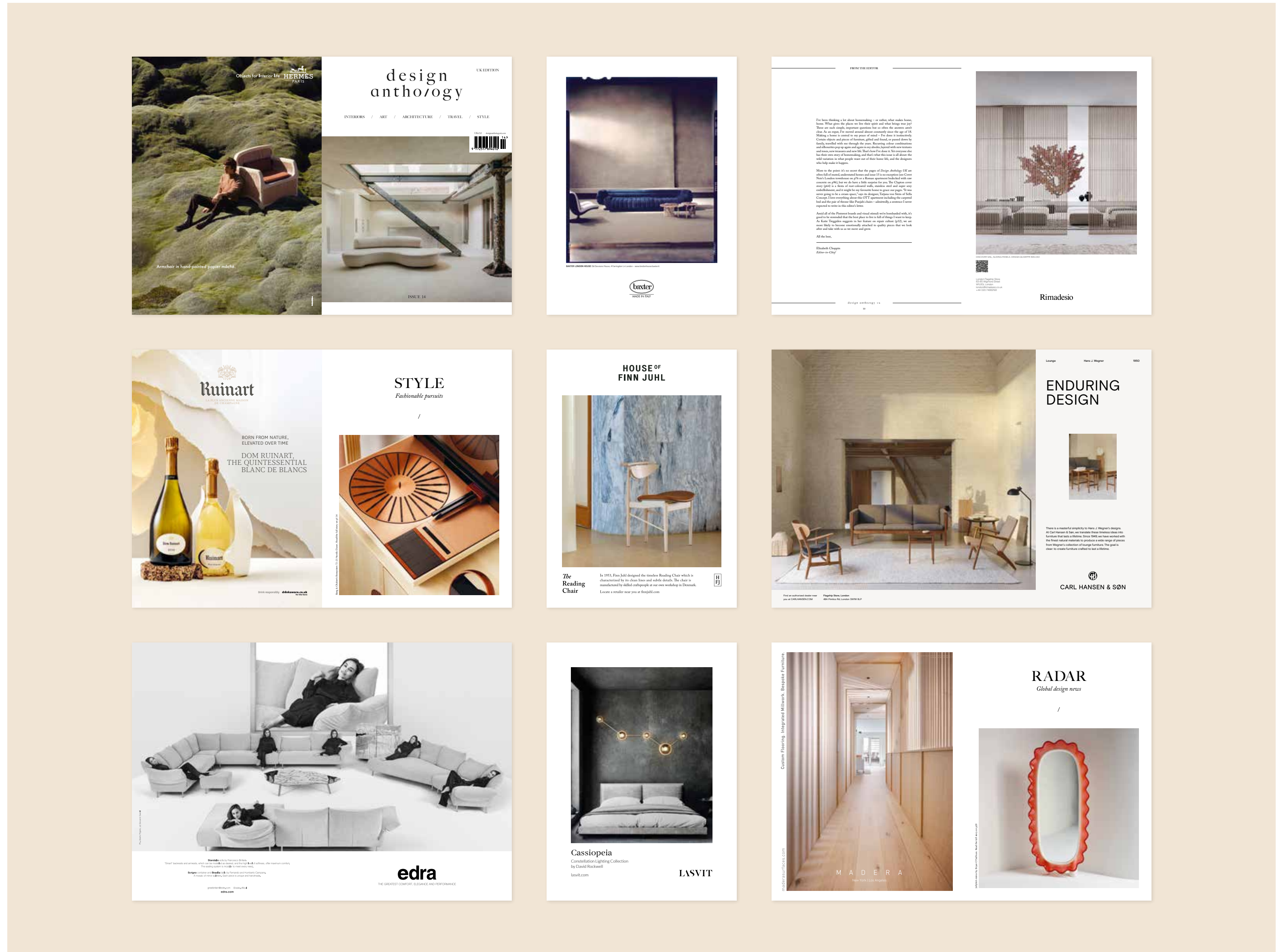


BRAND PARTNERS

We work with leading premium brands across hospitality, travel, design, fashion and art.

*Flos, Poliform, Carl Hansen & Son,
Hermès, Ruinart, Agape,
Louis Poulsen, Tarkett, Vitsoe,
Edra, Ercol, Allermuir, Duravit,
Finn Juhl, Design House Stockholm,
Le Klint, Rimadesio, Porro,
Baxter, Gubi, Nest.co.uk, &Tradition,
Laufen, Hauser & Wirth,
Beton Brut, Deirdre Dyson, Fora,
Occhio, Accor, Minotti London,
Salone del Mobile and Liberty London...*

Get in touch to discuss the right cross-platform package for your brand.



Astrid Media is a creative agency specialising in editorial, art direction, brand strategy and publishing. We produce thoughtful content for clients across a range of platforms, and custom print publications that capture the essence of the brands we work with.

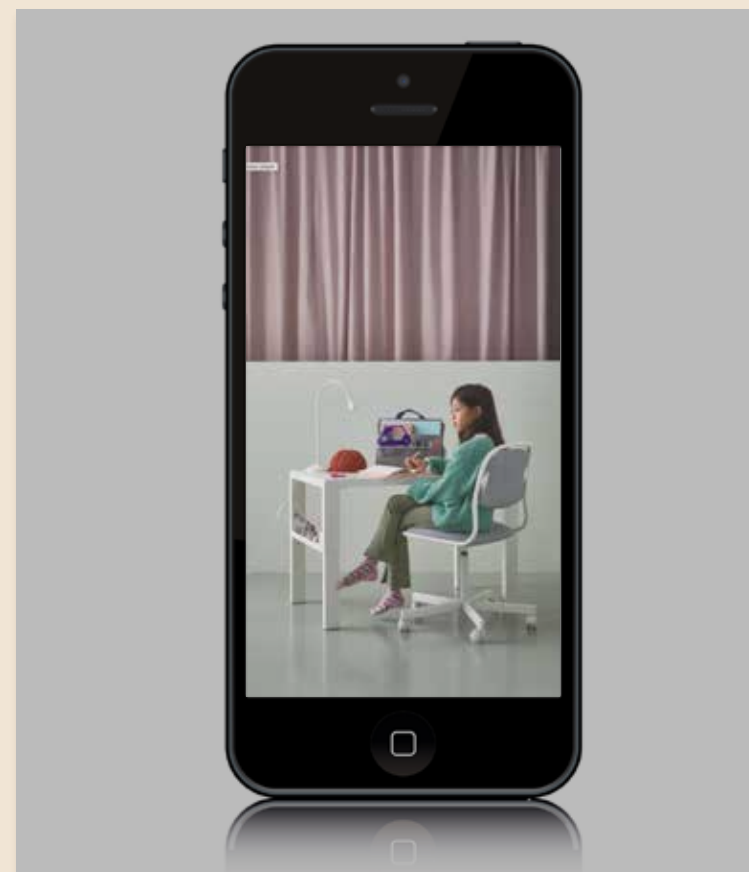
Our independent flagship title, *Design Anthology UK*, is a triannual print magazine distributed across Europe.

Our services

We build a bespoke team for each Astrid brief, hiring from a network of trusted and talented writers, photographers, stylists, designers, and developers. Our services include:

- Editorial content
- Print publishing
- Art direction
- Brand strategy
- Visual identity
- Shoot production
- Brochures
- Web design
- Newsletters

Please get in touch to discuss your project.



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