

# D *The Art Of* DESIGN

## AUDIENCE

The audience of The Art of Design directly benefit with every issue published since the industry professionals and high-end consumers are able to stay abreast with the latest and upcoming trends through innovative product galleries and cutting-edge design created to spark creativity.

Focused on interior architecture and design, The Art of Design audience of 61,000 are interior designers, architects, design professionals, design stores, business owners, high-end consumers and related industry professionals who collaborate on the design of contemporary residential spaces, work places, retail stores, restaurants and much more.

Not only is the magazine available as a hard copy edition which is beautifully printed in the very best quality, it is also available to view digitally. Through producing the magazine in different mediums, we are able to target readers who prefer to remain loyal to the long-established printed edition, and also reach those that would rather read a magazine on their smartphone, computer or tablet.

## SOCIAL MEDIA



@theartof\_design



@artofdesignmagazine



@art\_design

## About Us

The bi-monthly publication 'The Art of Design' magazine has swiftly advanced into becoming one of the industry's leading publications in the residential and commercial interior design industries.

This accolade was met by preserving a clear aim of connecting the professionals to the relevant products on the market and keeping the readers informed and inspired through thought-provoking, content-rich editorial.

## “ Exceptional Designs for Exceptional Spaces ”

## Benefits

The Art Of Design is a publication that connects our client's products and services with industry professionals from the interior design industry.

**Digital:-** With each issue we produce we also carry a complete digital replica which offers a full online reading experience to our circulation and also offers some great trackable leads for our advertisers.

**Cost effective:-** We offer a competitive price for any advert position. We believe in a fair cost that works for everyone.

**Cover:-** With a lot of publications covering the front of their magazines with text and straplines we prefer to offer a unique cover which is simple, stylish and vibrant and one that will stick out on any display, rack or hotel lobby.

**Design:-** Every effort is made to ensure our publication is created and design in a way to enhance the reading experience and maximize the potential responses for our clients.

## The Art of Design In Numbers

**£850,000**

AVERAGE  
HOUSE VALUE

**71.9%**

OF READERS OWN  
THEIR PROPERTY

**17%**

OF READERS OWN A  
SECOND HOME

**46%**

OF WHICH ARE  
OUTSIDE THE UK

**£110,000**

AVERAGE HOUSEHOLD  
INCOME



**41%**  
FEMALE



**59%**  
MALE



**85%** United Kingdom  
**10%** Europe  
**5%** USA and Other

## Advertising Services

We offer a vast range of advertising and marketing options. Whether you require quality sales leads or high-impact market awareness of precise target mailings, we can offer the complete package.

### Digital Advertising

**Web Banner** – *These can be purchased to appear on our company website for three months, six months, one year or more.*

**Solus Email / E-shot** – *Supply us with an HTML file which we will send out to our unique list of subscribers. Shortly after, we can supply you with analytics on open rates and clicked links which your email campaign has generated.*

**Newsletter** – *The newsletters are sent out to our refined unique circulation monthly so is perfect for time sensitive news. These are also useful for companies with a limited marketing budget.*

### Free Artwork Services

We offer the opportunity to create your artwork absolutely free of charge. All we would need from yourselves are the high-res images (including the logo), text and full contact details. If requested, the designer can then send you a proof of your designed artwork. The deadline for submitting artwork for our designer to create is two weeks prior to closing the issue. Upon booking in, our sales team will inform you of this cut-off point.

### Display Advertising

**Magazine** – *A choice of sections, sizes and rates to fit your needs and budget for advertising within both our printed and digital editions. Discounts are given to new clients as introductory rates. For existing clients discounts can be given upon signing up for a series booking.*

**Leaflets / Inserts** – *Distributed within the printed edition of The Art of Design to our unique circulation. A choice of loose or bound-in inserts are available. Prices differ based on weight and quantity.*

## Editorial Submission

We are always pleased to consider relevant editorial content that may help to support the various sections within our publication. The Art of Design reserves the rights to accept or deny any submission we receive. Submissions are reviewed based on their content, quality and relevance.

### What to Submit

We are always open to receiving a wide variety of editorial content to be considered for each issue we produce.

If you are working or have worked on a recent project or case study and have relevant material to submit them please follow the guidelines on 'How to Submit'.

NOTE: All submissions are not 100% guaranteed to be featured in an upcoming issue or online feature. Our editorial team reviews every submission and reserves all rights on their selection.

### How to Submit

- All editorial submissions should be emailed to [editor@mhmagazine.co.uk](mailto:editor@mhmagazine.co.uk)
- All images must be provided, hi-resolution, 300dpi 1mb or higher RGB (JPEG or TIFF)
- If sending multiple images then please submit .zip file of images and any credits to [editor@mhmagazine.co.uk](mailto:editor@mhmagazine.co.uk) through email or [wetransfer.com/sendspace.com](https://wetransfer.com/sendspace.com)
- Word limits vary per article but our average articles are between 400-600 words.
- For online coverage please send all social handles for us to credit once published.
- For postal submissions please send to:  
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## View Our Publication On The Below Platforms





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## Ad Rates

Type	Area	Trim	Bleed
Double Page Spread £4,000	400mm x 277mm	420mm x 297mm	426mm x 303mm
Full Page £2,250	190mm x 277mm	210mm x 297mm	216mm x 303mm
Half Page Horizontal £1,495	180mm x 132mm	N/A	N/A
Half Page Vertical £1,495	88mm x 267mm	N/A	N/A
Quarter Page £975	88mm x 132mm	N/A	N/A
Product Showcase / Editorial £295	130 words of text, portrait image & contact details	N/A	N/A

A4 pages, Half Pages and Quarter Pages should be supplied as a high resolution PDF or JPEG file together with all required JPEG, TIFF, PNG or GIF images and fonts. Product Showcases and Editorials should be sent as a Microsoft Word text file or similar and the image as a JPEG or PDF at 300dpi and 1MB or higher. If you wish to send a brochure please highlight or indicate copy and picture/illustration required.

All prices are subject to VAT.

## Over 10 Years Of Design Excellence...

